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 someplace on the Internet

- 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 (5th 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, 2006 as a *.pdf for inclusion on the SAAS AgComm Section Web site.