

ACDC NEWS

September 2021

Create theater in the produce department

That's the advice of Brian Dey, senior merchandiser and natural stores coordinator for wholesaler Four Seasons Produce based in Pennsylvania.

"Create theater, create opportunity, and create sales!" he urged in a 2020 issue of *The Packer*. He shared two examples of theatrical flair in the produce department. One involved "a big display of fabulous fungi" to celebrate National Mushroom Month. The other was a SugarBee apple extravaganza featuring a SugarBee mascot that greeted and interacted with customers.

"...customers walk away from a great promotion with new insight, product knowledge and a desire to come back for more fun and events at your stores. Another significant benefit is that events like this help strengthen relationships with your wholesalers and their vendor partners."

You can read the article [here](#).

Advice for delivering effective science communication

It comes from Sam Illingsworth, a professional science communicator in the Faculty of Science and Engineering at Manchester Metropolitan University, United Kingdom. His 2017 review in the journal, *Seminars in Cell and Development Biology*, presented practical advice for developing, delivering, and evaluating effective science communication initiatives.

It involved "event logistics, suggestions on how to successfully market and advertise your science communication initiatives, and recommendations for establishing effective branding and legacy."

You can read the article [here](#).

Helping indigenous communities bridge the lingering digital divide

Source: Agricultural Communications Documentation Center, University Library, University of Illinois, Urbana, IL, 61801 • **Phone:** 217-300-0029 • **Email:** acdc@library.illinois.edu • **Website:** <https://www.library.illinois.edu/funkaces/acdc/> • **Twitter:** @ACDCUIUC

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Native American country has largely been ignored when it comes to internet infrastructure, Jessica Douglas reported in the April issue of *High Country News*. By the end of 2018, only about one-half of tribal lands in the lower 48 states had high-speed Internet access, according to the Federal Communications Commission. However, increased government attention is helping tribes gain opportunity for solutions. A recent report from the national Institute for Local Self-Reliance includes two key features, which Douglas described in her article:

- A case study of four indigenous nations as they constructed their own internet service providers
- A comprehensive list and map of all the tribally owned broadband projects in Indian Country

You can read “Bridging the digital divide” on pages 7-8 by open access [here](#).

The press and agricultural news: Looking back nearly 80 years

We recently added to the ACDC collection a 1942 article entitled, “The press and agricultural news.” It was published in *The Annals of the American Academy of Political and Social Science* with William A Sumner, professor of agricultural journalism at the University of Wisconsin, as author.

“There is no question that news of agriculture does now concern everybody,” he noted in introducing the subject. “...Even the most casual survey of newspapers, periodicals, or radio programs reveals a surprising volume of agricultural news.” Sections of his brief historical review feature:

- Early agricultural news
- Government interest in agricultural news
- The first news releases
- Influence of Extension workers
- The volume of agricultural news
- Change in subject matter
- A.A.A. (Agricultural Adjustment Act) and the news
- Tomorrow’s agricultural news

You can read the article by open access [here](#).

Consumer attitudes, trends, and habits involving food safety

The International Food Information Council provides a 2020 snapshot of perspectives about food safety in a probability sample of 1,000 U.S. adults.

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You can review a concise 24-page visual summary of findings [here](#).

Communicator events approaching

Uncertainties of the COVID-19 health issue continue to prompt flexible event planning. Here are plans of which we are aware, with contact information you can use for details.

September 29-30, 2021

Professional development virtual workshop of the Cooperative Communicators Association (CCA). Information: <https://communicators.coop/professional-development/workshops>

October 4-6, 2021

“Something’s Brewing,” Fall Conference, National Agri-Marketing Association (NAMA) in St. Louis, Missouri. Information: <https://www.nama.org/fall-conference.html>

October 8-11, 2021

ScienceWriters2021 of the National Association of Science Writers will take place as a hybrid event with an in-person gathering in Boulder, Colorado, and virtual experiences in the weeks surrounding it.

Information: <https://www.nasw.org/events/upcoming>

October 8, 2021

Deadline for submitting papers to be presented February 13-14, 2022, at the National Agricultural Communications Symposium in conjunction with the annual meeting of the Southern Association of Agricultural Scientists in New Orleans, Louisiana. Information from Ashley McCloud-Morin via ashleynmccleod@ufl.edu

October 15, 2021

Deadline for submitting professional development papers and sessions at the 2022 National Agricultural Communications Symposium (above). Information from Annie Specht at specht.21@osu.edu

October 22, 2021

Deadline for submitting posters at the 2022 National Agricultural Communications Symposium (above). Information from Shuyang Qu via squ@iastate.edu

October 26-28, 2021

Annual Conference of the Agricultural Relations Council in Richmond, Virginia. Information: <https://agrelationscouncil.org/agricultural-relations-council-annual-meeting>

November 17-19, 2021

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“Harvesting News for Rural America,” Convention of the National Association of Farm Broadcasting (NAFB) in Kansas City, Missouri.

Information: <https://nafb.com>

No smile?

We close this issue of ACDC News with an enduring insight from Will Rogers:

“If you see someone without a smile – give him one of yours.”

Offering information and best regards

ACDC is a resource for you, so please feel free to invite our help as you search for information. Don't forget to follow us on Twitter [@ACDCUIUC](https://twitter.com/ACDCUIUC). And please suggest (or send) agricultural communications documents we might add to this unique and valued international collection. We welcome them in hard copy (sent to Ag Comm Documentation Center, Room 510, 1101 S. Goodwin Avenue, University of Illinois, Urbana, IL 61801) - or in electronic format sent to acdc@library.illinois.edu