

Journal of Applied Communications

Volume 78

No. 1, 1994

Change and the Agricultural Communicator

Defining Research Productivity

Delivery Methods Preferred by Targeted Extension
Clientele for Receiving Specific Information

Extension Agent Attitudes Toward Paired/Cooperative
Computer-Assisted Instruction for In-Service Training

Reviews



Official Journal of the
Agricultural Communicators in Education



Editorial Board

Terence Day, Chair, Washington State University, 1991-94
Melva Berkland, Iowa State University, 1993-96
Blannie Bowen, Pennsylvania State University, 1991-94
John Brooks, Louisiana State University, 1991-95
Jeanne Gleason, New Mexico State University, 1993-96
Larry Tennyson, South Dakota State University, 1991-95

Manuscript Review Board

Robert Agunga, Ohio State Univ.
Blannie E. Bowen, Penn State Univ.
John Brien, Macquarie Univ., New South Wales, Australia
John Brooks, Louisiana State Univ.
Mary L. Cilley, Univ. of Florida
Karen Cronin, Virginia Tech Univ.
Terence L. Day, Washington State
LaRae M. Donnellan, Univ. of Idaho
Robert Hays, Univ. of Illinois
Dennis Hinkamp, Utah State Univ.
Lyn Jarvis, Univ. of Vermont
David A. King, Purdue Univ.
J. Robert Kern, Communication for Agriculture World-Wide
J. Steven Lay, Univ. of Alaska
Evelyn Liss, Oregon State Univ.
Joe Marks, Univ. of Missouri
Haven Miller, Univ. of Kentucky
Anita Povich, Univ. of Illinois
Bonnie Riechert, Univ. of Tenn.
Ricky Telg, Texas A&M Univ.
Mark Tucker, Univ. of Missouri.

Editor

Ashley M. Wood
ACE Coordinator
PO Box 35
Evinston FL 32633
904/392-9588

Associate Editor

Kathryn A. Schreyer
University of Florida
PO Box 110810
Gainesville FL 32611

Assistant Editor

Rich Dooner
University of Florida
PO Box 110810
Gainesville FL 32611

Cover

Photo taken by John Wozniak, winner of the 1994 Outstanding Professional Skill Award in Photography in the Critique & Awards Program. This photo was taken for the calendar section of the Louisiana State University "LSU Today," a weekly newspaper distributed to LSU faculty and staff, and is one of a series that won the Gold Award, Class 23, Black and White Photo Series.



UNIVERSITY OF
FLORIDA

The *Journal of Applied Communications* is published by the Agricultural Communicators in Education at the Institute of Food and Agricultural Sciences, University of Florida, Gainesville.

Publications Reviewers

Editor: James Shaner, Elizabethtown College, *Southern Region*;
Carol Sanders Reiner, University of Arkansas, *North Central Region*;
Robert Hays, University of Illinois; Harlan Lynn, University of Missouri; James King, University of Nebraska-Lincoln; Kurt R. Knebusch, Ohio State University. *Western Region/International:*
Tom Gentle, Ken Kingsley, Oregon State University; K. Robert Kern, Communication for Agriculture World-Wide.

ACE Board 1993-94

President

Linda Benedict, Southern Univ.

President-Elect

Valorie McAlpin, North Carolina A&T State Univ.

Vice-President

Terry Meisenbach, Univ. of Nebraska

ACE Coordinator

Ashley Wood, Univ. of Florida

Directors

Associate

Mary G. Miller, Interactive Design and Development

District of Columbia

Cathy Selberg-Bridwell, USDA

North Central

Robert Furbee, Kansas State Univ.

Northeast

Lyn Jarvis, Univ. of Vermont

Past President

Jack Sperbeck, Univ. of Minnesota

Retirees

Richard L. Lee, Columbia, Missouri

South

Julia Graddy, Univ. of Florida

West

Scott V. Fedale, Washington

State Univ.

Subscription rates

Members of ACE receive the *Journal of Applied Communications* as part of regular membership services. The rate for non-members, libraries, and others is \$75 a year. Single copies of back issues may be obtained for \$15 each, when available.

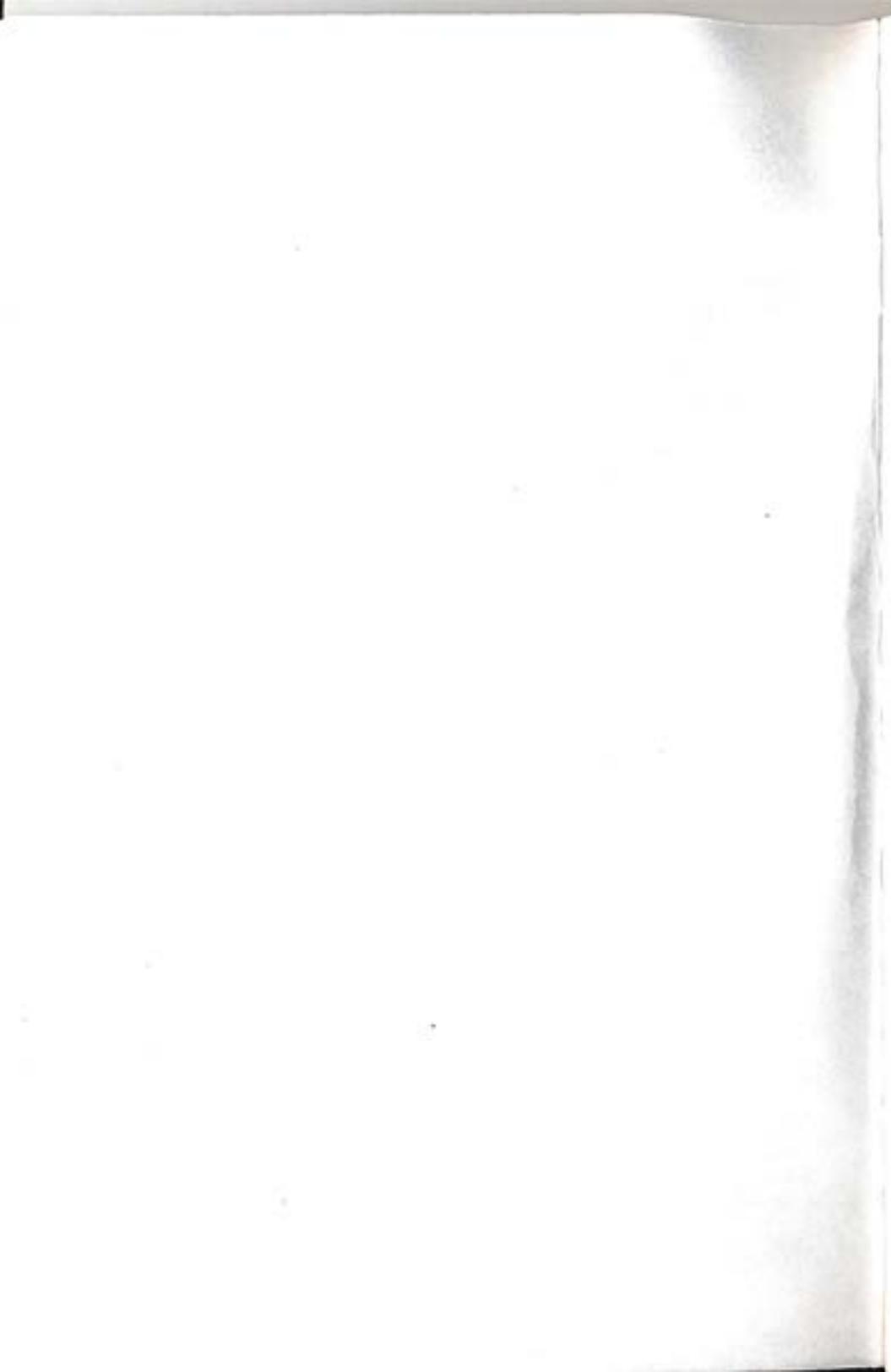
For manuscript submission policy, see inside back cover.

Publication Agreement

Copyright: When a work is considered for publication, if accepted and published by the *Journal of Applied Communications*, the author(s) agree to transfer copyright of the work to ACE—this includes full and exclusive rights to the publication in all media now known or later developed, including but not limited to electronic databases, microfilm, and anthologies.

Author Warranties: The author(s) represent(s) and warrants(s): that the manuscript submitted is his/her (their) own work; that the work has been submitted only to this journal and that it has not been previously published; that the article contains no libelous or unlawful statements and does not infringe upon the civil rights of others; that the author(s) is (are) not infringing upon anyone else's copyright. The authors agree that if there is a breach of any of the above representations and warranties that (s)he (they) will indemnify the Publisher and Editor and hold them harmless.

Send all change of address notices and subscription requests to: Ashley Wood, ACE Coordinator, University of Florida, Bldg. 116, PO Box 110810, Gainesville FL 32611-0810.



Journal of Applied Communications

Volume 78

No. 1. 1994

- 1 Change and the Agricultural Communicator: Electronic Dissemination of Extension Information**
Howard Beck
Mary L. Cilley
University of Florida
- 11 Defining Research Productivity: It Depends Upon Who You Are**
Susan Mallon Ross - Clarkson University
LaRae M. Donnellan - University of Idaho
- 22 Delivery Methods Preferred by Targeted Extension Clientele for Receiving Specific Information**
John G. Richardson
R. David Mustian
North Carolina State University
- 33 Extension Agent Attitudes Toward Paired/Cooperative Computer-Assisted Instruction for In-Service Training**
Joseph R. Makuch - USDA
Paul D. Robillard - Pennsylvania State University
- 40 Reviews**

