

# idea corner

## Newsletter Evaluation

Subject-matter newsletters are one of the most common methods of transferring information from specialists to agents. On the surface, newsletters may appear to be simply a few pages of facts under a catchy name and logo. However, the effective transfer of information through the use of newsletters requires careful consideration of timing, length, readability, illustrations, eventual use, and additional copies.

The Extension Entomology newsletter, *Insect Notes*, was evaluated to determine its approximate value to and use by its target audience—agents. Of the 400 questionnaires sent, 119 (30%) were returned and tabulated. The results of the evaluation may be useful to specialists responsible for subject-matter newsletters.

Question	Answer	
	Yes	No
Do you save your copies?	95%	5%
Is the writing style acceptable?	98	2
Are the articles too technical?	2	98
Not technical enough	8	92
Too long (4 pages)	6	94
Increase to 6 pages	29	71
How do you use the newsletter?		
1. Radio tapes	67	33
2. Newspaper articles	70	30
3. Television tapes	9	91
4. Newsletters to home-owners	71	29
5. Talks, meetings	66	34
6. Handouts to home-owners	44	56
Include more figures or photos	69	31
Would you use additional copies if available?	86	14

**WILLIAM H. ROBINSON**  
*Extension Entomologist*  
*Department of Entomology*  
*VPI and State University*  
*Blacksburg, Virginia*