

2020 National Agricultural Communications Symposium
February 2-3, 2019 | Louisville, Kentucky | Omni Louisville Hotel
Concurrent with Southern Association of Agricultural Scientists

(SAAS) Sunday, Feb. 2

7:30 a.m. **Breakfast & Networking, Commonwealth 8**

8:15 a.m. **Welcome, Introductions & Updates, Commonwealth 8**

8:45 a.m. **Professional Development Session I, Commonwealth 8**

- *Sharpen your focus: A guide to purposeful photography and audience understanding* – Jessica Spence, Tobin Redwine, Carrie Baker, & Lacey Roberts – Texas A&M University (20 min)
- *Operant Subjectivity as reflection and research: What is a Q Sort and why should you care?* – Tobin Redwine, Holli Leggette, Jean Parrella, & Jessica Spence – Texas A&M University (40 min)

9:45 a.m. **Break**

10:00 a.m. **Paper Session I, Commonwealth 8**

Looking for Information: An Exploratory Study to Explain Public Information-Seeking Behaviors About Mosquito Control Topics

Shelli D. Rampold, University of Florida; Melissa Cater, Louisiana State University; Ricky W. Telg, University of Florida

What's All the Buzz About? An Assessment of the Online Content Of Florida Mosquito Control Programs

Ashley McLeod-Morin, Michaela Shaw, Caroline Roper Warwick, Ricky Telg, University of Florida

Communicating Through Calamity: A Look at Rural and Urban Extension Professionals' Communication Before, During, and After a Hurricane

Angie B. Lindsey, Sandra Anderson, Lauri M. Baker, Kevin W. Kent, University of Florida

11:00 a.m. **Professional Development Session II, Commonwealth 8**

- *Faculty Mentorship Professional Development* – Taylor Ruth, University Nebraska-Lincoln; Ricky Telg, University of Florida

11:45 a.m. **Lunch (on your own)**

1:00 p.m. **Paper Session II, Commonwealth 8**

Leveraging Skype in the Classroom for Science Communication: A Streaming Science – Scientist Online Approach

Peyton N. Beattie, Jamie L. Loizzo, Kevin W. Kent, Christine L. Krebs, Teresa E. Suits, J. C. Bunch, University of Florida

Bats and Beyond: Communicating Wildlife and Climate Change Empathy to Youth Through an Electronic Field Trip

Peyton N. Beattie, Jamie L. Loizzo, Kevin W. Kent, Christine L. Krebs, Teresa E. Suits, J. C. Bunch, University of Florida

Impact of Animating Infographics About Genetic Modification on Information Recall

Jessica Holt, Alexa J. Lamm, Kristin Gibson, Kevan Lamm, University of Georgia; Jason Ellis, Kansas State University; Joy N. Rumble, The Ohio State University

Identifying Roadblocks and Improving Strategies to Foster New Media Technology Adoption in Extension

Kelsey Tully, Jason D. Ellis, Kansas State University

2:15 p.m. Professional Development Session III, Commonwealth 8

- *Using Yellowdig, a Social Learning Platform, to Promote Authentic Online Student Interaction* – Kelsi Opat & TaylorAnn Washburn, Texas Tech University (15 min)

2:30 p.m. Break

2:45 p.m Poster Session (Setup earlier), Olmstead 4

4:00 p.m. SAAS General Business Meeting, Commonwealth 3

5:00 p.m. SAAS Social Reception/Super Bowl Party – Griff's Restaurant

Monday, Feb. 3

7:45 a.m. Professional Development Session III, Commonwealth 8

- *Shorten grading time: Using specifications (specs) grading in a writing intensive course* – Cara Lawson, Texas Tech University (15 min)

8:00 a.m. Paper Session III, Commonwealth 8

Do Touch that Dial: A Guide to Continuous Response Measurement in Agricultural Communications

Cara R. Lawson, Texas Tech University; Laura M. Fisher, University of Kentucky; Lauren LaGrande, Oregon State University; Kelsi Opat, Texas Tech University

Unobserved Interaction Between Participants and Discussion Topics Within Focus Group Discussions: An Application of Social Network Analysis

Yu Lun Wu, Joy N. Rumble, The Ohio State University; Taylor K. Ruth, University of Nebraska Lincoln; Alexa J. Lamm, University of Georgia; Jason D. Ellis, Kansas State University

Technically Speaking: Technical Skills Needed for Agricultural Communication Baccalaureate Graduates

Arthur Leal, University of Tennessee; Kati Lawson, Ricky Telg, University of Florida; Joy Rumble, The Ohio State University

The Experience of Female Graduate Student Researchers in the Agricultural Sciences

Whitney A. Stone, University of Florida; Catherine E. Dobbins, Maddison Holder, & Abigail

Borron, University of Georgia

9:15 a.m. Professional Development Session IV, Commonwealth 8

- *A sharpened focus: Audience analysis and understanding through GooseChase – Jessica Spence, Tobin Redwine, Carrie Baker, & Lacey Roberts – Texas A&M University*

9:30 a.m. Break

9:45 a.m. Paper Session IV, Commonwealth 8

Growing Grassroots: Predicting Policy Engagement and Communication Among Members of Agricultural Organizations

Afiya De Sormeaux, Shelli D. Rampold, Ricky Telg, University of Florida

Agriculture, Food, and Natural Resource Opinion Leaders in Online Environments

Tiffany M. Rogers-Randolph, Kansas State University; Lisa K. Lundy, Ricky Telg, University of Florida; Joy N. Rumble, The Ohio State University

The Media's Influence on Climate Change Beliefs: A Partisan Comparison

Taylor K. Ruth, University of Nebraska-Lincoln; Blake C. Colclasure, Doane University

Milk Does a Label Good: An Experimental Study of the Impact of Beverage Labeling on Consumer Perceptions

Sharon P. Wagner, Hart Blanton, Texas A&M University; Tracy Rutherford, Virginia Tech

11:00 a.m. Business Meeting, Commonwealth 8

12:30 p.m. Adjourn

NACS POSTER SESSION

Measuring Adoption of Soil Health Practices of Wheat Producers in Texas

Maureen Victoria, Hollie R. Leggette, Texas A&M University; Jamie L. Foster, Texas A&M AgriLife Research; Haly Neely, Clark Neely, Washington State University; Katie Lewis, Texas A&M AgriLife Research; Perejitei Bekewe, Texas A&M University; Brandon J. Gerrish, Texas A&M AgriLife Extension, & Jean Parrella, Texas A&M University

Young farmers' choice of communication channels when communicating with consumers: A case study of midwestern farmers

Yu-Lun Wu, Fally Masambuka-Kanchewa, & Emily Buck, The Ohio State University

Reality or historical romanticism: The impact of agricultural images on cognitive dissonance

Alyssa Rockers, Joy Rumble, & Emily Buck, The Ohio State University

It's almost as if they have a problem with women: A constant comparative analysis of feminist conversations on agricultural Twitter

Abigail Sanders, Alyssa Rockers, & Annie Specht, The Ohio State University

Can we increase motivation? An Experimental Design of Motivation and Personal Relevance

Yu-Lun Wu, Joy N. Rumble, The Ohio State University; Alexa J. Lamm, University of Georgia; Taylor K. Ruth, University of Lincoln-Nebraska; & Jason D. Ellis, Kansas State University

A 360-Degree Approach for Teaching Controversial Issues Engagement *Linda Pfeiffer, Neil Knobloch, Monique Hovey, & Mark Tucker, Purdue University*

What Do They Want? An Exploration of Agricultural Communications Skills Needed for Kentucky FFA Teachers

Jacelyn D. Nesmith, Brett Wasden, Nick L. McDowell, & Laura M. Fischer, University of Kentucky

Detecting Bias: Using Hayakawa-Lowry News Bias Categories to Teach Objectivity in Agricultural Media Writing

Shannon Norris, Jean Parrella, & Holli R. Leggette, Texas A&M University

From Urban to Agriculture – A Multi-media Experience for Consumer Engagement *Jacqueline V. Aenlle, University of Florida*

Plot Twist: Using Improvisation Techniques to Enhance Civil Discourse on Controversial Agricultural Issues

Carrie Baker, Jean Parrella, Shannon Norris, Holli R. Leggette, & David Walther, Texas A&M University

Hashing out hemp: How Florida newspapers are discussing hemp-related issues *Ashley McLeod-Morin, Giovanna Tomat-Kelly, University of Florida*

Do Bats Have Fingers? A Discourse Analysis of Youth Wildlife Questions During a Live Streamed Electronic Field Trip

Teresa E. Suits, Kevin W. Kent, Peyton N. Beattie, Jamie L. Loizzo, University of Florida

Animated Versus Static Infographics: Which is Best When Communicating about Genetic Modification?

Kristin E. Gibson, Alexa J. Lamm, Jessica Holt, & Kevan W. Lamm, University of Georgia; & Jason D. Ellis, Kansas State University

What Midwest Farmers Think about the Trade Dispute with China: Concerns, Claims, Solutions, and Information Needs

Shuyang Qu, Lulu Rodriguez, Guang Han, Wendong Zhang, Minghao Li, and Erin Cork, Iowa State University

Millennial, Production Agriculturalists' Preferred Sources of Information Consumption: A Q-Sort

Taylor Rogers, Jean Parrella, and Tobin Redwine, Texas A&M University

Hail to the Chief: The Effectiveness of Editorial Roles in Creating Skilled and Competent Agricultural Communication Graduates

Carrie Baker, Lacey Roberts, Gladys M. Walter, Texas A&M University; Tracy Rutherford, Virginia Polytechnic Institute and State University

Cultivating and Characterizing Clients Within the Cluster: A Study Investigating

Client Needs for Communication Services within an Extension System *Anissa M. Zagonel and Lauri M. Baker, University of Florida*

Investigating Influencers: Identifying Twitter Influencers with High Authority Engaged in Conversations about Mosquito Issues
Ashley McLeod-Morin, Teresa Suits, Kati Lawson, Lauri Baker, Ricky Telg, and Peyton Beattie, University of Florida

View research paper abstracts presented during the 2020 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/>.

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Please join us for the 2021 SAAS Annual Meeting in Irving, Texas. Meeting information will be available at <http://www.saasinc.org/>