

## Editorial board, information for authors, and other front matter

Jason D. Ellis  
*Kansas State University*

Follow this and additional works at: <https://newprairiepress.org/jac>



This work is licensed under a [Creative Commons Attribution-Noncommercial-Share Alike 3.0 License](https://creativecommons.org/licenses/by-nc-sa/3.0/).

### Recommended Citation

Ellis, Jason D. (2016) "Editorial board, information for authors, and other front matter," *Journal of Applied Communications*: Vol. 100: Iss. 4. <https://doi.org/10.4148/1051-0834.1237>

This Introduction is brought to you for free and open access by New Prairie Press. It has been accepted for inclusion in *Journal of Applied Communications* by an authorized administrator of New Prairie Press. For more information, please contact [cads@k-state.edu](mailto:cads@k-state.edu).

---

## Editorial board, information for authors, and other front matter

### Abstract

This content includes the front cover, the table of contents, editorial and other information for authors for vol. 100, no. 4 (2016) of Journal of Applied Communications



---

ASSOCIATION FOR  
COMMUNICATION  
EXCELLENCE

# JOURNAL OF APPLIED COMMUNICATIONS

Official Journal of the Association for Communication  
Excellence in Agriculture, Natural Resources, and  
Life and Human Sciences

ISSN 1051-0834®  
Volume 100 | No. 4 | 2016

# JOURNAL OF APPLIED COMMUNICATIONS

## Editorial Board

Jason D. Ellis, Chair  
Kansas State University

Katie Abrams  
University of Illinois

Karen Cannon  
University of Nebraska-Lincoln

Erica Irlbeck  
Texas Tech University

Courtney Meyers,  
ACE Research Director  
Texas Tech University

Quisto Settle  
Mississippi State University

Joy Rumble  
University of Florida

## Executive Editor

Leslie D. Edgar, Professor  
University of Arkansas  
ledgar@uark.edu

## About JAC

The *Journal of Applied Communications* is a quarterly, refereed journal published by the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences (ACE).

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.
- Indexed selectively in AGRICOLA; listed in Ulrich's International Periodicals Directory and ARL's Directory of Scholarly Electronic Journals and Academic Discussion Lists.

## Manuscript Organization

Every article (not reviews) must contain an abstract of no more than 250 words. If applicable, briefly list the purpose, methodology, population, major results, and conclusions. 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 to five keywords to describe the content of your article. Text for research articles, such headings as Introduction, Methods, Results and Discussion would be appropriate.

For literature citations, follow the style guidelines in the Publication Manual of the American Psychological Association (Sixth Edition). 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 reported in an article, the author should contact the lead editor for special guidelines.

## Board of Directors

President

Steve Miller

University of Wyoming Extension

Vice President

Elizabeth Gregory North

Mississippi State University

Treasurer – Ex Officio

Becky Koch

North Dakota State University

President-elect

Suzanne Steel

The Ohio State University

Past President

Brad Beckman

Kansas State University

Retirees Director

Janet Rodekohr

Learning Community Director

Mary Wirth

The Pennsylvania State University

Professional Development Director

Beth Raney

Pennsylvania State University

Research Director

Courtney Meyers

Texas Tech University

Marketing Director

Dennis Thomas

Kentucky State University

Membership Director

Beth Forbes

Purdue University

Development Officer

Donna Sheffield

Kansas State University

Executive Director

Holly Young

## ACE Mission

ACE develops professional skills of its members to extend knowledge about agriculture, natural resources, and life and human sciences to people worldwide.

## ACE Headquarters

Holly Young, Executive Director

59 College Road, Taylor Hall

Durham, NH 03824

(855) 657-9544

ace.info@unh.edu

## Publication Agreement

Copyright: In order for a submitted work to be accepted and published by the *Journal of Applied Communications*, the author(s) agree to transfer copyright of the work to ACE- this includes full and exclusive rights to the publication in all media now known or later developed, including but not limited to electronic databases, microfilm, and anthologies.

Author Warranties: The author(s) represent(s) and warrant(s) the following conditions: that the manuscript submitted is his/her (their) own work; that the work has been submitted only to this journal and that it has not been previously published; that the article contains no libelous or unlawful statements and does not infringe upon the civil rights of others; that the author(s) is (are) not infringing upon anyone else's copyright. The authors agree that if there is a breach of any of the above representations and warranties that (s)he (they) will indemnify the Publisher and Editor and hold them blameless. If an earlier version of the paper was presented at a conference, the author must acknowledge that presentation and the conference.



This work is licensed under the Creative Commons Attribution-NonCommercial-ShareAlike 3.0 Unported License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-nc-sa/3.0/> or send a letter to Creative Commons, 171 Second Street, Suite 300, San Francisco, California, 94105, USA.

## How To Submit A Work

Authors should submit manuscripts online at:  
<http://jac.expressacademic.org/>

Authors should submit two files: the cover sheet with author and contact information and the text with figures/tables.

Both files must include the title.

If the article is accepted, then the author will have to submit a final copy containing the revisions as electronic files (Word) that can be edited. These will be reviewed one final time by the executive editor.

The format for articles is as follows:

- Text double-spaced in Times New Roman or similar font, 12-point, 1-inch margins.
- 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.
- Images, photos, and figures should be high resolution (300 dpi or higher) as jpg files. A file size of 300 Kb or a pixel width of 1500 pixels is a good reference point for jpgs.
- Acknowledgement of any funding source.
- Acknowledgement if manuscript is based on prior presentation.

## What Reviewers Seek In Manuscripts

As a peer-reviewed journal, the *Journal of Applied Communications* 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. Articles should be submitted to one of four categories.

Categories 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.
- 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, which means that 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 as well as response times during the review process.

All submissions are peer-reviewed (blind).

# JOURNAL OF APPLIED COMMUNICATIONS

Volume 100 | No. 4 | 2016

## RESEARCH

Viewer Perceptions and Preferences for <i>Farmweek</i> <i>McKayla Brubaker, Quisto Settle, and Elizabeth Gregory North</i>	06
Making a Case for McDonald's: A Qualitative Case Study Examining the McDonald's "Our Food Your Questions Campaign" <i>Laura M. Gorham, Courtney Gibson, and Erica Irlbeck</i>	17
Promoting Commodities through Comic Books: A Framing Analysis of the Captain Citrus Campaign <i>Tiffany M. Rogers, Joy N. Rumble, and Lisa K. Lundy</i>	33
Tweeting with Authority: Identifying Influential Participants in Agriculture Related Water Quality Twitter Conversations <i>Ashlan E. Wickstrom and Annie R. Specht</i>	45
Exploring Perspectives of the Student Competencies Needed to Advocate for Agriculture <i>Garrett M. Steede, Laura M. Gorham, and Erica Irlbeck</i>	55



ASSOCIATION FOR  
COMMUNICATION  
EXCELLENCE