

Journal of Applied Communications

Volume 79

No. 4, 1995

Adapting Prior Television Production Experience
for Distance Education Instructional Design

The Illinois Steward Readership Survey

Preferences of a Traditional Extension Audience
for Self-Directed Delivery Methods

Reviews



Official Journal of the
Agricultural Communicators in Education



Editorial Board

Melva Berkland,
Iowa State University
1993-96

John Brien,
Macquarie University,
New South Wales, Australia
1994-97

John Brooks,
Louisiana State University
1991-98

Jeanne Gleason,
New Mexico State University
1993-96

Jan Scholl,
Pennsylvania State University
1994-97

Larry Tennyson, Chair,
South Dakota State University
1991-98

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

Editors

Joyce Dolbier
JJD@GNV.IFAS.UFL.EDU

Julie Graddy
JCG@GNV.IFAS.UFL.EDU

Kathryn Schreyer
KASCH@GNV.IFAS.UFL.EDU

Ron Thomas
RKT@GNV.IFAS.UFL.EDU
University of Florida
PO Box 110810
Gainesville, FL 32611-0810

Managing Editor

Ashley M. Wood
ACE Coordinator
AMW@GNV.IFAS.UFL.EDU

Change of address notices and subscription requests should be sent to the following address:

ACE Coordinator
University of Florida
PO Box 110810
Gainesville, FL 32611-0810.



**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, Florida, USA.

Manuscript Reviewers

Robert Agunga
Ohio State Univ.

Blannie E. Bowen
Penn State Univ.

Judith Bowers
GSDA,
CTDE-CSREES

John Brien
Macquarie Univ.
Australia

John Brooks
Louisiana State
Univ.

Ned Browning
Mississippi State
Univ.

Sam Brungardt
Univ. of Minnesota

Mary L. Gilley
Univ. of Florida

Joe Courson
Univ. of Georgia

Karen Cronin
Virginia Tech Univ.

Terence L. Day
Washington State
Univ.

LaRae Donnellan
Univ. of Idaho

Cheryl Frank
Univ. of Illinois

Robert Hays
Univ. of Illinois

Dennis Hirkamp
Utah State Univ.

Lyn Jarvis
Univ. of Vermont

J. Robert Kern
Communication
for Agriculture
Worldwide

David A. King
Purdue Univ.

Ken Kingsley
Oregon State Univ.

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

David Rice
North Dakota
State Univ.

Bonnie Riechert
Univ. of Tennessee

Janet Rodelohr
Univ. of Georgia

Ricky Telg
Univ. of Florida

Mark Tucker
Univ. of Missouri

Sherrie Whaley
Purdue Univ.

Larry Whiting
Ohio State Univ.

Submission guidelines and information about our organization are located at the back of this issue.

Cover

The exhibit featured on our cover received many accolades in the 1995 ACE Critique & Awards contest. University of Illinois specialists **Marisa Meador** and **Brian Cook** accepted many awards including: the class-32 exhibits gold award; the class-30c computer illustration and integrated graphics-single bronze award; and the bronze award in class-28 for computer-enhanced photograph.

The exhibit highlights the Illinois Cooperative Extension Service and costs approximately \$5,000 per individual photomural. The purpose of the original exhibit, presented at a Farm Progress Show in 1994, was to "portray a concern for water purity and it's ultimate effect on everyone." The Farm Progress Show drew some 300,000 citizens. Since that time, the exhibit has been present at a variety of ceremonies, conferences, and open-houses. When not in use for a specific event, it is quite often displayed in the Agricultural Engineering building on the University of Illinois campus, especially when international visitors or prospective students are touring.

ISSN 1051-0834



Journal of Applied Communications

Volume 79

No. 4, 1995

**1 Adapting Prior Television Production
Experience for Distance Education
Instructional Design**

Ricky W. Telg
University of Florida

17 *The Illinois Steward* Readership Survey

Gail Snowdon
University of Illinois

**31 Preferences of a Traditional Extension
Audience for Self-Directed Delivery Methods**

Allen E. Caldwell
John G. Richardson
North Carolina State University

41 Reviews

Ken Kingsley - *Oregon State University*
Carol Sanders Reiner - *University of Arkansas*

Oops, we're sorry.

Vol. 79, No. 3 inadvertently omitted credit to our cover photo contributors. We apologize for the omission and extend recognition to these two photographers who, like our other cover photo contributors, received awards in the 1995 Agricultural Communicators in Education annual Critique and Awards competition.

Front: Using a Nikon FM camera with a 55mm lens, Lynn Ketchum grabbed hold of the 1995 Class-23 Bronze Award for Color Transparencies in C&A. This photograph first appeared in Oregon State University's *Oregon's Agricultural Progress* (summer/fall 1994) as part of an article on the West's oldest soil research plots at the Columbia Basin Agricultural Research Center, Pendleton. The subject is Betty Klepper, presently a USDA-ARS plant physiologist, Pendleton. For lighting, a small Sunpak strobe bounced off a silver umbrella. The exposure was set to f8 at 125 with 35mm Fujichrome Velvia film.

Back: Captured by B. Wolfgang Hoffmann, University of Wisconsin, this photograph of contour farming is the winner of the Class-23 Gold Award for Color Transparencies. Wolfgang muses, "I did this picture about 10 years ago in black and white. The image was used widely, so I thought I should do it in color. I didn't know the exact location, so I looked over SCS aerial maps—that helped me to find the location—without contours. But I got the name of the new owner of the farm, called up, and asked if they would do contour farming again. 'Yes!' Another couple of years went by when I drove through the area and checked out the farm. Conditions were perfect. So I went to a nearby airport, hired a pilot and a plane, and took the picture. Easy. All it took was 1/1000 sec. at f/4 with a 35mm lens; Fuji Velvia pushed one stop."