



Association for Communication Excellence
in Agriculture, Natural Resources, and Life and Human Sciences

www.aceweb.org

ACE AWARDS

JUNE 8-11, 2015

CHARLESTON
SOUTH CAROLINA



AWARD OF EXCELLENCE

Media Relations

Keith Robinson

Keith Robinson became coordinator of the News and Public Affairs unit of Purdue University's Agricultural Communication Service in 2010. He was bureau chief for The Associated Press (AP) in Indianapolis from 2000 to 2009, and in Hartford, Conn., from 1998 to 2000.



His work for AP included positions as night supervisor, news editor, and assistant bureau chief in Columbus, Ohio, from 1984 to 1988. Robinson was editor of The Madison Press daily newspaper in London, Ohio, from 1980 to 1984 and a reporter at The Review weekly newspaper in his hometown of Philadelphia from 1978 to 1980.

Keith served leadership positions of vice-chair elect, vice chair and chair from 2010 – 2013. He also coordinated numerous professional development activities for the Media Relations SIG, including a webinar with an AP editor regarding “What’s New with Associated Press Style,” and the 2013 pre-conference writing workshop the “Secret of Story.”

He received a special Service to Journalism award from the Indiana Society of Professional Journalists in 2010 for his work as bureau chief in Indianapolis

Membership Milestones

2005 — 10-Year Members

Susan Ferris Hill, Lori Greiner, Steve Miller, Kay Ledbetter

2000 — 15-Year Members

Diane Doering, Beth Forbes, Glenda Freeman, Craig Gautreaux,
Linda Kiesel

1995 — 20-Year Members

Timothy FisherPoff, J. Faith Peppers

1990 — 25-Year Members

Eric A. Abbott , Erik T. Anderson, Brian Meyer

1985 — 30-Year Member

Frankie Gould

1980 — 35-Year Member

Tom Knecht

1975 — 40-Year Member

Terrence Day

1970 — 45-Year Member

Ken Kingsley



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Cover photo by Rebecca Dalhouse

Critique & Awards Program Winners 2015

Crisis and Issues Communication

Class 47: Crisis Communications

No entries

Class 48 – Issues Management

Silver Award: Kimberly Moore Wilmoth
University of Florida/IFAS

Critique & Awards Program Winners 2015

Diversity

Outstanding Professional Skill Award

New Mexico State University Media Productions

Class 42 — Writing for Targeted Audiences

No entries

Class 43 — Targeted Publications

Gold Award: Becky Koch, North Dakota State University

Silver Award: Dionisia Morales, Luisa Santamaria,
Chal Landgren, Heather Stoven, James LaBonte,
Helmuth Rogg, Tamara Hill-Tanquist,
Bryan Major, Oregon State University

Bronze Award: Bruce Dupree, Glenda Freeman
Alabama Cooperative Extension System

Class 44 — Electronic Media, Audio, for Targeted Publics

No entries

Class 45 — Electronic Media, Video, for Targeted Publics

Bronze Award: Bruce Sundeen
North Dakota State University

Class 46 — Marketing and Media Relations Programs for Targeted Publics

No entries

ACE PROFESSIONAL AWARD

Kevin Gamble

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



Kevin Gamble has a reputation within the Extension System for setting technology trends, particularly when those trends relate to the Internet. In the early '90s, he was part of a team that developed the Almanac Information Server as a mechanism for sharing land-grant university information worldwide. Almanac was one of the Internet's first mailing list and information retrieval programs.

Kevin implemented the Extension System's first World Wide Web server in 1993. He was a pioneer in using the Internet and the Web for online teaching and learning. He was instrumental in the development of the American Distance Education Consortium (ADEC); the Agriculture Network Information Center (AgNIC); the Sustainable Agriculture Network, the Children, Youth, and Family Education Research Network (CYFERnet); and the eXtension Initiative.

As a charter member of eXtension, Kevin continued his advocacy and collaboration. He has pushed Cooperative Extension toward the use of social media to keep current and relevant with the new audiences Extension must reach to maintain its relevancy.

Kevin is currently director of Knowledge Systems for MSU Global at Michigan State University, where he has worked on the Instruct2020 project to create an open repository for managing scientific images used in teaching. He has envisioned an innovative application that would provide a method for creation of Internet-appropriate educational programming by Extension educators in the U.S. and internationally.

Kevin has been an ACE member throughout his career. He served as a SIG leader for both Information Technology and Leadership and Management. He served on the Journal of Applied Communications task force, developing recommendations to move JAC to a modern, electronic journal.

Kevin perhaps made his most significant contributions to ACE and ACE members through his leadership within eXtension and the collaborative infrastructure he created for our system. It provided a home for SIGs and other ACE groups to work collaboratively and share information openly when no other solution was available.

REUBEN BRIGHAM AWARD

Reginald S. Hall



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.

Reginald (Reggie) S. Hall has worked as a journalist and communications professional since 1974. His first agriculture-related job was as press secretary for the S.C. Commissioner of Agriculture. He has been with the S.C. Farm Bureau Federation since 1998.

Reggie worked his way through school, and before graduating, he was hired by the CBS-TV affiliate (WLTX) in Columbia to anchor its weekend newscast and work as a field reporter.

While emceeding an annual meeting of the S.C. Fruit and Vegetable Association in 1985, Reggie met with State Commissioner of Agriculture Les Tindal. That conversation led to a job offer as the Commissioner's press secretary.

During his three-year tenure, Reggie had the opportunity to help manage logistics and local, state, and international media surrounding "Operation Hay Lift" during a devastating drought in 1986. Reggie was also appointed the liaison with the Pentagon and was charged with coordinating pickup and delivery of goods using military C-130 cargo planes.

In 1998, Reggie became the promotion and education division director for the S.C. Farm Bureau Federation. During his tenure, Reggie was appointed by Governor Hodges to co-direct a series of three Governor's Summits on Agriculture. Those strategic planning initiatives set the groundwork for monumental changes in laws and regulations enabling South Carolina's family farmers to operate as unencumbered as possible.

Reggie leads a diverse and creative team that provides comprehensive public relations support for the government relations activities of the S.C. Farm Bureau Federation. Those collective efforts have helped farmers in South Carolina retain their sales tax exemptions, defined the State's Right to Farm law, defined agricultural water withdrawals as essential use by the state, and defined and clarified regulations for poultry producers in the state.

Reggie taught media management to all undergraduate Media Arts majors at the University of South Carolina for 24 semesters from 1991 to 2003. To this day, former students seek him out to express their gratitude for teaching real-world concepts about management in media (communications) environments.

Critique & Awards Program Winners 2015

Marketing and Media Relations

Class 37 — Single Marketing Item

- Gold Award (tie):* Bob Ratliff, Kevin Hudson, Phil Smith
Mississippi State University
ANR Communications, AgBioResearch
Michigan State University
- Silver Award (tie):* Laura Lindsey, Clint McMillen, Joe Vale
University of Missouri Extension
Beth Stuever, Jamie Wilson, Mariah Montenegro,
Marian Reiter, Dave Ellis, Paula Sheynerman,
Michelle Lavra, Julie Chapin, Jennifer Weichel,
Michigan State University/ANR Communications
- Bronze Award:* Laura Lindsey, Clint MccMillen, Joe Vale,
Uniiversity of Missouri Extension

Information Technology

Outstanding Professional Skill Award

Laura Bernheim
University of Florida/IFAS

Class 38 — Interactive Media Program

Silver Award: NMSU Media Productions

Class 39 — Best Innovative Use of Communication Technology

Gold Award: NMSU Media Productions &
National 4-H Council

Class 40 — Website

Gold Award: Laura Bernheim, University of Florida/IFAS

Silver Award (tie): Josh Paine, Emily Ennis, University of Georgia
Shane Porter, The Samuel Noble Roberts Foundation

Bronze Award Susan Gill, Josh Chambers, Brandi Evans, Thea Glidden,
Lori Greiner, Constance Moulder, Virginia Tech

Class 41 — Technology Education

Bronze Award: Donna Bowen, Clemson University

Critique & Awards

Program Winners 2015

Marketing and Media Relations

Outstanding Professional Skill Award

Michele Wood, Tennille Herron
University of Florida/IFAS

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

Gold Award: Stacey Jones, Tracy Bryant, Ruth Borger,
Darryl Palmer, Al Williamson, Michael Munroe
University of Florida/IFAS

Silver Award: Peter Togel, Donna Bowen, Walker Massey
Clemson University

Bronze Award: NMSU Media Productions &
NMSU College of Education

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

Gold Award: Michele Wood, Tennille Herron
University of Florida/IFAS

Silver Award: Oklahoma State University Agricultural
Communication Services

Bronze Award: Timothy FisherPoff, Thea Glidden, Nickola
Dudley, William McKenzie, Amy Loeffler,
Brandi Evans, Virginia Tech College of Agriculture
and Life Sciences

Class 36 — Media Relations Campaign

Gold Award: Zeke Barlow, Thea Glidden, Tim FisherPoff, Susan
Gill, Josh Chambers, Amy Loeffler, Virginia Tech/
College of Agriculture and Life Sciences

AWARD OF EXCELLENCE

Academic Programs

Katie Abrams

Katie is currently a faculty member at Colorado State University in journalism and technical communication. She was previously at the University of Illinois as an assistant professor.



Her broad understanding of the field of agricultural communications in academia reaches students in courses like her Food and Natural Resources Issue Communication. Students analyze and communicate how people form beliefs about food and natural resources issues and the role of news media, public relations, and advertising in that process.

An expertise in strategic communication and food and agricultural issues provides the basis for examination of how people make sense of and participate in debates about food and agricultural issues by looking at interest groups' communication, the role of emerging media, and strategic communication effects.

She continually seeks excellence and a higher standard for academics in agricultural communication. She regularly attends ACE annual conferences, and contributes to the profession through research and professional development. She is a board member for the Journal of Applied Communications. She also is a member of the leadership team in the Research SIG.

AWARD OF EXCELLENCE

Distance Education and Instructional Design

Jeff Hino



Jeff is Learning Technology Leader for Oregon State University where he provides leadership in the use of new learning technologies for the OSU Extension system. He has served as an instructional technologist at OSU for more than 30 years and was formerly director of the Forestry Media Center in OSU's College of Forestry.

He has led or served as a key team member on numerous outstanding technology-based educational projects including OSU Extension's hybrid teaching and learning initiative and Oregon's statewide Ask an Expert "just-in-time" learning system operated in partnership with eXtension. He also leads the implementation of a new digital publishing strategy for OSU Extension that incorporates responsive design for delivery of publications and learning materials to mobile devices.

Jeff has received a number of awards for his exemplary work including an ACE gold award for Instructional Design and eXtension's Outstanding Institutional Team Member award for his leadership with the Ask an Expert system.

Jeff leads by example and is a great role model for Extension educators who are working to adopt new technologies and instructional methods. He prides himself on being able to "feel the pain" that others experience as they venture into new methods of teaching and learning using technology.

Jeff has made numerous contributions to ACE at the state, regional and national levels. He has served as State Representative, Western Regional Director, and Electronic Media SIG leader. He also was a member of the 2010 ACE Strategic Planning Committee and the 2014 Conference Committee. Jeff also is a lead member of the X-Tension Chords musical group that performs at annual conferences. Jeff is currently serving as the Vice Chair of the Electronic Media and Photography SIG.

Critique & Awards

Program Winners 2015

Electronic Media, Video

Class 31 — Spot Production

Gold Award: Randy LaBauve, Matt Faust, LSU AgCenter

Class 32 — Promotional Productions

Gold Award: Dave Stalion, Jeanne Davis, Karen Ramage, Joe Williams, University of Kentucky

Silver Award: Brian Volland, University of Kentucky

Bronze Award: Angela Rowell, Faith Peppers, Rob Cooper University of Georgia

Class 33 — Informational or Non-credit Educational Video Production

Gold Award (tie): Linda Benedict, Randy LaBauve, LSU AgCenter Al Williamson, University of Florida/IFAS

Silver Award: Dave Stalion, Brett Wolff, Krista Jacobson University of Kentucky

Bronze Award: Barb McBreen, Daniel Ossian Iowa State University

Distance Education and Instructional Design

Class 34 — Educational Packages

Gold Award: Joe Vale, Victoria Knapp, DeeAnna Adkins, Clint McMillen, Dennis Murphy, Larry Boehm University of Missouri Extension

Silver Award: DeeAnna Adkins University of Missouri Extension

Critique & Awards Program Winners 2015

Electronic Media, Audio

Class 27 — News and Features

Silver Award: Tobie Blanchard, Craig Gautreaux
LSU AgCenter

Class 28 — Programs and Spots

Gold Award: Debbie Johnson
University of Missouri Extension

Electronic Media, Video

Outstanding Professional Skill Award

Lyndall Stout, Dave Deken, Austin Moore
Oklahoma State University

Class 29 — News and Features

Gold Award: Richard Gearhart, J. Scott Vernon, Thomas
Morales, California Polytechnic State University

Silver Award: Kent Faddis, University of Missouri Extension

Bronze Award (tie): Kent Faddis, Latisha Hickem
University of Missouri Extension
Dave Deken, Austin Moore
Oklahoma State University

Class 30 — Programs

Gold Award: Lyndall Stout, Dave Deken, Austin Moore,
Oklahoma State University

Silver Award: Randy LaBauve, Linda Benedict, Matt Faust,
John Wozniak, Betsy Neely, Craig Gautreaux,
Frankie Gould, LSU AgCenter

Bronze Award: Elizabeth Gregory North, Natasha Haynes,
Jonathan Parrish, Brian Utley, Tim Allison,
Keri Collins Lewis, Leighton Spann, Ellen Graves,
Zac Ashmore, Mississippi State University

AWARD OF EXCELLENCE *Diversity*

Tom Merrill



Tom is a 29-year veteran in land-grant communications. During that time, Tom worked as a news, feature, and special projects writer and editor. He currently is publications editor and professor for LSU AgCenter Communications. Tom has been a member of ACE since 1986 and has been active with the Diversity SIG since its formation in 2005.

In his current role, Tom's day-to-day responsibilities include editing various publications, writing for print and web, working with publication designers, helping to edit and moderate sections of the LSU AgCenter's website, fielding media requests/inquiries, and occasionally drafting and distributing news releases.

A decorated professional throughout his career, Tom was honored with the Louisiana Farm Bureau Federation Ag Communicator of the Year award in 2004 and the "Best of Gannett" honorable mention for a series on rural health care in 1985. He also received the LSU AgCenter's Diversity Award of Excellence in 2000.

Most recently, he won a gold award in the diversity section of the ACE C&A program for targeted publication in 2011. Among his other ACE recognitions are the Media Relations Award of Excellence in 2008 and the Outstanding Professional Skill Award for integrated communications programs in 2006.

Tom has been passionate about keeping the Diversity SIG alive and relevant. He is an outstanding collaborator, who proved time and time again to be responsive and helpful. Of particular note, he has an "institutional memory" for ACE that has been invaluable to other newer Diversity SIG officers and members over the years.

AWARD OF EXCELLENCE

Leadership and Management

Frankie Gould



Since 2001, Frankie has served as director and professor of communications, public relations, and management operations at the LSU AgCenter. She also serves as the public information officer and is part of the LSU vice president/dean executive council, advising senior executives on media, crisis, and stakeholder communication.

She advises the chancellor and his council on branding, marketing, and media strategies to support the AgCenter mission of research and outreach. Other leadership jobs held include in 2003 serving as acting director of Information Technology for the LSU AgCenter.

Frankie has received many awards and honors. A recent achievement was serving as co-chair of the Cooperative Extension Service national centennial celebration. Her ability to make connections across the country helped make this celebration a success. Among them the Launching Cooperative Extension's Next Century presentation and exhibits at the USDA AgOutlook Forum. She was also a co-leader of the national Extension branding committee.

Frankie is part of the national issues management in the land-grant system team and provides training for other communications professionals and leaders. She has presented many workshops and at conferences on the topic of issues management including ACE meetings, Southern Region Extension Program Leaders Network meeting and during a communications section meeting at the Southern Association of Agricultural Scientists.

Frankie is a big supporter of ACE and has served in many leadership capacities. One of her biggest contributions to ACE was her persistence as ACE president in getting accountability for the management of ACE's money. Although the transitions to a new management system were rough, it was achieved – thanks in part to Frankie's leadership.

In addition, she was also a regional director, has won many awards through the C&A program and is a regular presenter at ACE annual conferences. In 2014 she received the ACE Professional Award.

Critique & Awards

Program Winners 2015

Publishing

Silver Award: Steven Miller, Tana Stith
University of Wyoming Extension

Bronze Award: Timothy FisherPoff, Thea Glidden, Lori Greiner
Virginia Tech College of Agriculture and Life Sciences

Class 23 — Special Reports

Gold Award: J. Adam Calaway, Katie Westman, Scott McNeill,
Jackie Kelley, Kyle Wright, The Samuel Roberts
Noble Foundation

Silver Award: Tracy Bryant, Ruth Borger, Darryl Palmer,
Tyler Jones, Stacey Jones, Susan Gildersleeve
University of Florida/IFAS

Bronze Award: Tracy Bryant, Ruth Borger, Darryl Palmer,
Tyler Jones, Tom Nordlie, Brad Buck, Kimberly
Moore Wilmoth, University of Florida/IFAS

Class 24 — Promotional Publications

Gold Award: Andy Zieminski, Abby Massey, Sustainable
Agriculture Research & Education (SARE)

Silver Award: David Hansen, Arlene West, Shelly Gustafson,
Dianne Gregory, University of Minnesota

Bronze Award: Judy Howard, Fred Miller, Jennie Popp,
Wayne Miller, Leah English, University of
Arkansas System Division of Agriculture

Class 25 — Editing

Bronze Award: Neal Hammons, University of Florida/IFAS

Class 26 — Electronic Publications

Gold Award: NMSU Media Productions &
South Dakota State University

Silver Award: Steven Miller, Tana Stith, Bernadette van der Vliet
University of Wyoming Extension

Bronze Award: Jeff Hino, Stephen Ward, Oregon State University

Critique & Awards Program Winners 2015

Publishing

Outstanding Professional Skill Award

J. Adam Calaway, Katie Westman, Scott McNeill, Jackie Kelley, Kyle Wright
The Samuel Roberts Noble Foundation

Class 18 — Direct Mail

No awards

Class 19 — Newsletters

Gold Award: Robyn Peterson, Scott McNeill, Darla Boydston,
Shane Porter, The Samuel Roberts Noble Foundation

Silver Award: Susan Gildersleeve, Diana Hagan, Tracy Bryant
University of Florida/IFAS

Bronze Award (tie): Scott McNeill, Broderick Stearns, Darla Boydston,
Robyn Peterson, Jackie Kelley, The Samuel Roberts
Noble Foundation

Steven Miller, Tana Stith, University of Wyoming

Class 20 — Magazines and Periodicals

Gold Award: J. Adam Calaway, Katie Westman, Luke Braswell,
Courtney Leeper, Scott McNeill, Robyn Peterson,
Shane Porter, The Samuel Roberts Noble Foundation

Silver Award: Melea Reicks Licht, Iowa State University

Bronze Award: Mary Wirth, Pennsylvania State University

Class 21 — One- to Full-color Popular Publications

Gold Award: Steven Miller, Tana Stith
University of Wyoming Extension

Silver Award: Joe Vale, Victoria Knapp, Clint McMillen,
Dennis Murphy, University of Missouri Extension

Bronze Award: Michele Wood, Darryl Palmer, Tyler Jones
University of Florida/IFAS

Class 22 — Technical Publications

Gold Award: Lynn Laws, PUSH Branding & Design
Iowa State University

AWARD OF EXCELLENCE Publishing and Graphic Design

Bruce Dupree



Bruce is an award-winning illustrator and artist. His paintings have been exhibited in galleries and museums throughout the United States and Great Britain, including the Society of Illustrators' 35th Annual Exhibition in New York City, the Birmingham Museum of Art, Queen's College C. S. Lewis Exhibition, and The Artist and the Baseball Card traveling exhibit.

Bruce is also a published author and illustrator of children's books. His credits include *The Wild Texas Stampede*, *Ima & the Great Texas Ostrich Race*, and *The Golden Horse*, a fairy tale based on the Cinderella theme. Two of his most popular children's books are *Coming Home Auburn!* and *Homecoming Alabama!* Both books explore positive family relationships and activities, a child's curiosity, college traditions, game day jobs, sports insights, and more through the eyes of 10-year-old football fans as they and their families journey to Tuscaloosa and Auburn.

Bruce was instrumental in the reorganization of Alabama Extension's Communications and Marketing department and was named its first manager of Creative Services in 2014. The reorganization included conversion of the department to a service center concept, which ensures that the time and skills of the department's designers, editors, producers, and others achieve maximum contribution to the organization. In addition to the development of a new Alabama Extension logo, Bruce has been responsible for creating a new look for Alabama 4-H.

Bruce has been an active and involved member of ACE for many years. He has served on committees, including the committee currently planning the 2016 annual meeting in Memphis. One of his major contributions to this committee has been designing the conference logo and program cover for next year's conference.

He has presented numerous conference breakout sessions including "Treasures in Your Attics? Let Your History Do the Talking," "No Passing the Buck," "Streams of Consciousness: Charting New Courses in Rural Tourism," "Lecture Doodles: Blending Art and Technology," and more.

Bruce has received more than 15 gold awards in the ACE Critique and Awards program.

AWARD OF EXCELLENCE *Research*

Courtney Meyers



Courtney Meyers is currently a faculty member in agricultural communications at Texas Tech University. She has authored or co-authored 30 peer-reviewed journal articles, 72 refereed conference manuscripts, 75 research or innovative teaching idea posters, and 37 invited presentations.

She has worked with colleagues to secure more than \$1.6 million in research grants.

Additionally she has been recognized with numerous awards including ACE's Outstanding Research Paper and Journal of Applied Communications articles two years in a row.

Courtney has been a valuable member of the agricultural communications academic profession. Since her time as a graduate student at the University of Florida, she has researched how emerging technologies are adopted by agricultural producers, communicators, and students. Her research has been cited in subsequent publications. She is an exceptional ambassador for agricultural communications and her research is highly regarded.

Courtney has been an ACE member since 2005. She has served in each of the leadership roles for the Research and Academic Programs SIGs. She received the Outstanding Dissertation Award and the Award of Excellence for Academic Programs SIG. She served three years on the JAC editorial board, currently reviews for the journal, and is the ACE Research Director-elect.

Critique & Awards Program Winners 2015

Graphic Design

Class 11b — Print Advertisement

- Gold Award:* Elizabeth Gregory North & Kim Trimm
Mississippi State University
- Silver Award:* Katie Westman
The Samuel Roberts Noble Foundation
- Bronze Award:* Bruce Dupree, Glenda Freeman
Alabama Cooperative Extension System

Class 12 — Illustration: Single or Series

- Gold Award:* NMSU Media Productions &
North Carolina State University
- Silver Award:* Diane Doering, College of Agricultural &
Life Sciences, University of Wisconsin-Madison
- Bronze Award:* Laura Bernheim, University of Florida/IFAS

Class 13 — Interactive Multimedia and Web Graphics

- Gold Award:* Purdue University AgComm Exhibit
Design Center

Class 14 — Posters

- Gold Award:* Barb McBreen, Iowa State University
- Silver Award:* Melissa Mourer, Oklahoma State University
- Bronze Award:* Holly Young, Siobhan Craig, University of
New Hampshire Cooperative Extension

Class 15 — Exhibits

- Gold Award:* Tracy Bryant, Ruth Borger, Darryl Palmer,
Tyler Jones, University of Florida/IFAS
- Silver Award:* Elizabeth Gregory North, Phillip Smith,
Mississippi State University
- Bronze Award:* Jay B. Bauer, Joshua Paine, University of Georgia

Class 16 — Cover

- Bronze Award:* Luke Braswell, Katie Westman
The Samuel Roberts Noble Foundation

Class 17 — Logos

- Gold Award:* Laura Bernheim, University of Florida/IFAS
- Silver Award:* Bruce Dupree, Andrew Lee
Alabama Cooperative Extension System
- Bronze Award:* Sara Adlington, Montana State University Extension

Critique & Awards Program Winners 2015

Photography

Class 8 — Picture Story

- Gold Award:* Tyler Jones, University of Florida/IFAS
Silver Award: Matt Barton, University of Kentucky
Agricultural Communications
Bronze Award: David Hansen, University of Minnesota
Agricultural Experiment Station

Class 9 — Service Photo

- Gold Award:* Matt Barton, University of Kentucky
Silver Award: Peter Togel, Clemson University
Bronze Award: Kathy Keatley Garvey
University of California-Davis

Class 10 — Enhanced Photo

- Gold Award:* Luke Braswell
The Samuel Roberts Noble Foundation
Silver Award: John Wozniak, LSU AgCenter
Bronze Award: Luke Braswell
The Samuel Roberts Noble Foundation

Graphic Design

Outstanding Professional Skill Award

Bruce Dupree
Alabama Cooperative Extension System

Class 11a — Print One to Full Color

- Gold Award:* Bruce Dupree
Alabama Cooperative Extension System
Silver Award: Sara Adlington
Montana State University Extension
Bronze Award (tie): Tracy Bryant, Ruth Borger, Darryl Palmer,
Tyler Jones, Stacey Jones, Susan Gildersleeve
University of Florida/IFAS
H. Wallace Goddard, James P. Marshall, Bruce
Dupree, Alabama Cooperative Extension System

AWARD OF EXCELLENCE

Writing

Bob Ratliff



Bob began his career in agricultural journalism as a news writer in the MSU Extension Service Editorial Office in 1975. In 1980, he joined the Progressive Farmer Radio Network as farm director and later served as director and anchor for Delta Daybreak on WXVT-TV in Greenville, MS.

He returned to MSU in 1994 as editor of *Highlights*, a bimonthly black-and-white tabloid published by the Mississippi Agricultural and Forestry Experiment Station, managing the publication transition to a full-color quarterly magazine in 1995.

From 1997 to 2003 Bob served as MSU's science writer. He returned to the Office of Agricultural Communications in 2003 and provided leadership for the creation of *Landmarks* magazine for the MSU Division of Agriculture. Bob is currently marketing and communications coordinator for the MSU Extension Service Center for Government and Community Development.

Bob's ability to write about scientific research in terms easily understood by the public helped significantly increase the readership of the university publications for which he has written.

During his tenure as interim head of the Office of Agricultural Communications, Bob worked with the university's Office of Sponsored Programs to significantly increase OAC's agreements to produce and manage websites for Mississippi's crop producer organizations.

While serving as Writing SIG Chair in 2005, Bob organized and facilitated the writing workshop "*Real People, Real Stories, Real Writing*." The workshop was attended by 40 ACE members. Bob has served in leadership roles in the Writing and Marketing SIGs.

He was a member of the ACE Centennial Committee. He currently serves on the 2016 Annual Conference Program Committee and Sponsorship subcommittees.

AWARD OF EXCELLENCE

Retiree

Tom Knecht



Tom Knecht is regarded as a stalwart of integrity, authenticity, and professionalism in land-grant agricultural communications and in ACE.

Throughout his career, Tom has demonstrated foresight, creativity, and leadership at three land-grant institutions, and for the past 35 years as a member and leader in ACE.

Tom holds degrees from the University of Illinois Urbana-Champaign and North

Carolina State University. He also held positions of leadership at both institutions, serving as publications head for the University of Illinois/Urbana-Champaign College of Agriculture, and as agricultural communications department head at North Carolina State University. Following an outstanding career as agricultural communication department head at Mississippi State University, Tom retired in 2009.

Tom served as ACE president in 2001-2002 and in the other three major officer positions associated with that office: vice president, president-elect, and past president. He has served the organization when called upon, including chair of Leadership and Management SIG, chair of the Strategic Planning Committee (1998-2000), Mississippi ACE state representative, Planning Committee for the 1999 ACE International Conference, and co-chair of the Planning Committee for the Risk Communication Workshop in Orlando.

Tom served as a leader of the 2011 ACE Strategic Planning Committee, as one of the founders of the ACE Leadership Institute, and as 2010-2012 ACE retiree director. During his tenure as retiree director, Tom led the team that conducted the most recent retiree survey. Tom's ability to work well with people and his talent for leading projects were identified early on in his ACE career and the organization continues to benefit from his perspective and knowledge.

Critique & Awards Program Winners 2015

Writing

Class 5 — Script Writing for Visual Media

- Gold Award:* Leighton Spann, Mississippi State University
- Silver Award:* Charles Denney, University of Tennessee
Institute of Agriculture
- Bronze Award:* Scott McNeill, The Samuel Roberts Noble Foundation

Class 6 — Writing for the Web

- Gold Award:* Darryl Palmer, University of Florida/IFAS
- Silver Award:* Kathy Keatley Garvey
University of California-Davis
- Bronze Award:* Caraline Stephens, Jennifer Sykes, Stephen Futch
University of Florida/IFAS

Photography

Outstanding Professional Skill Award

- Kyle Wright
The Samuel Roberts Noble Foundation

Class 7a — Feature Photo

- Gold Award:* Tyler Jones, University of Florida/IFAS
- Silver Award:* Matt Barton, University of Kentucky
Agricultural Communications
- Bronze Award:* Kathy Keatley Garvey
University of California-Davis

Class 7b — Environmental Portrait or Personality Photo

- Gold Award:* Kyle Wright
The Samuel Roberts Noble Foundation
- Silver Award:* Stephen Patton, University of Kentucky
- Bronze Award:* Luke Braswell, The Samuel Roberts Noble
Foundation

Critique & Awards Program Winners 2015

Writing

Outstanding Professional Skill Award

Keri Collins Lewis
Mississippi State University

Class 1 — Writing for Newspapers

Gold Award: Kathy Keatley Garvey
University of California-Davis

Silver Award: Robyn Peterson
The Samuel Roberts Noble Foundation

Bronze Award: Olivia McClure, LSU AgCenter

Class 2 — Writing for Magazines

Gold Award (tie): Keri Collins Lewis, Mississippi State University
Jeff Franklin, University of Kentucky

Silver Award: Peter Kent, Clemson University

Bronze Award (tie): Keith Robinson, Purdue University
Peter Kent, Clemson University

Class 3 — Writing within a Specialized Publication

Gold Award: NMSU Media Productions &
South Dakota State University

Silver Award: Leilana McKindra, Oklahoma State University

Bronze Award: H. Wallace Goddard, James Marshall,
Bruce Dupree, University of Arkansas
Cooperative Extension Service

Class 4 — Promotional Writing

Gold Award: Diane Nelson, University of California-Davis

Silver Award: Bob Ratliff, Mississippi State University

Bronze Award: Andy Zehr, Melea Reicks Licht, Haley Cook,
Iowa State University

PIONEER AWARD

Ana Henke - New Mexico State University

Ana Henke joined New Mexico State University's publication team in 1998 as an editorial assistant, becoming in 2000 a media specialist. She became the Publications Supervisor of NMSU's Extension/Experiment Station Publications Unit in 2007.



She is highly respected for her outstanding leadership and ongoing training of her team as it produces high-quality educational and research publications in print, electronic, and mobile formats. She develops and teaches workshops to university faculty, staff, and students to improve efficiency in producing the highest possible quality print products.

She taught a national eXtension webinar on eBook development of Extension publications and was part of a panel discussion of eBook development at an ACE conference. She initiated a Publishing Tip of the Month newsletter to provide technical and procedural information to AES/CES faculty and staff.

She has also become a noted social media leader on campus, maintaining fresh and interesting posts on three different outlets. Her social media content is often reposted by other state and county programs.

Ana has always been at the forefront of emerging technologies in the publishing world, including being an early adaptor of the eBook, Print-on-Demand distribution of publications, and active use of social media for promotion of Extension/Experiment Station publications and college outreach efforts.

She has been extremely active in the leadership of her SIG, conducting many highly educational training sessions for fellow members in online webinars. She has expanded the definition of "Extension publishing" to include an active promotional program in social media.

PIONEER AWARD

Victor Villegas - Oregon State University

Victor supervises the Oregon State University Extension Computing Technology Unit that provides remote and onsite support to all Extension offices and Regional Branch Experiment Stations across Oregon. He coordinates and provides training and support for Drupal, web technologies, digital media production, social media, video conferencing, and other online collaborative technologies.



Victor is a very active contributor to the Google+ communities and Twitter. He actively researches and demonstrates the value of his findings, and is always willing to go the extra mile. He is passionate about social media, and that passion rubs off on those he works with and those he trains in the subtle art of social media marketing and learning. His high-level skills in Twitter, for example, have changed how OSU Extension uses this powerful communication tool to focus on engaging audiences, not just sending out content.

Before Victor was able to attend an ACE national conference in person, he was an extremely active virtual participant, and generated an impressive amount of Twitter traffic among both those in attendance and those online, showing many ACE'ers "how it is done."

At the *Keep ACE Weird* national conference in Portland, Oregon, in 2014, Victor didn't hesitate to take on the responsibility of lead AV support for this, his *first* ACE conference attended in person.

Victor brings energy and enthusiasm to many ACE SIGs, including Distance Education and Instructional Design, Electronic Media and Photography, Information Technology, Marketing, and Social Media. As a new member he has already shown a high level of commitment, planning and hosting two ACE professional development webinars.

Other Awards

Research Papers

Outstanding Dissertation:

The Effect of Media Channels on Consumers' Intentions to Buy Local Food: An Exploration of the Theory of Planned Behavior and Media Channel Perceptions by Jessica A. Holt, University of Florida

Outstanding Thesis:

Millennial Alumni Perceptions of Communications Media Utilized by the Dale Bumpers College of Agricultural, Food and Life Sciences by Amanda Anthony Northfell, University of Arkansas

Outstanding Thesis Proposal:

The Role of Non-financial Reporting in Communicating Sustainability throughout the Food System Supply Chain by Jessie Topp, Kansas State University

Outstanding Research Paper:

Ask the Audience: Determining the Organizational Identity of a State Agency by Jennifer Ray (Kansas State University), Lauri Baker (Kansas State University), and Quisto Settle (Mississippi State University)