**First, please ensure you understand the journal’s current aims and scope**, available at: <http://newprairiepress.org/jac/about.html>. The editor screens submissions for suitability, but if you have concerns about the submission’s relevance, please email editor@journalofappliedcommunications.org.

**Second, please read the manuscript in its entirety** to understand its context within the discipline, rigor, contributions, and importance.

**Next, evaluate the manuscript using the criteria** in the table provided on the following pages. **Provide specific positive comments and constructive criticism, and refer to line numbers, when appropriate.** When constructing comments, consider the following points adapted from Jones[[1]](#footnote-1):

* Use your comments to the author as an opportunity to seek explanation on any unclear points and for further elaboration.
* Please make suggestions as to how the author can improve clarity, succinctness, and the overall quality of presentation of the manuscript.
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| **Criteria** | **Comments to Author(s) (use the manuscript’s line numbers, when appropriate)** |
| How original is the submission? Or, does it provide an important re-examination of an earlier study (e.g., replication study)? |  |
| How well does the manuscript fit the scope of the journal? In what ways would it interest academics and/or communication practitioners with interest in agricultural communication? |  |
| How well does the manuscript’s introduction address the study’s context and demonstrate a compelling need for the research? |  |
| How well does the study build on previous work? |  |
| Is the theory, conceptual framework, and/or literature review well-suited to the research? What changes should be considered, if any? |  |
| Given the larger context of the paper, are the purpose and objectives/research questions/hypotheses appropriate and clear? |  |
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| How clear is the presentation of findings? Are data accurate and complete with all appropriate evidence provided?  |  |
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1. Jones, L. (2017, June 22). Reviewer guidelines and best practice. Retrieved from: http://editorresources.taylorandfrancisgroup.com/reviewers-guidelines-and-best-practice/ [↑](#footnote-ref-1)