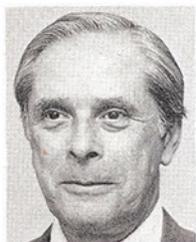


Meet ACE Authors



BERNARD BRENNER is Farm Writer, United Press International, Washington, D.C. He was born in Brooklyn, N.Y.; graduated University of Missouri, 1943; member of Sigma Delta Chi; joined UPI in 1944 as a radio sports writer in New York City. In 1945, he was named UPI's Southern Division Radio Editor, with headquarters in Atlanta. In 1952, he assumed his present position as UPI's national farm editor, responsible for both farm newspaper coverage and farm radio broadcasts. In 1975, he served as President of the Newspaper Farm Editors of America. AAACE named him as recipient of the Reuben Brigham Award in 1977.

M. RUPERT CUTLER is Assistant Secretary for Conservation, Research, and Education of the U.S. Department of Agriculture. Dr. Cutler supervises the Agricultural Research Service, the Cooperative State Research Service, the Extension Service, the National Agricultural Library, the Soil Conservation Service and the Forest Service, and serves as Director of the Department's Commodity Credit Corporation.

Dr. Cutler was born in Plymouth, Michigan, grew up in Detroit, and attended the University of Michigan where he received an undergraduate degree in wildlife management in 1955.

In 1969, he entered Michigan State University, earning M.S. and Ph. D. degrees in MSU's Department of Resource Development. He joined the staff at Michigan State in 1973, serving as Assistant Professor of Resource Development and Extension Program Leader in Natural Resources Policy until receiving his USDA appointment.



GRETCHEN S. KOLSRUD is Assistant to the Director, New and Emerging Technologies, Office of Technology Assessment-U.S. Congress. The objective of this project is to explore how to increase OTA's capabilities to provide early warning of emerging problems for the U.S. Congress. Ms. Kolsrud previously held the position of Program Manager for the Transportation Assessments Group in OTA. Transportation modes in which assessments were undertaken include the automobile, urban mass transit and rail transportation. Prior to joining OTA, she was employed by NASA and responsible for oversight of human factors research programs in aeronautical flight management and simulation at three NASA Centers. As an independent consultant and as an employee of two consulting firms, she conducted a variety of research studies, primarily in ground and air transportation. While at Honeywell, Inc., she investigated human response to stress and did basic research in vision and brain function.



DR. R. KENT WOOD holds degrees from the University of Utah (B.S.), University of Denver (M.A.), Western Michigan University (Ed.S.) and his doctorate from Brigham Young University in Higher Education Administration, with emphasis in Instructional, Information and Library Science. He spent his early years in farming and ranching in Cedar City, Utah with his father until he entered government service with the Federal Bureau of Investigation in 1953, while completing his undergraduate studies, a portion of which was completed at George Washington University in Washington, D.C.

He has published in a number of media and educational journals including *Phi Delta Kappan* and the *International Journal of Instructional Media*. His most recent articles on Videodisc Technology have been reprinted for the Library of Congress Video Recording Conference (July, 1977) and will also appear in *Peoples Computers*, a recent home consumer non-profit journal dealing with micro-computers for home use (October, 1977).

ARLAND R. MEADE bears the titles of Agricultural Editor, head of Department of Agricultural and Natural Resources Publications, and Associate Professor of Cooperative Extension at the University of Connecticut, Storrs. His work there dates from 1963. Prior positions included Experiment Station Editor at both Oregon State University and the University of Arizona. He was in advertising and sales promotion for Allied Mills, Inc., Fort Wayne, Indiana; in the information department of Eastern States Farmers Exchange, West Springfield, Mass.; and did a "hitch" in the former Technical Cooperation Administration information service in Baghdad, Iraq.

Arland is now midway through the second year of a two-year term as AAACE Director for the Northeast Region.



THOMAS J. MCCORMICK became head of the Office of Information, University of Vermont, in September, 1977, after 17 years of press, radio, photography and teaching for the Extension Service and Experiment Station. Before that he was an editor of daily and weekly newspapers in Vermont, wrote radio copy in New York City, was master of ceremonies for a resort hotel, flew a dive-bomber for the Navy and was a steam meterman. Married, with eight children, he has had (of necessity) an extensive free-lance career. He lists his major activities as reading, sports, and paying the grocer.

What's Coming

With the number of special presentations at this summer's AAACE meeting touching on new technologies and opportunities in communication, we would like to have a few more in future issues of ACE Quarterly, but getting manuscripts is difficult sometimes.

For next issue, we have on hand another short article by Arland R. Meade, agricultural Editor in Connecticut, who authored the article on "Teaching, and How It Came to Pass" in this issue. His article on "Communication Through a Multilingual Glossary" will strike a responsive chord with all AAACE members who have struggled with the problem of trying to make plain English of some of the special vocabularies used by researchers, and administrators, and others with whom and for whom we work, as well as the problem of trying to make ourselves understood in communicating with people of other countries and cultures.

Also, look forward to a paper from J.C.M. L'Arrivee, head of editorial services in the Information Division, Agriculture Canada, up at Ottawa. He has an article on a "Computer Inventory of Publications" which those of us who have trouble keeping satisfactory catalogs of our publications and the quantities we have distributed and still have on hand may find helpful.

We have an article on "Campaign Media Research Results" authored by David A. Zarkin, of the University of Minnesota Department of Information and Agricultural Journalism, and a piece on "Care and Weeding of International Agricultural Communications" written by Allan Deutsch and colleague Christie Anderson, of the International Plant Protection Center, Oregon State University.

Again, we call attention to the change authorized by the AAACE Board last summer in selecting the ACE Quarterly Best Article for future awards. All articles written by AAACE members who have paid dues before May 1 of a given year are eligible for the awards to be given that year. Articles will be selected from issues starting with the April-June (No. 2) issue of one year through the Jan-Mar (No. 1) issue of the next year. Starting in 1978, an award will go to the author of the article the judges think "best" for the year, and honorable mention awards will go to the authors of the two "next best" articles among that year's selections.



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National Headquarters
Ohio State University
2120 Fyffe Road
Columbus, Ohio 43210

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