

# LINDSAY W. KENNEDY, PH.D.

AGRICULTURAL COMMUNICATIONS ASSISTANT PROFESSOR OF PRACTICE

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## EDUCATION

**Ph.D., Agricultural Communications and Education, August 2018**

Texas Tech University, Lubbock, Texas

Concentration: Agricultural Communications, GPA: 4.0

**M.S., Agricultural Education, December 2006**

Texas Tech University, Lubbock, Texas

Concentration: Agricultural Communications, GPA: 4.0

**B.S., Agricultural Education, Communication & Technology, May 2005**

University of Arkansas, Fayetteville, Arkansas

Concentration: Agricultural Communications, GPA: 3.86

## WORK EXPERIENCE

**Assistant Professor of Practice**

*Department of Agricultural Education and Communications, Texas Tech University*

*Lubbock, Texas, September 2019 – Present*

- Teach undergraduate agricultural communications courses in photography, scientific writing, and publication development throughout the academic year.
- Produce the *Agriculturist* magazine in conjunction with teaching the Development of Agricultural Publications course within the ACOM Block each spring; includes supervising the sale of advertising, coordinating with campus and industry professionals for story ideas, selecting and supervising the student editorial team, and printing and mailing the publication.
- Develop and maintain industry relationships that benefit our students through internship and career opportunities.
- Advise approximately 55 undergraduate agricultural communications students and provide career mentoring.
- Assist with departmental activities, events, and committees related to agricultural communications, education, and leadership.
- Serve on agricultural communications graduate committees for both masters and doctoral level students.
- Coordinate the agricultural communications internship program and course.
- Serve on departmental, college, and university committees.
- Conduct research in agricultural communications, specializing in the scholarship of teaching and learning, organizational communications, and program development.

**Program Director of the Matador Institute of Leadership Engagement (MILE)**

*Davis College of Agricultural Sciences & Natural Resources, Texas Tech University*

*Lubbock, Texas, 2017-present*

- Manage development and implementation of the Davis College MILE Program.
- Engage with the MILE Advisory Committee, which is made up of industry professionals and Davis College stakeholders.
- Coordinate the 14-student cohort recruitment and selection process.

- Develop course syllabi and curriculum for the three MILE-specific courses, including AGSC 2302, AGSC 3301, and AGSC 3302.
- Coordinate individual program meetings and trips in Texas and Washington, D.C., which includes extensive networking and engagement with agriculture industry representatives.
- Develop and maintain industry relationships for fundraising and program support efforts.
- Work with the Davis College development office to create and execute fundraising strategies and materials.
- Write and design communication and marketing materials to promote the program and aid in fundraising efforts.
- Present to regional, state, and national agricultural organizations about the MILE Program to enhance industry engagement and aid in fundraising efforts.
- Supervise and co-chair a full-time graduate assistant that assists with program implementation and conducts program evaluation research on MILE.

#### **Instructor**

***Department of Agricultural Education and Communications, Texas Tech University***

***Lubbock, Texas, September 2015 – August 2019***

- Taught agricultural communications courses in photography, publication development, and writing throughout the academic year.
- Worked with ACOM faculty to coordinate the continued development of the ACOM block course structure and curriculum.
- Participated in departmental faculty and planning meetings.
- Advised approximately 40 undergraduate ACOM students.
- Served on agricultural communications graduate committees.
- Conducted research in agricultural communications, focusing on the scholarship of teaching and learning and organizational communications.

#### **External Affairs Director and Sorghum Grower Magazine Editor**

***National Sorghum Producers and United Sorghum Checkoff Program***

***Lubbock, Texas, 2010-2014***

- Managed all communications activities, programs, budgets, and staff (full-time and interns) for NSP/USCP.
- Developed and carried out strategic communications plans in coordination with state and national level sorghum industry organizations and related staff.
- Wrote, edited, and managed production of *Sorghum Grower Magazine* (nationwide circulation of 40,000).
- Represented U.S. sorghum industry in D.C. during visits with members of Congress and related federal agencies.
- Developed and maintained regional, state, and national media relations.
- Worked with a communications agency to develop media buys, branding, and strategic communication.
- Worked with USDA and federal agencies on required USCP communication approvals and projects.
- Led and coordinated NSP and USCP's core grower educational programs and branding campaigns, including Leadership Sorghum, Sorghum U, and D.C. Fly-Ins.

#### **Communications Director**

***Texas Corn Producers Board and Texas Peanut Producers Board***

***Lubbock, Texas, 2007-2010***

- Managed all communications activities for TCPB and TPPB.
- Led crisis communications efforts during 2008 food vs. fuel debate and 2009 peanut salmonella outbreak.

- Coordinated events with international buyers, food bank peanut butter drives, and producer events.
- Represented the Texas corn industry in D.C. during visits with members of Congress and state and federal agencies.
- Hired and managed communications interns.
- Coordinated cooperative communications activities with other national and state commodity groups.

#### **Founding Managing Editor**

##### ***Ozarks Farm & Neighbor—Arkansas***

*Prairie Grove, Arkansas, 2006-2007*

- Helped establish new Arkansas edition of *Ozarks Farm & Neighbor*.
- Developed a circulation of 16,000 readers in a 15-county region of Northwest Arkansas.
- Managed the Arkansas office; hired and managed freelance writers and photographers.
- Coordinated, wrote, and edited content for the entire publication.
- Sold advertising and managed clients and advertising database.

#### **Teaching and Research Graduate Assistant**

##### ***Department of Agricultural Education & Communications, Texas Tech University***

*Lubbock, Texas, 2005-2006*

- Served as a teaching assistant for undergraduate agricultural communication courses in video production, layout and design, and writing.
- Conducted thesis research with Cindy Akers, Ed.D. on the professional development needs of agricultural communicators.

#### **Intern and Freelance Writer**

##### ***High Plains Journal***

*Dodge City, Kansas, 2004-2006*

- Covered the wheat beat during the summer of 2004 and published weekly articles on the national wheat harvest progress.
- Gained experience in the entire publication production process, including advertising sales, copy editing, publication marketing, editorial leadership, and printing and mailing.
- Served as a South Plains correspondent for High Plains Journal's Region 5 coverage area.
- Wrote feature and news stories on agricultural issues and events affecting the region.
- Shot supporting images to submit with written work.

#### **Freelance Writer**

*2003-2006*

- *Ozarks Farm & Neighbor, Lebanon, Missouri*
- *Cattlemen's News, Joplin Regional Stockyards, Joplin, Missouri*
- *High Plains Journal, Dodge City, KS*

## **TEACHING**

#### ***Undergraduate Course Lead Instructor***

##### **ACOM 4410, Development of Agricultural Publications**

*Fall 2016 (32 students), Spring 2017 (22 students), Fall 2017 (22 students), Spring 2018 (34 students), Spring*

2019 (51 students), Spring 2020 (39 students), Spring 2021 (44 students), Spring 2022 (44 students), Spring 2023 (53 students), 2024 (46 students)

Senior-level course in the Agricultural Communications Block. Students integrate various skills including writing, editing, and layout in producing agricultural publications. Emphasis upon computer software applications in agricultural publishing.

- Capstone, writing-intensive course that teaches feature story writing, editing, photography, and advertising principles for magazine publication.
- 2021 issue was the largest *Agriculturist* to date with 120 pages. Students sold nearly \$30,000 in advertising.
- Included in the four-course ACOM Block for seniors.
- Manage the *Agriculturist* website where all articles written in the course are published.
- Students write and photograph stories and sell advertising to produce *The Agriculturist* magazine, which is circulated to 4,800 alumni, faculty, staff, prospective students, Texas high school agricultural education programs, Davis College donors, and magazine sponsors.
- *The Agriculturist* has been recognized by the National Agricultural Alumni Development Association:
  - 1<sup>st</sup> place student-produced magazine, 2017, 2022
  - 2<sup>nd</sup> place student-produced magazine, 2020, 2019
- Students' work in the magazine has been recognized by the National Agricultural Communicators of Tomorrow:
  - 1<sup>st</sup> place student-produced magazine, 2019
  - Excellence in Writing Award, 2017
  - 1<sup>st</sup> place long feature story, 2017, 2018, 2021
  - 1<sup>st</sup> place short personality story, 2021
  - 2<sup>nd</sup> place student-produced magazine
  - 1<sup>st</sup> place online publication, 2019

#### **CMI 4313-H04, Adventure Media**

*Spring 2024 (16 Students)*

Adventure Media offers students practical, creative, and strategic insight and experience in assessing and producing media focused on adventure travel and outdoor recreation by placing them in the middle of it. The course uses several active outdoor lab/class sessions leading up to a week-long, 100-mile bikepacking expedition in the rugged Trans-Pecos and Chihuahuan desert mountainscape of Big Bend Ranch State Park.

- The course has a unique learning ecosystem centered around various hands-on, industry-standard, and creative media production practices that editorially document and feature, as well as commercially promote, this outdoor activity and its impact on place-based literacy and lifestyle.
- As a result, students will be exposed to challenging, real-world production environments and leave the course with applicable, high-quality portfolio material useful in showcasing their skills and industry understanding to potential employers in this and like fields.
- Taught this course as a co-instructor with an overload from the Honors College.

#### **AGLS 4308, Organizational Leadership Development in Agriculture and Natural Resources**

*Fall 2019 (29 Students)*

Human behavior in organizations, the role of leadership in organizational performance, and the process of organizational change and improvement.

- Describe organizational leadership theories and identifies personal and group roles according to organizational theories.
- Explain measures for evaluating effective leadership.

- Help students determine and execute appropriate leadership decisions.

### **ACOM 4305, Agricultural Communications Campaigns**

*Fall 2015 (19 Students), Fall 2017 (17 Students)*

Senior-level capstone, service-learning course that focuses on the principles, practices, and applications of social marketing as they pertain to developing communication campaigns for the agriculture industry.

- Senior-level capstone course in which students master the principles, practices, and applications of general and social marketing as it pertains to developing communication campaigns for the food and fiber industry.
- Students work with an actual client and create an integrated marketing campaign that a regional agricultural organization can use. Campaign must be guided by research and include a strong social media plan.
- Course designed as a service-learning course in the University Catalog.

### **AGSC 3301, MILE Program Service Leadership**

*Fall 2018 (14 Students), Fall 2020 (14 Students), Fall 2022 (14 students)*

- Enhances students' leadership skills through learning and experiencing agricultural sciences and natural resources service leadership development.
- Students plan and participate in a service project during the semester.
- Students attend a week-long trip to D.C. to meet with legislators, agency representatives, and organization leaders to get a better understanding of federal agricultural policy and national issues.
- Occurs during the second semester of the three-semester program.

### **AGSC 3302, MILE Program Community Leadership**

*Spring 2019 (14 Students), Spring 2021 (14 Students), Spring 2023 (14 students)*

- Course focuses on developing students' understanding of entrepreneurship and community leadership.
- Features a trip to Austin, Texas, during the Texas Legislative Session.
- MILE Program graduation.
- Occurs during the third semester of the three-semester program.

### **ACOM 2303, Digital Imaging in Agriculture**

*Spring 2016 (30 Students), Summer 2016 (11 Students), Spring 2017 (31 Students), Summer 2017 (15 Students), Spring 2018 (33 Students), Summer 2018 (15 Students), Fall 2018 (23 Students), Summer 2019 (15 Students), Fall 2019 (29 Students), Fall 2020 (34 Students), Fall 2021 (36 Students), Summer 2022 (13 students), Fall 2023 (39 students)*

Basics of composition, techniques, and lighting involved in photographing agricultural images. Students will learn about photographing agricultural subjects, people, and landscapes.

- Focuses on fundamental elements of photography, including composition and style.
- Uses industry relationships to provide an end-use for students' photos.
- Technical issues involving cameras, lenses, equipment, and digital file management are addressed.
- Students develop a digital portfolio to develop their photographic selection abilities.
- Students are introduced to Adobe Lightroom photo cataloging software.
- Developed a new summer intersession section of ACOM 2303 in 2016.
- Summer section includes a two-week, field-based course that focuses on experiences in agricultural and natural settings and portfolio development.

**ACOM 2302, Scientific Writing in Agriculture and Natural Resources**

*Spring 2015 (32 Students), Fall 2015 (32 Students), Spring 2016 (23 Students), Fall 2016 (33 Students), Summer 2016 (32 Students), Fall 2020 (32 Students), Spring 2021 (29 Students), Fall 2021 (35 Students), Spring 2022 (27 Students), Spring 2023 (20 students)*

- Writing-intensive course that teaches technical, business, and research writing to agricultural communications majors.
- Students learn how to properly write business letters, emails, and technical reports.
- Students critique and improve existing communications documents and develop a research proposal.
- To prepare students for news writing coursework, they are introduced to AP Style and are required to take the Grammar, Spelling, and Punctuation Test in this course.
- Taught online section for non-majors, and developed weekly modules addressing GSP, research writing, and business writing.

**AGSC 2302, MILE Program Personal Leadership**

*Spring 2018 (14 Students), Spring 2020 (14 Students), Spring 2022 (14 Students), Spring 2024 (14 Students)*

Provides students with an understanding of agricultural sciences and natural resources leadership through workshops, personality tests, leadership literature, professional development activities, networking opportunities, hands-on agriculture tours, and team building activities.

- Focuses on providing students with a better understanding of personal leadership through applied workshops, personality tests, leadership literature, professional development activities, networking opportunities, hands-on agriculture tours, and team building activities.
- Field-based learning experiences include agriculture tours in South Texas.
- Occurs during the first semester of the three-semester program.

**ACOM 1300, Introduction to Agricultural Communications**

*Spring 2020 (37 Students, non-majors)*

An overview of information systems and media associated with the agricultural industry for non-majors in the College of Agricultural Sciences and Natural Resources.

- Described agricultural communications career options to non-majors in the College of Agricultural Sciences and Natural Resources.
- Focused on basic communications skills including understanding audiences, interpersonal communication, and communication channels.
- Provided basic understanding of public relation concepts and skills within the agriculture industry.

**Other Teaching Responsibilities****ACOM 4000, Internship in Agricultural Communications**

*Fall 2015 – Fall 2021*

- Coordinated the agricultural communications internship course, which included creating and managing assignments associated with students' internship experiences.
- Updated and evolved the ACOM internship handbook to reflect needed changes in the internship program, industry feedback, and needed information for students.
- Restructured the course assignments to reflect current industry demands, including the use of online portfolios and presentations.
- Coordinated student evaluation process by their supervisors.
- Managed and maintained industry relationships to benefit student internship opportunities and experiences.

## INVITED LECTURER

### ACOM 1300, Introduction to Agricultural Communications

- High Impact Learning Experiences in ACOM, Spring 2024
- *Internships in Agricultural Communications*, Fall 2021
- *Working for Commodity Organizations*, 2012, 2015-2018
- *Computer Care 101 and Working with Cloud Storage*, Spring 2019, Fall 2019

### ACOM 3300, Communicating Agriculture to the Public

- *CASNR MILE Program Overview*, Fall 2021

### ACOM 4001, Agricultural Communications Special Problems: Study Abroad in Belize

- *An introduction to Adobe Lightroom*, 2016.

### AGED 4001, International Agricultural Development, Special Problems

- *An overview of the Ogallala Aquifer*, 2016.

### ACOM 2200, Professional Development in Agricultural Communications

- *Women in Agriculture "The View," 2009-2013.*

## INNOVATIVE TEACHING

### Agricultural Communications Block Course Structure

- Assisted in the development and implementation of the new agricultural communications block course structure.
- The block was created to integrate four senior-level courses to give students a real-world communications experience that incorporates course level objectives, management, strategic communications, critical thinking, and problem solving.
- All four courses integrate lessons and assignments to provide a comprehensive communications experience.
- No other agricultural communications program in the country is doing this type of learning experience.

### ACOM 2303 Experiential Intersession Course

- Developed and implemented a field-based, two-week, intersession section of ACOM 2303: Digital Imaging in Agriculture.
- The intersession's experiential course structure allows for lengthier class periods and flexibility in how and where the course is taught.
- Intersession class time is spent traveling to farms, ranches, and outdoor locations where students can photograph agricultural subjects.
- Research using students' mean assignment scores found student performance and understanding of photography principles were higher in the intersession format of the course.

## UNDERGRADUATE ADVISING

- Academic advisor for approximately 55 undergraduate agricultural communications students at Texas Tech University.
- Create an individualized degree plan based upon students' academic and career goals and areas of interest.
- Provide career mentoring during advising and throughout the semester.

## GRADUATE STUDENT COMMITTEES

**Doctoral Dissertation**  
**Committee Member**

1. Austin Moore May 2021

**Master's Thesis**  
**Co-Chair**

1. Bailey Sipes December 2024
2. Dayton Wood May 2024  
*Between Flames and Facebook: A Content Analysis of Government Operated Facebook Pages Used During the 2022 New Mexico Wildfire Season*
3. Haleigh Erramouspe May 2023  
*A Case Study Using Q Methodology to Explore the Attitudinal Orientation of High Plains Sorghum Producers Toward Sustainable Agricultural Practices*
4. Grace Vehige December 2021  
*National Cattle Breed Association Members' Attitude Toward and Perceptions of Digital Advertising*
5. McKenna Johnson May 2021  
*Examining Students' Perceptions of a High-Impact Agricultural Learning during the COVID-19 Pandemic*
6. Katelin Spradley December 2020  
*A Case Study of the COVID-19 Experiences of Communication Directors for Texas Agricultural Organizations*
7. Adrian Smith August 2019  
*An Examination of students' perceptions toward university recruitment photographs*
8. Kelsey Smith May 2019  
*A case study: Student perceptions of a high-impact agricultural learning experience*

**Committee Member**

1. Cambry Cline May 2025
2. Alexa Salinas May 2024  
*A case study investigation of diversity and inclusion programs across limited U.S. agriculture-based organizations*
1. Kylie Harlan May 2023  
*Exploring student perspectives of interactive virtual tours in an agricultural education context*
2. Emma Stonum May 2022  
*An analysis of USDA Commodity Programs and the utilization of influencers on Instagram*
3. Taylor Belle Matheny December 2020  
*Examining the effect of source credibility and message framing to correct misinformation about plant-based meat on social media*
4. Jaelyn Peckman May 2020  
*Exploring the influence of the gluten-free" label claim on parents' food purchasing decisions*
5. Yasmin Rey May 2020  
*A case study on reauthorizing the Supplemental Nutrition Assistance Program*



## **PROGRAM DEVELOPMENT**

### **Matador Institute of Leadership Engagement (MILE) Program**

- Developed and implemented a new leadership and professional development program for selected undergraduate students in the Davis College of Agricultural Sciences and Natural Resources at Texas Tech.
- The MILE Program seeks to develop student participants' personal and professional skills while exposing them to the key issues affecting local, state, and national agriculture and policy.
- The program is designed to provide participants with a competitive edge when seeking career opportunities after graduation.

### **Mentor MILE Initiative**

- Created this companion program within MILE in spring 2022 to provide additional industry engagement opportunities for students.
- Initiative pairs industry professionals located in the Lubbock area with each of the 14 MILE cohort members.
- These industry professionals commit to meeting with their assigned MILE student at least once per semester during the length of each MILE cohort (three semesters) to provide mentoring and life advice while developing a professional relationship with the student.

### **Bridge Adventure Program**

#### **Leadership Sorghum**

- Created and implemented a new program for the United Sorghum Checkoff Program designed to develop farmer leaders for the sorghum industry.
- Coordinated five sessions over 16 months to teach sorghum farmers about the sorghum industry, develop their leadership skills, and engage them with industry professionals.
- The program also includes professional development sessions to enhance personal communication skills and leadership abilities to prepare them to be a commodity board member or advocate for agriculture and sorghum.
- The program continues today, and graduates have since taken state and national leadership positions within the industry, including the chairman of the National Sorghum Producers.

#### **Sorghum U**

- Led the Sorghum Checkoff in the development of the Sorghum U farmer education program in conjunction with the High Plains Journal.
- Between 2013 and 2014, nine Sorghum U events were held in Texas, Kansas, Nebraska and South Dakota with a total approximate attendance of 1,000 farmers and industry members.
- Managed all digital communication for the program, including [SorghumU.com](http://SorghumU.com), promotional video production and presentation distribution.
- Sorghum U created a new culture in sorghum farmer education through its break-out session approach and has influenced how other groups are structuring their grower meetings.

## **RESEARCH**

### **Personal Research Statement**

I research the scholarship of teaching and learning in agricultural communications with an emphasis on experiential learning techniques. Specifically, I am interested in how high impact learning experiences and course formats can influence student performance and motivation in photography education and leadership development programs. I also explore the communications processes within agricultural organizations with the goal of identifying opportunities and constraints to improve these processes in industry.

### Scholarly Publications - 3

Kubacak, K., Meyers, C., Ford, H., Li, Nan., & Kennedy, L. (2022). Influence of message theme on consumer perceptions of lab grown meat. *Journal of Applied Communications*, 106(1).  
<https://doi.org/10.4148/1051-0834.2401>

Kennedy, L., Akers, C., and Jackson, R. (2017). Using an experiential learning design to teach photography in agricultural communications. *Journal of Applied Communications*, 101(4). <https://doi.org/10.4148/1051-0834.1222>

Setterbo, K., Akers, C., Tarpley, T., Kennedy, L., Doerfert, D., & Gibson, C. (2017). Going against the grain: Recruiting atypical students into a college of agriculture. *NACTA Journal*, 61(1), 51.

### Scholarly Paper Presentations - 11

Harlan, K., Meyers, C., Fischer, L., & Kennedy, L. (2024). *Exploring student perceptions of an interactive virtual tour of an agricultural facility*. Proceedings of the annual meeting of the American Association for Agricultural Education, Manhattan, KS.

Harlan, K., Meyers, C., Fischer, L., & Kennedy, L. (2023). *Vicariously visiting an agricultural facility: Exploring student perceptions of an interactive virtual tour*. Proceedings of the annual meeting of the Western Region American Association for Agricultural Education, Logan, UT.

Erramouspe, H., Kennedy, L., Doerfert, D., & Hill, N. (2023). *A case study using Q methodology to explore the attitudinal orientation of sorghum producers toward sustainable agricultural practices*. Proceedings of the annual meeting of the Western Region American Association for Agricultural Education, Logan, UT. *Distinguished Manuscript Award*.

Vehige, G., Kennedy, L., Doerfert, D., & Meyers, C. (2022). *Generational Differences in Beef Cattle Breed Association Members' Digital Advertisement Consumption Behaviors*. Proceedings of the annual meeting of the Western Region American Association for Agricultural Education, Las Cruces, N.M.

Kennedy, L. & Hill, N. (2021). *A case study: Communications strategies used to establish a school of veterinary medicine*. Proceedings of the annual meeting of the Western Region American Association for Agricultural Education, Bozeman, MT.

Matheny, T. B., Meyers, C., Kennedy, L., & McCord, A. (2021, May 24-27). *Correcting misinformation on social media: The effect of source and message framing on cognitive conflict* [Paper presentation]. American Association for Agricultural Education Annual Conference, Virtual.

Kennedy, L., Hill, N., Akers, C., Doerfert, D., Cartmell, D., & Chambers, T. (2020). *Examining the influence of photography instructional methods on students' perceived learning experience*. Proceedings of the annual meeting of the Western Region American Association for Agricultural Education, Virtual Conference.

Boykin, K., Meyers, C., Li, N., & Kennedy, L. (2020). Influence of message themes on consumer perceptions of lab grown meat. Proceedings of the annual meeting of the American Association for Agricultural Education, Oklahoma City, OK.

- Smith, K., Akers, C., **Kennedy, L.** Frazee, S., & Burris, S. (2019). *A case study: Student perceptions of a high-impact agricultural learning experience*. Proceedings of the annual meeting of the Western Region American Association for Agricultural Education, Anchorage, AK.
- Smith, A., Akers, C., **Kennedy, L.**, & Foster, J. (2019). *An examination of student perceptions toward university recruitment photographs*. Proceedings of the annual meeting of the Western Region American Association for Agricultural Education, Anchorage, AK.
- Meyers, C., Li, N., **Kennedy, L.**, Gibson, C. & Irlbeck, E. (2019). *The Ag Comm Block: An innovative approach to the capstone experience*. Engaged Scholarship Consortium, Denver, CO.
- Meyers, C., Li, N., **Kennedy, L.**, Gibson, C. & Irlbeck, E. (2019). *The Ag Comm Block: An innovative approach to the capstone experience*. Regional Engaged Scholarship Symposium, Lubbock, TX.
- Meyers, C., **Kennedy, L.**, Gibson, C. & Irlbeck, E. (2018). *The Ag Comm Block: An innovative approach to the capstone learning experience*. Oral presentation at the annual meeting of the Association for Communication Excellence Scottsdale, AZ.
- West, L.**, Akers, C., Davis, C., Doerfert, D., Frazee, S., & Burris, S., (2007). *Evaluation of the professional development status of the Agricultural Media Summit-sponsoring organizations' active members*. Proceedings of the Southern Association of Agricultural Scientists, Mobile, AL.
- West, L.**, Akers, C., Doerfert, D., Frazee, S., & Burris, S. (2008). *Evaluation of the professional development status of the Agricultural Media Summit-sponsoring organizations' active members*. Proceedings of the National Agricultural Education Research Conference. Reno, NV.
- Miller, J.D., **West, L.**, & Stewart, D. (2006). *Themes, authors, and citations in the Journal of Applied Communications, 2000-2004*. Proceedings of the 102nd Annual Meeting of the Southern Association of Agricultural Scientists Agricultural Communications Section, Orlando, FL. Available online from <http://agnews.tamu.edu/saas/saasproceedings.html>

### Scholarly Poster Presentations - 23

- Sipes, B., Headrick, J., & **Kennedy, L.** (2024). *Student perceptions of agricultural needs and challenges across leadership*. Research poster presented at the annual meeting of the American Association for Agricultural Education, Manhattan, KS.
- Erramouspe, H., **Kennedy, L.**, Doerfert, D., & Hill, N. (2023). *Collecting Q Methodology Data through Electronic Distribution in Qualtrics*. Innovative Idea poster presented at the annual meeting of the Western Region American Association for Agricultural Education, Logan, UT.
- Wood, D. **Kennedy, L.** & Gill, N. (2023). *Igniting Reflection: Using Photovoice to Enhance Experiential Learning in a Prescribed Burning Course*. Research poster presented at the annual meeting of the Western Region American Association for Agricultural Education, Logan, UT. *Outstanding Innovative Poster and People's Choice Award for Innovative Poster*.
- Hill, N., Orton, G., & **Kennedy, L.** (2022). *Get out there: Self-authorship development across a 13-day photography course*. Research poster presented at the annual meeting of the Western Region American Association for Agricultural Education, Las Cruces, NM.
- Kennedy, L.**, Meyers, C., Gibson, C., Irlbeck, E., & Vehige, G. (2021). *Team(s)work makes the dream work: Using MS Teams in an agricultural communications block course structure*. Innovative idea poster presented at the annual meeting of the Western Region American Association for Agricultural Education, Bozeman, MT. (Distinguished Innovative Poster)
- Johnson, M., **Kennedy, L.**, Headrick, J., Akers, C., & Vehige, G. (2021). *Examining students' perceptions of a high-impact agricultural learning experience during the COVID-19 pandemic*. Research poster presented

- at the annual meeting of the Western Region American Association for Agricultural Education, Bozeman, MT.
- Spradley, K., Hill, N., Henderson, S. & Kennedy, L. (2021). *A quantitative content analysis of COVID-19 communication on Texas agriculture organizations' websites*. Research poster presented at the annual meeting of the American Association for Agricultural Education, Virtual.
- Spradley, K., Hill, N., Henderson, S., & Kennedy, L. (2020). *A quantitative content analysis of COVID-19 communication on Texas agricultural organizations' websites*. Research poster presented at the annual meeting of the Western Region American Association for Agricultural Education, Virtual Conference.
- Kennedy, L. & Hill, N. (2020). *Using night photography to teach exposure to ACOM students*. Oral presentation at the annual meeting of the North American Colleges and Teachers of Agriculture, Virtual Conference.
- Kennedy, L. & Hill, N. (2020). *Turn out the lights: Using night photography to teach exposure to ACOM students*. Innovative poster presented at the annual meeting of the American Association for Agricultural Education, Oklahoma City, OK.
- Kennedy, L. & Hill, N. (2020). *What'll be? Using an assignment menu in an ACOM publications course*. Innovative poster presented at the annual meeting of the American Association for Agricultural Education, Oklahoma City, OK.
- Kennedy, L. & Hill, N. (2019). *Turn out the lights: Using night photography to teach exposure to ACOM students*. Innovative poster presented at the annual meeting of the Western Region American Association for Agricultural Education, Anchorage, AK.
- Kennedy, L. & Hill, N. (2019). *What'll be? Using an assignment menu in an ACOM publications course*. Innovative poster presented at the Western Region American Association for Agricultural Education, Anchorage, AK. (Excellent Poster Design)
- Kennedy, L., & Akers, C. (2018). *Identifying agricultural communications photography students' learning styles*. Research poster presented at the annual meeting of the Western Region American Association for Agricultural Education, Boise, ID.
- Kennedy, L., & Akers, C. (2018). *Searching for creativity: Using scavenger hunts in an agricultural communications photography course*. Innovative idea poster presented at the annual meeting of the Western Region American Association for Agricultural Education, Boise, ID.
- Kennedy, L., Jennings, K., Smith, A., & Akers, C. (2018). *Getting exposure: Students' perceived skill improvement in two photography course formats*. Research poster presented at the annual meeting of the Association for Communication Excellence, Scottsdale, AZ.
- Kennedy, L., Meyers, C., Irlbeck, E., & Gibson, C. (2018). *Using Basecamp in an agricultural communications block course structure*. Innovative idea poster presented at the annual meeting of the Association for Communication Excellence, Scottsdale, AZ.
- Jennings, K., Kennedy, L., & Akers, C. (2018). *Using Instagram hashtags to promote agricultural communications students' photography*. Innovative idea poster presented at the annual meeting of the Southern Region American Association for Agricultural Education, Mobile, AL.
- Kennedy, L., Meyers, C., Irlbeck, E., & Gibson, C. (2017). *Using Basecamp in an agricultural communications block course structure*. Innovative idea poster presented at the annual meeting of the Western Region American Association for Agricultural Education, Fort Collins, CO.

- Kennedy, L., Jackson, R., & Akers, C. (2017).** *Capturing experience: Using experiential learning to teach photography in agricultural communications.* Oral presentation at the annual meeting of the North American Colleges and Teachers of Agriculture, West Lafayette, IN.
- Kennedy, L., Jackson, R., & Akers, C. (2017).** *Picture this: Using experiential learning to teach photography in agricultural communications.* Research poster presented at the annual meeting of the American Association for Agricultural Education, San Luis Obispo, CA.
- Kennedy, L., Jackson, R., & Akers, C. (2017).** *Capturing experience: Using experiential learning to teach photography in agricultural communications.* Research poster presented at the Texas Tech University Graduate School Poster Competition, Lubbock, TX.
- Kennedy, L., Gorham, L. Tarpley, T., & Irlbeck, E. (2016).** *Developing agricultural communications graduate student recruitment strategies.* Innovative idea poster presented at the annual meeting of the Western Region American Association for Agricultural Education, Tucson, AZ.
- Carraway, C., Kennedy, L., & Ulmer, J. (2016).** *Science teachers' perceptions of science integration into agricultural education.* Research poster presented at the annual meeting of the American Association for Agricultural Education, Kansas City, MO.
- Carraway, C., Kennedy, L., & Ulmer, J. (2015).** *Science teachers' perceptions of science integration into agricultural education.* Research poster presented at the annual meeting of the Western Region American Association for Agricultural Education, Corvallis, OR. (Distinguished Poster)
- Gorham, L., Gibson, C., Kennedy, L., & Meyers, C. (2015).** *Word phobia: Using writing apprehension as a learning tool in agricultural communications classrooms.* Innovative idea poster presented at the annual meeting of the American Association for Agricultural Education, San Antonio, TX
- West, L., Cooper, K., & Davis, C. (2006).** *Using high school academic variables to predict GSP test scores of entering agricultural communications students.* Research poster presented at the annual meeting of Southern Association of Agricultural Scientists, Orlando, Florida.

## **Doctoral Dissertation**

- Kennedy, L., Akers, C., Doerfert, D., Cartmell, D., & Chambers, T. (2018).** *An examination of experiential learning theory in agricultural communications photography instruction* (Doctoral dissertation). Texas Tech University, Lubbock, Texas.

## **Master's Thesis**

- West, L. Akers, C., Doerfert, D., Davis, C., & Burris, S. (2006).** *An evaluation of the professional development status of agricultural media summit-sponsoring organizations' active members* (Master's thesis). Texas Tech University, Lubbock, Texas.

## **INVITED PRESENTATIONS**

- 2023. "Risk and Crisis Communications." University of Arkansas, ACOM 3143 Guest Speaker, via Zoom.
- 2023. "Professional Communication in the Workplace." Golden Spread Electric Cooperative, Lubbock, Texas.
- 2023. "The Importance of Communications Skills." Lubbock HYPE Program, Lubbock, Texas.
- 2022. "It's Time to Look into Mirrorless Cameras." Ag Media Summit, Raleigh, NC.
- 2022. "The Matador Institute of Leadership Engagement (MILE) Program." Texas Agricultural Lifetime Leadership Program, South Plains Ag Tour, Lubbock, Texas.
- 2022. "The Bridge Adventure Program." Texas State FFA Career Development Event Agricultural

Communications Contest Press Conference.

- 2022. "Texas Tech MILE Program." Texas Farm Bureau Board of Directors, Waco, TX.
- 2022. "Photography 101." Hub City 4-H Club, Lubbock, TX.
- 2021. "Action Photography 101." Livestock Publications Council Coffee and Collaboration, Virtual Workshop.
- 2021. "Science Communication: Opportunities and Challenges in Agriculture." Science in US and New Mexico Society of Association Executives, Fact, Fiction, or Somewhere In-Between? Virtual Workshop.
- 2021. "The Bridge Adventure Program: Building a diverse community through environmental science service, research, and adventure." Texas Tech University First-Generation Student Summit.
- 2021. "CASNR MILE Program and Industry Engagement." Texas Farm Bureau Regional Board of Directors, Lubbock, TX.
- 2021. "CASNR MILE Program and Industry Engagement." Caviness Beef Packers, Lubbock, TX.
- 2020. "Visual Storytelling with High Quality Images." Ag Media Summit, National Virtual Conference.
- 2020. "CASNR MILE Program and Industry Engagement." Texas Agricultural Lifetime Leadership Program (TALL) South Plains Tour in conjunction with the Polish Leadership Delegation, Lubbock, TX.
- 2020. "Visual Storytelling in Agriculture." Texas 4-H Livestock Ambassadors, Lubbock, TX.
- 2019. "An overview of the CASNR MILE Program." Texas Tech University Foundation Board of Directors Meeting, Lubbock, TX.
- 2019. "An overview of the CASNR MILE Program." Texas Corn Producers Board, Lubbock, TX.
- 2019. "Working with the media." National Peanut Leadership Academy, Lubbock, TX.
- 2019. "Industry partnership opportunities with the CASNR MILE Program." Texas Association of Dairyman, Lubbock, TX.
- 2019. "An overview of the CASNR MILE Program." Texas Agriculture Council, Austin, TX.
- 2018. "An overview of the CASNR MILE Program." Lubbock Chamber of Commerce, Lubbock, TX.
- 2018. "Working with the media." United Sorghum Checkoff Program, Leadership Sorghum Class IV, Lubbock, TX.
- 2016. "Working with the media." United Sorghum Checkoff Program, Leadership Sorghum Class III, Lubbock, TX.
- 2016. "Women in Leadership Discussion Panel." Hillside Christian Church, Lubbock, TX.
- 2015. "Agricultural Communications Career Opportunities." CASNR Agri-Techsan monthly meeting, Lubbock, TX.
- 2015. "TALL XIII Brazil Experience." Texas Agriculture Council, Austin, TX.
- 2013. "Managing Crisis Communications in Agriculture." Agricultural Communicators of Tomorrow Professional Development Conference, Fayetteville, AR.
- 2013. "Working with the media." United Sorghum Checkoff Program, Leadership Sorghum Class I, Manhattan, KS.
- 2012. "Introduction to social media in agriculture." Sorghum Improvement Conference of North America, Manhattan, KS.
- 2011. "U.S. Grains Council Sorghum Export Mission to Morocco, Spain and Belgium." U.S. Grains Council Membership Webinar, (Online delivery).

## GRANTS

### Accepted Grants

1. Co-PI. 1687 Foundation. (2023). Ag Comm Camp Creative Photography and Writing Workshop, \$100,000. Co-PI is Courtney Meyers
2. Co-PI. Davis College of Agricultural Sciences and Natural Resources Grand Challenges Catalyst Planning Grant. (2023). Flight for survival: A bold leap towards the revitalization of North America's

aerial insectivores through interdisciplinary outdoor education, outreach, and engagement, \$50,000. Co-PIs include Blake Grisham, Jerod Foster, Gina Childers

3. PI. Texas Department of Agriculture Specialty Crops Photo Series. (2021). \$50,000. Co-PI is Jerod Foster
4. Co-PI. USDA NIFA National Needs Graduate and Post Graduate Fellowship Grants. (2021). Training experts to investigate, manage, and communicate complexities of forest resource use under novel patterns of wildfire in the Western U.S., \$240,000. Co-PI is Nathan Gill
5. Co-PI. USDA NIFA Higher Education Challenge Grant (2021). iVisiT: Interactive Virtual Tours for Advancing Food and Agricultural Sciences, \$750,000. Co-PIs include Courtney Meyers, Catherine Simpson, Muntazar Monsur, David Lawver, Erica Irlbeck, and Scott Collins
6. Co-PI. USDA Hispanic Serving Institution (HSI) Grant. (2020). Bridge Adventure: Performance in the most challenging conditions, \$250,000. Co-PIs include Nathan Gill, Carlos Villalobos, Scott Burris, and Courtney Meyers

### ***Rejected Grant Proposals***

1. Co-PI. USDA NIFA Hispanic Serving Institution Education Grants Program. (2023). Extending bridges of inclusivity and experiential learning across Texas and Puerto Rico, \$1,096,414.00
2. Co-PI. USDA NIFA. (2023). A CLEAR Path Forward: Empowering Rural Communities and the Future FANH Workforce through Diversity, Equity, Inclusion, and Accessibility, \$18,750,723.00.
3. PI. CH Foundation. (2020). CASNR Matador Institute of Leadership Engagement, \$20,400.
4. PI. Helen Jones Foundation. (2020). CASNR Matador Institute of Leadership Engagement, \$20,400.
5. Co-PI. USDA AFRI Rapid Response to COVID-29 (2020). iVisiT: Interactive Virtual Tours for Advancing Food and Agricultural Education During the Time of Social Distancing, \$1,000,000.
6. PI. San Antonio Livestock Show and Rodeo. (2019). CASNR Matador Institute of Leadership Engagement: SALE Grant, \$25,000.
7. Co-PI. CH Foundation. (2019). Bridge Adventure: Performance in the most challenging conditions, \$32,000.
8. PI. San Antonio Livestock Show and Rodeo. (2018). CASNR Matador Institute of Leadership Engagement: SALE Grant, \$35,000.
9. PI. CH Foundation. (2017). CASNR Matador Institute of Leadership Engagement, \$28,500.
10. Co-PI. USDA-NIFA Capacity Building Grant for Non-Land Grant Colleges of Agriculture Program (2016). Bridging the Gap Between Academia and Industry: A New Pathway for Agricultural Communication Curriculum, \$750,000.
11. Co-PI. CH Foundation. (2015). Increasing Agricultural and Rural Resiliency through Communications, \$65,000.

## **GIFTS AND EXTRAMURAL FUNDING**

### **2024**

- San Antonio Livestock Exposition. (2024). SALE MILE Scholarship, \$65,898.

### **2023**

- 1687 Foundation. (2023). Ag Comm Camp, \$100,000
- 1687 Foundation. (2023). The 1687 Foundation MILE Fund, \$10,000.
- John and Mikella Newsom. (2023). MILE Fund for Excellence, \$1,000
- Texas Tech Day of Giving. (2023). MILE Fund for Excellence. \$6,500
- Texas Farm Bureau. (2023). MILE Fund for Excellence, \$1,000

## 2022

- San Antonio Livestock Exposition. (2022). SALE MILE Scholarship, \$19,500.
- 1687 Foundation. (2022). The 1687 Foundation MILE Fund, \$10,000.
- Ag Workers Insurance. (2022). MILE Fund for Excellence, \$10,000.

## 2021

- Multiple Private Donors. (2021). Jim Prewitt Endowment for the MILE Program. Individual gifts totaling \$32,920 as of February 1, 2022.
- Multiple Donors. (2021). Plains Cotton Growers Gift Fund (Steve Verett MILE Director Support Endowment). Individual gifts totaling \$10,150 as of February 1, 2022.
- 1687 Foundation. (2021). The 1687 Foundation MILE Fund, \$10,000.
- Texas Corn Producers Board. (2021). CASNR MILE Fund for Excellence, \$5,000.
- Amarillo National Bank. (2021). CASNR MILE Fund for Excellence, \$2,500.
- Capital Farm Credit. (2021). Capital Farm Credit MILE Program Support Endowment, \$10,000.
- Dan and Linda Taylor. (2021). CASNR Matador Institute of Leadership Engagement, \$1,000.
- AgTexas Farm Credit Services. (2021). AgTexas MILE Experiential Learning Fund, \$18,000.

## 2020

- Jim and Paula Prewitt. (2020). CASNR MILE Fund for Excellence, \$100,000.
- CEV Multimedia. (2020). CASNR MILE Fund for Excellence, \$25,000.
- San Antonio Livestock Exposition. (2020). SALE MILE Scholarship, \$19,500.
- AgTexas Farm Credit Services. (2020). AgTexas MILE Experiential Learning Fund, \$18,000.
- 1687 Foundation. (2020). The 1687 Foundation MILE Fund, \$10,000.
- Texas Bankers Foundation. (2020). MILE Scholarship Fund, \$10,000.
- National Sorghum Producers. (2020). Future Sorghum Leader MILE Endowment, \$5,000.
- United Sorghum Checkoff Program. (2020). Future Sorghum Leader MILE Endowment, \$5,000.
- Texas Corn Producers Board. (2020). CASNR MILE Fund for Excellence, \$5,000.
- Plains Cotton Cooperative Association. (2020). CASNR MILE Fund for Excellence, \$1,667.
- Farmers' Cooperative Compress. (2020). CASNR MILE Fund for Excellence, \$1,667.
- PYCO Industries, Inc. (2020). CASNR MILE Fund for Excellence, \$1,667.
- Dan and Linda Taylor. (2020). CASNR MILE Fund for Excellence, \$1,000.

## 2019

- Jim and Paula Prewitt. (2019). CASNR MILE Fund for Excellence, \$50,000.
- Dan and Linda Taylor. (2019). CASNR MILE Fund for Excellence, \$1,000.
- The Ware Foundation. (2019). CASNR MILE Fund for Excellence, \$10,000.

## HONORS AND AWARDS

- Distinguished Manuscript, American Association for Agricultural Education Western Region, 2023
- Faculty of the Semester, Davis College of Agricultural Sciences and Natural Resources Ag Council, 2023



- Texas Tech University Mortar Board Mentor “Apple Polishing” Award, *Presented by Kyler Hardegree*, 2022
- Distinguished Agricultural Communications Educator, American Association for Agricultural Education Western Region, 2022
- Texas Tech University Mortar Board Mentor “Apple Polishing” Award, *Presented by Lacy Jackson*, 2021
- Texas Tech University President’s Exemplary Program Award, ACOM Block, 2021
- Distinguished Innovative Poster Award, AAAE Western Region Conference, 2021
- Texas Tech University Mortar Board Mentor “Apple Polishing” Award, 2020
- Texas Tech University President’s Exemplary Program Award, CASNR Matador Institute of Leadership Engagement (MILE) Program, 2020
- Texas Tech University Mortar Board Mentor “Apple Polishing” Award, *Presented by Haleigh Erramouspe*, 2019
- Instructor of the Year, Texas Tech University College of Agricultural Sciences and Natural Resources Administrative Council, 2017
- Texas Tech University Graduate School Poster Competition, First Place in Agricultural Sciences Division I, 2017
- Distinguished Research Poster, AAAE Western Region Conference, 2015
- J.T. & Margaret Talkington Graduate Fellowship, Texas Tech University, 2015
- Texas Agricultural Lifetime Leadership (TALL) Program, Class XIII Graduate, 2014
- Lubbock’s 20 Under 40, Lubbock Chamber of Commerce and Young Professionals of Lubbock, 2012
- Syngenta *Leadership at Its Best* Certification, 2011
- Outstanding Graduate Student, Texas Tech University Department of Agricultural Education and Communications, 2006
- John W. White Outstanding Undergraduate Student Award, University of Arkansas Dale Bumpers College of Agricultural Food and Life Sciences, 2005
- Ring Scholar, University of Arkansas Alumni Association, 2004
- Best of the Bunch LPC Membership Directory Cover Photography Contest Winner, Livestock Publications Council, 2004
- American FFA Degree, National FFA Organization, 2001

## TECHNICAL SKILLS (Proficient in current industry standard versions)

Adobe Lightroom Classic CC	FujiFilm X Series Mirrorless Camera System
Adobe Lightroom CC	Canon R Mirrorless Camera Systems/Canon EOS Systems
Adobe Photoshop	Mac and Microsoft Operating Systems
Adobe InDesign	Microsoft Office and Mac Office Suites
Adobe Illustrator	Associated Press Style
Adobe Premiere	WordPress Website Development
Adobe Bridge	Apple iMovie

## MEMBERSHIP IN PROFESSIONAL SOCIETIES

- Livestock Publications Council, 2007-2010, 2016-present
  - *Board of Directors*, 2021-present
- American Agricultural Editors’ Association, 2010-present
  - *Photography Committee Member*, 2020-present
  - *National Writing Awards Chair*, 2012-2013
- Association for Communication Excellence, 2015-present
- Lubbock Chamber of Commerce Agriculture Committee, 2007-2014, 2019-present

- *Chairman, 2011-2013*
- Texas Agricultural Lifetime Leadership (TALL) Alumni Association, 2014-present
  - *At-Large TALL Alumni Association Board of Directors, 2020-present*
- National Association of Farm Broadcasters, 2007-present
- Young Professionals of Greater Lubbock, 2011-2012
- National Agri-Marketing Association, 2012

## INTERNATIONAL EXPERIENCE

- **Brazil, 2014** – Participated in an international agriculture study abroad program within the Texas Agricultural Lifetime Leadership (TALL) Program Class XIII. Produced a video featuring the highlights of the trip.
- **Morocco, Spain and Belgium, 2011** – Attended U.S. Grains Council Sorghum Mission international marketing trip as a sorghum industry communications correspondent. Photographed U.S. farmers interacting with end-users (poultry and livestock operations) using U.S. sorghum. Attended meetings with diplomats at the European Union. Developed a webinar following the trip to communicate the value of export markets to U.S. farmers.

## SERVICE

### Professional Organizations

- American Agricultural Editor's Association
  - Writing Awards Committee Chairman, 2012-2014
  - Photography Awards Committee, 2020-present
- American Association for Agricultural Education
  - Western Region poster reviewer, 2017, 2018
  - Western Region manuscript reviewer, 2015
- Association for Communications Excellence in Agriculture, Natural Resources, and Life and Human Sciences (ACE)
  - Research manuscript reviewer, 2015
- Livestock Publications Council
  - Board of Directors, 2021-present
  - Marketing Committee, 2021-present
  - Photographer of the Year Award judge, 2022
- *Journal of Applied Communications*
  - Article reviewer, 2019-present
  - Reviewer for Article of the Year, 2015
- National Agricultural Alumni and Development Association
  - Publications and Projects Awards judge, 2017-present
- National Agricultural Communications Symposium
  - Research poster reviewer, 2019
- National FFA Organization
  - Agricultural Communications Career Development Event practicum judge, 2008
- Southern Association for Agricultural Scientists
  - Research poster reviewer, 2017.

### University

- Texas Tech Ag Day, Communications Committee with Texas Tech Athletics, 2019, 2020

## **College**

- Davis College of Agricultural Sciences and Natural Resources, Matador Institute of Leadership Excellence, Program Director, 2017-present
- Davis College of Agricultural Sciences and Natural Resources, Scholarships and Awards Committee, 2020-present
- Reviewer, USDA Higher Education Challenge Grant Submission from CASNR Department of Animal and Food Science, 2020

## **Department**

- Agricultural Education and Communications, Undergraduate Academic Programs Committee, 2023-present
- Agricultural Education Professor of Practice search committee, 2021-2022
- Agricultural Communicators of Tomorrow, Student Organization Chapter Co-advisor, 2019-present
- AEC Departmental Banquet, Emcee, December 2019
- Agricultural Education and Communications Alumni Association officer team, 2009-2017
  - *President, 2015-2018*
- *Course Coordinator* for ACOM 2302 non-majors sections, 2021-2022
- Agricultural Communications Assistant Professor search committee, 2015
- Texas FFA State Agricultural Communications Career Development, 2013, 2015-2018, 2022
- Agricultural Communications Assistant Professor industry advisory committee, 2008

## **Community**

- South Plains Food Bank, Marketing Committee Member, 2017-2019
- National Ranching Heritage Center Summer Stampede host committee, 2014-2018
- College Life Group Leader, Hillside Christian Church, 2015-2018
- Lubbock Chamber of Commerce Agriculture Committee, 2007-2013, 2019 (Chairman, 2011-2013)

## **Other Service**

- Syngenta's Atrazine Communications Strategy Working Group, Greensboro, N.C., 2010
- NCGA Food vs. Fuel Communications Working Group, 2008

## **OUTREACH & ENGAGEMENT**

### **Matador Institute of Leadership Engagement (MILE) Program**

Develop and facilitate relationships with industry representatives and organizations to create networking and experiential learning opportunities for undergraduate students in the MILE Program. These relationships also serve as tour hosts for MILE-related, high-impact learning experiences and provide funding support to the program.

#### **MILE IV, 2024-2025 Engagement Highlights**

- Rio Grande Valley Agriculture Tour for MILE IV
  - Engaged with 15 agricultural organizations and agribusiness representatives including the Port of Brownsville, RGV Gin, Texas Citrus Mutual, Hidalgo County Farm Bureau, and Customs and Border Protections.
- Texas Agricultural Lifetime Leadership Program Polish Agriculture Leaders Delegation

- Met with 15-plus leaders from Poland to discuss agricultural issues and the Ukraine/Russian war.

### **MILE III, 2022-2023 Engagement Highlights**

- Rio Grande Valley Agriculture Tour for MILE III
  - Engaged with 15 agricultural organizations and agribusiness representatives including Texas Citrus Mutual, Hidalgo County Farm Bureau, and Texas International Produce Association.
- Washington, D.C. Policy Trip
  - Spent a week in Washington, D.C. meeting with national organizations and policy makers, including National Pork Producers Council, U.S. Grains Council, National Cattlemen's Beef Association, U.S. Senate Agriculture Committee, and U.S. House Agriculture Committee.
  - Students also participated in a reception where five U.S. congressional representatives were present.
- Austin Policy Trip During Texas Tech Day at the Capitol
  - Students met with representatives from state agricultural organizations, including the Texas Truckers Association, Texas Bankers Association Texas Rural Fund, Texas Corn Producers, Texas and Southwestern Cattle Raisers, and Texas Nursery and Landscape Association.
- Panhandle Agriculture Tour
  - Agricultural tour through the Panhandle included visits with Caviness Beef Packers, Hereford Chamber of Commerce, Amarillo Mayor Ginger Nelson, Texas Tech School of Veterinary Medicine, Texas Cattle Feeders Association, Merrick Pet Food, Tule Creek Outfitters and Legacy Farms.
- South Plains Agriculture Tour
  - Agricultural tour through the southern plains included visits with Buster's Gin, South Plains Food Bank, Farmhouse Vineyards, and Farmers Coop Compress as well as meetings with industry leaders from National Sorghum Producers, Texas Corn Producers, Plains Cotton Growers, Inc., AgTexas, and Combust Sell and Associates.

### **MILE II, 2020-2021 Engagement Highlights**

- Federal and State Policy Federal Meeting, 2021
  - Met virtually with 12 federal and state organizations and policy makers, including Texas Bankers Association, U.S. Grains Council, National Cattlemen's Beef Association, U.S. Senate Agriculture Committee, and U.S. House Agriculture Committee.
- City of Lubbock Leadership Meeting, 2021
  - Engaged with the Lubbock mayor and representatives from the Lubbock Chamber of Commerce
- Texas Tech University and TTU System Leadership Meeting, 2021
  - Met with 4 university and system leadership including Chancellor Tedd Mitchell and President Lawrence Schovanec.
- South Plains Agriculture Tour, 2021
  - Toured regional agriculture facilities and operations, engaging with 12 different industry leaders and organizations, including local cotton, grain and peanut producers, National Sorghum Producers, Plains Cotton Growers, Combust Sell & Associates, and the South Plains Food Bank.

### **MILE I, 2018-2019 Engagement Highlights**

- Washington, D.C., 2019
  - Engaged with 20 national organizations, federal policy makers, and agencies during a week-long meeting in D.C., including U.S. Agriculture Secretary Sonny Perdue, the U.S. House Agriculture Committee, American Farm Bureau, NRCS, and the U.S. Department of Justice.

- Austin/Texas Legislative Session, 2019
  - Participated in the Texas Tech University System Day at the Capital event and engaged with 11 state policy makers, TTU leaders, lobbyists, and agencies, including the Senate Agriculture Committee and the Texas Ag Council.
- Panhandle Agriculture Tour, 2019
  - Met with 6 Amarillo city and industry leaders to learn about the region's civic and agricultural issues, including Amarillo Mayor, Ginger Nelson, Texas Cattle Feeders Association, and the Amarillo Economic Development Corporation.
- Industry Reception, 2018
  - Students met with 15 local, Southern Plains agriculture industry leaders during an industry reception as well as one-on-one dinners following the reception with industry hosts.
- Livestock Tour, 2018
  - Traveled to and met with 5 livestock operations and industry leaders, including Legacy Farms Dairy in Plainview, Texas, Swisher County Feed yard, and RA Brown Ranch in Throckmorton, Texas.

### **Mentor MILE Initiative**

- Beginning with the third cohort of the MILE Program, I started an initiative called Mentor MILE to provide additional industry networking and professional development opportunities for students in the MILE Program.
- I identified and recruited 14 Lubbock-area industry professionals to serve as mentors to each of the 14 students in the MILE Program.
- After one semester of the initiative, students have begun to develop quality professional relationships with their mentor, while industry mentor participants have reported positive interactions with their student.
- Mentor MILE is also building industry relationships that encourage their engagement with Davis College students.

### **Outreach and Engagement in Teaching**

Providing opportunities for students enrolled in my photography and magazine courses to engage with industry is always a priority. Through the production of the *Agriculturist Magazine*, students must engage with sources outside of Texas Tech University to write, photograph and layout stories for print and online publication. They are also required to sell advertising.

- ACOM 4410, Development of Agricultural Publications, *Agriculturist Magazine*
  - 2023 – 156 pages of stories and advertising, \$39,900 in advertising was sold by 51 students in the course.
  - 2022 – 148 pages of stories and advertising; \$41,700 in advertising was sold by the 44 students in the course to 128 total clients.
  - 2021 – 45 students created 104 pages of stories and advertising; \$35,250 in advertising sold.
  - 2020 – 39 students created 108 pages of stories and advertising; \$29,100 in advertising sold.
  - 2019 – 44 students created 104 pages of stories and advertising in the magazine; \$31,000 in advertising was sold.
  - 2018 – 34 students created 92 pages of stories and advertising in the magazine; \$24,150 in advertising was sold.
  - 2017 – 22 students created 60 pages of stories and advertising in the magazine; \$17,300 in advertising sold.
- ACOM 2303, Digital Imaging in Agriculture

- Texas Beef Council
- National Ranching Heritage Center, Lubbock, Texas
- Farmhouse Vineyards, Brownfield, Texas
- Wrye Ranch, Estancia, New Mexico

## PROFESSIONAL MEDIA CONTRIBUTIONS AND CREATIVE WORK

### *Select News, Podcasts and Editorial Publications*

1. Tinstreamer Podcast: Ep. 8, Lindsay Kennedy and the Power of Peer Networks and the Great Outdoors. (1:42 min). 2024. <https://open.spotify.com/episode/3yEnGBBiOvI6aRAGJQY8eC?si=nR-Zd3SVTYeamIaatWIBew&preview=none&nd=1&dlsi=90499b6117284699>
2. Featured on local television on "Tech students get opportunity to create agriculture magazine." KLBK EverythingLubbock. 2024. <https://www.everythinglubbock.com/news/local-news/tech-students-get-opportunity-to-create-agriculture-magazine/>
3. Featured as a guest on Texas Tech University's Five Minutes YouTube Series. "Five Minutes with Lindsay Kennedy." 2024. <https://www.youtube.com/watch?v=6aAGqhpucXk>
4. Tinstreamer Podcast: Ep. 4, A special tailgate session in the Chihuahuan Desert. Spotify. Appeared as special guest with Dr. Jerod Foster and Justin Rex. (45 min). 2024. <https://open.spotify.com/episode/6XHt89KJ9hp2ZqT9SOvE72?si=e6gYmFOOSI2G7UhrRQdSHQ>
5. Featured guest on So, You Talk to Cows Podcast on Spotify. "A Crisis Communications Case Study: Lindsay Kennedy." 2023. <https://open.spotify.com/episode/5C3Cp9ZIkKQvPGuME9yNMO?si=uXtE9hVrQpSYHcUYqfmwEQ>
6. Featured guest on "Above the Fold" Agricultural Communicators Network Podcast, Ep. "The Future of Print." 2024.
7. Kennedy, L. (2022, March/April) "Get to Know Several WTRC Members." West Texas Running Club Membership Newsletter,
8. Featured in Southwest Farm Press, "Ag leadership program goes extra MILE to prep students," February 2022: <https://www.farmprogress.com/education/ag-leadership-program-goes-extra-mile-prep-students>
9. Kennedy, L. (2022, February). "TTU Matador Institute of Leadership Engagement program selects third cohort." Davis College News center, Retrieved from <https://www.depts.ttu.edu/agriculturalsciences/news/posts/2022/02/aec-davis-college-mile-program-selects-third-cohort.php>
10. Kennedy, L. (2021, September). "CASNR MILE program now accepting applications for third cohort." CASNR News Center, Retrieved from <https://www.depts.ttu.edu/agriculturalsciences/news/posts/2021/09/aec-mile-program-accepting-applications-for-third-cohort.php#:~:text=CASNR%20students%20interested%20in%20being,the%20deadline%20will%20be%20considered.>

11. Kennedy, L. (2021, May). "CASNR MILE Program graduates second cohort." CASNR News Center, Retrieved from <https://www.depts.ttu.edu/agriculturalsciences/news/posts/2021/05/aec-mile-program-graduates-second-cohort.php>
12. Kennedy, L. (2020, March). "College of Agricultural Sciences and Natural Resources selects second MILE cohort." Texas Tech Today, Retrieved from <https://today.ttu.edu/posts/2020/03/Stories/casnr-mile>
13. Kennedy, L. (2020, March). "Texas Tech's CASNR MILE Program selects second cohort." CASNR News Center, Retrieved from <https://www.depts.ttu.edu/agriculturalsciences/news/posts/2020/02/aec-casnr-mile-program-selects-second-cohort.php>
14. Ritz, J. & Kennedy, L. (2019, Sept/Oct). Shooting stars. *Texas Techsan*, 72 (05), p. 15.
15. Kennedy, L. (2019). "High expectations: MILE program graduates first 14-student cohort." CASNR News Center, Retrieved May 10, 2019 from <https://www.depts.ttu.edu/agriculturalsciences/news/posts/2019/05/aec-mile-program-graduates-first-cohort.php>
16. ACOM 2303: Digital Imaging in Agriculture intersession course featured in CASNR News Center article, CASNR photographers document western lifestyle, August 2019. The article featured images from students in the course: <https://www.depts.ttu.edu/agriculturalsciences/news/posts/2019/08/aec-2019-maymester-photo-project-new-mexico.php>
17. ACOM 4310: Digital Publishing in Agriculture's *Agriculturist* magazine featured in CASNR NEWS Center article, Print, online issue of award-winning 'The Agriculturist' now available, by Norman Martin, July 2019: <https://www.depts.ttu.edu/agriculturalsciences/news/posts/2019/07/aec-kennedy-2019-agriculturist-issue-now-available.php>
18. Kennedy, L. (2019). "CASNR's MILE program graduates first cohort." Texas Tech Today, Retrieved May 10, 2019 from <https://today.ttu.edu/posts/2019/05/Stories/casnr-mile-graduation>
19. Kennedy, L. (2018). "CASNR MILE Program gains valuable knowledge, experience, from D.C. trip." Texas Tech Today, Retrieved January 9, 2019 from <http://today.ttu.edu/posts/2018/10/mile-program>
20. Hosted state agriculture Instagram account, My Day in Texas Agriculture (@mydayintexasag; 5,300 followers), featuring the CASNR MILE Program, the *Agriculturist*, and ACOM 2303, starting April 16, 2018.
21. Kennedy, L. (2018). "Agricultural leaders; First cohort selected for new CASNR MILE program." CASNR News Center, Retrieved January 9, 2018 from <https://www.depts.ttu.edu/agriculturalsciences/news/posts/2018/01/first-cohort-selected-for-new-casnr-mile-program.php>
22. ACOM 2303: Digital Imaging in Agriculture intersession course featured in CASNR News Center article, Taking stock: CASNR students document an enduring lifestyle on New Mexico's Wrye Ranch during a special Maymester session, by Norman Martin, June 2017. The article featured images from students in the course: <https://www.depts.ttu.edu/agriculturalsciences/slideshows/takingStock.php>
23. ACOM 4310: Digital Publishing in Agriculture's *Agriculturist* magazine featured in CASNR NEWS Center article, Latest issue of CASNR's 'The Agriculturist' available in print, online, by Norman Martin, July 2017: <https://www.depts.ttu.edu/agriculturalsciences/news/posts/2017/07/fall-2017-issue-of-the-agriculturist-available-in-print-online.php>

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26. Kennedy, L. & Gilbreath, C. (2014, October). "Leafy greens: Forage sorghum graining ground in livestock feeding." *Sorghum Grower*, 12-14.
27. Kennedy, L. (2014, August). "Sugarcane aphids impacting grain sorghum in the South." *Sorghum Grower*, 14-16.
28. Kennedy, L. (2014, April). "From the Field: Over-the-top weed, grass control timeline and expectations." *Sorghum Grower*, 32-33.
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30. Featured in Farm Progress article, TALL program offers lifetime learning, by Ron Smith, October 6, 2014: <https://www.farmprogress.com/management/tall-program-offers-lifetime-learning>
31. Featured in Texas A&M Agricultural Leadership, Education, and Communications article, TALL program experiences California agriculture, by Caitlin Powers, October 31, 2013: <https://alec.tamu.edu/2013/10/31/tall-program-experiences-california-agriculture/>
32. Kennedy L. (2013, October). "Sorghum Markets: Inside the sorghum food market." *Sorghum Grower*, 14-16.
33. Featured in Southern Farm Network broadcast, Carolina sorghum producers entering National Sorghum Producers contest, by Rhonda Garrison, November 12, 2012: <http://sfntoday.com/carolina-sorghum-producers-entering-national-sorghum-yield-contest/>
34. Featured in Lubbock Avalanche-Journal article, Participants chosen for ag leadership program, by Ellysa Gonzalez, June 26, 2012: <https://www.lubbockonline.com/article/20120626/NEWS/306269730>
35. Featured in Successful Farming article on Agriculture.com, A moving wall of dirt, by Jeff Caldwell, October 27, 2011: [https://www.agriculture.com/crops/a-moving-wall-of-dirt\\_135-sl20183](https://www.agriculture.com/crops/a-moving-wall-of-dirt_135-sl20183)
36. Featured in U.S. Grains Council article, U.S. Grains Council hosts sorghum export mission to Africa, Europe. During this trip, I served as a communications correspondent for the sorghum industry: <https://grains.org/u-s-grains-council-hosts-sorghum-export-mission-to-africa-europe/>
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42. Kennedy, L. (2011, April). "Pushing the limits in Kentucky." *Sorghum Grower*, p. 15-17.
43. Kennedy, L. (2011, August). "Sorghum Checkoff: Full steam ahead." *Sorghum Grower*, 6-8.
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45. Kennedy, L. (2011, October). "The responsible crop." *Sorghum Grower*, 20-29.
46. Kennedy, L. (2010, August). "Sorghum without borders: Foreign markets open doors for producers." *Sorghum Grower*, 14-16.

#### **2022 Creative Projects**

1. Developed visual content (video and still photography) for branding efforts by Triple Bond Coffee. Content was used to promote Triple Bond's "Canyon" coffee blend on social media.

#### **2021 Creative Projects**

1. Sold three images to the Texas Tech School of Veterinary Medicine that are on display in facilities on their Amarillo campus.

#### **2020 Creative Projects**

1. Commercial outdoor photography; provided outdoor product images to Mountain Hideaway for social media content.
2. Provided a gallery of livestock images to the Texas Tech University School of Veterinary Medicine for print and digital communications pieces.

#### **2019 Creative Projects**

1. Cindy Yen music video; Served as a location scout in the Lubbock, Texas, areas for a Taiwanese music video production.
2. West Texas Farming Film; Collaborative photography and video project with College of Media and Communications.
3. Provided document proofing and consulting for Texas Peanut Producer Board's 2019 "Influencers' Tour" printed program.
4. Designed a three-page template for Choice Cotton's "Market Commentary" weekly newsletter, a national cotton marketing company.
5. Provided a gallery of livestock images to the Texas Tech University School of Veterinary Medicine for print and digital communications pieces. Images currently being used on the <https://www.ttuvetmed.com/> site.

### **2018 Creative Projects**

1. Designed an 8-page promotional booklet for the CASNR Matador Institute of Leadership Engagement Program. The booklet serves as a fundraising tool by providing an overview of the program and its internship component.
2. Licensed 10 large canvas-size images to Ag New Mexico Farm Credit for their conference room in Clovis, New Mexico.
3. Performed five-game contract with eight clients (parents of players) to photograph Texas high school football games, including a third-round UIL Texas High School Football Playoff Game, featuring Shallowater ISD, October-November 2018. Provided 500-image online portfolio galleries.
4. Continued regular consulting services for Choice Cotton, a national cotton marketing company. Projects included full-page, full-color ad with company branding for a southeastern cotton marketing conference and logo design/editing.
5. Secured and fulfilled one contract to shoot new construction and interior design for Dayme Walther Design for social media and brand development.
6. Secured and fulfilled one contract with non-profit organization, Bulandi Rugs, to shoot artisan Afghan tribal rugs for web sales at soon-to-be-launched [www.BulandiRugs.com](http://www.BulandiRugs.com).

### **2017 Creative Projects**

1. Provided regular consulting, graphic design and photography services for Choice Cotton, a national cotton marketing company. Projects included rebranding consulting for the company's logos, advertisement design, and photography.
2. Licensed a digital image to First National Bank in Rogers, AR, for regional ag lending ad campaign.
3. Provided digital images with South Plains agriculture subjects to the College of Agricultural Sciences and Natural Resources at Texas Tech University for display in their remodeled development office lobby.

### **2016 Creative Projects**

1. Began consulting relationship with Choice Cotton, a national cotton marketing company. Projects included development of branded display banners for national and regional conference booths, photography, and graphic design.

### **2015 Creative Projects**

1. Produced the Spring 2015 issue of *Sorghum Grower* magazine as a freelance contract with National Sorghum Producers.

## **PROFESSIONAL CONFERENCES ATTENDED**

- AdobeMax, October 2017, 2018, 2020 (virtually), 2021 (virtually)
- Ag Media Summit, 2004-2007, 2009-2015, 2017-2019, 2020 (presenter in virtual conference), 2022 (presenter), 2023
- Association for Communications Excellence, 2018

- Western Region American Association for Agricultural Education, 2018, 2019, 2020 (virtually), 2021, 2022, 2023
- North American Colleges and Teachers of Agriculture, 2018