

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 Dymment, 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

2:00 – 2:45 p.m.

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 Dymant | *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, & Caitlynnne 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 Gholson, 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.

Break

2:45 p.m.

Business Meeting, Commonwealth 6

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

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 DiGiacamo, 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 Korlasbayev, 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 Wangsness, 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*



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