

**SAAS Agricultural Communications Section
Mobile Convention Center, Mobile, AL, Feb. 5-6**

Sunday, Feb. 5

7:30-8:30 a.m. Breakfast & Networking, 201B

8:30 a.m. **Paper Session I, 201B**

Welcome (15 minutes)

The Sound of Silence: Exploring Why Supporters of Genetic Modification Do Not Expose Their Attitudes

Taylor Ruth, Alexa Lamm, & Joy Rumble, University of Florida

Matching Local Food Messages to Consumer Motivators: An Experiment Comparing the Effects of Differently Framed Messages

Catharine Koroulis & Katie Abrams, Colorado State University

Engagement and Extension: An Examination of Internal Branding in Kansas Extension

Audrey E. H. King & Kristina M. Boone, Kansas State University

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

10:00 a.m. **Professional Development Session I, 201B**

Agriculture's Eye in the Sky: Drone Basics for Agricultural Communicators

Brooke W. Beam & Annie Specht, The Ohio State University

10:15 a.m. **Paper Session II, 201B**

Fracking Frames: A Framing Analysis and Comparative Study Of Hydraulic Fracturing Coverage in American Newspapers

Cara Lawson & Emily Buck, The Ohio State University

Visualizing Values: A Content Analysis to Describe a Value Congruent Video Message Campaign Used in Agriculture

Kayla M. Wilkins, Laura M. Gorham, & Courtney Meyers, Texas Tech University

Consumer Perceptions and Attitudes of Genetically Modified Foods: The Influence of Demographics Through the Lens of Social Judgement Theory

Brittany Martin Hubbard, Joy Rumble, Sandra Anderson, & Lisa Lundy, University of Florida

11:15 a.m. **Lunch (on your own)**

1:00 p.m. **Paper Session III, 201B**

Water Conservation and Climate Change:

Melissa R. Taylor, Alexa Lamm, & Lisa Lundy, University of Florida

Marketing Power Berries: An Importance-Performance Analysis of Blueberry Attributes

Shuyang Qu, Alexa Lamm, & Joy Rumble, University of Florida

Moment-to-Moment Analysis of Viewer Comfort in Response to Animal Slaughter Videos

Troy G. Tarpley, Garrett M. Steede, Laura M. Gorham, Amber Krause, & R. Glenn Cummins, Texas Tech University

Living with the Land's Agricultural and Social Media Message

Brooke W. Beam, Annie R. Specht, & Emily Buck, The Ohio State University

2:30 p.m.	Poster Session (Setup at 2 p.m.) – <i>Prefunction Area</i>
4:00 p.m.	SAAS General Business Meeting – 203B
5:00 p.m.	SAAS Social Reception/Super Bowl Party – <i>East/West Ballroom</i>
Monday, Feb. 6	
8:00 a.m.	Professional Development Session II, 201B Big Data for Grand Challenges: Using Social Media Data Aggregators to Monitor Public Perceptions of Food, Agricultural, and Environmental Issues Annie R. Specht, Brooke W. Beam, Ashlan E. Wickstrom, & Desiree Seeloff, The Ohio State University
8:45 a.m.	Break
9:00 a.m.	Paper Session IV, 201B Identifying Publics in Florida, California, and Texas as They Relate to Citrus Greening Taylor Ruth, Alexa Lamm, & Joy Rumble, University of Florida
	Crowdsourcing Change: An Analysis of Twitter Discourse on Food Waste and Reduction Strategies Annie R. Specht & Emily Buck, The Ohio State University
	Identifying the Role of Social Skills in Agricultural Communication Programs Arthur Leal, University of Tennessee, Ricky Telg, & Joy Rumble, University of Florida
10:00 a.m.	Break
10:15 a.m.	Professional Development Session III, 201B Incorporating Civic Engagement into Agricultural Communication Course Design Using the Culture-Centered Approach Pedagogical Model Abigail Borron, University of Georgia
11:00 a.m.	Lunch (on your own)
1:00 p.m.	Business Meeting, 201B View the full research papers presented during the 2016 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/ .

SAAS Agricultural Communications Section Poster Session

RESEARCH POSTERS

Florida Consumers' Latitudes of Acceptance toward GM Food Messages

Taylor K. Ruth, Anna J. Warner, & Joy N. Rumble, University of Florida

Do Health Claims Matter? An Examination of Attention to Organic and All-Natural Food Labels

Amber Krause, R. Glenn Cummins, Steve Holiday, & Travis Loof, Texas Tech University

Mississippi Residents' Topic Preferences for *Farmweek*

McKayla Brubaker, Quisto Settle, & Elizabeth Gregory North, Mississippi State University

The Gender Diversity Drought: Male Students in the Predominately Female Major of Agricultural Communications

Garrett M. Steede, Troy G. Tarpley, Ricky H. Coppededge, & Courtney Meyers, Texas Tech University

Characterizing "Agvocacy" Communication: An Exploratory Analysis of Agricultural Advocacy Organization Mission Statements

Kathleen P. Hunt & Arneisha Smallwood, Iowa State University

Cease to be Obese: A Content Analysis of Healthy Living Themes in Two Popular Children's Book Series

Daijonna Hall, Brytann Busick, & Holli R. Leggette, Texas A&M University

Seeing through GM Information: Exploring Perceived Transparency differences in Information Channel and Source

Jessica Harsh, Joy N. Rumble, & Sandra Anderson, University of Florida

Portion Size Communication by Means of Package Design

Olivia Norton, Jeff Miller, & Tami Strickland, Arkansas State University

Testing if Knowledge of the Florida Blueberry Season Increases as a Result of Video Intervention

Anna J. Warner, Kayla Waldorff, & Tori Bradley, University of Florida

From Treasure Coast to Toxic Coast: An Analysis of Article Visuals in Florida Media Coverage of the Algae Bloom

Raychel D. Rabon & Lisa K. Lundy, University of Florida

Communicating about Genetic Modification: Desired Information and Trusted Sources

Brie Bird, Peyton Beattie, Alexa J. Lamm, & Joy N. Rumble, University of Florida

INNOVATIVE POSTERS

The Bridge to Opening Dialogue on Food Insecurity: A Multi-Layered Approach to Community-Based Participatory Research Using Photovoice and Other Artistic Media

Hillary Jourdan & Abigail Borron, University of Georgia

Monitoring Extension Social Media Use with Sprout Social

Tiffany M. Rogers & Lisa K. Lundy, University of Florida

Impacting Consumers' Trust of Agriculture with Powerful Narratives

Levy G. Randolph, University of Florida

Mining Websites to Identify and Recruit Community College Agriculture Students

Lauren Joie & Robert L. Williams, Texas A&M University

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