

Journal of Applied Communications

Volume 81

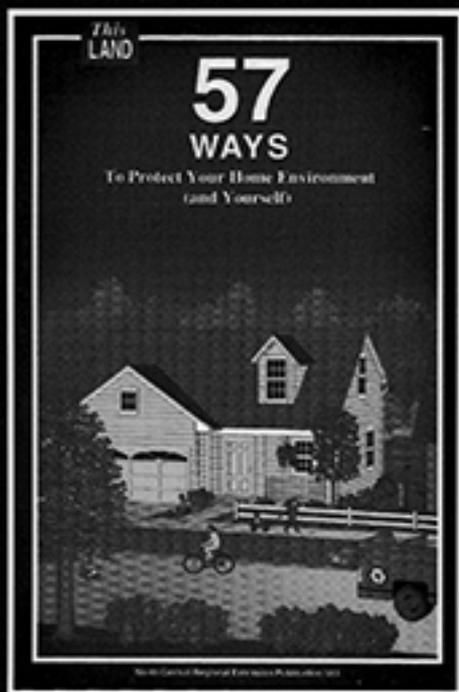
No. 3, 1997

**Concerns Affecting Computer Usage by
County Extension Educators in Florida**

**Reaching Traditional and Nontraditional
Extension Audiences**

Some Media Relations Success Stories

Reviews



Official Journal of the
Agricultural Communicators in Education



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Caption for cover photo:

Pictured on the cover is *57 Ways to Protect Your Home Environment*—a 1997 Critique and Awards Program, Class 3 gold winner for "writing within a specialized publication."

This 300-page book includes 57 concise, practical chapters on ways to cut back or eliminate pesticide use in the home and yard; recycle and dispose of household waste, yard waste, and hazardous chemicals; reduce the risk of indoor contaminants; create a beautiful and diverse landscape; and conserve energy and water. The book also features profiles of people and organizations that have put these ideas into practice, including one recycle-wise New York family that takes out the garbage only once every five years.

Doug Peterson, communications specialist with the University of Illinois, wrote the book and coordinated the project. He worked with more than forty specialists from several universities and state organizations and with Mic Greenburg, a technical illustrator who produced more than 80 two-color illustrations, in addition to the four-color cover.

57 Ways is part of the "This Land" series of books. The first book in the series, *50 Ways Farmers Can Protect Their Groundwater*, was published in 1993 and also won a gold award for writing. The third book, *60 Ways Farmers Can Protect Surface Water*, came off the press in September of this year. To order copies of these books, call (800) 345-6087.

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*.

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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.

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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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