

ISSN 1051-0834 ©
Volume 96 • No. 2 • 2012



**Journal of
Applied Communications**

*Official Journal of the Association for Communication Excellence
in Agriculture, Natural Resources, and Life and Human Sciences*

The Journal of Applied Communications

Editorial Board

Ricky Telg, Chair
University of Florida

Katie Abrams
University of Illinois

Leslie Edgar
University of Arkansas

Jason D. Ellis
Kansas State University

Tracy Irani, ACE Board Liaison
University of Florida

Lisa Lundy
Louisiana State University

Courtney Meyers
Texas Tech University

Executive Editor

Dwayne Cartmell, Professor
Oklahoma State University
dwayne.cartmell@okstate.edu

About JAC

The *Journal of Applied Communications* is a quarterly, refereed journal published by the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences (ACE).

The *Journal of Applied Communications* is:

- Focused specifically on issues and topics relevant to agricultural and applied communication professionals.
- Peer-reviewed to ensure accuracy and quality.
- Indexed selectively in AGRICOLA; listed in Ulrich's International Periodicals Directory and ARL's Directory of Scholarly Electronic Journals and Academic Discussion Lists.

Manuscript Organization

Every article (not reviews) must contain an abstract of no more than 250 words. If applicable, briefly list the purpose, methodology, population, major results, and conclusions. Begin the manuscript text as page 1. Use appropriate subheads to break up the body of the text. List footnotes and literature citations on separate pages at the end of the text along with tables or figures, if used. Indicate in margins of the text, approximately, where tables/figures should appear. Include three to five keywords to describe the content of your article. Text for research articles, such headings as Introduction, Methods, Results and Discussion would be appropriate.

For literature citations, follow the style guidelines in the Publication Manual of the American Psychological Association (Sixth Edition). Within a paragraph, omit the year in subsequent references as long as the study cannot be confused with other studies cited in the article.

When statistical information is reported in an article, the author should contact the lead editor for special guidelines.

Board of Directors

President

Faith Peppers

University of Georgia

Vice President

Joanne Littlefield

Colorado State University

Treasurer - Ex Officio

Elaine H. Edwards

Kansas State University

President-elect

Becky Koch

North Dakota State University

Past President

Elaine H. Edwards

Kansas State University

Retirees Director

Marci Hilt

SIG Director

Julie Douglas

American Seed Trade Association

Professional Development Director

Emily E. Eubanks

University of Florida

Research Director

Jason Ellis

Kansas State University

Marketing Director

Emily E. Eubanks

University of Florida

Membership Director

Tracey Nelson

University of Maine

ACE Mission

ACE develops professional skills of its members to extend knowledge about agriculture, natural resources, and life and human sciences to people worldwide.

ACE Headquarters

Holly Young, Interim Executive Director

59 College Road, Taylor Hall

Durham, NH 03824

(855) 657-9544

ace.info@unh.edu

Publication Agreement

Copyright: In order for a submitted work to be accepted and published by the Journal of Applied Communications, the author(s) agree to transfer copyright of the work to ACE- this includes full and exclusive rights to the publication in all media now known or later developed, including but not limited to electronic databases, microfilm, and anthologies.

Author Warranties: The author(s) represent(s) and warrants(s) the following conditions: that the manuscript submitted is his/her (their) own work; that the work has been submitted only to this journal and that it has not been previously published; that the article contains no libelous or unlawful statements and does not infringe upon the civil rights of others; that the author(s) is (are) not infringing upon anyone else's copyright. The authors agree that if there is a breach of any of the above representations and warranties that (s)he (they) will indemnify the Publisher and Editor and hold them blameless. If an earlier version of the paper was presented at a conference, the author must acknowledge that presentation and the conference.

How to Submit a Work

Authors are to submit their manuscript as a PDF to Dr. Dwayne Cartmell via e-mail at dwayne.cartmell@okstate.edu.

It is to include two files – the cover sheet with author and contact information and the text with figures/tables.

Both files must include the title.

If the article is accepted, then the author will have to submit a final copy containing the revisions as electronic files (Word) that can be edited. These will go to the executive editor for final review.

The format for articles is as follows:

- Text double-spaced in Times New Roman or similar font, 12-point, 1-inch margins.
- Separate title page listing authors' names, titles, mailing and e-mail addresses. Indicate contact author, if more than one author.
- Inside pages with no author identification.
- No more than six tables or figures.
- Images, photos, and figures should be high resolution (300 dpi or higher). Tif format is best; jpg format is acceptable. A file size of 300 Kb or a pixel width of 1500 pixels is a good reference point for jpgs.
- Acknowledgement of any funding source.
- Acknowledgement if manuscript is based on prior presentation.

What Reviewers Seek in Manuscripts

As a peer-reviewed journal, the *Journal of Applied Communications* welcomes original contributions from any author, although priority may be given to ACE members, should manuscripts of comparable quality be available. First consideration will be given to theoretical and applied articles of direct value to ACE members. Articles should be submitted to one of four categories.

Categories are as follows:

- Research and Evaluation - These are the traditional, scholarly articles, using quantitative (e.g., statistical and survey methods) and/or qualitative (e.g., case studies) methods.
- Professional Development - These articles take advantage of the author's particular expertise on a subject that will benefit career performance of ACE members.
- Commentary - These are opinion pieces. They speak to trends in communication or other issues of importance to professional communicators.
- Review - These are critiques of new books, journal articles, software/hardware, technologies or anything else that would be appropriate for the audience of the JAC.

All submitted manuscripts are considered for publication. However, prospective contributors are encouraged to be aware of the focus of this journal and manuscript requirements.

A manuscript is accepted with the understanding that the Journal of Applied Communications has exclusive publication rights, which means that the manuscript has not been submitted concurrently, accepted for publication, or published elsewhere.

While every effort is made to maintain an interval of no more than nine months from submission to publication, authors should be aware that publication dates are contingent on the number and scope of reviewer comments as well as response times during the review process.

All submissions are peer-reviewed (blind).

Editor's Note

Mark Anderson-Wilk, Oregon State University Extension publishing leader and Oregon ACE member, died January 26, 2012, following a long illness.

In his four years at OSU, Mark advanced Extension publishing, increased access through partnership with OSU Library's ScholarsArchive, and raised the academic standard of OSU Extension publications.

Mark was active in ACE. He was Oregon's state representative, served on the Journal of Applied Communications editorial board, and won several gold and silver awards for publishing.

Not only a fine scholar, Mark was also an artist, a father of two young daughters, a husband, and a friend.

Included in this issue of JAC is a commentary submitted by Mark and co-author Ariel Ginsburg prior to his death.

Commentary

- page 7 Attribution, Interpretation, and Integrity in Online
Research-Based Communication
Mark Anderson-Wilk and Ariel Ginsburg

Book Review

- page 11 The New Community Rules: Marketing on the Social Web
Kelsey Hall
- page 14 Success Secrets of the Social Media Marketing Superstars
Corey Ann Duysen

Research

- page 17 Competencies Needed by Agricultural Communication
Undergraduates: A Focus Group Study of Alumni
A. Christian Morgan
- page 30 Using Horticulturists' Input to Inform a Home
Horticultural Website Redesign Process
Jason D. Ellis, B. Lynn Gordon, and Lana Johnson
- page 38 Kansas Beef Feedlot Managers' Trusted Sources of
Information Concerning an Agroterrorism Event
Kendra Riley, Dwayne Cartmell, and Traci Naile
- page 50 Communication Preferences of Florida Farm
Bureau Young Farmers & Ranchers
Ricky Telg and Carly Barnes

