



Sunday, February 4th

7:00-7:30 a.m. **Breakfast/Check-In, Augusta 1/2**

7:30 - 8:30 a.m. **Business Session, Augusta 1/2**

- *Welcome & Introductions*
- *Final Call for officer nominations (Secretary and Student Representative)*
- *Online officer voting opens*

8:30-8:45 a.m. **Break**

8:45 – 10:05 a.m. **DISTINGUISHED PAPER SESSION, Augusta 1/2**

(15 min for presentation, 5 min for Q&A)

Discussant: Katie Sanders

Facilitator: Fisher EasleySmith

High School Agricultural Communication Competencies: A High School Agriculture Educator Perspective

Mackenzie Atkins, Ricky Telg, Lauri M. Baker, & Kati Lawson | *University of Florida*

Exploring the Determinants of Intentions of Agritourism Businesses to Expand

Lauren Raley, Nellie Hill, Jason Ellis, Raluca Cozma, & McKenna Pavelock | *Kansas State University*

Quantifying Queer Visibility: A Content Analysis Exploring Queer Representation in Food and Agriculture Magazines

Jarred A. Shellhouse & Lauri M. Baker | *University of Florida*

From the Ground Up: An Arts-Based Analysis of Online Communication Impacts on Youths' Conceptualizations of Hydroponics and Related Careers

Madison A. Dymont, Mackenzie Atkins, Jamie Loizzo, Katie Stofer & Chris Decubellis | *University of Florida*

10:05-10:20 a.m.

Break

10:20-11:05 a.m. **CONCURRENT PAPER SESSION I, Augusta**

1/2

(10 min for presentation, 5 min for Q&A)

Discussant: Lauri Baker

Facilitator: Megan Pietruszewski

Overcoming Barriers: Describing Cattle Producers' Motivations & Perceived Barriers Toward Adopting Sustainable Practices to Inform Communication Strategy

Kindle Catching, Ginger Orton, & Laura Fischer | *Texas Tech University*

Flint Hills Cattle Ranchers' Decision-Making Regarding Herd Productivity And Rangeland Management Practices

Madison Baughman, Katie Starzec, Nellie Hill, KC Olson, & Adrian Sulivant
| *Kansas State University*

'Yellowstone' ...Is this Really Ranching? An Exploratory Qualitative Analysis of Agriculture Priority Areas Featured in 'Yellowstone' TV Trailers

Lauren Chase, Whitney Stone, Cara Lawson, & Laura Fischer | *Oregon State University, Ohio State University, & Texas Tech University*

CONCURRENT PROFESSIONAL DEVELOPMENT I, Augusta H

Facilitator: Shannon Norris-Parrish

10:20 am - Optimizing Online Writing and Discussions through Packback AI - Jamie Greig | *University of Tennessee, Knoxville*

10:35 am - Enhancing Online Engagement and Presentation Skills through Virtual Reality Workroom Applications - Jamie Greig | *University of Tennessee, Knoxville*

11:05 a.m.

Lunch (on your own) / Graduate Student Lunch

1:00 – 2:00 p.m.

CONCURRENT PROFESSIONAL DEVELOPMENT II, Augusta 1/2

Facilitator: Abigail Borron

1:00 pm - Communicating across worldviews in agriculture and natural resources, Sadie Hundemer, Stephanie Stoutamire, Cesar Zamora, & Madison Dymant | *University of Florida*

1:30 pm - Using Art to Communicate Agricultural and Environmental Science - Emily A. Dustman, Allison R. Byrd, & Dr. Alexa J. Lamm | *University of Georgia*

CONCURRENT PROFESSIONAL DEVELOPMENT III -

Roundtables, Augusta H

Facilitator: Garrett Steede

1. ***People and Big Data: Embracing the Data Revolution in Agricultural Communications*** – Sarah A. Bush, Jean A. Parrella, & Carrie N. Baker | *University of Florida, Virginia Tech*
2. ***Z is for Zotero: Introduction to Citation Management Software*** - Fisher EasleySmith | *New Mexico State University*
3. ***How to Develop, Maintain, and Engage an Industry Advisory Board*** - Jacqueline V. Aenlle, Nellie Hill-Sullins, & Katie Starzec | *Kansas State University*
4. ***Leveraging Multiple Online Tools to Conduct Synchronous Online Q Sorts and Interviews with American Cattle Producers*** - Ginger Orton, Laura Fischer, Courtney Meyers, David Doerfert, & Matt Raven | *Texas Tech University, Michigan State University*
5. ***Teaching qualitative methods to student researchers: Accounting for power dynamics and biases when analyzing qualitative data*** - Jacqueline V. Aenlle, Whitney Stone, & Katie Starzec | *Kansas State University, Oregon State University*

2:00 p.m. **Poster Set Up – Savannah Ballroom**

2:30 p.m. **Poster Session – Savannah Ballroom**

4:00 - 5:00 p.m. **SAAS General Business Meeting – Chastain Room 1/2**

- **Keynote Speaker - Dr. Manjit K. Misra**
 - Director, USDA National Institute of Food and Agriculture

5:00 p.m. **SAAS Opening Social – Grant Loft (Southern Exchange)**

Monday, February 5th

8:00 - 9:00 a.m. **CONCURRENT PROFESSIONAL DEVELOPMENT IV, Augusta 1/2**
Facilitator: Laura Fischer

8:00 am - Communicating and Teaching with Artificial Intelligence -
Jazmine Norwood, Kelcey Trewin, & Alyssa Rockers | *Tennessee State University*

8:30 am - Are We Missing Something: A Reflection on the Scholarship of Trust - Fally Masambuka-Kanchewa, Alexa Lamm, Shuyang Qu, Catherine Sanders, Michael Retallick, & Kevan Lamm | *Iowa State University, University of Georgia, North Carolina State University*

CONCURRENT PROFESSIONAL DEVELOPMENT V, Augusta H
Facilitator: Lisa Lundy

8:00 am - A Practical Guide for Reviewing Qualitative Research Journal Articles - Karli Yarber, Catherine Sanders, & Annie Specht | *University of Arkansas, North Carolina State University, The Ohio State University*

8:30 am - An Introduction to The iVisit Project: Preliminary Lessons Learned and Shared Best Practices for Development and Implementation of Interactive Virtual Reality Tours - Gabriel Spandau, Jamie Loizzo, & Courtney Meyers | *University of Florida, Texas Tech University*

9:00 – 9:15 a.m. **Break**

9:15 – 10:15 a.m. **CONCURRENT PAPER SESSION II, Augusta 1/2**
(10 min for presentation, 5 min for Q&A)
Discussant: Jamie Greig
Facilitator: Bailey Watson

Message Design Matters: An Experiment on Portrayal of Protective Action Guidance in Warning Messages for Three Hazards
Ginger Orton, Laura Fischer, Jeannette Sutton, & David Huntsman | *Texas Tech University, University at Albany, SUNY, & Huntsman Consulting, LLC*

Exploring Environmental Frames about Single-Use Plastics to Inform Visual Communication Messages

Kristin E. Gibson, Alexa J. Lamm, Kevan W. Lamm, Jessica Holt, & Kyle Maurice Woosnam | *University of Georgia*

Breaking Down the Sorghum Market: Identifying Target Audience Segments' Benefits for Strategic Communications

Joshue Lewis, Erica Irlbeck, & Laura Fischer | *Texas Tech University*

Public Engagement in Community Gardens: Communicating to Prepare for Climate Change Impacts on Gardens

Olivia M. Erskine, Alexa J. Lamm, Kevan W. Lamm, Catherine E. Sanders, & Kristin E. Gibson | *University of Georgia & North Carolina State University*

CONCURRENT PAPER SESSION III, Augusta H

Discussant: Nellie Hill-Sullins

Facilitator: Kelcey Trewin

An Exploration of Early Career Agricultural and Natural Resource Scientists' Perceptions of Social Responsibility

Gabriel Spandau, Jamie Loizzo, Sadie Hundemer, Samuel Smidt, Alice Akers, Jehangir Bhadha, & Young Gu Her | *University of Florida*

An Enthusiastic But Uncertain Welcome: CRISPR Thematic Coverage In U.S. Agricultural News 2012-2022

Lindsey Middleton, Anqi Shao, Ashley Cate, Jade Haugen, & Nan Li | *University of Wisconsin-Madison*

A Barbie Doll with a Gun: Understanding Women's Motivations and Barriers to Hunting

Sarah A. Cain, Audrey E. H. King, Linnea Harvey, Betsey York, & Kelly M. Adams | *Oklahoma State University & Oklahoma Department of Wildlife Conservation*

Talking Mental Health: An Assessment Of Oregon Agricultural Stakeholders Discussing Mental Health

Whitney Stone & Lauren Chase | *Oregon State University*

10:15 – 11:00 a.m.

Break/ Hotel Checkout

11:00 a.m. **Business Meeting, Augusta 1/2**

- *Poster awards*
- *Paper awards*
- *Business items*
- *Announcement of Officers*

12:00 p.m. **Adjourn**

Tuesday, February 6th

(optional meeting - not part of NACS)

1:00 pm - 3:30 pm **MULTISTATE PROJECT NATIONAL MEETING, Chastain 1/2**

S1095: Science Communication in Agriculture, Food, and Natural Resources: Human Science Research and Workforce Development

Chair: Jeff Miller

Secretary: Taylor Ruth

National Agricultural Communications Symposium Poster Session,
Savannah Ballroom
Sunday, Feb. 4
2:30 – 4:00 pm

RESEARCH POSTERS

**Finalist for Outstanding Research Poster*

- 1. Influence of Visual Branding on Consumers' Purchasing Intent for Beef***
Abigail Durham, Bailey Watson, and Taylor Ruth | *University of Nebraska-Lincoln; University of Tennessee, Knoxville*
- 2. Talking Pork: Tailored Communication for a Diverse Consumer Landscape***
Elisabeth Ramsey, Catherine E. Sanders, Alexa Lamm, Shuyang Qu, Fallys Masambuka-Kanchewa, Mike Retallick, & Kevan Lamm | *North Carolina State University; University of Georgia; Iowa State University*
- 3. From the Inside Out: Exploring the Extension Brand as a Master Brand Within a State Extension System***
Ashley McLeod-Morin, Sandra Anderson, Anissa M. Mattox, Lauri M. Baker, Jason Bolton, and Hannah Carter | *University of Florida; University of Maine*
- 4. Grower Communication Preferences for Water Related Information***
Kristin E. Gibson, Alexa J. Lamm, James Owen Jr., James Altland, Sarah A. White | *University of Georgia; Clemson University; USDA - ARS*
- 5. "I Don't Even Know What Sustainability Is": Describing West Texas Cotton Farmer Communication Preferences for Learning about Voluntary Sustainability Programs***
Kylie Kitten, Laura Fischer, Ph.D., Donna McCallister, Ph.D. | *Texas Tech University*
- 6. What's the Beef? Strategies Cattlemen's Organizations Currently Use to Communicate Animal Science and Livestock Production to Policymakers in the United States***
Maci Loving, Rylie Lux, Laura Fischer, Erica Irlbeck, and Ryan Rathman | *Texas Tech University*
- 7. Factors Predicting the Cultural Competence Knowledge of Agricultural Communications Students***
Jean A. Parrella, Rafael Landaverde, Holli R. Leggette, Peng Lu, Dara Wald, Karissa Palmer | *Virginia Tech; Texas A&M University; University of Georgia*
- 8. Reading Between the Labels: The Influence of Benefits Framing on Consumer Acceptance of a CRISPR-Produced Food***

Jean A. Parrella, Holli R. Leggette, Peng Lu, Gary Wingenbach, Matt Baker | *Virginia Tech; Texas A&M University; University of Georgia*

9. Source Credibility: Do You Trust Fake People?*

Gigi Gonsalves, Rieley Beauchamp, Jessica Holt, and Abigail Borron | *University of Georgia*

10. Empowering Rural Entrepreneurs in Rural Oklahoma: A Holistic Digital Needs Assessment*

Laney Reasner, Audrey E. H. King, & Linnea Harvey | *Oklahoma State University*

11. An Exploration into Commodity Board Communication: Social Media Considerations*

Emily A. Dustman, Allison R. Byrd, Alexa J. Lamm, Kevan Lamm, Catherine E. Sanders, Shuyang Qu, Fallys Masambuka-Kanchewa, Michael S. Retallick | *University of Georgia; North Carolina State University; Iowa State University*

12. What's All the Hype? Students' Reflections on the use of AI-Generated Messages to Communicate about Climate Change*

Karissa Palmer, Rafael Landaverde, Emily Fuller, Holli Leggette, Dara M. Wald, Logan Baker, Jean Parrella | *Texas A&M University; Virginia Tech University*

13. Farmer Mental Health Narratives: A moment-to-moment online dial testing study investigating two video approaches

Lisa K. Lundy, Ashley McLeod-Morin, David R. Buys, Tracy A. Irani, Ricky W. Telg, Angela B. Lindsey, Philip Stokes | *University of Florida; Mississippi State University*

14. Environmental Engagement: A continuous response measurement study of a wildlife documentary

Lisa K. Lundy | *University of Florida*

15. Hogwarts House Insights: Analyzing Team Decision-Making in an Agricultural Communication and Leadership Course

Matthew Gold, Madison A. Dymont, Dr. Laura L. Greenhaw | *University of Florida*

16. The Readability of Alabama Cooperative Extension System's Technical Publications

Clare E. Hancock, Norman E. Youngblood, and D. Adam Cletzer | *Auburn University*

17. Perceived Source Credibility: Contested expectations and definitions in agri-environmental contexts

Miguel Diaz-Manrique, Dara Wald, Seunguk Shin | *Texas A&M University*

18. **Evaluating *Agriculture Today*: A Quantitative Exploration of an Extension Podcast's Listeners**
Kennedy Johnson, Alea Durst, Shelby Spreier and Jacqueline Aenlle | *Kansas State University*
19. **A Qualitative Analysis of Industry Stakeholder Perceptions of Undergraduate Certificates and Other Qualifications Received at Kansas State University**
Gordon Clark, Sydney Garrett, Kennedy Johnson and Jacqueline Aenlle | *Kansas State University*
20. **University Students' Perceptions of Soybeans and Soy-based Food Products**
Sadaf Azhar, Kelly Getty, & Jacqueline Aenlle | *Kansas State University*
21. **Social Media Analysis during Mental Health Awareness Month in Agriculture**
Borges, Michelle; Chase, Lauren; Stone, Whitney | *Oregon State University*
22. **Exploring Cognitive and Emotional Reception of News Articles About GMO Food**
Megan Pietruszewski Norman, Janine N. Blessing, Jessica G. Myrick | *Penn State University, University of Augsburg*
23. **Measuring Cattle Producers' Values for Effective Values-Based Communication about Encouraging Adoption of Sustainable Practices**
Breely Huguley, Kylie Kitten, Laura Fischer, Ph.D., Kindle Catching, & Ginger Orton, M.S. | *Texas Tech University*
24. **ANR Scientists' Communication Experiences: A Case Study of Past Practices and Project-Based Learning Student Collaboration Experiences**
Maggie Murphy, Jamie Loizzo, Whitney Stone | *University of Florida; Oregon State University*
25. **Communication and Trust: Leverage Points in Innovation Adoption and Discontinuance Experiences of Greenhouse Growers**
Carrie N. Baker and Kathleen D. Kelsey | *University of Florida*
26. **Framing Agricultural Labor Issues: An Analysis of News Coverage of the H-2A Program**
Erica D. Summerfield, Dr. Cara Lawson, Finn Garrison, & Lauren Chase | *The Ohio State University*
27. **A Systematic Literature Review of U.S. Consumers' Concerns Regarding the Pork Industry**
Fally Masambuka-Kanchewa, Jessica Rodman, Alexa J. Lamm, Shuyang Qu, Catherine Sanders, Mike Retallick & Kevan Lamm | *Iowa State University, University of Georgia; North Carolina State University*

INNOVATIVE POSTERS

**Finalist for Outstanding Innovative Idea Poster*

28. BEEFF with the News: Using Multiple Communication Channels to Teach Information*

Fisher EasleySmith, Taylor Scott, Lacey Roberts-Hill | New Mexico State University

29. Connecting States, Creating Collaboration: Multistate Website Peer Review Exchange*

Lacey Roberts-Hill, Kylie Kitten, & Laura Fischer | *New Mexico State; Texas Tech University*

30. Class Activity: How Students Can Turn Jargon into Messages the Public Understands

Shayne White, Dr. Laura Fischer | *Texas Tech University*

31. Digital Media Detox: Using a Social Media Cleanse in a Digital Media Class

Reagan Skow and Audrey E. H. King | *Oklahoma State University*

32. Leveraging 'Q Method Software' for Synchronous Online Card Sorting with American Cattle Producers

Ginger Orton, Dr. Laura Fischer, Dr. Courtney Meyers, Dr. David Doerfert, Dr. Matt Raven | *Texas Tech University; Michigan State University*

33. Empowering Interviews: Establishing Confidence in Sharing Personal Stories in Professional Interviews

Anne Hodnett, Shannon L. Norris-Parish | *New Mexico State*

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