

Allison R. Byrd

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Previously Allison R. Fortner

Education

The University of Georgia, Athens, Georgia **May 2024**
Ph.D. in Agricultural Leadership, Education and Communication, Science Communication

Dissertation:

Informing Science Communication to Recruit Graduate Students Using Cultural Dimensions, Audience Segmentation, and Uses and Gratifications

Certificate:

Graduate Certificate in International Agriculture

International Internship:

Safe Seaweed Coalition, France, Spring 2022

The University of Georgia, Athens, Georgia **December 2021**
Master of Agricultural and Environmental Education, Science Communication

Thesis:

Communicating Research from a Land Grant University Using Social Media: Exploring Source Credibility across Audiences and Platforms

The University of Georgia, Athens, Georgia **August 2016**
Bachelor of Science in Agriculture, Agricultural Communication

Certificate:

Leadership and Service

Study Abroad:

Culture-Centered Communication & Engagement, Romania, Summer 2016

Professional Experience

Assistant Research Scientist **August 2024 – Present**

Department of Agricultural Leadership, Education and Communication

University of Georgia, Athens, GA

Major Responsibilities:

- Lead external-facing communication activities for the Real Pork Trust Consortium (RPTC) a five-year, multi-university, interdisciplinary grant funded by the National Pork Board that brings together collaborators across five universities to answer questions about pork and pork products
- Develop and test communication and research methodologies on building public trust in agricultural and environmental science
- Collaborate with animal scientists, agricultural communicators, agricultural educators, and external entities to effectively communicate the scientific findings of the RPTC grant project through online content and training development
- Mentor graduate and undergraduate students in research methodologies and tailored communications strategies

Graduate Research Assistant **August 2020 – May 2024**

Department of Agricultural Leadership, Education and Communication

University of Georgia, Athens, GA

Major Responsibilities:

- Built website and constructed a public-facing communication plan for the Real Pork Trust Consortium
- Engaged in writing and editing of peer-reviewed journal articles (14 published, 2 in review) that utilized quantitative, qualitative, and mixed-methods research approaches

- Coordinated the creation and design of a [website](#) for the Alexa Lamm Lab of researchers, including training colleagues on how to blog about recent research and teaching activities
- Conducted nationwide, web-based survey research about the communication tool use of graduate students at top-ranked colleges of agriculture in four research areas around the U.S.
- Conducted research about the communication preferences of exemplary graduate researchers within the College of Agricultural and Environmental Sciences (CAES)
- Presented research findings to faculty within CAES to provide suggestions on how to use best communication practices to recruit diverse prospective graduate students
- Coordinated social media efforts on behalf of the Assistant Dean for Research in CAES
- Collected and analyzed social media engagement information to explore the effects of emphasized elements of source credibility on Instagram and Twitter engagement
- Strategically identified and crafted press releases about peer-reviewed publications authored by CAES scholars within the CAES five main areas of research exploration

International Intern

June 2021 – March 2022

Safe Seaweed Coalition, Virtual, Paris, France, and Roscoff, France

Major Responsibilities:

- Built a framework for the first two cohorts of the Coalition's Seaweed Ambassadors Program in which 21 seaweed enthusiasts from five continents came together to share evidence-based seaweed information with their personal and professional networks
- Coordinated correspondence about and organization of a photo library from global seaweed stakeholders to accurately represent the seaweed value chain online and with the media
- Created topic briefs to communicate to specific audiences the most pressing issues in safely scaling up the seaweed industry to contribute to sustainable food production and carbon sequestration
- Corresponded with international seaweed scholars and professionals about the current state of the seaweed value chain as the industry scales up in the Western World
- Assisted in facilitating a virtual UN Food Systems Summit Science Days Side Event about domestication for sustainable seaweed aquaculture, including running slides and creating follow-up reports
- Crafted communications materials to assist in the publication of accomplishments of grant recipients
- Toured, observed and photographed seaweed industry stakeholders and academic researchers in Brittany, France
- Attended and contributed to discussions at 2022 Monaco Ocean Week's Seaweed Day

Administrative Associate

May 2019 – July 2020

Department of Agricultural Leadership, Education and Communication

University of Georgia, Athens, GA

Major Responsibilities:

- Created content for and maintained ALEC website and social media accounts
- Managed a team of two student assistants, including scheduling and day-to-day task assignments
- Supported faculty, staff and students including building access, departmental scheduling and technology distribution
- Managed departmental recruitment efforts by attending fairs, crafting promotional products and scheduling prospective student visits
- Assisted the ALEC Graduate Coordinator in building departmental policies and procedures that shaped the department's new Ph.D. program

Assistant Marketing Director

June 2016 – April 2019

Super-Sod, Alpharetta, GA

Major Responsibilities:

- Managed and created *SuperSod.com* and *Soil3.com* content through a content management system while utilizing best practices to optimize content and ensure clear and consistent messaging
- Wrote, published and tracked performance of educational blog and social media content for Super-Sod and Soil3
- Produced, edited, organized and distributed promotional and educational content in the form of videos, photographs, feature stories, press releases, infographics and handouts
- Maintained email marketing list of more than 90,000 contacts who received monthly updates and promotions through customer relationship management platform
- Managed event coordination for home and gardening events and produced content surrounding the events for further digital distribution

Assistant to the Executive Director

April 2014 - June 2016

Georgia Milk Producers, Watkinsville, GA

Major Responsibilities:

- Coordinated registration, check-in, exhibitor relations and payments for the Georgia Dairy Conference
- Edited and distributed monthly newsletter, *Georgia Milk Review*, for dairymen and industry affiliates
- Coordinated inaugural Georgia Dairy Youth Foundation Junior Board of Directors applications, interviews and leadership activities

Communications Intern

May 2015 - July 2015

American Hereford Association, Kansas City, MO

Major Responsibilities:

- Produced daily highlight videos, photographed activities and developed magazine stories, and wrote press releases as part of the Communications Team for the week-long Junior National Hereford Expo
- Managed the event schedule of the mobile app for the Junior National Hereford Expo
- Wrote and edited story copy for *Hereford World* magazine
- Shadowed the development of the AHA national ad campaign and participated in campaign photo shoot

Scholarly Publications

Refereed Journal Articles

17. Rodman, J., Masambuka-Kanchewa, F., Lamm, A. J., Sanders, C., Qu, S., Retallick, M. S., Lamm, K. W., Schnor, S., & **Byrd, A. R.** (submitted – in review). Student perceptions of agricultural communication: Art or science? *Journal of Applied Communications*.
16. **Byrd, A. R.**, & Lamm, A. J. (2024). Exploring communication in agricultural and environmental science graduate student recruitment: A media richness approach. *Journal of Agricultural Education*, 65(2), 177-190. <https://doi.org/10.5032/jae.v65i2.2454>
15. **Byrd, A.**, Gibson, K. E., Sanders, C. E., Corry, R., Lamm, K. W., & Lamm, A. J. (2023). An educational exploration of Generation Z's systems thinking tendencies and green consumer values. *Journal of Agricultural Education*, 64(4), 15-28. <https://doi.org/10.5032/jae.v64i4.64>
14. **Byrd, A. R.**, Sanders, C. E., & Lamm, A. J. (2023). Cultural dimensions and communication: An exploratory study informing agricultural and environmental science graduate student recruitment. *Journal of Applied Communications*, 107(4). <https://doi.org/10.4148/1051-0834.2503>
13. Sanders, C. E., Gibson, K., **Byrd, A.**, Markosyan, T., & Lamm, A. J. (2023). Exploring the social media health information seeking patterns of rural residents to provide communication strategies for Extension. *Journal of Applied Communications*, 107(4). <https://doi.org/10.4148/1051-0834.2499>

12. **Byrd, A. R.**, Lamm, A. J., Holt, J., Borron, A., & Moore, A. J. (submitted – in review). Exploring engagement across social media platforms for agricultural and environmental science communication. *Journal of Agricultural Education*.
11. **Byrd, A. R.**, & Lamm, A. J. (submitted – in review). A uses and gratifications approach to communicating with prospective graduate students in agricultural and environmental sciences. *Journal of Agricultural Education*.
10. Sanders, C. E., **Byrd, A. R.**, Gibson, K. E., Golson, A., Lamm, K. W., & Lamm, A. J. (2023). Teaching systems-thinking concepts with hypothetical case scenarios: An exploration in food-systems science education. *Foods*, 12(14), 2663. <https://doi.org/10.3390/foods12142663>
9. Gibson, K. E., Sanders, C. E., **Byrd, A. R.**, Lamm, K. W., & Lamm, A. J. (2023). The influence of sustainability on identities and seafood consumption: Implications for food systems education for Generation Z. *Foods*, 12(10), 1933. <https://doi.org/10.3390/foods12101933>
8. **Byrd, A. R.**, Sanders, K., & Lamm, A. J. (2023). An exploratory study of the influence of international scholars on social media engagement across platforms [Research Note]. *Journal of International Agricultural and Extension Education*, 30(1), 74-84. <https://doi.org/10.4148/2831-5960.1045>
7. Lamm, A. J., Lamm, K. W., Trojan, S., Sanders, C. E., & **Byrd, A. R.** (2023). A needs assessment to inform research and outreach efforts for sustainable agricultural practices and food production in the western United States. *Foods*, 12(8), 1630. <https://doi.org/10.3390/foods12081630>
6. Sanders, C. E., Markosyan, T., Gibson, K. E., **Byrd, A. R.**, & Lamm, A. J. (2023). Improving sustainable food access and availability in rural communities: An assessment of needed resources. *Sustainability*, (15)7, 6293. <https://doi.org/10.3390/su15076293>
5. Sanders, C. E., **Fortner, A. R.**, Gibson, K. E., Lamm, K. W., & Lamm, A. J. (2022). Teaching systems thinking concepts using hypothetical case scenarios: An exploration in agricultural education. *Journal of Agricultural Education*, 63(4), 135-150. <https://doi.org/10.5032/jae.2022.04135>
4. **Fortner, A. R.**, Lamm, A. J., Borron, A., Holt, J., & Moore, A. J. (2022). Exploring source credibility when communicating about agricultural science on Twitter. *Journal of Applied Communications*, 106(3). <https://doi.org/10.4148/1051-0834.2436>
3. **Fortner, A. R.**, Gibson, K. E., & Lamm, A. J. (2021). U.S. geographic differences in mainstream media source use during COVID-19 shelter in place orders. *Journal of Applied Communications*, 105(4). <https://doi.org/10.4148/1051-0834.2415>
2. Gibson, K. E., **Fortner, A. R.**, Lamm, A. J., & Warner, L. A. (2021). Managing demand-side water conservation in the United States: An audience segmentation approach. *Water*, 13(21), 2992. <https://www.mdpi.com/2073-4441/13/21/2992>
1. Gibson, K. E., **Fortner, A. R.**, Lamm, A. J., & Wilson, M. (2021). Examining agricultural and environmental scientists' research collaborations in a college of agricultural and environmental science. *Journal of Applied Communications*, 105(2). <https://doi.org/10.4148/1051-0834.2381>

Conference Presentations

28. **Byrd, A., & Qu, S.** (submitted). *Striking a balance: Creating short-form social media videos to share research and showcase personality* [Professional development session]. 2025 Association for International Agricultural and Extension Education Annual Meeting, Inverness, Scotland.
27. Lamm, A. J., Lamm, K. W., **Byrd, A.**, Qu, S., Masambuka-Kanchewa, F., Johnson, A., Sanders, C. E., Retallick, M., & Gabler, N. (submitted). *Can we use artificial intelligence to communicate agricultural science? Testing consumer perceived transparency* [Oral or poster presentation]. 2025 Association for International Agricultural and Extension Education Annual Meeting, Inverness, Scotland.
26. Beauchamp, R., Holt, J., **Byrd, A.**, Lu, P., & Ramsey, M. (submitted). *Communicating climate: Message testing climate terminology* [Ideas at work presentation]. 2025 Association for International Agricultural and Extension Education Annual Meeting, Inverness, Scotland.
25. Adhikari, M., Qu, S., Lamm, A.J., Karki, A., Dzinoreva, T.A., **Byrd, A.**, Lamm, K.W., Masambuka-Kanchewa, F., Sanders, C.E., Retallick, M. (submitted). *Pork knowledge gap among the U.S. consumers: The role of socioeconomic status and perception* [Oral or poster presentation]. 2025 Association for International Agricultural and Extension Education Meeting, Inverness, Scotland.
24. Ramsey, E. Q., Hardison-Moody, A., Sanders, C. E., **Byrd, A.**, Lamm, A., Qu, S., Masambuka-Kanchewa, F., Retallick, M., & Lamm, K. W. (submitted). *From necessity to tradition: Exploring pork-centric recipes in African American culinary history* [Oral or poster presentation]. 2025 Association for International Agricultural and Extension Education Annual Meeting, Inverness, Scotland.
23. Ramsey, M., Holt, J., Lu, P., & **Byrd, A.** (submitted). *Predicting climate policy support: Insights from U.S. public opinion* [Ideas at work presentation]. 2025 Association for International Agricultural and Extension Education Annual Meeting, Inverness, Scotland.
22. **Byrd, A. R.**, Lamm, A. J., Lamm, K., Holt, J., & Sapp, R. (2024, April). *An empirical comparison of individual-level and country-level cultural dimensions in college of agriculture students* [Research abstract presentation]. 2024 Association for International Agricultural and Extension Education's Annual Meeting, Orlando, FL, USA.
21. Dustman, E. A., **Byrd, A. R.**, & Lamm, A. J. (2024, February). *Using art to communicate agricultural and environmental science* [Professional development session]. 2024 National Agricultural Communications Symposium. Atlanta, GA, USA.
20. **Byrd, A. R.**, Lamm, A. J., Holt, J., Lamm, K., & Sapp, R. (2024, February). *An empirical exploration of communication channel use for prospective graduate students in a college of agricultural sciences* [Research abstract presentation]. 2023 Southern Region American Association for Agricultural Education Conference, Atlanta, GA, USA.
19. Sanders, C. E., Gibson, K. E., **Byrd, A. R.**, Markosyan, T., & Lamm, A. J. (2023, June). *Exploring the social media health information seeking patterns of rural residents to provide communication strategies for Extension* [Research paper presentation]. 2023 Association for Communication Excellence in Agriculture and Natural Resources Conference, Asheville, NC, USA.
18. **Byrd, A. R.**, Sanders, C. E., & Lamm, A. J. (2023, June). *Cultural dimensions and communication: An exploratory study informing agricultural and environmental science graduate student recruitment* [Research paper presentation]. 2023 Association for Communication Excellence in Agriculture and Natural Resources Conference, Asheville, NC, USA.

17. **Byrd, A. R.**, & Lamm, A. J. (2023, May). *Communication channel use: Assessing media richness as an approach to graduate student recruitment in a college of agricultural and environmental science* [Research paper presentation]. 2023 American Association for Agricultural Education National Conference, Raleigh, NC, USA.
16. **Byrd, A. R.**, & Lamm, A. J. (2023, May). *Communicating with prospective agricultural and environmental sciences graduate students through a uses and gratifications lens* [Research paper presentation]. 2023 American Association for Agricultural Education National Conference, Raleigh, NC, USA.
15. **Byrd, A. R.**, Gibson, K. E., Sanders, C. E., Corry, R., Lamm, K. W., & Lamm, A. J. (2023, May). *Exploring the relationship between systems thinking tendencies and green consumer values to inform innovative educational connections* [Research paper presentation]. 2023 American Association for Agricultural Education National Conference, Raleigh, NC, USA.
14. Sanders, C. E., **Byrd, A. R.**, Gibson, K. E., Golson, A., Lamm, K. W., & Lamm, A. J. (2023, May). *Developing transformational learning tools to increase systems thinking capacity: Implications for agricultural education* [Research paper presentation]. 2023 American Association for Agricultural Education National Conference, Raleigh, NC, USA.
13. Oyugi, M. A., **Fortner, A. R.**, Lamm, A. J., Lamm, K. W., and Adhikari, S. (2023, May). *Determining if country of origin impacts pro-environmental behaviors among young consumers to inform agricultural communication messages* [Research abstract presentation]. 2023 Association for International Agricultural and Extension Education's Annual Meeting, Guelph, Canada.
12. **Fortner, A. R.**, & Lamm, A. J. (2023, April). *Exploring science communication views of leaders: A case study of a global coalition in an evolving agricultural industry* [Research abstract presentation]. 2023 Association of International Agricultural and Extension Education Annual Conference, Guelph, Canada.
11. Sanders, C. E., **Fortner, A. R.**, Lamm, K. W., Lamm, A. J., Trojan, S., & Edgar, D. W. (submitted – accepted). *A needs assessment to inform research and outreach efforts for sustainable agricultural practices in the Western United States* [Abstract presentation]. 2022 Western Region American Association for Agricultural Education Conference: Las Cruces, NM.
10. **Fortner, A. R.**, Gibson, K. E., Sanders, C. E., Lamm, K. W., & Lamm, A. J. (2022, June). *Systems thinking and environmentally conscious consumption in Generation Z students* [Conference panel discussion]. 2022 International Association for Society and Natural Resources International Conference, San José, Costa Rica.
9. Gibson, K. E., Sanders, C. E., **Fortner, A. R.**, Lamm, K. W., & Lamm, A. J. (2022, June). *Investigating students' conceptualization of the role of seafood in the food system using systems thinking* [Conference panel discussion]. 2022 International Association for Society and Natural Resources International Conference, San José, Costa Rica.
8. Sanders, C. E., **Fortner, A. R.**, Gibson, K. E., Lamm, K. W., & Lamm, A. J. (2022, June). *Systems thinking hypothetical case scenarios: An innovative teaching method for environmental and natural resource education* [Conference panel discussion]. 2022 International Association for Society and Natural Resources International Conference, San José, Costa Rica.
7. Sanders, C. E., **Fortner, A. R.**, Gibson, K. E., Lamm, K. W., & Lamm, A. J. (2022, May). *Teaching systems thinking using hypothetical case scenarios: An exploration in agricultural and natural resource education* [Research paper presentation]. American Association for Agricultural Education National Conference, Oklahoma City, OK.

6. Sanders, K. E., **Fortner, A. R.**, & Lamm, A. J. (2022, April). *Body-mapping as a pedagogical technique for identity articulation within an international agricultural development course* [Research abstract presentation]. 2022 Association for International Agricultural and Extension Education Conference, Thessaloniki, Greece.
5. **Fortner, A. R.**, Lamm, A. J., Holt, J., Borron, A., & Moore, A. J. (2022, February). *Exploring source credibility across social media platforms to inform agricultural and environmental science communication* [Research paper presentation]. 2022 National Agricultural Communications Symposium, New Orleans, LA.
4. **Fortner, A. R.**, Lamm, A. J., Holt, J., Borron, A., & Moore, A. J. (2022, February). *Exploring the impact of source credibility when communicating about agricultural science on Twitter* [Research paper presentation]. 2022 National Agricultural Communications Symposium, New Orleans, LA.
3. Gibson, K. E., **Fortner, A. R.**, & Lamm, A. J. (submitted – accepted). *Safeguarding freshwater resources through environmental outreach: An audience segmentation approach* [Research abstract presentation]. 2021 Southeastern Environmental Education Alliance Conference, Columbia, SC.
2. Gibson, K. E., Lamm, A. J., & **Fortner, A. R.** (2021, June). *Using audience segmentation to encourage public engagement in meaningful, knowledge-based freshwater resource protection* [Research abstract]. 2021 International Association for Society and Natural Resources Conference (Virtual).
1. Gibson, K. E., **Fortner, A. R.**, Lamm, A. J., Moore, A. J., & Wilson, M. C. (2021, February). *Informing a college of agricultural and environmental science's communication efforts by examining research collaborations* [Research paper presentation]. 2021 National Agricultural Communications Symposium (Virtual).

Conference Posters

19. Ramsey, E. Q., Schnor, S., Sanders, C. E., **Byrd, A.**, Lamm, A., Qu, S., Masambuka-Kanchewa, F., Retallick, M., & Lamm, K. W. (submitted). *Local insights to global strategies: How consumer values drive pork consumption* [Poster presentation]. 2025 Association for International Agricultural and Extension Education Meeting, Inverness, Scotland.
18. Dustman, E. A., **Byrd, A. R.**, Lamm, A. J., Lamm, K.W., Sanders, C.E., Qu, S. Masambuka-Kanchewa, F., & Retallick, M.S. (2024, February). *An exploration into commodity board communication: Social media considerations* [Poster presentation]. 2024 National Agricultural Communications Symposium, Atlanta, GA.
17. **Byrd, A. R.**, Lamm, A. J., & Holt, J. (2023, June). *Informing strategic environmental communication by exploring how demographic characteristics impact environmental consumption values* [Research poster presentation]. 2023 Association for Communication Excellence in Agriculture and Natural Resources Conference, Asheville, NC.
16. Oyugi, M. A., **Byrd, A. R.**, Markosyan, T., Erskine, O. M., Lamm, A. J., Lamm, K. W. (2023, June). *Examining gender differentials in green consumption values of young consumers to inform pro-environmental science communication* [Research poster presentation]. 2023 Association for Communication Excellence Conference: Asheville, NC.
15. Markosyan, T., **Byrd, A. R.**, Erskine, O. M., Oyugi, M., Lamm, A. J., Foxe, J. & Litzler, E. (2023, June). *Data visualization's hidden power to communicate impact evaluation results* [Innovative ideas poster presentation]. 2023 Association for Communication Excellence Conference: Asheville, NC.
14. Gibson, K. E., Sanders, C. E., Markosyan, T., **Byrd, A. R.**, & Lamm, A. J. (2023, May). *Exploring rural Georgia residents' Extension needs for improving food access* [Research poster presentation]. 2023 American Association for Agricultural Education National Conference, Raleigh, NC.

13. Gibson, K. E., **Byrd, A. R.**, Lamm, A. J., & Lamm, K. W. (2023, May). *Modeling determinants of residential water conservation behaviors to inform agricultural education programs*. [Research poster presentation]. 2023 American Association for Agricultural Education National Conference, Raleigh, NC.
12. **Fortner, A. R.**, Sanders, C. E., & Lamm, A. J. (2023, April). *How cultural dimensions influence communicating with prospective agricultural and environmental science graduate students* [Poster presentation]. 2023 Association of International Agricultural and Extension Education Annual Conference, Guelph, Canada.
11. **Byrd, A. R.**, Gibson, K. E., Lamm, A. J., & Holt, J. (2023, April). *Water conservation communication and audience segmentation: Environmental consumption for southeastern states* [Poster presentation]. CleanTech Symposium. Athens, GA.
10. Gibson, K. E., **Byrd, A. R.**, Lamm, A. J., Lamm, K. W., & Holt, J. (2023, April). *Managing sustainable residential water consumption in the Southeastern United States: Do rewards or punishment influence conservation?* [Poster presentation]. CleanTech Symposium. Athens, GA.
9. Gibson, K. E., **Fortner, A. R.**, & Lamm, A. J. (2023, February). *Framing messages to improve health interventions in rural areas: A fear appeals approach* [Poster presentation]. 2023 Southern Rural Sociological Association, Oklahoma City, OK.
8. **Fortner, A. R.**, & Lamm, A. J. (accepted). *Recruiting top researchers: Communicating with potential graduate students by exploring uses and gratifications* [Poster presentation]. 2023 National Agricultural Communication Symposium: Oklahoma City, OK.
7. **Fortner, A. R.**, Gibson, K. E., Sanders, C. E., Lamm, K. W., & Lamm, A. J. (2022, April). *Undergraduate students' systems thinking and environmentally conscious consumption tendencies: An exploratory empirical analysis* [Poster presentation]. Cleantech Symposium, Athens, GA.
6. Sanders, C. E., **Fortner, A. R.**, Gibson, K. E., Lamm, K. W., & Lamm, A. J. (2022, April). *Teaching systems thinking for sustainability in the seafood industry: A mixed-method approach* [Poster presentation]. Cleantech Symposium, Athens, GA.
5. Gibson, K. E., Sanders, C. E., **Fortner, A. R.**, Lamm, K. W., & Lamm, A. J. (2022, April). *Do you know a fisherman? Understanding undergraduate students' experiences with seafood and their conceptualization of the future of sustainable seafood* [Poster presentation]. Cleantech Symposium: Athens, GA.
4. **Fortner, A. R.**, Sanders, C. E., & Lamm, A. J. (2022, April). *Exploring the influence of international scholars on social media engagement across platforms* [Poster presentation]. 2022 Association for International Agricultural and Extension Education Conference, Thessaloniki, Greece.
3. Gibson, K. E., Sanders, C. E., **Fortner, A. R.**, & Lamm, A. J. (2022, February). *Water Conservation and the Politically Polarized Audience: Examining Audience Segmentation through the 2020 U.S. Presidential Election* [Poster presentation]. 2022 National Agricultural Communications Symposium, New Orleans, LA.
2. **Fortner, A. R.** & Lamm, A. J. (2021, June). *Impact of source credibility when communicating about agricultural science on Twitter: An exploratory study* [Poster presentation]. 2021 Association for Communication Excellence in Agriculture and Natural Resources Conference (Virtual). <https://aceweb.org/ACE-2021-Academic-and-Research-Awards>

1. **Fortner, A. R.**, Gibson, K. E., & Lamm, A. J. (2021, February). *Exploring geographic differences in mainstream news source use during COVID-19* [Poster presentation]. 2021 National Agricultural Communications Symposium (Virtual).

Popular Press Publications

Press Releases

- Southscapes. (2021, June). Poultry science department builds faculty teams to face complex industry demands.
- UGA CAES Newswire. (2021, March). Cellular research finds why cool cows can provide more milk.
- UGA CAES Newswire. (2021, January). Organic practices to increase soybean nutrients could benefit farmers in developing countries.
- UGA CAES Newswire. (2021, January). Community perceptions of hemp.
- UGA CAES Newswire. (2021, January). Clay models track the activity of beneficial insects in turfgrass.
- UGA CAES Newswire. (2020, December). Researchers identify critical animal and food industry issues to inform and effect change.
- UGA Today. (2020, November). Pecan research to help producers meet demand.
- UGA Today. (2020, November). Biodegradable containers can benefit gardeners.

Magazine Features

- Hereford World. (2015, September). Game face.
- Hereford World. (2015, September). Generations of exhibitors.
- Hereford World. (2015, July). All things Hereford.

University Teaching Experience

Teaching Assistant

Fall 2021

FYOS 1001 – *Using Art to Communicate Science*

University of Georgia

- Created and led lessons on science communication and public trust, graphic design, and creating art using with various forms of media
- Assisted with reviewing student materials, tracking student attendance, and answering students questions in-class and online
- Facilitated the creation and evaluation of final class assignments
- Planned and executed experiential learning opportunities outside the classroom at various campus locations
- Course Description: This course is designed to teach students about how we have and should use art to communicate science and how to apply the practice to benefit themselves, their family and friends, their work, their communities and ultimately the world. Topics will include an overview of science communication, diverse art forms, and discussions on how to use diverse forms of art to communicate scientific concepts and ideas. This course is designed for all students who are interested in exploring new ways to use visual and auditory forms of communication to showcase the power of scientific innovation.

Guest Lectures and Invited Presentations

18. **Byrd, A. R.** (2024, October). *Your Science on Social Media: Credibly Sharing Research from Your Unique Scientific Position*. Guest lecture in POUL 8050 Scientific Communication Skills Training. University of Georgia. Athens, GA.

17. **Byrd, A. R.** (2024, September). *Conflict Resolution and Conflict-Handling Styles*. Guest lecture in ALDR 3000 Leadership in Groups and Teams. University of Georgia. Athens, GA.
16. **Byrd, A. R.** (2024, September). *Strategic Planning: Developing Skills as an Issue Leader*. Guest lecture in FYOS 1001 First Year Odyssey Seminar. University of Georgia. Athens, GA.
15. **Byrd, A. R.** (2024, September). *Understanding Consumers and Exploring Hedonics*. Guest lecture in AGCM 8710 Agriculture and Environmental Science Communication Theory. University of Georgia. Athens, GA.
14. Masambuka-Kanchewa, F., Qu, S., & **Byrd, A.** (2024, April 17). *Real Pork Trust Consortium Communication Research Panel*. Sanders, C. E. (Organizer). Real Pork Scholars Educational Series (Virtual).
13. **Byrd, A. R.** (2023, November). *Using Social Media to Communicate Science*. Guest lecture in POUL 8050 Scientific Communication Skills Training. University of Georgia. Athens, GA.
12. **Byrd, A. R.** (2023, October). *Introduction to Website Design*. Guest lecture in AEE 311 Communications and Media. North Carolina State University (Virtual).
11. **Byrd, A. R.** (2023, September). *Prospective Graduate Student Website Preferences*. Guest presentation at University of Georgia Department of Horticulture Faculty Meeting. University of Georgia. Athens, GA.
10. **Byrd, A. R.** (2023, April). *Targeting Communication to Recruit Your Ideal Graduate Student*. Guest presentation at University of Georgia Department of Animal and Dairy Science Faculty Meeting. University of Georgia. Athens, GA.
9. **Byrd, A. R.** (2023, April). *Targeting Communication to Recruit Your Ideal Graduate Student*. Guest presentation at UGA College of Agricultural and Environmental Sciences Department Heads Meeting. University of Georgia. Athens, GA.
8. **Fortner, A. R.** (2022, December). *Prospective Graduate Student Website Preferences*. Guest presentation at Institute for Plant Breeding, Genetics and Genomics Fall Faculty Meeting. University of Georgia. Athens, GA.
7. **Fortner, A. R.** (2022, November). *Communicating Science Using Social Media*. Guest lecture in POUL 8050 Scientific Communication Skills Training. University of Georgia. Athens, GA.
6. **Fortner, A. R.** (2022, October). *Observing New Audiences and Communicating with Them*. Guest lecture in AGCM 2200 Communicating in Agricultural and Environmental Sciences. University of Georgia. Athens, GA.
5. **Fortner, A. R.** (2021, December). *Communicating Science Using Social Media*. Guest lecture in POUL 8050 Scientific Communication Skills Training. University of Georgia. Athens, GA.
4. **Fortner, A. R.** (2021, November). *Social Media Analytics*. Guest lecture in AGCM 8700 Communicating about Agricultural and Environmental Scientific Innovation. University of Georgia. Athens, GA.
3. **Fortner, A. R.** (2021, February). *Social Media Safety*. Presentation at Georgia 4-H Southwest District Monthly Officer Meeting (Virtual).
2. Daniels, R., Mitchell, M., Santos, A., Zwirn, W., & **Fortner, A.R. (Moderator)**. (2020, February). *Unexpected Career Paths*. UGA CAES Alumni Association Ag Dawgs at Work Panel. University of Georgia. Athens, GA.

1. Lamm, A. J. & Fortner, A. R. (2019, August). *Welcome to the Department of Agricultural Leadership, Education and Communication: Expectations and clarity*. New Graduate Student Orientation. University of Georgia. Athens, GA.

Honors and Awards

Association for International Agricultural and Extension Education

- Graduate Student Scholarship Award for 2023 AIAEE Conference in Guelph, Canada 2023
- Distinguished Poster for the 2022 AIAEE Conference in Thessaloniki, Greece 2022
Exploring the Influence of International Scholars on Social Media Engagement Across Platforms
- Graduate Student Scholarship Award for 2022 AIAEE Conference in Thessaloniki, Greece 2022

National Agricultural Communications Symposium

- Second Runner-Up Research Paper for the 2022 NACS Symposium in New Orleans, LA 2022
Exploring the Impact of Source Credibility When Communicating about Agricultural Science on Twitter

Association for Communication Excellence

- *Journal of Applied Communications* Article of the Year at the 2024 ACE Meeting in Salt Lake City, Utah 2024
Exploring the Social Media Health Information Seeking Patterns of Rural Residents to Provide Communication Strategies for Extension
- Runner-Up, Outstanding Research Paper for the 2023 ACE Meeting in Asheville, NC 2023
Exploring the social media health information seeking patterns of rural residents to provide communication strategies for Extension.
- Outstanding Research Poster for the 2021 ACE Meeting; Virtual 2021
Impact of source credibility when communicating about agricultural science on Twitter: An exploratory study

University of Georgia

- Graduate School Domestic Travel Funding Award 2024
- 1st Place in College of Agricultural and Environmental Sciences Ag Abroad Photo Contest 2023
- Graduate School International Travel Funding Award 2022, 2023
- College of Agricultural and Environmental Sciences Travel Scholarship 2022
- Outstanding Senior in Agricultural Communication 2016
- Presidential Scholar 2013, 2014
- Dean's List 2012

American Ag Editors Association

- Summer Marketing and Communications Internship and Ag Media Summit Stipend Recipient 2015

Southeast Produce Council

- STARS Scholarship Recipient 2015

Professional Leadership and Service

Agricultural Communicators of Tomorrow

2012- 2016

- National Vice President, responsible for Critique and Contest National Competition, 2015-2016
- UGA Chapter President, responsible for scheduling meetings and member professional development, 2015-2016
- UGA Chapter Vice President, in charge of arranging guest speakers and online events, 2014-2015

Association for Communication Excellence

2021 - 2023

- Member

Association for International Agricultural and Extension Education 2022 - Present

- Member
- Annual Conference Oral Presentation Judge, 2024
- Annual Conference Oral Presentation Timekeeper, 2023

Georgia FFA Organization 2023 - 2024

- National Officer Candidate Media Interview Practice, 2024
- Prepared Public Speaking Leadership Development Event Manuscript Reviewer, 2023
- Agricultural Education Leadership Development Event Exam Proctor, 2023

International Association for Society and Natural Resources 2022 - 2023

- Member

Safe Seaweed Coalition 2022 - Present

- International Seaweed Ambassador, 2022-2024
- Member Round Table Discussion Facilitator, 2023

UGA Agricultural Leadership, Education and Communication Department 2020 - Present

- Research Poster Guest Judge for AGCM 2200: Communicating in Agricultural and Environmental Sciences, 2024
- Professional Portfolio Reviewer for Agricultural Communication graduates, 2020-2022, 2024
- Ad Hoc Committee for Better Use of Four Towers Space, 2021

UGA ALEC Department Graduate Student Association 2020 - 2024

- Co-President, 2023-2024
- Secretary, 2022-2023
- Member, 2020-Present

UGA College of Agricultural and Environmental Sciences Alumni Association 2016 - Present

- Ag Dawg Insiders Social Network Promotion Volunteer, 2021
- Ag Dawg Kickoff Volunteer, 2020

UGA Extension 2023 - Present

- UGA Family and Consumer Sciences Extension Statewide Needs Assessment
[Executive Summary Graphic Design](#)

UGA Sigma Alpha, Professional Agricultural Sorority 2013 - 2016

- Scholarship Committee, 2016
- Parliamentarian, 2014-2015
- Agricultural Awareness Committee, 2015
- Professional Development Committee, 2014
- Public Relations/Alumni Committee, 2013

Media Coverage

Research

- Longview News-Journal. (2022, May). UGA student works to revolutionize the seaweed industry.

- Gwinnett Daily Post. (2022, May). UGA student works to revolutionize the seaweed industry.
- The Albany Herald. (2022, May). UGA student works to revolutionize the seaweed industry.
- Morning Ag Clips. (2022, May). Student works to revolutionize seaweed industry.
- UGA Today. (2022, May). Student works to revolutionize the seaweed industry.

Personal

- UGA CAES Cultivating Curiosity Podcast. (2022, June). An up-and-coming coastal commodity.
- UGA CAES Cultivate. (2022, June). Globe getter: Allison Fortner.

Skills

- Adobe InDesign, Photoshop, Illustrator, and Premiere Pro
- SPSS
- MAXQDA
- Qualtrics Online Survey Design and Distribution
- Team Collaboration and Writing
- Research
- Social Media Analytics
- WordPress Website Management