

# 2007 Agricultural Communications Section

## Southern Association of Agricultural Scientists

February 3-7, Mobile, Alabama

### *Call for Papers*

**DEADLINE: October 1, 2006**

The Agricultural Communications Section of the Southern Association of Agricultural Scientists (SAAS) will meet **February 3-7, in Mobile, Alabama**. Please share this call with others in your unit to make sure that as many agricultural communicators as possible are notified of this opportunity.

You are invited to submit **FULL** papers from which selections will be made for the conference agenda. **Abstract** submissions are **no longer** accepted. We are seeking papers relevant to our work as agricultural communicators. Some suggested topics include (but are not limited to):

- Practical applications of technology
- Publications, videos, special projects
- Marketing, measurement, accountability
- Media relations
- Audience analysis
- International communication issues

### PAPER CATEGORIES

There are **two categories** for papers: **research paper** and **professional paper**. *Research papers* are “traditional” scholarly pieces, using qualitative or quantitative methods. *Professional papers* are “how-to” pieces that inform/instruct readers on processes or programs related to agricultural communication. These could include planning a conference, designing a communications or information campaign, or developing a media relations training program.

### SUBMISSIONS GUIDELINES

Submit manuscripts electronically at <http://www.ag-communicators.org/SAAS/submit.aspx>

- The manuscript consists of a one-page cover sheet; one-page abstract; the research study itself, including graphic/tabular information (tables, figures, photographs); and references.
- Manuscripts should be formatted and submitted as **Microsoft Word** documents. Each section is detailed below

#### Cover page

- **One separate page** that includes manuscript title, category type (Research or Professional paper), author(s) name(s), mailing addresses, phone numbers, fax numbers, and e-mail addresses of all authors.
- If more than one person authored the paper, the lead author should be listed first.
- Author information should not appear on any page except for the cover page.
- If a **graduate student** is lead author, this should be indicated on the cover page.
- Manuscript title should be centered with initial letters in caps and should appear on the title page and the initial page of the paper.

## Abstract

- 250 words *maximum* on one single page.
- Include one line at the bottom of the abstract of *keywords* about the paper. Include about **seven** keywords or phrases.

## Research Study

- All tables, figures, and photographs should be placed **within** the body of the paper as soon after their first mention in the text as possible.
- The table functions command **MUST BE USED** for all tables.

## Format

- 12-point Times Roman or Times New Roman font with one-inch margins (all sides).
- **Do not use** headers, footers, footnotes, or page numbers.
- **20 double-spaced pages**, excluding cover page, abstract, and references. **Shorter** manuscripts are encouraged.
- Use *American Psychological Association* (5<sup>th</sup> Edition) style in all situations (citations in text body and reference list, statistical symbols, and table titles).

### **Suggested sections for research paper:**

- Introduction/Purpose
  - Is the purpose of the study clear?
  - Is the literature review complete?
  - Are the research questions/hypotheses clear?
- Methods/Procedures
  - Were appropriate methods used?
  - Were the methods described in enough detail that they could be replicated?
- Results/Findings
  - Are the results clearly presented?
  - Are descriptions of the data appropriate and clear?
- Discussion/Conclusions
  - Is the discussion/conclusion supported by the findings?
  - Does the discussion/conclusion add relevance to the findings by providing context (literature, background)?
- References

### **Suggested sections for professional paper:**

- Introduction
  - Is the problem or issue clearly stated?
  - Is enough background information provided?
- Methods/Process
  - Was the process or methods undertaken clearly described?
- Results/Outcomes
  - Are the results or outcomes clearly presented?
  - Does the author provide meaning to the results?
- Discussion/Conclusions
  - Is the discussion/conclusion supported by the results?
  - Are additional/follow up resources suggested/provided?
- References

## **NOTIFICATION OF ACCEPTED PAPERS**

Authors of papers accepted for presentation will be notified by **November 1, 2006**. Authors will receive the reviewers' critique forms. Authors whose papers are accepted for presentation will be able to revise their papers and submit a **final version** by **December 1, 2006** as a \*.pdf for inclusion on the SAAS AgComm Section Web site.

If you have questions, contact Tracy Rutherford at [trutherford@aged.tamu.edu](mailto:trutherford@aged.tamu.edu) or (979) 458-2744. If you'd like to see some examples of previous papers, visit <http://agnews.tamu.edu/saas>