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AMERICAN ASSOCIATION OF AGRICULTURAL COLLEGE EDITORS

## *PROCEEDINGS*

*55th Annual Meeting*

*American Association of  
Agricultural College Editors*

*July 11-14, 1971*

*Cocoa Beach, Florida*

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# aaace

AMERICAN ASSOCIATION OF AGRICULTURAL COLLEGE EDITORS

ACE is the official journal of the American Association of Agricultural College Editors. It is published to promote the objectives of the Association and to provide inspiration and information to the members for the constant improvement of their professional services.

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*55th Annual Meeting*  
*American Association of*  
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*Introduction*

The 1971 AAACE program was an attempt to remind ourselves that AAACE is an organization of professionals who have a special kind of knowledge about the audiences we reach. This was an all AAACE program, and all AAACE papers and discussion sections were presented by AAACE members.

We zeroed in on a selection of eight major audiences and, following the papers, discussion sessions were held. For this purpose the group was broken up into the following media: research publications, extension publications, research press, extension press, radio-TV, visuals, and communications program planning. We are publishing the papers and a summary of the discussion sessions in this special edition of *ACE Quarterly*. These proceedings are being distributed to university communications departments and other institutions and organizations throughout the United States.

*Mark Allen, Michigan*  
*Program Committee Member*

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