

AG COMMUNICATIONS

Sunday, February 1

9:00 a.m. Research Session I, International Room A,
Westin Peachtree Hotel

Welcome and Overview

Employers' Perceptions of Recent Agricultural Communications Graduates' Workplace Habits and Communications Skills

Erica Gross Irlbeck and Cindy Akers, Texas Tech University

How Well do We Relate: Media Professionals' Awareness and Perceptions of a Land Grant Institution

Lauri M. Baker, Katie Abrams and Tracy Irani,
University of Florida

Critiquing the Contest: Assessing the Benefits of a Collegiate Academic Competition

Angelina C. Toomey and Ricky Telg, University of Florida

10:30 a.m. Break

10:45 a.m. Research Session II, International Room A,
Westin Peachtree Hotel

Citation Structure: An Analysis of the Literature Cited in the Journal of Applied Communications from 1997 to 2006

Leslie D. Edgar, University of Arkansas and
Tracy Rutherford, Texas A&M University

Ohio Grain Farmers' Attitudes toward Organic and Non-Organic Farming Methods

Kelsey Hall, Texas Tech University and
Emily Rhoades, The Ohio State University

Noon Lunch on your own

1:30 p.m. Professional Development Session I, International Room A,
Westin Peachtree Hotel

Sharing Resources and Expertise for Regional Communications Projects

Emily E. Eubanks, University of Florida and J. Faith Peppers,
University of Georgia

2:30 p.m. Poster Session, Westin Peachtree Hotel, Peachtree Balcony (L8)

3:30 p.m. SAAS General Session, Westin Peachtree Hotel, Vinings Rooms I, II

5:00 p.m. SAAS Reception/Super Bowl Party (cash bar) finger food available
Westin Peachtree Hotel, Peachtree Ballroom

Monday, February 2

8:30 a.m. Research Session III, International Room A,
Westin Peachtree Hotel

**Sources and Framing in Print News Coverage of a
Water Quality Dispute**

Jefferson D. Miller, University of Arkansas and
Macey A. Panach, Jones Public Relations Inc.

**Competencies Needed by Agricultural Communication
Undergraduates: An Industry Perspective**

A. Christian Morgan, University of Georgia

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

10:00 a.m. Research Session IV, International Room A,
Westin Peachtree Hotel

**Kansas Beef Feedlot Managers' Trusted Source of
Information Concerning Agroterrorism Event:
A Descriptive Study**

Kendra Riley, D. Dwayne Cartmell II and Traci L. Naile,
Oklahoma State University

**The Effect of an Agricultural Communications Workshop
on Urban High School Student Career-related
Self-Efficacy Levels**

Quisto Settle, David L. Doerfert, Cindy Akers, Scott Burris,
Texas Tech University

10:40 a.m. Professional Development, International Room A,
Westin Peachtree Hotel

Future of Social Media

Mark Chernesky, CNN

Noon Lunch on your own

1:30 p.m. **General Discussion and Business Meeting**, International Room A,
Westin Peachtree Hotel

3-4:30 p.m. Alternative Fuels General Session, Vinings Rooms, Westin Hotel