

Joshua J. Frye, Ph.D.

Humboldt State University
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Education

Ph.D., Communication, received 2007

Purdue University, West Lafayette, IN

Dissertation Advisor: Charles J. Stewart

Dissertation: A Study in Social Movement Framing and Outcomes: The Transnational Origin, Diffusion, and Transformation of “Organic” Agriculture.

M.A., Communication, received 2003

Marquette University, Milwaukee, WI

Trinity Fellowship-competitive graduate fellowship sponsored by the United States Peace Corps, Dick Burke (Founder of Trek Bicycles), and the Milwaukee Chapter of the American Red Cross

B.A., Philosophy, received 1995

University of Minnesota, Minneapolis, MN

Honors Program

Study Abroad and Field Work in **Madras, India**

Areas of Specialization

- Persuasion and Campaign Theory
- Food Systems Discourse
- Environmental Communication
- Organizational Leadership Communication
- Rhetorical Theory & Criticism

Awards and Honors

Office of the Dean Faculty Leadership Associate

AY 2018/2019

Certificate of Recognition

CSU Teaching & Learning Innovation for Creating and Offering No Cost Courses, 2018.

Faculty Learning Community

Competitive selection to Beginning Grant Writing Faculty Learning Community, 2016.

Community of Scholars

Recognition bestowed by the College President upon faculty who achieve a meritorious standard of scholarly publication, 2014.

Outstanding Faculty Member

Recognition by the Inter-Greek Council of Oneonta, 2010.

Academic Excellence with Technology Award

Annual college-wide award recognizing exceptional uses of technology to improve instruction based on criteria of learning objectives, innovativeness, applicability to other classes and/or disciplines, 2009.

Top Paper Award

“Tensions of Praxis,” Environmental Communication Division, National Communication Association Annual Convention. Chicago, IL, 2007.

Purdue Research Foundation Dissertation Fellowship

University-wide competitive year-long grant for doctoral research, 2006.

Peer-Reviewed Publications**Books**

Engstrom, C., & Frye, J. (2016). *Qualitative Communication Consulting*. Dubuque, IA: Kendall Hunt.

Frye, J., & Bruner, M. (Eds.). (2012). *The Rhetoric of Food: Discourse, Materiality, and Power*. New York and London: Routledge.

Refereed Journal Articles

Suojanen, K., Woodall, K., Hammonds, J. R., Monie, D., Scribani, M., Krupa, N., Jenkins, P., Weil, H., & Frye, J. J. (2018). Teaching future doctors to communicate: a communication intervention for medical students in their clinical year. *Journal of Communication in Healthcare*, 11, (3), DOI: 10.1080/17538068.2018.1507082

Frye, J. (2017). “The Holism ± Reductionism Dialectic and Transhumanism’s Terministic Screens”, *KB Journal*, 13, (1), www.kbjournal.org/frye

Frye, J., & Suchan, M. (2017). “Nobel Peace Speech”, *ESSACHESS. Journal for Communication Studies*, 10, (1), 55-72.

Frye, J. (2016). “Re-conceptualizing the Global Fair Trade Movement”, *Journal of Social Justice*, 5, <http://transformativestudies.org/publications/journal-of-social-justice/>

Frye, J., & Fox, R. (2015). “The Rhetorical Construction of Food Waste in US Public Discourse,” *Food Studies*, 5, (4), 43-57.

Frye, J. (2014). "Big Ag Gags the Freedom of Expression", *First Amendment Studies*, 48, (1), 27-43.

Fox, R. L., & Frye, J. (2010). "Tensions of Praxis: A New Taxonomy for Social Movements", *Environmental Communication: A Journal of Nature and Culture*, 4, (4), 422-440.

Frye, J., Kisselburgh, L., & Butts, D. (2007). "Embracing spiritual followership", *Communication Studies*, 58, (3), 243-260.

Frye, J. (2006). "Burke, Socioecology, and the Cuban Example", *K. B. Journal*, 2, (2), www.kbjournal.org.

Book Chapters

Frye, J. (2016). Hugo Chavez, Iconic Associationism, and the Bolivarian Revolution. In L. Calvente and G. Garcia (Eds.) *Imprints of Revolution: Visual Representations of Resistance*. London: Roman and Littlefield International.

Frye, J. (2016). Out of Camelot: Walking Toward Eloquence. In C. Engstrom & J. Frye (Eds.) *Qualitative Communication Consulting: Stories and Lessons from the Field*. Dubuque, IA: Kendall Hunt.

Frye, J. (2012). Lee Kyung Hae and the Dynamics of Social Movement Self-Sacrifice. In J. Frye & M. Bruner (Eds.) *The Rhetoric of Food: Discourse, Materiality, and Power*. New York and London: Routledge.

Encyclopedia Entries

Frye, J. (2015). Anti-Globalization Movements/World Trade Organization. In K. Albala (Ed.) *Food Issues Encyclopedia*. Thousand Oaks, CA: Sage.

Frye, J. (2015). Media Examinations/Muckraking. In K. Albala (Ed.) *Food Issues Encyclopedia*. Thousand Oaks, CA: Sage.

Non Peer-Reviewed Publications

Books

Frye, J. (2009). *The Origin, Diffusion, and Transformation of "Organic" Agriculture*. Saarbrücken, Germany: VDM.

Book Reviews

Frye, J. (2010). Richard D. Rieke, Malcolm O. Sillars, & Tarla Rai Peterson. *Argumentation and Critical Decision Making*, 7th ed. Boston, MA: Pearson.

Frye, J. (2007). Steven C. Combs, "The Dao of Rhetoric". *Quarterly Journal of Speech*, 93, (1), 438-440.

Online Articles

Frye, J., & Bruner, M. (2017). "Community Connections." *Locally Grown Virtual Field Guide*, www.locallygrownfilm.com

Frye, J. (2014). "Putting A Muzzle On The Public." *Communication Currents*.

Conference Proceedings

Frye, J. (2011). "The Nonverbal Persuasion of Ritual Rhythms." *The Oneonta Convivium Proceedings, XVII, 2006-2010*, 35-42.

Frye, J. (2010). "Communication Consulting for a Sustainable Agriculture Initiative." In E. Seitz, T. P. Wagner, & L. Lindenfeld (Eds.), *Environmental Communication as a Nexus: Proceedings of the 10th Biennial Conference on Communication and the Environment*. Portland, ME: University of Southern Maine.

Frye, J., & Keel, G. (2009). "Spearheading College-Wide Curricular Transformation: Sustainable Susquehanna Prospectus." *Proceedings for the Fifth Annual Celebration of Teaching*, 7-11.

Frye, J. (2005). "Pragmatic Idealism and Latent Exigency in Political Environmental Rhetoric: A Critical Reading of President Bush's June 11, 2001 Address to the Nation on Climate Change Policy Options". In Gregg B. Walker & William J. Kinsella (eds.), *Finding our Way(s) in Environmental Communication: Proceedings of the Seventh Biennial Conference on Communication and the Environment*, (pp. 125-134). Corvallis: Department of Speech Communication, Oregon State University.

Selected Conference Presentations

Stumpf, T, Califf, C., and **Frye, J.** (2019). "The Conceptualization and Uses of Technological Metaworlds in Travel." Hawaii International Conference on System Science 52, Maui, HI, January 8-11, 2019.

Maguire, J., Scheerer, D., Simpson, S., **Frye, J.**, Zerbe, N. "Locally Grown! America's New Food Revolution". The 42nd National Institute Conference on Social Work and Human Services in Rural Areas. The University of Memphis, TN, July 19-21, 2017.

Frye, J., Maguire, J., Zerbe, N., Johnson, L., Simpson, S., & Scheerer, D. "Cultivating Community: Humboldt Food Sovereignty". AFHVS/ASFS 2017 *Migrating Food Cultures: Engaging Pacific Perspectives on Food and Agriculture*. Occidental College, Los Angeles CA, June 13-17, 2017.

Frye, J. “Two Place Based Touchstones of Critical Food Justice”. 88th Annual Convention of the Western States Communication Association. Salt Lake City, UT, 2017.

Frye, J. “Burke and pedagogy”. National Communication Association Annual Convention in Las Vegas, NV. 2015.

Frye, J. “The Rhetoric of Alternative Agriculture Movements at the Nexus of Globalization Structures and Processes” paper presented to the Food Studies Knowledge Community 5th International Conference at Monash University, Prato, Italy, October 2014.

Frye, J., & Fox, R. L. “The Rhetorical Construction of Food Waste in US Public Discourse” paper presented to the 12th biennial Conference on Communication and the Environment at the Swedish University of Agricultural Sciences, Uppsala, Sweden, June 2013.

Frye, J. “An Integrative Model for Local-Global Food Systems” paper presented to Global Gateways, Local Connections Conference at THE NEW SCHOOL and New York University. 2012.

Frye, J. Invited Respondent for Competitively Selected Panel of the Public Address Division at the National Communication Association Annual Convention in San Francisco, CA. 2010.

Frye, J. “Consulting a Sustainable Agriculture Initiative” paper presented to the Conference on Communication and the Environment. Portland, ME. 2009.

Frye, J. “Regulating Bodies Through Rhythmic Ritual” paper presented to Kenneth Burke Society, National Communication Association Convention. San Diego, CA. 2008.

Fox, R. L., & **Frye, J.** “Tensions of Praxis” paper presented to the Environmental Communication Division, National Communication Association. Chicago, IL. 2007.

Frye, J. “Frame dispute between USDA and U.S. Organic Movement Organizations (1990-2000)” paper presented at the Conference on Communication and the Environment, Chicago, IL. 2007.

Frye, J. “Polyvalent Theories of Social Movement Leading and Organizing” paper presented to the Rhetorical and Communication Theory Division, National Communication Association Convention. Chicago, IL. 2007.

Invited Talks & Guest Lectures

HSU Teaching & Learning Innovation Showcase: Invited to deliver presentation on no cost courses innovation, Spring 2018.

International Education Week: organized and facilitated “BaFa BaFa”, a cross-cultural communication simulation, at Humboldt State University, Spring 2018.

New Faculty Learning Community: facilitated workshop with 30 teaching faculty, “Creating Civil Dialogue” at Humboldt State University, September 2017.

Guest Lecture in TA 104 (Story Through Word and Image): “Small Group Communication Roles and Functions” at Humboldt State University, Fall 2016 & Spring 2017.

Spotlight Speaker, Invited Research presentation to Marquette University Diederich College of Communication Spring Research Symposium. April, 2016.

Skype with a Scholar, Graduate Student Chapter of Rhetoric Society of America (RSA) at University of Texas El Paso. February 2015.

Sponsored lecture, entitled “Presidential Persuasion” for the **New York Council for the Humanities Speakers Bureau**, the New York state affiliate of the National Endowment for the Humanities. Nancy Howe Auditorium, Wellsville, NY. September 2014.

Sponsored lecture, entitled “Rhetorical Leadership in the US Organic Food Movement” for the **New York Council for the Humanities Speakers Bureau**, the New York state affiliate of the National Endowment for the Humanities. Southeast Steuben County Library, Corning, NY. July 2013.

Sponsored lecture, entitled “Rhetorics of Change in the 2008 Presidential Campaigns” for the **New York Council for the Humanities Speakers Bureau**, Kinderhook Memorial Library. June 2012.

Sponsored lecture, entitled “Rhetorical Leadership in the US Organic Food Movement” for the **New York Council for the Humanities Speakers Bureau**, the New York state affiliate of the National Endowment for the Humanities. The Farmers Museum in Cooperstown, NY. May 2012.

Sponsored lecture, entitled “Rhetorics of Change in the 2008 Presidential Campaigns” for the **New York Council for the Humanities Speakers Bureau**, Peninsula Public Library in Lawrence, Long Island, New York. August 2011.

Invited presentation on the role of rhetoric in sustainable agriculture industry persuasion at the University of Vermont. March 2011.

Sponsored lecture, entitled “Rhetorical Leadership in the US Organic Food Movement” for the **New York Council for the Humanities Speakers Bureau**, Petit Branch Library in Syracuse, New York. October 2010.

Guest Speaker, “Building Democracy through Organic Agriculture: Sustainable Agriculture Extension in the Peace Corps.” Pine Lake Environmental Campus of Hartwick College. 2008.

Guest Speaker, “Social Marketing and Health Promotions Campaigns,” New York State College Health Association, SUNY Oneonta. 2008.

Keynote Speaker, “Begin It.” *Lambda Pi Eta* Induction Ceremony. SUNY Oneonta. 2007.

Guest Speaker, “Communication and Consulting: Practitioner Opportunities and How to Grow as a Communication Professional.” Communication Arts Society, SUNY Oneonta. 2007.

Elected Speaker, United States Peace Corps Swearing-In Ceremony. Tegucigalpa, Honduras. 1997.

University and Professional Teaching Appointments

Associate Professor

Humboldt State University, Arcata, CA

Fall 2015-Present (with 2 years prior service credit)

COMM 100 Fundamentals of Speech Communication

COMM 300 American Public Discourse

COMM 315 Communication & Social Advocacy

COMM 319 Communication Research Methods

COMM 480 Creating Communication Campaigns

COMM 404 Theories of Communication Influence

Program Director

Sustainable Learning, Inc., Brooklyn, New York

Summer 2016, 2017, 2018.

Director of the **Environmental Leadership Academy** at Dartmouth College, 45 international students selected to participate in a two-week intensive pre-college residential program focused on sustainability leadership.

Visiting Professor

Shanxi University, Taiyuan City, China

Spring 2015

Taught **Rhetorical Traditions of the East and West**-Graduate level seminar

Taught **Expository English Writing** for a Professional Adult Chinese Delegation

Taught **Public Speaking**-2 sections at the undergraduate level

Screened Chinese applicants for study abroad scholarships

Judged student competition in foreign film translation

Trip Leader

Costa Rica, Adventures in Sustainability

Summer 2016

Professional Facilitator for field-based environmental leadership program for 9 students built around the five core principles of **sustainability immersion, global perspective, leadership development, environmental study, and active learning**

Instructional Lead

Dartmouth Environmental Leadership Academy, Summer 2015

Professional Facilitator for 8 sustainability education workshops.

Trip Leader

Ecuador, Seeds of Change

Summer 2014

Professional Facilitator for field-based environmental leadership program for 15 students built around the five core principles of **sustainability immersion, global perspective, leadership development, environmental study, and active learning.**

Tenured Associate Professor

State University of New York, Oneonta

Spring 2014-Spring 2015

Designer and Facilitator for Institution-wide Sustainability Education Workshop

COMM 225 Argumentation

COMM 270 Persuasion in Everyday Life

Assistant Professor

State University of New York, Oneonta

Fall 2007-Fall 2013

COMM 100 Introduction To Communication

COMM 110 Public Speaking

COMM 280 In Search of a New Rhetoric

COMM 380 Environmental Rhetoric

COMM 387 Creating Persuasive Campaigns

COMM 399 Rhetoric of Social Movements

COMM 399 Teamwork in Advertising

Summer Teaching Faculty

Yale University, New Haven, CT

Junior Statesmen Foundation Summer School, 2004-2007

COMM 100 Public Speaking

Graduate Teaching Assistant

Purdue University, West Lafayette, IN
Fall 2003-Summer 2007

- COMM 100** Presentational Speaking
- COMM 204** Critical Approaches to Communication
- COMM 325** Interviewing
- COMM 318** Principles of Persuasion

Grants**Office of the Dean Faculty Leadership Associate (\$3,000)**

Competitively awarded funding to engage in community outreach and initiate interdisciplinary designed and driven public dialogue and deliberation sessions between the campus and community stakeholders. AY 2018/2019.

Undergraduate Research and Creative Activities Fellowship (\$787.50)

Awarded funding from the College of Arts, Humanities, and Social Sciences at Humboldt State University for 3 undergraduate research assistants on collaborative food studies research project. AY 2017/2018.

Faculty Research Grant (\$1,500)

Awarded by the SUNY Research Foundation to conduct original field-based rhetorical research at the U.N. Food and Agriculture Committee on World Food Security 41 annual meeting in Rome, Italy, October 2014.

University Faculty Senate Grant (\$5,000)

Awarded by the UFS Research and Graduate Studies Committee to design and implement workshop for 50 SUNY faculty on sustainability education. Workshop facilitation team included Jack Byrne from Middlebury College, Dr. Gina Keel from SUNY Oneonta, and myself. Workshop held June 2-3 at SUNY ESF Gateway building. 2014.

SUNY Oneonta Faculty Development Grant (\$1,407)

Travel to 12th Biennial Conference on Communication and the Environment, Uppsala, Sweden, 2013.

Purdue Research Foundation Grant (\$18,000)

Highly selective university-wide grant to fund dissertation research. 2006-2007.

USAID Grant (\$2,000)

Grant included capacitating Honduran campesinos in organic pest control and seed preservation. San Rafael, Lempira, 1998.

Service

University-Wide Service

- *Member of team selected to design, develop, and implement CAHSS pilot first year learning community for undeclared incoming freshman, 2018.*
- *Competitively selected faculty member to help design university curriculum on Climate Change Resilience, 2018.*
- *Appointed member, CAHSS, WASC Steering and Self-Study Committee, 2016-2018.*
- *Elected CAHSS Faculty Representative to University Senate, 2016-2018.*
- *International Advisory Committee, 2016-2019.*
- *Expert Panel Facilitator, HSU Food Summit 2016.*
- *Communication Advisor, Storm Water Interception Project (SIP), 2013-2015.*
- *Founding Member, President's Advisory Council on Sustainability, 2010-2013.*
- *Strategic Planning Task Force, 2009-2010.*
- *Portal Development Team, 2009-2010.*
- *Kaufmann Environmental Communication and Education Memorial Lecture 10th Anniversary Planning Committee, 2009.*

Department Service

- *Executive Committee, 2015-present.*
- *Curriculum Committee, 2015-present.*
- *Assessment Committee, 2015-2016.*
- *Budget Committee, 2015-present.*
- *Tenure Track Line Search Committee Chair, 2013-2014.*
- *Budget Advisory Group, 2013-2014.*
- *Faculty Co-Advisor, Advertising Club, 2013-2014.*
- *Grievance Committee, 2010-2014.*
- *Faculty Co-Advisor, Communication Arts Society. 2007-2011.*
- *Faculty Search Committee, 2009-2010.*
- *Communication Arts Department Representative and Coordinator, Academic and Student Life Fair, 2007-2009.*
- *Faculty Judge, Senior Seminar Presentations, 2007-2014.*

Service to the Field

- *Book Contract Reviewer, University of Pennsylvania Press, 2019.*
- *Convention Planning Committee, National Communication Association Annual Convention, 2017-2018.*
- *Chair, Burkean Conversation Parlor, National Communication Association Annual Convention, 2018.*
- *Co-Chair, Improvisation Games for Communication Courses, National Communication Association Annual Convention, 2018.*
- *Reviewer, Oxford University Press, 2017.*
- *Reviewer, Activism and Social Justice Division, National Communication Association Convention, 2017.*
- *Reviewer, Kenneth Burke Division, National Communication Association Convention, 2017.*
- *Article Referee, Journal of Rural Studies, 2016-2017.*

- *Article Referee, Humboldt Journal of Social Relations*, 2016.
- *Article Referee, Food, Culture, and Society*, 2015-2016.
- *Associate Editor, Food Studies: An Interdisciplinary Journal*, 2015.
- *Article Referee, Health Communication*, 2015.
- *Book Proposal Reviewer, Routledge*, 2014.
- *Book Proposal Reviewer, University of Mississippi Press*, 2014.
- *Reviewer, 12th biennial Conference on Communication and the Environment*, 2012.
- *Article Referee, Environmental Communication: A Journal of Nature and Culture*, 2012.
- *Panel Organizer, 10th biennial Conference on Communication and the Environment*, 2009.
- *Article Referee, Communication Monographs*, 2012.
- *Reviewer, Environmental Communication Division, National Communication Association Convention*, 2008.
- *Reviewer, Conference on Communication and the Environment*, 2007.

Service to the Community

- *Special Event Volunteer, Mateel Community Center*, 2016-present.
- *Special Event Volunteer, TEDx Humboldt Bay Speaker Series*. May 22, 2016.
- *Appointed Member of Agriculture and Open Space Committee, Arcata City Council*, 2015-2017.
- *Board of Directors, Center for Agricultural Development and Entrepreneurship*, 2013-2015.
- *Special Events Planning Committee, Mad River United Soccer Club*, 2015.
- *Actor, Thought Alarm Theater*, 2010-2015.
- *Volunteer Yoga Instructor, YWCA/YMCA*, 2005-2015.
- *Debate Coach & Judge. Various Tournaments and Workshops*. 2003-Present.
- *U.S. Peace Corps Sustainable Agriculture Extension Agent, Honduras*. 1997-1999.

Media/Press Appearances

- *Trinity Fellows Alumni Newsletter. Alumni Profile*. June 2018.
- Scheerer, D., Simpson, S., Maguire, J., Frye, J., & Patino, M. "Locally Grown: America's Food Revolution". December 5, 2017 at 9:00PM and December 17, 2017 at 4:30PM. KEET TV (*PBS Northcoast*).
- "Locally Grown: America's New Food Revolution" Airing on KEET-TV December 5 & 17. *Kymkemp.com*
- Scheerer, D., Simpson, S., Maguire, J., Frye, J., & Patino, M. "Locally Grown: America's Food Revolution" Gala Opening at the Arcata Minor Theater. October, 2017.
- Houston, W. (2017). "Locally-produced documentary to highlight community-oriented agriculture." *Times Standard*.
- "Food Summit Explores Creating a Healthy Food System." *Times Standard*.
- O'Shea, S. (2012). "The New Face of Politics." *The Daily Star*.
- Anderson, L. (2012). "Why Is Broccoli the Poster Child of Despised Vegetables?" *Slate.com*.
- SUNY Oneonta Admissions Recruitment Video (2012): "SUNY Oneonta and You: Possibilities"
- Bashaw, W. (2011). "Teach-In Examines Occupy Movement." *The State Times*.

- Richardson, D. (2009). "On the Bright Side." *The Daily Star*.
- Worgan, B. (2008). "The whole world's in their hands." *The Daily Star*.

Consulting & Professional Experience

Sales Communication Training

Ideal Positions, LLC., 2018.

- Designed and delivered communication training modules for sales agents and customer service staff of SEM Marketing firm.

Curriculum Developer and Program Designer

Sustainable Learning, Inc., 2014-2016

- Designed new curriculum for two-week intensive course at Dartmouth Environmental Leadership Academy.

Institutional Curriculum Developer

State University of New York, 2009-2013

- Spearheaded institution-wide sustainability education initiative to suffuse sustainability throughout the curriculum.
- Successfully procured funding (\$30,000) and administrative support to implement an annual faculty development workshop.
- Outcome of new and modified courses in the college curriculum spanning multiple disciplines that focus on or substantially address sustainability issues in regularly offered courses.

Communication Consultant

Columbia University Medical School, January 2012-2014.

Leadership Consultant

Center for Economic and Community Development, Summer 2011.

- Provided resources and counsel for center to develop community leaders in various sectors.

Communication Consultant

College Assistance Migrant Program, Summer 2009-2011.

- Designed and delivered undergraduate-level leadership communication workshops for children of migrant laborers in New York State.

Communication Consultant

The Foundation, Summer 2007.

- Executed original historical-rhetorical research on the environmental movement and the alternative agriculture industry.
- Edited Executive Summary and Business Plan.
- Wrote Green Papers to help The Foundation position itself in the alternative agriculture industry.

- Provided rhetorical strategies and advice for The Foundation's logo, image, and marketing position.

Leadership Development Project Director

American Red Cross, 2001-2003.

- Designed and Conducted Organizational Needs Assessment.
- Designed and developed leadership training program.
- Leadership Communication workshops designed and taught:
 - Integrative negotiation
 - Teambuilding
 - Leadership styles
 - Nonverbal communication
 - Values clarification
 - Change leadership
 - Emotional intelligence

Sustainable Agriculture Extension Agent

United States Peace Corps, Honduras 1997-1999.

- International Sustainable Development
- Grant Writing
- Report Writing
- Project Design & Implementation
- Adult Education
- Farmer Leadership Development
- Cross-cultural Diplomacy

Professional Memberships

- Food Studies Knowledge Community
- Agriculture, Food, and Human Values Society
- National Communication Association
- Western States Communication Association
- International Environmental Communication Association
- California Faculty Association
- National Peace Corps Association

Skills/Languages

- English-Spanish bilingual
- Community First Aid/CPR Certification
- Wilderness First Aid Certification
- Community-Based Social Marketing Certification
- Qualitative Research
- Communication Consulting