

SAAS Agricultural Communications Section
Hyatt Regency San Antonio Riverwalk
San Antonio, Texas
February 7-8, 2016

Sunday, Feb. 7

7:30-8:30 a.m. **Breakfast & Mingling with Faculty and Graduate Students About Graduate Programs**, *Live Oak Room*

8:30 a.m. **Paper Session I**, *Live Oak Room*

Welcome

Influence of Persuasive Communication on [State] Consumers' Attitude toward Genetically Modified Food— Taylor Ruth and Joy N. Rumble, University of Florida

Public Knowledge and Trust Perceptions for Organizations that Communicate about Agriculture and Natural Resources — Quisto Settle and Keelee McCarty, Mississippi State University; Joy N. Rumble and Taylor K. Ruth, University of Florida

Eastern United States Consumers' Purchasing Intent of [State] Strawberries — Taylor Ruth and Joy N. Rumble, University of Florida

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

10:30 a.m. **Paper Session II**, *Live Oak Room*

Crucial Crisis Communication: Assessing the Role of Community Resource Organizations During the Deepwater Horizon Oil Spill — Angela B. Lindsey and Tracy A. Irani, University of Florida

Associating Importance with Behavior: Providing Direction for Water Conservation Communication — Alexa J. Lamm, Lisa K. Lundy, Laura Warner, and Kevan W. Lamm, University of Florida

Communicating Climate Change: A Qualitative Study Exploring how Communicators and Educators are Approaching Climate Change Discussions — Katie Rohling, Cassie Wandersee, Lauri M. Baker, and Peter Tomlinson, Kansas State University

12:00 p.m. **Lunch**, *on your own*

1:30 p.m. **Paper Session III**, *Live Oak Room*

Poultry Production Messaging: Frames and Emergent Themes in Three National Newspapers, 1994 to 2014 — Stuart Estes, Leslie D. Edgar, Donald M. Johnson, Karen Christensen, and H.L. Goodwin, University of Arkansas

Agricultural Communications Skills, Abilities and Knowledge Desired By Employers Compared To Current Curriculum: A Literary Review — Jessica Corder and Erica Irlbeck, Texas Tech University

Comparing Students' Writing Apprehension Scores in a Writing-Intensive Course: A Pre-Test Post-Test Design — Laura M. Gorham, Courtney Meyers, Shirley M. Matteson, Texas Tech University

2:30 p.m. **Poster Session (Setup @ 2 p.m.)**, *Regency Ballroom Center*

4:00 p.m. **SAAS General Business Meeting**, *Rio Grande Ballroom East*

4:15 p.m. **SAAS Social**, *Rio Grande Ballroom and Foyer*

6:00 p.m. **Dinner and Superbowl**, *on your own*

Monday, Feb. 8

8:30 a.m. **Paper Session IV**, *Live Oak Room*

Prince Farming at Home: A Social Semiotic Analysis of *The Bachelor's* Depiction of Modern Agricultural Production and Rural Life — Brooke W. Beam and Annie R. Specht, The Ohio State University

The Value of a YouTube Video: A Content Analysis of the Message Sensation Value of GMO Labeling Videos — Amber Krause, Courtney Meyers, Erica Irlbeck, and Todd Chambers, Texas Tech University

More than just green: A qualitative study about online relationship marketing in the green industry — Scott Stebner and Lauri M. Baker, Kansas State University

10:00 a.m. **Break**

10:30 a.m. **Professional Development Sessions**, *Live Oak Room*

Thoughts on theory: A discussion on the theories and models used in the Journal of Applied Communications — Audrey King and Lauri M. Baker, Kansas State University

Exploring Canva: Quick and Easy Design for Non-Designers — Courtney Gibson, Texas Tech University

Adding Pieces to the Puzzle: How Dial Testing, Eye Tracking, and Psychophysiology can Enhance the Picture of Audience Response to Agricultural Communications Messages — Laura M. Gorham, Amber Krause, and Courtney Meyers, Texas Tech University

12:00 p.m. **Lunch**, *on your own*

1:30 p.m. **Business Meeting**, *Live Oak Room*

3:00 p.m. **Agricultural Communications Vision Consortium**, *Live Oak Room*

View the full research papers presented during the SAAS Agricultural Communications Section at <http://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/>.

SAAS Agricultural Communications Section Poster Session

San Antonio, Texas • Feb. 7, 2016

Regency Ballroom Center Ballroom East

2016 Research Posters

- **From the recruiter's Point of View: Perceptions Prospective Male Students Have of Majoring in Agricultural Communications** — Garratt Steed and Courtney Meyers, Texas Tech University
- **Literature Themes from Five Decades of Agricultural Communications Publications** — Bo/David Williford, Stuart Estes, Leslie D. Edgar, and K. Jill Rucker, University of Arkansas
- **Teaching Social Media Concepts with the Industry in Mind** — Holli R. Leggette, Holy Jarvis, and Tobin Redwine, Texas A&M University
- **The Social Media Presence of Water Conservation Organizations in the Ogallala Aquifer Region** — Cassie Godwin and Courtney Meyers, Texas Tech University
- **Exploring Students' Identity Development in a Major Writing Assignment** — Brooke Prather, Holli R. Leggette, and Dajonna Hall, Texas A&M University
- **Experiential Learning in Agricultural Communications: A Qualitative Evaluation of the Experiential Learning Lab** — Kyle Hunter, Jefferson D. Miller, and Andrea Love, University of Arkansas
- **Skills, Characteristics, Challenges, and Opportunities: Perceptions from Agricultural Communications Professionals in the Industry, Education, Policy, and Research** — Fawn Kurtzo, Maggie Jo Hansen, K. Jill Rucker, and Leslie D. Edgar, University of Arkansas
- **Does Anyone Even Care? An Assessment of a Semi-annual College Publication** — Regina Nixon and Lauri M. Baker, Kansas State University
- **View Perceptions of [Program's] Appeals to Different Audiences Segments** — McKayla Brubaker, Quisto Settle, and Elizabeth Gregory, Mississippi State University; Chris Hanneke and Shelly Adcock, Fleishman-Hillard
- **Exploring Online Weekly Advertisements of [State] Blueberries in the East Coast Grocery Stores** — Shuyang Qu and Joy Rumble, University of Florida

2016 Research Posters cont'd

- **Twitter and The Bachelor: Analyzing the use of Social Media by Live Television Viewers** — Brooke W. Beam and Annie R. Specht, The Ohio State University
- **Buzzwords to Go: Investigating Food Trucks' Use of Twitter to Propagate Food Trends** — Desiree Seeloff and Annie R. Specht, The Ohio State University
- **You Scream, I Scream, We All Scream for... Listeria? Analyzing the Social Media Crisis Communications Strategies of Food Companies During Product Recalls** — Desiree Seeloff and Annie R. Specht, The Ohio State University

- **Tweeting Up a Storm: Twitter Influentials' Themes in Water Quality Crisis Discussions** — Ashlan E. Wickstrom and Annie R. Specht, The Ohio State University

2016 Innovation Posters

- **Keeping up with the Professionals: Gaining Insight About Emerging Online Media Through Interviews With Experts** — Laura Gorham and Courtney Meyers, Texas Tech University
- **Using Style Tiles to Encourage Creative Design** — Joanna King and Courtney Meyers, Texas Tech University
- **Cultivating Creativity: Fostering a Creative Environment in Agricultural Communications Courses** — Hope Hancock and Courtney Gibson, Texas Tech University
- **Using Pinterest as a Pedagogical Tool** — Kelsey Hall, Utah State University
- **Where Should I Publish?: Helping Graduate Students Discover Publishing Possibilities** — Amber Krause, Texas Tech University, and MaKenna Lange, University of Florida
- **Using Snapchat to Engage Millennials in Focus Group Research** — Brooke Prather, Tracy Rutherford, and Holli R. Leggette, Texas A&M University

2015-2016 Section Officers

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Join us for the 2017 SAAS Annual Meeting in Mobile, Alabama. Meeting information will be available at <http://saasinc.org>.