



Driven by Science. Communicating for Change.

Critique & Awards Program 2020

<https://aceweb.org/awards>

Thank you

- ACE President Doug Edlund
- 2019 C&A Recommendation Committee:
Heather Browne, Lori Greiner, Lindsay Hatfield and Stacey Stearns
- ACE Learning Community leadership teams
- Heather Browne, Celtic
- Entrants, for your patience and understanding in a challenging year

Recommendations

1. With Learning Communities, develop clear set of rubrics for judges with a consistent set of scoring criteria and critique question prompts.
✓ Done. LCs can review/revise annually.
2. Improved onboarding of judges
✓ Done. Live/recorded Zoom training in Feb. (16 judges viewed, 57%).
3. Re-evaluate categories and classes for relevancy and consider new class numbering convention
✓ Done. LCs review/revise annually. New numbering implemented.
4. Provide Presidents-Elect early access to Submittable to become familiar with system
✓ Done. Helped with testing, troubleshooting, and answering questions.
5. Streamline the entry process
✓ Done. No separate entry form upload required. Positive feedback.

C&A by the numbers

- 12 categories, 57 classes
- 315 entries
- 150 awards
- 28 judges

Timeline

Step	Original	Adjusted	COVID-adjusted
Program opens	December	January	--
Entries due	Jan. 31	Feb. 15/17	--
Judging	Feb. 1-15	Feb. 16-28	75% done by deadline Finished in March
ACE review	Feb. 16-28	Mar. 1-15	April
Entrants notified	Feb. 28	Mar. 15	Early May*

Crisis and Issues Communication

Crisis and Issues Management 1 | Crisis Communication

Bronze Award Winner

[Hurricane Dorian Social Media Campaign](#)

UF/IFAS Communications

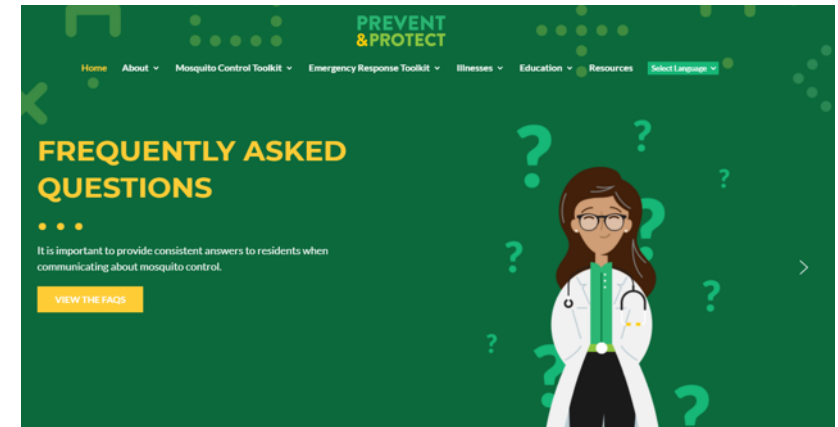
University of Florida

Crisis and Issues Management 2 | Issue Management

Gold: Prevent & Protect: Mosquito Control Messages for Your Community

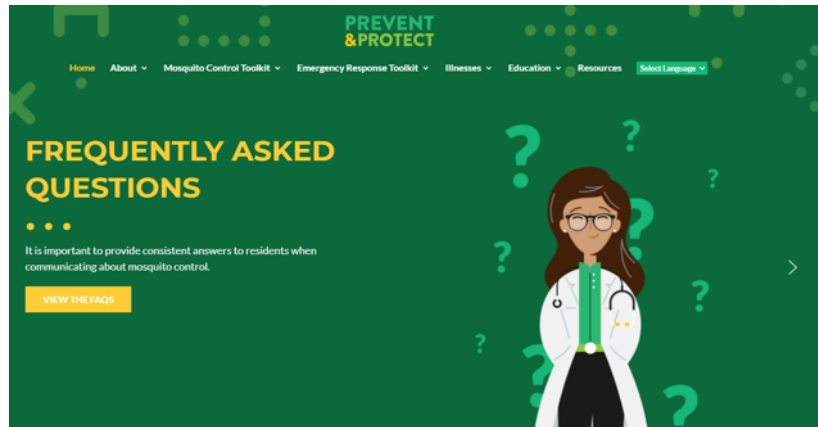
Ashley McLeod -Morin, Sandra Anderson, Lauri Baker, Sydney Honeycutt, Michaela Kandzer, Alena Poulin, Phillip Stokes, Ricky Telg, Angie Lindsey, Shelli Rampold, Liquid Creative

UF/IFAS Center for Public Issues Education in Agriculture and Natural Resources



Crisis and Issues Management OPS Winner

Prevent & Protect: Mosquito Control Messages for Your Community



Ashley McLeod -Morin, Sandra Anderson, Lauri Baker, Sydney Honeycutt, Michaela Kandzer, Alena Poulin, Phillip Stokes, Ricky Telg, Angie Lindsey, Shelli Rampold, Liquid Creative

UF/IFAS Center for Public Issues Education in Agriculture
and Natural Resources



Diversity

Diversity 1 | Writing for Diverse Audiences

Silver Award Winner

[Community Instructor Earns University Award, Citizenship](#)

Ashley Andrews

University of Nevada Cooperative Extension

Bronze Award Winner

[Scientific Progress Follows Social Progress](#)

Chris Moran

University of Florida/IFAS

Diversity 1 | Writing for Diverse Audiences

Gold: Duncan Hall Branding

Bruce Dupree, Janet Guynn,
Glenda Freeman, Aimee Lewis

Alabama Cooperative Extension System

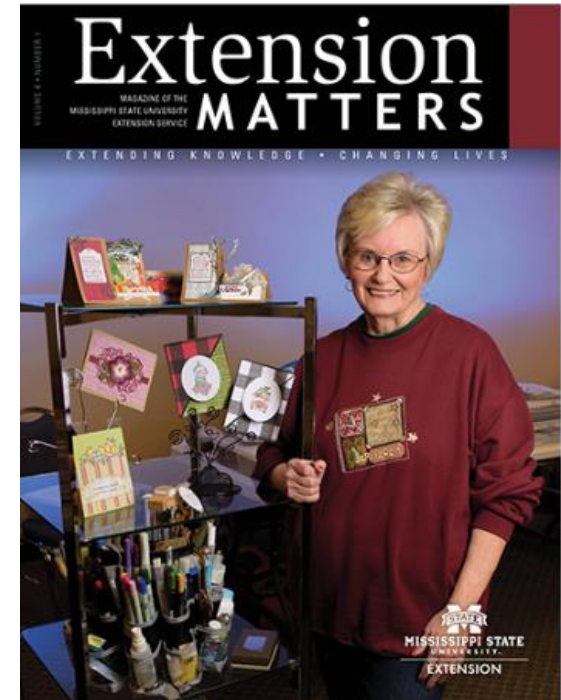


Diversity 3 | Publications for Diverse Audiences

Gold: Extension Matters Magazine

Leah Barbour, Beth Barron, Kevin Hudson, Keri Lewis, Elizabeth North, Michaela Parker, Susan Collins-Smith, Nathan Gregory

Mississippi State University Extension Service



Diversity 4 | Publications for Targeted Audiences

Silver Award Winner

[Pollinators: North Dakota Ag Mag](#)

Becky Koch

North Dakota State University

Bronze Award Winner

[Pescando Y Explorando Protegemos Nuestras
Agua \(By Fishing and Exploring We Protect Our
Waters\) Postcards](#)

Bruce Dupree, Glenda Freeman

Alabama Cooperative Extension System

Diversity 4 | Publications for Targeted Audiences

Gold: agComplish 2020

Latasha Ford, Russell Boone, ChaNae Bradley,
Jeff Brothers

Fort Valley State University



Diversity 5 | Electronic Media and Audio for Diverse Audiences

Silver Award Winner

[Multicultural Understanding, Diversity & Inclusion](#)

Janet Guynn, Emery Tschetter, Maggie Lawrence,
Margaret Barse, Glenda Freeman, Bridget Brown, Dr.
Adrienne Duke, Dr. Paul Brown
Alabama Cooperative Extension System

Bronze Award Winner

[Outbreak Squad](#)

Jeanne Gleason, Barbara Chamberlin, Pam
Martinez, Amy Smith Muise, Adrian Aguirre,
Phillip McVann, David Abraham, Anastasia
Hames, Evan Evans
New Mexico State University

Diversity 5 | Electronic Media and Audio for Diverse Audiences

Gold: Alabama Extension Website: From “Hot Mess” to “Hot Damn!”

Emery Tschetter, Maggie Lawrence, Justin Miller, Bruce Dupree, Janet Guynn, Jonathan Davis, Katie Nichols, Brittney Kimber, Ann Chambliss, Aimee Lewis, Glenda Freeman, Bridget Brown, Margaret Barse, Josh Jackson, Jonas Bowersock, Richard Feuerriegel, Jim Helms

Alabama Cooperative Extension System



Diversity 6 | Electronic Media and Audio for Targeted Audiences

Silver Award Winner

[Florida Cattlewomen Project - Mary Jene Koenes](#)

Al Williamson, Rebecca Clapp

University of Florida/IFAS Communications

Bronze Award Winner

[Breakfast - Desayuno de Campeones - English and Spanish videos](#)

Ricardo Vela, Miguel Sanchez, Norma de la Vega

UC Agriculture and Natural Resources

Diversity 6 | Electronic Media and Audio for Targeted Audiences

Gold: Animal Biosecurity at Fairs and Shows

Becky Koch, Scott Swanson, Bruce Sundeen

North Dakota State University



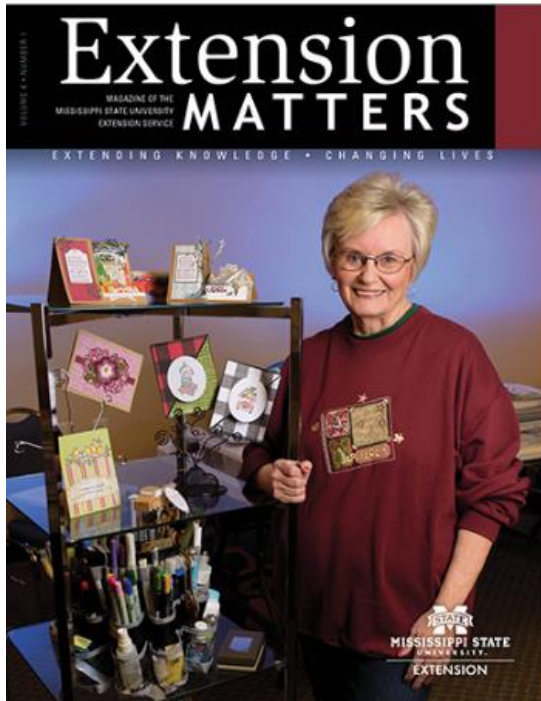
Biosecurity at Shows and Fairs

Diversity | OPS Winner

Gold: Extension Matters Magazine

Leah Barbour, Beth Barron, Kevin Hudson, Keri Lewis, Elizabeth North, Michaela Parker, Susan Collins-Smith, Nathan Gregory

Mississippi State University Extension Service



Electronic Media, Audio

Electronic Media, Audio 2 | Programs, Podcasts and Spots

Silver Award Winner

["Ag Cast - Feature on 'Bringing it Home'"](#)

Charles M. Denney

University of Tennessee Institute of Agriculture

Bronze Award Winner

[90TH Anniversary of 1st University of Kentucky
Radio Broadcast](#)

Jeff Franklin

University of Kentucky

Electronic Media, Audio 2 | Programs, Podcasts and Spots

Gold: Call of the Week Podcast

Ginger Rowsey

University of Tennessee Institute of Agriculture



Electronic Media, Video

Electronic Media, Video 1 | Social Media Videos

Silver Award Winner

[Prevent & Protect Behind-the-Scenes Video Series](#)

Phillip Stokes, Ricky Telg, Ashley McLeod-Morin, Sean Carey

UF/IFAS Center for Public Issues Education in
Agriculture and Natural Resources

Bronze Award Winner

[Drinking From the Stanley Cup](#)

Chris Liotta

NC State University College of Agriculture and
Life Sciences

Electronic Media, Video 1 | Social Media Videos

Gold: #FoodFriday Recipe Videos

Justin Miller, Janet Guynn, Maggie Lawrence,
Emery Tschetter, Bridget Brown, Margaret Barse,
Josh Jackson, Brittney Kimber, Barb Struempler,
Sondra Parmer, Erin Reznicek, Katie Funderburk,
Sofia Sanchez, Jamilah Page

Alabama Cooperative Extension System



This material was funded by
USDA's Supplemental Nutrition Assistance Program-SNAP.
USDA is an equal opportunity provider and employer.



Electronic Media, Video 2 | Profile Videos

Silver Award Winner

[Leonard Wyatt Award 2019: William and Karen Payne](#)

Ryan McNeill, Shaun Smith
Noble Research Institute

Bronze Award Winner

[2019 Distinguished Alumni: Austin Kenyon](#)

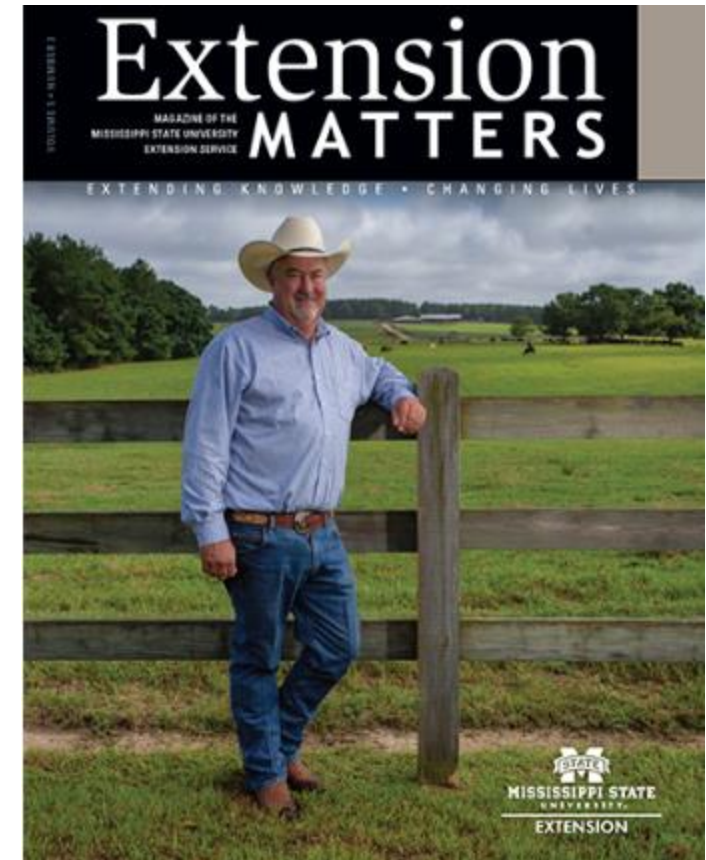
Daniel Farris, Samantha Siler, Todd Johnson
Oklahoma State University

Electronic Media, Video 2 | Profile Videos

Gold: Ted Parker: 2019 Mississippi Farmer of the Year Profile

Elizabeth Gregory North, Leah Barbour, Brian
Utley, Jonathan Parrish

Mississippi State University Extension Service



Electronic Media, Video 3 | Motion Graphics/Augmented Reality/Virtual Reality/Animation

Silver Award Winner

[Fruit and Vegetable Marketing Videos](#)

Justin Miller, Maggie Lawrence, Emery Tschetter,
Bridget Brown, Chip East, Kevin Burkett
Alabama Cooperative Extension System

Bronze Award Winner

[Reducing Antibiotic Resistance From Farm to Fork](#)

Jeanne Gleason, Barbara Chamberlin, Pam
Martinez, Amy Smith Muise, Adrian Aguirre,
Phillip McVann, David Abraham, Anastasia
Hames
New Mexico State University

Electronic Media, Video 3 | Motion Graphics/ Augmented Reality/Virtual Reality/Animation

Gold: Irrigation Training Modules

Jeanne Gleason, Barbara Chamberlin, Pam Martinez, Amy Smith Muise, Adrian Aguirre, René Flores, John 'CC' Chamberlin, Anastasia Hames

New Mexico State University

irrigation.nmsu.edu

Home Accessibility Review

Irrigation Training Modules

Water Treatment Systems for Pre-Harvest Use

Explore four treatment methods for cleaning irrigation water for fruits and vegetables and practice testing water with the Test Strip Lab. Learn the ins and outs of each method so you can choose and implement treatment appropriate to your situation while continuing to validate, verify and monitor your process.

Electronic Media, Video 4 | Promotional, Recruitment, and Fundraising Products

Silver Award Winner

[Welcome to the Vines Center Series](#)

Nick Kordsmeier, Kerry Rodtnick, Ricky Blair, Marshall
Robertson

University of Arkansas System Division of Agriculture

Bronze Award Winner

[America Saves – “Automated Savings”](#)

Nick Kordsmeier

University of Arkansas System Division of
Agriculture

Electronic Media, Video 4 | Promotional, Recruitment, and Fundraising Products

Gold: Oregon State University Extension Out There Video

Ann Marie Murphy, David Baker, Darryl
Lai

Oregon State University Extension
Service



Electronic Media, Video 5 | Informational or Educational Video Production for External Audience/General Public

Silver Award Winner

[Fire Ignition Technique Series](#)

Bruce Dupree, Maggie Lawrence, Emery Tschetter,
Bridget Brown, John Kush, Spenser Bradley
Alabama Cooperative Extension System

Bronze Award Winner

[Heat-related Illness Informational Video](#)

Phillip Stokes, Ricky Telg, Ashley McLeod-
Morin, Sean Carey
UF/IFAS Center for Public Issues Education in
Agriculture and Natural Resources

Electronic Media, Video 5 | Informational or Educational Video Production for External Audience/General Public

**Gold: Seeds! Diversity of
Wonder**

Dr. Manjit Misra, Walker Lambert

Iowa State University Seed Science
Center



Electronic Media, Video Winner OPS

**Gold: Seeds! Diversity of
Wonder**

Dr. Manjit Misra, Walker Lambert

Iowa State University Seed Science
Center



Graphic Design

Graphic Design 1 | Design

Silver Award Winner

[2018-2019 UF/IFAS Advancement Development Annual Report](#)

Tracy Bryant
UF/IFAS

Bronze Award Winner

[2018 Annual Report: To the Core](#)

Rachael Davis Noble
Research Institute

Graphic Design 1 | Design

Gold: FSHN Prospective Student Booklet

Whitney Baxter

College of Agriculture and Life Sciences,
Iowa State University



Graphic Design 2 | Advertisement

Silver Award Winner

[Dale Bumpers College of Agricultural, Food and Life Sciences Recruitment Cards](#)

Micayla Blair, Robby Edwards
University of Arkansas

Bronze Award Winner

[UF/IFAS Future of Food Forum Flyer](#)

Michele Wood, Tyler Jones, Cathy Bester
University of Florida/IFAS

Graphic Design 2 | Advertisement

Gold: We Believe Campaign

Emery Tschetter, Maggie Lawrence,
Bruce Dupree, Glenda Freeman

Alabama Cooperative Extension
System



Graphic Design 3 | Graphic Design

Illustration: Single or Series

Silver Award Winner

[Turkey Alternatives at Thanksgiving Infographic](#) Brad
Buck, Tracy Bryant
UF/IFAS

Bronze Award Winner

[Oklahoma 4-H Spirit Shirt Illustration](#)
Kristin Young
Oklahoma State University

Graphic Design 3 | Graphic Design Illustration: Single or Series

Gold: Alabama's Black Bear

Bruce Dupree

Alabama Cooperative Extension System



Graphic Design 4 | Interactive Multimedia/Web Graphics

Silver Award Winner

[OPEnSampler - an Interactive Water Sampling Instrument](#)

Alan Dennis, Heidi Happonen
Oregon State University

Bronze Award Winner

[Curse Reverse](#)

Jeanne Gleason, Barbara Chamberlin, Pam Martinez, Amy Smith Muise, Adrian Aguirre, Kathryn Eiland, David Abraham, René Flores, Evan Evans, Anastasia Hames
New Mexico State University

Graphic Design 4 | Interactive Multimedia/Web Graphics

Gold: Venomous Snakes of Alabama

Bruce Dupree, Justin Miller

Alabama Cooperative Extension System



Graphic Design 5 | Posters

Silver Award Winner

Chickenstock

Matt Browning, Stacy Herrick
West Virginia State University

Bronze Award Winner

2019 OSU DASNR Honors Posters
Amanda Jones, Todd Johnson
Oklahoma State University

Graphic Design 5 | Posters

Gold: 80 Years of 4-H Roundup in Gallagher-Iba Arena

Kristin Young, Jeff Sallee, Cathy Allen

Oklahoma State University



Graphic Design 6 | Exhibits

Silver Award Winner

[Kentucky State University State Fair Exhibit](#)

Wendy Abbott, Ashley Bates, Jonathan Palmer, Gregory Smith, Wyvette Williams
Kentucky State University

Bronze Award Winner

[Duncan Hall Branding](#)

Bruce Dupree, Janet Guynn, Glenda Freeman, Aimee Lewis
Alabama Cooperative Extension System

Graphic Design 6 | Exhibits

Gold: UF/IFAS Extension Straughn Center Lobby

Michele Wood, Tyler Jones, Ruth Borger,
Tracy Bryant, Bobbie-Jo Caron

University of Florida/IFAS



Graphic Design 7 | Cover

Silver Award Winner

[Legacy Winter 2019 Cover](#)

Rachael Davis

Noble Research Institute

Bronze Award Winner

[Archery Member Record Book](#)

Tim Bowman, Stacy Cochran

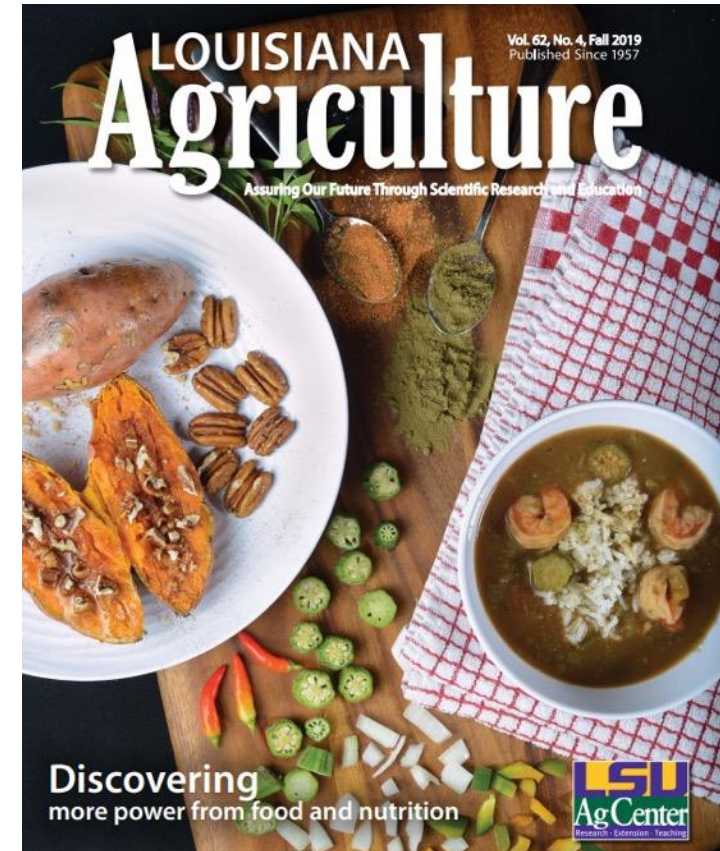
Ohio State University Extension

Graphic Design 7 | Cover

Gold: Louisiana Agriculture Fall 2019 Cover

Ana Iverson, Linda Benedict, Olivia McClure, Sandra May

LSU AgCenter



Graphic Design 8 | Logos

Silver Award Winner

[The PROMISE Initiative Logo](#)

Elizabeth Gregory North, Art Shirley, Phillip Smith
Mississippi State University Extension Service

Bronze Award Winner

[2020 ACE Conference Logo](#)

Bruce Dupree
Alabama Cooperative Extension System

Graphic Design 8 | Logos

**Gold: Pescando Y Explorando
Protegemos Nuestras Aguas (By
Fishing and Exploring We Protect
Our Waters) Logo**

Bruce Dupree, Glenda Freeman

Alabama Cooperative Extension System



Graphic Design OPS Winner

Gold: UF/IFAS Extension Straughn Center Lobby

Michele Wood, Tyler Jones, Ruth Borger,
Tracy Bryant, Bobbie-Jo Caron

University of Florida/IFAS



Information Technology

Information Technology 1 | Interactive Media Program

Silver Award Winner

[Curse Reverse](#)

Jeanne Gleason, Barbara Chamberlin, Pam Martinez,
Amy Smith Muise, Adrian Aguirre, Kathryn Eiland, David
Abraham, René Flores, Evan Evans, Anastasia Hames
New Mexico State University

Bronze Award Winner

[Test Strip Lab](#)

Jeanne Gleason, Barbara Chamberlin, Pam
Martinez, Amy Smith Muise, Adrian Aguirre,
Phillip McVann, John 'CC' Chamberlin,
Anastasia Hames, René Flores
New Mexico State University

Information Technology 1 | Interactive Media Program

Gold: Outbreak Squad

Jeanne Gleason, Barbara Chamberlin,
Pamela Martinez, Amy Smith Muise, Adrian
Aguirre, Phillip McVann, Anastasia Hames,
David Abraham

New Mexico State University



Information Technology 2 | Innovative Use of Communication Technology

Silver Award Winner

[Irrigation Training Modules](#)

Barbara Chamberlin, Pamela Martinez, Jeanne Gleason, Amy Smith Muise, Adrian Aguirre, René Flores, Phillip McVann, Anastasia Hames, John 'CC' Chamberlin
New Mexico State University

Bronze Award Winner

[Oyster Farming Toolkit App](#)

Janet Guynn, Aimee Lewis, Jonas Bowersock, Jake Thomas, John Hartley, Bill Walton
Alabama Cooperative Extension System

Information Technology 2 | Innovative Use of Communication Technology

Gold: CALS Majors Quiz

Tennille Herron, Dana Edwards, Charlotte Emerson, Yiqi Gao, Lourdes Rodriguez, Sukhmeet Singh, Thomas Zapor

University of Florida, IFAS Communications,
College of Agricultural and Life Sciences



Information Technology 3 | Website

Silver Award Winner

[Alabama Extension Website: From “Hot Mess” to “Hot Damn!”](#)

Emery Tschetter, Maggie Lawrence, Justin Miller, Bruce Dupree, Janet Guynn, Jonathan Davis, Katie Nichols, Brittney Kimber, Ann Chambliss, Aimee Lewis, Glenda Freeman, Bridget Brown, Margaret Barse, Josh Jackson, Jonas Bowersock, Richard Feuerriegel, Jim Helms
Alabama Cooperative Extension System

Bronze Award Winner

[UF/IFAS Extension Administration Website](#)

April Martin, Tracy Bryant, UF/IFAS webteam,
Nick Place
University of Florida

Information Technology 3 | Website

Gold: Prevent & Protect Website

Ashley McLeod -Morin, Phillip Stokes, Ricky Telg, Liquid Creative

UF/IFAS Center for Public Issues Education
in Agriculture and Natural Resources



Information Technology OPS Winner

Gold: CALS Majors Quiz

Tennille Herron, Dana Edwards, Charlotte Emerson, Yiqi Gao, Lourdes Rodriguez, Sukhmeet Singh, Thomas Zapor

University of Florida, IFAS Communications,
College of Agricultural and Life Sciences



A screenshot of a Facebook post from the University of Florida College of Agricultural and Life Sciences (CALS). The post features a video thumbnail showing three students in a lab setting. The text on the video says "FIND YOUR Major" and "bit.ly/majorsquiz". Below the video, the text reads "CALS.UFL.EDU Discover Your Best Fit Click to take the majors quiz!" and "LEARN MORE".

UF College of Agricultural and Life Sciences
Sponsored · 🌐

FIND YOUR Major
bit.ly/majorsquiz

CALS.UFL.EDU
Discover Your Best Fit
Click to take the majors quiz!

LEARN MORE

Marketing

Marketing 1 | Marketing Communications Campaign with Budget Under \$1,000

Silver Award Winner

[TCALP Campaign](#)

Leah Barbour, Beth Barron, Ellen Graves, Kevin Hudson,
Elizabeth North, Michaela Parker, Art Shirley, Zac
Ashmore, Bonnie Coblentz, Chris Sowers
Mississippi State University Extension Service

Marketing 1 | Marketing Communications Campaign with Budget Under \$1,000

Gold: Bug Week Marketing Materials

Kara Bonsack, Stacey Stearns

University of Connecticut Extension



Marketing 2 | Marketing Communications Campaign with Budget of \$1,000 or Above

Silver Award Winner

[Ask UConn Extension Communication Campaign](#)

Kara Bonsack, Stacey Stearns, Mike Zaritheny, Eshan Sonpal

University of Connecticut Extension

Bronze Award Winner

[UF/IFAS Citrus Nutrition Box Marketing](#)

Ruth Borger, Tripti Vashisth, Jamie Burrow, Anna Bouwens, Morgan Allen

UF/IFAS Communications

Marketing 2 | Marketing Communications Campaign with Budget of \$1,000 or Above

Gold: Live Well Alabama Campaign

Emery Tschetter, Maggie Lawrence, Bruce Dupree, Brittney Kimber, Glenda Freeman, Sondra Parmer, Barb Struemppler, Katie Funderburk

Alabama Cooperative Extension System



Marketing 3 | Single Marketing Item

Silver Award Winner

[Oregon State University Extension Service Grocery Tote](#)

Ann Marie Murphy, Erik Simmons, Pete Petryszak
Oregon State University Extension Service

Bronze Award Winner

[Floral Design Coloring Book](#)

Kim Trimm, Leah Barbour, Chris Sowers
Mississippi State University Extension Service

Marketing 3 | Single Marketing Item

Gold: From “Hot Mess” to “Hot Damn!”

Justin Miller, Emery Tschetter, Maggie Lawrence, Bruce Dupree, Janet Guynn, Jonathan Davis, Katie Nichols, Brittney Kimber, Ann Chambliss, Aimee Lewis, Glenda Freeman, Bridget Brown, Margaret Barse, Josh Jackson, Jonas Bowersock, Richard Feuerriegel, Jim Helms

Alabama Cooperative Extension System

Introducing the **new**
Alabama Extension website!
aces.edu



Marketing OPS Winner

Gold: From “Hot Mess” to “Hot Damn!”

Introducing the **new**
Alabama Extension website!
aces.edu



Justin Miller, Emery Tschetter, Maggie Lawrence, Bruce Dupree, Janet Guynn, Jonathan Davis, Katie Nichols, Brittney Kimber, Ann Chambliss, Aimee Lewis, Glenda Freeman, Bridget Brown, Margaret Barse, Josh Jackson, Jonas Bowersock, Richard Feuerriegel, Jim Helms

Alabama Cooperative Extension System



Media Relations

Media Relations 1 | Media Relations Campaign

Silver Award Winner

[The PROMISE Initiative Media Relations Campaign](#)

Keri Lewis, Art Shirley, Elizabeth Gregory North, Bonnie Coblentz, Nathan Gregory, Susan Collins-Smith
Mississippi State University Extension Service

Media Relations 1 | Media Relations Campaign

Gold: Florida Climate Smart Agriculture

Chris Moran

University of Florida/IFAS

Tampa Bay Times CORONAVIRUS NEWS SPORTS OPINION LIFE & CULTURE FOOD LONG READS Today's Paper Newsletters e-Newspaper

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OPINION

Farming and ranching to reduce a carbon footprint | Column



Published Aug. 2, 2019

It's the people who feed, clothe and shelter you who are speaking. We need to talk.

Media Relations 2 | News Release

Silver Award Winner

[When Temps Soar, Here's How to Make Fruits,
Vegetables Last Longer](#)

Samantha Murray
University of Florida

Bronze Award Winner

[Installing Solar Panels on Agricultural Lands Maximizes
Their Efficiency, New Study Shows](#)

Chris Branam
Oregon State University

Media Relations 2 | News Release

Gold: Cats, Like Children and Dogs, Develop Attachments to Their Caregivers, Study Shows

Chris Branam, Kevin Coalwell

Oregon State University



Media Relations 3 | Media Pitch

Silver Award Winner

[Combating Invasive Brazilian Peppertree in Florida](#)

Lourdes Rodriguez

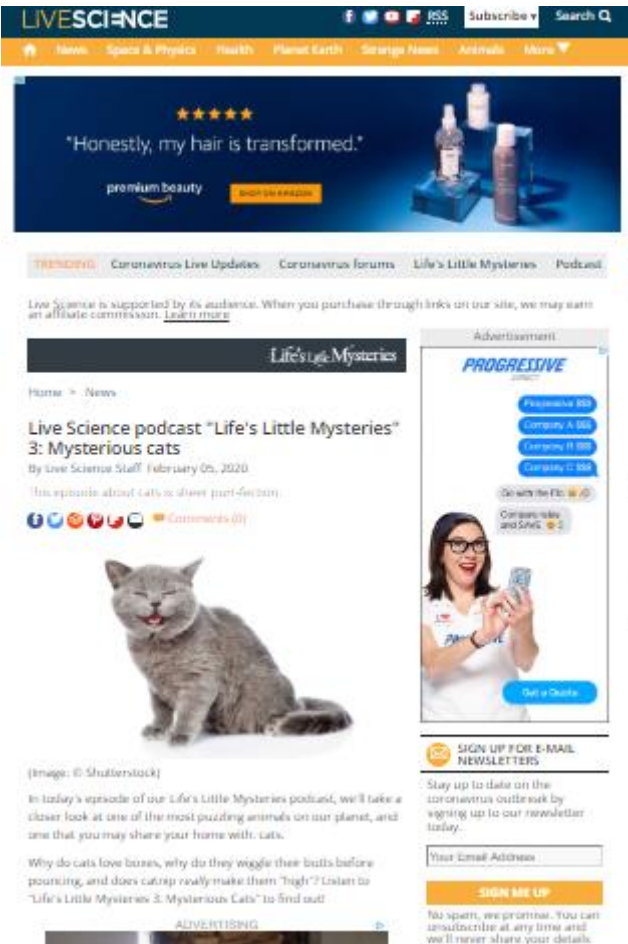
University of Florida/Institute of Food and Agricultural
Sciences

Media Relations OPS Winner

Gold: Cats, Like Children and Dogs, Develop Attachments to Their Caregivers, Study Shows

Chris Branam, Kevin Coalwell

Oregon State University



Photography

Photography 1 | Feature Photo: One Image that Effectively Tells a Story

Silver Award Winner

[Kuehny Sunrise Count](#)

Rob Mattson

Noble Research Institute

Bronze Award Winner

[Campus Life](#)

Tyler Jones

University of Florida/IFAS

Photography 1 | Feature Photo: One Image that Effectively Tells a Story

Gold: Beekeeping Course

Tyler Jones

University of Florida/IFAS



Photography 2 | Environmental Portrait or Personality Photo

Silver Award Winner

[Chuck Coffey](#)

Rob Mattson

Noble Research Institute

Bronze Award Winner

[Raid Environmental Portrait](#)

Tyler Jones

University of Florida/IFAS

Photography 2 | Environmental Portrait or Personality Photo

Gold: Yates Adcock

Rob Mattson

Noble Research Institute



Photography 3 | Picture Story

Silver Award Winner

[Kira Meets a Stick Insect](#)

Kathy Keatley Garvey
UC Davis

Bronze Award Winner

[Growing in Guam: Agriculture in the American Tropics](#)

Steve Elliott
Western Integrated Pest Management Center

Photography 4 | Service Photo

Silver Award Winner

[Fall Field Day & Arts Festival](#)

Cristina Carrizosa
University of Florida

Bronze Award Winner

[Peanut Harvester](#)

Tyler Jones
University of Florida/IFAS

Photography 4 | Service Photo

Gold: On the Border

Steve Miller

University of Wyoming Extension



Photography 5 | Enhanced Photo

Silver Award Winner

[Halloween Candy](#)

Cristina Carrizosa
University of Florida

Bronze Award Winner

[Cowboy Branded Meats](#)

Tanya Engel
University of Wyoming Extension, Communications &
Technology

Photography 5 | Enhanced Photo

Gold: Rodrigo UV Light Robot

Tyler Jones

University of Florida/IFAS



Photography OPS Winner

Gold: Rodrigo UV Light Robot

Tyler Jones

University of Florida/IFAS



Publishing

Publishing 1 | Newsletters

Gold: Growing Nevada

Ashley Andrews, Shauna Lemieux, Claudene Wharton, Hannah Alfaro

University of Nevada, Reno Extension

Links to Growing Nevada newsletter submissions for ACE Critique & Awards Program 2019

Since our external newsletters have both an email and a web page and rely on user interaction, we have hyperlinked anchor text below to our digital submissions instead of uploading documents that would split the visual format and not be interactive.

Submission 1: Growing Nevada Volume 4

- [Volume 4 email](#)
- [Volume 4 web page](#)

Submission 2: Growing Nevada Volume 7

- [Volume 7 email](#)
- [Volume 7 web page](#)

Submission 3: Growing Nevada Volume 8

- [Volume 8 email](#)
- [Volume 8 web](#)

Publishing 2 | Magazines and Periodicals

Silver Award Winner

[STORIES in Agriculture and Life Sciences](#)

Melea Reicks Licht, Brian Meyer, Whitney Baxter, Haley Cook, Barbara McBreen, Ann Y. Robinson, Ed Adcock, Julie Stewart, PUSH Branding and Design
Iowa State University College of Agriculture and Life Sciences

Bronze Award Winner

[CALS Magazine](#)

Zeke Barlow, Deanna Sumners, Amy Painter, Tim Skiles, Lauren Shutt, Julie Crichton, Ashley Yanego

Publishing 2 | Magazines and Periodicals

Gold: Legacy

J. Adam Calaway, Rachael Davis, Rob Mattson, Courtney Leeper, Robyn Peterson, Tim Woodruff, Jessica Willingham

Noble Research Institute



Publishing 3 | Technical Publications

Silver Award Winner

[2019 Reflections](#)

Steve Miller, Tanya Engel
University of Wyoming Extension

Bronze Award Winner

[Cover Crop Economics: Opportunities to Improve Your Bottom Line in Row Crops](#)

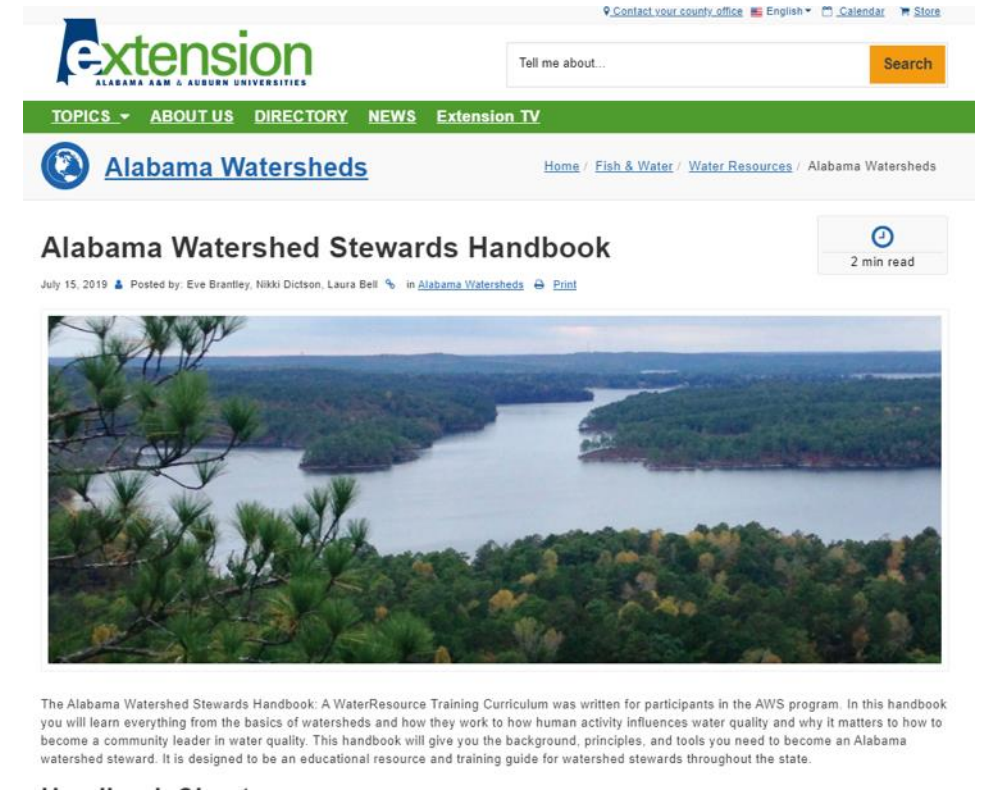
Andy Zieminski, Lizi Barba, SARE Outreach, Rob Myers
USDA-SARE

Publishing 3 | Technical Publications

Gold: Alabama Watershed Stewards Handbook

Emery Tschetter, Bruce Dupree, Janet Gynnn, Deborah Dupree, Glenda Freeman, Aimee Lewis, Kristin Garrett, Bridget Brown, Josh Jackson

Alabama Cooperative Extension System



Publishing 4 | Annual and Special Reports

Silver Award Winner

[FOCUS 2019](#)

Russell Boone, Latasha Ford, ChaNae Bradley
Fort Valley State University

Publishing 4 | Annual and Special Reports

Gold: 2018 Annual Report: To the Core

J. Adam Calaway, Rachael Davis, Courtney Leeper, Rob Mattson, Robyn Peterson, Tim Woodruff, Jessica Willingham

Noble Research Institute



Publishing 5 | Promotional Publications

Silver Award Winner

[UF/IFAS Prospectus](#)

Ruth Borger, Tracy Bryant, Tory Moore, Kirsten Romaguera, Lourdes Rodriguez, Paul Roberts, Tom Nordlie
UF/IFAS

Bronze Award Winner

[Prevent & Protect Impact Report](#)

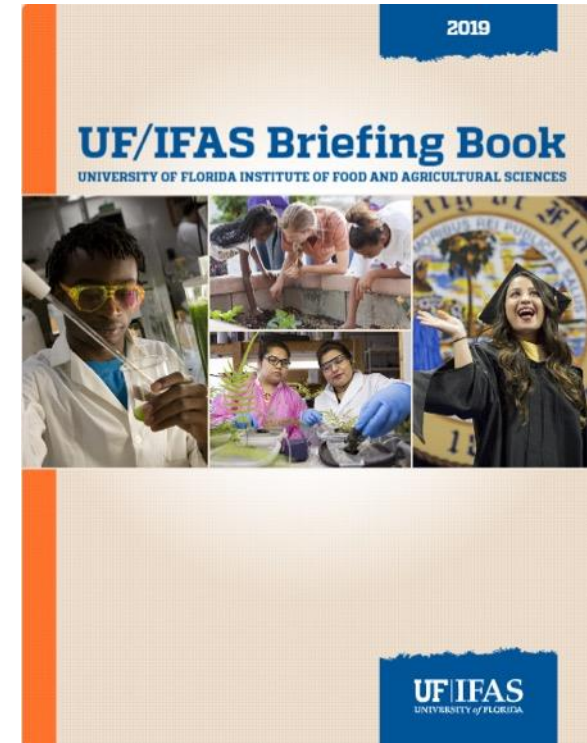
Sydney Honeycutt, Ashley McLeod-Morin, Ricky Telg, Michaela Shaw Kandzer
UF/IFAS Center for Public Issues Education in Agriculture and Natural Resources

Publishing 5 | Promotional Publications

Gold: 2019 UF/IFAS Briefing Book

Ruth Borger, Tracy Bryant, Tyler Jones

UF/IFAS



Publishing 6 | Popular Publications, Other

Silver Award Winner

[ALProHealth Guidebook](#)

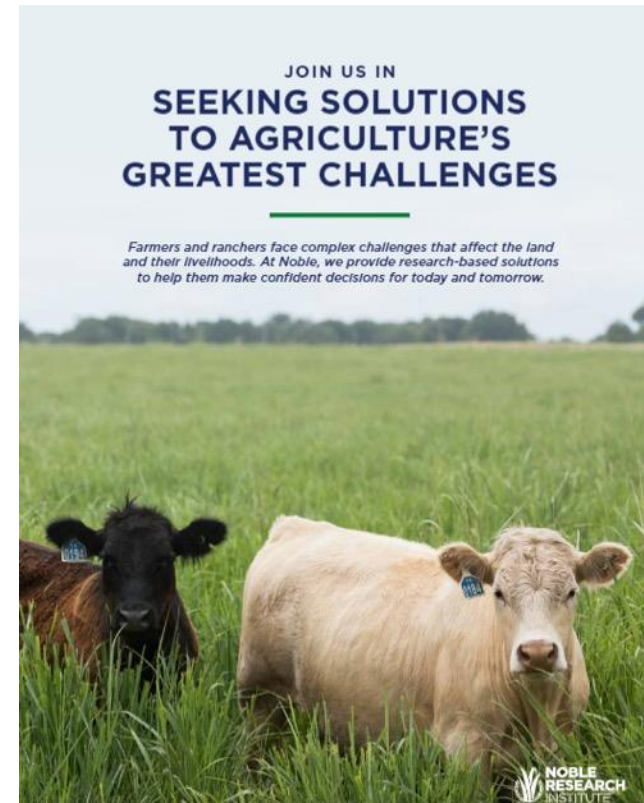
Janet Guynn, Bruce Dupree, Emery Tschetter, Maggie Lawrence, Aimee Lewis, Barb Struempler, Ruth Brock, Mitch Carter
Alabama Cooperative Extension System

Publishing 6 | Popular Publications, Other

Gold: Case for Support

J. Adam Calaway, Rachael Davis

Noble Research Institute



Publishing 8 | Editing

Silver Award Winner

[Teaching to Troubleshoot with Tech](#)

Melea Reicks Licht

Iowa State University College of Agriculture and Life
Sciences

Bronze Award Winner

[Strategies That Help: Mental Health First Aid](#)

Melea Reicks Licht

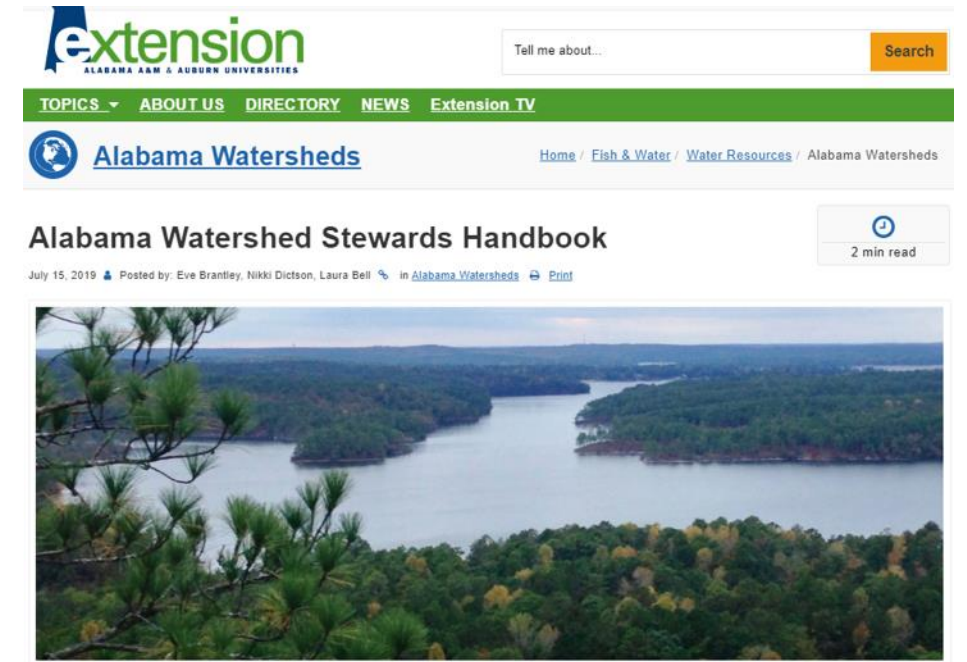
Iowa State University College of Agriculture and Life
Sciences

Publishing 8 | Editing

Gold: Alabama Watershed Stewards Handbook

Emery Tschetter, Janet Guynn, Maggie Lawrence, Glenda Freeman, Aimee Lewis, Deborah Dupree

Alabama Cooperative Extension System



Publishing OPS Winner

Gold: 2018 Annual Report: To the Core

J. Adam Calaway, Rachael Davis, Courtney
Leeper, Rob Mattson, Robyn Peterson, Tim
Woodruff, Jessica Willingham

Noble Research Institute



2018 Annual Report: *To The Core*

Download Issue (PDF)



To The Core

The bond between ranchers and Noble has been forged through time



Beliefs In Action

At the end of the day, we seek to provide a nation of farmers and

Social Media

Social Media 1 | Campaign (Organic)

Silver Award Winner

[Pre-Hurricane Dorian Social Media Campaign](#)

Ashley Mcleod-Morin, Dr. Ricky Telg, Sydney Honeycutt,
Dr. Angela B. Lindsey
UF/IFAS Center for Public Issues Education in Agriculture
and Natural Resources

Bronze Award Winner

[Crisis Communication: Oklahoma Flooding](#)

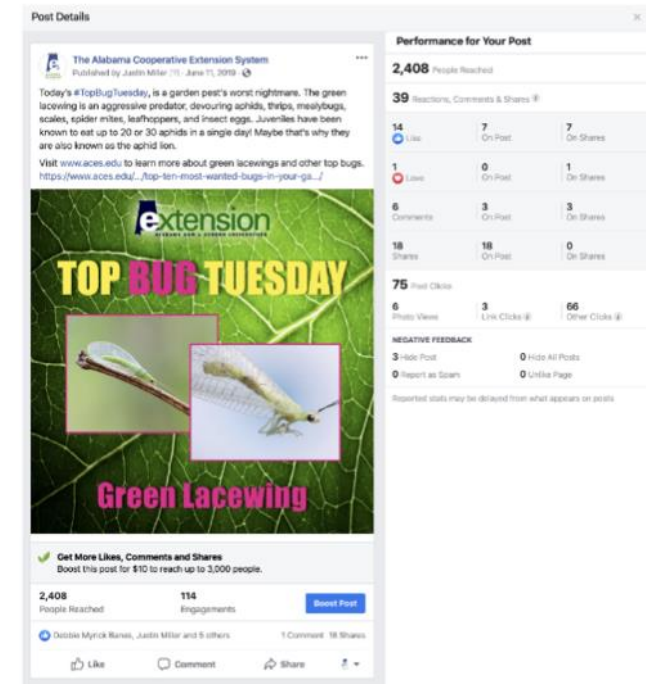
Lyndall Stout, Lindsey Davidson, Dave Deken, Amanda
Jones-Treadwell, Todd Johnson, Gayle Hiner, Trisha
Gedon, Don Stotts
Agricultural Communications Services/Oklahoma State
University

Social Media 1 | Campaign (Organic)

Gold: Top Bug Tuesday

Justin Miller, Maggie Lawrence, Bruce Dupree, Katie Nichols

Alabama Cooperative Extension System



Social Media 2 | Campaign (Paid)

Silver Award Winner

[Live Well Alabama Recipe Videos](#)

Janet Guynn, Justin Miller, Maggie Lawrence, Emery
Tschetter, Brittney Kimber, Bridget Brown, Margaret
Barse, Josh Jackson
Alabama Cooperative Extension System

Bronze Award Winner

[Mythbugsters](#)

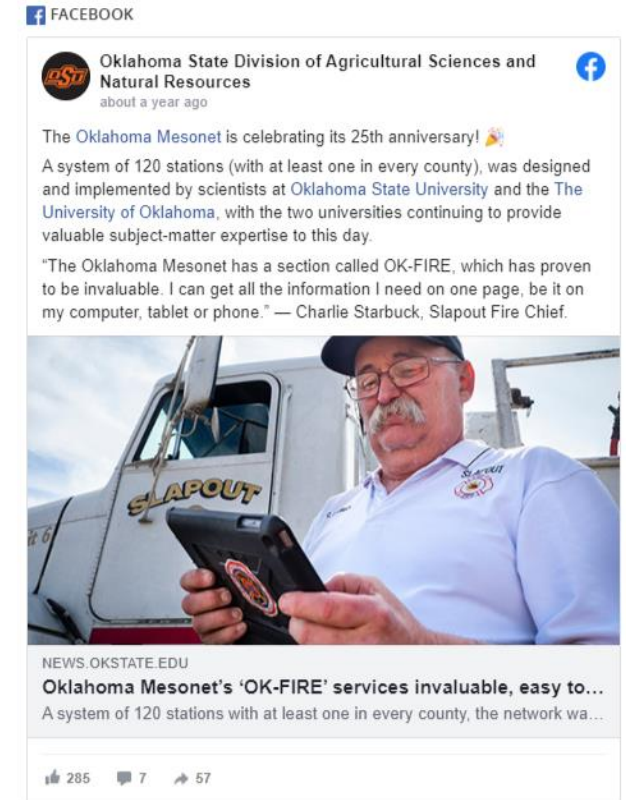
Lyndall Stout, Lindsey Davidson, Craig Woods, Daniel
Farris, Sara Honegger
Agricultural Communications Services/Oklahoma State
University

Social Media 2 | Campaign (Paid)

Gold: [#OKMesonet25](https://twitter.com/OKMesonet25)

Lyndall Stout, Lindsey Davidson, Dave Deken, Todd Johnson, Don Stotts

Agricultural Communications
Services/Oklahoma State University



Social Media 3 | Single Item

Silver Award Winner

[Giant Yellow Jacket Nests](#)

Justin Miller, Maggie Lawrence, Katie Nichols
Alabama Cooperative Extension System

Bronze Award Winner

[To Communicate Better, Start with Audience](#)

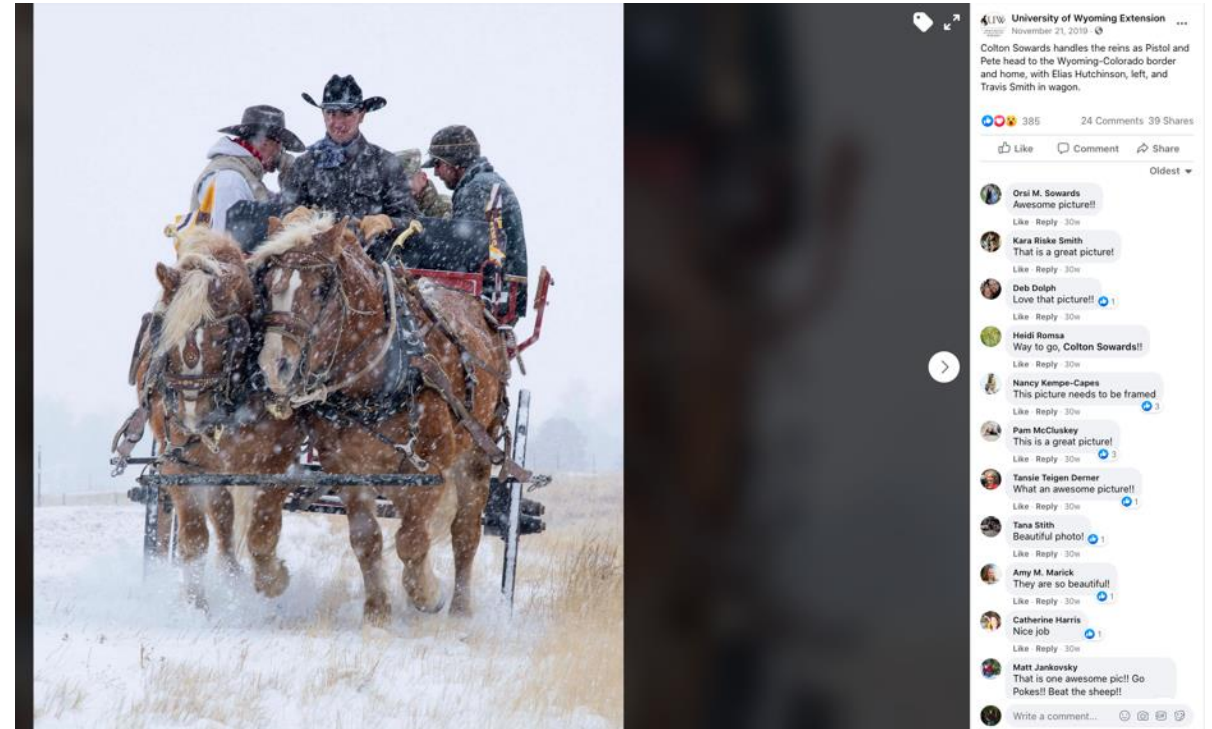
Steve Elliott
Western Integrated Pest Management Center

Social Media 3 | Single Item

Gold: On The Border

Steve Miller

University of Wyoming Extension



Social Media OPS Winner

Gold: [#OKMesonet25](https://www.facebook.com/OKMesonet25)

Lyndall Stout, Lindsey Davidson, Dave
Deken, Todd Johnson, Don Stotts

Agricultural Communications
Services/Oklahoma State University



Writing

Writing 1 | Writing for Newspapers

Silver Award Winner

[Paying It Forward](#)

Kathy Keatley Garvey
UC Davis

Bronze Award Winner

[When Did GMO Become a Dirty Word?](#)

Stacey Stearns
University of Connecticut Extension

Writing 1 | Writing for Newspapers

Gold: Farming and Ranching to Reduce a Carbon Footprint

Chris Moran

University of Florida/IFAS

Tampa Bay Times CORONAVIRUS NEWS SPORTS OPINION LIFE & CULTURE FOOD LONG READS Today's Paper Newsletters e-Newspaper

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OPINION

Farming and ranching to reduce a carbon footprint | Column

[f](#) [t](#) [e](#) [s](#)

Published Aug. 2, 2019

It's the people who feed, clothe and shelter you who are speaking. We need to talk.

Writing 2 | Writing for Magazines

Silver Award Winner

[In the Wake of Leadership](#)

J. Adam Calaway

Noble Research Institute

Bronze Award Winner

[Blueprint for Progress](#)

Courtney Leeper

Noble Research Institute

Writing 2 | Writing for Magazines

Gold: In Their Veins

Courtney Leeper

Noble Research Institute



Writing 3 | Writing within a Specialized Publication

Silver Award Winner

[Hidden Gem](#)

Russell Boone Jr.

Fort Valley State University

Bronze Award Winner

[Taking Charge](#)

Russell Boone Jr.

Fort Valley State University

Writing 3 | Writing within a Specialized Publication

Gold: 2018 Annual Report: To the Core

Courtney Leeper, Adam Calaway, Jessica Willingham

Noble Research Institute



Writing 4 | Promotional Writing

Silver Award Winner

[Winston County Students are Living to Serve](#)

Justin Miller, Katie Nichols

Alabama Cooperative Extension System

Bronze Award Winner

[Duncan Hall Branding](#)

Bruce Dupree, Janet Guynn, Glenda Freeman, Aimee Lewis

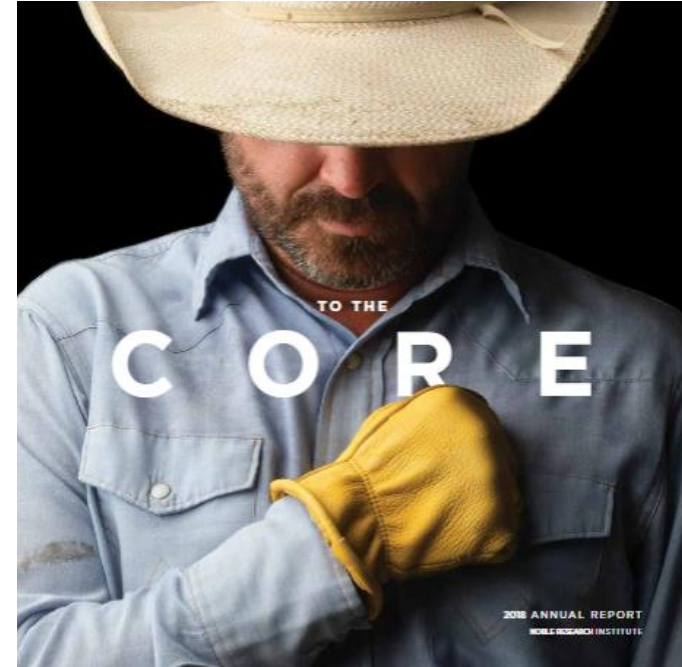
Alabama Cooperative Extension System

Writing 4 | Promotional Writing

Gold: Case for Support

J. Adam Calaway

Noble Research Institute



Writing 5 | Script Writing for Visual Media

Silver Award Winner

[Top Ten Plants in Tennessee](#)

Charles M. Denney

University of Tennessee Institute of Agriculture

Writing 6 | Speech Writing

Silver Award Winner

[It's Who You Are](#)

Chris Moran

University of Florida/IFAS

Bronze Award Winner

[ORAL Testimony for the U.S. Senate Committee on
Agriculture, Nutrition and Forestry](#)

Beth Stuever

Michigan State University Extension

Writing 6 | Speech Writing

Gold: UTIA Awards & Promotions Speeches

Charles M. Denney

University of Tennessee Institute of Agriculture



Writing 7 | Writing for the web

Silver Award Winner

[IPM in Yellowstone](#)

Steve Elliott

Western Integrated Pest Management Center

Bronze Award Winner

[Written in the Stars](#)

Becky McKendry

Michigan State University Extension

Writing 7 | Writing for the web

Gold: Up in Smoke | University Ecologists Help Firefighters Protect Nevada's Lands

Ashley Andrews

University of Nevada Cooperative
Extension



Nevada lands are no stranger to fire. Last year, two fires burned nearly one million acres. The year before, 1.3 million acres burned. In the last 20 years, more than 20 fires greater than 100,000 acres raged.

Writing OPS Winner

Gold: Farming and Ranching to Reduce a Carbon Footprint

Chris Moran

University of Florida/IFAS

Tampa Bay Times CORONAVIRUS NEWS SPORTS OPINION LIFE & CULTURE FOOD LONG READS Today's Paper Newsletters e-Newspaper

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OPINION

Farming and ranching to reduce a carbon footprint | Column



Published Aug. 2, 2019

It's the people who feed, clothe and shelter you who are speaking. We need to talk.



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