

Southern Association of Agricultural Scientists
AGCOMM Section
February 6 - 9, 2010, Orlando, Florida

2009 Call for Papers
Deadline: October 30, 2009

The **Agricultural Communications section** of the Southern Association of Agricultural Scientists (SAAS) will meet February 6 - February 9, 2010, 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 a **Full paper** from which selections will be made for the conference agenda. Abstract submissions are not 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 may include planning a conference, designing a communications or information campaign, or developing a media relations training program.

SUBMISSION GUIDELINES

Submit manuscripts electronically to Johnny Morgan, jmorgan@agcenter.lsu.edu. You will receive e-mail confirmation your manuscript has been received.

- 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), and mailing address, phone number, fax number and e-mail address of each author.
- If more than one person authored the paper, the lead author should be listed first.
- Author information should not appear on any page except 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.
- **Maximum of 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 papers

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 papers

Introduction

- Is the problem or issue clearly stated?
- Is enough background information provided?

Methods/Procedures

- Was the process or method 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 20, 2009**. 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 8, 2009** as a .pdf for inclusion on the SAAS AgComm Section Web site.

If you have questions, contact Blair Fannin at b-fannin@tamu.edu or 979-845-2259. If you'd like some examples of previous papers, visit <http://agnews.tamu.edu/saas> .