**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](mailto:editor@journalofappliedcommunications.org).

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**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)** |
| Clear documentation of the work being reviewed (title, author, date, etc.) |  |
| Clear and succinct summary of the reviewed work (e.g., thesis of the work, main points, and intended audience) |  |
| Critique of the reviewed work (e.g., weighs strengths and weaknesses of the work, offers a unique perspective of the work, and uses sound logic and/or documented evidence in the critique) |  |
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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)