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The logo consists of the letters 'AJC' in a bold, blue, sans-serif font. The letter 'A' is on the left, 'J' is in the middle, and 'C' is on the right. The 'J' and 'C' are partially overlaid by white, flowing, ribbon-like swooshes that originate from the top right and curve around the letters.

**Journal of  
Applied Communications**

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

# Journal of Applied Communications

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## About JAC

The *Journal of Applied Communications* is a quarterly, refereed journal published by the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences (ACE).

The *Journal of Applied Communications* is:

- Focused specifically on issues and topics relevant to agricultural and applied communication professionals.
- Peer-reviewed to ensure accuracy and quality.
- Indexed selectively in AGRICOLA; listed in Ulrich's International Periodicals Directory and ARL's Directory of Scholarly Electronic Journals and Academic Discussion Lists.

## Manuscript Organization

Every article (not reviews) must contain an abstract of no more than 250 words. If applicable, briefly list the purpose, methodology, population, major results, and conclusions. Begin the manuscript text on page 1. Use appropriate subheads to break up the body of the text. List footnotes and literature citations on separate pages at the end of the text along with tables or figures, if used. Indicate in margins of the text, approximately, where tables/figures should appear. Include three to five keywords to describe the content of your article. Text for research articles, such headings as Literature Review, Methods, Results and Recommendations would be appropriate.

For literature citations, follow the style guidelines in the Publication Manual of the American Psychological Association (Sixth Edition).

When statistical information is reported in an article, the author should contact the executive editor for special guidelines.

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ACE develops professional skills of its members to extend knowledge about agriculture, natural resources, and life and human sciences to people worldwide.

## ACE Headquarters

Holly Young, Executive Director  
59 College Road, Taylor Hall  
Durham, NH 03824  
(855) 657-9544  
ace.info@unh.edu

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# How to Submit a Work

Authors should submit manuscripts online at: <http://jac.expressacademic.org/>

Authors should submit two files: the cover sheet with author and contact information and the text with figures/tables.

Both files must include the title.

If the article is accepted, then the author will have to submit a final copy containing the revisions as electronic files (Word) that can be edited. These will be reviewed one final time by the executive editor.

The format for articles is as follows:

- Text double-spaced in Times New Roman or similar font, 12-point, 1-inch margins.
- Separate title page listing authors' names, titles, mailing and e-mail addresses. Indicate contact author, if more than one author.
- Inside pages with no author identification.
- No more than six tables or figures.
- Images, photos, and figures should be high resolution (300 dpi or higher) as jpg files. A file size of 300 Kb or a pixel width of 1500 pixels is a good reference point for jpgs.
- Acknowledgement of any funding source.
- Acknowledgement if manuscript is based on prior presentation.

# What Reviewers 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 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).

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