

Emily B. Buck

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EDUCATION

University of Florida, Gainesville, FL, Graduation August 2006

Ph.D. in Agricultural Communication

Dissertation: "The Effect of Cognitive Problem-Solving Style and Level of Interactivity on Attitudes toward and Recall of Web-based Information" Specialty: new media, visual communications, distance education, and rural magazines

University of Florida, Gainesville, FL, 2004

M.S. in Agricultural Communication

Thesis: "An examination of the adoption of the Internet by agricultural magazines"

Ohio State University, Columbus, OH, 200

B.S. in Agricultural Communication

Top 10 Senior in the College of Agricultural and Life Sciences Minor: Animal Sciences

Prague College of Agriculture in the Czech Republic, study abroad for six weeks. 2001

PROFESSIONAL EXPERIENCE

Professor, Agricultural Communication

Agricultural Communication, Education and Leadership at The Ohio State University

Taught courses in the agricultural communication program, advised undergraduate and graduate students. Served as Director of Graduate Studies and Co-Director of the Leadership Center. Sat on and chaired master's thesis and doctoral dissertation committees. I co-advised the Agricultural Communicators of Tomorrow club at the university, and led a study abroad program to the UK. I conducted research in agriculture's use of new media technologies and the media's coverage of agriculture topics. June 2018- Present

Associate Professor, Agricultural Communication

Agricultural Communication, Education and Leadership at The Ohio State University

Taught courses in the agricultural communication program, advised undergraduate and graduate students. Sat on and chaired master's thesis and doctoral dissertation committees. I advised the Agricultural Communicators of Tomorrow club at the university, and developed a study abroad program to the UK. I conducted research in agriculture's use of new media technologies and the media's coverage of agriculture topics. October 2011- June 2018.

Assistant Professor, Agricultural Communication Human and Community Resource Development at The Ohio State University

Taught courses in the agricultural communication program, advised undergraduate and graduate students. Sat on and chaired master's thesis and doctoral dissertation committees. I advised the Agricultural Communicators of Tomorrow club at the university, and set up a mentoring program between OSU and the Ohio Agriculture Communicators Association. Developed recruiting plans and materials. I conducted research in agriculture's use of new media technologies and the media's coverage of agriculture topics. October 2006- October 2012.

Graduate Research Assistant University of Florida

Completed research in the use of the Internet in newsrooms, distance education, agricultural magazines, critical thinking, and visual communication. Served as designer & webmaster for spageag.org, editor/graphic designer of the 2004 *CALS Connections* publication for the College of Agricultural and Life Sciences, helped in the development of the College of Agricultural and Life Sciences Web page.

Taught courses in Web and print production, technical communication, news writing, public relations campaigns strategies, as well as guest lectured on Photoshop and verbal communication. Worked on two Higher Education Challenge Grants and a NASA/USDA grant helping with data collection, implementation, and evaluation. August 2002-August 2006.

Rustic Star Designs Freelance Web and Graphic Design

Contracted employee with The Market Place, Inc. in The Villages, Florida, as a web designer. Developed themarketplace.net as well as several other sites. Developed marketing brochures for the College of Agricultural and Life Sciences at the University of Florida. Designed advertisements for local equine farms. June 2004-August 2006.

Webmaster for Seminole Feed

Managed the Seminolefeed.com Website as well as all site redesigns. Managed

and designed the *ecmagazine.com* Website. July 2003- August 2005.

Communication Intern/ Webmaster

Served as feature writer for *ec Magazine*, designed PR pieces, photographer, and designer for the company's two websites, maintained an Online database and magazine website. May 2003-July 2003.

Editing and Public Relations Intern for Ohio Quarter Horse Association

Wrote and edited articles and helped layout the Ohio Quarter Horse News, and the All-American Quarter Horse Congress program. Designed and made media packets for the All-American Quarter Horse Congress. April 2002- August 2002.

Editorial Intern for OSU Communications and Technology

Laid out and edited text for OSU Extension fact sheets and 4-H publications using AP and Chicago style guides. March 2001 through August 2002.

Exhibit Design Intern for OSU Communications and Technology

Designed large exhibits consisting of photos and copy for clients. Worked with clients during the development process as well as in billing. June 2000 through March 2001, January 2002 through July 2002.

Free-lance Writer for *Off Road magazine*

Submitted an article printed in October 2000.

Consignment Organizer— Ohio Sheep Improvement Association

Organized and managed a consignment booth for sheep producers at the Ohio State Fair. August 1999.

Secretary— Ohio Sheep Improvement Association

Prepared information packets for all state meetings. Held registration duties at the Ohio State Sheep Improvement Association annual conference. Wrote articles for the association newsletter and answered phones and faxes. February 1999 through May 1999.

REFEREED JOURNAL PUBLICATIONS

(PUBLISHED UNDER RHOADES FOR SEVERAL YEARS)

*Graduate students under my supervision)

- Masambuka-Kanchewa, F., Rodriguez, M.T., **Buck**, E. & Lamm, A.J. (In review). Impact of Agricultural Communication Interventions on Sustainable Agricultural Development in Malawi. *Journal of International Agricultural Extension Education*
- Dietrich, C., Specht, A.R., & **Buck**, E. B. (In Review). Eat this because: An evaluation of persuasion strategies used in commodity magazine advertising. *Journal of Applied Communication*.
- Specht, A., Rumble, J., & **Buck**, E.B. (In Press). You Call that Meat?" Investigating Social Media Conversations and Influencers Surrounding Cultured Meat. *Journal of Applied Communication*.
- Rumble, J.N., Rogers-Randolph, T.M., & **Buck**, E.B. Should livestock images provide historical reference or modern reality? An examination of the influence of livestock communication on attitude. *Journal of Applied Communication*. Vol 103 no. 2. 2019.
- Haller, L., Specht, A. R., & Buck, E. B. Exploring the impact of Ohio agricultural organizations' social media use on traditional media coverage of agriculture. *Journal of Applied Communication*. Vol 103 no. 4. 2019.
- Specht, A. R., & **Buck**, E. B. Crowdsourcing change: An analysis of Twitter discourse on food waste and reduction strategies. *Journal of Applied Communication*. Vol 103 no. 2. 2019.
- Specht, A. R., Wickstrom, A. E., & **Buck**, E. B. Where I come from: Exploring regional differences in California consumers' attitudes and beliefs about fluid milk. the *Journal of Applied Communications*. Vol. 101 no. 4. 2017
- Irlbeck, E., **Buck**, E. "Are we There Yet? Towards an Agricultural Communication Academic Organization." *Journal of Applied Communications* Vol. 101 no. 3. 2017.
- Cannon, K., Specht, A., and **Buck**, E. "Agricultural communications programs: A national portrait of undergraduate courses." *Journal of Applied Communications*. Vol. 100, no.1. 2016.
- Cahyono, E.*, Agunga, A., **Buck**, E., & Scheer, S. "Challenges of Implementing Participatory Extension in Indonesia." *Journal of Communication and Media Research* Vol 8., no. 1. 2016.
- Dietrich, C. *, **Buck**, E., Specht, A., "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*. Vol. 99, no. 4:104-116. 2015.
- Miller, J., Large, M. *, Rucker, J., & **Buck**, E., "Characteristics of U.S. Agricultural Communications Undergraduate Programs." *Journal of Applied Communications*. Vol. 99, no. 4:76-90. 2015

- Specht, A.*, **Buck**, E., "Advertising Agrarian Unreality: College Students' Preferences for Agricultural Commodity Advertising Content." *Journal of Applied Communications*. Vol. 98, no. 2: 37-52. 2014.
- Rumble, J.,* **Buck**, E., "Narrowing the Farm-to-Plate Knowledge Gap through Semiotics and the Study of Consumer Responses Regarding Livestock Images". *Journal of Applied Communications*. Vol. 97, no. 3: 57-70. 2013.
- Glaze, D., Edgar, L., Rutherford, T., & **Rhoades**, E., "Visual Communications: An Analysis of University Students' Perceptions of Rural America Based on Select Photographs". *Journal of Applied Communications*. Vol. 97, no. 1: 9-24. 2013.
- Thompson, H.*, **Rhoades-Buck**, E., "Agricultural issues on the ballot: A case study of the 2009 Ohio issue 2 campaign". *Journal of Applied Communications*. Vol. 97, no. 1: 66-79. 2013.
- Settle, Q., Telg, R., Baker, L., Irani, T., **Rhoades**, E., & Rutherford, T. (2012). "Social Media in Education: The Relationship Between Past Use and Current Perceptions." *Journal of Agricultural Education*. Vol. 53, no. 3. 137-153.
- Settle, Q., Telg, T., Irani, T., Baker, M., **Rhoades**, E., & Rutherford, T. (Jun, 2011). "Instructor's Social Media Use and Preferences in Agricultural Classes." *NACTA Journal*. Vol. 55, no. 2. 78-83.
- Goodwin, J.*, & **Rhoades**, E. (Jan, 2011). "Agricultural Legislation: The Presence of California Proposition 2 on YouTube." *Journal of Applied Communications*. Vol. 95, no. 1. 22-35. http://journalofappliedcommunications.org/images/stories/issues/2011/jac_v95_n1_article2.pdf.
- Lamm, A., **Rhoades**, E., Irani, T., Roberts, T., Snyder, L., & Brendemuhl, J. (Jan, 2011), "Utilizing Natural Cognitive Tendencies to Enhance Agricultural Education Programs." *Journal of Agricultural Education*. Vol. 52, no. 2. 12-23.
- Hall, K.*, & **Rhoades**, E. (Jan, 2010). "Influence of Subjective Norms and Communication Preferences on Grain Farmers' Attitudes Toward Organic and Non-Organic Farming." *Journal of Applied Communications*. Vol. 94, no. 3 & 4. 51-64.
- Rhoades**, E., & Ellis, J. (2010). Food Tube: Coverage of Food Safety Issues through Video. *Journal of Food Safety* 1(30).
- Rhoades, E., Thomas, J., & Davis, A. (2009). Social Networking among Youth: How is 4-H Represented? *Journal of Extension*. Vol. 47, no. 9. (October). <http://joe.org/joe/2009october/a6.php>
- Rhoades**, E.B., Irani, T., Tingor, M., Wilson, S., Kubota, C., Giacomelli, G., McMahan, P.(2009). A Case Study of Agriscience Education in a Virtual World: A Web-based Multimedia Approach. *NACTA Journal*, 53 (4)42-48.
- Friedel, C., Stedman, N., **Rhoades**, E., Ricketts, J., & Irani, T. (2009). Relationships between Critical Thinking Disposition and Need for Cognition among Undergraduate Students Enrolled in Leadership Courses. *NACTA Journal*, 53(3), 63-74. **Honored as 2009 NACTA Journal Honorable Mention Award**
- Rhoades**, E., Ricketts, J., and Friedel, C. (2009). Major Comparison of Cognitive Potential: Are Agriculture Students Different? *Journal of Agricultural Education*,

50(3). 2009 Journal of Agricultural Education Author of the Year Award

- Hall, K., **Rhoades**, E.B., & Agunga, R. (Jan 2009). "Student Publications' Place in Agricultural Communication Curriculum." *Journal of Applied Communications*. Vol. 93, no. 1 & 2.: 35-44.
- Irani, T., Roberts, G., Wilson, S., & **Rhoades**, E. (2009). Evaluation of the effect of multi-site distance education on knowledge gained in a plant propagation course. *Quarterly Review of Distance Education* , 10(1), 27-36.
- Rhoades**, E.B., & Irani, T. (Jun, 2008). "The Stuff You Need Out Here." A Semiotic analysis of an agricultural company's advertisements." *Journal of Applied Communications*. Vol. 92, no. 3 and 4. http://journalofappliedcommunications.org/images/stories/issues/2008/JACv92n3-4_analysis.pdf.
- Friedel, C., Irani, T., **Rhoades**, E. B., Fuhrman, N., and Gallo, M. (2008). It's in the Genes: Exploring Relationships between Critical Thinking and Problem Solving in Undergraduate Agri-science Students' Solutions to Problems in Mendelian Genetics. *Journal of Agricultural Education*, 49(4), 25-37.
- Rhoades**, E., Friedel, C., & Irani, T. (2008). Classroom 2.0: Student's Feelings on New Technology in the Classroom. *NACTA Journal*, 4(52).
- Rhoades**, E.B., Irani, T., Telg, R., & Myers, B. (2008). Internet as an Information Source: Attitudes and Usage of Students Enrolled in a College of Agriculture Course. *Journal of Agricultural Education*, 49 (2).
- Rhoades**, E.B., & Hall, K. (2007). The Agricultural Blogosphere: A Snapshot of New Agricultural Communicators Online. *Journal of Applied Communications*, 91(3&4), 37-56. **2007 JAC Article of the Year**
- Rhoades**, E. B., and Chodil, K. (2007). Effective First Impressions Online: A Case Study of Working with Industry Professionals to Analyze Web site Usability. *Journal of Applied Communications*, 91(1&2).
- Tignor, M. E., Wilson, S.B., Giacomelli, G.A., Kubota, C., Fitz-Rodriguez, E., Irani, T.A., **Rhoades**, E.B., & McMahan, M.J. (2007). Multi-institutional Cooperation to Develop Digital Media for Interactive Greenhouse Education. *HortTechnology* 17: 397-399.
- Rhoades**, E., Brain, R., Telg, R., Irani, T., & Roberts, O. (2006). Bridging borders: Organizing short-term agricultural communication study abroad programs. *Journal of Applied Communications*, 90(2).
- Tignor, M.E., Irani, T.A., **Rhoades**, E., Giacomelli, G.A., Kubota, C., Fitz, E., McMahan, M.J. and Wilson, S.B. (2006). Development of a Web-based multimedia resource for environmental control modeling and greenhouse education. *Acta Hort. (ISHS)* 719:303-310.
- Rhoades**, E., Ricketts, J., Irani, T., Lundy, L. & Telg, R. (2005). An assessment of the critical thinking disposition of agricultural communication students *Journal of Applied Communications*. 89(1).
- Tignor, M.E., S.B. Wilson, L. Hightower, E. Fitz, G. Giacomelli, C. Kubota, E.

- Rhoades**, T. Irani, M. McMahon, A. Laing, D. Heleba, and S. Greenleaf. (2005). Integrating video, interactive animations, images, and assessment towards an expandable instructor resource. *HortScience* 40(4):1044
- Ortiz-Rodríguez, M., Telg, R.W., Irani, T., Roberts, T.G., & **Rhoades**, E. (2005). College students' perceptions of quality in distance education: The importance of communication. *Quarterly Review of Distance Education*. 6(2).
- Bisdorf-Rhoades** E., Irani, T. & Telg, R. (2005). Assessing Internet use in Florida News rooms. *Journal of Applied Communications*. 89(2).

REFERRED RESEARCH PAPER PRESENTATIONS

*Graduate Student under my supervision

- Rumble, J. N., Rockers, A. L., & **Buck**, E. B. (In Review). The People or the Message: Which is responsible for Cognitive Conflict? Manuscript submitted for presentation at the National meeting of the American Association for Agricultural Education, Oklahoma City, OK.
- Masumbaka, F., & Buck, E.B. (2019, July). "**The unspoken controversial source of negative agricultural perceptions among American consumers.**" Paper presented at the annual meeting of the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences. San Antonio, TX, United States.
- Specht, A. R.; Rumble, J. N.; **Buck**, E. B. (2019, July). "You call that meat?" Investigating social media conversations and influencers surrounding cultured meat. Paper presented at the annual meeting of the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences. San Antonio, TX, United States.
- Rumble, J. N., Rogers -Randolph, T. M., & **Buck**, E. (2018, August). Picturesque vs. Reality: Influence of messages on attitudes toward livestock care and use. Paper presented at the annual meeting of the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences. Scottsdale, AZ
- Masambuka*, F., Rodriguez, M.T., **Buck**, E. (2018, April). Drivers and Shakers of Agricultural Communications: Implications for Sustainable Agricultural Development in Developing and Developed Countries. Paper presented at the 2018 AIAEE Conference. Merida, Mexico.
- 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.
- Lawson, C*, **Buck**, E. "Fracking Frames: A Framing Analysis and Comparative Study Of Hydraulic Fracturing Coverage in American Newspapers" Presented at Southern Association of Agricultural Scientists." (2017) Mobile, Al.

Beam, B.*, Specht, A., **Buck**, E. "Living with the Land's Agricultural and Social Media Message ."Presented at Southern Association of Agricultural Scientists." (2017) Mobile, AL.

Specht, A., **Buck**, E. "Crowdsourcing Change: An Analysis of Twitter Discourse on Food Waste and Reduction Strategies." Presented at Southern Association of Agricultural Scientists." (2017) Mobile, AL.

Dietrich, C.*, **Buck**, E., Specht, A. "Exploring the Relationship Between Pre-school- Aged Animated Television and Agriculture: A Content Analysis of Disney Junior's *Mickey Mouse Clubhouse*" Presented at The Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference, Charleston, SC. (June, 2015).

Miller, J., Large, M.*, Rucker, J., Shoulders, K., & **Buck**, E. "A Census of U.S. Agricultural Communications Undergraduate Programs." Presented at The Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference, Charleston, SC. (June, 2015).

Miller, J., Large, M.*, Rucker, J., Shoulders, K., & **Buck**, E. "Characteristics of US Agricultural Communications Undergraduate Programs." Presented at Southern Association of Agricultural Scientists. (2015). Atlanta, GA. **3rd Place Paper**

Cannon, K., Specht, A., and **Buck**, E. "Agricultural communications programs: A national portrait of undergraduate courses." Presented at American Association for Agriculture Educators. (May, 2014). Salt Lake City, Utah.

Buck, E., Hattey, J. "Teaching the Unknown Through Flipped Classrooms." Presented at NACTA, (June, 2013). Blacksburg, VA.

Wells, C.*, **Rhoades**, E., Presenter. "Uses of Social Media by State Politicians in Relation to Agricultural Policy." Presented at North Central Region of American Association for Agricultural Education. (2012)

Settle, Q., Telg, R., Baker, L., Irani, T., Rutherford, T., **Rhoades**, E., Unspecified. "Comparisons of Agricultural Instructor and Student Perceptions of Social Media in Education." Presented at American Association of Agriculture Educators. (2012)

Settle, Q., Telg, R., Baker, L., Irani, T., **Rhoades**, E., & Rutherford, T. (May, 2011). "Social Media in Education: The Relationship Between Past Use and Current

Perceptions." Presented at AAAE National Conference. Coeur d'Alene, Idaho.

Thompson, H.*, & **Rhoades**, E. (Sep, 2011). "Agricultural Issues on the Ballot: The 2009 Ohio Issue 2 Campaign." Presented at North Central Region of the American Association for Agricultural Education Penn State, State College, Pennsylvania, United States.

Baker, L., Settle, Q., Telg, R., Iraqi, T., **Rhoades**, E., & Rutherford, T. (February, 2011). "Wired in College: Students at Three Land-Grants Use of Old and New Media." Corpus Christi: Southern Association of Agricultural Scientists. [http:// agnews.tamu.edu/saas/](http://agnews.tamu.edu/saas/)

Goodwin, J.,* & **Rhoades**, E. (Feb, 2011). "Narrowing the Farm-to-Plate Knowledge Gap Through Semiotics and the Study of Consumer Responses Regarding Livestock Images." Corpus Christie: Southern Association of Agricultural Scientists. [http:// agnews.tamu.edu/saas/](http://agnews.tamu.edu/saas/). Peer-Review] (Published).

Settle, Q., Baker, L., Telg, R., Irani, T., **Rhoades**, E., & Rutherford, T. (Feb, 2011). "Comparison of Social Media use Between Students and Instructors in Agriculture." Corpus Christi: Southern Association of Agricultural Scientists. [http:// agnews.tamu.edu/saas/](http://agnews.tamu.edu/saas/)

Settle, Q., Telg, R., Baker, L., Irani, T., Rutherford, T. & **Rhoades**, E. (Feb, 2011). "Comparisons of Agricultural Instructor and Student Perceptions of Social Media in Education." Corpus Christi: American Association for Agricultural Education Southern Region. http://aaaeonline.org/uploads/allconferences/2-4-2011_571_SR_AAAE_Conference_Proceedings_2011.pdf. Peer-Review]

Specht, A.* & **Rhoades**, E. (Feb, 2011). "Advertising Agrarian Unreality: College Students' Preferences for Agricultural Commodity Advertising Content." Corpus Christie: Peer-Review] (Published).

Goodwin, J.*, & **Rhoades**, E. (2011). "Narrowing the Farm-to-Plate Knowledge Gap through Semiotics and the Study of Consumer Responses Regarding Livestock Images." Proceedings of the Annual Meeting of the Southern Association of Agricultural Scientists., Corpis Christie, Texas.

Glaze, D., Edgar, L., Rutherford, T., & **Rhoades**, E. (2010). Visual Communications: An Analysis of Rural and Urban University Students' Perceptions of Rural America Based on Select Photographs. In: Association of Communication Excellence. St. Louis, Mo.

Glaze, Edgar, Rutherford, & **Rhoades**. (2010). Visual Communications: An Analysis
Updated 5/14/20

of University Students' Perceptions of Rural America Based on Select Photographs. In: AAAE National Conference. Omaha, Nebraska.

Lamm, A., **Rhoades**, E., Snyder, L., Irani, T., Roberts, G., & Brendemuhl, J. (2010). Utilizing Natural Cognitive Tendencies to Enhance Agricultural Education Programs. In: AAAE Research Conference. Omaha, Ne. **Top Research Presentation Award**

Glaze, Edgar, Rutherford, & **Rhoades**. (2010). College Student's Perceptions of Rural America Based on Selected Photographs. . Proceedings of the Annual Meeting of the Southern Association of Agricultural Scientists. Orlando, Fl.

Rhoades, & Aue.* (2010). Social Agriculture: Adoption of Social Media by Agricultural Editors and Broadcasters. Presented at Southern Region of Ag Scientists . Proceedings of the Annual Meeting of the Southern Association of Agricultural Scientists. Orlando, Fl.

Goodwin,* & **Rhoades**. (2010). Animal Rights vs. Animal Welfare: Is Society able to distinguish the Difference and make Informed Decisions on Animal Care Legislation. Presented at Southern Region of Ag Scientists . Proceedings of the Annual Meeting of the Southern Association of Agricultural Scientists. Orlando, Fl.

Hupp, C.,* **Rhoades**, E., & Donermyer, J. (2009). Marketing Strategies for Agri-tourism Businesses. Presented at North Central Association for American Agricultural Educators. Lincoln, NE

Goodwin, J.*, & **Rhoades**, E.(2009). Agricultural Legislation: The Presence of California Proposition 2 on YouTube. Annual National Agricultural Education Research Conference, Louisville, Ky.

Rhoades, E., & Aue, K.* (2009). Marketing Off-Campus Programs to Undergraduates: What Draws in Science Students. The Annual National Agricultural Education Research Conference, Louisville, Ky.

Hall, K.,* & **Rhoades**, E. (2009). Influence of Subjective Norms and Communication Preferences on Grain Farmers' Attitudes toward Organic and Non-Organic Farming. The Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference, Iowa City, Iowa.
Outstanding Paper Award

Hall, K.,* & **Rhoades**, E. (2009). Ohio Grain Farmers' Attitudes toward Organic and Non-Organic Farming Methods. Paper Presented at the Annual Meeting of the Southern Association of Agricultural Scientists. Atlanta, Ga.

Ricketts, J., **Rhoades**, E., Friedel, C., Irani, T., & Stedman, N. (2009). Programmatic

Student Engagement Activities of FFA Chapter Leaders in Tennessee and Nebraska. Presented at ACTER, to Career and Technical Education Educators. Nashville. Nashville, TN.

Rhoades, E., Ricketts, J., and Friedel, C. (2008). Major Comparison of Cognitive Potential: Are Agriculture Students Different? Proceedings of the North Central Region American Association of Agriculture Educators Research Conference. Ithaca, NY.

Kaufman, E.K., **Rhoades, E.B.,** Brain, R.G., & Jones, D.W.W. (2008). Retaining the Best: Exploring the Influence of Communication Apprehension. Proceedings of the North American College Teachers of Agriculture Conference, Park City, UT.

Rhoades, E., and Ellis, J. (2008). Food Tube: Coverage of Food Safety Online. Proceedings of The Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference, Traverse City, MI.

Hall, K.,* **Rhoades, E.,** and Agunga, R. (2008). Student Publications' Place in Agricultural Communication Curriculum. Proceedings of The Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference, Traverse City, MI.

Rhoades, E., Friedel, C., Ricketts, J., Stedman, N., and Irani, T. (2008). Relationships between Critical Thinking Disposition and Need for Cognition among Undergraduate Students Enrolled in Leadership Courses. Proceedings of the Annual National Agricultural Education Research Conference, Reno, NV.

Rhoades, E., Friedel, C., and Irani, T. (2008). Classroom 2.0: Student's Feelings on New Technology in the Classroom. Proceedings of the Annual National Agricultural Education Research Conference, Reno, NV.

Hall, K.,* and **Rhoades, E.B. (2007).** Coverage of Corn-based Ethanol: A Comparison of Objectivity in U.S. National Newspapers. Proceedings of the North Central Region American Association of Agriculture Educators Research Conference. Columbia, MO.

Rhoades, E.B., Irani, T., Telg, R., and Myers, B. (2007). Reaching Online Audiences Successfully: The Effect of Cognitive Problem-Solving Style, Internet Usage, and Level of Interactivity on recall of Web-Based Information. Proceedings of the Association for Communication Excellence in Agriculture, Natural Resources, and

Life and Human Sciences Conference. Albuquerque, NM.

Rhoades, E.B., and Hall, K*. (2007). New Agricultural Communicators: A Content Analysis of the Current State of Agriculture Blogging. Proceedings of the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference. Albuquerque, NM. **First Place Outstanding Faculty Paper**

Rhoades, E. B., and Irani, T. (2007). Agricultural Education in a Virtual World: Assessing a Web-based Multimedia Approach to Greenhouse Education. Proceedings of the Annual National Agricultural Education Research Conference. Minneapolis, MN.

Friedel, C., Irani, T., **Rhoades, E. B., Fuhrman, N., and Gallo-Meaghar, M.** (2007). It's in the Genes: Exploring Relationships between Critical Thinking and Problem Solving in Undergraduate Agri-science Students' Solutions to Problems in Mendelian Genetics. Proceedings of the Annual National Agricultural Education Research Conference. Minneapolis, MN.

Rhoades, E. B., Irani, T., Telg, R., and Myers, B. (2007). Internet as an Information Source: Attitudes and Usage of Students Enrolled in College of Agriculture Courses Proceedings of the Annual National Agricultural Education Research Conference. Minneapolis, MN.

Rhoades, E. B., and Chodil, K. (2007). Putting a good foot forward Online: Working with industry professionals to analyze Website usability. Proceedings of the Annual Meeting of the Southern Association of Agricultural Scientists. Mobile, AL.

Meyers, C.A., **Rhoades, E.B.** (2006). Covering canker: A framing analysis of citrus canker coverage in Florida newspapers. Proceedings of the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference. Quebec City, Canada.

Rhoades, E., Brain, R., Telg, R., Irani, T, & Roberts, O. (2006). Bridging borders: Organizing short-term agricultural communication study abroad programs. Proceedings of the Annual Meeting of the Southern Association of Agricultural Scientists. Orlando, FL. **First Runner-Up Graduate Research Presentation**

Rhoades, E. (2006). The stuff you need out here: A semiotic analysis of agricultural magazine advertisements. Proceedings of the Annual Meeting of the Southern

Association of Agricultural Scientists. Orlando, FL.

Rhoades, E., & Hurst, A. (2005). Interactivity and two-way communication options on livestock publication websites: A content analysis. Proceedings of the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference. San Antonio, TX.

Rhoades, E. & Irani, T. (2005, March). *An analysis of agricultural livestock magazines in the 21st Century*. Paper presented at the AEJMC Southeast Colloquium, Athens, GA.

Rhoades, E. (2005). Distance education in the agricultural communications realm: A synthesis of research. Proceedings of the Annual Meeting of the Southern Association of Agricultural Scientists. Little Rock, AK.

Rhoades, E. (2004, June). Scaling the rural-urban digital divide: Agricultural trade magazine publications' usage of the Internet to reach rural audiences. Proceedings of the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference. Lake Tahoe, NV. **Third Place Outstanding Graduate Student Research Paper**

Rhoades, E., Ricketts, J., Irani, T., Lundy, L. & Telg, R. (2003, June). An assessment of the critical thinking disposition of agricultural communication students. Proceedings of the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference. Kansas City, MO.

Bisdorf-Rhoades, E., Irani, T. & Telg, R. (2003). Assessing Internet use in Florida news rooms. Proceedings of the Annual Meeting of the Southern Association of Agricultural Scientists. Mobile, AL.

REFEREED POSTERS IN PROCEEDINGS

Wu, Y., Masambuka-Kanchewa, F., & **Buck, E. B.** Young farmers' choice of communication channels when communicating with consumers: A case study of mid-western farmers. Poster presentation at 2020 National Agricultural Communications Symposium, Louisville, KY. (2020, February).

Rockers, A., Rumble, J.N., & **Buck, E. B.** *Reality or historical romanticism: The impact of agricultural images on cognitive dissonance*. Poster presentation at 2020 National Agricultural Communications Symposium, Louisville, KY. (2020, February).

Sydney, N., Irlbeck, E., **Buck, E.** & Dietrich, C. "Program Evaluation of the 2016 Agricultural Communications Vision Consortium." Western Region of American Association for Agricultural Education Research Poster, Tucson, Arizona

(September, 2016).

Sydney, N., Irlbeck, E., **Buck**, E. & Dietrich, C. "2016 Agricultural Communications Vision Consortium." Western Region of American Association for Agricultural Education Innovative Poster, Tucson, Arizona (September, 2016).

Long, M., Moore, G., Martin, O., Park, T., **Buck**, E. "The Measure of Agricultural Literacy: Before and After an Agricultural Experience" West Layette, Indiana (September, 2016)

Dietrich, C*., & **Buck**, E. "How Did We Get Here? An Evaluation of Consumers' Cognitive Dissonance Regarding Modern Agriculture Practice." American Association for Agricultural Education, Kansas City, Mo (May, 2016).

Morrison, L*., **Buck**, E., & Specht, A. Poster Presenter. "The Exploration of Social Media as a Media Relations Tool for Agricultural Organizations." The Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference, Charleston, SC. (June, 2015).

Morrison, L*., **Buck**, E., & Specht, A. Poster Presenter. "The Exploration of Social Media as a Media Relations Tool For Agricultural Organizations." Presented at American Association for Agricultural Education, San Antonio, Tx. (May, 2015).

Lawson, C.,* and **Buck**, E., Straquidne, G. "Fracking frames: A framing analysis and comparative study of hydraulic fracturing coverage in American newspapers." Presented at American Association for Agricultural Education, San Antonio, Tx. (May, 2015).

Buck, E., and Newlon, K*., Poster Presenter. "Focusing on the First Year." Presented at North American College Teachers of Agriculture, Peers within Field., Bozeman, Montana (June 2014)

Ling, P, Both, Kacira, **Buck**, Brumfield, Davidson, Giacomelli, Kubota & McMahan, Poster Presenter. "Greenhouse Engineering/Technology Learning Modules." Presented at North American College Teachers of Agriculture, Peers within Field., Bozeman, Montana (June 2014)

Specht, A., and **Buck**, E., Poster Presenter. "Pinning Down Farm Life: A Semiotic Exploration of Agricultural Visual Web Content." Presented at American Association for Agricultural Education, Peers within Field., Salt Lake City, Utah, United States. (May 2014)

Beam, B*, **Buck**, E., Poster Presenter. "Agricultural Brand Appearance in Film."
Presented at Agricultural Communications Section of the Southern Association
of Agricultural Scientists. (2014)

Finn, et. al., "Developing the Genomic Infrastructure for Breeding Black Rasp-
berry." Presented at American Society for Horticulture Science. (2012)

Rhoades, E., "Teaching Technology in a Push Button World." Presented at
NACTA. (2012)

Thompson, H*, Murphy, L., * **Rhoades**, E., Poster Presenter. "Using Social Me-
dia to Weather the Storm of Crisis." Presented at North Central Region of
American Association for Agricultural Education. (2012)

Baker, L. M., Settle, Q., Telg, R., Irani, T., **Rhoades**, E., & Rutherford, T. (2011). *Wired
in college: Students at three land-grants use of old and new media*. Poster presented
at Southern Association of Agricultural Scientists' Conference, Corpus Christi,
TX.

Glaze, Edgar, Rutherford, & **Rhoades**. (2009). How Do College Student's Perceive
Rural America Based on Media Photographs? Presented at Southern Region of
Ag Scientists . Orlando, Fl.

Minihan, D.J., Harvey, L.M., Meyers, C.A., **Rhoades**, E.B., & Sitton, S.R. (2008, June).
Connect Develop. Achieve. The Essence of NACTA. Poster Proceedings of the
North American College Teachers of Agriculture Conference, Park City, UT.

Morgan, C., Friedel, C., Ricketts, K., Park, T., & **Rhoades**, E.(2008, May). *Creat-
ing Camaraderie Among New Faculty Members: The Book Club*. Poster Proceed-
ings of the Annual National Agricultural Education Research Conference.
Reno, NV.

Rhoades, E., Meyers, C. (2006, May). *Real Experiences, Real Learning: Using Cli-
ents To Teach Communication Skills*. Poster Proceedings of the Annual Na-
tional Agricultural Education Research Conference. Charlotte, N.C.

Rhoades, E., Meyers, C. (2006, February). *Real Experiences, Real Learning: Using Cli-
ents To Teach Communication Skills*. Poster Proceedings of the Southern Region
National Agricultural Education Research Conference. Orlando, FL. **First Place
Poster Presentation**

Rhoades, E. (2005, May). *Creating Online training materials that are effective for everyone.*

Poster session presented at the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference, San Antonio, TX.

Bellah, Osborne, Washburn, Dyer, Israel, **Rhoades.** (2004, March). "*Houston... We have a program! Space agriculture in the classroom 6th grade curriculum*"; Biological Systems Simulation Conference Poster Session; Gainesville, FL.

Bellah, Osborne, Washburn, Dyer, Israel, **Rhoades.** (2004, February). "*Space odyssey: 2004 - Space agriculture in the classroom 7th grade curriculum.* Poster Proceedings of the Annual National Agricultural Education Research Conference. Tulsa, OK. **First Runner-up Poster**

Bellah, Osborne, Washburn, Dyer, Israel, **Rhoades.** (2004, January). "*Houston... We have a program! Space agriculture in the classroom 6th grade curriculum*"; Habitation 2004 Conference; American Institute of Aeronautics and Astronautics; Poster Session; Orlando, FL.

Bellah, Osborne, Washburn, Dyer, Israel, **Rhoades.** (2003, December). "*Houston... We have a program! Space agriculture in the classroom 6th grade curriculum*"; Poster Proceedings of the Annual National Agricultural Education Research Conference. Orlando, FL.
Outstanding Poster Presentation

Lundy, L.K., Roberts, T.G., Irani, T.A., Telg, R. & **Bisdorf, E.** (2002, November). *Distance education certificate and minor at the University of Florida: A partnership between the Department of Agricultural Education and Communication and the School of Teaching and Learning.* Poster Proceedings of the Annual National Agricultural Education Research Conference. Las Vegas, NV.

ABSTRACTS PUBLISHED IN REFEREED JOURNALS

Christy, A., Zhao, L., **Buck, E.,** et al. (2018) Technology-enhanced faculty development in controlled environment animal production. [Abstract] *NACTA Journal*. Vol. 62 (1).

Whittington, S., Scheer, S., **Buck, E.,** & Birkenholz, R. (2017). Innovative Teaching Strategies for the Undergraduate Introductory Course. [Abstract] *NACTA Journal*. Vol. 61 (1).

Rhoades, E.B. (2012). Teaching Technology in a Push Button World. [Abstract].

- NACTA Journal*. Vol. 56, no. 1.
- Rhoades, E.B., & Aue, K***. (2009). Enhancing Critical Thinking. [Abstract] *NACTA Journal, 2009 Abstracts and Awards*.
- Rhoades, Irani, Tingor, Wilson, Kubota, Giacomelli, & McMahon**. (2009). A Case Study of Horticulture Education in a Virtual World: A Web-based Multimedia Approach. *NACTA Journal*. Vol. 4, no. 53.
- Rhoades, E.B., & Irani, T.** (2007). Effect of cognitive problem-solving style, Internet usage, and level of interactivity on attitudes toward and recall of web based information. [Online Abstract]*Journalism and Communication Abstracts*.
- Rhoades, E.B., Meyers, C. A., & Irani, T.A.** (2007). Bringing the real world into the classroom: Utilizing clients to teach skills. [Abstract] *NACTA Journal, 51(2)*, 90.
- McMahon, M., Tingor, M., Wilson, S., Fitz-Rodrigues, E., Giacomelli, G., Kubota, C., **Rhoades, E., & Irani, T.** (2006). Up and running: The worldwide greenhouse education website- an instructor resource. [Abstract] *NACTA Journal, 50(2)*, 89-90.
- Irani, T.A., Roberts, G., Wilson, E., & **Rhoades, E.B.** (2005). Evaluation of the effect of multi-site distance education on knowledge gained in a plant propagation course. [Abstract] *NACTA Journal, 49 (2)*, 78.
- Rhoades, E.B, Irani, T.A., Tingor, M., Wilson, S., Hightower, L., Fitz, E., Giacomelli, G.A., Kubota, C., McMahon, M.J., Laing, A., Heleba, D.A., & Greenleaf, S.** (2005). Evaluating an interactive instructional resource approach to greenhouse education. [Abstract] *NACTA Journal, 49 (2)*, 78.
- Rhoades, E., Friedel, C., Irani, T.A., Rudd, R.D., & Gallo-Meaghar, M.** (2004). A critical thinking instructional model for food biotechnology. [Abstract] *NACTA Journal, 48(4)*, 80.

PUBLICATIONS IN NON-REFEREED, EDITED JOURNALS

- Rhoades, E., Friedel, C., & Morgan C.** (2008, December). Can Web 2.0 improve our collaboration? *Techniques: Connecting Education & Careers*

PUBLISHED MANUALS

- Irani, T., Rudd, R., Gallo, M., Ricketts, J., Friedel, C., & **Rhoades, E.** (2007) Critical thinking instrumentation manual. http://step.ufl.edu/resources/critical_thinking/ctmanual.pdf

TEACHING EXPERIENCE

At The Ohio State University, Columbus, OH.

- ComLDR 1100 (Team Taught)- ACEL Survey course
- ComLDR 2530 (Team Taught)- Introduction to ACEL
- ComLDR 7000 (Team Taught)- Graduate Introductory Seminar
- CFAES 3797- First Year Study Abroad to Ecuador/Nicaragua
- Agr Comm 200- Introduction to Agricultural Communication
- Agr Comm 2130- Visual Communication in Ag and Natural Resources
- Agr Comm 300 (4130)- Publication Layout and Design
- Agr Comm 350- (5530) Advanced Agricultural Communication Technology
- Agr Comm 3488- Professional Development in Agricultural Communication
- Agr Comm 489- (4191) Agricultural Communication Internship
- Agr Comm 4999H- Undergraduate Honors Research
- Agr Comm 500- (5135) Agriculture Feature Writing (Magazine Production)
- AgrComm 3797- Study Abroad- England and Scotland
- Agr Comm 600- Legal and Ethical Issues in Agricultural Communication (Team Taught)
- Agr Education 840 on campus (8100) Online- Agricultural Communication Theories
- Agr Educ 999- Research (Instructor of Record)
- Agr Educ 993- Individual Studies (Instructor of Record)

- Agr Comm H683- Honors Project (Instructor of Record)

At the University of Florida, Gainesville, FL:

- AEE 3033-Writing for Agriculture and Natural Resources
- AEE 4036- Advanced Agricultural Communication Production
- AEE 4035-Advanced Agricultural Communication Writing (Team Taught)
- AEE 4052-Communications Campaigns Strategies (Team Taught)
- AEE 6767 Research Methods (Distance Taught, Teaching Assistant)

UNPUBLISHED PROFESSIONAL PRESENTATIONS

National and Regional Presentations

Tucker, M., **Rhoades**, E. (2009, June). Lessons of Exhibit Evaluation. Professional Workshop delivered at the annual Association for Communication Excellence in Agriculture and Natural Resources, Des Moines, Iowa.

Rhoades, E., Lundy, L, & McSwain, R. (2009, June). Research you can use. Professional Workshop delivered at the annual Association for Communication Excellence in Agriculture and Natural Resources, Des Moines, Iowa.

Rhoades, E. (2008). Do You YouTube? Professional Workshop presented through eXtension to 95 individuals through Adobe Connect.

Rhoades, E., & Chodil, K. (2008). YouTube, Blogger, Delicious, Oh My! Professional Workshop delivered at the annual Association for Communication Excellence in Agriculture and Natural Resources, Traverse City, MI.

Rhoades, E. (2006). So You Want to go to Graduate School. Professional Workshop delivered at the annual Association for Communication Excellence in Agriculture and Natural Resources conference, Quebec City, Canada.

Bellah, K., **Rhoades, E., & Fuhrman, N. (2005).** "The Sky's the Limit" Space Agriculture in the Classroom 6th Grade Curriculum workshop. Florida Agriculture in the Classroom, Maitland, FL.

Bellah, K., Rhoades, E., & Fuhrman, N. (2005). "The Sky's the Limit" Space Agriculture in the Classroom 6th Grade Curriculum workshop. Texas Agriculture in the Classroom, Harlingen, TX.

Bellah, K., **Rhoades, E., & Fuhrman, N. (2005).** "The Sky's the Limit" Space Agriculture in the Classroom 6th Grade Curriculum workshop. Illinois Agriculture in the Classroom, Bloomington, IL.

State and In House Presentations

Buck, E. "Communicating to be Understood" OSU Leadership Center online workshop to Kellogg organization (December, 2019).

Buck, E. "Communicating to be Understood" OSU Leadership Center ACEL to Extension online workshop (October, 2019).

Buck, E. "Your 4-H Photography Project." Hardin County Extension office, Kenton, Ohio (June, 2019).

Buck, E. "Communicating Science online." Citation Needed Science Communication Workshop. Columbus, Ohio (March, 2019).

Buck, E. "Communicating to be Understood" OSU Leadership Center online workshop (January, 2019).

Buck, E., and Specht, A., "Storytelling through Social Media." Presented at the [Citation Needed] workshop. Columbus, Ohio (November, 2015).

Buck, E., "Your Social Media Brand." Presented at the ACT Night for

Young Professionals (September, 2015).

Flock, A., and **Buck**, E., "Case Study of Strategic Communication Campaigns by Certification Programs." Presented at OARDC Annual Conference, Wooster, Ohio (April, 2015).

Flock, A., and **Buck**, E., "Case Study of Strategic Communication Campaigns by Certification Programs." Presented at OSU Extension Annual Conference, Columbus, Ohio (Dec , 2014).

Specht, A., and **Buck**, E., "Using Social Media Tools." Presented at OSU Extension Annual Conference, Columbus, Ohio (Dec , 2014).

Buck, E., Rice, J., Presenter. (2013) "Making the Most Out of That New Camera." Presented at State Extension Conference. Columbus, Ohio

Rhoades, E. (2009). Video: How to prepare for, record, edit, and post a video online. Workshop a part of the Hands-on Technology Training Day for Team Members with 20 people in attendance.

Rhoades, E. (2008). Develop a Web site: It is easy! Two day workshop presented to 15 Small Business professionals in Coshocton, Ohio.

Rhoades, E., & Meyers, C. (2006). Preparing an Ag Communications CDE Team. Florida Agricultural Educators Tech Update Workshop, Gainesville, FL.

Rhoades, E., & Meyers, C. (2006). Basic Website Design. Florida Agricultural Educators Tech Update Workshop, Gainesville, FL.

Rhoades, E. (2006). A thorough analysis of the Florida Agricultural Institute's Web Presence Presented to the Agricultural Institute of Florida board, Orlando, FL.

Invited Presentations

Buck, E. "Communication, Branding, and Social Media." Ohio Produce Network Annual Meeting. (January, 2020).

Buck, E. "The Science of Communicating Science." American Farm Bureau Annual Meeting, Austin, Texas. (January, 2020).

Buck, E., White, J., & Bergin, J. "Hosting Community Agricultural Education Events." American Farm Bureau Annual Meeting, Austin, Texas. (January, 2020).

- Buck, E. "Every Acer Matters." American Farm Bureau Fusion Conference, Minneapolis, Mn. (March, 2019).
- Buck, E., White, J. "Capitalizing on the Resources Offered through Extension and Your State Land Grant University." American Farm Bureau Annual Meeting, Nashville, Tenn. (January, 2018)
- Buck, E., White, J. "The Role of the Modern Farm Wife." American Farm Bureau Annual Meeting, Nashville, Tenn. (January, 2018)
- Buck, E. "Communicating Difficult Topics." 9th Annual Food and Nutrition Symposium, Bowling Green, Oh. (November, 2017).
- Buck, E. "Social Networking your flock." Indiana Sheep Improvement Association Conference, Indianapolis, In. (September, 2017).
- Buck, E. "Social Media: Representing the Livestock Industry" Ohio Sheep Improvement No Show Lamb Show (April, 2017)
- Buck, E. "Opening up to consumers" Northwest Ohio Ag-Business Breakfast Forum (March, 2017)
- Buck, E., White, J., Bergin, J., Sawyer, D., Marshall, B. "Farmers don't have to be lonely: Using social media to tell your story" American Farm Bureau Advocacy Conference Washington, DC (March, 2017)
- Buck, E., White, J., Bergin, J., Barron, J., Edwards, C. "Farmers don't have to be lonely: Using social media to tell your story" American Farm Bureau Fusion Conference, Pittsburg, PA (February, 2017).
- Buck, E. "Social Networking your flock." American Sheep Improvement Association Conference, Denver, Co (January, 2017).
- Buck, E. "Engaged in Advocacy." American Sheep Improvement Association Conference, Denver, Co (January, 2017).
- Buck, E., and Cartmell, D. Backpack Journalism. Presented at National Association of Farm Broadcasters, Kansas City, Kansas (November, 2016).
- Buck, E. "Talk to a Farmer." Smithsonian American History Museum Exhibit. (May, 2016).
- Buck, E. "Telling your Social Story." Ohio FFA Convention (May, 2016).
- Buck, E. "Advancing your Social Media Brand." Presented to Ohio Farm Bureau Young Ag Professional Leadership Conference. Columbus, Ohio (January, 2016)
- Buck, E. "Talking about Animal Antibiotic use." Presented to Hancock County

Young Ag Professionals. (December, 2015)

Buck, E., and Cartmell, D. Backpack Journalism. Presented at National Association of Farm Broadcasters, Kansas City, Kansas (November, 2015).

Buck, E., Murphy, L. Advanced Social Media. American Farm Bureau Fusion Conference, Nashville, Tnn. (February, 2015).

Arend Jan Both, Chieri Kubota, Emily Buck, Peg McMahon, Peter Ling, Robin Brumfield, Seminar Presenter. "Online Greenhouse Systems & Production." Presented at Cultivate '14, Other, Columbus, Ohio (July, 2014)

Arend Jan Both, PhD, Chieri Kubota, PhD, Emily Buck, PhD, Peg McMahon, PhD, Peter Ling, PhD, Robin Brumfield, PhD, Presenter. "Online Greenhouse Training Lab." Presented at Cultivate '14, Other., Columbus, Ohio (July, 2014)

Buck, E. "Website Usability and Design." SUA, Morogoro, Tanzania (June, 2014)

Buck, E. "Creating Website Audits." SUA, Morogoro, Tanzania (June, 2014)

Buck, E., Presenter. "Using Social Media to Market your Farm." Presented at Crawford County Young Ag Professionals. (2013)

Buck, E., Rice, J., Presenter. (2012) "Making the Most Out of That New Camera." Presented at Ohio Farm Bureau Young Ag Professional Leadership Conference. Columbus, Ohio

Rhoades, E. & Buck, J. (2012). Using social media to communicate to consumers. Presented to Kansas Soybean Association Board, Kansas City, MO.

Rhoades, E. (2012). Using your camera successfully. Presented to Ohio Young Agricultural Professionals Leadership Conference, Columbus, OH

Rhoades, E., Lecturer. "Using New Media Technologies to Reach Clients." Columbus, Ohio, (2011)

Buck, J., Justice, K., Rhoades, E., Caldwell, J. (2011, January 8). Telling Agriculture's Story: The Role of Media in Agriculture Advocacy at National Ag Connect Expo, Atlanta, Ga.

- Rhoades, E. (2010). Public Speeches. Presented at Ohio Department of Natural Resources
- Rhoades, E. (2010). Careers in Agriculture Panel. Co-presenter at Dairy Cowreer Event in Columbus, Ohio.
- Rhoades, E. (2010). Working with the Public. Presented to the REINS Conference in Columbus, Ohio. 50 in attendance
- Rhoades, E. (2010). Giving a Successful Speech. Presented to the Ohio State FFA Officer Team, Columbus, Oh.
- Rhoades, E. (2010). Using Social Media to Find a Job. Presented to the Sigma Alpha Promising Young Women Conference in Columbus, Ohio.
- Gamble, K., Rhoades, E., Judd, S., & Kizer J. (2009, March 25). Screencasting Professional Workshop presented through eXtension to 71 individuals through Adobe Connect.
- Rhoades, E. (2009, November 13). Agricultural Media Use of Web 2.0. Presented at National Association of Farm Broadcasters Annual Meeting, to National Association of Farm Broadcasters. Downtown Marriott. Kansas City, Missouri.
- Rhoades, E. (2007). Successful Speeches. Presented to the Ohio State FFA Officer Team, Westerville, Oh.
- Rhoades, E. (2007). Say What: Successful Banquet Speeches. Presented to the Ohio State FFA Officer Team, Columbus, Oh.
- Rhoades, E., Hermel, S., & McLean, T. (2006). AP Style Book Review. Presented to the Livestock Publication Council's Regional conference, Louisville, Ky.
- Rhoades, E. (2005). Preparing a Professional Website. Alpha Tau Alpha Professional Development Workshop, Gainesville, FL.

GUEST LECTURES IN COLLEGE CLASSROOMS

- Buck, E. (2017). Communicating Science. Presented to ENT 7920 Presentation Skills for Scientists, The Ohio State University
- Buck, E. (2017). History of Agricultural Communications in the U.S. Pre-

sented to Professional Development Course, The Ohio State University.

Buck, E. (2016). Communicating Science. Presented to ENT 7920 Presentation Skills for Scientists, The Ohio State University

Buck, E. (2016). History of Agricultural Communications in the U.S. Presented to Professional Development Course, The Ohio State University.

Buck, E. (2016). Qualitative research in AEE. Presented to Research Methods Graduate Course, The Ohio State University.

Buck, E. (2015). Presentation Skills for Scientists. Presented to ENT 7920 Presentation Skills for Scientists, The Ohio State University

Buck, E. (2015). History of Agricultural Communications in the U.S. Presented to Professional Development Course, The Ohio State University.

Buck, E. (2015). Qualitative research in AEE. Presented to Research Methods Graduate Course, The Ohio State University.

Buck, E. (2015). Qualitative research in AEE. Presented to Research Methods Graduate Course, The Ohio State University.

Buck, E. (2014). Presentation Skills for Scientists. Presented to ENT 7920 Presentation Skills for Scientists, The Ohio State University

Buck, E. (2014). History of Agricultural Communications in the U.S. Presented to Professional Development Course, The Ohio State University.

Buck, E. (2014). Qualitative research in AEE. Presented to Research Methods Graduate Course, The Ohio State University.

Buck, E. (2013). Presentation Skills for Scientists. Presented to ENT 7920 Presentation Skills for Scientists, The Ohio State University

Rhoades, E. (2012). History of Agricultural Communications in the U.S. Presented to Agricultural Communication Capstone, The Ohio State University.

Rhoades, E. (2012). Qualitative research in AEE. Presented to Research Methods Graduate Course, The Ohio State University.

Rhoades, E. (2010). History of Agricultural Communications in the U.S. Presented to HCRD History and Philosophy of Agricultural Education Graduate Course, The Ohio State University.

Rhoades, E. (2010). History of Agricultural Communications in the U.S. Presented to Agricultural Communication Capstone, The Ohio State University.

Rhoades, E. (2009). History of Agricultural Communications in the U.S. Presented to HCRD History and Philosophy of Agricultural Education Graduate Course, The Ohio State University.

Rhoades, E. (2009). History of Agricultural Communications in the U.S. Presented to Agricultural Communication Capstone, The Ohio State University.

Rhoades, E. (2008). Writing for the Web. Presented to AEE 4035- Advanced Agricultural Communication Writing. The University of Florida.

Rhoades, E. (2007). Research paper presentations and publications. Presented to HCRD Graduate Seminar, The Ohio State University.

Rhoades, E. (2007) Surviving your first year. Presented via teleconference to AEE 6905- Graduate Seminar on New Faculty Strategies, The University of Florida.

Rhoades, E. (2006). Making the most of your graduate experience. Presented to HCRD Graduate Seminar, The Ohio State University.

Rhoades, E. (2004, 2005) PhotoTouchup. Presented to AEE 3070-Electronic Media Production in Agriculture and Natural Resources, The University of Florida.

Rhoades, E. (2004, 2005) PhotoShop Enhancement. Presented to AEE 3070-Electronic Media Production in Agriculture and Natural Resources, The University of Florida.

Rhoades, E. (2005). Nonverbal Communication Skills. Presented to AEE 3030-

Public Speaking in Agriculture and Natural Resources, The University of Florida.

Rhoades, E. (2004). Basic Data Analysis. Presented to AEE 3033- Writing for Agriculture and Natural Resources, University of Florida.

Rhoades, E. (2004). Visual Layout for Research Reports. Presented to AEE 3033- Writing for Agriculture and Natural Resources, University of Florida.

RESEARCH AND PROGRAM GRANTS

Pending

Funded (Total= \$ 1,874,620)

Rumble, J., Specht, A., **Buck**, E., & Wu, H. New Food Technology in an Existing Marketplace: How Will Cultured Meat Fare? OARDC SEEDS Team Grant. 2018, \$76,707

Buck, E, Foggie, G., & Barnes, T. The Ohio State Fair Sheep Breed Educational Display. The Ohio Sheep Improvement Association, 2017-2018 \$1,000

Foggie, G., & **Buck**, E. State Fair Sheep Educational Video Project. The Ohio Sheep Improvement Association, 2017 \$500

Roe, B., **Buck**, E & Specht, A. Impact Measurement for the National Virtual Resource Center for Food Loss & Waste, USDA Coop Agreement, 2016-17 \$100,000

Roe, B., Arroyor-Rodriguez, A., **Buck**, E., Dial, A., Long, M., Martin, C., Qi, D. & Specht, A. OSU Collaborative to Reduce and Redirect Consumer Food Waste. OSU InFact Grant Discovery Theme and OSU Sustainability Fund, 2016-2017, \$62,750

Folck, A., & **Buck**, E. "Trouble in the Air." Ohio Soybean Council. \$8,500. 2016
Zhao, L., Wang, X., Wang-Li- L., Stowell, R., Rhoades, E., Zering, K., & Green, A. (2013). Educational Initiative On Environmental Control Of Animal Facilities For Sustainable Production. \$749,806. USDA Higher Education Challenge Grant.

Abrams, K., **Buck**, E., & Baker, L. Creatively recruiting, managing, and mentoring student workers. ACE Programing Grants, \$2,000 2013

Finn., C., Bassil, N., Lee, J., Fernandez , G., Perkins-Veazie , P. Weber, C., Mockler , T., **Rhoades**, E., Agunga, R., Scheerens , J., & Yang, W.(2012). Developing the Genomic Infrastructure for Breeding Improved Black Raspberries. NIFA Grant Program. \$1.5 Million- OSU portion-\$253,775

Ling, P., McMahon, P., **Rhoades**, E., Bean, T., Both, A.J., Kubota, C., Kacira, M., & Giacomelli, G. (2010). Controlled Environment Plant Production Technology/ Engineering Introductory Course Development. \$416,989. USDA Higher Education Challenge Grant Program.

Rhoades, E., Miller, L., Scheer, S., Thomas, J., & Bruns, K. (2009). Preparation for an Online Masters Degree in Agricultural and Extension Education. \$12,369. TELR Distance and Open Education Innovation Planning Grant.

Hall, D., **Rhoades**, E., & Rhodus, T. (2008). Communications for Soy-Products Commercialization. \$50,000. Ohio Soybean Association Grant Program

Rhoades, E. (2007). What Does Agriculture Have to Do With It? Critical Thinking Skills of Agricultural Communication Trained Versus Journalism Trained Media. \$50,000. OARDC SEED Grant.

Rhoades, E., Whittington, S., Sheer, S., Agunga, R., & Connors, J. (2007) A Professional Development Proposal to Enhance Teaching through Technology in Agricultural Communication and Agricultural Extension and Education. \$10,433. Price Chair Small Grants Program.

Friedel, C., Ricketts, J., **Rhoades**, E., Rudd, R., Irani, T., Stedman, N. (2007). Factors of Student Engagement in Agricultural Education Programs. \$79,791. National FFA Research Grant.

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.

Irlbeck, E., Meyers, C., Doerfert, D., Akers, C., Frazee, S., Gibson, C., **Buck**, E., & Settle, Q. USDA-Higher Education Challenge Grant (2015). *Bridging the Gap Between Academia and Industry: A New Pathway for Agricultural Communications Curriculum*. \$749,173.

Buck, E. (2014). Communicating Using Social Media in Agriculture. Ohio Soybean Council. \$20,000

Meyers, C., Irlbeck, E., Doerfert, D., Akers, C., Frazee, S., Gibson, C., **Buck**, E., & Settle,

Q. USDA-NIFA (2014). *Bridging the Gap Between Academia and Industry: A New Pathway for Agricultural Communications Curriculum*. \$749,173.

Cannon, K., Specht, A., Wagler, A., Doerfert, D., Rutherford, T., & **Buck**, E. (2014). Increasing Big Data Competencies in Undergraduate Agriculture Students. USDA Higher Education Challenge Grant.

Million, J., Yeager, T., **Rhoades**, E. (2012). Irrigation Apps for Container Nurseries.

USDA NIFA Integrated Water Quality competitive grant Program.

Zhao, L., Wang, X., Wang-Li- L., Stowell, R., Rhoades, E., Zering, K., & Green, A. (2012). Educational Initiative On Environmental Control Of Animal Facilities For Sustainable Production. \$749,806. USDA Higher Education Challenge Grant.

Telg, R., Irani, T., **Rhoades**, E., Lundy, L., Myers, B., & Harder, A. (2011). Translating food safety: The integration of communication and public outreach methods into food safety courses. \$ 381,194, USDA Higher Education Challenge Grant Program.

Hall, D., **Rhoades**, E., & Rhodus, T. (2009). Communications for Soy-Products Commercialization \$50,000. Ohio Soybean Association Grant Program

Ling, P., McMahon, P., **Rhoades**, E., Bean, T., Both, A.J., Kubota, C., Kacira, M., & Giacomelli, G. (2008). Controlled Environment Plant Production Technology/ Engineering Introductory Course Development. \$416,989. USDA Higher Education Challenge Grant Program.

Stone, A., Herms, D., Boggs, J., Shetlar, D., Chatfield, J., **Rhoades**, E., Smith, K., Draper, E., Sydnor, D., Ellsworth, D., & Conglose, J.(2007). Engaging Ohio's Diverse Communities to Manage the Social, Economic, and Ecological Impacts of the Emerald Ash Borer.\$120,000 Excellence in Engagement Grant.

Rhoades, E. (2006). Communicating Emerald Ash Borer to the General Public: Assessing the Awareness and Engagement of the Public. \$49,510. OARDC SEED Grant.

Rhoades, E., & Flinn, B. (2006). Knowledge Assessment & Lessons Learned by Urban Foresters for Use in Educating Municipalities and the General Public about Emerald Ash Borer. \$122,113. NUCFAC Challenge Cost-Share Program

Cardina, J., Vadrevu, K. , Hoy, C. , & **Rhoades**, E. (2006). Emerald ash borer and exotic plant invasions: Increasing public awareness of ecological crises to aid resource management. \$100,000. OARDC Interdisciplinary Grant.

SUPERVISION OF UNDERGRADUATE & GRADUATE STUDENTS

Summary	Current	Completed
Doctoral Students (Adviser)	3	4
Doctoral Students (dissertation committee member or exam member).	2	1
Masters Students (thesis advisor).	2	23
Masters Students (thesis committee member).	2	4
Undergraduate Students	52	200+
Honors Students (thesis/examination committee chair/adviser).	0	4

Advisee Awards

- Agricultural Communicators of Tomorrow Top Organization in CFAES 2016, 2018
- Agricultural Communicators of Tomorrow New Activity award in CFAES 2016
- Folck, C. 2013 Second Place Thesis with the ACE Research SIG, Indianapolis, In.
- Agricultural Communicators of Tomorrow-2012-2016 Top Three Organization in CFAES
- Agricultural Communicators of Tomorrow- Outstanding Chapter of the Year (National ACT organization) 2011 and 2012, 2013, 2014
- Agricultural Communicators of Tomorrow-2011 Top Three Organization in CFAES
- McNeal, E.-2010 Second Place Thesis with the ACE Research SIG, St Louis, Mo
- Murphy, L.- 2010. Second Place Web Design, NACTA Critique Contest
- Wensink, A.- 2010 Fourth Place Scenic Photo, NACTA Critique Contest
- Agricultural Communicators of Tomorrow-2010 Top Three Organization in CFAES
- Agricultural Communicators of Tomorrow- 2010 Outstanding Leadership Award
- Goodwin, J.- 2010 Outstanding Research Proposal, ACE Research SIG, St Louis, Mo
- Hall, K.- 2009 Outstanding Paper Award. ACE Research SIG, Des

Moines, Iowa.

- Hall, K.- 2009 Outstanding Thesis. ACE Research SIG, Des Moines, Iowa.
- Hupp, C.- 2009 First Place Social Science Poster at the College of Food, Agricultural, and Environmental Sciences Undergraduate Research Forum
- Agricultural Communicators of Tomorrow-2009 Top Three Organization in CFAES
- Agricultural Communicators of Tomorrow- 2009 CFAES Outstanding New Activity Award
- Agricultural Communicators of Tomorrow- 2009 Outstanding Chapter of the Year (National ACT organization), Outstanding Fundraising Award, Outstanding Educational Activity, Outstanding Membership, Outstanding Service, Outstanding Leadership Awards
- Hall, K.- 2008 Outstanding Graduate Research Proposal. ACE Research SIG, Traverse City, MI.
- Specht, A.- 2008 First Place Social Science Poster at the College of Food, Agricultural, and Environmental Sciences Undergraduate Research Forum
- Specht, A.- 2008 University Fellowship
- Agricultural Communicators of Tomorrow- 2008 CFAES Outstanding New Activity Award
- Agricultural Communicators of Tomorrow- 2008 Outstanding Chapter of the Year (National ACT organization), Outstanding Fundraising Award and Outstanding Educational Activity Award
- Gudorf, A. – 2008 First Place Print Design, NACT Critique Contest
- Stoodt, H.- 2008 Second Place Web Design, NACTA Critique Contest

Advisee Dissertation

- Masambuka, F. (2019). Agricultural communication: Whose voices, for who and for what? A case study of Malawian agricultural communication programs
- Newlon, K. (2019). Cultural Competency of Short-Term Education Abroad Student Participants
- Folck, C. (2017). Trouble in the air: Farmers' perception of risk, self- efficacy, and response efficacy regarding herbicide drift.
- Beam, B. (2017). Lights, cameras, and agricultural documentaries: understanding viewers' interpretation of source credibility in food documentary films
- Cahyono, E. (2015). Challenges facing extension agents in implementing the participatory extension approach in Indonesia: a case study of Malang Regency in the East Java region

Advisee Theses

- Stohlman, L. (2019) Application of Virtual Field Trips to Increase Agricultural Literacy of Youth: A Case Study of Agricultural Advocacy Organizations' Implementation of Virtual Field Trips
- Lu, X. (2016). The Impact of Audience Disposition on Pro-GMO Advertisement Effectiveness: An Application of the Elaboration Likelihood Model
- Dietrich, C. (2016). How did we get here? Consumers' attitude toward modern agriculture processes
- Johnson, K. (2015). Comparing Information Transfer Process for Farmland Preservation Programs in Ohio and Pennsylvania
- Leis, S. (2015). Engaging with consumers: How college of agriculture graduates engage with consumers after graduation
- Morrison, L. (2015). The Exploration of Social Media as a Media Relations Tool For Agricultural Organizations
- Lawson, C. (2014). Fracking frames: a framing analysis and comparative study of hydraulic fracturing coverage in American newspapers
- Beam, B. (2014). Agricultural Brand Placement in Film
- Murphy, L. (2014). Ohio Farmer's Use of Social Media
- George, Christy. (2013). Comparing Information Transfer Process for Farmland Preservation Programs in Ohio and Pennsylvania
- Aue, Kelly (2013). Cultivating the Farm Bill: The Effect of Print Media Communication on Agricultural Legislation
- Vaillancourt, J. (2012) University Students' Attitudes and Behavior Regarding Farmers' Markets: An Ohio Study
- Folck, Cindy. (2012). Case Study of Strategic Communication Campaigns by Certification Programs
- Thompson, Hannah. (2012). An Assessment of Crisis Preparedness In Ohio Dairy Companies.
- Wells, Callie. (2012). Uses of Social Media by Ohio House of Representatives and Ohio Senate Members as it Relates to Agricultural Policies
- Jewell, Stacy. (2011). Integrated Marketing Communication Strategies in Ohio Agribusinesses
- Paulson, Hilary. (2010). Uses and Gratifications of Online Media by Young Ohio Agriculturalists
- Wenig, Stacy. (2010). Perceptions of the Pork Industry and Agriculture Practices Related to Agricultural Crisis Communication and Media Use
- McNeal, L. (2009). A Qualitative Study of Ohio State University Extension Professionals' Experience Marketing and recruiting 4-H Cloverbuds and their Parents.
- Villard, J. (2009). 4-H Members' Leadership Experience Through County Leadership Activities.
- Goodwin, J. (2010). An Examination of the Knowledge and Perceptions of Agriculture Practices and Legislation Related to Social Influences as a Predictor of Voting on Agricultural Policy.

- Specht, A. (2010). Happy Cows and Angry Farmers: The Impact of Commercial Advertising, Cultivation Theory, and Agricultural Knowledge Gaps on College Students' Perceptions of Modern Dairy Husbandry Practices.
- Hall, K. (2008). Ohio Non-Organic Grain Farmers Perceptions of Organic Farming: An Application of the Theory of Planned Behavior.

Senior Theses

- 2019- Meredith Oglsby
- 2017- Megan Besancon A Comparative Analysis of Agricultural Hashtags on Twitter
- 2015- Sara King Impressions of Agriculture: Using Semiotics to Decode Agricultural Images
- 2011- Hannah Thompson Agricultural Issues on the Ballot: The 2009 Ohio Issue 2 Campaign
- 2010- Cassandra Dietrich Marketing Strategies of Ohio Agri-tourism Businesses
- 2006- Annie Specht Cultivating the Farm Bill: The Effect of Print Media Communication on Agricultural Legislation

CURRICULUM DEVELOPMENT

- 2019 Developed a new seminar course for our graduate students to provide further professional development.
- 2018 *Worked with co-worker to reconfigure the undergraduate curriculum for the Ag Communication major and minor. Developed a new introductory course and issues management course.
* Led curriculum redesign for our graduate degrees in ACEL (including changing the degree name).
- 2014 *Developed online course on Applied Communication Theory for Online Masters program.
- 2013 Developed course in visual communication focusing on image development and storytelling.
- 2012 *Developed study abroad program for agricultural communication students to the United Kingdom with Kansas State University
- 2011 *Developed semester courses for several courses in the major and minor.
- 2010-11* Worked to adjust all quarter curriculum to semesters for the agricultural major and minor. Redeveloped syllabi for Ag Comm 300, 350, 500, and several new courses being proposed.
- 2009 * Got the Agricultural Minor approved after several discussions with the college and the College of Journalism.

- * Taught Agr. Comm 500 where I adjusted the course to be more interactive. For the first time all students were required to do their own layout for the magazine. This encouraged true experiential learning by all students. I advised students to sell \$6400 in ad sales (which is very good considering I had 4 less students this quarter).
- 2008 * Taught Agr. Comm 350 for the first time. Developed materials and assignments to help students use new technology including websites, blogs, web 2.0, and podcasts to critically look at and develop communication messages.
- * Taught Agr Comm 500 for a second time and continued to adjust the course to ensure a real-world magazine environment. I added more industry speakers, a web version of the magazine, and a salesmanship component. I advised students to reach an all-time high of advertising sales of \$9,000.
- * Taught Agr Comm 200 in conjunction with a section at ATI. I used distance technology, blogs, and wikis to combine the sections and have students engage with each other, as well as several speakers who came to class.
- 2007 * Proposed New Agricultural Communication Minor.
- * Developed Agr. Comm 350, Advanced Agricultural Communication Production. The course will teach students how to effectively use new technologies (including websites, podcast, etc.) to communicate agricultural messages. Theories and skills are included in the course content. Took course through course review and acceptance process.
- * Taught Agr Comm 300 for the first time and heavily revised the course content. The course was also changed from 3 to 5 credit hours.
- * Taught Agr Comm 500 for the first time. I added a book to the course, and changed lecture content to include more magazine industry background and design development. Advised students on raising an all-time high of \$6,000 in advertisements.
- * Taught Agr Comm 489 for the first time. I deleted the paper requirement for the course and integrated an online journaling component to the course.
- 2006 * Taught AGR Comm 200 for the first time and adjusted curriculum content and teaching methods. I added new speakers and new assignments including new technology like blogging.

OUTREACH AND SERVICE

International

- 2014 University Website Consultant and researcher at Innovative Agricultural Research Initiative (iAGRI), based at Sokoine University, Morogoro, Tanzania

Professional

- Agricultural Communication Program Review- University of Illinois (April, 2019)
- Curriculum Developer and Camp organizer for Explore Ag inaugural camps with Ohio Farm Bureau (2018)
- Co-coordinator of Agricultural Communication Vision Consortium to explore the future of Ag Communication (February, 2106)
- ESCOP- Social Sciences Subcommittee (2015-present)
- Journal/ Proceedings / Poster Reviewer
 - o *Journal of Applied Communication*
 - o *Journal of Agricultural Education*
 - o *Journal of Agriculture Education and Extension*
 - o *Journal of Magazine and New Media Research*
 - o AAAE National Agricultural Education Research Conference Papers
 - o AAAE National Agricultural Education Research Conference Innovative Posters
 - o Southern Association of Agricultural Scientists, agricultural communication section
 - o Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Research SIG Paper Competition
 - o Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Graduate Thesis Paper Competition

Professional Organization Offices (elected)

- National Agricultural Communicators of Tomorrow Adviser (2014-2019).
- North Central American Association of Agricultural Educators, Secretary (2016- 2018)
- Chair for Academic SIG for the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences (2014), Vice Chair (2013)

- Vice-president of Communication, AAAE (2012- 2016)
- 2012 AAAE Conference Planning Committee
- Vice-Chair for Research SIG for the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences (2008), Chair (2009-2010)
- AAAE Membership (Communication) Committee Secretary (2008), Vice Chair (2009), Chair (2010)
- AAAE Membership Secretary (2010-2011)
- Vice-Chair Elect for Research SIG for the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences (2007)

Professional Organization Service

- Co-planner for 2020 North Central AAAE meeting in Columbus, Oh.
- Judge Junior and Open Photography competition at the Hardin County Fair, Kenton, Ohio (September, 2019).
- Ohio Sheep Symposium youth program committee (2019-2020)
- Judged NAFB scholarship competition (2017)
- Lead section of American Association of Agricultural Education Strategic Plan Implementation (2017-2020)
- Co-Superintendent for Ohio State Fair Junior Fair Breeding Sheep (2011- present)
- Judged American Farm Bureau Excellence in Agriculture Competition (2016)
- Judged Ohio Lamb and Wool Queen Competition (2012)
- *Journal of Applied Communication* Editorial Board (2009-2011)
- AAAE North Central Region- Membership Committee (2010 Chair)
- 2010, 2011 Judge Ohio BEST Photography Contest
- Organized Judging of National FFA Prepared Speech Manuscripts 2010
- NACTA Public Relations and New Branding Committee
- *National FFA Organization*- Work in newsroom during National Convention with photographers, 2001-present
- *Ohio Agricultural Communicators Association*- Mentorship Committee Co-chair
- Judged the Livestock Publications Council Association Website competition

Departmental & Campus Activities

University

- InFact Food Waste Collaborative member
- Mental Health Faculty Network (2019-present)
- Provost's Award for Teaching Selection Committee (2019-2021)
- *The Council on Distance Education, Libraries, and Information Technology (DELIT)- 2018-2020- 2019 Vice Chair*
- Council on Enrollment and Student Progress (University Senate Subcommittee)- Chair 2015-2018
- Digital Storytelling program
- *Member, The Ohio State University Alumni*
- *Advisory Committee, CIO*
- Faculty Cabinet member 2016-2017
- Research Security Working Group 2017-present

College

- College P& T committee (2018-2020) 2019-202 Chair
- OARDC Fellowship Judge (2016-2021)- 2020 Chair Diversity and Director's Fellowship Committee
- Building Ohio State Exhibit Committee (2016-2017)
- CFAES Vita Trial Cohort, 2016-17
- *Chair, Banquet organization committee 2016*
- College Coordinating Advisers Committee
- Academic Affairs Committee, 2014
- Distance Education Working Group
- CFAES e-Team
- *Faculty Council, 2012- 2017, Secretary, vice president, president (2 years), past president*
- *Judge, Top 20 Seniors in the CFAES in 2010*
- *Faculty Friend, Norton Hall 2009-2010 school year*
- *Judge, CFAES Undergraduate Research Forum 2010-2016*
- *Judge, First-year Buckeye Book Community Essays (2007-2014)*
- *Advisor, Photography Committee for the CFAES Ag and Natural Resources*

Recognition Banquet. (2007, 2010-2017)- Awarded outstanding committee

- *Attendee*, Invited by Assistant Deans to attend NASALGC meeting (2007)

Department

- *Co-Director*, Leadership Center, 2017- present
- *Director of Graduate Studies*, 2017- present
- *Graduate Committee*
- *Search Committee*, Department Chair search committee (2019-2020)
- *Search Committee*, new faculty search committee (2016-2017)
- *Search Committee*, new faculty search committee (2013-2014)
- *Representative*, Ag*Idea Ag Education group (2011-2013)
- *Search Committee*, Department Chair search committee (2010-2012)
- *Member*, Selected by Dean to serve on hiring committee for new department chair (2010)
- *Chair*, New Department Naming Committee (2010)
- *Advisory Committee*, Curriculum Material Services (2008-2009)
- *Minor Coordinator*, Agricultural Communication Minor, 2009- 2017
- *Program Leader*, Agricultural Communication Major, 2007-2017
- *Member*, Select Department HCRD Visioning Committee, 2009
- *Member*, Department of Agricultural Communication, Education and Leadership (Human and Community Resource Development) Undergraduate Committee, 2008- present
- *Member*, Department of Human and Community Resource Development Graduate Committee, 2007-2008
- *Member*, Department of Human and Community Resource Development Graduate Faculty, 2006-present
- *Member*, Agricultural Communication Scholarship Selections Committee, 2006- present
- *Adviser*, Agricultural Communicators of Tomorrow Undergraduate Organization, 2006-present
- *Recruiter*, Farm Science Review booth, 2006-2011
- *Coordinator*, Agricultural Communication Scholarship Selection

tion

Outreach

The Ohio State University:

- Judge Ohio FFA State Officer Interviews, 2008, 2009, 2010,2011, 2012,2014
- Judge Ohio FFA State Speaking Contest, 2007, 2008, 2009
- Judge Ohio FFA Agricultural Communication CDE Contest, Web design portion 2007-present
- Agricultural Communication CDE Bootcamp, 2007 (50 participants), 2008 (35 participants), 2009 (50 participants), 2010 (54 participants), 2011 (52 participants), 2012 (54 participants), 2013 (48 participants), 2014 (52), 2015 (40)
- Judge Ohio 4-H Health and Safety Speaking Contest, 2007, 2008, 2009, 2010
- Organizer of Ohio FFA Ag Communication CDE Contest, 2006- present
- Judged Ohio 4-H Senior Demonstrations and Multi-media presentations, 2007

University of Florida:

- Assisted with the University of Florida New Extension Faculty Training, 2006
- College of Agricultural and Life Sciences Curriculum Committee, 2005-2006
- Graduate student member of the Florida Agricultural Institute Board, 2005-2006
- Served on planning committee for UF/ University of Guelph international exchange trip, 2005
- Served as graduate student representative on the Department of Agricultural Education and Communication Technology Advisory Council, 2005-2006
- Served as graduate student advisor for the UF Agricultural Communicators of Tomorrow, 2004-2006
- Served as graduate student representative on the Department of Agricultural Education and Communication Advisory Council, 2004-2006
- Served as a judge for the Florida FFA State Agricultural Communications Skill Development Contest, 2004-2005
- Served as a judge for the National Young Farmer Educational Association Spokesperson for Agriculture Competition, 2004

WEBSITE CONSULTING THROUGH UNIVERSITY

- **2014- Sokoine University of Agriculture-** Website audience analysis and content audits.

- **2012- 2016- AAAE-** Webmaster and database manager for national professional association. Going through site restructuring.
- **2013-2017- Black Raspberry Genomic Research-** Development of website to accompany grant materials for NIFA funded project.
- **2012- 2015- Greenhouse education-** Development of online repository of educational modules for the greenhouse industry. Funded by USDA Higher Education Grant.
- **2011-Turnkey Leadership Group-** Website and usability analysis of organization's three sites. Provided details on potential improvements and steps moving forward with the sites. Consulted with designers on improved site development.
- **2009- Ohio Bio-Products Innovation Center-** Interviewed internal audiences and suggested website improvements based on that and a survey of external audiences.
- **2008- Human and Community Resource Development-** Developed re-envisioned website after consultation with stakeholders within the department and research of competitors. Site was under development until college branding changed and website development became centralized in the organization.
- **2006- Florida Agricultural Institute-** Did through site analysis, usability testing with multiple audiences and gave recommendations for improvements and future direction of the site. Used eye tracking usability study along with survey of audiences.
- **2005- Wedgeworth Leadership Institute-** Subcontracted to develop components to a site after analysis of similar organizations.
- **2004- College of Agricultural and Life Sciences, University of Florida-** Worked with IT team in the college to launch and brand new college wide student site. Included testing with audiences and site adjustments suggestions.
- **2004- Florida Forestry Association-** Did site analysis based on design principles and offered suggestions on improved layouts and components.

WEB PRESENCE

- Blog- www.cultivatingconversations.com
- Blog- www.osuagcominternships.wordpress.com
- Class website- www.ac5530.wordpress.com
- Class website- www.agrinaturalist.osu.edu---go.osu.edu/agrinaturalist

- www.emilybbuck.com
- Twitter- emilybbuck, agrinaturalist
- Instagram- emilybbuck
- Skype- rhoades.100
- Google+- emilybbuck
- OnlineVideos Produced
 - Why we shear sheep
<https://www.youtube.com/watch?v=X1QmssTu6WM&t=14s>
 - Integrating Wordpress into a site
<https://www.youtube.com/watch?v=arDFwy3DuuE&list=PLrgcwf26Kp2Dq5227Wx5kJnm5CeH-yuOJ>
 - Installing a CMS
<https://www.youtube.com/watch?v=N5658ed-logQ&list=PLrgcwf26Kp2Dq5227Wx5kJnm5CeH-yuOJ&index=2>
 - How to Share your Farm Story
https://www.youtube.com/watch?v=ITsqvt2jw_U&list=PLrgcwf26Kp2DH97oLFy237gsL3CKwXjo&index=2
 - How to set up Server Space
https://videos.files.wordpress.com/YKe52hiE/godaddy_dvd.mp4
 - Designing through CSS
https://www.youtube.com/watch?v=aoRIIyC9_tk
 - Uploading with Dreamweaver
<https://www.youtube.com/watch?v=dYSgcWXkig4>

MEDIA SOURCE

Farm Food Facts Podcast 11/14/2018 <https://www.fooddialogues.com/programs/farmfoodfacts/farm-food-facts-archived-podcasts/>

Drones on Today's SMART Farm - <https://www.fooddialogues.com/drones-to-days-smart-farm/>

The Power of Meeting Face-to-Face with Consumers- <https://www.agriculture.com/farm-management/the-power-of-meeting-face-to-face-with-consumers>

The Consumer, the Farmer and Sustainability, 2018 Sustainability Panel at the National Press Club <http://agnewswire.com/2018/03/20/national-ag-day-2018/>

Food Labeling: Helpful or Harmful? <https://progressivegrocer.com/food-labeling-helpful-or-harmful>

Genetic Engineering Improves Crops <https://www.dispatch.com/opinion/20170112/emily-buck-genetic-engineering-improves-crops-helps-environment>

The 21st Century, High-Tech Farm- <https://fsd.servicemax.com/2017/08/23/21st-century-high-tech-farm/>

The Role of Technology in Today's Agriculture- <https://www.fooddialogues.com/role-technology-todays-agriculture/>

Sustainable Brands and Ag Sustainability- AgriTalk live report 5/26/2017- 10:45am CST

Food Tank Summit- <https://www.youtube.com/watch?v=NIFs3F3cO24>

Food tank- The role of technology in modern agriculture-
<https://foodtank.com/news/2017/01/the-role-of-technology-in-modern-agriculture-interview-with-emily-buck/>

See How A Family Farmer And New Holland Use Smart Tech To Make Better Farms
<https://www.forbes.com/forbes/welcome/?toURL=https://www.forbes.com/sites/jenniferhicks/2017/04/28/see-how-a-family-farmer-and-new-holland-use-smart-tech-to-make-better-farms/&refURL=https://www.google.com/&referrer=https://www.google.com/>

Ag Advocate Urges Farmers to Open up to Consumers- <http://bgindependentmedia.org/ag-advocate-urges-farmers-to-open-up-to-consumers/>

Always be Advocating- <https://www.paulhallinsurance.com/blog/always-be-agvocating>

Agriculture Using Power of Social Media- <http://washingtonagnetwork.com/2017/01/04/agriculture-using-power-social-media/>

SMART Farmer Emily Buck- <http://agwired.com/2017/09/25/smart-farmer-emily-buck/>

USDA- Social Media Use to Explain Agriculture- <https://audioarchives.oc.usda.gov/node/30552017>

Young Sheep Entrepreneur- http://www.sheepusa.org/NewsMedia_SheepIndustryNews_PastIssues_2016_December2016_YoungEntrepreneurEmilyBuck

Faces of Farming: Emily Buck Opens the Barn Doors- <http://www.agdaily.com/lifestyle/faces-of-farming-emily-buck-opens-barn/>

Farmer Says Stop Blaming Us- <https://www.nbc4i.com/news/farmer-says-stop-blaming-us/1114194310>

Life on the Farm at the Smithsonian <https://ofbf.org/2016/06/22/marion-county-member-explains-life-farm-smithsonian/>

Growing our Generation- <https://ofbf.org/2016/04/12/growing-generation-life-abundance/>

A Balancing Act- <http://www.herdmarkmedia.com/a-balancing-act/>

Two Ohio Women Selected To Be Faces of Farming- <https://www.ocj.com/2016/12/two-ohio-women-selected-to-be-faces-of-farming/>

Farmers and Farm Media Use of Internet Tools. <http://agwired.com/2009/11/16/farmers-and-farm-media-use-of-internet-tools/>

AWARDS AND HONORS

- 2019 NACTA Teaching Scholar award
- 2017 Distinguished Teaching award for the North Central American Association for Agricultural Education
- 2017 Distinguished Agricultural Communicator from the American Association for Agricultural Education
- 2017 Towers Faculty Recognition, student nominated.
- 2016-2018 US Farming and Ranchers Alliance Face of Farming
- 2016 USDA Regional Teaching Award
- 2016 CFAES Star Student Supporter
- 2016 Distinguished Agricultural Communicator for the North Central American Association for Agricultural Education
- 2016 Towers Faculty Recognition, student nominated.
- 2015 Honorary American FFA Degree
- 2015 North American College Teachers of Agriculture Educator Award
- 2015-2017 Class 8 of American Farm Bureau PAL program
- 2014 Award of Excellence in Research, Association of Communication Excellence in Agriculture, Natural Resources, and Life Sciences
- 2014 Ohio State University Outstanding Student Organization Adviser
- 2014 American Farm Bureau Excellence in Agriculture Award Finalist
- 2013 Ohio Farm Bureau Excellence in Agriculture Award
- 2012 Ohio Farm Bureau Excellence in Agriculture Finalist
- 2012 Outstanding Early Career Agricultural Educator Award, American Association for Agricultural Education
- 2011 Outstanding Early Career Agricultural Educator Award, North Central American Association for Agricultural Education
- 2011 Star Student Supporter, College of Food, Agricultural and Environmental Sciences, The Ohio State University
- 2011 Award of Excellence in Teaching, Association of Communication Excellence in Agriculture, Natural Resources, and Life Sciences
- 2010 AAAE Top Research Paper Presentation
- 2010 Rodney F. Plimpton Outstanding Young Teacher Award, College of Food, Agricultural and Environmental Sciences at Ohio State.
- 2010 Faculty Advising Award, College of Food, Agricultural and Environmental Sciences at Ohio State.
- 2009 *Journal of Agricultural Education* Author of the Year
- 2009 NACTA *Journal Honorable Mention Award*
- 2009 First Place Research Paper Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Research SIG Paper Competition

- 2007 *Journal of Applied Communications* Article of the Year
- First Place Faculty Paper, 2007 Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Research SIG Paper Competition
- NACTA Graduate Student Teaching award, 2006
- Outstanding Doctoral Student in the Department of Ag Education and Communication at the University of Florida, 2006
- First Place Poster Presentation, SAREC, February 2006.
- First Runner-up Graduate Paper Presentation, Agricultural Communications Section, SASS, February 2006.
- 2005 Outstanding Master's Thesis presented by the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences
- Outstanding University of Florida ACT member, 2005
- Department of Agricultural Education and Communication Thesis Award, 2004
- Second Place Outstanding Graduate Student Research Proposal, 2004 Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Research SIG Paper Competition, June 22, 2004
- Third Place Outstanding Graduate Student Research Paper, 2004 Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Research SIG Paper Competition, June 22, 2004
- Outstanding Poster Presentation, The American Association of Agricultural Education, December 11, 2003
- First Runner-up Poster, SAREC, February 14, 2004
- Top 10 Senior in the College of Food, Agriculture and Environmental Sciences at OSU.

EDUCATIONAL AND PROFESSIONAL ACTIVITIES

- Digital Flagship Workshop Participant- 2018
- University UTL Teaching Support Program- 2018
- LEAD21 participant- 2018
- American Sheep Improvement Association- Young Entrepreneur committee
- Ohio Sheep Improvement Association (Life Member)- Board of Trustees, Newsletter Co-Chair, Website Co-Chair, State Board member
- Ohio FFA Alumni (Life Member)
- Ohio Farm Bureau (2009- Present) Board Vice President
- American Agricultural Editors Association (2008- Present)

- Livestock Publications Council (2007- Present)
- Association of American Agriculture Educators (2006- Present)
- Ohio Association of Agriculture Communicators (2006- 2008)
- Association for Educators in Journalism and Mass Communication (2004- Present)
- Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences (2003- Present)
- North American College Teachers of Agriculture (2004-Present)
- American Horse Publications Council (2001- 2011)
- Ag Education and Communications Graduate Student Association- Secretary, Vice President, President (2003-2006)
- Agricultural Communicators of Tomorrow – Vice President, Treasurer (1999-2002) graduate student advisor (2004-2006)
- American Appaloosa Horse Society (2004- 2007)
- Florida Farm Bureau (2003- 2006)
- Alpha Tau Alpha Honorary (2003- 2006)
- Gamma Sigma Delta Honorary (2000- 2002)
- American Quarter Horse Association (2000-2008)
- OSU Intercollegiate Horse Judging Team (2001-2)
- Tower’s Agricultural Honorary- Reporter (2000)
- Ohio State University Horseman’s Association- Secretary, President (1998-2002)
- Editor of *AgriNaturalist* (2001)
- Ohio State FFA Treasurer (1998)

COMPUTER SKILLS

Proficient in Mac OS and Windows platforms. Proficient in the following software programs:

Adobe Illustrator	Adobe Fireworks
Adobe PhotoShop	Adobe Muse
Adobe InDesign	Adobe Flash
Adobe Lightroom	Adobe Dreamweaver
Adobe Acrobat (PDF)	Adobe XD
Adobe Premier	SPSS
Adobe After Effects	CSS and HTML
Adobe Freehand	Wordpress