March 27 \_\_\_\_\_ 2024



# Communicating Policy in Agriculture & Natural Resources

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

Annabel Henson

# **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.





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



### 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



## Present & Defend

### **Finalize project**

Expectation





## Present & Defend

Work section by section to fill the chapter then finalize



**1** year in advisor change



### Identify and contact experts



### Pick a topic (1 month after discussion)



#### 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

#### **IFAS** Extension



What can we help you with?

#### COMMUNICATING WITH LOCAL ELECTED OFFICIALS

Ricky W. Telg, Shelli Rampold, and Becky Raulerson This EDIS document is part of a series on communi 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/

#### INTRODUCTION

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



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What can we help you with?

#### MEETING WITH ELECTED OFFICIALS

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 imr officials. Knowing (a) how to prepare for a person informational materials are important aspects of *Communicating with Elected Officials,* Florida's c



**IFAS** Extension

What can we help you with?

#### 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:



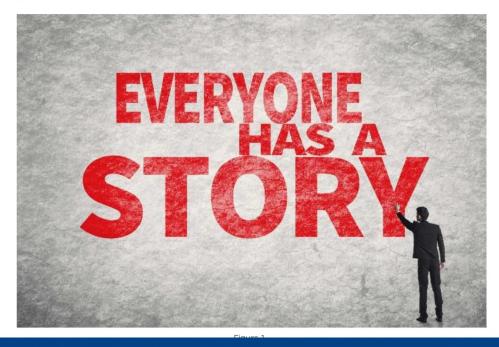


What can we help you with?

#### 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), Faceto-Face Storytelling (AEC555), and Storytelling through Social Media (AEC556). This series will focus on both personal and organization stories.



At



**Policy Issues** 

#### UF IFAS Extension

#### UF IFAS Extension

#### askifas

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1. Speaking with

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#### askifas

STRATEGIES FOR ENGAGING AND COMMUNICATING WITH ELECTED OFFICIALS Ricky W.Telg and Shelli D. Rampolo

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STORY DEVELOPMENT

#### DIS documents:

Speaking with Dr oskifas

Visiting Elected Officials

fficials. The series

#### INTRODUCTION

lected officials is in esources (ANR) issues, and Fl

Brandon Telg, Jaron Jones, and Ricky Telg



#### 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:

Establish a Relationship and Build Rapport

Focus on Impact

Identify Policymakers' Values and Key Issues

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ith Local Elected Officials (https://edis.ifas.ufl.edu/wc316

fficials. Florida's county of

icials. Knowing (a) how to prepare for a personal visit, (b) what to do during a visit, and (c) how to prepa materials are important aspects of creating this positive impact. As noted in the EDIS public



Policy Issues

# Creating 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

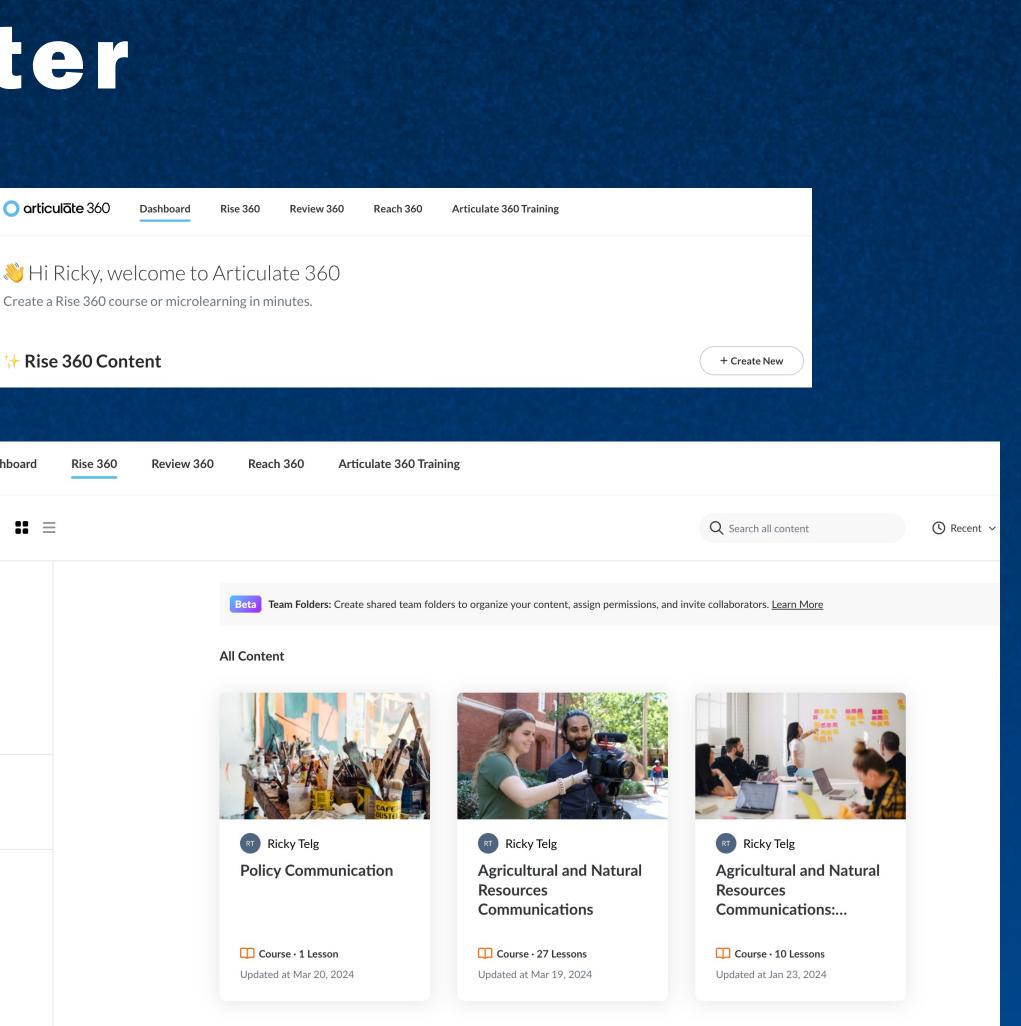
National Cattlemen's Beef Association (NCBA)

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

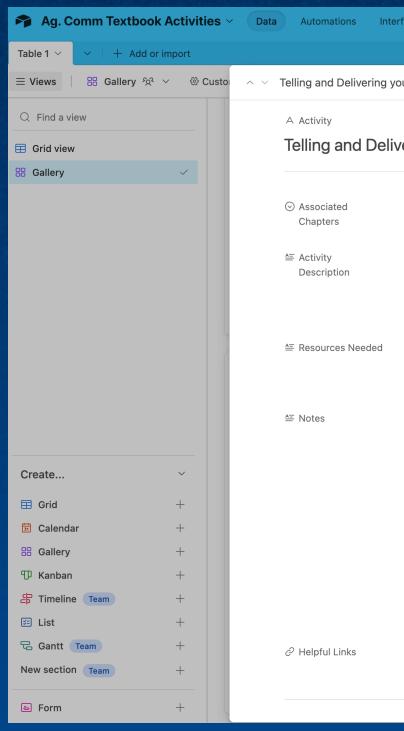
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| Content Question Banks | : : =     |           |    |
| + Create New           |           |           |    |
| 器 All Content          |           |           |    |
| Shared With Me         |           |           |    |
| ☐ My Shortcuts         |           |           |    |
| <u></u> Private        |           |           |    |
| 📱 Team                 |           |           |    |
| 🗍 Deleted              |           |           |    |
|                        |           |           |    |

**O** articulāte 360



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



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| ur Story  | ··· & 🗆 🛛 🖓  | Q  |
| ering your Story  | Comments ∨ Q ∨   | students to organize their thoughts<br>▲ RESOURCES NEEDED  |
| Policy Communication  |  | ≜= NOTES   |
| Students should develop their story using the AABT method; And, And,<br>But, Therefore. This will repeat twice in their story. Visit the chapter<br>section on delivering your story to see an example.   |  | ∂ HELPFUL LINKS  |
|   | Start a conversation<br>Ask questions, keep track of status updates, and   |  |
| ex.<br>I am a fifth-generation strawberry grower and I am trying to save my farm<br>operation. There are compounding costs associated with my current<br>operation, and I must create manageable cost-cutting measures, but I<br>have not come up with solutions, as of yet. If I cannot find manageable<br>solutions to cut cost, I will be forced to sell my farm. I want to continue<br>the family business, so selling is my last resort. Therefore, to reach my<br>goal, I reached out to my local extension agent for advice on possible<br>solutions that could save my farm. Through seeking the advice of my local<br>extension agent, I implemented new farming techniques into my operation<br>and continued to keep the farm in the family name (Telg, Telg, & Jones,<br>2019). | Ask questions, keep track of status updates, and collaborate with your team — directly in Airtable. @mention collaborators |  |
| Hide 1 hidden field   | A Leave a comment @  | +  |

#### 1 3

#### SECTION THREE

# CHALLENCES

### **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.

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## 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 <u>1961</u>).
- The experts are considered to be trustworthy and credible
- Leaders and likable people in their field

Similarity Familiarity Likeability

