

# Lydia Johnson

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## Education

**Iowa State University** (GPA: 3.96) *Ames, Iowa* Bachelor of Science Degree: May 2024  
Majors: Agriculture and Life Sciences Education- Communications Option; Journalism & Mass Communications  
Minors: International Agriculture; General Business

**Bondurant-Farrar High School** (GPA: 3.97) *Bondurant, Iowa* High School Diploma: May 2020  
National Honor Society, Honor Roll, Presidential Honors Award for Academic Excellence, Academic Letter

## Work Experiences

**Iowa Department of Agriculture and Land Stewardship, Administrative Intern** *(May 2021-August 2021)*

- Implemented department communications under the direction of Iowa Secretary of Agriculture, Mike Naig
- Supported 14 diverse bureaus through writing news releases, media alerts, and success stories, and completed design work, website updates, and managed Iowa Department of Agriculture and Land Stewardship social media accounts
- Closely managed the Clean Water in Iowa Starts Here program by collaborating with public and private partners including Newsradio 1040 WHO, commodity groups, and industry representatives to spotlight innovative conservation practices aiding state-wide efforts towards Nutrient Reduction Strategy and Hypoxia Task Force goals
- Supported Iowa State Fair preparation including two Iowa Department of Agriculture and Land Stewardship booths
- Assisted in the implementation of department-led Iowa State Fair events, including Century and Heritage Farm recognition programs, Iowa Farm Environmental Leader Awards, and the Choose Iowa Kids Coloring Calendar

**Iowa State University (Agricultural Communications Peer Mentor)** *Ames, Iowa (Fall 2021 Semester)*

- Develop lesson plans, present content, share university resources, and teach an orientation course to incoming agricultural communications freshman and transfer students
- Assist students in developing four-year plans focused around personal and professional goals

**WHO Radio (National Association of Farm Broadcasting Intern)** *Des Moines, Iowa (June-August 2020)*

- Interviewed guests, scheduled programming, and recorded segments for “The Big Show” on Newsradio 1040 WHO and AM 600 WMT live weekdays from 11am-1pm with Bob Quinn and Andy Petersen
- Wrote and updated news articles, podcast segments, and social media content to reflect current events
- Gained proficiency with Adobe Audition through recording market reports, editing audio clips, and creating podcast segments utilized in on-air coverage, digital social media platforms, and the iHeart Radio website
- Organized a political candidate profile series prior to the 2019 U.S. Senate and House elections addressing prominent agricultural issues like broadband internet access, ethanol production, rural healthcare, and export market expansion

**Nationwide (Agribusiness Marketing Intern)** *Virtual (October 2020-May 2021)*

- Assisted in the management of the Golden Owl Award recognizing 1,700+ agricultural educators in seven states, selecting 51 state finalists, and awarding seven Agricultural Educator of the Year state winners
- Collaborated with state FFA associations, industry representatives, and program sponsors to execute impactful virtual events to honor agricultural educators
- Created social media posts utilized across Nationwide Facebook, Twitter, Instagram, and LinkedIn accounts that organically surpassed 15 million media impressions with 100% brand-favorable tone
- Developed banner advertisements for the Farm Progress weather page promoting Nationwide Insurance and marketing campaigns in grain bin safety, women in agriculture, COVID-19 response, and agricultural education

**World Food Prize (Borlaug-Ruan International Intern)** *Nairobi, Kenya (Summer 2020)*

- Programming cancelled for the summer of 2020 due to COVID-19
- Selected to spend eight weeks at the International Livestock Research Institute in Nairobi, Kenya, researching animal health, food quality, and global sustainability while experiencing cultural immersion

**3 Sisters Farm** *Bondurant, Iowa*

- Raised on and actively involved in a diversified grain and livestock family Heritage farm in rural Polk County
- Specific individual responsibilities include managing a personal show lamb flock which was named the Iowa FFA State Winner in Sheep Production and nationally awarded a gold ranking

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## Leadership

### **Student Government, Sr. Director of Communications** (April 2020-present)

- Serve as an appointed executive cabinet member to support the President and Vice-President of the student body
- Manage organization-wide communication to support student organizations, university programs, and recruitment efforts over social media, at outreach events, and across campus in a positive, inclusive manner
- Collaborate with all branches including Senate, Supreme Court, Election Commission, and Executive officers
- Elevate student voices by advocating for projects, hosting town hall forums, and executing social media campaigns

### **National Agri-Marketing Association, CALS Council Representative** (November 2020-present)

- Collaborate with club officer team at meetings and communicate updates to the College of Agriculture and Life Sciences Student Council at bi-weekly meetings
- Serve as the CALS Council Special Events Committee Co-Chair to plan and promote engaging events for students on campus following university COVID-19 guidelines, including a National Agriculture Day luncheon in March 2021

### **Southeast Polk FFA Chapter, President** (December 2018-December 2019)

- Coordinated weekly and monthly meetings with parliamentary procedure for an urban-based, 200+ member chapter
- Assisted with all chapter projects including the 'Farm to Fork' tilapia and lettuce aquaponics system, greenhouse, chapter cattle herd utilized at the Animal Learning Center, ultrasound machine, and drones

### **South Central District FFA Reporter** (March 2019-March 2020)

- Wrote press releases, created weekly member spotlights, and managed social media platforms
- Planned and executed four district and state level agricultural advocacy and leadership-based facilitation events

### **State 4-H Council** (June 2018-2019, June 2019-June 2020)

- Planned the State 4-H Conference held annually at Iowa State University hosting over 700 youth for 3 days
- Collaborated with 39 other youth to serve as program ambassadors across the state

## Professional Development Opportunities

### **World Food Prize Global Youth Institute** (October 2019, 2020)

- Completed research papers on Agricultural Education in New Zealand and Animal Health in Kenya
- Attended the Borlaug Dialogue to address global sustainability with students from 28 U.S. states and 13 countries

### **National Council on Youth Leadership** (September 2019)

- Represented Bondurant-Farrar High School to gain leadership abilities and partake in civic engagement

### **National Agri-Science Summit** (January 2019)

- Served as an Iowa delegate to the conference to gain experience with foreign policy, interaction with industry professionals, and understanding of new agriculture concepts in Washington D.C.

### **National 4-H Congress** (November 2018)

- Improved global citizenship, service learning, and leadership development through nationwide networking

### **Sheep Production FFA Proficiency** (2019)

- Awarded state winner and national gold ranking as a reflection of placement and entrepreneurial projects

## Collegiate Activities

Block and Bridle Club

Agricultural Communicators of Tomorrow

ISU College of Agriculture and Life Sciences Ambassador

National Association of Farm Broadcasters

Agricultural Business Club

National Agri-Marketing Association

Sigma Alpha Professional Agricultural Sorority

ISU CALS Council: Special Events Co-Chair

Agriculture Relations Council Student Member

Agricultural Communications Peer Mentor

## References

### **Mr. Bob Quinn**

Farm Broadcaster; Co-Host of 'The Big Show'

WHO Radio / iHeart Media

Mobile: (515) 778-3804

BobQuinn@iheartmedia.com

### **Mr. Matthew Eddy**

Agriculture, Food, and Natural Resources Consultant, Bureau of

Career and Technical Education; Iowa FFA State Advisor

Iowa Department of Education

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