

A Corporation to Serve the Extension Profession

**The success of Extension Journal, Inc. depends
upon the benefits that accrue to each reader
and subscriber to the *Journal***

JOHN T. STONE

AS PRESIDENT of Extension Journal, Inc., may I welcome each of you as a reader. This is your journal. Since the corporation is strictly non-profit, the only benefits which can possibly accrue will be from the dividends of professional growth of its readers and subscribers. The corporation and the *Journal* are designed to aid in your own personal professional growth and development. No publication alone can assure such growth but, if it can provide the stimulus and nutrients and aid in their synthesis, it can make a substantial contribution to your posture as a professional person.

You have now had a few weeks to evaluate the first issue and I hope you share my enthusiastic appraisal that it meets a vital need of professional Extension workers. State and Federal Extension Services and the national associations of Extension personnel have financed the enterprise through its first year. After that it is on its own. Its continued existence depends on you as a member of the Extension profession. As a practical matter, the Board of Directors must have assurance of 8,000 domestic subscriptions at \$5.00 each. This is over 60 per cent of all Extension personnel. We visualize the *Journal* as a publication of value to you personally, as a valuable addition to your own library. We see it as a reference piece to provide the help you may need to be a more creative and effective educator.

The Board of Directors is appointed by the chairman of the Extension Committee on Organization and Policy of the Association

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of State Universities and Land Grant Colleges from recommendations made by Extension's professional associations and groups. It is the Board's responsibility to establish sound policies for the *Journal*, its content, management, and finance. The University of Wisconsin serves as the site institution. Under this agreement the corporation reimburses the University for the salary of staff necessary to edit and produce the *Journal*. The University has placed this responsibility in the National Agricultural Extension Center for Advanced Study.

The Board has appointed an Editorial Committee (see inside front cover) and charged it with the responsibility of advising the editors on content, style, and editorial procedures. This Committee also advises the Board on matters of editorial policy and includes people who can effectively represent the viewpoints of administrators, supervisors, specialists, and county personnel.

The Extension Committee on Organization and Policy asked each State Extension Director to appoint a liaison person to work with the editors. These people perform a very important function. As the title suggests, they are the link between the *Journal* staff and you. During this first year they are arranging the distribution of the *Journal*. They are working with directors and supervisors in developing ways and means of making the *Journal* useful in in-service training and in individual personal improvement. They are contacting non-extension faculty to acquaint them with the *Journal* and its objectives. As the first year moves along, they will be assuming much of the responsibility for securing subscriptions for the second year when the *Journal* must become a full-fledged self-supporting institution.

The editors are long time Extension employees with a deep and abiding interest in strengthening the Extension profession.

This is your team. It consists of you as an Extension worker, the liaison person in your state, the Editorial Committee, the editors, and the Board of Directors. If any one member of the team is more important than another it is you. The success of this venture will depend on how well the *Journal* meets your needs. Its financial future depends on you as a subscriber. The excellence of its contents depends on how carefully you study and scrutinize the material, how well you identify and transmit to the staff your current professional concerns, and how much thought you give to providing constructive criticism and suggestions.