

National Agricultural Communications Symposium
Sheraton New Orleans Hotel
New Orleans, LA | Feb. 13-14

Sunday, Feb. 13

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

8:30 a.m. **Paper Session I, *Maurepas***

Welcome (15 minutes)

GMO or GM No? Segmenting a Consumer Audience to Examine Their Perceptions of Genetically Modified Products

Julia Gibson, Jamie Greig, Shelli D. Rampold, and Christopher Stripling – University of Tennessee

Importance Performance Analysis of Beef Consumer Perceptions

Sarah Al-Mazroa Smith, Greg Miller, and Shuyang Qu – Iowa State University

Covering the Crisis: How Three Agricultural Organizations Reached Out via Social Media

Julia Knaggs and Emily Buck – The Ohio State University

The Pumpkin Queen: Applying Sarah Frey’s Narrative to Women’s Experience in Agriculture

Alyssa Rockers and Joy Rumble– The Ohio State University

10:05-10:20 a.m. **Break**

10:20-11:20 a.m. **Paper Session II, *Maurepas***

Show Me and What Will I Remember? Exploring Recall in Response to NWS Tornado Warning Graphics

Laura M. Fischer (Texas Tech University), Jeannette Sutton (University of Albany, SUNY), and Kayla Powers (Texas Tech University)

Exploring the Impact of Source Credibility When Communicating about Agricultural Science on Twitter

Allison R. Fortner, Alexa J. Lamm, Jessica Holt, Abigail Borron, and Allen J. Moore – University of Georgia

Give Me Flowers: Measuring Social Media Advertising Strategies for Floral Products

Rachel Corry, William R. Taylor, Jr., Jessica Holt, Ben Campbell, and Julie Campbell – University of Georgia

11:20 – 11:30 a.m. **Southern Region Communicators Consortium**

11:30 a.m. **Lunch (on your own)**

1:00 p.m. **Open Discussion**

2:30 p.m. **Poster Session** (Set up at 2 p.m.) – *Napoleon Foyer*

4:00-4:30 p.m. **SAAS General Business Meeting** – *Borgne*

5:00 p.m. **SAAS Social Reception and Super Bowl Party** – Grand Ballroom A/B/C (5th Floor)

Monday, Feb. 14

8:00-8:45 a.m. **Professional Development Session I, *Maurepas***
A Statistical Approach to Classification: A guide to hierarchical cluster analysis in agricultural communications research
Ch’ree Essary, Laura Fischer, and Erica Irlbeck – Texas Tech University

Avoiding Sampling Limitations in Agricultural Communications Research Without Breaking the Bank
Quisto Settle – Oklahoma State University

8:45 a.m. **Paper Session IV, *Maurepas***
Equine Journalism in a World of Change: Identifying the Technical and Social Skills of American Equine Journalism
Zoe Bowden, Ricky W. Telg, and Lisa K. Lundy – University of Florida

Building Buy-In: A Qualitative Study Seeking to Understand Stakeholder Perceptions of University Extension System Through the Lens of External Branding
Anissa M. Zagonel, Lauri M. Baker, and Ricky W. Telg – University of Florida

A Benchmark Study of Video Technology and Products Employed within Extension Communication Units
Austin Moore (Abraham Baldwin Agricultural College), Erica Irlbeck, Courtney Meyers, Lindsay Kennedy, Coy Callison, and Ch’ree Essary (Texas Tech University)

Relational Risk and Resilience: Examining the Influence of Socio-Cultural Demographics on Risk Perceptions and Preparedness Concerns Related to COVID-19

Sydney Honeycutt, Lauri M. Baker, and Angela B. Lindsey – University of Florida

10:05 a.m.

Break

10:15 a.m.

Paper Session IV, *Maurepas*

Young Mothers' Trust of Celebrities and Influencers for Food Safety and Nutrition Information

Linnea Langusch (Oklahoma State University), Taylor Ruth (University of Nebraska – Lincoln), Quist Settle (Oklahoma State University), and Joy Rumble (The Ohio State University)

Tempered Trust: Understanding College Students' Trust of COVID-19 Video Content Using Moment-to-Moment Analysis

Meredith Oglesby, Olivia Doyle, Lauri M. Baker, Valentina Castano, Ashley McLeod-Morin, Alena Poulin, and Lisa Lundy – University of Florida

Exploring Source Credibility Across Social Media Platforms to Inform Agricultural and Environmental Science Communication

Allison R. Fortner, Alexa J. Lamm, Jessica Holt, Abigail Borron, and Allen J. Moore – University of Georgia

11:15 a.m.

Business Meeting, *Maurepas*

12:00 p.m.

Adjourn

National Agricultural Communications Symposium Poster Session
Sunday, Feb. 13
2:30 – 4:00 pm

RESEARCH POSTERS

“It All Goes Back to Trust:” A Qualitative Exploration of Extension Professionals’ Perceptions of COVID-19 Vaccines in Rural Florida – Ashley McLeod-Morin, Lisa Lundy, Angela B. Lindsey, Michaela Kandzer, Ricky Telg, Tracy Irani, Phillip Stokes, Valentina Castano (University of Florida) and Nathalie Santa Maria (Sunnyside Communications)

Access to Information about Hermetic Storage Technology by Smallholder Farmers in Dormaa, Ghana: The Role of Extension in the Dissemination Process – Namah Taku Forchu, Shuyang Qu, Misty D. Lambert, Retallick S. Michael (Iowa State University)

Agricultural Science Podcast Listeners’ Perceptions of Science and Trust in Science – Jacqueline V. Aenlle, Jamie L. Loizzo, Lisa Lundy, James C. Bunch, and Kevin Folta (University of Florida)

Can You Help?: Determining Motivations and Barriers to Volunteer Behaviors of U.S. Adults during the COVID-19 Pandemic – Meredith Oglesby (University of Florida), Lauri Baker (University of Florida) Catherine Campbell (University of Florida), Hikaru Peterson (University of Minnesota) Angie Lindsey (University of Florida), and Ricky Telg (University of Florida)

Communication Preferences Regarding Soil Health Among Kansas Producers – Megan Underwood, Levy Randolph, and Katie Burke (Kansas State University)

Comparing Industry and Consumers’ Preferred Learning Methods Regarding Conventional, Alternative, and Cultured Meats – Marlee E. Stollar, Joy N. Rumble, Emily B. Buck, Annie R. Specht, Wuyang Hu, and C. Lynn Knipe (The Ohio State University)

Examining Emojis: A Content Analysis of Agricultural-related Emoji Definitions – Lauren LaGrande and Cara Lawson (Oregon State University)

Exploring Brand Awareness and Loyalty within the GO TEXAN Agricultural Certification Program – Kayla Powers, Laura Fischer, and Courtney Gibson (Texas Tech University)

Firing Tweets: An Analysis of Twitter Activity about the 2020 Oregon Wildfires – Morgan Orem (Texas A&M University) and Cara Lawson (Oregon State University)

Framing Agricultural Labor Issues: An Analysis of Florida and California H-2A Program News Coverage – Finn Garrison, Cara Lawson, and Lauren LaGrande (Oregon State University)

How can I Get my Food?: Survey Research to Understand Consumers Barriers for Acquiring Food in the COVID-19 Pandemic – Anissa M. Zagonel (University of Florida), Lauri M. Baker (University of Florida), and Hikaru H. Peterson (University of Minnesota)

Insta-Cowboys: Testing Methods to Explore Western Apparel Instagram Posts – Austin Moore, Samuel Monarch, Madison Blansett, Makenzie Smith, Ava Jane Teasley (Abraham Baldwin Agricultural College)

Investigating the Influence of Gender on Secondary Agricultural Science Teacher's Decision-Making and Self-Efficacy: A Pilot Study – Morgan Orem (Texas A&M University), Jean Parrella (Texas A&M University), Holli Leggette (Texas A&M University), Theresa Murphrey (Texas A&M University), Anna Bates (San Luis Obispo High School)

Investigating the Relationship Between Agricultural Students' Frequency of Professional Experience Participation and Skill Development – Jean Parrella (Texas A&M University), Holli Leggette (Texas A&M University), Theresa Murphrey (Texas A&M University), Christi Esquivel (Blinn College), and Peng Lu (Texas A&M University)

Left to Fend for Ourselves: Reflections of College Students in Hybrid or Online Courses during COVID-19 – Shannon Norris (New Mexico State University), Tiffany Rogers-Randolph (Michigan State University), Rebekah McCarty (New Mexico State University), Katie Messerla (Kansas State University), and Jaelyn Tweeten (Kansas State University)

Media Frames and Farmers' Support for the U.S. Trade Dispute with China – Shuyang Qu, Lulu Rodriguez, and Erin Cork - Iowa State University

Phone Eats First: Pilot of an Online Extension Nutrition Video Production Professional Development Training during COVID-19 – Megan A. Winfree, Jamie Loizzo, Wendy Dahl, and Lisa Lundy (University of Florida)

Prioritizing Professional Development: Natural Resources – Madi Baughman and Katie Burke (Kansas State University)

Sewing a Strong Brand Community: A Mixed-Methods Content Analysis of Discover Cotton's Instagram Account – Madalynn Kainer and Holli Leggette (Texas A&M University)

Socially Distant: A Study Examining American's Engagement in Social Distancing Behaviors during the Early Stages of the COVID-19 Pandemic – Savanna Turner (University of Florida), Shelli D. Rampold (University of Tennessee), and Lauri M. Baker (University of Florida)

The Effect of Agricultural Students' Digital Media Use on their Media Writing Self-Perceptions – Jean Parrella (Texas A&M University), Holli Leggette (Texas A&M University), Tobin Redwine (Vivayic, Inc), and Morgan Orem (Texas A&M University)

The Original Face Time: Characteristics of Face-to-Face Methods in Agricultural Marketing and Communications – Hannah Chambers, Jefferson D. Miller, Ashlyn Ussery, K. Jill Rucker, and Casandra K. Cox (University of Arkansas)

The Steaks are High: COVID-19's Impact on Direct-to-Consumer Marketing in the Oklahoma Beef Industry – Linnea Langusch and Dwayne Cartmell (Oklahoma State University)

Water Conservation and the Politically Polarized Audience: Examining Audience Segmentation

through the 2020 U.S. Presidential Election – Kristin E. Gibson, Catherine E. Sanders, Allison R. Fortner, and Alexa J. Lamm (University of Georgia)

Trust in Triage: A quantitative survey investigating rural residents' trust in science – Lauri M. Baker (University of Florida), Audrey E. H. King (Oklahoma State University), Cheng-xian Yang (University of Florida), Ashley McLeod-Morin (University of Florida), and Kristina M. Boone (The Ohio State University)

What Do They Know? A Quantitative Survey Seeking to Understand Producers' Knowledge of State Regulatory Best Management Practices – Valentina Castano, Lauri Baker, Sandra Anderson, Angie Lindsey, and Ricky Telg (University of Florida)

What is Hands-On when all Hands are Online? Evaluating Students' Learning Preferences and Satisfaction with Online Instruction – Shannon Norris (New Mexico State University), Tiffany Rogers-Randolph (Michigan State University), Rebekah McCarty (New Mexico State University), Katie Messerla (Kansas State University), and Jaclyn Tweeten (Kansas State University)

Where on the Web: A Study Examining Social Media Use by Fruit and Vegetable Producers – Olivia K. Doyle, Lauri M. Baker, Ricky Telg (University of Florida)

Why are They Worried? Utilizing the Cultural Theory of Risk Assessment to Assess Public Perceptions and Knowledge of an Environmental Risk – Angela B. Lindsey, Sandra Anderson, Ricky W. Telg, and Christa Court

INNOVATIVE POSTERS

Classification and Clusters: Utilizing Hierarchical Cluster Analysis in Agricultural Communications Research – Ch'Ree E.K. Essary, Laura M. Fischer, and Erica Irlbeck (Texas Tech University)

Clubhouse: A New Media Technology for Engaging with Practitioners and Stakeholders – Jacqueline V. Aenlle (University of Florida)

Leadership on the Big Screen: Reinforcing Leadership and Communication Concepts Using Popular Culture Examples – Amador Gonzales, Rebekah McCarty, Elizabeth Trevizo, and Shannon Norris (New Mexico State University)

Restore the Shore: Development and analysis of a social media campaign to promote a water-focused youth engagement program – Megan Winfree, Jamie Loizzo, and Lisa Lundy (University of Florida)

Turkey Takeover: A Collaborative Social Media Service-Learning Experience – Caitlin Cooper, Jefferson D. Miller, Daniela Medina, K. Jill Rucker, Casandra K. Cox, and Addison Beckham (University of Arkansas)

National Agricultural Communications Symposium Executive Team

President

Shuyang Qu
Iowa State University

Vice President

Ashley McLeod-Morin
University of Florida

Secretary

Taylor Ruth
University of Nebraska-Lincoln

Executive Treasurer

Ricky Telg
University of Florida

Past President

Annie Specht
The Ohio State University

Graduate Student Representative

Alyssa Rockers
The Ohio State University