

editor's page

Help Make a Difference

With every new challenge, one initially needs to become acquainted with the history, traditions, and values associated with the task. As your new editor, I'm impressed with the commitment and contributions many individuals make to the *Journal*. These people, our Extension colleagues, recognize the *Journal's* value for our chosen profession. Yet, they express concern. How can we better communicate the *Journal's* potential to those Extension staff who have yet to discover its relevance to their professional development?

To do so, we seek your suggestions, request your manuscripts, and invite you to use the *Journal* as a resource and share its value to you with colleagues. The *Journal* is written, revised, edited, and published for, by, and about Extension. The *Journal* seeks to offer you new ideas, stretching your professional potential and imagination.

The mix of articles in this issue should make a difference to each of us. How do we communicate our educational programs? Three of the four articles discuss alternative program delivery strategies—what did and didn't work and why? We each should consider how appropriate the strategy is for us. Given restricting resources in an inflationary economy, exploring how we communicate our program is essential. What the public thinks, the final article, makes each of us ask: How is Extension viewed in my community? Can I make the difference?

The *Journal* exists to help you make a difference. Won't you help us with your suggestions and manuscripts?

