

Curriculum Vitae

Education

Doctor of Philosophy in Agricultural Communications and Education

Texas Tech University, August 2017

Dissertation: The role of motivational salience, issue involvement and pre-existing attitudes on selective attention to advertisements

Chair: Dr. Courtney Meyers

Master of Science in Agricultural Education and Communication

University of Florida, May 2014

Project: Teach ag with a tag: Utilizing qualitative research to develop an audience-centered communication campaign

Chair: Dr. Joy Rumble

Bachelor of Science in Animal Science

University of Florida, December 2011

Minors: Agricultural communication, Management and Sales in Agribusiness

Professional & Academic Experience

Assistant Professor

January 2021 – Present

Texas Tech University, Department of Agricultural Education and Communications

Assistant Professor

August 2017 – December 2020

University of Kentucky, Department of Integrated Strategic Communication

Graduate Research and Teaching Assistant

August 2014 – August 2018

Texas Tech University, Department of Agricultural Education and Communications

Research Assistant

May – August 2014

University of Florida/IFAS Center for Public Issues Education

Graduate Research Assistant

August 2013 – May 2014

University of Florida/IFAS Center for Public Issues Education

Graduate Teaching Assistant

January 2013 – May 2014

University of Florida, Department of Agricultural Education and Communication

Undergraduate Teaching Assistant

Spring 2013 – Summer 2014
University of Florida, Department of Food and Resource Economics

Assistant Communications Coordinator

March 2012 – December 2012
University of Florida, IFAS Florida 4-H Youth Development

Assistant Events Coordinator

May 2011 – March 2012
University of Florida, IFAS Florida 4-H Youth Development

Scholarship

Note: **Denotes undergraduate student; *Denotes graduate student; ¹Post Doctoral Associate

Refereed Journal Article Publications

In Review

1. Catching, K.*, Orton, G.*, & **Fischer, L. M. (In Review)**. Overcoming barriers: Describing cattle producers' motivations and perceived barriers toward adopting sustainable practices to inform communication strategy. *Journal of Applied Communications*.
2. Waugh, N., Sutton, J., **Fischer, L. M.**, & Orton, G. (In Review). What does it mean to stand out? How visual design and presentation affects attention and memory in a warning message. *Weather, Climate, and Society*.
3. Orton, G.*, Meyers, C., **Fischer, L.**, & Doerfert, D. (In Review). Covering climate change: A content analysis of twenty years of three agricultural magazines. *Journal of Agricultural Education*.
4. Lee, P. H., Boren-Alpizar, A., **Fischer, L.**, Lawver, D., & Brashears, T. (In Review). Experimental evidence on public attitudes toward genetically modified organisms through message presentation type and source of message. *Science Communication*.
5. Orton, G.*, **Fischer, L. M.**, & Lawson, C. (In Review). Prioritizing psychographics: Identifying target audience segments' values for strategic climate change communications. *Journal of Applied Communications*
6. Trevino, J.*, Monsur, M., Lindquist, C. S., **Fischer, L.**, & Simpson, C. (In review). Impacts of the Covid-19 pandemic and nature interactions on faculty mental health. *Journal of Environmental Psychology*.

Published

1. Yang, C.*, Baker, L. M., **Fischer, L. M.**, Essary, C.*, & Orton, G.* (2024, PrePrint). Vaccinating with valor: A risk preventative model to explain factors in parents' choice to vaccinate their children for COVID-19. *Health Communication*. <https://doi.org/10.1080/10410236.2024.2338307> [2022 Impact factor: 3.9]
2. Orton, G.*, **Fischer, L. M.**, Kitten, K. (In Press). Using audience segmentation to identify target audiences for climate-smart beef production communication. *Journal of Agricultural Education*.
3. Dwyer, K.*, Lawson, C., **Fischer, L.** & Chase, L. (2023). An exploratory study of risk experience and personal values on support for climate change policies. *Journal of Applied Communications*, 107(4), <https://doi.org/10.4148/1051-0834.2491>
4. **Fischer, L. M.**, Schroeder, E.*, Gibson, C., McCord, A., & Orton, G.* (2023). An experimental study investigating the type of data visualizations used in infographics on participant recall and information recognition. *Journal of Applied Communications*, 107(3), <https://doi.org/10.4148/1051-0834.2489>

5. **Fischer, L. M.**, Gibson, C., & Powers, K*. (2023). Looking local: An exploration of Texas residents' perceptions of the GO TEXAN certification program to develop brand positioning statements. *Journal of Applied Communications*, 107(1), <https://doi.org/10.4148/1051-0834.2456>
6. Elmore, S.*, Meyers, C., **Fischer, L. M.**, Burris, S., & McCord, A. (2023). Time well spent: Exploring the role of attitude and topic importance on selective exposure to agricultural messages. *Journal of Applied Communications*, 107(1), <https://doi.org/10.4148/1051-0834.2458>
7. **Fischer, L. M.**, ¹Huntsman, D., *Orton, G., & Sutton, J. (2023). You have to send the right message: Examining the influence of protective action guidance on message perception outcomes across prior hazard warning experience to three hazards. *Weather, Climate, and Society*, 15(2), 307-326. <https://doi.org/10.1175/WCAS-D-22-0092.1>
[2021 Impact factor: 3.019]
8. **Fischer, L. M.**, O'Hair, D., Wallace, M.*, Jin, X.*, & Unrine, J. (2023). Building capacity for citizen science communication of water quality risks: Exploring the communication needs of Kentucky. *Journal of Applied Communications Research*. [2021 Impact factor: 2.462]
9. Orton, G.*, **Fischer, L. M.**, & Lawson, C. (2022). Examining the impact of disaster experience with winter storm uri and climate change risk perceptions on climate change mitigation policy support. *Journal of Applied Communications*, 106(4), <https://doi.org/10.4148/1051-0834.2453>
10. **Fischer, L. M.**, Orton, G.*, Sutton, J., & Wallace, M.* (2022). Show me and what will I remember? Exploring recall in response to NWS Tornado Warning Graphics. *Journal of Applied Communications*, 87(3), <https://doi.org/10.4148/1051-0834.2440>
11. Sutton, J., **Fischer, L. M.**, & Wood, M. (2021). Tornado warning guidance and graphics: Implications of the inclusion of protective action information on perceptions and efficacy. *Weather, Climate and Society*, 13(4), 1003-1114. <https://doi.org/10.1175/WCAS-D-21-0097.1>.
[2021 Impact factor: 3.019]
12. **Fischer, L. M.**, Opat, K.*, Jennings, K.**, & Meyers, C. (2021). Visualizing values: A content analysis to conceptualize value congruent video messages used in agricultural communications. *Journal of Applied Communications*, 105(2), <https://doi.org/10.4148/1051-0834.2368>
13. Sutton, J., & **Fischer, L. M.** (2021). Understanding visual risk communication messages: an analysis of visual attention allocation and think-aloud responses to tornado graphics. *Weather, climate, and society*, 13(1), 173-188. <https://doi.org/10.1175/WCAS-D-20-0042.1>.
[2021 Impact factor: 3.019]
14. Sutton, J., **Fischer, L. M.**, James, L., *Sheff, S. (2020). Earthquake early warning message testing: Visual attention, behavioral responses, and message perceptions. *International Journal of Disaster Risk Reduction*, 49, <https://doi.org/10.1016/j.ijdr.2020.101664>
[2021 Impact factor: 4.842]
15. Tarpley, T. G., **Fischer, L. M.**, Steede, G. M. Cummins, R. G., McCord, A. (2020). How much transparency is too much? A moment-to-moment analysis of viewer comfort in response to animal slaughter. *Journal of Applied Communication*. 104(4). <https://doi.org/10.4148/1051-0834.2302>
16. **Fischer, L. M.**, Meyers, C. A., Cummins, R. G., Gibson, C., & Baker, M. (2020). Creating relevancy in agricultural science information: Examining the impact of motivational salience, involvement, and pre-existing attitudes on visual attention to scientific information. *Journal of Applied Communication*, 104(2), <https://doi.org/10.4148/1051-0834.2287> **[JAC Article of the Year]**
17. Qu, S., **Fischer, L. M.**, & Rumble, J. N. (2019). Building bridges between producers and schools: The role of Extension in the farm-to-school program. *Journal of Extension*, 57(4). Article 4FEA4. Retrieved from <http://joe.org/2019august/a4.php>
18. **Fischer, L. M.**, Cummins, R. G., Gilliam, K., Baker, M., Burris, S., & Irlbeck, E. (2018). Examining the critical moments in information processing of water conservation videos within young farmers and ranchers: A psychophysiological analysis. *Journal of Agricultural Education*, 59(2), 1-15. doi: 10.5032/jae.2018.02001

19. Steede, G. M., **Fischer, L. M.**, Meyer, D. C., & Meyers, C. (2018). A content analysis of Extension's presence on 1890 Land-Grant University websites. *Journal of Applied Communications*, 102(1), 1-13, doi: 10.4148/1051-0834.1733
20. **Fischer, L. M.**, & Meyers, C. A. (2017). Exploring how pedagogical strategies change student perceptions of writing apprehension. *Journal of Agricultural Education*, 58(4) 254-268. <https://doi.org/10.5032/jae.2017.04254>
21. **Fischer, L. M.**, & Meyers, C. (2017). Evaluating change in students' writing apprehension scores in a writing intensive course: A pre-test, post-test design. *Journal of Agricultural Education*, 58(1), 69-84. doi:10.5032/jae.2017.01069
22. **Gorham, L. M.**, Gibson, C., & Irlbeck, E. (2016). Making a case for McDonalds: A qualitative case study examining the McDonalds "Our Food Your Questions" campaign. *Journal of Applied Communications*, 100(4), 17-34.
23. Steede, G. M., **Gorham, L. M.**, & Irlbeck, E. (2016). Exploring perspectives of the student competencies needed to advocate for agriculture. *Journal of Applied Communications*, 100(4), 55-67.
24. **Gorham, L. M.**, Rumble, J. N., Pounds, K. R., Lindsey, A. B., & Irani, T. (2016). The role of dissonance and schema: An exploration of Florida public perception after the DWH oil spill. *Journal of Applied Communications*, 100(2), 199- 133.
25. **Gorham, L. M.**, Rumble, J. N., & Holt, J. (2015). The impact of local: Exploring availability and location on food buying decisions. *Journal of Applied Communications*, 99(2), 30-43. **[JAC Article of the Year Runner-Up]**
26. **Gorham, L. M.**, Lamm, A. J., & Rumble, J. N. (2014). The critical target audience: Communicating water conservation behaviors to critical thinking styles. *Journal of Applied Communications*, 98(4), 42-55.

Refereed Professional Development Articles & Book Reviews

1. *Essary, C., **Fischer, L. M.**, & Irlbeck, E. (2022). A statistical approach to classification: A guide to hierarchical cluster analysis in agricultural communications research. *Journal of Applied Communications*, 87(3), <https://doi.org/10.4148/1051-0834.2431>
2. *Lawson, C., **Fischer, L. M.**, LaGrande, L., & *Opat, K.* (2020). Do touch that dial: A guide to continuous response measurement in agricultural communications. *Journal of Applied Communications*, 104(3), <https://doi.org/10.4148/1051-0834.2333>
3. *Stanton, C., & **Fischer, L. M.** (2020). Let's focus in: A guide to eye tracking technology in agricultural communications research. *Journal of Applied Communications*, 104(4), 1-14. <https://doi.org/10.4148/1051-0834.2320>
4. **Gorham, L. M.**, Qu, S., Telg, R. W., & Lamm, A. J. (2016). Testing the usability of communication materials through heat maps in online survey platforms. *Journal of Applied Communications*, 100(3), 12- 20. [Professional Development Paper].
5. **Gorham, L. M.** (2016). A review of spreadable media: Creating value and meaning in a networked culture. *Journal of Applied Communications*, 100(2), 6-9. [Book Review]

Refereed Conference Paper Presentations

Full Paper Proceedings (National AAEE, AEJMC)

1. Ryder, D.*, Meyers, C., **Fischer, L. M.**, Gibson, C., & Irlbeck, E. (2024). A qualitative analysis of the development and implementation of the "More to Meat" Campaign in Australia. American Association of Agricultural Education (AAEE) National Conference. Manhattan, KS.

2. Harlan, K., Meyers, C., **Fischer, L. M.**, & Kennedy, L. (2024). Exploring student perceptions of an interactive virtual tour of an agricultural facility. American Association of Agricultural Education (AAAE) National Conference. Manhattan, KS.
3. Vyvlecka, B.*, **Fischer, L. M.**, Meyers, C., & Gibson, C. (2024). Examining consumers' preferences for beef nutrition social media influencer messages. American Association of Agricultural Education (AAAE) National Conference. Manhattan, KS.
4. Schechinger, K.*, Gibson, C., **Fischer, L. M.**, & McCord, A. (2024). What do you remember? An analysis of information retention and recall through data visualization use in infographics. American Association of Agricultural Education (AAAE) National Conference. Manhattan, KS.
5. Orton, G.*, & **Fischer, L. M.** (2023). Using audience segmentation to identify target audiences for climate-smart beef production communication. American Association of Agricultural Education (AAAE) National Conference. Raleigh, NC.
6. Lawson, C., Stone, W., & **Fischer, L. M.** (2023). An investigation of region and Texas residents' information seeking and processing behaviors during extreme weather events. American Association of Agricultural Education (AAAE) National Conference. Raleigh, NC.
7. Horton, M. K. B.*, Gibson, C., **Fischer, L.**, & Chambers, T. (2023). Fake it till you make it? College students' perceived ability versus actual ability to identify fake news on agricultural topics. American Association of Agricultural Education (AAAE) National Conference. Raleigh, NC.
8. *Elmore, S., Meyers, C., **Fischer, L.**, Burris, S., & McCord, A. (2022). Influence of attitudes and topic importance on selective exposure to agricultural messages: A logistic regression analysis. Paper presented at the national meeting of the American Association for Agricultural Education, Oklahoma City, OK.
9. *Orton, G., Meyers, C., Doerfert, D. & **Fischer, L.** (2022). Covering climate change: A content analysis of agricultural magazines. Paper presented at the national meeting of the American Association for Agricultural Education, Oklahoma City, OK.
10. **Fischer, L. M.**, Meyers, C. A., Cummins, R. G., Gibson, C., & Baker, M. (2018). Examining the impact of motivational salience and involvement on visual attention to scientific information. Paper presented at the Association for Education in Journalism and Mass Communication. Washington, DC.
11. **Fischer, L. M.**, Meyers, C. A., Gibson, C., & Dobelbower, S. (2017). Exploring pedagogical activities impacting writing apprehension. Paper presented at the annual meeting of the national meeting of the American Association for Agricultural Education, San Louis Obispo, CA.
12. **Fischer, L. M.**, Cummins, R. G., Gilliam, K., Baker, M., Burris, S., & Irlbeck, E. (2017). Examining the critical moments in information processing of water conservation videos within young farmers and ranchers: A psychophysiological analysis. Paper presented at the national meeting of the American Association for Agricultural Education, San Louis Obispo, CA.
13. Qu, S., **Gorham, L. M.**, Rumble, J. N., & Roper, C. (2015). Utilizing two-way communication to break down the barriers of farm to school. Paper presented at the annual meeting for the American Association of Agricultural Education, San Antonio, TX.
14. **Gorham, L. M.**, Meyers, C. A., & Matteson, S. M. (2016). Comparing students' writing apprehension scores in a writing-intensive course: A pre-test post-test design. Paper presented at the national meeting of the American Association for Agricultural Education, Kansas City, MO.

Conference Abstract Proceedings (ACE, NACS, AIAEE, Regional Conferences)

1. Catching, K.*, Orton, G., & **Fischer, L.** (2024). Overcoming barriers: Describing cattle producers' motivations and perceived barriers toward adopting sustainable practices to inform communication strategy. National Agricultural Communications Symposium, Atlanta, Georgia.
2. Orton, G.*, **Fischer, L. M.**, Sutton, J., & Huntstman, D (2024). Message design matters: An experiment on portrayal of protective action guidance in warning messages for three hazards. National Agricultural Communications Symposium, Atlanta, Georgia.

3. Harlan, K. *, Meyers, C., **Fischer, L. M.**, & Kennedy, L. (2023). Vicariously visiting an agricultural facility: Exploring student perceptions of an interactive visual tour. Western AAAE Conference, Logan, UT.
4. Ellison, R. *, Irlbeck, E., Gibson, C., & **Fischer, L. M.** (2023). Strategies behind the communications: An analysis of social media platforms and online communication channels utilized by agricultural organizations in Texas. Western AAAE Conference, Logan, UT.
5. Essary, C. *, Irlbeck, E., **Fischer, L. M.**, Peaslee, R. M., & Mite, J*. (2023). Explicating news frames: A framing analysis of GMO news coverage. Paper presented at the National Agricultural Communications Symposium, Oklahoma City, Oklahoma.
6. Dwyer, K. **, Lawson, C., & **Fischer, L. M.** (2023). An exploratory study of risk experience and personal values on support for climate change policies. Paper presented at the National Agricultural Communications Symposium, Oklahoma City, Oklahoma.
7. Orton, G. *, **Fischer, L.**, Essary, C. *, & Lawson, C. (2023). Prioritizing values: Identifying target audiences segments for strategic climate change communications. Paper presented at the National Agricultural Communications Symposium, Oklahoma City, Oklahoma.
8. Schroeder, E. *, **Fischer, L. M.**, Gibson, C., & McCord, A. (2023). Data visualizations in infographics: An experimental study investigating the type of data visualizations used in infographics on participant recall. Paper presented at the National Agricultural Communications Symposium, Oklahoma City, Oklahoma.
9. Schroeder, E. *, Gibson, C., **Fischer, L. M.**, McCord, A., & Schecghinger, K. * (2023). Infographics in Agriculture: A Content Analysis of Infographics from U.S. Agricultural Organizations. Paper presented at the National Agricultural Communications Symposium, Oklahoma City, Oklahoma.
10. Headrick, J., & **Fischer, L. M.** (2022). "We're going to work in teams the rest of our lives": Understanding college students perceptions of working in groups & teams in the classroom. Paper abstract presented at the Western Region AAAE.
11. Gifford, C. *, Lawson, C., & **Fischer, L.** (2022). Burning for information: Oregon residents' information source preferences during the 2020 wildfire season. Paper abstract presented at the Western Region AAAE.
12. Horton, M. K. *, Gibson, C., **Fischer, L. M.**, & Chambers, T. (2022). Fake it till you make it? College students' perceived ability versus actual ability to identify fake news on agricultural topics. Paper abstract presented at the Western Region AAAE. **[Distinguished Manuscript]**
13. Elmore, S. *, Meyers, C., **Fischer, L. M.**, & Burris, S., & McCord, A. (2022). Time well spent: Exploring the role of attitude importance on selective exposure to agricultural messages. Paper presented at the Association for Communication Excellence in Agriculture and Natural Resources: Kansas City, MO.
14. **Fischer, L. M.**, Orton, G. &, Lawson, C. (2022). Examining the impact of disaster experience with Winter Storm Uri and climate change risk perceptions on climate change mitigation policy support. Paper presented at the Association for Communication Excellence in Agriculture and Natural Resources: Kansas City, MO. **[Outstanding Research Paper]**
15. *Powers, K., **Fischer, L. M.**, & Gibson, C. (2022). Looking local: An exploration of Texas residents' perceptions of the GO TEXAN Certification Program to Develop Brand Positioning Strategies. Paper presented at the Association of Communication Excellence in Agriculture and Natural Resources: Kansas City, MO.
16. *Essary, C., **Fischer, L. M.**, Irlbeck, E. (2022). A statistical approach to classification: A guide to hierarchal cluster analysis in agricultural communications. Professional development paper presented at the National Agricultural Communications Symposium, New Orleans, LA.
17. **Fischer, L. M.**, Sutton, J., & Powers, K. (2022). Show me and what will I remember? Exploring recall in response to NWS tornado warning graphics. Paper presented at the National Agricultural Communications Symposium, New Orleans, LA.
18. **Fischer, L. M.**, O'Hair, D., Wallace, M., Jin, X., & Unrine, J. (2021). Building capacity for citizen science communication of water quality risks: Exploring the communication needs of Kentucky. Paper presented at the National Agricultural Communications Symposium. Dallas, Texas. **[First Runner Up Outstanding Paper]**

19. Lawson, C.*, **Fischer, L. M.**, LaGrande, L., & Opat, K. (2020). Do touch that dial: A guide to continuous response measurement in agricultural communications. Paper presented at the National Agricultural Communications Symposium. Louisville, KY.
20. **Fischer, L. M.**, Meyers, C. A., Cummins, R. G., Gibson, C., & Baker, M. (2018). Creating relevancy in scientific information: An analysis of the impact of motivational salience and involvement on visual attention. Paper presented at the Southern Association of Agricultural Scientists: Ag Communications Section, Jacksonville, FL.
21. Steede, G. M., Meyer, D., **Fischer, L. M.**, & Meyers, C. A. (2017). The tripartite mission of the 1890 land-grants: A content analysis of Extension's online presence. Paper submitted for presentation at the annual meeting of the Association for Communication Excellence, New Orleans, LA.
22. **Fischer, L. M.**, Cummins, R. G., Gilliam, K., Baker, M., Burris, S., & Irlbeck, E. (2017). Examining the critical moments in information processing of water conservation videos within young farmers and ranchers: A psychophysiological analysis. Paper presented at the annual meeting of the Southern Association of Agricultural Scientists: Agricultural Education Section, Mobile, AL. **[Distinguished manuscript award]**.
23. **Fischer, L. M.**, Meyers, C. A., Gibson, C., & Dobelbower, S. (2017). Exploring pedagogical activities impacting writing apprehension. Paper presented at the annual meeting of the Southern Association of Agricultural Scientists: Agricultural Education Section, Mobile, AL.
24. **Wilkins, K. M., **Fischer, L. M.**, Meyers, C. A. (2017). Visualizing values: A content analysis to describe value-congruent message appeals used in an agricultural campaign. Paper presented at the annual meeting of the Southern Association of Agricultural Scientists: Agricultural Communications Section, Mobile, AL.
25. Tarpley, T., Steede, S., **Fischer, L. M.**, & Krause, A., Cummins, R. G., & Akers, C. (2017). Moment-to-moment analysis of viewer comfort in response to animal slaughter videos. Paper presented at the annual meeting of the Southern Association of Agricultural Scientists: Agricultural Communications Section, Mobile, AL. **[Third place paper award]**.
26. Gilliam, K., **Gorham, L. M.**, Baker, M., Burris, S., Cummins, R. G., & Irlbeck, E. (2017). Unlocking the mystery in the black box: Promising psychophysiological tools to measure skin conductance, heart rate, and facial electromyography responses. Paper presented at the annual meeting for the Association for International Agricultural and Extension Education. Minneapolis, MN.
27. **Gorham, L. M.**, Gibson, C., & Irlbeck, E. (2016). Making a case for McDonalds: A qualitative case study examining the McDonalds "Our Food Your Questions" campaign. Paper presented at the annual meeting of the Association for Communication Excellence, Memphis, TN.
28. Steede, G. M., **Gorham, L. M.**, & Irlbeck, E. (2016). Be part of the conversation: Exploring perspectives of the student competencies needed to advocate for agriculture. Research paper presented at the annual meeting of the Association for Communication Excellence, Memphis, TN. **[Awarded 2016 Outstanding Article of the Year]**
29. **Gorham, L. M.**, Meyers, C. A., & Matteson, S. M. (2016). Comparing students' writing apprehension scores in a writing-intensive course: A pre-test post-test design. Paper presented at the annual meeting of the Southern Association for Agricultural Scientists: Agricultural Communications Section, San Antonio, TX
30. Qu, S., **Gorham, L. M.**, Huang, P., Lamm, A. J., & Owens, C. T. (2015). How can Extension catch your attention? Evaluating international traveler's perceptions of an educational website. Paper presented at the annual meeting for the Association for International Agricultural and Extension Education. Wageningen, The Netherlands.
31. Qu, S., **Gorham, L. M.**, Rumble, J. N., & Roper, C. (2015). Bringing the farm to the school: Connecting food service directors and agricultural producers through communication. Paper presented at the annual meeting of the Southern Association of Agricultural Scientists, Atlanta, GA.
32. Gorham, L. M., Lamm, A. J., & Rumble, J. N. (2014). Does critical thinking style predict water conservation behaviors? Paper presented at the annual meeting of the Association for Communication Excellence, Portland, OR. **[Awarded 2014 Outstanding Article]**

Refereed Conference Poster Presentations

1. Schuerman, S.**, Lawson, C., **Fischer, L. M.**, Rumble, J., & Scheer, S. (In Review). An exploration of perceptions related to farmers' roles in climate change issues. Proceedings of the 2024 National AAAE Conference: Manhattan, KS.
2. Kitten, K.*, **Fischer, L. M.**, McCallister, D., Kang, Q., & Long, G. (2024). Exploring consumers' intent to purchase sustainable cotton products using the theory of planned behavior. Proceedings of the 2024 National AAAE Conference: Manhattan, KS.
3. Lux, R.*, Meyers, C., & **Fischer, L. M.** (In Review). Checking out the competition: Exploring Sprout Social's listening features. Proceedings of the 2024 National AAAE Conference: Manhattan, KS.
4. Harlan, K., Meyers, C., & **Fischer, L. M.** (In Review). Work smarter, not harder: How educators can use generative AI tools to increase efficiency in their work. Proceedings of the 2024 National AAAE Conference: Manhattan, KS.
5. Hemphill, J.*, **Fischer, L. M.**, Meyers, C., Vylvlecka, B., & Gibson, C. (In Review). Beefing up influencer credibility: The effect of source and message type on perceptions of source expertise and trust. Proceedings of the 2024 National AAAE Conference: Manhattan, KS.
6. Kitten, K.*, **Fischer, L. M.**, & McAllister, D. (2024). "I don't even know what sustainability is": Describing West Texas cotton farmer communication preferences for learning about voluntary sustainability programs. Proceedings of the 2023 National Agricultural Communications Symposium: Atlanta, Georgia. **[Runner-Up Outstanding Research Poster]**
7. White, S.* & Fischer, L. M. (2024). Class activity: How students can turn jargon into messages the public understands. Proceedings of the 2023 National Agricultural Communications Symposium: Atlanta, Georgia. **[Outstanding Innovative Poster]**
8. Huguley, B.*, Kitten, K.*, **Fischer, L. M.**, & Orton, G*. Measuring cattle producers' values for effective values-based communication about encouraging adoption of sustainable practices. Proceedings of the 2023 National Agricultural Communications Symposium: Atlanta, Georgia.
9. Loving, M.*, Lux, R.*, **Fischer, L. M.**, Irlbeck, E., & Rathman, R. (2024). What's the Beef? Strategies cattlemen's organizations currently use to communicate animal science and livestock production to policymakers in the United States. Proceedings of the 2023 National Agricultural Communications Symposium: Atlanta, Georgia.
10. Orton, G., **Fischer, L. M.**, Doerfert, D., Meyers, C. M., & Raven, M. (2023). Leveraging 'Q Method Software' for synchronous online card sorting with American cattle producers. Proceedings of the 2023 National Agricultural Communications Symposium: Atlanta, Georgia.
11. Ryder, D.*, **Fischer, L. M.**, & Woerner, D. (2023). High steaks: Examining student motivations toward participation in agricultural science research. NACTA Conference.
12. Ryder, D.*, & Fischer, L. M. (2023). Benchmark scientists' understanding of a University strategic research plan. Proceedings of the Western AAAE Conference.
13. Catching, K.*, & **Fischer, L. M.** (2023). "Putting myself in my employer's shoes": Implementing target user personas for personal portfolio website creation in the agricultural communications classroom. Proceedings of the National AAAE Annual Conference. **[Top 10 Innovative Poster]**
14. Summerfield, E.*, Lawson, C., & **Fischer, L. M.** (2023). The value in trust: An exploration of personal values in relation to trust in science. Proceedings of the National AAAE Annual Conference. **[Top 10 Research Poster, Distinguished Poster]**
15. Culak, H.*, Doerfert, D., Shank, S.*, Headrick, J., & **Fischer, L. M.** (2023) Student perceptions of influence emerging from agricultural influencer Instagram posts. Proceedings of the National AAAE Annual Conference.
16. Pavelock, M.**, **Fischer, L. M.**, & Lawson, C. (2023). Exploring the public's perception of beef sustainability: Implications for values-based messaging. Proceedings of the National AAAE Annual Conference.

17. Farmer, K**, **Fischer, L. M.**, & Lawson, C. (2023). Exploring generational perceptions toward beef sustainability. Proceedings of the National AAAE Annual Conference.
18. Loving, M.*, Catching, K.*, **Fischer, L. M.**, Orton, G.*, & Lawson, C. (2023). Describing the relationship between trust in science and support for climate change policy. Proceedings of the National AAAE Annual Conference.
19. Farmer, K**, **Fischer, L. M.**, Orton, G.*, White, S.*, Pavelock, M**, Elmore, S.*, & Horton, K.* (2023). Let's talk it out: Exploring moment-to-moment reactions to scientific information by community type. Proceedings of the 2023 National Agricultural Communications Symposium: Oklahoma City, Oklahoma.
20. Orton, G.*, **Fischer, L. M.**, Yang, C.*, Baker, L. (2023). A deep divide: Differences in rural and urban Americans trust of scientists. Proceedings of the 2022 National Agricultural Communications Symposium: Oklahoma City, Oklahoma.
21. Ryder, D.*, **Fischer, L. M.**, Orton, C.* & Lawson, C. (2023). The urban and rural divide: An exploration of how varying community types support climate change policy. Proceedings of the 2022 National Agricultural Communications Symposium: Oklahoma City, Oklahoma.
22. Orton, G.*, **Fischer, L. M.**, & Sutton, J., Huntsman, D¹ (2023). Examining recall of protective action content in graphical tornado warning messages. Proceedings of the 2022 National Agricultural Communications Symposium: Oklahoma City, Oklahoma. **[Outstanding Poster Presentation]**
23. Pavelock, M**, **Fischer, L. M.**, Orton, G.*, Farmer, K**, Elmore, S., & Horton, K.* (2023). Dialing in on trust: A moment-to-moment analysis of reactions to a scientific debate. Proceedings of the 2022 National Agricultural Communications Symposium: Oklahoma City, Oklahoma.
24. Orton, G.*, **Fischer, L. M.**, Horton, M. K. B.*, & Elmore, S*. (2022). Using handheld dials to measure response to scientific information on podcasts. Proceedings of the 2022 Western AAAE Annual Conference.
25. Harlan, K.*, & **Fischer, L. M.** (2022). "You want to call yourself meat?" Beef industry representatives' perceptions on cultured meat products. Proceedings of the 2022 Western AAAE Annual Conference.
26. White, S.*, **Fischer, L. M.**, & Bratcher, C. (2022). An exploration of expert opinion on animal welfare ethics. Proceedings of the 2022 Western AAAE Annual Conference.
27. Orton, G.*, **Fischer, L. M.**, Horton, M. K. B.*, & Elmore, S.* (2022). Examining college students' trust in sources for scientific information. Proceedings of the 2022 Western AAAE Annual Conference. **[Distinguished Research Poster]**
28. Orton, G.* **Fischer, L. M.**, & Lawson, C. (2022). Prioritizing values: Segmenting Texas residents by climate change perceptions. Proceedings of the 2022 Western AAAE Annual Conference.
29. *Ford, H., *Neves, M., & **Fischer, L. M.** (2022). Sharpening assessment: Testing learning management systems written feedback tools. Proceedings of the 2022 National AAAE Annual Conference.
30. Loving, M.*, Ellison, R*, **Fischer, L.** & Lawson, C. (2022). What do they trust? An exploration of trust in science and views of climate change. Proceedings of the 2022 National AAAE Annual Conference.
31. *Orton, G., Meyers, C., **Fischer, L.**, & Doerfert, D. (2022). Agricultural magazines' coverage of climate change in relation to agricultural commodity and geographic location. Proceedings of the 2022 National AAAE Annual Conference.
32. *Horton, K. B., Gibson, C., **Fischer, L.**, & Chambers, T. (2021). College students' perceptions of their own ability versus their peers' abilities to identify fake news on agricultural topics. Proceedings of the 2022 National AAAE Annual Conference.
33. *Horton, K. B., Gibson, C., **Fischer, L.**, & Chambers, T. (2022). Can you believe this? College students' ability to identify fake news on agricultural topics. Proceedings of the 2022 National AAAE Annual Conference.
34. *Powers, K., *Orton, G., **Fischer, L.**, & Lawson, C. (2022). Informed and prepared: An analysis of information sources Texas residents used during Winter Storm Uri. Proceedings of the 2022 National AAAE Annual Conference.
35. *Loving, M., *Ellison, R., **Fischer, L. M.**, & Lawson, C. (2022). What do they trust? An exploration of trust in science and views of climate change. Proceedings of the 2022 National AAAE Annual Conference.

36. *Powers, K. & **Fischer, L. M.** (2022). Student growth through collaboration: The use of peer mentor groups in the classroom. Proceedings of the 2022 National AAAE Annual Conference.
37. *Essary, C., **Fischer, L. M.**, Irlbeck, E. (2022). Classification and clusters: Utilizing hierarchical cluster analysis in agricultural communications research. Presented at the National Agricultural Communications Symposium, New Orleans, LA.
38. *Powers, K. A., **Fischer, L. M.**, & Gibson, C. (2022). Exploring brand awareness and loyalty within a Texas agricultural certification program. Presented at the National Agricultural Communications Symposium, New Orleans, LA. **[First-Runner Up People's Choice Poster]**
39. May, B., Hoover, A.G., McCoy, N., O'Hair, H.D., **Fischer, L.**, Koempel, A., Sanderson, W., & Unrine, J. (2021). Municipal water quality concerns and rebuilding trust in a rural community. Kentucky Water Resources Research Institute Annual Meeting. Lexington, KY: 13 September 2021.
40. *Ford, H., *Neves, M., **Fischer, L. M.** (2021). Testing learning management system written feedback tools. Proceedings of the 2021 Western Region AAAE Annual Conference. **[Outstanding Poster Design]**
41. *Horton, K. B., Gibson, C., **Fischer, L.**, & Chambers, T. (2021). College students' perceptions of their own ability versus their peers' abilities to identify fake news on agricultural topics. Proceedings of the 2021 Western Region AAAE Annual Conference.
42. *Horton, K. B., Gibson, C., **Fischer, L.**, & Chambers, T. (2021). Can you believe this? College students' ability to identify fake news on agricultural topics. Proceedings of the 2021 Western Region AAAE Annual Conference.
43. *Neves, M., & **Fischer, L. M.** (2021). Crafting communicating during crisis: An exploration of the dairy industry's communication response during COVID-19. Proceedings of the 2021 Western Region AAAE Annual Conference.
44. *Wallace, M. L., & **Fischer, L. M.** (2021). Jamming in the classroom: Engaging Generation Z students through collaborative, digital tools. Innovative poster presented at the National Agricultural Communications Symposium. Dallas, Texas. **[First Runner Up Innovative Poster]**
45. *Nesmith, J., *Wasden, B., *McDowell, N., & **Fischer, L. M.** (2020). What do they want? An exploration of agricultural communications skills needed for Kentucky FFA teachers. Research poster presented at the National Agricultural Communications Symposium. Louisville, KY.
46. **Sands, K., & **Fischer, L. M.** (2019). Students stack a foundation for understanding the Associated Press Style. Innovative poster presented at the Association of Communication Excellence. San Antonio, TX.
47. *Roper, C., & **Fischer, L. M.** (2019). Does it really matter? Consumers' lack of differentiation in GMO and CRISPR perceptions. Research poster presented at the Association of Communication Excellence. San Antonio, TX.
48. **Fischer, L. M.**, & Steede, G. (2018). Teaching students to measure the impact of social media campaigns through an industry-based certification. Innovative poster submitted for presentation at the Southern Association of Agricultural Scientists: Ag Communications Section, Jacksonville, FL.
49. **Fischer, L. M.**, Wilkins, K. M., & Meyers, C. A. (2017). Activating arousal: A content analysis of message sensation value and social media engagement of value-congruent messages. Research poster presented at the Association of Communication Excellence. New Orleans, LA.
50. Tarpley, T. G., Maresca, S., Steede, G. M., **Gorham, L. M.**, Akers, C. (2017). Insight into viewer response to animal slaughter videos. Research poster presented at the Association of Communication Excellence. New Orleans, LA.
51. **Fischer, L. M.**, Meyers, C. A., & Tarpley, T. (2017). Going viral: The creation of irresistible social media content. Innovative poster presented at the annual meeting of the American Association for Agricultural Education. San Luis Obispo, CA.
52. **Gorham, L. M.**, Meyers, C. A., & Tarpley, T. (2016). Going viral: The creation of irresistible social media content. Innovative poster presented at the Western regional meeting for the American Association of Agricultural Education, Tucson, AZ.

53. Gilliam, K. C., **Gorham, L. M.**, & Baker, M., Burris, S., Cummins, G., & Irlbeck, E. (2016). Behavioral dispositions of beginning farmers and livestock producers in the Southwestern U.S.: Context Variables with Potential to Inform Education and Communication Programming. Research poster presented at the Western regional meeting for the American Association for Agricultural Education, Tucson, AZ.
54. Kennedy, L., **Gorham, L. M.**, Irlbeck, E., & Tarpley, T. (2016). Developing agricultural communications graduate student recruitment strategies. Research poster presented at the regional Western meeting for the American Association of Agricultural Education, Tucson, AZ.
55. Wilkins, K. M., **Gorham, L. M.**, & Meyers, C. A. (2016). Activating arousal: A content analysis of message sensation value and social media engagement of value-congruent messages. Research poster presented at the regional Western regional meeting for the American Association of Agricultural Education, Tucson, AZ.
56. Steede, G. M., Tarpley, T., Crayton, J., **Gorham, L. M.**, & Gibson, C. B. (2016). The online communications plan: Communicating agricultural sciences to a lay audience. Research poster presented at the Western regional meeting for the American Association of Agricultural Education, Tucson, AZ.
57. **Gorham, L. M.**, Tarpley, T., & Meyers, C. A. (2016). Adding tools to the evaluation toolbox: Exposing undergraduate agricultural communications students to dynamic message evaluation tools. Innovative poster presented at the annual meeting for the American Association for Agricultural Education, Kansas City, MO.
58. **Gorham, L. M.**, & Meyers, C. A. (2016). Keeping up with the professionals: Gaining insight about emerging online media through interviews with experts. Innovative poster presented at the annual meeting of the American Association for Agricultural Education, Kansas City, MO.
59. **Gorham, L. M.**, Steede, G. M., Tarpley, T., & Gibson, C. (2016). Integrating infographics in the classroom: Student perceptions of using infographics to disseminate agricultural information. Innovative poster presented at the annual meeting of the American Association for Agricultural Education, Kansas City, MO.
60. Tarpley, T., **Gorham, L. M.**, & Akers, C. (2016). Exploring meaning: Insight into the semantics of slaughter and harvest. Research poster presented at the annual meeting of the American Association for Agricultural Education, Kansas City, MO.
61. **Gorham, L. M.**, & Meyers, C. A. (2016). Keeping up with the professionals: Gaining insight about emerging online media through interviews with experts. Innovative poster presented at the annual meeting of the Southern Association of Agricultural Scientists, San Antonio, TX.
62. Hainline, M., **Gorham, L. M.**, Trimble, C., & Gibson, C. (2015). Who provides? Ag provides: A Social agricultural awareness campaign. Innovative poster presented at the annual meeting of the American Association for Agricultural Education, San Antonio, TX. **[Awarded Distinguished Innovative Idea Poster Presentation]**
63. **Gorham, L. M.**, Qu, S. Lamm, A., & Telg, R. (2015). Evaluating the usability of websites: An introduction to heat maps. Innovative poster presented at the annual meeting of the American Association for Agricultural Education, San Antonio, TX.
64. **Gorham, L. M.**, Gibson, C., Kennedy, L. & Meyers, C. (2015). Using writing apprehension as a learning tool in agricultural communications classrooms. Innovative poster presented at the annual meeting of the American Association for Agricultural Education, San Antonio, TX.
65. **Gorham, L. M.**, Irlbeck, E., Meyers, C & Lange, M. (2015). Evaluating Interns: An analysis of supervisor's satisfaction of agricultural communications interns. Research poster presented at the annual meeting of the American Association for Agricultural Education, San Antonio, TX.
66. **Gorham, L. M.**, Irlbeck, E., & Lange, M. (2015). Evaluating Interns: An analysis of supervisor's satisfaction of agricultural communications interns. Research poster presented at the annual meeting of the Southern Association of Agricultural Scientists, Atlanta, GA.
67. **Gorham, L. M.**, Qu, S., & Lamm, A. J. (2015). Catching your attention: Using heat maps to determine the usability of websites. Innovative poster presented at the annual meeting of the Southern Association for Agricultural Scientists, Atlanta, GA.

68. **Gorham, L. M.**, Pounds, K. L., Rumble, J. N., & Irani, T. (2014). Translating consumer perceptions of gulf-caught seafood into messages. Research poster presented at the annual meeting of the Association for Communication Excellence, Portland, OR.
69. Qu, S., **Gorham, L. M.**, & Rumble, J. N. (2014). Identifying barriers in farm-to-school: Implications for communication. Poster presented at the annual meeting of the Association for Communication Excellence, Portland, OR.

Edited Book Chapter

1. **Fischer, L. M.**, Lawson, C., & Ruth, T. (2022). Addressing the role of prior experience in the development of risk perceptions, information seeking, and processing behaviors during natural disasters. In O'Hair, D. H. and O'Hair, M. J. (Eds.). Communication and catastrophic events: Strategic risk and crisis management. Wiley. <https://doi.org/10.1002/9781119751847.ch3>

Refereed Extension Publications

1. Telg, R., **Gorham, L. M.**, & Irani, T. (2015). Developing visual elements on the Web. University of Florida Cooperative Extension Service Publication Series (AEC569). Gainesville, FL.
2. Telg, R., **Gorham, L. M.**, & Irani, T. (2015). Developing visual elements on the Web. University of Florida Cooperative Extension Service Publication Series (AEC569). Gainesville, FL.
3. Telg, R., **Gorham, L. M.**, & Irani, T. (2015). The basics of HTML. University of Florida Cooperative Extension Service Publication Series (AEC568). Gainesville, FL.
4. Telg, R., **Gorham, L. M.**, & Irani, T. (2015). Websites: The good and the bad. University of Florida Cooperative Extension Service Publication Series (AEC567). Gainesville, FL.
5. Telg, R., **Gorham, L. M.**, & Irani, T. (2015). Writing a basic Web page. University of Florida Cooperative Extension Service Publication Series (AEC566). Gainesville, FL.
6. **Gorham, L.**, Qu, S., Telg, R. & Lamm, A. (2015). Using heat maps to determine the usability of communication materials. University of Florida Cooperative Extension Service Publication Series (WC198). Gainesville, FL.
7. Dodds, N. M. W., **Gorham, L. M.**, & Rumble, J. N. (2014). Floridians' perceptions of GMOs: GMOs and Florida citrus. University of Florida Cooperative Extension Service Publication Series (WC198). Gainesville, FL.
8. **Gorham, L.**, Telg, R. W., & Irani, T. (2013). Persuasion as a communication tool. University of Florida Cooperative Extension Service Publication Series (WC144). Gainesville, FL.
9. **Gorham, L.**, Telg, R. W., & Irani, T. (2013). Persuasion in messages. University of Florida Cooperative Extension Service Publication Series (WC145). Gainesville, FL. Retrieved from <http://edis.ifas.ufl.edu/wc145>
10. **Gorham, L.**, Telg, R. W., & Irani, T. (2013). Persuasive papers, speeches, and campaigns. University of Florida Cooperative Extension Service Publication Series (WC146). Gainesville, FL.

Abstracts Presented at Professional Meetings & University/College Level Meetings

1. Kitten, K.*, **Fischer, L. M.**, & McAllister, D. (2024). Describing cotton farmer perceptions of voluntary sustainability programs in West Texas. Beltwide Cotton Conference: Cotton Economics and Marketing. Fort Worth, Texas.
2. Vylvlecka, B.*, **Fischer, L.**, Meyers, C., & Gibson, C. (2023). Examining adult consumers' thoughts after viewing beef nutrition influencer messages on social media. Abstract presented at the Davis College Graduate Poster Competition. **[Second Place: Economic and Social Systems, Communication, and Education]**
3. Loving, M.*, Lux, R.*, **Fischer, L. M.**, Irlbeck, E., & Rathman, R. (2024). What's the Beef? Strategies cattlemen's organizations currently use to communicate animal science and livestock production to policymakers in the United States. Abstract presented at the Davis College Graduate Poster Competition.

4. Huguley, B., Kitten, K., Fischer, L. M., Catching, K., Orton, G. (2023). Measuring cattle producers' values for effective values-based communication about encouraging adoption of sustainable practices. Abstract presented at the Davis College Graduate Poster Competition
5. Catching, K., Fischer, L. M., Orton, G. (2023). Breaking down barriers: Examining the benefits and barriers toward adopting sustainable production practices among United States cattle producers. Abstract presented at the Davis College Graduate Poster Competition.
6. Kitten, K.*, **Fischer, L.**, Orton, G.*, & Lawson, C. Exploring generational perceptions toward sustainable agricultural foods and products. Abstract presented at the Davis College Graduate Poster Competition
7. Orton, G.*, **Fischer L.**, & Lawson, C. (2022). Prioritizing values: Segmenting Texas residents by climate change perceptions. Abstract presented at the Davis College Graduate Poster Competition.
8. Farmer, K.**, **Fischer, L. M.**, Orton, G.*, & Pavelock, M.** (2022). Let's talk it out: Exploring moment-to-moment reactions to scientific debate podcasts based on community type. Abstract presented at the Davis College Graduate Poster Competition.
9. Harlan, K.*, & **Fischer, L. M.** (2022). "You want to call yourself meat?" Beef industry representatives' perceptions of cultured meat products. Abstract presented at the Davis College Graduate Poster Competition.
10. White, S.*, **Fischer, L. M.**, Bratcher, C. (2022). An exploration of expert opinion on animal welfare and ethics. Abstract presented at the Davis College Graduate Poster Competition.
11. Loving, M.*, **Fischer, L. M.**, & Lawson, C. (2022). Making a Case for Scientific Communication: Describing the Relationship Between Science Trust and Climate Change Policy Support. Abstract presented at the Davis College Graduate Poster Competition.
12. Ryder, D.*, **Fischer, L. M.**, & Lawson, C. (2022). The urban and rural divide: An exploration of how community types support climate change policy. Abstract presented at the Davis College Graduate Poster Competition.
13. Sutton, J., **Fischer, L. M.**, & Huntsman, D. (2022). Calls to Action in Short Warning Messages: A Comparative Study of Three Hazards. Presented at the American Meteorological Society Annual Meeting in Houston, TX.
14. **Fischer, L. M.**, Sutton, J., & Wallace, M. (2021). Show Me and I'll Remember? Exploring Recall in Response to NWS Tornado Warning Graphics. Presented at the National Weather Association Annual Meeting in Tulsa, Oklahoma.
15. **Fischer, L. M.**, McDowell, N., O'Hair, D., & Unrine, J. (2019, September). Building science communication capacity for water quality research: The role of the citizen scientist. Presented at the UK CARES External Advisory Board Meeting, University of Kentucky.
16. Sutton, J., **Fischer, L. M.**, James, L., & Sheff, S. (2019, November). Behavioral response to ShakeAlert messages: Is 'Drop, Cover, Hold On!' actionable? Presented at the American Geophysical Union Fall Meeting. Retrieved from <https://agu.confex.com/agu/fm19/prelim.cgi/Paper/501779>
17. Sutton, J. & **Fischer, L. M.** (2019, January). Eye-tracking the storm: The effect of variation in presentation of visual risk information. Presented at the American Meteorological Society's 14th Symposium on Societal Applications: Policy, Research, and Practice. Retrieved from <https://ams.confex.com/ams/2019Annual/meetingapp.cgi/Paper/349642>
18. Sutton, J., & **Fischer, L. M.** (2019, June). Visual risk communication: Attention, understanding and decision making in response to a changing tornado scenario. Presented at the American Meteorological Society 5th Conference on Weather Warnings and Communications. Retrieved from <https://ams.confex.com/ams/47BC5WxComm/meetingapp.cgi/Paper/358568>
19. Sutton, J. & **Fischer, L. M.** (2018, December). Eye-tracking the storm: Evaluating visual risk information seeking and processing. Conference proceeding at the Society for Risk Analysis: New Orleans, LA.

Panel Presentations

1. **Fischer, L. M.** (2018). Fostering student creativity in marketing education. Position paper presented at the Marketing Management Association (MMA) Fall Educators' Conference, Kansas City, MO.

2. **Fischer, L. M.** (2018). Fostering student creativity in marketing education. Position paper presented at the Marketing Management Association (MMA) Fall Educators' Conference, Kansas City, MO.
3. **Fischer, L. M.** (2017). Hootsuite for marketing: Teaching students to evaluate a brand's social media presence. Position paper presented at the Marketing Management Association (MMA) Fall Educators' Conference, Pittsburgh, PA

Other Scholarship and Reports

1. **Gorham, L. M.** (2015). Internship Manual. Lubbock, TX: Texas Tech University: Department of Agricultural Education and Communications.
2. **Gorham, L. M.,** Anderson, S., & Rumble, J. N. (2014). Branding of Florida gardens for life. PIE2013/2014-12. Gainesville, FL: University of Florida/IFAS Center for Public Issues Education.
3. **Gorham, L. M.,** Anderson, S., & Lamm, A. J. (2014). FDACS Travelers don't pack a pest: Website survey. PIE2013/14-10. Gainesville, FL: University of Florida/IFAS Center for Public Issues Education.
4. **Gorham, L. M.** (2013). Marketing the Ag Tag. PIE2012/13-17B. Gainesville, FL: University of Florida/IFAS Center for Public Issues Education.

Grants and Extramural Funding

Pending Proposals

1. Co-PI. Young, J et al. (Submitted). Establishing an outreach framework for long-term urban water resiliency in secondary cities. Non-Land Grant Capacity Building Grants. Own Portion: \$37,499.25, Total Awards: \$150,000
2. Co-PI Rajan, K., Fischer, L., Che, Y., Jagadish, K., Legako, J., Machado, V. (Submitted). Crosscutting research to capitalize on Texas High Plains agricultural systems to initiate a sustainably beneficial bioeconomy. Davis College Catalyst Grant. Total Award: \$250,000, Own Portion: \$31,509
1. Co-PI Hales et al. Determining the Energy Cost of Livestock Diseases. Davis College Catalyst Grant. Total Award: \$250,000

Funded Proposals:

TOTAL CAREER FUNDED: \$1,936,091.19 (Total Award); \$863,109.47 (Own Portion)

Total Funded at TTU: \$1,410,247 (Total Award); \$571,946 (Own Portion)

2024

1. Co-PI. Legako, J., Woerner, D., & Fischer, L. M. (2024 – 2025). Industry assessment of beef aging and product handling practices. Total Award: \$46,651.00. Own Portion: \$13,995.30
2. Co-PI. Lawson, C., Rumble, J., & **Fischer, L. M.** (2024-2027). Creating Curriculum to Instill a Research Skillset in Agricultural Communication Undergraduate Students USDA-NIFA: Higher Education Challenge Grant. Total Award: \$246,053. Own Portion: \$78,243.00

2023

3. PI. **Fischer, L. M.** (2023). Exploring adult consumers' source preferences for beef nutrition messages on social media. National Cattlemen's Beef Association. Total Award: \$5,000
4. Co-PI. McCallister, D., **Fischer, L. M.**, & Badruddoza, S. (2023-2027). Developing data-driven marketing incentives for sustainable cotton production throughout the supply chain. USDA NIFA Cooperative State Research Ed and Extension Service. Total Award: \$649,999. Own Portion: \$214,499.67

2022

5. PI. **Fischer, L. M.** & Hales, K. (2022-2024). Cattlemen's Perceptions of Sustainability Initiatives: Insight for Messaging about Sustainable Practices. National Cattlemen's Beef Association. Total Award. \$74,998. Own Portion: \$67,498.20
6. PI. **Fischer, L. M.** (2022). Using Continuous Response Measurement to Evaluate Trust toward Scientific Information. TTU Davis College of Agricultural Sciences & Natural Resources: Undergraduate Research Mini Grant. \$2,000.

2021

7. PI. **Fischer, L. M.** & Gibson, C. (2021). Texas Resident's Brand Awareness and Knowledge of the GO TEXAN Brand. Texas Department of Agriculture. Total Award: \$12,497. Own Portion: \$6,870.70

8. Co-PI. Headrick, J., & **Fischer, L. M.** (2021). Defining Effective Collaboration in the Classroom. TTU College of Agricultural Sciences & Natural Resources: Undergraduate Research Mini Grant. \$2,000.

Total Funded at University of Kentucky: \$525,844 (Total Awards); \$291,162.50 (Own Portion)

2020

9. PI. **Fischer, L. M.** (2020-2022). A Step Toward Social Marketing of Water Quality Issues in Kentucky's Appalachia: Understanding Key Appalachian Stakeholders Needs to Communicate about Water Quality Risks. UK CARES: Career Development Program. Principal investigator. \$75,000 [Awarded, declined due to Move to TTU]

2019

10. Co-PI. Sutton, J., & **Fischer, L. M.** (2019 – 2023). Eye-tracking the storm: Information processing of visual risk communication. National Oceanic and Atmospheric Administration (NOAA): The Verification of the Origins of Rotation in Tornadoes Experiment – Southeast (VORTEX-SE). Total Award: \$299,749; Own Portion: 149,874.50
Note: Transferred to TTU as a sub-award in 2021 with \$55,928.00 subaward remaining.
11. Co-PI. O'Hair, D., & **Fischer, L. M.**, & Unrine, J. (2019-2021). Communicating Risk Information through Community Participatory Processes: Appalachian Drinking Water Health Effects Study. University of Kentucky Center for Appalachian Research in Environmental Sciences (UK CARES). Total Award: \$110,095. Own Portion: \$44,038
12. Co-PI. Sutton, J., **Fischer, L. M.**, & James, L. (2019). Wireless Emergency Alerting for Earthquake Early Warning. United States Geological Survey, IPA. Total Award: \$30,000. Own Portion: \$15,000

2018

13. Co-PI. Vincent, S., Epps, R., **Fischer, L. M.**, & Rice, L. (2018). Elevating you game in agricultural communications. Technical upgrade project request (UK). \$3,500.
14. Co-PI. Sutton, J., & **Fischer, L. M.** (2018-2019). Eye tracking the storm. College of Communication and Information Speeding Data for Researchers VIII. \$7,500.

Proposals Not Funded

1. Co-Pi. Rumble, J., Lawson, C., **Fischer, L. M.** et al (Submitted). Examining the Social Implications of Lab-Grown Meat throughout the Food System to form a Model of Participatory Dialogue for Issues Management. USDA. AFRI. Social Implications of Agricultural Technologies. \$638,638. Own Portion: \$146,609
2. Co-PI. Gill, N. & **Fischer, L. M.** (Submitted 2023). Investigating Resident Perceptions of Forest Wildfire Mitigation Activities in New Mexico's High-Priority Firesheds. Own Portion: 182,168.80
3. Co-PI. McAllister, D., & **Fischer, L. M.** (Submitted 2023). Strategic Messaging Methods to Determine Grower Barriers in Sustainability. \$7,500. Texas Cotton Ginners' Association.
4. Co-PI. Headrick, J., Gill, N., **Fischer, L. M.**, Burris, S., Shaw, A., Barnes, M., Kennedy, L., Perry, G., & Villalobos, C. (Submitted 2022). A CLEAR Path Forward: Empowering Rural Communities and the Future FANH Workforce through Diversity, Equity, Inclusion, and Accessibility. \$20,000,000. Own Portion: 1,875,072.30
5. Co-PI. Hales, K., Rhamn, S., **Fischer, L.**, Galyean, M. (Submitted 2023). Improving Precision Animal Management in Beef Cattle through Optimized Energy Utilization and Decreasing Environmental Impact.

USDA-NIFA Cooperative State Research Ed. & Extension Service. Total Award: \$1,000,000. Own Portion: \$150,000.

6. PI. **Fischer, L. M.**, & Ritz, R., McCallister, D., & Kellison, R. (Pre-Application Submitted 2022). Your Audience Matters: Encouraging Water Conservation Behaviors through Targeted Social Marketing Interventions. Achieving Conservation through Targeting Information, Outreach and Networking (ACTION) Program. Foundation for Food & Agriculture Research. \$280,783.11.
7. Co-PI. Hales, K., **Fischer, L. M.**, Norris, A., Meyers, C., & Irlbeck, E. (Submitted 2022). Creating a marketplace for Climate-Smart Beef. USDA – NRCS – Partnerships for Climate-Smart Commodities. Total Award: \$57,618,841. Own Portion: \$2,880,942.05
8. Co-PI. Simpson, C., Longing, S., **Fischer, L. M.**, & Kelly, B. (Submitted 2022). RECON: Rubber evolution through Crop Optimization for National Security. Total Award: \$11.5 Million. Own Portion: \$387,208.45.
9. Co-PI. Brashears, M. et al. (Pre-Application Submitted 2022). Center for Transdisciplinary One Health Global Innovations. National Science Foundation. \$50 million.
10. PI. **Fischer, L. M.**, Meyers, C., Headrick, J., Gill, N., Barnes, M., & Petry, A. (Submitted 2021). Guiding, Empowering, And Mentoring (Gem) Scholars Program: Building Capacity For Faculty To Mentor Students Through The Writing Process. USDA: National Institute of Food and Agriculture, Non-Land Grant Capacity Building Grant. Total Award: \$149,999. Own Portion: \$90,000.
11. Co-PI. Qu, S., & **Fischer, L. M.** (Submitted 2020). Social Contagion during COVID-19: A Misinformation Modeling Study. Foundational Integrity Research: Misinformation & Polarization. \$109,517.
12. Co-PI. Hahn et al. (Submitted 2020). Communication of personal and environmental cardiovascular risk factors for Appalachian community dwellers. UK Center for Appalachian Research in Environmental Science (UK CARES). \$5,000.

Outreach & Engagement

Industry & Practice Outreach and Engagement

1. **Co-superintendent** for Texas FFA ACOM CDE
Co-directed the planning and execution of the State of Texas Agricultural Communications FFA Agricultural Communications CDE.
2. Session proposal submitted for the Food and Nutrition Conference and Expo (FNCE 2024) titled **“Trust Me, I’m a Dietician: Evidence-based insights to boost credibility and influence on social media.”**
Moderated session in conjunction with Lillie Berman (Program Planner), Shalene McNeill (Moderator), Laura Fischer (Speaker), Amy Goodson (Speaker).
Goal: Share beef nutrition messaging research (funded by National Cattlemen’s Beef Association, a contractor to the beef checkoff) with nutrition practitioners
3. Presenter on **Cattlemen to Cattlemen** (TV Show airing on RFD-TV and YouTube).
Goal: Share expertise and research impact with U.S. cattle producers
4. Attendance at National Cattlemen’s Beef Association’s **Beef Science Summit** as an agricultural communications expert.
Goal: Share agricultural communications expertise to assist in the development of the next beef research agenda.
5. Attendance at **Agricultural Media Summit (2023)** to observe and network with Agricultural Communications Practitioners.
6. Attendance at **Adobe Max (2023)** to observe, learn, and network with graphic designers.
7. Attendance **National Cattlemen’s Beef Association National Convention (2023, 2024)** to collect data with American cattle producers and network with professionals.
8. Planner for **Communicating your Agricultural Story** a workshop for the Texas Youth Livestock Ambassadors (2023, 2024). Held in conjunction with graduate student assistants.
Goal: Introduce agricultural communications to high school students, encourage students to communicate and advocate for the livestock industry.
9. Webinar presenter for the Association for Communication Excellence in Agriculture and Natural Resources Professional Development Series. Webinar title: **Do Values Capture Attention? How Adding Value Statements in your Copy May Spark More Attention.**
Goal: Share message development research and strategy with agricultural and science communication practitioners.
10. Webinar presenter for National Oceanic and Atmospheric Administration’s Science Circle. Webinar title: **Tornado Threat Tweet Design – Looks matter.**
Goal: Share message design research and strategy with U.S. weather forecasters
11. Workshop planner and speaker for a two-day workshop for Kentucky FFA Agriscience Teachers. Workshop title: **Examining the Agricultural Communications FFA CDE (2019).**
Goal: Share curriculum and educational materials focused on agricultural communications with Kentucky

Agriscience Teachers

12. Workshop with Kentucky Thoroughbred Farm Manager's Club focused on **Strategically Creating Positive Communication in Negative Environments**. Kentucky Thoroughbred Farm Managers' Club. Lexington, Kentucky (2018).

Agricultural Education and Communications Academic Profession

1. Orton, G*, & **Fischer, L.** (2024). Leveraging multiple online tools to conduct synchronous online Q-Sorts and interviews with American cattle producers. Round Table Discussion. National Agricultural Communications Symposium. Atlanta, Georgia.
2. **Fischer, L. M.** & Roberts-Hill, L., (2023). Creating collaborative multistate partnerships. Webinar with the Society of Agricultural Communications Scholars.
3. Lawson, C. & **Fischer, L.** (2023). A discipline conversation: Creating undergraduate research opportunities in agricultural and natural resources communication. National Agricultural Communications Symposium. Oklahoma City, OK.
4. Lawson, C. & **Fischer, L.** (2022). Mentoring undergraduate researchers. Workshop presented to the Society of Agricultural Communications Scholars.
5. **Fischer, L. M.**, & Inman, R. (Summer 2020). Team collaboration in online courses. Discussion with the Society of Agricultural Communicators.
6. Society for Agricultural Communicators. (2018, September). Using innovative research technologies: Exploring the Use of Eye Tracking, Dial Testing, and Psychophysiology. Webinar.
7. **Gorham, L. M.**, Krause, A., & Meyers, C. (2016, February). Adding pieces to the puzzle: How dial testing, eye tracking, and psychophysiology can enhance the picture of audience response to agricultural communications messages. Professional development workshop presented at the annual meeting of the Southern Association of Agricultural Scientists, San Antonio, TX.
8. ACE Academic SIG Webinar. (2015, September). The scholarship of teaching among graduate students. Webinar. [Selected Panelist].

Invited Guest Lectures & Presentations

1. **Fischer, L. M.** (2024). The audience analysis. Guest lecture in ACOM 2302.
2. **Fischer, L. M.** (2024). Careers in advertising, public relations, and marketing. Guest lecture in ACOM 1300.
3. Orton, G*, & **Fischer, L. M.** Communicating your science. Guest lecture in Effective Science Communication in Animal Science, Graduate Animal Diseases in Livestock Course, Fall 2023 Seminar
4. **Fischer, L. M.** (2021). Best practices for dial testing. Guest lecture in Lauri Baker (UFs) research seminar on dial testing methods.
5. **Fischer, L. M.** (2022). The Audience Analysis. Guest lecture in ACOM 1300, Introduction to Agricultural Communications.
6. Orton, G*, & **Fischer, L. M.** (2022). The Basics of (APA) Style. Lunch and Learn Seminar Presented to the Department of Agricultural Education and Communications.
7. **Fischer, L.** (2022). The Science of Communicating Science. Presented to ANSC 5001-034: Food Animals & Human Health & Nutrition.
8. Headrick, J., & **Fischer, L.** (2022). Graduate student information session. Presented to TTU Graduate Students in the Department of Agricultural Education & Communications.
9. **Fischer, L. M.** (2021). The Audience Analysis. Guest lecture in ACOM 1300, Introduction to Agricultural Communications.
10. **Fischer, L. M.** (2021). Building a research agenda. Seminar with Scott Burris.
11. **Fischer, L.M.** (2017, January). Dynamic research tools. Invited guest lecture in MCOM 6364: Communication Research Technologies via Skype with Texas Tech University (Dr. Glenn Cummins).

12. **Fischer, L. M.** (2018). Analyzing Audiences. Invited guest lecture in AGEDS 3111: Presentations and Sales Strategies for Agricultural Audiences via Skype with Iowa State University (Dr. Shuyang Qu).
13. **Fischer, L. M.** (2018). Dynamic Message Testing Tools. Research seminar presented to Jillin University collaboration initiative with the Department of Integrated Strategic Communication.
14. **Fischer, L. M.** (2018). Creating Relevancy in Agricultural Science Information: Examining the Role of Motivational Salience on Visual Attention to Agricultural Advertorials. Research Seminar to the College of Communication and Information's faculty and graduate students.
15. College of Communication & Information Graduate Program, University of Kentucky. (2017, March). Panel discussion on the professional job search.
16. **Fischer, L. M.** (2017, December). Strategically Creating Positive Communication in Negative Environments. Kentucky Thoroughbred Farm Managers' Club. Lexington, Kentucky.
17. Teaching, Learning, and Professional Development Center. (2017, May). The Groundwork Program: Teaching Training for Graduate Students. [Selected teaching mentor].
18. Teaching, Learning, and Professional Development Center. (2017, January). The Groundwork Program: Teaching Training for Graduate Students. [Selected teaching mentor].
19. Teaching, Learning, and Professional Development Center. (2016, October 11). The Teaching Portfolio: A Panel Guide to the Development of the TEACH Program Teaching Portfolio. [Selected Panelist].
20. **Gorham, L. M., & Gibson, C.** (2016, June). Creating with Canva: Exploring a Design Tool for Non-Designers. Association for Communication Excellence.
21. **Gorham, L. M., & Tarpley, T.** (2016, February). Exploring message-testing technologies. Lecture and demonstration in ACOM 4311, Convergence in Agricultural Media, Texas Tech University.
22. **Gorham, L. M.** (2016, February). Describing the Ag Provides campaign. Campaign client pitch to ACOM 4305, Agricultural Communications Campaigns, Texas Tech University.
23. **Gorham, L. M.** (2016, February). Making graphics with text in Adobe Illustrator. Lecture in ACOM 2305, Digital Imaging in Agriculture, Texas Tech University.
24. **Gorham, L. M.,** (2015, October). Camera's up! Exploring the components of shooting quality video. Lecture in ACOM 3301, Video Production in Agriculture, Texas Tech University.
25. **Gorham, L., M.,** (2015, October). Exploring the importance of sound and lighting in video production. Lecture in ACOM 3301, Video Production in Agriculture, Texas Tech University.
26. **Gorham, L., M.,** (2015, September). How do we visually communicate about science? Lecture in ACOM 3301, Video Production in Agriculture, Texas Tech University.
27. **Gorham, L. M.** (2014, October). Using and manipulating color in Adobe Photoshop. Lecture in ACOM 2305, Digital Communications in Agriculture, Texas Tech University.
28. **Gorham, L. M.** (2014, October). A word is worth a thousand pictures: Utilizing text in Adobe Photoshop. Lecture in ACOM 2305, Digital Communications in Agriculture, Texas Tech University.

Teaching Experience

Texas Tech University, Department of Agricultural Education and Communications

ACOM 2302 Scientific Communications in Agriculture and Natural Resources

This writing intensive course introduces students in the College of Agriculture and Natural Resources to a variety of types of writing, focusing on professional and scientific. Specifically, students conduct professional writing techniques such as cover letters and resumes. In addition, the second half of the semester focuses on developing science communication through research and a communication toolkit.

ACOM 3311, Web Design in Agricultural Sciences & Natural Resources

This course is designed to focus on creating a real-world, practical working experience using computer-based electronic production tools to prepare students for a career in agricultural communications. Using hands-on experiences, evaluations, and activities, students will develop an understanding in the areas of electronic communication and layout and design for online materials.

ACOM 3300 Communicating Agriculture to the Public

This writing intensive and service-learning course introduces students to the principles of public relations writing. Specifically, students worked with clients to develop media kits (i.e., press releases, blog posts, fact sheets, and brochure copy).

ACOM 4000 Internship in Agricultural Communications

Students conduct an internship, weekly reflections, and present material.

ACOM 4305 Agricultural Communications Campaigns

Principles, practices, and applications of social marketing as they pertain to developing communication campaigns for the food and fiber industry.

ACOM 5305 Public Opinion in Agriculture and Natural Resources [Graduate Course]

This graduate seminar reviews the concept of “public opinion” from a multidisciplinary perspective and examines how the concept applies to the agriculture and natural resources industry. The course reviews the historical development of the concept of “public opinion” and reflects on some of the methodological issues involved in measuring public opinion. We will examine the cognitive dynamics underlying the formation of public opinion surrounding a variety of agricultural, environmental, and scientific issues. Additional topics include the role of media and political power structures in (re)shaping public opinion within the contexts of agriculture and natural resources

ACOM 5307 Utilizing Online Media in Agriculture [Graduate Course]

This course was taught both in-person and via distance to graduate students. It provided in-depth detail of understanding agricultural audiences, digital strategies, visual communication theories and new media technology.

AGED 5301, Special Topics: Social Marketing Campaigns in Agriculture and Natural Resources [Graduate Course]

This course focuses on the introduction of social marketing and how it is being applied throughout the world to foster behavior change. This approach encourages audience members to change behaviors through a strategic planning process. This course will utilize communication theories and frameworks to guide persuasive communication efforts toward behavior change. Students will identify research-based audience needs and develop key communication strategies to encourage behavior change.

AGED 5301 Special Topics: Message Testing in Agriculture and Natural Resources [Graduate Course]

The purpose of this course is to explore experimental, laboratory research of eye tracking and dial testing in applied and scholarly research settings. Students will learn the important role technology can play in understanding human perceptions, experiences, and motivations in relation to visual communication.

University of Kentucky, Department of Integrated Strategic Communication

ISC 261 Strategic Planning and Writing

This course focuses on introducing students to planning and writing in integrated strategic communication. To do so, students are introduced to communication and marketing frameworks. Students are asked to apply target audience market research and AP style to develop communication copy and creative/project briefs.

ISC 331 Advertising Creative Strategy and Execution I

This course focuses on introducing students to creative advertising – both traditional and non-traditional. Students are expected to conduct research to develop a creative brief and develop a variety of advertising (including magazine, television, radio, social/digital, and out of home). Additionally, students prepare an individual ad campaign and multi-faceted group campaign using Adobe Photoshop and InDesign.

ISC 431 Advertising Creative Strategy and Execution II

This course is the following up course to ISC 331, Advertising Creative Strategy and Execution 1. In this course, students are expected to take the materials learned in 331 and refine their ability to meet strategic goals through creative message executions. Students prepare three mock campaigns and one final campaign for a client. Presentation and visual design skills are stressed.

ISC 341 Strategic Public Relations

This course prepares students for careers in public relations. Students conduct research to understand target audiences and create a variety of public relations tactics including press releases, pitch letters, content marketing, and social media campaigns based on public relations frameworks and strategic planning.

ISC 497 Special Topics in ISC: Web Design

Students will learn the fundamentals of digital web design including industry standard code, terminology and design principles. Emphasis placed on strategic processing and planning for specified target audiences.

ISC 497 Special Topics in ISC: Multimedia

This course is designed to focus on creating short-form visual storytelling for the web, social and other forms of digital communication using combinations of photographs, words, audio and video.

LIS 690, Social Media Strategy [Graduate Course]

Social and digital are continuously changing the communications landscape. In this course, students will examine the strategic approach to social and digital media. Emphasis placed on strategic planning for specified target audiences. Students are expected to apply theoretical concepts to practice and develop a social media campaign for a client.

Undergraduate & Graduate Student Advising

Undergraduate Advising

I serve as an undergraduate advisor for students within the Department of Agricultural Education and Communications at TTU. In this role, I help students to prepare for their course selections, brainstorm internship and career explorations, and assist them with other mentorship needs as necessary.

- Spring 2024, 47 students
- Fall 2023, 43 students
- Summer 2023, 14 students
- Spring 2023, 40 students
- Fall 2022, 45 students
- Summer 2022, 20 students
- Spring 2022, 38 students
- Fall 2021, 56 Students
- Summer 2021, 20 Students
- Spring 2021, 14 Students

Doctoral Advising

Chair

Ginger Orton, Ph.D. in Agricultural Communications & Education, Spring 2024 (Chair)
Morgan Aguilar, Ed.D. in Agricultural Education & Communications, Spring 2024 (Chair)

Committee Member

Bruce Wang, Ph.D. in Communication, Anticipated Spring 2025
Jonah Trevino, Ph.D. in Plant and Soil Science, Anticipated Spring 2024
Kameron Rinehart, Ph.D. in Agricultural Communications & Education, Anticipated Spring 2025
Kacie Wilson, Ed.D. in Agricultural Education & Communications, Anticipated Spring 2024
Shayne White, Ph.D. in Agricultural Communications & Education, Spring 2024
Pin-Hsueh Lee, Ph.D. in Agricultural Communications & Education, Fall 2023
Gabby Dudgeon, Ph.D. in Communications (University of Kentucky), Summer 2022

Master's Advising (Thesis)

Chair or Co-Chair

Rylie Lux, M.S. in Agricultural Communications, Anticipated December 2024 (Chair)
Breely Hugulely, M.S. in Agricultural Communications, Anticipated December 2024 (Chair)
Kylie Farmer, M.S. in Agricultural Communications, Anticipated December 2024 (Chair)
Jessica Dammers Hemphil, M.S. in Agricultural Communications, Anticipated Spring 2025
Jana Owens, M.S. in Agricultural Communications, Anticipated December 2025
Kindle Catching, M.S. in Agricultural Communications, Spring 2024 (Chair)
Brooke Vylvlecka, M.S. in Agricultural Communications, Fall 2024 (Chair)
Maci Loving, M.S. in Agricultural Communications, Spring 2023 (Chair)
Elizabeth Schroeder, M.S. in Agricultural Communications, Spring 2021 (Co-Chair)
Madison Wallace, M.A in Communications, August 2021 (Co-Chair, University of Kentucky)

Committee Member

Brandon Larranaga, M.S. in Agricultural Communications, Anticipated May 2025
Kynzie Hardegree, M.S. in Agricultural Communications, Anticipated December 2024
Maria Anastacio, M.S. in Natural Resources Management, Anticipated Spring 2024

Christine Hamilton, M.S. in Agricultural Communications, Spring 2024
Kristin Schechinger, M.S. in Agricultural Communications, Fall 2024
D'Arcy Ryder, M.S. in Agricultural Communications, Fall 2024
Ellison, R. M.S. in Agricultural Communications, Spring 2023
Kylie Harlan, M.S. in Agricultural Communications, Spring 2023
Tatum Whitewood, M.S. in Animal Science, Spring 2023
Shelby Shank, M.S. in Agricultural Communications, Fall 2023
Skylar Elmore, M.S. in Agricultural Communications, May 2022
Katelynn Horton, M.S. in Agricultural Communications, December 2021
Ginger Orton, M.S. in Agricultural Communications, December 2021
Dylan Davidson, M.S. in Agricultural Communications, December 2021
Ch'ree Essray, M.S. in Agricultural Communications, December 2021
Jacelyn Nesmith, M.S. in Community and Leadership Development (University of Kentucky), May 2020

Master's Advising (Non-Thesis)

Chair or Co-Chair

Kally Felcman, M.S. in Agricultural Communications, May 2024 (Chair)
Amanda Sykora, M.A. in Interdisciplinary Studies, December 2022 (Chair)
Bailey Busher, M.S. in Agricultural Communications, Anticipated August 2021 (Chair)
Megan Toffey, M.A. in Communications (University of Kentucky), May 2020 (Chair)

Committee Member

Ryleigh Semanchik, M.S. in Agricultural Communications, Fall 2023
Morgan Humburg, M.S. in Agricultural Communications, Spring 2023
Mackenzie Salyer, M.S. in Horticulture, Horticulture, December 2022
Kendall Harshman, M.S. in Agricultural Communications, December 2023
Chelsey Rudasill, M.S. in Agricultural Education, August 2022
Mattie Dunshee, M.S. in Agricultural Communications, August 2022
Sydney Taylor, M.S. in Agricultural Communications, August 2021
Kaitlyn Matthews, M.A. in Communications (University of Kentucky), May 2020
Symfhani Pitts, M.A. in Communications (University of Kentucky), May 2020
Ashley Murphy, M.A. in Communications (University of Kentucky), May 2018

Undergraduate Research Projects, Texas Tech University

Rachyl Kitten, Spring 2024
Macie Miller, Spring 2023
Emery Robles, Spring 2023 – Fall 2023
Kylie Farmer, Spring 2022 – Spring 2023
McKenna Pavelock, Spring 2022 – Spring 2023
Ashlynn Crimm, Fall 2021

Advisor, AECGO

I serve as the Advisor for the department's graduate organization.

Undergraduate Advisor, University of Kentucky, 2017-2020

I advise my assigned undergraduates on elective courses they should take in the upcoming semester, internships and jobs, study abroad, and ensure they are on track to graduate. I also serve as a mentor for these students, discussing school-related and personal issues that may influence their participation in courses. In addition to meeting once a semester, many of my advisees visit my office for additional advice as needed.

Co-Advisor, UK Ad Club, University of Kentucky, 2017-2020

As the co-advisor for UK's Ad Club (a student chapter of the national American Advertising Federation (AAF) organization), I work with students on club matters, including meetings, speakers, field trips, etc.

Undergraduate Research Advisor, University of Kentucky, 2018-2020

Through grant work, I have hired a variety of undergraduate researchers to help perform. In this role, I work to train them in the data collection strategies and advise them on the work they are completing. I typically meet with them at least once a week.

Honors, Awards, and Accomplishments

Throughout my academic career, I have been humbled to be awarded the following honors and awards for overall, teaching, and research:

Overall Awards:

1. President's Leadership Institute Graduate, 2024, Texas Tech University
2. New Faculty Award, 2022, Texas Tech Alumni Association
3. Outstanding Doctoral Student, 2017, TTU Dept. of Agricultural Education & Communications
4. The CH Foundation Graduate Fellowship, 2014-2017
5. Helen DeVitt Jones Graduate Fellowship, 2014-2016, TTU Graduate School

Teaching & Advising Awards

1. President's Excellence in Academic Advising Awards: New Faculty Advisor, TTU,
2. Apple Polishing Award, 2022, TTU Mortar Board, Nominated by student, Cassidy Bogle
3. Outstanding Faculty for Spring 2021, TTTU CASNR Agricultural Council, Nominated by former students
4. Helen DeVitt Jones, Excellence in Graduate Teaching Award, 2017, TTU Graduate School
5. Teaching and Career Enhancement (TEACH) Fellow, 2015-2016

Research Awards

1. Davis College Scholar, 2024
2. Outstanding Innovative Poster, 2024, National Agricultural Communications Symposium
3. First Runner Up, Outstanding Research Poster, 2024, National Agricultural Communications Symposium
4. Second place presentation, Davis College Poster Competition
5. Top 10 Innovative Poster, 2023, National AAAE
6. Top 10 Research Poster, 2023, National AAAE
7. Second Place People's Choice Research Poster, 2023, National AAAE
8. New Faculty Award, 2022, TTU Alumni Association
9. Distinguished Manuscript, 2022, Western Region AAAE
10. First place presentation, Media & Communications Division, 2022 Arts & Humanities Conference TTU
11. Outstanding Undergraduate Researcher, Awarded to Kylie Farmer, Undergraduate Research Mentee, Davis College
12. Distinguished Poster, 2022, Western Region AAAE
13. Third Place Poster, 2022, Davis College Graduate Student Poster Competition
14. Third Place, 2022, Humanities and Fine Arts, Graduate Student Poster Competition 2022
15. Outstanding Research Paper, 2022, Association for Communication Excellence
16. First Runner Up People's Choice Poster, 2022, National Agricultural Communications Symposium
17. Distinguished Poster Design Award, 2021, Western AAAE Conference
18. First Runner Up Research Paper, 2021, National Agricultural Communications Symposium
19. First Runner Up Innovative Poster, 2021, National Agricultural Communications Symposium
20. Outstanding Research Proposal, 2020, Association for Communication Excellence, Awarded to Jacelyn Nesmith, M.S. Committee Member

21. Journal of Applied Communications, 2020, Article of the Year
22. Outstanding Research Poster, Second Runner Up, 2020, National Agricultural Communications Symposium
23. Outstanding Dissertation Award, 2018, Association for Communication Excellence
24. Distinguished Manuscript Award, 2017, Southern Association of Agricultural Scientists, Agricultural Education Division
25. Third Place Research Paper Award, Southern Association of Agricultural Scientists, Agricultural Communications Division
26. Outstanding Research Paper, 2016, Association for Communication Excellence
27. Journal Article of the Year, Runner Up, 2016, Journal of Applied Communications
28. Distinguished Innovative Poster, 2015, National AAAE
29. Outstanding Research Paper, 2014, Association for Communication Excellence

Service & Leadership

Academic Associations and Organizations

- | | |
|----------------|--|
| 2014 - Present | Association of Communication Excellence in Agriculture and Natural Resources (ACE) |
| 2014 - Present | American Association for Agricultural Educators (AAAE) |
| 2017 - 2020 | Association for Education in Journalism and Mass Communication |
| 2016 - 2017 | Texas Tech University, Gamma Sigma Delta, Inducted Member |
| 2014 - 2017 | Texas Tech University, Agricultural Education and Communications Graduate Student Organization |
| 2013 - 2017 | Agricultural Communicators of Tomorrow |
| 2013 - 2-14 | University of Florida, AEC Graduate Student Association |
| 2013 - 2014 | University of Florida, Alpha Tau Alpha, Inducted Member |

Academic Association Leadership

- | | |
|---------------|---|
| 2023-Present | Association of Communication Excellence in Agriculture and Natural Resources (ACE), Board of Directors, Research Director |
| 2023-Present | <i>Journal of Applied Communications</i> , Board Member |
| 2022- Present | Western AAAE, Research Committee Member |
| 2022 | Western AAAE, Panel Reviewer |
| 2021-2022 | Member Services Committee, Western AAAE |
| 2021-2022 | Association of Communication Excellence in Agriculture and Natural Resources (ACE), Research and Academic SIG, Chair |
| 2020- 2021 | Association of Communication Excellence in Agriculture and Natural Resources (ACE), Research and Academic SIG, Vice Chair |
| 2019 - 2020 | Association of Communication Excellence in Agriculture and Natural Resources (ACE), Research and Academic SIG, Research Director |
| 2018 - 2019 | Association of Communication Excellence in Agriculture and Natural Resources (ACE), Research and Academic SIG, Professional Development Chair |
| 2017 - 2018 | Association of Communication Excellence in Agriculture and Natural Resources (ACE), Research and Academic SIG, Secretary |
| 2014 - 2017 | Agricultural Education and Communications Graduate Student Organization, Treasurer |
| 2015 | Southern Association of Agricultural Scientists, Agricultural Communications Division, Graduate Student Representative |
| 2013-2017 | Agricultural Communicators of Tomorrow, Graduate Student Mentor |

2013-2014 University of Florida, AEC Graduate Student Association, Social Media Director

Reviewer

2017 - Present Journal of Applied Communications Manuscript Reviewer
2018- Present National Agricultural Communications Symposium, Paper Reviewer
2019 Science Communication, Manuscript Reviewer
2019 - Present Association for Communication Excellence, Outstanding Thesis Reviewer
2018 Association for Education in Journalism and Mass Communication, COMSHER, Paper Reviewer
2018 Journal of Applied Communications, Article of the Year Award Reviewer
2017 - 2018 Southern Association of Agricultural Scientists, Agricultural Communications Division, Poster Reviewer
2015 - Present Association of Communication Excellence, Paper Reviewer National ACE Research Conference
2015 - Present American Association for Agricultural Educators, National AAAE Poster Reviewer
2015 - 2016 Undergraduate Research Conference, Texas Tech University, Oral Presentation Reviewer

Departmental & College Service

2023 TTU Davis College, Search Committee, Associate Dean of Research
2021-2023 TTU CASNR Committee, Research and Graduate Studies
2023 Agricultural Education & Communications Graduate Organization, Faculty Advisor
2020 Curriculum Committee, Department of Integrated Strategic Communications, University of Kentucky
2019-2020 UK College of Communication and Information, Strategic Planning Committee
2017 - 2019 Student Success and Diversity Committee, Department of Integrated Strategic Communication, University of Kentucky
2017 - Present Ad Club (American Advertising Federation), University of Kentucky, Co-Faculty Advisor
Fall 2017 Search Committee Member, ISC Director of Undergraduate Studies position, University of Kentucky

Service to Industry

2024 Texas FFA Agricultural Communications, CDE, Superintendent
2022, 2023 Texas 4-H Youth Livestock Ambassadors, Workshop Director
2021 - Present Texas FFA, Agricultural Communications CDE, Facilitator
2019 - 2020 Lexington Ad Club (American Advertising Federation), Education Chair
2017 - 2020 Lexington Ad Club (American Advertising Federation), Education Committee
Spring 2018, 2019 Kentucky FFA Association, Agricultural Communications Career Development Events (CDE) campaign plans book judge
Spring 2015, 2016, 2017 Texas FFA Association, Agricultural Communications Career Development Events (CDE) writing and AP Style judge
Fall 2015, 2016 Texas FFA Association, Job Interview Leadership Development Events (LDE) job application and interview judge,
Spring 2013, 2014 Florida FFA Association, Agricultural Communications Career Development Events (CDE) judge and volunteer

Selected Professional Development Activities

- Leadership 2.0 Certification, Conflict Management Training, October 2023
- Presidents Leadership Institute, 2023-2024
- Adobe Max Conference, October 2023
- Agricultural Media Summit, August 2023
- Women Faculty Writing Program, Spring 2022
- CASNR Faculty Fellows, Fall 2021-Spring 2022
- Community Engaged Scholarship: How to Create, Define, and Publish! Workshop, TLPDC, Fall 2021
- Early Career Faculty Writing Group, Spring 2021, Summer 2021, & Fall 2021