

# Journal of Applied Communications

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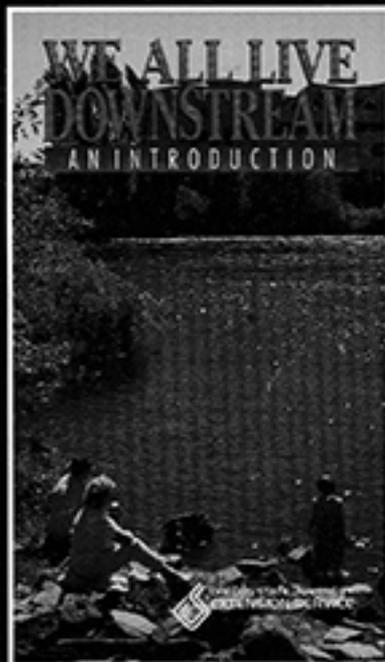
**How Computer-Mediated Communication  
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Official Journal of the  
Agricultural Communicators in Education



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## Caption for Cover Photo:

*We All Live Downstream: An Introduction* An Oregon State University Extension Service publication. Steve Dodrill, writer and photographer; Tom Weeks, graphic designer; Rick Cooper, editor; Gold Award Winner, Direct Mail, 1997 ACE C&A Program.

*We All Live Downstream: An Introduction* is a four-color publication designed to generate interest in the video, "We All Live Downstream." It also serves as an educational supplement to the video, which examines polluted runoff and the problems it poses for our drinking water supplies.

The publication was sent as a direct mailing to water-related agencies, organizations, and publications across the nation. It accompanied a news release that was sent to mass and specialized media outlets. The publication also was distributed at water-related conferences across the nation.

Evaluation postcards included with each video indicate 12 percent of respondents learned of the video through direct mail. Phone and mail orders indicate seven percent of respondents learned about the video through direct mail.

More than a dozen teachers, businesses, agencies, and organizations requested additional quantities for their students, clients, and members. Several organizations requested permission to use all or part of the flyer in publications they plan to create.

*We All Live Downstream: An Introduction*, can be downloaded as a PDF document from <<http://eesc.orst.edu/AgComWebFile/EdMat/EdMatIndex.html>>. Type the keyword "downstream" to locate the document.

The *Journal of Applied Communications* is indexed and abstracted in *ERIC's Current Index to Journals in Education (CIJE)* and is listed in *Ulrich's International Periodicals Directory*, March 1997.

# Publishing Policy and Instructions for Contributors

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

## 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. Such articles might include formal research, survey or trend pieces, analyses, how-to-articles, and opinion pieces. (Reviews below.)

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 "in press" interval of six to nine months, 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 other than reviews will be peer-reviewed (blind). Reviews are also encouraged and should concern current (within one to two years) books, magazines, educational video cassettes, or software/CD-ROM.

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