



ASSOCIATION FOR
COMMUNICATION
EXCELLENCE

IN AGRICULTURE, NATURAL RESOURCES, AND LIFE AND HUMAN SCIENCES

www.aceweb.org





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CRITIQUE & AWARDS PROGRAM WINNERS 2017

Crisis and Issues Communication

Outstanding Professional Skill Award

Margaret Lawrence, Katie Nichols, Emery Tschetter, Bridget Brown, Bruce Dupree, Jenny Crickard, David McCormick, Jim Helms, Jonas Bowersock, Jonathan Davis, Richard Feuerriegel, Paul Mask, Kimberly Graham, Gary Lemme, Donna Reynolds, Alabama Cooperative Extension System

Class 47 — Crisis Communications

- Gold Award: Margaret Lawrence, Katie Nichols, Emery Tschetter, Bridget Brown, Bruce Dupree, Jenny Crickard, David McCormick, Jim Helms, Jonas Bowersock, Jonathan Davis, Richard Feuerriegel, Paul Mask
Alabama Cooperative Extension System
- Silver Award: Beth Stuever, Tom Cummins, Jamie Wilson, Mindy Tape, Sean Corp, Deanna East
Michigan State University Extension
- Bronze Award: Samantha Grenrock, Ruth Borger, Beverly James, Tracy Bryant, Brad Buck, Michele Wood, Tennille Herron, UF/IFAS Communications

Class 48 — Issues Management

- Gold Award: Margaret Lawrence, Katie Nichols, Emery Tschetter, Bridget Brown, Bruce Dupree, Jenny Crickard, David McCormick, Jim Helms, Jonas Bowersock, Jonathan Davis, Richard Feuerriegel, Paul Mask
- Silver Award: Maggie Lawrence, Emery Tschetter, David McCormick, Katie Nichols, Jim Helms, Ken Macklin
Alabama Cooperative Extension System

CRITIQUE & AWARDS PROGRAM WINNERS 2017

Diversity

Outstanding Professional Skill Award

Katie Walker, Merritt Melancon, Angela Rowell, Kathryn Schiliro, Carla Wood
University of Georgia

Class 42 — Writing for Targeted Audiences

No entries

Class 43 — Targeted Publications

Gold Award: Tracy Bryant, Ruth Borger, Camila Guillen, Tom Nordlie, UF/IFAS Communications

Silver Award: Bruce Dupree, Glenda Freeman, Sondra Parmer
Alabama Cooperative Extension System

Bronze Award: Becky Koch, North Dakota State University

Class 44 — Electronic Media, Audio, for Targeted Publications

No entries

Class 45 — Electronic Media, Video, for Targeted Publications

Gold Award: Zac Ashmore, Mississippi State University

Class 46 — Marketing and Media Relations Programs for Targeted Publics

Gold Award: Katie Walker, Merritt Melancon, Angela Rowell, Kathryn Schiliro, Carla Wood, University of Georgia

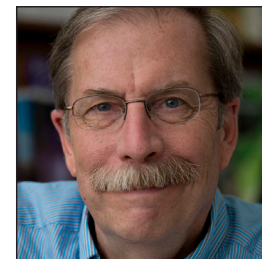
Silver Award: Michelle Olgers, Virginia State University

Bronze Award: Aimee Lewis, Emery Tschetter, Bruce Dupree, David McCormick, Kimberly Graham, Molly Gregg
Alabama Cooperative Extension System

ACE PROFESSIONAL AWARD

Robert Casler

The Professional Award is the highest recognition given by the Association for Communication Excellence to one of its members.



Robert Casler has served in many leadership positions within the Association for Communication Excellence, contributing to the excellence of our profession.

As a member of ACE since 1992, Robert served as Western regional representative for the Publishing Special Interest Group (SIG). He was instrumental in organizing the 1996 Western Regional Workshop in Tucson, Arizona. He served as Publishing SIG chair, coordinating the introduction of the Electronic Publication category to the Critique and Awards Program and the piloting of the Publication SIG electronic newsletter. He was a founding member of the X-Tension Chords and attended the May 2001 ACE Summit in Moscow, Russia. Robert served as ACE president for 2010-2011 and won the ACE Service Award in 2015.

He managed the University of Arizona's College of Agriculture and Life Sciences' (CALS) publication and marketing programs for more than 30 years, serving as coordinator of publications, as program director of publications/web programs, and director of college marketing, communications, and brand management from 2014 until his retirement.

He upheld professional standards for the high volume of work published through the CALS Marketing and Communications unit. His vast knowledge of and experience with commercial publishers and their procedures ensured a smooth flow, from consultation with faculty members regarding their needs, through on-time design, delivery to the printer, and subsequent distribution. Thousands of items were published under Robert's watchful eye.

His long collaborative association with faculty and staff members and students in all college departments, extension offices, agricultural centers and other locations across the state—along with his associations with colleagues across the country, particularly in ACE—gave him the ability to convey a unified yet comprehensive view of CALS to various audiences.

Robert has spearheaded the branding process from the ground up, encompassing input from all areas of the college while adhering to its new strategic plan and drawing on trends in marketing from across the country.

Over the course of 32 years of leadership in publishing, branding, and marketing, Robert's calm adherence to high standards of excellence resulted in an impressive and enduring collection of publications, signage, ads, brochures, communications plans, and other promotional pieces and efforts that together conveyed the value of the UA College of Agriculture and Life Sciences to countless audiences.

REUBEN BRIGHAM AWARD

Forrest Laws



The Reuben Brigham Award is offered in memory of Reuben Brigham (1887-1946), who served as an Extension editor in Maryland. The award, established in 1947, is reserved for a communicator who has made a major contribution in the field of agriculture, natural resources, or life and human sciences at the regional, national, or international level.

Forrest Laws grew up on a 70-acre farm in Arkansas. He picked cotton, loaded hay, cut firewood, and as he notes, "a number of other presently useless tasks."

Laws, director of content for the Penton Media Agriculture Group, spent 10 years with a metropolitan daily newspaper before joining Delta Farm Press in 1980. He has written extensively on farm production practices, crop marketing, farm legislation, environmental regulations, and alternative energy. By his own estimation, he's written more than 5,000 articles for Farm Press in his 36-year career.

He now oversees the content creation for Delta, Southeast, Southwest, and Western Farm Press, and for BEEF, Corn and Soybean Digest, Farm Industry News, Hay & Forage Grower, and National Hog Farmer.

Others in the industry sing his well-deserving praises:

Brad Haire, Southeast Farm Journal staff editor, says, "Forrest Laws is a professional's professional who has worked hard with his reporting to earn the respect of farmers across the country. But he'd say anyone who's hacked at farm reporting as long as he has would eventually get good at it. He's set the bar for the rest of us for a long time. He generates as much or more quality content, including videos, articles, opinion pieces, and pictures, as anyone in the Penton Ag Group across the country.

He's generous with his knowledge and advice, which is genteel but to the point. He is a champion of U.S. agriculture, especially southern ag's particular flavor of it, but he is not timid and has cast a jaundiced but respectful eye on the industry when needed."

Casey Martin, Louisiana Farm Bureau Federation information and public relations director, adds, "Forrest Laws has spent a lifetime telling the story of agriculture. I can remember reading his work in the Delta Farm Press when I was a college student at LSU 30 years ago! He is a true professional who can communicate with both a farm and non-farm audience. He is definitely worthy of consideration for this award."

CRITIQUE & AWARDS PROGRAM WINNERS 2017

Information Technology

Outstanding Professional Skill Award

David Keto, Tana Stith, University of Wyoming Extension

Class 38 — Interactive Media Program

Gold Award: NMSU Media Productions

Silver Award: Emery Tschetter, Bruce Dupree, Tyler Weldon, Jonathan Davis, Kim Mullenix, Deborah Dupree, Aimee Lewis, Kim Graham, Alabama Cooperative Extension System

Class 39 — Best Innovative Use of Communication Technology

Gold Award: David Keto, Tana Stith
University of Wyoming Extension

Silver Award: Zeke Barlow, Lori Greiner, Thea Glidden
Virginia Tech

Bronze Award: Becky Koch, North Dakota State University

Class 40 — Website

Gold Award: Art Shirley, Beth Barron, Cindy Callahan, Rick Noffsinger, Elizabeth Gregory North, Troy DeRego, Bobby Goff, Mississippi State University Extension Service

Silver Award: Tennille Herron, Yiqi Gao, Jennifer Hugus
UF/IFAS Communications

Bronze Award: Shane Porter, J. Adam Calaway, Courtney Leeper, Rob Mattson, Amie Morgan, The Samuel Roberts Noble Foundation

Class 41 — Technology Education

Silver Award: Bridget A. Brown, David McCormick, Emery Tschetter, Tyler Weldon
Alabama Cooperative Extension System

CRITIQUE & AWARDS PROGRAM WINNERS 2017

Marketing and Media Relations

Outstanding Professional Skill Award

Richard Campbell, Dee Shore, Kionna Coleman, Chelsea Kellner, Chris Liotta, Mike Quinlan, Suzanne Stanard, North Carolina State University

Class 35a — Marketing Communications Campaign with Budget under \$1,000

Gold Award: Richard Campbell, Dee Shore, Janine Brumfield, Taylor Craig, Ken Ellzey, Chris Liotta, Suzanne Stanard, North Carolina State University

Silver Award: Lindsey Davidson, Lyndall Stout, Craig Woods, Todd Johnson, Ruth Inman, Torsten Kilschautzky, Oklahoma State University

Class 35b — Marketing Communications Campaign with Budget of \$1,000 or More

Gold Award: Richard Campbell, Dee Shore, Kionna Coleman, Chelsea Kellner, Chris Liotta, Mike Quinlan, Suzanne Stanard, North Carolina State University

Silver Award: Joshua Paine, Carla Wood, Katie Walker, Merritt Melancon, University of Georgia

Bronze Award: Michele Wood, Tyler Jones, Darryl Palmer, Tennille Herron, Al Williamson, Victor Harris, UF/IFAS Communications

Class 36 — Media Relations Campaign

No entries

Class 37 — Single Marketing Item

Gold Award: Matthew Scarfo, Lindsay Wiles, Lori Costello, Greg Jacobs, West Virginia University Extension Service

Silver Award: UF/IFAS Communications, Frankel Media Group

Bronze Award: Michele Wood, Tyler Jones, UF/IFAS Communications

AWARD OF EXCELLENCE ACADEMIC PROGRAMS

Courtney Gibson

Courtney Gibson, agricultural communications assistant professor at Texas Tech University, has received multiple awards for her teaching and research.



Gibson's research efforts have centered on advancing knowledge and understanding of various aspects of the communications discipline including risk and crisis communication, social media, design, and creativity. She has conducted research in the area of advancing the scholarship of teaching and learning within the agricultural communications discipline. Most recently, Gibson's research focused on developing creative thinking capacities in agricultural communications students and the importance of creativity in their communication efforts.

Gibson is an integral faculty member in the Department of Agricultural Education and Communications. She and her colleagues are constantly working to evolve and improve the curriculum of the program to meet changing industry needs and grow enrollment. The agricultural communications major at Texas Tech is one of the fastest growing at the university thanks to its outstanding faculty members. Additionally, in 2015, the undergraduate agricultural communications program was ranked best in the nation.

Gibson has been an active ACE member since 2012. She served as the Academic Programs SIG vice-chair elect in 2015-2016 and continues to serve in the newly combined Academic and Research Learning Community as the research director. She is a regular reviewer for the *Journal of Applied Communications* and the ACE Conference research sessions.

AWARD OF EXCELLENCE LEADERSHIP & MANAGEMENT

Ruth Borger



Ruth Borger, assistant vice president at the University of Florida/Institute of Food and Agricultural Sciences, has demonstrated strong regional leadership through the Southern Region Extension Program Leaders Network, mentoring communication leaders in the region and throughout the country. She chaired the national issues management project for two years.

Over the past three years, Ruth has made multiple presentations on improving leadership and management skills at ACE conferences and repeated many of them as webinars for members unable to attend the annual conferences. Evaluations show they were some of the most valuable sessions to Leadership and Management Learning Community members. She has also been a valuable mentor.

Under her leadership, UF/IFAS won six gold awards last year in the ACE Critique and Awards program. This has been the pattern since she assumed leadership of the unit. She has served as chair of the Leadership and Management Learning Community, helping to reinvigorate it to attract new members and young professionals.

CRITIQUE & AWARDS PROGRAM WINNERS 2017

Distance Education and Instructional Design

Outstanding Professional Skill Award

Bridget A. Brown, David McCormick, Emery Tschetter, Tyler Weldon
Alabama Cooperative Extension System

Class 34 — Educational Packages

Gold Award:	Bridget A. Brown, David McCormick, Emery Tschetter, Tyler Weldon Alabama Cooperative Extension System
Silver Award:	Becky Koch, Scott Swanson, Kelli Armbruster, Bruce Sundeen, Bob Bertsch, Sonja Fuchs, Ellen Crawford North Dakota State University
Bronze Award:	Kimberly Graham, Emery Tschetter, David McCormick, Aimee Lewis, Molly Gregg, Deborah Dupree, Bruce Dupree Alabama Cooperative Extension System

CRITIQUE & AWARDS

PROGRAM WINNERS 2017

Electronic Media, Video

Class 31 — Spot Production

Class 32 — Promotional Productions

Gold Award:	UF/IFAS Communications, Frankel Media Group
Silver Award:	UF/IFAS Communications, Frankel Media Group
Bronze Award:	Al Williamson, Rebecca Clapp UF/IFAS Communications

Class 33 — Informational or Non-credit Educational Video Production

Gold Award:	New Mexico State University Media Productions
Silver Award:	New Mexico State University Media Productions
Bronze Award:	David Keto, University of Wyoming Extension

AWARD OF EXCELLENCE

MARKETING

Doug Edlund

Doug Edlund has worked for the University of Tennessee for 18 years, first as a video producer and now as assistant director. He's worked in a number of areas that have increased the visibility of the Institute, including a rebranding campaign, marketing/visibility strategic plan initiatives, marketing videos, and much more.



Throughout his career, Doug has worked to build the Institute's reputation on the national stage. In marketing materials, the unit takes a multi-platform approach to target a wide range of demographics among clientele and potential clientele. They mix traditional and new media to develop messaging relevant to the receiver. The unit's social media efforts are another benchmark of success, especially YouTube with over two million minutes of video watched since the channel was launched.

As a former Learning Community Director, Edlund learned firsthand the importance of professional development and how it impacts one's career. One of his contributions was to encourage the Marketing Learning Community, along with others, to provide their members year-round professional development. Through webinars, Google Hangouts, and other venues, learning community members received relevant and useful information in a "Learning Out Loud" environment of collaboration.

AWARD OF EXCELLENCE PUBLISHING & GRAPHIC DESIGN

Ana Henke



Ana Henke has more than 20 years of experience in agricultural communications, outreach publications, and graphic design.

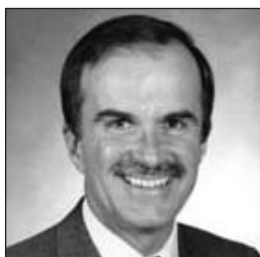
She works to promote communication best practices at New Mexico State University through webinars, workshops, and other training. Her endeavors include eBook development, producing extension publications in eBook formats, and working to promote New Mexico

State Extension on social media, with more than 3,000 followers across platforms.

She has served as chair of the Publishing and Graphic Design Learning Community and presented workshops and webinars in support of the ACE mission.

ACE RETIREE AWARD OF EXCELLENCE

Robert Furbee



Robert "Bob" Furbee is an ACE legend when it comes to leadership. He has served in almost every leadership role from committee member to president and retiree director. When Bob is on a committee, it gets things done. His centennial committee for ACE generated historical facts, games, table toppers, and excitement. He gets things done.

As retiree director, Bob worked hard to clean up listservs and the website information. He stayed in constant contact with retirees and encouraged their involvement with ACE. He was a trouble shooter and spokesman for all retirees during his board service. As a past president and long-time ACE member, he became the elder statesman on the board to explain the history of a topic or become a voice of reason and calm when needed. Bob personifies a true ACE professional, even in his retirement years.

CRITIQUE & AWARDS PROGRAM WINNERS 2017

Electronic Media, Audio

Outstanding Professional Skill Award

Charles M. Denney, University of Tennessee

Class 27 — News and Features

No Entries

Class 28 — Programs and Spots

Gold Award: Charles M. Denney, University of Tennessee

Silver Award: Scott Swanson, Kelli Armbruster, Bruce Sundeen, North Dakota State University

Electronic Media, Video

Outstanding Professional Skill Award

New Mexico State University Media Productions

Class 29 — News and Features

Gold Award: Susan Hutton, Joanne Littlefield, Jim Beers
Colorado State University Extension

Silver Award: David Keto, Lindsay Hadfield
University of Wyoming Extension

Bronze Award: Barb McBreen, Iowa State University

Class 30 — Programs

Gold Award: Dave Deken, Lyndall Stout, Kurtis Hair,
Kristin Loveland, Oklahoma State University

Silver Award: Leighton Spann, Troy Moling, Amy Myers, Gary
Bachman, Tim Allison, Brian Utley, Natasha Haynes,
Jonathan Parrish, Mississippi State University

Bronze Award: Maurice Perkins, LaRachelle Smith
Prairie View A&M University

CRITIQUE & AWARDS PROGRAM WINNERS 2017

Publishing

Class 25 — Editing

Gold Award:	Allison Nick, UF/IFAS Communications
Silver Award:	Glenda Freeman, Carla Elston Alabama Cooperative Extension System
Bronze Award:	Melea Reicks Licht, Iowa State University

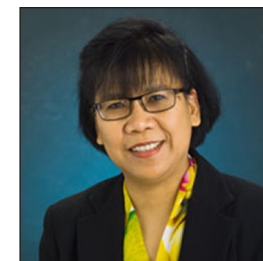
Class 26 — Electronic Publications

Gold Award:	Jenny Crickard, David McCormick, Emery Tschetter, Aimee Lewis, Bridget Brown, Jonathan Davis, Bruce Dupree, Brenda Ortiz, Maggie Lawrence, Glenda Freeman, Alabama Cooperative Extension System
Silver Award:	Michele Wood, Tyler Jones UF/IFAS Communications
Bronze Award:	Tana Stith, Tanya Engel, Steve Miller University of Wyoming Extension

AWARD OF EXCELLENCE RESEARCH

Lulu Rodriguez

Lulu Rodriguez, Agricultural Communications Program director at the University of Illinois, brought a strong, distinguished academic and professional background to the university in 2013.



Rodriguez, an associate professor, is among the most active and productive communications researchers addressing the food complex, natural resources, renewable energy, rural development, and other activities related to agriculture.

Evidence is apparent in her scholarly publishing record. It has taken the form of one edited book involving agricultural research and communications, nine book chapters (four involving agricultural communications), 40 refereed journal articles (25 involving agricultural communications), and 41 refereed conference papers and presentations (23 involving agricultural communications). These efforts do not include her extensive scholarly work published in bulletins, technical reports, proceedings, and other outlets. Internationally, among more than 600 researchers who have published scholarly literature in this field since 2000, she is the premier author of book chapters.

As an ACE member, she has contributed in multiple ways during the past 20-plus years. Her contributions center on research, education, and international programs.

- As author, her articles published in the *Journal of Applied Communications* trace back to 1996.
- She has served as a research article reviewer for JAC since 2004 and research paper reviewer for the Research SIG/LC since 2015.
- She is taking part in current visioning and strategic planning activities of ACE members and others involved in advancing agricultural communications education and research.
- She is contributing actively to the professional development of ACE members through her service in the Agricultural Communications Documentation Center. She is helping build the collection of research, news, perspectives, and how-to information of value to ACE members.

PIONEER AWARD

Randy LaBauve, Louisiana State University



Randy LaBauve is an associate communications specialist at Louisiana State University, where he works as a videographer and video producer. He produces high-quality videos used in newscasts and for promotional and educational purposes. He also trains LSU AgCenter faculty members on video production techniques and communication skills.

LaBauve produces a weekly gardening segment, “Get It Growing,” with LSU AgCenter horticulturalist Dan Gill. The program airs on news programs in every major television market in Louisiana and is very popular with Louisiana’s gardening public. The videos are posted to social media, where they tend to receive a tremendous amount of engagement. He has been recognized for his work on “Get It Growing” with awards from ACE’s Critique and Awards Program.

LaBauve is a critical member of the LSU AgCenter communications team. He is eager to work outside of just video. He is a talented script writer, and as the communications staff has dwindled, LaBauve has been called on to write press releases and articles for other publications.

LaBauve attended his first ACE conference in Charleston. He has participated in webinars with the Electronic Media Learning Community and in online discussions. He co-produced the video for the ACE 2017 conference and will also present a breakout session on training youth to use video tools.

CRITIQUE & AWARDS PROGRAM WINNERS 2017

Publishing

Class 22 — Technical Publications

- | | |
|---------------|--|
| Gold Award: | Diana Friedman, SARE |
| Silver Award: | Tana Stith, Steve Miller
University of Wyoming Extension |
| Bronze Award: | Jenny Crickard, Eve Brantley, Emery Tschetter, Bruce Dupree, Deborah Dupree, Jonathan Davis, Bridget Brown, Alabama Cooperative Extension System |

Class 23 — Special Reports

- | | |
|---------------|--|
| Gold Award: | Emery Tschetter, Gary Lemme, Paul Brown, Bruce Dupree, David McCormick, Glenda Freeman
Alabama Cooperative Extension System |
| Silver Award: | J. Adam Calaway, Rachael Davis, Courtney Leeper, Rob Mattson, Shane Porter, The Samuel Roberts Noble Foundation |
| Bronze Award: | Lori Greiner, Tim FisherPoff, Zeke Barlow, Bobbi Hoffman, Anna Painter
Virginia Cooperative Extension |

Class 24 — Promotional Publications

- | | |
|---------------|---|
| Gold Award: | Matthew Scarfo, Lindsay Wiles, Zane Lacko, Greg Jacobs, Carol Grimes, Lori Costello, Sherry White
West Virginia University Extension Service |
| Silver Award: | Kimberly Graham, Emery Tschetter, Aimee Lewis, Seth Tuttle, Alabama Cooperative Extension System |
| Bronze Award: | Lesla Vold, klgray Design, Iowa State University |

CRITIQUE & AWARDS PROGRAM WINNERS 2017

Publishing

Outstanding Professional Skill Award

Matthew Scarfo, Lindsay Wiles, Zane Lacko, Greg Jacobs, Carol Grimes, Lori Costello, Sherry White, West Virginia University Extension Service

Class 18 — Direct Mail No longer a category.

Class 19 — Newsletters

Gold Award: Tana Stith, Chavawn Kelley, Steve Miller
University of Wyoming Extension

Class 20 — Magazines and Periodicals

Gold Award: J. Adam Calaway, Rachael Davis, Rob Mattson, Courtney Leeper, Robyn Peterson, Josh Meo, Shane Porter, The Samuel Roberts Noble Foundation

Silver Award: Kym Pokorny, Gail Wells, Karen Zimmermann, Ariel Ginsburg, Erik Simmons, Peg Herring, Phillip Brown
Oregon State University

Bronze Award: Susan Ferris Hill, Joey Holleman
South Carolina Sea Grant Consortium

Class 21 — One- to Full-Color Popular Publications

Gold Award: Beth Stuever, Jamie Wilson, Mindy Tape, Sean Corp, Eileen C. Gianodis, Holly Whetsone, Abby Rubly
Michigan State University Extension

Silver Award: Dave Kellam, Sarah Schaier, Holly Young, Kyle Belmont, Pam Doherty, Five Line Creative,
UNH Cooperative Extension

Bronze Award: Tana Stith, Chavawn Kelley, Steve Miller
University of Wyoming Extension

PIONEER AWARD

Scott Swanson North Dakota State University

Scott Swanson has been with NDSU Agriculture Communication since March 2009 as an electronic media specialist. He works in all phases of video, audio, and distance education.



He often is called upon to lead distance technologies for NDSU Extension Service meetings and interviews. Administrators and specialists know he'll take care of the details to make sure the technology works correctly when needed.

Swanson was instrumental from the initial brainstorming to develop the weekly Sound Ag Advice podcast. He has produced videos on multiple topics, including cleaning up after a flood, Gearing Up for Kindergarten, and scouting for pests in fields.

He joined ACE shortly after he began working at NDSU. He has attended every national ACE conference since and has presented at several. In 2012, he presented with three other ACE members on how to produce videos as a "one-man band." The following year, that topic was turned into a half-day pre-conference session he and the group taught. Swanson also has actively participated in the Electronic Media and Photography Learning Community.

OTHER AWARDS

Development Fund Grants

Barbara Chamberlin, New Mexico State University Learning Games Lab, *Site Visit: Game Development Studios*

Dennis Hinkamp, Utah State University, *Drone Mapping and 3D modeling Using DroneDeploy.com, Pixel3D and other emerging software packages*

Mike Whitesides, Utah State University, *Online Behavioral Retargeting to Promote Extension Programs and Products*

Research Papers

Outstanding Research Paper Award: *The Communication Effectiveness of Scientist-Stakeholder Partnerships Addressing Agriculture and Natural Resources Issues: A Citation Analysis of the [State] Water and Climate Alliance*, Dr. Shuyang Qu and Dr. Tracy Irani

Runner-up Outstanding Research Paper Award: *Eating Animals: The Influence of Food-based Narratives*, Gillian Spolarich, Dr. Amanda Ruth-McSwain, and Dr. Lisa Lundy

Outstanding Dissertation: Arthur Leal, University of Florida, "Career Readiness of Agricultural Communication Baccalaureate Graduates: A Three-Tiered Perspective"

Outstanding Thesis: Cassie Wandersee, Kansas State University, "An Audience Focused Approach to Framing Climate-Change Communication in Agriculture:"

Outstanding Proposal: McKayla Brubaker, Mississippi State University, "The Use of Branding and Social Marketing in *The Food Factor*"

Journal of Applied Communications

Article of the Year: "Influence of Source Credibility on Agricultural Water Use Communication" by Alexa J. Lamm, Courtney T. Owens, Ricky W. Telg, and Kevan W. Lamm in Volume 100, Issue 3.

Runner-up: "Assessing the Content of Online Agricultural Awareness Campaigns" by Joy N. Rumble, Quisto Settle, and Tracy Irani in Volume 100, Issue 3.

CRITIQUE & AWARDS PROGRAM WINNERS 2017

Graphic Design

Class 14 — Posters

Gold Award:	Bruce Dupree, Aimee Lewis Alabama Cooperative Extension System
Silver Award:	Rachel Davis The Samuel Roberts Noble Foundation
Bronze Award:	Matt Browning, Stacy Herrick West Virginia State University

Class 15 — Exhibits

Gold Award:	Joshua Paine, Carla Wood, Katie Walker, Jay Bauer, Angela Rowell, Cindy Allen, Kathryn Schiliro University of Georgia
Silver Award:	David McCormick, Emery Tschetter, Bruce Dupree, Aimee Lewis, Kimberly Graham, Molly Gregg, Alabama Cooperative Extension System
Bronze Award:	Bruce Dupree, Glenda Freeman, Sondra Parmer Alabama Cooperative Extension System

Class 16 — Cover

Gold Award:	David McCormick, Emery Tschetter, Bruce Dupree, Aimee Lewis, Kimberly Graham, Molly Gregg Alabama Cooperative Extension System
Silver Award:	Diane Doering, University of Wisconsin-Madison
Bronze Award:	Rachael Davis, Rob Mattson The Samuel Roberts Noble Foundation

Class 17 — Logos

Gold Award:	Bruce Dupree, David McCormick, Kerry Smith Alabama Cooperative Extension System
Bronze Award:	Matt Browning, Stacy Herrick West Virginia State University

CRITIQUE & AWARDS

PROGRAM WINNERS 2017

Graphic Design

Outstanding Professional Skill Award

David McCormick, Bruce Dupree, Kerry Smith, Kim Graham, Aimee Lewis, Emery Tschetter, Alabama Cooperative Extension System

Class 11a — Print One to Full Color

Gold Award: David McCormick, Bruce Dupree, Kerry Smith, Kim Graham, Aimee Lewis, Emery Tschetter, Alabama Cooperative Extension System

Silver Award: Tracy Bryant, UF/IFAS Communications

Bronze Award: Bruce Dupree, Jennifer Crickard, Glenda Freeman, Eve Brantley, Emery Tschetter, Alabama Cooperative Extension System

Class 11b — Print Advertisement

Gold Award: Matt Browning, West Virginia State University

Silver Award: Ruth Hohl Borger, UF/IFAS Communications

Bronze Award: Tracy Bryant, UF/IFAS Communications

Class 12 — Illustration: Single or Series

Gold Award: Bruce Dupree, Jim Armstrong, Alabama Cooperative Extension System

Silver Award: Melea Reicks Licht, Push Branding & Design, Michael Castellano, Matthew Helmers, Jamie Benning, John Lawrence, Pat Howard, Iowa State University

Bronze Award: Josh Meo, The Samuel Roberts Noble Foundation

Class 13 — Interactive Multimedia and Web Graphics

Gold Award: David McCormick, Emery Tschetter, Bruce Dupree, Aimee Lewis, Kimberly Graham, Molly Gregg, Deborah Dupree, Alabama Cooperative Extension System

Silver Award: New Mexico State University / Media Productions

Bronze Award: New Mexico State University / Media Productions

MEMBERSHIP MILESTONES

2002 — 15-Year Members

Karen Cannon
Tobie Blanchard
Mandy Gross
Tracey B. Nelson
Rick Noffsinger

1997 — 20-Year Members

Cindy Eves-Thomas
Deb Pryor
Bruce Sundeen

1992 — 25-Year Members

Rhonda Conlon
Elizabeth Gregory North
Becky Koch
Ricky Telg

1977 — 40-Year Members

John Crosiar
Evie Engel
Marci Hilt

1957 — 60-Year Member

LaRue Pollard

CRITIQUE & AWARDS PROGRAM WINNERS 2017

Writing

Outstanding Professional Skill Award

J. Adam Calaway, Courtney Leeper, The Samuel Roberts Noble Foundation

Class 1 — Writing for Newspapers

Gold Award: Chris Moran, UF/IFAS Communications
Silver Award: Beverly James, UF/IFAS Communications
Bronze Award: Brad Buck, UF/IFAS Communications

Class 2 — Writing for Magazines

Gold Award: Jim Melvin, Clemson University
Silver Award: Sean Corp, Michigan State University
Bronze Award: Steve Miller, University of Wyoming Extension

Class 3 — Writing within a Specialized Publication

Gold Award: J. Adam Calaway, Courtney Leeper
The Samuel Roberts Noble Foundation
Silver Award: Andy Zieminski, SARE
Bronze Award: Stacie Clary, Western SARE

Class 4 — Promotional Writing

Gold Award: Steve Elliott
Western Integrated Pest Management Center
Silver Award: J. Adam Calaway
The Samuel Roberts Noble Foundation
Bronze Award: Lesa Vold
Egg Industry Center at Iowa State University

Class 5 — Script Writing for Visual Media

Gold Award: Charles M. Denney
University of Tennessee Institute of Agriculture
Silver Award: Leighton Spann, Agricultural Communications,
Mississippi State University
Bronze Award: New Mexico State University/Media Productions

Class 6 — Writing for the Web

Gold Award: Chris Moran, UF/ IFAS Communications
Silver Award: Jim Melvin, Clemson University
Bronze Award: Kathy Keatley Garvey
University of California, Davis

CRITIQUE & AWARDS PROGRAM WINNERS 2017

Photography

Outstanding Professional Skill Award

Rob Mattson, The Samuel Roberts Noble Foundation

Class 7a — Feature Photo

Gold Award: Gene Hettel, International Rice Research Institute
Silver Award: Tyler Jones, UF/IFAS Communications
Bronze Award: Kathy Keatley Garvey, University of California, Davis

Class 7b — Environmental Portrait or Personality Photo

Gold Award: Kevin Hudson
Mississippi State University Extension Service
Silver Award: Rob Mattson
The Samuel Roberts Noble Foundation
Bronze Award: Michael Thomas, Prairie View A&M University

Class 8 — Picture Story

Gold Award: Rob Mattson
The Samuel Roberts Noble Foundation
Silver Award: Kathy Keatley Garvey, University of California, Davis
Bronze Award: Steve Elliott
Western Integrated Pest Management Center

Class 9 — Service Photo

Gold Award: Rob Mattson
The Samuel Roberts Noble Foundation
Silver Award: Michelle Olgers, Eugene Batiste
Virginia State University
Bronze Award: Tyler Jones, UF/IFAS Communications

Class 10 — Enhanced Photo

Gold Award: Tyler Jones, UF/IFAS Communications
Silver Award: Stephen Patton, University of Kentucky
Agricultural Communications Services