March 27 ——————— 2024   Annabel Henson

UF | IFAS CALS
UNIVERSITY *of* FLORIDA

Communicating Policy in Agriculture & Natural Resources

A chapter on policy communication for the agriculture and natural resources online textbook

Online Textbook

- Started in June 2021, to update the previous edition of this book – *Agricultural Communications: A Hands-On Approach* – and to bring together the leading researchers and instructors in agricultural and natural resources communications.
- 19 chapters
  - Video and interactive content

- **Agricultural and natural resource communications** is the exchange of information about the agricultural and natural resources industries through effective and efficient media, such as newspapers, magazines, television, radio, and the web, to reach appropriate audiences.

Agricultural and Natural Resources Communications

Packed with real-life illustrations and practical applications, Agricultural and Natural Resources Communications helps you become a more effective communicator. Focusing specifically on skills-building and communication concepts, Agricultural and Natural Resources Communications helps you understand the broad methods utilized in communication–whether it be in journalism, through social media, or in other outlets.
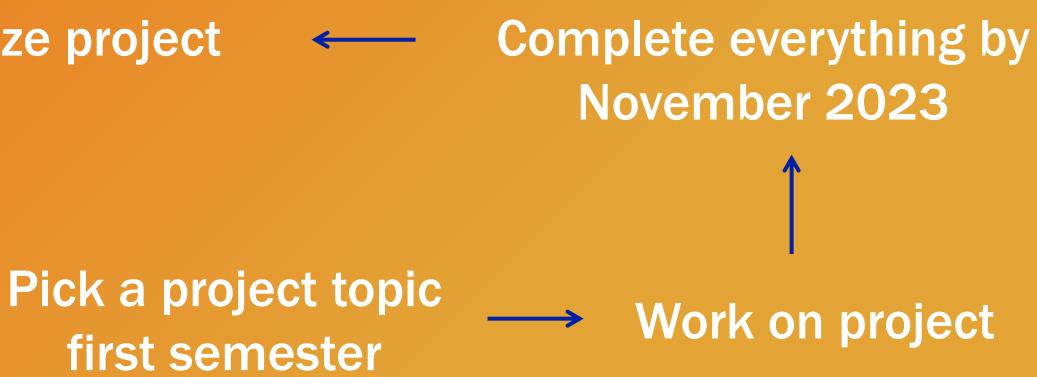
Open eTextbook

You should use a tripod when conducting interviews. Notice the "shotgun" microphone on the video camera.

Most cameras are capable of recording at varied resolutions, frame rates, and compression schemes. *Resolution* refers to the total number of individual image pixels captured by the camera's sensor. Some of these options include standard definition (720 x 480), high definition (1920 x 1080), and 4K

anrcommunications.org
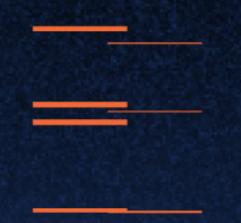
SECTION ONE

BRAINSTORMING THE CHAPTER

Brainstorming

Process

- **Where to start**
  - Useable and long lasting
  - Where is there a gap that I could help fill?
- **Dr. Telg came to me with an idea**
  - Presented multiple ideas
  - Took about a month to settle on one idea

SECTION TWO

CREATING THE CHAPTER

Creating the Chapter

COMMUNICATING WITH LOCAL ELECTED OFFICIALS

Ricky W. Telg, Shelli Rampold, and Becky Raulerson
This EDIS document is part of a series on communicat
EDIS documents:

1. *Speaking with Policymakers about Current Issues*

2. *Strategies for Engaging and Communicating with*

3. *Visiting Elected Officials* (https://edis.ifas.ufl.edu/v

INTRODUCTION
Elected officials at the local, state, and national level
and natural resources (ANR) sector in Florida. This p
to vote on ANR policies, (b) identifies factors that im
policy decisions, (c) identifies sources county comm
how information from Extension faculty and other in
officials on important ANR topics, explain complex p

MEETING WITH ELECTED OFFICIALS

Ricky Telg and Shelli Rampold
INTRODUCTION
This EDIS document is part of a series on commu
includes the following EDIS documents:

- *Speaking with Policymakers about Current Iss*

- *Communicating with Local Elected Officials* (h

- *Strategies for Engaging and Communicating v*

A personal visit from a constituent makes an imp
officials. Knowing (a) how to prepare for a person
informational materials are important aspects of
Communicating with Elected Officials, Florida's c

STRATEGIES FOR ENGAGING AND COMMUNICATING WITH ELECTED OFFICIALS

Ricky W.Telg and Shelli D. Rampold
This EDIS document is part of a series on communicating with elected officials. The series includes the following
EDIS documents:

- *Speaking with Policymakers about Current Issues* (https://edis.ifas.ufl.edu/wc152)

- *Communicating with Local Elected Officials* (https://edis.ifas.ufl.edu/wc316)

- *Visiting Elected Officials* (https://edis.ifas.ufl.edu/wc318)

INTRODUCTION
The EDIS publication *Communicating with Elected Officials* provided an overview of why communicating with
elected officials is important, Extension faculty members' roles as educators regarding agricultural and natural
resources (ANR) issues, and Florida county commissioners' use of information sources when gathering
information about ANR issues. This publication details a strategy for those who are seeking to engage and
communicate with elected officials. To engage elected officials, you should conduct the following activities:

STORY DEVELOPMENT

Brandon Telg, Jaron Jones, and Ricky Telg
This publication covers an introduction to storytelling writing and is the first of a four-part series on crafting
your story, including *Letting Them In: Sharing Your Story with People outside of Your Industry* (AEC554), *Face-to-Face Storytelling* (AEC555), and *Storytelling through Social Media* (AEC556). This series will focus on both
personal and organization stories.

Creating the Chapter

Creating the Chapter

AEC 4932/6932 - Effectively Communicating Agricultural and Life Sciences Policy Issues

Start Here   Syllabus

Contact   Zoom

Welcome to AEC 4932/6932 - Effectively Communicating Agricultural and Life Sciences Policy Issues

EDUCATING	ADVOCATING

Educating someone means providing information that the policymaker can use to make decisions. If the policymaker is not familiar with your specific topic, make sure the information you share is easy to understand. Typically, educating involves providing facts and does not take a stand on an issue.

Engaging Policymakers

Public policy hinges on informed policymakers. If you are seeking to influence policy, engaging, and interacting with policymakers to advocate or educate about a given topic is an essential skill to better inform policymakers. They want to hear from those in their community or state who are impacted by their decisions. To effectively engage elected officials, you should use the following strategies:

1. Establish a Relationship and Build Rapport

2. Focus on Impact

3. Identify Policymakers' Values and Key Issues

Creating the Chapter

Identifying the Experts

Jaime Jerrels
Senior Director of Policy &
Outreach

Florida Farm Bureau
Federation (FFBF)

Sarah Grace Fowler
Director of Communications

National Association of State
Departments of Agriculture
(NASDA)
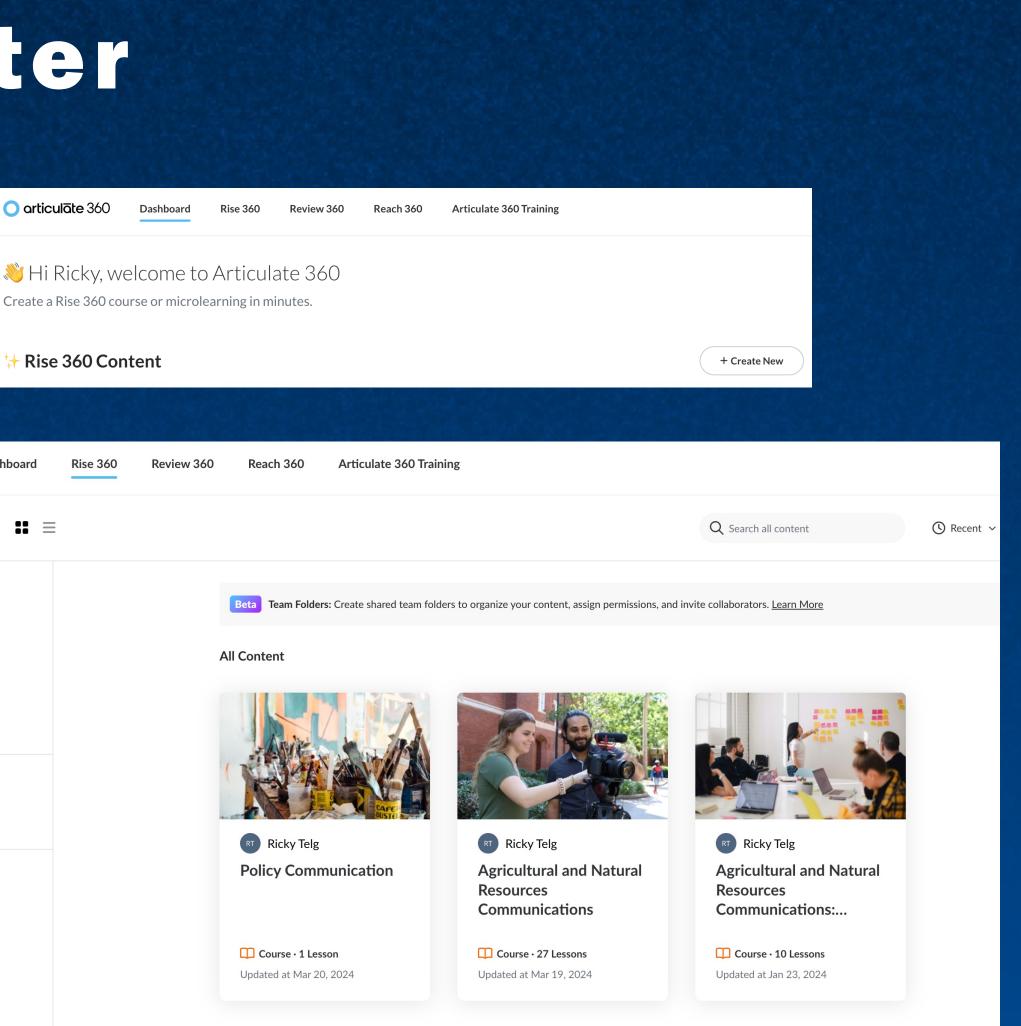
Mary Thomas Hart
Chief Counsel of Government
Affairs

National Cattlemen's Beef
Association (NCBA)

Creating the Chapter

Articulate and Rise360

- Articulate360 is an e-learning software made up of different apps
- Rise360 is the actual app we created the chapter in
- One of the most exciting parts for me
- First created a separate chapter
- Then inputted the whole chapter (after edits) into the online textbook
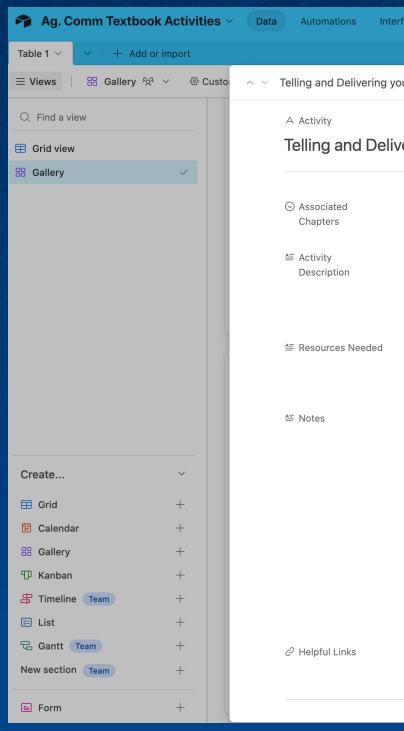
Creating the Chapter

AirTable

- AirTable is an organizational and planning software
- Created 5 teacher resources (short activities or lesson plans) that are connected to the chapter
- These are available by signing up for the resources through the textbook

LEARNING & CHALLENGES

Barriers & Challenges

- ## Formal writing
  - Tone
  - Writing for students
- ## Working with the experts
  - Busy schedules
  - Different communication styles
- ## Editing
  - Always look at your paper with a critical eye

What I Learned

- Formal writing
    - How to switch writing styles: informal to education
- Policy communicators are passionate about their work
- How to use different software
- E-learning design
- Storytelling is large part of policy work

How will it be used?

Course

- This chapter will be used to help teach the Effectively Communicating Policy in Ag and Natural Resources Course taught by Dr. Ricky Telg and Dr. Lisa Lundy
- Chapter will be used worldwide in universities and high schools

Students in the Effectively Communicating Policy in Ag and Natural Resources spring course.

Theory

Source Credibility Theory & The Ohanian Model of Source Credibility

- Source credibility can be defined as information providers being perceived as expert and trustworthy (Kelman 1961).
- The experts are considered to be trustworthy and credible
- Leaders and likable people in their field

The Ohanian Model Of Source Credibility

Similarity
Familiarity
Likeability
} Attractiveness

Expertise {
Expert
Experienced
Knowledgeable
Qualified
Skilled

Trustworthiness

Honest   Sincere

Dependable   Reliable   Trustworthy

alphagraphics