



## 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: TBD*

*Facilitator: TBD*

**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: TBD*

**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 Dymant | *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: TBD*

**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: TBD*

*Facilitator: TBD*

**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: TBD*

*Facilitator: TBD*

**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: TBD*

**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: TBD*

**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: TBD*

**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: TBD*

**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: TBD*

*Facilitator: TBD*

**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: TBD*

*Facilitator: TBD*

**From Value to Impact: Exploring Creativity in Agricultural Communications**

Larrah 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. Dymont, 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 Kwao 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 Dymont, & 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**

*Caitlynn 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 Bragg & 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

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

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*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

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Audrey King  
*Oklahoma State University*

### **Vice President**

Lacey Roberts-Hill  
*Texas Tech University*

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Katie Sanders  
*North Carolina State University*

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### **Past President**

Taylor Ruth  
*University of Tennessee,  
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### **Graduate Student Representative**

Carrie Baker  
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