



Quarterly

Volume 64
Number 3
July-Sept 1981

Contents

Style and Accuracy in Writing

Dorothy Sparer.....

Science Journalists: The Myth Is as Good as a Mile

(An ACE Opinion)

Joseph J. Marks

Of Professionalism: What Is It? Who Is a Professional?

(An ACE Address)

Fred I. Jones.....

A Survey of Southern Agricultural Broadcast

Programming

Donald M. Springer and James L. Hall

Research Briefs.....

The Home Economics Agent As a Delivery Relay

Delores T. McGlashon

Employed Women's Use of Mass Media

Lloyd Bostian

After-Thoughts on Questionnaires

William F. Braden



Agricultural Communicators in Education

QUARTERLY STAFF

EDITOR AND COORDINATOR

Hal R. Taylor
6608 Pinedale Court
Falls Church, VA 22041

ASSOCIATE EDITORS

WESTERN REGION

Terence Day, 401 Agricultural
Science, Phase II, Washington State
University, Pullan, WA 99163

NORTH CENTRAL REGION

Clifford Scherer, 111 N. Curtis Hall,
Iowa State University, Ames, IA
50010

SOUTHERN REGION

Bonnie Riechert, College of
Agriculture, University of Georgia,
Athens, GA 30602

NORTHEAST REGION

Doris Henrique, College of
Agricultural Sciences, University of
Delaware, Newark, DE 19711

D.C. REGION

Donald L. Nelson, U.S. Department
of Agriculture, Rm 5048-S,
Washington, D.C. 20250

RESEARCH BRIEFS AND REVIEWS

Mason Miller, U.S. Department of
Agriculture, RM 6417-S, Washing-
ton, D.C. 20250

Jim Shaner, 1-98 Agriculture
Building, University of Missouri, Col-
umbia, MO 65211

J. Cordell Hatch, 119 Agriculture Ad-
ministration Bldg., Pennsylvania
State University, University Park, PA
16802

ACE Quarterly is published each quarter by the Agricultural Communicators in Education. Agriculture, as treated herein, has to do with communication about home economics, youth and community development, conservation and forestry, food safety and quality, marketing, management as well as farm and ranch production practices. Education, as treated here, has to do with the instructional and adult educational programs of the land-grant system and other institutions of higher learning, including those state and federal agencies serving the public in rural and urban settings.

Library subscriptions are \$25 yearly. Single copies of back issues may be obtained for \$5 each, when available. Address all correspondence to: ACE Quarterly, 6608 Pinedale Court, Falls Church, VA 22041 or call (703) 941-7063.

The annual ACE membership fee of \$25 for the calendar year includes all quarterly issues. For more information regarding membership, write the Coordinator at the address above.