

**SAAS Agricultural Communications Section  
Annual Meeting  
Little Rock, Arkansas  
February 6-7, 2005**

**Sunday, February 6**

9 a.m. Vespers Service, White Oak Room (Peabody Hotel)

10:30 a.m. Research Session I, Pope Room (Statehouse Convention Center)

Welcome and Overview

**“Assessing Agricultural Communications Students’ Learning Styles”**

D. Dwayne Cartmell, Melissa Majors, Marcus A. Ashlock and  
Shelly Peper Sitton, Oklahoma State University

**“Distance Education in the Agricultural Communications Realm: A  
Synthesis of Research”**

Emily B. Rhoades, University of Florida

Noon Lunch on your own

1:30 p.m. Research Session II

**“Evaluating the Effectiveness of the Texas Parks and Wildlife Hueco  
Tanks State Historic Site Orientation/Conservation Video: A Media  
System Dependency Theory Perspective”**

Cindy Akers, David H. Segrest Jr., Mark J. Kistler, James H. Smith, Chad S.  
Davis and Matt Baker, Texas Tech University

**“Perceptions of Job Satisfaction and Gender Roles Among Agricultural  
Communications Practitioners”**

Rebecca McGovney and Tracy Irani, University of Florida

2:30 p.m. Break

3 p.m. Guest Speaker: Nick Alexander, Director of Media Relations Director,  
International Food Information Council

**“Media Content Analysis Methods Used to Develop the IFIC *Food for  
Thought* Publications”**

6 p.m. Dutch Treat Dinner at a Local Restaurant (meet in Peabody lobby)

**Monday, February 7**

8:30 a.m. Research Session III, Pope Room (Statehouse Convention Center)

**“It Takes Two: Public Understanding of Agricultural Science and Agricultural Scientists’ Understanding of the Public”**

Lisa Lundy, Amanda Ruth, Ricky Telg and Tracy Irani, University of Florida

**“Syndicating Agriculture News with RSS”**

Blair L. Fannin, Texas A&M University

9:30 a.m. Break (Sponsored by ACE Southern Region)

10 a.m. Research Session IV

**“Cognitive Responses by West Texas Hispanic/Latinos to Agricultural News: A Comparison of Four English and Spanish Presentation Media”**

Chad Davis, Cindy Akers, Marvin Cepica, David Doerfert, Steve Frazee and David Lawver, Texas Tech University

10:30 a.m. Guest Speaker: Mike Matchett, Director of Marketing, Heifer International

**“Marketing and Communication Efforts at Heifer International”**

Noon Walking Tour of Heifer International Headquarters Construction Site  
Gerald Cound, Heifer International

1 p.m. Lunch on your own

2:30 p.m. Research Session V

**“Blogging Agricultural News: A New Technology to Distribute News Real-Time”**

Blair Fannin and Edith Chennault, Texas A&M University

**“Communication Preferences of Politically Active Agricultural Leaders”**

Ricky Telg, Adam Basford and Tracy Irani, University of Florida

3:30 Break

4 p.m. General Discussion and Business Meeting