

Journal of Applied Communications

Volume 92

Nos. 1 & 2, 2008

Professional Development

Efficacy of Blended E-Learning Tools: A Case Study

The University of Florida's Scientific Thinking and Educational Partnership Program: An Approach for Genetics Outreach

Research

Voter Confidence in the Agricultural Industry

Colorado AgrAbility: Enhancing the Effectiveness of Outreach Efforts Targeting Farmers and Ranchers With Disabilities

Organizational Learning in a High-Risk Environment: Responding to an Anthrax Outbreak

Research Brief

Digital Versus Printed Publication: Results From an Agricultural Extension Readership Survey



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



Editorial Board 2007-2008

Joan Thomson, Chair
Pennsylvania State University

Barbara Abbott
Iowa State University

Dwayne Cartmell
Oklahoma State University

Evie Engel
Oregon State University

Glenda Freeman
Auburn University

Ashley Wood
University of Florida

Subscription rates

Members of ACE receive the *Journal of Applied Communications* as part of regular membership services. The rate for nonmembers, libraries, and others is \$75 a year. Single copies of back issues may be obtained for \$15 each, when available.

For information on how to submit articles and to review the publishing policy, please visit
www.aceweb.org/jac/guide.html

Mark Tucker
Associate Professor
Purdue University
615 W. State St.
West Lafayette, IN 47907
765-494-8429
matucker@purdue.edu

Dennis Hinkamp
Professional Development Editor
dennish@ext.usu.edu

Editorial Team

Amanda Aubuchon
Managing Editor
achambli@ufl.edu

Carol Church
carolics@ufl.edu

Ron Thomas
rkthomas@ufl.edu

Tracy Bryant
tracydz@ufl.edu

**Change of address notices and
subscription requests should be
sent to the following address:**

ACE Headquarters
P.O. Box 3948
Parker, CO 80134
info@aceweb.org

UF | UNIVERSITY of
FLORIDA
IFAS

The *Journal of Applied Communications* is published by the Association for Communication Excellence at the Institute of Food and Agricultural Sciences, University of Florida—Gainesville, Florida, USA.

Abstracts are available in electronic format at the following URL:
<http://www.aceweb.org/jac/jac.html>

Manuscript Reviewers

Barbara Abbott Iowa State University	Lisa Lundy Louisiana State University
Cindy Akers Texas Tech University	Terry Meisenbach eXtension
Erik Anderson University of Idaho	Jefferson Miller University of Arkansas
Stephen Banning Bradley University	Florita Montgomery West Virginia University
Gary Beall California	Traci Naile Texas A&M University
Melva Berkland Iowa	Emily Rhoades Ohio State University
Janet Byron University of California	Owen Roberts University of Guelph
Dwayne Cartmell Oklahoma State University	Janet Rodekahr Georgia
Terry Day Washington	Amanda Ruth College of Charleston
David Doerfert Texas Tech University	Tracy Rutherford Texas A&M University
LaRae Donnellan Florida A&M University	Eileen Schofield New York
Deborah Dunsford Texas A&M University	Jan Scholl Pennsylvania State University
Jason Ellis University of Nebraska	Jack Sperbeck Minnesota
Evie Engel Oregon State University	Murari Suvedi Michigan State University
Stanley Ernst Ohio State University	Ricky Telg University of Florida
Jim Evans Illinois	Joan Thomson Pennsylvania State University
Maxine Ferris Michigan	
Tracy Irani University of Florida	

ISSN 1051-0834

The *Journal of Applied Communications* is a quarterly, refereed journal offering professional development for educational communicators who emphasize agriculture, natural resources, and life and human sciences.

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 of editorial content
- **Indexed selectively** in AGRICOLA; listed in *Ulrich's International Periodicals Directory* and *ARL's Directory of Scholarly Electronic Journals and Academic Discussion Lists*

Abstracts accessible via the Web at
<http://www.aceweb.org/jac/jac.html>

On the Cover

The Colorado AgrAbility Project (CAP) assists farmers and ranchers with disabilities by providing information on assistive technologies.
Photo Credit: Colorado AgrAbility Project (CAP)

2007-2008 ACE Board of Directors

President

Kristina Boone
Kansas State University

President-elect

Frankie Gould
Louisiana State University

Vice President

Steve Dodrill
Oregon State University

Past President

Bob Sams
University of California, Davis

SIG Director

Carol Whatley
Auburn University

SIG Director-elect

Larry Jackson
Kansas State University

DC Director

Patrick Holian
USDA

International Director

Hugh Maynard
Qu'anglo Communications

North Central Director

Brian Meyer
Iowa State University

Northeast Director

John Dickison
Pennsylvania State University

Northeast Director-elect

Cindy Eves-Thomas
University of Maine

Southern Director

Faith Peppers
University of Georgia

Western Director

Joanne Littlefield
University of Arizona

Western Director-elect

Jeff Hino
Oregon State University

Retirees Director

John Woods
Virginia

Retirees Director-elect

Bob Kern
Iowa

Coordinator

Amanda Aubuchon
University of Florida

The ACE Mission

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

How Do I Subscribe?

Members of ACE receive the *Journal of Applied Communications* as part of regular membership services. The rate for nonmembers, libraries, and others is \$75 a year. Single copies of back issues may be obtained for \$15 each, when available.

To order, contact:

Journal of Applied Communications

ACE Headquarters

P.O. Box 3948

Parker, CO 80134

Phone: 866-941-3048

E-mail: info@aceweb.org

Journal of Applied Communications

Volume 92

Nos. 1 & 2, 2008

Introduction

- 7 **JAC Transitions**
Mark Tucker and Dwayne Cartmell

Professional Development

- 9 **Efficacy of Blended E-Learning Tools: A Case Study**
Jerold R. Thomas, Gregory A. Davis, and Myra L. Moss
- 21 **The University of Florida's Scientific Thinking and Educational Partnership Program: An Approach for Genetics Outreach**
Lisa Hightower, Ricky Telg, Courtney Meyers,
Tracy Irani, Maria Gallo, and Brian Myers

Research

- 31 **Voter Confidence in the Agricultural Industry**
Eric K. Kaufman, Glenn D. Israel, and Tracy A. Irani
- 57 **Colorado AgrAbility: Enhancing the Effectiveness of Outreach Efforts Targeting Farmers and Ranchers With Disabilities**
Cindy T. Christen and Robert J. Fetsch
- 75 **Organizational Learning in a High-Risk Environment: Responding to an Anthrax Outbreak**
Shari R. Veil and Timothy L. Sellnow

Research Brief

- 95 **Digital Versus Printed Publication: Results From an Agricultural Extension Readership Survey**
Jacob E. McCarthy, David K. Beede, and Annie Edgecomb

Publishing Policy and Instructions for Contributors

PURPOSE STATEMENT: The *Journal of Applied Communications* is a quarterly, refereed journal offering professional development for educational communicators who emphasize agriculture, natural resources, and life and human sciences.

What We Look For

The *Journal of Applied Communications* is a peer-reviewed journal. It 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. Categories to which an article should be submitted 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. These articles tend to be more of a how-to nature.
- **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. This means 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 and response times during the review process. All submissions are peer-reviewed (blind).

How to Submit a Work

Authors are to submit their paper as a PDF to ACE Headquarters (info@aceweb.org). It is to include two files—the cover sheet with author and contact information and the text with figures. Both files must include the title. If the article is accepted, then the author is required 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.

Thomson: Editorial board, information for authors, and other front matter
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.
- Acknowledgment of any funding source.
- Acknowledgment if manuscript is based on prior presentation.

Manuscript Organization

Every article (with the exception of reviews or commentaries) must contain an abstract of no more than 250 words. If applicable, briefly list the purpose, methodology, population, major results, and conclusion. Begin the manuscript text as page 1. Use appropriate headings 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.

Manuscripts should follow the style guidelines in the *Publication Manual of the American Psychological Association* (Fifth Edition).

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

Publication Agreement

Copyright: For a submitted work to be accepted and published by the *Journal of Applied Communications*, the author(s) agree(s) 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 warrant(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 author(s) agree(s) 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.

Reprints

Reprints of single articles are available for 25 cents per copy, with a minimum order of 10 copies. Specify article name and issue. Include a check to ACE. Postage and handling are included. Purchase orders made out to ACE are accepted for orders of \$10 or more.