

# Journal of Applied Communications

Volume 74

No. 1, 1990

- Communications Methods Used by  
Agricultural Extension Agents**
- An Overview of Agricultural  
Communications Programs and Curricula**
- Course Work Offered in Agricultural  
Communication Programs**
- Writing and the Productive Agricultural  
Scientist**
- Assessing Interactive Videodisc in  
Extension**
- Bridging the Gap with High-Tech:  
Are We Really?**
- Reviews**
- Call for Papers**

## **Name Change**

*The ACE Quarterly* has been changed to the *Journal of Applied Communications*. The new *Journal of Applied Communications* will **not** be published quarterly, but rather on the basis of the number of manuscripts submitted.



**Official Journal of the  
Agricultural Communicators in Education**

**Editor:**

Curtis E. Paulson  
Room 204, Ag. Admin.  
2120 Fyffe Road  
The Ohio State University  
Columbus, Ohio 43210-1099  
(614) 292-6671

**Managing Editor:**

Donald N. Collins  
655 15th Street, N.W.  
Suite 300  
Washington, D.C. 20005  
(202) 639-4050

**Associate Editor:**

Sherrie R. Whaley  
Room 250, Ag. Admin.  
2120 Fyffe Road  
The Ohio State University  
Columbus, Ohio 43210-1099  
(614) 292-1354

**Assistant Editor:**

Karen L. Wargo  
253 Kottman Hall  
2120 Coffey Rd.  
The Ohio State University  
Columbus, Ohio 43210-1099  
(614) 292-2011

**Editorial Board**

**Blannie E. Bowen**  
**Doris H. Crowley**

**Larry K. Tennyson**  
**JoAnn Pierce**

**Manuscript Review Board**

**Blannie E. Bowen**, Penn State University; **John Brooks**, Louisiana State University; **Terry Canup**, New Mexico State University; **Karen Cronin**, Virginia Tech University; **Terence L. Day**, Washington State University; **LaRae M. Donnellan**, University of Vermont; **Michael Doyle**, Michigan State University; **Dennis Hinkamp**, Utah State University; **Lyn Jarvis**, University of Vermont; **David A. King**, Oregon State University; **J. Steven Lay**, University of Alaska - Fairbanks; **Evelyn Liss**, Oregon State University; **Joe Marks**, University of Missouri; **Darcy Meeker**, University of Florida; **Haven Miller**, University of Kentucky; **Joyce Patterson**, Oregon State University; **Bonnie Riechert**, University of Tennessee; **Mark Tucker**, The Ohio State University; **Emmalou Norland**, The Ohio State University.

**Publications Review Board**

**James Shaner**, University of Missouri, Coordinator; **Linda Benedict**, University of Missouri; **Patricia L. Calvert**, U.S. Dept. of Agriculture; **Joe Courson**, University of Georgia-Tifton; **Debrah Jefferson**, University of Missouri; **James King**, University of Nebraska-Lincoln; **Darcy Meeker**, University of Florida; **Greg Nolting**, University of Missouri; **Carol Sanders Reiner**, University of Arkansas; **Clifford Scherer**, Cornell University; **William H. Smith**, International Rice Research Institute, Manila, Philippines.

# Journal of Applied Communications

Volume 74

No. 1, 1990

- |                          |   |    |
|--------------------------|---|----|
| <input type="checkbox"/> | <b>Communications Methods Used by<br/>Agricultural Extension Agents</b><br><i>Dasse' Bouare and Blannie E. Bowen</i>    | 1  |
| <input type="checkbox"/> | <b>An Overview of Agricultural<br/>Communications Programs and Curricula</b><br><i>Ann Reisner</i>                      | 8  |
| <input type="checkbox"/> | <b>Course Work Offered in Agricultural<br/>Communication Programs</b><br><i>Ann Reisner</i>                             | 18 |
| <input type="checkbox"/> | <b>Writing and the Productive Agricultural<br/>Scientist</b><br><i>LaRae M. Donnellan and Susan M. Ross</i>             | 26 |
| <input type="checkbox"/> | <b>Assessing Interactive Videodisc in<br/>Extension</b><br><i>S. Kay Rockwell, James W. King<br/>and Thomas C. Tate</i> | 34 |
| <input type="checkbox"/> | <b>Bridging the Gap with High-Tech:<br/>Are We Really?</b><br><i>Theodore Hutchcroft</i>                                | 43 |
| <input type="checkbox"/> | <b>Reviews</b>  | 50 |
| <input type="checkbox"/> | <b>Call for Papers</b>  | 57 |

## **Name Change**

The Board of Directors and officers of Agricultural Communicators in Education (ACE) changed the name of this official journal from *The ACE Quarterly* to the *Journal of Applied Communications*. The new *Journal of Applied Communications* will **not** be published quarterly but rather on the basis of the number of manuscripts submitted.