



Submission and Styling Guide

Thank you for your interest in submitting an article to *Southern Ag Today* (SAT). SAT is targeted toward the general public but composed in a way that should also keep policymakers, colleagues, and members of the food and fiber chain informed of time-sensitive and emerging issues.

Following is the SAT weekly content schedule. Emerging/timely topics may preempt this schedule.

- **Monday:** Crop Marketing
- **Tuesday:** Livestock Marketing
- **Wednesday:** Farm Management and Agricultural Finance
- **Thursday:** Agricultural Policy and Trade
- **Friday:** Ag Law, Specialty Topics, Miscellaneous and Periodic In-Depth Articles

SAT is organized by colleagues across the southern states who serve as Topic Area Coordinators (TACs). The following TACs are the first point of contact for prospective authors.

- **Crop Marketing (Monday):** Aaron Smith (aaron.smith@utk.edu), and Adam Rabinowitz (adam.rabinowitz@auburn.edu)
- **Livestock Marketing (Tuesday):** David Anderson (danderson@tamu.edu) and Josh Maples (josh.maples@msstate.edu)
- **Farm Management/Finance (Wednesday):** Jordan Shockley (jordan.shockley@uky.edu) and Steven Klose (sklose@tamu.edu)
- **Agricultural Policy (Thursday):** Joe Outlaw (joutlaw@tamu.edu) and Bart Fischer (bartfischer@tamu.edu)
- **Trade (Thursday):** Luis Ribera (lribera@tamu.edu) and Andrew Muhammad (Amuhamm4@utk.edu)
- **Specialty Topics (Friday):**
 - **Agricultural Law:** Tiffany Lashmet (tdowell@tamu.edu), Rusty Rumley (rrumley@uark.edu), and Paul Goering (lgoering@umd.edu)
 - **Specialty Topics/Crops:** Kimberly Morgan (kimorgan@ufl.edu) and Maria Bampasidou (mbampasidou@agcenter.lsu.edu)
 - **Economic and Community Development:** Chrystal Thomas (chrystal.thomas@ag.tamu.edu) & Sreedhar Upendram (supendra@utk.edu)
 - **Cooperatives:** John Park (jlpark@tamu.edu)

All submissions are reviewed and approved by TAC Reviewers and then forwarded to leadership for review and publishing approval.

Leadership Team / Lead Reviewers

Bart Fischer (Bart.Fischer@ag.tamu.edu), Ron Rainey (rrainey@uark.edu), Joe Outlaw (joutlaw@tamu.edu), Nathan Smith (nathan5@clemsun.edu)

Unless it is an urgent/timely matter, **submit drafts to TACs no later than one week prior to the expected publishing date.** Earlier is always welcome.

If you plan on writing on a recurring event (e.g. WASDE release), please coordinate with the appropriate TAC. There is a process in place for writing about recurring events—in addition to the weekly topic—with approval from the appropriate TACs and SAT Reviewers.

TACs may reach out to individual authors as needed to ensure that the weekly topic is covered.

How to Write an Article

Your article should have five components:

- **Headline** (This text will lead your article and be the subject of the SAT email. Please summarize the focus of your article succinctly in a brief phrase.)
- **Text** (Ideally 100-250 words)
- **Supporting Figure(s)**
 - Your article should have as few figures as possible—ideally just one.
 - The title of your figure should be included in the article and not embedded in the figure itself.
 - Self-generated figures should be embedded in the article and submitted as an email attachment in **EXCEL** so they can be standardized if necessary. Examples: Font manipulation, title moves, etc.
 - Figures from second-party or online reports should be provided with a **clear link** or reference to the original. The figure should have a legend that clearly coordinates with the intent of your article.
- **Sources** (You are permitted to footnote the source—or hyperlink to the source within the article—at your discretion.)
- **Byline** Author(s), affiliation, Title, email address, logo, and headshot if a new author

Articles are generally composed of 100 to 250 words describing a pertinent figure or illustration. As you draft, you should keep in mind that your submission—while short and succinct—will go through at least two levels of review. Non-relevant material will not be published. We understand the word count may need to be more than 250 to be able to adequately explain and represent the material. We encourage a thoughtful but to-the-point presentation of material to keep the readers interested.

While you can use state-level examples to highlight issues, the article should be broadly applicable to the entire Southern region (or the entire nation). For example, you may highlight a particular credit issue that borrowers in your state are dealing with, but you need to provide context for how that issue is unfolding across the region. This may be a perfect case of co-authoring with someone from another state. **At least one author/co-author must be from the Southern region.**

You are welcome to synthesize material from a broader article you have written. You may also highlight work that you (or your program/center/institute) have been doing, but it must be substantive and not merely a promotional piece.

The visual focus of your article will be a figure, including tables, charts, images, etc. It should be clear and attractive with a descriptive legend (when appropriate). We understand that

not all articles will have a visual component. When possible, titles should be placed directly in the article rather than being embedded inside of figures. Each title should include a number—for example, **Figure 1. March Corn Futures**.

How to Submit an Article to your Topic Area Coordinator (TAC)

Content submissions should be in **WORD**. Use the [Accessibility Checker](#) to keep track of accessibility issues. This will help ensure a smooth transition to the web and email services.

Self-generated figures should be submitted as an email attachment in **EXCEL** so they can be standardized if necessary.

Please copy and paste the following table at the top of your submission (i.e. the **WORD** document) and include your email address in the appropriate box. As your article moves through review, individuals will make notations to this table.

Submitting Author Name & Email:	<i>e.g. John Smith (john.smith@university.edu)</i>
Other Peer Reviewer (Optional)	
TAC Approval:	
SAT Reviewer Approval:	
Publish on Date:	

For examples of published articles, please see our website at www.southernagtoday.org.