
View the full research papers presented during the
2012 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 2013 SAAS Annual Meeting
in Orlando, FL. Meeting information
will be available at <http://saasinc.org>.**

SAAS Agricultural Communications Section Annual Meeting



**Birmingham, AL
Feb. 5-6, 2012**

Sunday, Feb. 5

9 a.m. Paper Session I, Medical Forum E (Medical Forum Conference Center, 2nd floor)

Welcome

Communication audits: Adding value and social impact to agricultural communications – Joy N. Goodwin, Andrea Davis, & Ricky W. Telg

Clients' perceptions of the quality of services provided by agricultural communications students in a service learning project – Chase T. Hundley, Traci N. Rhodes, Jefferson D. Miller, & Kathleen Jogan

10:15 a.m. Break

10:30 a.m. Paper Session II, Medical Forum E

Information preferences of agronomic crop producers and crop consultants – K. Craig Gautreaux

Opinions of Florida Farm Bureau Federation advisory committee members regarding the strength and economic development of their communities – Lyndall Brezina

Perceptions on the value of membership in the Florida Cattlemen's Association – Laura Kubitz, Avery Culbertson, & Tracy Irani

12 p.m. Dutch-treat lunch – Century Restaurant, Tutwiler Hotel (menu on section website)

1:30 p.m. Paper Session III, Medical Forum E

The influence of selected demographic characteristics on the reading ability of fourth grade students in Louisiana – Johnny Morgan

Experiential learning through visual communications curriculum in secondary schools – Kristin M. Pennington, Leslie D. Edgar, Don W. Edgar, Casandra Cox, & Beth Ann Bills-Hunt

2:30 p.m. **Poster Session** (Setup at 2 p.m.), East Meeting Rooms Lobby, Birmingham-Jefferson Conference Center (3rd floor)

4 p.m. **SAAS General Session/Business Meeting** – *50 years after Birmingham: Reflections on the changes in the conditions of people, especially in rural Alabama*, Auditorium, Medical Forum Conference Center (2nd floor)

6 p.m. **SAAS Reception/Super Bowl Party** – Jambalaya cooked by Jambalaya Champion Byron Gautreau, Old Car Heaven (off site; continuous buses to and from hotel)

Monday, Feb. 6

8:30 a.m. Paper Session IV, Medical Forum E

Consumer perceptions of the U.S. agricultural industry: A study of perceptions, before and after watching the film Food, Inc. – Jessica Holt & Dwayne Cartmell

Media dependency during a food safety incident related to the U.S. beef industry – Ashley D. Charanza & Traci L. Naile

An exploration of consumer perceptions of plants and plant characteristics – Kathryn L. Wilson & Carly Barnes

10 a.m. Break

10:30 a.m. Professional Development Session, Medical Forum E
Social media in Cooperative Extension – Anne M. Adrian, Elaine Edwards, Frankie Gould, Natalie Hummel, Jon A. Perrott

12 p.m. Lunch (on your own)

1:30 p.m. Business meeting, Medical Forum E

**SAAS Agricultural Communications Section Annual Meeting
Poster Session
Birmingham, Ala. • Feb. 5, 2012
East Meeting Rooms Lobby, Birmingham-Jefferson Conference
Center (3rd floor)**

Innovative Idea Posters

- 1. Identifying free online tools to create screencasts** – Kelsey Fletcher & Courtney A. Meyers, Texas Tech University
- 2. Using social networks to cultivate blueberry knowledge** – Denise Attaway, Natalie Hummel, & Krisanna Machtmes, LSU AgCenter
- 3. Using focus groups to evaluate perceptions of agriculture through the Web** – Chase Hundley & Dr. Jeff Miller, University of Arkansas
- 4. Using blogs to advance skills and competencies in graphic design courses** – Traci Rhodes, Chase Hundley, & Leslie Edgar, University of Arkansas

Research Posters

- 1. External branding evaluation of a public organization in natural resources** – Quisto Settle & Laura Kubitz, University of Florida

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