

**SAAS Agricultural Communications Section
Annual Meeting
Mobile, Alabama
February 5-6, 2007**

Monday, February 5

9:00 a.m. Research Session I, Convention Center, Meeting Room 105A

Welcome and Overview

“Could It Really Happen? Beef Producers Risk Perceptions of an Agroterrorism Event Occurring in a Midwestern State”

Marcus A. Ashlock, Kansas State University, D. Dwayne Cartmell & James G. Leising, Oklahoma State University

“Perceptions of Florida Extension Leaders Regarding the Need for a Comprehensive Agricultural & Natural Resources Awareness Website”

Roslynn G. Brain & Nicholas E. Fuhrman, University of Florida

10:30 a.m. Break

10:45 Research Session II, Convention Center, Meeting Room 105A

“Perceptions of Influence on College Choice by Students Enrolled in a College of Agricultural Sciences and Natural Resources”

Cathy D. Herren, University of Missouri, D. Dwayne Cartmell & J. Tanner Robertson, Oklahoma State University

“The Newest White Meat: Selected Consumers Attitudes and Taste Perceptions of All-Natural Pork”

Katie Chodil, Courtney Myers, Tracy Irani, & Ricky Telg, University of Florida

Noon Lunch on your own

1:30 p.m. Professional Development Session I
Alabama Agri-Tourism presented by Tom Chesnutt, Extension Tourism Specialist, Alabama Cooperative Extension System

2:30 p.m. Break

2:45 p.m. Research Session III, Convention Center, Meeting Room 105A

“OPML as a News Reporting and Organizational Tool”

Blair Fannin, Texas A&M University

“Putting a Good Foot Forward Online: Working with Industry Professionals to Analyze Website Usability”

Emily Rhoades, Ohio State University & Katie Chodil, University of Florida

Tuesday, February 6

8:30 a.m. Research Session IV, Convention Center, Meeting Room 105A

“Editor Preferences for the Use of Scientific Information in Livestock Publications”

Traci L. Naile & D. Dwayne Cartmell, Oklahoma State University

“ACE Members Spheres of Influence”

Edith A. Chenault & Tracy A. Rutherford, Texas A&M University

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

10:00 a.m. Research Session IV

“Evaluation of the Professional Development Status of the Agricultural Media Summit-Sponsoring Organizations Active Members”

Lindsey M. West, Cindy Akers, Chad Davis, David Doerfert, Steven Frazee, & Scott Burris, Texas Tech University

“Finding Golden Rice in the GMO arena: The framing of Golden Rice and agricultural biotechnology in Philippine newspapers”

Shalom Mula, Iowa State University

11:30 Lunch on your own

1:00 p.m. Crisis Communication – Round Table Discussion

2:00 p.m. General Discussion and Business Meeting