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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 of editorial content
- **Indexed selectively** in *AGRICOLA*, indexed and abstracted in *ERIC's Current Index to Journals in Education (CIJE)*, and is listed in *Ulrich's International Periodicals Directory* and *ARL's Directory of Scholarly Electronic Journals and Academic Discussion Lists*
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Caption: Cover Photo

Research shows that water quality is an increasingly important issue among consumers. Water monitoring programs like this ARS effort in the Walnut Creek, Iowa, watershed help researchers assess impacts of farming practices on water quality. Photo by Keith Weller, Agricultural Research Service, USDA.

Publishing Policy and Instructions for Contributors

PURPOSE STATEMENT: The *Journal of Applied Communications* is a quarterly, refereed journal offering professional development for educational communicators who emphasize agriculture, natural resources, and life and human sciences.

What We Look For

The *Journal of Applied Communications* is a peer-reviewed journal. It 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. Categories to which an article should be submitted 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. These articles tend to be more of a how-to nature.
- 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. This means 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 and response times during the review process. All submissions are peer-reviewed (blind).

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The format for articles is as follows:

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- 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.
- Acknowledgment of any funding source.
- Acknowledgment if manuscript is based on prior presentation.

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Every article (with the exception of reviews or commentaries) must contain an abstract of no more than 250 words. If applicable, briefly list the purpose, methodology, population, major results, and conclusion. Begin the manuscript text as page 1. Use appropriate headings 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.

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

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