

## Meet ACE Authors



**JAMES F. EVANS** is acting head of Agricultural Communications at the University of Illinois, and heads up the teaching and research activities of the department. He has a broad background in communications, having worked in both commercial farm radio and advertising before undertaking graduate work. His research at the University of Illinois has provided substance for more than 25 published reports and articles related to communications. A number of these have appeared in ACE Quarterly.

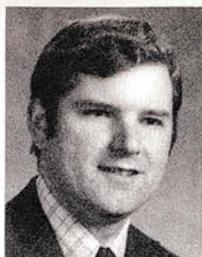
**RALPH L. REEDER** is one of the older AAACE members who keep in touch with other old timers. He is uniquely qualified to synthesize the SOBS' get-together at annual meeting each summer. Ralph is a journalism graduate of the University of Nebraska. He did his master's work at Michigan State. After working for the Nebraska Farmer, and the Colorado Rancher & Farmer, and as alumni editor and agricultural editor at the University of Nebraska, he joined the agricultural information department at Purdue well over a second quarter of a century ago. He headed the department for 17 years, and more recently has handled the community development information program in Indiana.



**PAUL GWIN** is Information Specialist and Professor of Extension Education at the University of Missouri, Columbia. He joined Missouri Agricultural Editor's staff in 1953 as Experiment Station and Extension publications editor. Has held that position since. Prior to that he spent three years as feature writer for the Kansas City Daily Drovers Journal and two years as a 4-H Club Agent in Kansas.

Paul has a B.S. from Kansas State, '48, and an M.S. from the University of Missouri, 1964. He has served on several AAACE committees; most recently on the Basic Communications Committee in 1975-76. He was recipient of the 1972 AAACE Professional Improvement award.

**PAUL GOUGH** is editor at The Connecticut Agricultural Experiment Station in New Haven and is responsible for press releases, station bulletins, and the station library. He holds a B.S. in journalism from Boston University, and wrote on education for the Boston Traveler and on science and environment for The New Haven Register prior to joining the Connecticut Station staff in 1973. He is immediate past president of the Connecticut Chapter of The Society of Professional Journalists, Sigma Delta Chi. He learned tape editing at WGBH in Boston while taking a broadcast journalism course at BU. His tapes are used on WTIC in Hartford.



**DONALD L. NELSON** joined Extension Service, USDA as Program Leader, Rural Development Information in September 1970.

Nelson received his B.S. in Agricultural Journalism from the University of Illinois in 1956 and his M.S. in Agricultural Economics from Oklahoma State University in 1963. He was Associate Extension Editor, at Iowa State, 1963-70.

During his years at Iowa State Nelson received the USDA Superior Service Award in 1967 as a member of the ISU public affairs task force; received the Pioneer AAACE Award in 1968; and during 1968-69 served as a part-time Communications Consultant for the Model Cities program in Des Moines.

Nelson is a member of Alpha Zeta, Epsilon Sigma Phi, OPEDA, and AAACE. He was chairman of the AAACE Basic Communications Processes Task Force, 1975-76.

**(MRS) GARTH KETEMER** is associate director of the Information Branch of the Ontario Ministry of Agriculture and Food. Since we have no picture and it wouldn't be in color if we did have, the best way to identify her for you AAACERs who have seen her is "She is the charming redhead from Ontario." She has been with the Ministry of Agriculture and Food for nine years, beginning as an editor, and being promoted to an associate directorship about three years ago. She has a BA from the University of Saskatchewan and experience in most media work except newspaper. Since she denies authorship of the piece on metric time, we'll have to identify her simply as the contributor of an anonymous author's effort.

## What's Coming?

Actually, what's coming is a bit of a question. We have only a partial answer, if you expect us to be specific. We have another article by Harold B. Swanson of Minnesota. He looks at attitudes of research and extension people toward media and various publics.

We also have a number of presentation papers from last summer's meeting in San Antonio, but we haven't tried yet to set them against any kind of criteria to see how they might fit into the Quarterly.

And, frankly we have some manuscripts we are unsure should go into the Quarterly.

But, we could use some more good articles. Hopefully, some of you talented people will take a little time to put on paper some of those good ideas you've been mulling over and will send us your manuscripts one of these days.

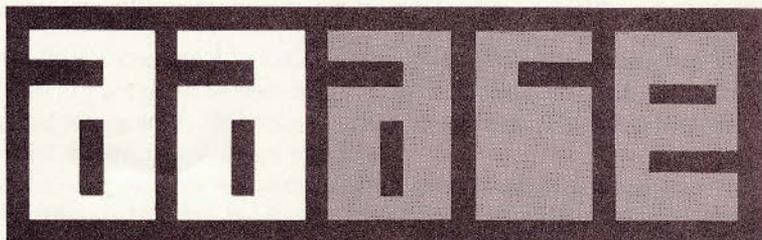
Occasionally we get a nice comment from one of the members on the "good job you are doing on the Quarterly." Believe me, all such thoughts are appreciated. But, your Quarterly can be only as good as the contributions you make to it.

Our main concern is that we maintain some degree of scholarly dignity and content, and write as professionals should; and that our efforts may help raise the professional status, attitude, and knowledge of our membership.

This does not mean that our articles have to be heavy, stilted and dull. Our feeling is that our authors can contribute scholarly material in bright, entertaining, and even humorous language if it be suited to the subject.

We hope all members who have a burning desire to express themselves on subjects of general interest to communicators of our ilk will do so. Use the same good judgment and common sense you exercise daily in your jobs, and write for your fellow communicators.

That's what we need.



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**2120 Fyffe Road**  
**Columbus, Ohio 43210**

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