

Signals

Jan/Feb 2008

Contents

From the President, 2

In Brief, 3

Media Relations Made Easy, 4

Ohio ACE meeting, 4

Nebraska Communicator of the Year, 5

Purdue hosts reunion, 5

ACE meeting tour options, 6

Conference program preparations, 7

Editing workshop, 7

Beyond the beach: Family fun in Traverse City

Unless your children have exhibited an unnatural fascination with lecterns and flip charts, the annual ACE conference probably hasn't entered your mind as a family vacation destination. This year, however, we suggest you kick off your shoes and bring the kids! While you're engaging in professional development, they'll be engaged in developing lifetime memories.

Life's a beach

Traverse City is famous for its white sand beaches hugging the freshwater bays of Lake Michigan. Both ACE conference hotels are lakefront properties with private beach access. Dozens of public parks also dot the shoreline of Lake Michigan and inland lakes of the Traverse City area, so you can choose a remote section of solitude or a buzzing city-center beach to build your sandcastle condos. You'll also find at least 10 picturesque and historic lighthouses within an hour's drive of downtown Traverse City.

Southwest of the city sits the Sleeping Bear Dunes National Lakeshore with its high dunes perched above the Lake Michigan shore. Your family can spend a day climbing dunes and enjoying the many freshwater beaches, scenic drives and preserved historic farmsteads of Sleeping Bear Dunes, as well as an interpretive visitors center, the Coast Guard museum and ferry excursions to North and South Manitou Island.

Come on in, the water's fine!

If you prefer your adventure offshore, a number of charter groups offer day cruises, sunset tours and longer adventures aboard yachts, schooners, sloops, catamarans, tall ships and tugboats. Or rent a sailboat,

pontoon boat, sailboard or personal watercraft to take the kids for a spin along the shoreline. Thrill seekers can even try parasailing or floating above the waters in a hot air balloon. The rivers surrounding Traverse City are also ideal for canoeing, kayaking or floating lazily along in a tube. You can even get beneath the surface on a scuba diving trip to visit Lake Michigan shipwrecks in the Manitou Passage State Underwater Preserve. Or sign on with one of the dozens of fishing charters that operate out of area bays and harbors for an exciting day of freshwater fishing for lake trout, salmon, steelhead and brown trout.

A view of the bay just starts the day

Your landlubber crew can find plenty of adventure along Traverse City's trail system, which is accessible for hiking, biking or skating. Three area fun parks offer everything from waterslides to go-carts to miniature golf. More serious duffers can tee up at one of the area's nearly 20 scenic courses in a region selected by Golf Magazine as one of the top six golf destinations in the country. Those who prefer spectator sports can take in a game with the Traverse City Beach Bums minor league baseball team.



If your idea of adventure is bargain hunting, Traverse City has that covered, too. A plethora of boutiques, art galleries and specialty shops line the downtown streets. Sample local specialty foods at American Spoon Foods, the Cherry Stop or Cherry Republic; taste local wines at the vineyards or at outlet locations; and browse for antiques at dozens of shops throughout the area. "Shop 'til you drop" is more than a slogan here!

It's not just fun – it's educational

The culturally oriented will enjoy the area's many museums and art centers. The Dennon Museum Center showcases historical and contemporary art, as well as

Continued on page 4

ASSOCIATION FOR COMMUNICATION EXCELLENCE



IN AGRICULTURE, NATURAL RESOURCES, AND LIFE AND HUMAN SCIENCES

From the President



ACE's ebb and flow

For months now, we've been asking for nominations and recommendations from the membership. And now your work is done, at least for a moment. Now Headquarters and the board are working furiously on the Critique and Awards program, the nominations you've provided, meeting plan details, and numerous other aspects that make up the ACE year.

Of course, soon you'll be working on your presentations for the annual meeting in Traverse City, Mich. The meeting is gearing up to be a great time. The Michigan folks have lined up Robbyn Smith and Gijsbert van Frankenhuyzen as our Hermance speakers. This dynamic couple has written and illustrated the "Hazel Ridge" book series about their family farm. In addition to great speakers, Traverse City is a lovely and historically significant location, with a great national lakeshore.

The Traverse City meeting also marks the graduation of our first class of participants in the ACE Leadership Institute (ALI). Last year, the class met in Albuquerque to learn about their personalities and the basics of different leadership styles. They also started talking about their projects. These projects, which require them to test some of the leadership concepts they learn at the institute, are completed at their home institutions. They also recently completed their midyear meeting in Peachtree City, Ga.

Right before the Traverse City meeting begins, the class will have its final sessions. At the meeting, the graduation of this class will include an interactive session with participants about their projects. At the end of the meeting, the institute's second class will kick off.

Three of the institute's participants are from K-State. I have thoroughly enjoyed their discussions about leadership. It has made me think differently and stretch my thoughts on the subject.

I think it is hard to overestimate the impact of the institute. Certainly it is significant to us as an organization and in our fields: investing in our future and our future leaders. The effect on the individual is really remarkable. I encourage you to listen to the testimonials on the ALI Web site.

Have a great spring!

Kris Boone

A handwritten signature in black ink that reads "Kris M. Boone". The signature is fluid and cursive.

ACE President
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In Brief

University of Wisconsin-Madison celebrates 100 years of agricultural journalism

2008 marks a century of teaching and research in agricultural journalism at the University of Wisconsin-Madison. A few years ago, the department was renamed Life Sciences Communication in the College of Agricultural and Life Sciences at UW-M.

According to the chair of Life Sciences Communication, Professor Jacqueline Hitchon

McSweeney, plans are now underway to recognize this achievement.

I, along with many ACE members, am a graduate of this center.

John P. Brien
Life Member, Australia
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Disaster Issues community of practice launched on time, thanks to SIGs

Mid-January found Becky Koch and me working on EDEN/Disaster Issues community of practice tasks that needed to be completed before the community could launch. Our deadline: Feb. 18. One of the critical tasks was copy editing. As I was trying to figure out how to get more than 100 articles edited in time for our launch, it hit me – whack! – that I had access to a fabulous network where I might find just the help I needed. That network was the ACE SIG network. I sent an appeal for assistance to three SIGs (writing, publishing, and

leadership and management). The response was immediate and amazing. I received nearly 30 offers to edit articles in the wiki! Thanks to our professional colleagues across the country, the Disaster Issues community launched Feb. 18 with a solid base for our initial focus areas. I knew it before, but I have more proof now – when you call on the SIGs for help, you're going to get it!

Virginia Morgan
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Communications in transition

Communications in transition was the topic for a half-hour radio program for which Larry A. Quinn, past ACE president (1984-85), was interviewed Jan. 23 as a guest lecturer. Hosted and produced by Lillian Brown, "Georgetown University Forum" is a weekly radio program that typically highlights research and expertise of Georgetown University faculty with occasional guest appearances. The program airs internationally via National Public Radio, Armed Forces Radio Network, Voice of America and other syndicated broadcast networks.

Brown was one of six professionals that Quinn engaged 23 years ago to help the USDA transition from motion picture production to live via satellite TV broadcasts

to reach audiences in rural America. Brown invited Quinn to be on her program to detail the changes in communications that he has observed in the 45 years since first becoming a radio announcer at age 17. During the discussion, Quinn highlighted the long and continued importance of farm broadcasters in reaching farmers, ranchers and rural citizens with vital information about agriculture. He emphasized that radio has survived many years of transitions and continues to be vital in reaching rural Americans, including those who live in rural communities because of the lifestyle they offer.

Quinn is assistant director of USDA's Office of Communications in Washington.

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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.

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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

one of the largest and most historically complete collections of Inuit art in the world. The Great Lakes Children's Museum offers hands-on, interactive family fun focused on water and the Great Lakes, and the Music House Museum houses an extensive collection of the finest and rarest of automatic musical instruments. Your kids can soak up history at Old Mission village or visit the Grand Traverse Heritage Center for exhibits from the region's industrial and Native American past.

Traverse City also boasts a vibrant music scene, with many opportunities to experience both local and world-class acts at open-air stages and acoustically perfect auditoriums. Nationally prominent acts are frequently staged at the Leelanau Sands Casino and at

the world-famous Interlochen Arts Academy just 14 miles from Traverse City.

Great Lakes, Great Faces, Great Places

ACE 2008 is sure to be a one-of-a-kind pure Michigan experience. Kids of all ages will appreciate the beauty and fun of Northern Michigan and bring home priceless memories

from their Traverse City stay. So, pack the family when you pack your PowerPoint, and get ready for Great Lakes, Great Faces and Great Places!

Francie Todd
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Go online for even more great ideas for family vacation fun during the 2008 ACE conference.

ACE 2008: www.ace08.com

Traverse City Convention and Visitors Bureau:
www.visittraversecity.com

Downtown Traverse City:

www.downtowntc.com

Holiday Inn West Bay attractions:

www.tcwestbay.com/area

Pure Michigan:

www.michigan.org

Make your media relations trainings SIZZLE!!

Sign up today for Media Relations Made Easy (MRME) in Hotlanta, April 13-15 at the Hilton Garden Inn, Atlanta.

This updated train-the-trainer workshop will show participants how to best prepare faculty and administrators for successful interactions with reporters and will be great training for those who are new to media relations.

Participants will go home with flash drives containing ready-to-use presentations for training faculty. The flash drives also will include hands-on activities as well as tips about how to set up media relations training.

As an added benefit, participants will tour CNN and hear from several media organizations, including The Atlanta Journal Constitution and the Associated Press.

Registration is \$275. For more information, visit <http://hosting.caes.uga.edu/MRME>. For lodging, call the Hilton Garden Inn Atlanta Downtown at 404/577-2001.

Suzanne Steel
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Research and recruitment at Ohio ACE meeting

Research and recruitment were the two main topics at an October meeting hosted by the Ohio ACE chapter.

ACE member Emily Rhoades presented an overview of her research in the area of new media and the rural community. Rhoades, an assistant professor of agricultural communications at Ohio State University, shared information about Web design and the use of blogs by people in rural areas. Of particular

interest to the group were the implications of her research on Ohio State institutional Web design. Also discussed were the effects of blogging on more traditional avenues of information dissemination.

Nineteen Ohio ACE members and eight potential ACE members in two locations (the Columbus campus and the Wooster campus) attended the meeting. The ACE contingent shared information about the

benefits of ACE membership with the non-ACE members and also provided pizza with support from ACE regional funds.

Ohio ACE plans to follow up with the non-members to promote future ACE events.

Brian Meyer
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Nebraska ACE chapter presents its Communicator of the Year award

Justin Evertson, assistant director for community programs at the Nebraska State-wide Arboretum (NSA), has been named the 2007 Communicator of the Year by the Nebraska ACE chapter.

The Nebraska ACE Communicator of the Year award recognizes Institute of Agriculture and Natural Resources faculty or staff members who communicate clearly and display exceptional expertise and professionalism in promotion, publications, news and technology.



Evertson received the award during an afternoon reception Dec. 14. The award is sponsored by the Nebraska chapter of ACE.

Evertson's position carries a complex and demanding workload with a very high level of public contact. He communicates to a variety of Nebraska audiences. He works directly with at least 50 different communities across the state annually on landscape projects involving parks, schools, libraries, fairgrounds, courthouses, nursing homes and business districts. In addition, in his hometown of Waverly, he serves on the Park and Tree Advisory Committee and has planted hundreds of trees and shrubs throughout the city.

"With his wide range of experience in landscape design, plant selection and maintenance, Evertson is always well-prepared, both with media and with the public, to answer questions, give examples and back up recommendations with current research," said Karma Larsen, communications associate for the arboretum. "He readily switches

from one method of communication to another, fine-tuning it according to deadlines, audience and the best means of dissemination."

The University of Nebraska alumnus is also a highly sought-after public speaker, said Jim Locklear, director of the arboretum. Evertson often gives more than 40 presentations annually, speaks regularly on radio programs like KZUM's "What's Growing," Larry Germer's gardening show on KWBE-AM in Beatrice, NET's "Backyard Farmer," and most recently taped a podcast for Iowa State University on "Trees and Acres."

"He invests a considerable amount of time and effort each year in representing the NSA and its mission to audiences across Nebraska," Locklear said. "He is a very positive ambassador for NSA, IANR and UNL."

Sandi Alswager Karstens
ACE Nebraska State Representative
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Purdue hosts reunion

Good friends, good food, good conversation: It was reunion time at Purdue University this fall in an event organized by the Purdue AgComm staff.

With support from ACE regional funds, Purdue organized the Nov. 9 event, which brought former Agricultural Communication Department staff and ACE members back to campus to visit with current staffers.

Nine of the 30-some participants were past staffers. The ACE regional funds helped provide catered refreshments for the reunion.

"People from our department have written histories of other parts of Purdue Agriculture, but we've never written about our own department," said Rebecca Goetz, Indiana's ACE state representative. "Not much has been recorded about us. This event helped capture some of our past and helped us reconnect with people who had worked in the department."



Eldon (Fred) Fredericks, former department head of Purdue's Agricultural Communication Department and an ACE life member, chats with Laura Hoelscher, senior editor in the department.

After spending time getting acquainted (or reacquainted) and partaking of the spread of food and beverages, the Purdue AgComm staff switched on the camera.

Without much prompting and while the video rolled, the former AgComm staff members launched into stories of the department's past. Among other topics, the group heard about past ACE presidents, several

failed political careers and a national ACE conference held at Purdue in 1974 that was organized around avoiding Sunday – the day gas stations closed because of the fuel crisis.

One of the participants gave the current staff a CD of a men's quartet harmonizing in 1960 and 1970; two of the singers were people who attended the reunion to reminisce.

An agricultural communication student will transcribe the audio portion of the event videotape. Purdue then plans to archive the materials.

"After our gathering, several people talked about inviting past staff members back for other events," Goetz says. "I hope this is the beginning of renewed relationships."

Brian Meyer
North Central Region Director
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Take a tour: See what makes the Grand Traverse area so grand

The optional tours offered Thursday afternoon of the conference (June 12) will be a great opportunity to see how agriculture and natural resources make the Grand Traverse area a special place. Food, wine, art, shopping, beautiful scenery and Lake Michigan are prominently featured in the tour options. Below is a sampling. Visit the meeting Web site at <http://www.ace08.com/default.aspx?tabid=2224> for links to major attractions.

Best bet for nature lovers: Sleeping Bear Dunes and more

Sleeping Bear Dunes National Lakeshore (<http://www.nps.gov/slbe/>) is one of just 400 U.S. sites designated a “national treasure.” Bring the family on this tour that includes standing atop a 450-foot bluff looking straight down on Lake Michigan, watching (or even participating in) a reenactment of a shipwreck rescue, wading in the waters of Lake Michigan, and learning the Chippewa Indian legend of the Sleeping Bear Dunes. Park rangers will offer insight on the formation of this unique glacially sculpted landscape and the area’s history of Indians, lumbermen, merchant sailors and farmers. You’ll also visit the Coast Guard Station Maritime Museum and the village of Glen Haven, including tours of the Cannery Boat Museum, the fully restored Glen Haven General Store, and the Blacksmith Shop.

Longing to get out on the water? Try the maritime tour

Unfurl the mainsail, draw the anchor, take the wheel and head back in time for an afternoon adventure aboard the tall ship Manitou. Those who choose this tour will set sail on one of the Great Lakes’ largest tall ships for a two-hour excursion on Grand Traverse Bay. The Manitou is a replica of a 19th century schooner, similar to those that sailed the Great Lakes and the Atlantic Ocean. See the Manitou for yourself by visiting the Traverse Tall Ship Company Web site (<http://www.tallshipsailing.com/>), then book passage on this one-of-a-kind afternoon excursion.

For the fresh produce fan: Farm marketing and agritourism

There’s lush scenery throughout this tour, along with fresh baked goods, produce and

gifts at the Farm Market and Country Gift Haus, as well as the King, Royal Farms and Friske orchards. This tour has the ambience of leisurely summer afternoons in the country and fall weekend trips to your favorite cider mill or pumpkin patch. You will learn the behind-the-scenes stories of each stop, from its origins to the crops it grows to the evolving landscape of agritourism and farming in the region. You’ll also learn about how and why an operation becomes MAEAP (Michigan Agriculture Environmental Assurance Program)-verified and the growing roles environmental stewardship and sustainability play in today’s farming landscape.

Soak up the art scene

This tour will introduce you to the vibrant arts scene of the Grand Traverse area. The first stop is the Tamarack Gallery (<http://www.tamarackartgallery.com/>), a showcase of fine art, crafts and folk art. Wildlife artist Marianne Vick will discuss her work and that of fellow Northern artists. Directly across the street, the Leelanau Cellars (<http://www.leelanaucellars.com/>) wine-tasting room will treat us to a selection of their premium wines. Then back to Traverse City to the Dennon Museum (<http://www.dennosmuseum.org/>) for a guided tour that includes the second largest U.S. collection of art of the native (Inuit) peoples of the Canadian Arctic and a special exhibition by internationally renowned artist Stephen Knapp, featuring art that fills walls with vibrant color using only mirrors, filters and focused light. At the final stop, we’ll view contemporary art at the Belstone Gallery (<http://www.belstonegallery.com/>). Local art legend Charles Murphy will visit with our group and share insights from his 30 years of painting.

Slow Food Movement and local wineries

The Slow Food Movement is a growing trend that favors choosing locally grown and produced items, preparing them in traditional ways, and eating with friends and family. The general concept is being embraced by a growing number of business owners, farmers and consumers in the Traverse City area. This tour starts with lunch at Trattoria Stella. Each day the menu at this fine restaurant lists the local farms that have been



sourced to produce a fresh Italian-inspired menu. Speakers will tell us about the “Taste the local difference” movement, why it matters in Northwestern Michigan, and the role of Michigan State University research. Next we stop at the Left Foot Charley winery for a wine tasting and conversation with their award-winning winemaker. The tour finishes at Chateau Chantal and its vineyards. There we will have a wine tasting, walk through the wine cellars and hear about the winemaking process, and then view their lovely bed and breakfast.

Leelanau Peninsula: Home of fine cherries, cheese, wine and much more

This tour offers three stops that feature the bounty of the Leelanau Peninsula. First, we’ll drive past rolling hills covered with orchards and vineyards framed by lake vistas to Black Star Farms (<http://www.blackstarfarms.com/>), an agritourism destination with a winery, a creamery with award-winning cheeses, an upscale bed and breakfast, stables, and farm market. We’ll enjoy a wine and cheese tasting, tour the rest of the farm and, of course, have an opportunity to purchase products. Right around the corner is the Leelanau Fruit Company – a value-added fruit processing operation that features varieties of packaged processed fruits, including decadent chocolate-covered cherries. We’ll hear how this family-owned business brings fresh fruit out of the field and makes it into juice and dried fruit. The next stop is L Mawby, a fine producer of sparkling wines using low-input sustainable farming practices. Learn about the sparkling wine process with opportunity to taste and purchase.

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ACE 2008 conference program preparations are well underway

Great Lakes, Great Faces, Great Places – that’s the theme for the ACE 2008 meeting in Traverse City, Mich. The Program Committee is working hard to put together an outstanding program to bring your great faces to the conference in June.

The Michigan folks had a number of wonderful ideas for speakers who could convey the rich history and beauty of the Great Lakes region. The Program Committee has chosen a husband and wife team – Gijsbert “Nick” van Frankenhuyzen and his wife, Robbyn Smith, from Bath, Mich. – as the Gary Hermance speakers. van Frankenhuyzen, a former art director for Michigan Natural Resources Magazine, now illustrates children’s books and travels to schools in the Great Lakes area. He encourages kids by showing them that drawing is as simple as making circles, squares and triangles.

Smith, a nature journalist, visits schools, zoos and nature centers sharing with

children and adults the value of journaling, the joy of story-telling and the importance of protecting our natural world.

Their farm provides a temporary home for many orphaned and injured wildlife. The couple uses true stories from their farm for their popular “Hazel Ridge” book series.

Stay tuned for information on our other conference speakers.

For the meat of the program, we received more than 90 breakout session proposal submissions, and we’re grateful to all those who submitted. ACE members who are willing to share their expertise and knowledge are what make the conference such a valuable professional development experience.

The proposals were forwarded to the respective SIG leaders for input. Feedback from SIG leaders and the SIG membership ensures that the program includes what ACE

members want and need in order to be better communicators and leaders.

The Program Committee tries to put together a balanced program from the first day of the conference through the last session. We hope you will carefully evaluate the program and decide how it can best benefit you before making your travel plans. You don’t want to miss out on a great session because your flight leaves early Friday morning.

Keep checking the conference Web site www.ace08.com for more information. We hope to have registration online soon.

Gloria Holcombe
ACE 2008 Program Committee Chair
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Editing workshop in Traverse City available for early birds

When making your travel plans for Traverse City, don’t forget to arrive in time for the publishing SIG’s editing workshop, “Instruction for Those Who Make Others Look Good.” Held on Monday, June 9 – the day before the ACE conference begins – this fun and challenging daylong workshop is sure to sharpen the editing skills of both newbie and seasoned editors. The fee is \$75 and sign-up will be included on the ACE conference registration form. The workshop is open to all ACE members, but attendance is limited to 40 people.

Workshop trainers are Susan E. Allan, instructor for the University of Chicago’s Graham School of General Studies editing

program, and Peter Sokolowski, Merriam-Webster’s editor-at-large.

Allan, who currently serves as managing editor of the American Journal of Sociology, specializes in interpreting editorial rules in a wide range of publishing contexts and media. She has served as a copy editor at the University of Chicago Press journals division and also as a freelance copy editor. In 2007, she received the Graham School’s 2007 Excellence in Teaching award.

Sokolowski represents Merriam-Webster in national author tours and in radio and television interviews, such as his monthly language discussion on Southern

California’s KKZZ radio. He records podcasts of Merriam-Webster’s Word of the Day and monitors entries to the interactive Merriam-Webster’s Open Dictionary – two popular features of Merriam-Webster Online.

Come early to the ACE annual meeting, enjoy outstanding trainers, and learn practical skills you’ll definitely use back on the job!

Helen White
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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: _____

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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: _____

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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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