



Agricultural Communicators in Education

Send manuscripts to ACE Quarterly, 1-98 Agriculture Building, University of Missouri-Columbia, MO 65211. Send research briefs to Robert Hays, 66 Mumford Hall, University of Illinois, Urbana, IL 60801, and send reviews to Larry Meiller, 101 Agricultural Journalism Building, 440 Henry Mall, University of Wisconsin, Madison, WI 53706.

The editors welcome articles reporting statistical research, theoretical considerations, or philosophical or historical concepts involved in communicating with the audiences of ACE members. Evaluations and tests by ACE members of their media methods also are welcome as are tips, reviews, and thoughtful editorial comments.

Submit four copies on 8½x11 bond. Xerox copies are acceptable. But the editors consider a submission to ACE Quarterly as a commitment not to be breached by submission to other journals while the article is under review. With each manuscript, enclose a self-addressed, stamped postcard, with the title of the article so the editors can acknowledge its receipt.

The cover page should include the title of the article, the author(s), their affiliation, special funding or grants and agency, ACE-relevant biographical information, and whether or not a more detailed report is available from the author(s).

Footnotes should be used only for substantive comments about the text. Number them consecutively with superscripts within the text, but type them separately. References should be listed within the text itself between brackets, e.g. [Carey, 1972]. Do not use *ibid*, *op cit*, *loc cit*, etc. If a reference is a direct quote, also include the page number, e.g. [Carey, 1972 p. 28]. For repeat citations from the same author, discriminate from one work and another produced within the same year with "a," "b," etc. e.g. (Carey, 1972a).

Bibliographical entries should begin with the reference number and be listed in alphabetical order by the (first) author's last name. Within each entry, list the first author's last name first and other authors regularly. Include full bibliographic information.

Tables and figures should be submitted camera-ready in protective cardboard. At the appropriate place in the text on a line by itself, say "Table 1 about here," etc.

ACE OFFICERS AND DIRECTORS

President

Lorraine B. Kingdon
314 Agriculture Bldg.
University of Arizona
Tucson, AZ 85721
(602) 626-4999

Melvin N. Gagnon
Agricultural Information
4415 Chemistry Annex
University of California
Davis, CA 95616
(916) 752-1934

President-Elect

Eldon E. Fredericks
Ext.-Resch. Info. Services
Michigan State University
East Lansing, MI 48824
(517) 355-1758

Brad Schneller
Ministry of Agriculture & Food
Legislative Buildings
Queen's Park
Toronto, Ontario
Canada M7A 2B2
(416) 965-7571

Vice-President

Ralph J. Ballew
Extension Information
Mississippi State University
Mississippi State, MS
(601) 325-2262

Mike Balas
Publications Supervisor
Sperry New Holland
New Holland, PA 17028
(717) 354-1275

Directors

Dorothy Holland
Dept. of Ag. Comm.
204 Reed McDonald
Texas A & M
College Station, TX 77843
(713) 845-2211

Ralph Reeder
400 N. River Rd., 1134
West Lafayette, IN 47906
(317) 743-9741

Past President

Lloyd R. Bostian
440 Henry Mall
University of Wisconsin
Madison, WI 53706
(608) 262-1196

Delbert T. Dahl
Office of Ag. Comm.
Room 67 Mumford Hall
University of Illinois
Urbana, IL 61801
(217) 333-4780

National Headquarters

1-98 Ag. Bldg.
University of Missouri
Columbia, MO 65211

Larry Quinn
Television Service
Room 535A, USDA
Washington, DC 20250
(202) 447-5746

Coordinator:
Joseph J. Marks
(314) 882-6546

James R. Griffith
412 Roberts Hall
Cornell University
Ithaca, NY 14853
(607) 256-7673

Editors:
Jan Colbert
Don Esslinger
James Shaner
(314) 882-8237

ACE Hdqtrs.
1-98 Ag. Bldg.
University of Missouri
Columbia, MO 65211

Non Profit Org.
U.S. POSTAGE
PAID
COLUMBIA, MO.
PERMIT NO. 232

BbD
ROBERT R FURBEE
101 W DODRIDGE
COLUMBUS OH

43202