

The   
**QUARTERLY**

Official Journal of the Agricultural  
Communicators in Education

Inside

ACE Quarterly Makes Changes

Classroom Research Project  
Helps Students "Know" Their  
Readers

Interactive Video: A Report  
from The ACE Western Regional  
Workshop

A Study of University of Idaho  
"Ag News" Published by Idaho  
Newspapers

Reviews

Publishing Policy



## Agricultural Communicators in Education

QUARTERLY EDITOR,  
ACE COORDINATOR

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

EDITORIAL DIRECTOR,  
MANUSCRIPT REVIEWS

LaRae H. Donnellan  
Research Publications Editor  
Morrill Hall  
University of Vermont  
Burlington, VT 05405  
(802) 656-3024

### REGIONAL EDITORS

#### NORTHEAST REGION

Lyn Jarvis  
University of Vermont  
Burlington, VT 05401-0106

#### NORTH CENTRAL REGION

Michael V. Doyle  
Michigan State University  
East Lansing, MI 48824-1039

#### SOUTHERN REGION

Bonnie Riechert  
University of Tennessee  
Knoxville, TN 37901

#### D.C. REGION

Judith Armstrong Bowers  
U.S.D.A. Room 3137-S  
Washington, D.C. 20250

#### WESTERN REGION

Terence Day  
Washington State University  
Pullman, WA 99163

#### REVIEWS

Jim Shaner  
University of Missouri  
Columbia, MO 65211

#### RESEARCH BRIEFS

Clifford Scherer  
Cornell University  
Ithaca, NY 14853

## ACE QUARTERLY MANUSCRIPT REVIEWERS

LaRae Donnellan  
Exp. Sta. Research Editor  
University of Vermont

Meg Ashman  
Head, Office of Information  
University of Vermont

Ned Browning  
Communications Specialist  
Auburn University

David King  
Coordinator, Public Affairs  
Oregon State University

Tom Knecht  
Head, Publications Section  
North Carolina State University

Patricia Lewis  
MPM Assoc./Special Consultant  
Rutgers University

Robert Logsdon  
Ext. Media Specialist  
University of Vermont

Joe Marks  
Ag. News Director  
University of Missouri

Patricia Mucke  
Publications Editor  
University of Tennessee

JoAnn Pierce  
Publications Coordinator  
IFAS-University of Florida

Bonnie Riechert  
Ag. Exp. Sta. Chair, Communications  
University of Tennessee

Laurie Wink  
Ag. Information Coordinator  
Michigan State University

The æ

# QUARTERLY

Official Journal of the Agricultural Communicators in Education

Volume 70

Number 3, 1987

## Table of Contents

### ACE Quarterly Makes Changes

LaRae M. Donnellan..... 3

### Classroom Research Project Helps Students "Know" Their Readers

Barbara Cooper..... 9

### Interactive Video: A Report from The ACE Western Regional Workshop

B. Jeanne Gleason, Scott V. Fedale,  
David A. King, Mary Miller ..... 15

### A Study of University of Idaho "Ag News" Published by Idaho Newspapers

Marlene A. Fritz..... 23

Reviews..... 31

Publishing Policy..... 32

## On The Cover

The illustration shown was used in direct mail and poster promotion for the Agribusiness Computer Short Course and Trade Show at the Institute of Food and Agricultural Sciences, University of Florida. Currently, it is being used in ads in five farm journals related to computers in agriculture.

Drawn from an in-house photo, the pen and ink illustration was used to gain a bolder, more striking visual appearance. The concept was designed to promote user-friendliness of computers to farmers, and does not reflect gender, so that the glove could belong to a home gardener, farm wife, ag worker, farm family member—nearly anyone who works with their hands.

*Illustration by Reed Pedlow; art direction by Ashley Wood. Both are with the Editorial Department, IFAS. Wood is an ACE member, and chairs the Graphic Design Special Interest Group.*