



ASSOCIATION FOR
COMMUNICATION
EXCELLENCE

JOURNAL OF APPLIED COMMUNICATIONS

Official journal of the Association for Communication
Excellence in Agriculture, Natural Resources, and
Life and Human Sciences

ISSN 1051-0834
Volume 103 | No. 3 | 2019

Published by New Prairie Press, 2019

JOURNAL OF APPLIED COMMUNICATIONS

Editorial Board

Quisto Settle, Chair
Oklahoma State University

Abigail Borron
University of Georgia

Karen Cannon
Cal Poly State University, San Luis Obispo

Erica Irlbeck
Texas Tech University

Lulu Rodriquez
ACE Research Director (ex-officio member)
University of Illinois Urbana-Champaign

Joy Rumble
The Ohio State University

Editors

Executive Editor
Lisa K. Lundy
University of Florida

Managing Editor
Katie Abrams
Colorado State University

About JAC

The Journal of Applied Communications (JAC) is the premiere publication addressing developments in theory, practice, and teaching pertaining to agricultural communication. The emphasis of all manuscripts is the exploration of communication processes, producers, messages, products, audiences, and/or effects. Articles connecting theory and practice are valued. Scholarly manuscripts submitted to this journal undergo rigorous double-blind peer review.

Aims & Scope

- Publishes original research addressing communication topics related to agriculture, food, natural resources, life, and human sciences.
- Communication is broadly defined to encompass approaches in journalism, strategic communication, public relations, advertising, marketing, visual communication, popular media, outreach, institutional communication, and international communication.
- Additionally, articles that address the scholarship of teaching and learning in agricultural communications are appropriate.
- The journal accepts articles that use empirical-analytic, interpretive, and historical approaches, as well as research advancing methodologies.
- In addition to original research, JAC publishes commentaries - both scholarly and professional - that address pertinent topics and reviews of books, software, and other technologies.

About This Digital Edition

Volumes on this site represent content from 1969 - present. Volume 52 (1969) - vol. 61, no. 2 (Apr-June 1978) were published as ACE. From vol. 61, no. 3 (Oct-Nov. 1979) - vol. 73 (1989), the journal was known as ACE Quarterly (ISSN 0884-9293). It changed titles to Journal of Applied Communications (ISSN 1051-0834 (print); 2476-1362 (electronic) in 1990 with volume 74.

ACE Board of Directors

President

Doug Edlund
University of Tennessee Institute
of Agriculture

President-elect

Jennifer Alexander
Oregon State University

Vice President

LaRachelle Smith
Table SALT Group Student
Leadership Development Institute

Past President

Elizabeth Gregory North
Mississippi State University

Treasurer

Jefferson Miller
University of Arkansas

Retirees Director

Linda Benedict
LSU Ag Center Communications

Learning Community Director

Lori Greiner
Virginia Cooperative Extension

Professional Development
Director

Craig Woods
Oklahoma State University

Research Director

Lulu Rodriguez
University of Illinois at Urbana-
Champaign

Marketing Director

Matt Browning
West Virginia State University

Membership Director

Tobie Blanchard
LSU College of Agriculture

Development Officer

Brian Meyer
Iowa State University

ACE Mission

ACE develops professional skills of education, government, and research communicators and information technologists to extend knowledge about agriculture, natural resources, and life and human sciences to people worldwide.

ACE Office

North Grove Corporate Park
8120 N. Lehigh Avenue, Suite 100
Morton Grove, IL 60053
(847) 647-8861
DebR@celticchicago.com

Publication Agreement

Copyright: In order for a submitted work to be accepted and published by the *Journal of Applied Communications*, the author(s) agree to transfer full copyright of the work to ACE– this includes full and exclusive rights to the publication in all media now known or later developed, including but not limited to electronic databases, microfilm, and anthologies.

Author Warranties: The author(s) represent(s) and warrant(s) the following conditions: that the manuscript submitted is his/her (their) own work; that the work has been submitted only to this journal and that it has not been previously published; that the article contains no libelous or unlawful statements and does not infringe upon anyone else's copyright. The authors agree that if there is a breach of any of the above representations and warranties that (s)he (they) will indemnify the Publisher and Editor and hold them blameless. If an earlier version of the paper was presented at a conference, the author must acknowledge that presentation and the conference.



This work is licensed under the Creative Commons Attribution-NonCommercial-ShareAlike 3.0 Unported License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-nc-sa/3.0/> or send a letter to Creative Commons, 171 Second Street, Suite 300, San Francisco, California, 94105, USA.

How To Submit

Authors should submit manuscripts online at:

<http://newprairiepress.org/jac/>

Authors should follow all submission guidelines as well as examine the reviewer information to create an acceptable manuscript that can be peer-reviewed in a timely manner. The format for articles is as follows:

- Text double-spaced in Times New Roman or similar font, 12-point, 1-inch margins.
- Include line numbers.
- For Research and Evaluation, Commentary, and Professional Development manuscripts, there is a thirty (30) pages is the limit for article submission including tables and figures. This limit does NOT include the 250-word abstract (which is entered in a separate field on the submission form) or the reference section.
- In the category of Review, the manuscript should be between 500-1,000 words.
- Images, photos, and figures should be moderate resolutions (150 dpi or higher) as Jpeg or png files; 300 dpi or higher is preferred.
- ALL images, tables and figures should be incorporated within the body of the text, not at the end of the file.
- References (in-text and in reference list), tables, and figures follow the latest edition of American Psychological Association rules for formatting. Where available, DOIs (digital object identifiers) for citations must be provided and hotlinked in the Word document.
- Acknowledgement of any funding source.
- Acknowledgement if manuscript is based on prior presentation.

What We Seek In Manuscripts

As a peer-reviewed journal, the *Journal of Applied Communications* welcomes original contributions from any author, although priority may be given to ACE members, should manuscripts of comparable quality be available. First consideration will be given to theoretical and applied articles of direct value to ACE members. Articles should be submitted to one of four categories.

Categories are as follows:

- **Research and Evaluation** — These are the traditional, scholarly articles, using quantitative (e.g., statistical and survey methods and/or qualitative (e.g., case studies) methods.
- **Professional Development** — These articles take advantage of the author's particular expertise on a subject that will benefit career performance of ACE members.
- **Commentary** — These are opinion pieces. They speak to trends in communication or other issues of importance to professional communicators.
- **Review** — These are critiques of new books, journal articles, software/hardware, technologies or anything else that would be appropriate for the audience of the JAC.

All submitted manuscripts are considered for publication. However, prospective contributors are encouraged to be aware of the focus of this journal and manuscript requirements.

A manuscript is accepted with the understanding that the *Journal of Applied Communications* has exclusive publication rights, which means that the manuscript has not been submitted concurrently, accepted for publication, or is published elsewhere.

While every effort is made to maintain an interval of no more than nine months from submission to publication, authors should be aware that publication dates are contingent on the number and scope of reviewer comments as well as response times during the review process.

All submissions are peer-reviewed (blind).