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Center for
Public Issues Education

SUMMER 2022



FROM GAINESVILLE TO

GREECE

By Sydney Honeycutt

After two years of virtual conferences and travel restrictions due to COVID-19, the UF/IFAS Center for Public Issues Education (PIE Center) traveled to Greece to present research at an international conference.

In April 2022, the Association for International Agricultural Extension Education (AIAEE) hosted its annual conference in Thessaloniki, Greece. Faculty and students from universities around the world were in attendance to share research findings and discuss current topics in agricultural extension.

The PIE Center team presented three research posters and one oral presentation. Research topics ranged from community advisory committees to public perceptions related to COVID-19.

Pictured: Temple of Athena Nike at the Acropolis of Athens.

University of Florida agricultural education and communication master's students Valentina Castano and Meredith Oglesby presented findings from their research on COVID-19 vaccine information sources.

"I enjoyed being able to present and discuss PIE Center research with international faculty and students," said Castano.

The PIE Center was honored to receive two research awards at the conclusion of the conference.

PIE Center director Ricky Telg presented a poster on perceptions of UF/IFAS Extension stakeholders, which was recognized as a Distinguished Poster. PIE Center media coordinator Sydney Honeycutt received the Outstanding Poster award for a poster related to cultural concerns during COVID-19.

Before returning to the United States, the PIE Center embraced the opportunity to learn more about Greece with a trip to Athens. The group traveled by train through the picturesque countryside, even catching a glimpse of the famed Mount Olympus.

Once in Athens, the PIE Center listened to stories about Greek mythology while exploring the Acropolis. Built in the 5th century B.C., the ancient temples sit high above the city, providing a breathtaking view of Athens and the Mediterranean Sea.

"I really enjoyed learning about Greek history and culture," said Southeastern Coastal Center for Agricultural Health and Safety associate director of



Thessaloniki, Greece 4/9/22

communications Ashley McLeod-Morin. "Visiting famous sites like the Acropolis made the trip memorable."

Traveling to Greece was an unforgettable experience for the PIE Center. Faculty and staff were inspired to pursue more international opportunities in the future.

"Attending AIAEE was a wonderful opportunity for the PIE Center," said PIE Center director Ricky Telg. "We look forward to expanding our reach by sharing PIE Center research at future international conferences."

MARKETING IN A DIGITAL ERA

By Michaela Kandzer

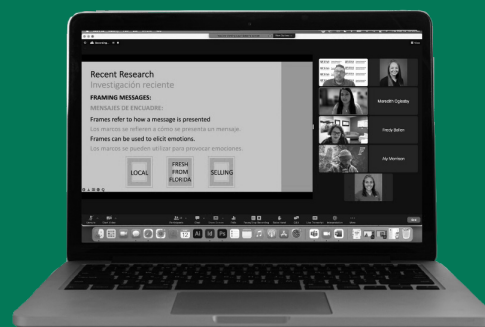
A PIE Center partner program has been working to help small businesses successfully market their products and services.

The Center for Rural Enterprise Engagement (CREE) recently created an online toolkit for business owners titled *How to Market in a Digital Era*. The toolkit was developed in collaboration with the UF/IFAS Tropical Research and Education Center to educate and train the agriculture sector on how to develop a successful marketing plan.

CREE created a marketing manual that equips entrepreneurs with the information and tools

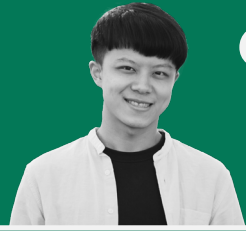
necessary to market their businesses. In addition to the manual, online and in-person trainings were held across Florida to train individuals on how to utilize the toolkit. All materials in the toolkit are offered in English and Spanish to reach diverse audiences.

To learn more about the toolkit, visit: www.ruralengagement.org/digital-marketing-toolkit/ or scan the QR code below.



SCAN FOR
MORE INFO

STUDENT SPOTLIGHT



Cheng-Xian Yang

Cheng-Xian Yang is a second-year doctoral student at the University of Florida studying agricultural education and communication. He is from Taipei, Taiwan. Yang began working with the PIE Center in August 2021 as a research assistant.

Since joining the PIE Center team, Yang has contributed to numerous research projects. So far, his favorite study has been examining rural Americans' risk perceptions and behaviors related to COVID-19. Yang has presented PIE Center research at multiple academic conferences including the National Agricultural Communications Symposium in New Orleans, Louisiana, and the International Crisis and Risk Communication Conference in Orlando, Florida.

After completing the doctoral program, Yang aspires to become a professor in Taiwan. His goal is to contribute to the field of agricultural communication through teaching and research. Outside of his studies, Yang enjoys cooking, traveling, spending time with his friends and playing mobile games.



Scan the QR code to learn more about the PIE Center, or visit www.piecenter.com

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Cover Photo: Aerial view of Athens, Greece.

