

Ag Journalists and Ag Communicators

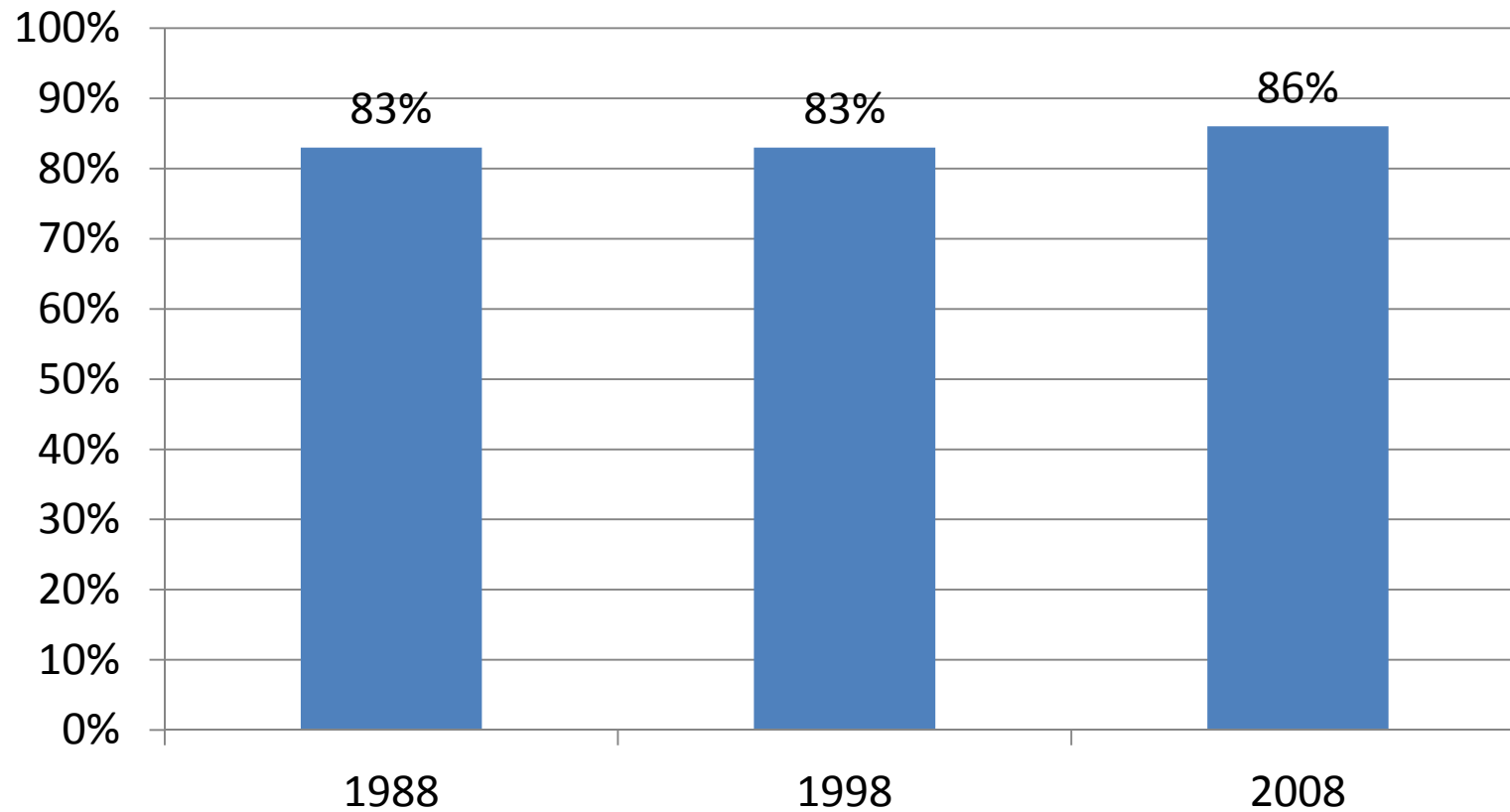
Partners in Communication

AAEA and Ethics

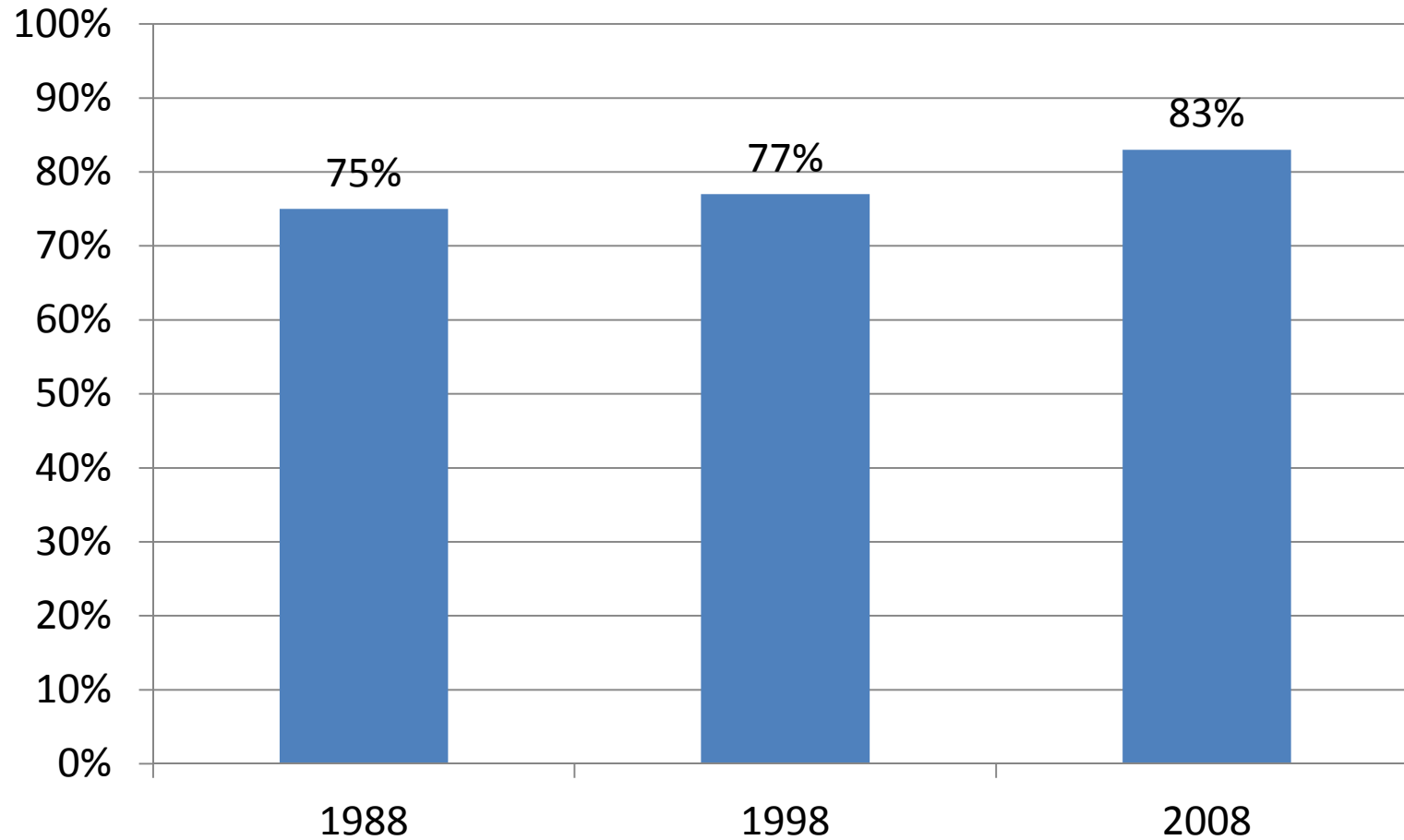
- American Agricultural Editors' Association members have traditionally been concerned about ethics and the preservation of the integrity of ag media.
- Surveys conducted in 1988, 1998 and 2008 have helped measure that concern.

Becoming too close to those they cover

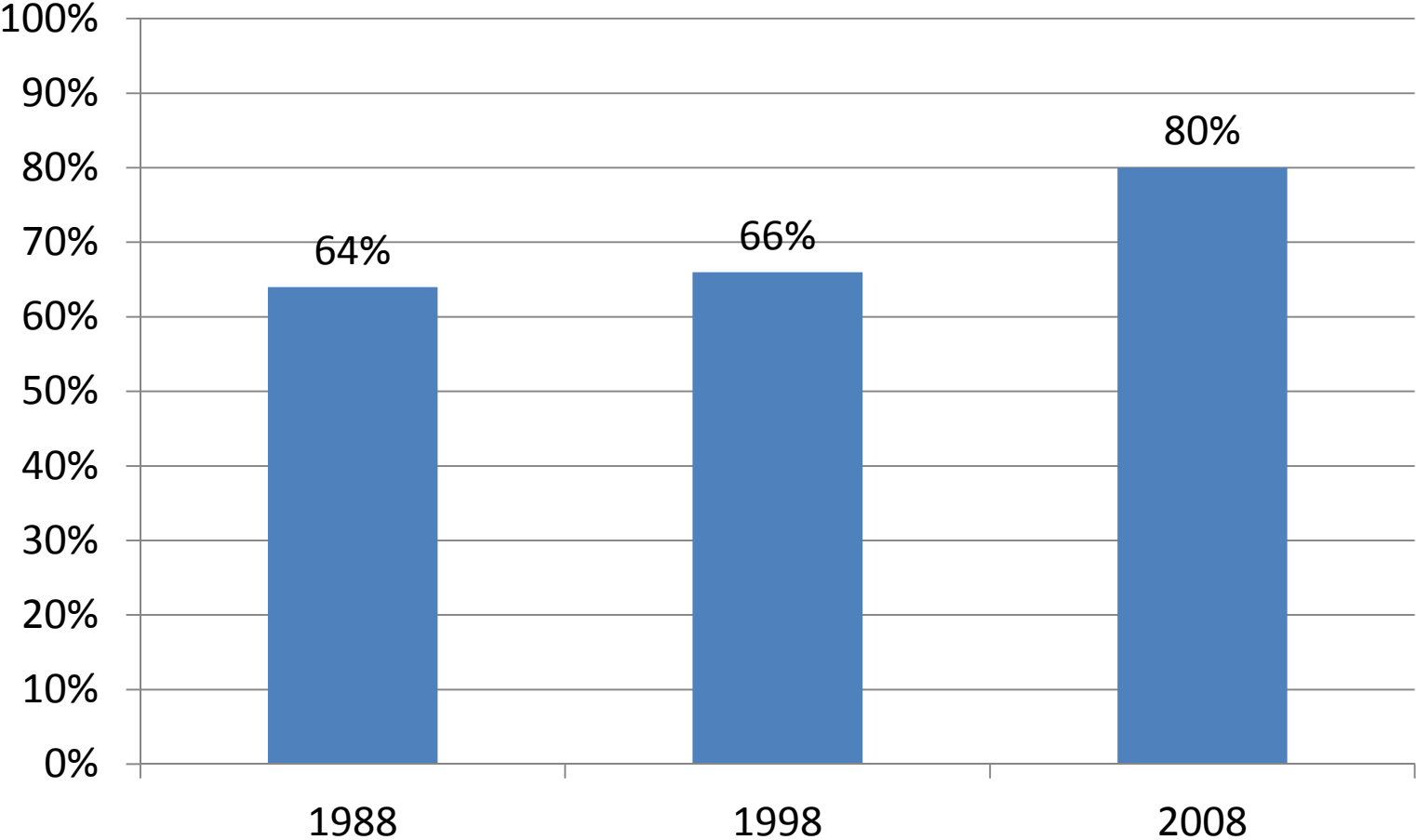
Concern about biased reporting



Injecting point of view



Inherent difficulties of being objective



Ag communicators should
never attempt to
influence ag journalists.

AAEA Ethics Policies

- Codes of ethics for both writers and ag communicators
- Case studies that help illustrate the code of ethics
- New: an ethics curriculum for AAEA members and students

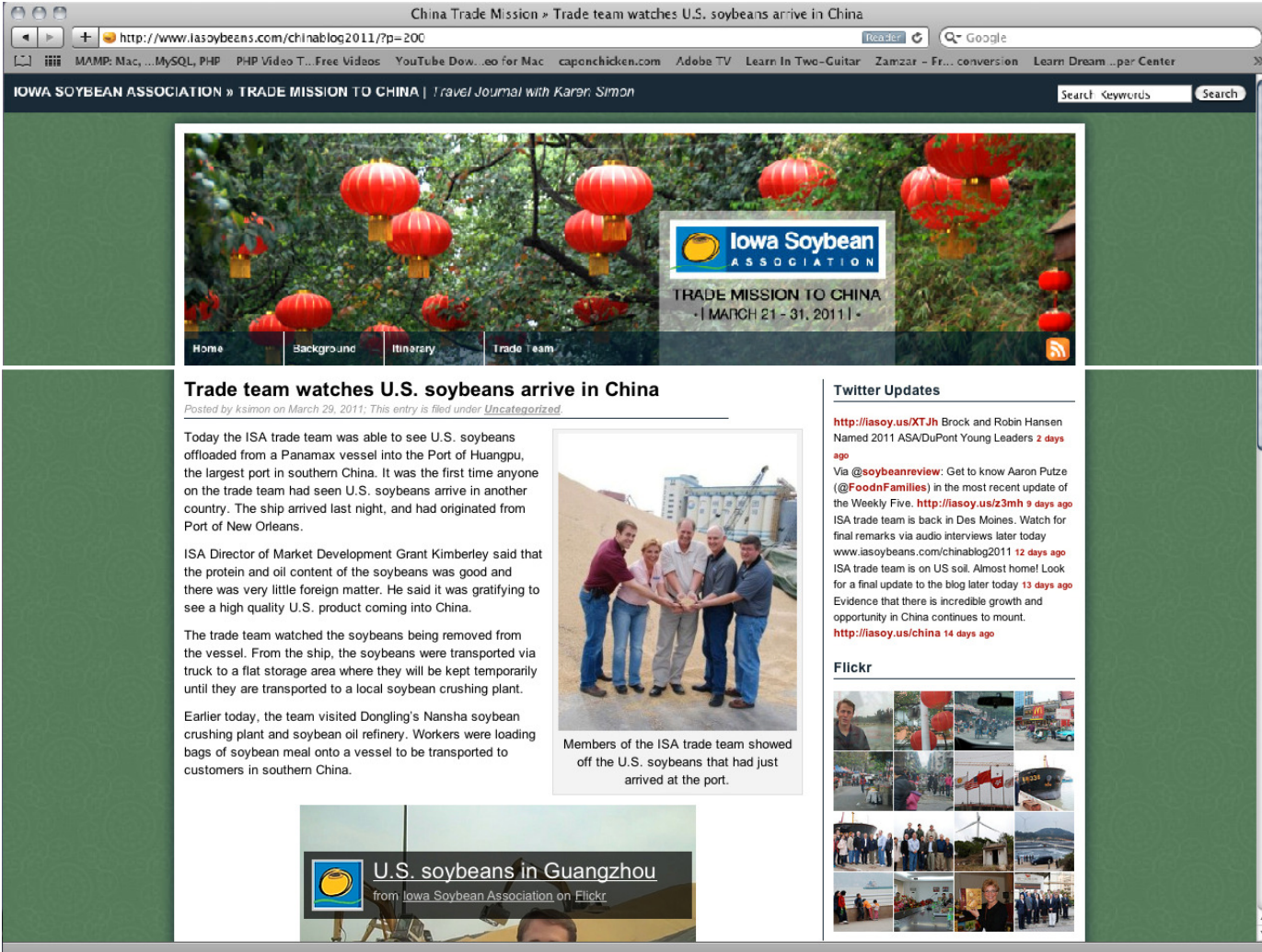
State of the Industry

- Fewer ag journalists
- Fewer resources (time and money)
- Greater need for unbiased, reliable information

Given the AAEA ethics policies, how can communicators work with journalists?

Example #1

Provide access to information that would otherwise not be available



The screenshot shows a web browser window with the address bar displaying <http://www.iasoybeans.com/chinablog2011/?p=200>. The page title is "China Trade Mission > Trade team watches U.S. soybeans arrive in China". The browser's address bar also shows "reader" and a Google search bar. The page content includes a navigation menu with "Home", "Background", "Itinerary", and "Trade Team". A large banner image shows red lanterns and the Iowa Soybean Association logo with the text "TRADE MISSION TO CHINA - | MARCH 21 - 31, 2011 |". The main article is titled "Trade team watches U.S. soybeans arrive in China" and is posted by ksimon on March 29, 2011. The article text describes the trade team's visit to the Port of Huangpu in southern China, where they observed U.S. soybeans being offloaded from a Panamax vessel. The team also visited Dongling's Nansha soybean crushing plant and soybean oil refinery. A photo shows five members of the trade team standing together, holding a large bag of soybeans. The caption reads: "Members of the ISA trade team showed off the U.S. soybeans that had just arrived at the port." Below the article is a Flickr gallery titled "U.S. soybeans in Guangzhou" from the Iowa Soybean Association. The right sidebar features "Twitter Updates" with several tweets and a "Flickr" section with a grid of photos.

China Trade Mission > Trade team watches U.S. soybeans arrive in China

<http://www.iasoybeans.com/chinablog2011/?p=200>

IOWA SOYBEAN ASSOCIATION » TRADE MISSION TO CHINA | Travel Journal with Karen Simon

Home Background Itinerary Trade Team

Trade team watches U.S. soybeans arrive in China

Posted by ksimon on March 29, 2011; This entry is filed under *Uncategorized*.

Today the ISA trade team was able to see U.S. soybeans offloaded from a Panamax vessel into the Port of Huangpu, the largest port in southern China. It was the first time anyone on the trade team had seen U.S. soybeans arrive in another country. The ship arrived last night, and had originated from Port of New Orleans.

ISA Director of Market Development Grant Kimberley said that the protein and oil content of the soybeans was good and there was very little foreign matter. He said it was gratifying to see a high quality U.S. product coming into China.

The trade team watched the soybeans being removed from the vessel. From the ship, the soybeans were transported via truck to a flat storage area where they will be kept temporarily until they are transported to a local soybean crushing plant.

Earlier today, the team visited Dongling's Nansha soybean crushing plant and soybean oil refinery. Workers were loading bags of soybean meal onto a vessel to be transported to customers in southern China.

Members of the ISA trade team showed off the U.S. soybeans that had just arrived at the port.

U.S. soybeans in Guangzhou

from Iowa Soybean Association on Flickr

Twitter Updates

<http://iasoy.us/XTJh> Brock and Robin Hansen Named 2011 ASA/DuPont Young Leaders 2 days ago

Via @soybeanreview: Get to know Aaron Putze (@FoodnFamilies) in the most recent update of the Weekly Five. <http://iasoy.us/z3mh> 9 days ago

ISA trade team is back in Des Moines. Watch for final remarks via audio interviews later today www.iasoybeans.com/chinablog2011 12 days ago

ISA trade team is on US soil. Almost home! Look for a final update to the blog later today 13 days ago

Evidence that there is incredible growth and opportunity in China continues to mount. <http://iasoy.us/china> 14 days ago

Flickr

Example #2

Make connections with sources journalists wouldn't otherwise know about



Example #3

Access to farmers who can share their expertise



“Communicators provide a link for me with either published research, a farmer involved in a practice or issue, or sometimes, both. For a farm journalist with a daily deadline, ag communicators cut out a myriad of telephone calls and Internet searches for information.”

-- Editor, daily regional farm newspaper

“I often work with ag communicators and appreciate their help in finding farmer sources for stories. For example, if I’m planning a trip to work on a story and need additional story ideas and/or farmer contacts in that area, I sometimes rely on leads from ag communicators. Not all ag communicators operate the same, however. Sometimes they’re demanding and pester the heck out of you. Fortunately, that’s not the norm.”

-- Editor, national farm magazine

Thank you!

Karen Simon

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EXPANDING OPPORTUNITIES. DELIVERING RESULTS.