

KATIE ABRAMS, PhD
CURRICULUM VITAE

Employment History/Awards

EDUCATION

- 2010 PhD, Agricultural Education and Communication, University of Florida.
2007 MS, Agricultural Education and Communication, University of Florida.
2005 BS, Agricultural Communications, Purdue University.

ACADEMIC POSITIONS

- (2018-Present) Associate Professor, Journalism and Media Communication, Colorado State University
(2013-2018) Assistant Professor, Journalism and Media Communication, Colorado State University
(2012-2013) Assistant Professor, Charles H Sandage Department of Advertising, University of Illinois
(2011-2013) Interim Director, Agricultural Communications Program, University of Illinois
(2010-2012) Visiting Assistant Professor, Department of Advertising, University of Illinois

OTHER POSITIONS

- (2006-2010) Research and Teaching Assistant, University of Florida, Gainesville, FL
(2006-2010) Web Manager, University of Florida, Gainesville, FL
(2005-2006) Web Assistant, University of Florida, Gainesville, FL
(2005-2006) College of Agricultural and Life Sciences Magazine Editor, University of Florida, Gainesville, FL
(2005-2009) Freelance Web and Graphic Designer, self-employed
(2003-2005) Leasing Assistant, Cheswick Village Apartments, West Lafayette, IN

CURRENT JOB DESCRIPTION

50% Teaching 35% Research/Creative Activity 15% Service/Outreach 0% Admin

HONORS AND AWARDS

Research

1. 2021, Outstanding Innovation in Research Award, Western Region American Association for Agricultural Education (AAAE), Abrams, K., Molder, A., & Leong, K., "I Want a Sea Turtle Selfie!" Effects of a Social Marketing Campaign to Encourage Sustainable Wildlife Viewing of Non-Threatening Species
2. 2020, Award of Excellence in Research Career. Association for Communication Excellence in Agriculture, Natural Resources, and Life Sciences (ACE).
3. 2019, Outstanding Innovation in Research Award, Western Region AAAE, Abrams, K., & Bonser, C., "Another survey "opportunity"? The phenomena of survey refusal and fatigue among livestock farmers."
4. 2018, Article of the Year, Journal of Applied Communications, For: Abrams, K.M., & Soukup, C. (2017). "Matching local food messages to consumer motivators: An experiment comparing the effects of differently framed messages."
5. 2018, 1st Place Research Presentation, Association for Education in Journalism and Mass Communication - Communicating Science, Health, Environment and Risk Division Scholar-to-Scholar Section; For: Abrams, K. M., "Encouraging safe wildlife viewing in national parks: Effects of a risk communication campaign on visitors' behavior"
6. 2017, Top Research Paper Award, Western Region AAAE Conference, Fort Collins, CO.
7. 2017, Second Place Research Paper Presentation, Southern Association of Agricultural Scientists Conference Agricultural Communications Section (SAAS-Ag Comm), Mobile, AL.
8. 2016, Article of the Year, Journal of Applied Communications, "Loss aversion and regulatory focus effects in the absence of numbers: Qualitatively framing equivalent messages on food labels" (sole author)
9. 2014, Outstanding Research Poster First Runner Up, SAAS-Ag Comm, Dallas, TX
10. 2013, Article of the Year, Journal of Applied Communications, "From opposite corners: Comparing persuasive message factors and frames in opposing organizations' websites" (first author)
11. 2013, Outstanding Research Presentation, Western Region AAAE, Lubbock, TX
12. 2013, 4th Place Research Poster, Western Region AAAE, Lubbock, TX
13. 2013, Outstanding Research Paper Presentation, SAAS-Ag Comm, Orlando, FL.
14. 2012, Outstanding Research Paper, North-Central Region AAAE, Champaign, IL.
15. 2011, Outstanding Doctoral Dissertation, ACE
16. 2011, Article of the Year, Journal of Applied Communications, "Feeding the debate: A qualitative framing analysis of organic food news media coverage" (2nd author)
17. 2009, Third Place Research Paper, ACE, Denver, CO
18. 2008, Outstanding Master's Thesis, ACE, Traverse City, MI
19. 2008, First Place Outstanding Graduate Student Research Paper, ACE, Traverse City, MI
20. 2008, First Place Outstanding Graduate Student Research Poster, SAAS-Ag Comm, Dallas, TX

21. 2008, First Place Outstanding Graduate Student Research Presentation, SAAS-Ag Comm, Dallas, TX
22. 2007, First Place Outstanding Graduate Student Research Paper, ACE, Albuquerque, NM
23. 2007, Outstanding Graduate Student Research Presentation, SAAS-Ag Comm, Mobile, AL

Teaching

1. 2015, Award of Excellence in Academic/Teaching endeavors, ACE
2. 2010-2013, Teacher Rated as Excellent By Students, University of Illinois, Champaign, IL

Service/Professional Development for the Field

1. 2010, First Place Innovative Idea Poster, North-Central region AAAE Conference, Manhattan, KS.
2. 2010, First Place Innovative Idea Poster, Southern Region AAAE, Orlando, FL
3. 2009, Outstanding Innovative Idea Poster, SAAS, Atlanta, GA

Creative Work

1. 2010, Top two logo design, Association for Education in Journalism and Mass Communication logo design competition
2. 2007, Silver Image Award for my work on the team re-branding and re-structuring Florida's Cooperative Extension website, University of Florida, Gainesville, FL

Publications/Scholarly Record

PUBLISHED WORKS

Refereed Journal Articles

1. **Abrams, K.**, Molder, A.*, Nankey, P.*, & Leong, K. (2023). Encouraging respectful wildlife viewing among tourists: Roles for social marketing, regulatory information, symbolic barriers, and enforcement. *Social Marketing Quarterly*, 29(1). <https://doi.org/10.1177/15245004231153085> [Impact factor: 2.76] [Selected as issue's feature article by editor]
2. **Abrams, K.**, Bonser, C.*, & McCord, A. (2020). Exploring science communication effectiveness in the us federal government research process: A case study with the us livestock producers' antimicrobial use research. *Journal of Applied Communications*, 104(4). <https://doi.org/10.4148/1051-0834.2343>
3. Carr, C., **Abrams, K.**, Roberts, G., Phillips, K., Velinsky, V., Eubanks, L., Scheffler, J., & Johnson, D. (2020). Quantifying attitudes and knowledge change about the meat-animal industry via a massive open online course. *Journal of Extension*. [Designed survey, provided contributions/revisions to the manuscript particularly pertaining to method]
4. Morgan, M.*, **Abrams, K.**, & Castillo, D. (2019). Does good design matter in the seedstock advertising business? Effects of graphic design in beef seedstock ads on cattle producers' trust and credibility. *Journal of Applied Communications*, 103(3). <https://doi.org/10.4148/1051-0834.2267>
5. **Abrams, K.**, Leong, K., Melena, S., & Teel, T. (2019). Encouraging safe wildlife viewing in national parks: Effects of a communication campaign on visitors' behavior. *Environmental Communication*. <https://doi.org/10.1080/17524032.2019.1649291> [Impact factor: 2.5] Interdisciplinary.

6. Akins, J. L., Lamm, A. J., Telg, R., **Abrams, K.**, Meyers, C., & Raulerson, B. (2019). Seeking and engaging: Case study integration to enhance critical thinking about agricultural issues. *Journal of Agricultural Education*, 60(3). <http://doi.org/10.5032/jae.2019.03097s>
7. Harsh, J. L., Lamm, A. J., **Abrams, K.**, Meyers, C., Telg, R., & Raulerson, B. (2018). Case study integration in the undergraduate classroom: Can we enhance willingness to communicate? *Journal of Applied Communications*, 102(3). <https://doi.org/10.4148/1051-0834.2199> [Wrote and revised methods section; collected data.]
8. **Abrams, K. M.**, & Soukup, C.* (2017). Matching local food messages to consumer motivators: An experiment comparing the effects of differently framed messages. *Journal of Applied Communications*, 101(4). [Awarded "Article of the Year" by peers in the field]
9. **Abrams, K. M.**, Evans, C.*, & Duff, B. (2015). Ignorance is bliss: How parents of preschool children make sense of front-of-package visuals and claims on food. *Appetite*, 87(1), 20-29. doi: 10.1016/j.appet.2014.12.100.
10. **Abrams, K. M.**, Zimbres, T.*, & Carr, C. (2015). Communicating sensitive topics: The interplay between science, values, attitudes, and euphemisms in communicating livestock slaughter. *Science Communication*, 37(4), 485-505. <https://doi.org/10.1177/1075547015588599> [Impact factor: 1.82] Interdisciplinary.
11. **Abrams, K. M.** (2015). Loss aversion and regulatory focus effects in the absence of numbers: Qualitatively framing equivalent messages on food labels. *Journal of Applied Communications*, 99(4), 21-37. [Awarded "Article of the Year" by peers in the field]
12. Meyers, C., Shaw, K. *, Irlbeck, E., Doerfert, D., **Abrams, K.**, & Morgan, C. (2015). Identifying agriculturists' online communication tool training needs. *Journal of Applied Communications*, 99(3), 6-20.
13. Shaw, K. *, Meyers, C., Irlbeck, E., Doerfert, D., **Abrams, K.**, & Morgan, C. (2015). Agriculturists' personal and business use of online communication tools. *Journal of Applied Communications*, 99(2), 15-29.
14. **Abrams, K. M.**, & Sackmann, A.* (2014). Are alternative farmers yielding success with online communication tools for their social capital and business viability? *Journal of Applied Communications*, 98(3), 48-62.
15. **Abrams, K.**, Wang, Z. *, Song, Y. J. *, & Gonzalez-Galindo, S. (2014). Data richness tradeoffs between face-to-face, online audio-visual, and online text-only focus groups. *Social Science Computer Review*, 33(1). doi:10.1177/0894439313519733
16. **Abrams, K.**, & Meyers, C. (2012). From opposite corners: Comparing persuasive message factors and frames in opposing organizations' websites. *Journal of Applied Communications*, 96(1), 54-67. [Awarded "Article of the Year" by peers in the field]
17. Baker, L., **Abrams, K.**, Irani, T., & Meyers, C. (2011). Managing media relations: Determining the reputation of a land grant institution from the perspective of media professionals. *Journal of Applied Communications*, 95(2), 60-73.
18. Baker, L., Irani, T., & **Abrams, K.** (2011). Communicating strategically with generation me: Aligning students' career needs with communication about academic programs and available careers. *North American Colleges and Teachers of Agriculture Journal*, 55(2), 32-39.
19. Thoron, A., Myers, B., & **Abrams, K. M.** (2011). Inquiry-based instruction: How is it utilized, accepted, and assessed in schools with national agriscience teacher ambassadors? *Journal of Agricultural Education*, 52(1). DOI: 10.5032/jae.2011.01096
20. **Abrams, K. M.**, Meyers, C. A., & Irani, T. A. (2010). Naturally confused: Consumers' perceptions of organic and all-natural pork products. *Journal of Agriculture and Human Values*, 27(3), 365-374. doi: 10.1007/s10460-009-9234-5

21. Allen, K., **Abrams, K. M.**, Meyers, C. A., & Schultz, A. (2010). A little birdie told me about agriculture: Best practices and future uses of Twitter in agricultural communications. *Journal of Applied Communications*, 94(3-4), 6-21.
22. **Abrams, K. M.**, & Meyers, C. A. (2010). Conversations with gatekeepers: An exploratory study of agricultural publication editors' decisions to publish risk coverage. *Journal of Applied Communications*, 94(1-2), 6-18.
23. Meyers, C. A., & **Abrams, K. M.** (2010). Feeding the debate: A qualitative framing analysis of organic food news media coverage. *Journal of Applied Communications*, 94(3-4), 22-36.
[Awarded "Article of the Year" by peers in the field]
24. **Abrams, K.**, Meyers, C., Irani, T., & Baker, L. (2010). Branding the land grant university: Agricultural producers' and community leaders' awareness of the tripartite mission. *Journal of Extension*, 46(6), 1-11.
25. Rhoades, E. B., & **Chodil, K. M.** (2007). Effective first impressions online: A case study of working with industry professionals to analyze web site usability. *Journal of Applied Communications*, 91(1&2).

*Graduate student

Refereed Chapters in Books

1. **Abrams, K.**, & Melena, S. (2022). Increasing safe wildlife viewing in the U.S. In N. Lee & P. Kotler (Eds.), *Success in Social Marketing: 100 Case Studies from Around the Globe*. Routledge.
2. **Abrams, K. M.** with T. Gaiser (2016). Online focus groups. In N. Fielding, R. Lee, & G. Blank (Eds.), *Handbook of online research methods* (2nd ed.). London: Sage. pp.435-450. (Designation of "with" recognizes that I used 10% of the chapter Ted Gaiser authored in the 1st edition)

Refereed Proceedings/Transactions

1. **Abrams, K.**, Bice, C., & Dietsch, A. (accepted). Social marketing as a strategy to enhance wildlife protection: Four field studies in U.S. national park campgrounds. *International Communication Association*, Toronto, Canada.
2. Wood, K., **Abrams, K.**, Baird, R., & Nankey, P. (2022, August). Effectiveness of a 50-yard No-approach rule and a no-swim-with rule for protecting Spinner Dolphins in Hawai'i from Human Interactions, an initial assessment. Presented online at *24th Biennial Conference on the Biology of Marine Mammals*.
<https://youtu.be/RQAUgCnQSAM>
3. **Abrams, K.**, Molder, A.*, & Leong, K. (2021, October). Amazing from Afar: Promoting replacement behavior to discourage sea turtle harassment among tourists. *Conservation Marketing Conference*, Online.
4. **Abrams, K.**, Molder, A.*, & Leong, K. (2021, September). "I want a sea turtle selfie!" Effects of a social marketing campaign to encourage sustainable wildlife viewing of non-threatening species. *Western Region American Association for Agricultural Education (AAAE)*, Bozeman, MT.
5. **Abrams, K.** (2019, October). Communication research in the wild: Collaborating with National Park Service. *Engaged Scholarship Consortium Conference*, Denver, CO.
6. **Abrams, K.**, & Bonser, C.* (2019, September). Another survey "opportunity"? The phenomena of survey refusal and fatigue among livestock farmers. Paper presented at *Western Region American Association for Agricultural Education Conference*, Anchorage, AK. [Awarded Outstanding Innovation in Research Award]

7. **Abrams, K. M.**, Leong, K. M., & Melena, S. (2018, October). Sometimes the best relationship is a long-distance relationship: Promoting the national park visitor experience to encourage safe wildlife watching. *International Conservation Marketing & Engagement Congress*, Arlington, VA.
8. **Abrams, K. M.**, & Bonser, C.* (2018, September). Agricultural stakeholders' perceptions of the federal government research process and its communication products: A case study with the livestock producers' antimicrobial use study. Paper presented at *Western Region American Association for Agricultural Education Conference*, Boise, ID. [55% acceptance rate]
9. **Abrams, K. M.** (2018, August). Encouraging safe wildlife viewing in national parks: Effects of a risk communication campaign on visitors' behavior. Paper presented at *Association for Education in Journalism and Mass Communication Conference, Communicating Science, Health, Environment and Risk Division* in the Scholar-to-Scholar section, Washington, DC. [52% acceptance rate]
10. Evans, C.*, & **Abrams, K. M.** (2017, October). Risky wildlife photography in the age of mobile media communication. Paper presented at *Southwest Education Council for Journalism and Mass Communication Conference*, Phoenix, AZ.
11. Meyers, C., Meyer, D.*, Giuliani, L.*, **Abrams, K. M.**, & Marley, M.* (2017, September). A case for critical thinking: Exploring students' perceptions of multimedia case studies. Paper presented at *Western Region American Association for Agricultural Education Conference*, Fort Collins, CO.
12. Walker, A.*, & **Abrams, K. M.** (2017, August). Wheat-free for the wrong reasons? College students' perceptions, attitudes, and information sources pertaining to the gluten-free diet. Paper presented at *Association for Education in Journalism and Mass Communication Conference, Communicating Science, Health, Environment and Risk Division*, Chicago, IL.
13. Koroulis, C.*, & **Abrams, K. M.** (2017, February). Matching local food messages to consumer motivators: An experiment comparing the effects of differently framed messages. In: *Proceedings of Southern Association of Agricultural Scientists Conference Agricultural Communications Section*, Mobile, AL. Available from: <https://sites.google.com/a/extension.org/saasagcomm/2017-saas-agricultural-communications-proceedings>
14. Carr, C., **Abrams, K. M.**, Velinsky, V., Eubanks, L., Johnson, D. (2016). Quantifying attitudes and knowledge change toward animal welfare and sustainability of animal agriculture and the safety and healthfulness of muscle foods. *Meat Science*, 112, 117. Interdisciplinary.
15. **Abrams, K. M.** (2014, June). Communicating farming methods on food labels: Effect of design and certification on attitudes and trust. In: *Proceedings of Association for Communication Excellence Conference in Agriculture, Natural Resources, and Life Sciences Conference*, Portland, OR.
16. Shaw, K.*, Meyers, C., Irlbeck, E., Doerfert, D., **Abrams, K.**, & Morgan, C. (2014, May). Agriculturists' personal and business use of online communication tools. Paper presented at the National American Association for Agricultural Education Research Conference, Snowbird, UT.
17. Meyers, C., Shaw, K.*, Irlbeck, E., Doerfert, D., **Abrams, K.**, & Morgan, C. (2014, May). Identifying agriculturists' online communication tool training needs. Paper presented at the National American Association for Agricultural Education Research Conference, Snowbird, UT.
18. **Abrams, K. M.**, Zimbres, T.*, & Carr, C. (2013). How transparent should animal agriculture be? Attitudes and message framing surrounding livestock slaughter, In: *Proceedings of Southern Association of Agricultural Scientists Conference Agricultural Communications Section*, Orlando, FL. Available at <https://sites.google.com/a/extension.org/saasagcomm/proceedings/2013-proceedings>

19. **Abrams, K. M., & Sackmann, A.*** (2013). Are alternative farmers yielding success with online communication tools for their social capital and business viability? In: *Proceedings of Association for Education in Journalism and Mass Communication Conference, Communication Technology Division*, Washington, D.C. Available at http://citation.allacademic.com/meta/p670306_index.html
20. Shaw, K. *, Meyers, C., Irlbeck, E., Doerfert, D., **Abrams, K.**, Morgan, C. (2013). Agriculturists' personal and business use of online communication tools. In: *Proceedings of Western Region American Association for Agricultural Education Conference*. Available from http://aaaeonline.org/allconferences1.php?show_what=Western&sorter_conf=Western&sorter_year=2013
21. **Abrams, K. M., & Baker, L. M.** (2012). Effect of a new media course on students' thinking and behavior, In: *Proceedings of North-Central Region American Association for Agricultural Education Conference*, Champaign, IL.
22. **Abrams, K. M.**, Galindo, S., Song, G.*, Wang, G.*, & Lee, C.* (2012). Tradeoffs between webcam, chat, and face-to-face focus groups on dimensions of data quality and richness. In: *Proceedings of Association for Education in Journalism and Mass Communication Conference, Communication Theory and Methodology Division*, Chicago, IL. Available from <http://www.aejmc.org/home/2012/04/ctm-2012-abstracts/>
23. **Abrams, K. M.** (2011). Loss Aversion and regulatory focus effects in the absence of numbers: Qualitatively framing equivalent messages on food labels. In: *Proceedings of Association for Education in Journalism and Mass Communication Conference, Communication Theory and Methodology Division*, St. Louis. http://citation.allacademic.com/meta/p520339_index.html
24. **Abrams, K. M., & Irani, T. A.** (2011). The effects of livestock production claims on voting intention and attitudes towards conventional products, In: *Proceedings of Southern Association of Agricultural Scientists Conference Agricultural Communications Section*, Corpus Christi, TX. <http://sites.google.com/a/extension.org/saasagcomm/proceedings/2011-proceedings>
25. Baker, L. M., Irani, T. A., & **Abrams, K. M.** (2010). Motivating millennials: Using new media to recruit the next generation into academic programs of agriculture, In: *Proceedings of North American Colleges and Teachers of Agriculture Conference*. <http://www.nactateachers.org/attachments/article/1856/NACTA%20Journal%20vol%2054%20supplement%201.pdf>
26. Settle, Q., Irani, T., Baker, L., & **Abrams, K.**, (2010). Changes in participant knowledge level and intended lesson topics for an emerging pathogens workshop, In: *Proceedings of North American Colleges and Teachers of Agriculture Conference*. Available from <http://www.nactateachers.org/attachments/article/1856/NACTA%20Journal%20vol%2054%20supplement%201.pdf>
27. **Abrams, K. M., & Meyers, C. A.** (2009). A comparison of persuasive message factors and frames in animal agriculture communication campaigns on the web, In: *Proceedings of Association for Communication Excellence Conference in Agriculture, Natural Resources, and Life Sciences Conference*.
28. Baker, L. M., **Abrams, K. M.**, Irani, T. A., & Meyers, C. A. (2009). How well do we relate: Media professionals' awareness and perceptions of a land grant institution, In: *Proceedings of American Association for Agricultural Education National Conference*, Louisville, KY.
29. **Abrams, K. M., & Meyers, C. A.** (2009). A comparison of persuasive message factors and frames in animal agriculture communication campaigns on the web. In: *Proceedings of Western Region American Association for Agricultural Education Conference*, Lake Tahoe, NV.
30. Baker, L. M., **Abrams, K. M.**, Irani, T. A., & Meyers, C. A. (2009). How well do we relate: Media professionals' awareness and perceptions of a land grant institution, In: *Proceedings of Southern Association of Agricultural Scientists Conference Agricultural Communications Section*, Atlanta, GA. <http://agnews.tamu.edu/saas/2009/baker.pdf>

31. **Chodil-Abrams, K. M.**, Meyers, C. A., Irani, T. A., & Baker, L. M. (2008). Branding the land grant university: Agricultural producers' and community leaders' awareness of the tripartite mission, In: *Proceedings of Association for Communication Excellence Conference in Agriculture, Natural Resources, and Life Sciences Conference*.
32. **Chodil-Abrams, K. M.**, & Meyers, C. A. (2008). Conversations with gatekeepers: An exploratory study of agricultural publications editors' decisions to publish risk coverage, In: *Proceedings of Association for Communication Excellence Conference in Agriculture, Natural Resources, and Life Sciences Conference*, Traverse City, MI.
33. Meyers, C. A., & **Chodil, K. M.** (2008). Feeding the debate: A framing analysis of the news media coverage of organic food, In: *Proceedings of Southern Association of Agricultural Scientists Conference Agricultural Communications Section*, Dallas, TX.
34. **Chodil, K. M.**, Meyers, C. A., & Irani, T. A. (2008). Naturally confused: Selected consumers' perceptions of all-natural and organic pork, In: *Proceedings of Association for Communication Excellence Conference in Agriculture, Natural Resources, and Life Sciences Conference*, Albuquerque, NM.
35. **Chodil, K. M.**, Meyers, C. A., Irani, T. A., & Telg, R. W. (2007). The newest white meat: selected consumers' attitudes and taste perceptions of "all-natural" pork, In: *Proceedings of Southern Association of Agricultural Scientists Conference Agricultural Communications Section*, Mobile, AL.

*Graduate student

Other (e.g. lab texts, book reviews, technical reports, in-house reports):

1. **Abrams, K.**, Bice, C., Dietsch, A., & Nankey, P. (2022). Reducing unintentional wildlife feeding in Acadia National Park: The effects of a social marketing approach on campers' compliance with rules for managing wildlife attractants. *U.S. Department of the Interior National Park Service*.
2. **Abrams, K.**, Bice, C., Dietsch, A., & Nankey, P. (2022). Reducing unintentional wildlife feeding in Sequoia National Park: The effects of a social marketing approach on campers' compliance with rules for managing wildlife attractants. *U.S. Department of the Interior National Park Service*.
3. Dietsch, A., **Abrams, K.**, Bice, C., & Nankey, P. (2022). Reducing unintentional wildlife feeding in Sleeping Bear National Lakeshore: The effects of a social marketing approach on campers' compliance with rules for managing wildlife attractants. *U.S. Department of the Interior National Park Service*.
4. Chalgren, L., & **Abrams, K.** (2022). Digital media results for the Amazing from Afar social marketing campaign. *U.S. Department of Commerce National Oceanic and Atmospheric Administration*.
5. **Abrams, K. M.**, & McCord, A., 2021. Building capacity for and effectiveness of animal health data reporting generated by APHIS. *United States Department of Agriculture Animal and Plant Health Inspection Service*.
6. **Abrams, K. M.**, & Martinek, A.*, 2020. Testing a Social Marketing Approach to Encourage Respectful Sea Turtle Viewing in Hawaii. *National Oceanic and Atmospheric Administration Pacific Islands Fisheries Science Center Technical Report*.
7. **Abrams, K. M.**, & *Bonser, C., 2019, Recommendations to Improve the National Animal Health Monitoring System Study Experience for Swine and Feedlot Producers and Field Veterinary Medical Officers: An Evaluation of the Antimicrobial Use Study. *United States Department of Agriculture Animal and Plant Health Inspection Service*.

8. **Abrams, K. M.**, McCord, A., *Bonser, C. R., & *Marley, M. L., 2018, Analysis and Initial Recommendations for Improving Communication of the National Animal Health Monitoring System Antimicrobial Use Study Report and Future NAHMS Studies. *United States Department of Agriculture Animal and Plant Health Inspection Service.*
9. Abrams, K. M., 2017, Promoting Safe Distance Wildlife Viewing and Photography in Shenandoah National Park: Topline Report, *National Park Service Technical Assistance Report.*
10. Abrams, K. M., 2017, Promoting Safe Distance Wildlife Viewing and Photography in Rocky Mountain National Park: Topline Report, *National Park Service Technical Assistance Report.*
11. Abrams, K. M., 2017, Promoting Safe Distance Wildlife Viewing and Photography in Assateague Island National Seashore: Topline Report, *National Park Service Technical Assistance Report.*
12. Abrams, K. M., 2017, Promoting Safe Distance Wildlife Viewing and Photography in Grand Canyon National Park: Topline Report, *National Park Service Technical Assistance Report.*
13. Abrams, K. M., Evans, C.*, Gramza, A.*, Teel, T., & Melena, S., 2017, Recommendations to Improve Communication in Padre Island National Seashore Park, *National Park Service Technical Assistance Report. Interdisciplinary.*
14. Abrams, K. M., Evans, C.*, Gramza, A.*, Teel, T., & Melena, S., 2017, Recommendations to Improve Communication in Shenandoah National Park, *National Park Service Technical Assistance Report. Interdisciplinary.*
15. Abrams, K. M., & Zimbres, T.*, 2013, Case Study: Fracking Research Partnership with Private Industry, *Building Capacity in Issues Management in the Land Grant System North Central Extension and Research Activity Project.*
16. Abrams, K. M., & Zimbres, T.*, 2013, Case Study: How Publicizing Nutrient Loading Solutions Led to a Lawsuit, *Building Capacity in Issues Management in the Land Grant System North Central Extension and Research Activity Project.*

*Graduate student

CONTRACTS & GRANTS

Externally-Funded Projects as PI

1. (2022) Supporting Enhanced Communication of National Animal Health Monitoring System (NAHMS) Studies. My role: Sole investigator. Sponsor: USDA Animal and Plant Health Inspection Service (Cooperative Agreement); \$45,186.
2. (2020-2022) Social Marketing Approaches to Encouraging Compliance with Guidelines and Regulations for Protected Marine Species and their Ecosystems. Nature: Disciplinary research and interdisciplinary outreach. My role: Sole investigator. Sponsor: U.S. Department of Commerce- National Oceanic and Atmospheric Administration (Cooperative Agreement); \$89,174.
3. (2019-2021) "Social Marketing Approach to Mitigate Harmful Human Interactions with Protected Marine Species." Nature: Disciplinary Research and Outreach. My role: Sole PI; Sponsor: U.S. Department of Commerce- National Oceanic and Atmospheric Administration (Cooperative Agreement); \$54,932.
4. (2019-2020) "Improving Communication of National Animal Health Monitoring System Studies". Nature: Disciplinary research and outreach. My role: Designing and coordinating primary and secondary research activities; mentoring and managing graduate assistant and hourly worker; managing budget; communication with and reporting to sponsor. Other investigators: Amber Krause-McCord (Texas Tech University); Sponsor: USDA Animal and Plant Health Inspection Service (Cooperative Agreement); \$108,697.

5. (2018-2023) “Adaptable communication strategies and messages to prevent unintentional wildlife feeding in national parks.” Nature: Interdisciplinary Research. My Role: PI; Designing and coordinating communication research; managing budget/resources; collaboration and outreach with individual national parks to conduct communication needs assessments, provide technical assistance, and conduct research and outreach. Other investigators: Alia Dietsch (Assistant Professor of Human Dimensions of Natural Resources, Ohio State University) and Sara Melena (National Park Service Outreach and Education Coordinator). Sponsor: Dept of Interior - National Park Service (Cooperative Agreement); \$230,201.
6. (2015-2019) “An examination of communication effects on increasing national park visitors’ compliance with safe wildlife viewing distances.” Nature: Interdisciplinary Research. My Role: PI; Designing and coordinating communication research; managing budget/resources; collaboration and outreach with individual national parks to conduct communication needs assessments, provide technical assistance, and conduct research. Other investigators: Tara Teel (CSU Human Dimensions of Natural Resources faculty) and Sara Melena (National Park Service Outreach and Education Coordinator). Sponsor: National Park Service (Cooperative Agreement); \$187,601.
7. (2018-2019) “Improving Outreach and Communication of National Animal Health and Monitoring Study on Producers’ Use of Antimicrobials”. Nature: Disciplinary research and outreach. My role: PI; Designing and coordinating primary and secondary research activities; mentoring and managing graduate assistants; managing budget; communication with and reporting to sponsor. Other investigators: Amber Krause-McCord (Texas Tech University); Sponsor: USDA Animal and Plant Health Inspection Service (Cooperative Agreement); \$91,322.
8. (2013) “Creatively Recruiting, Managing and Mentoring Student Workers”. Nature: Disciplinary Service; My role: lead planning and development of panel; Other collaborators: Lauri Baker, Emily Rhoades-Buck; Association for Communication Excellence Conference in Agriculture, Natural Resources, and Life Sciences; \$1,500.

Externally-Funded Projects as Co-PI

1. (2021-2023) “Smoke-ready communities: Creating and sustaining air quality information using targeted communication interventions”. Nature: Interdisciplinary Research. PI: Fischer, E. V., Co-PIs: Anderson, A. A., **Abrams, K.**, Magzamen, S., & Pierce, J. R., Sponsor: Environmental Protection Agency; \$995,120.
2. (2016-2018) “Making a Case for Agriculture: Developing a Framework for Teaching Issues Communication in Agricultural Sciences”. Nature: Disciplinary: Teaching and Research. My role: Co-PI, project leader in Colorado; Other investigators: PI: Courtney Meyers (Texas Tech University), Co-PIs: Erica Irlbeck (TTU), Ricky Telg and Alexa Lamm (University of Florida). Sponsor: USDA NIFA Higher Education Challenge Grant Program; \$291,305.
3. (2014) “Quantifying attitudes and knowledge change toward animal welfare and sustainability of animal agriculture and the safety and healthfulness of muscle foods”. Nature: Interdisciplinary Research; My role: Lead social science research focused on communication effects on attitude and behavior; Other collaborators: Chad Carr (Animal Science, University of Florida) and Grady Roberts (Agricultural Education, University of Florida); Sponsor: University of Florida Center for Public Issues Education in Agriculture and Natural Resources; \$5,000.
4. (2011-2014) “Beyond the Farm Gate.” Nature: Disciplinary Research and Service; My role: lead broader impacts research, help develop workshop curriculum, lead project in my state (Illinois and Colorado); Other investigators: PI: Erica Irlbeck (Texas Tech University), Other Co-PIs: Courtney Meyers (TTU), Chris Morgan (University of Georgia), and Cindy Akers (TTU); Sponsor: USDA National Institute of Food and Agriculture; \$598,616.

Internally-Funded Awards

1. (2021-2022) “Smoke-ready communities: Creating and sustaining air quality information using targeted communication interventions to improve human and animal health.” Anderson, A. A. (PI), Abrams, K. (Co-PI), Duncan, C. (Co-PI), Fischer, E. (Co-PI), Long, M. (Co-PI), Magzamen, S. (Co-PI), Pierce, J. (Co-PI), Sponsor: One Health Institute Climate Change and One Health Pilot Funding, \$74,989.
2. (2018-2019) “JMC Undergraduate Program Improvement Project.” Nature: Disciplinary. Sponsor: Colorado State University. PI: Greg Luft; Co-PI: Katie Abrams. My role: Managed the day-to-day project activities, directing hourly employees assisting with the project, reporting; \$25,000.
3. (2011) “New Media Communication in Agriculture.” Nature: Disciplinary Teaching. My role: Sole applicant. Develop a new interdisciplinary course for the informatics minor, agricultural communication and advertising majors. Sponsor: University of Illinois Informatics Institute; \$6,523.
4. (2010-2011) “Competitive Grant Planning Project for Beyond the Farm Gate.” Nature: Disciplinary grant planning. My role: PI, coordinate project planning and meeting, reporting to agency; Other investigators: Co-PIs: Erica Irlbeck, Courtney Meyers, and Chris Morgan. Sponsor: University of Illinois College of Agricultural, Consumer and Environmental Sciences; \$4,000.

PAPERS PRESENTED/SYMPOSIA/INVITED LECTURES/PROFESSIONAL MEETINGS/WORKSHOPS

Refereed Conference Posters

1. *Young, H., & **Abrams, K.** (2018, October). Enjoy your camping experience or avoid black bear danger: Promotion vs. prevention message effects on campers’ food storage behaviors. International Conservation Marketing & Engagement Congress, Arlington, VA.
2. **Abrams, K.**, & Meyers, C. (2018, Sept.). University instructor perceptions of teaching multimedia case studies. Refereed poster presented at Western Region American Association for Agricultural Education Research Conference; Boise, ID.
3. 2017, September; **Abrams, K. M.**, & **Tillinghast, A. What’s in Fido’s food? A content analysis comparing front-of-package food images to actual ingredients in dog food. Research poster presented at *Western Region Association for Agricultural Education Conference*; sole presenter; Fort Collins, CO. Refereed.
4. 2017, May; Meyers, C., & **Abrams, K. M.** Bringing problems to life: Using multimedia case studies to encourage critical thinking. Research poster presented at *National American Association for Agricultural Education Conference*; co-author; San Luis Obispo, CA. Refereed.
5. 2014, June; **Abrams, K. M.**, *Evans, C., Irlbeck, E., Meyers, C., & Morgan, C. When you give a farmer an online marketing workshop, what changes?: An analysis of effects on time spent in online communication activities, social capital, and revenue. Research poster presented at *Association for Communication Excellence Conference in Agriculture, Natural Resources, and Life Sciences Conference*; presenter; Portland, OR. Refereed.
6. 2014, June; Morgan, C., Meyers, C., **Abrams, K.**, *Gibson, C., & Irlbeck, E. Evaluating social media workshops for Beginning Farmers and Ranchers. Research poster presented at the *National American Association for Agricultural Education Conference*, Snowbird, UT. Refereed.
7. 2014, February; Morgan, C., Meyers, C., **Abrams, K.**, Gibson, C.*, & Irlbeck, E.; Evaluating social media workshops for beginning farmers and ranchers; *Southern Association of Agricultural Scientists Conference Agricultural Communications Section*; co-author; Dallas, TX. Refereed.
8. 2013, September; *Krause, A., Meyers, C., Shaw, K., Doerfert, D., Irlbeck, E., **Abrams, K.**, & Morgan, C.; Identifying Agriculturists’ motivations and barriers to participate in online communication tool training workshops; *Western Region American Association for Agricultural Education Conference*; co-author; Lubbock,

TX. Refereed.

9. 2013, May; *Gibson, C., Irlbeck, E., Meyers, C., **Abrams, K. M.**, & Morgan, C.; Sowing the seeds of social media: Lessons learned from teaching producers about social media technology; *National American Association for Agricultural Education Conference*; co-author; Columbus, OH. Refereed.
10. 2013, February; **Benjamin, C., & **Abrams, K. M.**; How people leverage and use a Twitter hashtag for a live agricultural event, *Southern Association of Agricultural Scientists Conference Agricultural Communications Section*; sole presenter; Orlando, FL. Refereed.
11. 2010, September; Wimmer, G., Meyers, C., & **Abrams, K. M.**; Using a team-based approach to encourage agricultural literacy; *North-Central region American Association for Agricultural Education Conference*; author; Manhattan, KS. Refereed.
12. 2010, May; **Abrams, K. M.**, Thoron, A., & Strickland, D. R.; Diverse agriculture, diverse students: Using farm tours to enhance the graduate student experience; *National American Association for Agricultural Education Conference*; author; Omaha, NE. Refereed.
13. 2010, February; **Abrams, K. M.**, Thoron, A., & Strickland, D. R.; Diverse agriculture, diverse students: Using farm tours to enhance the graduate student experience; *Southern Region American Association for Agricultural Education Conference*; author; Orlando, FL. Refereed.
14. 2010, February; Meyers, C. A., & **Abrams, K. M.**; Tools of the trade: Free Web resources for online content analysis; *Southern Association of Agricultural Scientists Agricultural Communication Section Conference*; sole presenter; Orlando, FL. Refereed.
15. 2009, February; **Abrams, K. M.**, & Hightower, L.; Using Computer Assisted Qualitative Data Analysis to Manage in Qualitative Research Economically, Efficiently and Effectively: An Analysis of Weft QDA; *Southern Association of Agricultural Scientists Agricultural Communication Section Conference*, Atlanta, GA. Refereed.
16. 2008, February; **Chodil, K. M.**, Meyers, C. A., & Irani, T. A.; Cultivating communication: evaluation of an extension home horticulture radio show; *Southern Association of Agricultural Scientists Agricultural Communication Section Conference*; sole presenter; Dallas, TX. Refereed.

*Graduate student, **Undergraduate student

Workshops

1. 2023, March; “Motivate wildlife-friendly behaviors among visitors.” Half-day workshop for NOAA Pacific Island Region conservation professionals and university and nonprofit grantees. Co-facilitator with Brooke Tully. Online.
2. 2022, December; “Social marketing in practice: Targeting wildlife viewing and attractant management behaviors,” *National Park Service Human-Wildlife Interactions Workshop*, online.
3. 2017, November; “Sometimes the best relationship is a long-distance relationship: A communication campaign to influence human behavior around wildlife;” *National Association for Interpretation National Conference* contributor; Spokane, WA. Refereed.
4. 2017, October; “Sometimes the best relationship is a long-distance relationship: A communication campaign to influence human behavior around wildlife;” *Natural Areas Conference*; contributor; Fort Collins, CO. Refereed.
5. 2013, June; Creatively Recruiting, Managing and Mentoring Student Workers; *Association for Communication Excellence Conference in Agriculture, Natural Resources, and Life Sciences*; co-planner; Indianapolis, IN. Refereed.

6. 2012, December; Fostering Undergraduate Research; *Association for Communication Excellence Conference in Agriculture, Natural Resources, and Life Sciences*; co-presenter; webinar.
7. 2011, June; Challenges and Opportunities Facing Agricultural Communications Academic Programs in the “10s;” *Association for Communication Excellence Conference in Agriculture, Natural Resources, and Life Sciences*; lead presenter; Denver, CO; Refereed.
8. 2009, June; No Pain, All Gain: Using Weft QDA for Qualitative Data Analysis. *Association for Communication Excellence Conference in Agriculture, Natural Resources, and Life Sciences*; sole presenter; Refereed.
9. 2009, May; Reaching the Urban Audience; *Animal Agriculture Alliance Summit*; sole presenter; Washington DC.
10. 2008, June. YouTube, Blogger, Delicious, Oh My! *Association for Communication Excellence Conference in Agriculture, Natural Resources, and Life Sciences*; co-presenter; Traverse City, MI; Refereed.

Invited Lectures and Panels

1. (2023, January). “Communication within the agricultural sector for antimicrobial use & monitoring,” *U.S. Presidential Advisory Council on Combating Antibiotic Resistant Bacteria*, Washington D.C., delivered online.
2. (2022, October). “Helping people protect wildlife, naturally,” *The Inaugural Donald and Lorena Wildlife Photo and Video Symposium*, Fort Collins, Colorado.
3. (2022, June). “Lessons from Lodgepole Campground: Using Social Marketing to Shape Visitor Behavior and Reduce Wildlife Feeding,” *Sequoia and Kings Canyon National Parks*, online.
4. (2022, June). “Using Social Marketing to Shape Visitor Behavior: Lessons from a Study on Camper Behavior in Acadia National Park,” *Schoodic Institute Acadia National Park*, online.
5. (2022, June) “Amazing from Afar: Promoting Replacement Behavior to Discourage Sea Turtle Harassment Among Tourists,” Making Moves Alumni Network Webinar Series, online. [paid]
6. (2022, April). “On being the haole with the signs: Vulnerable stories from a field research project in Hawai‘i,” JTC 605, Colorado State University.
7. 2021, October; Don’t show me or make me; help me! Supporting conservation through social marketing. *Center for Collaborative Conservation, Warner College of Natural Resources, Colorado State University*; sole presenter; Online. (paid)
8. 2020, May; Testing a social marketing approach to encourage respectful sea turtle viewing: Initial findings. *National Oceanic and Atmospheric Administration Pacific Islands Fisheries Science Center*; sole presenter; Honolulu, HI (presented via webinar).
9. 2019, November; The need and options for incorporating communication science into marine wildlife species management plans. *National Oceanic and Atmospheric Administration Fisheries Protected Resources Board Meeting*; sole presenter; Washington D.C.
10. 2019, August; Enhancing communication of economics science. *USDA Animal and Plant Health Inspection Service Economic Assessment Meeting/Workshop*; Co-presenter: Dawn Thilmany, Professor, Dept. of Ag. And Resource Economics; Fort Collins, CO.
11. 2019, April; A brief history and possibilities for CSU’s Center for Science Communication. *Center for Science Communication Symposium & World Café*; sole presenter; Fort Collins, CO.

12. 2018, September; Applying communication science to address noncompliance human-wildlife interactions in parks. *National Park Service Natural Resource Stewardship and Science Directorate Webinar Series*; sole presenter; Fort Collins, CO.
13. 2018, May. Applying communication science to address noncompliance human-wildlife interactions in parks. *Interactions of Society and the Environment Seminar Series*; sole presenter; Fort Collins, CO.
14. 2017, August; Teaching Controversy in the Classroom: Best Practices for Engaging Students About Politically Contentious Science, Environmental, Health, and Risk Issues; Teaching Panel at *Association for Education in Journalism and Mass Communication Conference*; panelist; Chicago, IL.
15. 2017, May; Using Communication Science in Shenandoah National Park: A Focus on Food Storage and Safe Wildlife Viewing Distances; *Shenandoah National Park Research Webinar*; lead presenter, Co-presenters: Tara Teel, Sara Melena, and Caitlin Evans; Fort Collins, CO.
16. 2015, February; Making the most out of social media marketing, *Colorado Fruit and Vegetable Growers Association Conference*; sole presenter; Denver, CO. Paid.
17. 2013, January; Food label overload, *University of Illinois Consumer Sciences Initiative*; co-presenter with Brenna Ellison; Champaign, IL
18. 2012, November; Relationships between Social Media Use, Social Capital, and Business Viability for Alternative Farmers; *University of Illinois Graduate School of Library and Information Sciences Digital Divide lecture series*; lead presenter; Champaign, IL
19. 2011, October; Agricultural Communications: An Ideal Outlet for Interdisciplinary Teaching, Research, and Service; *University of Illinois Agricultural Education Program*; sole presenter; Urbana, IL.
20. 2011, February; Social Media in Agriculture and the Classroom; *National Agri-Marketing Association, Heartland Chapter*; sole presenter; Urbana, IL.
21. 2009, May; A Comparison of Persuasive Message Factors and Frames in Animal Agriculture Communication Campaigns on the Web: Summary of Results and Recommendations for the *Animal Agriculture Alliance*; *Animal Agriculture Alliance Board of Directors*; sole presenter; Washington DC.

Professional Meetings

1. Melena, S., **Abrams, K.**, & Leong, K. (2022, November). Applying social marketing to support stewardship of parks. Presentation for the *National Park Service Connected Conservation webinar series*; provided slides and talking points; online.
2. Melena, S., **Abrams, K.**, & Leong, K. (2021, March). Applying social marketing to manage human-wildlife interactions. Presentation for the *Katmai and Lake Clark KATM Wilderness and Backcountry Management Plan team: Wildlife-Human interactions and related communications*; provided slides and talking points; online.

COURSES TAUGHT

Colorado State University

<u>Year</u>	<u>Semester</u>	<u>Course No./Title</u>	<u>Cr. Hrs.</u>	<u>Enrollment</u>
2022	Spring	JTC664 – Quantitative Methods	3	11
2022	Spring	JTC419 - Food and Natural Resources Communication	3	24
2022	Fall	JTC350 - Public Relations	3	49
2022	Spring	JTC419 - Food and Natural Resources Communication	3	18
2022	Spring	JTC792E - Seminar: Strategic Communication	3	5
2021	Spring	JTC 211 Visual Communication	3	29
2021	Spring	JTC419 - Food and Natural Resources Communication	3	20
2020	Fall	JTC 211 Visual Communication	3	33
2020	Fall	JTC 560 Managing Communications Systems	3	15
2019	Fall	JTC793B – Survey Methods in Media Research	3	7
2019	Spring	JTC662 – Technical and Science Communication	3	11
2018	Fall	JTC699 - Thesis	3	2
2018	Fall	JTC211 - Visual Communication	3	35
2018	Spring	JTC419 - Food and Natural Resources Communication	3	17
2018	Spring	JTC699 - Thesis	18	8
2017	Spring	JTC799 - Dissertation	6	1
2017	Spring	JTC419 - Food and Natural Resources Communication*	3	18
2017	Spring	JTC374 - Social Media Management	3	19
2017	Spring	JTC699 - Thesis	6	1
2016	Fall	JTC211 - Computer-Mediated Visual Communication	3	20
2016	Fall	JTC211 - Computer-Mediated Visual Communication	3	18
2016	Fall	JTC799 - Dissertation	6	1
2016	Fall	JTC661 - Information Design	3	10
2016	Summer	JTC795 - Independent Study	3	1
2016	Summer	JTC699 - Thesis	3	1
2016	Spring	JTC799 - Dissertation	3	1
2016	Spring	JTC419 - Food and Natural Resources Communication*	3	17
2016	Spring	JTC374 - Social Media Management	3	20
2016	Spring	JTC699 - Thesis	12	2
2015	Fall	JTC211 - Computer-Mediated Visual Communication	3	18
2015	Fall	JTC211 - Computer-Mediated Visual Communication	3	16
2015	Fall	JTC799 - Dissertation	3	1
2015	Fall	JTC793B - Seminar-Survey Design	3	7
2015	Spring	JTC419 - Food and Natural Resources Communication*	3	17
2014	Fall	JTC211 - Computer-Mediated Visual Communication	3	20
2014	Fall	JTC211 - Computer-Mediated Visual Communication	3	20
2014	Fall	JTC661 - Information Design	3	10
2014	Spring	JTC480A2 - Food/Natural Resources Issues Comm*	3	7
2014	Spring	JTC699 - Thesis	6	1
2013	Fall	JTC211 - Computer-Mediated Visual Communication	3	38
2013	Fall	JTC661 - Information Design	3	7

*Interdisciplinary course developed solely by me to fulfill requirements for agricultural literacy major in the College of Agricultural Sciences. Fulfills conceptual course credit requirements for journalism and media communication major and is a required course for our interdisciplinary minor in science and technical communication.

University of Illinois

<u>Year</u>	<u>Semester</u>	<u>Course No./Title</u>	<u>Cr. Hrs.</u>	<u>Enrollment</u>
2013	Spring	AGCM320: Educational Campaign Planning	4	16
2012	Fall	AGCM220: Presenting Information	3	22
2012	Fall	ADV490: Emerging Media	3	13

2012	Spring	AGCM320: Educational Campaign Planning	4	16
2012	Spring	AGCM398: Professional Development	3	6
2011	Fall	ADV400: Emerging Media	3	14
2011	Fall	AGCM220: Presenting Information	3	19
2011	Spring	AGCM320: Educational Campaign Planning	4	13
2011	Spring	AGCM398: Professional Development	3	7
2010	Fall	AGCM220: Presenting Information	3	12
2010	Fall	AGCM320: Educational Campaign Planning	4	11

Evidence of Outreach/Service

COMMITTEES

Colorado State University University

1. June 2020-May 2021, Covid-19 Social Norming Taskforce (member)

College

1. 2023, John N. Stern Distinguished Professor Award Committee (member)
2. 2018-2020, Undergraduate Council (member)

Department

1. 2022-Present, Graduate Committee
2. 2022, Assistant Professor of Visual Communication Search Committee, Chair,
3. 2016-Present, Science Communication Committee (member)
4. 2013-Present, Agricultural Communication Pathways Advisor/Liaison (interdisciplinary bridge)
5. Spring 2022, Scholarship Committee
6. 2018-2022, Undergraduate Program Committee (Chair, 2018-2020; member 2020-2022)
7. 2019, Strategic Communication/Advertising Assistant Professor Search Committee (Chair)
8. 2018-2019, Sci Comm Assistant Prof Search Committee (member)
9. 2017, Public Relations/Strategic Communication Assistant Professor Search Committee (Chair)
10. 2013-2017, Undergraduate Program Committee (member)
11. 2017-2018, Diversity Committee
12. 2015-2017, Qualtrics Liaison and License Administrator
13. 2016-2017, Multiculturalism and the Media Assistant Professor Search Committee (member)
14. 2016, Media Festival Committee
15. 2013-2015, Merit Review Committee

University of Illinois

College

1. 2012, Search Committee Member for Media/Communications Specialist, College of Agricultural, Consumer and Environmental Sciences (ACES)
2. 2011-2012, Agricultural Communications 50th Anniversary Gala and Symposium Planning Committee. College of ACES and College of Media, Interdisciplinary bridge between agriculture and media disciplines.

Department

1. 2013, Search Committee Member for Professor and Interim Director of Agricultural Communications, Agricultural Communications Program
2. 2012-2013, Executive Advisory Committee, Department of Advertising
3. 2010-2013, Agricultural Communications Alumni Leadership Council, Agricultural Communications Program
4. 2012, Search Committee Member for Lecturer of Agricultural Communications, Agricultural Communications Program

PROFESSIONAL AFFILIATIONS AND ACTIVITIES

Memberships in professional societies

1. 2022-Present, International Communication Association
2. 2018-Present, Society for Conservation Biology Conservation Marketing Working Group
3. 2016-Present, American Association for Agricultural Education
4. 2007-2021, Association for Communication Excellence Conference in Agriculture, Natural Resources, and Life Sciences
5. 2010-2019, Association for Education in Journalism and Mass Communication
6. 2007-2017, Southern Association of Agricultural Scientists Agricultural Communications Section
7. 2013-2014, The National Communication Association

Office in professional societies

1. 2016-2017, Chair, Research and Academic Programs Learning Community, Association for Communication Excellence in Agriculture, Natural Resources, and Life Sciences
2. 2015-2016, Vice-Chair, Research Special Interest Group, Association for Communication Excellence in Agriculture, Natural Resources, and Life Sciences
3. 2014-2015, Vice-Chair Elect, Research Special Interest Group, Association for Communication Excellence in Agriculture, Natural Resources, and Life Sciences
4. 2013-2014, Chair, Academic Special Interest Group, Association for Communication Excellence Conference in Agriculture, Natural Resources, and Life Sciences
5. 2012-2013, Vice-Chair, Academic Special Interest Group, Association for Communication Excellence Conference in Agriculture, Natural Resources, and Life Sciences
6. 2011-2012, Vice-Chair Elect, Academic Special Interest Group, Association for Communication Excellence Conference in Agriculture, Natural Resources, and Life Sciences

Service in discipline (joint effort of multiple professional societies)

1. 2017, Agricultural Communication Leadership Task Force; charged with strategic planning to systematically improve scholarship and teaching in the agricultural communication field
2. 2011-2013, North Central Extension and Research Activity Project, Building Capacity in Issues Management in the Land Grant System

Review/editorial boards

1. 2019, Invited reviewer for a technical report, U.S. Fish and Wildlife Service
2. 2017-2018, Chair, Editorial Board, Journal of Applied Communications
3. 2012-2017, Editorial board member, Journal of Applied Communications

Journal Editor Roles

1. 2021, Past Editor, Journal of Applied Communications
2. 2020, Executive Editor, Journal of Applied Communications
3. 2019, Managing Editor, Journal of Applied Communications

Manuscript Refereeing

1. Social Marketing Quarterly
2. International Communication Association Conference
3. Environmental Communication
4. Journal of Advertising
5. Appetite

6. Association for Communication Excellence in Agriculture, Natural Resources, and Life Sciences Conference
7. Association for Education in Journalism and Mass Communication Conference, ComSHER division
8. Journal of Applied Communications
9. Journal of Agriculture and Human Values
10. Science Communication

OTHER ACTIVITIES/ACCOMPLISHMENTS – SERVICE/OUTREACH

Special service to the state/community related to professional expertise

1. 2014, October. Coordinator for campus forum on community-based solutions to hunger. Assembled and advised team of students to promote it and coordinate day-of, identified and invited panelists and moderator, liaison to sponsor (HungerU), and wrote moderator's guide.
2. Abrams, K. (2014, March). Beyond the Farm Gate: Hands-On Online Marketing Tools Training. 8-hour workshop for Colorado farmers and ranchers. Denver, CO. Part of USDA NIFA Beginning Farmers and Ranchers grant project.
3. Abrams, K. (2014, March). Beyond the Farm Gate: Hands-On Online Marketing Tools Training. 8-hour workshop for Colorado farmers and ranchers. Fort Collins, CO. Part of USDA NIFA Beginning Farmers and Ranchers grant project.
4. Abrams, K. (2013, April). Beyond the Farm Gate: Train the Trainer. 2-hour webinar for University of Illinois extension educators. Webinar. Part of USDA NIFA Beginning Farmers and Ranchers grant project.
5. Abrams, K. (2013, March). Beyond the Farm Gate: Hands-On Online Marketing Tools Training. 8-hour workshop for Illinois farmers and ranchers. Champaign, IL. Part of USDA NIFA Beginning Farmers and Ranchers grant project.
6. Abrams, K. (2013, January). Beyond the Farm Gate: Hands-On Online Marketing Tools Training. 8-hour workshop for Illinois farmers and ranchers. Bloomington, IL. Part of USDA NIFA Beginning Farmers and Ranchers grant project.
7. Abrams, K. (2013, January). Beyond the Farm Gate: Hands-On Website Building Training. 2-hour workshop for Illinois Specialty Growers Conference. Part of USDA NIFA Beginning Farmers and Ranchers grant project.
8. 2011-2013, Initiated and ran UIUC Agricultural Communications Partner in the Classroom Program, which received applications from all over the country.
9. Abrams, K. (2012, March). Yielding Success in Social Media. 90-minute seminar for Illinois Farm Bureau Young Leaders State Committee members (young farmers and ranchers). Bloomington, IL. Part of USDA NIFA Beginning Farmers and Ranchers grant project.
10. Abrams, K. (2012, February). Yielding Success in Social Media. 90-minute seminar for beginning farmers in Central Illinois Farm Beginnings. Bloomington, IL. Part of USDA NIFA Beginning Farmers and Ranchers grant project.

Expert Testimony (News Media Coverage or Expert Source)

1. Nick, S. (2022, July 28). Can social marketing keep wildlife – and you – safe? This CSU researcher says the right messaging can help. *The Audit Podcast, Colorado State University*
2. The following media outlets published stories in 2018 and 2019 highlighting my research with the National Park Service:
 - a. *Wyoming Public Media*
 - b. *USA Today*
 - c. *The Denver Post*
 - d. *KUNC-NPR*
 - e. *The Coloradoan*
 - f. *Outside Magazine*
3. Four news publications (2 local and 2 national) highlighted my research published in *Appetite*, “Ignorance is Bliss” in 2015.
4. Runyon, L. (2015, July 10). Inside the world’s largest food company you’ve probably never heard of. *National Public Radio: All Things Considered*
5. Runyon, L. (2015, April 27). Chipotle says it’s GMO free. *Harvest Public Media*. Expert source.
6. O’Connor, C. (2014, Sept. 29). GMO labeling measure in Colorado triggers heated debate. *Denver Post*. Expert source.
7. Olivarius-Mcallister, C. (2014, Feb. 12). Will farmers like Facebook? *Durango Herald*. Research coverage.
