

About This Issue

A NEW FEATURE is introduced in this final issue of Volume II: "Research in Brief." This feature will summarize current studies pertinent to Extension work. For example, in this first edition of the feature summaries are included relating to 4-H, home demonstration work, communicating with farmers via radio and TV, and adults' capacity to learn.

Zettle deals with a much discussed position in Extension: the area specialist. Based on a generic job description, he summarizes findings from a survey of personnel now occupying area specialist positions in three states, along with the county agents with whom they work. Some important responsibility and relationship problems are identified.

You may wish to take issue with questions regarding "conventional methods" of describing program planning as raised by Bruce. He contends that procedures and principles on which they are based may be inadequate—and perhaps just plain wrong. Based on the identified shortcomings he suggests some ways of looking at program planning. Also concerned with programming is the discussion of public relations in Extension. Ballard contends that, in its logical context, effective public relations is effective programming conducted by competent, well-trained personnel.

An enlightening angle on adult interests in serving as volunteer leaders for youth groups is identified in "Who Will Serve as Youth Leaders." In the study reported it was found that 24 per cent of those now serving (or who have served) in leadership capacities with youth do not have an interest in doing so. Also equally interesting is the finding that about half of all adults do have an interest in serving—and half of those are not now nor have they ever served in such capacity.

On the topic of leadership, Holik and Claycomb raise questions as to whether the nature of leadership sought (at least in community improvement activities) may vary with the size of the community. They found that people in smaller communities were more inclined to describe leadership in terms of activities, while those in larger communities described leadership in terms of personal characteristics.

Reuben Hill, a recognized authority, describes the family as an ineffective organization for performing the heaviest of tasks assigned to it—that of protecting, caring for, and socializing its members—because of its composition. He defines family success and identifies organizational and leadership requisites for achieving it.

A past president of the National Association of County Agricultural Agents, Paul B. Barger, speaks his mind about professionalism. He raises some interesting questions about the impressions Extension personnel make on young people in regard to educational career choices.

The Editors