

Issue 26-09

ACDC NEWS

September 2026

2026 honored farm broadcast journalists

Congratulations to Rita Frazer and Tom Cassidy on being 2026 Hall of Fame inductees into the National Association of Farm Broadcasting (NAFB). They will be honored November 19 at the 83rd NAFB convention in Kansas City, Missouri.

“Frazer has 35 years of experience in agricultural broadcasting and is one of Illinois agriculture’s most trusted voices, delivering timely news, markets and public policy information through the Illinois Farm Bureau’s RFD Radio Network.”

In his 30-year career, Cassidy served the Northeast and Mid-Atlantic region. Under his leadership, the family-owned Ag Radio Network has delivered timely ag news tailored to the region’s diverse agricultural industries.

You can read [“NAFB names Rita Frazer and Tom Cassidy as 2026 Hall of Fame inductees”](#) by open access.

How Americans think about food safety today: A paradox revealed

Two 2026 research studies from the International Food Information Council (IFIC) “capture a paradox at the heart of how Americans think about food right now: food additive, ingredient, and chemical concerns have never been more present in the national conversation, yet overall confidence in the safety of the U.S. food supply has actually risen.

“The two findings aren’t contradictory so much as a sign that people are paying closer attention – forming perceptions from a shifting mix of what they hear and what they experience, and using new criteria to decide what to trust.”

You can read [“Food safety is everywhere in the conversation. So why is consumer confidence ticking up?”](#) by open access.

Becoming a department

How pleased we are to share word that the Agricultural Leadership, Education & Communications (ALEC) program here at the University of Illinois is becoming the eighth academic department in the College of ACES.

“This is something worth celebrating,” said ACES Dean Bollero in his announcement memo of August 25. “It recognizes what ALEC faculty, staff, students, alumni, and friends have built over the years – and gives us an even stronger foundation for the future. ... The work represented by ALEC is important to the future of agriculture and to our land-grant mission. We need talented communicators, educators, and leaders who can connect knowledge with people and help communities and organizations navigate change.”

Director named for a new global food and agricultural communications center

Amy Roady has been named inaugural director of the new Center for Food and Agricultural Communications based at the University of Illinois.

“Roady brings more than two decades of experience spanning agricultural communications, Extension, journalism, nonprofit leadership, and corporate communications,” reports a recent announcement. The endowed Center was created through support from alumni and others. It is named for James F. Evans, long-time agricultural communications faculty member in the College of Agricultural, Consumer, and Environmental Sciences (ACES). It will help advance collaboration, professional engagement, and public dialogue surrounding agriculture and food systems.

You can read [“Amy Roady named inaugural director of Evans Center at Illinois”](#) by open access.

Fiber “having a moment on social media”

“The trend known as ‘fibermaxxing’ encourages people to eat more fiber by increasing intake through high-fiber recipes, meal plans, and daily challenges.” This introduction to a timely article from University of Utah Health addresses questions consumers may have:

- Why is fiber important?
- How much fiber do you really need?
- How can you increase fiber without discomfort?
- How can you add fiber to your diet?
- Do you need a fiber supplement?

You can read [“Fibermaxxing: Can you have too much fiber”](#) by open access.

Communicator events approaching

Here are upcoming events you may find helpful, including contact information you can use for details. We welcome suggestions or revisions for this calendar.

October 11-14, 2026

Annual meeting of the Communication Officers of State Departments of Agriculture (COSDA) in Cambridge, Maryland.

Information: <https://nasda.org/about-nasda/affiliates/communication-officers-of-state-departments-of-agriculture-cosda/>

October 16, 2026

Call for posters for the National Agricultural Communications Symposium (NACS) in conjunction with the Southern Association of Agricultural Scientists in Oklahoma City, Oklahoma. February 7-8, 2027. Information: Dr. Katie Sanders at catherine.sanders@ncsu.edu

October 18-21, 2026

2026 Conference of the International Food Wine Travel Writers Association in Milwaukee, Wisconsin. Information: <https://ifwtwa.org/2026-ifwtwa-conference/>

November 18-19, 2026

Fall Virtual Conference of the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences (ACE).

Information: <https://aceweb.org/Fall-Virtual-Conference/>

November 18-20, 2026

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

April 27-29, 2027

Annual meeting of the Turf and Ornamental Communicators Association (TOCA) in Nebraska City, Nebraska. Information: <https://toca.org/toca-annual-meeting/>

Cowboy wisdom

We close this issue of *ACDC News* with communications advice from Texas Bix Bender in *Don't Squat With Your Spurs On: A Cowboy's Guide to Life*:

“Talk low, talk slow, and don't say too much.”

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 Agricultural Communications 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