

**SAAS Agricultural Communications Section
Annual Meeting
Dallas, Texas
February 2-4, 2007**

Sunday, February 3

9:00 a.m. Research Session I, Majestic Boardroom 5, Adam's Mark Hotel, 37th Floor

Welcome and Overview

Feeding the Debate: A Framing Analysis of the News Media Coverage of Organic Food

Courtney Meyers and Katie Chodil, University of Florida

Louisiana Consumer Perceptions of Environmental Practices in Farming

Robert J. Soileau, Louisiana State University Agricultural Center, and Joe W. Kotrlik, Louisiana State University

10:30 a.m. Break

10:45 Research Session II, Majestic Boardroom 5, Adam's Mark Hotel, 37th Floor

A National Evaluation of the Beef Cattle Industry's Use of Communication Channels to Obtain Information Regarding Food Safety

Moriah Jennings, ARMtech Insurance Services, Todd Brashears, Scott Burris, Cindy Akers, and Mindy Brashears, Texas Tech University

A Curriculum for University Agricultural Communication Programs: A Synthesis of Research

Tammy M. Etteridge and Kimberly A. Bellah, Tarleton State University

Noon Lunch on your own

1:30 p.m. Professional Development Session I, Majestic Boardroom 5, Adam's Mark Hotel, 37th Floor

UF's Scientific Thinking and Educational Partnership: An Approach for Genetics Outreach

Lisa Hightower, Ricky Telg, Courtney Meyers, Tracy Irani, and Maria Gallo, University of Florida

2:30 p.m. Poster Session, Grand Hall, Conference Center

3:30 SAAS General Session, Conference Center, Dallas Ballroom A3

5:00 SAAS Reception/Super Bowl party (finger food available at 6:30, cash bar),
Conference Center, Dallas Ballroom B/C

Monday, February 4

8:30 a.m. Research Session III, Seminar Theatre, Adam's Mark Hotel, 2nd Floor

Usability Evaluation of an Online Media Resource Guide

Kim Cooper, Legislative Correspondent, Cindy Akers, David Doerfert, and
Todd Chambers, Texas Tech University, and Chad Davis, Dallas
Independent School District

**Usability Evaluation of the Cotton Economics Research Institution Web
Site**

Samantha D. Yates, Cindy Akers, and Erika Irlbeck, Texas Tech University

9:45 a.m. Break (Sponsored by ACE Southern Region)

10:00 a.m. Research Session IV, Seminar Theatre, Adam's Mark Hotel, 2nd Floor

**Examining *JAC*: An Analysis of the Scholarly Progression of the *Journal
of Applied Communications***

Traci Naile, Tanner Robinson, and Dwayne Cartmell, Oklahoma State
University

**Research Themes, Authors, and Methodologies in the *Journal of Applied
Communications*: A Ten-Year Look**

Leslie Edgar, University of Arkansas, and Tracy Rutherford and Gary Briers,
Texas A&M University

Findings Compared

10:40 a.m. Professional Development, Seminar Theatre, Adam's Mark Hotel

Media Buying and Value

Speaker TBA

Noon Lunch on your own

1:30 p.m. General Discussion and Business Meeting, Seminar Theatre, Adam's Mark
Hotel, 2nd Floor