



ACE Annual Conference 2022 | June 11 – 14, 2022

Academic and Research Agenda

InterContinental Kansas City at the Plaza
Kansas City, Missouri

The ACE Academic and Research session will highlight innovative and relevant research related to pressing issues within the food, agricultural, and environmental sectors. The peer-reviewed research presented during this session will focus on providing a brief overview of the research and associated findings and encourages discussion and questions related to the research with the researchers and attendees. The research paper sessions will be interactive and allow presenters and attendees to engage in rich discussion and create connections to benefit communication academics and practitioners.

Sunday, June 12, 2022 | 6:30 – 8:00 pm

Opening Reception + Academic Research Posters

During the welcome reception, the ACE Academic and Research session will present innovative and relevant research via a poster as a visual aid. During this time, we ask for you to engage with our presenters, ask questions, and vote for the top people's choice poster awards.

Monday, June 13, 2022 | 10:00 am – 11:30 am

Introductions & Welcome for ACE Academic and Leadership LC | 10:00 – 10:15 am

Paper Session 1: Message Types & Evaluation in Agricultural Communications | 10:15 – 11:00 am

- 1. The Steaks Are High: Covid-19's Impact on Direct-To- Consumer Marketing in The [State] Beef Industry**
Linnea Langusch¹, Dr. Quisto Settle¹, & Dr. Dwayne Cartmell¹ — ¹Oklahoma State University
- 2. Examining the Impact of Disaster Experience with Winter Storm Uri and Climate Change Risk Perceptions on Climate Change Mitigation Policy Support**
Dr. Laura Fischer¹, Ginger Orton¹, & Dr. Cara Lawson² — ¹Texas Tech University, ²Oregon State University

3. Visual Framing of Chicken Farming: A Content Analysis of Corporate Videos

Dylan J. VanBoxtel¹, Dr. Rebecca D. Swenson², & Dr. Garrett M. Steede² — ¹Hormel Foods,
²University of Minnesota – Twin Cities

Round Table Session 1 | 11:00 – 11:30 am

Two round table sessions for 15 minutes each

Monday, June 13, 2022 | 2:00 pm – 4:30 pm

Paper Session 2: Perspectives in Agricultural Communications | 2:00 – 3:00 pm

1. High School Agricultural Communication Competencies: An Academic Perspective

Mackenzie Atkins¹, Kati Lawson¹, & Dr. Ricky Telg¹ — ¹University of Florida

2. Looking Local: An Exploration of [State] Residents' Perceptions of the [Program] to Develop Brand Positioning Strategies

Kayla Powers¹, Dr. Laura Fischer¹, & Dr. Courtney Gibson¹ — ¹Texas Tech University

3. Time Well Spent: Exploring the Role of Attitude and Importance on Selective Exposure to Agricultural Messages

Skylar Elmore¹, Dr. Courtney Meyers¹, Dr. Laura Fischer¹, Dr. Scott Burris¹, & Dr. Amber McCord¹
— ¹Texas Tech University

4. Rural Redemption: A Model to Help Understand the Perspectives of Rural Americans Related to Vaccine Science

Dr. Lauri M. Baker¹, Dr. Ashley McLeod-Morin¹, Cheng-Xian Yang¹, Audrey E. H. King², Shelby O. Thomas¹, & Dr. Kristina Boone³ — ¹University of Florida, ²Oklahoma State University, ³The Ohio State University

Round Table Session 2 | 3:00 – 3:30 pm

Two round table sessions for 15 minutes each

Business Meeting for ACE Research & Academic | 3:45 – 4:30 pm