

Editorial back matter

James P. Chapman

Follow this and additional works at: <https://newprairiepress.org/jac>



This work is licensed under a [Creative Commons Attribution-Noncommercial-Share Alike 4.0 License](https://creativecommons.org/licenses/by-nc-sa/4.0/).

Recommended Citation

Chapman, James P. (1977) "Editorial back matter," *Journal of Applied Communications*: Vol. 60: Iss. 2. <https://doi.org/10.4148/1051-0834.1927>

This Back Matter is brought to you for free and open access by New Prairie Press. It has been accepted for inclusion in *Journal of Applied Communications* by an authorized administrator of New Prairie Press. For more information, please contact cads@k-state.edu.

Editorial back matter

Abstract

Editorial back matter for vol. 60, no. 2, April-June (1977) of ACE, including a look at the next issue, "Ace Readers Sometimes Write," and guidelines for judging the Ace Quarterly Article Award.

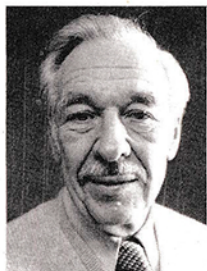
Chapman: Editorial back matter
Meet ACE Authors



WILLIAM (BILL) SONNEMANN has been publications editor with the University of Nevada's College of Agriculture since 1959. Responsibilities include Extension and Experiment Station publications, communications training in the counties and photography. Prior to Nevada, he worked as a newspaper reporter in a public relations position for an agricultural cooperative and later at Colorado State University.

He is a long time member of AAACE, also the Photographic Society of America, and other organizations. Hobbies include travel and radio. The 4-H CB project came as a result of the life-long interest in radio and communications.

JOHN WOODS is Director of the UNDP Regional Development Support Communication Service (DSCS) located in Bangkok, Thailand. DSCS has 26 staff members who are responsible for carrying out training and advisory assistance programmes in a region that goes from India east through the Pacific, covering approximately 52% of the world's population. DSCS works through all of the UN development agencies, particularly FAO, WHO, ILO and UNFPA, in helping integrate training and communication resources into UN and government development projects. Woods' academic background includes B.S. in Agricultural Communications, M.S. in Radio-TV and a Ph.D. in Adult Education. He has intermittently been on University of Illinois staff from 1956 through 1974 when he took his current job. He has also had overseas assignments in Jordan, Malawi, Colombia, India and Australia.



HAROLD B. SWANSON, a frequent contributor to AAACE, is professor and extension communications specialist, Department of Information and Agricultural Journalism, University of Minnesota. He is engaged in training, teaching, research, and consulting. He served for 26 years as head of the Minnesota Department before returning to other duties. He has been president of AAACE and editor of ACE. He has been a NAMA officer and has been active in adult education work as president of the Minnesota Association.

LESTER A. SCHLUP entered Extension information work in 1917, when many of today's old timers in AAACE were in knee pants, or whatever, and long before many of us were born. He progressed up through the ranks in Washington, D.C.'s, USDA information section until he was appointed director of the newly-established Division of Information Programs in 1941, a position he held for 17 years before he retired in 1958. For several years he also supervised the motion picture and exhibits programs for the USDA. In 1955 he received the USDA's Distinguished Service Award, and had numerous other awards for distinction, including the AAACE Service Award in 1974. During its formative years in the twenties and thirties, Les was one of the leaders who helped to build the American Association of Agricultural College Editors. Les was born in Sandusky, Ohio, Dec. 7, 1894. The Schlup retirement home is Wake Robin on the Patuxent River in California, MD.



What's Coming

At this stage, it is a bit difficult to say what will make up the July-September issue of ACE Quarterly. We have had inklings from a few members, but no outright promises of forthcoming manuscripts. We do have a couple on hand which we shall probably use.

One of these is an article written by Jim Griffith, Cornell, on his study partially funded by a grant from AAACE. It was a study comparing the effectiveness in a learning situation of synchronized and manual slide sets.

Another is a piece by Henri E. Drews, University of Minnesota. He has been an artist on the University Extension Staff since 1972. Henri reports on his findings in a survey of readership of extension periodicals produced by the UM Department of Information and Agricultural Journalism pertinent to the resort industry in that state.

We think both articles are on subjects interesting and important to a good many AAACE members.

Of course, with the summer meeting coming July 11-14 in Logan, Utah, we'll no doubt have some more good material to draw on for the benefit of those who don't make it to Bridgerland. So, "The Lord willing and the crick don't rise" (too high), we'll have another issue this summer. Be watching for it.

The ACE Quarterly doesn't exactly draw bags of mail, but the last one pulled some interesting response. One we think deserves space in this issue. It came from Phil Massey, associate editor at Louisiana State, Baton Rouge, LA. He wrote, "Reading the poetry in the current issue of the Quarterly reminds me of some lines penned by Nevyle Shackelford, an editor with the Kentucky Extension Service. It's entitled "The Birth of Spring."

"The phenomenon of spring is older than history, but nevertheless remains eternally new. It is born of the sky rather than the earth and weeks before its birthday is recorded on the calendar, its birth pangs are obvious to those whose senses are attuned to nature.

"Day by day, after the first of the year, the sun rises a minute, two minutes earlier and stays longer. And in glad response to these lengthening moments of light, wrens, robins, towhees and song sparrows start tuning up their pipes. In the fields, winter rosettes of saxifrage, evening primrose and mullein take on a brighter hue of green. Buds of forsythia, lilac, pussy willows and maples along the river swell in anticipation and the surface of farm ponds smokes with gray ascending mists which stream aloft and are carried away by the pressures of the waking breezes.

"Day by day the action continues and the labor of Mother Nature becomes more intense. Then suddenly there is the vernal equinox and the birth of spring is made manifest on the earth."



After Ohio's unusually hard winter, your editor particularly enjoyed Les Schlup's Wake Robin observations, and Phil Massey's contribution, as well as the following bit of verse from the March page of one of our calendars, written by Joseph Harris Saling.

The Final Show

She is a cruel mistress—Winter,
But such is her passing
That her last days should go unseen.
Inch by inch the ground and sky
Creep back toward spring
And we see her only in repose.

Forget the parties and feasts,
The widespread arms with which
we took her in.
Hold wide the door and smile.
This lover of whom we grow quickly tired
Tries our patience with a final kiss,
And pauses for one last lingering look.

ACE Quarterly Article Award **Guidelines for Judging**

Winner of the *ACE Quarterly* Article Award will be selected from among authors of articles appearing in issues published between annual meetings (July-September through April-June issues).

Two basic points will be considered in judging: (1) significance of subject matter covered and (2) quality of the writing. Equal weight will be given each point.

Subject matter may be a report of communications-related research, an account of a successful communications job or project, a how-to-do-it article, or an opinion piece. In all cases, however, how the subject matter relates to needs and interests of AAACE members will be the major factor in weighing significance of the article. No consideration will be given to articles that do not relate directly to some phase of communications.

Quality of writing reflects competence of AAACE members in their professions, and this point must be emphasized in choosing the winner. Judging of this factor should consider such points as (1) originality of approach to the subject, (2) tailoring to level of audience, (3) effectiveness in selling ideas or telling methods or findings, and (4) conformity to established rules of grammar and journalism.

Only active AAACE members who have paid membership dues prior to May 1 will be considered for the award.

The editor of *ACE Quarterly* will recommend two authors for the annual award, with the final selection made by the Board of Directors by mail ballot. The editor's recommendations shall be submitted to the president by May 1, with final selection made by June 1.

Winner will receive a certificate and a \$25 cash award which will be presented at the AAACE annual meeting.

Did you know that AAACE members who contribute articles to *ACE Quarterly* may get money as well as recognition for their articles? Yep. Since we suspect many of today's members have not been aware of this, we think this statement of the Association's plan for making cash awards for what the Board considers the best article written for *ACE Quarterly* each year is worth calling to your attention.

Incidentally, your editor needs manuscripts for upcoming issues.



AMERICAN ASSOCIATION OF AGRICULTURAL COLLEGE EDITORS

National Headquarters
Ohio State University
2120 Fyffe Road
Columbus, Ohio 43210

Bulk Rate
U.S. Postage
PAID
Columbus, Ohio
Permit No. 220