

**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 Wojdynski, 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, 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 Remmelle 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/>**