Publishing Policy and Instructions for Contributors

- The *Journal of Applied Communications* welcomes original contributions from any author, although priority may be given to ACE members, should multiple quality manuscripts be available.
- First consideration will be given to theoretical and applied articles of direct value to ACE members. Such articles might include opinion pieces, how-to articles, original research, reviews, survey or trend pieces, and analyses.
- 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 concurrently submitted, accepted for publication, or published elsewhere. All manuscripts will be peer-reviewed.

Manuscript Preparation

- Authors must submit four manuscript copies and a computer disk, in Macintosh or MS-DOS format, preferably in WordPerfect or Microsoft Word, to the ACE coordinator at the address shown on the inside front cover. Include a self-addressed, stamped postcard or envelope if verification of manuscript receipt is desired. Photocopies of artwork, tables, or figures should be submitted, rather than the originals. If the article is accepted for publication, original graphic material will be requested.
- All articles should be typed double-spaced. Include a title page containing authors' names and addresses. At the bottom of the title page, include a one-paragraph biographical note, listing institutional affiliation, job title, acknowledgment of funding, and ACE membership information. If your article has been presented orally, this fact should be mentioned in the note.
- Do not include any author identification on inside text pages. The title page will be removed before the article is submitted for anonymous review to three members of the manuscript review board. Articles should not exceed 15 double-spaced typed pages, not including literature citations, and a maximum of six tables or figures. Shorter articles are strongly encouraged.

Organization

- Every article (except for reviews) must contain a 100-word informative abstract. Briefly list the purpose, methodology, significant findings, and conclusion.
- Begin the manuscript text as page 1. Use appropriate subheadings 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 or figures should appear.)
- For literature citations, use the "author-date" method; that is, insert the surname of the author and the year of publication in the text at the appropriate point: "Smith (1989) found that..." or "In a recent study (Smith, 1989), findings..." Within a paragraph, you need not include the year in subsequent references to a study as long as the study cannot be confused with other studies cited in your article.

Style

- Follow the style guidelines in the Publication Manual of the American Psychological Association (3rd edition).

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