

**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**

*Shellie 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*

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**

*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 Parella, 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/>**