

# letters

## Rapping About Articles

I was quite disappointed with the lead article "Institutional 'Future Shock' in Extension" (Jan/Feb, '75). This article was heady stuff. In fact, it was so heady that even though I was quite clear of mind this afternoon, I found myself daydreaming here and there, forcing myself to say "come on, Jake, read this thing through." I'll be quick to admit that I'm not the brainiest type. But, on the other hand, I think I have a feeling for what is of real readability and a relevant nature for a preponderance of Extension staff.

Although I can agree with much that Koelling states, he writes in such a heady manner, restates many old cliches, and in sum, really doesn't come up with a lot of meat for action. In addition, it seems to me that what he is writing is more relevant to those universities in which Cooperative Extension and Continuing Education, such as Missouri, are in one system. Furthermore, it is even more appropriate where Extension is in a situation in which the colleges and university of the state are under one central administration. So, for those states that are like Missouri, it was more relevant than for many others, particularly Michigan.

The second article, "Are Extension Workers Professionals?" by Swanson was more readable. And, although I would lay the same claim that the information presented was not of basically new and unique nature, it did reiterate some important thoughts that we as Extension people should consider when regarding our own profession. I'll advocate this

one and encourage careful readership by our new staff people.

CARROLL H. WAMHOFF  
*East Lansing, Michigan*

Just finished *really reading* the January/February *Journal* and felt compelled to write.

While I have "browsed" through several issues in the past, I never read an entire copy with such enthusiasm or with such ease. Your new format and layout are much appreciated by this reader.

I was especially interested in the article concerning "Extension Professionalism." I agreed with Swanson's criteria and ideas on what it takes to meet "professional" standards. It certainly gave me "food for thought." And my eyes were again opened as I read further and found some "Forum" contributors disagreed with Swanson's opinions. I particularly agreed with Frary's letter which brought out some other interesting points regarding how Extension is viewed professionally in the community.

Congratulations on your new format and on taking the initiative to make changes to meet the needs of your audience—a most *professional* Extension decision!

TRACEY HOUSEL  
*Jefferson, Ohio*

## Forum—Right On!

If there be any doubt of the truth in Frary's discussion (Forum, Jan/Feb,

'75) of Swanson's article on professionalism, read the thoughts of Griffith!

JAMES H. DOYLE  
*Fort Collins, Colorado*

### Become Humanized

I received my last issue of the *Journal of Extension* with an invitation to renew. I am not renewing my subscription and I would like you to know why.

I have had access to every *Journal* for the last seven years. In that time, I have yet to find an article sufficiently interesting to hold my attention past the first paragraph or two.

I realize the dilemma you are in, as an editor, trying to remain professional and yet provide something that will be of value and interest. I hope that someday the *Journal* can break away from the stilted university language and become humanized. When that day comes, I'll gladly renew my subscription.

C. EDDIE MEEKS  
*Thomaston, Georgia*

### More About New Format . . .

Congratulations on the "new look" of the *Journal*.

It's the difference between a red convertible and a grey station wagon.

J. MITCHELL MACKKEY  
*Madison, Wisconsin*

You should be commended for the changes that have been made, and I'm confident that these changes will result in more interest in the *Journal* on the part of Extension professionals as well as others in related fields.

Our Extension professionals are a unique group with many and varied interests that come to bear in carrying

out a complex educational job. To capture diversified interest of this very busy group of professionals is a challenge, to say the least.

MAYNARD C. HECKEL  
*Durham, New Hampshire*

Though I basically think your change of format and style is a great improvement, I can't help but comment on the negative impression I have when viewing the cover. Specifically, I'm looking at the January/February issue. The red, black, and white combination seems aggressive, harsh, and unrestful. It doesn't invite one to settle back and enjoy it in a leisure moment.

Perhaps even more unsettling is the starkness of the silhouetted tree pattern against this harsh color scheme. Its cold, bare, and forbiddenly morbid appearance is so contrasting with the warm, amiable, alive, and growing concept of the Extension Service.

Having studied Interior Design in college, I am aware of the unconscious effect design and color have upon people. Although, I imagine that your cover was designed to reflect the season, I would like to suggest that it also respect the spirit of Extension.

BEVERLY J. KIEHL  
*Girard, Kansas*

My congratulations to you on the production of the *Journal* which I think is a particularly valuable tool to officers like myself in the Extension field. My Department of Agriculture has recently started a publication called Extension Forum which is being produced along similar lines to your own magazine and has met with a fairly interested response so far.

R.C. TURNBULL  
*Murwillumbah,  
New South Wales,  
Australia*