General Information

*Choices* authors should write for the general public, avoiding the use of highly technical information, economic jargon or concepts that may not be readily understood. Remember, the average American reads at an 8th to 9th grade level. While not all readers of your article will be average, the goal is to extend readership and knowledge of important information. See the Choices [Writing Style Guidelines](#) for more information.

**Imagery Document**

Your submission should include:

- 5-10 highlighted statistics
- suggested images
- a clear path the facts should follow
- and has not been previously published in any other publications

You are welcome to provide a mock-up of your infographic with the understanding that Choices may modify the product to be consistent with publication standards.

**Title Page**

Please prepare a title page that includes the:

- Article Title: Catchy and less academic.
  
  Magazine Style Example: **Structural Change Implies Unique Role for Federal Credit**

  Academic Style Example (NOT PREFERRED): **Farm and Lender Structural Change: Implications for Federal Credit**

- Author(s)’ Names: for two authors, separate their names with the word “and”; for more than two authors, separate each name with a comma, and include “and” between the last two names.

  Example: Ralph B. Waterson and John R. Craven

  Example: Ralph B. Waterson, Joel Smith, and John R. Craven

- Tweet: Provide a Tweet using no more than 140 characters, including spaces and punctuation. Tweets should communicate an active theme or conclusion of your article.

  Example: Effective risk management strategies are vital to farmers marketing through local food systems. @asheetzMU via @Choices_AAEA
Author Information: List information about each author, including email address, at the bottom of the Title Page. Please include the information about each author in a new sentence and indicate the corresponding author.

Examples: Ralph B. Waterson (ralph@waterson.com), is Professor, Department of Agricultural Economics, Texas A&M University, College Station, TX. John R. Craven (john@craven.com) is Assistant Professor, Department of Agricultural and Resource Economics, University of Florida, Gainesville, FL.

Acknowledgements and Disclaimers should follow the author information as a new paragraph.

Example: This study was funded in part by the U.S. Department of Agriculture under Grant No. 92-EPMP-1-0027.

Link to Published Journal Article: If you have previously published the research from which your Choices submission is written in an academic journal, please provide a link or citation here so that readers who would like more in depth information or model specifics can find it easily.

Formatting and Punctuation

Geographical terms and abbreviations:
  o Follow AP Style (e.g. DC should be D.C., and KY should be Kentucky.)
  o U.S. is to be used for adjective forms (e.g. U.S. food systems) and United States is to be used for the noun form (e.g. It is the oldest agricultural land-grant university in the United States.)
  o EU requires no periods. Spell out European Union (EU) in first use.

Use one space after a period at the end of a sentence and start of the next. Use one space after a colon.
  • Use the final comma in a series of three or more elements. Example: James Jones, Marcus Smith, and Robert Adams

Footnotes

Please refrain from including more than 5 footnotes. These footnotes must be short, at most a phrase or brief sentence.

Style Guides Used by Choices Editors

• Webster's 11th for spellings.
• Associated Press Stylebook.
• This style sheet with specific decisions for Choices overrides the Associated Press Stylebook. This style sheet is updated as needed.
Please refer to the example below to assist in developing your image.

HOW FOOD PANTRIES HELP MITIGATE FOOD INSECURITY: A CASE STUDY OF OUR DAILY BREAD**

100,000 POUNDS of food is distributed to 966 HOUSEHOLDS every month in PAYNE COUNTY, OKLAHOMA.

1 adult household:
- 39,577 CALORIES acquired per visit
- 4.7 TRIPS per year
- 16 DAYS worth of food
- COST SAVINGS: $86.89 vs. $256.67
- MONTHLY FOOD BUDGET: 33.9% of the monthly food budget is met by the cost savings received from food assistance

2 adult & 3-child household:
- 59,577 CALORIES acquired per visit
- 3.9 TRIPS per year
- 6 DAYS worth of food
- COST SAVINGS: $130.81 vs. $905.17
- MONTHLY FOOD BUDGET: 14.5% of the monthly food budget is met by the cost savings received from food assistance

1. Clients can acquire food once a month. These numbers represent the average number of times households visit Our Daily Bread.
2. Documented from foods provided to clients by Our Daily Bread in 2018.
3. The cost of food provided to clients by Our Daily Bread if they had purchased it from a grocery store.
4. The estimated cost of food per month calculated using internal sources.
5. The annual cost savings in food divided by the monthly cost of food.
*On average
*Our Daily Bread is a Food and Resource Center, also known as a food pantry, located in Stillwater, Oklahoma.

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FOR MORE INFO –