

BETH A. FORBES

Science Communication Director/Continuing Lecturer
Purdue University
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Education

Anderson University, B.A. Mass Communications, 1982
Purdue University, M.S. Organizational Leadership/Technology, 2007

Employment History

Science Communication Director/Continuing Lecturer, Agricultural Sciences Education and Communication, West Lafayette, IN. Feb. 2016 to present. Assist faculty, staff and students with efforts to communicate science to the public. Teach courses in science communication and agricultural communication.

Department Head, Purdue University Agricultural Communications, West Lafayette, IN. March 2009 – Feb. 2016. Oversee a department of 30 communications staff. Consult on communications issues with senior administrators and handle budgeting, hiring and disciplinary issues.

News and Public Affairs Coordinator, Purdue University Agricultural Communications, West Lafayette, IN. Sept. 1999 to March 2009.

Oversee a staff of seven writers producing news releases, a magazine, alumni publication, electronic newsletter, text for exhibits and an electronic news service for agricultural producers. Consult on media training and public relations.

News Writer, Purdue University News Service, West Lafayette, IN. Oct. 1993 to Sept. 1999.

Marketed to broadcast media, wrote news releases. Started HoosierSource, an in-state email network of college public information officers for media queries. Also co-hosted and co-produced university public affairs program "Purdue A Closer Look."

Broadcast Producer, Purdue University Relations, West Lafayette, IN. July 1988 to Oct. 1993

Produced radio script/audio for the Purdue Radio Newslines. Produced, edited and narrated video features and co-hosted and co-produced university public affairs program "Purdue A Closer Look".

Several positions in broadcast news. May 1980 to July 1988.

Peer-Reviewed Publications

Merzdorf, J., Pfeiffer, L., and Forbes, B. "Heated Discussion: Strategies for Communicating Climate Change in a Polarized Era" *Journal of Applied Communication*, Vol. 103, Issue 3 (2019)

Forbes, B., Wasburn, M., Crispo, A., Vandever, R. "Teaching Service Learning: What's in it for Faculty at Research Universities?" *Journal of Higher Education Outreach and Engagement*, Volume 12, Number 4, p. 29, (2008)

Academic Courses Taught

ASEC 101, Agriculture, Science and Social Issues (Fall, 2019)

YDAE 591 "Communicating Science to the Public" (Summer 2017-2020)

YDAE 152 "Intro to Agricultural Communications" (Fall 2017)

YDAE 398 "*Agricultural Communications Seminar*," (Fall 2004)

Presentations (selected)

- "*Science Communication*" at INFEWS (Innovations at the Nexus of Food, Energy, and Water Systems) 2019 Symposium, March 18, 2019, Chicago IL. Sponsored by the University of Illinois, the workshop helped graduate students from across the country learn how to better communicate their multi-state research projects.
- "*ISSUES 360: Students learn how to engage the public on controversial topics*" at NACTA annual conference, June 29, 2017. The session introduced faculty from land-grant institutions to this unique program.
- "*Animal Crises: Lessons Learned*" and "*What to do When the Media Call*" at "1890s Media Relations Made Easy" workshop Dec. 8-10 2008, Little Rock, AR. Workshops developed specifically for communications professionals at 1890 land-grant institutions.
- "*Crisis and the Media*," Midwest Regional EDEN Animal Agrosecurity Conference, Oct 7-8, 2008, St. Louis, MO. Media training focused on the specifics of animal crisis situations.
- "*Stuck in the Middle With You: Handling the Media on Controversial Issues*," Galaxy III conference, Sept. 15-19, 2008, Indianapolis, IN. Media training for Extension educators from across the nation.
- "*How to Turn a Crisis into a Fiasco*," ACE International Conference, June 16-19, 2007 Albuquerque, NM. This session focused on university crisis communication.
- "*NASS by the Numbers*" media training workshops for the National Agricultural Statistics Service, (2003-2008). These workshops spanned several years and were created specifically for the NASS to train state ag statisticians from across the nation.

Professional Development

LEAD 21 Leadership Program, 2010-2011

Crisis Response Project: Creating Crisis Plans, July 17-18, 2006, Kansas City, KS

Ragan Media Training, Nov. 2004, Washington D.C.

ACE Writing Workshop April 22-25, 2001. Ames, IA

Personal Leadership Development, May 23-24, 2000, Rockville, IN

Communicating Science — Taking the Risk, May 9-11, 2000, Orlando, FL

TV-News Video Workshop, March 18-23, 1990, Norman OK

Honors and Awards (selected)

Professional Award (highest honor awarded a member) ACE (2020)
Gold Award, "Nelson Wins World Food Prize" Media Relations Campaign, ACE (2008)
Gold Award, Magazines and Periodicals, ACE (2006)
Gold award, External Communication Programs ACE (2005)
Pioneer Award, North Central Region, ACE (2003)
Purdue University Cooperative Extension Specialists Assn. (PUCESA) Special Award
for the Children and Terrorism Web Site (2002)
Gold Award, Writing for Magazines, ACE (2002)