

# ACDC NEWS

June 2023

## Where journalism “matters so much” in climate change

Harvard University faculty member Daniel Schrag recently emphasized honest messaging as a key role of journalism in facing challenges in climate change. He spoke to Nieman Fellows early this year about how the media can help citizens understand the limitations of climate optimism and adapt in realistic ways.

“I think we’re going to be innovative in agriculture and we’ll be innovative in architecture. We’re going to be innovative in all sorts of things not because we’re brilliant but because we’re up against it.”

You can read a summary of his remarks in *Nieman Reports* [here](#).

## Celebrating rural libraries

We are adding to the ACDC collection some feedback which Rural Assembly received during April when it invited views about the impact of libraries on people’s lives. Here are some of the themes shared about local libraries:

- A refuge
- Rooted in history
- A family affair
- A social hub
- Battling misinformation
- Freedom (of being surrounded by books and having access to them)

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

## **Community radio promotes local development across Africa**

We are adding to ACDC a 2023 report featuring a new radio station in Senegal's Bassari Country. Run by and for the listening community served, it broadcasts in six local languages.

The United Nations Educational, Scientific and Cultural Organization (UNESCO) has supported and promoted community radio stations such as this for more than 50 years, globally. Local stations facilitate social interaction, fit well with oral traditions and support democratic processes within societies.

“What makes a community radio so powerful is its potential as a tool to reach out to people with little or no access to information.”

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

## **New smart shelf retail tags help “make products come to life”**

A recent article in *The Packer* described how new smart shelf tags are helping an organic and specialty food distributor in North America instantly provide extra digital content about items via hyper dynamic QR codes. Consumers can instantly gain information about nutrition and allergen content, promotional offers, traceability, testimonials, and videos and images.

“Retailers never have to source, manage or update content, and the tags include automatically- printed codes.”

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

## **“Rescuing and reviving rural journalism”**

Research findings reported in a 2023 issue of *Journalism Practice* identified a “clear disconnect” between U.S. rural newspaper publishers and their readers about possible funding models. Researchers Teri Finneman, Patrick Ferrucci and Nick Mathews surveyed rural newspaper publishers and rural residents to better understand their attitudes toward funding local news.

“Overall, our study found readers are most supportive of events, print subscriptions, e-newsletters, memberships, and donations. ... As a whole, the reader results stand in direct contrast to not only publishers’ perceptions of what readers would support, but also publishers’ willingness to enact mechanisms to diversify revenue streams.”

This article is not available by open access. You can read the abstract and learn how to gain full-text access [here](#). Or invite our help at [acdc@library.illinois.edu](mailto:acdc@library.illinois.edu)

### **Communicator events approaching**

Here are event plans you may find helpful, with contact information you can use for details. We welcome suggestions or revisions for this calendar.

June 22-24, 2023

“The ever-changing media landscape.” Annual conference of American Horse Publications (AHP) in Phoenix-Tempe, Arizona.

Information: <https://americanhorsepubs.org/2023-ahp-meet-at-the-mesa-conference>

September 10-13, 2023

Annual general meeting of the European Network of Agricultural Journalists (ENAJ) in St. Malo, France.

Information: <https://enaj.eu>

November 15-17, 2023

80<sup>th</sup> Annual Convention of the National Association of Farm Broadcasting (NAFB) in Kansas City, Missouri. Information: <https://nafb.com/events/nafb-convention>

### **So you want to be a leader**

We close this issue of *ACDC News* with a bit of traditional advice from Wales for those who aspire to leadership:

“A fo ben, bid bont” – “If you want to be a leader, be a bridge”

## **Best regards and wishes**

ACDC is a deep and open resource for you, so please feel free to invite our help as you search for information, local to global. You are welcomed 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, 510 ACES Library, 1101 S. Goodwin Avenue, University of Illinois, Urbana, IL 61801) - or in electronic format sent to [acdc@library.illinois.edu](mailto:acdc@library.illinois.edu)