

2010 SAAS COMM Section Program

Sunday, February 7

9:00 a.m. Research Session I, Palms Ballroom Salon C, Wyndam Orlando Resort

Welcome and Overview

Arkansas Agritourism Business Operators: Who They Are, How They Communicate, What They Want to Learn, and How They Want To Learn It

Jefferson D. Miller, University of Arkansas, Stacey W. McCullough; University of Arkansas; Daniel V. Rainey, University of Arkansas; Biswaranjan Das, Kansas State University

Students of tomorrow: Agricultural students' use of selected social media

Traci Naile, Texas A & M University, K. Jill Rucker, Oklahoma State University; Bryan K. Ray, Texas A & M University

10:30 a.m. Break

10:45 a.m. Research Session II, Palms Ballroom Salon C, Wyndam Orlando Resort

Agricultural Communication Students' Perceptions, Knowledge and Identified Sources of Information about Agritourism

Katlin N. Amaral, University of Arkansas; Leslie Edgar, University of Arkansas

Framing the U.S. Sugar Buyout to Restore the Florida Everglades: A Comparison of National versus State Newspaper Coverage
Angie Lindsey, University of Florida

Noon Lunch on your own

1:30 p.m. Professional Development Session I, Palms Ballroom Salon C, Wyndam Orlando Resort

Animal Rights vs. Animal Welfare: Is Society able to distinguish the Difference and make Informed Decisions on Animal Care Legislation?
Emily Rhoades, The Ohio State University; Joy Goodwin, The Ohio State University

Competencies Needed by Agricultural Communication
Undergraduates: A Focus Group Study
Chris Morgan, University of Georgia

- 2:15 p.m. Cookie Break
- 2:30 p.m. Poster Session,
- 4:00 p.m. SAAS General Session, Jasmine
- 6:00 p.m. SAAS Reception/Super Bowl Party, Poolside Pavilion/ Garden Room

Monday, February 8

- 8:30 a.m. Research Session III, Palms Ballroom Salon C, Wyndam
Orlando Resort
- College Student's Perceptions of Rural America Based on Selected
Photographs
Dru Glaze, University of Arkansas; Leslie Edgar, University of
Arkansas; Tracy Rutherford, Texas A & M University; Emily Rhoades,
The Ohio State University
- Social Agriculture: Adoption of Social Media by Agricultural Editors
and Broadcasters
Emily Rhoades, The Ohio State University; Kelly Aue, The Ohio State
University
- 9:45 a.m. Break (Sponsored by ACE Southern Region)
- 10:00 a.m. Research Session IV, Palms Ballroom Salon C, Wyndam
Orlando Resort
- Relative Effects of Visualized and Verbal Presentation Methods in
Communicating Environmental Information among Stakeholders:
Okavango Delta, Botswana
Olekae T. Thakadu, University of Florida; Tracy Irani, University of
Florida and Ricky Telg, University of Florida
- Readership Habits and Needs of a Major Beef Cattle Breed Association
Publication
Mindy Norton, University of Arkansas; Leslie Edgar, University of
Arkansas

Noon Lunch 11:15 a.m.
Panel Discussion—"Social Media: A Look into the Future"
at Bogard's Restaurant in Orlando

1:30 p.m. General Discussion and Business Meeting, Palms Ballroom
Salon C, Wyndam Orlando Resort