

# Journal of Applied Communications

Volume 81

No. 2, 1997

**Perception Change in Rice Pest Management: A Case Study of Farmers' Evaluation of Conflict Information**

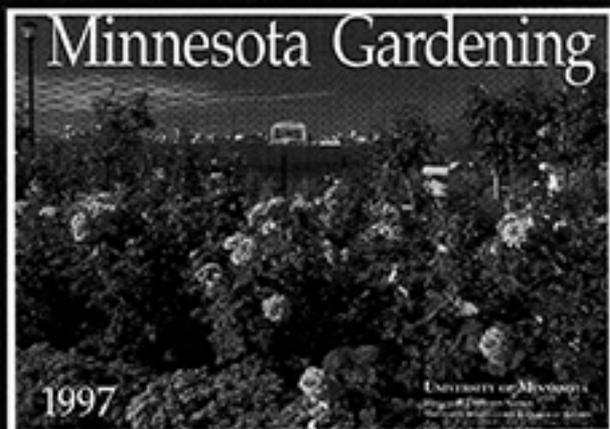
**Evaluating Alumni Publications: A Readership Survey of the Graduates of an Agricultural College**

**Communication on the World Wide Web: Designing an Effective Homepage**

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Official Journal of the  
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*Submission guidelines and information about our organization are located at the back of this issue.*

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## Caption for cover photo:

*The cover photo is the Gold Award Winner, 1997 Critique and Awards Program. Don Breneman, Extension Photographer at the University of Minnesota, shot this lovely single color transparency photograph of the Lelf Erikson Rose Garden on the shores of Lake Superior in Duluth at 8 a.m. in early September. The photograph was used as the cover for the Minnesota Gardening 1997 Calendar, which sold 12,000 copies.*

*Don used a 35 mm camera with a tripod and a 35 mm-70 mm zoom lens, and Fuji Provia ISO 100 speed color transparency film. A polarizing lens darkened the sky so that the city's landmark Lift Bridge would become prominent in the background.*

*Minnesota Gardening 1997 featured the state's public gardens. Breneman said, "I stopped initially one afternoon to check the possibilities, and I realized that I would need to shoot in the early morning to get the sun in the right direction. Later that same year, I was staying in Duluth and took the photo."*

**Don Breneman**

*The Journal of Applied Communications is indexed and abstracted in ERIC's Current Index to Journals in Education (CJIE) 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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