

**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, Garrett Steede, & 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 Gherardelli (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

President

Quisto Settle
Mississippi State University

Vice President

Abigail Borron
University of Georgia

Secretary

Tobin Redwine
Texas A&M University

Executive Treasurer

Ricky Telg
University of Florida

Past President

Lauri M. Baker
Kansas State University

Graduate Student Representative

Levy Randolph
University of Florida

Please join us for the 2019 SAAS Annual Meeting in Birmingham, AL. Meeting information will be available at <http://www.saasinc.org/>