

Summary

Title: "Be seen and heard: Communicators' role in managing issues"

Presenter: Dr. J. Scott Angle
Dean and Director, College of Agricultural and Environmental Sciences
University of Georgia

Setting: Conference of the Association for Communication Excellence
In Agriculture, Natural Resources, and Life and Human Sciences (ACE)
Annapolis, Maryland, June 14, 2012

Noted remarks and recommendations to ACE members in connection with the interests of land-grant universities and the agriculture-related mission of them.

- Why have health and medicine fared so much better than food and nutrition in federal funding priorities while food and nutrition are so vital to health? Communicators need to help connect food with health/medical interests in the public mind.
- What you do in coordinating groups such as ACE is very important. Come together to tell the message that nutrition and food are as important as health and medical matters.
- Farmers as supporters of agriculture are small in number. Communicators need to find other advocates and help them stay on board.
- Called attention to varied food and agriculture issues, as related to industry and the public. Examples cited: Ethical standards in working with industry on research and other fronts, bringing possible threats to impartiality and loss of public trust; animal welfare; and water quality.

Communicators "have to really be watching for this" – alerting administrators to advancing issues and approaches to take in addressing them.

Communicators can be the "advance convoy" in such matters.

- Few administrators are in position to think across the scope of their organizations. Communicators uniquely span the range of interests of departments and colleges in which they work.
 - As individuals, and through their units, communicators must serve as advisors to deans and other administrators.
 - Provide eyes and ears for what is happening around the state and in the activities of related organizations.
 - Advise administrators on strategic communications.
 - Provide the "big picture" perspective.
 - "Assert yourself into the decision process."