

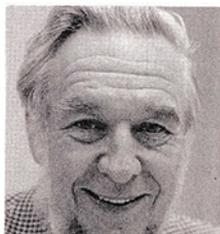
any to anticipating future agricultural activities of the graduate.

Even so, these recommendations differ from those of the 1950's. In a 1957 national study, Clyde Duncan solicited course recommendations from 200 professional agricultural communicators. More than 50 percent recommended that an aspiring agricultural journalist should take these nine agriculture courses: general agricultural marketing, field crops, rural sociology, introduction to agriculture, animal nutrition, general agricultural chemistry, forage crop production, marketing of grain and livestock products and soils.²

The composite picture of 183 agricultural college communicators who took part in this study reinforces some common assumptions: college-related communicators have more education than most agricultural communicators and often come from journalism-related degree programs. We find mixed evidence about levels of experience and mobility of agricultural college communicators compared with their colleagues in industry. Considerable variation appeared, even among agricultural college communicators.

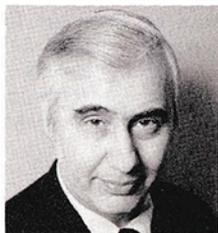
²Clyde H. Duncan, "An Evaluation of the Agricultural Journalism Curriculum in Land Grant Colleges." Master's thesis, University of Missouri, 1957, pp. 47-49.

Meet ACE Authors



Again, HAROLD B. SWANSON is our leadoff man with the second article he promised us on improving our communications. This time he collaborated with Warren Gore. Their thoughts on creativity can help all of us. Since we started this series, Harold has reached another plateau. He has retired, and the University of Minnesota has gone through the search for a successor to the position of department head and program director, extension communications. Knowing Harold, we suspect this will simply be one more occasion for a change of hats. What is retirement, anyway?

WARREN GORE, co-author with Harold B. Swanson of the lead article **Creative Communication is for You**, is assistant professor, Rhetoric, and extension communications specialist at the University of Minnesota. He has been active in extension speech training for several years. He received his B.A. in journalism from the University of Missouri and his M.A. in English from the University of Iowa. He has taught at the University of Cincinnati, University of Omaha, Illinois Institute of Technology, and Iowa State.



RALPH L. REEDER, who shares with us some of the near price-less pictures of J. C. Allen and Son, is last year's winner of the Professional AAACE Award. Ralph is a journalism graduate of the University of Nebraska, and did his master's work at Michigan State. After working as associate editor of the Nebraska Farmer, and the Colorado Rancher & Farmer, alumni editor and agricultural editor for the University of Nebraska, he joined the department of agricultural information at Purdue where he has worked for over a quarter of a century. He was head of the department for 17 years. Most recently he has handled the information program on community development in Indiana.



S. H. WITWVER is the kind of an administrator AAACE members like to have supporting their efforts. His article on **Communicating with Communicators** evidences an understanding and appreciation of the challenge we face that some of us suspect is lacking in our own administrators. Dr. Wittwer is director of the Michigan Agricultural Experiment Station, assistant dean of the College of Agriculture and Natural Resources, and professor of horticulture at Michigan State University.



JAMES S. EVANS is head of teaching and research activities in the Office of Agricultural Communications, University of Illinois. Dr. Evans worked commercially in farm radio and in advertising before undertaking graduate work. His research activities at the University of Illinois have resulted in more than 25 published reports and articles related to communications.

EUGENE A. KROUPA is assistant professor in the Department of Agricultural Journalism, University of Wisconsin-Madison. A native of Belleville, Illinois, Dr. Kroupa earned B.S. and M.S. degrees in agricultural economics at the University of Illinois, and a Ph.D. in mass communication at Wisconsin. He teaches agricultural advertising, and does research on farmers' use and understanding of market news.



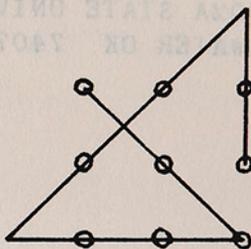
What's Coming

Well, your editor goofed! Last quarter we indicated that this issue would carry an article by Glen Goss on his evaluation of the Critique and Awards program. Right now, when we're all thinking about our entries for this year's ratings, is "when the iron is hot" for his article, too. But, we didn't get it in this issue. Maybe it won't be too late for the next one, which we hope to have out by the end of April, or early in May.

Also in that issue, we hope to run Ham Kenney's article on "Going Metric: A Matter of Litreship", or "The Metric Game—Let's Follow the Litre". He hasn't decided yet which title he'll use, but you can bet that whatever he calls it, it will be good reading.

Among other possibilities to choose from are Conrad Reinhardt's "The Facilitator"—A Communications Therapist; John Philpot's shorty entitled "Take Another SLR Look"; results of a study of attitudes of people in a predominantly rural county toward several mass media sources of information—by three co-workers in rural sociology at Ohio State; and a consolidation from "Working with the Metropolitan Media" by Terence L. Day, Washington State's agricultural research writer. This was the talk he gave at last summer's meeting in Hawaii.

Your editor takes this opportunity to invite you to contribute. We know there are many of you who have studies you could write up for the Quarterly, ideas to pass on to others, articles you've been thinking about writing for a long time, but simply haven't taken time to write. Now is the time. We are going to need copy for the summer issue. Let us hear from you.





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