

Billy R. McKim
Assistant Professor
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Formal Education:

PhD	2010	Texas A&M University, Agricultural Leadership, Education, and Communications
MS	2008	University of Missouri, Agricultural Education
BS	2007	University of Wyoming, Agricultural Education
BS	2007	University of Wyoming, Animal and Veterinary Sciences

Professional Experience:

Texas A&M University, Assistant Professor	Department of Agricultural Leadership, Education, and Communications; Department of Agricultural Education	2011 – present
Texas A&M University, Texas Agrilife Extension Project Specialist		2009 – 2011

Scholarly Activity:

Summary:

Extramural Funding:

McKim, B. R. (2016). Texas Beef Council – Data analysis system development. Texas Beef Council.
McKim, B. R. (2016). MusicMaster program scheduling software. A-Ware, Inc. \$75,000
McKim, B. R. (2016). vCreative broadcast production workflow software. TLCreative Advertising, LLC. \$2,400
McKim, B. R. (2016). PromoSuite NeXt software. Broadcast Manager, Inc. \$89,856
McKim, B. R. (2016). Fusion model staff funding. Bryan Broadcasting. \$32,000
McKim, B. R. (2013). Radio broadcasting in the Department of Agriculture Leadership, Education and Communications through the creation of the Country Radio Broadcasters endowment. Country Radio Broadcasters. \$25,000.

Key Publications:

Yopp, A. M., McKim, B. R., & Warhol, B. M. (2016). Balance is a myth: You can't teach an old dog new tricks. *Proceedings of the Twelfth International Congress of Qualitative Inquiry*. Urbana-Champaign, IL.

Lawver, R. G., McKim, B. R., Smith, A. R., Aschenbrenner, M. S., Enns, K. (2016). Developing Metrics for Effective Teaching in Agricultural Education. *Career and Technical Education Research*.

Hill, J. S., Mobly, M., & McKim, B. R. (2016). Reaching Millennials: Implications for Advertisers of Competitive Sporting Events that Use Animals. *Journal of Applied Communications*.

Leggette, H. R., McKim, B. R., Homeyer, M., & Rutherford, T. (2015). Perspectives of writing related to critical thinking and knowledge creation. *NACTA Journal*, 59(4), 275-284.

- Farias, K., McKim, B. R., Yopp, A. M., & Hernandez, F. (2015, August). Using video diaries as an alternative to mail diaries: Engaging Millennials in hard-to-reach populations. *Proceedings of the 2015 Annual Meeting of the Rural Sociological Society*. Madison, WI.
- McKim, B. R., Yopp, A. M., & Bishop, D. M. (2015, August). An experiment testing variations of the home delivery survey method. *Proceedings of the 2015 Annual Meeting of the Rural Sociological Society*. Madison, WI.
- McKim, B. R., Specht, A. R., & Yopp, A. M. (2015, June). Video ethnography: An approach to collecting, archiving, and sharing data and results. *Proceedings of the 2015 NACTA Conference*. Athens, GA.
- McKim, B. R., Specht, A. R., & Yopp, A. M. (2015, June). A systems approach to fostering a collaborative experience for teaching research: A case study. *Proceedings of the 2015 NACTA Conference*. Athens, GA.
- McKim, B. R. (2015). *A Microsoft Excel calculator for mean weighted discrepancy scores*. (version 1.4) [computer software] College Station, TX: Texas A&M University, Digital Media Research and Development Laboratory.

Current Teaching:

- AGCJ 366: Radio Broadcasting
 AGCJ 380: Workshop in Agricultural Journalism
 AGCJ 411: Audience and Communication Research Methods
 AGCJ 466: Advanced Radio Broadcasting
 AGCJ 481: Seminar
 AGCJ 494: Internship

Professional Service/Engagement:

- 2016 – Country Radio Broadcasters, Country Radio Seminar Agenda Committee
 2015 – Reviewer, [Journal of] *Rural Sociology*
 2014 Chair, AAAE Research Committee
 2014 Co-Chair, AAAE National Research Conference
 2012 – Reviewer, *Journal of Applied Communications*
 2011 – 2014 AAAE Research Committee – Western Region representative
 2011 – National Information Management and Support System (NIMSS) WERA1010: Reduction of Error in Rural and Agricultural Surveys, Multistate Research Committee
 2011 – Reviewer, *Journal of Agricultural Education*
 2010 – 2013 Reviewer, *Journal of Leadership Education*
 2015 – KANM Student Radio, Advisor
 2014 – 2015 CMA-EDU (Country Music Association), advisor
 2016 – ALEC Climate Committee
 2015 – ALEC Scholarship Committee
 2014 – ALEC IT Committee
 2014, 2015 ALEC – Search Committee, Microcomputer/LAN Administrator
 2013 – 2014 ALEC – Search Committee, AGCJ Assistant Professor
 2013 – 2015 ALEC Graduate Faculty – Chair, special committee to revise graduate research course sequence

Honor and Awards:

- 2015 Faculty, Staff, and Advisor Veteran Support Award
 2014 Honor Professor Award
 2014 Transfer Camp Namesake