Professional Organizations in Ag Communications

Who they are and what they do

Student Organization

Agricultural Communicators of Tomorrow

✿ Vision
  • to be the leading collegiate organization in developing and strengthening agricultural communication students through professional growth opportunities and educational programs.

✿ Mission
  • to build relationships among agricultural communication professionals and college students and faculty, to provide professional and academic development for members and to promote agriculture through communications efforts.
Agricultural Communicators of Tomorrow

21 Chapters
- From Canada to Puerto Rico
Emphasizes professional development
- National Critique & Contest
- Mentoring Programs
- Scholarships
- National Convention

Parent Organizations

Provide professional, financial and personal support for ACT chapters on the local, state and national level
- Provide judges for contests
- Serve as mentors
- Critique résumés, interviews and portfolios
- Provide internships and scholarships

http://nact.okstate.edu/
Association for Communication Excellence
in Agriculture, Natural Resources, and Life and Human Sciences

- An international association of communicators and information technologists.
- ACE members are writers, editors, photographers, graphic designers, videographers, electronic media producers, marketing and public relations practitioners, researchers, web developers, database programmers, distance education specialists, educators, and managers.
- They work in universities, government agencies, and research organizations in the public sector, as well as companies and firms in the private sector.
- ACE develops professional skills of its members to extend knowledge about agriculture, natural resources, and human sciences to people worldwide.

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13 Special Interest Groups

- State and Regional chapters
- Annual Meetings
- Professional Critique Contests
- Professional Development Grant funding
- www.aceweb.org

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Agricultural Publishers Associations

- An organization including the publishers of major agricultural media
- Closely affiliated with American Agricultural Editor’s Association
Agricultural Relations Council

- **Purpose**
  - to promote the common good through advancement of the art, science and practice of public relations in agriculture

- **Members**
  - The ARC membership is scattered across the United States and District of Columbia.

Affiliated with the National Agri-Marketing Association (NAMA)

American Agricultural Editor’s Association

- **Mission**
  - to provide opportunities for professional improvement and networking to agricultural editors, writers and photojournalists.

- **Members**
  - Seasoned editors interact with ag journalism students, providing encouragement and unique networking advantages not found elsewhere. Photographers share their expertise and set the standard for quality images in agricultural publications. Writers of all ages and experience level find a common ground in AAEA. Affiliate members, representing ag-related businesses, public relations companies and commodity organizations are partners in our quest to bring all parties together as we face an ever-changing future.
American Agricultural Editor’s Association

Offer
- Student Mentor programs
- Professional Development
- Photography
- Writing
- National meetings
- Professional Awards

Cooperative Communicators Associations

Mission
- to improve the effectiveness of all cooperative communicators;
- advance professional standards of cooperative communicators;
- to afford interchange of facts, research, techniques, and opinions among cooperative communicators; and
- to conduct an annual institute and other programs suitable to meeting the purpose of the association.

Members
- an organization of 350 professionals who communicate for cooperatives.

Benefits of Membership
- Monthly issues of CCA News
- Access to CCA’s Job Bank
- Excellent education and networking opportunities
- Regional news and workshops
- Communication competition, constructive feedback and recognition.
International Federation of Agricultural Journalists

- **Mission**
  - promote the research and distribution of fair and accurate information
  - encourage unbiased and objectively presented work
  - help foster professional and personal contacts between agricultural journalists
  - assist in training of members
  - contribute to a better understanding between agricultural industries and all other sectors of the community including those active in environmental and animal protection issues.

International Federation of Agricultural Journalists

- **Members**
  - writers, broadcasters, photographers and designers working in all agricultural communications media. Members report on all aspects of agriculture, horticulture, forestry, fishery and food production industries.
  - 5,000 members in 29 countries

Livestock Publications Council

- **Mission**
  - Founded in 1974
  - this non-profit organization was designed to serve the livestock publishing industry. Its goal is to provide a forum through which members can obtain information on how to improve their overall effectiveness and value to both readers and advertisers.
  - LPC functions as an information exchange by allowing publication personnel and other members to discuss common problems with peers and arrive at workable solutions that benefit both.
National Agri-Marketing Association

- **Mission**
  - serves the food & fiber industry, focusing on our members' professional development by providing access to solutions and opportunities in agribusiness.
- **Members**
  - 25 chapters in 6 regions nationally
North American Agricultural Journalists

Mission

- to promote the professional status of journalists with interest in agriculture, to encourage high standards of professional competence, to emphasize the importance of agricultural news in complete news coverage of the American scene and to provide a meeting place for fellowship and professional improvement.

Members

- Active membership in the North American of Agricultural Journalists is open to journalists in North America who are either full-time employees or freelance writers for, newspapers, magazines, wire or syndicated services, independent of agricultural organizations and businesses, who report or edit agricultural news, including markets, for their employers, or active members who are retired from such positions. Freelance writers who also write for advertising agencies or public relations firms are not eligible to join NAAJ.
National Association of Farm Broadcasters

Mission

- To encourage better relations and understanding between:
  - Commercial radio, television and network farm broadcasting entities, farm organizations and governmental agencies working in the field of agriculture.
  - Advertising agencies, clients and groups interested in reaching farm people through radio and television.
  - Farm broadcasters and station/network management.
- To improve farm broadcasting service and to encourage expansion of farm broadcasting.
- To advance the welfare of those engaged in farm broadcasting through professional improvement, sharing of ideas and techniques, and encouraging commercial use of the broadcast media by advertisers.

Members

- Nearly 200 voting
- 400 Associate - from the ranks of companies, government, farm groups, commodity organizations, advertising and public relations firms, and the broadcast sales and marketing industry.
Student Benefits

- Many professional organizations offer student memberships at a reduced rate
- Networking opportunities with potential employers and future peers
- Mentoring opportunities
- Internships
- Scholarships
- Contests and awards