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
Shelli 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 Borron, University of Georgia

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; Brian Myers, & Angie Lindsey, University of Florida

The Media's Influence on Climate Change Beliefs: A Partisan Comparison
Taylor 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
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/