

**SAAS Agricultural Communications Section  
Hyatt Regency Jacksonville-Riverfront  
Jacksonville, FL | Feb. 4-5**

**Sunday, Feb. 4**

7:30-8:30 a.m. Breakfast & Networking, *River Terrace 2*

8:30 a.m. **Paper Session I, River Terrace 2**

**Welcome (15 minutes)**

**Florida consumers' latitudes of acceptance, rejection, and noncommitment of genetically modified food information**

Taylor Ruth & Joy Rumble – University of Florida

**Case study integration in the undergraduate classroom: Can we enhance willingness to communicate?**

Jessica Harsh, Alexa Lamm, Ricky Telg, & Becky Raulerson – University of Florida

Katie Abrams – Colorado State University

Courtney Meyers – Texas Tech University

**Piloting participatory arts-based methods for exploring Indonesians' experiences in a U.S. biotechnology training program**

Jamie Loizzo, Richard Goodman, & Mary Garbacz – University of Nebraska-Lincoln

9:45 a.m. **Break**

10:00 a.m. **Professional Development Session I, River Terrace 2**

**An introduction to interactive infographics in Tableau**

Erin Burnett & Jessica Holt, University of Georgia

10:15 a.m. **Paper Session II, River Terrace 2**

**The Food Factor: Relating brand exposure to behavior intention**

McKayla Brubaker – Great Plain Manufacturing, Inc.

Quisto Settle – Oklahoma State University

Alisha Hardman, & Laura Downey – Mississippi State University

**Survey says: What data means when it comes to perceptions about agriculture**

Levy Randolph, Joy Rumble, & Hannah Carter - University of Florida

**Framing agricultural use of antibiotics and antimicrobial resistance in the United States**

Anna Warner, Shelby Oesterreicher, & Joy Rumble – University of Florida

11:15 a.m. **Lunch (on your own)**

1:00 p.m. **Paper Session III, River Terrace 2**

**Lights, cameras, and agricultural documentaries: Influence on opinion change**

Brooke Beam, Emily Buck, Annie Specht - The Ohio State University

**Measuring the influence of Twitter-based crisis communications strategies on brand reputation via experimental design**

Courtney Boman, Jason Ellis - Kansas State University

**What's the beef about Facebook: A content analysis of Junior Cattle Breed Association engagement on Facebook**

Leighton Chachere & Courtney Gibson - Texas Tech University

**A quantitative assessment of possession rituals and engagement in Pinterest: An examination of the agriculture industry**  
Cassie Wandersee & Lauri Baker – Kansas State University

2:30 p.m. **Poster Session** (Setup at 2 p.m.) – *Conference Center A*

4:00 p.m. **SAAS General Business Meeting** – *Grand Ballroom, Section 6*

5:00 p.m. **SAAS Social Reception/Super Bowl Party** – *Grand Ballroom, Section 4/5*

**Monday, Feb. 5**

8:00 a.m. **Paper Session IV, River Terrace 2**  
**Creating relevancy in scientific information: An analysis of the impact of motivational salience and involvement on visual attention**  
Laura Fisher, Courtney Meyers, R. Glenn Cummins, Courtney Gibson, Matt Baker - Texas Tech University

**Eye-tracking: A biometric tool for measuring baseline visual literacy in agricultural communications students**  
Tobin Redwine, Billy McKim, Lacey Roberts, Taylor Rogers - Texas A&M University

8:40 a.m. **Professional Development Session II, River Terrace 2**  
**The development of Streaming Science: A project-based learning approach for engaging undergraduates in 21st century science communication (30 minutes)**  
Jamie Loizzo, Mary Harner, Keith Geluso, Michael Forsberg, & Michael Farrell – University of Nebraska-Lincoln

9:10 a.m. **Break**

9:25 a.m. **Professional Development Session III, River Terrace 2**  
**Using Basecamp for project management in agricultural communications capstone courses (15 minutes)**  
Lindsay W. Kennedy, Courtney Meyers, Erica Irlbeck Instructor, & Courtney Gibson – Texas Tech University

**Crisis Communication: Lessons Learned from Hurricane Irma (45 minutes)**  
Angie B. Lindsey and Ruth Borger – University of Florida, UF/IFAS

10:25 a.m. **Break**

10:40 a.m. **Business Meeting, River Terrace 2**

12:30 p.m. **Adjourn**

View the full research papers presented during the 2018 SAAS Agricultural Communications Section at <https://sites.google.com/a/extension.org/saasagcomm/>.

All authors are encouraged to submit their papers to the Journal of Applied Communications. More information is available at <http://journalofappliedcommunications.org/>.

## SAAS Agricultural Communications Section Poster Session

### RESEARCH POSTERS

#### **A Content Analysis of the use of Facebook to Promote a National Beef Cattle Show**

Arianna Bigham, GarrettSteede, & Diane Meyer (TTU)

#### **Risks to Our Food Supply from Climate Change**

Erica M. Balmer & Linda J. Pfeiffer (Purdue University)

#### **Measuring Attitudes Towards Infographics**

Erin Burnett & Jessica Holt (UGA)

#### **Facebook Use Among Agricultural Doctoral Students to Promote Agriculture & Research**

Kelsi Opat & Erica Irlbeck (TTU)

#### **The Next Generation of Video Marketing: A qualitative study exploring the use of 360-degree video to market plants to millennials**

Lauri M. Baker, Andres De Leon, Ernest Jones, Deanna Reid, & Kelsey Tully (KSU)

#### **Farm Tales: How written narratives about GM food influence anti-GM food activists' attitudes.**

Amber Krause (TTU)

#### **Farmers and surveys: Increasing farmer survey response rate**

Micah Levinson, Ethan Cartwright, Jessica Holt, & Adam Rabinowitz (UGA)

#### **What Skills Get Agricultural Communication Students Hired:**

Madalynn P. Kainer, Shannon L. Norris, & Holli Leggette-Archer (TAMU)

### INNOVATIVE POSTERS

#### **Teaching Students to Measure the Impact of Social Media Campaigns through an Industry-Based Certification**

Laura Fischer (UK) & Garrett Steede (TTU)

#### **Social Media Reporting for Events and Conferences in the Agricultural Sector**

Gipsy Bocanegra (TTU), Kelsi Opat (TTU), Alessandra Gheradrdelli (Social Media Coordinator Committee on World Food Security), & Todd Brashears (TTU)

#### **Communicating with the Public about Science and Agricultural Issues using Facebook Live**

Ashley McLeod (UF)

#### **Text message surveys: Potentials, pitfalls, and practicality**

Jordan DeWitt & Jessica Holt (UGA)

**2017-2018 Agricultural Communication Section Officers**

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**Please join us for the 2019 SAAS Annual Meeting in Birmingham, AL. Meeting information will be available at**

**<http://www.saasinc.org/>**