

# **Journal of Applied Communications**

---

**Volume 77**

**No. 1, 1993**

---

- Use of Electronic Transmission by  
Agricultural Communications News Units**
  
- Print and Television News Components of  
Agricultural Communications Programs  
at Land-Grant Universities**
  
- Graduate Education in Agricultural  
Communication: The Need and Role**
  
- Communicator Roles in  
Third World Development**

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

**Editor:**

**JoAnn Bell Pierce**  
305 Rolfs Hall  
University of Florida  
Gainesville, FL 32611  
(904) 392-0502

**Managing Editor:**

**Ashley Wood**  
ACE Coordinator  
PO Box 35  
Evinston, FL 32633  
(904) 392-9588

**Editorial Board**

*Terence Day, Chair, Washington State University, 1991-95*  
*Melva Berkland, Iowa State University, 1993-95*  
*Blannie Bowen, Pennsylvania State University, 1991-94*  
*Ned Browning, Mississippi State University, 1991-94*  
*Larry Tennyson, South Dakota State University, 1991-95*

**Manuscript Review Board**

**Robert Agunga**, Ohio State University; **Blannie E. Bowen**, Penn State University; **John Brooks**, Louisiana State University; **Terry Canup**, New Mexico State University; **Mary L. Cilley**, University of Florida; **Joe Courson**, University of Georgia; **Karen Cronin**, Virginia Tech University; **Terence L. Day**, Washington State University; **LaRae M. Donnellan**, University of Idaho; **Michael Doyle**, Michigan State University; **Anita Povich** and **Robert Hays**, University of Illinois; **Dennis Hinkamp**, Utah State University; **Lyn Jarvis**, University of Vermont; **David A. King**, Purdue University; **J. Robert Kern** Communication for Agriculture World-Wide; **J. Steven Lay**, University of Alaska-Fairbanks; **Evelyn Liss**, Oregon State University; **Joe Marks**, University of Missouri; **Haven Miller**, University of Kentucky; **Emmalou Norland**, Ohio State University; **Bonnie Riechert**, University of Tennessee; **Ricky Telg**, Texas A&M University; **Mark Tucker**, Ohio State University.

**Publications Reviewers**

*Editor, Reviews:* **James Shaner**, Elizabethtown College.  
*Southern Region:* **Carol Sanders Reiner**, University of Arkansas.  
*North Central Region:* **Robert Hays**, University of Illinois; **Debrah Jefferson**, **Harlan Lynn**, and **Mike Thomas**, University of Missouri; **James King**, University of Nebraska-Lincoln; **Kurt R. Knebusch**, Ohio State University. *Western Region/International:* **Tom Gentle**, **Ken Kingsley**, **Joyce Patterson**, and **John Sulzmann**, Oregon State University; **K. Robert Kern**, Communication for Agriculture World-Wide; **Richard Carlson**, Yucaipa, California.

**Production Assistants**

**Helen Huseman**, **Kathryn A. Schreyer**, University of Florida

## ACE Officers and Board 1993-94

### President

Linda Benedict  
Southern University

### Vice-President

Terry Meisenbach  
University of Nebraska

### President-Elect

Valorie McAlpin  
North Carolina A&T  
State University  
(919) 334-7047

### ACE Coordinator

Ashley Wood  
PO Box 35  
Evinston, FL 32635  
(904) 392-9588

### Northeast

Lyn Jarvis  
University of Vermont

### North Central

Robert Furbee  
Kansas State University

## Directors

### District of Columbia

Cathy Selberg-Bridwell  
U.S. Department of Agriculture

### Associate

Mary G. Miller  
Interactive Design and  
Development

### West

Scott V. Fedale  
Washington State University

### Retirees

Richard L. Lee  
Columbia, Missouri

### South

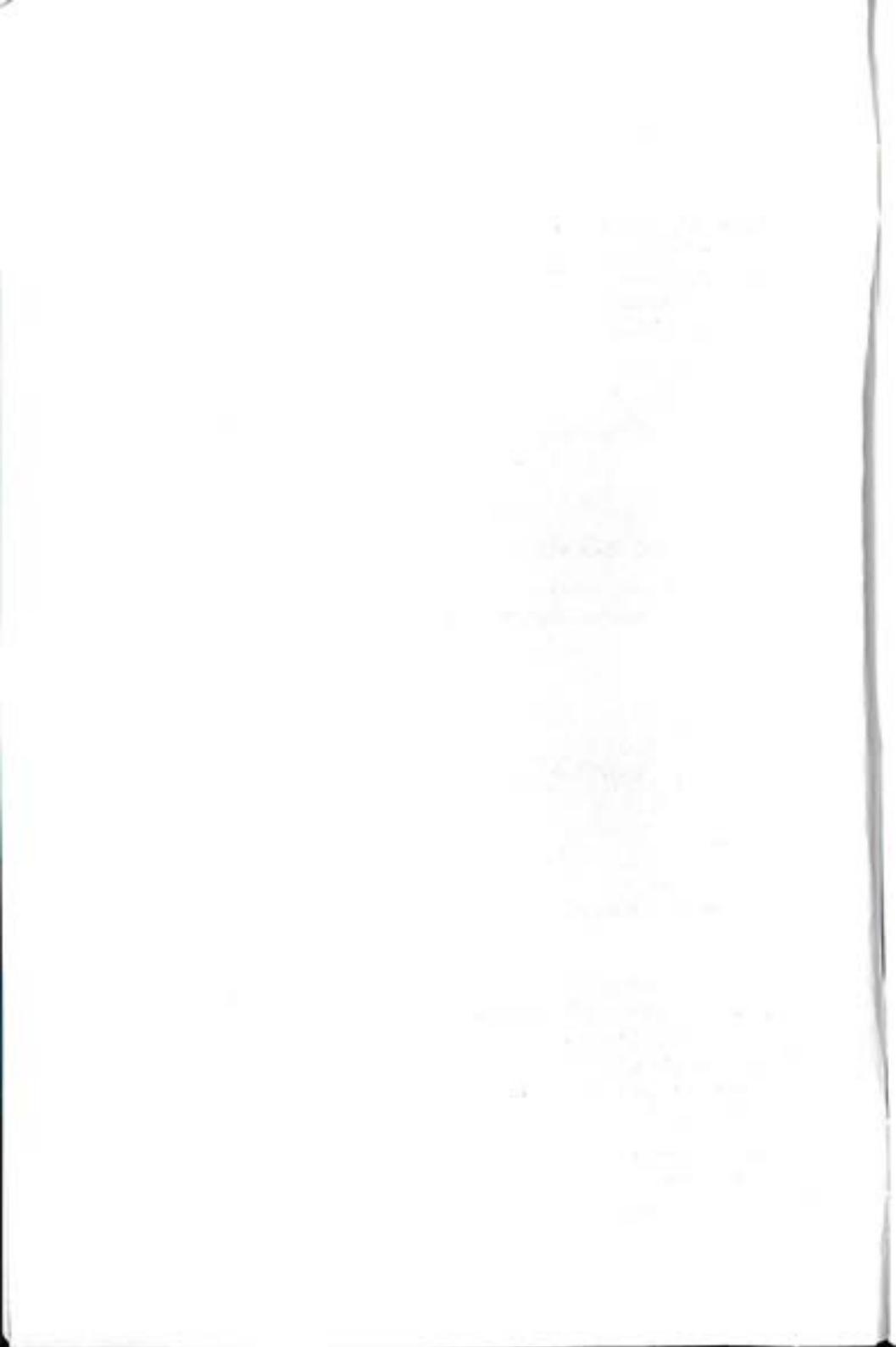
Julia Graddy  
University of Florida

### Past President

Jack Sperbeck  
University of Minnesota

The *Journal of Applied Communications* is published by the Agricultural Communicators in Education. **Subscription rates:** Members of ACE receive the *Journal of Applied Communications* as part of regular membership services. The rate for non-members, libraries, and others is \$75 a year. Single copies of back issues may be obtained for \$15 each, when available.

Send all change of address notices and subscription requests to:  
Ashley Wood, ACE Coordinator, University of Florida, Bldg. 116, PO  
Box 110810, Gainesville, FL 32611-0810



# Journal of Applied Communications

---

Volume 77

No. 1, 1993

---

- 1 Use of Electronic Transmission by  
Agricultural Communications News Units**  
Marlene A. Fritz  
University of Idaho
- 9 Print and Television News Components of  
Agricultural Communications Programs  
at Land-Grant Universities**  
Ricky Telg  
Texas Agricultural Experiment Station
- 15 Graduate Education in Agricultural  
Communication: The Need and Role**  
Kristina M. Boone  
Curtis E. Paulson  
R. Kirby Barrick  
Ohio State University
- 26 Communicator Roles in  
Third World Development**  
Robert A. Agunga, Ph.D.  
Ohio State University

