

ISSN 1051-0834 ©
Volume 93 • Nos. 3 & 4 • 2009



**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

Lisa Lundy, Chair
Louisiana State University

Barb Abbott
Iowa State University

Cindy Akers
Texas Tech University

Jennifer Alexander
Kansas State University

Evie Engel
Oregon State University

Hugh Maynard, ACE Board Liaison
Qu'anglo Communications

Amanda Ruth-McSwain
College of Charleston

Jefferson Miller
University of Arkansas

Emily Rhoades
The Ohio State University

Ricky Telg
University of Florida

Executive Editors

Mark Tucker, Associate Professor
Purdue University
matucker@purdue.edu

Dwayne Cartmell, Associate 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 (Fifth 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
Steve Dodrill
Oregon State University

Vice President
Elaine Edwards
Kansas State University

Treasurer
Holly Young
University of New Hampshire

President-elect
Robert G. Casler
University of Arizona

Past President
Frankie Gould
Louisiana State University

International Director
Hugh Maynard
Qu'anglo Communications

Northeast Director
Cindy Eves-Thomas
University of Maine

Southern Director
Doug Edlund
University of Tennessee

Retirees Director
Bob Kern

SIG Director
Larry Jackson
Kansas State University

DC Director
Janet Allen
USDA

North Central Director
Sandy Karstens
University of Nebraska

Western Director-elect
Jeff Hino
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

Nicole Singleton
P.O. Box 3948
Parker, CO 80134
866-941-3048
info@aceweb.org

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 paper as a PDF to ACE Headquarters via e-mail at info@aceweb.org.

It is to include two files – the cover sheet with author and contact information and the text with figures.

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 Service Learning:
A Case Study in an Agricultural Communications Course
Danna B. Kelemen, D. Dwayne Cartmell, and Shelly Peper Sitton

Research

page 15 Impact of Reporter Work Role Identity on News Story Source
Selection: Implications for Coverage of Agricultural Crises
Judith McIntosh White and Tracy Ruterford

page 32 Before it Hits the Fan:
Pre-Crisis Beef Producer Information Source Preferences
Marcus A. Ashlock, D. Dwayne Cartmell, and James G. Leising

page 44 Agroterrorism and the Implications of
Uncertainty Reduction Theory for Agricultural Communicators
Marcus A. Ashlock, James G. Leising, and Dwayne D. Cartmell

Journal of  **Applied Communications**
Volume 93 • Nos. 3 & 4 • 2009