Ag Media Summit Opens Doors for USU Students

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Members of USU’s Agricultural Communication Club recently traveled to St. Louis, Missouri for the Ag Media Summit (AMS). This unique opportunity to meet industry professionals, attend workshops and connect with other students is part of the club’s commitment to helping students develop the connections and skills needed within the agricultural communications industry.

Students, Bailee Woolstenhulme and KailCee Harrison, along with Assistant Professor Kelsey Hall attended the professional development conference due in part to winning a travel scholarship from Yamaha Motor Corporation, U.S.A. The club created a social media plan and scripted a podcast for the Yamaha Motor Corporation with the theme of promoting the safe use of ATV’s and side-by-sides as part of their scholarship application.

“I have been able to attend the Ag Media Summit the last two years thanks to the Yamaha scholarship,” Woolstenhulme said. “Because of this opportunity, I have made friends and connections within the industry that I will be working in and will be able to get a job because of those connections.”

At the conference students participated in workshops on the Adobe creative cloud, editing their own work, beginning photography and many more. There were also networking opportunities for students and professional communicators. Students met Scott Newby, public relations supervisor for Yamaha, to discuss the scholarship and thank Yamaha for its contribution to student professional development.

“It’s a great way for Yamaha to promote the safe, responsible use of ATV’s and side-by-sides,” Newby said. “From the student perspective we can get them to the Ag Media Summit to see the trade show and connect and network with all the great people here. Everyone that is coming to AMS as a student is the future of this industry and we love seeing the creativity in your applications.”

In addition to skills-building opportunities, students competed for Agricultural Communicators of Tomorrow’s Critique and Contest Awards. The contest allows students to have their work analyzed by professionals and judged against the society’s members from across the nation. Categories included writing, publication, electronic media, design and layout, photography and public relations. USU alumnus Jamie Keyes-Hawley received first place in the feature story category and overall winner in the writing division of the Agricultural Communicators of Tomorrow critiquing contest. The USU chapter also won the chapter of the year award for educational activities; this is the first national award the chapter has received.

John Hawley, a USU student, was also in attendance. He served as secretary and treasurer for the National Agricultural Communicators of Tomorrow for the 2015-2016 year.

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