

The 

# QUARTERLY

Official Journal of the Agricultural  
Communicators in Education



## Inside:

Study Finds Member Support  
For *Quarterly* Policy Changes

Distribution of Radio News Stories  
By Telephone: A Louisiana Case Study

Newsletter Teaches Oregon Extension Workers  
To Be Better Communicators

Information Processing And Technology Transfer  
In A Developing Country

Volume 71    Number 2

## **Agricultural Communicators in Education**

QUARTERLY EDITOR,  
ACE COORDINATOR

Donald N. Collins  
655 15th Street, N.W.,  
Suite 300  
Washington, D.C. 20005  
(202) 639-4050

EDITORIAL DIRECTOR,  
MANUSCRIPT REVIEWS

LaRae M. Donnellan  
Research Publications Editor  
Morrill Hall  
University of Vermont  
Burlington, VT 05405  
(802) 656-3024

### REGIONAL EDITORS

#### NORTHEAST REGION

Lyn Jarvis  
University of Vermont  
Burlington, VT 05401-0106

#### NORTH CENTRAL REGION

Michael V. Doyle  
Michigan State University  
East Lansing, MI 48824-1039

#### SOUTHERN REGION

Bonnie Riechert  
University of Tennessee  
Knoxville, TN 37901

#### D.C. REGION

Judith Armstrong Bowers  
U.S.D.A. Room 3137-S  
Washington, D.C. 20250

#### WESTERN REGION

Terence Day  
Washington State University  
Pullman, WA 99163

#### RESEARCH BRIEFS

Clifford Scherer  
Cornell University  
Ithaca, NY 14853

## **ACE Quarterly Manuscript Reviewers**

Meg Ashman  
University of Vermont

Blannie E. Bowen  
The Ohio State University

Ned Browning  
Mississippi State University

Terence L. Day  
Washington State University

LaRae M. Donnellan  
University of Vermont

David Elvin  
Burlington, Vermont

David A. King  
Oregon State University

Tom Knecht  
North Carolina State University

Patricia Lewis  
Maplewood, New Jersey

Robert Logsdon  
University of Vermont

Patricia Mucke  
University of Tennessee

JoAnn Pierce  
University of Florida

Bonnie Riechert  
University of Tennessee

# The QUARTERLY

Official Journal of the Agricultural Communicators in Education

Volume 71

Number 2, 1988

## Table of Contents

<b>Study Finds Member Support for <i>Quarterly</i> Policy Changes</b>	
Clifford W. Scherer.....	3
<b>Distribution of Radio News Stories by Telephone: A Louisiana Case Study</b>	
John R. Brooks.....	9
<b><i>CommunicAids</i> Aids Communication: Newsletter Teaches Oregon Extension Workers to Be Better Communicators</b>	
Joyce Patterson.....	13
<b>Information Processing and Technology Transfer in A Developing Country</b>	
Harry A. Carey.....	17
<b>Reviews.....</b>	<b>23</b>
<b>Publishing Policy.....</b>	<b>28</b>

### **On the Cover**

The alligator was photographed for the national AP and UPI wire services, accompanying a story on the University of Florida's ten-year wildlife alligator project. The alligator eggs are collected in the wild and hatched in captivity.

The photographer, Bunny Ingles Stafford, is an ACE member and photographer for IFAS, University of Florida.

The photo is the 1988 C&A Superior Award winner in Visuals (class 23), a single photograph category.