
View the full research papers presented during the
2011 SAAS Agricultural Communications 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>.

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**Join us for the 2012 SAAS Annual Meeting
in Birmingham, AL. Meeting information
will be available at <http://saasinc.org>.**

SAAS Agricultural Communications Section Annual Meeting



Corpus Christi, Texas Feb. 6-7, 2011

Sunday, Feb. 6

- 9 a.m. Paper Session I, AmericanBank Center, Room 101
- Welcome
- Evaluating the Usability of the Texas Agricultural Research Database Website – Kelsey Hall, Courtney A. Meyers, & Laura Vaught, Texas Tech University
- Featuring Agriculture: A Qualitative Analysis of Postsecondary Students' Reactions to Agricultural Documentaries – Courtney A. Meyers, Erica Irlbeck, Kelsey Fletcher, & Jade Keith, Texas Tech University
- 10:15 a.m. Break
- 10:30 a.m. Paper Session II, AmericanBank Center, Room 101
- Advertising Agrarian Unreality: College Students' Preferences for Agricultural Commodity Advertising Content – Annie R. Specht, Texas A&M University, & Emily B. Rhoades, The Ohio State University
- Narrowing the Farm-to-Plate Knowledge Gap through Semiotics and the Study of Consumer Responses Regarding Livestock Images – Joy Goodwin, University of Florida, & Emily B. Rhoades, The Ohio State University
- The Effects of Livestock Production Claims on Voting Intention and Attitudes towards Conventional Products – Katie M. Abrams, University of Illinois, & Tracy Irani, University of Florida
- 12 p.m. Lunch (on your own)
- 1:30 p.m. Paper Session III, AmericanBank Center, Room 101
- Readability of media information for Hurricane Ike Disaster Case Management Services – William Patton, Billy R. McKim, Scott R. Cummings, & Tracy A. Rutherford, Texas A&M University

The Role of FEMA Independent Study Courses in Cooperative Extension Professional Development – Patrick R. Allen, Annie R. Specht, Chelsea R. Tomascik, & Traci L. Naile, Texas A&M University

- 2:30 p.m. Poster Session, AmericanBank Center
- 4 p.m. General Session, Bayfront Tower – Nueces Ballroom A
- 6 p.m. Super Bowl Reception, Brewster Ice House

Monday, Feb. 7

- 8:30 a.m. Paper Session IV, AmericanBank Center, Room 101
- Matching Millennials Motivations: Developing Strategic, Targeted Recruitment Materials to Increase Enrollment in Academic Programs focused on Agriculture – Lauri M. Baker, Quisto Settle, Christy Chiarelli, & Tracy Irani, University of Florida
- Competencies Needed by Agricultural Communication Undergraduates: An Academic Perspective – A. Christian Morgan & K. Jill Rucker, The University of Georgia
- Learning in a new land: Second Life in agriculture – Holli Leggette, Tracy A. Rutherford, & Amanda Sudduth, Texas A&M University
- 10 a.m. Break
- 10:30 a.m. Professional Development Session, AmericanBank Center, Room 101
- Texas Sea Grant Floating Classroom Program – Dr. Russ Miget, Coordinator
- 12 p.m. Lunch (on your own)
- 1:30 p.m. Business meeting, AmericanBank Center, Room 101
- 3 p.m. Floating Classroom Cruise, Corpus Christi Bay

Innovative Idea Posters

1. Usability Testing and Evaluation of the Sorghum Research Database – Corey Ann Duysen & Cindy Akers, Texas Tech University
2. Tweeting Your Praises: Twitter as a Conference Evaluation Tool – Annie Specht, Traci L. Naile, & Kelly Pritchett, Texas A&M University

Research Posters

1. Is There an App for That? – Kori Barr & Erica Irlbeck, Texas Tech University
2. Food Safety Standards and Local Produce: Perspectives from Pennsylvania Supermarkets – Daniel Tobin & Joan Thomson, The Pennsylvania State University
3. Postsecondary Students' Perceptions of Media Coverage of Agriculture – Laura Vaught, Courtney A. Meyers, & Erica Irlbeck, Texas Tech University
4. Graduate Students' Perceptions of Ethics Education in Agriculture and Life Sciences – Ashley Charanza, Traci L. Naile, & Jennifer Williams, Texas A&M University
5. Wired in College: Students at Three Land-Grants Use of Old and New Media – Lauri M. Baker, Quisto Settle, Ricky Telg, & Tracy Irani, University of Florida; Emily Rhoades, The Ohio State University; & Tracy Rutherford, Texas A&M University
6. Experiential and Collateral Learning: An Assessment of an Agricultural Communications Capstone Course – Traci Rhoades, Jefferson Miller, & Leslie D. Edgar, University of Arkansas
7. Comparison of Social Media Use Between Students and Instructors in Agriculture – Quisto Settle, Lauri M. Baker, Ricky Telg, & Tracy Irani, University of Florida; Emily Rhoades, The Ohio State University; & Tracy Rutherford, Texas A&M University

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