

The presence of *Arcobacter* in poultry carcass appears to be as a result of environmental contamination during meat processing and not from faecal material.

**Key Words:** *Arcobacter*, poultry, epidemiology, developing country, real-time PCR

**238 Effects of dietary copper, citric acid and microbial phytase supplementation on digesta pH, ileal and carcass microflora of broiler chickens fed a low available P diet.** A. Aydin<sup>1</sup>, A. Y. Pekel\*<sup>1</sup>, G. Issa<sup>1</sup>, G. Demirel<sup>1</sup>, and P. Patterson<sup>2</sup>, <sup>1</sup>*Istanbul University, Faculty of Veterinary Medicine, Istanbul, Turkey*, <sup>2</sup>*The Pennsylvania State University, State College*.

An experiment conducted to study the effects of microbial phytase (PHY), citric acid (CA) and copper proteinate (Cu) supplementation in broilers (13 to 42 d of age) fed a low available phosphorus diet (0.25 %) on ileal and carcass microflora of broiler chicks. A factorial arrangement (2 × 2 × 2) was used to evaluate 2 levels of PHY (0 and 750 units/kg), Cu (0 and 250 ppm) and CA (0 and 3 %). Addition of 750 FTU microbial phytase significantly reduced the log<sub>10</sub> counts for total anaerobic

bacteria, *E.coli* and Coliform bacteria in the ileal digesta of chicks (0.28, 0.21, 0.68 log<sub>10</sub>, respectively). Microbial phytase supplementation did not affect the *Campylobacter*, *Enterococcus*, *Lactobacillus*, *Clostridium* or *Salmonella* counts in the ileal digesta but significantly ( $P < 0.01$ ) increased the growth and enumeration *Staphylococcus* on the carcass of the birds. Cu supplementation has no effect on pH or microbial count of bacteria in the ileal content of the broilers. However, Cu supplementation produced significant increases in the populations of *Staphylococcus* ( $P < 0.01$ ) and lactic acid bacteria ( $P < 0.001$ ) on the carcass of broilers also. CA supplementation decreased the population of Coliform bacteria in the ileal content significantly ( $P < 0.05$ ) but increased the population of *Staphylococcus* ( $P < 0.05$ ), *Campylobacter* ( $P < 0.05$ ) and lactic acid bacteria ( $P < 0.001$ ) on the carcass of broilers respectively. Findings of the current study indicate that neither 3% CA addition nor Cu supplementation to broiler diets have any significant positive effects on the certain pathogenic bacteria populations in the ileum or on the carcasses, but PHY supplementation might effectively lead to some changes in ileal microbial populations by decreasing some pathogenic bacteria populations. However future research on how microbial phytase affects birds intestinal bacterial population could provide new approaches for microbial reduction in poultry.

**Key Words:** copper, citric acid, microbial phytase, microflora, broiler

## Student Workshop: The Dos and Don'ts of Writing Pubs

**239 The dos and do nots of writing for the trade media.** R. J. Smith\*, *Feedstuffs Newspaper, Minnetonka, MN*.

In writing an article or news release for the trade media, it's critically important to remember that most readers—and most editors who would be handling your material—will not be educated, experienced or trained in the scientific concept that you are addressing. So “de-jargonize” and “de-scientificize.” Other “de’s” include “de-fluff,” “de-commercialize” and “de-opinionize.” Make sure that your first two paragraphs provide “the five w’s”—telling the who, what, when, where and why of your message, and keep your article or news release as short as possible. Always provide graphics—charts, tables, photos—and always provide contact information. Finally, if you are writing an article or news release for the general media, such as a local newspaper or a national publication, everything above should be multiplied by two.

**Key Words:** trade media, five w's, short, graphics, contact information

**240 Writing and publishing an effective journal article from start to finish.** K. J. Navara\*, *University of Georgia, Athens*.

Journal articles represent the currency for scientific success. Without the dissemination of our findings to our scientific peers, our work may go unnoticed and important advancement within the field would not be made. This is why the publication of journal articles is crucial for both the success of an individual in academia as well as the success of the scientific field as a whole. Preparing a manuscript from start to finish, persevering through the review process, and finally getting the work accepted and published is not easy. However, there are many tips

that can help you to manage the writing process efficiently, correctly target your audience, manage and respond to reviewer comments, and produce a successfully published manuscript. A full understanding of the academic publication process is the first crucial step. In a broad sense, knowledge about how your manuscript will be handled, what editors are looking for, and how to respond to reviewer comments can mean the difference between acceptance and rejection of a manuscript. The detailed aspects of the writing process, including perfecting the scientific prose of the manuscript, formatting the manuscript correctly, and preparing effective figures are also extremely important towards effectively conveying an overall message to the reviewers and eventually a specific scientific audience. Tips for getting a scientific journal article started, highlighting and focusing the intended message, and preparing a submission package that will be attractive to editors and reviewers will be discussed.

**Key Words:** scientific writing, publication, scientific prose, manuscript, format

**241 Technical editing and manuscript preparation.** S. M. Pollock\*, *Federation of Animal Science Societies, Champaign, IL*.

After a manuscript undergoes peer review and is accepted for publication, it is retrieved from the peer-review system for technical editing and printing in a journal. The process begins with gathering all the relevant files and processing the figures. Next, the files are marked up, edited, laid out, and sent to authors as proofs. This presentation will focus on the technical editing processes and how to use this information to prepare a manuscript for publication.

**Key Words:** technical editing, manuscript preparation