

Allison R. Byrd

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Previously Allison R. Fortner

Education

The University of Georgia, Athens, Georgia **January 2022 – Present**
Ph.D. in Agricultural Leadership, Education and Communication **GPA: 4.00/4.00**

Degree in Progress

Certificate:

International Agriculture (started during MAEE program, to be completed in Ph.D. program)

International Internship:

Safe Seaweed Coalition, France, Spring 2022

The University of Georgia, Athens, Georgia **August 2020 – December 2021**
Master of Agricultural and Environmental Education, Science Communication **GPA: 4.00/4.00**

Thesis:

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

Certificate:

International Agriculture (started during MAEE program, to be completed in Ph.D. program)

The University of Georgia, Athens, Georgia **August 2016**
Bachelor of Science in Agriculture, Agricultural Communication **GPA: 3.97/4.00**

Certificate:

Leadership and Service

Study Abroad:

Culture-Centered Communication & Engagement, Romania, Summer 2016

Computer Skills:

Adobe InDesign, Photoshop, Premiere, Illustrator, and Microsoft Office Suite

Professional Experience

Graduate Research Assistant **August 2020 – Present**

Department of Agricultural Leadership, Education and Communication

University of Georgia, Athens, GA

Major Responsibilities:

- Coordinate 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
- Conduct research about the communication preferences of exemplary graduate researchers within the College of Agricultural and Environmental Sciences (CAES)
- Coordinate social media efforts on behalf of the Assistant Dean for Research in CAES
- Collect and analyze social media engagement information to explore the effects of emphasized elements of source credibility on Instagram and Twitter engagement
- Strategically identify and write press releases about peer-reviewed publications authored by CAES scholars within the CAES five main areas of research exploration
- Assist in the publication of research manuscripts in academic journals

Intern and Event Volunteer

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

Computer Systems and Receiving Worker

March 2013 - August 2014

Central Research Stores

University of Georgia, Athens, GA

Major Responsibilities:

- Maintained Chemical Abstract Database with Chematix System
- Received and shipped chemicals and inventory throughout the University

Instructional Video Producer/Clerical Assistant

August 2012 - March 2013

Instrument Shop

University of Georgia, Athens, GA

Major Responsibilities:

- Produced instructional PowerPoints and videos on assembling and operating complex machinery
- Initiated project to convert to paperless filing system

Scholarly Publications

Refereed Journal Articles

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>

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>

Fortner, A. R., Sanders, K., & Lamm, A. J. (submitted - in revisions). An exploratory study of the influence of international scholars on social media engagement across platforms [Research Note]. *Journal of International Agricultural and Extension Education*.

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>

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>

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 Abstracts, Papers, and Proceedings

Sanders, C. E., **Byrd, A. R.**, Gibson, K. E., Golson, A., Lamm, K. W., & Lamm, A. J. (submitted). Developing transformational learning tools to increase systems thinking capacity: Implications for agricultural education. [Oral presentation]. American Association for Agricultural Education, Raleigh, NC, USA.

Gibson, K. E., **Fortner, A. R.**, & Lamm, A. J. (forthcoming February 2023). *Framing messages to improve health interventions in rural areas: A fear appeals approach*. Abstract presentation at the 2023 Southern Rural Sociological Association. Oklahoma City, OK.

Oyugi, M. A., **Fortner, A. R.**, Lamm, A. J., Lamm, K. W., and Adhikari, S. (forthcoming April 2023). *Determining if country of origin impacts pro-environmental behaviors among young consumers to inform agricultural communication messages*. Oral presentation at 2023 Association for International Agricultural and Extension Education's Annual Meeting, Canada.

Fortner, A. R., & Lamm, A. J. (forthcoming April 2023). *Exploring science communication views of leaders: A case study of a global coalition in an evolving agricultural industry*. Oral presentation at 2023 Association of International Agricultural and Extension Education Annual Conference: Guelph, Canada.

Sanders, C. E., **Fortner, A. R.**, Lamm, K. W., Lamm, A. J., Trojan, S., & Edgar, D. W. (accepted). *A needs assessment to inform research and outreach efforts for sustainable agricultural practices in the Western United States*. Abstract presentation at the 2022 Western Region American Association for Agricultural Education Conference: Las Cruces, NM.

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 at the International Association for Society and Natural Resources International Conference: San José, Costa Rica.

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 at the International Association for Society and Natural Resources International Conference: San José, Costa Rica.

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 at the International Association for Society and Natural Resources International Conference: San José, Costa Rica.

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 presented at the American Association for Agricultural Education National Conference: Oklahoma City, OK.

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*. Abstract presented at the Association for International Agricultural and Extension Education Conference: Thessaloniki, Greece.

Fortner, A. R., Lamm, A. J., Holt, J., Borrón, A., & Moore, A. J. (2022, February). *Exploring source credibility across social media platforms to inform agricultural and environmental science communication*. Research paper presented at the National Agricultural Communications Symposium: New Orleans, LA.

Fortner, A. R., Lamm, A. J., Holt, J., Borrón, A., & Moore, A. J. (2022, February). *Exploring the impact of source credibility when communicating about agricultural science on Twitter*. Research paper presented at the National Agricultural Communications Symposium: New Orleans, LA.

Gibson, K. E., **Fortner, A. R.**, & Lamm, A. J. (2021, June). *Safeguarding freshwater resources through environmental outreach: An audience segmentation approach*. Abstract accepted for presentation at the Southeastern Environmental Education Alliance Conference: Columbia, SC.

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*. Abstract presented at the International Association for Society and Natural Resources Conference (Virtual).

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 presented at the National Agricultural Communications Symposium (Virtual).

Conference Posters and Proceedings

Fortner, A. R., Sanders, C. E., & Lamm, A. J. (forthcoming April 2023). *How cultural dimensions influence communicating with prospective agricultural and environmental science graduate students*. Poster presentation at 2023 Association of International Agricultural and Extension Education Annual Conference: Guelph, Canada.

Fortner, A. R., & Lamm, A. J. (accepted). *Recruiting top researchers: Communicating with potential graduate students by exploring uses and gratifications*. Research poster presentation at 2023 National Agricultural Communication Symposium: Oklahoma City, OK.

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 presented at the Cleantech Symposium. Athens, GA.

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 presented at the Cleantech Symposium. Athens, GA.

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 presented at the Cleantech Symposium. Athens, GA.

Fortner, A. R., Sanders, C. E., & Lamm, A. J. (April, 2022). *Exploring the influence of international scholars on social media engagement across platforms*. Poster presented at the Association for International Agricultural and Extension Education Conference: Thessaloniki, Greece.

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 presented at the National Agricultural Communications Symposium: New Orleans, LA.

Fortner, A. R. & Lamm, A. J. (2021, June). *Impact of source credibility when communicating about agricultural science on Twitter: An exploratory study*. Poster presented at Association for Communication Excellence in Agriculture and Natural Resources Conference (Virtual). <https://aceweb.org/ACE-2021-Academic-and-Research-Awards>

Fortner, A. R., Gibson, K. E., & Lamm, A. J. (2021, February). *Exploring geographic differences in mainstream news source use during COVID-19*. Poster presented at the 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.

Guest Lectures and Presentations

Fortner, A. R. (2022, December). *Prospective Graduate Student Website Preferences*. Guest presentation at Institute for Plant Breeding, Genetics and Genomics Fall Faculty Meeting. Athens, GA.

Fortner, A. R. (2022, November). *Communicating Science Using Social Media*. Guest lecture in POUL 8050 Scientific Communication Skills Training. Athens, GA.

Fortner, A. R. (2022, October). *Observing New Audiences and Communicating with Them*. Guest lecture in AGCM 2200 Communicating in Agricultural and Environmental Sciences. Athens, GA.

Fortner, A. R. (2021, December). *Communicating Science Using Social Media*. Guest lecture in POUL 8050 Scientific Communication Skills Training. Athens, GA.

Fortner, A. R. (2021, November). *Social Media Analytics*. Guest lecture in AGCM 8700 Communicating about Agricultural and Environmental Scientific Innovation. Athens, GA.

Fortner, A. R. (2021, February). *Social Media Safety*. Presentation at Georgia 4-H Southwest District Monthly Officer Meeting (Virtual).

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. Athens, GA.

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. Athens, GA.

Honors and Awards

Association for International Agricultural and Extension Education

- 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

- 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 International Travel Funding Award 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 - 2022

- Member

Association for International Agricultural and Extension Education

2022 - Present

- Member

International Association for Society and Natural Resources

2022 - Present

- Member

- UGA Agricultural Leadership, Education and Communication Department** 2020 - Present
- Professional Portfolio Reviewer for Agricultural Communication graduates, 2020-2021
 - Ad Hoc Committee for Better Use of Four Towers Space, 2021
- UGA ALEC Graduate Student Association** 2020 – Present
- Secretary, 2022-2023
 - Member
- 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 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.

Community Involvement

- Beech Haven Church** 2019 – Present
- Vacation Bible School volunteer
 - Children’s Ministry volunteer
 - Small Group events coordination volunteer
- University of Georgia Baptist Collegiate Ministries** 2012 – 2016
- Small Group Leader, 2015-2016
 - Dinner Theatre Volunteer Coordinator, 2015
 - Community Service, Outreach, Fundraiser and Missions Trip participant, 2012-2016