

A FEW COMMENTS seem in order concerning the "Proceedings" issue of *ACE Quarterly*, which you received a short time ago. That issue represents a lot of work by many people, and their efforts should be acknowledged.

First, I want to publicly recognize the contribution that Mark Allen, of Michigan, made and offer my personal thanks and commendation for a job well done. Mark accepted the responsibility of assembling all copy and editing it for style, and he came through with flying colors. Obviously this relieved me of a lot of work and I'll be eternally grateful. But most important, he ensured a complete proceedings of high journalistic quality. For this all members owe him a vote of thanks. Mark would be the first to point out the cooperation he received from program participants. Most of us have had some experience with publishing proceedings and know how difficult it is to get copies of papers from all speakers. A quick check of last year's program reveals that all major papers are included, and there are reports from all discussion sessions. This calls for a hearty "well done" to all speakers.

The Editor's Corner

Publishing of a proceedings represents a forward step for AAACE. I've thought for some time that we have progressed to the point that such a step should be taken, and I commend last year's officers and board for making it possible. We may someday want to make it separate from the *Quarterly*, but regardless of form it should be continued.

No editor worth his salt (or one not worth his salt, I suppose) can editorialize on something like an annual meeting program without finding something to disturb him, and I'm no exception. The thing that struck me in reading through the papers and discussions, just as it did during the program, is the feeling that land grant college editors are trying to be everything to everybody. I kept expecting a report on somebody's publication or news packet that tells people how to do surgery at home. I'm afraid we spread ourselves too thin when we try to dabble in everything, regardless of how important each individual program or effort may be. We still have enough problems in trying to communicate with audiences of long standing about enduring agricultural, homemaking and youth problems. For my part,

I'm happy to be an editor. I have no desire to be a social worker, administrator, teacher, preacher.

But enough about last issue. There are some provocative stories in this one.

Once I decided that Don Nelson wasn't really proposing to unleash another fighting General Grant against the South, I read his offering with more interest. But his ideas still bother me.

I think Don has identified a serious problem, but it's the reverse of what he says. It seems to me that the big problem is that subject matter people and communicators alike are too wrapped up in "programs." After awhile the program becomes the all important thing and we tend to forget that it is people we are supposed to serve. That's really the big trouble with government agencies of all kinds, from local to national. A program starts out to accomplish a noble purpose, but then the organization gets bigger and bigger (empire building, I call it), and finally the program and organization become the major interest and the original objective is lost in paper work.

Jack Belck, in his story beginning on page 20, hits a lot of targets and should find agreement on some point with most of us. His problem is that many may react only to the jab that hits close to home, as I did.

Really, I think Jack is bothered by some of the same things that I noted in the annual meeting program — the problem of our chasing around in every direction and trying to solve all problems of society. He does a good job of pinpointing the pressures for this sort of thing, and recognizing that communicators are generally forced into it.

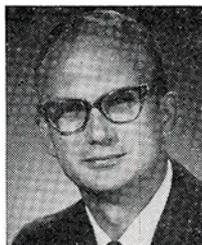
Something mentioned by Jack that really bugged me a few years ago was how many ag administrators seemed ashamed of being identified with agriculture. This showed up in the business of changing names of colleges and research stations to sound more scientific. As one experiment station director told me, "The only time I'm allowed to use the title of experiment station director is when I'm writing to Washington — the university still likes that federal money." Fortunately this seems to be a passing trend, and agriculture is again becoming a good word on many campuses.

Now if we can just convince administrators that communicators are the most important members of the ag team.

R.E.S.

Meet ACE Authors

DON NELSON was associate extension editor for community and public affairs at Iowa State before joining the Federal Extension Service staff in Washington, D.C. in September 1970. The Illinois native is now information specialist, rural information. A former farm newspaper editor, he graduated from University of Illinois (B.S.) and Oklahoma State (M.S.).



LEO R. FEHLHAFFER, extension radio-television specialist at Washington State University, was on the University of Minnesota Extension information staff for seven years before assuming his present job. He is a graduate of University of Nebraska, where he also did radio-TV work, and holds the M.S. from Minnesota. He also worked for an Omaha TV station. He holds membership in the National Association of Farm Broadcasters and Epsilon Sigma Phi.

W. K. SONNEMANN, JR., is publications editor at the College of Agriculture, University of Nevada, at Reno. He has held his present position for the last 12 years. His other jobs have provided a variety of experience. He was experiment station field editor at Colorado State University, did public relations for an agricultural cooperative in Seattle, Washington, and worked in the newspaper field for two and one-half years while in Washington.



JACK BELCK is at the West Virginia University Appalachian Center, Morgantown, where he serves as extension publications specialist. The Boston University graduate (B.S. in radio-tv broadcasting) holds the M.S.J. from West Virginia and served as 4-H, experiment station, home economics, and extension editor at University of Massachusetts. He has authored over a dozen paper-back novels, numerous short stories, and an essay in *Atlantic*.

GEORGE BEVARD recently resigned from the University of Illinois information staff and now lives in Byers, Colorado, where he says picking up the mail provides greatest excitement. An AAACE member since 1955 and former regional director, he has had a varied career. This included work on a farm magazine, 13 years at Colorado State, and the last three years at Illinois. He graduated from University of Denver (B.A. in journalism) in 1948.



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