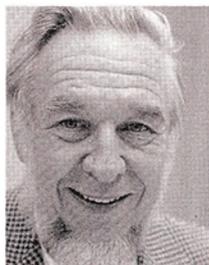


Meet ACE Authors



HAROLD B. SWANSON is professor and extension communications specialist, Department of Information and Agricultural Journalism, University of Minnesota. He served as Department head and program director, Extension communications, from 1948-1974 when he resigned to devote his time to teaching, training, and research. He is former president of AAACE and editor of ACE. He has received the USDA Superior Service Award and was named Minnesota Adult Educator of the year in 1974. He received his B.A. and M.S. degrees from the University of Minnesota and his Ph.D. from the University of Wisconsin where his thesis related to motivation, with special emphasis on Maslow's hierarchy of needs.

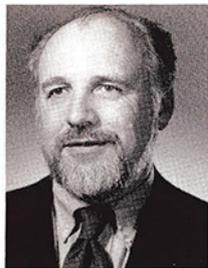
WILLIAM F. BRADEN is assistant editor at Texas A&M University. He has both a bachelor's and a master's degree from that institution and has been on the information staff there since 1964. His main responsibility is the weekly news packet and a column on crop, livestock and weather conditions. A member of Alpha Zeta and Phi Kappa Phi, Bill distinguished himself as both a student and a military graduate of Texas A&M, as a recipient of an Opportunity Awards scholarship and the Anderson-Clayton scholarship for agricultural journalism.



DR. WILLIAM L. (BILL) 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 agricultural communications, in addition to a broad program of agricultural, information channeled through commercial mass media. Bill graduated from N.C. State with a B.S. in agricultural economics in 1952. He received a master's degree in ag journalism at the University of Wisconsin in 1955, and a Ph.D. in adult education from Florida State in 1968. He was AAACE's "outstanding ag college editor in the U.S." in 1959.

FREDERICK B. WARNER, JR., is an editor for County Extension News Services at Cornell University. He previously worked for Eastern States Farmers Exchange (now Agway, Inc.) and Holstein-Friesian Association of America before joining the Cornell staff in 1967. He holds B.S. and M.S. degrees from Cornell.





Coauthor ROBERT L. BRUCE is professor of Extension Education at Cornell where he has been on the faculty since 1962. He was assistant experiment station editor and a county agent in his native Nebraska, and was publications editor and assistant state leader in Agricultural Extension in Maryland. He holds advanced degrees from Cornell and received his B.S. from University of Nebraska.

What's Coming

The next issue of ACE will have an interesting article by Ralph Reeder, Purdue, about the J. C. Allen & Son photography team that has done such a fantastic job specializing in pictures of farm life.

Also in the next issue will be an article on the AAACE Critique and Awards program as evaluated by Glen Goss, Director of Agricultural Communication at Penn State. Glen really dug into the whole operation as chairman of a committee to give our C & A set up a thorough going over last year.

We have several other pretty good prospects in material forwarded to us by our predecessors at Morgantown, as well as in articles promised by other authors. One such is on the adoption of the metric system and some of its ramifications for editors and other communicators by our friend and funster "Ham" Kenney, Ontario, Canada's inimitable agrelations expert.

Those who know Harold Swanson well will readily recognize his scholarly touch in our lead article this issue. You will also understand that individuals like him do not merely sit around twiddling thumbs between newspaper editions or radio or television shows. No, Harold has another article in the hopper. It will be on creativity in communication. Watch for it.

Your editor is glad to have this kind of support on this job. He hopes every AAACE member who is sincerely interested in making his or her organization as vibrant and as relevant as possible will contribute in every way he or she can. This may be in a meaningful article based on research in our field or some closely related field. Or it may be simply in helpful suggestions or constructive criticism aimed at making our publication more worthwhile. Whatever it is, do contribute. AAACE Quarterly needs you, and we want you to need the Quarterly.



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