

2020 Borlaug CAST Communication Award

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The Science Source for Food, Agricultural, and Environmental Issues

News and information about this award and Alexa Lamm can be found [here](https://www.cast-science.org/alexa-lamm-announced-as-2020-borlaug-cast-communication-award-winner/). The CropLife Foundation is the sponsor of the 2020 award.

**Announcement of 2020 Winner:**

Nominations opened in November 2019 and closed early February 2020. There were 17 nominations submitted for consideration by the 2020 selection committee.

May 12, 2020 – Dr. Alexa Lamm was announced as the 2020 award winner during an online webinar announcement event that featured opening remarks from USDA Deputy Undersecretary for Research, Education, and Economics Dr. Scott Hutchins. CAST EVP Kent Schescke then introduced the featured speaker and  2019 BCCA winner, Frank Mitloehner, who presented on ***The 2050 Challenge: Can We Eat Our Way Out of Climate Change?*** CAST President Juan Tricarico (Dairy Management Inc.) announced the selection of Alexa Lamm. Julie Borlaug represented the CropLife Foundation, the sponsors of the BCCA. There were 374 registrants with nearly 230 attendees on the webinar.

**Press Release (results two weeks after release)**

* Press Release can be viewed [here](https://www.cast-science.org/alexa-lamm-announced-as-2020-borlaug-cast-communication-award-winner/), [here](https://myemail.constantcontact.com/Alexa-Lamm-Announced-as-2020-Borlaug-CAST-Communication-Award-Winner.html?soid=1102365224729&aid=AUQpt7sZsVw), and [here](http://www.prweb.com/releases/2020_borlaug_cast_communication_award_goes_to_alexa_lamm/prweb17104946.htm).
* Press release went to 8,727 e-contacts (1,428 media) resulting in 3,892 opens/interactions
* The press release through PRWeb resulted in 2,212 views and reached 920 targeted influencers (journalists).
* A sampling of sites where the release was picked up: ADVFN Financial News, AgriPulse, AgWired, American Society of Agronomy, Central IL Connected, Chestnut Post, Crop Science Society of America, Floral Daily, Markets Insider, Muck Rack, News Break, RFD-TV, Seed Daily, Seed Quest, Translations News, University of Georgia ALEC Department, and many broadcast media sites.

**Presentation of Award at World Food Prize:**

The award presentation took place during an online webinar on October 13, 2020. This webinar was a side event to the World Food Prize which was all virtual due to the COVID-19 pandemic limiting in-person gatherings. There were 609 registered and 260 attended the webinar with 60 additional from Dr. Lamm’s classrooms.

Dr. Alexa Lamm gave a keynote presentation on [*Effectively Communicating Science in Times of Crisis.*](https://www.youtube.com/watch?v=pefXUy3Oo88&t=7s)

[*Busy Week for BCCA Winner*](https://www.cast-science.org/busy-week-for-bcca-winner/) (Blog)

**Keynote Presentation (Webinar) During 2021 Announcement Event:**

On May 11, 2021, Dr. Alexa Lamm presented [***Bouncing Forward: Capitalizing on the Current Societal Evolution to Strategically Communicate about Science***](https://www.youtube.com/watch?v=0UGpCULegFU&t=3s) followed by the announcement of the 2021 award winner.

**Follow On Activities:**

October 14, 2020 - Dr. Lamm participated in a panel on *The Role of Media in Shaping Public Engagement in Food Systems* as part of the Borlaug Dialogue, World Food Prize week.

<https://www.worldfoodprize.org/en/borlaug_dialogue/previous_years/20112020/2020_borlaug_dialogue/2020_borlaug_dialogue_session_agenda__archives/panel__media/>

**Articles and Web Mentions**

**AgWired**, May 12, 2020, *Alex Lamm Receives Borlaug CAST Communication Award,* Chuck Zimmerman

<http://agwired.com/2020/05/12/alexa-lamm-receives-borlaug-cast-communication-award/>

**American Seed Trade Association**, May 13, 2020, *Alex Lamm Wins 2020 Borlaug CAST Communication Award*

<https://www.betterseed.org/alexa-lamm-wins-2020-borlaug-cast-communication-award/>

**Feedstuffs,** May 13, 2020, *Lamm named Borlaug CAST Communication Award recipient*

<https://www.feedstuffs.com/news/lamm-named-borlaug-cast-communication-award-recipient>

**Georgia Crop Improvement Association**, *UGA Associate Professor Alexa Lamm honored with 2020 Borlaug CAST Communication Award*, May 2020 - <http://www.georgiacrop.com/uga-associate-professor-alexa-lamm-honored-with-2020-borlaug-cast-communication-awarf>

**Growing Georgia,** May 15, 2020, *UGA Associate Professor Alexa Lamm Honored with 2020 Borlaug Cast Communication Award*

<https://georgia.growingamerica.com/news/2020/05/uga-associate-professor-alexa-lamm-honored-2020-borlaug-cast-communication-award>

**The U.S. Sustainability Alliance**, May 12, 2020, *University of Georgia’s Alexa Lamm Wins the 2020 CAST Communication Award*

<https://thesustainabilityalliance.us/2020-cast-communication-award-alexa-lamm/>

**University of Florida, Center for Public Issues Education,** May 14, 2020, *Former Associate Director Receives Prestigious Communication Award*

<https://piecenter.com/category/news/>

**University of Georgia, CAES News**, May 13, 2020, *UGA Associate Professor Alexa Lamm honored with 2020 Borlaug CAST Communication Award*, Maria M. Lameiras for CAES News

<https://newswire.caes.uga.edu/story.html?storyid=8356&story=Lamm-earns-international-honor>

**WIA Report**, July 30, 2020, *University of Georgia’s Alexa Lamm Honored for Agricultural Education and Communication*

<https://www.wiareport.com/2020/07/university-of-georgias-alexa-lamm-honored-for-agricultural-education-and-communication/>

September 30, 2020 – **ASABE** - <https://www.asabe.org/Portals/0/PublicAffairs_Std/InsideASABE/2020/2020-Sept.pdf>

December 17, 2020 – **2020 International Borlaug Dialogue Report, World Food Prize Foundation** - <https://www.worldfoodprize.org/documents/filelibrary/2020_borlaug_dialogue/2020_International_Borlaug_Dialogue_9FF4B8E846B3A.pdf>

February 9, 2021 – **Colorado State University, Alumline** - <https://alumline.source.colostate.edu/class-notes-february-2021/>

May 2021 - **Global Plant Science Events calendar** - <https://eventform.plantae.org/plantae.calendar/detail/745/1620752400000>

May 2021 - **Agrimarketing** - <https://www.agrimarketing.com/s/136012>

May 2021 - **Plantae** - <https://www.facebook.com/plantae.org/posts/bouncing-forward-capitalizing-on-the-current-societal-evolution-to-strategically/3855284574568166/>

August 13, 2021 - **UGA Today**, *Lamm delivers keynote speech*

<https://news.uga.edu/lamm-delivers-keynote-speech/>

**Social Media**

**Twitter**—

*May 16, 2020*

**@UGAResearch***,*

<https://twitter.com/UGAResearch/status/1261657878089302016>

*May 15, 2020*

@GHGGuru

<https://twitter.com/GHGGuru/status/1261311287276892160>

@WaterWired

<https://twitter.com/WaterWired/status/1261288768574648321>

@Agripulse

<https://twitter.com/agripulse/status/1260691372186763270>

*May 13, 2020*

@UGA\_Collegeof Ag

<https://twitter.com/UGA_CollegeofAg/status/1260563881296093184>

@evcampoverde

<https://twitter.com/evcampoverde/status/1260566464639258626>

*May 12, 2020*

@lexlamm

<https://twitter.com/lexlamm/status/1260273200145092609>

@USDAScience

<https://twitter.com/USDAScience/status/1260255844920365057>

@BioBeef

<https://twitter.com/BioBeef/status/1260263736482443264>

@AgBioWorld

<https://twitter.com/AgBioWorld/status/1260271809229971456>

@uga\_ag

<https://twitter.com/uga_ag/status/1260310665035735041>

<https://twitter.com/uga_ag/status/1260309489376538625>

@KayJohnsonSmith

<https://twitter.com/KayJohnsonSmith/status/1260265126600609793>

**Facebook—**

*May 19, 2020*

@FarmMonitor

<https://bit.ly/3cbZR5E>

*May 17, 2020*

@UGAResearch

<https://www.facebook.com/379600818739504/posts/3312546705444886/>

*May 15, 2020*

@CASTagScience

<https://www.facebook.com/CASTagScience/photos/a.477568575671277/3003230629771713/?type=3&theater>

*May 13, 2020*

@Agripulse

<https://www.facebook.com/327853590558653/posts/3241212639222719/>

@UGACAES

<https://www.facebook.com/327853590558653/posts/3241212639222719/>

*May 12, 2020*

@CASTagScience

<https://www.facebook.com/CASTagScience/photos/a.477568575671277/2996109953817114/?type=3&theater>

@AgWired

<https://www.facebook.com/22703680832/posts/10158224460220833/>

**Blog—**

*May 14, 2020, BCCA Event Features Science and Communication*

<https://www.cast-science.org/bcca-event-features-science-and-communication/>

**Friday Notes—**

*May 15, 2020*

<http://campaign.r20.constantcontact.com/render?m=1102365224729&ca=bd9aaaf4-ea0c-4775-92ba-92200c0f9a9d>