

Journal of Applied Communications

Volume 80

No. 3, 1996

Applying Lessons from Text Research to
Extension Educational Media

Suburbanites' Perceptions About Agriculture:
The Challenge for Media

Working With Local Survey Researchers to
Understand Extension Marketing Efforts

Reviews



Official Journal of the
Agricultural Communicators in Education



Editorial Board

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

John Brooks, Chair,
Louisiana State University
1991-98

Evelyn Liss,
Oregon State University
1996-99

Jan Scholl,
Pennsylvania State University
1994-97

Larry Tennyson,
South Dakota State University
1991-98

Holly Young,
University of New Hampshire
1996-99

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
USDA,
CTDE-CSREES

John Brien
Macquarie Univ.
Australia

John Brooks
Louisiana State
Univ.

Ned Browning
Mississippi State
Univ.

Sam Brungardt
Univ. of Minnesota

Mary L. Cilley
Univ. of Florida

Joe Courson
Univ. of Georgia

Karea 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 Hinkamp
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 Rodekohr
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.

Illustrations

The illustrations in this issue were submitted by Ruth Raymond, public awareness officer at the International Plant Genetic Research Institute (IPGRI) in Rome, Italy. The illustrations won first place in the 1996 ACE C&A competition for black-and-white illustrations in a series.

Ruth Raymond says, "The mandate of my institute is to promote the conservation and use of agricultural biodiversity around the world. The illustrations are from a series of five posters which highlight the work of the International Plant Genetic Research Institute (IPGRI) in particular geographical regions.

Since the ultimate beneficiaries of our activities are farmers, I wanted the posters to portray agricultural scenes. Also, I wanted the posters to really give the "feel" of the regions so I asked the artists to base the illustrations on a type of artwork indigenous to each. Needless to say, this involved quite a bit of research.

We finally settled on five art "types." We used a 17th century Northern European woodcut as the basis for the Europe poster, a batik from Kenya for sub-Saharan Africa, silk embroidery from China for Asia, the Pacific and Oceania; an Egyptian papyrus drawing for West Asia/ North Africa, and a Colombian embroidery/applique for Latin America.

The illustrations were inspired by elements from various of these sources, but the scenes they portray are original. The art media were also chosen to give the feel of the source type; for example, pencil-crayon to give the impression of a highly textured Colombian embroidery.

My personal favorite is the European woodcut which shows three women working in the field while the man takes a nap. This is a bit of an inside joke: I've done a lot of work to promote the particular role of women as users and managers of plant genetic diversity."

Journal of Applied Communications

Volume 80

No. 3. 1996

**1 Applying Lessons from Text Research to
Extension Educational Media**

Kristina M. Boone
Kansas State University

**11 Suburbanites' Perceptions About
Agriculture: The Challenge for Media**

Joan S. Thomson
Pennsylvania State University
Rochelle E. Kelvin
Rodale Institute

**21 Working With Local Survey Researchers To
Understand Extension Marketing Efforts**

Kathleen A. Demarco
Cornell Cooperative Extension

31 Reviews

Theodore Hutchcroft - *Winrock International*
Julia Graddy - *University of Florida*
Florita Stubbs Montgomery - *West Virginia University*

