

# Front Matter - Volume 103, Issue 3

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## Front Matter - Volume 103, Issue 3

### **Abstract**

Lists JAC Editorial Board, ACE leadership, and information related to each.

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The Journal of Applied Communications (JAC) is the premiere publication addressing developments in theory, practice, and teaching pertaining to agricultural communication. The emphasis of all manuscripts is the exploration of communication processes, producers, messages, products, audiences, and/or effects. Articles connecting theory and practice are valued. Scholarly manuscripts submitted to this journal undergo rigorous double-blind peer review.

## Aims & Scope

- Publishes original research addressing communication topics related to agriculture, food, natural resources, life, and human sciences.
- Communication is broadly defined to encompass approaches in journalism, strategic communication, public relations, advertising, marketing, visual communication, popular media, outreach, institutional communication, and international communication.
- Additionally, articles that address the scholarship of teaching and learning in agricultural communications are appropriate.
- The journal accepts articles that use empirical-analytic, interpretive, and historical approaches, as well as research advancing methodologies.
- In addition to original research, JAC publishes commentaries - both scholarly and professional - that address pertinent topics and reviews of books, software, and other technologies.

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Volumes on this site represent content from 1969 - present. Volume 52 (1969) - vol. 61, no. 2 (Apr-June 1978) were published as ACE. From vol. 61, no. 3 (Oct-Nov. 1979) - vol. 73 (1989), the journal was known as ACE Quarterly (ISSN 0884-9293). It changed titles to Journal of Applied Communications (ISSN 1051-0834 (print); 2476-1362 (electronic) in 1990 with volume 74.

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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.

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