

VITA

Fallys Masambuka-Kanchewa
Department of Agricultural Education and Studies

Assistant Professor

EDUCATION

| Degrees Held | Institution | Date |
|------------------|------------------------------|--------------|
| Ph.D. | The Ohio State University | May, 2019 |
| M.S | Purdue University | May, 2013 |
| B.S | Bunda College of Agriculture | August, 2009 |
| Associate degree | Natural Resources College | May 2005 |

PROFESSIONAL EXPERIENCE

August 2021 - Present Assistant Professor, College of Agriculture and Life Sciences, Department of Agricultural Education and Studies, Ames, Iowa, USA

Responsibilities

Teaching undergraduate and graduate students, conducting research in science communication, supervising graduate students research projects, mentoring undergraduate and graduate students which involves:

- Teaching graduate students in agricultural education and communication theories
- Teaching undergraduate students in effective presentation skills
- Developing new courses
- Developing course content
- Training undergraduate and graduate students on how to conduct research.
- Conducting both qualitative and quantitative research in science communication
- Writing manuscripts for publication in peer review journals
- Conducting data analyses using different qualitative and quantitative programs such as SPSS, MaxQDA and NVIVO.
- Advising graduate students' thesis and dissertation projects
- Writing proposals for grants

September 2019 - August 2021 Post-Doctoral Research Associate, University of Georgia, College of Food, Agriculture and Environmental Sciences, Department of Agricultural Leadership, Education and Communication, Athens, Georgia, USA

Responsibilities

Conducting research in science communication, supervising graduate students research projects and teaching undergraduate and graduate students which involved:

- Conducting both qualitative and quantitative research in science communication
- Writing manuscripts for publication in peer review journals
- Presenting research findings at various conferences

- Conducting data analyses using different qualitative and quantitative programs such as SPSS, MaxQDA and NVIVO.
- Supervising graduate students
- Writing proposals for grants
- Teaching undergraduate and graduate students in international development, leadership, and communication theories.

May 2017 - May 2019

Teaching Assistant, The Ohio State University, College of Food, Agriculture and Environmental Sciences, Department of Agricultural Communication, Education and Leadership, Columbus, Ohio

Responsibilities

Conducted formative and field research in various areas such as youth and women empowerment and community engagement by:

- Conducting desk research to identify characteristics of effective youth leadership programs.
- Collecting data both qualitative and quantitative using focus groups and surveys on youth's perceptions and experiences after participating in various leadership programs.
- Conducting data analyses using different qualitative and quantitative programs such as SPSS and NVIVO.
- Writing manuscripts for publication in various journals.

January 2017 - May 2019

Teaching Assistant, The Ohio State University, College of Food, Agriculture and Environmental Sciences, Department of Agricultural Communication, Education and Leadership, Columbus, Ohio

Responsibilities

Provided support and guidance to about 26 undergraduate students in an introductory class to data analysis COMLDR 3537 during the spring semester for 2019 where I:

- Taught students how to use SPSS for entering and analyzing data.
- Taught students how to run descriptive and inferential statistics.
- Prepared instructional materials for teaching the students.
- Taught students on how to come up with write ups for various statistical analyses.
- Provided direction and guidance to students on how to develop research projects where they can use and apply data entry skills and analytical procedures that they learned during the class.
- Graded students' assignments

I also provided leadership support and guidance to undergraduate students implementing a leadership Capstone Project COMLDR 4480 during 2017 and 2018 spring semesters where I:

- Taught students about leadership concepts and theories.
- Taught and guided students on how to identify project ideas.
- Taught and guided students on how to develop and implement various leadership projects.
- Reviewed students' project proposals and provided them with the necessary insights.
- Graded students' assignments
- Followed up students' progress in implementation of their projects.

Provided support and guidance to about 60 undergraduate students in a writing class AGRCOM 2367 from autumn 2017 to May 2019 where I:

- Instilled knowledge and skills among students on good writing and interviewing skills

- Taught students how to write articles for social media platforms such as blogs and twitter.
- Taught students on how to plan and execute scientific research.
- Taught students how to develop various communication materials such as public announcements and press statements.
- Graded student's assignments

January 2017- December 2018
of

Research Assistant, The Ohio State University, College
Food, Agriculture and Environmental Sciences,
Department of Agricultural Communication,
Education and Leadership, Columbus, Ohio, USA

Responsibilities

Worked on various research projects where I gained experience in grant proposal writing and research project proposal development: The following are some of the specific responsibilities that I performed while on this role:

- Used google analytics for media monitoring of further with Food organization website to establish traffic and identify users. In addition, I also monitored conversations surrounding food safety on different social media channels such as twitter and Facebook.
- Assisted in grant proposal writing for different projects where I managed to have one of the projects funded. The project was implemented in Tanzania and was aimed at improving food security and economic development among villagers.
- Conducted literature review for a project aimed at improving capacity of Agricultural extension service providers in Tanzania where among others I learned that most of the extension agents do not have the required qualifications.
- Wrote articles for presentation and publication. Currently, still working on editing articles for publication.
- Conducted data analysis for different research projects using SPSS (version 25) and NVIVO.

August-December 2016

Program Assistant, The Ohio State
University, Global Water Institute:
Columbus, Ohio, USA

Responsibilities

Provided technical support and guidance in project planning and implementation where I:

- Conducted research to identify potential projects and areas for intervention where I was able to identify that sanitation and water are potential project areas for Tanzania.
- Provided guidance during project formulation where I provided insights on the factors that may affect successful implementation of projects such as cultural values and gender issues.
- Drafted project proposals where I managed to have about three proposals submitted for funding.
- Assisted in managing the organization's website and other communications activities

May -August 2016

Communications Intern, The Ohio State University,
Global Water Institute: Columbus, Ohio, USA

Responsibilities

Provided technical support and guidance during planning and implementation of various

communication activities where I:

- Conducted interviews with various clients.
- Wrote articles for publishing on the organization's website.
- Assisted in managing the organization's website.
- Assisted in setting up and organizing meetings.
- Assisted in planning and organizing various events.
- Managed communications materials and activities for the organization

October 2014-January 2016

Chief Agricultural Communication Officer, Ministry of Agriculture and Food Security: Department of Agricultural Extension Services, Agricultural Communications Branch, Malawi

Responsibilities

Overseeing and coordinating development and dissemination of agricultural information and other communication materials among farmers and various stakeholders in the country where I:

- Developed and set up standards for development and dissemination of agricultural information and other communications materials for the Ministry and other stakeholders in both print and electronic media.
- Facilitated implementation communications activities for the Ministry and other stakeholders by organizing and hosting stakeholder meetings and identifying communication gaps.
- Developed annual work plans, budgets and reports for the branch.
- Supervised production and dissemination of agricultural technical messages in the country for clarity, consistency, and accuracy.
- Supervised over 40 agricultural communication officers' country wide where I was able to develop a skill set inventory for the staff members for easy allocation of assignments.
- Represented the Ministry as a communications expert in various meetings where I provided guidance and direction regarding communication interventions and programs in the country.
- Provided guidance for development of communications project proposals and activities where among others I led the establishment of the first ever agricultural hot line known as "Mlimi hotline," establishment the first ever audio based mobile phone platform for disseminating agricultural information known as "Mchikumbi"
- Organized and implemented about three training workshops per year for agricultural communications officers.
 - Facilitated the establishment of the National Content Development Committee (NACDC) to ensure development of harmonized technical messages in the country.
 - Coordinated and served as a desk officer for various projects implemented by the ministry one of which led to the establishment of the first ever sugar cane strategy and oil seeds platform.

May 2009 -September 2014

Agricultural Communication Officer, Ministry of Agriculture and Food Security: Department of Agricultural Extension Services, Agricultural Communications Branch, Malawi

Responsibilities

Provided technical support and guidance for development and dissemination of agricultural information and other communication materials among farmers and various stakeholders in the country where I:

- Developed agricultural technical messages for print, radio, and Television broadcast where I was able to facilitate development a bi-monthly newsletter.
- Produced various documents such as agricultural magazines, policy briefs and reports.
- Edited and proof-read various documents such as magazines, radio program production scripts and Video production scripts.
- Translated various communication materials as well as technical messages from

English to Chichewa

- Produced promotional materials in print and electronic media such as posters, leaflets, jingles, and comedies for various agricultural programs.
- Implemented and provided guidance for inception and implementation of various projects one of which development of the lead farmer concept that is currently being used in Malawi as well as the Green Belt Initiative.
- Conducted interviews with various clients for production of radio and Tv programs and magazine articles.

August 2010-August 2011

Research Assistant, Department of Youth
Development and agricultural Education,
Purdue University

Responsibilities

- Conducted programmatic research in Agricultural communication, including audience and readership analysis.
- Synthesized literature and developed social science research methodologies.
- Collected and analyzed data and write results for presentation and publication in professional and scholarly venues.
- Assisted in different research efforts that support the strategic goals of the Department of Youth Development and Agricultural Education

TEACHING EXPERIENCE

Fall 2022- Present

Instructor, AgEds 561/461 Diffusion of Innovations, and
the Role of Agricultural Extension Education

Responsibilities

I am responsible develop the course content and teach the course. I have taught 40 graduate and undergraduate students in hybrid mode between fall 2022 to date. I teach students about the importance of technologies in agriculture and the role of extensions agents. Among others I assist students to:

- Develop critical and analytical thinking skills by reviewing the impact of agricultural extension on agricultural development.
- Analyze the impact of agricultural technologies on sustainable development.
- Discuss factors that contribute towards successful development and dissemination of technologies.
- Identify gaps in provision of agricultural extension and education services.

Present

Instructor, AgEds 463x Communicating Contemporary
Issues in Agriculture

Responsibilities

I am responsible for teaching, developing the actual course as well as content. In this the course I teach undergraduate students about various contemporary issues in agriculture and how they can communicate with the public about these issues. I am teaching a total of 23 students. Among others I am responsible for assisting students to:

- Develop analytical and critical thinking when communicating contemporary issues in agriculture.
- Develop messages for different audiences.
- Develop and disseminate messages using various media platforms.

- Facilitate difficult conversations.
- Produce different communication materials addressing specific issues.

Fall 2021, Spring 2022 Spring 2023 Instructor, AgEds 311 Presentation & Sales Strategies for Agricultural Audiences.

Responsibilities

I am responsible for developing the content and teaching the students. In this the course I teach students about effective communication strategies. I have a taught about 100 undergraduate students from fall 2021 teaching date. Among others I am responsible for assisting students to:

- Develop effective public speaking skills.
- Practice presenting persuasive and informative presentations.
- Develop active listening skills.
- Practice analytical skills by providing feedback to peers.
- Appreciate the importance of effective feedback.

Spring 2022 and Spring 2023 Instructor, AgEds 533 Learning Theory in Agricultural Education.

Responsibilities

I am responsible for developing the content and teaching. In this the course I teach students about learning theories and their impact on agricultural education and extension. I have a taught about 40 graduate students (Ph.D. and Masters) in spring 2022 and 23. Among others I am responsible for assisting students to:

- Develop their teaching philosophy.
- Develop analytical and critical thinking skills by analyzing the impact of learning theories on teaching and learning.
- Apply learning theories to guide teaching and learning.
- Identify best practices in teaching and learning.

Fall 2020 Instructor, AGCM 8710 Agricultural and Environmental Science Communication Theory, University of Georgia

Responsibilities

I was responsible for developing the content and teaching. In this the course I taught students about communication theories and their impact on agricultural development. I taught about nine graduate students (Ph.D. and Masters) both in person and online. Among others I am responsible for assisting students to:

- Appreciate the importance of communication theories when communicating with diverse audiences.
- Identify factors influencing acceptance or rejection of information.
- Analyze different communication theories and their impact on agricultural development.
- Develop knowledge and skills for effective communication.

Spring 2020 Co-Instructor, FYO100154075 Issue Leadership.

University of Georgia

Responsibilities

- Developed content for the class.
- Taught 14 undergraduate students.

ISU PERSONNEL RECORD

Assistant professor August 16, 2021, 70 Teaching/advising, 25 % Research and 5% Service

PROFESSIONAL ASSOCIATIONS

- Association for International Agriculture and Extension Education (AIAEE), 2018- Present
- North American Colleges and Teachers of Agriculture (NACTA), 2019- Present
- Journal of Food Systems and Community Development 2019-Present

AWARDS, HONORS AND RECOGNITION

- 2023- Innovation and Entrepreneurship Faculty Program Fellow, Iowa State University
- 2021: Outstanding Article of the year. First Runner Up. JIAEE
- 2019- Graduate Teaching Assistant Award Recipient. North American College Teachers in Agriculture (NACTA)
- 2019- Distinguished Graduate student. Department of Agricultural Communication, Education, and Leadership (ACEL)
- 2018-Next Generation Delegate Fellow, Chicago Council for Global Food Security
- 2017-Borlaug Summer Institute fellow. Purdue University.
- 2017-George R. Gist Graduate Scholarship Fund in Extension Education, Spring Recipient, Ohio State University.
- 2016-Agricultural Education Program Excellence Fund, spring recipient, Ohio State University.
- 2010-2012 -USAID Initiative for Long-term Training and Capacity Building (UILTCB), Autumn 2010-2012 Recipient

TEACHING AND ACADEMIC ADVISING.

AgEds 463X Communicating Contemporary Issues in Agriculture. Cr 3

Developed a new course on Communicating Contemporary Issues in Agriculture which focuses on:

- Developing students analytical and critical thinking skills
- Equipping students with knowledge and skill to engage in difficult conversations.
- Developing students listening and interviewing skills

Innovation: Apart from learning about the contemporary issues in agriculture, the students will be provided with an opportunity to facilitate a conversation while accommodating various views. The outcome for this class will be production of a podcast addressing various contemporary issues in

agriculture. The course was also incorporated as one of the required courses for the proposed Agricultural Communication undergraduate Major program.

The course was scheduled to be taught in fall 2022, however the course was approved late so it was not offered due to low enrolment.

AgEds 311 Presentation and Sales strategies for Agricultural Audiences. Cr 3

- Revising the course content where I included a new recorded presentation on facilitation, and I also revised the rubrics to address students' needs based on feedback.
- Teaching 62 undergraduate students (24 in fall 2021, 25 in spring 2022 and 23 in Spring 2022)
- Grading students' assignments

AgEds 461/561 Presentation and Sales strategies for Agricultural Audiences. Cr 3

- Revising the course content
- Teaching undergraduate (three) and graduate students (seven) in person (two students) and online (eight students)
- Grading students' assignments

AgEds 533 Introduction to Learning Theories in Agricultural Education. Cr 3

- Revising the course content
- Creating assignments: Introduced a new assignment titled Teaching/Learning Theorist Profile assignment which allowed the students to research theorists of their choice and present the findings to the class. The assignment promoted students' interactions and encouraged independent learning. To promote application of the course content, the students were also asked to develop a teaching/learning experience proposal where they were required to propose a topic which they will teach and describe the theories that guided their choice of content, delivery, activities, and evaluation mechanisms.
- Teaching graduate students online (19 in Spring 2022, and 11 Spring 2023)
- Grading students' assignments

Student Advising

Advised 10 freshmen and undergraduate students (fall 2021), eight (Spring, 2022), 13 (fall 2022) and 13 students (spring 2022). The two students which I lost in spring fall 2022 switched majors towards the end of the fall semester.

Undergraduate Students Mentoring

I mentored three undergraduate honors research students (spring 2022) who were involved in research aimed at exploring the impact of Iowa students' agricultural information seeking behaviors.

*Two of the students were awarded \$200 from the First-Year Honors Mentor Program Grant.

These students also presented their research at the 2022 ISU Annual Symposium on Undergraduate Research & Creative Expression (SoURCE).

Farnham, M. (2022). Exploring the Impact of agricultural information sources among dietetic students on their dietary preferences.

Hamann, C. & Rollinger, E. (2022). Exploring Undergraduate Animal Science Students' Perceptions of Livestock Handling

Zachary, H. (2022). Exploring Undergraduate students' agricultural information seeking behaviors.

RESEARCH AND ARTISTIC CREATIVITY.

My research focuses on exploring the role of agricultural communication towards promoting sustainable agricultural development. Specifically, my research focuses on examining the impact of

communication in amplifying voices of consumers, farmers, and underrepresented members of the society to inform agricultural technology development, decision and policy making. In addition, my research focuses on exploring factors influencing public acceptance of scientific innovations.

INTERNATIONAL ACTIVITIES.

- In 2022 I visited Uganda as part of the initial phases for project development aimed at assessing effectiveness of various activities implemented by the Centre for Sustainable Rural Livelihoods in Uganda. The project is expected to be a long-term project.
- Following the trip, I managed to develop a collaboration project with Bernard Obaa from Makerere University. We are currently in the process of getting IRB approval for a project titled “Reflections on the Impact of Agricultural Extension and Development Programs: A case study of Uganda.”
- Through the collaboration efforts with Dr. Obaa, we also collected data on Makerere graduate students of innovation, and we are in the process of analyzing the data.
- Collaborated with Professor Keba Hulela from Botswana University of Agriculture and Natural Resources and submitted an article titled “Moodle platform adoption by class of 2021 for e-learning at Botswana University of Agriculture and Natural Resources” which was accepted for presentation at the Association for International Agricultural Extension and Education.

SERVICE.

Departmental

Agricultural Communication Curriculum Committee member.

- I worked with my team mates to develop and revise the Ag Com major proposal leading to creation of the communication major in spring 2023.
- Worked on the strategic plan for the program where I:
 - Proposed creation of a graduate program in Agricultural Communication. The proposal was based on the need to meet the demand for a graduate program in agricultural communication from prospective students.
 - Proposed implementation of a research project aimed at exploring Agricultural Communication undergraduate students’ experiences and perceptions of advising. The research project is expected to contribute towards improving experiences of undergraduate students in the program for improved retention and enrolment.

Agricultural Education and Studies Graduate Committee Member.

Worked on the strategic plan for the program where I:

- Proposed creation of a graduate program in Agricultural Communication. The proposal was based on the need to meet the demand for a graduate program in agricultural communication from prospective students.
- Proposed to engage on different initiatives aimed at improving graduate students’ experiences in the department.

AGEDS Diversity and Inclusion Committee

I am working with my team mates to identify ways of promoting diversity and inclusion in the Department. The activities including having “Getting to know each other sessions” where different members of AGEDS shared their experiences and knowledge in different areas. In February 2023, we were able host one events where the AGEDS faculty, graduate students and staff were able to share their passion and interest areas.

College

CALS Innovation and Entrepreneurship Faculty Fellows Program member.

Managed to create titled “Communicating Contemporary Issues in Agriculture” which will lead to the development of a Contemporary Issues in Agriculture Podcast (CAP). The course was scheduled to be offered beginning fall 2023. It was originally scheduled to be offered in fall 2022 but was cancelled due to low enrolment because the course was approved after students had already registered classes for the fall.

Professional/Scientific Societies

2020- January 2023: Co-chair for the Equity Advisor Circle with the Journal of Agriculture, Food Systems and Community Development.

Responsibilities

- Initiating activities aimed at promoting diversity and inclusion. In this role I was able to pioneer the development of an indigenous column aimed at capturing research activities implemented by indigenous people.
- Development of metrics for tracking diversity, equity, and inclusion activities
- Conducting research aimed at assessing inclusivity and diversity issues in JAFSCD.

November 2019- December 2021- Assistant Editor, Journal for International Agricultural Extension and Education

Responsibilities:

- Checking formatting of manuscripts
- Uploading manuscripts on cross reference

September 2019- November 2019- Assistant Managing Editor, Journal for International Agricultural Extension and Education.

Responsibilities:

- Reviewing manuscripts to ensure that they are comply with the APA format.
- Provide guidance to authors on guidelines for submitting manuscripts.
- Conducting professional development sessions to assist authors.
- Assigning manuscript reviewers

PUBLICATIONS

A. **Refereed journal articles.** (Published, in press or in the review process.)

* *Denotes graduate students mentored*

Ayisi, D. N., * **Masambuka-Kanchewa, F.**, & Yakubu, N. B. (In Press). Post-Covid-19 Pandemic: A systematic review of E-extension services prospects in Ghana. *Heliyon*.

Ayisi, D. N., * & **Masambuka-Kanchewa, F.** (In review). An Empirical Analysis of Livestock Farmers' E-Agriculture Use Intention in The Era of the COVID-19 Pandemic. *Journal of Agricultural Education*

Masambuka-Kanchewa, F. Lamm, A.J. & Lamm, K (In review). Religiosity or Sound Science? American Public Online Information Seeking Behaviors during the Coronavirus Pandemic. *Journal of Media and Religion*

Oyugi, M., **Masambuka-Kanchewa, F** & Lamm A.J. (In Review). Informing Science and Health Communication During Crisis by Exploring Social Media Information Seeking During the COVID-19 Pandemic. *Journal of Applied Communication*

Mayfield-Smith, K. *, Lamm, A. J., **Masambuka-Kanchewa, F.**, Borron, A., & Holt, J. (In review). *Determining How Chosen Online Connections and Information Seeking Behaviors on Social Media Influence Climate Beliefs and Knowledge*. Sage Open.

Masambuka-Kanchewa, F. Lamm, A. & Qu. S. (2022). Exploring the Impact of Agricultural Policies on the Documentation and Sharing of Indigenous Knowledge in Sub-Saharan

Africa. *Journal of Agricultural Extension and Rural Development*.4(4), 173-182 doi: 10.5897/JAERD2022.1331

- Masambuka-Kanchewa, F., & Lamm, A.** (In Review). Using Body Mapping to Assess Doctoral Students' Preparedness to Serve as Science Communicators. *Journal of Southern Agricultural Education Research*.
- Masambuka-Kanchewa, F., & Lamm, A.** (2022). CAES Graduate Students' Perceptions of Scientists before and after Taking a Science Communication Course. *Nacta Journal*
- Lamm, K. W., **Masambuka-Kanchewa F.**, Lamm, A. J., Davis, K., Nahdy, S., & Oyugi, M. A. (2021). A case study analysis of extension service provision in Malawi. *African Journal of Agricultural Research*. <https://doi.org/10.5897/AJAR2021.15781>
- Dobbins, C.E. *, **Masambuka-Kanchewa, F.**, & Lamm, A. J., (2021). A Systematic Literature Review of the Intersection between social media and Cultural Identity: Implications for Agricultural and Environmental Communication. *Journal of Applied Communications*.105(2). <https://newprairiepress.org/jac/vol105/iss2/6/>
- Mayfield-Smith, K. *, **Masambuka-Kanchewa, F.**, Lamm, A. J., Borron, A., & Holt, J. (2021). Arguing for Argument's Sake? Exploring Public Conversations around Climate Change on Twitter. *Journal of Applied Communications*, 105(4). <https://doi.org/10.4148/1051-0834.2382>
- Lamm, K.W., Mulvaney, C., Lamm, A.J. Davis, K., **Masambuka-Kanchewa F.** & Nahdy, S. (2021). Model of success: Extension Services helping Ugandan youth find a career in Agriculture. *Journal of International Agricultural and Extension Education*. 28(3), 7-13 <https://doi.org/10.5191/jiaee.2021.28307>
- Masambuka-Kanchewa, F.**, Rumble, J. & Buck, E. (2021). Exploring Differences in Communication Behaviors Between Organic and Conventional Farmers *Journal of Agriculture, Food Systems and Community Development* 10(3). 205-219 <https://doi.org/10.5304/jafscd.2021.103.018>
- Lamm, K.W., Mulvaney, C., Lamm, A.J. Davis, K., **Masambuka-Kanchewa F.** & Nahdy, S. (2021). Model of success: Extension Services helping Ugandan youth find a career in Agriculture. *Journal of International Agricultural and Extension Education*. 28(3), 7-13 <https://doi.org/10.5191/jiaee.2021.28307>
- Masambuka-Kanchewa, F.**, Lamm, K.W., & Lamm, A.J. (2020). [Special issue].Beyond diffusion of improved technologies to promoting innovation creation and information sharing for increased agricultural productivity: A case study for Malawi and Kenya. *Journal of International Agricultural and Extension Education*, 27(1), 79-92. doi: 10.5191/jiaee.2020.27106
- Masambuka-Kanchewa, F.**, Rodriguez, M.T., Buck, E. & Lamm, A.J. Niewoehner- Green. J. (2020). Impact of agricultural communication interventions on sustainable agricultural development in Malawi. *Journal of International Agricultural and Extension Education*.27(3), 131-161 doi: 10.5191/jiaee.2020.273116
- Gibson, K. E. *, Lamm, A. J., **Masambuka-Kanchewa, F.**, Fisher, P. R., & Gómez, C. (2020). Identifying indoor plant propagation research and education needs of specialty crop growers. *HortTechnology*.30(4),519-527. <https://doi.org/10.21273/HORTTECH04622-20>
- Masambuka-Kanchewa, F.**, Lamm, K.W., & Lamm, A.J. (2020). Gate keepers in agricultural extension research: A retrospective analysis. *Journal of International Agricultural and Extension Education*.27(4), 94-110. doi:10.5191/jiaee.2020.27494
- Lamm, K.W, **Masambuka-Kanchewa F.**, Lamm, A.J., Davis, K., & Nahdy, S. (2020).Strengthening coordination among extension service providers for improved provision of agricultural extension and advisory services: A case study from Kenya. *Journal of International Agricultural and Extension Education*. 27(3), 18-26. doi: 10.5191/jiaee.2020.27318
- Rodriguez, M., Erbaugh, Mattee A., M., Msuya, C., **Masambuka F.**, & Cochran, G. (2019). Improving the training of frontline extension workers in Tanzania: A pilot curriculum reform initiative with the Ministry of Agriculture training institute at Ilonga. *Journal of International Agricultural Education and Extension*, 26(3) 105-120 doi:10.5191/jiaee.2019.26307.
- Agunga, R., Rice, C.E. Batchelder, C.L, **Masambuka, F.**, Chilungo, S. & Banda, C., (2012) An Analysis of HIV Risky Behaviors of University Students in Malawi: A Case Study of Bunda College and The Polytechnic, *Journal of Development Communication and studies*,2(1), 1-17.

Non-refereed journal articles, newsletters, and conference proceedings in technical, semi-technical and popular publications.

- Chowa, C. Nkhoma, J. Ndipita, M. **Masambuka, F.** (2009). Malawi's success story; from food deficit to food security. (Video documentary) Ministry of Agriculture and Food Security, Lilongwe, Malawi.
- Banda, C., Phiri, M, **Kanchewa F.**, Phimba, M. & Macherera, M. (2014) Climate change adaptation and neglected crops in Malawi- PR219. (Video documentary) Agricultural communication Branch. <https://www.youtube.com/watch?v=IB7AZMDello>.
- Masambuka-Kanchewa, F.** (2013). Agricultural information perceptions and Behaviors of Smallholder Farmers in the Central Region of Malawi, Purdue University. USA
- Masambuka, F.** (2009). Introduction of improved sorghum varieties through farmers' participatory evaluation, University of Malawi, Bunda College of Agriculture.
- Masambuka, F.** (2019). *Agricultural communication: Whose voices, for who and for what? A case study of Malawian agricultural communication programs* (Doctoral dissertation, The Ohio State University).https://etd.ohiolink.edu/!etd.send_file?accession=osu1555398450368817&disposition=inline.
- Malindi, G.M.E., Kayuni F.L., Chikomola A.C., Mandula.B, Namakhoma, A., Fatch, P., & **Masambuka, F.**, (2010)., Gender, HIV & AIDS and Agricultural biodiversity in Malawi. Lilongwe.
- CCARDESA (2016). Status of Agricultural Information Communication and Knowledge Management in the SADC region, *Centre for Coordination of Agricultural Research and Development for Southern Africa (CCARDESA)*, Gaborone, Bostwana.
- Ministry of Agriculture, (2019). Agricultural Extension Development Officers' Handbook on Good Agricultural Practices. Lilongwe, Malawi.

Books and chapters in books.

- Doerfert, D., Irlbeck E., Mcleod, A. & **Masambuka- Kanchewa, F.**, (2022). Risk, Crisis, and Issues Communication in Agricultural *Communication in Action* (2nd ed)
- Masambuka-Kanchewa, F.**, & Rodriguez, M. (Forthcoming) Redefining the Role of ICTs: A tool for Empowering Farmers and Rural Communities in Chowdhury, A., Editor & Gow, G., Editor (Eds). *Digital Communication for Agricultural and Rural Development*.

Published abstracts.

- Masambuka-Kanchewa, F.**, Qu, S., & Cline, L., (2022). International Graduate Students' Classroom Experiences in U.S. Agricultural Education and Extension Programs. *Paper to be presented at the Association of International Agricultural Education and Extension*. Thesalonik, Greece
- Masambuka-Kanchewa, F.**, & Lamm, A.J (2021). Religiosity and Sound Science? American Public Information seeking behaviors during the Coronavirus Pandemic. *Paper presented at National Agricultural Communication Symposim (Virtual)*
- Masambuka-Kanchewa, F.**, & Lamm, A.J., (2021). The Role of Knowledge Management Systems in Implementing Agricultural Interventions in Southern African Development Community Member States. *Paper presented at the Research Technical Assistance Centre Conference (Virtual)*
- Masambuka-Kanchewa, F.**, Opiyo, S. & Lamm, A.J., (2021). Using a Knowledge Management System to Improve the Implementation and Coordination of Natural Resource Management Interventions in Malawi. *Paper presented at the International Association for Society in Natural Resource Management (Virtual)*
- Masambuka-Kanchewa, F.**, Opiyo, S., Lamm, A.J., & Lamm, K. (2021). Agricultural Extension Services Technology Dissemination Policies: Opportunity or Obstacle to Farmer Knowledge

Sharing? *Paper presented at the European Seminar on Extension & Education Conference (Virtual)*

- Masambuka-Kanchewa, F.,** Lamm, A.J., & Gibson, K. (2020). Indoor plant Propagation Stakeholders' Preferred Sources of Agricultural Information. Southern Region American Society for Horticultural Science Regional, Louisville, Kentucky
- Mayfield-Smith, K. *, Lamm, A.J., & **Masambuka, F.** (2020). The Utilization of User Fees to Manage Greenhouses and Growth Chambers at Public and Land Grant Universities. Southern Region American Society for Horticultural Science, conference, Louisville, Kentucky
- Gibson, K. *, Lamm, A., & **Masambuka, F.** (2020). Educating Scientists on Grower Needs Related to Indoor Plant Propagation. *Southern Region American Society for Horticultural Science conference.* Louisville, KY
- Masambuka, F.** Rodriguez, M & Buck, E. (April 2019). Re-examining the role of agricultural communication for improving agricultural productivity among Malawian farmers. *Association for International Agricultural and Extension Education.* Port of Spain, Trinidad &Tobago.
- Masambuka, F.** Rodriguez, M & Buck, E. (April 2019). Exploring the status and use of Information and Communications Technology (ICT) for accessing agricultural information in Rural Tanzania. *International Agricultural and Extension Education.* Port of Spain, Trinidad &Tobago.
- Elhadi, A., **Masambuka, F.** (April 2019). Gender Sensitive Asset Based Approach to Needs Assessment. *Professional development presentation at the Association of International Agricultural and Extension Education Annual Conference.* Port of Spain, Trinidad & Tobago
- Masambuka, F.** Rodriguez, M & Buck, E (2018). Drivers and shakers of Agricultural communication: Implications for sustainable development in developing and developed countries. Conference Proceedings: 34th Annual Conference of AIAEE Celebrating the Intersection of Human, Natural, and Cultural Systems April 16 - 20, 2018 Merida, Yucatan, Mexico
- Masambuka, F.** Rodriguez, M & Buck, E (2017). Investigating the potential of Agricultural communication on sustainable development, *European Seminar on Extension an Education, Chania, Greece.*

General audience publications such as bulletins, pamphlets, brochures, state-of-the-art updates, fact sheets, home study materials, etc.

CAST Friday Notes. (2021). Gatekeepers and research analysis.

Chicago Council on Global Food Security. ((2021) "Renewing International extension to equip farmers for changing climate" available at https://www.thechicagocouncil.org/sites/default/files/2021-09/FINALExtension%20Policy%20Brief%20CCGA_2021_v4.pdf

SIGNIFICANT PRESENTATIONS

* *Denotes graduate students mentored*

- Masambuka-Kanchewa, F.,** Lamm, A.J., Qu, S., Retallick, M., Sanders, C., Lamm, K.W. (In Review). *Communicating with Impact Using Art or Science: Examining Student Reactions to Media Portrayals of Animal Agriculture.* Paper Submitted for Presentation at the Association for International Agricultural Extension and Education Conference. Orlando, Florida
- Masambuka-Kanchewa, F.,** Lamm, A.J., Qu, S., Retallick, M., Sanders, C., Lamm, K.W. (In Review). *Communicating with Impact Using Art or Science: Examining Student Reactions to Media Portrayals of Animal Agriculture.* Professional Development Proposal, Submitted for Presentation at the National Agricultural Communications Symposium. Atlanta, GA.
- Dustman, E. A., Byrd, A. R., Lamm, A. J., Lamm, K.W., Sanders, C.E., Qu, S. **Masambuka Kanchewa, F.,** - & Retallick, M.S. (In Review). *An exploration into commodity board*

- communication: Social media considerations.* Poster presentation at the National Agricultural Communications Symposium. Atlanta, GA.
- Byrd, A. R., Lamm, A. J., Sanders, C. E., **Masambuka-Kanchewa, F.**, Qu, S., Retallick, M., Lamm, K. (In review). *Exploring the communication experiences of pork industry professionals to inform extension programming.* Research abstract presentation at the 2024 Association for International Agricultural and Extension Education's Annual Meeting, Orland, FL, USA.
- Kalna-Dubinyuk, T., & **Masambuka-Kanchewa, F.** (In Review). *Hope during Chaos: Ukrainian Students' Perceptions of the War and its Impact Agricultural Extension and Education in Ukraine.* Paper to be presented at the Association of International Agricultural Education and Extension, Orlando, Florida
- Nyarko, A.D^{*} & **Masambuka-Kanchewa, F.** Qu, S. (In Review). *Examination of sources for Lack of Interest to Pursue Agricultural Related Careers among African Youths.* Paper to be presented at the Association of International Agricultural Education and Extension, Orlando, Florida
- Terkper, C., Nyarko, A.D^{*} & **Masambuka-Kanchewa, F.** (In Review). *Time-Series Analysis of Livestock Mobility in Ghana.* Paper to be presented at the Association of International Agricultural Education and Extension, Orlando, Florida
- Kakara, A^{*} & **Masambuka-Kanchewa, F.** Qu, S. (In Review). *Is Agricultural Extension and Education about Technology Transfer or Human Development?* Paper to be presented at the Association of International Agricultural Education and Extension, Orlando, Florida
- Masambuka, F.,** & Rodriguez, M. (2023). *What Does it Take to Incorporate Farmers' Innovations in Agricultural Extension Service Delivery? A Case Study of Malawi.* Paper presentation at the Association for International Agricultural and Extension Education. Guelph, Canada
- Nyarko, A.D^{*} & **Masambuka-Kanchewa, F.** (2023). *An Analysis of Demographic Characteristics of Ghanaian Livestock Farmers.* Paper presented at the Association of International Agricultural Education and Extension, Guelph, Canada
- Nyarko, A.D^{*} & **Masambuka-Kanchewa, F.** (2023). *An Empirical Analysis of Livestock Farmers' E-Agriculture Use Intention in the Era of Covid 19 Pandemic* Paper presented at the National Association of Communication Symposium Education and Extension, Oklahoma, U.S.A
- Nyarko, A.D.,^{*} Schnor, S. ^{*} & **Masambuka-Kanchewa, F.** (2023). *Trends in Research on American Consumers' Motivations for Purchasing Eco-friendly Products.* Paper presented at the Association for American Agricultural Extension and Educators, North Carolina, U.S.A
- Schnor, S. ^{*} & **Masambuka-Kanchewa, F.** (2023). *Eco-Friendly Products: Do I Really Know Them?* Paper presented at the Association for American Agricultural Extension and Educators, North Carolina, U.S.A
- Masambuka-Kanchewa, F.,** Qu, S., & Cline, L., (2022). *International Graduate Students' Classroom Experiences in U.S. Agricultural Education and Extension Programs.* Paper Presented at the Association of International Agricultural Education and Extension, (virtual)
- Masambuka-Kanchewa, F.,** & Lamm, A.J., (2021). *The Role of Knowledge Management Systems in Implementing Agricultural Interventions in Southern African Development Community Member States.* Paper presented at the Research Technical Assistance Centre Conference (Virtual)
- Masambuka-Kanchewa, F.,** Opiyo, S. & Lamm, A.J., (2021). *Using a Knowledge Management System to Improve the Implementation and Coordination of Natural Resource Management Interventions in Malawi.* Paper presented at the International Association for Society in Natural Resource Management (Virtual)
- Masambuka-Kanchewa, F.,** Opiyo, S., Lamm, A.J., & Lamm, K. (2021). *Agricultural Extension Services Technology Dissemination Policies: Opportunity or Obstacle to Farmer*

- Knowledge Sharing?* Paper presented at the European Seminar on Extension & Education Conference (Virtual)
- Mayfield-Smith, K. *, **Masambuka-Kanchewa, F.**, Lamm, A. J., Borrón, A., & Holt, J. (February 2021). *Arguing for Argument's Sake? Exploring Public Conversations around Climate Change on Twitter*. Research paper Presented at the National Agricultural Communications Symposium. (Virtual)
- Masambuka-Kanchewa, F.**, & Lamm, A.J (February 2021). *Does Religiosity take Precedence over Sound Science? American Public Information seeking behaviors during the Coronavirus Pandemic*. Research paper presented at the National Agricultural Communications Symposium. (Virtual)
- Masambuka-Kanchewa, F.**, & Lamm, A. (2020). *Can Mobile Phones Replace Traditional Sustainable Food System Communication Channels?* Paper presented at The International Symposium for Society & Resource Management. (virtual)
- Masambuka-Kanchewa, F.**, Lamm, A.J. & Brashears, T. (2020). Making impact with your scholarship. *Professional development presentation at the Association of International Agricultural and Extension Education webinar*.
https://www.dropbox.com/s/sh7hh6ynjnhltzg/zoom_0.mp4?dl=0
- Mayfield-Smith, K. *, **Masambuka-Kanchewa, F.**, & Lamm, A. J. (September, 2020). Assessment of public reception of climate news media. *Abstract presented at the Southeastern Environmental Education Alliance Conference, Columbia, SC*. (Virtual)
- Dobbins, C.E. *, **Masambuka, F.**, & Lamm, A. J. (June 2020). A content analysis of the intersection between social media and culture: Implications for sustainable food system communication. *Paper presented at the International Symposium for Society & Resource Management Conference*. (Virtual)
- Dobbins, C.E. *, **Masambuka, F.**, & Lamm, A. (May 2020). Cultural identity and social media: Implications for sustainable food system communication. *Paper to be presented at the Agriculture, Food and Human values conference, Georgia, U.S.A*
- Wu, Y. L., **Masambuka-Kanchewa F.**, & Buck, E. (2020). Young Farmers' Choice of Communication Channels when Communicating with Consumers: A Case Study of Midwestern Farmers. *National Agricultural Communication Symposium*
- Masambuka-Kanchewa, F.**, & Elhadi, A. (2020). From Dependent to Independent Communities: Empowering Communities using Gender- Sensitive Asset Based Approach (GAANA). In *Middle East and North African Evaluators Network*. Jordan
- Masambuka-Kanchewa, F.**, (March 2020) What does it take to meet Malawian farmers' changing and growing needs? *Envisioning the future of extension*, Washington D.C., U.S.A
- Masambuka, F.** Rodriguez, M & Buck, E. (April 2019). Re-examining the role of agricultural communication for improving agricultural productivity among Malawian farmers. *Paper presentation at the 2019 Association for International Agricultural and Extension Education*. Port of Spain, Trinidad & Tobago.
- Masambuka, F.** Rodriguez, M & Buck, E. (April 2019). Exploring the status and use of Information and Communications Technology (ICT) for accessing agricultural information in Rural Tanzania. *Paper presentation at the 2019 Association for International Agricultural and Extension Education*. Port of Spain, Trinidad & Tobago.
- Elhadi, A., **Masambuka, F.** (April 2019). Gender Sensitive Asset Based Approach to Needs Assessment. *Professional development presentation at the Association of International Agricultural and Extension Education Annual Conference*. Port of Spain, Trinidad & Tobago.
- Masambuka, F.** Rodriguez, M & Buck, E. (April 2018). Drivers and shakers of Agricultural communication: Implications for sustainable development in developing and developed

countries. *Paper presentation at the 2018 Association for International Agricultural and Extension Education*. Yucatan, Mexico.

Masambuka, F. (2018). Stories of influence. Speaker at the at the 2018 Chicago Council for Global Food Security issues symposium session, Washington, D.C

Masambuka, F. Rodriguez, M & Buck, E. (April 2018). Investigating the potential of Agricultural communication on sustainable development. *Poster presentation at the 2017 European Seminar on Extension an Education*. Chania, Greece.

GRANTS AND CONTRACTS

Funded

Gabler N., Retallick M., See T., Lamm A., Shurson, J., Hayes, D., Lonergan, E, Qu. S., & **Masambuka-kanchewa, F.,** (2023-2028) *Enhancing Trust in Pork Products through Strengthening Communication, Research and Training*, (National Pork Board) Amount Requested:\$8,000,000.00, Amount Funded : \$8,000,000.00,

Li, W., Castellano M., Dong, L., **Masambuka-Kanchewa, F.,** Gu,S., Schneegurt, &M., Twomey (2023-2027) *RII Track-2 FEC: Promoting N₂O- and CO₂-Relieved Nitrogen Fertilizers for Climate Change-Threatened Midwest Farming and Ranching*, (National Science Foundation) Amount Requested: \$4,000,000, Amount Funded: \$4,000,000,

Rodriguez, L., Qu, S., Masambuka-Kanchewa, F, (July 2023- December 2023). *Perceived and experienced cybersecurity vulnerabilities of small-scale farmers and ag media performance in covering cybersecurity incidences and threats*. (Iowa State University) Amount Requested: \$14, 709. Amount funded: \$14,709.

Masambuka-kanchewa, F., *Establishment of Contemporary Issues in Agriculture Podcast (CAP)*. (2021). CALS Innovation and Entrepreneurship Faculty Fellows Program award. (Iowa State University) Amount requested: \$5,000. Amount Funded: \$5,000.

Sustainable Intensification of Maize-Legume Cropping Systems for Food Security in Eastern and Southern Africa (SIMLESA)- Malawi project CIMMYT
Amount requested: \$400,000. Amount Funded: \$400,000

Agricultural Productivity Programme for Southern Africa-Malawi Program: Technology Dissemination Component
Amount requested: \$1,000,000. Amount Funded: \$1,000,000,000

Masambuka-kanchewa, F *Agricultural communication; Whose voices, for who and for what?*
OARDC SEEDS Grant. Amount requested \$4,900. Amount Funded: \$4,900.

GRANT PROPOSALS: Under Review

Masambuka-Kanchewa, F., Acker, D., (In Review). *Assessment of Factors Contributing towards Successful Implementation of Youth Entrepreneurship and Educational programs: A case study of Kamuli District in Uganda.*(AGCO Foundation) Amount Requested: \$442,708

Rodriguez, L., Martin, M., **Masambuka-Kanchewa, F.,** & Qu. S. (In Review). The Origins of Beliefs about Bioengineered (Iowa State University) Amount Requested: \$30,000

GRANT PROPOSALS: Not funded

Masambuka-Kanchewa, F., Retallick, R., & Miller, R. (Rejected). American Public's Perceptions and Comprehension of Agricultural Product Labels on Sustainable Agricultural Development. Amount Requested: \$625,278

Masambuka-Kanchewa & Opiyo, S. (Rejected). The role of data and Knowledge Management Systems on Sustainable Agricultural Development. Amount Requested \$60,000

QU, S., **Masambuka-Kanchewa, F,** Abarca, S., Hartman, K., & Michael, M. (Rejected). Empowering Socially Disadvantaged Farmers and Ranchers through Digital Access to USDA Programs and Communication Campaign: A Case Study of Iowa. Amount Requested \$604, 785

Masambuka-Kanchewa, F., Qu, S., Lamm, A.J., & Opiyo, S. (Rejected). *An Exploration into the Role of the Internet in Capturing, Dissemination, and Promotion of Indigenous Agricultural Knowledge in Sub-Saharan Africa.* Amount requested: \$200,000.

Time on their hands: Exploring potential changes in household and community dynamics in response to the Maji (water) Marwa project. OARDC SEEDS Grant.
\$49,784

Sustainable Village Water systems for Rural Tanzania Project. McArthur Foundation
\$100,000

REVIEW AND EDITING

- Reviewer of Journal of International Agriculture Extension and Extension (**January 2022-present**)
- Reviewer for North American College Teachers in Agriculture (**February 2020-Present**)
- Reviewer Journal of Agriculture, Food Systems and Community Development (**March 2019-Present**)
- Reviewer Journal of Applied Communication (**February 2022- Present**)
- Reviewer of National Agricultural Communication Symposium poster abstracts (**2021**)

OTHERS

GUEST LECTURES

Masambuka-Kanchewa, F. (2023, March). Science Communication: Is it an Art, Science or Both? Iowa State University.

Masambuka-Kanchewa, F. (2021, November). *International Agricultural Extension: Barriers and Opportunities.* Guest lecture in Technology International Development class, University of Georgia.

Masambuka-Kanchewa, F. (2021, February). *Beyond Diffusion of Innovations.* Virtual lecture in ALEC International Development class, University of Georgia.

Masambuka-Kanchewa, F. (2018, March). *Communication as a tool for capturing audience needs.* Tanzania study abroad class. The Ohio State University