

The Last Word

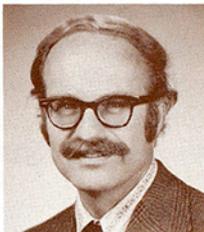
The idea is not a new one. Former *ACE Quarterly* editor Gene Stevenson had mentioned to me that he had thought of incorporating short items into this magazine which would be of some use to the membership. I believe we have both thought along the lines of things such as book reviews or similar short material. Short items of a page or two would help fill out some white gaps now apparent in the publication. More importantly, they might also help fill in some gaps in our knowledge. There may also be negative reasons for adding these items to the present format; I would be glad to hear out that side of the argument.

We should stay away from publishing items which are better suited to the monthly newsletter. On the other hand, I believe many of the membership would welcome knowing about a new book which extends the theory and/or practice of communication in any of our various media.

Perhaps some of our members now receive review copies of new books; they might want to write down their impressions and share their views with other AAACE members. Our organization might have a fairly restrictive name, but we are far from being a specialized group. There may be many of us who are interested in what is happening outside of our own special areas. A book review or similar tip may be thoroughly helpful, as well as informative.

C.E.B.

Meet ACE Authors



FOSTER G. MULLENAX is electronic media specialist in the USDA Extension Service. A West Virginian, he holds a B.S. in agricultural education and an M.S. in journalism from West Virginia University. He has taught vo-ag, been a county agent and, for the past 17 years, practiced as an extension communicator. AAACE has honored him on three occasions: the Frank Jeter Award (Pioneer); the Agricultural Communications Award; and the Farm Film Foundation Award.



LLOYD R. BOSTIAN is chairman of the Department of Agricultural Journalism, University of Wisconsin. A native of Raleigh, North Carolina, Dr. Bostian earned the B.S. in agricultural economics at North Carolina State University, the M.S. in ag journalism and a Ph.D. in mass communication, both at Wisconsin. His research interests include mass media use and communication behavior of rural people and the role of communication systems in rural development.

RUDY N. SALCEDO is assistant professor in the Office of Agricultural Communications, University of Illinois, and was Study Director of the Four-Year Pesticides Labeling research program at Illinois. He holds a Master's degree from the University of the Philippines and the Ph.D. degree from Michigan State University. He has published a number of research papers in the United States, England and the Philippines.



HADLEY READ is head of the Office of Agricultural Communications and assistant director of the Cooperative Extension Service, University of Illinois. He received his B.S. and M.S. degrees from Iowa State University and joined the Illinois staff in 1947. He has written two reference books on communication: *Getting Information to Farm Families* (1959), and *Communication: Methods For All Media* (1972).

JAMES S. EVANS is head of teaching and research activities in the Office of Agricultural Communications, University of Illinois. Among his academic duties are directing undergraduate courses in ag communications and administering an undergraduate curriculum. In 1965, he was named Outstanding U. of Illinois Instructor by the Men's Independent Assn. and he received Sigma Delta Chi's "Brown Derby Award for Outstanding Service to the University of Illinois." In 1966, the campus Alpha Zeta chapter named him outstanding instructor in the College of Agriculture.

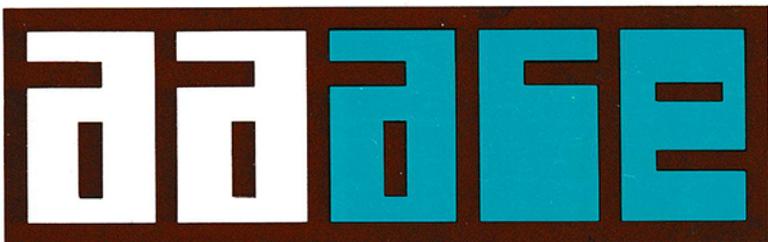


ANA KONG is a university professor of communication science at Governors State University, Park Forest South, Illinois. She recently completed her Ph.D. in communications at the University of Illinois.

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Bulk Rate
U.S. POSTAGE
PAID
Morgantown, W.Va.
Permit No. 45

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CLASSROOM BUILDING
STILLWATER, OKLAHOMA 74074