

## The Fun of Being Coordinator

James P. Chapman\*

Every AAACE member should have the privilege of serving as AAACE Headquarters Coordinator. The experience would do more to build a strong, purposeful, and functional organization than anything else I can imagine.

Functioning as AAACE representative at the state or agency level gives some members a little exposure to the workings of our association. But, the involvement at this level is often without much understanding of the total operation or any dedication to the duties of that special post. This is understandable when one realizes that the method of deciding which member of the staff gets the assignment is a sort of eenie-meenie deal, and the staff member who gets the "moe" gets little if any orientation to the duties involved.

These people need help — better orientation and greater inspiration — to be good AAACE reps.

It does the headquarters coordinator's heart good to see how some other members take on the responsibilities of the AAACE rep, following through to the last minute on their duties, and making their state stand out as a super AAACE place.

Being a director or other officer gets one still closer to the heart of AAACE. Those who take seriously their duties and make the most of their

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\* The author retired at Ohio State University June 30, 1975. He and Mrs. Chapman prepared immediately to travel to the AAACE summer meeting in Honolulu, where he assumed the duties of AAACE Headquarters Coordinator, Secretary-Treasurer, and Editor. Jim and Edna will "retire" again at the AAACE meeting in Asheville, where Joe Marks and his colleagues at the University of Missouri will take on your headquarters operation.

opportunities as members of the Board really get to feel the pulse of their association.

But, being "the coordinator, secretary-treasurer and/or editor" puts one right in the vortex of the pool of our 700-some associated bodies. One needs a darned good boat and a mighty paddle to keep afloat. It also helps if one's spouse is a good bookkeeper and keeps the membership records. If one succeeds, the elation and gratification are equal to those from any other aspect of a successful career in ag communications. It has been for us.

The more trying moments of the job do irritate one and spoil a day now and then. Chores like keeping minutes of Board meetings and writing them up as soon as possible so they can be returned to Board members for their verification and guidance are tedious, demanding duties. Yet, having at one's fingertips "the business" of the organization gives one the *opportunity to know* and to administer the business knowledgeably.

Keeping ahead of the many calendared activities, some of which overlap, and all of which require, or at least offer opportunity for, membership involvement is a challenge. Unless one has been through such an experience it is difficult to imagine the satisfaction that accompanies a surging response by the members to the membership renewal campaign each year, or the appeal for nominees for the several awards our association offers, or the voting in AAACE elections.

We can always count on certain individuals to perform well any assignment they may take. Our faith is rewarded and our spirits lift us right up to the top rung of the appreciation ladder when these "reliables" some through. Our elation is extended when we see the "new and younger" members take on such duties and perform them equally well. We know AAACE is in good hands as we lay down our tools and turn the job over to the next generation.

The icing on our cake, though, is to read the nice letters, and meet all the great people from all over AAACEland. My wife and I, after our three year stint at running your national headquarters office, realize better than ever before that our world is full of choice human beings. We appreciate the privilege of working with and *for* them. We only wish we could get to know each one personally, meet them face to face, and cement what we feel has become a wonderful relationship. We will remember these last three years with pleasure and sincere appreciation for the remainder of our lives.

## Looking Ahead

**This is the last issue of the ACE Quarterly to be published by the Ohio State AAACE Headquarters crew. Next issue will come from the new team in 1-98 Agriculture Bldg., University of Missouri, Columbia, MO 65201.**

This information has special significance. It means for one thing that all individuals planning to send in material for possible use in the Quarterly for the next three years should change the mailing address to which they will send their manuscripts.

Your editors at the new headquarters location will be Jim Shaner and Don Esslinger. These two men are both publications experts, and AAACE is fortunate to have two such individuals both working on this publication at the same time. We are not informed on the division of responsibility they have in mind. They haven't told us which one will do what on the book, but having some inkling of the manner in which the people at the University of Missouri work together on things, we feel assured. We look forward confidently to a quality publication in the ACE Quarterly.

The fellows say they haven't reached any firm decision on page size or general format for the book, but some changes are possible.

More likely are changes in the content of the Quarterly. Jim and Don are planning to run articles in two major categories — journal quality articles by members submitted and reviewed by three persons, either three members, or two members and one non-member. These articles would be either:

1. Journal articles reporting fully on research, theoretical considerations, or philosophical or historical concepts involved in communication with audiences of AAACE members, or

2. Analytical reviews of campaigns, team approaches, and other efforts that show combined staff contributions and use of media. These should include case studies, describing results, strengths, weaknesses, and other pertinent aspects.

Other departments under strong consideration are

1. Research In Brief — handled by a section editor.
2. Reviews — possibly a section editor reviewing books, etc.
3. Communications Tools (hardware or software) — a section editor or several persons reviewing, reporting on, and looking for new techniques and equipment such as educational media development, computer access, video discs, and others.

## Associate Editors

Jim and Don have already asked the Directors of the five AAACE regions, including Washington, D.C., to appoint or arrange for election of associate editors (one in each region) who will solicit articles, screen and submit them to the national editors at Columbia. Associate editors will be key persons in the review system, possibly as first reviewers.

Regional meetings presentations will be a source. Speeches and presentations by members at other events should be noted, plus keeping an eye on activities of members who are conducting evaluation and other significant contributions to the subject matter.

## Section Editors

These individuals will be appointed members who by virtue of their positions or duties are particularly suited to lending their professional talents to sections such as research in brief, communications tools, and other reviews.

So, rally 'round all you hopeful author-types. Get your manuscripts in order, and get on the firing line. Don Esslinger says they hope to establish a spirit of participation by members. They may even have a "Letters to Editor" feature, and a "Point-Counterpoint" theme to some topics for member reaction. Sounds like fun.

Names of the associate editors in the various regions have not all been announced yet. The ones we know are for the Southern and the Western Regions. Director Ralph J. Ballew (MS) named Bill Reed, of the University of Arkansas, P.O. Box 391, Little Rock, AR 72203, as the Southern Region Associate Editor for the ACE Quarterly, which Shaner and Esslinger will produce.

If Southern Region members have articles which would fill the requirements for either of the two major categories listed earlier, send them to Bill Reed.

Similarly, Lorraine Kingdon, Director for the Western Region, reports that Terry Day, Ag Phase II, 401F, Washington State University, Pullman,

WA 99163, will be associate editor for the ACE Quarterly in that region. Western Region members should submit their major articles to him for the Quarterly.

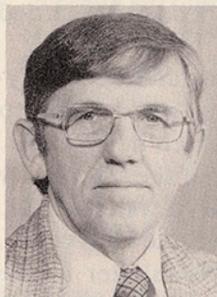
Names of associate editors for the other regions have not been forwarded to your editor yet.

As a further note, the new Headquarters Coordinator and Secretary-Treasurer, Joe Marks, has also instituted an associate editor corps to channel materials to him for the AAACE Newsletter, which he will edit.

Southern Director Ballew has named Roland Brooks, of the University of Georgia, Athens, GA 30602, as associate editor for the Newsletter. Ms. Kingdon has named Tom Gentle, Ext. 422, AdS, Oregon State University, Corvallis, OR 97331, to be associate editor for the Newsletter in the Western region.

Watch for additional information on associate editors and procedures for submitting materials for the Quarterly and Newsletter. Your editor will report all available information in the June Newsletter.

## Meet ACE Authors



**K. ROBERT KERN** is professor of journalism and mass communication and Extension Editor at Iowa State University, Ames, IA. He started working in the Extension Editorial Office as a graduate assistant in 1950-51. He was Assistant Extension Editor from 1951 to 1958, completing his MS work in 1955. He was Associate Extension Editor from 1958 to 1963 and has been Extension Editor since 1963. Bob was on special assignment as Information Officer for the International Crops Research Institute for the Semi-Arid Tropics in Hyderabad, India, February through July 1974. He has held all elective AAACE offices, serving as president in 1966, and chairman of the Future of AAACE Task Force in 1967. The last two years he has been chairman of the Communication Processes Task Force, working on proposals for a national ag communications training program.

**WILLIAM L. CARPENTER** is head of the Department of Agricultural Information and professor of adult education at North Carolina State University. His department is responsible for teaching and research in ag communications. He received his master's degree in journalism at the University of Wisconsin in 1955 and four years later was named AAACE's "outstanding ag college editor in the U.S." Bill is presently a member of the Communication Processes Task Force chaired by Bob Kern, and is chairman of the 1978 National AAACE Meeting Program Committee.



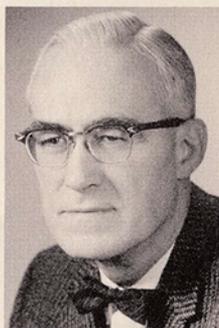
**WILLIAM SONNENMANN** has been publications editor in the University of Nevada College of Agriculture since 1959. He is responsible for both extension and experiment station publications, communications training in the counties, and photography. Bill has been a member of AAACE for many years, is currently a member of the Reuben Brigham Award Committee, and will be remembered for his article just a year ago on his CB project for 4-Hers in his state. His hobbies include travel and radio and he is a member of the Photographic Society of America. They all meld in his current article on multi-projector slide shows.





**CHESTER J. TELLER** is director of College Relations for Cook College at Rutgers University, New Brunswick, NJ, and largely responsible for ag communications work at the university. He was a 1949 graduate of the College of Agriculture at the University of Missouri, and has been with the New Jersey Cooperative Extension Service since 1966. His last previous contribution to ACE Quarterly was in the January-March issue in 1977.

**JAMES P. CHAPMAN**, your AAACE headquarters coordinator and editor for the past three years, is a native Kansan; received a BS in Industrial Journalism at Kansas State in 1932, and an MS in Education in 1942. He joined the Extension Information Service at Kansas State in 1936 as assistant extension editor — radio. In 1942 he went commercial (WHO, Des Moines; WTAM (NBC), Cleveland; and WRFD, Worthington, OH) until 1955 when he returned to extension as TV editor at Ohio State. Except for a two year tour as ag information advisor to the Punjab Agricultural University in India, and a couple of shorter assignments (one in India and one in Brazil), he continued as a member of the ag communications staff at Ohio State until he retired in 1975.



**DONALD E. ESSLINGER**, at left, and **JAMES R. SHANER**, right, are both publications specialists on the ag information staff at the University of Missouri, Columbia. They will share duties as editors of the ACE Quarterly beginning with the next issue.





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