

advance

AMERICAN ASSOCIATION OF AGRICULTURAL COLLEGE EDITORS

<i>Bridge Across the Image Gap: The St. Paul Story</i>	3
<i>Communications — More Than Just Reporting</i>	20
<i>Consumerism Meets Agri-Business</i>	23
<i>An Approach to Communication</i>	28
<i>Plan Ahead for Efficiency: This Thing Called Plan of Work</i>	39
<i>What's Disney Got That We Ain't?</i>	42
<i>The Editor's Corner</i>	45
<i>Meet ACE Authors</i>	47

aaace

AMERICAN ASSOCIATION OF AGRICULTURAL COLLEGE EDITORS

ACE is the official journal of the American Association of Agricultural College Editors. It is published to promote the objectives of the Association and to provide inspiration and information to the members for the constant improvement of their professional services.

Edited and published quarterly at AAACE National Headquarters, 110 Comer Hall, Auburn University, Auburn, Alabama 36830.

Non-member subscription rate, \$4 per year. This rate not available to persons eligible for regular or associate membership.

R. E. (GENE) STEVENSON, *Editor*

E. L. MCGRAW, *Coordinator*

BOARD OF DIRECTORS, 1970-71

President, Jon F. Greeneisen, Washington, D.C.; President-Elect, Ralston J. Graham, Nebraska; Vice-President, James L. Johnson, Idaho; Secretary-Treasurer, E. L. McGraw, Alabama. Directors: Ralph L. Hamilton, Tennessee; Robert B. Rathbone, Washington, D.C.; E. C. Ferring, Indiana; Charles Voyles, Oklahoma; Clay Napier, Arizona; Glen W. Goss, Pennsylvania; Donald N. Collins, Washington, D.C.