

The Last Word; Meet ACE Authors

Charles E. Bower

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Abstract

Editorial back matter and an editorial from the editor for vol. 55, no. 4 (Oct.-Dec. 1972) of ACE.

The Last Word

CHANGES IN editorships usually bring introductory statements about alterations in the affected magazine. For now, the major changes in this publication include only those apparent with this first number published at the new headquarters. These changes primarily involve some new typography and cover material. Previous numbers of the magazine published at Auburn University were produced by letterpress. In soliciting bids from printers we thought we could best work with here, we found the most favorable price, and other considerations, at an offset shop. Our costs for new artwork and the necessary negatives should be recovered within the first two issues with savings realized over other bids. Incidentally, in case someone should compare past and future operating statements, our production costs will be a little higher than those previously incurred for the same number of pages printed.

It will be a hard task to equal or surpass the fine job done on *ACE* by former editor Gene Stevenson. My communications with Gene during transition of the editorship details reinforced earlier observations that he sincerely cared about publishing a quality magazine. I hope I can devote as much care to *ACE* during my term as editor.

One of Gene's major problems was finding enough good material to permit his planning very far ahead. I have already found that this problem is carrying over into my own tenure. I am not really surprised—I was warned to be prepared for lean days from time to time. I hope all AAACE members will be alert for material than can be considered for publishing in *ACE*. I like to think that over a period of any three or four issues, we can publish something for everyone in the organization, whether he or she is involved in planning, teaching, writing, editing or broadcasting.

C.E.B.

Meet ACE Authors

HERBERT PIKE operates a large farm near Whiting, Iowa. An intensive corn-soybean program is supplemented with hogs, beef cattle and sheep. Pike holds a master's degree in agricultural economics from Iowa State where he also worked in extension. He has recently completed a two-year term on the Governor's Educational Advisory Committee in Iowa, one of his many civic and business committee assignments.



GARY NUGENT is TV Information Specialist at Purdue University. Before joining Purdue in 1968, he was Extension Motion Picture Producer at Kansas State after working in marketing for Procter and Gamble and as information officer in the USAF. A graduate of Michigan State with a B.A., he also holds a M.S. in extension education from Kansas State and a M.A. in communication from Purdue.

ROBERT EARLE JONES is assistant director of the North Carolina Agricultural Extension Service and associate dean, School of Agriculture at the A&T University. He holds a B.S. from A&T and a M.S. in rural sociology and educational psychology from Cornell. He has held jobs at all levels of extension activities. His work has earned him the USDA Superior Service Award (1959) and the North Carolina State Gamma Sigma Delta certificate of merit (1964), among others.



ARTHUR L. HIGBEE holds joint appointments at Utah State University as manager, Statewide TV-Radio Programs (Extension Service) and associate director for media production in the university's Learning Resources Program. Educated at Utah State (B.S., 1948, M.S., 1965) and Michigan State (Ph.D., 1970), he also has extensive experience in commercial radio and TV. Dr. Higbee chaired the national AAACE Radio-TV committee during 1963-65.

JAMES S. EVANS has been with the University of Illinois since 1962, as head of teaching and research activities in the Office of Agricultural Communications. A native of Iowa, he holds a B.S. from Iowa State and master's from the Graduate School of Business, University of Chicago. Coming to Illinois after work in both commercial radio and advertising, he earned his doctorate in communications there. He has published some 25 articles.



LARRY A. QUINN heads the Radio-TV section of Texas A&M's Department of Agricultural Communications and is current chairman of the AAACE Radio-TV Committee. Before joining Texas A&M in 1970, Quinn was field editor on the university's staff for two years, a civilian public information specialist in the USAF and an announcer-newsman in commercial radio. He is completing work for the M.S. at Texas A&M.



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