

Journal of Applied Communications

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Professional Development

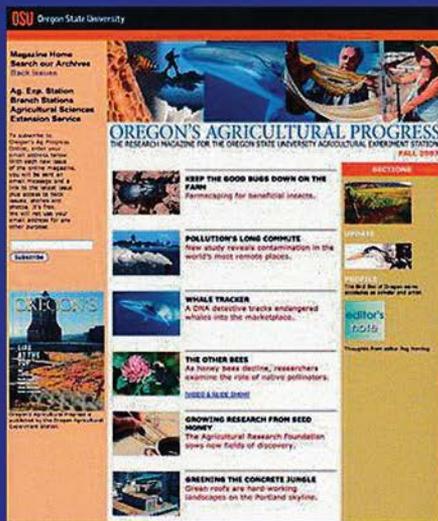
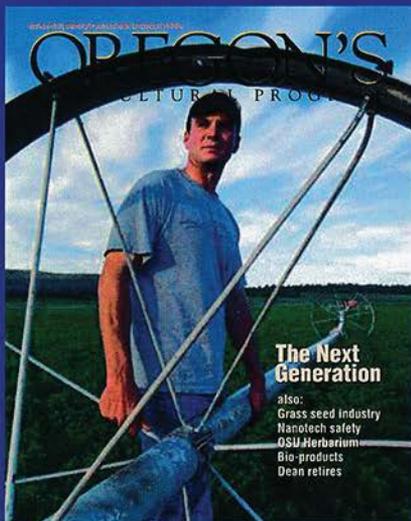
Developing an International Framework and Agenda for Agricultural Communications Research

Research

Is Print Dead? Characterizing the Influence of Print and Online Audiences From a Readership Survey

The Agricultural Blogosphere: A Snapshot of New Agricultural Communicators Online

ACE Membership: A Benchmark Study



Official Journal of the Association for
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- **Peer-reviewed** to ensure accuracy and quality of editorial content
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On the Cover

Oregon's *Agricultural Progress* magazine has been distributed to Oregonians as a print publication for over 50 years. A Web version of the magazine was recently introduced and a readership survey conducted to profile both print and online readers, learn more about their opinions of the two media, and characterize their involvement in communities across the state. Read more on page 23.

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ACE develops professional skills of its members to extend knowledge about agriculture, natural resources, and life and human sciences to people worldwide.

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In This Issue...

Mark Tucker
JAC Executive Editor

Applied communication professionals are nothing if not practical. Especially in the workplace, we're more likely to learn by doing than by reading or theorizing.

Yet we're indebted to communication theoreticians and historians for much of what we know. Their insights are especially helpful when it comes to adoption of new communication technologies and media. For example, learning from television's influence on radio, our predecessors found that new media usually don't replace existing media, but they often transform and redefine them. Audiences may come to expect new or more specialized content from both the old and new media, and the process repeats when newer media are again introduced.

It's a very tidy explanation that's easy to describe from a distance. But it's much more complex for communication practitioners and managers who must make daily decisions about media strategies to reach target audiences. Theory provides a place to start, but we quickly discover that we need more specific information, data, and insights from those who are close to the situation.

That's why I'm happy to introduce this issue's current articles and authors. They provide an interesting mix of theory, data, and discussion about pressing issues in our field. Peg Herring and Bob Rost ask, "Is Print Dead?" Their data provide not only a partial answer to the question, but also a platform for further discussion. Emily Rhoades and Kelsey Hall then take readers on an excursion through the "Agricultural Blogosphere." On another front, David Doerfert and his colleagues share a possible framework for agricultural communications research. Finally, Judith White and Gary Wingenbach provide insights about ACE members and their needs.

