



Sunday, February 2nd

All NACS meetings will be held on the 4th floor of the Irving Convention Center

7:00-7:30 a.m. **Breakfast/Check-In, Grand Ballroom G7**

7:30 - 8:30 a.m. **Business Session, Grand Ballroom G7**

- *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, Grand Ballroom G7**

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

Discussant: Kris Boone

Facilitator: Bailey Watson

Identifying Audience Segments for Lamb and Goat Meat Product Communications Using the Theory of Planned Behavior and Cluster Analysis

Nellie Hill-Sullins, Logan L. Britton, and Mia Reyes

Kansas State University

Framing Sustainability: Exploring the Impact of Frames on Generation Z's Perception of Beef Sustainability Messages on Instagram

Kindle Catching, Laura Fischer, Courtney Meyers, and Amber McCord

Texas Tech University

The Cost of Innovation: Exploring Americans' Perspectives of AI-Assisted Food Traceability and the Food Traceability Final Rule

Cheng-Xian Yang, Lauri Baker, and Li-Yu Liao

University of Florida, University of Glasgow

Cotton with a Conscience: The Addition of Moral Norms to the Theory of Planned Behavior and Purchasing Intent for Sustainable Cotton

Hannah Gustin, M.A., Laura Fischer, Ph.D., Kylie Kitten, Donna McCallister, Ph.D., and Qi Kang, Ph.D.

Texas Tech University

10:05-10:20 a.m. ***Break***

10:20-11:20 a.m. **IDEA INCUBATOR SESSION I**, *Grand Ballroom G7*

Facilitator: Madison Aloia

Development of a Journal of Applied Communications Special Issue Focused on Emerging Technologies

Jamie Loizzo, Jamie Greig, Katie Sanders, Blake Cloclasure, Tracy Rutherford, Sadie Hundemer, & Kathryn Stofer | *University of Florida, University of Tennessee-Knoxville, North Carolina State University, Virginia Tech University*

Learning through Competition: Communication Theory Bowl!

Sadie Hundemer & Matthew Gold | *University of Florida, The Ohio State University*

The growth of natural resources in traditionally agricultural departments: Research to capitalize on opportunities and overcome challenges

Sadie Hundemer, Jamie Loizzo, & Madison Dyment | *University of Florida*

Agricultural Communications Needs Assessment Strategies in Support of a New Agricultural Communications Minor at an 1890 Land-grant Institution

John C. Ricketts | *Tennessee State University*

Humanistic Perspectives for Agricultural Communications

Pam Axtman-Barker | *University of Illinois Urbana-Champaign*

Exploring consumer perceptions of animal welfare in the laying hen industry

Bhavisha P. Gulabrai, & Catherine E. Sanders | *North Carolina State University*

IDEA INCUBATOR SESSION II, *Grand Ballroom G8*

Facilitator: Sarbjeet Kaur

Public Perceptions of Animal Biotechnology: Exploring Risks, Understanding, and Societal Values

Lijing Gao | *University of Missouri*

Effects of communication strategies on upcycled food acceptance: A systematic review and meta-analysis protocol

Shuai Ma, Zhihong Xu, Peng Lu, Jean A. Parrella, & Ashlynn Kogut | *Texas A&M University, University of Georgia, Virginia Tech*

Extension Professionals' Attitudes and Motivation to Share Information About Climate-Smart Agriculture Practices

Kaitlyn Anderson | *Texas Tech University*

Using Education Entertainment as a Communication Strategy to boost Youth interest in Agriculture

Yaw Asamoah Akowuah, Mary Olumide-Oyaniyi, Loy Van Crowder, & Jean Parrella | *Virginia Tech University*

Challenges Experienced by Migrant Labor Contractors in Southeastern U.S. Agricultural Operations

Makenzie Smith, Shelli Rampold, Tom Gill, David Ader, & Emily Paskewitz | *University of Tennessee, Knoxville*

11:20 a.m.

Lunch (on your own) / Graduate Student Lunch

1:30 – 2:15 p.m.

CONCURRENT PAPER SESSION I, Grand Ballroom G7

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

Discussant: Annie Specht

Facilitator: Fisher EasleySmith

Promoting Upcycled Food: An Analysis of Social Media Communication Strategies of Upcycled Food Association

Shuai Ma, Xuxuan Joyce Zheng, Peng Lu, and Zhihong Xu | *Texas A&M University, College Station High School, University of Georgia*

Exploring an Extended Theory of Planned Behavior to Motivate Intentions to Remove Anthropogenic Food Sources in Residential Areas

Taylor Foerster, Ph.D. and Rain Wuyu Liu, Ph.D. | *Oregon State University, University of Arizona*

An Investigation of U.S. Consumer Attitudes Toward Upcycled Foods: A Case Study with Milk Enriched with Peanuts Skins

Lulu Mao, Peng Lu, Jennifer Waldeck, Keith Weber, and Hualu Zhou | *University of Georgia*

CONCURRENT PAPER SESSION II, Grand Ballroom G8

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

Discussant: Joy Rumble

Facilitator: Manita Thapa

Seeking Science: A Quantitative Content Analysis of Available Online Resources for Certified Crop Advisors on Nutrient Management

Morgan Raper, Caitlynne Youmans, Lauri M. Baker, Rachel Stormant, Cheng-Xian Yang, and Emma Matcham | *University of Florida*

Connecting Tradition with Technology: A Content Analysis Benchmarking Homepages for Colleges of Agriculture at Land-Grant Universities

Megan E. Edge, Jarred A. Shellhouse, and Lauri M. Baker | *University of Florida*

Using Cluster Analysis to Inform Audience Segmentation - Developing Personas for Beef Nutrition Messaging

Jessica Hemphill, Dr. Laura Fischer, Brooke Vyvlecka, and Dr. Courtney Meyers | *Texas Tech University*

2:15 p.m. **Poster Set Up – Prefunction Area, 4th Floor**

2:30 p.m. **Poster Session – Prefunction Area, 4th Floor**

4:00 - 5:00 p.m. **SAAS General Business Meeting – Junior Ballroom B, 3rd Floor**

5:30 p.m. **SAAS Opening Social – Bar Louie, Toyota Music Factory**

Monday, February 3rd

8:00 - 8:30 a.m.

PROFESSIONAL DEVELOPMENT SESSION I, Grand Ballroom G7

Facilitator: Mackenzie Smith

Navigating the Path to Promotion and Tenure: Practical Advice on Making Your Promotion Packet Shine

Lisa Lundy | University of Florida

PROFESSIONAL DEVELOPMENT SESSION II, Grand Ballroom G8

Facilitator: Jana Owen

Crafting a Scholarly Narrative: Innovative Ways to Demonstrate Scholarly and Societal Impact

Bruce E. Herbet | Texas A&M University

8:30 - 8:45 a.m.

PROFESSIONAL DEVELOPMENT SESSION III, Grand Ballroom G7

Facilitator: Mackenzie Smith

Harnessing AI in the Agricultural Communications Classroom: Practical Tools to Enhance Engagement & Productivity

Kylie Harlan, Laura Fischer, & Kyler Hardegree | Texas Tech University

PROFESSIONAL DEVELOPMENT SESSION IV, Grand Ballroom G8

Facilitator: Jana Owen

Knocking Down the Ivory Tower: Strategies for Building Effective Research Partnerships with Community and Industry Co-Investigators

Carrie N. Baker, Sarah A. Bush, Christy Chiarelli, Marshal Sewell, Taylor Sewell, Jaime Jerrels, & Jared Lanier | University of Florida, Mind Your Melon Foundation, Florida Farm Bureau Federation

8:45– 9:00 a.m.

Break

9:00– 10:15 a.m.

CONCURRENT PAPER SESSION III, Grand Ballroom G7

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

*Discussant: Taylor Foerster
Facilitator: Jarred Shellhouse*

Digital Media Detox: A Transformative Learning Approach to an Undergraduate Digital Media Class

Reagan Cavanaugh, Audrey E. H. King, Bradley M. Coleman, and Quisto Settle | *Oklahoma State University*

A Tick-Tack-Toe Approach: A Quasi-Experimental Study of Cattle Producers' Risk Perceptions and Prevention Behaviors When Exposed to Facebook Messages

Cheng-Xian Yang, Lauri Baker, and Jessica Czipulis | *University of Florida*

Influencing Intention: Celebrity vs Influencer Endorsements of Pork Products

Creigh Todd, Dr. Nellie Hill-Sullins, Dr. Jason Ellis, and Dr. Anan Wan | *Kansas State University*

Urban Consumers' Perceptions and Values on Beef Production in Brazil: Awareness, Environmental Impact, and Perceptions of Sustainability Labels

Shenara Ramadan, Sadie Hundemer, and Lisa Lundy | *University of Florida*

Mastering The Mission: Exploring the Extension Brand as a Master Brand Within a State Extension System

Lauri M. Baker, Anissa Mattox, Kayla Braggs, Sandra Anderson, Ashley McLeod-Morin, Jason Bolton, and Hannah Carter | *University of Florida*

CONCURRENT PAPER SESSION IV, Grand Ballroom G8

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

Discussant: Courtney Meyers

Facilitator: Sherifat Alabi

From Value to Impact: Exploring Creativity in Agricultural Communications

Larra Rhoades, Dr. Courtney Gibson, Dr. David Doerfert, Dr. Erica Irlbeck, and Claire Case | *Texas Tech University*

They're Not in Orange County Anymore: The Convergence of Social Semiotics and Social Television in Audience Responses to Reality Television Depictions of Dairy Farming

Annie R. Specht and Matthew Gold | *Ohio State University*

Stirring the Cauldron: Exploring the Impact of Heterogenous Hogwarts House Groups on Decision-Making in an Agricultural Communication and Leadership Course

Matthew Gold, Madison A. Dyment, and Laura L. Greenhaw | *Ohio State University, University of Florida*

Exploring Usage Patterns of News and Information Sources Among Ohio Residents

Manita Thapa, Cara Lawson, Joy N. Rumble, Annie R. Specht, and Emily Buck | *Ohio State University*

Pixels From the Machine: Exploring College Students' Perceptions of Agricultural-Related Images Generated by AI

Kyler Hardegree and Dr. Courtney Gibson | *Texas Tech University*

10:15 – 11:00 a.m. **Break/ Hotel Checkout**

11:00 a.m. **Business Meeting, Grand Ballroom G7**

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

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

National Agricultural Communications Symposium - Poster Session

Prefunction Area - 4th Floor of ICC

Sunday, Feb. 2
2:30 – 4:00 pm

RESEARCH POSTERS

1. Cattle Conversations: Exploring Beef Producers' Perspectives of mRNA Vaccines

Bailey Watson, Taylor Ruth, Blake Colclasure, Katie Mason, & Shelli Rampold | University of Tennessee, Knoxville

2. Cover Crop Tok: An analysis of sustainable ag frames in TikTok videos

Hannah Fletcher, Austin Moore, Sharon Wagner, Shelby Peebles, & Ashley Brannen | Abraham Baldwin Agricultural College

3. A Quantitative Examination of Female Kansas Landowners' Perceptions of Soil Health

Rebecca Donaldson, Maya Corley, Elexis Bates, Jacqueline Aenlle, & Katie Starzec | Kansas State University

4. Prepared for the Latest Agricultural Revolution?: Communicating the Science of AI

Morgan Marburger, Robert Strong, Seth Murray, Ali Fares, & Anna Porter | Texas A&M University, Prairie View A&M University

5. Consumers' Processing of Information about CRISPR-edited Pork Products

Joseph Opoku Gakpo, Joe Proudman, Jean Parrella, & Katie Sanders | North Carolina State University; Virginia Tech; University of California, Davis; North Carolina State University

6. Transparency in Food Safety: Empowering Consumers for Safer Choices

Taylor Ruth, Kristen Graas, Blake Colclasure, & Joy Rumble | University of Tennessee, Knoxville; The Ohio State University

7. Exploring the Impact of Internship Experiences on Undergraduates' Confidence Levels Through Reflective Practices

Abril Benitez, Karissa Palmer, Holli Leggette, Gary Wingenbach, Avery Culbertson, & Barbara Gastel | Texas A&M University

8. Media Sensationalism: An Analysis of Risk Perception and Communication Dynamics in the Context of an Avian Flu Outbreak

Dorcas Sunday, Lauri M. Baker, & Heather L. Young | University of Florida

9. Disaster Response Through Digital Lenses: Analyzing Extension Services' Social Media Platforms Usage During Wildfires

Kynnley Herrington, Rafael Landaverde, Karissa Palmer, & Abril Benitez | Texas A&M University

10. What's All the Beef on Social Media? A Quantitative Analysis of Generation Z's Perceptions of the Beef Industry on Social Media

Kennedy Johnson & Jacqueline Aenlle | Kansas State University

11. Beyond the Scan: Integrating Rhetorical Device Training into Oral Communication Courses

Trevor Rawdon, Taylor Rodriguez, Greg Brooks, & Shannon Norris-Parish | New Mexico State University

12. The "Right" Word is Worth 1,000 More: Google Trends for Science Communication

Cheng-Xian Yang & Lauri M. Baker | University of Florida

13. Gamification in Science Communication: Incorporating Experiential Learning Opportunities to Teach Audience Analysis Tools

Taylor Rodriguez & Shannon Norris-Parish | New Mexico State University

14. We're All in This Together: Establishing a Virtual Community of Practice for Interns

Kelsi Opat | Texas A&M University

15. Clover Communicators: Hands-on Media Training for Youth

Cassandra K. Cox, Lauren Cheevers, & Elizabeth Berner | University of Arkansas & Division of Agriculture Research and Extension

16. Integrating AI in Higher Education: Enhancing Competency with Experience

Heather L. Young | University of Florida

17. As it Sounds: Designing Visual Educational Resources of Local Foods in Collaboration with Small Agricultural Producers

Elia Rybolt, Whitney Stone, Lacey Roberts-Hill, & Shannon Norris-Parish | Oregon State University, New Mexico State University

18. Biochar Breakout: Using Experiential Learning to Teach Agricultural Communicators About Agricultural Innovations

Fallon Velasquez & Shannon Norris-Parish | New Mexico State University

19. An Analysis of Pro-GMO Rhetoric in Ghanaian Media

Joseph Opoku Gakpo, Diana Maame Agyeiwaa Agyei, & Dennis Baffour-Awuah | North Carolina State University

20. Hunting for Magic in Ag Comm: Connecting Students to Content through Pop Culture

Matthew Gold & Sadie Hundemer | The Ohio State University, University of Florida

21. Exploring Careers: Students' Responses to a Virtual Tour of a Veterinary School

Cambry Cline, Caroline Wright, Courtney Meyers, Lindsay Kennedy, & Laura Fischer | Texas Tech University

22. Mental Health and Agriculture: Investigating Agricultural Programming and Tools

Supporting Veteran Mental Health

Zenaida Levario & Shannon Norris-Parish | New Mexico State University

23. First-Generation Livestock Producers' Decisions to be on Social Media

Bella Bowen, Quisto Settle, & Audrey E. H. King | Oklahoma State University

24. A Communications Audit of Social Media Presence of Ag-Educators in the State of Arkansas

Enoch Teye Kwo Ametepey, Jefferson Davis Miller, Casandra Cox, & George Wm Wardlow | University of Arkansas

25. Community Connections: Analyzing Social Capital through Facebook Content

Laney Reasner, Delaney Weisand, Audrey E. H. King, & Tania Peebles | Oklahoma State University, Tuskegee State University

26. Cowboys and Coverage: A Historical Analysis Tracing the Evolution of Rodeo Journalism

Kensie Todd, Clarissa Darby, Kelsi Opat, & Erica Irlbeck | Texas Tech University, Texas A&M University

27. What do Students Think about Artificial Intelligence? A Qualitative Study Gauging Student Perceptions

Karissa Palmer, Abril Benitez, Rafael Landaverde, & Holli Leggette | Texas A&M University

28. Harnessing Social Learning for Effective Influencer Marketing

Cassandra K. Cox & Enoch T. K. Ametepey | University of Arkansas

29. Agricultural Communications Across the United States: A Glimpse into Undergraduate Course Offerings

Caitlin Lunzmann, Kyleigh C. Hilburn, Madison Dyment, & Ricky Telg | University of Florida

30. Exploring the motivations and self-portrayal of agricultural influencers on Instagram.

Kassie Pechanec, Claire Johns, Luisa Honeywell, & Katie Starzec | Kansas State University

31. Engaging Farmers: Evaluating the Effectiveness of Lecture Formats in Agricultural Research Communication

Marcus Martin, Grace Vehige, & Cassandra Cox | University of Arkansas

32. Farmers in the shadows: An exploratory qualitative content analysis of mental health imagery on resource websites

Seth Arendell, Francesca Lear, & Whitney Stone | Oregon State University

33. Unspoken Practice: Exploring Small-Scale Farmers' Perception of Regenerative Agriculture

Sherifat T. Alabi & Joy N. Rumble | The Ohio State University

34. The Language of The Land: Adapting Language for Common Communication on BMPs

Caitlynne Youmans, Lauri M. Baker, Emma Matcham, & Jessica Czipulis | University of Florida

35. The Science of Storytelling: Evaluating the Efficacy of a Narrative Framework in Agricultural and Life Sciences Communications Courses

Yaw Akowuah, Jean Parrella, Quisto Settle, Rebecca Swenson, Beth Forbes, & Kate McCain. | Virginia Tech, Oklahoma State University, the University of Minnesota, and Purdue University

36. Bird Flu is Trending: A Qualitative Content Analysis of HPAI Social Media Messaging

Kayla Braggs & Lauri M. Baker | University of Florida

37. Savoring Influence: An Arts-Based Analysis of Food and Wellness Influencers' Instagram Reels

Shannon Kehoe, Jamie Loizzo, & Lisa Lundy | University of Florida

38. Designing Awareness: Implications of Photographs Viewed by Food Pantry Participants

Fisher EasleySmith, Lacey Roberts-Hill, Shannon Norris-Parish, & Lois Stanford | New Mexico State University

INNOVATIVE POSTERS

1. Hunting for Magic in Ag Comm: Connecting Students to Content through Pop Culture

Matthew Gold & Sadie Hundemer | The Ohio State University, University of Florida

2. Beyond the Scan: Integrating Rhetorical Device Training into Oral Communication Courses

Trevor Rawdon, Taylor Rodriguez, Greg Brooks, & Shannon Norris-Parish | New Mexico State University

3. The “Right” Word is Worth 1,000 More: Google Trends for Science Communication

Cheng-Xian Yang & Lauri M. Baker | University of Florida

4. Gamification in Science Communication: Incorporating Experiential Learning Opportunities to Teach Audience Analysis Tools

Taylor Rodriguez & Shannon Norris-Parish | New Mexico State University

5. We're All in This Together: Establishing a Virtual Community of Practice for Interns

Kelsi Opat | Texas A&M University

6. Clover Communicators: Hands-on Media Training for Youth

Cassandra K. Cox, Lauren Cheevers, & Elizabeth Berner | University of Arkansas & Division of Agriculture Research and Extension

7. Integrating AI in Higher Education: Enhancing Competency with Experience

Heather L. Young | University of Florida

8. Students Exploring Employment and Development (SEED): A Mobile App for Underserved Students in Food, Agriculture, Natural Resources, and Human Sciences (FANHS)

John C. Ricketts, Jazmine Norwood, Lana Petrie, Brione Lockett, & Alyssa Rockers | Tennessee State University

9. As it Sounds: Designing Visual Educational Resources of Local Foods in Collaboration with Small Agricultural Producers

Elia Rybolt, Whitney Stone, Lacey Roberts-Hill, & Shannon Norris-Parish | Oregon State University, New Mexico State University

10. Biochar Breakout: Using Experiential Learning to Teach Agricultural Communicators About Agricultural Innovations

Fallon Velasquez & Shannon Norris-Parish | New Mexico State University



National Agricultural Communications Symposium Executive Team

President

Audrey King
Oklahoma State University

Vice President

Lacey Roberts-Hill
Texas Tech University

Secretary

Katie Sanders
North Carolina State University

Executive Treasurer

Ricky Telg
University of Florida

Past President

Taylor Ruth
University of Tennessee, Knoxville

Graduate Student Representative

Carrie Baker
University of Florida

Sponsorship Co-Chairs

Holli Leggette
Texas A&M University

Jamie Greig

University of Tennessee, Knoxville



NACS SPONSORS

Platinum Sponsors



National Institute of Food and Agriculture
U.S. DEPARTMENT OF AGRICULTURE



AGRICULTURAL
LEADERSHIP, EDUCATION
AND COMMUNICATIONS

Kris Boone

Silver Sponsors



TEXAS A&M UNIVERSITY
Agricultural Leadership,
Education & Communications

UF|IFAS
UNIVERSITY *of* FLORIDA
Department of Agricultural Education and
Communication

UF|IFAS
UNIVERSITY *of* FLORIDA
Center for Public Issues Education

**Texas A&M Science
Communication Lab**

Frankie Gould

Bronze Sponsors



SCHOOL *of* HOSPITALITY AND
AGRICULTURAL LEADERSHIP
Hospitality Leadership



TEXAS TECH UNIVERSITY
Davis College

Agricultural Education
& Communications™