

# Meet ACE Authors



RALPH L. HAMILTON became director of public information at Oklahoma State University in September, 1973. He formerly was professor and head of agricultural communications at the University of Tennessee. He earned a Ph.D. in mass communications at the University of Wisconsin (1969) and won the Pioneer ACE Award in 1960. He has served AAACE as a chairman of two committees, as regional director, vice-president, president-elect and president.

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).

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.





JAMES S. EVANS is head of teaching and research activities in the Office of Agricultural Communications, University of Illinois. Dr. Evans worked commercially in farm radio and in advertising before undertaking graduate work. His research activities at the University of Illinois have resulted in more than 25 published reports and articles related to communications.

EUGENE A. KROUPA is assistant professor in the Department of Agricultural Journalism, University of Wisconsin-Madison. A native of Belleville, Illinois, Dr. Kroupa earned B.S. and M.S. degrees in agricultural economics at the University of Illinois, and a Ph.D. in mass communication at Wisconsin. He teaches agricultural advertising, and does research on farmers' use and understanding of market news.



JAMES GRIFFITH is coordinator of visual communication in the Department of Communication Arts, Cornell University. He is a graduate of the College of Fine and Applied Arts at the University of Illinois. He previously worked as a graphic designer at Illinois and has won numerous awards for his exhibit designs.





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