

Journal of Applied Communications

Volume 76

No. 1, 1992

- Identifying Informational Sources And Educational Methods For Soil Conservation Information Used By Landowners Of Highly Erodible Fields
- Big Green And Careful: How Major California Newspapers Covered Two Ballot Initiatives In The 1990 General Election
- Educational Methods Used And Subject Matter Areas Delivered By Extension Agents In South Karnataka, India
- Biotechnology: The Future As Viewed By Land-grant University Administrators
- Computer Applications In Extension Water Quality Programs
- How Do Agricultural Journalists Write? Social And Cognitive Behaviors Of A Specialized Writing Process
- An Approach To Annual Reports By Agricultural Research Departments
- Effectiveness Of Automated Radio News Services
- The Readability Of Written Mass Mailing Material Produced At The County Level Of The Alabama Cooperative Extension Service
- Reviews



Official Journal of the
Agricultural Communicators in Education

Editor:

Curtis E. Paulson
204 Ag. Admin., 2120 Fyffe Road
The Ohio State University
Columbus, Ohio 43210
(614) 292-6671

Managing Editor:

Ashley Wood
ACE Coordinator
P.O. Box 35
Evinston, FL 32633
(202) 639-4050

Associate Editor:

Sherrie R. Whaley
250 Ag. Admin., 2120 Fyffe Road
The Ohio State University
Columbus, Ohio 43210
(614) 292-1354

Assistant Editor:

Karen L. Wargo
253 Kottman Hall, 2120 Coffey Rd.
The Ohio State University
Columbus, Ohio 43210
(614) 292-2011

Editorial Board

Blannie Bowen, Pennsylvania State University, 1991-94
JoAnn Pierce, University of Florida, 1991-94
Ned Browning, Mississippi State University, 1991-94
Larry Tennyson, South Dakota State University, 1991-92
Terence Day, Washington State University, 1991-93
John Brooks, Louisiana State University, 1991-92

Manuscript Review Board

Robert Agung, The Ohio State University; **Blannie E. Bowen**, Penn State University; **John Brooks**, Louisiana State University; **Terry Canup**, New Mexico State University; **Karen Cronin**, Virginia Tech University; **Terence L. Day**, Washington State University; **LaRae M. Donnellan**, University of Idaho; **Michael Doyle**, Michigan State University; **Dennis Hinkamp**, Utah State University; **Lyn Jarvis**, University of Vermont; **David A. King**, Purdue University; **J. Steven Lay**, University of Alaska - Fairbanks; **Evelyn Liss**, Oregon State University; **Joe Marks**, University of Missouri; **Haven Miller**, University of Kentucky; **Emmalou Norland**, The Ohio State University; **Joyce Patterson**, Oregon State University; **Bonnie Riechert**, University of Tennessee; **Mark Tucker**, The Ohio State University.

Publications Reviewers

Editor, Reviews: **James Shaner**, University of Missouri
Southern Region: **Carol Sanders Reiner**, University of Arkansas
North Central Region: **Robert Hays**, University of Illinois; **Debrah Jefferson**, **Harlan Lynn**, and **Mike Thomas**, University of Missouri; **James King**, University of Nebraska-Lincoln; **Kurt R. Knebusch**, Ohio State University;
Western Region/International: **Tom Gentle**, **Ken Kingsley**, **Joyce Patterson**, **John Sulzmann**, Oregon State University; **K. Robert Kern**, Communication for Agriculture World-Wide; **Richard Carlson**, Yucalpa, California.

Production Assistants

Becky Snapp, **Shannon Layman**, **Peggy Chaffee**,
Tracee Swank, **Dave Shuey**, The Ohio State University.

Journal of Applied Communications

Volume 76

No. 1, 1992

- **Identifying Informational Sources And Educational Methods For Soil Conservation Information Used By Landowners Of Highly Erodible Fields** 1
Julia A. Gamon, Lahcen Bounaga, W. Wade Miller
- **Big Green And Careful: How Major California Newspapers Covered Two Ballot Initiatives In The 1990 General Election** 6
Gary A. Beall, James H. Hayes
- **Educational Methods Used And Subject Matter Areas Delivered By Extension Agents In South Karnataka, India** 12
Rama Radhakrishna, V. Veerabhadraiah
- **Biotechnology: The Future As Viewed By Land-grant University Administrators** 19
Clifton Anderson
- **Computer Applications In Extension Water Quality Programs** 24
Joseph R. Makuch, Paul D. Robillard
- **How Do Agricultural Journalists Write? Social And Cognitive Behaviors Of A Specialized Writing Process** 31
Jean O'Brien Elefson
- **An Approach To Annual Reports By Agricultural Research Departments** 40
K. Robert Kern
- **Effectiveness Of Automated Radio News Services** . 44
John R. Brooks
- **The Readability Of Written Mass Mailing Material Produced At The County Level Of The Alabama Cooperative Extension Service** 49
Earl C. Johnson, Satish Verma
- **Reviews** 57

