

SAAS Agricultural Communications Section



**Orlando, FL
Feb. 3-4, 2013**

Sunday, Feb. 3

9 a.m. Paper Session I, Palms Ballroom Salon D

Welcome

Employee Perceptions of the Brand Salience and Differentiation for a State Forestry Organization – Quisto Settle, Lauri M. Baker & Tracy Irani

Characteristics of Quality Magazine Capstone Courses – Traci Rushing, Jefferson D. Miller, Leslie Edgar & Casandra Cox

10:15 a.m. Break

10:30 a.m. Paper Session II, Palms Ballroom Salon D

Students' Reflections of Service-Learning in Agricultural Communications – Marie Hefley, Courtney Meyers, Erica Irlbeck & Cindy Akers

Advice from Students: Improving Service-Learning in Agricultural Communications – Marie Hefley, Courtney Meyers, Dr. Erica Irlbeck & Cindy Akers

A Little Learning is Dangerous: The Influence of Agricultural Literacy and Experience on Young People's Perceptions of Agricultural Imagery – Annie R. Specht, Dr. Billy R. McKim & Tracy Rutherford

12 p.m. Dutch-treat lunch – Copper Canyon

1:30 p.m. Paper Session III, Palms Ballroom Salon D

Communication Strategies: Maximize the Effectiveness of Your Communication by Using Short Form, Medium Form, and Long Form Methods – Elaine Edwards

Building Trust with Hispanic Farmers and State Extension in Agriculture – S. Janine Parker

2:30 p.m. **Poster Session** (Setup at 2 p.m.), **Palms Ballroom Salon E**

4 p.m. SAAS Business Meeting – SAAS General Business Meeting, Jasmine Ballroom
4 p.m. SAAS Graduate Student Mixer, Poolside Pavilion

6 p.m. SAAS Reception/Super Bowl Party – Universal's CityWalk
NASCAR Sports Grille, Shuttle starts at 5 p.m.

Monday, Feb. 4

8:30 a.m. Paper Session IV, Palms Ballroom Salon D

How transparent should animal agriculture be? Attitudes and message framing surrounding livestock slaughter –
Katie Abrams, Thais Zimbres & Chad Carr

Exploring U.S. Agricultural Commodity Organizations' Use of Blogs as a Communications Tool – Madeline L. Moore, Courtney Meyers, Erica Irlbeck & Scott Burris

The Power of Words: Exploring Consumers' Perceptions of Agricultural Words – Joy Goodwin, Jessica Holt & Tracy Irani

10 a.m. Break

10:30 a.m. Professional Development Sessions, Palms Ballroom Salon D

Building a virtual conference: Professional development in a new age; Terry Meisenbach, Communications and Marketing Leader, eXtension (45 minutes)

Pinning agriculture: Advice and best practices for using Pinterest in agricultural communications; Danielle White, Chelsey Ahrens, Courtney Gibson & Courtney Meyers, Texas Tech University (30 minutes)

Keeping up with technology: Using lynda.com as an Educational resource; Courtney Meyers, Texas Tech University & Katie Abrams, University of Illinois (15 minutes)

12 p.m. Lunch (on your own)

1:30 p.m. Business meeting, Palms Ballroom Salon D

SAAS Agricultural Communications Section Annual Meeting

Innovative Idea Posters

Orlando, FL • Feb. 3, 2012

Palms Ballroom Salon E

Innovative Idea Posters

Start, Stop, Continue

Chelsey Ann Ahrens, & Courtney Gibson, Texas Tech University

Becoming a Social Media Content Curator: Using Storify in the Agricultural Communication Classroom

Chelsey Ann Ahrens, & Courtney Meyers Texas Tech University

Intensive Digital Technology Training for Extension Personnel: A Focus on Collaboration

Hayley Jernigan, & Leslie D. Edgar, University of Arkansas

Drawing on Deeper Understanding: Using Concept Maps to Encourage Critical Thinking in Agricultural Communication

Nellie Hill, & Courtney Meyers, Texas Tech University

The Agricultural Communications Experiential Learning Lab: A Pathway to Real-World Experience

Morgan Large & Jeff erson Miller, University of Arkansas

Developing Resources to Help Agricultural Communications Students Prepare for the Grammar, Spelling, and Punctuation Exam

Shawna Newsome, Kelsey Fletcher Shaw, Maddee Moore, & Courtney Meyers, Texas Tech University

Research Posters

Getting the Message Across: Student Opinions of PowerPoint and Prezi

Lisa Chesher, & Dr. Steven "Boot" Chumbley, Eastern New Mexico State University

How to Effectively Enhance the use of (State) Marketmaker Among (State) Small Farm Producers and Consumers

Laura J. Conaway, & Alyssa C. Slavin, University of Florida

Agricultural Communications Students' Perceptions of a Work-Related International Study Tour Experience

Amanda Northfell, Leslie D. Edgar, Casandra K. Cox, & Jeff erson Davis Miller, University of Arkansas

How People Leverage and use a Twitter Hashtag for a live agricultural Event

Claire Benjamin & Katie M. Abrams, University of Illinois

Gain and Loss Frames: Exploring Consumers' Perceptions of Agricultural Messages

Joy N. Goodwin, S. Janine Parker, Tracy Irani, & Gretchen Wulff,
University of Florida

Black, White, and Read All Over: Evaluation of Classroom Assignment to increase Student Awareness of Agricultural Issues

Kelsey Fletcher Shaw & Courtney Meyers, Texas Tech University

View the full research papers presented during the
2013 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/>.

2012-2013 Section Officers

President

Chris Morgan

University of Georgia

Vice President

Frankie Gould

LSU AgCenter

Secretary

Craig Gautreaux

LSU AgCenter

Executive Treasurer

Jeff Miller

University of Arkansas

Past President

Traci Naile

Oklahoma State University

Join us for the 2014 SAAS Annual Meeting

in Dallas, TX. Meeting information

will be available at <http://saasinc.org>.