

SOME THOUGHT PROVOKING IDEAS about responsibilities of college editors in telling agriculture's story were tossed out at the February meeting of the Communications Section of the Association of Southern Agricultural Workers. Two or three of the suggestions seem especially worthy of further consideration by AAACE members, both regular and associate.

Farmer As A Market

Although we often cite figures showing how important the agricultural industry is to the nation's economy in terms of work force and payroll of related industries, this does not tell the complete story. The general business community might be more impressed by facts about the magnitude of the farmer as a market for such things as steel, petroleum, rubber, and chemicals in the equipment and supplies that go into modern farm operations. The figures that were quoted were astounding, and they would be real eye openers to members of the business community. This story, which has been generally overlooked, offers good possibilities for improving agriculture's somewhat tarnished image.

The Editor's Corner

Pesticides and Conservation

Another challenge handed to the Section audience concerned defending pesticides as necessary ingredients for a successful agriculture and a well fed nation, and as something often unjustly accused of crimes against nature. While this seems to be a reasonable need, our responsibility in this matter must go further than simply defending all pesticide use. We need to tell the pesticide story completely, but impartially.

There's no question that pesticides have done untold good in improving efficiency of food and fiber production and in wiping out health hazards. Neither is there any question that pesticides have been misused at times, and it is this human error that has resulted in the bad image that pesticides are saddled with now. Our failure is that we have mainly fought brush fires when they broke out because of a particular problem from some pesticide use. Except for this function as a "public defender" we have observed an uneasy silence. What is needed is responsible reporting

of the facts surrounding pesticide use and associated problems, thereby attempting to regain the public confidence in this area.

The entire subject of conservation needs our attention at this time. No longer is the fight for conserving natural resources a battle of professional conservationists alone. It is now a popular campaign by many organizations and millions of individuals who have become concerned over pollution of air, water, and soil. In fact, one of the nation's foremost conservationists said at Auburn University recently, the public is now ahead of the leadership. Opportunities abound for college editors to help keep this campaign in its proper perspective, to sound the call for effective conservation practices that are compatible with modern agricultural operations. The battle against pollution and for conservation of natural resources must be won for world survival, but the approaches must be those that will not shackle agriculture's equally necessary productivity.

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R.E.S.

Meet ACE Authors

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JANE P. MARTIN joined the Texas A&M information staff in 1967 as home economics editor. Her duties include producing TV films, radio tapes, and news and feature stories for Texas' mass media, and assisting with extension training programs. A native of Kansas and home economics-journalism graduate of Kansas State, Mrs. Martin did county extension work in Kansas and worked for the World Travel Exchange in New York before moving to Texas.

FRED DANZIG, executive editor of *Advertising Age*, has worked in many journalism jobs. Following reporting assignments in Herkimer and Port Chester, New York, he has worked in New York City for the last 19 years, with United Press International and *Advertising Age*. His TV column for UPI ran in about 400 newspapers. The Massachusetts native graduated from New York University following World War II Army combat duty in Europe.



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VICTOR R. STEPHEN became head of visual communications for Cornell University's Department of Communications Arts in 1968, following similar duties at University of Illinois. He had been publications production manager at Cornell during 1948-55 before service as staff artist at Penn State College of Agriculture. A graduate of Pratt Institute and Penn State (M.A.), Stephen has served in advisory capacities in Costa Rica and Jordan.



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