

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, 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.

How to Submit a Work

Authors must submit four paper copies and a 3.5-inch, properly labeled, MS-DOS manuscript disk file formatted in Windows or Mac, WordPerfect 6.0 or higher or Microsoft 5.0 or higher. Use Times Roman or comparable font. Address to Editor, P. O. Box 110810, Building 116, Mowry Road, Gainesville, FL 32611-0810. Include a self-addressed, stamped postcard or envelope if verification of manuscript receipt is desired. Submit photocopies of artwork, tables, or figures. If the article is accepted for publication, original graphic materials may be requested in both paper and disk files. Tables should be received in clearly marked, individually labeled, separate files. (Note: Author is responsible for submitting edit-ready disks. Materials will be returned to the author if significant manipulation of the disk is required, which may affect publication date. Editors are not responsible for rewriting text.) Electronic graphic files should be clearly marked and prepared as TIFF or EPS files. Originals should be good, clean, black copy printed twice the needed size.

The Journal publishes refereed and non-refereed materials.
Non-refereed articles include reviews only.

Graphic- and photo-image winners in the ACE Critique & Awards Program (C&A) are encouraged to submit their winning entries. Images should be accompanied by a note of explanation concerning why and how the image was made. A copy of the Award image, and any accompanying text, as it appeared in the publication, should be included (photocopies accepted).

All articles should be typed double-spaced. Include a title page listing 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 the article has been presented orally, this should be noted.

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Every article (not 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 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 keywords.

For literature citations, follow the style guidelines in the *Publication Manual of the American Psychological Association* (Fourth Edition): Use the "author-date" system; 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 recent study (Smith, 1989), findings" 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 to be reported in an article, the author should contact the lead editor for special guidelines.

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ACE, an international communications organization, is committed to an emphasis on diversity and pluralism as an integral part of its mission, vision, and values and in its relationships with members, groups, and other organizations. ACE champions the development, design, and delivery of communications and technology products and services that are targeted specifically to the needs of diverse customers and audiences.



What ACE Offers

The Agricultural Communicators in Education (ACE) is an international association of professionals who utilize a wide variety of media—ranging from traditional methods to current technologies—to disseminate information concerning natural resources, agriculture, and the food industry. ACE was organized in 1913. Its members meet regularly in regional meetings, workshops, and at annual meetings held each year in different locations within the United States.

ACE is dedicated to the professional development of its members. International meetings aim to help members develop communications strategies and plans and to increase their technological knowledge and skills.

Most of ACE's 700+ members are faculty and staff members at land-grant and sea-grant universities throughout the U.S. and in similar institutions in other nations. Some are employed by the federal government, others by associated agribusinesses. Others are employed at international agricultural development centers around the world.

ACE members are the communications backbone of a research and teaching network established in the United States more than a century ago. They plan, prepare, and disseminate research results and extension teaching materials. Their stock in trade is scientific information for scientists and technicians and practical, problem-solving information for people who can put it to work: farmers, families, foresters, food processors, news media, ranchers, homemakers, young people, marine businesses, main street businesses, and many others.

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