

COMMUNICATIONS STAFF

OVERVIEW

THE COMMUNICATIONS STAFF (CS) supports the National Institute of Food and Agriculture’s (NIFA) mission by strategically communicating with our partners, land-grant universities, stakeholders, Congress, the science community, the media, and the public about NIFA’s investment in agricultural science. The overarching goal of the staff is to establish NIFA as a trusted leader in the field of agricultural

science, encompassing research, education, and Extension. We proactively provide information about NIFA-funded discoveries in agricultural science and how those valuable outcomes can impact the quality of life in America and around the world. We promote NIFA’s youth, family, and educational programs and highlight the many opportuni-

ties for careers in agricultural science. Our communication efforts showcase NIFA’s high-quality peer-review system, attracting the best and brightest research partners. Our tools and resources are used wisely so that we can communicate widely how NIFA’s investment in science is securing our future.

5,843 Number of people who follow NIFA on Twitter

802 Number of times NIFA was mentioned in the media in 2011

FOCUS, AUDIENCE, AND TOOLS

2012 FOCUS

CS focuses its efforts around the five grand societal challenge areas identified in the Agriculture and Food Research Initiative (AFRI): Agricultural and natural resources science for climate variability and change; sustainable bioenergy; food safety; childhood obesity prevention; and food security.

KEY AUDIENCES

- *Research, education, and Extension communities:* Includes university-based professionals with a specific focus on land-grant universities.
- *Policy makers and influencers:* Includes USDA’s internal policymakers, state legislators, and members of Congress.
- *USDA employees:* There are approximately 350 NIFA employees and 105,000 USDA employees.
- *National and local media:* Includes reporters and freelance journalists for science and agriculture outlets.
- *Agriculture public:* This broad audience contains the end users of the research, education, and Extension projects NIFA funds.

COMMUNICATION TOOLS

CS uses the following tools to promote NIFA’s programs and activities: press releases; *fyinstitute* emails; exhibits; print and ePublications (fact sheets, brochures, rack cards, etc.); broadcast media; Twitter; YouTube; blogs; and website.

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