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## DR. ERICA IRLBECK

Professor,  
Agricultural Education & Communications

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“Empower *advocates* for *agriculture*  
and *science*.”

### RESEARCH EXPERTISE

- Television & video production
- Risk & crisis communications
- Science communications
- Scholarship of teaching & learning

### PROFESSIONAL PREPARATION

- B.S. Oklahoma State University, 1998
- M.S. Texas Tech, 2007
- Ph.D. Texas Tech, 2009

### FAVORITE ARTICLE

Irlbeck, E. G., & \*Moore, A. (2020). Crisis communications in a natural agricultural disaster. *Journal of Applied Communications*, 104(4). <https://doi.org/10.4148/1051-0834.2350>

This was a passion project for me and I got to interview some old friends and former students for the project. When I wrote the paper, I had a lot of great collected data left over that didn't fit within the confines of the page limit, and I didn't conduct all the interviews I probably should have...and that's what prompted me to write my book. It started as a documentation of wildfire communication, and it turned into a textbook.

### WHAT MAKES THE DAVIS COLLEGE GREAT?

The people. I love my coworkers, my students, and our alumni. The people that I get to work with and teach are a blessing.