

Signals

Jan/Feb 2006

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Alaska Sea Grant reaches out to hard-hit Louisiana fishing industry

Working with U.S. Senator Lisa Murkowski, Alaska commercial fishermen and processors have set up a Gulf Coast hurricane relief program called the Alaska Fishermen's Relief Mission (AFIRM). The goal is to help cohorts in Gulf Coast states whose seafood harvesting and processing livelihoods were severely disrupted or destroyed in the recent hurricanes.

Alaska Sea Grant Education Services has pledged 10 percent of its gross publication sales income to AFIRM for a six-month period ending in May 2006. The idea came from Kathy Kurtenbach, Alaska Sea Grant's marketing coordinator and ACE member, who suggested to her supervisor, ACE member Kurt Byers, that they donate a percentage of sales income from their 2006 wall calendar to hurricane relief. Byers liked the idea and suggested the scope be expanded to include money from all publication and video sales over a six-month period. Byers identified AFIRM as a suitable beneficiary. Alaska Sea Grant Director Brian Allee approved the donation level at 10 percent, and Kurtenbach followed up with AFIRM to make the commitment. The donation is expected to be around \$10,000.

Alaska Sea Grant's contribution to AFIRM will help pay for the transfer of a large mobile boat hoist that was donated by the city of Valdez, Alaska, to Plaquemines Parish in Louisiana. Soon after the last hurricane, officials estimated that approximately 3,000 commercial and 35,000 to 40,000 recreational boats were in need of salvage due to the storms, according to the New Orleans Times-Picayune.

Mobile boat hoists are used by marinas, shipyards, fishing ports and naval installations to move boats to and from the water. A new 60-ton unit would cost between \$250,000 and \$300,000. The hoist was shipped to Louisiana in February.

The donation of the boat hoist was conceived and coordinated by Valdez Port Director Alan Sorum. Sorum heard a request for equipment donations to

Gulf states from Washington Sea Grant Marine Extension Ports Specialist Eric Olsson at a meeting last fall of the Pacific Coast Congress of Harbormasters and Port Administrators. Sorum worked with Olsson and with Louisiana Sea Grant Marine Extension Agent Rusty Gaude to work up a plan to make the donation. Also involved in the acquisition were the Louisiana State University Agricultural Center, the Federal Emergency Management

Agency, the Louisiana Department of Wildlife and Fisheries, and the Louisiana Seafood Promotion and Marketing Board, among others.

Plaquemines Parish officials expressed their appreciation for the hoist. "We have experienced great devastation in our parish due to hurricanes Katrina and Rita," said Benny Rousselle, parish president. "Out of all the economic sectors affected, the commercial fishing community has been hardest hit. Many of these fishermen have nothing left except their boats. This contribution from the city of Valdez is vital to the rebuilding of our commercial fishing economy. I don't know how to thank them enough. The value of this donation is beyond words."

Kurt Byers
Alaska Sea Grant
fnkmb1@uaf.edu

Roy Kron
Louisiana Sea Grant



Valdez Port Director Alan Sorum conceived and coordinated the donation of a large mobile boat hoist from the city of Valdez, Alaska, to Plaquemines Parish in Louisiana.

From the President



Two days behind, but planning for tomorrow

By the time you read this, C&A submissions will have been distributed to judges and the submission deadlines for the Pioneer, Professional, Service, Reuben Brigham, and Awards of Excellence will have passed. The selection process will be well under way. Selecting winners from all the excellent entries is a difficult task, but one the judges take very seriously. It will be a pleasure to learn of the award winners when we gather in Quebec City.

In the meantime, ACE committees are making progress on the tasks assigned them by the ACE board. While taking separate approaches, each committee works to support our overall mission to develop the professional skills of education, government and research communicators and information technologists to extend knowledge about agriculture, natural resources and life and human sciences to people worldwide.

When we changed our name in 2003 to the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences, we began paving the way to offering full memberships to communicators working outside the land-grant and government realms. Providing professional development opportunities that appeal to communicators outside our traditional extension-based membership strengthens our ability to recruit members from a broader community of communicators.

The Professional Development Committee is responsible for ensuring that ACE provides an array of learning

and growth opportunities to help members advance in their professions. The committee works toward making professional development opportunities – from annual pre- or post-conference sessions to stand-alone workshops or distance-based learning opportunities – appeal to a broad range of communicators. It also serves as a source of expertise and guidance for groups and individuals planning such efforts. Under Steve Dodrill's leadership, the committee has reviewed the ACE Workshop Planning Guide and the professional development materials and videos from previous conferences. The guide, as well as the professional development materials and videos, can be found on the ACE Web site (<http://www.aceweb.org>). The board also charged the committee with keeping the pipeline of professional development full, but they can't do that without your help. If you are interested in providing a workshop or a distance-based learning opportunity, please contact Steve (steve.dodrill@oregonstate.edu).

Were you one of the 138,082 visitors to the ACE Web site last year? From January through early December, the site's visitors viewed more than 300,000 pages and made more than 56,000 requests to download files. The site is a great resource—you can find the ACE constitution and bylaws, membership forms, the professional development materials and Workshop Planning Guide mentioned above, and many other documents. Amanda Chambliss and

Marion Douglas work behind the scenes to keep the site updated and functioning smoothly.

You'll also find on the Web site a link to the 2006 ACE conference site. Registration should be open very soon, so be on the lookout for an e-mail announcement. Read more about the conference elsewhere in this issue.

I have decided that it's hopeless – for me, anyway – to try to keep up with all the new technology while keeping up with day-to-day workflow. Too many toys and not enough time to figure out how they can make my work more efficient! At the same time, I keep trying to work in at least one new way to do something. This year, the board is combining new and old technology for our meetings. Our fall meeting was an on-site meeting, with two members participating at a distance. We used video conferencing to connect. Our winter meeting, traditionally held via telephone, was conducted via video conferencing and telephone conference. While this might not yet be a giant leap into the future of communications, it is closer to cutting-edge, distance-based meetings than we've been before. Who knows? Maybe next year, those unable to attend the annual conference can join us via Internet for a general session or two!

Virginia Morgan

A handwritten signature in black ink that reads "Virginia Morgan". The signature is written in a cursive, flowing style.

ACE President
morgamv@auburn.edu

In Brief

Diversity SIG surveys members about diversity challenges

During the 2005 ACE meeting, members of the diversity SIG discussed how to better serve members within the SIG, as well as other ACE members. As a result, the ACE diversity SIG member survey was born. The survey, which was sent via e-mail in fall 2005, asked SIG members to share any questions, concerns and ideas they had about diversity in the agricultural communications workplace.

There were many great recommendations made that we hope to begin working on soon. We also plan to expand this survey to include all ACE members. Results of the survey can be found on the diversity SIG Web site at <http://www.aceweb.org/sigs/diversity>.

Rebecca McGovney-Ingram
Vice Chair-elect, Diversity SIG
RMcGovney@gmail.com

Longtime ACE member Larry Whiting announces retirement

ACE member **Larry Whiting**, professor of agricultural communication at Ohio State, has announced that he will retire effective March 31. He has been on the faculty at Ohio State since 1985. Previously, he was at Iowa State University (1970-1981) and the University of Maryland (1981-1985).

Between 1962 and 1970 he was farm editor of the Spencer Daily News and Sunday Times in Spencer, Iowa, and editor of The Dakota Farmer magazine in Aberdeen, S.D. He was president of ACE from 1990 to 1991 and received the ACE Professional Award in 2005.

NETC 2006 to take place at the University of Florida, May 8-11

The National Extension Technology Conference (NETC) will be held at the University of Florida in Gainesville May 8-11, 2006. NETC provides a forum for sharing information on the latest technologies (wireless, Web development, decision support systems, video conferencing and multimedia, and other topics) useful for supporting extension activities. There will be technical presentations aimed at programmers and system administrators as well as applied presentations aimed at county extension agents interested in learning about the benefits of new technologies. Several

interesting tours to technology centers on the UF campus are also scheduled.

The conference Web site is <http://conference.ifas.ufl.edu/NETC2006>. Early registration is available through March 24. See the Web site for travel and hotel information as well as an overview of the conference agenda and other related information. Contact Howard Beck (hwb@ufl.edu) for additional information.

Howard Beck
University of Florida
hwb@ufl.edu

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Our e-mail address is:

ACE@ifas.ufl.edu

ACE is a non-profit association representing professional communicators and information officers generally within the land-grant university system, the U.S. Department of Agriculture, state agricultural agencies, similar institutions in other countries and those with professional interests in agricultural communication.

Editors:
Amanda Chambliss
Carol Church

Graphics:
Michele Linette

ACE develops professional skills of education, government, and research communicators and information technologists to extend knowledge about agriculture, natural resources, and human sciences to people worldwide.

Stop by the ACE Web site
www.aceweb.org

ASSOCIATION FOR COMMUNICATION EXCELLENCE



IN AGRICULTURE, NATURAL RESOURCES, AND LIFE AND HUMAN SCIENCES

Our History

New Mexico, almost 60 years ago

(Sorry, folks...you're in for it. As we grow older, we tend to talk a lot about ourselves. Bear with me!)

I want to tell you about my first job in information work. Fresh from the University of Missouri, I headed to New Mexico. Ovid Bay had been my advisor. He probably thought I was a terrible student, but he put up with me anyhow.

When I got to New Mexico, I immediately wondered why I had been hired. John White was extension editor, Cecil Herrell was extension radio editor, and Virginia Johansen was experiment station editor. Each had a specific assignment and handled things well alone. No one said what I should do, so I realized I was largely on my own. The pace I set for myself lasted a lifetime, and I always felt thankful that John, Cecil and Virginia had let me go my own way by figuring things out for myself.

One of the first things I noticed was that the only people who traveled were the specialists. That seemed odd to me, for I could imagine lots of story opportunities in the field. Within three months, I had visited every county, met all the county agents and put more than 45,000 miles on my brand-new car. I also got many stories and lots of photographs.

Somehow, I conned John into starting a magazine. We called it the Extension Service Review. How we paid for it, I don't recall, but I do remember that the only way we could illustrate it was with pictures I took – yet we had no way to develop and print the photographs we wanted to use.

The office owned only one camera, a Kodak Medalist, that used 35mm film. I had a twin lens reflex of my own and although it used 120 film, I also knew how to develop, print, and even enlarge pictures. The prospect of doing the

same thing with 35mm film was awesome, so I decided I could use my own darkroom equipment and my own camera.

But there was no darkroom. John said that was my concern. I spotted a windowless room near our office that contained bags of pesticides and fertilizers. My questions about the chemicals put me in contact immediately with an entomologist and agronomist, who informed me that the room was used for storing materials used in demonstrations. Since the chemicals didn't fill the entire room, I stacked everything on one side of the room and set up a table and my enlarger in another part.

The stench was strong, but I put up with it. I carried water into the room so I could mix my own developer and hypo. Then I went to the city dump and found a discarded flat sink. I took it to the men's room, turned off the water, removed a smaller sink, and installed the old sink in its place so I could wash film and prints there.

That really started something. From then on, I did most of my traveling with specialists. Soon, the entomologist was inviting me to go with him to check out an overpopulation of ants that was driving a small town crazy. Then I helped a wool specialist grade wool before shearers clipped the sheep. I traveled into an apple-growing area with a horticulturist and helped him and growers (who knew more than either of us) prune trees. Later, a beef cattle specialist and I spent time together on a beef cattle improvement program. Agricultural economists sought my help on publications and articles, and I quickly realized that even they didn't always understand the topics! Frankly, I didn't, either, but we talked things out and came to some rational conclusions.

I got involved with judging cattle, sheep, hogs, fruits and vegetables, crafts and even canned food at county fairs. The state fair

was a must, too. Working with 4-H members kept me eager and alive. Each place I worked, I wrote stories and took pictures. I also met my future wife and developed a disdain for officialdom after watching agents bring massive pillows to annual conferences to show their disgust at having to remain indoors for several days.

Never did I need to hunt for stories or photographs, as ideas flowed freely from both agents and specialists. At one point, I supplied a man from Washington, D.C. with photographs of a new cotton-ginning laboratory. He later became director of information for the Department of Agriculture and named me his deputy director, possibly in partial payment for those pictures.

The upshot of these experiences was a new set of skills, a renewed confidence in experts and specialists and an admiration for the hard work of county agricultural agents and home agents. The eagerness they showed for their work instilled in me a confidence that later took me to work at many different institutions: Ohio State University, the University of Wyoming, the National Project in Agricultural Communication (NPAC), the U.S. Department of Agriculture (USDA), and Texas A&M University. The experience I gained from each of those places brought several international travel opportunities later on.

In 1949, I became a member of AAACE. Although I moved from place to place over the years, being a member of this professional group was the highlight of my career; it was so innovative and original in its efforts to improve communication. No other organization offered so much.

Hal Taylor
Life Member
hal1271@bresnan.net

Read the JAC

On February 15, 2006, my three-year stint as executive editor of the Journal of Applied Communications officially ended. During those three years, I produced 12 issues. I tried to make sure there was something for everybody in ACE over the course of the 12 issues, and I tried to involve as many people from ACE as I could. I am especially proud that members of the photography SIG contributed reviews. I hope they will continue to offer their wisdom on one of ACE's most popular topics.

The last issue for 2005 is the only issue in which there are no commentaries or reviews. However, the five articles cover a variety of topics, so there should be something of interest to everybody in ACE.

The professional development study deals with what is probably the most important subject for research today: the development and maintenance of an effective Web site. An institution's Web site is now its principal means of communication, both with the outside world and internally. Though Pat Melgares' study is narrow and limited, it offers a step-by-step procedure for improving a departmental Web site. Web site development and maintenance is a ripe area for research and so needed.

Amanda Ruth has done a study that is not only fun to read, but about another important topic – the image of agriculture held by the future leaders of our country. She used focus

groups to assess the image of agriculture portrayed in pop culture. Readers can learn about effective use of focus groups by reading this article. The use of college students as the study group provides insight into how young adults view agriculture. This study employs an appropriate use of undergraduate students as subjects with relevance to ACE members.

Ruth, a prolific researcher now at the College of Charleston in South Carolina, is the lead author of another article – this one about mad cow media coverage. Mad cow is with us, and there will only be more incidents. Reading this article will help you in crisis communication preparation and training.

Biotechnology and the media's understanding of it is the subject of a study by David Doerfert. His focus is farm broadcasters, and this study adds another layer to the ongoing need to communicate with the media about biotechnology – what it is, and what it does. We in ACE have to provide unbiased training about this topic. If we don't, then those with axes to grind and products to sell will become the sources of misinformation about this complex subject.

Christa Catchings' study looks at knowledge of the farm bill from the perspective of agricultural commodity leaders. The farm bill has profound effects on all Americans. In actuality, our national security is at risk if a farm bill emerges that hinders our farmers from producing the food we need for our survival. People in agriculture know this. But what about people outside of agriculture? Research in

agricultural communications needs to move beyond agricultural circles.

The first issue for 2006 will be produced by my successor as executive editor, Mark Tucker from Purdue, who is much smarter than I am. I know the JAC will only continue to improve under his leadership. But he needs your help. The JAC is only as good as what goes in it and what is demanded of it. Let him know what you want to read about.

And please do whatever you can to encourage ACE leadership to turn the JAC into an electronic-only means of communication. The JAC should be a leader in how to publish a refereed journal online. In fact, the print publication hampers the message. For example, Blair Fannin from Texas A&M did a marvelous job writing about RSS and blogging, but his message could have been stronger and more clear with links to Web files and PDFs. The JAC must continue to live up to its name as *the journal of applied communications*.

Linda Foster Benedict
JAC Executive Editor
lbenedict@agcenter.lsu.edu

The ACE officers appreciate Linda's comments concerning the JAC as an electronic-only journal. The ACE board has discussed this issue and will continue to work on the logistics and resources needed to place the journal online and to accomplish this new direction for the JAC.

Russian affiliate seeks examples of effective use of GIS in agriculture

Do you know a good example of how GIS imagery is being used to improve agricultural decision-making? If you do, ACE Russia Charter Affiliate Director Vladislav Temnikov would like to hear from you. Russia has recently launched a national GIS system with tremendous capacity to collect data on weather, soils, land use and agricultural production. With the data now coming in, Temnikov is looking to the United States for examples of ways it can be used productively.

Temnikov was in Washington, D.C. in February for a special presentation regarding progress being made in Russia on utilization of GIS imagery to help guide agricultural decision-making. Temnikov, who now directs the Main Computer Center of the

Ministry of Agriculture, led a delegation on a tour of Orlando, Louisville, Washington, D.C. and other cities to learn more about GIS applications in U.S. agriculture. He and his delegation also are studying how GIS findings can be integrated with the results of the upcoming Russian Census of Agriculture, the first to be conducted there since 1920.

Temnikov noted that since the ACE Russia summit of 2001, many more farmers are now online and able to utilize computer-based information on weather, markets, and crops. "The key now is to find out what is the most important information farmers need, and then find the best way to communicate it to them," he said. "GIS and the Agricultural Census will both offer a tremendous amount of data that can benefit agricultural producers."

ACE member Tatyana Abbott has volunteered to help collect successful examples of GIS use in agriculture and translate them for use in Russia. Please



ACE Russia Charter Affiliate Director Vladislav Temnikov led a delegation to the United States to report on progress made in Russia using GIS systems to improve agricultural decision-making. In February, he spoke at a conference in Washington, D.C. about the status of GIS in Russia.

e-mail her your examples at ukhanova@hotmail.com.

Eric Abbott
Iowa State University
eabbott@iastate.edu



Bon appétit!

Bienvenue au Québec, and bon appétit! What's for lunch?

This is the second in our series on how to get a "taste" for a new language. Eat while you talk!

Fork: fourchette

Knife: couteau

Spoon: cuillère

Plate: assiette

Glass: verre

Cup: tasse

Placemat: napperon

"More coffee, please.": "Réchaud de café."

"Can I have the bill?": "Est-ce que je peux avoir la facture?"

"Smoking, or non-smoking?": "Fumeur, ou non fumeur?"

An alcoholic beverage: une consommation

A soft drink: une liqueur

A hot drink: une breuvage chaud

A drinking fountain: un abrevoir

Wine: vin

Beer: bière

Pasta dish: assiette de pâtes

Picnic: pique-nique

Soup: soupe, potage

Daily special: menu du jour

Salad bar: buffet à salade

Hamburger: hambourgeois

French fries: patates frites

The tough ones:

Hot dog: hot dog

Pizza: pizza

Buffet: buffet

Sandwich: sandwich

Poutine*: poutine

** A must-have, cholesterol-fest Quebec specialty – fries topped with cheese curds and smothered in hot gravy.*

Broad array of speakers to enliven Quebec City conference

ACE 2006 is only a few months away – are you ready? The Program Committee has lined up an excellent group of speakers for the convention who are sure to entertain and educate. The topics to be covered include great eating, great health, great writing and a peek into Canada's cultural landscape. Here is a bit more about the speakers scheduled for this year's ACE international conference:

Anita Stewart, P.Ag (Hon)
Gastronomer, Culinary Author and Activist

Anita Stewart has been called the Wonder Woman of Canadian cuisine. She was the first Canadian to earn a Master of Arts in gastronomy from the University of Adelaide in South Australia, and is the first culinary journalist to be honored as a professional agrologist. In 1993, she founded Cuisine Canada, still the only national association for food professionals. Stewart is on a mission to share the wonder of Canada's native foods with the world, and is the author of numerous cookbooks that celebrate Canadian cuisine, the most recent of which is "The Flavors of Canada." Stewart also started a nationwide backyard/main street Canadian beef barbecue billed as The World's Longest Barbecue in July 2003. It was conceived in support of Canadian agriculture (specifically the beleaguered beef industry) and continues each year. Thousands of Canadians participate, some from as far afield as Baffin Island, Japan, Australia and the United Kingdom. In every region, real Canadians barbecue real Canadian cuisine.

Barry Lane, Vice President, Canadian Cultural Landscapes

Located in historic Quebec City, Canadian Cultural Landscapes specializes in entertaining and informative presentations for travelers and tourists from around the world. Vice President Barry Lane was born in Regina, Saskatchewan, and studied history at the Royal Military College of Canada in Kingston, Ontario. He later served

as a captain in the United Nations Emergency Force, Sinai, at its headquarters on the Suez Canal in Egypt.

After working in historical interpretation with Parks Canada, Barry became co-founder of Canadian Cultural Landscapes in 1983. Barry's special interests are British colonial and maritime history. He has lectured extensively to cruise ship passengers sailing along the St. Lawrence, in the Canadian Maritimes, along the American Atlantic coast and in the Caribbean.

In Paris in 1991, he was awarded the Antoine de Saint-Exupéry prize for his book, "Ce jour-là en Nouvelle-France." This award is given to the author of the best children's book published in the French language outside of France.

Alex Jadad, Director, Centre for Global eHealth Innovation and Professor, Departments of Anesthesia and Health Policy, Management and Evaluation, University of Toronto

Dr. Alex Jadad's mission is to help improve health for all through information and communication technologies (ICTs). Born and educated in Colombia, he obtained his medical degree in 1986, specializing in anesthesiology. By the time he was 20 years of age and still a medical student, he was a leading expert on cocaine in Colombia and an internationally sought-after speaker.

In 1995 Jadad moved to Canada and joined McMaster University in a number of administrative roles, including chief of the health information research unit. In 2000, he moved to Toronto, where he created the Centre for Global eHealth Innovation, a setting designed as a simulator of the future, to study and optimize the use of ICTs before their widespread introduction to the health system. He is now developing virtual clinical tools to transform the encounter between patients and health professionals, interactive tools to promote knowledge translation and education of health professionals and the public, and a platform to respond to major public crises and to enable young people to shape the health system.

Roy MacGregor, award-winning columnist, author and Canadian storyteller

Roy MacGregor was born in the small village of Whitney, Ontario in 1948 and raised in the town of Huntsville, both on the edges of Ontario's Algonquin Park.

Prior to joining the Globe and Mail in 2002, MacGregor worked for the National Post, the Ottawa Citizen, Maclean's magazine, the Toronto Star and Canadian Magazine. He has won numerous awards for his journalism, including the National Newspaper Award, several National Magazine Awards and the ACTRA Award (twice), which honored him as the best television drama writer in the country.

MacGregor has covered both sports and politics in his journalism career, spending 14 years on Parliament Hill prior to covering the Ottawa Senators and the National Hockey League for several years in the 1990s.

He is also the author of some 37 books, 20 of them in the internationally successful Screech Owls mystery series for young readers.

His adult books include "A Life in the Bush," which won the Rutstrum Award for the best book on the wilderness published in North America between 1995 and 2000, and "Home Team: Fathers, Sons and Hockey," which was nominated for the Governor General's Award in 1996. When MacGregor was named an officer in the Order of Canada in 2005, the citation read: "One of our most gifted storytellers, Roy MacGregor is renowned for evoking the subtle nuances of our Canadian identity in his columns and books."





Association for Communication Excellence

Membership Application

If you are joining ACE for the first time, please complete this form and return it to:
 ACE Headquarters, University of Florida, P.O. Box 110811, Gainesville, FL 32611; Fax: 352/392-8583

Name: _____ Title: _____

University/Agency/Firm: _____

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City: _____ State: _____ Zip: _____

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Select your membership type. For help in determining which membership is right for you, please visit www.aceweb.org. With the exception of student/recent graduate memberships, all first-year memberships are \$50.

- Active (Any person whose duties relate to communicating about agriculture, natural resources, life sciences, or human sciences or who has a professional interest in communications related to those areas)
- Institutional (For active memberships paid by an institution)
- Student/Recent Graduate (For full-time undergraduate or graduate students and those who have graduated within the last two years. Dues for full-time students and persons in their first year after graduation are \$25. Dues in the second year after graduation are \$50. In the third year after graduation, members are considered active members and pay full dues.) Year in which you graduated or will graduate _____
- Charter (For the designated representative of a charter country; all persons in that country who qualify for membership receive affiliate member status.) Name of country applying for charter status: _____

Special Interest Group (SIG) Choices

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- To receive the Journal of Applied Communications (JAC) in printed form, check here. Please note that the JAC is currently not available in electronic format.

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