

Agricultural Communication Section Southern Association of Agricultural Scientists

**101st Annual Meeting
February 15-16
Tulsa, Oklahoma
Doubletree Hotel and Tulsa Convention Center**

Sunday, February 15

9 a.m. – 10 a.m.

Joint SAERC/SAAS-Ag Comm Vespers Service **Remington Room, Doubletree**
Different or Similar?
Tony Brannon and Adam Kantrovich, Kentucky; Shelly Sitton, Oklahoma

1:00 p.m. – 3:45 p.m.

SAAS-Ag Comm Research Session I **Room A, Tulsa Convention Center**

Welcome and Overview: Shelly Sitton, SAAS-Ag Comm Section President

Media Relations Skills and Training Needs of Southern Agricultural Scientists: Deanna Locke, Lisa Lundy, Ricky Telg, Tracy Irani (University of Florida)

Selected Texas Agricultural Commodity Board Members' Perceptions of the 2002 U.S. Farm Bill: Christa Catchings and Gary Wingenbach (Texas A&M University)

BREAK

Scientists' Perceptions of Fairness and Accuracy of Science and Agriculture Coverage in the News Media: Amanda Ruth, Ricky Telg, Tracy Irani, Deanna Locke (University of Florida)

6 p.m. – 8 p.m.

DINNER IN TULSA (location TBA, dutch treat)

Monday, February 16

8 a.m. – 10:30

SAAS-Ag Comm Research Session II **Room A, Tulsa Convention Center**

Master's Level Agricultural Communications Curriculum: A National Delphi Study:
Leslie Simon, Jacqui Haygood, Cindy Akers, David Doerfert, Chad Davis, Susie Bullock
(Texas Tech University)

Turf for Texans: Basic, Intermediate, and Advanced Instructional Modules for the Texas Master Gardener Program: Chyrel Mayfield, Gary Wingenbach, David Chalmers (Texas A&M University)

BREAK

10:30 a.m. – noon

Joint SAAS-Ag Comm / SAERC Research Session*

Room A, Tulsa Convention Center

(SAERC Chair: Shelly Sitton (Oklahoma State University); SAERC Discussant: David Doerfert (Texas Tech University); SAERC Facilitator: Jeanne Lambeth (Texas A&M University))

SAERC Papers

Louisiana Mass Media Perceptions of the LSU Communications Effort: Robert J. Soileau, Joe W. Kotrlik (Louisiana State University)

An Evaluation of Student Knowledge and Perceptions Toward Agriculture Before and After Attending A Governor's School for Agriculture: Dennis W. Duncan, Thomas W. Broyles (Virginia Tech)

SAAS-Ag Comm Paper

Methods of Information Dissemination to Limited-Scale Landowners: Dwayne Cartmell, Chandra Orr, Danna Kelemen (Oklahoma State University)

Noon-1:30 p.m.

LUNCH ON YOUR OWN

1:30 p.m – 4 p.m.

Open Discussion Session and SAAS-Ag Comm Business Meeting

Ag Comm Services / Academic Programs Discussion and Sharing Session

BREAK

SAAS-Ag Comm Business Meeting

4 p.m. ADJOURN

*The joint SAERC / SAAS-Ag Comm research session will operate according to the guidelines of the SAERC concurrent sessions. Each speaker will have 15-20 minutes to present. The discussant will then add commentary and facilitate a discussion among the presenters and the audience. Judges representing both organizations will attend the joint session, and the presenters will be evaluated separately for consideration for their respective organizations' outstanding presentation awards.