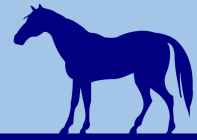
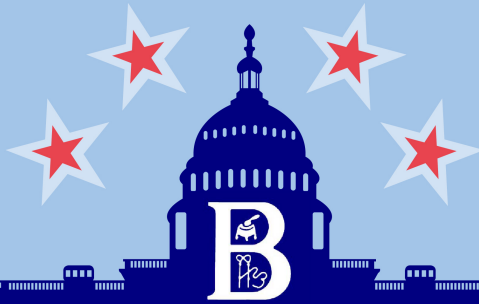


*Scientific Voice  
in Agriculture*

Co-hosted by University of Connecticut &  
American Society of Animal Science

March 31–April 2  
2017



**97th National Block & Bridle Convention • Arlington, Virginia**

Sunday April 2, 2017: Program for the Day

8:15 AM: Logistics, Welcome and Introduction to ASAS Communications and Public Policy.  
Dr. Debora Hamernik, University of Nebraska

8:45 AM: Telling our story proactively: Speaking to the public, consumers and children.  
Janet Riley, North American Meat Institute

9:30 AM: Influencing Consumer Acceptance of Technology: The good, the bad and the ugly!  
Aimee Hood, Monsanto

10:15 AM: Morning Break

10:30 AM: Classic PR techniques to promote animal agriculture.  
Chuck Sanger, CS Communications Co.

11:15 AM: Promoting yourself, ensuring you are in a position to educate and promote animal agriculture.  
Mike Moseley, Positively, Mose

Noon: Lunch Break

1:00 PM: Social networking in agriculture.  
Katie Pinke, The Pinke Post

1:45 PM: Janeal Yancey, University of Arkansas

2:30 PM: Getting both sides to the table.  
Candice Croney, Purdue University

3:15 PM: Afternoon Break

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## **97th National Block & Bridle Convention • Arlington, Virginia**

3:30 PM Break Out Groups I

4:30 PM Break Out Groups II

The same 5 break out groups will be conducted in both sessions – students will be able to attend 2 of the 5.

- 1) Self promotion the next step: Mike Moseley
- 2) Social Networking: Katie Pinke and Janeal Yancey
- 3) Capitol Hill Visits: Meghan Wulster-Radcliffe and Margaret Benson
- 4) PR: Chuck Sanger and Janet Riley
- 5) Multimedia for Consumer Education: Scott Radcliffe and Kim Schoonmaker