Table of contents, editorial board, and other front matter

John Brooks
Louisiana State University

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

This work is licensed under a Creative Commons Attribution-Noncommercial-Share Alike 4.0 License.

Recommended Citation

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.
Table of contents, editorial board, and other front matter

Abstract
Editorial front matter and table of contents for vol. 81, no. 2 (1997) of Journal of Applied Communications

This introduction is available in Journal of Applied Communications: https://newprairiepress.org/jac/vol81/iss2/1
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

Reviews:
Making Money Freelance Writing
Web-based Instruction

Minnesota Gardening

1997

Official Journal of the Agricultural Communicators in Education
The ACE Mission

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.

How Do I Subscribe?

Members of ACE receive the Journal of Applied Communications as part of regular membership services. The rate for nonmembers, libraries, and others is $75 a year. Single copies of back issues may be obtained for $15 each, when available.

To order, contact:

Journal of Applied Communications
Editor, University of Florida, PO Box 110810
Gainesville, FL 32611-0810, Ph: 352/392-9588
Fax: 352/392-7902, e-mail: jjd@gnv.ifas.ufl.edu

Notify change of address:
ACE Coordinator
PO Box 35, Evinston, FL 32633-0035
Editors
Joyce Dolbier
jjd@gnv.ifas.ufl.edu

Ron Thomas
rkt@gnv.ifas.ufl.edu

Ashley Wood
amw@gnv.ifas.ufl.edu

Audrey S. Wynne
asw@gnv.ifas.ufl.edu

Graphics
Audrey S. Wynne
asw@gnv.ifas.ufl.edu

Managing Editor
Julia Graddy
ACE Coordinator
ace@gnv.ifas.ufl.edu

Change of address notices and subscription requests should be sent to the following address:
ACE Coordinator
ACE Headquarters
P. O. Box 35
Evington, FL 32633
ace@gnv.ifas.ufl.edu

Subscription rates
Members of ACE receive the Journal of Applied Communications as part of regular membership services. The rate for nonmembers, libraries, and others is $75 a year. Single copies of back issues may be obtained for $15 each, when available.
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 Leif 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
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.

Graphic- and photo-image winners in the ACE Critique & Awards Program (CEA) are encouraged to submit their winning entries. All winners should be

The Journal publishes refereed and nonrefereed materials. Nonrefereed articles include reviews only.
Clearly marked/identified by name and address of the owner and by "return-requested." The journal does not accept responsibility for non-marked/identified winners. An original will be scanned. Also acceptable is a photo copy. Accompanying text is required: (1) explanation of how and why the image was made; (2) text that accompanied the award image as they appeared in the publication.

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.

Do not include any author identification on inside page text pages. The title page will be removed before the article is submitted for anonymous review to three members of the manuscript review board. Articles should not exceed 15 double-spaced typed pages, excluding literature citations, and a maximum of six tables or figures. Shorter articles are strongly encouraged.

Manuscript Organization

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.

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) 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.

Reprints

Reprints of single articles are available for 25 cents per copy, with a minimum order of 10 copies. Specify article name and issue. Include a check to ACE Headquarters. Postage and handling are included. Purchase orders made out to ACE are accepted for orders of $10.00 or more.
Journal of Applied Communications

Volume 81  No. 2  1997

3  Perception Change in Rice Pest Management: A Case Study of Farmers’ Evaluation of Conflict Information
   K. L. Heong - International Rice Research Institute, Philippines
   M. M. Escalada - Visayas State College of Agriculture, Philippines

19  Evaluating Alumni Publications: A Readership Survey of the Graduates of an Agricultural College
    Argyrios Gerakis – Aristotle University of Thessaloniki, Greece

29  Communication on the World Wide Web: Designing an Effective Homepage
    Tom Kelleher - University of Florida
    Michelle Henley - University of Florida
    Debra Gennarelli - University of Florida
    Linda Hon - University of Florida

43  Reviews
    Making Money Freelance Writing
       John M. (Jack) Sperbeck - University of Minnesota
    Web-based Instruction
       Ron Thomas - University of Florida