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USAGE BY KANSAS NEWSPAPER EDITORS OF CAMERA-READY
VERSUS CONVENTIONAL COPY IN EXTENSION
SERVICE FEATURE STORIES

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by

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I. INTRODUCTION

The Cooperative Extension Service

The Cooperative Extension Service and the land-grant college system are the product of a movement to bring the results of research to farm families. It ushered in an era of scientific agriculture.

In the early 1900's, President Theodore Roosevelt set up the Country Life Commission to study the problems of rural life in America. The commission issued a report in 1908 suggesting the formation of a rural electrification program, a rural mail system, farm-to-market roads, and a cooperative extension service. The same year, the committee on extension work of the Association of American Agricultural Colleges renewed its recommendation that the land-grant colleges make a definite organization for their agricultural extension work and that their association recognize the importance of such work by creating a "section of extension work." They deemed it was an educational proposition, and its aim "should be to reach every farmer and his family."¹

Then, in 1914, the cooperative extension service was legally established in the Smith-Lever Law. As its name implies, the cooperative extension service is a cooperative effort by the Federal, state, and local county governments, and is financed with funds from each. Extension activities are carried out in all 50 states and Puerto Rico.

¹Alfred C. True, A History of Agricultural Extension Work In The United States (Washington, D.C.: U.S. Government Printing Office, 1928), pp. 52-53.