

# ANNIE R. SPECHT, PH.D.

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## CAMPUS

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## EDUCATION

### **Texas A&M University, College Station, Texas (2013)**

**Ph.D.** in Agricultural Leadership, Education & Communications – Agricultural Communications & Journalism specialization

Chair: Tracy Rutherford, Ph.D.

Dissertation: “A Social Semiotic Discourse Analysis of Film and Television Portrayals of Agriculture: Implications for American Cultural Memory”

### **The Ohio State University, Columbus, Ohio (2010)**

**M.S.** in Agricultural & Extension Education – Agricultural Communication specialization

Chair: Emily Buck, Ph.D.

Thesis: “Investigating the Cultivation Effects of Television Advertisements and Agricultural Knowledge Gaps on College Students’ Perceptions of Modern Dairy Husbandry Practices”

### **The Ohio State University, Columbus, Ohio (2008)**

**B.S.** in Agriculture – Agricultural Communication; B.A. in Humanities – English

Magna cum laude with Honors in English and Distinction in Agricultural Communication

Honors Thesis: “Cultivating the Farm Bill: The Effect of Print Media Communication on Agricultural Legislation”

### **Bath Spa University, Bath, England, six-week British literature study abroad (2006)**

## **Additional Training**

Ohio State University Course Design Institute for Online Courses (2017)

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## PROFESSIONAL EXPERIENCE

### **Assistant Professor, Agricultural Communication, Department of Agricultural Communication, Education, and Leadership (ACEL) at The Ohio State University**

Teach undergraduate courses in publication design, data visualization, Web design and technology, and magazine production. Serve as the undergraduate program coordinator for agricultural communication major and minor and chair the ACEL undergraduate academic affairs committee. Recruit, advise, and mentor undergraduate and graduate students; supervise graduate teaching and research assistants. Serve on master’s and doctoral committees. Co-advise OSU chapter of Agricultural Communicators of Tomorrow.

Co-advised Sigma Alpha Agricultural Sorority. Helped establish and co-advise Citation Needed. August 2014-present.

**Assistant Professor, Agricultural and Environmental Sciences Communication, Department of Agricultural Leadership, Education & Communication at University of Nebraska-Lincoln**

Taught undergraduate courses in public relations, media production, and professional development in the Agricultural and Environmental Sciences Communication (AESC) program at UNL. Developed curricula for additional courses to expand AJRN major offerings. Advised and recruited undergraduate students and co-advised the UNL chapter of Agricultural Communicators of Tomorrow. Developed grant proposal for Higher Education Challenge Grant submitted in April 2014. July 2013-June 2014.

**Graduate Assistant, Center for Food Safety at Texas A&M University**

Developed branding and promotional for Texas A&M Center for Food Safety (CFS) in conjunction with CFS and Texas A&M Agrilife staff. Planned and implemented a strategic communications plan for CFS incorporating Web and social media outlets. Maintained CFS's social media accounts, including Twitter and Facebook. September 2012-May 2013.

**Graduate Research and Teaching Assistant, Agricultural Communications & Journalism, Department of Agricultural Leadership, Education & Communications at Texas A&M University**

Served as primary instructor for graphic design course in Agricultural Communication & Journalism (AGCJ) program. Provided technical support to lead instructors and students in AGCJ courses as teaching assistant and instructed students during laboratory sessions. Completed research in the use of social media for agricultural information dissemination, media portrayals of agriculture, and survey design and methodology. Assisted with the creation of the TAMU Digital Media Research & Development Lab, a co-curricular center for media research staffed by undergraduate and graduate students in ALEC. Developed grant proposal for Higher Education Challenge Grant submitted in February 2011. August 2010-May 2013.

**Graduate Teaching Assistant, Agricultural Communication, Department of Human & Community Resource Development at The Ohio State University**

Developed course materials for recitation sessions for Agricultural Communication 367, HCRD's second writing course; instructed students in academic and news writing and grammar; facilitated class discussions and presentations as part of recitation session; and evaluated and distributed course grades. Completed research in consumer perceptions of agricultural practices and popular media portrayals of agriculture. September 2009-June 2010.

**Freelance Graphic Designer**

Designed promotional posters, flyers, and banners for Tuscarawas, Carroll, Harrison, and Jefferson County Farm Bureau events and activities; edited print materials for distribution to members; and developed materials for county award displays at American Farm Bureau Federation annual meetings. Designed print advertisements for registered Holstein breeders for publication in state and national industry publications; developed and managed farm website for Trealayne Holsteins; and produced catalog cover and advertisements for cattle sales and consignments. Designed event announcements and invitations for clients. September 2004-present.

**Marketing & Communication Intern, Select Sires, Inc., Plain City, Ohio**

Wrote and edited company press releases for local, state and national industry publications; aided in

producing promotional materials for marketing campaigns and company publications; and designed 2007-2008 dairy and beef breeding calendars for national distribution. Assisted with administrative duties as member of office staff; managed distribution of promotional materials; and provided support at company sales conferences and marketing events. May 2007-May 2008.

### **Production Editor & Staff Photographer, Makio Yearbook at The Ohio State University**

Designed and executed page layouts for Ohio State's official yearbook; oversaw production staff and delegated staff responsibilities; produced promotional print materials for yearbook sales; and photographed sporting events and campus activities. September 2004-August 2006.

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## **SCHOLARLY PUBLICATIONS**

Haller, L., **Specht, A. R.**, & Buck, E. B. (2019). Exploring the impact of Ohio agricultural organizations' social media use on traditional media coverage of agriculture. *Journal of Applied Communications*, 103(4). <https://doi.org/10.4148/1051-0834.2264>

**Specht, A. R.**, & Buck, E. B. (2019). Crowdsourcing change: An analysis of Twitter discourse on food waste and reduction strategies. *Journal of Applied Communications*, 103(2). <https://doi.org/10.4148/1051-0834.2240>.

**Specht, A. R.**, Wickstrom, A. E., & Buck, E. B. (2017). Where I come from: Exploring regional differences in California consumers' attitudes and beliefs about fluid milk. *Journal of Applied Communications*, 101(4). <https://doi.org/10.4148/1051-0834.2187>.

Wickstrom, A. E., & **Specht, A. R.** (2016). Tweeting with authority: Identifying influential participants in agriculture-related water quality Twitter conversations. *Journal of Applied Communications*, 100(4), 45-54.

Cannon, K. J., **Specht, A. R.**, & Buck, E. (2016). Agricultural communications programs: A national portrait of undergraduate courses. *Journal of Applied Communications*, 100(1), 6-16.

Dietrich, C., Buck, E., & **Specht, A.** (2015). Exploring the relationship between pre-school-aged animated television and agriculture: A content analysis of Disney Junior's Mickey Mouse Clubhouse. *Journal of Applied Communications*, 99(4), 104-116.

**Specht, A. R.**, & Beam, B. (2015). Prince Farming takes a wife: Exploring the use of agricultural imagery and stereotypes on ABC's The Bachelor. *Journal of Applied Communications*, 99(4), 20-33.

**Specht, A. R.**, & Rutherford, T. (2015). The pastoral fantasy on the silver screen: The influence of film on American cultural memory of the agrarian landscape. *Journal of Applied Communications*, 99(1), 21-37.

**Specht, A. R.**, and Buck, E. B. (2014). Advertising agrarian unreality: College students' preferences for agricultural commodity advertising content. *Journal of Applied Communications*, 98(2), 37-52.

**Specht, A. R.,** McKim, B. R., & Rutherford, T. (2014). A little learning is dangerous: The influence of agricultural literacy and experience on young people's perceptions of agricultural imagery. *Journal of Applied Communications*, 98(3), 63-73.

**Specht, A. R.** (2013). Killer corn and capitalist pigs: Forensic noir and television portrayals of modern agricultural technology. *Culture, Agriculture, Food and Environment*, 35(2), 152-161.  
doi:10.1111/cuag.12018

**Specht, A. R.,** and Rutherford, T. (2013). Agriculture at eleven: Visual rhetoric and news media portrayals of agriculture. *Journal of Applied Communications*, 97(4), 96-106.

#### **Manuscripts Under Review or in Development:**

**Specht, A. R.,** Rumble, J. N., & Buck, E. B. (In review). "You call that meat?" Investigating social media conversations and influencers surrounding cultured meat. Manuscript submitted to the *Journal of Applied Communications*.

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#### **RESEARCH AND PROJECT GRANTS AND CONTRACTS**

##### **Funded:**

Rumble, J. N., **Specht, A. R.,** Buck, E. B., & Hu, W. (2018). New Food Technology in an Existing Marketplace: How will Cultured Meat Fare? Ohio Agricultural Research and Development Center (OARDC). \$76,707. Co-principal investigator.

**Specht, A. R.** (2018). Price Chair Teaching, Learning & Advising Enhancement Grant. \$2,900. Ohio State University College of Food, Agricultural, and Environmental Sciences.

Bowman, A. S., Forshey, T., **Specht, A. R.,** & Miller, L. (2017). Developing 'Swientists' Through Interactive Zoonotic Disease Risk and Mitigation Training. \$95,000. Council of State and Territorial Epidemiologists. Co-investigator.

**Specht, A. R.** (2016). Price Chair Teaching, Learning & Advising Enhancement Grant. \$2,500. Ohio State University College of Food, Agricultural, and Environmental Sciences.

Roe, B., Buck, E., & **Specht, A. R.** (2016). Impact Measurement for the National Virtual Resource Center for Food Loss & Waste. \$100,000. U.S. Department of Agriculture Cooperative Agreement. Co-investigator.

Roe, B., Dial, A., Arroyo-Rodriguez, A., Buck, E., **Specht, A.,** Martin, C., Qi, D., & Long, M. (2016). OSU Collaborative to Reduce and Redirect Consumer Food Waste. \$27,000. OSU CARES Seed Grant. Contributing author.

Gary, R., Bowman, A., Midla, J., Forshey, T., Cochran, G., & **Specht, A.** (2016). Broad-scale education of Ohio's youth swine exhibitors to mitigate influenza A virus transmission at agricultural fairs: Stocking the Toolbox. CDC/CSTE Influenza Education Among Youth in Agriculture Project. \$75,000. Co-investigator.

Roe, B., Arroyo-Rodriguez, A., Dial, A., Long, M., Martin, C., Qi, D., & **Specht, A.** (2016). OSU Collaborative to Reduce and Redirect Consumer Food Waste. Ohio State University InFACT Seed Grant. \$35,000. Contributing author.

**Specht, A. R.** (July 1, 2015-June 30, 2016). Listening in on water quality: Using Big Data platforms to monitor online conversations about Ohio's water quality issues. Ohio Agricultural Research and Development Center (OARDC). \$46,012. Principal investigator.

Rutherford, T. (2012). Matching teaching medium to students' preferred media use. \$24,998. Texas A&M University Program to Enhance Scholarly and Creative Activities. Contributing author.

**Submitted but Not Funded:**

**Specht, A. R.,** Buck, E. B., & Bowling, A. (2017). Improving the Efficacy of Agricultural and Environmental Science Information Transfer Through Visual Communication Design and Data Visualization. Ohio Agricultural Research and Development Center (OARDC). \$38,120. Principal investigator.

**Specht, A. R.,** Cannon, K. J., Wagler, A., Buck, E., Rutherford, T. R., & Doerfert, D. (2014). Increasing Big Data Competencies in Undergraduate Agriculture Students. \$750,000. USDA Higher Education Challenge Grants Program. Principal investigator.

Naile, T., Dunsford, D., Robertson, T., Cartmell, D., & **Specht, A.** (2011). Developing a communications certification program for agricultural students and professionals. \$300,000. USDA Higher Education Challenge Grants Program. Contributing author.

**Additional Academic Program Funding:**

**Specht, A. R.,** & Buck, E. B. (2019). Agrinaturalist advertisement sales totaling \$13,285.

**Specht, A. R.,** & Buck, E. B. (2018). AgriNaturalist advertisement sales totaling \$13,000.

**Specht, A. R.,** & Buck, E. B. (2017). AgriNaturalist advertisement sales totaling \$13,700.

**Specht, A. R.,** & Buck, E. B. (2016). AgriNaturalist advertisement sales totaling \$13,000.

Buck, E. B., & **Specht, A. R.** (2015). AgriNaturalist advertisement sales totaling \$12,000.

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**REFEREED ORAL PRESENTATIONS IN PROCEEDINGS**

Warnimont, E., **Specht, A. R.,** & Filson, C. (2019, October). Women advocates' approaches to using Instagram. Abstract presented at the 2019 North Central Region of the American Association for Agricultural Education Research Conference. East Lansing, MI.

**Specht, A. R.,** Rumble, J. N., & Buck, E. B. (2019, June). "You call that meat?" Investigating social media conversations and influencers surrounding cultured meat. Paper presented at the 2019 Association for Communications Excellence (ACE) Conference. San Antonio, TX.

Gwartz, B., & **Specht, A. R.** (2019, February). Where there's smoke, there's fire: Examining agricultural and environmental frames in Associated Press coverage of U.S. wildfires. Paper presented at the 2019 National Agricultural Communications Symposium. Birmingham, AL.

- Dietrich, C., Buck, E. B., & **Specht, A. R.** (2018, May). Taking pulse: Consumers' attitudes toward agriculture and information sources. Paper presented at the 2018 American Association for Agricultural Education National Conference. Charleston, S.C.
- Dietrich, C., **Specht, A. R.**, & Buck, E. B. (2018, May). Eat this because: An evaluation of persuasion strategies used in commodity magazine advertising. Paper presented at the 2018 American Association for Agricultural Education National Conference. Charleston, S.C.
- Haller, L., **Specht, A. R.**, & Buck, E. B. (2018, May). Exploring the impact of Ohio agricultural organizations' social media use on traditional media coverage of agriculture. Paper presented at the 2018 American Association for Agricultural Education National Conference. Charleston, S.C.
- Specht, A. R.**, & Buck, E. B. (2017, May). Crowdsourcing change: An analysis of Twitter discourse on food waste and reduction strategies. Paper presented at the 2017 American Association for Agricultural Education National Conference. San Luis Obispo, CA.
- Wickstrom, A. E., Seeloff, D. M., & **Specht, A. R.** (2017, May). Education in agritourism: A qualitative case study of central Ohio agritourism managers' decisions to enter the industry and educate visitors. Paper presented at the 2017 American Association for Agricultural Education National Conference. San Luis Obispo, CA.
- Specht, A. R.**, & Buck, E. B. (2017, February). Crowdsourcing change: An analysis of Twitter discourse on food waste and reduction strategies. Paper presented at the 2017 Annual Meeting of the Southern Association of Agricultural Scientists-AG COMM Section. Mobile, AL.
- Beam, B. W., **Specht, A. R.**, & Buck, E. B. (2017, February). Living with the Land's agricultural and social media message. Paper presented at the 2017 Annual Meeting of the Southern Association of Agricultural Scientists-AG COMM Section. Mobile, AL.
- Specht, A. R.**, & Beam, B. W. (2016, October). Pictures worth a thousand words: Data visualization in food, agricultural, and environmental scholarly publications. Paper presented at the 2016 North Central Region of the American Association for Agricultural Education Research Conference. West Lafayette, IN.
- Beam, B. W., & **Specht, A. R.** (2016, October). American Gothic: An iconography and Twitter analysis of America's most illustrious agrarian couple in popular culture. Paper presented at the 2016 North Central Region of the American Association for Agricultural Education Research Conference. West Lafayette, IN.
- Wickstrom, A. E., & **Specht, A. R.** (2016, June). Tweeting with authority: Identifying influential participants in agriculture-related water quality Twitter conversations. Paper presented at the 2016 Association for Communications Excellence Conference. Memphis, TN.
- Beam, B. W., & **Specht, A. R.** (2016, February). Prince Farming at home: A social semiotic analysis of The Bachelor's depiction of modern agricultural production and rural life. Paper presented at the 2016

Annual Meeting of the Southern Association of Agricultural Scientists-AG COMM Section. San Antonio, TX.

**Specht, A. R.,** & Beam, B. (2015, June). Prince Farming takes a wife: Exploring the use of agricultural imagery and stereotypes on ABC's The Bachelor. Paper presented at the 2015 Association for Communications Excellence Conference. Charleston, SC.

Dietrich, C., Buck, E., & **Specht, A.** (2015, June). Exploring the relationship between pre-school-aged animated television and agriculture: A content analysis of Disney Junior's Mickey Mouse Clubhouse. Paper presented at the 2015 Association for Communications Excellence Conference. Charleston, SC.

McKim, B. R., & **Specht, A.** (2015, June). Video ethnography: An approach to collecting, archiving, and sharing data and results. Abstract presented at the 2015 North American Colleges & Teachers of Agriculture Conference. Athens, GA.

McKim, B. R., **Specht, A. R.,** Walker, T., Walther, D., Homeyer, M., & Guerrero, M. (2015, June). Making agriculture relevant: Categorizing Texas consumers' food-related knowledge, attitudes, and behavior. Abstract presented at the 2015 North American Colleges & Teachers of Agriculture Conference. Athens, GA.

Cannon, K. J., **Specht, A. R.,** & Buck, E. (2014, May). Agricultural communications programs: A national portrait of undergraduate courses. Paper presented at the 2014 American Association for Agricultural Education National Conference. Salt Lake City, UT.

**Specht, A. R.,** & Rutherford, T. (2014, February). The pastoral fantasy on the silver screen: The influence of film on American cultural memory of the agrarian landscape. Paper presented at the Annual Meeting of the Southern Association of Agricultural Scientists. Dallas, TX. Second-place research paper and presentation.

**Specht, A. R.,** McKim, B. R., & Rutherford, T. (2013, June). A little learning is dangerous: The influence of agricultural literacy and experience on young people's perceptions of agricultural imagery. Paper presented to the 2013 American Association for Agricultural Education National Conference. Columbus, OH.

**Specht, A. R.,** McKim, B. R., & Rutherford, T. (2013, February). A little learning is dangerous: The influence of agricultural literacy and experience on young people's perceptions of agricultural imagery. Paper presented at the Annual Meeting of the Southern Association of Agricultural Scientists. Orlando, FL.

**Specht, A. R.,** & McKim, B. R. (2012, April). A mixed-mode survey of media channels and public opinion: Perceptions of agriculture and "the swine flu." Paper presented at the Western Region AAAE Conference. Bellingham, WA.

Allen, P. R., **Specht, A. R.,** Tomascik, C. R., & Naile, T. L. (2011, February). The role of FEMA independent study courses in Cooperative Extension professional development. Paper presented at the Annual Meeting of the Southern Association of Agricultural Scientists. Corpus Christi, TX.

**Specht, A. R.**, & Rhoades, E. B. (2011, February). Advertising agrarian unreality: College students' preferences for agricultural commodity advertising content. Paper presented at the Annual Meeting of the Southern Association of Agricultural Scientists. Corpus Christi, TX.

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#### **REFEREED POSTER PRESENTATIONS IN PROCEEDINGS**

Sanders, A., Rockers, A., & **Specht, A. R.** (2020, February). It's almost as if they have a problem with women: A constant comparative analysis of feminist conversations on agricultural Twitter. Poster presented at the 2020 National Agricultural Communications Symposium. Louisville, KY.

Wickstrom, A. E., & **Specht, A. R.** (2017, May). Message in a milk bottle: Where do organic and conventional milk consumers in California go for information about dairy products? Poster presented at the 2017 American Association for Agricultural Education National Conference. San Luis Obispo, CA.

Beam, B. W., & **Specht, A. R.** (2016, December). Agriculture's eye in the sky: Flight basics for drones. Graduate student poster presented at the 2016 Ohio State University Extension Conference. Columbus, OH.

Seeloff, D. M., & **Specht, A. R.** (2016, October). Feeding knowledge, not trolls: Using student organizations to educate about agricultural practices. Poster presented at the 2016 North Central Region of the American Association for Agricultural Education Research Conference. West Lafayette, IN.  
Outstanding innovative idea poster.

Beam, B. W., **Specht, A. R.**, & Buck, E. B. (2016, June). Living with the Land's agricultural and social media message. Poster presented at the 2016 Association for Communications Excellence (ACE) Research Conference. Memphis, TN.

Seeloff, D. M., Wickstrom, A. E., & **Specht, A. R.** (2016, June). Unwrapping Chipotle Mexican Grill: A case study of how a popular food chain handled food safety issues. Poster presented at the 2016 Association for Communications Excellence (ACE) Research Conference. Memphis, TN.

Beam, B. W., & **Specht, A. R.** (2016, February). Twitter and The Bachelor: Analyzing the use of social media by live television viewers. Poster presented at the 2016 Annual Meeting of the Southern Association of Agricultural Scientists-AG COMM Section. San Antonio, TX.

Seeloff, D., & **Specht, A. R.** (2016, February). Buzzwords to go: Investigating food trucks' use of Twitter to propagate food trends. Poster presented at the 2016 Annual Meeting of the Southern Association of Agricultural Scientists-AG COMM Section. San Antonio, TX.

Seeloff, D., & **Specht, A. R.** (2016, February). You scream, I scream, we all scream for...Listeria? Analyzing the social media crisis communications strategies of food companies during product recalls. Poster presented at the 2016 Annual Meeting of the Southern Association of Agricultural Scientists-AG COMM Section. San Antonio, TX.

- Wickstrom, A. E., & **Specht, A. R.** (2016, February). Tweeting up a storm: Twitter influentials' themes in water quality crisis discussions. Poster presented at the 2016 Annual Meeting of the Southern Association of Agricultural Scientists-AG COMM Section. San Antonio, TX. Second-place research poster.
- McKim, B. R., **Specht, A. R.**, & Yopp, A. (2015, June). A systems approach to fostering a collaborative experience for teaching research: A case study. Poster presented at the 2015 North American Colleges & Teachers of Agriculture Conference. Athens, GA.
- Morrison, L., Buck, E.B., & **Specht, A. R.** (2015, May). The exploration of social media as a media relations tool for agricultural organizations. Poster presented at the 2015 American Association for Agricultural Education National Conference. San Antonio, TX.
- Specht, A. R.**, & Buck, E. (2014, May). Pinning down farm life: A semiotic exploration of agricultural visual Web content. Poster presented at the 2014 American Association for Agricultural Education National Conference. Salt Lake City, UT.
- Specht, A. R.** (2014, May). Plows, cows, and sows: Measuring outmoded film portrayals of agricultural production. Poster presented at the 2014 American Association for Agricultural Education National Conference. Salt Lake City, UT.
- Specht, A. R.** (2013, September). Plows, cows, and sows: Measuring outmoded film portrayals of agricultural production. Poster presented at the 2013 North Central Region AAAE Conference. Platteville, WI. First Place Research Poster.
- Redwine, T., Rutherford, T., Leggette, H., **Specht, A.**, & Black, C. (2012, June). Effects of a workshop on adult agricultural leaders' perceptions of communication skills: A case study. Poster presented at the 2012 North American Colleges & Teachers of Agriculture Conference. River Falls, WI.
- Specht, A. R.**, Rutherford, T., & Dromgoole, A. L. (2012, May). Agriculture at eleven: Visual rhetoric and news media portrayals of agriculture. Poster presented at the 2012 National AAAE Conference. Asheville, NC. First Place Student-Led Research Poster.
- Specht, A. R.**, Rutherford, T., & Dromgoole, A. L. (2012, April). Agriculture at eleven: Visual rhetoric and news media portrayals of agriculture. Poster presented at the 2012 Western Region AAAE Conference. Bellingham, WA.
- Specht, A. R.**, Pritchett, K., Alvis, S., Naile, T. L., & Miller, K. (2011, April). The class was all a-Twitter: Using microblogs to facilitate class discussion. Poster presented at the 30th Annual Western Region Agricultural Education Conference. Fresno, CA.
- Specht, A. R.**, Pritchett, K., Alvis, S., Naile, T. L., & Miller, K. (2011, April). The class was all a-Twitter: Using microblogs to facilitate class discussion. Poster presented at the 2011 American Association for Agricultural Education National Conference. Coeur d'Alene, ID. Second Place Student-Led Innovative Idea Poster.

**Specht, A. R.,** Pritchett, K., & Naile, T. L. (2011, April). Giving advocates something to tweet about: Advocacy 2.0 training at #acfc10. Poster presented at the 30th Annual Western Region Agricultural Education Conference. Fresno, CA.

**Specht, A. R.,** Pritchett, K., & Naile, T.L. (2011, May). Agricultural literacy online: Creating conversations about agriculture. Poster presented at the 2011 American Association for Agricultural Education National Conference. Coeur d'Alene, ID.

**Specht, A. R.,** Naile, T. L., & Pritchett, K. (2011, February). Tweeting your praises: Twitter as a conference evaluation tool. Poster presented at the Annual Meeting of the Southern Association of Agricultural Scientists. Corpus Christi, TX. Second Place Innovative Idea Poster.

**Specht, A. R.** (2008, May). Cultivating the Farm Bill. Ohio State University College of Food, Agricultural, & Environmental Sciences Undergraduate Research Forum. Columbus, OH. First Place Social Science Poster.

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## TEACHING EXPERIENCE

### At **The Ohio State University**, Columbus, Ohio:

- COMLDR 1100: Exploring Agricultural Communication, Education, and Leadership (Co-Instructor)
- AGRCOMM 4130: Publication Design and Production (Primary Instructor)
- AGRCOMM 5135: Agricultural Feature Writing (Co-Instructor; Primary Instructor)
- AGRCOMM 5530: Advanced Agricultural Communication Technology (Primary Instructor)
- AGRCOMM 5535: Data Visualization and Scientific Storytelling in FAES (Primary Instructor)
- AEE 8100: Applied Communication Theory and Practice (Primary Instructor)
- AGCOMM 367: Contemporary Issues in American Agriculture (Recitation Instructor)

### At **University of Nebraska-Lincoln**, Lincoln, Nebraska:

- ADPR/ALEC 207: Communicating to Public Audiences (Primary Instructor)
- ALEC 305: Presentation Strategies for Agricultural Audiences (Primary Instructor)
- ALEC 397-001: Media Literacy and Popular Portrayals of Agriculture (Primary Instructor)
- ALEC 397-002: Senior Capstone Seminar (Primary Instructor)

### At **Texas A&M University**, College Station, Texas:

- AGCJ 203: Agricultural Media Writing 1 (Teaching Assistant)
- AGCJ 303: Agricultural Media Writing 2 – Feature Writing (Primary Instructor)
- AGCJ 304: Editing for Agricultural Media (Teaching Assistant)
- AGCJ 306: Theory & Practices of Agricultural Public Relations (Teaching Assistant)
- AGCJ 307: Electronic Media Production (Primary Instructor, Teaching Assistant, Lecturer)
- AGCJ 405: Agricultural Publication Production (Teaching Assistant, Laboratory Instructor)
- AGCJ 409: Television Production for Agricultural Journalists (Teaching Assistant)
- AGCJ 491: Undergraduate Research (Teaching Assistant)

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## CURRICULUM DEVELOPMENT

### **2019: Program Revisions for Agricultural Communication Minor**

Reviewed and revised AGRCOMM minor requirements in conjunction with AGRCOMM program faculty, the ACEL academic affairs committee, and the CFAES Committee on Academic Affairs.

### **2018: Program Revisions for Agricultural Communication Major**

Shepherded course-change, new-course, and program revision requests through the ACEL and CFAES Committee on Academic Affairs.

### **2018: Agricultural Communication 5135.01: Agricultural Feature Writing**

Updated course materials for the AGRCOMM major capstone experience. Developed separate feature writing and print/online magazine production courses for upper-level AGRCOMM students.

AGRCOMM 5135.01 includes forms and functions of feature stories, interviewing, writing, and editing and produces written content for the *AgriNaturalist* magazine.

### **2018: Agricultural Communication 5135.02: AgriNaturalist Practicum**

Updated course materials for the AGRCOMM major capstone experience. Developed separate feature writing and print/online magazine production courses for upper-level AGRCOMM students.

AGRCOMM 5135.02 focuses on magazine layout and production, business and sales, and online publications. Students in this course design, sell ads for, and publish online the *AgriNaturalist*.

### **2018: Agricultural Communication 5535: Data Visualization and Scientific Storytelling in FAES**

Developed course materials for a graduate/undergraduate course focused on data visualization, communicating research to diverse audiences, and presentation strategies.

### **2013: Agricultural Leadership, Education & Communication 397: Special Topics in ALEC**

Developed course materials for an undergraduate special-topics course in Agricultural Journalism on portrayals of agricultural production in entertainment media. Created assessments to encourage critical thinking and cultural theory integration related to public perceptions of agriculture.

### **2012: Agricultural Communications & Journalism 307**

Designed course materials for a section of AGCJ 307 – Design for Agricultural Media integrating interactive online resources and face-to-face instruction to familiarize students with design principles and professional-grade graphic design and publication software.

### **2011: Agricultural Communications & Journalism 303**

Designed curriculum for a feature-writing section of AGCJ 303 – Agricultural Media Writing 2. Developed materials and assignments to guide students in the feature-writing and professional publication processes.

### **2010: Agricultural Communication 367**

Developed recitation content and activities for AGCOMM 376 – Contemporary Issues in American Agriculture, including guided discussions of popular media, news stories, and current events related to agricultural issues.

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## GUEST LECTURES IN COLLEGE CLASSROOMS

**Specht, A. R.** (2018). Social media research: Public opinion in the palm of your hand. Presented to AEE 8880 - Instrumentation and Procedures for Data Collection. Ohio State University.

**Specht, A. R.** (2016). Qualitative research. Presented to AEE 8850 – Research Methods. Ohio State University.

**Specht, A. R.** (2014). Visual communication. Presented to ALEC 136 – Fundamentals of Agricultural and Natural Resources Communication. University of Nebraska-Lincoln.

**Specht, A. R.** (2012). Introduction to graphic design principles. Presented to AGCI 105 – Introduction to Agricultural Communications. Texas A&M University.

**Specht, A. R.** (2012). Social media: Communicating, collecting, and curating. Presented to ALEC 380 – Workshop in Agricultural Leadership, Education, and Communications. Texas A&M University.

**Specht, A. R.** (2011). Writing blogs. Presented to AGCI 105 – Introduction to Agricultural Communications. Texas A&M University.

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## UNPUBLISHED PROFESSIONAL PRESENTATIONS

### National and Regional Presentations:

**Specht, A. R.**, Beam, B. W., Wickstrom, A. E., & Seeloff, D. M. (2017). Big Data for grand challenges: Using social media data aggregators to monitor public perceptions of food, agricultural, and environmental issues. Professional workshop presented at the 2017 Annual Meeting of the Southern Association of Agricultural Scientists-AG COMM Section. Mobile, AL.

Beam, B. W., & **Specht, A. R.** (2017). Agriculture's eye in the sky: Flight basics for drones. Professional workshop presented at the 2017 Annual Meeting of the Southern Association of Agricultural Scientists-AG COMM Section. Mobile, AL.

Naile, T. L., Robertson, T., & **Specht, A.** (2011). The class was all a-Twitter: Using new media to facilitate classroom interactions. Professional workshop delivered at the annual Association for Communication Excellence in Agriculture and Natural Resources Conference. Denver, CO.

### Invited Presentations at The Ohio State University:

**Specht, A. R.** (2018). Digital and Online Science Communication: Making Your Science Come to Life. Professional presentation delivered to 20 attendees at the 2019 Ohio State Plant Sciences Symposium. Columbus, OH.

**Specht, A. R.** (2018). Pictures Worth a Thousand Words: Data Visualization for Science Communicators. Professional presentation delivered to 40 members of the Department of Plant Pathology at Ohio State-Columbus and OARDC. Columbus, OH.

**Specht, A. R.** (2017). Food Waste U: The Ohio State Food Waste Collaborative. Professional presentation delivered to 15 members of the 2016-2017 class of Leadership Tuscarawas. New Philadelphia, OH.

Beam, B. W., & **Specht, A. R.** (2016). Agriculture's eye in the sky: Flight basics for drones. Poster presentation delivered to the 2016 OSU Extension Annual Conference. Columbus, OH.

**Specht, A. R.,** & Wickstrom, A. (2015). Big Data and Extension outreach: Improving social media strategies with data aggregators. Professional presentation delivered to 30 Ohio State University Extension educators at the 2015 OSU Extension Annual Conference. Columbus, OH.

**Specht, A. R.** (2015). Communicating with others. Professional presentation delivered to 120 Ohio 4-H advisors and members at the 2015 Equine 4-H Advisor Training. Columbus, OH.

**Specht, A. R.,** & Buck, E. B. (2014). Social media and its implications: Trends and best practices for OSU Extension. Professional workshop delivered to 40 Ohio State University Extension educators at the 2014 OSU Extension Annual Conference. Columbus, OH.

#### **Invited Presentations at Texas A&M University:**

**Specht, A. R.** (2012). Designing posters: How to present research creatively. Student workshop delivered to the ALEC Graduate Student Society. College Station, TX.

**Specht, A. R.** (2012). Graphic design basics. Student workshop delivered to the College of Agriculture & Life Sciences Study Abroad Ambassadors and Mentors. College Station, TX.

**Specht, A. R.,** & Rayfield, J. (2012). Poster design: Presenting your research correctly and creatively. Student workshop delivered to the 2011-2012 COALS Graduate Student Cohort for Success in Research. College Station, TX.

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## **OUTREACH AND SERVICE**

### **Department and Campus Activities:**

- Outreach committee member, Germinate International Film Festival (May 2019-present)
- Member, CFAES Teaching & Learning Professional Development Panel (March 2019-present)
- University Senator representing CFAES (August 2019-present)
  - Member of Council on Enrollment and Student Progress (CESP) (August 2019-present)
  - Co-chair of the CESP Priority Scheduling Subcommittee
- Faculty coordinator, 2019 Plant Sciences Communications Workshop (November 2018-March 2019)
- Chair, ACEL Undergraduate Academic Affairs Committee (August 2018-present)
- Member, ACEL Teaching and Learning Strategic Planning Committee
- CFAES Celebration of Students Steering Committee
  - Program Subcommittee advisor (January 2018-present)
  - Production Subcommittee advisor (January 2015-December 2017)
- Agricultural Communication program coordinator (August 2017-present)
- Member and co-investigator, OSU Food Waste Collaborative (March 2016-present)

- Member and diversity liaison, Department of Agricultural Communication, Education, and Leadership Department Chair Search Committee (December 2015-April 2016)
- Member, Department of Agricultural Communication, Education, and Leadership Visioning Steering Committee (December 2015-December 2016)
- Executive board member and co-advisor, science-communication organization Citation Needed (September 2015-present)
  - Recipient of Outstanding New Activity Award for *Food Evolution* Screening and Discussion with Alison Van Eenanaam
- Member, College of Food, Agricultural, and Environmental Sciences Committee on Academic Affairs (August 2015-present)
  - Member, COAA Petitions Subcommittee (October 2015-present)
- General and Communication Committee member, Ohio State University STEAM Factory (September 2014-present)
- Member, Department of Agricultural Communication, Education, and Leadership Academic Affairs Committee
- Co-advisor, Sigma Alpha Professional Agricultural Sorority (November 2014-present)
  - Finalist for 2018 Outstanding CFAES Student Organization Award
- Co-advisor, Ohio State University Chapter of Agricultural Communicators of Tomorrow (August 2014-present)
  - Recipient of 2018 Outstanding CFAES Student Organization Award
  - Hosted 2018 National ACT Professional Development Conference (January 2018)
  - Recipient of 2016 Ed Johnson Award for Outstanding CFAES Student Organization
  - Recipient of 2016 Outstanding New Activity Award for Farmers Share
- Advisor, University of Nebraska Chapter of Agricultural Communicators of Tomorrow (July 2013-June 2014)
- Member, University of Nebraska-Lincoln Peer Review of Teaching Program
- AGCJ student research mentor (May 2012-May 2013)
  - Plan and execute consumer- and market-related research projects in conjunction with undergraduate students as part of the TAMU Digital Media Lab; provide support and constructive feedback to research mentees
- ALEC Department representative, Texas A&M University Graduate Student Council (May 2011-May 2012)
- Marketing coordinator and Planning Committee member, Texas A&M Student Research Week 2012 (September 2011-April 2012)
  - Designed promotional and informational materials for 15<sup>th</sup> Annual TAMU Student Research Week; served as volunteer judge and event scorekeeper
  - Event participation increased 40 percent from 2011 Student Research Week
- Graphic designer (September 2011-present)
  - Design print and digital media projects for ALEC Department and AgriLife Extension publications, websites, and presentations
- Member and Student Enrichment Committee chair, ALEC Graduate Student Society (2010-present)
- General member, Agricultural Communicators of Tomorrow, Texas A&M Chapter (2010-2011)
- General member and Public Relations Committee member, HCRD Graduate Student Association (September 2008- July 2010)

- CFAES Student Council representative and Buckeye Classic Sale co-chair, Buckeye Dairy Club (September 2004-June 2008)

#### **Service to the Profession:**

- President, National Agricultural Communications Symposium (February 2020-present)
- Vice president, National Agricultural Communications Symposium (February 2019-February 2020)
- Secretary, National Agricultural Communications Symposium (February 2018-February 2019)
- Manuscript reviewer, *Journal of Agricultural Education* (January 2017-present)
- North Central representative, *Journal of Agricultural Education* Editing-Managing Board (January 2017-present)
- Member, AAAE Strategic Planning Committee (October 2016-May 2017)
- Chair, AAAE Professional Development Committee (May 2016-May 2017)
- Chair and member, North Central AAAE Professional Development Committee (October 2014-October 2017)
- Member, National FFA Public Speaking CDE Revision Committee (May 2015)
- Chair-elect and member, AAAE Professional Development Committee (May 2014-May 2016)
- Conference poster and manuscript reviewer, American Association for Agricultural Education (August 2013-present)
- Conference poster and manuscript reviewer, Association for Communications Excellence (August 2013-present)
- Manuscript reviewer, *Journal of Applied Communications* (August 2013-present)

#### **Community Outreach and Engagement:**

- Member, 2021 National Holstein Convention Promotions Committee (July 2018-present)
- Member, Ohio Farm Bureau Federation Education Issue Advisory Team (February 2018-present)
- Invited speaker, Champaign County Extension Beef Symposium (December 2018)
  - Presented “Consumers Perceptions of Cultured Meat” to 40 beef producers in Champaign and surrounding counties
- Official judge, Twin Falls (Idaho) County Dairy Show (August 2018)
- Member, Ohio Farm Bureau Federation Food Chain and Consumer Issue Advisory Team (February 2017-January 2018)
- Planning committee member and presenter, 2016 Ohio State University Food Waste Conference (August 2016)
- Volunteer official, Ohio 4-H Dairy Judging Clinic (April 2015)
- Volunteer official, Nebraska State Fair 4-H and FFA Dairy Judging Contest (2013)
- Thought for Food Challenge team leader, Team Hungry for Answers (May 2012-July 2012)
  - Proposed and developed “AgriCULTURE,” an agriculture-related reality television program for teens and young adults; named semifinalist in 2012 Thought for Food Challenge, an international competition for university students
- Volunteer instructor, Texas 4-H Livestock Ambassador Media Training (July 2012)
- Volunteer coordinator, Texas Agricultural Lifetime Leadership Communications Training (July 2012)
- Volunteer instructor, Texas Farm Bureau Federation LEAD Program Communications Training (January 2012)
- Volunteer, Tuscarawas County Farm Bureau and Soil & Water Conservation District “Ag in the Park” event (August 2011)

- Volunteer, Tuscarawas County 4-H Cloverbud Camp (August 2011)
- Volunteer reasons instructor, Ohio 4-H Dairy Judging Program (2010 and 2011)
- Volunteer judge, Ohio Farm Bureau Federation Discussion Meet (August 2009)
- Official judge, National FFA Dairy Evaluation Contest (October 2008)
- Volunteer official, Tuscarawas County 4-H Dairy Judging Contest (September 2007 and 2008)

#### **Organizational Memberships:**

- North American Colleges and Teachers of Agriculture (NACTA) (2012-present)
- American Association for Agricultural Education (AAAE) (2012-present)
- Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences (ACE) (2011-present)
- Ohio State University Alumni Association (2008-present)
- Ohio State College of Food, Agricultural, & Environmental Sciences Alumni Association (2008-present)
- Ohio State University Honors & Scholars Alumni Association (2008-present)
- Ohio Purebred Dairy Cattle Association (2007-present)
- National Dairy Shrine (2006-present)
- Holstein USA (1997-present)
- Ohio Holstein Association (2006-present)
- Ohio Farm Bureau Federation (2004-present)
- Tuscarawas County Farm Bureau (2004-present)

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#### **AWARDS AND HONORS**

- Educator Award recipient, North American Colleges and Teachers of Agriculture (June 2019)
- American Farm Bureau Discussion Meet
  - Sweet Sixteen semifinalist (January 2019)
- Association for Communication Excellence (ACE) Award of Excellence for Academic Programs/Teaching/Mentoring (August 2018)
- Ohio Farm Bureau Discussion Meet
  - State winner (January 2018)
  - State semifinalist (December 2017)
- Cohort member, AAAE OMEGA II: Powerful Professional Growth (2016)
- Graduate Student Teaching Award recipient, North American Colleges and Teachers of Agriculture (2013)
- Outstanding Doctoral Student, Department of Agricultural Leadership, Education, and Communications (2013)
- Dairy Farmers of America Scholarship recipient (2012)
- Debbie King Scholarship recipient (2012)
- Editor, COALS *AgriLeader* E-zine (Fall 2010)
  - First Place Online Publication, 2011 National Agricultural Communicators of Tomorrow Critique Contest
- Texas A&M University Regents Fellow (2010)
- Ohio State University Graduate Fellow (2008)
- Editor, CFAES *AgriNaturalist* magazine (Spring 2008)

- Top 20 Senior Scholar, OSU College of Food, Agricultural, & Environmental Sciences (2008)
- Represented English and Agricultural Communication programs at President's Salute to Undergraduate Academic Achievement ceremony (2007 and 2008)
- Sphinx Senior Class Honorary (2007-2008)
- Gamma Sigma Delta Agricultural Honor Society (2007-2008)
- All-American member of Ohio State University Dairy Judging Team (2007)
  - Second-High Individual, Eastern States Exposition; Third-High Individual, All-American Dairy Show; Sixth-High Individual, National Intercollegiate Contest, World Dairy Expo
- Ohio Farm Bureau Foundation Women in Agriculture Scholarship recipient (2006)
- OSU College of Food, Agricultural, & Environmental Sciences Top Sophomore Scholar (2006)
- National Holstein Women's Scholarship recipient (2006)
- Gamma Sigma Delta Top Freshman Scholar (2005)
- Alpha Lambda Delta-Phi Eta Sigma Freshman Class Honorary (2004-2005)