

What we do & Why it matters

Agricultural Communications | agcomm.illinois.edu

Agricultural Communications at Illinois interweaves the study of agricultural and environmental sciences with that of journalism, advertising, marketing, multimedia communications, and more. The program is presented jointly by two colleges: the College of ACES and the College of Media. Students develop expertise in agriculture and related topics taught by world-class ACES faculty while learning the principles and practices of the communications profession from award-winning faculty in the College of Media.

LULU RODRIGUEZ (director)

Dr. Rodriguez leads the only program in the country that interweaves the study of agricultural and environmental sciences with that of journalism, advertising, public relations, and multimedia communications. Agricultural Communications develops proficient communicators who promote a broader understanding of agriculture and the environment while applying critical thinking skills to explain complex agricultural and environmental issues and their implications.

HEATHER CUPPS-MILLER (full-time instructor)

Ms. Miller teaches courses that strengthen journalism and communications involving the food complex, natural resources, rural-urban interactions, and other dimensions of agriculture and the environment. She cultivates students skilled in communicating across multimedia platforms.

RICK DANZL (part-time instructor)

Mr. Danzl brings 25 years of experience as a photojournalist to cultivate visual communicators who can make the images of agriculture and the environment come alive to a variety of audiences. He teaches students photographic skills that can be applied in developing visuals for a variety of multimedia platforms.