

Education

Texas Tech University, Lubbock, Texas

Doctor of Philosophy in Agricultural Communications and Education, August 2017

Dissertation: An analysis of attitude formation in response to agricultural science messages: Examining the role of motivational salience, issue involvement and pre-existing attitudes on selective attention to advertisements

Chair: Dr. Courtney Meyers, Associate Professor

Cumulative GPA: 4.00

University of Florida, Gainesville, Florida

Master of Science in Agricultural Education and Communication, May 2014

Project in Lieu of Thesis: Teach ag with a tag: Utilizing qualitative research to develop an audience-centered communications campaign

Chair: Dr. Joy Rumble, Assistant Professor

Cumulative GPA: 3.91

University of Florida, Gainesville, Florida, December 2011

Bachelor of Science in Animal Science

Minors: Agricultural communication, Management and sales in agribusiness

Academic Experience

Assistant Professor

University of Kentucky, Department of Integrated Strategic Communication

August 2017 - Present

Research and Teaching Assistant

Texas Tech University, Department of Agricultural Education and Communications

August 2014 – August 2017

Research Assistant

University of Florida/IFAS Center for Public Issues Education

May – August 2014

Graduate Research Assistant

University of Florida/IFAS Center for Public Issues Education

August 2013 – May 2014

Graduate Teaching Assistant

University of Florida, Department of Agricultural Education and Communication

University of Florida, IFAS Florida 4-H Youth Development

January 2013 – May 2014

Teaching Experience

University of Kentucky, Department of Integrated Strategic Communication

ISC 331 Advertising Creative Strategy and Execution I

Fall 2017, Spring 2018

- This course focuses on introducing students to creative advertising – both traditional and non-traditional. Students are expected to conduct research to develop a creative brief and develop a variety of advertising (including magazine, television, radio, social/digital, and out of home). Additionally, students prepare an individual ad campaign and multi-faceted group campaign using Adobe Photoshop and InDesign.

ISC 261 Strategic Planning and Writing

Fall 2017

- This course focuses on introducing students to planning and writing in integrated strategic communication. To do so, students are introduced to communication and marketing frameworks. Students are asked to apply target audience market research and AP style to develop communication copy and creative/project briefs.

Texas Tech University, Department of Agricultural Education and Communications

ACOM 5307 Utilizing Online Media in Agriculture

Lead Instructor: Summer 2017

- This course was taught both in-person and via distance to graduate students. It provided in-depth detail of understanding agricultural audiences, digital strategies, visual communication theories and new media technology.

ACOM 2302 Scientific Communications in Agriculture and Natural Resources

Lead Instructor: Fall 2014, Spring 2015, Fall 2015, Spring 2017

- In this writing intensive course, students are taught how to improve written, visual, and oral communication skills. This class was split into three sections: business writing, research writing, and communicating with a lay audience. I also had the opportunity to mentor undergraduate, master's, and doctoral students who served as my teaching assistants.

ACOM 3300 Communicating Agriculture to the Public

Lead Instructor: Spring 2015

- This writing intensive and service learning course introduces students to the principles of public relations writing. Specifically, students worked with clients to develop media kits (i.e., press releases, blog posts, fact sheets, and brochure copy).

ACOM 4000 Internship in Agricultural Communications

Fall 2014, Spring 2015, Summer, 2015, Fall 2015

Approximately 20 students each semester

- Internship allows students to obtain out-of-the-classroom experience while still pursuing an education. Students participate in self-reflection throughout the semester. Additionally, students are asked to present their internship at the end of the semester

Teaching Assistant Experience

Texas Tech University, Department of Agricultural Education and Communications

ACOM Block: Assisted with communications block

Spring 2017

- I assisted with the newly developed senior-level ACOM Block. The block combines the senior-level courses of magazine publications, communication campaigns, advanced design, and convergence in agricultural media and asks students to work in an agency/teamwork setting to complete assignments and projects.

ACOM 4310 Development of Agricultural Publications

Fall 2016

- I assisted with this writing intensive course to develop our magazine, *The Agricultralist*. Students completed feature writing pieces based on original research and developed magazine layouts for print and web. An editorial leadership team was selected, and I helped guide them through the publishing process.

ACOM 3311 Web Design in Agricultural Sciences and Natural Resources

Fall 2016, Spring 2017

- In this course, students were exposed to the basic understanding of web design principles. Students were expected to learn by developing static and responsive websites.

ACOM 5308 Utilizing Online Media in Agricultural Communications

Summer 2016

- This course was taught both in-person and via distance to graduate students. It provided in-depth detail of understanding agricultural audiences, digital strategies, visual communication theories and new media technology.

ACOM 4311 Convergence in Agricultural Media

Spring 2016

- This writing intensive and service learning course introduces students to the principles of public relations writing. Specifically, students worked with clients to develop media kits (i.e., press releases, blog posts, fact sheets, and brochure copy).

ACOM 2305 Digital Communications in Agriculture

Spring 2016

- This course allows students to examine the use of computers in agricultural communications with emphasis on graphic art production, photo manipulation, and elements of design. Students learned principles of design and color theory as well as Adobe Photoshop and Illustrator.

ACOM 3301 Video Production in Agriculture

Fall 2015

- Students examined and applied shooting and editing skills to create videos. Specifically, students learn scripting, shooting, and digital video editing.

ACOM 3300 Communicating Agriculture to the Public

Fall 2015

- This writing intensive and service learning course introduces students to the principles of public relations writing. Specifically, students worked with clients to develop media kits (i.e., press releases, blog posts, fact sheets, and brochure copy).

University of Florida, Department of Agricultural Education and Communication

AEC 3033 Research and Business Writing for Agriculture and Natural Resources

Spring 2013, Summer 2013, Fall 2013, and Spring 2014

- This course establishes the importance of effective communication to success in both the educational and professional environments; emphasizes writing as a primary form of communication; examines the elements of effective written communication in organizational and scholarly areas; and explores the causes of ineffective writing and ways to correct them [*Writing intensive*].

University of Florida, Department of Food and Resource Economics

University of Florida, Department of Food and Resource Economics

Spring 2013, Summer 2013, Summer 2014

- In this distance education course, students applied professional selling techniques for all products with special emphasis given to food and agricultural products, technical systems and services [*Distance education course*].

AEB 3133 Principles of Agribusiness Management

Fall 2012

- This course introduces students to agribusiness management principles, application of economic principles, budgeting techniques, and principles of strategy in agribusiness from management in the United States, particularly Florida. Emphasizes the financial and tax management strategies and the requirements imposed on agribusiness management by local, state and federal government regulatory agencies [*Distance education course*].

Refereed Journal Articles

Pending Review

- Fischer, L. M.**, Cummins, R. G., Gilliam, K., Baker, M., Burris, S., & Irlbeck, E. (In Review). Examining the critical moments in information processing of water conservation videos within young farmers and ranchers: A psychophysiological analysis. *Journal of Agricultural Education*.
- Fischer, L. M.**, Doerfert, D. L., Jurek, F., Meyers, C., Irlbeck, E., & Miller, M. (In Review). The impact of information format on consumer cognition of beef processing: A quasi-experimental examination of three formats. *Journal of Agricultural Education*.
- Steede, G. M., Meyer, D. C., **Fischer, L. M.**, & Meyers, C. A. (In Review). A content analysis of Extension's presence on 1890 land-grant websites. *Journal of Applied Communications*.
- Qu, S., **Fischer, L. M.**, & Rumble, J. N. (In Review). Building bridges between producers and schools: The role of Extension in the farm-to-school program. *Journal of Extension*.

Accepted Manuscripts

- Fischer, L. M.**, & Meyers, C. A. (In Press). Exploring how pedagogical strategies change student perceptions of writing apprehension. *Journal of Agricultural Education*.
- Fischer, L. M.**, & Meyers, C. (2017). Evaluating change in students' writing apprehension scores in a writing intensive course: A pre-test, post-test design. *Journal of Agricultural Education*, 58(1), 69-84. <https://doi.org/10.5032/jae.2017.01069>
- Gorham, L. M.**, Gibson, C., & Irlbeck, E. (2016). Making a case for McDonalds: A qualitative case study examining the McDonalds "Our Food Your Questions" campaign. *Journal of Applied Communications*, 100(4), 17-34.
- Steede, G. M., **Gorham, L. M.**, & Irlbeck, E. (2016). Exploring perspectives of the student competencies needed to advocate for agriculture. *Journal of Applied Communications*, 100(4), 55-67.
- Gorham, L. M.**, Qu, S., Telg, R. W., & Lamm, A. J. (2016). Testing the usability of communication materials through heat maps in online survey platforms. *Journal of Applied Communications*, 100(3), 12- 20. [Professional Development Paper].
- 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), 199-133.
- Gorham, L. M.** (2016). A review of spreadable media: Creating value and meaning in a networked culture. *Journal of Applied Communications*, 100(2), 6-9. [Book Review]
- Gorham, L. M.**, Rumble, J. N., & Holt, J. (2015). The impact of local: Exploring availability and location on food buying decisions. *Journal of Applied Communications*, 99(2), 30-43. [Article of the Year Runner-Up].
- 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.

Conference Papers

Pending Review

- Fischer, L. M.**, Meyers, C. A., Cummins, R. G., Gibson, C., & Baker, M. (In Review). Creating relevancy in scientific information: An analysis of the impact of motivational salience and involvement on visual attention. Paper submitted for presentation at the Southern Association of Agricultural Scientists: Ag Communications Section, Jacksonville, Florida.

Accepted Manuscripts

- Fischer, L. M.**, Meyers, C. A., Gibson, C., & Dobelbower, S. (2017). Exploring pedagogical activities impacting writing apprehension. Paper presented at the annual meeting of the national meeting of the American Association for Agricultural Education, San Louis Obispo, California.
- Fischer, L. M.**, Cummins, R. G., Gilliam, K., Baker, M., Burris, S., & Irlbeck, E. (2017). Examining the critical moments in information processing of water conservation videos within young farmers and ranchers: A psychophysiological analysis. Paper presented at the national meeting of the American Association for Agricultural Education, San Louis Obispo, California.
- Steede, G. M., Meyer, D., **Fischer, L. M.**, & Meyers, C. A. (2017). The tripartite mission of the 1890 land-grants: A content analysis of Extension's online presence. Paper submitted for presentation at the annual meeting of the Association for Communication Excellence, New Orleans, Louisiana.

- Fischer, L. M.**, Cummins, R. G., Gilliam, K., Baker, M., Burris, S., & Irlbeck, E. (2017). Examining the critical moments in information processing of water conservation videos within young farmers and ranchers: A psychophysiological analysis. Paper presented at the annual meeting of the Southern Association of Agricultural Scientists: Agricultural Education Section, Mobile, AL. [Distinguished manuscript award].
- Fischer, L. M.**, Meyers, C. A., Gibson, C., & Dobelbower, S. (2017). Exploring pedagogical activities impacting writing apprehension. Paper presented at the annual meeting of the Southern Association of Agricultural Scientists: Agricultural Education Section, Mobile, AL.
- Wilkins, K. M., **Fischer, L. M.**, Meyers, C. A. (2017). Visualizing values: A content analysis to describe value-congruent message appeals used in an agricultural campaign. Paper presented at the annual meeting of the Southern Association of Agricultural Scientists: Agricultural Communications Section, Mobile, AL.
- Tarpley, T., Steede, S., **Fischer, L. M.**, & Krause, A., Cummins, R. G., & Akers, C. (2017). Moment-to-moment analysis of viewer comfort in response to animal slaughter videos. Paper presented at the annual meeting of the Southern Association of Agricultural Scientists: Agricultural Communications Section, Mobile, AL. [Third place paper award].
- Gilliam, K., **Gorham, L. M.**, Baker, M., Burris, S., Cummins, R. G., & Irlbeck, E. (2017). Unlocking the mystery in the black box: Promising psychophysiological tools to measure skin conductance, heart rate, and facial electromyography responses. Paper presented at the annual meeting for the Association for International Agricultural and Extension Education. Minneapolis, Minnesota.
- Gorham, L. M.**, Gibson, C., & Irlbeck, E. (2016). Making a case for McDonalds: A qualitative case study examining the McDonalds "Our Food Your Questions" campaign. Paper presented at the annual meeting of the Association for Communication Excellence, Memphis, TN.
- Steede, G. M., **Gorham, L. M.**, & Irlbeck, E. (2016). Be part of the conversation: Exploring perspectives of the student competencies needed to advocate for agriculture. Research paper presented at the annual meeting of the Association for Communication Excellence, Memphis, TN. [Awarded 2016 Outstanding Article of the Year].
- Gorham, L. M.**, Meyers, C. A., & Matteson, S. M. (2016). Comparing students' writing apprehension scores in a writing-intensive course: A pre-test post-test design. Paper presented at the national meeting of the American Association for Agricultural Education, Kansas City, Missouri.
- Gorham, L. M.**, Meyers, C. A., & Matteson, S. M. (2016). Comparing students' writing apprehension scores in a writing-intensive course: A pre-test post-test design. Paper presented at the annual meeting of the Southern Association for Agricultural Scientists: Agricultural Communications Section, San Antonio, TX.
- Qu, S., **Gorham, L. M.**, Rumble, J. N., & Roper, C. (2015). Utilizing two-way communication to break down the barriers of farm to school. Paper presented at the annual meeting for the American Association of Agricultural Education, San Antonio, TX.
- Qu, S., **Gorham, L. M.**, Huang, P., Lamm, A. J., & Owens, C. T. (2015). How can Extension catch your attention? Evaluating international traveler's perceptions of an educational website. Paper presented at the annual meeting for the Association for International Agricultural and Extension Education. Wageningen, The Netherlands.
- Qu, S., **Gorham, L. M.**, Rumble, J. N., & Roper, C. (2015). Bringing the farm to the school: Connecting food service directors and agricultural producers through communication. Paper presented at the annual meeting of the Southern Association of Agricultural Scientists, Atlanta, GA.
- Gorham, L. M.**, Lamm, A. J., & Rumble, J. N. (2014). Does critical thinking style predict water conservation behaviors?. Paper presented at the annual meeting of the Association for Communication Excellence, Portland, OR. [Awarded 2014 Outstanding Article of the Year]

Conference Posters

Pending Review

- Fischer, L. M.**, & Steede, G. (In Review). Teaching students to measure the impact of social media campaigns through an industry-based certification. Innovative poster submitted for presentation at the Southern Association of Agricultural Scientists: Ag Communications Section, Jacksonville, Florida.

Accepted Manuscripts

- Fischer, L. M.**, Wilkins, K. M., & Meyers, C. A. (2017). *Activating arousal: A content analysis of message sensation value and social media engagement of value-congruent messages*. Research poster presented at the Association of Communication Excellence. New Orleans, Louisiana.
- Tarpley, T. G., Maresca, S., Steede, G. M., **Gorham, L. M.**, Akers, C. (2017). Insight into viewer response to animal slaughter videos. Research poster presented at the Association of Communication Excellence. New Orleans, Louisiana.

- Fischer, L. M.,** Meyers, C. A., & Tarpley, T. (2017). *Going viral: The creation of irresistible social media content.* Innovative poster presented at the annual meeting of the American Association for Agricultural Education. San Luis Obispo, CA.
- Gorham, L. M.,** Meyers, C. A., & Tarpley, T. (2016). *Going viral: The creation of irresistible social media content.* Innovative poster presented at the Western regional meeting for the American Association of Agricultural Education, Tucson, Arizona.
- Gilliam, K. C., **Gorham, L. M.,** & Baker, M., Burris, S., Cummins, G., & Irlbeck, E. (2016). *Behavioral dispositions of beginning farmers and livestock producers in the Southwestern U.S.: Context Variables with Potential to Inform Education and Communication Programming.* Research poster presented at the Western regional meeting for the American Association for Agricultural Education, Tucson, Arizona.
- Kennedy, L., **Gorham, L. M.,** Irlbeck, E., & Tarpley, T. (2016). *Developing agricultural communications graduate student recruitment strategies.* Research poster presented at the regional Western meeting for the American Association of Agricultural Education, Tucson, Arizona.
- Wilkins, K. M., **Gorham, L. M.,** & Meyers, C. A. (2016). *Activating arousal: A content analysis of message sensation value and social media engagement of value-congruent messages.* Research poster presented at the regional Western regional meeting for the American Association of Agricultural Education, Tucson, Arizona.
- Steede, G. M., Tarpley, T., Crayton, J., **Gorham, L. M.,** & Gibson, C. B. (2016). *The online communications plan: Communicating agricultural sciences to a lay audience.* Research poster presented at the Western regional meeting for the American Association of Agricultural Education, Tucson, Arizona.
- Gorham, L. M.,** Tarpley, T., & Meyers, C. A. (2016). *Adding tools to the evaluation toolbox: Exposing undergraduate agricultural communications students to dynamic message evaluation tools.* Innovative poster presented at the annual meeting for the American Association for Agricultural Education, Kansas City, MO.
- Gorham, L. M.,** & Meyers, C. A. (2016). *Keeping up with the professionals: Gaining insight about emerging online media through interviews with experts.* Innovative poster presented at the annual meeting of the American Association for Agricultural Education, Kansas City, MO.
- Gorham, L. M.,** Steede, G. M., Tarpley, T., & Gibson, C. (2016). *Integrating infographics in the classroom: Student perceptions of using infographics to disseminate agricultural information.* Innovative poster presented at the annual meeting of the American Association for Agricultural Education, Kansas City, MO.
- Tarpley, T., **Gorham, L. M.,** & Akers, C. (2016). *Exploring meaning: Insight into the semantics of slaughter and harvest.* Research poster presented at the annual meeting of the American Association for Agricultural Education, Kansas City, MO.
- Gorham, L. M.,** & Meyers, C. A. (2016). *Keeping up with the professionals: Gaining insight about emerging online media through interviews with experts.* Innovative poster presented at the annual meeting of the Southern Association of Agricultural Scientists, San Antonio, TX.
- Hainline, M., **Gorham, L. M.,** Trimble, C., & Gibson, C. (2015). *Who provides? Ag provides: A Social agricultural awareness campaign.* Innovative poster presented at the annual meeting of the American Association for Agricultural Education, San Antonio, TX. [Awarded Distinguished Innovative Idea Poster Presentation]
- Gorham, L. M.,** Qu, S. Lamm, A., & Telg, R. (2015). *Evaluating the usability of websites: An introduction to heat maps.* Innovative poster presented at the annual meeting of the American Association for Agricultural Education, San Antonio, TX.
- Gorham, L. M.,** Gibson, C., Kennedy, L. & Meyers, C. (2015). *Using writing apprehension as a learning tool in agricultural communications classrooms.* Innovative poster presented at the annual meeting of the American Association for Agricultural Education, San Antonio, TX.
- Gorham, L. M.,** Irlbeck, E., Meyers, C & Lange, M. (2015). *Evaluating Interns: An analysis of supervisor's satisfaction of agricultural communications interns.* Research poster presented at the annual meeting of the American Association for Agricultural Education, San Antonio, TX.
- Gorham, L. M.,** Irlbeck, E., & Lange, M. (2015). *Evaluating Interns: An analysis of supervisor's satisfaction of agricultural communications interns.* Research poster presented at the annual meeting of the Southern Association of Agricultural Scientists, Atlanta, GA.
- Gorham, L. M.,** Qu, S., & Lamm, A. J. (2015). *Catching your attention: Using heat maps to determine the usability of websites.* Innovative poster presented at the annual meeting of the Southern Association for Agricultural Scientists, Atlanta, GA.
- Gorham, L. M.,** Pounds, K. L., Rumble, J. N., & Irani, T. (2014). *Translating consumer perceptions of gulf-caught seafood into messages.* Research poster presented at the annual meeting of the Association for Communication Excellence, Portland, OR.
- Qu, S., **Gorham, L. M.,** & Rumble, J. N. (2014). *Identifying barriers in farm-to-school: Implications for communication.* Research poster presented at the annual meeting of the Association for Communication Excellence, Portland, OR.

Extension Publications

- Telg, R., **Gorham, L. M.**, & Irani, T. (2015). *Developing visual elements on the Web*. University of Florida Cooperative Extension Service Publication Series (AEC569). Gainesville, FL.
- Telg, R., **Gorham, L. M.**, & Irani, T. (2015). *The basics of HTML*. University of Florida Cooperative Extension Service Publication Series (AEC568). Gainesville, FL.
- Telg, R., **Gorham, L. M.**, & Irani, T. (2015). *Websites: The good and the bad*. University of Florida Cooperative Extension Service Publication Series (AEC567). Gainesville, FL.
- Telg, R., **Gorham, L. M.**, & Irani, T. (2015). *Writing a basic Web page*. University of Florida Cooperative Extension Service Publication Series (AEC566). Gainesville, FL.
- Gorham, L.**, Qu, S., Telg, R. & Lamm, A. (2015). *Using heat maps to determine the usability of communication materials*. University of Florida Cooperative Extension Service Publication Series (WC198). Gainesville, FL.
- Dodds, N. M. W., **Gorham, L. M.**, Rumble, J. N. (2014). *Floridians' perceptions of GMOs: GMOs and Florida citrus*. University of Florida Cooperative Extension Service Publication Series (WC198). Gainesville, FL.
- Gorham, L.**, Telg, R. W, Irani, T. (2013). *Persuasion as a communication tool*. University of Florida Cooperative Extension Service Publication Series (WC144). Gainesville, FL.
- Gorham, L.** Telg, R. W., & Irani, T. (2013). *Persuasion in messages*. University of Florida Cooperative Extension Service Publication Series (WC145). Gainesville, FL. Retrieved from <http://edis.ifas.ufl.edu/wc145>
- Gorham, L.**, Telg, R. W., & Irani, T. (2013). *Persuasive papers, speeches, and campaigns*. University of Florida Cooperative Extension Service Publication Series (WC146). Gainesville, FL.

Reports

- Gorham, L. M.** (2015). *Internship Manual*. Lubbock, TX: Texas Tech University: Department of Agricultural Education and Communications.
- Gorham, L. M.**, Anderson, S., & Rumble, J. N. (2014). *Branding of Florida gardens for life*. PIE2013/2014-12. Gainesville, FL: University of Florida/IFAS Center for Public Issues Education.
- Gorham, L. M.**, Anderson, S., & Lamm, A. J. (2014). *FDACS Travelers don't pack a pest: Website survey*. PIE2013/14-10. Gainesville, FL: University of Florida/IFAS Center for Public Issues Education.
- Gorham, L. M.** (2013). *Marketing the Ag Tag*. PIE2012/13-17B. Gainesville, FL: University of Florida/IFAS Center for Public Issues Education.

Grant Projects

- Capacity Building Grants for Non-Land Grant Colleges of Agriculture (NLGCA) Program. (2016). *The Consumer Experience: Using Innovative Research Tools to Develop and Test Messages about Food and Agricultural Sciences*. \$150,000 [Graduate Student Contributor]
- College of Agricultural Sciences and Natural Resources (CASNR) Research Proposal Development Programs. (Pending). *The Consumer Experience: Using Innovative Research Tools to Develop and Test Messages about Food and Agricultural Sciences*. \$3,500 [Co-Investigator]
- Higher Education Challenge (HEC) Grants Program. (2015). *Bridging the Gap Between Academia and Industry: A New Pathway for Agricultural Communication Curriculum*. \$30,000. [Graduate Student Contributor]

Invited Presentations

- **Fischer, L. M.** (2017). Hootsuite for marketing: Teaching students to evaluate a brand's social media presence. Marketing Management Association (MMA) Fall Educators' Conference, Pittsburg, PA. September 21-22.
- Teaching, Learning, and Professional Development Center. (2017, May). *The Groundwork Program: Teaching Training for Graduate Students*. [Selected teaching mentor].
- Teaching, Learning, and Professional Development Center. (2017, January). *The Groundwork Program: Teaching Training for Graduate Students*. [Selected teaching mentor].
- Teaching, Learning, and Professional Development Center. (2016, October 11). *The Teaching Portfolio: A Panel Guide to the Development of the TEACH Program Teaching Portfolio*. [Selected Panelist].

- **Gorham, L. M., & Gibson, C.** (2016, June). *Creating with Canva: Exploring a Design Tool for Non Designers*. Association for Communication Excellence.
- **Gorham, L. M., & Tarpley, T.** (2016, February). *Exploring message-testing technologies*. Lecture and demonstration in ACOM 4311, Convergence in Agricultural Media, Texas Tech University.
- **Gorham, L. M.** (2016, February). *Describing the Ag Provides campaign*. Campaign client pitch to ACOM 4305, Agricultural Communications Campaigns, Texas Tech University.
- **Gorham, L. M.** (2016, February). *Making graphics with text in Adobe Illustrator*. Lecture in ACOM 2305, Digital Imaging in Agriculture, Texas Tech University.
- **Gorham, L. M., Krause, A., & Meyers, C.** (2016, February). *Adding pieces to the puzzle: How dial testing, eye tracking, and psychophysiology can enhance the picture of audience response to agricultural communications messages*. Professional development workshop presented at the annual meeting of the Southern Association of Agricultural Scientists, San Antonio, TX.
- ACE Academic SIG Webinar. (2015, September). *The scholarship of teaching among graduate students*. Webinar. [Selected Panelist].
- **Gorham, L. M.,** (2015, October). *Camera's up! Exploring the components of shooting quality video*. Lecture in ACOM 3301, Video Production in Agriculture, Texas Tech University.
- **Gorham, L., M.,** (2015, October). *Exploring the importance of sound and lighting in video production*. Lecture in ACOM 3301, Video Production in Agriculture, Texas Tech University.
- **Gorham, L., M.,** (2015, September). *Why do we communicate about science?* Lecture in ACOM 3301, Video Production in Agriculture, Texas Tech University.
- **Gorham, L. M.** (2014, October). *Using and manipulating color in Adobe Photoshop*. Lecture in ACOM 2305, Digital Communications in Agriculture, Texas Tech University.
- **Gorham, L. M.** (2014, October). *A word is worth a thousand pictures: Utilizing text in Adobe Photoshop*. Lecture in ACOM 2305, Digital Communications in Agriculture, Texas Tech University.

Scholarships and Awards

- **Outstanding Doctoral Student**, Texas Tech University, Department of Agricultural Education & Communications
- **Second Place Research Poster**. [Advisor to Kayla Wilkins]. Undergraduate student. Poster won second place at the Center for Active Learning and Undergraduate Engagement Undergraduate Research Conference in the Human Sciences Division.
- **Helen DeVitt Jones Excellence in Graduate Teaching Award**, Texas Tech University, Graduate School
- **Southern Association of Agricultural Scientists (AGED)**, Distinguished Manuscript Award
Fischer, L. M., Cummins, R. G., Gilliam, K., Baker, M., Burris, S., & Irlbeck, E. (2017). Examining the critical moments in information processing of water conservation videos within young farmers and ranchers: A psychophysiological analysis. Paper presented at the annual meeting of the Southern Association of Agricultural Scientists: Agricultural Education Section, Mobile, AL.
- **Southern Association of Agricultural Scientists (ACOM)**, Third Place Research Paper
Tarpley, T., Steede, G., Fischer, L. M., Krause, A., Cummins, G., & Akers, C. (2017). Moment-to-moment analysis of viewer comfort in response to animal slaughter videos. Paper presented at the annual meeting of the Southern Association of Agricultural Scientists: Agricultural Communications Section, Mobile, AL.
- **Association for Communication Excellence**, Outstanding Research Paper
Steede, G., Gorham, L. M., & Irlbeck, E. (2016). *Be part of the conversation: Exploring perspectives of the student competencies needed to advocate for agriculture*. Referred research paper presented at the annual meeting of the Association for Communication Excellence, Memphis, TN.
- **Journal of Applied Communications**, Journal Article of the Year, Runner Up
Gorham, L. M., Rumble, J., & Holt, J. The impact of local: Exploring availability and location on food buying decisions. *Journal of Applied Communications*, 99(2), 30 – 43.
- **Teaching and Career Enhancement (TEACH) Fellow**, Texas Tech University, 2015-2016
- **Helen DeVitt Jones Graduate Fellowship**, Texas Tech University, 2014 – 2017
- **The CH Foundation Graduate Fellowship**, Texas Tech University, 2014 – 2017
- **National American Association for Agricultural Education**, Distinguished Innovative Idea Poster Presentation, Hainline, M., Gorham, L. M., Trimble, C., & Gibson, C. (2015, May). *Who provides? Ag Provides: A Social Agricultural Awareness Campaign*.
- **Groundwork Program Accepted Applicant**, Texas Tech University, 2015
- **Association of Communication Excellence**, Outstanding Research Paper
Gorham, L. M., Lamm, A. J., & Rumble, J. N. (2014) *Does critical thinking style predict water conservation*

behaviors?,

Service to Profession

- Journal of Applied Communications, Manuscript Reviewer
- Association of Communication Excellence, Secretary
- Association of Communication Excellence, Paper Reviewer National ACE Research Conference, 2015 – present
- American Association for Agricultural Educators (AAAE), Poster Reviewer for National AAAE Research Conference, 2015 – P43W3N5
- Texas FFA Association, Agricultural Communications CDE judge, 2015-2017
- Texas FFA Association, Job Interview LDE judge, 2015
- Florida FFA Association, Agricultural Communications CDE volunteer, 2013, 2014

Service to University

University of Kentucky

- Student Success and Diversity Committee, Department of Integrated Strategic Communications, Fall 2017 – Present

Texas Tech University

- Marketing Committee, Department of Agricultural Education and Communications, Fall 2016 – Summer 2017
- Undergraduate Research Conference, Texas Tech University, Oral Presentation Reviewer, 2015, 2016
- Gamma Sigma Delta, Inducted Member, 2017 - Present
- Agricultural Communicators of Tomorrow, Graduate Student Mentor, 2014 - Present
- Agricultural Education and Communications Graduate Student Organization, Treasurer, 2014 – Present

University of Florida

- Alpha Tau Alpha, Inducted Member, 2013-2014
- University of Florida, AEC Graduate Student Association, Social Media Director, 2012-2014
- University of Florida, Agricultural Communicators and Leaders of Tomorrow, Graduate Student Advisor, 2012-2014