

TAYLOR K. APPLE

(785) 323-7366 • taylorkapple24@gmail.com
[linkedin.com/in/taylormkapple](https://www.linkedin.com/in/taylormkapple) • taylorkapple.com

EDUCATION

Texas A&M University College Station, TX
Ph.D., Agricultural Leadership, Education, and Communications August 2026

Dissertation: *Bridging agricultural literacy and employability: Identifying essential agricultural competencies for agricultural communications graduates*

Committee: Shannon Norris-Parish (Chair), Theresa P. Murphrey, Kim E. Dooley, Joyce Juntune

Oklahoma State University Stillwater, OK
M.S., Agricultural Communications December 2018

Thesis: *Updating agricultural communications curriculum: A national Delphi study*

Committee: Shelly R. Legg (Chair), Ruth B. Inman, D. Dwayne Cartmell II, and J. Shane Robinson

Tarleton State University Stephenville, TX
B.S., Agricultural Services and Development – Agricultural Communications Option May 2016

Minor: Communications

SELECT ACADEMIC APPOINTMENTS

Texas A&M University College Station, TX
Lead Instructor of Record May 2024 – Current

Department of Agricultural Leadership, Education, and Communications

Served as Instructor of Record for three undergraduate courses: AGCJ 281 Media Concepts in Agriculture and Life Sciences (2 sections) and AGCJ 307 Design for Agricultural Media (1 section), teaching approximately 110 students.

Texas A&M University College Station, TX
Graduate Teaching Assistant May 2023 – Current

Department of Agricultural Leadership, Education, and Communications

Served as a Graduate Teaching Assistant for 11 undergraduate courses across multiple semesters and sections in agricultural communications and leadership, including media writing, public relations, design for agricultural media, and leadership theory. Supported instruction in both face-to-face and online formats, serving more than 400 students.

Tarleton State University Stephenville, TX
Instructor of Agricultural Communication Aug. 2021 – May 2024

Department of Agricultural Education and Communication

Served as Instructor and as an Adjunct Instructor for 27 undergraduate courses across multiple years, semesters, modalities, and sections in agricultural communication at Tarleton State University. Courses included introductory and advanced instruction in agricultural communication, digital photography, graphic design, scientific communication, podcasting, publication development, digital and online media management, electronic field production, and

internship supervision, representing more than 700 student enrollments across face-to-face, online, and hybrid formats.

SELECT PUBLICATIONS AND POSTER PRESENTATIONS

Total: 1 popular press article, 10 publications in preparation for journal, 2 articles in review, 15+ conference poster presentations

Refereed Journal Articles In Review

- 1) **Apple, T. K.**, Palmer, K., McCrary, A., Berthold, A., & Leggette, H. (Submitted). From mailbox to maintenance: Evaluating the effectiveness of educational mailers for septic system owners in the Attoyac Bayou Watershed. *Journal of Applied Communications* (Research in Brief).
- 2) Palmer, K., Landaverde, R., Benitez, J. A., **Apple, T. K.**, Norris-Parish, S., Leggette, H. R., & Dooley, K. (In review). Gauging student perceptions of artificial intelligence in agricultural leadership, education, and communications. *Natural Sciences Education*.

Select refereed journal articles in preparation

- 1) **Apple, T. K.**, Browning, H., & Norris-Parish, S. (In internal review). The first 24 hours: A situational crisis communication theory analysis of early messaging during a Texas Equine Herpesvirus outbreak. *Journal of Applied Communications* (Research in brief). Planned submission in Spring 2026.
- 2) **Apple, T. K.**, Ma, S., Murphrey, T. P. & Leggette, H. (In preparation). *Science vs. sensationalism: a case study of science communication in raw milk mass media coverage*. *Journal of Applied Communications* (Research in brief). Planned submission in Spring 2026.
- 3) **Apple, T. K.**, Ma, S., Norris-Parish, S. & Leggette, H. (In preparation for submission in 2026). *Engaging the public in science: Theories, models, and future directions* [Commentary]. *Journal of Applied Communications*.

Published Popular Press Articles

- 1) **Apple, T. K.**, Murphrey, T. P., & Opat, K. (2025, October) "Is this thing on?" an innovative approach to teaching microphone etiquette and vocal technique. *The Agricultural Education Magazine*, 98(1), 14-16.

Select Poster Presentations (*indicates award winner)

- 1) Alderson, H., Norris-Parish, S. & **Apple, T. K.** (2026). *Risk Communication in Action: Applying the Situational Crisis Communication Theory to African Swine Fever in the U.S. Swine Industry*. [Poster Presentation]. National Agricultural Communications Symposium. Louisville, KY.
- 2) **Apple, T. K.**, Beck, M., Saunders, C., Norris-Parish, S., & Murphrey, T. P. (2026). *Prompted Perspectives: Exploring Student Views on Gen-AI in Agricultural Storytelling*. [Poster Presentation]. National Agricultural Communications Symposium. Louisville, KY.* (Outstanding Research Poster)

- 3) **Apple, T.K.** & Landaverde, R. (2026). *Ask Chat!: Integrating AI into Social and Behavioral AgriFood Systems Research*. [Poster Presentation National Agricultural Communications Symposium, Louisville, KY.
- 4) **Apple, T. K.**, Ma, S., Murphrey, T. P. & Leggette, H. (2025). *Science vs. sensationalism: a case study of science communication in raw milk mass media coverage* [Poster presentation]. National American Association of Agricultural Education Conference, Lubbock, Texas.* (3rd Place Outstanding Research Poster)
- 5) **Kennedy, T.**, Sitton, S., Inman, R., Cartmell, D. D., Robinson, J.S. (2019). *Updating agricultural communications curriculum: A Delphi study*. [Poster presentation]. Association for Communications Excellence, San Antonio, TX.
<https://doi.org/10.13140/RG.2.2.34547.91689>* (Outstanding Research Poster)

SELECT SEMINARS, EVALUATIONS AND INVITED LECTURES

Total: 34 Seminars; 6 Evaluations; 10 Invited Lectures

Select Engagements

- 1) **Apple, T.K.** (2026, March 5). *From Observation to Influence: A Science Communication Challenge*. [Workshop]. USDA Science Influencers Research Symposium and the REEU FANH Scientific Network Seminar Series, College Station, TX, United States.
- 2) **Apple, T.K.** (2025, September 19) *Even a Scrub Daddy Has Its Limits: Leadership, Climate, and Teamwork*. [Facilitator] National ACT Officer Leadership Retreat, Stillwater, OK, United States.
- 3) **Apple, T.K.** & Palmer, K. (2025, February 27). *Navigating conferences in a professional and academic landscape* [Virtual seminar presentation]. REEU FANH Scientific Network Seminar Series, College Station, TX, United States.
- 4) **Apple, T.K.** (2024) *Understanding Your Agricultural Literay*. [Invited Lecturer]. Senior Agricultural Communications Seminar Course, Texas A&M University, College Station, TX, United States
- 5) **Kennedy, T.**, (2023). *Know your audience: A hands-on activity in learning how to tailor technical communication to your intended audience*. [Workshop facilitator]. National Agricultural Communicators of Tomorrow 2023 Professional Development Conference, Missouri State University, Springfield, MO

SELECT SERVICE

Total: 17 Service to the University; 4 National Service

National ACT Professional Development Conference Plan Committee Sept. 2025 – Current
Agricultural Communicators of Tomorrow, Texas A&M University, Appointed

Western Region Communications Coordinator Sept. 2025 – Current
National American Association for Agricultural Education, Selected

National Executive Adviser August 2023 – Current
National Agricultural Communicators of Tomorrow, Elected to 4-year term

SELECT GRANTS

Total: 1 external funding request in review; 2 external funding request awarded; 1 internal funding requests awarded

External Funding Awarded:

- 1) Lonie, J., **Apple, T. K.** & Andrew, C. Specialty Crop Block Grant. United States Department of Agriculture. \$100,000 to develop a podcast promoting Texas specialty crops. 2023
- 2) **Apple, T. K.** (2025–2026). *Sustaining student excellence: Funding the National ACT Critique & Contest*. Professional Improvement Foundation — Agricultural Communicators Network (AAEA). Submitted a small grant request for \$5,000 to support the national student contest. 2025

SELECT PROFESSIONAL AFFILIATIONS

North American Colleges and Teachers of Agriculture	2026 – Present
Agricultural Communicators Network	2012 – 2016; 2022 – Present
National Agricultural Communicators of Tomorrow	2012 –2018; 2022 – Present
American Association for Agricultural Education	2023 – Present

PROFESSIONAL FULL-TIME EMPLOYMENT

K-State Research and Extension/

Kansas State University College of Agriculture Manhattan, KS
Digital Media Specialist, Kansas State University (June 2019 – July 2022)

Oklahoma State University College of Human Sciences Stillwater, OK
Social Media Communications Specialist (Jan. 2018 – June 2019)

SELECT PROFESSIONAL DEVELOPMENT

Total: 48 Professional Development Conferences and Trainings Attended Since 2013

Select Trainings in 2025

- 1) *Academy for Future Faculty | 8 Trainings*
- 2) Department Faculty Mentorship | Texas A&M University, *Department of Agricultural Leadership, Education, and Communications | 4 Trainings*
- 3) American Association for Agricultural Education, National Conference | 5 Sessions
- 4) Agricultural Media Summit | *Rogers, AR*
- 5) Transformational Teaching & Learning Conference 2025: Holistic Student Development, *Texas A&M University | College Station, TX*
- 6) National Agricultural Communicators of Tomorrow Professional Development Conference | *Oklahoma State University, Stillwater, OK*