

# ACE and JAC: An Essential Partnership

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# ACE and JAC: An Essential Partnership

## **Abstract**

ACE President Elizabeth Gregory North speaks to the history of JAC as well as its importance to ACE's future.

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## ACE and JAC: An Essential Partnership

Welcome to the inaugural ACE President's column in the *Journal of Applied Communications*! ACE is proud to be the parent organization for *JAC*, and I am very pleased to represent the organization in this column.

Just as ACE began life in 1913 as the American Association of Agricultural College Editors (or AAACE), *JAC* was born as *ACE* magazine in 1916, as a “clearing house for information valuable to members” (Jarnagin, p. 9). In 1960, *ACE* magazine began its transition to a professional journal containing summaries of relevant research (Jarnagin, p. 64) and to, ultimately, the academic journal publishing original research that we know today. In a 1962 editorial in *ACE* magazine, then-president Hadley Read commented:

AAACE tomorrow will be stronger when it represents the composite image of professional members who hold advanced degrees, who know how to carry out acceptable research . . . , and who have the ability to teach their knowledge to others. (Jarnagin, p. 65)

I like to think that Read would be very pleased with what ACE and *JAC* have become: a strong association encompassing both communications practitioners and communications researchers and teachers in the rich land-grant tradition.

In this way, *JAC* and the Academic and Research Learning Community of ACE form the essential foundation of agricultural communications and, indeed, Extension practice. *JAC* provides the research basis and scientific validity to inform our practice, to make our communications more effective and more impactful. And, in return, the communications work carried out by agricultural communications support and service units provides a real-world laboratory and opportunity for research.

I urge my peers among agricultural communication administrators and practitioners to read, learn from, and apply the valuable body of research available through *JAC*. Communications practice without a research basis is like playing tennis without a net: at best, we are producing communications by taste or by “gut instinct”; at worst, we are wasting opportunities and resources by producing communications that reach and persuade no one.

Thank you to all the researchers who contributed to this issue and to every issue of *JAC*. Your research helps us all to have a better understanding of our audiences, of effective messaging, of preferred channels, of emerging issues and technologies for communications, and more.

Elizabeth Gregory North  
ACE President

Jarnagin, R. A. (1966). *1913-1967: Origin and development of the American Association of Agricultural College Editors*. Retrieved from [https://issuu.com/rwillson/docs/origin\\_and\\_development](https://issuu.com/rwillson/docs/origin_and_development)