

ACE beginning with Volume 39, No. 1, October, 1956 and continued to Volume 43, No. 1, 1960. Two issues, Volume 43, No. 2, December, 1960, and Volume 43, No. 3, February, 1961, were edited by Mrs. Marliene Froke, State College, Pennsylvania. From Volume 43, No. 4, April, 1961 until Volume 44, No. 6, June, 1962, ACE magazine was edited and pub-

lished at AAACE National Headquarters, Michigan State University, with Earl C. Richardson as editor. When National Headquarters moved to the University of Illinois in July, 1962, Robert A. Jarnagin became editor. He continued until National Headquarters moved to the University of Nebraska in July, 1965, when J. P. Holman became editor and has continued to date.

## Meet ACE Authors



**ALLAN DEUTSCH** joined the International Plant Protection Center at Oregon State University in 1969 with responsibility for establishing an information/communications program. Previously he was associate editor and director of public relations for the American Soybean Association in Iowa. He earned a B.S. in irrigation science at the University of California, Davis and an A.M. in communications at Stanford University with intervening stints as a hydrologist, standards and methods engineer, and Peace Corps volunteer (in Pakistan). He is a weekend welder and truck fancier.

**CHRISTIE ANDERSON**, information specialist with the International Plant Protection Center, has day to day responsibility for operating the Center's information activity. She completed a B.A. degree in biology at San Francisco State University and an M.S. in animal behavior at Utah State University. At USU she designed and directed a major consumer survey and wrote the concluding report. She is a sailing enthusiast and an active officer in the U.S. Coast Guard Auxiliary.



**ARLAND R. MEADE** is Agricultural Editor, head of the Department of Agricultural and Natural Resources Publications, and associate professor of Cooperative Extension at the University of Connecticut. In addition to the other experience he has had, as listed in the October-December 1977 Quarterly, Arland worked a couple of years for the Holstein-Friesian Association, Brattleboro, VT, before going into military service. He was a cryptographer for the Army Airways Communication System of the Air Forces. He also served as historian for the First AAACS Wing for several months.

For years he has been active in World Federalists, USA, and in the Esperanto League of North America.

Arland is currently president of the University of Connecticut chapter of Phi Kappa Phi, the only person to be president two terms in the history of the Connecticut chapter.

**MANUEL PIÑA, JR.** is a communications specialist for Special Programs with the Texas Agricultural Extension Service. Since 1972 he has given leadership to efforts to communicate with the Spanish-speaking people of Texas. In this respect has employed mass media to create an awareness of Extension and educational media for agents and specialists to use directly with the clientele. He holds two bachelor's degrees in agriculture (agricultural education and agricultural journalism), a master's in educational administration, and is a Ph.D. candidate in adult and extension education. Prior to joining Extension he was a captain in the U.S. Marine Corps.



**J. C. MAURICE L'ARRIVEE** has headed the Editorial Services Unit, Information Division, Agriculture Canada since 1968. A horticulture graduate from the University of Manitoba, he earned his doctorate in entomology from Iwas State University in 1958. Dr. L'Arrivee served 11 years at the Brandon (Manitoba) Experimental Farm as a research scientist, during which time he produced a number of scientific and technical papers and bulletins. In 1965 he was transferred to Ottawa and, in 1967, he became a publications writer. This paper, *Computerized Inventory of Publications*, was presented at the Northeast AAACE meeting in April 1977 and is reproduced here because of the general interest in computer use that it generated.

**DAVID A. ZARKIN** was a member of the Minnesota AAACE crew at the time he wrote his article **Campaign Media Research Results**. He has since taken a position as Director of Public Affairs for the Minneapolis Grain Exchange. He will be responsible for the Exchange's educational and public relations program.

Zarkin was on the University Agricultural Extension Service faculty in communications and educational aids for eight years. Before that he was with the Idaho Statesman, in Boise, an editorial assistant for NBC News in Los Angeles, and a reporter for UPI in Los Angeles and Spokane, Washington, where he was born and reared.

He has a BA in radio-television from the University of Washington and an MA in journalism from the University of Minnesota. He is a member of the Society of Professional Journalists and AAACE.



## What's Coming

The April-June issue of ACE Quarterly will be the last of the series put out by your present headquarters operation. Your editor will no doubt take advantage of editorial prerogatives to put in a few words about the experience of the past three years. Beyond that, the book is really quite open at this time. We have only one manuscript on the spindle. It is much too short to make a book.

So, if any of you author-types out there in AAACE-land feel the urge to uncork, or can take time to write one of those dandy pieces you've been "putting off until you had more time", here's your chance. Get crackin'.

One thing we've observed in our almost 50 years as a professional communicator is that most people in our particular field of communications can sit down and knock out a pretty good piece of writing in a surprisingly short while, if they just get at it. But, the rub is "getting at it".

I realize, of course, that the opportunity to "make the ACE Quarterly" won't be lost simply because we are moving the headquarters to Missouri in July, 1978. Far from it. Joe Marks and his crew will be putting out an even better Quarterly over there. We're sure you'll want to submit material to them. They'll be publicising their plans for the Quarterly and the Newsletter soon. You'll be pleased, we're sure. But, don't hold back now.

We'll pass on to Joe and his staff any surplus manuscripts we have and can't find space for in the next issue of the Quarterly. So, you'll still get your chance. Give it a try, eh?



## Editor's Note

Among publications that come to AAACE Headquarters is the Aviation/Space Writers Association *NEWS*. In their October, 1977, issue the *NEWS* editors printed Walter Williams' *The Journalist's Creed*. Hoping you will like it as much as we did, we are reprinting it on our inside back cover this time, with thanks to the Aviation/Space Writers Association *NEWS*.

## The Journalist's Creed

*I believe in the profession of journalism.*

*I believe that the public journal is a public trust; that all connected with it are, to the full measure of their responsibility, trustees for the public; that acceptance of lesser service than the public service is betrayal of this trust.*

*I believe that clear thinking and clear statement, accuracy and fairness, are fundamental to good journalism.*

*I believe that a journalist should write only what he holds in his heart to be true.*

*I believe that suppression of the news, for any consideration other than the welfare of society, is indefensible.*

*I believe that no one should write as a journalist what he would not say as a gentleman; that bribery by one's own pocketbook is as much to be avoided as bribery by the pocketbook of another; that individual responsibility may not be escaped by pleading another's instructions or another's dividends.*

*I believe that advertising, news, and editorial columns should alike serve the best interests of readers; that a single standard of helpful truth and cleanness should prevail for all; that the supreme test of good journalism is the measure of its public service.*

*I believe that the journalism which succeeds best — and best deserves success — fears God and honors man; is stoutly independent, unmoved by price of opinion or greed of power, constructive, tolerant but never careless, self-controlled, patient, always respectful of its readers but always unafraid; is quickly indignant at injustice; is unswayed by the appeal of privilege or the clamor of the mob; seeks to give every man a chance, and, as far as low and honest wage and recognition of human brotherhood can make it so, an equal chance; is profoundly patriotic while sincerely promoting international good will and cementing world-comradeship; is a journalism of humanity, of and for today's world.*

**Walter Williams**



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