

**Agricultural Communications Section**  
**Southern Association of Agricultural Scientists**  
**CALL FOR PAPERS**  
**DEADLINE: OCTOBER 1 (submitted electronically)**

The Agricultural Communications Section of the Southern Association of Agricultural Scientists (SAAS) will meet **February 5-6 2006, in Orlando, Florida**. 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 will be **two categories** for papers: **research paper** and **professional paper**. *Research papers* are considered “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.

#### **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

## **Submission Guidelines**

- Manuscripts will be submitted electronically by the **October 1** deadline.
- Authors will submit **separate .pdf files** of a **cover page** with authors' identifying information (see below) and a **manuscript** (see below).
- **.pdf File No. 1: Cover page**
  - **One separate page, as a separate .pdf file from the actual manuscript**, that includes the manuscript title, 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.
    - If a **graduate student** is lead author, this should be indicated on the cover page.
    - Author information should **not** appear on any page **except** for the cover page.
    - Submissions should be labeled either **Research Paper Submission** or **Professional Paper Submission** on the cover page.
- **.pdf File No. 2: Manuscript**
  - The **manuscript** includes a one-page abstract; the research or professional paper itself, including graphic/tabular information (tables, figures, photographs); and references.
  - **The manuscript .pdf file must not include authors' names or other identifying information.**
    - **Abstract**
      - 250 words *maximum* on one single page.
      - Include one line at the bottom of the abstract of **key words** about the paper.
      - Include no more than **seven** key words or phrases.
    - **Research or professional paper**
      - **20 double-spaced pages, excluding** cover page, abstract, and references
      - **Shorter** manuscripts are **encouraged**.
      - **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.
    - **References and tables/figures**
      - Use *American Psychological Association, Fifth Edition* in all situations for references and tables/figures, **except** use *italics* – instead of underlining – for journal names, statistical symbols, and table/figure titles.
- **Format**
  - 12-point Times Roman or Times New Roman font
  - One-inch margins
- **Naming .pdf files**
  - When naming your **.pdf files**, please do **not** include the authors' actual names in the file names.
  - Please name the files in this manner:
    - **For the cover page file: one-word description+cover.pdf**
      - Example: mediarelationscover.pdf
    - **For the manuscript file: one-word description+manuscript.pdf**
      - Example: mediarelationsmanuscript.pdf

Authors of papers accepted for presentation will be notified by **Nov. 15**. 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 Dec. 15** as a .pdf. The final .pdf version will be posted to the SAAS AgComm Section's Web site.

### **Submit Papers To:**

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If you have questions, contact Bobby Soileau at [bsoileau@agcenter.lsu.edu](mailto:bsoileau@agcenter.lsu.edu) or (225) 578-5670. If you'd like to see some examples of previous papers, visit <http://agnews.tamu.edu/saas>