What is “Content”? 

The content of a report is the information that is used and shared in the text. It is the substance of the report, speech, newsletter, etc.
Content in two parts:
Choosing the Information to be shared and narrowing it to fit into a four page document.

Content in two parts:
The Mechanics of information:
A. Numbering
B. Grammar
C. Punctuation

Information: Understanding Your Audience
• Who are the stakeholders we are trying to reach?
  • Grant providers
  • Volunteers
  • Civic groups
  • County officials
  • Local & state legislators
  • Extension administrators
  • Taxpayers
Understanding Your Audience cont’d

• What are the characteristics of that audience?
  • Rural/urban
  • History
  • Industry
  • Economy
  • Culture

Understanding Your Audience cont’d

• What do they want to know?
• What do we want them to know?
• What kind of document are they likely to read? *(hint: a short one)*

Information: Outputs vs. Outcomes - Definition

Output: the amount of something produced by a person, machine, or industry. *(synonyms: handiwork, labor, product, yield)*

Outcome: the way a thing turns out; a consequence *(synonyms: result, aftereffect, conclusion)*
Information: Outputs vs. Outcomes - Example

“A two-day Food Preservation Boot Camp was held four times in 2016, with a total of 60 attendees who were taught canning, drying and freezing, as well as basic food safety techniques.”

“In follow-up surveys with the 60 community members who attended a Food Preservation Boot Camp in 2016; 54 reported implementing food safety techniques they learned during the workshop, 14 reported using drying to store their food and 46 had successfully canned.”

Information: Outputs vs. Outcomes - Example

“Newsletters are sent out, on a quarterly basis, to 3,000 local residences.”

“Of the 60 community members who attended a Food Preservation Boot Camp in 2016, 53 reported learning about the workshop in the quarterly newsletter mailed to local residences.”

Are you new to Extension?

- Write a statement on your current year activities, with your expectations for your position.
- An introduction of the Agent that also shares what you have in store for the community. Include a picture of yourself in action.
Mechanics

• Grammar
• Punctuation
• Resources

Mechanics: Common Issues

Rules on using numbers in a sentence:
• When a number is at the beginning of a sentence, spell it out. (“Eighty percent (80%) of attendees preferred the food to the presentation.”)

• Single digits are always spelled out. (“Of those who attended, nine were women.”)

Mechanics: Common Questions

Capitalization:
• When the word Extension is being used to reference the Cooperative Extension, it is always capitalized.
Grammar & Punctuation

Grammar checks:
• If using Microsoft Word, *always* use the spell/grammar check option under Review. I know it’s not always 100% depending on the context, however, it is an important resource.
• I strongly recommend going through one item at a time instead of accepting all or changing all. Exceptions to this rule are names of people.

Grammar & Punctuation

Grammar checks:
• If using Microsoft Publisher, *always* use the spellcheck option under Review. It doesn’t have a grammar check option, however the spellcheck is available - *use it*.

Final Thoughts

1. Print for review - do not read it only on the computer screen
2. Read aloud to yourself *I know this sounds odd, but it really helps*.
3. Second Set of Eyes
Information Resources:
- Success Stories in KERS
- Communicating Impact to Build Community Support
- Quick Reference Guide
- PSD Report to the People site

Mechanics Resources:
- Purdue OWL: General Writing
- Purdue OWL: Exercise Pages
- Grammar Girl

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