**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.

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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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Being critical whilst remaining sensitive to the author isn’t always easy and comments should be carefully constructed so that the author fully understands what actions they need to take to improve their paper. For example, generalized or vague statements should be avoided along with any negative comments which aren’t relevant or constructive.

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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) |  |
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| Writing quality (clear and succinct, appropriate use of grammar, and adheres to APA style) |  |
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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)