

Home Address
1161 Twp Rd 2156
Ashland, OH 44805
(419) 560-2045
rumble.6@osu.edu



Work Address
1328 Dover Rd
089C Halterman Hall
Wooster, OH 44691
(330) 287-1368

Education



University of Florida, Gainesville, Florida May 2013

Ph.D. in Agricultural Education and Communication

Dissertation Title: "Taking down the walls of agriculture: Effect of transparent communication and personal relevance on attitude and trust within the elaboration likelihood model" Chair: Tracy Irani, Professor

Cumulative GPA: 3.89/4.0

The Ohio State University, Columbus, Ohio June 2010

M.S. in Agricultural Communication

Thesis: "Knowledge and perception of agriculture practice and legislation related to social influences as predictors of voting on agriculture policy"

Chair: Emily Buck, Assistant Professor

Cumulative GPA: 3.6/4.0

The Ohio State University, Columbus, Ohio December 2007

B.S. in Animal Science

Minor: Agricultural Business

Cumulative GPA: 3.11/4.0 Major GPA: 3.38/4.0

The Ohio State University Agricultural Technical Institute, Wooster, Ohio June 2006

Ohio

A.S. in Livestock Science

Specialty: Swine Science

Professional Experience



Assistant Professor, The Ohio State University 2018 - Present
Department of Agricultural Communication, Education, and Leadership and the Agricultural Technical Institute

- Teach undergraduate and graduate courses in agricultural communication, statistics for social sciences, and program evaluation
- Advise and mentor graduate and undergraduate students through their degree

program.

- Maintain a research agenda examining public opinion of food production issues and the influence of communication of opinions of those issues through grantsmanship and academic publication.
- Contribute to my department, college, university, and discipline through service activities.

Assistant Professor, University of Florida

2013-2018

Department of Agricultural Education and Communication

- Advised and mentored graduate students throughout their graduate program and assistantships
- Conducted research initiatives surrounding effective communication in agriculture and natural resources including grantsmanship and publication
- Conducted Extension initiatives surrounding effective communication in agriculture and natural resources with Extension specialists and industry stakeholders through non-formal education
- Provided leadership and service to my department, college, university, and discipline

Research Assistant, University of Florida/IFAS

2010 – 2013

Center for Public Issues Education in Agriculture and Natural Resources (PIE Center)

- Conducted qualitative and quantitative research on various communication topics
- Wrote reports for clients, as well as academic papers based on research findings
- Presented research at invited presentations, workshops, seminars, and professional conferences
- Planned and managed the PIE Center's media campaign in the absence of a media specialist

The Ohio State University, Office of Responsible Research Practices (ORRP) - Columbus, Ohio

2008-2010

IRB Protocol Analyst

- Provided administrative and regulatory support for a 21-member Institutional Review Board (IRB) overseeing all oncology research at The Ohio State University
- Regularly communicated and explained procedures and regulations to physicians, review board members, study coordinators, and customers
- Interpreted, enforced, and adhered to federal, state, and university regulations concerning human subjects research

- Created and managed detailed minutes of review board meetings

Hord Livestock Inc. - Bucyrus, Ohio 2006-2008

Summer Intern and Part Time Laborer

- Performed vaccination and treatment schedules for farrowing and gestation units
- Performed artificial insemination for breeding herd
- Monitored feed intakes and adjusted feeding regimens
- Assisted sows during parturition
- Practiced proper animal husbandry practices
- Practiced and adhered to biosecurity standards

The Ohio State University, Office of Responsible Research Practices (ORRP) - Columbus, Ohio 2006-2008

Institutional Animal Care and Use Committee (IACUC) Student Assistant

- Maintained animal use protocols according to IACUC procedures
- Utilized in-house recordkeeping database system on a daily basis
- Performed clerical tasks

USDA Farm Service Agency - Columbus, Ohio 2007

Summer Intern

- Interacted with county office staff to clarify program requirements and provisions
- Assisted in drafting and finalizing Ohio conservation notices and memos according to Farm Service Agency policies and procedures
- Assisted the public relations and outreach section of the agency in administration tasks, including creating and editing web pages

Kalmbach Feeds Inc. - Upper Sandusky, Ohio 2005-2006

Summer Intern and Part Time Laborer

- Distributed feed and monitored feed rations
- Collected and extended semen using sterile procedures
- Maintained accurate records for farrowing, breeding, and inventory statistics
- Practiced proper cleaning and disinfection protocols

Ohio State University Agricultural Technical Institute, Café Carmen - Wooster, Ohio 2004-2006

Student Supervisor

- Involved in customer relations and monetary transactions
- Assisted with meal preparation adhering to proper sanitation
- Developed leadership and decision-making skills

CLJS Farm - Cardington, Ohio
Family Farm

1995-2008

- Developed responsibility and the ability to care for animals
- Raised and farrowed sows as a Supervised Agricultural Experience
- Developed an Intensive Grazing Plan to optimize future production

Instructional Experience



Instructor, The Ohio State University
AGRCOMM 2531 Introduction to Agricultural
Communication Practices

Fall 2020

- Asynchronous video-linked course
- 29 video-linked students on Columbus Campus
- 10 face-to-face students on the Wooster Campus

Instructor, The Ohio State University
ACEL 7700 Documenting Change through Evaluation and
Accountability

Spring 2019-2020

- Online graduate course of 24-26 students.

Instructor, The Ohio State University
COMLDR 3573 Data Analysis in Applied Sciences

Fall 2018-2019

- Face-to-face lecture and lab-based course of 37 undergraduate students.

Co-Instructor, The Ohio State University
CRPSOIL 2193T Independent Study

Fall 2019

- Service-learning course with 5 students focused on farm to school
- Students worked with four partner schools and a community partner

Instructor, University of Florida
AEC 5060 Public Opinion in Agriculture and Natural
Resources

Summer 2018

- Taught an online graduate-level course of 19 students
- Facilitated online discussions that required critical thinking, application of course readings, and community building among students.

Lead Instructor, University of Florida
AEC 3033 Research and Business Writing for Agriculture and
Natural Resources

Summer 2011

- Taught a lecture-based class of 39 undergraduate students

- Incorporated group activities, multi-media, real-life application, and examples to promote learning
- Developed rubrics to guide students through assignments
- Worked with a teaching assistant to manage students and evaluate student assignments

Teaching Assistant, University of Florida

AEC 3070C Digital Media Production in Ag & Life Science

Fall 2012,
Spring 2013

- Assisted students in laboratory with computer and media technology
- Taught lectures on the use of WordPress, Photoshop and InDesign
- Assisted the instructor with grading and classroom management

Teaching Assistant, University of Florida

AEC 6300 Methodology of Planned Change: Theory and Practice (distance delivered)

Fall 2011

- Assisted professor in managing 19 distance-taught graduate students
- Engaged with students on a weekly online discussion board, while encouraging application of course concepts and critical thinking
- Evaluated students' weekly discussion posts and graded student assignments

Teaching Assistant, University of Florida

AEC 3033 Research and Business Writing for Agriculture and Natural Resources

Fall 2010
Spring 2011

- Managed 30 (of 90) undergraduate students and was available for one-on-one help and clarification of course concepts
- Graded student assignments according to provided rubrics
- Assisted with class activities by interacting with students and fostering critical thinking
- Led lectures in the absence of the lead instructor

Guest Lectures



Rumble, J. N. (2019, April). *Future of issues and risk communication*. Virtual lecture in ALEC 441 Issues and Crisis Communication in Agriculture & Natural Resources, University of Tennessee.

Rumble, J. N. (2019, March). *The role of communication in ANR issues*. Virtual lecture in ANSC 3312 Current Issues in Agriculture, Sul Ross State University.

Rumble, J. N. (2018, November). *The citrus crisis: To communicate or not*. Virtual lecture in AGCM 5503 Risk and Crisis Communication in Agriculture and Natural Resources, Oklahoma State University.

- Rumble, J. N.** (2018, March). *The role of communication in ANR issues*. Virtual lecture in ANSC 3312 Current Issues in Agriculture, Sul Ross State University.
- Rumble, J. N.** (2018, March). *Survey Research –Design and Sampling*. Lecture in AEC 6767 Research Strategies in AEC, University of Florida.
- Rumble, J. N.** (2018, March). *Crisis and risk communication: GMOs, animal welfare, and beyond*. Virtual lecture in AGCM 3503 Issues Management and Crisis Communications in Agriculture and Natural Resources, Oklahoma State University.
- Rumble, J. N.** (2018, February). *Telling the story of science: Why it's important*. Lecture in AEC 6932 Communicating Agriculture and Natural Resource Science, University of Florida.
- Rumble, J. N.** (2018, February). *Telling the story of science: Building a science story*. Lecture in AEC 6932 Communicating Agriculture and Natural Resource Science, University of Florida.
- Rumble, J. N.** (2018, February). *Telling the story of science: Sharing your story*. Lecture in AEC 6932 Communicating Agriculture and Natural Resource Science, University of Florida.
- Rumble, J. N.** (2018, January). *GMOs and science communication*. Lecture in AEC 3030 Effective Oral Communication in Agricultural and Life Sciences, University of Florida.
- Rumble, J. N.** (2017, October). *Crafting messages around complex issues*. Lecture in AEC 3033c. Research and Business Writing in Agricultural and Life Sciences, University of Florida.
- Rumble, J. N.** (2017, September). *Securing and managing grants and program funds*. Lecture in AEC 6932: Strategies for Success as a University Faculty Member, University of Florida.
- Rumble, J. N.** (2017, August). *GMOs and science communication*. Lecture in AEC 4031. The Communication Process in Agricultural and Life Science, University of Florida.
- Rumble, J. N.** (2017, August). *GMOs and science communication*. Lecture in AEC 3030 Effective Oral Communication in Agricultural and Life Sciences, University of Florida.
- Rumble, J. N., Ogunade, A., & Hobson, A.** (2017, March). *Issues in food security*. Lecture in AEC 4065 Issues in Agricultural and Life Sciences, University of Florida.
- Rumble, J. N.** (2017, March). *The role of communication in ANR issues*. Virtual lecture in ANSC 3312 Current Issues in Agriculture, Sul Ross State University.
- Rumble, J. N.** (2017, February). *Communicating agricultural and environmental issues with the public*. Virtual lecture in AELC 4223 Communication Strategies in Agriculture and Life

Sciences, Mississippi State University.

- Rumble, J. N.** (2016, April). *Messages, perception, & agriculture*. Virtual lecture in ANSC 3312 Current Issues in Agriculture, Sul Ross State University.
- Rumble, J. N.** (2015, October). *Messages, perception, & agriculture*. Lecture in AEC 4065 Issues in Agricultural and Life Sciences, University of Florida.
- Rumble, J. N.** (2015, July). *Conducting research as a young faculty member*. Lecture in AEC 6905 Faculty Roles, University of Florida.
- Rumble, J. N.** (2015, July). *Finding theory in applied research*. Lecture in AEC 6540 Communication Theories and Strategies for Agriculture and Natural Resources, University of Florida.
- Rumble, J. N.** (2015, April). *Messages about agriculture*. Lecture in AEC 4065 Issues in Agricultural and Life Sciences, University of Florida.
- Rumble, J. N.** (2015, April). *Messages about agriculture*. Virtual lecture in ANSC 3312 Current Issues in Agriculture, Sul Ross State University.
- Rumble, J. N.** (2014, October). *Communicating and the relationship between agriculture and the public*. Virtual lecture in AGCM 3203 Public Speaking in Agricultural Sciences and Natural Resources, Oklahoma State University.
- Rumble, J. N.** (2014, October). *The role of messages in public opinion of ANR*. Lecture in AEC 4065 Issues in Agricultural and Life Sciences, University of Florida.
- Rumble, J. N.** (2014, October). *Information processing: Application to agricultural communication*. Lecture in AEC 6543 Teaching and Learning Theory: Applications in Agricultural Education and Communication, University of Florida.
- Rumble, J. N.** (2014, June). *Public Opinion and Public Policy*. Lecture in AEC 5060 Public Opinion and Agricultural and Natural Resources Issues, University of Florida.
- Rumble, J. N.** (2014, March). *Messages about agriculture*. Virtual lecture in ANSC 3312 Current Issues in Agriculture, Sul Ross State University.
- Rumble, J. N.** (2014, March). *Business writing vs. research writing*. Lecture in AEC 3033 Research and Business Writing for Agriculture and Natural Resources, University of Florida.
- Rumble, J. N.** (2014, March). *Writing for your audience*. Lecture in AEC 3033 Research and Business Writing for Agriculture and Natural Resources, University of Florida.
- Rumble, J. N.** (2014, February). *The role of messages in public opinion of ANR*. Lecture in AEC 4065 Issues in Agricultural and Life Sciences, University of Florida.

- Rumble, J. N.** (2013, October). *Understanding and influencing public opinion in ANR*. Lecture in AEC 4065 Issues in Agricultural and Life Sciences, University of Florida.
- Rumble, J. N.** (2013, September). *Changing consumer opinions about local food*. Lecture in AEC 4031 The Communication Process in Agricultural and Life Sciences, University of Florida.
- Rumble, J. N.** (2013, June). *Interview with the researcher: Focus group methodology*. Lecture in AEC 6767 Research Strategies in AEC, University of Florida.
- Rumble, J. N.** (2013, June). *Qualitative analysis*. Lecture in AEC 6540 Communication Theories and Strategies for Agriculture and Natural Resources, University of Florida.
- Rumble, J. N.** (2013, June). *Agenda setting, framing, and media*. Lecture in AEC 6540 Communication Theories and Strategies for Agriculture and Natural Resources, University of Florida.
- Goodwin, J. N.** (2013, April). *Messages about agriculture*. Virtual lecture in ANSC 3312 Current Issues in Agriculture, Sul Ross State University.
- Goodwin, J. N.** (2013, February). *Public opinion in agriculture and natural resources*. Lecture in AEC4035 Issues in Agricultural and Life Sciences, University of Florida.
- Blythe, J., Culbertson, A., **Goodwin, J. N.**, Gouldthorpe, J. L., & Holt, J. (2013, January). *Mock research session*. Lecture and Q&A in AEC 6767 Research Strategies in AEC, University of Florida.
- Goodwin, J. N.** (2012, October). *Messages about agriculture*. Lecture in AEC 4065 Issues in Agricultural and Life Sciences, University of Florida.
- Goodwin, J. N.** (2012, February). *Messages about agriculture*. Lecture in AEC 4065 Issues in Agricultural and Life Sciences, University of Florida.
- Goodwin, J. N.** (2012, February). *APA style*. Lecture in AEC 3033 (section B) Research and Business Writing for Agriculture and Natural Resources, University of Florida.
- Estepp, C., **Goodwin, J. N.**, & Shoulders, C. W. (2012, January). *Mock research session*. Lecture and Q&A in AEC 6767 Research Strategies in AEC, University of Florida.
- Goodwin, J. N.** (2012, January). *Why agricultural campaigns fail and what it might mean for the future. Can you make a difference today?* Lecture in AEC 4052 Communication Campaign Strategies in Agricultural and Life Sciences, University of Florida.
- Goodwin, J. N.** (2010, September). *Business correspondence*. Lecture in AEC 3033 (section B) Research and Business Writing for Agriculture and Natural Resources, University of Florida.

Goodwin, J. N. (2010, October). *Campaigns surrounding animal welfare issues: An inside look to Proposition 2 (CA) and Issue 2 (OH)*. Lecture in AEC 4052 Communication Campaign Strategies in Agricultural and Life Sciences, University of Florida.

Advising



Advisor

Alyssa Rockers, PhD, In Progress

Matthew Smith, PhD, In Progress (Co-advisor)

Andrew Holden, MS, In Progress

Andrew Hudak, MS, In Progress

Treg Brown, MS, In Progress

Levy Randolph, PhD, May 2019 (Co-advisor)

Andrew Horvath, December 2018

Taylor Ruth, PhD, August 2018

- 2019 Outstanding Dissertation, Association for Communication Excellence in Agriculture, Natural Researches and Life and Human Sciences

Raychel Thomas, Undergraduate Honors Thesis, Spring 2018

Jessica Harsh, MS (Thesis), Spring 2018

Arthur Leal, PhD, Spring 2016 (Co-advisor)

- 2017 Outstanding Dissertation, Association for Communication Excellence in Agriculture, Natural Researches and Life and Human Sciences

Tiffany Rogers, MS (Non-Thesis), Spring 2016

Keegan Gay, PhD, Fall 2015

Tahlia Pollitt, MS (Non-Thesis), Fall 2015

Morgan Edwards, Undergraduate Honors Thesis, Fall 2015

Taylor Ruth, MS (Thesis), Summer 2015

- 2016 Outstanding Thesis Runner-Up, Association for Communication Excellence in Agriculture, Natural Researches and Life and Human Science

Jessica Fernandez, MS (Non-Thesis), Summer 2015

Laura Gorham Fischer, MS (Non-Thesis), Spring 2014

Kacie Pounds, MS (Thesis), Summer 2014

- 2015 Outstanding Thesis Runner-Up, Association for Communication Excellence in Agriculture, Natural Researches and Life and Human Science

Jessica Holt, PhD, Fall 2014 (Co-advisor)

- 2015 Outstanding Dissertation, Association for Communication Excellence in Agriculture, Natural Researches and Life and Human Sciences

Committee Member

Haley Shoemaker, MS, In Progress

Robby Thiel, MS, In Progress

Yu Lun Wu, PhD, In Progress
Tiffany Rogers-Randolph, PhD, May 2019
Valerie McKee-Sledd, PhD, August, 2019
Emily Isaacs, MS, May 2019
Ashley McLeod, MS, May 2018
Ajia Cunningham, MS (Non-Thesis), December 2017
Shelby Oesterreicher, MS, December 2017
Tracee Shiebel, MS, Spring 2017
Kara Harders, MS, Spring 2017
Shuyang Qu, PhD, Summer 2016
Pei-Wen Huang, PhD, Fall 2015
Elio Chiarelli, PhD, Fall 2015
Reba Hicks, MS, Spring 2014
Gretchen Wulff, MS (Non-Thesis), Spring 2014
Angela Colonna, MS, Summer 2014
Caroline Roper, MS, Fall 2014
Becky Pengelley, MS (Non-Thesis), Fall 2014

Refereed Publications



- Ruth, T. K., **Rumble, J. N.**, Lundy, L. K., Galindo-Gonzalez, S., Carter, H. S., & Folta, K. M. (In Review). Motivational influences on Land-Grant faculty engagement in science communication. *Journal of Agricultural Education*.
- Ruth, T. K., **Rumble, J. N.**, Galindo-Gonzalez, S., Lundy, L. K., Carter, H. S., & Folta, K. M. (In Review). Silencing science: A mixed-methods analysis of faculty engagement in science communication. *Science Communication*.
- Lamm, A. J., Gibson, K., Holt, J., Lamm, K. W., Ellis, J. D., & **Rumble, J. N.** (In Review). Communicating about genetic modification using infographics: A quasi-experimental approach. *Journal of Applied Communications*.
- Ruth, T. K., **Rumble, J. N.**, Lamm, A. J., & Ellis, J. D. (In Review). How consumers process complex information related to food biotechnology: A focus group approach. *Journal of Food Products Marketing*.
- Specht, A. R., **Rumble, J. N.**, & Buck, E. B. (Accepted). You call that meat? Investigating social media conversations and influencers surrounding cultured meat. *Journal of Applied Communications*.
- Wu, Y., **Rumble, J. N.**, Lamm, A. J., & Ellis, J. D. (Accepted). Communication of GM science: Consumers' critical thinking style, perceived transparency of information, and attitude. *Journal of International Agricultural and Extension Education*.

- Leal, A., **Rumble, J. N.**, Lamm, A. J., & Gay, K. D. (Accepted). Discussing Extension agents' role in facilitating contentious issue conversations. *Journal of Human Sciences and Extension*.
67. Lamm, A. J., Lamm, K. W., **Rumble, J. N.**, Ellis, J. D., Tidewell, A. (2020). Testing a model to explain how the public makes decisions about genetic modification. *Journal of International Agricultural and Extension Education*, 27(1), 47-63.
doi: 10.5191/jiaee.2020.27104
66. Warner, L. A., **Rumble, J. N.**, & Rogers-Randolph, T. (2019). Integrating personal involvement, goal orientation, and characteristics of innovations to inform fertilizer best practices video communications. *Journal of Agricultural Education*, 60(3), 47-61.
doi:10.5032/jae.2019.03047
65. Qu, S., Fischer, L., & **Rumble, J. N.** (2019). Building bridges between producers and schools: The role of extension in the Farm-to-school program. *Journal of Extension*, 57(4). Article 4FEA4. Available at <https://joe.org/joe/2019august/a4.php>
64. **Rumble, J. N.**, Rogers-Randolph, T. M., & Buck, E. B. (2019). Should livestock images provide historical reference or modern reality? An examination of the Influence of Livestock Communication on Attitude. *Journal of Applied Communications*, 103(2).
<https://doi.org/10.4148/1051-0834.2263>
63. Leal, A., Telg, R. W., **Rumble, J. N.**, Stedman, N. L. P. & Treise, D. M. (2019). Exploring beyond the obvious: Social skills needed for agricultural communication baccalaureate graduates. *Journal of Applied Communications*, 103(2).
<https://doi.org/10.4148/1051-0834.2188>
62. Ruth, T. K., **Rumble, J. N.**, Galindo, S., Lundy, L. K., Carter, H. S., & Folta, K. M. (2019). Can anyone hear us? An exploration of echo chambers at a land-grant university. *Journal of Applied Communications*, 103(2). <https://doi.org/10.4148/1051-0834.2242>
61. Ruth, T. K., & **Rumble, J. N.** (2019). Consumers' evaluations of genetically modified food messages. *Journal of Applied Communications*, 103(1). <https://doi.org/10.4148/1051-0834.2193>
60. Lamm, A. J., Taylor, M. R., **Rumble, J. N.**, & Ellis, J. D. (2019). Targeting extension programs to opinion leaders guiding genetic modification discussions. *Journal of Human Sciences and Extension*, 7(1), 55 – 67. Retrieved from <https://www.jhseonline.com>
59. Ruth, T. K., & **Rumble, J. N.** (2019). Berry good programming: Informing extension programming through the examination of consumers' purchasing intent. *Journal of Human Sciences and Extension*, 7(1), 21 – 38. Retrieved from <https://www.jhseonline.com>

58. Ruth, T. K., **Rumble, J. N.**, Lamm, A. J., Irani, T. A., & Ellis, J. D. (2019). Are American's attitudes toward GM science really negative? An academic examination of willingness to expose attitudes. *Science Communication*, 41(1), 113-131. <https://doi.org/10.1177/1075547018819935>
57. Ruth, T. K., **Rumble, J. N.**, Lamm, A. J., & Ellis, J. D. (2018). A model for understanding decision making related to agriculture and natural resource science and technology. *Journal of Agricultural Education*, 59(4), 224 – 237. <https://doi.org/10.5032/jae.2018.04224>
56. **Rumble, J. N.**, Lamm, A. J., & Gay, K. D. (2018). Identifying Extension agent needs associated with communicating about policies and regulations. *Journal of Agricultural Education*, 59(4), 71 – 87. <https://doi.org/10.5032/jae.2018.04072>
55. Oesterreicher, S., Lundy, L. K., **Rumble, J. N.**, & Telg, R. W. (2018). Collegiate millennials' perceptions of locally produced beef. *Journal of Applied Communications*, 102(4). <https://doi.org/10.4148/1051-0834.2226>
54. Randolph, L. G., **Rumble, J. N.**, & Carter, H. S. (2018). Perceptions and Attitudes: Analyzing opinion leaders in relation to genetically modified foods. *Journal of Applied Communications*, 102(4). <https://doi.org/10.4148/1051-0834.2233>
53. McLeod, A. N., McKee, V., Woodall, S., McKee, B., & **Rumble, J. N.** (2018). Why websites work: An examination of interdisciplinary agricultural center websites. *Journal of Applied Communications*, 102(4). <https://doi.org/10.4148/1051-0834.2220>
52. Beattie, P. N., Lamm, A. J., **Rumble, J. N.**, & Ellis, J. D. (2018). Identifying generational differences to target Extension programming when discussing genetic modification. *Journal of Agricultural Education*, 59(3), 154 – 168. <https://doi.org/10.5032/jae.2018.03154>
51. **Rumble, J. N.**, Lamm, A. J., & Gay, K. D. (2018). Guiding Diffusion Among Local Food Clientele: Recommendations for Extension Programming. *Journal of Human Sciences and Extension*, 6(3), 25 – 39. Retrieved from <https://www.jhseonline.com>
50. Qu, S., Bradley, T., & **Rumble, J. N.** (2018). Identifying a knowledge gap of blueberry health benefits: The Role of education, income, generation, and gender. *Journal of Southern Agricultural Education Research*, 68. Retrieved from <http://www.jsaer.org/currentissue.html>
49. Ruth, T. K., Settle, Q., **Rumble, J. N.**, & McCarty, K. (2018). Predicting likelihood to pay attention to agriculture-related issues in the news with demographic characteristics. *Journal of Agricultural Education*, 59(2), 49-63. doi:10.5032/jae.2018.02049
48. Holt, J., Rumble, J. N., Telg, R., & Lamm, A. J. (2018). Understanding consumer intent to buy local food: Adding consumer past experience and moral obligation toward buying local blueberries in Florida within the Theory of Planned Behavior. *Journal of Applied Communications*, 102(2), 1-14. <https://doi.org/10.4148/1051-0834.2203>

47. Qu, S., Lamm, A. J., **Rumble, J. N.**, & Telg, R. W. (2018). Predicting Consumers' Local Food Attitude with Personal Values and Local Food Online Videos. *Journal of Agricultural Education*, 59(1), 171-188. <https://doi.org/10.5032/jae.2018.01171>
46. **Rumble, J. N.**, Lundy, L. K., Xu, B. M., & Anderson, S. (2017). Gender and GMOs: Understanding Floridians attitudes toward GMOs through the lens of Social Judgment Theory. *Journal of Applied Communications*, 101(4), 1-12. doi: 10.4148/1051-0834.1845
45. Qu, S., Lamm, A. J., **Rumble, J. N.**, & Telg, R. W. (2017). The effects of online video on consumers' attitudes toward local food. *Journal of Applied Communications*, 101(4), 1-20. doi: 10.4148/1051-0834.1841
44. **Rumble, J. N.** & Lundy, L. (2017). Examining consumer attitudes and cultural indicators surrounding local food. *Journal of Extension*, 55(6). Retrieved from <https://www.joe.org/joe/2017december/a7.php>
43. Qu, S., Lamm, A. J., & **Rumble, J. N.** (2017). Marketing power berries: An importance-performance analysis of blueberry attributes. *Journal of Applied Communications*, 101(30), 1-18. doi:10.4148/1051-0834.1842
42. Ruth, T. K., Lamm, A. J., **Rumble, J. N.**, & Ellis, J. D. (2017). Identifying publics in citrus producing states to address the issue of citrus greening. *Journal of Applied Communications*, 101(3), 1-14. doi:10.4148/1051-0834.1847
41. Ruth, T. K., Lamm, A. J., **Rumble, J. N.**, & Ellis, J. D. (2017). Conversing about citrus greening: Extension's role in educating about genetic modification science as a solution. *Journal of Agricultural Education*, 58(4), 35-50. doi:10.5032/jae.2017.04035
40. Warner, L. A., Lamm, A. J., & **Rumble, J. N.** (2017). Can videos play a role in promoting good landscape management behaviors. *Applied Environmental Education & Communication*. Advance online publication. doi:10.1080/1533015X.2017.1388199
39. **Rumble, J. N.**, Lamm, A. J., Martin, E. T. & Warner, L. A. (2017). Examining thought processes to understand the impact of water conservation messages on attitude. *Journal of Agricultural Education*, 58(3), 168-184. doi:10.5032/jae.2017.03168
38. Kumar Chaudhary, A., Warner, L. A., Lamm, A. J., Israel, G. D., **Rumble, J. N.**, & Cantrell, R. A. (2017). Using the theory of planned behavior to encourage water conservation among Extension clients. *Journal of Agricultural Education*, 58(3), 185-202. doi:10.5032/jae.2017.03185

37. Warner, L. A., Kumar Chaudhary, A., Lamm, A. J., **Rumble, J. N.**, & Momol, E. (2017). Using home irrigation users' perceptions to inform water conservation programs. *Journal of Agricultural Education*, 58(3), 101-119. doi:10.5032/jae.2017.03101
36. Settle, Q., **Rumble, J. N.**, McCarty, K., & Ruth, T. K. (2017). Public knowledge and trust of agricultural and natural resources organizations. *Journal of Applied Communications*, 101(2), 86 – 98. doi:10.4148/1051-0834.1007
35. Leal, A., **Rumble, J. N.**, & Lamm, A. J. (2017). Using critical thinking styles to inform food safety behavior communication campaigns. *Journal of Applied Communications*, 101(2), 19 – 32. doi:10.4148/1051-0834.1002
34. Ruth, T. K., & **Rumble, J. N.** (2017). What's in a name? The influence of source and persuasive communication on Florida consumers' attitudes toward genetically modified food. *Journal of Applied Communications*, 101(2), 72 – 85. doi:10.4148/1051-0834.1006
33. Qu, S., Lamm, A. J., & **Rumble, J. N.** (2017). Communicating with bilingual audiences about immigration issues. *Journal of Applied Communications*, 101(2), 46 – 58. doi:10.4148/1051-0834.1004
32. Warner, L. A., Kumar Chaudhary, A., **Rumble, J. N.**, Lamm, A. J., Momol, E., (2017). Using audience segmentation to tailor residential irrigation water conservation programs. *Journal of Agricultural Education*, 58(1), 316 – 336. doi:10.5032/jae.2017.01316
31. Gay, K. D., Owens, C. T., Lamm, A. J., & **Rumble, J. N.** (2017). Assessing public issues knowledge and needs of extension agents in Florida. *Journal of Extension*, 55(1), 1 – 11. Retrieved from https://www.joe.org/joe/2017february/pdf/JOE_v55_1a4.pdf
30. Leal, A., Ruth, T. K., **Rumble, J. N.**, & Simonne, A. H. (2017). Exploring Florida residents' food-safety knowledge and behaviors: A generational comparison. *Food Control*, 73, 1195-1202. doi:10.1016/j.foodcont.2016.10.040
29. **Rumble, J. N.**, Ruth, T. K., Owens, C. T., Lamm, A. J., Taylor, M. R., & Ellis, J. D. (2016). Saving citrus: Does the next generation see GM science as a solution? *Journal of Agricultural Education*, 57(4), 161-174. <https://doi.org/10.5032/jae.2016.04161>
28. Rogers, T. M., **Rumble, J. N.**, & Lundy, L. K. (2016). Promoting commodities through comic books: A framing analysis of the Captain Citrus Campaign. *Journal of Applied Communications*, 100(4), 33-44. Retrieved from http://journalofappliedcommunications.org/images/stories/issues/2016/jac_100_edit_ion_issue_4_article_3.pdf
27. Ruth, T. K., & **Rumble, J. N.** (2016). The gold standard: A qualitative framing analysis of newspaper coverage of Golden Rice in the United States and Philippines. *Journal of International Agricultural and Extension Education*, 23(3), 23-37. doi:10.5191/jiaee.2016.23302

26. **Rumble, J. N.**, Settle, Q., & Irani, T. (2016). Assessing the content of online agricultural awareness campaigns. *Journal of Applied Communications*, 100(3), 93-105. Retrieved from http://journalofappliedcommunications.org/images/stories/issues/2016/jac_100_edit ion_issue_3_article_9.pdf
25. Ruth, T. K., **Rumble, J. N.**, Gay, K. D., & Rodriguez, M. T. (2016). The importance of source: A mixed methods analysis of undergraduate students' attitudes toward genetically modified food. *Journal of Agricultural Education*, 57(3), 145-161. doi: 10.5032/jae.2016.03145
24. Huang, P., Lamm, A. J., & **Rumble, J. N.** (2016). Public opinions of farmer-oriented environmentally friendly extension programs: A case of best management practices. *Journal of Human Sciences and Extension*, 4(3), 75-92. Retrieved from http://media.wix.com/ugd/c8fe6e_e3b29a68929b47319bbcfaab96ff23a9.pdf
23. Ruth, T. K., & **Rumble, J. N.** (2016). Branding the berries: Consumers' strawberry purchasing intent and their attitude toward Florida strawberries. *Journal of Applied Communications*, 100(2), 28-42. Retrieved from <http://journalofappliedcommunications.org/2016-vol-100-no-2.html>
22. Gorham, L. M., **Rumble, J. N.**, Pounds, K. R., Lindsey, A. B., & Irani, T. (2016). The role of dissonance and schema: An exploration of Florida Public perception after the DWH oil spill. *Journal of Applied Communications*, 100(2), 119-133. Retrieved from <http://journalofappliedcommunications.org/2016-vol-100-no-2.html>
21. **Rumble, J. N.**, & Irani, T. A. (2016). Opening the doors to agriculture: The effect of transparent communication on attitude. *Journal of Applied Communications*, 100(2), 57-72. Retrieved from <http://journalofappliedcommunications.org/2016-vol-100-no-2.html>
20. Ruth, T. K., **Rumble, J. N.**, & Settle, Q. (2016). Narrowing the gap: Preference and awareness of Florida strawberries. *Journal of Food Distribution Research*, 47(2), 109-126. Retrieved from <https://www.fdrsinc.org/journal/>
19. Warner, L. A., Lamm, A. J., **Rumble, J. N.**, Martin, E., & Cantrell, R. (2016). Classifying residents who use landscape irrigation: Implications for encouraging water conservation behavior. *Environment Management*, 58(2), 238-253. doi: 10.1007/s00267-016-0706-2
18. Lamm, K. W., **Rumble, J. N.**, Carter, H. S., & Lamm, A. J. (2016). Agricultural Opinion Leader Communication Channel Preferences: An Empirical Analysis. *Journal of Agricultural Education*, 57(1), 91-105. doi: 10.5032/jae.2016.01091
17. Cantrell, R., Warner, L., Lamm, A., & **Rumble, J.** (2016). Segmenting Florida residential irrigation users by utility-bill "botheredness" and household budgetary constraints. *Housing and Society*. doi: 10.1080/08882746.2016.1178007
16. Holt, J. A., **Rumble, J. N.**, Telg, R. W., & Lamm, A. J. (2015). The message or the

- channel: An experimental design of consumers' perceptions of a local food message and the media channels used to deliver the information. *Journal of Applied Communications*, 99(4), 6-19. Retrieved from http://journalofappliedcommunications.org/images/stories/issues/2015/jac_v99_n4_article1.pdf
15. Warner, L. A., **Rumble, J. N.**, Martin, E., Lamm, A. J., & Cantrell, R. A. (2015). The effect of strategic message selection on residents' intent to conserve water in the landscape. *Journal of Agricultural Education*, 56(4), 59-74. doi: 10.5032/jae.2015.04059
 14. Gay, K. D., Leal, A., Ruth, T. K., Lamm, A. J., & **Rumble, J. N.** (2015). Comparing the Use of Visual Analogue Scales and Likert Scales in International Agricultural and Extension Education Surveys. *Journal of International Agriculture and Extension Education*, 22(2), 37-51. doi: 10.5191/jiaee.2015.22203
 13. Leal, A., **Rumble, J. N.**, & Lamm, A. J. (2015). Setting the agenda: Exploring Floridian's perceptions of water quality and quantity issues. *Journal of Applied Communications*, 99(3), 53-67. Retrieved from http://journalofappliedcommunications.org/images/stories/issues/2015/jac_v99_n3_article4.pdf
 12. Gorham, L. M., **Rumble, J. N.**, & Holt, J. A. (2015). The impact of local: Exploring the impact of availability and location on food buying decisions. *Journal of Applied Communications*, 99(2), 30-43. Retrieved from http://journalofappliedcommunications.org/images/stories/issues/2015/jac_v99_n2_article3.pdf
 11. Settle, Q., **Rumble, J.**, Telg, R., Irani, T., Carter, H., & Wysocki, A. (2015). The impact of being a public organization on the public's perceptions of the Florida Forest Service's brand. *Journal of Applied Communications*, 99(1), 6-20. Retrieved from http://journalofappliedcommunications.org/images/stories/issues/2015/jac_v99_n1_article1.pdf
 10. Gorham, L. M., Lamm, A. J., & **Rumble, J. N.** (2014). The critical target audience: Communicating water conservation behaviors to critical thinking styles. *Journal of Applied Communications*, 98(4), 42-55. Retrieved from http://journalofappliedcommunications.org/images/stories/issues/2014/jac_v98_n4_article4.pdf
 9. **Rumble, J. N.**, Chiarelli, C., Culbertson, A., & Irani, T. A. (2014). A picture is worth a thousand words: Consumer perceptions of agricultural images. *Journal of Human Sciences and Extension*, 2(2), 47-64. Retrieved from http://media.wix.com/ugd/c8fe6e_f4709a8781cf410e952118f7fba4324f.pdf
 8. **Rumble, J. N.**, Holt, J., & Irani, T. A. (2014). The power of words: Exploring consumers' perceptions of words commonly associated with agriculture. *Journal of Applied*

- Communications*, 98(2), 23-36. Retrieved from http://journalofappliedcommunications.org/images/stories/issues/2014/jac_v98_n2_article2.pdf
7. **Goodwin, J. N.**, Davis, A., & Telg, R. W. (2014). Communication audits: Adding value and social impact to agricultural communications. *Journal of Applied Communications*, 98(1), 8-16. Retrieved from http://journalofappliedcommunications.org/images/stories/issues/2014/jac_v98_n1_article2.pdf
 6. **Rumble, J. N.**, & Buck, E. B. (2013). Narrowing the farm-to-plate knowledge gap through semiotics and the study of consumer responses regarding livestock images. *Journal of Applied Communications*, 97(3), 57-70. Retrieved from http://journalofappliedcommunications.org/images/stories/issues/2013/jac_v97_n3_article6.pdf
 5. **Goodwin, J. N.**, & Shoulders, C. W. (2013). The future of meat: A qualitative analysis of cultured meat media coverage. *Meat Science*, 95(3), 445-450. doi:10.1016/j.meatsci.2013.05.027
 4. **Goodwin, J. N.**, & Gouldthorpe, J. L. (2013). "Small" farmers, big challenges: A needs assessment of Florida small-scale farmers' production challenges and training needs. *Journal of Rural Social Sciences*, 28(1), 54-79. Retrieved from <http://www.ag.auburn.edu/auxiliary/srsa/pages/Articles/JRSS%202013%2028/1/JRSS%202013%2028%201%2054-79.pdf>
 3. Settle, Q., **Goodwin, J. N.**, Telg, R., Irani, T., Carter, H. S., & Wysocki, A. (2012). Brand salience and brand differentiation of the Florida Forest Service. *Journal of Applied Communications*, 96(3), 11-25. Retrieved from http://journalofappliedcommunications.org/images/stories/issues/2012/jac_v96_n3_article2.pdf
 2. **Goodwin, J. N.**, Chiarelli, C., & Irani, T. (2011). Is perception reality? Improving agricultural messages by discovering how consumers perceive messages. *Journal of Applied Communications*, 95(3), 21-33. Retrieved from http://journalofappliedcommunications.org/images/stories/issues/2011/jac_v95_n3_article2.pdf
 1. **Goodwin, J. N.**, & Rhoades, E. B. (2011). Agricultural legislation: The presence of California proposition 2 on YouTube. *Journal of Applied Communications*, 95(1), 22-35. Retrieved from http://journalofappliedcommunications.org/images/stories/issues/2011/jac_v95_n1_article2.pdf

Refereed Conference Papers & Proceedings



- Thiel, R., Bowling, A., & **Rumble, J. N.** (Submitted). *A mixed-methods study on teaching methods for andragogy on gene editing technology*. Abstract submitted for presentation at the 2020 National meeting of the North American Colleges and Teachers of Agriculture, Las Cruces, NM.
- Rumble, J. N.**, Rockers, A. L., & Buck, E. B. (Submitted). *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.
81. *Leal, A., Lawson, K., Telg, R., **Rumble, J. N.** (2020, February). *Technically speaking: Technical skills needed for agricultural communication baccalaureate graduates*. Paper presented at the 2020 National Agricultural Communications Symposium, Louisville, KY.
80. Rogers-Randolph, T. M., Lundy, L. K., Telg, R., **Rumble, J. N.**, Myers, B. E., & Lindsey, A. B. (2020, February). *Agriculture, food, and natural resource opinion leaders in online environments*. Paper presented at the 2020 National Agricultural Communications Symposium, Louisville, KY.
79. *Wu, Y., **Rumble, J. N.**, Ruth, T. K., Lamm, A. J., & Ellis, J. D. (2020, February). *Unobserved interaction between participants and discussion topics within focus group discussions: An application of social network analysis*. Paper presented at the National Agricultural Communications Symposium. Louisville, KY.
78. Holt, J., Lamm, A. J., Gibson, K., Lamm, K. W., Ellis, J. D., & **Rumble, J. N.** (2020, February). *Impact of animating infographics about genetic modification on information recall*. Paper presented at the National Agricultural Communications Symposium. Louisville, KY.
77. Smith, M. A., & **Rumble, J. N.** (2020, February). *Gaining an understanding of Midwest aquaculture producers' views of the North Central Regional Aquaculture Center through personal interview*. Abstract presented at Aquaculture America, Annual Meeting of the U.S. Aquaculture Society, Honolulu, Hawaii.
76. Henry, M. B., Goodiel, Y., Wooten, H., Sullivan, J., Stofer, K., & **Rumble, J.** (2019, June). *Supporting agritourism industry development in Florida*. Paper presented at the 24th European Seminar on Extension and Education, Acireale, Italy.
75. McLeod-Morin, A., Telg, R. W., & **Rumble, J. N.** (2019, June). *Describing interdisciplinary agricultural research center directors' perceptions of science communication through goals and beliefs*. Paper presented at the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences, San Antonio, TX.
74. 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 Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences, San Antonio, TX.

73. Ruth, T. K., **Rumble, J. N.**, Lundy, L. K., Galindo-Gonzalez, S., Carter, H. S., & Folta, K. M. (2019, May). *A mixed-methods analysis of the effect of the spiral of silence on faculty's science communication*. Paper presented at the 2019 American Association for Agricultural Education National Conference, De Moines, IA.
72. **Rumble, J. N.**, Wu, Y., Tully, K. M., Ruth, T. K., Ellis, J. D., & Lamm, A. J. (2019, February). *A Mixed-Methods Comparison of Self-Reported and Conversational Trust in Science*. Paper presented at the National Agricultural Communications Symposium, Birmingham, AL.
71. Ruth, T. K., **Rumble, J. N.**, Lamm, A. J., & Ellis, J. D. (2019, February). *How consumers contrast and assimilate information about agricultural biotechnology*. Paper presented at the National Agricultural Communications Symposium, Birmingham, AL.
70. Ruth, T. K., **Rumble, J. N.**, Lundy, L. K., Galindo-Gonzalez, S., Carter, H. S., & Folta, K. M. (2019, February). *Tenure-track, Land-Grant faculty's motivation to engage in science communication*. Paper presented at the National Agricultural Communications Symposium, Birmingham, AL.
69. McLeod, A., Telg, R., & **Rumble, J. N.** (2019, February). *Exploring the challenges and motivations of interdisciplinary agricultural center directors when communicating about science*. Paper presented at the National Agricultural Communications Symposium, Birmingham, AL.
68. Rogers-Randolph, T. M., **Rumble, J. N.**, & Warner, L. A. (2019, February). *Utilizing videos to encourage elaboration and improve attitudes toward fertilizer best practices*. Paper presented at the American Association for Agricultural Education Southern Region Conference, Birmingham, AL.
67. Ruth, T., **Rumble, J.**, Galindo, S., Lundy, L., Carter, H., & Folta, K. (2018, October). *An exploration of Land-Grant faculty's engagement in echo chambers when communicating science*. Abstract presented at the American Association of Agricultural Education North Central Region Conference, Fargo, ND.
66. Ruth, T. K., **Rumble, J. N.**, Lundy, L. K., Telg, R. W., & Lindsey, A. B. (2018, June). *An evaluation of science communication workshops for Florida Extension Agents*. Abstract presented at the Annual Conference of the North American Colleges and Teachers of Agriculture.
65. Oesterreicher, S., Lundy, L. K., **Rumble, J. N.**, & Telg, R. W. (2018, August). *Collegiate millennials' perceptions of locally produced beef*. Paper presented at the annual meeting of the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences. Scottsdale, AZ.
64. McLeod, A. N., McKee, V., Woodall, S., McKee, B., & **Rumble, J. N.** (2018, August). *Why websites work: An examination of interdisciplinary agricultural center websites*. Paper presented at the annual meeting of the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences. Scottsdale, AZ.

63. Randolph, L. G., **Rumble, J. N.**, & Carter, H. S. (2018, August). *So, you think you can lead: Analyzing opinion leaders in relation to genetically modified foods*. Paper presented at the annual meeting of the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences. Scottsdale, AZ.
62. **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.
61. ***Rumble, J. N.**, Lamm, A. J., Beattie, P. N., & Ruth, T. K. (2018, April). Attitudes and transparency: A case for communication. Abstract presented at the 2018 annual meeting of the Association for International Agricultural and Extension Education, Merida, Yucatan, Mexico.
60. Beattie, P. N., Lamm, A. J., **Rumble, J. N.**, & Ellis, J. D. (2018, February). *Identifying generational differences to target extension programming when discussing genetic modification*. Paper presented at the American Association for Agricultural Education Southern Region Conference, Jacksonville, Florida.
59. *Ruth, T. K., & **Rumble, J. N.** (2018, February). *Florida consumers' latitudes of acceptance, rejection, and noncommitment of genetically modified food information*. Paper presented at the 2018 Southern Association of Agricultural Scientists Agricultural Communications Division, Jacksonville, FL.
58. Warner, A. J., Oesterreicher, S., & **Rumble, J. N.** (2018, February). *Framing agricultural use of antibiotics and antimicrobial resistance in the United States*. Paper presented at the 2018 Southern Association of Agricultural Scientists Agricultural Communications Division, Jacksonville, FL.
57. *Randolph, L. G., **Rumble, J. N.**, & Carter, H. S. (2018, February). *Survey says: What data means when it comes to perceptions about agriculture*. Paper presented at the 2018 Southern Association of Agricultural Scientists Agricultural Communications Division, Jacksonville, FL.
56. Ruth, T., Kauwell, G., & **Rumble, J.** (2017, June). *Perceptions of culture impacted by a short study abroad program*. Abstract presented at the North American Colleges and Teachers of Agriculture Conference, West Lafayette, IN.
55. Holt, J., **Rumble, J. N.**, Telg, R., & Lamm, A. J. (2017, June). *Buying local: Understanding how consumer moral obligation and past experience impacts intention to buy local food*. Paper presented at the Agriculture, Food, & Human Values Conference, Los Angeles, CA.
54. Warner, A. J., Lamm, A. J., & **Rumble, J. N.** (2017, May). *Increasing knowledge of blueberry health benefits through an information flyer*. Paper presented at the annual meeting of the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences. New Orleans, LA.

53. Ruth, T. K., Settle, Q., **Rumble, J. N.**, McCarty, K. (2017, May). *Predicting likelihood to pay attention to agriculture-related issues in the news with demographic characteristics*. Proceedings of the American Association for Agricultural Education National Conference, San Luis Obispo, CA. Retrieved from <http://aaaeonline.org/resources/Documents/National/2017AAAEProceedings.pdf>
52. Ruth, T. K., **Rumble, J. N.**, Lamm, A. J., & Ellis, J. D. (2017, May). *A theoretical model for decision-making related to agriculture and natural resource science and technology*. Proceedings of the American Association for Agricultural Education National Conference, San Luis Obispo, CA. Retrieved from <http://aaaeonline.org/resources/Documents/National/2017%20AAAE%20Proceedings.pdf>
51. Kumar Chaudhary, A., Warner, L. A., Lamm, A. J., Israel, G. D., **Rumble, J. N.**, & Cantrell, R. A. (2017, February). *Using the Theory of Planned Behavior to Understand Extension Clients' Water Conservation Intentions*. Proceedings of the American Association for Agricultural Education Southern Region Conference, Mobile, AL. Retrieved from <http://aaaeonline.org/resources/Documents/SouthernRegion/2017AAAESouthernRegionConferenceProceedings.pdf>
50. *Ruth, T. K., Lamm, A. J., & **Rumble, J. N.** (2017, February). *The sound of silence: Exploring why supporters of genetic modification do not expose their attitudes*. Proceedings of the Southern Association of Agricultural Scientists Agricultural Communications Division, Mobile, AL. Retrieved from <https://sites.google.com/a/extension.org/saasagcomm/2017-saas-agricultural-communications-proceedings>
49. *Martin, B., **Rumble, J. N.**, Anderson, S., & Lundy, L. K. (2017, February). *Consumer perceptions and attitudes of genetically modified foods: The influence of demographics through the lens of social judgement theory*. Proceedings of the Southern Association of Agricultural Scientists Agricultural Communications Division, Mobile, AL. Retrieved from <https://sites.google.com/a/extension.org/saasagcomm/2017-saas-agricultural-communications-proceedings>
48. Ruth, T. K., Lamm, A. J., & **Rumble, J. N.** (2017, February). *Extension's role in saving citrus: Entering the genetic modification science conversation*. Proceedings of the American Association for Agricultural Education Southern Region Conference, Mobile, AL. Retrieved from <http://aaaeonline.org/resources/Documents/SouthernRegion/2017AAAESouthernRegionConferenceProceedings.pdf>
47. Ruth, T. K., Lamm, A. J., & **Rumble, J. N.** (2017, February). *Identifying Publics in Florida, California, and Texas as they Relate to Citrus Greening* Proceedings of the Southern Association of Agricultural Scientists Agricultural Communications Division, Mobile, AL. Retrieved from <https://sites.google.com/a/extension.org/saasagcomm/2017-saas-agricultural-communications-proceedings>
46. *Qu, S., Lamm, A. J., & **Rumble, J. N.** (2017, February). *Marketing power berries: An*

- importance-performance analysis of blueberry attributes*. Proceedings of the Southern Association of Agricultural Scientists Agricultural Communications Division, Mobile, AL. Retrieved from <https://sites.google.com/a/extension.org/saasagcomm/2017-saas-agricultural-communications-proceedings>
45. Leal, A., Telg, R. W., & **Rumble, J. N.** (2017, February). *Identifying the role of social skills in agricultural communication programs*. Proceedings of the Southern Association of Agricultural Scientists Agricultural Communications Division, Mobile, AL. Retrieved from <https://sites.google.com/a/extension.org/saasagcomm/2017-saas-agricultural-communications-proceedings>
44. Rogers, T. M., **Rumble, J. N.**, & Lundy, L. K. (2016, June). *A framing analysis of the Captain Citrus Campaign*. Paper presented at the annual meeting of the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences, Memphis, TN.
43. Martin, E. T., **Rumble, J. N.**, Warner, L. A., Lamm, A. J. (2016, June). *Encouraging water conservation through communication: Exploring routes of residents who conserve water*. Paper presented at the annual meeting of the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences, Memphis, TN.
42. Qu, S., Bradley, T., & **Rumble, J. N.** (2016, June). *Who knows more about blueberries? Identifying a knowledge gap of blueberry health benefits*. Paper presented at the annual meeting of the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences, Memphis, TN.
41. Warner, L. A., Lamm, A. J., & **Rumble, J. N.** (2016, February). *Defining residents who use landscape irrigation: Implications for impactful water conservation programming for an important audience*. [Abstract]. Proceedings of the 2016 UF Water Institute Symposium, Gainesville, FL. Retrieved from http://waterinstitute.ufl.edu/symposium2016/abstract_detail.asp?AssignmentID=1172
40. *Ruth, T. K., & **Rumble, J. N.** (2016, February). *Eastern United States consumers' purchasing intent of Florida strawberries*. Proceedings of the Southern Association of Agricultural Scientists Agricultural Communications Division, San Antonio, TX. Retrieved from <https://sites.google.com/a/extension.org/saasagcomm/proceedings/-2016proceedings>
39. Settle, Q., **Rumble, J. N.**, McCarty, K., & Ruth, T. K. (2016, February). *Public knowledge and trust perceptions for organizations that communicate about agriculture and natural resources*. Proceedings of the Southern Association of Agricultural Scientists Agricultural Communications Division, San Antonio, TX. Retrieved from <https://sites.google.com/a/extension.org/saasagcomm/proceedings/-2016proceedings>
38. Leal, A., **Rumble, J. N.**, Lamm, A. J., & Gay, K. D. (2016, February). *Communicating about*

contentious issues: Florida extension agents' role. Proceedings of the American Association for Agricultural Education Southern Region Conference, San Antonio, TX.

37. *Ruth, T. K., & **Rumble, J. N.** (2016, February). *Influence of persuasive communication on Florida consumers' attitude toward genetically modified food.* Proceedings of the Southern Association of Agricultural Scientists Agricultural Communications Division, San Antonio, TX. Retrieved from <https://sites.google.com/a/extension.org/saasagcomm/proceedings/-2016proceedings>
36. ***Rumble, J. N.**, Ruth, T. K., Owens, C. T., Lamm, A. J., Taylor, M. R., & Ellis, J. D. (2016, February). *Undergraduate student thoughts on using the science of genetic modification as a solution to Citrus Greening.* Proceedings of the American Association for Agricultural Education Southern Region Conference, San Antonio, TX.
35. Cantrell, R., Warner, L., Lamm, A., & **Rumble, J.** (2015, October). *Segmenting Florida residential irrigation users by utility-bill "botheredness" and household budgetary constraints.* [Abstract]. Proceedings of the Housing Education Research Association International Conference, Springfield, IL. Retrieved from http://housingeducators.org/Conference_2015/Proceedings%20-%20HERA%202015%20090415.pdf
34. Kumar Chaudhary, A., Warner, L. A., **Rumble, J. N.**, Lamm, A. J., & Cantrell, R. A. (2015, June). *Change in water conservation behavior of Florida residents as predicted by theory of planned behavior change.* [Abstract]. Proceedings of the 21st International Symposium on Society and Resource Management, Charleston, SC. Retrieved from https://securereg.mauconsulting.ca/issrm2015/index.php?L1=home.php&L2=body_program_Abstracts.php
33. Warner, L. A., Kumar Chaudhary, A., Lamm, A. J., Cantrell, R. A., & **Rumble, J. N.** (2015, June). *Exploration of the relationships between residents' current and future water conservation behaviors.* [Abstract]. Proceedings of the 21st International Symposium on Society and Resource Management, Charleston, SC. Retrieved from https://securereg.mauconsulting.ca/issrm2015/index.php?L1=home.php&L2=body_program_Abstracts.php
32. Owens, C. T., Warner, L. A., Cantrell, R., **Rumble, J. N.**, & Lamm, A. J. (2015, June). *Understanding community preference as a means of changing irrigation water-usage practices.* [Abstract]. Proceedings of the 21st International Symposium on Society and Resource Management, Charleston, SC. Retrieved from https://securereg.mauconsulting.ca/issrm2015/index.php?L1=home.php&L2=body_program_Abstracts.php
31. Ruth, T. K., Gay, K. D., **Rumble, J. N.**, & Rodriguez, M. T. (2015, May). *Influences on undergraduate students' opinions toward genetically modified food.* Proceedings of the American Association for Agricultural Education National Conference, 88-105, San Antonio, TX. Retrieved from

<http://aaaeonline.org/Resources/Documents/Research%20Conference%20Proceedings.pdf>

30. Ruth, T. K., **Rumble, J. N.**, & Settle, Q. D. (2015, May). *Preference and behavior: A case of dissonance in the produce aisle*. Proceedings of the American Association for Agricultural Education National Conference, 106-121, San Antonio, TX. Retrieved from <http://aaaeonline.org/Resources/Documents/Research%20Conference%20Proceedings.pdf>
29. Qu, S., Gorham, L. M., **Rumble, J. N.**, & Roper, C. G. (2015, May). *Utilizing two-way communication to break down the barriers of farm to school*. Proceedings of the American Association for Agricultural Education National Conference, 74-87, San Antonio, TX. Retrieved from <http://aaaeonline.org/Resources/Documents/Research%20Conference%20Proceedings.pdf>
28. *Qu, S., Lamm, A. J., & **Rumble, J. N.** (2015, June). *Communicating about Undocumented Immigration Issues: Is Your Target Audience Bilingual?* Paper presented at the annual meeting of the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences, Charleston, SC.
27. *Holt, J., **Rumble, J. N.**, Telg, R., & Lamm, A. (2015, June). *The message or the channel: An experimental design of consumers' perceptions of a local food message and the media channels used to deliver the information*. Paper presented at the annual meeting of the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences, Charleston, SC.
26. Huang, P., Lamm, A. J., & **Rumble, J. N.** (2015, February). *Public opinions of farmer-oriented environmentally friendly extension programs: A case of best management practices*. [Abstract]. Proceedings of the Rural Sociological Society Southern Region Meeting, 26, Atlanta, GA. Retrieved from <http://www.ag.auburn.edu/auxiliary/srsa/pages/archives/SRSA%20Conference%20Programs/SRSA%20Conference%20Program%202015.pdf>
25. *Roper, C. G., & **Rumble, J. N.** (2015, February). *Targeting true contaminants: Florida resident perceptions of animal and vegetable product food safety and concerns associated with production and preparation practices*. Proceedings of the Southern Association of Agricultural Scientists Agricultural Communications Division, Atlanta, GA. Retrieved from <https://sites.google.com/a/extension.org/saasagcomm/2015>
24. *Leal, A., **Rumble, J. N.**, & Lamm, A. J. (2015, February). *Floridian's in the 21st century: Exploring the relationship between critical thinking styles and food safety behaviors*. Proceedings of the Southern Association of Agricultural Scientists Agricultural Communications Division, Atlanta, GA. Retrieved from <https://sites.google.com/a/extension.org/saasagcomm/2015>
23. *Ruth, T., & **Rumble, J. N.** (2015, February). *A fresh brand strategy: Evaluating consumers'*

- strawberry purchasing intent and their attitude toward Florida grown strawberries*. Proceedings of the Southern Association of Agricultural Scientists Agricultural Communications Division, Atlanta, GA. Retrieved from <https://sites.google.com/a/extension.org/saasagcomm/2015>
22. *Qu, S., Gorham, L. M., **Rumble, J. N.**, & Roper, C. G. (2015, February). *Bringing the farm to the school: Connecting food service directors and agricultural producers through communication*. Proceedings of the Southern Association of Agricultural Scientists Agricultural Communications Division, Atlanta, GA. Retrieved from <https://sites.google.com/a/extension.org/saasagcomm/2015>
 21. *Lamm, K. W., **Rumble, J. N.**, Carter, H. S. & Lamm, A. J. (2015, February). *Channel surfing: An examination of preferred communication channels by agricultural opinion leaders*. Proceedings of the Southern Association of Agricultural Scientists Agricultural Communications Division, Atlanta, GA. Retrieved from <https://sites.google.com/a/extension.org/saasagcomm/2015>
 20. *Gay, K. D., Owens, C. T., Lamm, A. J., & **Rumble, J. N.** (2015, February). *Analyzing extension agent knowledge levels and needs regarding public issues*. Proceedings of the American Association for Agricultural Education Southern Region Conference, Atlanta, GA.
 19. *Gay, K. D., Ruth, T. K., Leal, A., **Rumble, J. N.**, & Lamm A. J. (2015, February). *Determining the viability of visual analogue scales for use when conducting agricultural and extension education surveys*. Proceedings of the American Association for Agricultural Education Southern Region Conference, Atlanta, GA.
 18. Gouldthorpe, J. L. & **Rumble, J. N.** (2014, July). *Addressing the divide: A comparison of the needs and preferences of small farmers in Florida*. [Abstract]. Proceedings of the Rural Sociological Society Annual Meeting, New Orleans, LA.
 17. *Gorham, L. M., Lamm, A. J., & **Rumble, J. N.** (2014, June). *Does critical thinking style predict water conservation behaviors?* Paper presented at the annual meeting of the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences, Portland, OR.
 16. *Gay, K. D., **Rumble, J. N.**, & Lamm, A. J. (2014, May). *Informing extension programming with research: A look into local food*. Proceedings of the American Association for Agricultural Education National Conference, 29, Salt Lake City, UT. Retrieved from <http://aaaeonline.org/Resources/Documents/National/Research%20Proceedings,%20National2014.pdf>
 15. ***Rumble, J. N.** & Irani, T. A. (2014, February). *Talking through open barn doors: The effect of transparent communication on attitude*. Proceedings of the Southern Association of Agricultural Scientists Agricultural Communications Division, Dallas, TX. Retrieved from <https://sites.google.com/a/extension.org/saasagcomm/2014-proceedings>
 14. *Gay, K. D., **Rumble, J. N.**, & Lamm, A. J. (2014, February). *Sustaining rural communities:*

- Determining effective branding for local food.* [Abstract]. Proceedings of the Annual Conference of the Southern Rural Sociological Society, 13, Dallas, TX. Retrieved from <http://www.ag.auburn.edu/auxiliary/srsa/pages/archives/SRSA%20Conference%20Programs/SRSA%20Conference%20Program%202014.pdf>
13. *Leal, A., **Rumble, J. N.**, & Lamm, A. J. (2014, February). *Florida residents' perceptions: Water quality and quantity.* Proceedings of the Southern Association of Agricultural Scientists Agricultural Communications Meeting, Dallas, TX. Retrieved from <https://sites.google.com/a/extension.org/saasagcomm/2014-proceedings>
 12. Holt, J. A., & **Rumble, J. N.** (2014, February). *Taking Maslow's Hierarchy of Needs to lunch: Agriculture's role in the school lunch program.* Proceedings of the American Association for Agricultural Education Southern Region Conference, Dallas, TX.
 11. ***Goodwin, J. N.**, Holt, J., & Irani, T. (2013, February). *The power of words: Exploring consumers' perceptions of agricultural words.* Proceedings of the Southern Association of Agricultural Scientists Agricultural Communications Meeting, Orlando, FL. Retrieved from <https://sites.google.com/a/extension.org/saasagcomm/proceedings/2013-proceedings>
 10. **Goodwin, J. N.**, Settle, Q., & Irani, T. (2012, June). *Is this effective? A content analysis of online agricultural awareness campaigns.* Paper presented at the annual meeting of the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences, Annapolis, MD.
 9. Settle, Q., **Goodwin, J.**, Telg, R., Irani, T., Carter, H., & Wysocki, A. (2012, June). *Brand salience and brand differentiation of the Florida Forest Service.* Paper presented at the annual meeting of the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences, Annapolis, MD.
 8. ***Goodwin, J. N.**, & Shoulders, C. W. (2012, May). *The future of meat: A qualitative framing analysis of cultured meat media coverage.* Proceedings of the American Association for Agricultural Education National Conference, 45, Asheville, NC. Retrieved from <http://aaaeonline.org/Resources/Documents/National/Research%20Proceedings,%20National2012.pdf>
 7. *Gouldthorpe, J. L., & **Goodwin, J. N.** (2012, February). *"Small" farmers, big challenges: A needs assessment of Florida small farmers' production challenges and training needs* [Abstract]. Proceedings of the Annual Conference of the Southern Rural Sociological Society, 27, Birmingham, AL. Retrieved from <http://www.ag.auburn.edu/auxiliary/srsa/pages/archives/SRSA%20Conference%20Programs/SRSA%20Conference%20Program%202012.pdf>
 6. * **Goodwin, J. N.**, Davis, A., & Telg, R. W. (2012, February). *Communication audits: Adding value and social impact to agricultural communications.* Proceedings of the Southern Association of Agricultural Scientists Agricultural Communications Meeting,

Birmingham, AL. Retrieved from
<https://sites.google.com/a/extension.org/saasagcomm/proceedings/2012-proceedings>

5. Settle, Q., **Goodwin, J.**, Telg, R., Irani, T., & Emerson, C. (2011, May). *Factors affecting the adoption of social media into college of agriculture development offices* [Abstract]. Proceedings of the Annual Conference of the North American Colleges and Teachers of Agriculture, 55, 18, Edmonton, Alberta, Canada. Retrieved from https://www.nactateachers.org/images/stories/NACTA_Journal_Vol_55_Supplement_1.pdf
4. ***Goodwin, J. N.**, Chiarelli, C., & Irani, T. (2011, June). *Is perception reality? Improving agricultural messages by discovering how consumers perceive messages*. Paper presented at the annual meeting of the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences, Denver, CO.
3. ***Goodwin, J. N.**, & Rhoades, E. B. (2011, February). *Narrowing the farm-to-plate knowledge gap through semiotics and the study of consumer responses regarding livestock images*. Proceedings of the Southern Association of Agricultural Scientists Agricultural Communications Meeting, Corpus Christi, TX. Retrieved from <https://sites.google.com/a/extension.org/saasagcomm/proceedings/2011-proceedings>
2. ***Goodwin, J. N.**, & Rhoades, E. B. (2010, February). *Animal rights vs. animal welfare: Is society able to distinguish the difference and make informed decisions on animal care legislation?* Proceedings of the Southern Association of Agricultural Scientists Agricultural Communications Meeting, Orlando, FL. Retrieved from <https://sites.google.com/a/extension.org/saasagcomm/proceedings/2010-proceedings>
1. ***Goodwin, J. N.**, & Rhoades, E. B. (2009, May). *Agricultural legislation: The presence of California proposition 2 on YouTube*. Proceedings of the American Association for Agricultural Education National Conference, Louisville, KY. Retrieved from <http://aaaeonline.org/Natl-2009-Louisville-Kentucky>

Refereed Poster Abstracts

41. Rockers, A., **Rumble, J. N.**, & Buck, E. B. (February, 2020). *Reality or historical romanticism: The impact of agricultural images on cognitive dissonance*. Poster presented at the National Agricultural Communications Symposium, Louisville, KY.
40. Wu, Y., **Rumble, J. N.**, Lamm, A. J., Ruth, T. K., & Ellis, J. D. (February, 2020). *Can we increase motivation? An experimental design of motivation and personal relevance*. Poster presented at the National Agricultural Communications Symposium, Louisville, KY.
39. Ramsier, R. A., & **Rumble, J. N.** (October, 2019). When three become one, impact of

three academic specializations serving students through one academic organization. Poster abstract presented at the 2019 North Central American Association for Agricultural Education Conference, East Lansing, MI.

38. Ruth, T., Hammel, M., **Rumble, J.**, Lundy, L., Galindo-Gonzalez, S., Folta, K., & Carter, H. (May, 2019). Land-grant faculty's past experiences with reporters. Poster abstract presented at the American Association for Agricultural Education National Conference, Des Moines, IA.
37. Ruth, T., DeLascio, G., Colcasure, B., & **Rumble, J.** (May, 2019). What's on the agenda? News coverage of GM food's effects on the environment. Poster abstract presented at the American Association for Agricultural Education National Conference, Des Moines, IA.
36. Wu, Yu Lun., & **Rumble, J.** (May, 2019). An exploratory application of social network analysis in focus group discussions. Poster abstract presented at the American Association for Agricultural Education National Conference, Des Moines, IA.
35. Bowling, A., & **Rumble, J.** (May, 2019). Motivating students to not sleep through statistics: The power of inquiry. Poster abstract presented at the American Association for Agricultural Education National Conference, Des Moines, IA.
34. Lamm, A. J., **Rumble, J. N.**, & Ellis, J. D. (April, 2019). *Examining the decision-making process pertaining to public understanding of agricultural systems*. Poster abstract presented at the annual meeting of the Association for International Agricultural and Extension Education, Trinidad and Tabago.
33. De Sormeaux, A. S., **Rumble, J. N.**, Lindsey, A. B. (2018, August). *Communication strategies and household food waste in Florida*. Poster abstract to be presented at the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences, Scottsdale, AZ.
32. Beattie, P. N., Tully, K. M., Ellis, J. D., Lamm, A. J., & **Rumble, J. N.** (2018, May). *The backyard citrus grower and their level of knowledge: What Extension can do to communicate about citrus greening*. Poster abstract to be presented at the American Association for Agricultural Education National Conference, Charleston, SC.
31. Ruth, T. K., **Rumble, J. N.**, Lamm, A. J., & Ellis, J.D. (2018, May). *A World without Citrus: How will we make our Margaritas?* Poster abstract to be presented at the American Association for Agricultural Education National Conference, Charleston, SC.
30. Lindsey, A. B., Kent, K. & **Rumble, J. N.** (2018, March). *Reporting impact: A content analysis of newspaper reports of agricultural industry post hurricane Irma*. Poster presented at the 2018 International Crisis & Risk Communication Conference, Orlando, FL.
29. McLeod, A. N., & **Rumble, J. N.** (2017, June). *Discussing agricultural issues on Twitter: A framing analysis of citrus greening tweets*. Poster presented at the 2017 Association of Communication

Excellence National Conference, New Orleans, LA.

28. Ruth, T. K., Telg, R. W., **Rumble, J. N.**, Lundy, L. K., & Lindsey, A. B. (2017, June). *Florida Extension agent's likeliness to participate in public engagement training*. Poster presented at the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences, New Orleans, LA.
27. Stofer, K., **Rumble, J. N.**, & Randolph, L. G. (2017, June). *The Role of Communication: Facilitation of Agriculture Awareness through Agritourism*. Poster presented at the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences, New Orleans, LA.
26. Ruth, T. K., McLeod, A. N., Lamm, A. J., **Rumble, J. N.**, & Ellis, J. D. (2017, June). *Communicating about agricultural issues with consumers: How much do labels matter?* Poster presented at the 2017 American Association for Agricultural Education National Conference, San Luis Obispo, CA.
25. Ruth, T., Telg, R., **Rumble, J.**, Lundy, L., & Lindsey, A. (2017, May). *Public engagement training needs of Florida Extension specialists*. Poster presented at the American Association for Agricultural Education National Meeting, San Luis Obispo, CA.
24. Ruth, T., **Rumble, J.**, Lamm, A. (2017, May). *Predicting genetically modified food opinion leadership in undergraduate students*. Poster presented at the American Association for Agricultural Education National Meeting, San Luis Obispo, CA.
23. Beattie, P., Lamm, A. J., & **Rumble, J. N.** (2017, May). *Generational perceptions of the relative advantages of genetic modification*. Poster presented at the national meeting of the American Association for Agricultural Education, San Luis Obispo, CA.
22. Harsh, J., **Rumble, J. N.**, & Anderson, S. (2017, February). *Seeing through GM information: Exploring perceived transparency difference in information channel and source*. Poster presented at the at the Southern Association of Agricultural Scientists Conference, Agricultural Communication Section, Mobile, AL.
21. Warner, A. J., Waldorff, K., Bradley, T., Lamm, A. J., & **Rumble, J. N.** (2017, February). *Testing if knowledge of the Florida blueberry season increases as a result of video intervention*. Poster presented at the at the Southern Association of Agricultural Scientists Conference, Agricultural Communication Section, Mobile, AL.
20. Ruth, T. K., Warner, A. J., & **Rumble, J. N.** (2017, February). *Florida consumers' latitudes of acceptance toward GM food messages*. Poster presented at the at the Southern Association of Agricultural Scientists Conference, Agricultural Communication Section, Mobile, AL.
19. Bird, B., Beattie, P., Lamm, A. J., & **Rumble, J. N.** (2017, February). *Communicating about genetic modification: Desired information and trusted sources*. Poster presented at the at the Southern Association of Agricultural Scientists Conference, Agricultural Communication Section, Mobile, AL.

18. Ruth, T. K., Beattie, P. N., Lamm, A. J., **Rumble, J. N.** (2017, February). *Citrus greening solutions: Extension's role in Florida, California and Texas*. Poster presented at the American Association for Agricultural Education Southern Region Conference, Mobile, AL.
17. D'Angelo, J., Lamm, A. J., **Rumble, J.**, Taylor, M., & Ellis, J. (2016, June). *A comparative study of GM science diffusion among agricultural undergraduate students*. Poster presented at the annual meeting of the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences, Memphis, TN.
16. Ruth, T. K., Harders, K. L., Randolph, L. G. & **Rumble, J. N.** (2016, June). *March against march: An analysis of opposing Twitter protests*. Poster presented at the annual meeting of the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences, Memphis, TN.
15. *Qu, S. & **Rumble, J. N.** (2016, February). *Exploring online weekly advertisements of Florida blueberries in East Coast grocery stores*. Poster presented at the at the Southern Association of Agricultural Scientists Conference, Agricultural Communication Section, San Antonio, TX.
14. Johnson, L., Stevenson, C., O'Connor, R., Thaxton, B., Verlinde, C., **Rumble, J.**, & Stein, T. (2015, July). *Encouraging economic development through the 2014 Gulf Coast agritourism & ecotourism business development conference*. Poster presented at the National Association of County Agricultural Agents, Sioux Falls, SD.
13. Holt, J. A., **Rumble, J. N.**, & Cabrera, E. (2015, June). *Tours for empowering future professionals*. Poster presented at the North American Colleges & Teachers of Agriculture Conference, Athens, GA.
12. Leal, A., & **Rumble, J. N.** (2015, May). *Understanding the challenges surrounding contentious issue conversations: Florida Extension agent's perspective*. Poster presented at the national meeting of the American Association for Agricultural Education, San Antonio, TX.
11. Ruth, T. K., Leal, A., & **Rumble, J. N.** (2015, May). *Generational differences in food safety behaviors and obtaining food safety knowledge*. Poster presented at the national meeting of the American Association for Agricultural Education, San Antonio, TX.
10. *Gorham, L. M., Pounds, K. L., **Rumble, J. N.**, & Irani, T. (2014, June). *Translating consumer perceptions of Gulf caught seafood into messages*. Poster presented at the annual meeting of the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences, Portland, OR.
9. *Qu, S., Gorham, L. M., & **Rumble, J. N.** (2014, June). *Identifying barriers in farm-to-school: Implications for communication*. Poster presented at the annual meeting of the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences, Portland, OR.

8. *Gay, K. D., **Rumble, J. N.**, & Lamm, A. J. (2014, May). *An assessment of extension needs: Communication in action*. Poster presented at the national meeting of the American Association for Agricultural Education, Salt Lake City, UT.
7. *Gay, K. D., & **Rumble, J. N.** (2014, May). Impact of attitude and information preference on consumer trust of state and local food brands. Poster presented at the national meeting of the American Association for Agricultural Education, Salt Lake City, UT.
6. *Ruth, T., Settle, Q. D., & **Rumble, J. N.** (2014, May). Consumer perceptions of Florida strawberries. Poster presented at the national meeting of the American Association for Agricultural Education, Salt Lake City, UT.
5. *Roper, C. G. & **Rumble, J. N.** (2014, February). *Understanding consumer flexibility in defining the term local*. Poster presented at the annual meeting of the Southern Association of Agricultural Scientists Agricultural Communications, Dallas, TX.
4. ***Goodwin, J. N.**, Parker, S. J., Irani, T., & Wulff, G. (2013, February). *Gain and loss frames: Exploring consumers' perceptions of agricultural messages*. Poster presented at the annual meeting of the Southern Association of Agricultural Scientists Con Agricultural Communications, Orlando, FL.
3. Settle, Q., Baker, L. M., **Goodwin, J. N.**, & Irani, T. (2012, June). *Empirically testing recruitment materials*. Poster presented at the annual meeting of the North American Colleges and Teachers of Agriculture Conference, River Falls, WI.
2. *Culbertson, A., Carter, H., & **Goodwin, J. N.** (2012, May). *Pictures that speak a thousand words: The use of photo journaling as a reflection tool in agricultural leadership programs*. Poster presented at the national meeting of the American Association for Agricultural Education, Asheville, NC.
1. ***Goodwin, J. N.**, Gouldthorpe, J. L., & Settle, Q. (2012, February). *Addressing the divide: A comparison of the needs and preferences of small farmers*. Poster presented at the American Association for Agricultural Education Southern Region Conference, Birmingham, AL.

Grants



Grant Proposals:

None Currently Active

Grant Projects:

New Food Technology entering an Existing Marketplace: Balancing Innovation and Tradition. OARDC SEEDS Team Grant. \$78,507 2019

Role: PI

Bridging Wooster and Columbus campus learning through a hybrid, synchronous, and flipped classroom. CFAES Online Course Development Grant. \$9,561	2019
Growing a Farm to School Community in Wayne County. USDA Farm to School Grant. \$142,229 (\$99,214 award; \$43,015 in kind)	2019
Growing a Farm to School Community in Wayne County. OSU Connect and Collaborate Grant. \$124,181 (\$73,545 award; \$50,636 in kind)	2019- 2021
Determining Antecedents to Consumer Acceptance of Scientific Information to Develop Educational Approaches on Gene-Editing Technologies. National Institute of Food and Agriculture, Agriculture and Food Research Initiative – Foundational Program. \$466,202 Role: Co-PI	2018
Appealing to landscape conservation practices through social and personal values. Center for Landscape Conservation and Ecology Enhancement Internal Grant. \$20,835 Role: Co-PI	2017
Understanding national perceptions of livestock care and use. UF/IFAS Center for Public Issues Education Internal Grant. \$5,000 Role: PI	2016
Viewing landscape conservation through a multidimensional lens. Center for Landscape Conservation and Ecology Enhancement Internal Grant. \$44,348 Role: Co-PI	2016
Driving demand: Increasing awareness and marketability of Florida peaches. 2015 USDA FDACS Specialty Crop Block Grant. \$94,770 Role: PI	2016- 2018
Promoting Specialty Crops through Agritourism: Producer professional development and an examination of consumer opinions. 2015 USDA FDACS Specialty Crop Block Grant. \$80,000 Role: PI	2016- 2018
Developing an infrastructure and product test pipeline to deliver novel therapies for citrus greening disease. USDA-NIFA SCRI. \$9,999,042 Role: Key Personnel, PI at UF (\$404,126)	2015- 2020
Encouraging landscape water conservation: Creating and measuring sustainable behavior change. Center for Landscape Conservation and Ecology Enhancement Internal Grant. \$38,233	2015

Role: Co-PI

Kansas State evaluation and marketing study. Kansas State research and Extension. \$6,251 2015
Role: PI

Examining Florida turkey hunters' opinions and attitudes. Florida Fish and Wildlife Conservation Commission. \$50,999 2015
Role: PI

Increasing marketing effectiveness and awareness of Florida specialty crops: A blueberry case study. 2014 USDA FDACS Specialty Crop Block Grant. \$157,559 2015-2017
Role: PI

Increasing consumer preference and differentiation of Florida strawberries across the eastern U.S. Florida Strawberry Research and Education Foundation Grant \$94,245 2015
Role: PI

Applying Audience Segmentation to Water Conservation Activities in the Home Landscape: Implications for Extension Programming. Center for Landscape Conservation and Ecology Enhancement Internal Grant. \$35,000 2014
Role: Co-PI

Assessing the success of a nutrition education Extension program. EFNEP & FYCS Internal Grant. \$3,727 2014
Role: PI

Branding Florida gardens. Bok Tower Gardens & UF/IFAS Internal Grant. \$7,353 2014
Role: PI

Local Positioning of Florida Specialty Crops through Messaging and Media Strategies. 2013 USDA FDACS Specialty Crop Block Grant. \$151,101 2014-2016
Role: PI

Increasing Consumer Preference and Differentiation of Florida Strawberries. 2013 Florida Strawberry Research and Education Foundation Grant. \$49,394 2013
Role: PI

Planning for the CARES program in southern Florida. Florida Farm Bureau & UF/IFAS Internal Grant. \$28,773 2013
Role: Co-PI

Understanding Floridian's perceptions of food issues. UF/IFAS Center for Public 2013-

Issues Education Internal Grant. \$11,250	2017
Connecting Florida-grown Specialty Crop Produce to K-12 Schools. 2012 USDA FDACS Specialty Crop Block Grant. \$187,591 Role: PI	2013- 2015
Positioning Florida-grown Fresh Specialty Crop Produce as a “Local” Choice. 2011 USDA FDACS Specialty Crop Block Grant. \$151,073 Role: Graduate Research Assistant	2011- 2013
Content Analysis of Communication Materials and Strategic Plans for the Southern Group of State Foresters. Virginia Department of Forestry. \$27,598 Role: Graduate Research Assistant	2012
Florida Small Farms: Capacity-Building, Training and Outreach. 2010 USDA FDACS Specialty Crop Block Grant. \$105,000 Role: Graduate Research Assistant	2011
Assessing Marketing and Messages designed to Impact Graduate Student Career Decision Making in Floral Sciences. American Floral Endowment. \$5,000 Role: Marketing Video Development	2011
<u>Grant Projects: Not Funded</u>	
Breaking echo chambers in science literacy through sharing immersive learning experiences. USDA Higher Education Challenge Grant. \$742,110. Role: Co-PI	
Time on their hands: Exploring potential changes in household and community dynamics in response to the Maji (water) Marwa project. OARDC SEEDS Grant. \$49,784 Role: Collaborator	
Using the Past to Guide the Future: Conversations about Gene-Drive in Food Production. National Institute of Food and Agriculture Conference Planning Grant. \$49,782 Role: Co-PI	
Science Communication to support systems thinking. National Academy of Sciences. \$37,499 Role: Co-PI	
Scenario-Based Messages to Enhance AFF Worker Safety. Southeastern Coastal Center for Agricultural Health and Safety Feasibility Grant. \$23,300 Role: Co-PI	

Evaluating consumer preferences, nutrition knowledge and health perceptions of Florida Beef. 2016 Florida Cattle Enhancement Grant. \$51,421
Role: Co-PI

Muscadine grapes: Enhancing production, marketing and outreach. 2015 USDA AMS Specialty Crop Multi-State Program. \$782,865
Role: Co-PI

Contentious Issues: Teaching Reasoning and Understanding in Science (CITRUS). 2016 AFRI Food, Agriculture, Natural Resources and Human Sciences Education and Literacy Initiative. \$149,972
Role: Co-PI

Using consumers' consideration of origin labeling (COOL) in purchasing decisions.
AFRI. \$480,499
Role: Co-PI

Marketing & Mentoring Matter: A multi-media, teacher-led intervention to improve children's intake of Florida's specialty crops. 2015 USDA FDACS Specialty Crop Block Grant. \$210,672
Role: Co-PI

Promoting Florida Agritourism and Agricultural Awareness through a Smartphone App. eXtension. \$133,218
Role: Co-PI

Ag Awareness App. Knight Foundation. \$35,000
Role: Co-PI

Marketing & Mentoring Matter: A multi-media, teacher-led intervention to improve children's fruit and vegetable intake and prevent weight gain. USDA NIFA. \$4,611,535
Role: Co-PI

Fostering Long-term System Sustainability for Small Farms (FL3S) through Collaborative Partnerships. Southern Sustainable Agriculture Research & Education (SARE). \$180,143
Role: Co-PI

Reviewed Workshops



Ruth, T., **Rumble, J.**, Ellis, J., & Lamm, A. (June, 2019). *Should we let consumers sink in voluntary ignorance or rescue them with risk communication?* Refereed professional development workshop presented at the Association for Communication Excellence in Agriculture,

Natural Resources, and Life and Human Sciences Conference, San Antonio, TX.

- Gibson, C., **Rumble, J.**, & Hall, K. (2016, June). *Cracking the code to teaching: A round-robin discussion of teaching techniques and strategies that work*. Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference, Memphis, TN.
- *Baker, L. M., **Rumble, J.**, & Hall, K. (2015, June). *Learning from Leaders: A panel of experienced agricultural communication faculty share their experience to mentor younger faculty*. Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference, Charleston, SC.
- *Baker, L. M., **Rumble, J.**, & Stebner, S. (2015, June). *Lost in Translation: Drawing upon research to create powerful visual media for effective advocacy campaigns to bridge the green divide*. Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference, Charleston, SC.
- *Settle, Q., McCarty, K., **Rumble, J.**, & Ruth, T. (2015, June). *Trust of organizations communicating about agriculture and the environment*. Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference, Charleston, SC.
- ***Rumble, J.**, & Settle, Q. (2014, June). *Local food: A hungry market*. Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference, Portland, OR.
- *Baker, L., **Rumble, J.**, Buck, E. (2014, June). *What the?: Addressing professionalism and entitlement in students and new graduates*. Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference, Portland, OR.
- *Settle, Q., Bernheim, L., **Rumble, J.**, Lamm, A., Irani, T., & Odera, E. (2014, June). *Understanding and communicating about public opinion surveys*. Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference, Portland, OR.
- *Settle, Q., Baker, L. M., & **Rumble, J.** (2014, June). *Getting strategic: Using focus groups to improve communications*. Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference, Portland, OR.
- ***Rumble, J. N.**, Dodds, N. & Irani, T. (2013, June). *A roadmap for developing effective messages*. Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference, Indianapolis, IN
- ***Rumble, J. N.**, Irani, T., & Telg, R. (2013, June). *Communication audits: How does your communication measure?* Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference, Indianapolis, IN

***Rumble, J. N.**, and Irani, T. (2013, June). *Changing consumer opinions: A case study of consumer opinions about local food*. Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference, Indianapolis, IN

***Rumble, J. N.**, Irani, T., & Settle, Q. (2013, June). *Branding boot camp*. Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference, Indianapolis, IN

***Goodwin, J. N.**, & Chiarelli, C. (2011, June). *Extending the university's public issues education efforts through partnerships*. Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference, Denver, CO

Extension Workshops & Presentations



Rumble, J. N. (2020, January). The role of consumer perceptions in farm management and rural lending: Communication strategies to protect the farm. Presentation at the Ohio Association of Farm Managers and Rural Appraisers Annual Meeting, Columbus, OH.

Rumble, J. N. (2018, October). *Consumer perceptions of cultured meat*. Presentation at the Cultured Meat Seminar: Developing and OSU Perspective. The Ohio State University, Columbus, OH.

Rumble, J. N. & Perkins, N. (2018, April). *What people think about livestock care and use practices: Analyzing the attitudes and awareness of Floridians and the U.S. populations*. Webinar presented for the Center for Public Issues Education in Agriculture and Natural Resources, Gainesville, FL.

Rumble, J. N. (2018, January). *Floridians' desire to experience farms: A statewide strategic plan for agritourism in Florida*. Webinar presented for the Center for Public Issues Education in Agriculture and Natural Resources, Gainesville, FL.

Ellis, J. D., **Rumble, J. N.**, Lamm, A. J., Beattie, P. N., & Tully, K. (2017, December). Objective 3: Education and Outreach – Consumer & Industry. Citrus Greening annual grant meeting at UC Davis, Davis, CA.

Rumble, J. N. (2017, December). *Public perceptions of modern food biotechnology*. New technologies in animal breeding: Opportunities and challenges In Service Training, Gainesville, FL.

Ellis, J. D., & **Rumble, J. N.** (2017, November). Objective 3 update. Citrus Greening quarterly meeting. Virtual presentation.

Rumble, J. N. (2017, October). *Best practices for communicating about water (or other complex subjects)*. Presentation at the Florida Water Stewardship Program, Treasure Island, FL.

Warner, L., Lamm, A. J., **Rumble, J. N.**, & **Orwat, M.** (2017, September). *How do home irrigation users perceive their impact on water quality and quantity – and can videos appeal to these perceptions?* Webinar presented for the Center for Public Issues Education in Agriculture and Natural Resources, Gainesville, FL.

Rumble, J. N., & Stofer, K. (2017, September). *What consumers want and how to market your operation.* Presentation that the Regional Agritourism Conference – Polk County.

Rumble, J. N. (2017, September). *What we've learned: Selecting the right frame in video communication.* Center for Public Issues Education in Agriculture and Agriculture and Natural Resources, Lunch and Learn.

Rumble, J. N. & Telg, R. W. (2017, August). *Science communication workshop.* Presentation at the Mid-Florida Research and Education Center. Apopka, FL.

Rumble, J. N. (2017, June). *What consumers want and how to market your operation.* Presentation that the Regional Agritourism Conference – Martin County.

Rumble, J. N., Lindsey, A. B. Lundy, L. K., & Telg, R. W. (2017, April & May). *Science communication workshop series.* In Service Training. Northwest, Northeast, Central, South Central, and South Florida Extension Districts.

Johnson, L., Lollar, M., & **Rumble, J. N.** (2017, July). *Gaining a better understanding of consumer preferences of local produce.* Presentation at the National Association of County Agricultural Agents. Salt Lake City, UT.

Rumble, J. N. (2017, March). *Talking to consumers about locally grown food.* Presentation at the Evaluating Economic Impacts of Local and Regional Food Systems In Service Training, Apopka, FL.

Lamm, A. J., & **Rumble, J. N.** (2017, January). *Trust in science.* Webinar presented for the Center for Public Issues Education in Agriculture and Natural Resources, Gainesville, FL.

Ellis, J. D., **Rumble, J. N.**, Beattie, P. N., & DiAngelo, J. (2016, December). Citrus greening grant update: Consumer perceptions of genetically modified citrus products. Citrus Greening annual grant meeting at Indian River State College, Fort Pierce, FL.

Rumble, J. N. (2016, October). *Floridians perceptions of GM food.* UF/IFAS Governmental Affairs Senator Nelson visit.

Lundy, L. K. & **Rumble, J. N.** (2016, April). *Round table for visual aids.* UF/IFAS Extension New Agent Training.

Rumble, J. N. (2016, April). *Promoting specialty crops as local: New curriculum on how producers can better promote, market, and sell their products locally.* Webinar presented for the Center for

Public Issues Education in Agriculture and Natural Resources, Gainesville, FL.

Rumble, J. N. & Pennington, A. (2016, March). *Engaging in the topic of food waste and identifying mitigation strategies*. Webinar presented for the Center for Public Issues Education in Agriculture and Natural Resources, Gainesville, FL.

Rumble, J., Gay, K. D., & Raulerson, B. (2015, October). *Promoting specialty crops as local: Producer input launch*. Presentation at the Annual Meeting of the Florida Farm Bureau Federation, Ponte Vedra, FL.

Rumble, J., Lollar, M., Steed, S., Thaxton, B., Johnson, L., & Henry, M. B. (2015, September). *Getting out to the farm: Best practices to facilitate agriculture awareness through agritourism*. In Service Training presented at the 2015 Extension Professional Associations of Florida (EPAF) Professional Improvement Conference, Naples, FL.

Rumble, J. (2015, June). *Applying audience segmentation to water conservation activities in the home landscape: Implications for Extension programming*. Presentation at the Audience Segmentation Extension In Service Training, UF Center for Landscape Conservation and Ecology, Orlando, FL.

Rumble, J. N., & Van Eenennaam, A. (2015, January). *Public opinion of genetically modified food*. Webinar presented for the Center for Public Issues Education in Agriculture and Natural Resources, Gainesville, FL.

Rumble, J. N., & Archer, D. (2014, December). *Public opinion of food safety*. Webinar presented for the Center for Public Issues Education in Agriculture and Natural Resources, Gainesville, FL.

Johnson, L., Stevenson, C., O'Connor, R., Thaxton, B., Verlinde, C., **Rumble, J.**, & Stein, T. (2014, November). *2014 Gulf Coast agritourism & ecotourism business development conference*. Presentation at the Naturally EscaRosa Extension In Service Training, Milton, FL.

Rumble, J. N., & Dodds, N. (2014, August). *Communicating about contentious critical public issues*. In Service Training presented at the 2014 Extension Professional Associations of Florida (EPAF) Professional Improvement Conference, Panama City, FL.

Rumble, J. N. (2014, June). *Transparency in agriculture*. Webinar presented for the Center for Public Issues Education in Agriculture and Natural Resources, Gainesville, FL.

Rumble, J. N., & Folta, K. (2013, December). *What happens when people don't believe the facts about GMOs?* Webinar presented for the Center for Public Issues Education in Agriculture and Natural Resources, Gainesville, FL.

Irani, T., Lamm, A., & **Rumble, J.** (2013, August). *Conversation starters: How to talk to decision-makers about critical water issues*. In Service Training presented at the 2013 Extension Professional Associations of Florida (EPAF) Professional Improvement Conference, Ponte Vedra, FL.

Goodwin, J. N. (2013, January). *The power of effective messaging*. Webinar presented for the Center for Public Issues Education in Agriculture and Natural Resources, Gainesville, FL.

Irani, T., Wysocki, A., **Goodwin, J. N.**, Felter, L., & Divine, R. (2012, August). *Branding for small farms with MarketMaker and PIE branding toolkit*. In Service Training presented at the 2012 Extension Professional Associations of Florida (EPAF) Professional Improvement Conference, Orlando, FL.

Goodwin, J. N., Divine, R., & Irani, T. (2012, March). *Are we communicating effectively? A look into the consumer mindset*. Center for Public Issues Education in Agriculture and Natural Resources, Lunch and Learn.

Goodwin, J. N. & Raulerson, R. (2011, July). *Small farms stakeholder capacity building*. Florida Small Farms and Alternative Enterprises Conference, Kissimmee, FL

Goodwin, J. N., Chiarelli, C., & Irani, T. (2010, November). *Consumers' perceptions of agricultural words, messages and images*. Center for Public Issues Education in Agriculture and Natural Resources, Lunch and Learn.

Invited Workshops & Presentations



Rumble, J. N. & Ruth, T. K. (2019, May). *Using mixed methods in applied settings: Development and implementation*. Professional Development Workshop presented at the American Association for Agricultural Education National Conference, Des Moines, IA.

Ramsier, R. A. & **Rumble, J. N.** (2019, April). *Agricultural Communication, Education, and Leadership*. Admissions webinar, OSU ATI, Wooster, OH.

Rumble, J. N. (2019, March). *Agricultural Communication, Education, and Leadership*. High School Counselor's Breakfast, OSU ATI, Wooster, OH.

Rumble, J. (2018, May). *What people think about livestock care and use*. FDACS Inspector Training, Gainesville, FL.

Rumble, J. (2018, March). *Agritourism Marketing*. Exploring opportunities in agritourism in North Florida, Quincy, FL.

Rumble, J. (2018, February). *What's your story? Closing the farm to table gap through storytelling*. Panhandle Fruit and Vegetable Conference, Pensacola, FL.

Rumble, J. (2017, November). *Connecting growers and consumers: 7 years of collaboration*. Florida Fruit and Vegetable Association Emerging Leader Development Program Class VII, Maitland, FL.

- Rumble, J.** (2017, May). *Introduction to AEC*. Agroecology Summit. Gainesville, FL.
- Rumble, J. N.,** & Randolph, L. (2017, July). *Survey says: What data means when it comes to perceptions about agriculture*. Wedgworth Class X July Seminar, Gainesville, FL.
- Rumble, J.** (2016, December). *Demystifying the research process*. Department of Agricultural Education and Communication Graduate Student Association. Gainesville, FL.
- Rumble, J.** (2016, November). *Connecting growers and consumers: 6 years of collaboration*. Florida Fruit and Vegetable Association Emerging Leader Development Program Class VI, Maitland, FL.
- Jones, J., D'Souza, L., Magette, J., **Rumble, J.,** & Syed, S. J. (2016, November). *Education panel: Using storytelling to improve student outcomes*. Story GNV, Gainesville, FL.
- Rumble, J.** (2016, March). *Talking with students about GMOs*. Podcast with Owl Pellets: Tips for Ag Teachers. Retrieved from <https://www.podbean.com/media/share/pb-m82mb-5d879c#.VuceymaeYeY.email>
- Rumble, J.** (2016, February). *Telling your agritourism or ecotourism story*. Naturally EscaRosa Agritourism & Ecotourism Business Development Conference, Pensacola, FL.
- Rumble, J.** (2016, January). *Grant writing and management*. Agricultural Education and Communication Graduate Student Association Meeting, Gainesville, FL.
- Folta, K., & **Rumble, J.** (2016, January). *Trusting science – Conflicting views and their impact on agriculture*. American Soybean Association 2016 Leadership College, Orlando, FL.
- Rumble, J.,** & Gay, K. (2015, November). *Connecting growers and consumers: 5 years of collaboration*. Florida Fruit and Vegetable Association Emerging Leader Development Program Class IV, Maitland, FL.
- Rumble, J. N.** (2015, September). *Consumers and GMOs: Bridging the gap between science and perception*. International Citrus and Beverage Conference, Clearwater Beach, FL.
- Folta, K., & **Rumble, J.** (2015, August). *Trusting science – Conflicting views and their impact on agriculture*. American Soybean Association Action Partnership Meeting, Lake Tahoe, CA.
- Rumble, J.** (2015, May). *The disconnect between science and public perception*. 2015 University of Florida Biotechnology Literacy Day. Gainesville, FL.
- Rumble, J. N.,** & Ruth, T. (2015, April). *Perceptions of GMOs*. University of Florida Sigma Alpha Chapter Meeting. Gainesville, FL.
- Rumble, J. N.** (2015, January). *Making the walls of agriculture disappear: Magical communication*

everyone can get behind. National Agriculture Communicators of Tomorrow Professional Development Conference. Orlando, FL.

Rumble, J. N., & Gay, K. (2014, September). *Becoming a meaty messenger: Beefing up your communications.* Florida CattleWomen Fall Meeting. Okeechobee, FL.

Rumble, J. N., & Ruth, T. (2014, August). *What do consumers want? Marketing tips to increase consumer preference for and recognition of Florida grown products.* Agritech Educational Seminars and Trade Show. Plant City, FL.

Lamm, A. J., Irani, T., & **Rumble, J. N.** (2013, October). *Public Issues Research in the Agriculture and Natural Resource Arena.* Fisheries Seminar.

Hodges, A., Meresse, C., Irani, T., **Rumble, J. N.,** Moraghan, M. R. (2013, August). *New markets and distribution opportunities in Florida's food system.* Florida Small Farms and Alternative Enterprises Conference, Kissimmee, FL.

Rumble, J. N. & Belton, K. (2013, June). *Local food and the dairy industry.* Florida Dairy Farmers Summer Board Meeting, Clearwater Beach, FL.

Goodwin, J. N. & Holt, J. (2013, February). *The power of words: Exploring consumers' perceptions of agricultural words.* Agriculture Institute of Florida, Board Meeting.

Goodwin, J. N., & Gouldthorpe, J. L. (2012, September). *"Small" farmers big challenges: Exploring the needs of Florida small farmers.* 2012 AEC Fall Seminar Series.

Divine, R., **Goodwin, J. N.,** & Irani, T. (2012, June). *SGSF research findings and implications.* Southern Group of State Foresters Annual Meeting, State Foresters Meeting, Louisville, KY.

Irani, T., Divine, R., & **Goodwin, J. N.** (2012, June). *SGSF research results overview.* Southern Group of State Foresters Annual Meeting, General Assembly Meeting, Louisville, KY.

Goodwin, J. N., Divine, R., & Irani, T. (2012, June). *SGSF research results.* Southern Group of State Foresters Annual Meeting, Committee Meeting.

Goodwin, J. N. & Irani, T. (2012, February). *About the PIE Center.* Southern Association of Agricultural Scientists, Professional Development Session

Goodwin, J. N., Divine, R., & Irani, T. (2011, November). *FFVA sneak peak.* Agriculture Institute of Florida message testing research, Florida Fruit and Vegetable Association Board Meeting, Maitland, FL.

Goodwin, J. N. (2011, June). *Creating success in the agricultural communication CDE.* Florida Agriculture Teacher's Professional Development Workshop, Gainesville, FL.

Raulerson, R., Chiarelli, C., & **Goodwin, J. N.** (2011, February). *Influencing public perceptions: Bridging the green divide*. Florida Farm Bureau Federation Women's Leadership Conference, Tallahassee, FL.

Reviewed Extension Publications



26. **Rumble, J.**, Harders, K., & Stofer, K. (2017). *Peach consumption: A profile of purchasers and non-purchasers*. Florida Cooperative Extension Service Electronic Data Information Source AEC626. Retrieved from <http://edis.ifas.ufl.edu/wc288>
25. **Rumble, J.**, Harders, K., & Stofer, K. (2017). *Florida peaches: A perfect snack*. Florida Cooperative Extension Service Electronic Data Information Source AEC625. Retrieved from <http://edis.ifas.ufl.edu/wc287>
24. Stofer, K. A., Sullivan, J., **Rumble, J.**, & Johnson, L. (2016). *Promoting ag awareness through commodity fact sheets*. Florida Cooperative Extension Service Electronic Data Information Source AEC591. Retrieved from <http://edis.ifas.ufl.edu/wc253>.
23. **Rumble, J. N.**, Warner, L. A., Owens, C., Lamm, A., & Cantrell, R. (2016). *Encouraging landscape water conservation behaviors #4: Florida homeowners' reactions to messages that encourage landscape water conservation practice adoption*. Florida Cooperative Extension Service Electronic Data Information Source AEC540. Retrieved from <http://edis.ifas.ufl.edu/wc202>.
22. **Rumble, J. N.** (2016). *Understanding science: How to fill the communication gap*. Florida Cooperative Extension Service Electronic Data Information Source AEC592. Retrieved from <http://edis.ifas.ufl.edu/wc254>.
21. Warner, L. A., Martin, E., Lamm, A. J., **Rumble, J. N.**, & Momol, E. (2016). *Encouraging landscape water-conservation behaviors: Applying audience segmentation to water conservation activities in the landscape – Defining segments of the Florida homeowner audience and implications for Extension programming*. Florida Cooperative Extension Service Electronic Data Information Source AEC538. Retrieved from <http://edis.ifas.ufl.edu/wc200>
20. **Rumble, J. N.**, Stofer, K. A., & Johnson, L. (2016). *Understanding Ag Awareness programming throughout UF/IFAS Extension: Supporting citizen awareness of food systems and the environment*. Florida Cooperative Extension Service Electronic Data Information Source AEC504. Retrieved from <http://edis.ifas.ufl.edu/wc168>
19. Warner, L. A., Lamm, A. J., Martin, E., **Rumble, J. N.**, Momol, E. (2016). *Encouraging landscape water conservation behaviors #5: Segmenting the audience based on HOA status*. Florida Cooperative Extension Service Electronic Data Information Source AEC584. Retrieved from <http://edis.ifas.ufl.edu/wc246>

18. Chaudhary, A. K., Warner, L. A., Lamm, A., **Rumble, J. N.**, & Cantrell, R. (2015). *Engaging landscape water conservation behaviors series overview #7 personal and social norms of Florida residents who use irrigation in the home landscape*. Florida Cooperative Extension Service Electronic Data Information Source AEC543. Retrieved from <http://edis.ifas.ufl.edu/wc205>

17. **Rumble, J. N.** (2015). *Transparency in Agriculture and Natural Resources: Defining transparent communication*. Florida Cooperative Extension Service Electronic Data Information Source AEC563. Retrieved from <https://edis.ifas.ufl.edu/wc225>

16. Fernandez, J. C., & **Rumble, J. N.** (2015). *Getting the most out of social media: What is social media?* Florida Cooperative Extension Service Electronic Data Information Source AEC558. Retrieved from <https://edis.ifas.ufl.edu/wc220>

15. Fernandez, J. C., & **Rumble, J. N.** (2015). *Getting the most out of social media: Creating a social media plan*. Florida Cooperative Extension Service Electronic Data Information Source AEC559. Retrieved from <https://edis.ifas.ufl.edu/wc221>

14. Fernandez, J. C., & **Rumble, J. N.** (2015). *Getting the most out of social media: Successfully using social media*. Florida Cooperative Extension Service Electronic Data Information Source AEC560. Retrieved from <https://edis.ifas.ufl.edu/wc222>

13. Fernandez, J. C., & **Rumble, J. N.** (2015). *Getting the most out of social media: Good practices when using social media*. Florida Cooperative Extension Service Electronic Data Information Source AEC561. Retrieved from <https://edis.ifas.ufl.edu/wc223>

12. Mitchell, C., & **Rumble, J. N.** (2015). *Planning a farm tour: Keeping the conversation fresh*. Florida Cooperative Extension Service Electronic Data Information Source AEC557. Retrieved from <https://edis.ifas.ufl.edu/wc219>

11. Cantrell, R., Warner, L., **Rumble, J.**, & Lamm, A. (2015). *Using the Decision-Ade? Segmentation strategy to better understand extension audiences*. Florida Cooperative Extension Service Electronic Data Information Source FCS331. Retrieved from <https://edis.ifas.ufl.edu/fy1461>

10. Owens, C., Warner, L., **Rumble, J.**, Lamm, A., & Cantrell, R. (2015). *Encouraging landscape water-conservation behaviors #3: Developing Extension outreach messages that encourage landscape water conservation*. Florida Cooperative Extension Service Electronic Data Information Source AEC539. Retrieved from <https://edis.ifas.ufl.edu/wc201>

9. Warner, L. A., Martin, E., Lamm, A., **Rumble, J.**, & Cantrell, R. (2015). *Encouraging landscape water-conservation behaviors #1: Tailoring programs to Florida residents who use irrigation in the home*. Florida Cooperative Extension Service Electronic Data Information Source AEC537. Retrieved from <http://edis.ifas.ufl.edu/wc199>

8. Owens, C., Warner, L., **Rumble, J.**, Lamm, A., Martin, E., & Cantrell, R. (2015).

Encouraging landscape water-conservation behaviors #6: Information seeking preferences of Florida residents who use irrigation in the home landscape. Florida Cooperative Extension Service Electronic Data Information Source AEC542. Retrieved from <http://edis.ifas.ufl.edu/wc204>

7. Dodds, N. M. W., Gorham, L. M., **Rumble, J. N.** (2014). *Floridians' perceptions of GMOs: GMOs and Florida citrus.* Florida Cooperative Extension Service Electronic Data Information Source AEC520. Retrieved from <http://edis.ifas.ufl.edu/wc182>
6. **Rumble, J. N.**, & Roper, C. G. (2014). *Talking local: Florida consumers' Fresh from Florida perceptions.* Florida Cooperative Extension Service Electronic Data Information Source AEC516. Retrieved from <http://edis.ifas.ufl.edu/wc181>
5. **Rumble, J. N.**, & Roper, C. G. (2014). *Talking local: Florida consumers' flexibility with the term local.* Florida Cooperative Extension Service Electronic Data Information Source AEC515. Retrieved from <http://edis.ifas.ufl.edu/wc180>
4. **Rumble, J. N.**, & Roper, C. G. (2014). *Talking local: Florida consumers' food buying decisions when given local food information.* Florida Cooperative Extension Service Electronic Data Information Source AEC514. Retrieved from <http://edis.ifas.ufl.edu/wc179>
3. Roper, C. G., & **Rumble, J. N.** (2014). *Talking local: Florida consumers' reasons for purchasing local food.* Florida Cooperative Extension Service Electronic Data Information Source AEC511. Retrieved from <http://edis.ifas.ufl.edu/wc176>
2. Roper, C. G., & **Rumble, J. N.** (2014). *Talking local: Florida consumers' local food purchasing behaviors* (AEC510/WC175). Florida Cooperative Extension Service Electronic Data Information Source AEC510. Retrieved from <http://edis.ifas.ufl.edu/wc175>
1. Roper, C. G., **Rumble, J. N.**, Ma, Y., & Irani, T. A. (2014). *Talking local: Florida consumer definitions of local food.* Florida Cooperative Extension Service Electronic Data Information Source AEC509. Retrieved from <http://edis.ifas.ufl.edu/wc174>

Extension Publications & Tools



Rumble, J. N., & Stofer, K., (2018). Experiencing Florida Agriculture. *FloridAgriculture*, 78(1), 22-23.

Rumble, J. N., Stofer, K., House, L., Tighe, S., McLeod, A. (2017). Florida peaches: Sweet marketing tips for Florida's sweet fruit. *The Peach News*, 3(4).

Rumble, J. N., Stofer, K., House, L., Tighe, S., McLeod, A. (2017). Fact sheet: Peach season. UF/IFAS PIE Center. Retrieved from <http://www.piecenter.com/issues/food/local-food/>

- Rumble, J. N.,** Stofer, K., House, L., Tighe, S., McLeod, A. (2017). Fact sheet: Peach characteristics. UF/IFAS PIE Center. Retrieved from <http://www.piecenter.com/issues/food/local-food/>
- Rumble, J. N.,** Stofer, K., House, L., Tighe, S., McLeod, A. (2017). Fact sheet: Health benefits. UF/IFAS PIE Center. Retrieved from <http://www.piecenter.com/issues/food/local-food/>
- Rumble, J. N.,** Bradley, T., McLeod, A., & Anderson, S. (2016). Florida blueberries: Marketing Florida's favorite super fruit. *The Blueberry News*, 6(1).
- Rumble, J. N.,** Gay, K. D., Stokes, P., Raulerson, R., & Telg, R. (2016). *Promoting specialty crops as local*. University of Florida IFAS Extension. Retrieved from <http://www.piecenter.com/training/local/>
- Rumble, J.,** Tighe, S., Holt, J., Telg, R., Bernheim, L., Raulerson, B. & Gay, K. (2016, January). Connect with your customers. *Florida Grower*.
- Rumble, J.** (2015, April). Why do people protest GMOs? *Expert Answer on GMO Answers*. Retrieved from <https://gmoanswers.com/ask/why-do-people-protest-gmos>
- Rumble, J.,** Tighe, S., Dodds, N., Bernheim, L., Qu, S., Ruth, T. ... Irani, T. (2015, January). Make students smile: Connect with farm to school. *School Food in Florida*.
- Rumble, J.,** Tighe, S., Dodds, N., Bernheim, L., Qu, S., Ruth, T. ... Irani, T. (2015, January). Make students smile: Connect with farm to school. *Florida Grower*.
- Rumble, J.** (2014, November). GM Pundits say GM Crops are safe and they have valid scientifically established facts to substantiate the safety aspect. Why it doesn't cut ice with the media? Why some of the educated urban elites even in developed nations oppose GM Crop? *Expert Answer on GMO Answers*. Retrieved from <https://gmoanswers.com/ask/gm-pundits-say-gm-crops-are-safe-and-they-have-valid-scientifically-established-facts>
- Rumble, J. N.,** Irani, T., Conaway, L., Davis, A., Wysocki, A., Prizzia, A. ... Tighe, S. (2014, February). Food connect: Website helps you engage with consumers. *Florida Grower*.
- Rumble, J. N.,** Irani, T. Hodges, A., Dodds, N. Bernheim, L., Conaway, L. ... Tighe, S. (2013, November). Are you taking advantage of your market next door? *Florida Grower*.
- Irani, T., **Rumble, J.,** Hodges, A., Conaway, L., & Dodds, N. (2013). *Selling local food: Your market next door*. PIE Center Education and Training Tools. Retrieved from <http://www.centerpie.com/tools/>
- Goodwin, J. N.** (2013, August-October). Rejuvenate learning with case studies. *Northeast*

news district newsletter. Retrieved from

http://bradford.ifas.ufl.edu/documents/2013_Aug_Oct_NE_News_WEB.pdf

Irani, T., **Goodwin, J.**, Dodds, N., & Bernhiem, L. (2013) *Are you developing effective messages?*

PIE Center Education and Training Tools. Retrieved from

<http://www.centerpie.com/tools/>

Leadership



Co-Advisor, Agricultural Communicators, Educators, and Leaders of Tomorrow, Ohio State University Agricultural Technical Institute 2018 - present

- Founded the regional campus organization for undergraduate students pursuing majors and minors in agricultural communication, education, or leadership, in collaboration with co-advisor.
- Managed an officer team of five and assisted in the planning of club meetings and activities

Co-Leader Initiative 1, Priority 3, UF/IFAS Extension Roadmap, University of Florida 2013-2018

- Organized quarterly meetings of Extension agents and specialists focusing on citizen awareness of agriculture and the environment.
- Report to Agriculture Programs Leader on the progress of programming in the priority area.

Graduate Student Adviser, Agricultural Communicators and Leaders of Tomorrow, University of Florida 2011-2013

- Managed an officer team of six and assisted in the planning of club meetings and activities
- Encouraged members to participate in club activities
- Organized a large community service project that included sending several press releases to media organizations between Miami and Nashville

President, Agricultural Education and Communication Graduate Student Association, University of Florida 2011-2012

- Led graduate students in the department through professional development, social activities, and collaboration
- Worked with fellow officers to plan club activities and serve the needs

of the graduate students

Service



Department

ACEL Strategic Planning Committee	2018-present
AEC Extension Coordinator and EDIS editor	2017-2018
AEC eLearning Committee	2017-2019
AEC 3030 and 3033 Curriculum Taskforce	2017
AEC Seminar Coordinator	Spring, 2015
AEC Assistant/Associate Professor Ag Comm Search Committee	2014
AEC Social Committee	2013-2014
AEC Graduate Committee	2013-2016
AEC Department Research and Extension Programs Committee	2013-2016

College

OARDC SEEDs Grant Review Committee	2020-present
CFAES Strategic Alignment Team	2019-present
CFAES Knowledge Exchange Advisory Team	2019-present
UF/IFAS Extension Initiative 1 Leadership Team	2013-2018
UF/IFAS Extension Citizen Awareness of Food Systems and the Environment Priority Work Group Co-Leader	2013-2018
EDIS Reviewer	2013-2018
Graduation Marshall	Summer, 2015
4-H State Demonstrations Communication and Media Arts Judge	2015
AEC Department Chair Search Committee	2014
FYCS Assistant Professor of Community Issues Education Search Committee	2014

University

STEM-H Translational Communication Research Affiliate Faculty	2014 -2018
---	------------

Discipline

Pennsylvania Sea Grant College Program Reviewer	2019
Association of International Agricultural and Extension Education Conference Reviewer	2017-present
Journal of International Agricultural and Extension Education Reviewer	2017-present
Journal of Applied Communications Editorial Board	2016-present
<i>Vice Chair</i>	2019-present

ACE Reviewer	2013-present
NACS Reviewer	2013-present
Journal of Applied Communications Reviewer	2013-present
Journal of Human Sciences and Extension Reviewer	2013-present
ACE Academic SIG Officer	2013-2016
SAAS AAAE Reviewer	2015-present
OARDC SEED Grant Reviewer	2014
Meat Science Reviewer	2014

Community

Ohio FFA Ag Mechanics CDE Grader	2019
Ohio FFA Ag Comm CDE Judge	2019
Farm Credit of Florida Advisory Committee	2015-2018

Memberships



Association for International Agricultural and Extension Education	2016-present
Association for Communication Excellence	2013-present
American Association for Agricultural Education	2012-present
Alpha Tau Alpha Honors Society	2011-present
Agriculture Institute of Florida	2013-2018
Southern Rural Sociological Association	2012-2013
Graduate Assistants United	2011-2013
University of Florida ACLT	2010-2013
AEC Graduate Student Association, University of Florida	2010-2013
Graduate Student Council, University of Florida	2010-2011
Saddle and Sirloin, The Ohio State University	2006-2007
Hoof-N-Hide, The Ohio State University Agricultural Technical Institute	2004-2006

Awards



Organization

American Association of Agricultural Education (AAAE)	<i>JAE Article of the year runner-up</i> Ruth, T. K., Settle, Q., Rumble, J. N., & McCarty, K. (2018). Predicting likelihood to pay attention to agriculture- related issues in the news with demographic characteristics.	<i>Date</i> 2019
---	--	----------------------------

	<i>JAE Article of the year runner-up</i>	2018
	Kumar Chaudhary, A., Warner, L. A., Lamm, A. J., Israel, G. D., Rumble, J. N., & Cantrell, R. A. (2017). Using the theory of planned behavior to encourage water conservation among Extension clients.	
	<i>Runner-up Kahler Dissertation Award</i>	2014
	<i>Distinguished Research Presentation Manuscript</i>	2014
	Gay, K. D., Rumble, J. N., Lamm, A. J. Informing extension programming with research: A look into local food.	
AAAE, Southern Region	<i>Distinguished Manuscript</i>	2018
	Beattie, P. N., Lamm, A. J., Rumble, J. N., & Ellis, J. D. Identifying generational differences to target extension programming when discussing genetic modification.	
	<i>Distinguished Research Poster</i>	2017
	Ruth, T. K., Beattie, P. N., Lamm, A. J., & Rumble, J. N. Citrus Greening Solutions: Extension's Role in Florida, California and Texas.	
	<i>Distinguished Manuscript</i>	2017
	Kumar Chaudhary, A., Warner, L. A., Lamm, A. J., Israel, G. D., Rumble, J. N., & Cantrell, R. A. Using the Theory of Planned Behavior to Understand Extension Clients' Water Conservation Intentions.	

	<i>1st Place Student Research Poster</i>	2012
	Goodwin, J. N., Gouldthorpe, J. L., & Settle, Q. Addressing the divide: A comparison of the needs and preferences of small farmers.	
Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Science	<i>1st Runner Up, Outstanding Research Paper Award</i>	2018
	McLeod, A. N., McKee, V., Woodall, S., McKee, B., & Rumble, J. N. Why websites work: An examination of interdisciplinary agricultural center websites.	
	<i>Award of Excellence in Research</i>	2018
	<i>Outstanding Research Paper Award</i>	2014
	Gorham, L. M., Lamm, A. J., & Rumble, J. N. Does critical thinking style predict water conservation behaviors?	
	<i>Outstanding Research Paper Award</i>	2012
	Settle, Q., Goodwin, J., Telg, R., Irani, T., Carter, H., & Wysocki, A. Brand salience and brand differentiation of the Florida Forest Service.	
	<i>Outstanding Research Proposal</i>	2010
	Goodwin, J. An examination of the knowledge and perceptions of agricultural practices and agricultural legislation as related to social influences including YouTube as a predictor of voting outcomes on agriculture policy.	
Journal of Applied Communications	<i>Article of the Year Runner-up</i>	2017
	Rumble, J. N., Settle, Q., & Irani, T. Assessing the Content of Online Agricultural Awareness Campaigns.	

	<i>Article of the Year Runner-up</i>	2016
	Gorham, L. M., Rumble, J. N., & Holt, J. A. The impact of local: Exploring the impact of availability and location on food buying decisions.	
	<i>Article of the year</i>	2014
	Rumble, J. N., & Buck, E. B. Narrowing the farm-to-plate knowledge gap through semiotics and the study of consumer responses regarding livestock images.	
National Association of County Agricultural Agents	<i>Extension Education Poster State Winner (Florida)</i>	2015
	Johnson, L., Stevenson, C., O'Connor, R., Thaxton, B., Verlinde, C., Rumble, J., & Stein, T. Encouraging economic development through the 2014 Gulf Coast agritourism & ecotourism business development conference.	
National Agricultural Communications Symposium/Previously Southern Association of Agricultural Scientists, Agricultural Communication Section	<i>1st Place Research Paper</i>	2020
	Holt, J., Lamm, A. J., Gibson, K., Lamm, K. W., Ellis, J. D., & Rumble, J. N. (2020, February). <i>Impact of animating infographics about genetic modification on information recall.</i>	
	<i>2nd Place Research Paper</i>	2020
	Wu, Y., Rumble, J. N., Ruth, T. K., Lamm, A. J., & Ellis, J. D. (2020, February). <i>Unobserved interaction between participants and discussion topics within focus group discussions: An application of social network analysis.</i>	
	<i>3rd Place Research Paper</i>	2020
	Rogers-Randolph, T. M.,	

- Lundy, L. K., Telg, R., Rumble, J. N., Myers, B. E., & Lindsey, A. B. *Agriculture, food, and natural resource opinion leaders in online environments.*
- 1st Place Research Paper* 2019
 Ruth, T. K., Rumble, J. N., Lundy, L. K., Galindo-Gonzalez, S., Carter, H. S., & Folta, K. M. *Tenure-track, Land-Grant faculty's motivation to engage in science communication.*
- 2nd Place Research Paper* 2019
 Rumble, J. N., Wu, Y., Tully, K. M., Ruth, T. K., Ellis, J. D., & Lamm, A. J. *A Mixed-Methods Comparison of Self-Reported and Conversational Trust in Science.*
- 3rd Place Research Paper* 2019
 McLeod, A., Telg, R., & Rumble, J. N. (2019, February). *Exploring the challenges and motivations of interdisciplinary agricultural center directors when communicating about science.*
- 1st Place Research Paper* 2018
 Warner, A. J., Oesterreicher, S., & Rumble, J. N. Framing agricultural use of antibiotics and antimicrobial resistance in the United States.
- 2nd Place Research Paper* 2018
 Randolph, L. G., Rumble, J. N., & Carter, H. S. Survey says: What data means when it comes to perceptions about agriculture.
- 1st Place Research Paper* 2017
 Ruth, T. K., Lamm, A. J., & Rumble, J. N. Identifying publics in Florida, California,

and Texas as they relate to citrus greening

Second Runner-up Research Poster 2017
Bird, B., Beattie, P., Lamm, A. J., & Rumble, J. N.
Communicating about genetic modification: Desired information and trusted sources.

Outstanding Research Paper 2015
Ruth, T. & Rumble, J. N. A fresh brand strategy: Evaluating consumers' strawberry purchasing intent and their attitude toward Florida grown strawberries.

1st Place Research Paper 2014
Rumble, J. N. & Irani, T. A. Talking through open barn doors: The effect of transparent communication on attitude.

Runner-up Outstanding Research Poster 2013
Goodwin, J. N., Parker, S. J., Irani, T., & Wulff, G. Gain and loss frames: Exploring consumers' perceptions of agricultural messages.

Outstanding Professional Paper 2012
Goodwin, J. N., Davis, A., & Telg, R. W. Communication audits: Adding value and social impact to agricultural communications.

Southern Rural Sociological Association

Outstanding Student Paper Award 2012
Gouldthorpe, J. L., & Goodwin, J. N. "Small" farmers, big challenges: A needs assessment of Florida small farmers' production challenges and training needs.

University of Florida	<i>High Impact Research Award</i> Dept. of Agricultural Education and Communication Warner, L. A., Lamm, A. J., Rumble, J. N., Martin, E., & Cantrell, R.	2016
	<i>High Impact Research Award</i> Dept. of Agricultural Education and Communication Leal, A., Rumble, J. N., & Lamm, A. J.	2015
	<i>Profession Enhancement Award, IFAS Extension</i> Stevenson, C., Johnson, L., O'Connor, R. Thaxton, B., Verlinde, C., Wood, M., Rumble, J., & Stein, T. Naturally EscaRosa	2015
	<i>Faculty Enhancement Program</i> Dept. of Agricultural Education and Communication	2014
	<i>Newbern Scholarship</i> Dept. of Agricultural Education and Communication	2010, 2013
	<i>Graduate Assistantship</i> Dept. of Agricultural Education and Communication	2010- 2013
	<i>Grinter Fellowship</i> Dept. of Agricultural Education and Communication	2010- 2012
Ohio State Univeristy ATI	<i>Outstanding Student Award</i>	2006
FFA	<i>American FFA Degree</i>	2006
	<i>Ohio FFA Fruit Proficiency Award</i>	2005

Media Coverage



- Hall, L. (2019, October). Cornerstone Elementary students try vegetables as part of Farm to School program. *The Daily Record*. Retrieved from <https://www.the-daily-record.com/news/20191021/cornerstone-elementary-students-try-vegetables-as-part-of-farm-to-school-program>
- New Food. (2019, February). US citrus fruit could be genetically modified in the future. Retrieved from <https://www.newfoodmagazine.com/news/79046/gm-citrus/>
- University of Illinois at Urbana-Champaign. (2019, February). Future of US citrus may hinge on consumer acceptance of genetically modified food. *Phys.org*. Retrieved from <https://phys.org/news/2019-02-future-citrus-hinge-consumer-genetically.html>
- Stauffer, L. B. (2019, February). Consumers may decide the future of U.S. citrus. *Morning Ag Clips*. Retrieved from <https://www.morningagclips.com/consumers-may-decide-the-future-of-u-s-citrus/>
- Stauffer, L. B. (2019, February). Future of US citrus may hinge on consumer acceptance of genetically modified food. *EurekaAlert! AAAS*. Retrieved from https://www.eurekaalert.org/pub_releases/2019-02/uoia-fou021319.php
- Rusnak, P. (2018, August). Ways GenNext Growers can Connect Their Farm to the Future. *Growing Produce*. Retrieved from <https://www.growingproduce.com/fruits/ways-young-growers-can-connect-their-farm-to-the-future/>
- CFAES. (2018, August). Specht, Rumble win National Communication Award. Retrieved from <https://cfaes.osu.edu/august-2018/specht-rumble-win-national-communication-award>
- Buck, B. (2018, May). UF/IFAS researchers will try to educate public on genetically edited food. *Newswise*. Retrieved from <https://newswise.com/articles/ufifas-researchers-will-try-to-educate-public-on-genetically-edited-food->
- Foster, K. (2018, June). UF/IFAS researchers will try to educate public on genetically edited food. Retrieved from <http://fosterfollynews.net/2018/06/02/uf-ifas-researchers-will-try-to-educate-public-on-genetically-edited-food/>
- Iacovone, R. (2018, June). UF researches consumer perceptions of genetically modified foods. Retrieved from <http://news.wjct.org/post/uf-researches-consumer-perception-genetically-modified-foods>
- Southeast Ag Net. (2018, May). USDA/NIFA invests research on the implications of gene editing technologies. Retrieved from <http://southeastagnet.com/2018/05/12/usda-nifa->

[invests-research-gene-editing/](#)

- Morning Ag Clips. (2018, April). What people think about livestock practices: Analyzing the attitudes and awareness of Floridians and the U.S. population. Retrieved from <http://www.morningagclips.com/what-people-think-about-livestock-practices/>
- Linden, T. (2018, March). Florida Fruit & Vegetable Association promoting peaches. *The Produce News*. Retrieved from <http://www.producenews.com/category-list/23665-florida-fruit-vegetable-association-promoting-peaches>
- Payne, J. (2018, February). Ag Talk. *FloridAgriculture e-News*. Retrieved from <http://www.floridafarmbureau.org/ag-talk-2/>
- Payne, J. (2018, February). Citrus greening not a good thing. *The Suncoast News*. Retrieved from http://www.suncoastnews.com/opinion/citrus-greening-not-a-good-thing/article_4f7911e8-0b84-11e8-8e58-a35f576b23a2.html
- Payne, J. (2018, January). Social science can help solve citrus greening. *News-Press*. Retrieved from <https://www.news-press.com/story/opinion/contributors/2018/01/26/social-science-can-help-solve-citrus-greening/1069410001/?from=new-cookie>
- Pensacola News Journal. (2018, January). Register now for the fruit and vegetable conference set for February. Retrieved from <http://www.pnj.com/story/entertainment/dining/table/2018/01/16/table-settings-chick-fil-thanks-customers-free-mystery-breakfast-item/1035004001/>
- Jameson, M. (2018, January). Meet the keynote speaker for the panhandle fruit and vegetable conference. *Growing Florida*. Retrieved from <http://florida.growingamerica.com/news/2018/01/meet-the-keynote-speaker-for-the-panhandle-fruit-and-vegetable-conference-2018-01-08>
- Morning Ag Clips. (2018, January). A plan for agritourism in Florida. Retrieved from <http://www.morningagclips.com/a-plan-for-agritourism-in-florida/>
- Vegetable Grower News. (2017, May). UF/IFAS host regional agri-tourism conference. Retrieved from <http://vegetablegrowersnews.com/news/ufifas-host-regional-agri-tourism-conference/>
- UF/IFAS. (2017, March). Florida peach industry webinar. *Morning AgClips*. Retrieved from <http://www.morningagclips.com/florida-peach-industry-webinar/>
- Fry, K. (2017, January). What do you know about Florida peaches? *VSCNews*. Retrieved from <http://vsnews.com/1121-2/>
- UF/IFAS. (2016, November). Food safety knowledge passes from one generation to the next. *Horti Daily*. Retrieved from <http://www.hortidaily.com/article/30090/Food-safety-knowledge-passes-from-one-generation-to-the-next>

- Kornfield, M. (2016, November). UF study: Parents passing down bad food safety habits. *The Gainesville Sun*. Retrieved from <http://www.gainesville.com/news/20161106/uf-study-parents-passing-down-bad-food-safety-habits>
- Buck, B. (2016, November). Study: Food safety knowledge-or lack thereof-passed from one generation to the next. *Lab Manager*. Retrieved from <http://www.labmanager.com/news/2016/11/study-food-safety-knowledge-or-lack-thereof-passed-from-one-generation-to-next#.WCCj0dxeKiF>
- US AgNet. (2016, November). Food knowledge (or lack thereof) passed between generations. *Pennsylvania Ag Connection*. Retrieved from <http://www.pennsylvaniaagconnection.com/story-national.php?Id=2321&yr=2016>
- UF/IFAS. (2016, November). UF/IFAS study: Food safety knowledge-or lack thereof-passed from one generation to the next. *Newswise*. Retrieved from <http://newswise.com/articles/uf-ifas-study-food-safety-knowledge-or-lack-thereof-passed-from-one-generation-to-next>
- US AgNet. (2016, November). Food knowledge (or lack thereof) passed between generations. *Wisconsin Ag Connection*. Retrieved from <http://www.wisconsinagconnection.com/story-national.php?Id=2321&yr=2016>
- Buck, B. (2016, November). Parents transfer food safety knowledge. *Morning Ag Clips*. Retrieved from <https://www.morningagclips.com/parents-transfer-food-safety-knowledge/>
- US AgNet. (2016, November). Food knowledge (or lack thereof) passed between generations. *Kentucky Ag Connection*. Retrieved from <http://www.kentuckyagconnection.com/story-national.php?Id=2321&yr=2016>
- Johnson, B. (2016, Fall). Grower 411: Study shows opportunities for growers. *Blueberry News*. Retrieved from <http://floridablueberrygrowers.com/2016/09/29/grower-411-study-shows-opportunities-for-growers/#more-2551>
- Blueberry News. (2016, Fall) 'Fresh from Florida' shines spotlight on blueberries. Retrieved from <http://floridablueberrygrowers.com/2016/10/10/the-fresh-from-florida-campaign-was-created-increase-consumer-awareness/>
- Boldsky. (2016, July). *Do you know that blueberries can improve vision and memory?* Retrieved from www.boldsky.com/health/wellness/2016/do-you-know-blueberries-can-improve-vision-and-memory-102662.html
- Serpico, R. (2016, July). *UF study finds people don't know about benefits of blueberries*. Retrieved from http://www.alligator.org/news/campus/article_101a8acc-47db-11e6-a65b-3f501f950a0f.html
- The Kashmir Monitor. (2016, July). *Do you know blueberries can improve vision and memory?* Retrieved

from <http://www.kashmirmonitor.in/Details/106414/do-you-know-blueberries-can-improve-vision-and-memory>

- Buck, B. (2016, July). Blueberries' health benefits better than many perceive. *Farmer & Rancher*. Retrieved from <http://farmerandrancher.com/2016/07/06/blueberries-health-benefits-better-than-many-perceive/>
- Buck, B. (2016, July). Blueberries' health benefits better than many perceive. *Before it's news*. Retrieved from <http://beforeitsnews.com/science-and-technology/2016/07/blueberries-health-benefits-better-than-many-perceive-2834599.html>
- Rusnak, P. (2016, June). Survey: Consumers hungry for more info on GMOs. *Growing Produce*. Retrieved from <http://www.growingproduce.com/vegetables/survey-consumers-hungry-for-more-info-on-gmos/>
- McLeod, A. (2016, June). UF survey shows most Floridians want to know more about genetically modified foods. *Southeast AgNet*. Retrieved from <http://southeastagnet.com/2016/06/22/uf-survey-shows-most-floridians-want-to-know-more-about-genetically-modified-foods/>
- McLeod, A. (2016, June). UF survey shows most Floridians want to know more about genetically modified foods. *Growing Florida*. Retrieved from http://growingfl.com/news/2016/06/uf-survey-shows-most-floridians-want-to-know-more-about-genetically-modified-foods-2016-06-23/?utm_source=Growing+Florida&utm_campaign=8178c53b3a-growingfl-daily-newsletter&utm_medium=email&utm_term=0_a00cf5c16f-8178c53b3a-296639853
- Buck, B. (2016, June). What you may not know about blueberries' health benefits. *Lab Manager*. Retrieved from <http://www.labmanager.com/news/2016/06/what-you-may-not-know-about-blueberries-health-benefits?fw1pk=2#.V3EyYY5eKiF>
- Stepin2. (2016, June). *Blueberries' benefits are better than you think*. Retrieved from <http://www.stepin2mygreenworld.com/healthyliving/blueberries-benefits-better-think/>
- New York Ag Connections. (2016, June). *Blueberries health benefits better than many perceive*. Retrieved from <http://www.newyorkagconnection.com/story-national.php?Id=1327&yr=2016>
- Buck, B. (2016, June). Blueberries' health benefits better than many perceive. *Fruit Growers News*. Retrieved from <http://fruitgrowersnews.com/news/blueberries-health-benefits-better-many-perceive/>
- All4Women. (2016, June). *Blueberries may be even better than we thought*. Retrieved from <http://www.all4women.co.za/773397/health/nutrition/blueberries-may-even-better-thought>
- NDTV Food. (2016, June). *Eating blueberries can improve your visions and memory*. Retrieved from <http://food.ndtv.com/health/eating-blueberries-can-improve-your-vision-and-memory->

[1422572](#)

- Dna. (2016, June). *Eating blueberries can help you retain youth, improve memory and vision*. Retrieved from <http://www.dnaindia.com/health/report-eating-blueberries-can-help-you-retain-youth-improve-memory-and-vision-2226570>
- Heslip, N. (2016, June). The power of blueberries. *Brownfield Ag News for America*. Retrieved from <http://brownfieldagnews.com/2016/06/22/the-power-of-blueberries/>
- AhmedabadMirror. (2016, June). *Berry berry memorable*. Retrieved from <http://www.ahmedabadmirror.com/others/you/Berry-berry-memorable/articleshow/52872763.cms>
- News 18. (2016, June). *Do you know blueberries can improve vision and memory?* Retrieved from <http://www.news18.com/news/lifestyle-2/do-you-know-blueberries-can-improve-vision-and-memory-1260388.html>
- Fresh Plaza. (2016, June). *Blueberries' health benefits better than many perceive*. Retrieved from <http://www.freshplaza.com/article/159641/Blueberries-health-benefits-better-than-many-perceive>
- Zee News Health. (2016, June). *Blueberries can improve memory, vision*. Retrieved from http://zeenews.india.com/news/health/health-news/blueberries-can-improve-memory-vision_1898661.html
- Bollywood Country. (2016, June). *Do you know blueberries can improve vision and memory?* Retrieved from <http://www.bollywoodcountry.com/?q=detail/special/do-you-know-blueberries-can-improve-vision-and-memory?/68897>
- NDTV. (2016, June). *Do you know blueberries can improve vision and memory?* Retrieved from <http://www.ndtv.com/health/do-you-know-blueberries-can-improve-vision-and-memory-1421973>
- Buck, B. (2016, June). Blueberries' health benefits better than many perceive. *IFAS News*. Retrieved from <http://news.ifas.ufl.edu/2016/06/blueberries-health-benefits-better-than-many-perceive/>
- Buck, B. (2016, June). Blueberries health benefits better than many perceive. *Growing Florida*. Retrieved from <http://growingfl.com/news/2016/06/blueberries-health-benefits-better-than-many-perceive-2016-06-20/>
- ScienceDaily. (2016, June). *Blueberries' health benefits better than many perceive*. Retrieved from <https://www.sciencedaily.com/releases/2016/06/160617120711.htm>
- Buck, B. (2016, June). Blueberries healthier than many perceive. *Morning Ag Clips*. Retrieved from https://www.morningagclips.com/blueberries-healthier-than-many-perceive/?utm_content=articles&utm_campaign=NLCampaign&utm_source=Newslette

[r&utm_term=newsletteredition&utm_medium=email](#)

Stone Hearth News. (2016, June). *Blueberries' health benefits better than many perceive: University of Florida Institute of Food and Agricultural Science*. Retrieved from <http://www.stonehearthnewsletters.com/en/blueberries-health-benefits-better-than-many-perceive-university-of-florida-institute-of-food-and-agricultural-sciences/updates/>

Randall. (2016, June). University of Florida/IFAS Helping farmers break into local food movement. *Southeast AgNet*. Retrieved from <http://southeastagnet.com/2016/06/08/university-of-floridaifas-helping-farmers-break-into-local-food-movement/?shared=email&msg=fail>

Grenrock, S. (2016, June). Farmers break into local food movement. *Morning Ag Clips*. Retrieved from https://www.morningagclips.com/farmers-break-into-local-food-movement/?utm_content=articles&utm_campaign=NLCampaign&utm_source=Newsletter&utm_term=newsletteredition&utm_medium=email

Collen, C. (2016, June). Floridians have food waste concerns. *America Fruit*. Retrieved from <http://www.fruitnet.com/americafruit/article/168903/floridians-have-food-waste-concerns>

McLeod, A. (2016, June). Most Floridians concerned about food waste, safety. *Growing Florida*. Retrieved from http://growingfl.com/news/2016/06/survey-most-floridians-concerned-about-food-waste-safety-2016-06-01/?utm_source=Growing+Florida&utm_campaign=e1b2186dfa-growingfl-daily-newsletter&utm_medium=email&utm_term=0_a00cf5c16f-e1b2186dfa-296639853

Grenrock, S. (2016, June). UF/IFAS helps local farmers break into the local food movement. *Growing Florida*. Retrieved from http://growingfl.com/news/2016/06/ufifas-helps-local-farmers-break-local-food-movement/?utm_source=Growing+Florida&utm_campaign=e1b2186dfa-growingfl-daily-newsletter&utm_medium=email&utm_term=0_a00cf5c16f-e1b2186dfa-296639853

Buck, B. (2016, March). UF/IFAS study identifies opportunity for further promotion of Florida strawberries. *Perishable News*. Retrieved from <http://www.perishablenews.com/index.php?article=0051349>

Southeast AgNet. (2016, March). *UF/IFAS study identifies opportunity for further promotion of Florida strawberries*. Retrieved from <http://southeastagnet.com/2016/03/17/ufifas-study-identifies-opportunity-for-further-promotion-of-florida-strawberries/#more-136580>

Buck, B. (2016, March). Study finds marketing opportunity for Florida strawberries. *Fruit Growers News*. Retrieved from <http://fruitgrowersnews.com/news/study-finds-marketing-opportunity-florida-strawberries/>

- Hortidaily. (2016, March). *US (FL): Untapped potential in strawberry marketing*. Retrieved from <http://www.hortidaily.com/article/25076/US-%28FL%29-Untapped-potential-in-strawberry-marketing>
- GlobalFoodMate. (2016, March). *Marketing opportunities for Florida's strawberries*. Retrieved from http://news.foodmate.com/201603/news_46661.html
- Ohlemeier, D. (2016, March). Study: Consumers know little about Florida strawberries. *The Packer*. Retrieved from <http://www.thepacker.com/news/study-consumers-know-little-about-florida-strawberries?>
- Fresh Plaza. (2016, March). *Marketing opportunities for Florida's strawberries*. Retrieved from <http://www.freshplaza.com/article/155210/Marketing-opportunities-for-Floridas-strawberries>
- Ohlemeier, D. (2016, March). Study: Consumers know little about Florida strawberries. *Produce Retailer*. Retrieved from <http://www.produceretailer.com/news/study-consumers-know-little-about-florida-strawberries>
- Rusnak, P. (2016, March). Marketing malfunction stunting growth of Florida strawberries. *Growing Produce*. Retrieved from <http://www.growingproduce.com/farm-management/marketing/marketing-malfunction-stunting-growth-of-florida-strawberries/>
- Buck, B. (2016, March). Time for a new marketing approach when it comes to strawberries. *Crestview News Bulletin*. Retrieved from <http://www.crestviewbulletin.com/article/20160317/BUSINESS/160319289>
- Buck, B. (2016, March). UF/IFAS study identifies opportunity for further promotion of Florida strawberries. *Newswise*. Retrieved from <http://newswise.com/articles/uf-ifas-study-identifies-opportunity-for-further-promotion-of-florida-strawberries>
- Buck, B. (2016, March). UF/IFAS study identifies opportunity for further promotion of Florida strawberries. *Growing Florida*. Retrieved from http://growingfl.com/news/2016/03/uf-ifas-study-identifies-opportunity-for-further-promotion-of-florida-strawberries-2016-03-18/?utm_source=Growing+Florida&utm_campaign=377011d00c-growingfl-daily_newsletter&utm_medium=email&utm_term=0_a00cf5c16f-377011d00c-296639853
- Buck, B. (2016, March). Opportunity for Fla. Strawberries. *Morning AgClips*. Retrieved from <https://www.morningagclips.com/opportunity-for-fla-strawberries/>
- Buck, B. (2016, March). UF/IFAS study identifies opportunity for further promotion of Florida strawberries. *IFAS News*. Retrieved from <http://news.ifas.ufl.edu/2016/03/uffas-study-identifies-opportunity-for-further-promotion-of-florida-strawberries/>
- Ohlemeier, D. (2016, February). Florida blueberry growers hear about retail marketing challenges. *The Packer*. Retrieved from <http://www.thepacker.com/news/florida->

[blueberry-growers-hear-about-retail-marketing-challenges](#)

- Ostrander, A. (2016, February). Study: Labels make a difference. *The Independent Florida Alligator*. Retrieved from http://www.alligator.org/news/campus/article_b6796688-c967-11e5-8e49-0390b1c2f389.html
- VanVranken, R. (2015, December). Don't take advantage of views on "Local" when marketing. *Growing Produce*. Retrieved from <http://www.growingproduce.com/vegetables/dont-take-advantage-of-views-on-local-when-marketing/>
- Payne, J. (2015, September). Perspective: Records requests hijack scientists' time. *Tampa Bay Times*. Retrieved from <http://www.tampabay.com/news/perspective/perspective-records-requests-hijack-scientists-time/2245131>
- Woolstenhume, B. (2015, September). Sharing our story. *Utah Farm Bureau News*. Retrieved from http://www.issuu.com/utahfarmbureau/docs/sept_2015_utah_farm_bureau_news_re
- The American Soybean Association. (2015, September). ASAAP tackles climate change, GMOs, drought, other soybean industry issues. *High Plains/Midwest Ag Journal*. Retrieved from http://www.hpj.com/crops/asaap-tackles-climate-change-gmos-drought-other-soybean-industry-issues/article_ed899749-961b-5593-acab-2ce92308fc0a.html
- American Soybean Association. (2015, August). ASAAP tackles climate change, GMOs, drought, other soybean industry issues. Retrieved from <https://soygrowers.com/asaap-tackles-climate-change-gmos-drought-other-soybean-industry-issues/>
- Payne, J. (2015, August). Activists misuse open records requests to harass researchers. *The Conversation*. Retrieved from <http://theconversation.com/activists-misuse-open-records-requests-to-harass-researchers-46452>
- Copeland, H. (2015, August). Local and seasonal is going over big with consumers. *Tallahassee Democrat*. Retrieved from <http://www.tallahassee.com/story/life/food/2015/08/05/local-seasonal-going-big-consumers/31187505/>
- Brown, S. (2015, July). Collaboration of citrus greening researchers begins 5-year plan to save citrus. *Phys.org*. Retrieved from <http://phys.org/news/2015-06-collaboration-citrus-greening-year.html>
- Eckert, K. (2015, February). Florida study shows consumers lack information on GMOs. *The Country Today*. Retrieved from http://www.thecountrytoday.com/farm/crops/article_6e0a491e-ab11-11e4-9bb8-2ffe78dbdff8.html
- Eddie. (2014, December). UF: Survey shows Floridians have concerns about food safety, GMOs. *Florida LambdaRail*. Retrieved from <http://www.flrnet.org/?p=6272>

- Randall. (2014, December). UF/IFAS PIE Center survey shows Floridians have food safety concerns. *Southeast Ag Net*. Retrieved from <http://southeastagnet.com/2014/12/09/uffas-pic-center-survey-shows-floridians-have-food-safety-concerns/>
- Rusnak, P. (2014, December). Survey shows food safety, GMOs among public-issue concerns for Floridians. *Growing Produce*. Retrieved from <http://www.growingproduce.com/vegetables/survey-shows-food-safety-gmos-among-public-issue-concerns-for-floridians/>
- UF News. (2014, December). Survey shows Floridians have concerns about food safety, GMOs. *Florida Trend*. Retrieved from <http://www.floridatrend.com/article/17899/tuesdays-afternoon-update>
- University of Florida. (2014, December). Survey shows Floridians have concerns about food safety, GMOs. *Holstein World*. Retrieved from <http://www.holsteinworld.com/story.php?id=69222&title=Survey-shows-Floridians-have-concerns-about-food-safety,-GMOs#sthash.8SRhmjeI.woXuFXoc.dpbs>
- University of Florida. (2014, December). Survey shows Floridians have concerns about food safety, GMOs. *AG Professional*. Retrieved from <http://www.agprofessional.com/news/survey-shows-floridians-concern-about-food-safety-gmos>
- Anderson, M. (2014, December). UF/IFAS survey shows Floridians have concerns about food safety and GMOs. *CLJNews*. Retrieved from <http://www.cljnews.com/20141212uffas-survey-shows-floridians-have-concerns-about-food-safety-and-gmos>
- Anderson, M. (2014, December). Survey shows Floridians have concerns about food safety, GMOs. *Growing Florida*. Retrieved from <http://growingfl.com/features/2014/12/survey-shows-floridians-have-concerns-about-food-safety-gmos/>
- Anderson, M. (2014, December). Survey shows Floridians have concerns about food safety, GMOs. *Drovers Cattle Network*. Retrieved from <http://www.cattlenetwork.com/news/industry/survey-shows-floridians-have-concerns-about-food-safety-gmos>
- Anderson, M. (2014, December). Survey shows Floridians have concerns about food safety, GMOs. *Newswise*. Retrieved from <http://www.newswise.com/articles/survey-shows-floridians-have-concerns-about-food-safety-gmos>
- Buchanan, J. (2014, March). 'Local Choice' marketing campaign hits a snag. *Highlands Today*. Retrieved from <http://www.highlandstoday.com/list/highlands-agri-leader-news/local-choice-marketing-campaign-hits-a-snag-20140319/>
- Schweers, J. (2014, January). UF survey: Food safety among the biggest concerns for most Floridians. *The Gainesville Sun*. Retrieved from

<http://www.gainesville.com/article/20140106/ARTICLES/140109817>

Food Safety News. (2014, January). *UF survey: Floridians rank food safety top concern after economy, health care*. Retrieved from <http://www.foodsafetynews.com/2014/01/floridians-rank-food-safety-as-top-concern/#.Vfa7d3teIbU>

Moore-Wilmoth, K. (2013, December). Food safety is among top concerns for Floridians, UF/IFAS survey finds. *University of Florida News*. Retrieved from <http://news.ufl.edu/archive/2013/12/food-safety-is-among-top-concerns-for-floridians-ufifas-survey-finds.html>

Computer Skills



- Adobe Acrobat Reader
- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Final Cut Pro
- SPSS
- Max QDA
- WordPress
- E-learning tools (Sakai, Carmen, Voice Thread)
- Qualtrics