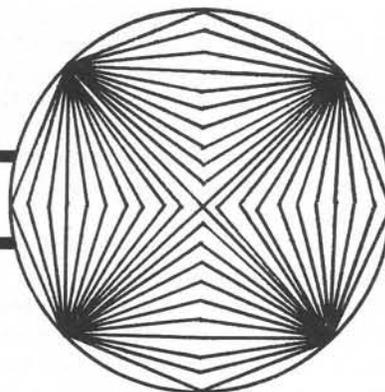


Points of View



Epsilon Sigma Phi

This letter is written to express appreciation and continued support of Epsilon Sigma Phi, the National Honorary Extension Fraternity, Inc., to the *Journal of Extension* for its significant contributions to the Cooperative Extension Service.

Epsilon Sigma Phi is pleased to have had a part in the original backing and funding of the *Journal* and promotes continued support through the 50 state chapters and the chapters in ES-USDA and Puerto Rico.

While the majority of your readers are well acquainted with the purpose and functions of Epsilon Sigma Phi, we'd like to take this opportunity to briefly present a highlight summary of the history and progress of the National Honorary Extension Fraternity.

The first chapter was instituted at Bozeman, Montana, on January 10, 1927, by the Extension personnel of that state. W. A. Lloyd of Montana served as the Grand Director of Epsilon Sigma Phi during the first 10 years. On the tenth anniversary of the institution of the Fraternity in 1937, Lloyd stated this purpose:

The purpose of this Fraternity is to maintain the ideals, preserve the tradition, uphold

the morale of the Extension Service, and to develop a spirit of fraternity among the members. As the professional organization of Extension workers, it stands for intensive training for Extension work by the colleges, in which a beginning only as yet has been made. It stands for high professional attitude and accomplishment and a fraternal relationship that encourages the best that is in us.

We feel the *Journal* is a valuable instrument in helping achieve "the best that is in us."

Over the years, the fraternity has broadened its purpose, both in definition as written in the present Articles of Incorporation and By-laws and by its many activities at the local chapter and National Council level. The fraternity exists to support the Cooperative Extension Service.

Illustrative of the type of activities that the chapters and National Council have been instrumental in over the years is helping to secure federal benefits for Extension, giving leadership to obtaining faculty status, making available scholarship grants and loans, establishing Extension libraries, providing recognition awards,

and conducting new worker receptions, as well as many other activities that promote the well-being, prestige, and respect of the Cooperative Extension and its employees. A national office for the fraternity is maintained at the National 4-H Club Foundation in Washington, D.C.

Certainly, the pursuit of professional and honorary excellence in Extension is a challenging assignment that merits the Cooperative efforts of all Extension personnel and their professional organizations. Epsilon Sigma Phi, with its over 8,000 members, will continue to give emphasis and leadership to this effort.

ANN E. THOMPSON
President
Epsilon Sigma Phi

RONALD P. BRADY
Epsilon Sigma Phi
Representative to the Board of the
Journal of Extension

Shooting from the Lip

Dear Pat:

From the tone of your "Liaison Link," (a quarterly newsletter to state *Journal* liaison persons) I gather that you really welcome comment. So here I go shooting from the lip.

First, some background. I see the *Journal of Extension* mainly as an Extension agent publication. Specialists have their own journals in their respective discipline. The *Journal of Extension* is special and should contain articles for the agents. These articles should be useful and problem-oriented.

The Spring issue was disappointing. It was too research-oriented with little information really helpful to the agent. The subjects were, or could be adapted, to be useful; but in the pre-

sent form it seemed like researchers talking to other researchers. In other words, talking to themselves. Too much detail on process—not enough on how to use the results.

It seems to me the *Journal* is trying to ape the behavior of some of our other learned journals, and this movement seems to me to be counterproductive. This should be a practitioner's publication, not another "refereed journal" of value mainly to those seeking promotion and tenure.

Our goal in Rhode Island is to have the *Journal of Extension* available to all Extension workers. From my brief review of the results of the study on how the *Journal* is currently used, we have fallen short as to specialists. More emphasis will be given to this in the future.

I hope these ramblings are useful. I've overstated the case concerning the Spring issue perhaps. But, no response at all would be even less productive.

JIM BROMLEY
Kingston, Rhode Island

Dear Jim:

Thank you, Jim, for shooting from the lip. I enjoy both honesty and frankness. I would like to use your letter in the next issue of the *Journal*.

I'm very interested in your comments on the Spring issue of the *Journal*. I have had a number of people here at Minnesota say that issue was one of the best they'd read in a long time, such as, "For the first time I sat down and read the *Journal* all the way through and understood most of it."

What this tells me is that it's very difficult to be sure of how your product is received by the readers.

Journal of Extension: Fall, 1974

Your comments, Jim, are useful since both Colleen and I are working diligently with authors to get them to communicate to the county staff. As you have noted, we're not sure we always succeed.

PAT BORICH
Editor, *Journal of Extension*

Dear Pat:

You certainly have my permission to use my letter in any way you feel would be helpful. I know you have a difficult job in satisfying the various audiences for *Journal of Ex-*

ension. And those audiences have the responsibility to generate the type of articles they wish to be included in the *Journal*. That's where many of us, certainly me, fall down on the job. I'm sorry and will contract with you to send you at least one article during 1974-75.

This doesn't mean I expect you to agree to use it. That decision is up to your Editorial Committee. But if enough people like me stop copping out, you should have a wide variety of material to choose from.

JIM BROMLEY
Kingston, Rhode Island