

A RECENT CHARGE that research papers at the 1971 meeting of Association of Southern Agricultural Workers — and the research behind them — were poorer than in years past left me with a feeling of guilt for myself in particular and for Southern college editors in general. The accusation was in a well-known and respected farm magazine, and the editor making the statement is a personal friend who has covered ASAW meetings for many years. I count him a friend of land grant colleges, so his reaction was an honest one based on his experiences.

What makes me feel bad about the situation is that what he sees as poorer research and papers may be simply a matter of difficulty in covering. For you who aren't familiar with ASAW,

The Editor's Corner

it is an "umbrella" organization of 16 subject matter sections from Southern land grant universities and other organizations. (Majority of members are researchers, but many are from extension.) The sections meet concurrently, with only a couple of general sessions when all groups come together. Thus, you can see the difficulty encountered by an editor trying to cover the meeting for a general farm magazine.

Until a few years ago, college editors in the host state worked hard to cover ASAW meetings and make it possible for a commercial editor to get the hot news from each section. We followed the "out-of-style" practice of getting releases from each state on newsworthy papers, and these were made available to reporters and editors covering the meeting. This left them time to do a more thorough job on especially hot or interesting papers, or to do some interviews with attending scientists. But as we have become more sophisticated this type activity is no longer professional enough for us, so covering editors in recent years have been left with little help.

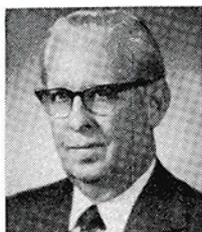
Although the charge that triggered my comments followed the 1971 meeting, don't get the idea I'm aiming at this year's host. To set the record straight, I must admit to being one of the host editors the year that the "old-style" coverage was dropped. That very year I heard a complaint from the same editor who this year wrote about the poor papers and poor research, so I'm certain he wanted help like we formerly provided.

Maybe we need to reconsider our rush to drop all old methods. Some of them are still good.

R.E.S.

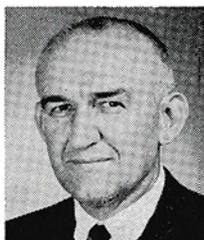
Meet AAACE Authors

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RICHARD L. LEE directs all information services—press, radio, television, and publications—for University of Missouri College of Agriculture and Extension Division. He has been agricultural editor and professor of extension education since 1959, five years after joining the Missouri faculty. A long-time member of AAACE, Lee has served as director, vice-president, and president. He is a native Missourian and World War II Navy veteran.



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