

RECENT SUGGESTIONS that agricultural research publications be eliminated or drastically curtailed are a source of great concern to me. Recognizing that reporting by experiment stations often is of less than excellent quality, the treatment suggested seems pretty severe. But maybe the proposal will function as the proverbial 2×4 that is used to get a mule's attention, causing experiment station editors and administrators to undertake the necessary task of improving publications so that findings are effectively reported. Effective reporting, by my definition,

means reporting to the ultimate user of the research information, and in a form that has meaning to him.

The Editor's Corner

Agriculture has never been as scientific and complicated as it is today, and its continued success depends more and more on availability of timely and useful research information. This indicates that research bulletins and other methods of reporting results have greater potential than at any time in the past. Today's farmer is looking to research for solutions to his specific problems, and he has every right to expect a prompt report of findings from projects funded by tax funds. Anything less is short changing the farmer and all taxpayers.

Although there may be other ways of reporting on research, nobody can relieve the researcher of his obligation to give a final and practical interpretation of his findings. He is the final authority on the project, since he knows all the factors involved that affected the outcome. This is already one of the weaker links in the college-to-farm chain, and doing away with research publications would finish it. No one could convince a scientist to do a thorough writing job on something for a request-only edition. He would return to his first love — journals — and technical papers would be the outlet for his reporting. It's hard enough for all of us to remember who we work for without this handicap.

The real solution lies in our accepting the challenge of reporting research so that results can be used. This may require a complete departure from the traditional way that experiment stations have published their findings. If so, let us get on with it while there is still time.

R.E.S.

Meet ACE Authors

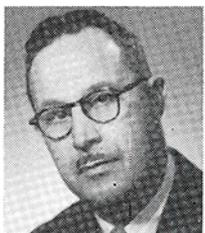


JOHN L. WOODS recently completed a two-year assignment in Malawi as chief of the party for a University of Missouri project. He is now in India for three months with an Illinois-AID project, and will spend six months in Australia before returning home. He had previous short tours in Jordan and Colombia. The former Illinois radio-television specialist holds the B.S. in agricultural communications and M.S. in radio-television from Illinois.



ROBERT ROSS is senior vice-president and creative director of D'Arcy Advertising Co., Chicago, following work with Leo Burnett Co. He is a second-generation advertising man who has always worked in the field, and his older son is also in advertising. Ross has been a board member of 4-A's, and he is especially interested in advertising education. He labels himself a fisherman, undiscovered poet, a nervy but mediocre golfer, and a heavy reader.

O. B. COPELAND has compiled an enviable list of accomplishments in college editorial work (Georgia and North Carolina) and with The Progressive Farmer Co. He was the first editor of *Southern Living*, following several successful years as an editor of *Progressive Farmer*, and currently is vice-president and assistant to the president. Copeland was AAACE president in 1958-59, and recently was president of Alabama Chapter of Sigma Delta Chi.



JOHN BURNHAM, experiment station editor at University of Arizona, has had a varied career. Born on a Wisconsin dairy farm, he graduated from University of Wisconsin and worked on daily and weekly newspapers in that state and North Dakota for 23 years. He was executive secretary of the North Dakota dairy association for two years and experiment station editor at North Dakota State for seven years before joining the University of Arizona staff.



GRANT I. JOHNSON was in advertising and newspaper work and spent six years on active Navy duty in communications and public information assignments before joining University of Nebraska staff. He is assistant extension editor, science, and edits the *Ag College Quarterly*. He was graduated in journalism from University of Nebraska in 1941.



WILLIAM L. CARPENTER has been head of Department of Agricultural Information at North Carolina State University since 1959, and now doubles as associate professor of adult education. He joined the North Carolina staff in 1951 as assistant publications editor. A native of North Carolina, Carpenter graduated from North Carolina State and later received the M.S. from University of Wisconsin and Ed.D. from Florida State University.



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