

2019 National Agricultural Communications Symposium
February 3-4, 2019 | Birmingham, Alabama | Sheraton Birmingham

Sunday, Feb. 3

7:30 a.m. **Breakfast & Networking**, *Birmingham Ballroom 4*

8:15 a.m. **Welcome**, *Birmingham Ballroom 4*

8:30 a.m. **Professional Development Session I**, *Birmingham Ballroom 4*

- *Agricultural Communications Through Virtual Reality* - Brooke Beam, The Ohio State University
- *Immersive Storytelling: Bringing Agriculture into 3-D* - Tiffany M. Rogers-Randolph & Levy Randolph, University of Florida
- *Creating Augmented Reality Experiences in Agricultural Communications Courses using ZapWorks* - Kevin Kent and Ricky Telg, University of Florida

9:30 a.m. **Break**

9:45 a.m. **Paper Session I**, *Birmingham Ballroom 4*

Interactive infographics' effect on elaboration in agricultural communication

Erin Burnett, Jessica Holt, Abigail Borron, & Bartosz Wojdyski, University of Georgia

A qualitative case study of agricultural and natural resources scientists' Twitter usage for engaging public audiences

Jamie Loizzo, University of Florida; Catherine Jones, & Abby Steffen, University of Nebraska - Lincoln

Communication channel preferences: An audience segmentation analysis

Kevan Lamm, Abigail Borron, Jessica Holt, & Alexa Lamm, University of Georgia

10:45 a.m. **Professional Development Session II**

- *Lessons Learned: Tips and Tricks for Implementing Eye Tracking*- Lacey M. Roberts, Gladys Walter, Tobin Redwine, Taylor Rogers, and Billy McKim, Texas A&M University

11:30 a.m. **Lunch (on your own)**

1:00 p.m. **Paper Session II**, *Birmingham Ballroom 4*

Beyond the post: Equine operators' communication processes for conservation practices

Anisa Zagonel, Lauri Baker, Shelly Ingram, Jon Ulmer, & Joann Kouba, Kansas State University

Describing coastal prairie place attachments for improved conservation messaging

Matthew Pfeiffer, Tobin Redwine, & Gladys Walter; Texas A&M University

How consumers contrast and assimilate information about agricultural biotechnology

Taylor Ruth, University of Illinois at Urbana-Champaign; Joy Rumble, The Ohio State University; Alexa Lamm, University of Georgia; Jason Ellis, Kansas State University

2:15 p.m. **Professional Development Session III, *Birmingham Ballroom 4***

- *What are reviewers looking for?* Quisto Settle, Oklahoma State University; Lauri Baker, Kansas State University

2:30 p.m. **Break**

2:45 p.m. **Poster Session** (Setup earlier), Ballroom Prefunction

4:00 p.m. **SAAS General Business Meeting** - Forum C

5:00 p.m. **SAAS Social Reception/Super Bowl Party** - Southern Kitchen and Bar

Monday, Feb. [4](#)

8:00 a.m. **Paper Session III, *Birmingham Ballroom 4***

Where there's smoke, there's fire: Examining agricultural and environmental frames in Associated Press coverage of U.S. wildfires

Brianna Gwirtz & Annie Specht, The Ohio State University

Coauthor network analysis of Journal of Applied Communications articles from 2008-2017

Audrey King & Quisto Settle, Kansas State University

Student perspectives of agricultural communications undergraduate research

Mariah Bausch & Lauri Baker, Kansas State University

9:00 a.m. **Professional Development Session IV, *Birmingham Ballroom 4***

- *Partnering with a Creative Agency to Develop an Agricultural and Natural Resources Communication Campaign-* Ashley N. McLeod, Ricky Telg, Phillip Stokes, and Teresa Suits, University of Florida

9:45 a.m. **Paper Session IV, *Birmingham Ballroom 4***

Tenure-track, Land-Grant faculty's motivation to engage in science communication

Taylor Ruth, University of Illinois at Urbana-Champaign; Joy Rumble, Ohio State University; Lisa Lundy, Sebastian Galindo-Gonzalez, Hannah Carter, & Kevin Folta, University of Florida

A mixed-methods comparison of self-reported and conversational trust in science

Joy Rumble, Yu Lun Wu, The Ohio State University; Kelsey Tully, Kansas State University; Taylor Ruth, University of Illinois at Urbana-Champaign; Jason Ellis, Kansas State University; & Alexa Lamm, University of Georgia

Exploring the challenges and motivations of interdisciplinary agricultural center directors when communicating about science

Ashley McLeod, Ricky Telg, University of Florida; & Joy Rumble, The Ohio State University

10:45 a.m. **Break**

11:00 a.m. **Business Meeting, *Birmingham Ballroom 4***

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

NACS SECTION POSTER SESSION

RESEARCH POSTERS

Storytelling as narrative: An analysis of country songwriter storytelling techniques and messages

Taylor Rogers, Tobin Redwine, Billy McKim, Natalie Davis

Identifying as a writer, identifying as a communicator: Investigating authorial identity and authorship within writing-intensive courses

Shannon Norris, Taylor Rogers, Holli Leggett^e, Tobin Redwine

Identifying influencers in agricultural health and safety Twitter conversations

Tiffany Rogers-Randolph, Lisa Lundy, Angela Lindsey, Traci Irani, Ricky Telg, Ashley McLeod, Phillip Stokes, Claire Mitchell

Communicating through chaos: A quantitative content analysis investigating the prepared responses of articles about zoonotic disease on the CDC and USDA websites

Topanga McBride, Lauri Baker, Mariah Bausch, Angela Lindsey

Scholarship in action: Student perspectives of undergraduate research in agricultural communications

Mariah Bausch, Lauri Baker

How comfortable are students in communications situations?

Rachel Hendrix, Carley Morrison

TED talk presenters as ag educators for the lay public: An analysis of viewership, presenter identity, and content themes

Rachel Remmele Foster, Nan Li

Content analysis of Oklahoma agritourism Facebook pages

Brittany Bowman, Quisto Settle, Audrey King

Utilizing Extension as a resource in disaster response: Communication efforts of Florida Extension during the 2017 hurricane season

Moses Mike, Shelli Rampold, Ricky Telg, Angela Lindsey

Future communicators' perceived likelihood to communicate issues of agriculture, food, environment, natural resources and science: A comparison between students in agricultural communication and journalism

Shuyang Qu, Kathleen Hunt

Future communicators' agri-values: A comparison of agricultural involvement

Shuyang Qu, Kathleen Hunt

When social identity moderates food crisis response: Exploring the Great Blue Bell Famine

Sharon Wagner, Tobin Redwine

The research paper review process and advice for new authors and reviewers

Alyssa Rockers, Quisto Settle

Learning about water: Using Photovoice to understand how children perceive water conservation issues during a 4-H camp

Lisa Lundy, Kevin Kent, Laura Warner, Amanda Morgan, Hollie Greer

View research paper abstracts presented during the 2019 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/>.

2018-2019 Agricultural Communication Section Officers

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Please join us for the 2020 SAAS Annual Meeting in Louisville, KY. Meeting information will be available at <http://www.saasinc.org/>