

**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.) – *Prefunction Area*
- 4:00 p.m. **SAAS General Business Meeting**– *203B*
- 5:00 p.m. **SAAS Social Reception/Super Bowl Party** – *East/West Ballroom*

**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. Coppedge, & 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

## 2016-2017 Agricultural Communication Section Officers

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