The Editor's Corner; Meet ACE Authors

R E. Stevenson

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The Editor's Corner; Meet ACE Authors

Abstract

Editorial back matter for vol. 54, no. 3 (July-Sept. 1971) of ACE, the official journal of the American Association of Agricultural College Editors.

A RECENT CHARGE that research papers at the 1971 meeting of Association of Southern Agricultural Workers — and the research behind them — were poorer than in years past left me with a feeling of guilt for myself in particular and for Southern college editors in general. The accusation was in a well-known and respected farm magazine, and the editor making the statement is a personal friend who has covered ASAW meetings for many years. I count him a friend of land grant colleges, so his reaction was an honest one based on his experiences.

What makes me feel bad about the situation is that what he sees as poorer research and papers may be simply a matter of difficulty in covering. For you who aren't familiar with ASAW,

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it is an "umbrella" organization of 16 subject matter sections from Southern land grant universities and other organizations. (Majority of members are researchers, but many are from extension.) The sections meet concurrently, with only a couple of general sessions when all groups come to-

gether. Thus, you can see the difficulty encountered by an editor trying to cover the meeting for a general farm magazine.

Until a few years ago, college editors in the host state worked hard to cover ASAW meetings and make it possible for a commercial editor to get the hot news from each section. We followed the "out-of-style" practice of getting releases from each state on newsworthy papers, and these were made available to reporters and editors covering the meeting. This left them time to do a more thorough job on especially hot or interesting papers, or to do some interviews with attending scientists. But as we have become more sophisticated this type activity is no longer professional enough for us, so covering editors in recent years have been left with little help.

Although the charge that triggered my comments followed the 1971 meeting, don't get the idea I'm aiming at this year's host. To set the record straight, I must admit to being one of the host editors the year that the "old-style" coverage was dropped. That very year I heard a complaint from the same editor who this year wrote about the poor papers and poor research, so I'm certain he wanted help like we formerly provided.

Maybe we need to reconsider our rush to drop all old methods. Some of them are still good.

R.E.S.

Meet AAACE Authors

PHILLIP J. TICHENOR, professor in the School of Journalism and Mass Communication, University of Minnesota, has had a productive career in teaching, research, and extension communications. He is currently teaching science writing, communications and public opinion, and seminar in mass communication theory and research. He holds B.S. and M.S. from Wisconsin and Ph.D. from Stanford.

GLENN C. RUTLEDGE has been Experiment Station editor at Mississippi State University since 1948. Before that he was Extension editor for University of Arkansas, and earlier he served as telegraph editor of *Biloxi-Gulfport* (Mississippi) *Daily Herald*. He holds a BA degree in journalism from Louisiana State University. A former president of AAACE, he also has been active in the editor's section of Association of Southern Agricultural Workers.

RICHARD L. LEE directs all information services—press, radio, television, and publications—for University of Missouri College of Agriculture and Extension Division. He has been agricultural editor and professor of extension education since 1959, five years after joining the Missouri faculty. A long-time member of AAACE, Lee has served as director, vice-president, and president. He is a native Missourian and World War II Navy veteran.

JACK C. EVERLY, coordinator of instructional resources and associate professor of agricultural communications, has been on the University of Illinois staff since 1955. Before that he was with the American Polled Hereford Association, *Duroc News and Hampshire Herdsman*, and *Peoria Journal Star* (farm editor). A graduate of University of Missouri (B.S.) and Illinois (M.S., Ph.D.), he holds membership in Alpha Zeta, Sigma Delta Chi, and Gamma Sigma Delta.

CHESTER J. TELLER is director of the Communications Center at the College of Agriculture and Environmental Science, Rutgers University. Before assuming this job in 1966 he had worked with the New Jersey Department of Agriculture during 1957-66 and with U.S. Department of Agriculture for the eight preceding years. He graduated from the University of Missouri in 1949 and the National Farm School at Doylestown, Pennsylvania, in 1941.

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