

ISSN 1051-0834 ©
Volume 95 • No. 2 • 2011

AAC

**Journal of
Applied Communications**

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

The Journal of Applied Communications

Editorial Board

Ricky Telg, Chair
University of Florida

Mark Anderson-Wilk
Oregon State University

Jason D. Ellis
Kansas State University

Becky Koch, ACE Board Liaison
North Dakota State University

Lisa Lundy
Louisiana State University

Courtney Meyers
Texas Tech University

Executive Editor

Dwayne Cartmell, Professor
Oklahoma State University
dwayne.cartmell@okstate.edu

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 as 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 Introduction, Methods, Results and Discussion would be appropriate.

For literature citations, follow the style guidelines in the Publication Manual of the American Psychological Association (Sixth Edition). Within a paragraph, omit the year in subsequent references as long as the study cannot be confused with other studies cited in the article.

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

Board of Directors

President
Elaine H. Edwards
Kansas State University

Vice President
Becky Koch
North Dakota State University

Treasurer (Interim)
Robert Casler
University of Arizona

President-elect
Faith Peppers
University of Georgia

Past President
Robert Casler
University of Arizona

Retirees Director
Thomas Knecht

SIG Director
Suzanne Steele
The Ohio State University

Northeast Director
Edwin Remsberg
University of Maryland

North Central Director
Jason D. Ellis
Kansas State University

Southern Director
Emily E. Eubanks
University of Florida

Western Director
Jennifer Alexander
Oregon State University

ACE Mission

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

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 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 warrants(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 the civil rights of others; that the author(s) is (are) not infringing 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.

How to Submit a Work

Authors are to submit their manuscript as a PDF to Dr. Dwayne Cartmell via e-mail at dwayne.cartmell@okstate.edu.

It is to include 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 go to the executive editor for final review.

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). Tif format is best; jpg format is acceptable. 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).

Professional Development

page 6 An Approach to Measuring Impact and Effectiveness of Educational Science Exhibits
Mark Tucker, Jon Bricker, and Alexandria Huerta

Research

page 21 The Voices of Minority Students in an Agricultural Communications and Journalism Program: A Case Study
Rebecca McGovney-Ingram, Tracy Rutherford, and Alvin Larke, Jr.

page 34 Citation Structure: An Analysis of the Literature Cited in the *Journal of Applied Communications* from 1997 to 2006
Leslie Edgar and Tracy Rutherford

page 48 A Nutty Study: A Framing Analysis of the 2009 *Salmonella* Outbreak in Peanut Products
Erica Goss Irlbeck, Cindy Akers, and Ashley Palmer

page 60 Managing Media Relations: Determining the Reputation of Land Grant Institutions from the Perspective of Media Professionals
Lauri M. Baker, Katie Abrams, Tracy Irani, and Courtney Meyers

