

Quick Reference for Developing Content

This is an abbreviated guide to help county Extension staff learn how to use their success stories as a foundation for *Reports to the People*.

Your Audience is Your Stakeholders

Before beginning to write, ask yourself these important questions about the report's audience:

- Who are the stakeholders we are trying to reach?
- What are the characteristics of that audience?
- What do they want to know?
- What do we want them to know?
- What type of document are they likely to read?

A stakeholder is any individual or group within or outside the organization who has a stake or interest in the organization or a particular program. They may include the following, as well as others:

- advisory council members
- county officials
- local and state legislators
- civic groups
- Extension administrators
- taxpayers
- grant providers
- volunteers

Using Success Stories as a Foundation

Reports to the People should communicate **impact/successes**, not just the number of participants at various educational programs or activities. Below are two examples of successfully communicating the impact of a program:

1. The large herd had cows that were weighing 1458 lbs on average when we started and now weigh 1368 pounds on average. Weaning weights on calves have increased by 155 lbs per calf. Weaning weight per cow exposed increased from 393 lbs to 562 lbs. (169 lbs X \$107.76/cwt=\$182 increase per cow in revenue, \$29,484.) Cows are 90 lbs lighter (6 % smaller, 3 lbs less feed per day, \$75-100 less feed /head/year, \$12,960.)

Having proven that these management protocols will work in 2015 we expanded to 18 herds in Anderson County. We have the largest Beef IRM Program in the state artificially inseminating 638 head in 2015. The program is continuing in 2016 and may expand for 2017.

2. The Warren County Fiscal Court, Warren County Cooperative Extension Service and other community partners have worked together in the development of the SOKY Marketplace Project. This project promotes agricultural businesses, creates jobs, improves access to

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locally grown food, and provides educational classes to strengthen the food economy in South Central Kentucky.

Some highlights of the project include:

- \$1.4 million secured for construction and development of project
- 2017 Projected sales of \$185,000 for 47 farms/small businesses
- 3 professional positions created
- Trained 26 new homebased microprocessors
- Received \$127, 575 in grants for salaries, training, marketing, double dollars and youth programs
- An average of 493 consumer attend the market each Saturday to purchase local foods
- Culinary Incubator Kitchen will be completed in July 2017 to develop food entrepreneurs and for culinary education
- The SOKY Marketplace Project has celebrated many successes in its 3rd year in operation and the value this project has to South central Kentucky will continue to be recognized for years to come.

Hints and Suggestions

- Don't try to tell the reader about everything that happened over the past year. Instead, feature no more than a couple of significant accomplishments for each MAP.
- The Report to the People document is a team report and should address the objectives listed in the annual plan of work.
- A few ideas to improve readability:
 - Keep it brief
 - Eliminate jargon and wordiness, use every day language
 - Avoid acronyms unless you explain what they mean [i.e., Kentucky Extension Homemakers Association (KEHA)]
 - Connect pictures to the story with captions
 - Extension should always be capitalized

Writing Resources:

- Purdue Online Writing Lab, General Writing Resources: <https://owl.english.purdue.edu/owl/section/1/>
- Grammar Girl: <http://www.quickanddirtytips.com/grammar-girl>

Specific issues:

- Writing Numbers Exercise: <https://owl.english.purdue.edu/exercises/7/11/32/>
- Capitalization: <https://owl.english.purdue.edu/owl/resource/592/01/>
- Dashes, Colons, and Commas: <http://www.quickanddirtytips.com/education/grammar/dashes-colons-and-commas>

For a more detailed document: https://psd.ca.uky.edu/files/rtp_fact_sheet_2015.pdf