

**SAAS Agricultural Communications Section  
Annual Meeting  
Orlando, Florida  
February 5-6, 2006**

**Sunday, February 5**

10:15 a.m. Research Session I, Palms Ballroom Salon B (Wyndham Resort)

Welcome and Overview

**“Communication Efforts of Florida Extension Agents during the 2004 Hurricane Season”**

Melissa Muegge, Ricky Telg, Tracy Irani, Mark Kistler & Nick Place,  
University of Florida

**“Themes, Authors, and Citations in the *Journal of Applied Communications, 2000-2004*”**

Jefferson D. Miller, University of Arkansas, Dana M. Stewart, American Gelbvieh Associates & Lindsay M. West, Texas Tech University

**“Bridging Borders: Organizing Short-Term Agricultural Communication Study Abroad Programs”**

Emily Rhoades, Ricky Telg, Tracy Irani, University of Florida & Owen Roberts, University of Guelph

Noon Lunch on your own

1:15 p.m. Professional Development Session I

Guest Speakers:

Casey Pace, Communications Director Florida Citrus Mutual	Heather Nedley, Executive Director Polk County Farm Bureau
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2:45 p.m. Break

3:00 p.m. Research Session II

**“A Semiotic Analysis of Biotechnology and Food Safety Photographs in *Time, Newsweek, and U.S. News & World Report*”**

Jennifer Lynn Norwood-Tolbert & Tracy A. Rutherford, Texas A&M University

**“The Stuff You Need Out Here: A Semiotic Analysis of Agricultural Magazine Advertisements”**

Emily B. Rhoades, University of Florida

4:00 p.m. General Session

**Monday, February 6**

8:30 a.m. Research Session III, Palms Ballroom Salon B (Wyndham Resort)

**“Evaluating Genetically Modified Food Labels: A Focus Group Study”**  
Courtney Meyers, University of Florida & Jefferson D. Miller, University of Arkansas

**“Understanding the U.S. Public’s Lack of Knowledge about Agricultural Biotechnology and Its Implications for Print Media”**  
Victoria L. Kramer & Joan S. Thomson, Pennsylvania State University

**“Environmental Groups Identify Barriers to Agriculture in Adopting Water Quality BMPs”**  
Terrie Clark, Steven G. Hill, Ted Cable, Kris Boone & Pat Melgares, Kansas State University

10:00 a.m. Break (Sponsored by ACE Southern Region)

10:30 a.m. Professional Development Session II  
Guest Speaker: Keith Rupp, Director of Public Relations  
Florida Department of Citrus

Noon Lunch on your own

1:30 p.m. Research Session IV

**“Local Marketing and Promotional Efforts of Florida Extension Agents”**  
Ashley Hurst, Ricky Telg & Tracy Irani, University of Florida

**“Podcasting Agriculture News: A New Technology Challenging Traditional Radio”**  
Blair L. Fannin, Texas A&M University

2:30 p.m. Break

3:00 p.m. Research Session V

**“Cognitive and Affective Responses by Lubbock Chamber of Commerce Affiliates to Agricultural News”**  
Meredith Campbell, Chad S. Davis, Cindy Akers, David Doerfert & Steve Frazee, Texas Tech University

**“Teaching Students to Write: A Review of History, Movements and Methods”**

Danna B. Kelemen & D. Dwayne Cartmell, II, Oklahoma State University

4 p.m. General Discussion and Business Meeting