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)*
"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
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
GOOGLE IS
YOUR FRIEND
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