





## **ACE on the Cutting Edge**



ACE members have always been on the cutting edge of technology—a position strengthened when they began biennial meetings with the National Extension Technology Conference. Today ACE offers dozens of presentations on innovative use of new technologies and media.





# **Agricultural Communications Documentation Center**



This open-access, online center at the University of Illinois now includes more than 38,000 documents and resources involving agriculture communications in more than 170 countries. ACE members contributed and helped identify thousands of these valuable resources, from the most current to those from 150 years ago.





## National Impact Writing Project



In 1992, an ACE member assembled an impact-writing team to review state submissions to the National Research Institute and build a national impact statement database. The work inspired states to design their own impact sites and report results to key leaders. The impact system was not an official ACE project, but its success was based directly on the networking that ACE provided.





## **Leadership Institute**

The ACE Leadership Institute was founded in January 2007 to provide leadership development opportunities tailored to the needs of ACE members. The Institute's goal was to elevate the skills of professionals and to help them become leaders of communication and technology at their institutions. The Institute's yearlong program graduated 16 participants each in June 2008 and June 2009.









## **Xtension Chords**



Playing on equipment rented from a local pawn shop at the 2004 Lake Tahoe meeting, the Xtension Chords, made up of ACE members, provided fun, color and a rhythmic beat—as they have at every meeting since.





## Operation Bootstrap

The Doane Report of the late 1940s criticized colleges for their weakness in reporting great accomplishments of agricultural research. In 1952, an AAACE fact-finding report recommended five areas for improvement: research, pre-service training, in-service training, professional improvement workshops and more cooperative relationships.





## **National Project in Agricultural Communications**



After a fact-finding report indicated a need to strengthen the profession, the Kellogg Foundation in 1953 awarded a grant (worth \$6 million in 2013 dollars) for the National Project in Agricultural Communications. During the five-year project, dozens of research reports on agricultural communication, training materials and studies were assembled and shared through graduate programs.





## **ACE International**

ACE went international in 1952 when 28 European writers attended the Clemson University conference. In 1980, the newly formed International SIG attracted more than 400 agricultural communicators with international credentials. Today, ACE members are actively engaged around the world as communicators, trainers and scholars.









## ACE's Legislative Roots

ACE's roots lie within three Federal legislative acts:



1. the Morrill Act of 1862, providing the basis for the land-grant college system,
2. the Hatch Act of 1887, establishing the state agricultural experiment stations, and
3. the Smith-Lever Act of 1914, providing for cooperative extension work in agriculture and home economics.





## **ACE Workshops**



Since 1956, AAACE/ACE has offered national and regional workshops for members and Extension staff members. Recent workshops include the ACE Writing Workshop in Ames, Iowa, which produced a novel titled Pulp Feathers. A Media Relations Made Easy workshop was held in New Orleans in 2003 and in Atlanta in 2007. In 2005, Oxford, Mississippi, hosted a writing workshop called Real People, Real Stories, Real Writing.





## **Agricultural Communicators of Tomorrow (ACT)**



Thousands of aspiring agricultural communicators have learned about the profession through the ACT student organization. ACE served as the founding parent organization in 1970 and continues to support ACT chapters and members through national programming and day-to-day efforts of individual ACE members.





## **ACE Development Fund**

The ACE Development Fund was set up in the '80s for professional improvement. In 1996, the first ACE auction in Cleveland raised money for the fund, which now totals \$150,000 and supports three \$1,500 grants each year.









## **1913 Meeting: The Beginning**



On June 14, 1913, a year before the Smith-Lever Act, six publications editors from six colleges of agriculture met at the University of Illinois for a round-table discussion “speculating as to the possibilities of the field and planning how we might be mutually helpful.” Two years later the group adopted the name American Association of Agricultural College Editors (AAACE).





## World War I



During this crisis, a U.S. Food Administration official said, “The U.S. government has called no more strongly upon any part of the college than upon the editorial departments.” The stresses prompted agricultural editors and the press to quickly forge working relationships that otherwise would have taken much longer to develop.





## **World War II**



During World War II, land-grant university publications, “farm and home” radio programs and other forms of communication helped Americans deal with wartime rationing and shortages on the farm and in the home.







***ACE Magazine to  
Journal of Applied  
Communication***

*ACE* magazine started in 1919 as a mimeographed publication featuring news items, job search information, and abstracts from annual meetings. Later, as the *ACE Quarterly*, it provided a means for ACE members to prove their writing skills. The current *Journal of Applied Communication* solicits peer-reviewed articles, raising the level of professionalism for ACE members.









## **Critique & Awards**

Started as the Exhibits Program in 1920 with three categories—best exhibit, best printed publication and best agricultural story—ACE’s Critique and Awards Program has blossomed to include 50+ classes.





***The Communicator's  
Handbook: Techniques  
and Technology***

This handbook, first published in 1990 by ACE, was a source of training information and ready-made materials for ACE members. It was also used in undergraduate classrooms.

