

Creating an App for an Agricultural Communications Capstone Magazine Using Adobe Desktop Publishing - Chelsey Ann Ahrens and Faith Jurek, Texas Tech

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

1:30 p.m. Business Meeting, **seminar Room Sheraton Hotel**

View the full research papers presented during the 2014 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://www.aceweb.org> or <http://journalofappliedcommunications.org/>.

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Join us for the 2015 SAAS Annual Meeting in Atlanta, GA. Meeting information will be available at <http://saasinc.org>.

SAAS **Agricultural** **Communication** **s Section**



2014 Agricultural Communications Section
Meeting Section
2014 Agricultural Communications Section

Sheraton Hotel Dallas, Texas February 2-3, 2014

Sunday, Feb. 2

9:00 a.m. Paper Session I, **Seminar**

Room Sheraton Hotel Welcome

[State] Residents Perceptions: Water Quality and Quantity – Arthur Leal, Joy Rumble and Alexa J. Lamm, University of Florida

Selected Newspaper Coverage of the 2008 California Proposition 2: A Content Analysis – Katherine A. Kuykendall, Traci L. Naile and James M. Wolff, Oklahoma State University

10:15 a.m. Break

10:30 a.m. Paper Session II, **Seminar Room**
Sheraton Hotel

Incident Response Planning for Selected Livestock Shows – Chelsea Tomascik, Traci L. Naile and Ann Busby, Oklahoma State University

Strategically Marketing to Agricultural Producers in Times of Financial and Legal Distress – Lana Swendson and Lauri M. Baker, Kansas State University

A Qualitative Assessment of a Large Southern Commodity Board's Youth Outreach Promotional Activities in a 2012 Marketing Campaign – Tara Johnson, Amy Hughes, Leslie D. Edgar, Casandra Cox and Jeff Miller, University of Arkansas

12:00 p.m. **Group Lunch** (Menus can be found at <http://www.sheratondallashotel.com/kitchen-table> and click on "lunch.")

1:30 p.m. Paper Session III, **Seminar Room**
Sheraton Hotel

Going into Labor: A Content Analysis of the [State] Department of Agriculture Marketing Videos – Jessica Holt, University of Florida and Rachel Reis Mourao, University of Texas at Austin

The Pastoral Fantasy on the Silver Screen: The Influence of Film on American Cultural Memory of the Agrarian Landscape – Annie R. Specht, University of Nebraska – Lincoln and Tracy Rutherford, Texas A & M University

2:30 p.m. **Poster Session** (Setup at 2 p.m.) – **Grand Hall Preconvene Conference Center**

4:00 p.m. **SAAS General Business Meeting** – **Dallas Ballroom A1 Conference Center**

4:15 p.m. **SAAS Concurrent Session and Graduate Student Mixer** – **Dallas Ballroom A1/A2/A3 Conference Center**

Communicating Science to Inform the Public: This session features faculty and staff from the University of Florida's Center for Public Issues Education in Agriculture and Natural Resources discussing research findings and outreach efforts related to communicating science issues – specifically agriscience – to the general public and specific audiences.

6:00 p.m. **SAAS Reception/Super Bowl Party** – **Edie Deen's Ranch**

Monday, Feb. 3

8:30 a.m. Paper Session IV, **Seminar Room**
Sheraton Hotel

Mass Media Coverage of Food Safety Incidents

After the Cow that Stole Christmas: A Literature Review – Karen J. Cannon and Kate D. Rempfer, University of Nebraska – Lincoln

A Framing Analysis of Animal Identification Coverage in Selected U.S. Agricultural Newspapers – Cristina

Giacomini Hughes, Traci L. Naile and James M. Wolff, Oklahoma State University

Talking Through Open Barn Doors: The Effect of Transparent Communication on Attitude – Joy N. Rumble and Tracy A. Irani, University of Florida

10:00 a.m. Break

10:30 a.m. Professional Development Sessions,
seminar Room Sheraton Hotel

Building Issues Management Capacity in Land-grant Universities – Frankie Gould, LSU AgCenter, Faith Peppers, University of Georgia and Virginia White, Auburn University

SAAS Agricultural Communications Section Poster Session Dallas, Texas • Feb. 2, 2014 Grand Hall Preconvene Conference Center

2014 Innovation Posters

- **Utilizing Top Hat in the Classroom** — Chelsey Ann Ahrens, Lisa Chesher and Missi M. Barton, Texas Tech University
- **Social Media Analysis: Tools for a New Age of Communication** — Tara L. Johnson, Stuart Estes and Leslie D. Edgar
- **Zooming into the Future: Incorporating Zoom© Webinar Technology in the [State] Cooperative Extension Service** — Hayley Jernigan, Leslie D. Edgar and Julie C. Robinson, University of Arkansas
- **Strategic Partnerships: Finding New Ways to Fund Graduate Assistantships** — Amanda Northfell, Hayley Jernigan and Leslie D. Edgar and Tara Johnson, University of Arkansas
- **Unclouding Student Learning: Using Word Clouds for Student Reflection** — Courtney Gibson and Chelsey Ann Ahrens, Texas Tech University

• **Explore Research: Using Video Production to Teach, Enhance, and Share Research from the Land-grant Institution** — Jessica Holt, Quisto Settle and Ricky Telg, University of Florida

• **Using Pinterest to Engage Alumni and Current Agricultural Communications Students** — Makenna Lange and Erica Irlbeck, Texas Tech University

• **Active Learning: A Collaborative Focus Group Activity in an Introductory Agricultural Communications Course** — Morgan Large, Jefferson Miller, Leslie D. Edgar and Casandra Cox, University of Arkansas

• **Hearing their Voices: Using Adobe Connect to Conduct Listening Sessions** — Terry Meisenbach, eXtension

• **#Safari: Describing the Reach of a High-impact Experience Using Instagram, the Social Photo Matrix and Collective Interaction** — Tobin Redwine, Victor Salazar and Tracy Rutherford, Texas A&M University

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2014 Research Posters

- **Tweeting the 2012 Drought in Nebraska: Understanding How Public Issues Are Discussed on Twitter** — Karen J. Cannon and Adam Wagler, University of Nebraska
- **Evaluating Social Media Workshops for Beginning Farmers and Ranchers** — Chris Morgan, University of Georgia, Courtney Meyers, Texas Tech, Katie Abrams, Colorado State, Courtney Gibson and Erica Irlbeck, Texas Tech
- **Agricultural Communications Pilot Curriculum in [State] Secondary Agricultural Classrooms: Lessons Learned and Future Direction** — Carley Calico, Leslie D. Edgar, Don W. Edgar, Don M. Johnson and Hayley Jernigan, University of Arkansas
- **Weaving a New Web: Using Online Training to Incorporate Web Development and Improvement in the [State] Cooperative Extension Service** — Hayley Jernigan, Leslie D. Edgar and Julie C. Robinson, University of Arkansas
- **A Content Analysis of Letters of Support from Participants in a Food Security Fellows Program: What Did They Really Learn, Appreciate, and Actualize from Their Experiences?** — Fredrick N. Matofari, M. Craig Edwards, Shelly Sitton and D. Dwayne Cartmell II, Oklahoma State University
- **Agricultural Brand Appearance in Film** — Brooke Beam and Emily Buck, Ohio State University

- **Comparing Indicators of Social Presence in Mediated and Unmediated Twitter Dialogues** — Lauren F. Reeves, Traci L. Naile, Kelly M. Pritchett and Shantell Schweer, Oklahoma State University
- **Competencies and Professional Opportunities for Oklahoma Rural Health Professionals** — James M. Wolff & Traci L. Naile, Oklahoma State University
- **Students' Perceptions of College Choice Influences and Recruiting Techniques** — Shannon L. Norris, Traci L. Naile and Brittney L. Rochell, Oklahoma State University

- **Understanding Consumer Flexibility in Defining the Term Local**

— Caroline G. Roper and Joy N. Rumble, University of Florida

- **Defining Local: Understanding [Region] [State's] Consumers' Definitions of Local Food** — Keegan D. Gay, Caroline G. Roper and Tracy A. Irani, University of Florida