Note from the editor

Key Advantages of Submitting Work to the Agenda Setting Journal

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In this issue, we continue to tackle some important presentations from our “50 Years in Agenda Setting Research: Past and Future Perspectives” conference. You’ll see new perspectives and theoretical expansions. Now that we’ve just about exhausted the work from that conference, we’re on the hunt for new work. I’m going to turn inward and discuss why one might submit work to our journal. I’ll be the first to concede that I am more junior than many of the esteemed scholars that appear on our editorial board and in our pages. Perhaps it’s me being from a digital generation, but I’ve always had frustrations when it comes to publishers and the editorial process. While some problems are unavoidable, we here at the Agenda Setting Journal are doing some basic things to make it easier for academics to publish agenda-setting work. To this end, the editorial board and I have worked to establish a flexible set of principles that allow our journal to nimble. We’d like to share these with you below:

Don't Cite 1972

Here at the ASJ, we understand that everyone understands the classic agenda-setting studies. That means that authors can forgo the basic literature and jump into their area of theoretical expansion. This allows authors to focus more on what they find interesting, and cuts down word count. If you’re not sure where your literature review should start, just email the editor (christopher.vargo@colorado.edu).

Replications
We value methodologically sound replications of existing agenda-setting effects as an attempt to keep the empirical rigor of the theory contemporary. This is especially true when your work incorporates new methods. In general, we need more replications of the agenda-setting effect in the digital and social media landscapes. It doesn’t matter that at the end of the day, it’s a validation of what we already suspect. Given the explosion of media, more rigor is needed in new spaces.

**Our Board**

The ASJ editorial board is home to the theoretical origins of the mass-communication theory and its recent expansions. We can guarantee that your article will be reviewed with true theoretical expertise. Upon publication, our distinguished board does its best to promote its articles to the broader agenda-setting network.

Just because our board is distinguished does not mean they are close minded. Our board welcomes new perspectives and critiques on agenda-setting theory. If you’d like, send your idea or prospectus to us. We’re happy to provide feedback through our board prior to submission, or even prior to conducting a study, just send us an email. We’ll give you constructive advice (christopher.vargo@colorado.edu).

**All Agenda Setting, All the Time**

I’m stating the obvious, but the ASJ is devoted solely to agenda setting. As such, it is a journal that people with agenda-setting expertise read. If you want your article to stick out and make a difference, send it to where agenda-setting scholars go for new research on the theory. It’s one way you can make sure your thinking gets integrated by leading scholars in the field.

**Solid Indexing**

Our publisher has ensured that the agenda-setting journal is indexed in the important places, including Google Scholar and various library search portals. If you publish with us, people will find your work.
Flexible Word Count
Given the bespoke nature of our journal, we don't feel the need to enforce hard word counts. We invite authors to write the manuscript as they see fit.

No Initial Style
Finally, we don't see the need to enforce an official style for initial submission. Submit the manuscript; if it's in an accessible format, we'll send it for review. Only accepted manuscripts need conform to current APA style. We have an editorial assistant who is an APA style expert who is here to help. We believe scholars are too busy to spend substantial time in the style guide.

In Closing
I hope you find these accommodations amenable. As always, I’d like to encourage you to reach out with new ideas. As a new journal, we have the ability to be flexible. We can try new ideas, and explore creative solutions to make the scholarship in this area better. As editor, I am not afraid to innovate and be creative. Send me an email at: christopher.vargo@colorado.edu should anything come to mind.

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