

letters

Area Staffing Comments

I was particularly interested in the article on area staffing published in the May/June, 1975, issue of the *Journal*.

I certainly wished the writers had broadened their scope of this article and feeling of clientele groups as well as the professionals.

Here, in Missouri, some work has been done in measuring the attitude of clientele toward area staffing programs.

I just wanted to add this as a thought for another article sometime in the future.

RALPH W. SCHALLER
Butler, Missouri

Our article, "Is Area Staffing Better?" focused on the organizational aspects of Extension staffing. It was an attempt to provide insight into the many questions about the advantages and disadvantages of staffing arrangements from an organizational perspective. Therefore, necessarily, the information was solicited from Extension professionals.

However, the findings reported in this article represent only one part of an overall ECOP sponsored study on Extension staffing. Another phase of the project concentrated on clientele appraisal of different staffing arrangements. The trust was on a clientele evaluation program effectiveness and the programming

processes under three different staffing patterns, as was suggested in Schaller's letter.

The results concerning the clients' perceptions were not available when the original article was drafted, but we hope to be able to report these findings in an upcoming issue. In the interim, a report of the results of the overall project entitled, "Area Agent Staffing Compared with County-Only Staffing in the Cooperative Extension Service in the United States," can be gotten from the office of Staff Development and Program Analysis, Ohio Cooperative Extension Service.

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Journal Subscription Renewal

Enclosed is my check for 1976 subscription. I thought about dropping it, because I feel both the quality and content (number of pages) have diminished by about 50 percent. To me the last issue was like an old, old, rerun, rerun.

The "new" covers and layout are a disguise for lack of content, besides the size and the nearly empty left margins are paper wasters. I'm paying

for paper with virtually 1/4 to 1/3 with nothing on it. That's an environmental no-no.

The "old" *Journal* needed dressing up a little, but the book-sized format is a handy style. The next and more efficient is 8½ x 11 magazine size. The *Extension journal* is an awkward in-between.

Please don't think I'm throwing cold water on the efforts of those

involved. I think they're doing a creditable job. I'm just expressing a viewpoint that may have some bearing on holding present or attracting new readers which may have a bearing on the life or death of the journal.

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