

SAAS Agricultural Communications Section
Westin Peachtree Plaza, Atlanta, Georgia, Feb. 1-2

Sunday, Feb. 1

8:30 a.m. **Paper Session I, Augusta Room 3**

Welcome

Consumer Perceptions and Knowledge of Genetically Modified Organisms

Maggie Jo Hansen & Leslie Edgar, University of Arkansas

A Fresh Brand Strategy: Evaluating Consumers' Strawberry Purchasing Intent and Their Attitude Toward {State} Grown Strawberries

Taylor Ruth & Joy Rumble, University of Florida

Targeting True Contaminants: [State] Resident Perceptions of Animal and Vegetable Product Food Safety

Caroline Roper & Joy Rumble, University of Florida

Bringing the Farm to the School: Connecting Food Service Directors and Agricultural Producers through Communication

Shuyang Qu, University of Florida, Laura Gorham, Texas Tech University, & Joy Rumble, University of Florida

10:15 a.m.

Break

10:30 a.m.

Paper Session II, Augusta Room 3

Channel Surfing: An Examination of Preferred Communication Channels by Agricultural Opinion Leaders

Kevan Lamm, Joy Rumble, Hannah Carter, & Alexa Lamm, University of Florida

Use and Trust of Media Options by Extension Personnel

Quisto Settle, Mississippi State University, Lauri Baker & Katie Rohling, Kansas State University

[State] in the 21st Century: Exploring the Relationship Between Critical Thinking Styles and Food Safety Behaviors

Arthur Leal, Joy Rumble, & Alexa Lamm, University of Florida

11:45 p.m.

Group Lunch

1:30 p.m.

Paper Session III, Augusta Room 3

Millennial Alumni Perceptions of Communications

Amanda Northfell, Leslie Edgar, Donna Graham, & Jill Rucker, University of Arkansas

Reaching Millennials: Advertising Strategies for Competitive Sporting Events that Use Animals

Jackie Hill, Mallory Mobly, & Billy McKim, Texas A&M University

2:30 p.m.

Poster Session (Setup at 2 p.m.) – Overlook

4:00 p.m.

SAAS General Business Meeting

4:15 p.m.

SAAS Concurrent Session and Graduate Student Mixer

6:00 p.m.

SAAS Reception/Super Bowl Party

Monday, Feb. 2

8:30 a.m. **Paper Session IV, Augusta Room 3**

Characteristics of U.S. Agricultural Communications Undergraduate Programs

Jefferson Miller, Morgan Large, K. Jill Rucker, & Kate Shoulders, University of Arkansas, & Emily Buck, The Ohio State University

Developing Writing Identity in an Advanced Agricultural Communications Media Writing Course

Holli Leggette, Holly Jarvis, & David Walther, Texas A&M University

Researching for the Future: A Qualitative Comparative Analysis of Undergraduate Research Experiences

Scott Stebner, Audrey Holderness, & Lauri Baker, Kansas State University

Student Expectations and Reflections of a Study Away Course Experience to Washington, D.C.

Courtney Meyers, Texas Tech University, & Shannon Arnold, Montana State University

10:15 a.m. **Break**

10:30 a.m. **Professional Development Sessions, Augusta Room 3**

The “NEW” eXtension: A New Model, A New Opportunity

Anne Adrian, associate director, eXtension (Auburn University)

Terry Meisenbach, communications & marketing leader, eXtension

Reflection in Service Learning: How to Encourage Students’ Critical Thinking Skills

Courtney Meyers, associate professor, & Erica Irlbeck, assistant professor, Texas Tech University

12:00 p.m. **Lunch (on your own)**

1:30 p.m. **Business Meeting, Augusta Room 3**

View the full research papers presented during the 2015 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/>.

SAAS Agricultural Communications Section Poster Session

Research Posters

Describing Students' Social Media Usage Based on their Communication Style

Victor K. Salazar & Holli R. Legette, Texas A & M University

Representation of Socially Disadvantaged Groups in Agricultural Cooperatives

Glenna Diane Sparks, Jose Lopez, & Robert L. Williams, Texas A & M University-Commerce

Investigating the Effectiveness of Instructor Feedback in Media Writing Courses

Megan Homeyer, Holli R. Leggette, & Holly Jarvis Whitaker, Texas A & M University

Engaging an Agricultural Audience on Facebook—Hannah Miller, Holli R. Leggette, & Tracy Rutherford, Texas A & M University

Influences Affecting the Consumption and Purchasing of Animal-based Food Products

Bo/David Williford, University of Arkansas, & Billy Mckim, Texas A & M University

Characterizing Expert Understanding of Colony Collapse Disorder in Honey Bees

Jessie Topp & Jason D. Ellis, Kansas State University

Evaluating Interns: An Analysis of Supervisors' Satisfaction and Agricultural Communications Interns

Laura Gorham & Erica Irlbeck, Texas Tech University, & Makenna Lange, University of Florida

The Value is in the Eye of the Consumer: An Exploratory Study of Land-grant Universities Cooperative Extension Budgets

Danielle Holladay, Lauri M. Baker, & Kris Boone, Kansas State University

Students' Perceptions of Undergraduate Research Experiences

Jessie Topp, Scott Stebner, & Lauri M. Baker, Kansas State University

Innovative Posters

Catching Your Attention: Using Heat Maps to Determine the Usability of Websites

Laura M. Gorham, Texas Tech University, & Shuyang Qu & Alexa J. Lamm, University of Florida

Using Technology to Engage Student Outside of the Classroom: Scan Your Way into their World

Arthur Leal & Jessica Holt, University of Florida

2014-2015 Agricultural Communication Section Officers

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Join us for the 2016 SAAS Annual Meeting in San Antonio. Meeting information will be available at

<http://saasinc.org>.