

# Journal of Applied Communications

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## ***Professional Development***

Musical Chairs: Preparing Extension Communication Units for Inevitable Change

## ***Research***

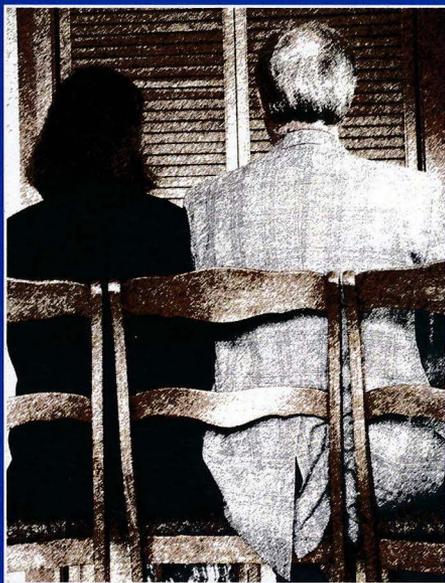
What Are Agriculture Industry Professionals Trying to Tell Us?

Newspaper Coverage of the Bovine Spongiform Encephalopathy Outbreak in the United States: A Content Analysis

Who Is an ACE Member? Results From a 2005 ACE Member Survey

## ***Commentary***

Impact Statements: So What? Who Cares?



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### Caption: Cover Photo

*In this issue, Margaret Herring and her co-authors provide tips for preparing communication units for inevitable change. Remaining at the table is challenging but possible even in today's "musical chairs" environment. See the article on page 9.*

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