

BAFFOUR-AWUAH, DENNIS

Dept. of Agricultural Leadership, Education & Communication, University of Georgia
Dennis.BaffourAwuah@uga.edu

SKILLS

Research: Experimental design and Data collection, Scientific writing, Statistical analysis, Laboratory management

Communication: Radio & webinar hosting, Podcasting, Blogging, Public speaking, Written & Oral Presentation

Agronomic: Crop management, Sustainable Agriculture techniques

Extension: Farmers field days, “Catch Them Young” programs in secondary schools, Workshop organizing, Farm Visits

Technical: PCR, Gel Electrophoresis, DNA extraction, Micropropagation, Callus culture, Somatic embryogenesis, Sequence analysis

EDUCATION AND TRAINING

PhD. Agricultural Leadership, Education and Communication

University of Georgia, USA

Jan 2025 - Date

MPhil. Nuclear Agriculture (Mutation Breeding & Plant Biotechnology).

University of Ghana, Legon.

Aug 2019 – Jul 2022

- Project: Influence of 2,4-D and picloram on calli induction and shoot and root regeneration in cassava (*Manihot esculenta* Crantz)

BSc. Agricultural Biotechnology.

Kwame Nkrumah University of Science and Technology.

Sept 2011 - May 2015

- Project: Genotyping different accessions of *Solanum macrocarpon*.

Fellow| Cornell Alliance for Science Global Leadership Program.

Cornell University, Ithaca, New York, USA.

Aug 2018 - Nov 2018

- Acquired skills in strategic communication, global agricultural biotechnology policy, grassroots mobilization and scientific innovation advocacy

Intern | Microbiology and Immunology Laboratory | Center for Medical Parasitology|

University of Copenhagen, Copenhagen, Denmark.

Jun 2013 – Aug 2013

- Trained in basic laboratory aseptic techniques, cell culture, and microscopy

RELEVANT WORK EXPERIENCE

Graduate Research Assistant| Dept. of Agricultural Leadership, Education and Communication (ALEC)

University of Georgia, Athens, USA

Jan 2025 - Date

- Assist in Data collection and analysis, research writing, presentation at various meetings,

course preparation, teaching and grading, and supporting ALEC Department events.

Programs Officer| Alliance for Science Ghana

Nov 2018 – Nov 2024

- Engage farmers in good practices and provide extension advice. Promote agricultural research and discourse among farmers, policymakers, students, and stakeholders in Ghana. Organize public engagements and training sessions to enhance understanding of agricultural innovations. Shape communication strategies for good agricultural practices.

Course Tutor | University of Cape Coast, Ghana

Jun 2021 – Feb 2023

- Assisted in teaching and grading distance students in the math and science department at the University of Cape Coast's College of Distance Education. Introduced students to molecular genetics basics and its applications. Mentored students in career paths related to molecular genetics.

Agriculture Extension Agent| Nation Builder Corp Program

Ministry of Food and Agriculture, Cape Coast, Ghana.

Nov 2018 - Nov 2021

- Trained farmers in best practices in Efutu. Conducted regular home and farm visits for assessments. Maintained detailed records of their operations.

Laboratory Demonstrator| Molecular Biology and Biotechnology Lab

University of Cape Coast, Cape Coast, Ghana.

Aug 2019 – Aug 2020

- Conducted experiments and supported lecturers in practical sessions. Aided students with projects and resolved their issues.

PEER-REVIEWED ARTICLES

Batame, M., **Baffour-Awuah, D.**, Lamm, A. J., Lamm, K. W., Fields, J., Altland, J., & Signorini, G. (2026). Exploring Growers' Perspectives on Substrate Transitions in American Specialty Crop Production: Challenges and Opportunities for Research and Communication. *Sustainability*, 18(11), 5682. <https://doi.org/10.3390/su18115682>

Lee, C.-L., **Baffour-Awuah, D.**, Lamm, A. J., Rivera, M. J., Guédot, C., Blaauw, B. R., Byrd, A. R., DiGiacomo, G., Piñero, J., Wilson, J. K., & Leskey, T. (2026). Factors influencing tree-fruit growers' perceptions of IPM implementation in the eastern United States. *Discover Sustainability*. <https://doi.org/10.1007/s43621-026-03403-6>

Gakpo, J. O., Andoh-Arthur Yapp, G., Cheng, S., Davies, E., **Baffour-Awuah, D.**, & Bosomtwe, M. A. (2026). News media framing of gene-edited crops: a study of sources and perspectives. *JCOM* 25(3), A05. <https://doi.org/10.22323/345620260208065601>

Baffour-Awuah, D., Lamm, A. J., Allison, B., Lamm, K., Sanders, C., Qu, S., Masambuka-Kanchewa, F., & Retallick, M. (2026). Exploring how music influences hedonic response to, elaboration on, and recall of scientific information about gene-edited pigs. *Journal of Applied Communication*. (In Press).

Baffour-Awuah, D., Lamm, A. J., Allison, B., Lamm, K., Sanders, C., Masambuka-Kanchewa, F.,

Qu, S., & Retallick, M. (2025). Communicating animal science using the Theory of Planned Behavior: Insights into pork consumption drivers. *Journal of Applied Communication*. (Submitted & under review).

Batame, M., Ayelazuno, R. A., & **Baffour-Awuah, D.** (2025). A Review of the federal conservation programs in the United States: Examining Motivations, Challenges, and Policy recommendations for enhancing the conservation reserve program adoption. *European Journal of Development Studies*, 5(5), 20–32. <https://doi.org/10.24018/ejdevelop.2025.5.5.430>

Gakpo, J. O., **Baffour-Awuah, D.**, & Agyei, D. M. A. (2025). How hunger drives conversations on agricultural technologies: an analysis of the rhetoric of pro-GMO advocates on selected Ghanaian media platforms. *JCOM* 24(03), A04. <https://doi.org/10.22323/146420250604091500>

Gakpo, J. O., & **Baffour - Awuah, D.** (2024). The evolution of media reportage on GMOs in Ghana following approval of first GM crop. *GM Crops & Food*, 15(1), 16–27. <https://doi.org/10.1080/21645698.2024.2365481>

Baffour-Awuah, D. (2021). Engaging learners across the globe: Fun and Education Global Network. *Childhood Education*, 97(6), 64–67. <https://doi.org/10.1080/00094056.2021.2000307>

CONFERENCE PRESENTATIONS

Baffour-Awuah, D., Batame, M., Lamm, A. J., Lamm, K., Fields, J., Guil, S., & Altland, J. (June 2026). *Understanding Specialty Crop Growers' Needs and Communication Preferences for Peat Alternative Adoption*. Oral Presentation, International Association for Society and Natural Resources (IASNR) Conference, Corvallis, Oregon, USA.

Ajiferuke, O., Lamm, A. J., **Baffour-Awuah, D.**, Lee, C., Allison, B., DiGiacomo, G., Pinero, P., Rivera, M., Blaauw, B., Guedot, C., Neilsen, A., Wilson J., & Leskey, T. (June 2026). *Exploring Factors Influencing Adoption of Integrated Pest Management (IPM) Strategies by Eastern U.S. Tree Fruit Growers: Insights from the Theory of Planned Behavior*. Oral Presentation, Association for Communication Excellence annual meeting, Billings, Montana, USA.

Baffour-Awuah, D., Lamm, A. J., Allison, B., Lamm, K., Sanders, C., Qu, S., Retallick, M., & Masambuka-Kanchewa, F. (June 2026). *Beats, Beliefs, and Bioengineering: Exploring how Music Shapes Attitudes toward Gene-Edited Pigs on Instagram*. Oral Presentation, Association for Communication Excellence annual meeting, Billings, Montana, USA.

Baffour-Awuah, D., Byrd, A., Lamm, A. J., & Leskey, T. (June 2026). *Communicating effectively about Spotted Lanternfly biological controls with wine consumers*. Poster Presentation, Association for Communication Excellence annual meeting, Billings, Montana, USA.

Baffour-Awuah, D., Ajiferuke, O., Lamm, A. J., Byrd, A., Drew, H., DiGiacomo, G., Urban, J., Fearer, C., Nielsen, A., & Leskey, T. (March 2026). *Building Stronger Conversations Between Wine Producers and Scientists to Address Spotted Lanternfly*. Oral Presentation, Eastern Branch Meeting, Entomology Society of America, Saratoga Springs, New York, USA.

Baffour-Awuah, D., Lamm, A. J., Allison, B., Lamm, K., Sanders, C., Qu, S., Masambuka-Kanchewa, F., & Retallick, M. (February 2026). *Exploring Scientific Messaging about Gene-edited Pigs Using Music as a Hedonic Cue*. Oral Presentation, National Agricultural Communication Symposium (NACS), Southern Association of Agricultural Scientists (SAAS) Conference, Louisville, Kentucky, USA.

Baffour-Awuah, D., Lamm, A. J., Drew, H., Allison, B., DiGiacomo, G., Leskey, L., Urban, J., & Nielsen, A. (February 2026). *Strengthening Communication Between Wine Producers and Scientists to Address Spotted Lanternfly*. Poster Presentation, National Agricultural Communication Symposium (NACS), Southern Association of Agricultural Scientists (SAAS) Conference, Louisville, Kentucky, USA.

Gakpo, J. O., Andoh-Arthur Yapp, G., Cheng, S., Davies, E., **Baffour-Awuah, D.**, Bosomtwe, M. (February 2026). *News Media Framing of Gene-edited Crops in Ghana*. Poster Presentation, National Agricultural Communication Symposium (NACS), Southern Association of Agricultural Scientists (SAAS) Conference, Louisville, Kentucky, USA.

Baffour-Awuah, D., Lee, C., Lamm, A. J., Byrd, A., DiGiacomo, G., Pinero, J., Rivera, M., Blaauw, B., Guédot, C., Nielsen, A., Wilson, J., & Leskey, T. (January 2026). *Adopters' Perspectives on the Gains and Struggles of IPM: A Focus Group Study in the Eastern United States*. Oral Presentation, American Association for Agricultural Education, Southern Association of Agricultural Scientists (SAAS) Conference, Louisville, Kentucky, USA.

Batame, M., **Baffour-Awuah, D.**, Lamm, A. J., Lamm, K., Fields, J., Guil, S., & Altland, J. (January 2026). *Identifying Specialty Crop Growers' Experiences, Challenges, and Research Needs Associated with Substrate Transitions*. Oral Presentation, American Society for Horticultural Science, Southern Association of Agricultural Scientists (SAAS) Conference, Louisville, Kentucky, USA.

Baffour-Awuah, D., Lamm, A. J., Lee, C., Byrd, A., Ajiferuke, O., Orton, G., DiGiacomo, G., & Leskey, T. (May 2025). *Assessing the Benefits and Challenges of Integrated Pest Management for Sustainable Adoption*. Poster Presentation, 2nd Integrative Precision Agriculture Conference, Perry, Georgia, USA.

Ajiferuke, O., Lamm, A. J., Lee, C., Byrd, A., **Baffour-Awuah, D.**, Orton, G., DiGiacomo, G., & Leskey, T. (May 2025). *Integrated Pest Management in Eastern Orchards: Current Adoption, Challenges, & Communication Pathways*. Poster Presentation, 2nd Integrative Precision Agriculture Conference, Perry, Georgia, USA.

Gakpo, J. O., **Baffour-Awuah, D.**, & Agyei, D. M. A. (February 2025). *Analysis of pro-GMO Rhetoric in Ghanaian Media*. Poster Presentation, National Agricultural Communication Symposium (NACS), Southern Association of Agricultural Scientists (SAAS) Conference, Irving, Texas, USA.

Baffour-Awuah, D., Gakpo, J. O., & Agyei, D. M. A. (July 2024). *How Hunger Drives Conversations on Agricultural Technologies: An Analysis of the Rhetoric of GMOs on Selected Ghanaian Media Platforms*. Oral Presentation, 10th International Conference of the African Association for Rhetoric, Accra, Ghana.

OTHER WORK EXPERIENCES

Editorial Assistant| Catholic Mission Press

Cape Coast, Ghana.

Oct 2023 – Date

Planned, developed, and edited content for Catholic Voice Magazine. Proofread materials before final print.

Production Assistant| Asaase Radio

Cape Coast, Ghana.

Dec 2022 - June 2023

- Produced Asaase Café, a midmorning show. Hosted assigned programs.

Broadcaster| Cape FM

Cape Coast, Ghana.

Sept 2016 – Nov 2017

- Presented radio programs

National Service Personnel| Cocoa Health and Extension Division

Ghana COCOBOD, Accra, Ghana.

Sep 2015 – Jul 2016

- Compiled and organized data from Cocoa Districts and Regions. Prepared monthly reports. Completed other assigned duties.

VOLUNTEERING EXPERIENCES

Ghana Country Coordinator | Fun and Education Global Network.

April 2020 – Date

- Aid in instructing and coordinating casual educational initiatives for young students. Involve learners both online and offline in STEM activities. Produce reports and articles as needed.

Broadcaster | ATL FM, Campus Broadcasting Services

University of Cape Coast, Ghana.

Dec 2017- Aug 2018

- Hosted Atlantic Wave, a daily breakfast show; assisted news production.

Volunteer| Critical News Consult

Cape Coast, Ghana.

Jan 2017 – Apr 2018

- Edited and wrote web articles.

Volunteer/Intern, Focus FM

Kwame Nkrumah University of Science and Technology, Kumasi, Ghana

Jan 2012 – May 2015

- Presented radio programs and edited mentions content

PROFESSIONAL ASSOCIATIONS

- Member, International Association for Society and Natural Resources (IASNR) *2026 - Date*
- Member, Association for Communication Excellence (ACE) *2026 - Date*
- Member, Entomology Society of America *2026 - Date*
- Editor, ASPB 2023-2024 Plantae Fellowship Programs *2023 – 2025*
- Correspondent/Writer, Alliance for Science blog *2022 - 2024*

- Fellow, ASPB 2022/23 Plantae Fellowship Program *2022 - 2023*
- Ambassador, SynBio Africa *2021 – 2022*
- Editor, Love for Science blog *2020 - 2024*
- Member, Ghana Nuclear Society *2019 - 2022*