

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' Preceptions 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

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**Join us for the 2014 SAAS Annual Meeting
in Dallas, TX. Meeting information
will be available at <http://saasinc.org>.**