

View the full research papers from the 2010  
SAAS Ag. Comm Section at  
<http://agnews.tamu.edu/saas/>

All authors are encouraged to submit their papers to the  
Journal of Applied Communications. More information is  
available at <http://www.aceweb.org/JAC/jac.html>

### 2009-2010

#### Agricultural Communications Section Officers

President	Blair Fannin Texas Agrilife Research, Texas A & M System
Vice President	Johnny Morgan LSU AgCenter
Secretary	Leslie Edgar University of Arkansas
Executive Treasurer	Jeff Miller University of Arkansas
Past President	Virginia Morgan Alabama Cooperative Extension System

Join us for the 2011 SAAS convention in  
**Corpus Christi, Texas**

# SAAS Agricultural Communications SECTION

ANNUAL MEETING

Orlando, Florida  
February 6-9, 2010



## Sunday, February 7

---

- 9:00 a.m. Research Session I, Palms Ballroom Salon C, Wyndam Orlando Resort
- Welcome and Overview
- Arkansas Agritourism Business Operators: Who They Are, How They Communicate, What They Want to Learn, and How They Want To Learn It — Jefferson D. Miller, University of Arkansas; Stacey W. McCullough; University of Arkansas; Daniel V. Rainey, University of Arkansas; Biswaranjan Das, Kansas State University
- Students of tomorrow: Agricultural students' use of selected social media — Traci Naile, Texas A & M University; K. Jill Rucker, Oklahoma State University; Bryan K. Ray, Texas A & M University
- 10:30 a.m. Break
- 10:45 a.m. Research Session II, Palms Ballroom Salon C, Wyndam Orlando Resort
- Animal Rights vs. Animal Welfare: Is Society able to distinguish the Difference and make Informed Decisions on Animal Care Legislation? — Emily Rhoades, The Ohio State University; Joy Goodwin, The Ohio State University
- Framing the U.S. Sugar Buyout to Restore the Florida Everglades: A Comparison of National versus State Newspaper Coverage — Angie Lindsey, University of Florida
- Noon Lunch on your own
- 1:30 p.m. Professional Development Session I, Palms Ballroom Salon C, Wyndam Orlando Resort
- Agricultural Communication Students' Perceptions, Knowledge and Identified Sources of Information about Agritourism — Katlin N. Amaral, University of Arkansas; Leslie Edgar, University of Arkansas
- Competencies Needed by Agricultural Communication Undergraduates: A Focus Group Study — Chris Morgan, University of Georgia
- 2:15 p.m. Cookie Break

- 2:30 p.m. Poster Session,
- 4:00 p.m. SAAS General Session, Jasmine
- 6:00 p.m. SAAS Reception/Super Bowl Party, Poolside Pavilion/Garden Room

## Monday, February 8

---

- 8:30 a.m. Research Session III, Palms Ballroom Salon C, Wyndam Orlando Resort
- College Student's Perceptions of Rural America Based on Selected Photographs — Dru Glaze, University of Arkansas; Leslie Edgar, University of Arkansas; Tracy Rutherford, Texas A & M University; Emily Rhoades, The Ohio State University
- Social Agriculture: Adoption of Social Media by Agricultural Editors and Broadcasters — Emily Rhoades, The Ohio State University; Kelly Aue, The Ohio State University
- 9:45 a.m. Break (Sponsored by ACE Southern Region)
- 10:00 a.m. Research Session IV,
- Relative Effects of Visualized and Verbal Presentation Methods in Communicating Environmental Information among Stakeholders: Okavango Delta, Botswana — Olekae T. Thakadu, University of Florida; Tracy Irani, University of Florida and Ricky Telg, University of Florida
- Readership Habits and Needs of a Major Beef Cattle Breed Association Publication — Mindy Norton, University of Arkansas; Leslie Edgar, University of Arkansas
- Noon Lunch 11:15 a.m.
- Panel Discussion—"Social Media: A Look into the Future" at Bogard's Restaurant in Orlando
- 1:30 p.m. General Discussion and Business Meeting, Palms Ballroom Salon C, Wyndam Orlando Resort