

issippi as well as on ETV. Since we have our own production facilities, we have suggested—and recently gotten ETV agreement—that we experimentally produce the program at our studio and then let them air it. This would put most of the burden of production on MCES. Eventually, for maximum coverage, we would like to be sole producer of "Farmweek" and make it available to all stations.

—Bruce Johnson, *Radio-Television Editor, Mississippi Cooperative Extension Service*

## **States Report Teaching, Research Activities**

In 1978 the Ad Hoc Committee on Teaching and Research surveyed ACE members or information staffs at the Land-Grant institutions, including Puerto Rico, of the United States.\*

Forty-seven of the possible 51 offices replied to the questionnaire. While, by all standards, this is an excellent return for a mail survey, it doesn't quite speak to 100 percent of the Land Grant College Information Offices. The reader should also be aware of some other facts concerning the survey instrument, and the resulting data: (1) Because Land Grant College Information Offices operate under many different names, confusion can result as to exactly who should be included in answers to such a survey (2) In some states, research editorial offices are separated from Extension editorial offices, so some ACE members could be missed as a result (3) In some states the teaching function may be located in the College of Agriculture, but be completely separated administratively from the information office (4) The information gathered by the instrument does not allow sharp delineation between the undergraduate and graduate courses taught (5) Finally, the instrument does not distinguish between information staff who are, or are not, members of ACE.

Given these, and possible other, shortcomings, the instrument does appear to provide reasonable answers to the basic questions asked of the ad hoc committee on teaching and research: "What is the current status of ACE members regarding teaching and research, and what are the trends regarding each?"

Of the 47 states replying to the survey instrument, 18, or 38 percent, are involved in one or more of the three areas—undergraduate, or graduate teaching, and research. Of those 47, more are

involved in undergraduate teaching than in either graduate teaching or research—38 percent and 19 and 30 percent respectively. Only three states report some degree of research involvement, with no undergraduate or graduate teaching. On the other hand, seven states report teaching of one kind or another but no involvement in research.

Apparently a significant number of ACE members are involved in undergraduate teaching and in research. In both of these activities, the trend seems to be definitely upward. As strong a case cannot be made for graduate teaching. Here the percentage involvement is significantly less, and the trend not well established.

Information staffs in the various Land Grant Institutions teach a fairly impressive group of undergraduate courses. Respondents were not asked to indicate whether courses were offered only for undergraduate credit, only graduate credit or offered for both. However, ample data indicates many courses are offered for both kinds of credit. It is likely true, though not substantiated, that most or all of the graduate courses listed are offered for graduate credit only.

The divisions we made according to undergraduate subject areas are strictly arbitrary based on apparent subject matter suggested by the course title. Respondents were not asked to make such divisions. From these course titles, a wide scope of subject matter courses are taught. But titles seem weighted rather heavily toward general communications related to agriculture. Students can get an undergraduate degree in agricultural communications in seven of the states where undergraduate teaching is done, while only three offer a graduate degree. Only one state offers the Ph.D. degree.

Information offices report a fairly impressive list of research titles in which staff have been involved over the past five years. No attempt was made to judge the rigor of the research methods used, and research titles appear to be heavy on evaluative studies rather than more basic research. Most appear to be rather directly related to current communications activities with various clientele groups.

Finally, in view of these data, what kinds of programming might be appropriate for possible future media sessions on teaching and research?

See survey on page 54.

\*Write ACE Quarterly for a list of the course titles or research projects uncovered by this survey.

## Teaching and Research Survey Results

1. Teaching for undergraduate college credit?  
N-47  
Yes-18  
Percentage-38.3%
2. Credits taught per semester?  
N-18  
Range-1-98  
Mean-14.7  
Median-6
3. Undergraduate courses taught?  
69 courses were listed in 7 subject areas: broadcasting, media and methods, publications, writing and reporting, general communications, and "other"—3 titles were repeats.
4. Number of staff involved?  
N-18  
Range-1-12  
Mean-3.7  
Median-approx. 2
5. Percentage total time undergraduate teaching?  
N-18  
Range-1-26%  
Mean-10%  
Median-5%
6. Undergraduate major with you?  
N-18  
Yes-6-33.3%
7. Average number degrees per year?  
N-7  
Range 2-38  
Mean-11.8  
Median-4
8. Undergraduate teaching trends:  
N-18  
Increasing-10-55.5%  
Decreasing-1-5.5%  
Same-6-33.3%  
No answer-1

9. Teaching graduate courses?

N-47

Yes-9-19.1%

10. Graduate credits per year?

N-9

Range-1-18

Mean-6

Median-3.5

11. Graduate courses taught?

8 were listed

12. Graduate major with you?

N-9

Master's-Yes-3

Ph.D.-Yes-1

Neither-5

13. Graduate degrees earned year?

N-9 Master's degree

Range-2-14

Mean-6.3

N-1 Ph.D.

4 per year

14. Trends graduate teaching:

N-9

Increasing-3

Decreasing-0

Same-2

No answer-4

15. Communications Research?

N-47

Yes-14-30%

16. Number staff involved res?

N-14

Range-1-16

Mean-4.1

Median-3

17. Percentage staff time research?  
N-14  
Range-1-12%  
Mean-4.1%  
Median-4%
18. Source of research funds?  
N-14  
No special funds-14  
Hatch funds-3  
Gifts & grants-10  
(Most states more than one source)
19. What research projects involved your staff?  
43 titles were listed.
20. Supervise research for other depts.?  
N-14  
Yes-7-50%
21. Number such projects per year?  
N-7  
Range-1-4  
Mean-2  
Median-2
22. Trends in research:  
N-14  
Increasing-9  
Decreasing-0  
Same-4  
No answer-1

—*Maurice White, University of Wisconsin-Madison*