



## **Sunday, February 1st**

*All NACS meetings will be held on the 2nd floor of the Omni Louisville Hotel*

8:00 – 8:30 a.m. **Breakfast/Check-In, Commonwealth 4**

8:30 – 9:30 a.m. **Opening Session, Commonwealth 4**

- *Welcome & Introductions*
- *Sponsor spotlights*
- *Student scholarships*
- *Final call for officer nominations (Secretary and Student Representative)*
- *Online officer voting opens*

9:30 – 9:45 a.m. **Break**

9:45 – 10:45 a.m. **DISTINGUISHED PAPER SESSION, Commonwealth 4**

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

*Discussant: Lauri Baker*

*Facilitator: Oluwatoyin Elizabeth Abati*

### **Exploring Response to Scientific Messaging about Gene-Edited Pigs Using Music as a Hedonic Cue**

Dennis Baffour-Awuah, Alexa J. Lamm, Allison Byrd, Kevan W. Lamm, Catherine E. Sanders, Shuyang Qu, Fally Masambuka-Kanchewa, & Michael Retallick | *University of Georgia, North Carolina State University, Iowa State University*

### **From Farmer to Founder: A Qualitative Analysis of Kansas Agritourism Operators' Entrepreneurial Journeys**

Mia L. Reyes & Nellie Hill-Sullins | *Kansas State University*

### **An Emerging Program and Curriculum Development Model for Agricultural Science Communication**

Madison Aloia, Catherine Sanders, Karly Anderson, Madison Dyment, Ben Chapman, Joseph Opoku Gakpo, & Tisha Mentnech | *North Carolina State University, New Mexico State University*

### **Expanding Global Perspectives: Assessing the Impact of Short-Term Study Abroad on Agricultural Students' Knowledge, Attitudes and Global Citizenship**

Maria Ramsey, Jessica Holt, Peng Lu, Abigail Borron, & Sechindra Vallury | *University of Georgia*

10:45 – 11:00 a.m. ***Break & Poster Session 1 Setup***  
*Research # 1–25 & Innovative # 1–7 (see final pages for poster #s)*

11:00 – 12:00 p.m. **IDEA INCUBATOR SESSION I, Commonwealth 6**  
*Facilitator:*

**Impactful Methods in Agricultural and Natural Resources Mixed Methods Research**  
Matthew Gold & Annie R. Specht | *The Ohio State University*

**Mind the Gap: Disseminating Research to Stakeholders**  
Laney N. Reasner & Audrey E.H. King | *Oklahoma State University*

**Reflecting on a Decade of The Streaming Science Project while Looking Forward to Scale-Up for the Future**  
Jamie Loizzo, Sadie Hundemer, & Peyton Beattie | *University of Florida*

**Veterinarians as Distributors Of Mental Health Messaging In Rural Communities**  
Francesca Lear | *Oregon State University*

**From Risk to Remedy: Leveraging Artificial Intelligence to Address Misinformation in Food, Agriculture, and Natural Resources**  
Sudarshan Adhikari, Emily Buck, & Suraksha Baral | *The Ohio State University*

**IDEA INCUBATOR SESSION II, Commonwealth 7**  
*Facilitator:*

**How Do We Teach It? Exploring Pedagogies for Intercultural Communication and Engagement**  
Yaw Akowuah, Jean Parrella, Jessica Spence, & Tracy Rutherford | *Virginia Tech*

**Agriculture and Mental Health of Youth with Disabilities: A Photovoice Study**  
Brianna Stockwell | *Iowa State University*

**Sustaining Agricultural Knowledge Through Intergenerational Communication in Rural Iowa**  
Kamryn Poole | *Iowa State University*

**Communicating Burn Ban and Fire Restrictions to Prevent Human-Caused Wildfires: Lessons from Idaho, Texas, and Georgia – An Open Call for Input and Collaboration**

Garrett S. Brogan & Ginger Orton | *University of Idaho, University of Georgia*

**Framing the Future of Farming: Leveraging Visual Rhetoric to Engage Youth in Agriculture**

Matthew Nyarko, Frank Yeboah Adusei, Yaw Asamoah Akowuah, & Tracy Rutherford | *Virginia Tech*

12:00 p.m. **Lunch (on your own) / Student Lunch**

**CONCURRENT PAPER SESSION I, Commonwealth 6**

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

*Discussant: Kristin Gibson*

*Facilitator: Mia Reyes*

**Describing American Beef Producer's Sustainability Information Needs and Message Preferences Using Q Methodology**

Ginger Orton, Laura Fischer, Courtney Meyers, David Doerfert, & Matt Raven | *University of Georgia, Texas Tech University, Michigan State University*

**Communication Catalysts: A Study Seeking to Understand How Certified Crop Advisors Communicate BMPs to Farmers**

Lauri M. Baker, Sandra Anderson, Kayla Braggs, Heather Young, Troy Tarpley, Valentina Castano, Ricky Telg, Angela Lindsey, Emma Matcham, Osvaldo Gargiulo, Kelly Morgan, Jay Capasso, Lincoln Zotarelli, & Michael Dukes | *University of Florida, Ohio State University*

**Exploring SAVE Farms's Online Presence: A Qualitative Content and Sentiment Analysis**

Kennedy Johnson, Jacqueline (Aenlle) Wegley, Katie Starzec, Brandie Disberger, & Rebecca Donaldson | *Kansas State University*

**CONCURRENT PAPER SESSION II, Commonwealth 7**

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

*Discussant: Allison Byrd*

*Facilitator: Dennis Baffour-Awuah*

**Climate Change Beliefs vs. Policy Support: Exploring Cognitive Dissonance in U.S. Public Opinion**

Maria Ramsey, Jessica Holt, & Peng Lu | *University of Georgia*

**Identifying Climate Risk Audience Segments in the United States**  
Cara Lawson, Laura Fischer, & Rafael Landaverde | *The Ohio State University, Texas Tech University, Texas A&M University*

**Investigating Consumer Intention to Purchase CRISPR-Edited Pork: An Audience Segmentation Analysis**

Bhavisha Gulabrai, Joseph Gakpo, Catherine Sanders, Jean Parella, Joe Proudman, Madison Lawson, Trish Berger, & Frank Mitloehner | *North Carolina State University, Virginia Tech, UC Davis*

2:45 – 4:00 p.m. **Poster Session 1 – Prefunction Area, 2nd floor**

4:00 – 5:00 p.m. **SAAS General Business Meeting – Commonwealth 3**

6:00 – 9:00 p.m. **SAAS Opening Social – Tavern on Fourth – 427 S. 4th. St.**

## **Monday, February 2nd**

8:00 – 8:30 a.m. **PROFESSIONAL DEVELOPMENT SESSION I**, *Commonwealth 6*

*Facilitator:*

**Yes, You Can! Outlining Strategies to Be a Prolific Author in the Journal of Applied Communications**

Shannon Norris-Parish, Whitney Stone, Holli R. Leggette, Kelsey Hall, & Jamie Loizzo | *Texas A&M University, Oregon State University, Texas A&M University, Utah State University, University of Florida*

**PROFESSIONAL DEVELOPMENT SESSION II**, *Commonwealth 7*

*Facilitator:*

**Teach Like It Is Real: Developing Simulations to Bridge Classroom and Career**

Cassandra K. Cox & Tru Joi Curtis | *University of Arkansas*

8:30 – 9:00 a.m. **PROFESSIONAL DEVELOPMENT SESSION III**, *Commonwealth 6*

*Facilitator:*

**Scientists in the Misinformation Age: Roles, Risks, and Strategies for Effective Engagement**

Jamie Loizzo, Sadie Hundemer, Jacqueline (Aenlle) Wegley, Gabe Spandau, Whitney Stone, & Madison Dyment | *University of Florida, Kansas State*

*University, Tennessee State University, Oregon State University, New Mexico State University*

**PROFESSIONAL DEVELOPMENT SESSION IV, Commonwealth 7**

*Facilitator:*

**Gamified Online Communication: Using Hypothetical Case Scenarios to Engage the Public on Complex Agricultural Topic**

Bhavisha Gulabrai, Catherine Sanders, Alexa Lamm, & Ruwini Bandara | *North Carolina State University, University of Georgia*

9:00 – 9:45 a.m. **Networking & Graduate Student Panel, Commonwealth 6**

9:45 – 10:00 a.m. **Break & Poster Session 2 Set Up, Prefunction Area, 2nd floor**  
*Research # 26–50 & Innovative # 8–15 (see final pages for poster #s)*

10:00 – 11:15 a.m. **CONCURRENT PAPER SESSION III, Commonwealth 6**

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

*Discussant: Jennifer Waldeck*

*Facilitator: Matthew Gold*

**Framing Urban Forests: Psychological and Communication Strategies to Motivate Tree-Planting Intentions**

Kristin Gibson, Taylor Foerster, & Sierra Rusco | *University of Missouri, Oregon State University*

**Rooted in Resilience: A Case Study Exploration of Community Resilience in a Drought-Stressed Rural Area**

Laney N. Reasner, Audrey E. H. King, Bradley M. Coleman, & Amy M. Brown | *Oklahoma State University*

**Narrative Communication: Engaging Low-Income Neighborhoods in Sustainable Urban Agriculture**

Sherifat Alabi, Joy N. Rumble, Douglas Jackson-Smith, Jera Niewoehner-Green, & Annie R. Specht | *The Ohio State University*

**Trust Across Fencelines: A Framework for Extrafamilial Land Tenure Relationships**

Claire Wineman & Nellie Hill-Sullins | *Kansas State University*

**Tick Tactics: Extension Agents, Education, and the Bite Behind Belief**  
Lauri M. Baker, Matt Benge, Cheng-Xian Yang, Dorcas Sunday, & Caitlynne Youmans | *University of Florida*

**CONCURRENT PAPER SESSION IV, Commonwealth 7**

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

*Discussant: Adam Cletzer*

*Facilitator: Joe Proudman*

**Civil Discourse About Cultivated Meats In Cattle Country?**

**Leveraging Dialogic Co-Production To Inform Responsible Innovation**

K. Biscocho, Linda J. Pfeiffer, J. McQuillan, & M. Sealy | *Purdue University, University of Nebraska-Lincoln*

**A Quantification and Exploration of Perceptions Related to Farmers' Roles in Climate Change Issues**

Sheriden Schuerman, Cara Lawson, & Nicole Volk | *The Ohio State University*

**Perceptions of Barriers and Opportunities in Agricultural Production: Applying the Community Capitals Framework to Mississippi Farmers**

Oluwatoyin E. Abati, Abigail Borron, Drew Ghosson, Nicolas Ashwell Quintana, & Dillon Russell | *University of Georgia, Mississippi State University*

**Examining the Impacts of Sustainability Messages on U.S. Cattle Producer's Message Perceptions**

Ginger Orton, Laura G. Fischer, Courtney Meyers, David Doerfert, & Matt Raven | *University of Georgia, Texas Tech University, Michigan State University*

**Applying Situational Theory of Publics to mRNA Vaccine Communication for the U.S. Beef Industry**

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

11:15 – 12:15 p.m. **Poster Session 2, Prefunction Area, 2nd floor**

12:15 p.m. **Lunch (on your own)**

1:30 – 2:30 p.m. **CONCURRENT PAPER SESSION, V, Commonwealth 6**

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

*Discussant: Jamie Greig*

*Facilitator: Mandy Vanderpool*

**Old MacDonald Had a Virtual Farm: Immersion and Authenticity in Farming Video Games**

Annie R. Specht & Lacey Roberts-Hill | *Ohio State University, Texas Tech University*

**Practitioner Perspectives on Skills and Knowledge Needed for Agricultural Communications Students' Career Readiness**

Erica Summerfield, D. Adam Cletzer, Danielle Lunny, Alyssa Rockers, Laura Hasselquist, & John Ricketts | *South Dakota State University, Auburn University, Iowa State University, Tennessee State University*

**Listening to the Profession: Insights from an Industry Needs Assessment to Inform Curriculum for a New Life Sciences Communication Major**

Yaw Akowuah, Jean Parrella, Jessica Spence, & Tracy Rutherford | *Virginia Tech*

**Rhetoric and Reception: Communicating Best Management Practices (BMPs)**

Lauri M. Baker, Jarred A. Shellhouse, Caitlynne Youmans, Emma Matcham, Osvaldo Gargiulo, Kelly Morgan, Jay Capasso, Lincoln Zotarelli, & Ricky Telg | *University of Florida, Ohio State University*

**CONCURRENT PAPER SESSION, VI, Commonwealth 7**

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

*Discussant: Rafael Landaverde*

*Facilitator: Emma Davies*

**Informational and Social Norm Interventions Reduce Label-Related Food Waste: Evidence from an Eye-Tracking Experiment**

Lulu Mao, Peng Lu, & Jessica Holt | *University of Georgia*

**Consumers' Processing of Information about CRISPR-edited Pork Products**

Joseph Gakpo, Bhavisha Gulabrai, Catherine Sanders, Jean Parrella, Joe Proudman, Trish Berger, & Frank Mitloehner | *North Carolina State University, Virginia Tech, UC Davis*

**Factors Influencing Public Openness to Engage with Experts in Cultivated Meat Decision-Making**

Spanditha Muppidi, I. A. Wasserman, Mark A. Tucker, & Linda J. Pfeiffer | *Purdue University, Colorado State University*

**Panem et Circenses: Agriculture and Natural Resource Commodities and Governmental Control in Dystopian Societies in *The Hunger Games***

Matthew Gold & Annie Specht | *The Ohio State University*

2:30 – 2:45 p.m.	<b><i>Break</i></b>
2:45 p.m.	<b><i>Business Meeting, Commonwealth 6</i></b>
	<ul style="list-style-type: none"><li>● <i>Poster awards</i></li><li>● <i>Paper awards</i></li><li>● <i>Business items</i></li><li>● <i>Announcement of officers</i></li></ul>

4:00 p.m. ***Adjourn***

## **NATIONAL AGRICULTURAL COMMUNICATIONS SYMPOSIUM - POSTER SESSION 1**

*Prefunction Area - 2nd floor Omni Louisville Hotel*

*\* outstanding poster nominees*

**Sunday, Feb. 1**

**2:45 – 4:00 pm**

### **RESEARCH POSTERS**

#### **1. Words Matter: A Pilot Study on 3.25% Milk Fat vs. Whole Milk Labeling\***

Karissa Palmer, Shuai Ma, Holli Leggette, Oral Capps, Zhihong Xu, & Gary Wingenbach | *Texas A&M University*

#### **2. Strengthening Communication Between Wine Producers and Scientists to Address SLF\***

Dennis Baffour-Awuah, Alexa J. Lamm, Drew Harner, Allison R. Byrd, Gigi DiGiacomo, Tracey Leskey, Julie Urban, & Anne Nielsen | *University of Georgia, Virginia Tech, University of Minnesota, USDA ARS, Pennsylvania State University, Rutgers University*

#### **3. Prompted Perspectives: Exploring Student Views on Gen-AI in Agricultural Storytelling.\***

Taylor K. Apple, Melody Beck, Clint Saunders, Shannon Norris-Parish, & Theresa. P. Murphrey | *Texas A&M University*

#### **4. On the Line with AgriLife: Identifying Values in Producer-Centered Extension Education COVID-19 Webinars\***

Cadence Lommori, Lacey Roberts-Hill, & Laura Fischer | *Texas Tech University*

#### **5. Speaking Science: What Motivates Faculty to Share Their Work with the Public?\***

Mikayla Hargis, Emerson Tarr, & Nellie Hill-Sullins | *Kansas State University*

#### **6. The Role of USDA Film Production in Screwworm Eradication 1963–1982\***

Ashley Gunning & Lacey Roberts-Hill | *Texas Tech University*

#### **7. Translating Research to Reality: Science Communication Training Needs**

Emerson Tarr, Mikayla Hargis, Nellie Hill-Sullins | *Kansas State University*

#### **8. Aligning Animal Science Communication with Consumer Values: Insights from Value-Belief-Norm Theory**

Ajiferuke, O., Lamm A.J., Byrd, A., Lamm, K. W., Masambuka-Kanchewa, F., Qu, S., & Sanders, C. E. | *University of Georgia, Iowa State University, North Carolina State University*

**9. Testing Microplastic Risk Messages: Informing Plastic Use in Nurseries and Greenhouses**

Batame, M., Lamm, A.J., Altland, J., Owen Jr., J., & White, S. A. | *University of Georgia, USDA ARS, USDA ARS/Profile Growing Solutions, Clemson University*

**10. Growing Futures through a Sustainable Campus Food System: Alumni Career Impacts and Continued Communication Preferences**

Jamie Loizzo, Lexi Bolger, Kamila Koralasbayev, Annia Prizzia, & Kelli Martin Brew | *University of Florida*

**11. From Stoic to Seeker: Coping Clusters Among Florida Agriculturalists and What they Mean for Communicators**

Carrie N. Baker, Sarah A. Bush, Lauri A. Baker, Marshal Sewell, Taylor Sewell, Sebastian Galindo, & Angie Lindsey | *Oklahoma State University, University of Florida, Mind Your Melon Foundation*

**12. Development of a Survey to Measure Message Effectiveness: An Investigation of Validity and Reliability**

Karissa Palmer, Shuai Ma, Gary Wingenbach, Xu Zhihong, Holli Leggette, Oral Capps, Jean Parrella, & Peng Lu | *Texas A&M University, Virginia Tech, University of Georgia*

**13. Listening, Linking, and Leveraging: Using Relationship Marketing to Explore a Land-Grant Institution's Engagement with Commodity and Producer Organizations**

Lauri M. Baker, Erica Odera, Anissa Mattox, & Ricky Telg | *University of Florida*

**14. From Procedure to Compassion: The Changing Role of Communication in Veterinary Euthanasia**

Michael Shain & Lacey Roberts-Hill | *Texas Tech University*

**15. Right Message, Right Channel: Addressing Meat Science Misinformation on Social Media**

Gracie Grimes, Megan Meyers, Alexa J. Lamm, Allison R. Byrd, Kevan W. Lamm, Catherine E. Sanders, Shuyang Qu, Fallys Masambuka-Kanchewa, & Michael Retallick | *University of Georgia, North Carolina State University, Iowa State University*

**16. Science and Sources: College Students' Trust in Sources Communicating About Evolution**

Kristen Graas & Taylor Ruth | *University of Tennessee, Knoxville*

**17. Cultivating Communicators: Industry Perspectives on Skills for Agricultural Communication Roles**

Sudarshan Adhikari & Emily Buck | *The Ohio State University*

**18. Making Waves: Identifying Curricular Priorities in Groundwater Learning Modules Housed in HydroLearn**

Lena Berens & Shannon Norris-Parish | *New Mexico State University, Texas A&M University*

**19. Communicating for Resilience: Mitigating the Effects of Illegal Gold Mining on Agricultural Livelihoods in Ghana's Bosome Freho District**

Frank Yeboah Adusei & Loy Van Crowder | *Virginia Polytechnic Institute and State University*

**20. What does JAC publish? A quantitative content analysis of the research approaches published from 2015 to 2024**

Faysal, K. R., Leggette, H. R., Wingenbach, G., Norris-Parish, S., & Palmer, K. | *Texas A&M University*

**21. Comparing Farmers' and Experts' Mental Models in Agricultural Drone application**

Lishan Su & Jason Ellis | *Kansas State University*

**22. Exploring the Impact of Food Safety Perceptions on Meat Purchasing Intentions**

Megan Meyer, Gracie Grimes, Allison R. Byrd, Alexa J. Lamm, Kevan W. Lamm, Catherine E. Sanders, Shuyang Qu, Fallys Masambuka-Kanchewa, & Michael Retallick | *University of Georgia, North Carolina State University, Iowa State University*

**23. College of Agriculture Faculty Members' Perspectives on Science Communication**

Taylor Edwards, Angel Riggs, & Quisto Settle | *Oklahoma State University*

**24. Cultivating Digital Dialogue: Understanding Farmers' Adoption of social media for Agricultural Communication**

Khadijah Soleimani, Bahman Khosravipour, & Masoud Yazdanpanah | *University of Khuzestan, University of Georgia*

**25. Wired with Trust: Mapping Digital Communication Networks in Agricultural and natural resource Sector**

Masoud Yazdanpanah & Bahar Homayoon | *University of Georgia*

**INNOVATIVE POSTERS**

**1. What is... Using a Game in an Agricultural Communication Theory Course?\***

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

**2. Science Communication with Artificial Intelligence: A Conceptual Framework\***

Sudarshan Adhikari, Suraksha Baral & Emily Buck | *The Ohio State University*

**3. Clicking with Alumni: Audience Personalization through Dynamic Content\***

Olivia Lee, Jarred A. Shellhouse, & Lauri M. Baker | *University of Florida*

**4. Even a Scrub Daddy Has Its Limits: Using Object Lessons to Build Leadership Language, Communication, and Team Culture in Student Organizations**

Taylor K. Apple & Shannon Norris-Parish | *Texas A&M University*

**5. Risk Communication in Action: Applying the Situational Crisis Communication Theory to African Swine Fever in the U.S. Swine Industry**

Holly Alderson, Shannon Norris-Parish, & Taylor Apple | *Texas A&M University*

**6. Auditing Authenticity: Understanding and Improving Rural Communities' Digital Presence**

Leena Gamboa, Audrey E. H. King, & Laney Reasner | *Texas A&M University, Oklahoma State University*

**7. Where Art Meets Agrifood Systems: Applying Arts-Based Research in Agricultural Communications Research**

Sarah McCord & Rafael Landaverde | *Texas A&M University*

## **NATIONAL AGRICULTURAL COMMUNICATIONS SYMPOSIUM - POSTER SESSION 2**

*Prefunction Area - 2nd floor Omni Louisville Hotel*

**Monday, Feb. 2**

**11:15 am – 12:15 pm**

### **RESEARCH POSTERS**

#### **26. From Classroom to Career: Exploring Impacts of Pedagogical Practices on Partisan Topics**

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

#### **27. Beefing Up: A Content Analysis of Direct-to-Consumer Beef Operations' Facebook Pages**

Cassady Craddock, Dwayne Cartmell, Audrey E. H. King, & Kaylee Travis | *Oklahoma State University*

#### **28. From Field to Screen: Agricultural and Natural Resource Communicators' Perceptions, Trust, and Use of Artificial Intelligence Tools for Video Production**

Maggie Murphy, Jamie Loizzo, & Lauri Baker | *University of Florida*

#### **29. Agriculture in Entertainment Media: How Taylor Sheridan Portrays the Agricultural Industry in the Landman Series**

Karissa Palmer, Abril Benitez, Taylor Apple, Sarah McCord, Shannon Norris-Parish, Holli Leggette, & Gary Wingenbach | *Texas A&M University*

#### **30. An Examination of Confidence, Skills, and Knowledge throughout an Undergraduate Social Science Research Experience**

Lauren Wangness, Sudarshan Adhikari, Cara Lawson, & Laura Fischer | *The Ohio State University, Texas Tech University*

#### **31. Engaging the Herd: Consumer Responses to Livestock Influencer Marketing**

Haylee Henry, Casandra K. Cox, K. Jill Rucker, Grace Vehige, & Tru Joi Curtis | *University of Arkansas, University of Wyoming*

#### **32. Cultivating Perceptions: Tourism and Agritourism Representations on Instagram Profiles**

Sophia Sedillo, Lacey Roberts-Hill, & William Norris | *New Mexico State University, Texas Tech University*

#### **33. Simplification and Debranding Trends in Agricultural Brand Logos: A Visual Content Analysis of John Deere, Cargill, and ADM**

Kylie Mask, Lacey Roberts-Hill, & Laura Fischer | *Texas Tech University*

**34. Under the Valence of Value: Students' Perceived Public Value of a Land Grant Institution**

Erica Odera, Lauri M. Baker, Heather Young, Jarred A. Shellhouse, & Megan Edge | *University of Florida*

**35. Meat of the Message: Examining Messaging Strategies of Beef Influencers on Instagram**

Allyson A. Spears, Theresa P. Murphrey, Dara M. Wald, Kim Dooley, & Audrey P. McElroy | *Texas A&M University, Virginia Tech*

**36. Partisanship Dynamics of EPA Rodenticide Regulations in the Agri-Food Sector**

Kayla Braggs, Sadie Hundemer, & Lauri M. Baker | *University of Florida*

**37. Exploring Consumers' Trust in New Food Using Social Cognitive Theory**

Ajiferuke, O., Lamm, A. J., Byrd, A. E., Sanders, C. E., Masambuka-Kenchewa, F., Qu, S., Lamm, K. W., & Retallick, M. | *University of Georgia, North Carolina State University, Iowa State University*

**38. Understanding Dairy Producers' Perceptions of Data Security, Privacy, and Ownership in Precision Dairy Technology Adoption**

Jamie Greig, Skylar Baird, Shelli Rampold, Scott Eckelkamp, & Liz Ruoti | *The University of Tennessee, Knoxville*

**39. Food, Fear, and Freedom: A Comparison of Wartime and Pandemic Food Posters**

Lizeth Rios & Lacey Roberts-Hill | *Texas Tech University*

**40. Framing of Climate Change in Leading U.S. Dairy and Beef Trade Publications**

Joseph D. Proudman Jr. & Lacey Roberts-Hill | *Texas Tech University*

**41. Understanding Writing Self-Efficacy in Alabama Extension Agents**

Clare Hancock, D. Adam Cletzer, & Jason D. McKibben | *Angelina College, Auburn University*

**42. Beyond the Classroom: Student Views on Project-Based Learning in Ag Communications**

Cappi Hoeting, Carlie Windmeyer, Abby Loesing, & Jacqueline (Aenlle) Wegley | *Kansas State University*

**43. Agriculture Students' Views on Artificial Intelligence in the Classroom and on Careers**

Wright, O., Turpin, H., Aenlle, J., & Donaldson, R. | *Kansas State University*

**44. Exploring Student Growth and Career Decisions following USDA Internship Placements**

Maison Treadwell, Shannon Norris-Parish, & Tom Dean | *New Mexico State University, Texas A&M University*

**45. What's the Dirt on Soil? Analyzing Messaging Themes Related to Soil Topics in the FFA New Horizons Magazine**

Mercedes Hazen, Fallon Velasquez, & Shannon Norris-Parish | *New Mexico State University, Texas A&M University*

**46. Adapting the Message: Social-Ecological Fit in American Farmland Trust's Discourse**

Riley Lopez & Lacey Roberts-Hill | *Texas Tech University*

**47. An Exploratory Survey of Succession Planning in Oregon's Dairy Farmers and Cattle Ranchers**

Mandy Vanderpool, Whitney Stone, & Lauren Chase | *Oregon State University*

**48. Sentiment and Framing in the Electrified Transportation Discourse: The Role of Workforce Frames and State Partisanship in U.S. Newspaper Reporting**

Anca Matcovschi & Kelsey Hall | *Utah State University*

**49. Aura farming- High-stake experiential learning in live-productions for agricultural communication**

Moses Mike, Chloe Rogers, Dayana Santiago, & Erin Gorter | *California Polytechnic State University*

**50. Media representations of gene-edited crops in Ghana: A framing analysis**

Joseph Opoku Gakpo, Gifty Andoh-Arthur Yapp, Serene Cheng, Emma Davies, Dennis Baffour-Awuah, & Miriam Aya Bosomtwe | *North Carolina State University, Cardiff University, Sierra College, University of Georgia, University of Ghana*

**INNOVATIVE POSTERS**

**8. Harnessing Artificial Intelligence Tools to Enhance Video Creation Efficiency**

Shuai Ma, Abril Benitez Bonilla, Gary Wingenbach, Holli Leggette, Rafael Landaverde, Karissa Palmer, Khalilur Rahman Faysal, Alexandria Ramirez, & Arturo Espana | *Texas A&M University*

**9. Ask Chat!: Integrating AI into Social and Behavioral AgriFood Systems Research**

Taylor K. Apple & Rafael Landaverde | *Texas A&M University*

**10. ChatGPT vs. the AP Stylebook in Ag Communications**

Miranda Woodward, Kelsi Opat, Tanner Robertson, & Rafael Landaverde | *West Texas A&M University, Texas A&M University*

**11. Public Value in Pixels: Quantifying Public Value of a Land Grant Using Google Trends**

Lauri M. Baker & Megan E. Edge | *University of Florida*

**12. Collaborating with Copilot: Redefining Teamwork in Online Coursework**

Erica D. Summerfield | *South Dakota State University*

**13. Enhancing Peer Feedback by Integrating GenAI within Public Speaking Classes**

Anna Zoretic, Emma Puckett, Janiece Pigg, Molly West, Tyler Granberry, Taylor Ruth, Victoria Beasley, & Blake Colclasure | *University of Tennessee*

**14. Enhancing Systems Thinking in Agricultural and Natural Resources Communication Curriculum**

**Through Hypothetical Case Scenarios**

Ruwini Bandara, Catherine Sanders, Annie Hardison-Moody, Kevan Lamm, Alexa Lamm, Pedro Urriola, Katy Guthrie, & Derrick Coble | *North Carolina State University, University of Georgia, University of Minnesota, North Carolina Agricultural and Technical State University*

**15. Community Connectors: Producing Day in the Life of Extension Agents Video Series**

Elia Rybolt, Sophia Sedillo, GiAndrea Hernandez, Lacey Roberts-Hill, Shannon Norris-Parish, Julie Hughes, & Tom Dean | *New Mexico State University, Texas Tech University, Texas A&M University*



## National Agricultural Communications Symposium Executive Team

**President**

Lacey Roberts-Hill  
*Texas Tech University*

**Vice President**

Katie Sanders  
*North Carolina State University*

**Secretary**

Joy Rumble  
*The Ohio State University*

**Executive Treasurer**

Ricky Telg  
*University of Florida*

**Past President**

Audrey King  
*Oklahoma State University*

**Graduate Student Representative**

Kayla Braggs  
*University of Florida*

**Sponsorship Chair**

Jamie Greig  
*University of Tennessee, Knoxville*

**Sponsorship Co-Chair**

Kenna Sandberg  
*Oklahoma State University*



## NACS SPONSORS

### Platinum Sponsors



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



AGRICULTURAL  
LEADERSHIP, EDUCATION  
AND COMMUNICATIONS



TEXAS A&M UNIVERSITY  
Agricultural Leadership,  
Education & Communications



SPONSORING UNIT

James F. Evans Global Center  
for Food and Agricultural  
Communications

**Dr. Frankie Gould, Associate  
Vice President and Professor  
Strategic Communications,  
LSU AgCenter**

**University of Tennessee: World Cup 2026, 5G in Turfgrass  
Science and Education Project**

**Kris Boone**

**Texas A&M, ALEC-TAMU Science Communications Lab**

Silver Sponsors

