

Report to the People: Content

2017





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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."

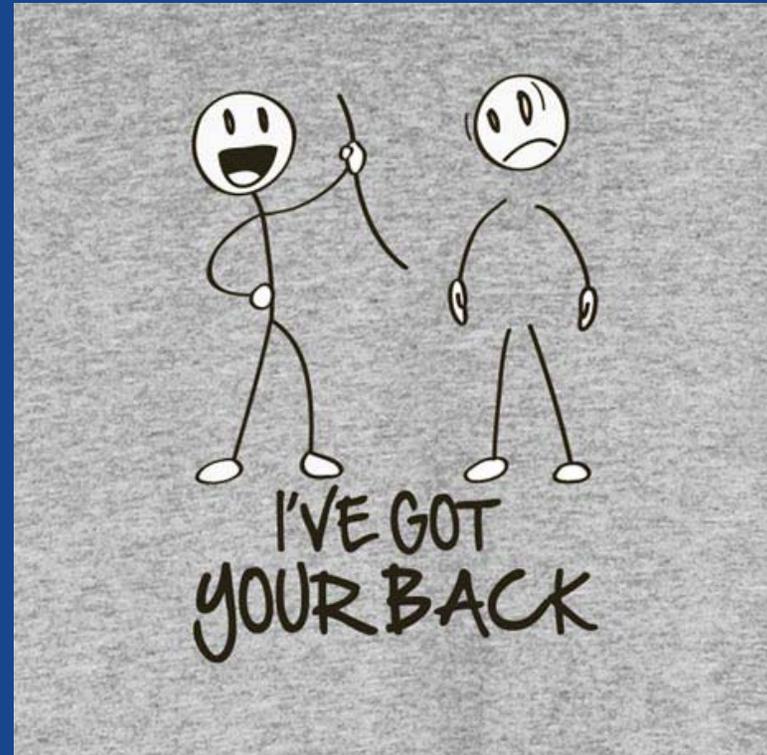
Are you new to Extension?

- 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

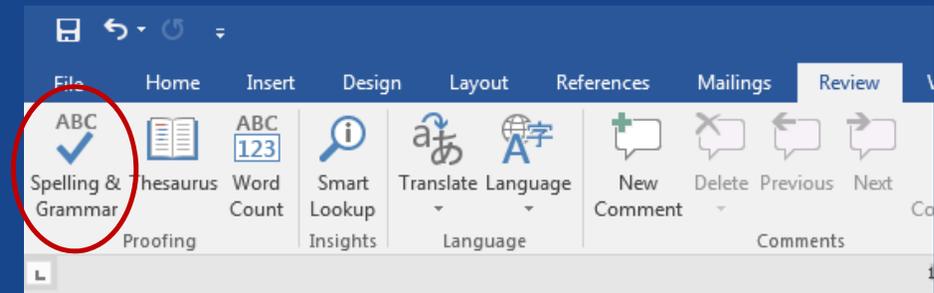
Capitalization:

- When the word Extension is being used to reference the Cooperative Extension, it is always capitalized.

Grammar & Punctuation

Grammar checks:

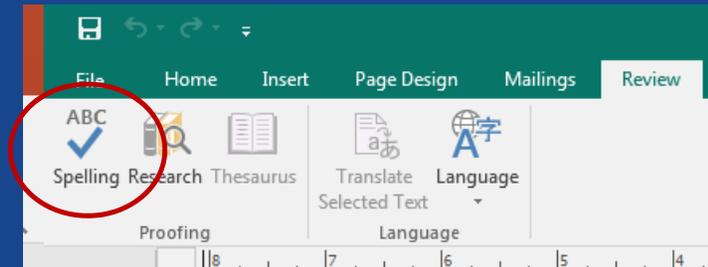
- If using Microsoft Word, always use the spell/grammar check option under Review. I know it's not always 100% depending on the context, however, it is an important resource.
- *I strongly recommend going through one item at a time instead of accepting all or changing all. Exceptions to this rule are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

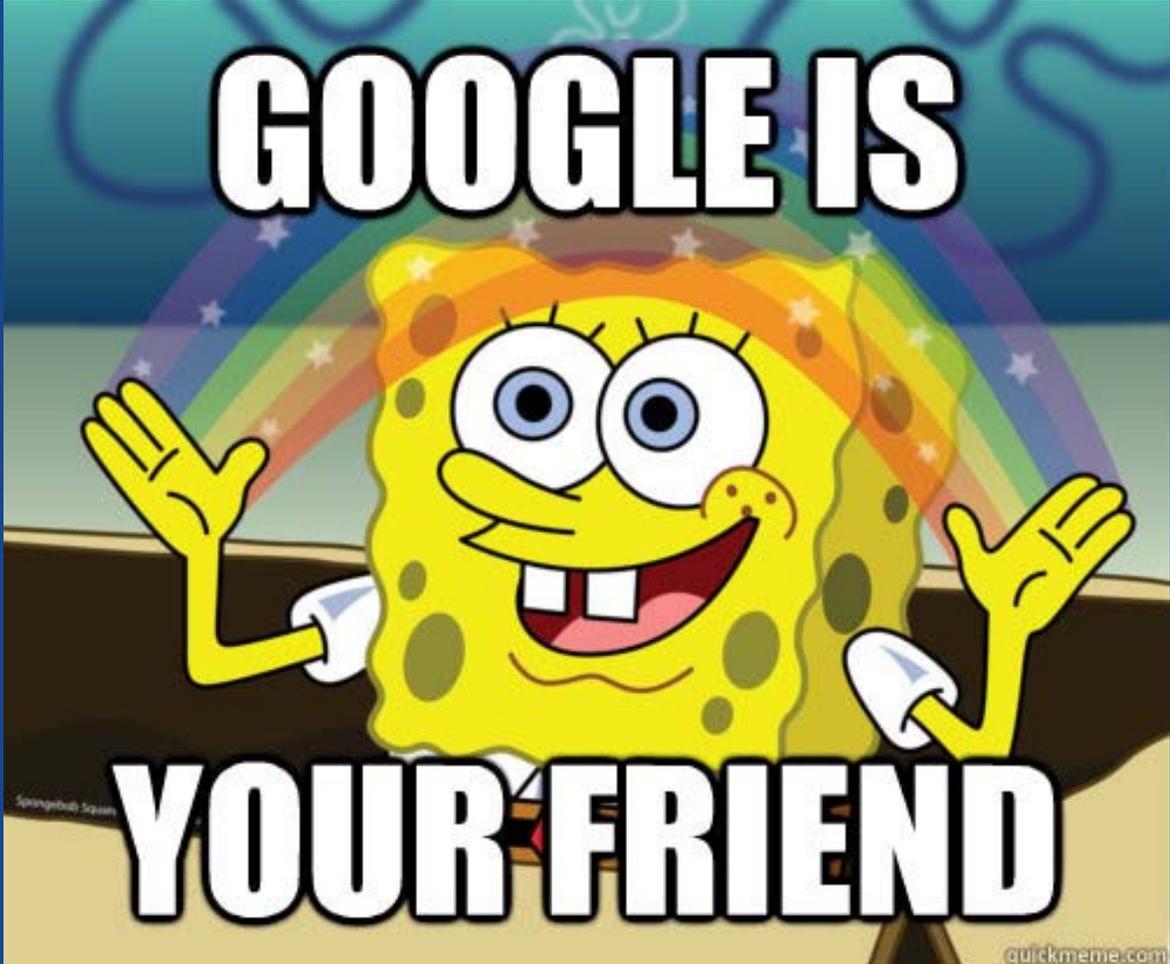
1. Print for review - do not read it only on the computer screen
2. Read aloud to yourself *(I know this sounds odd, but it really helps).*
3. Second Set of Eyes

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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