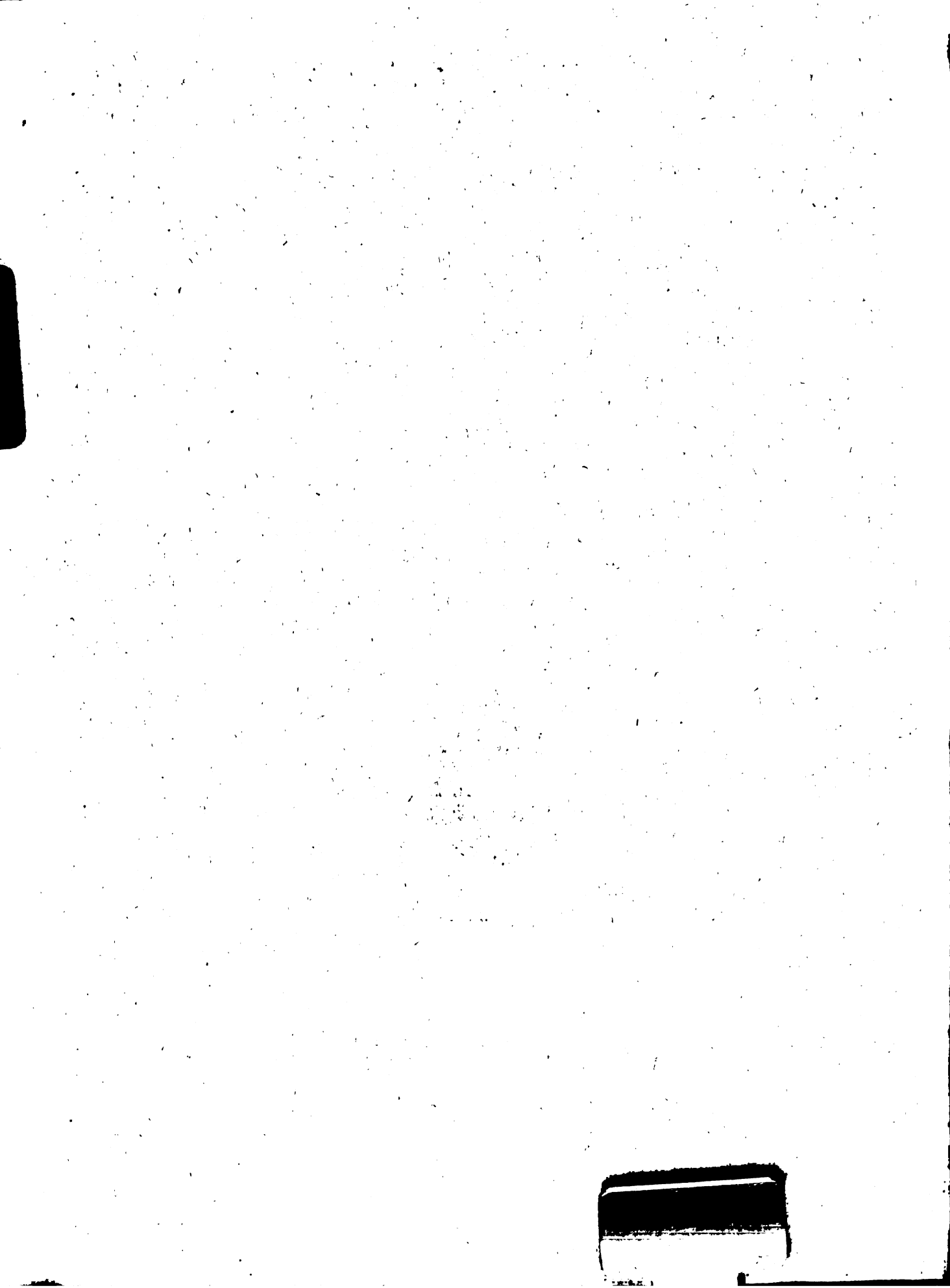


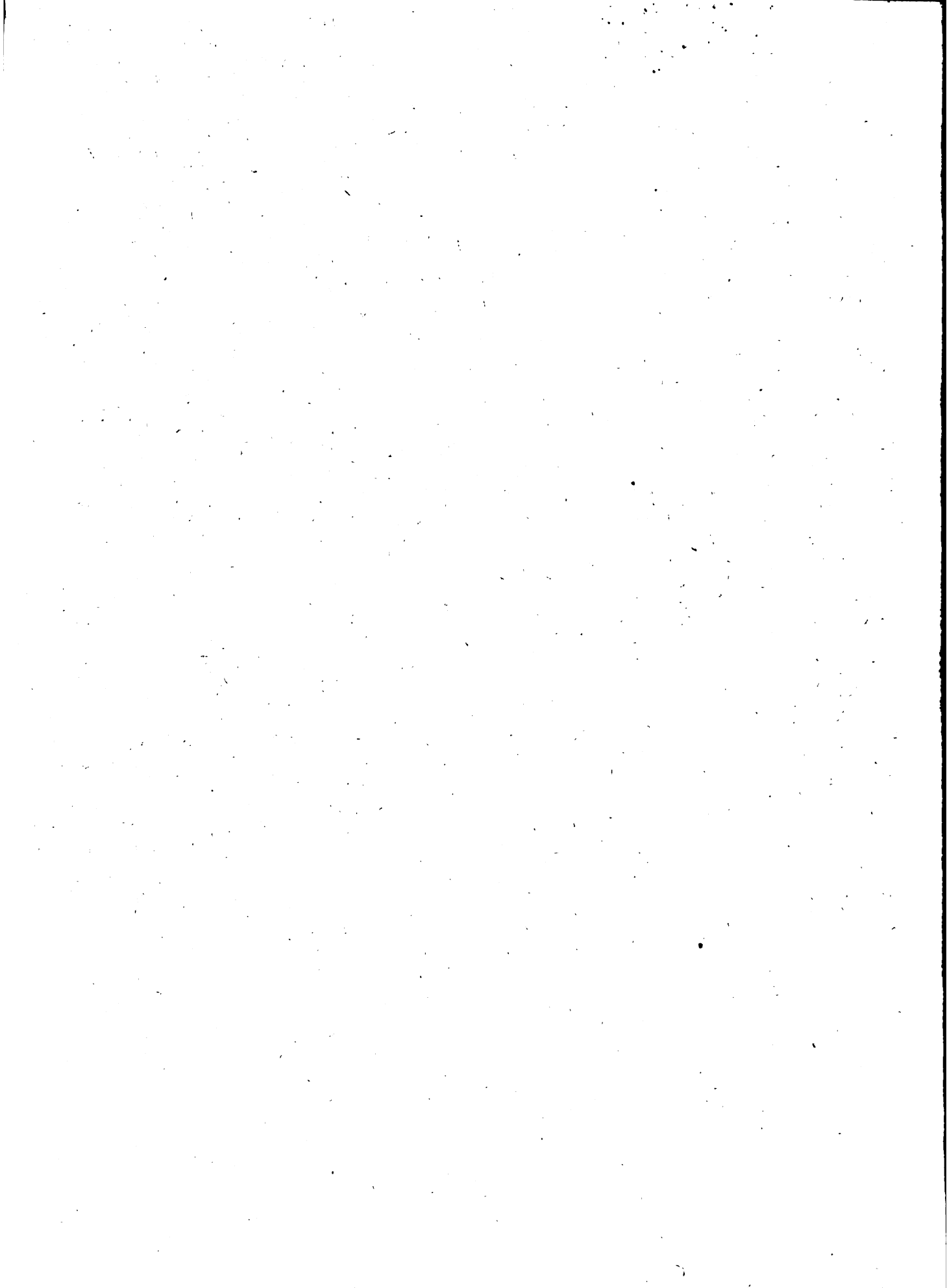
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Report

JULY 22 - 23 - 24, 1957

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SIXTH MEETING OF THE ADVISORY BOARD OF THE SCIENTIFIC COMMUNICATIONS SERVICE

INTER-AMERICAN INSTITUTE OF AGRICULTURAL SCIENCES
Turrialba, Costa Rica



SIXTH MEETING OF THE ADVISORY BOARD
OF THE
SCIENTIFIC COMMUNICATIONS SERVICE

R E P O R T

Prepared by Mario Gutiérrez J.

Turrialba, Costa Rica
July 22-24, 1957

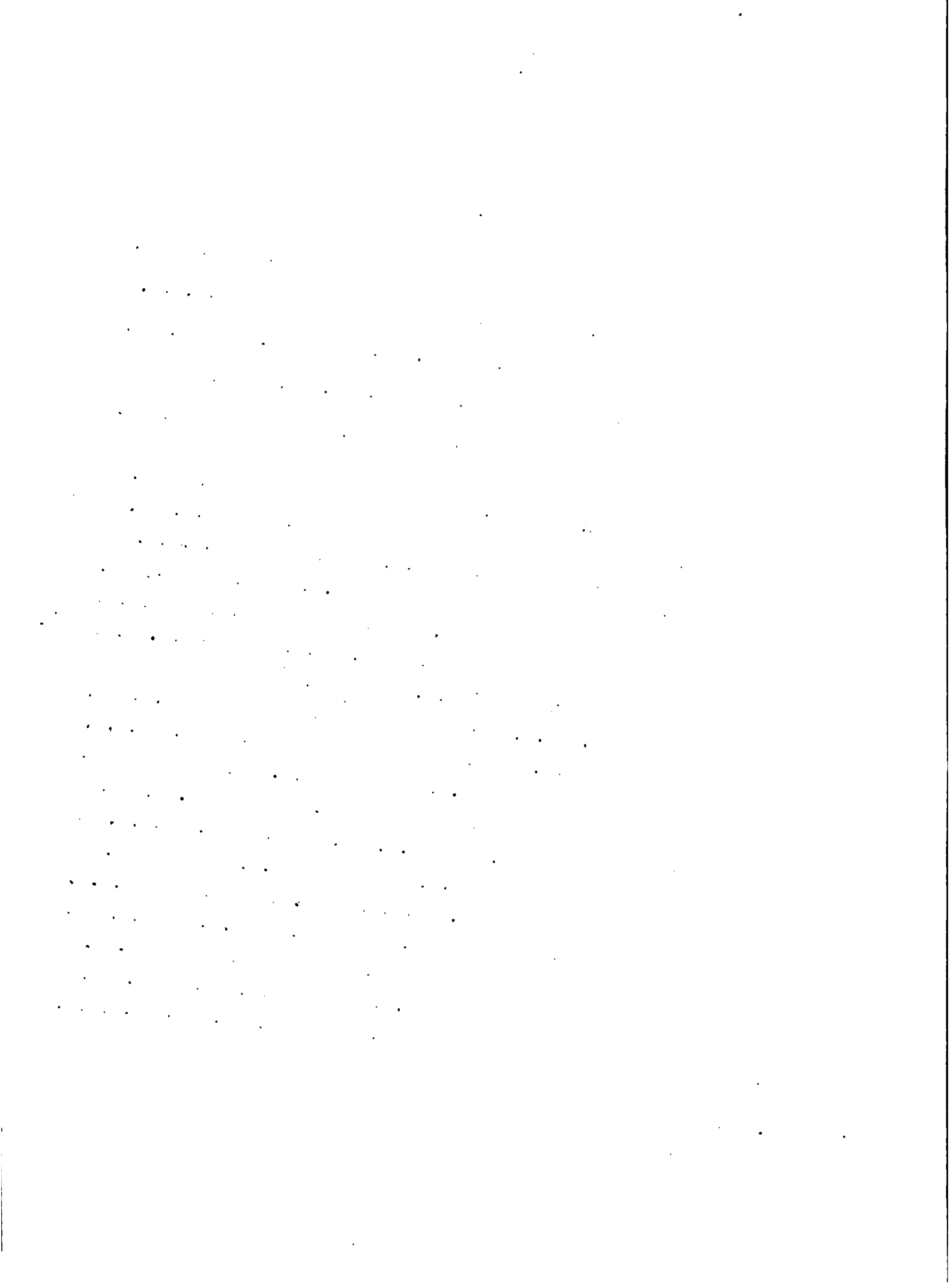
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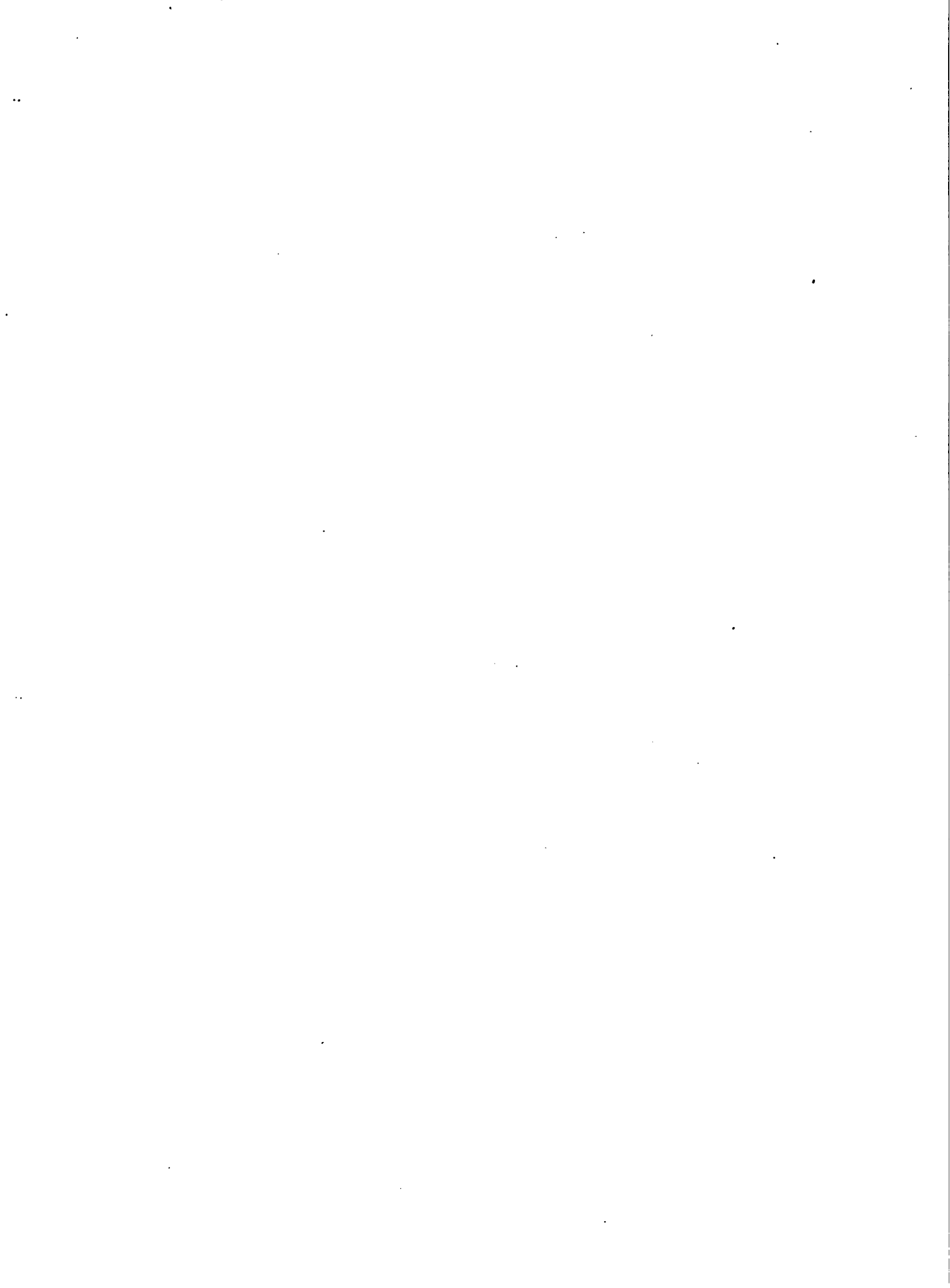


INTRODUCTION

The Scientific Communications Service was created to disseminate information to the agricultural technicians of Latin America. Using different methods of communication, this organization attempts to convey important and needed information to the main groups of technicians in the Latin American countries.

The Scientific Communications Service is always trying to improve and broaden its services, in order to cover the needs of basic information among agricultural workers. It is also building leadership to become the guiding light in the Hemisphere when it comes to proper use of information and its application to the different strata of agricultural media. But to undertake this far reaching leadership, a complete survey of the information needs of the Hemisphere, has to be made and more important, a careful study of the methods to accomplish such goals has to be made. This is why SIC needs the advice of experienced persons in the agricultural information field, in order to shape the activities of the future. It is not a crystal ball gazing but an exhaustive study of methods and possibilities to achieve satisfactory results in the coming years, when technology in the agricultural sciences will make fast gains and will have definite influences in the economy of the Latin American countries.

With the sound advice of the members of the SIC Advisory Board, the Institute expects to perform such a function; hence, it is believed that such meeting will be an important event for the whole Institution.



PARTICIPANTS

Ralph R. Shaw.
Chairman

Mario Gutiérrez J.
Secretary

Board Members

Stanley Andrews, Executive Director
National Project in Agricultural
Communications
East Lansing, Michigan

José González Saldaña
Extension Editor
Extension Service
Rio Piedras, Puerto Rico

Dana Reynolds, Chief, Agricultural
Institutions Branch, International
Cooperation Administration
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Ralph R. Shaw
Professor of Library Science
Rutgers University
New Brunswick, N. J.

Ralph H. Allee, Director, Inter-
American Institute of Agricultural
Sciences

Rogelio Coto Monge, Head, Scientific
Communications Service

IAIAS Staff Specially Invited to this Meeting

Armando Samper, Coordinator of
Regional Services

Henry Kroening, Administrator

Claudio A. Volio, Director
Project 39, Technical Cooperation
Program of OAS

Angelina Martínez, Librarian

Edward O. Moe, Sociologist,
Department of Economics and Rural Life

Manuel Alers Montalvo, Acting Head,
Department of Economics and Rural Life

Fernando del Rio, Extensionist
Department of Economics and Rural Life

Leslie R. Holdridge, Dean, School of
Postgraduate Studies

Frederick L. Wellman, Plant Pathologist
Plant Industry Department

C. H. Batchelder, Entomologist
Abaca Project

SCS Staff

Juan E. Díaz, Acting Project Leader
(ICA Contract)

Ana María Paz, Bibliographer

Mario Gutiérrez Jiménez
Technical Editor

Enrique Sánchez Narváez
Visual Aids Specialist

Hernán Granados, Photocopy and
Multilith technician

Evenor Zúñiga, Translator

Rodolfo Sánchez, Translator

Lyle Webster, Consultant
(ICA Contract)

Thelma Palma, Home Economics
Information Specialist

A G E N D A

July 22

- 9:00 a.m. 1. Welcome Ralph H. Allee
 2. Appointment of the President
 3. Approval of the Agenda
- 10:00 a.m. Coffee
- 10:30 a.m. Reports on the present status of:
- | | |
|---|--------------------|
| 1. Turrialba | Mario Gutiérrez J. |
| 2. Photocopy | Ana María Paz |
| 3. Bibliographies | Ana María Paz |
| 4. Extensión en las Américas | Juan Díaz |
| 5. Extension Materials Service | Juan Díaz |
| 6. Series on Visual Aids for the Extensionist | Enrique Sánchez |
| 7. Home Economics Information | Thelma Palma |
| 8. Students' theses | L. R. Holdridge |
- 12:00 m. Lunch
- 1:00 p.m. Bibliographic Supplement Ana María Paz
- Analysis of its present usefulness
 Evaluation Questionnaire
- 1:30 p.m. Agricultural Scientific Communications Mario Gutiérrez J.
- Problems of expansion
 Need for selection
 Committee on selection
 Cost of operations
- 3:00 p.m. Coffee
- 3:30 p.m. Continuation

July 23

- 8:00 a.m. 1. Public relations of the Institute;
 its relations with SIC.
2. Research in communications; its need; orientation;
 priorities.
3. "Train-the Trainer"; general policy; production.

10:00 a.m. Coffee
10:30 a.m. Continuation
12:00 m. Lunch
1:00 p.m. Preparation of SIC for Institute expansion
 a) Re-definition of objectives
 b) Description of duties
 c) Functional organization
 d) Publications Committee
 e) Editorial policy
 f) Manual of Style
3:00 p.m. Coffee
3:30 p.m. Continuation

July 24

8:00 a.m. 1. SIC Editorial
2. Organization of the printing shop on a "net worth basis".
10:00 a.m. Coffee
10:30 a.m. Continuation
12:00 m. Lunch
3:00 p.m. Adjournment

OPENING REMARKS

Director Allee welcomed all the members of the Advisory Board of the Scientific Communications Service, in particular its new member, José González Saldaña. He regreted that Galo Plaza Lazzo, from Ecuador, also a new member, could not attend this session, in spite of his interest in doing so.

Allee presented to the Board the new members of the staff: Lyle Webster, Thelma Palma, Juan Díaz Bordenave and Guillermo Combariza. Also presented two members of the Publications Committee: Frederick L. Wellman and C. H. Batchelder.

Communications and Development

R. H. Allee

Communication is fundamental to development. This is becoming a more important concept as international organization gradually substitutes for empires and other unilateral means of giving structure and socio-economic integration to the world community. We see this in the commotion being caused by the announcement of the European Common Market in the scurrying to find out what it means to those outside its countries. What we are seeing is the initiation not of world government but of a spiritual concept promoting relations that replace authority and domination.

Some thirty years ago H. G. Wells in "America the New World" stated that all history is referable to changes in communication. Looking at the dictionary, we see that what he must have been talking about was the tendency "to impart; bestow, or convey" or "to make known; to give by way of information". "Stressing the result rather than the process of the transfer" and perhaps even more to an archaic meaning "to share in common, to participate in".

These things must be taken into account as we review our efforts to communicate and to promote communication. We need a philosophy, a set of criteria by which to grow, and we need to know the reasons for communicating.

Particularly in serving small countries or rapidly developing countries, the cross-fertilizing role of communications must be understood. The national expectation is that ability and innovation will be distributed widely often in isolated places in such countries. It is also predictable from past experience that the participation of a small percentage of a society will not be able to solve the problems of that society. Nothing less than making available the experiences of all will be sufficient.

ITEMS OF DISCUSSION

1. The Journal Turrialba

Mario Gutiérrez Jiménez reported on the present status of the journal. (See Document No. 1 in the Appendix).

Problems

There seems to be a need for more advertising in order to increase subscriptions and also to get more articles. Should have all possible cooperation from scientists in Latin America. Maybe articles could be obtained from U. S. authors together with their agreement to having them published in Spanish in Turrialba simultaneously with their appearance in U. S. technical journals.

A larger flow of articles should be established from which the best could be selected and the material prepared in advance for each issue.

It is important to know the technicians reaction to the journal. A survey should be made to check on its utility. There is no implication of criticism but for our own good the readers should be given a chance to express what they think of the publication.

Discussion

Find out the relations between Turrialba and other professional journals. Are there adequate outlets for original articles? Suggest that the journal should be evaluated at the same time as the Bibliographical Supplement.

2. Photocopy Service

Ana María Paz reported on the present status of this service. (See Document No. 2 in the Appendix).

Problems

At the present rate of payment, SIC cannot continue this important service to the Latin American technicians, so it was suggested that the price of microfilms be raised to 2 cents and the photocopy page to 10 cents. But these increases in prices would entail two problems: 1) a policy question: if price should be raised, how much service will have to be sacrificed, specially among technicians from countries where there are exchange problems; 2) how could the increase in price be effected? Can the Institute absorb the loss, so that the technicians will not be affected by the increased price; the annual cost of such subsidy would not be much if only 1 cent is lost per page; with 40,000 pages distributed, the annual expense of such subsidy would not be much.

Discussion

With emphasis on service, study possible financial solutions. The Advisory Board felt that this is not a pressing problem at the moment and that the operation should continue on its present basis.

3. Bibliographies

Ana María Paz reported on the present status of this service. (See Document No. 2 in the Appendix). Angelina Martínez mentioned the services of the Institute Library to students and members of the staff. Pointed out the bibliographical series that the library is preparing, of which two volumes have already appeared: the coffee and cacao bibliographies and a corn bibliography is under way.

Problems

We should attempt to duplicate or reproduce material already printed somewhere else in order to cut down work. Try to obtain additional support from foundations or other technical institutions.

Discussion

The Board commented very favorably on this service: it is free for everyone who asks for it and it enables technicians to become acquainted with the literature on a specific subject. One thing seems remarkable that 2/3 of the sources were from the Institute and 1/3 from elsewhere.

Allee commented very highly on the bibliographic services that the Institute is performing for its own technicians and students as well as for technicians elsewhere.

In Michigan they are selling specific bibliographies; it was also mentioned that exhaustive bibliographic services should be paid in order to supplement funds for ordinary requests; this possibility should be considered in the future.

4. Extensión en las Américas

Juan Díaz Bordenave reported on the present status of the magazine (See Document No. 3 in the Appendix).

Problems

Will this magazine be maintained in its present status when ICA support ends? Can we integrate the magazine into the Institute? Will the Institute be able to keep the magazine at such a high level or would

it be necessary to have subsidiary support? In Europe some technical reviews accept paid advertising but we have to increase circulation before we can set advertising rates. It is difficult to increase circulation because the review goes only to specialists, but it seems that now, when there is still financial support for the review, we should figure out ways to maintain production when this support ends.

The main problems of production are: a) secretaries are overloaded; b) an assistant artist is necessary; c) the editor should not be drafted for other duties; d) the editor should travel to several countries each year in order to get well acquainted and get first hand information on current events; e) special assistance is necessary to inject new methods of production, as for example, the presence of Lyle Webster has proven to be of great help from the production angle.

There is scarcity of information on technical matters. It might be necessary to decrease production of extension articles and include more technical articles in the review (applied research). Perhaps offer cash rewards for good articles or give a prize for the best article of each issue. The question on how to collaborate on the review is important in order to increase contributions from qualified technicians. Send out a circular to stimulate articles and increase number of participants. Make reprints from "Extensión en las Américas".

Discussion

The Board feels this is an excellent publication and a great stimulation to extension men, but we should contemplate paid distribution of it; the United Nations distribute free some material, but all material that is produced is also available at fixed prices.

It seems that "Extensión en las Américas" ought to be institutionalized, and be published such as Turrialba on a permanent basis. It is time to start to think about how to make it independent from ICA funds. The Board concurs that the review should be in the Institute's hands some day and such transition should be worked out in the near future. But then, would it be distributed free or on a paid basis, like Turrialba.

The Board considers that the magazine is very good, its growth is very satisfactory, but it has to be establish itself so that when ICA goes away, the publication of the review will not end. For instance, a paid subscription list should be started.

5. Extension Materials Service

Publishes short comments on articles and publications written in different countries, concerning extension. It is sent out to extension men.

Problems

Study if the distribution of this material is now on an efficient basis; is there a possibility that these publications (Materials Service and the review) are held in the main offices and not distributed to the extensionists? This seems to be a very frequent case in Latin America.

Discussion

Extensión en las Américas and Extension Materials Service are too good a set of publication to permit failure in the distribution system. The present system is simple but probably there are many good technicians that are not receiving them and consequently, we are losing our efforts in an appreciable percentage. It will pay to watch this problem carefully. One possibility is to obtain from the Missions the names and addresses of the qualified technicians that ought to receive the publication and we can send from here the envelopes already addressed in bulk packages to the Missions. We should not be complacent about the distribution carried out by Missions, but in fact the Board is not in a position to pass judgment on this point. Leave SIC with the problem of how to solve distribution problems for ICA publications.

It was also recommended that publishing the Extension Materials Service as a section of Extensión en las Américas be considered.

Concerning these publications (the magazine and the Extension Materials Service) try to find out if both of them help the extensionists in getting basic information to the people. What should be published permanently?

6. Visual Aids Activities

Enrique Sánchez Narvácz reported on the status of these activities. (See Document No. 4 in the Appendix).

The Board comments very favorably on this series as it is evident that over-specialization is becoming a keynote nowadays, so this effort is most necessary and some day will be a prominent one. Since Extensión en las Américas and the Visual Aids series have different audience, they may have to be distributed separately; this would not mean much work.

7. Home Economics Information

Thelma Palma reported on the status of the Home Economics Information activities (See Document No. 5 in the Appendix).

Problems

Home Economics is taught, at graduate level, only in few places in Latin America (Puerto Rico, Vicos, Brasil, Chile), so research resources, as well as trained personnel is not abundant in Latin America.

With the small group already working, plus ICA personnel at Turrialba, this type of work should be initiated, but a survey should be made to find out available resources, urgent needs for such information and on how to stimulate cooperation from Home Economists. How can we make them write? Apparently, all through the world, there is little or no cooperation when it comes to writing about home economics.

Use as much as possible material written in other parts of the world (India, Phillipines, etc.), that might be applicable to Latin America.

8. Print Shop

Problems

Under present conditions it is impossible to work efficiently in the printing shop. If efficient production is to be achieved, this problem must be solved. The situation is of broad importance for the institution: people in Washington have questioned if Turrialba is capable of doing an efficient job on account of poor facilities available at the printing shop. With good distribution of facilities and space, costs of production will go down and efficiency will go up; it is hopeless to produce well under the present circumstances.

Discussion

A strong and urgent recommendation will be to change the situation that prevails at the printing shop if you want to continue efficient publications program.

9. Students Theses

Problem

The Institute is not printing any of the students theses; this scientific material that we are producing is not reaching the public.

If there are good theses we ought to publish them; we should discuss it in the Publications Program.

Discussion

Study if they are valuable enough. If they make a substantial contribution to science, publish them in this order: book form (best ones)

full length articles for Turrialba (abstracted material), resumes (10-12 pages abstracts like the University of Chicago does) or just file them.

10. Bibliographic Supplement

Ana María Paz reported on the status of the Supplement (See Document No. 6 in the Appendix).

Problems

There is no question at all that this publication is useful, but certainly there is a question about its present form, since we are using the most expensive one.

Discussion

Now that the Supplement is in an up-to-date basis, evaluate it, if possible with Turrialba, as a whole.

Two questions should be made clear in the questionnaire if the publication is useful for your work. Are all the cards revised or only a few? If these questions have already been included, they are not too evident. Make them blunt, striking, so that they attract first attention.

A questionnaire for Turrialba and the Supplement should be worked out. It seems logical that if the two publications are distributed together, one questionnaire should include them both.

If prestige is involved in the actual presentation of the Supplement this should not be changed, but if actual costs of production are to be considered (real results and practical implications are important), a less pretentious and more efficient arrangement should be found.

The Board expressed its satisfaction that both the Supplement and the journal are now up-to-date.

11. Comunicaciones Científicas Agrícolas

Mario Gutiérrez Jiménez reported on the status of the Project. (See Document No. 7 in the Appendix).

Problems

Need for expansion. New countries - specially those of the Caribbean area- will start participating. Argentina and Chile will be pressed for more active participation. Budget does not permit ample expansion. Need

for selection of publication material. How can this selection be most effective? Need for continued contact with technicians; possibility of obtaining additional funds in view of actual accomplishments.

Discussion

The Board comments that this is the first promising report of its kind that has appeared in Latin America; all results obtained with this experiment will be of great value in the future.

Study future expansion and financing. Combine with Turrialba or Suplemento.

12. Publications Program

Problems

We have to find approaches to obtain a revolving fund. Over 10 or 15 years we may be able to accumulate enough money to have a revolving fund. However, we should obtain a sum of money for basic working capital. Some of the publications can be prepared with a minimum of editing whereas there is another group which will require special preparation.

In Burma, a TCA fund started a very useful program for technical literatur for schools. This program (Burma Translation Society) had tremendous impact in the country as it made available to schools and universities some of the best basic material published in other continents.

Discussion

The Institute is short of printing space and paper storage. Contract editing work can be used instead of hiring full time editors.

As for selling books, pricing is not too serious a factor; in the United States as a good book will be bought regardless of price.

The operation of book pricing requires special book-keeping efforts to keep accounts clear for each publication. Initial runs should be very conservative; not more than 1000 volumes. Royalty prices for authors, about 10% of income sales. Twenty five review copies to start with; pick well your reviewers.

The Institute needs a more professional press to do this job. Include well inspired advertising in your publications (from total expenses, up to 10% cost might be supplied by advertising).

Only need half tones and line drawings in design. For great bulk of work not much artist work is needed.

To create this fund at the start, borrow money from the Institute or from a bank; can refund afterwards, when sales begin to cash in. Could start with Cramer's manual which is a good reference book and should be bought by many technicians and research institutions.

Printing equipment of ICA should be turned over to the Institute. As a matter of policy, you should put a price on everything that the Institute publishes, even if some of these publications go out free. As future publications consider: Henry Hopp's work; Cramer's book; Extension Evaluation Manual; Home Economics and Nutrition; Cacao Production Course; Manual of Irrigation Practices; Dendrology, etc.

The Board agrees in recommending that the Director of the Institute considers a price on all publications at a sound cost basis. This requires studies of costs; Lyle Webster could help in this work.

Organize the printing operation on a net worth basis, under a profit and loss arrangement.

Contract additional printing at a fixed page cost; not price per volume. Handle students materials with a discount.

Figure all costs under a minimum number of copies. Price all publications. Figure royalties for authors at a 10% of total sales - pay annually. Need for own press. Advertise new books in our own publications (Direct advertising by mail should not exceed 10%). Over runs of ICA materials should be contemplated in revision of contract.

13. Public Relations Program

Rogelio Coto explained the general program. (See Document No. 8 in the Appendix).

Problems

Public relations present a varied number of activities and not merely visits of high officials to Turrialba. The term has been abused in the recent past, to the point that it has a bad connotation in many places. Some people are thinking of changing this name; before used to be called simply "publicity".

There is no doubt of the need of having the Institute well established in Latin America, but it has to be known to the right people, not merely by "everybody". It is necessary now to devote some member of the staff to this possibly on a full time basis.

The question is: a) should we recommend that SIC is relieved from such duties; or b) should we advise that these activities should be carried out under the Director's office?

This subject raises two points of interest: a) as a specialized agency of the OAS we supplied a plan to the Committee of Representatives. Our report coincided closely with the recommendations issued afterwards by this body. Examples: 1) branch institution in the Southern Zone; 2) sub-station for cacao and banana diseases in the lowlands of Ecuador; 3) take over Project 39, with the regular quota system which would facilitate the general operation of the program; 4) increase the existing staff facilities in Turrialba by \$300,000; 5) obtain a special fund of \$750,000 for buildings at Turrialba. All this cannot be done on the present quota basis. It has been recommended by the Board of Directors to change to a formula based on national incomes similar to the U. N. and OAS formula. We should present a general budget towards which each country would pay a quota, based on the nation's percentage. The United States would be in disadvantage with this proposed arrangement, but they have accepted it nevertheless, and are advocating this plan. This is more realistic and more fair to every one concerned. Now, each member of the Board of Directors has to send such a proposal to their respective countries for official ratification. This is why we have to emphasize our public relations activities. Our Board of Director is to be changed. Instead of the Ambassadors of the Americas in Washington, the Directors General of Agriculture or the Ministers of Agriculture themselves would serve as members of the Board of Directors.

Discussion

The Board agrees that a) we should be careful in labeling this activity; it is easy to use the name in the wrong way; b) that it requires more concentrated efforts and should be performed directly by the office of the Director of the Institute, instead of being a spare job done by SIC. This will call for more over all activity with all members of the staff of the Institute; c) this should not be permitted to be an isolated activity from the body of the Institute, but an integrated function within the activity of the Institute.

The office of the Director should carry public relations program, but use SIC facilities. Use certain meetings to promote the idea of the Institute, like using slides (to take back with them in the coming Rural Youth Conference), and in other Extension, Home Economics, Radio and Press Workshops).

The man selected should have: a) basic agricultural training; b) experience in agricultural information; c) broad education to carry these techniques into a wider field.

14. Communications Research

Rogelio Coto reported on this activity. (See Document No. 9) in the Appendix).

Problems

It is necessary to check continuously on the effectiveness of our information program. We have to ascertain the impact that we are making on society; should have research on ways and means to obtain best results. It is difficult to carry such program as it has to have research (on fundamental problems) as well as survey (to collect information).

You should know what is happening when you are sending out information; how does the receiver feel about it; what is being done with such information. Are you really doing a good job? This type of research should be carried out in order to find out what is resulting from the Institute's information program.

There is evident need to study depth, terminology and approach of communication for better results. Much study is needed along these lines, from the Institute's point of view. The key subject is adaptation of technical material to Latin American conditions, but it is good to keep in mind that what seems to be O.K. for Turrialba is not necessarily good for Argentina.

It is necessary to carry out research on an exploratory basis on these problems, and on a survey basis on specific problems, such as the state of rural radio and press in Latin America.

Discussion

It is agreed that there is need to start this research and that it is the responsibility of SIC to carry through this study.

Keep interest concentrated in a human relations area: use your best judgment in analyzing factors, consider economic obstacles, and then determine the most appropriate communications activities.

One element or factor should be studied for at least a year. In ten years, you should have a great deal of accumulated information and this would be more important at the end than many projects carried for a short period of time (less impact would be obtained).

1) Bits of information can be picked up easily and other major research projects worked at on a long range basis; 2) must be a cooperative job between SIC and Department of Economics and Rural Life. Orientation should be broad; carry few projects; 3) no priorities can be established now; 4) it may be that a regional approach is necessary and this means that two departments from Turrialba will not be enough to cover the

field. Turrialba might study the methods of study but the methods of application should be left to each country in particular.

It is evident that several layers and levels of communications are involved and all are important. Study them in order to carry out a good program: farmers, technicians, top officials.

Some work has been done at Turrialba and in Michigan (by Arce and others) which can be used already. It is necessary:

1. To make an inventory of present use of knowledge;
2. We need to know the lag between laboratory studies and farm practices;
3. Basic study of practice adaptation.

There is a great deal of material that has not been well put together which could be adapted and used.

15. Train the Trainers Program

Problems

What do you have in the United States that is comparable to what we might have in Latin America?

Puerto Rico has already done adaptation work. There most persons are bilingual so the material does not have to be translated; it only has to be adapted to the level of county agents.

Complete adaptations on the cultural side must be taken into consideration; this is why it would be advantageous to train a man in Turrialba, under Latin American conditions, so that he can train other persons.

This would be done under the ICA contract in Turrialba as a venture; some Missions have interest in this work. Others do not. The Costa Rican Mission has shown interest, so we decided to work with them and carry this as an experiment that might yield important data. Any country of the hemisphere can send observers.

In the interim period, it would be useful as a demonstration for the Costa Rican technicians, who in turn could demonstrate the idea to others. This could be applied in the training of people from other places also.

The Institute has asked ICA to make an adaptation of the Georgia (Eagle Rock) material. Then Project 39 agreed to take a second step: train units for other regions, but as ICA could not authorize the

program because of lack of interest on the part of the Missions, so the whole thing is now dormant.

Turrialba has the pattern: bring people from the zones for a period of 3 months to Turrialba for training and work in adaptation. In this way, methods and philosophy would be injected into the participants.

Discussion

Seems to be a very good idea to build a training center here at Turrialba in order to train people from zones. But will Turrialba do what the zones are not doing in extension work. If we can fit this into the ICA contract, it would be the most important program that the Institute and ICA could undertake together.

The program can be started in the immediate future, on a reduced scale if the staff is appointed soon. The following possibilities were discussed:

1. Consultant. The short term consultant should have: a) a broad base in education; b) a broad base in agricultural communications; c) strong experience in training. Suggested names: Riker of Perdue and Jack Rogers of Missouri.
2. Training officer. Should have similar qualifications but should be Spanish speaking and with experience in Latin America. Suggested names: Luis Cruz, of SIC, Fernando del Río, of the Department of Economics and Rural Life, and Gerardo Zapata of Colombia.
3. Project leader. If a man like Hal Taylor, of Wymoiing can be obtained as a Project Leader, this phase of the program would be strengthened since he has had wide experience in training and extension communications.

Promotion of "Train the Trainer" program among USOMs:

1. Capitalize on visits of personnel travelling to promote interest in this program (SIC members going to Lima, etc.).
2. Subsequently prepare a statement in an attractive form to hand out to the Missions.
3. Advance spade work for extension training program at the proposed ICA Latin American Extension Meeting to be held early in 1958 and at the next Chiefs of Agricultural Parties of ICA later in the year.
4. Articles in *Extensión en las Américas*; maybe one from Coto in the next issue and then a success story from J. González afterwards.

NPAC is ready to cooperate with the "Train the Trainer" program, and is available for whatever assistance for implementation is needed. NPAC can help on:

1. Mobilization of talent (technical personnel).
2. Design and integration of program.
3. Timing of various elements that make up the program.
4. Management; supply of person that might assist the director of the program (a technical assistant).

But the details have to be worked out here at Turrialba. The training officer might help with radio and television programs, and in pushing activities carried out with people that are already here.

With personnel of the two Departments (SIC and Rural Life) you can make great contributions to this program.

Adaptation of material to Latin America takes more than mere translations.

Watch for important schedules in future ICA activities, with a view to combining efforts of: Lyle Webster, Keith Himebaugh, White, Fitzgerald, Andrews and Shaw by having them meet maybe in Washington in the last part of the year, in order to discuss these problems.

In round table discussions some decisions can be made regarding the new proposals submitted by the Institute. Turrialba should present a plan by September to include all previous thoughts; suggest presentation of ideas in terms of real needs.

It might be worthwhile mentioning that we have been doing three things under the present ICA contract:

1. Communicating
2. Creating materials
3. Helping countries in creating good information programs.

16. Expansion of SIC

Rogelio Coto reported on the expansion of SIC. (See Document No. 10 in the Appendix).

Problems

Actually the publications committee works mainly with material for the journal Turrialba, but we do not have similar organizations

for the Zones' publications. Each Zone works on specific problems and has complete autonomy to start publications that they feel are needed; the Zones, nevertheless, should look upon Turrialba for standard publishing policies.

Discussion

The Zones should have autonomy and use own initiative, but there is need for central responsibility to avoid duplications and contradictions (as has happened with publications in the USA); coordinate your publication policies. General Publications Committee should govern publication policies and make them uniform. Central responsibilities cannot be overlooked by Zones.

Regional Boards are auxiliaries of the General Publications Committee, which has final authority if something will or will not be published. Make sure that no publication that comes out with the Institute's name on it, fails to have complete approval from such a central committee.

17. Publications Manual

Problems

It will be very useful to make a technical publications handbook in the event that none is found in some publishing outfit in Mexico, Chile or Argentina. There must be something available, which could serve as basis for a more complete manual of technical writing.

Discussion

Some of the printers and publishing houses in Latin America and Spain must have developed style manuals in addition to the many grammar books and literature manuals written in Spanish.

There is a slight possibility of Coto doing that kind of work on his sabbatic leave or having a body of technicians write different chapters to complete such manual in a period of time.

In Coto's proposed plan for a manual of style, three steps are contemplated:

1. Publications manual, with norms for scientific publications.
2. Technical writing.
3. Rules and regulations for our own guidance.

18. Press and Radio Program

Problem

Build up the press and radio program or hold it at present minimum? Should we leave it the way it is now or should we reactivate the whole program? The only possibility to work on press and radio is with ICA support. We do not have staff now for press and radio work at the moment. Besides, we do not know about these problems in Latin America; we are just scratching the surface, so are not in a position yet to adopt a guiding attitude or orient a program along these lines. The communications of mass media in Latin America is underdeveloped.

Discussion

Press, radio and television are excellent tools of communication so the better you use them the more you will benefit your audience. Communications are the best tool to develop democratic ideas and general welfare.

The program should include several sections: a) Inter-American personnel that need training; b) press association that have agricultural publications; c) in a country level: a campaign approach adapted to each country. It is probably a fact that a press and radio man will be needed in the "Train the Trainer" program. You cannot ignore the fact that in the extension information services you need such a specialist. Even if the "Train the Trainer" program is not put into operation, it is necessary to have a radio and press man, to meet other pressing needs in the contemplated SIC activities.

RECOMMENDATIONS

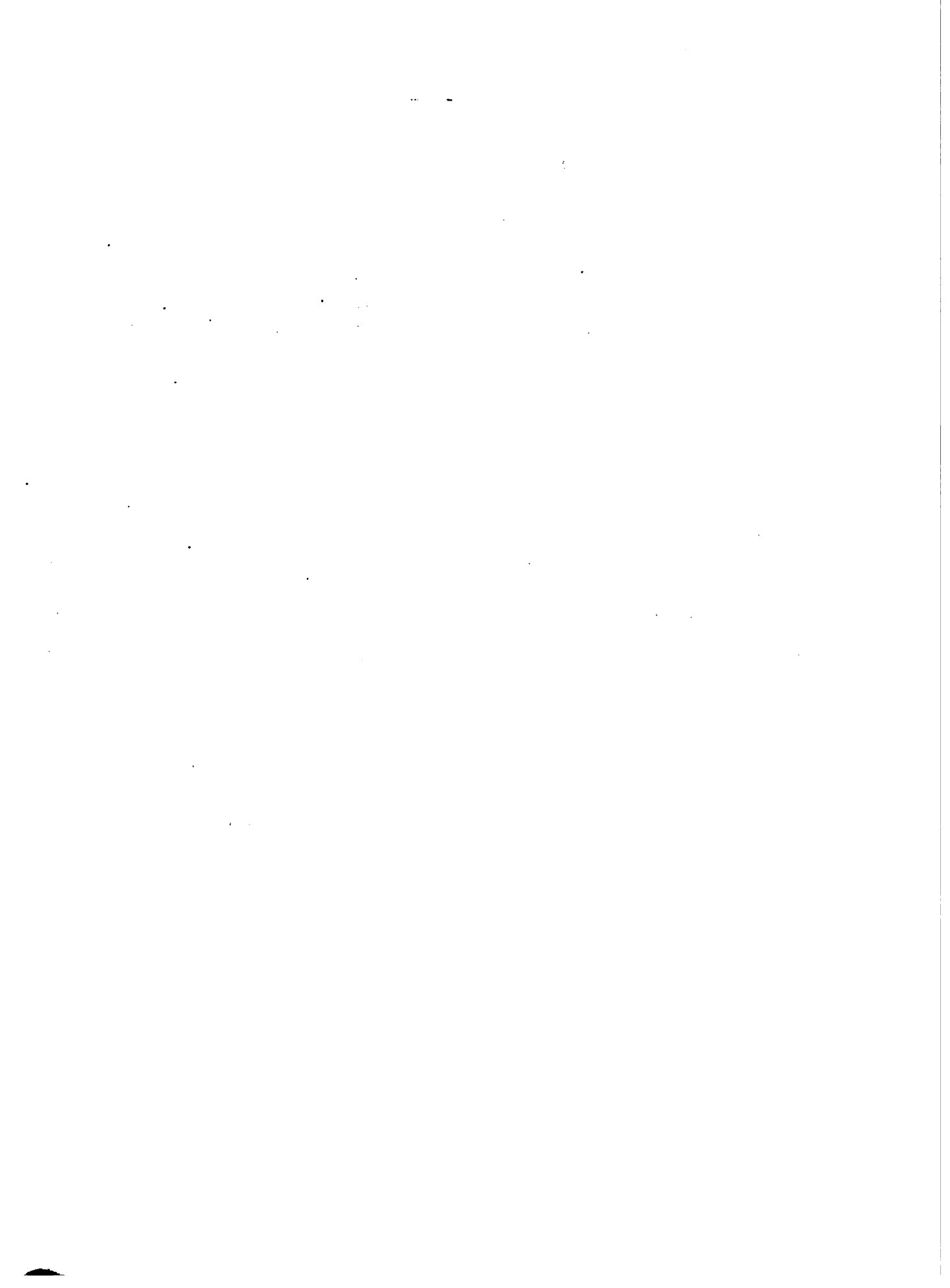
1. An effort should be made to make the journal Turrialba still better known, widen its coverage of research reported, and increase its circulation. The actual desires of the readers should be kept in mind at all times.
2. The photocopy service is performing an important task and should be continued for the time being on a subsidized basis, without increasing the cost to the technicians using it.
3. The bibliographic services should be continued on a free basis, except for extensive bibliographies requiring considerable time.
4. The magazine Extensión en las Américas is a very good publication that is rendering valuable services to the extension agents, and has grown satisfactorily despite shortages of personnel and limitations of the printing facilities. A paid subscription list should be started and other means to support it, studied so that it can be continued when the support from ICA ends.
5. The Extension Materials Service could be incorporated in the Extension journal since both are intended for the same readers. That way, the cost of printing and distribution would be reduced and a larger number of readers would be reached.
6. The effort to aid extension agents to use visual aids more effectively is a very worthwhile undertaking, that should be continued and will produce significant results.
7. The step taken to improve information among home economics is an important development of the work of the Scientific Communications Service in Latin America.
8. It is essential to take immediate steps to give better physical facilities to the printing shop. Under the conditions prevailing now, the efficiency of production of the printing plant is badly curtailed.
9. Turrialba should publish short articles based on the theses presented by the graduate students of the Institute. A plan should be developed to publish in book form the best theses having special significance or value. Mediocre theses should be just filed.
10. Unless the data obtained from the evaluation questionnaire now being sent to the readers of the Bibliographic Supplement, ~~indicate~~ otherwise the present, expensive format, should be discontinued. Evaluation should be made of Turrialba as well as of the Bibliographic Supplement since they are distributed together.
11. The current research program initiated with Comunicaciones Cientificas

Agrícolas is the first promising service of its kind in Latin America and will be valuable in the future.

12. Start working in a Spanish publications manual by collecting material from different sources in order to build up basic information.
13. Studies on costs should be started in order to set prices for all publications produced by the Institute. It is suggested that Dr. Allee should keep trying to obtain support from foundations in order to **start a revolving fund** for publications. Study the possibility of well inspired advertising in the publications to help financing the operation.
14. With the prospects for considerable expansion of the Institute, development activities (including public relations) become very important. This should not be done by SIC, however, but by the Director's office, since it concerns and affects all units of the Institute. A full-time man should be added to the Director's office for this purpose.
15. Research in communications should be undertaken, as proposed by the Head of SIC, to determine how to spread information efficiently and what results are being obtained. It should be done cooperatively with the Department of Economics and Rural Life. Among the types of studies to be made would be vocabulary studies, media problems and surveys.
16. The "Train the Trainer" program for teaching communications to the Extension agents is a very significant development and the Institute should take the leadership on it in Latin America. A training officer should be appointed within the Scientific Communications Service and a modified communications training program presented to ICA. If ICA still finds it unadvisable to sponsor the program, other sources of financing should be sought.
17. The Central Publications Committee should govern and coordinate all Institute publications. Regional Boards will assist the Central Committee in selecting material that is best suited to the Zones, but should depend on the Central Committee for standard policies.
18. There is need for a publications manual of the type proposed by the Head of SIC. The project should be undertaken gradually, by parts, after first compiling information of the style manuals now being used by the Latin American publishers.
19. Press and radio are key elements in an agricultural communications program. Although resources are not available to start services in these areas as part of the regular program of the Institute, a good start will be made when a radio and press project is started under the ICA contract.
20. Efforts should be made at all times to tie-in the communications program with the programs for development of the rural communities

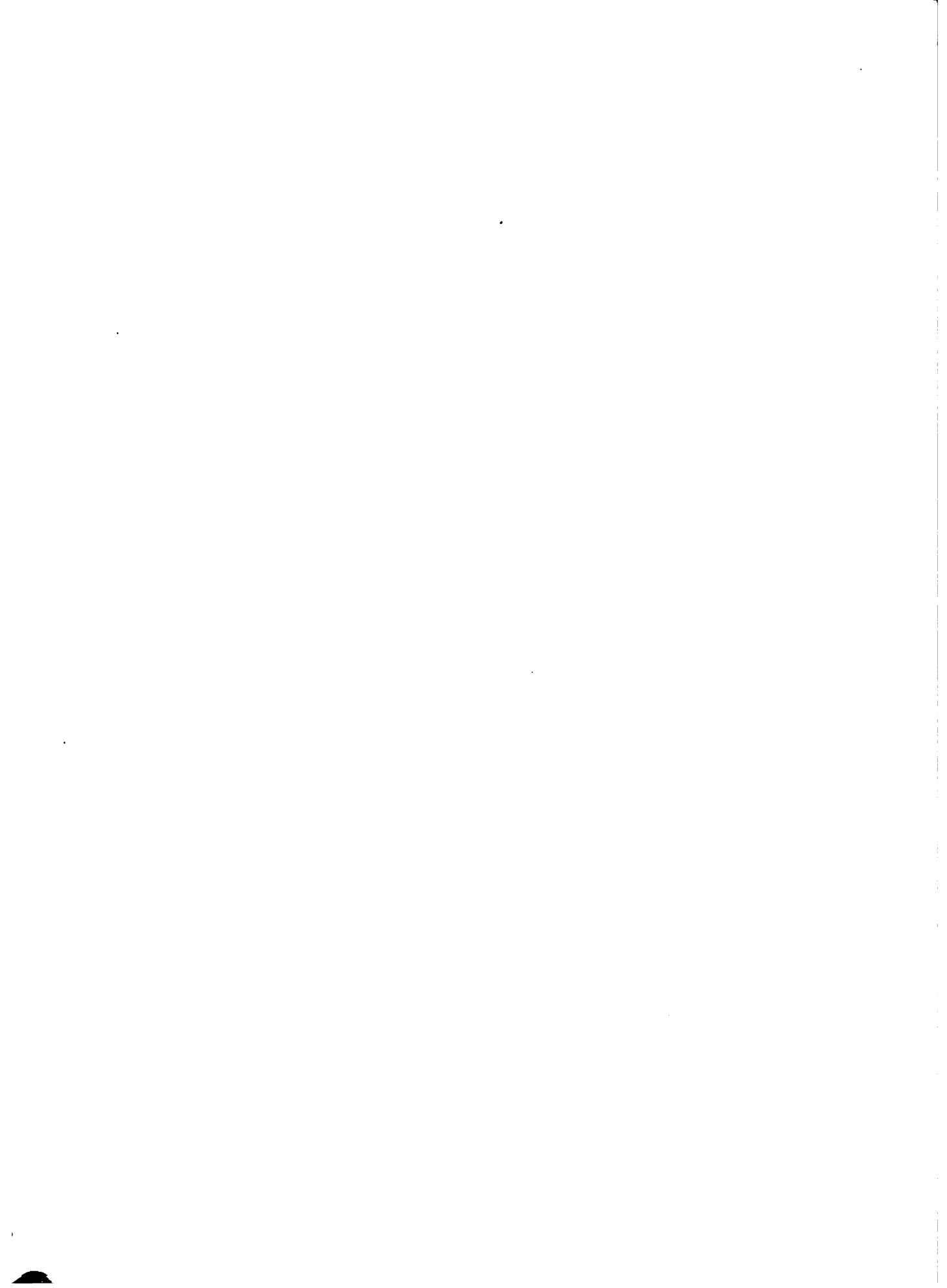
and to reach not only the farmers but the house wives and the rural youth as well.

21. The Advisory Board was impressed by the steady growth of the Scientific Communications Service and the important work accomplished, both in breath and depth, with limited resources of personnel and funds. The Board commended the Director of the Institute, the internal Advisory Committees of SIC, such as the Publications Committee, and the staff members of the Service for the work accomplished in a very significant phase of the program of the Institute.
22. The Board approves the technical secretariat for societies and associations as far as facilities and mechanics; technical operation should be provided by the professional groups involved in technical conferences.
23. The Board agrees that SIC should take initiative to stimulate action on conclusions and resolutions of technical conferences in which the Institute has participated.
24. The Board recommended (with Reynolds abstaining) that contract funds be used to continue taking care of the minimum regional needs of the USOMs and expand the services on a limited scale to make full use of the facilities already developed. From a practical point of view, it would be very convenient to produce materials from programs that have already started and have costed up to present, appreciable sums of money.
25. The Board recommends a close cooperation between our "Train the Trainer" program and the Puerto Rican institutions.



APPENDIX





THE JOURNAL TURRIALBA - ITS PRESENT STATUS

We have just published No. 1-2 of Vol. 7 of our journal, which corresponds to the semester January-June 1957. We had to "double" the issue in order to catch up with time; we expect that it will not be necessary to do this again to keep the normal schedule of publication (three months for each issue). At any rate, for the first time in the history of the journal Turrialba we are up to date with its publication and we are already processing material for Nos. 3 and 4 of volume 7. We have made an effort to put the journal in time to stimulate the collaboration from technicians and consequently increase the number of subscriptions. Our subscribers want to receive the journal regularly and we are working towards this goal.

We have to admit that so far our efforts have been oriented to put the journal in time, and not to increase its circulation; probably the two factors are interrelated.

Now is the time to start a campaign aimed to broadening the number of subscribers among the Latin American technicians. This presents many problems. First, in the Southern countries of South America, there are a considerable amount of technical reviews and some authors prefer to publish their articles in scientific journals such as Phytopathology, Journal of Animal Science, Journal of Dairy Science, etc.

Second, some technicians regard our journal as "too tropical". This is the result of the impact that the Institute has had in recent years in the Central American countries, Caribbean region and Northern part of South America. Lately, the Institute is trying to get in closer contact with Southern South America, so this may be an appropriate time to adopt a publication policy for Turrialba in order to meet the main scientific interests of the countries in that area. Dr. Allee suggests that once we have enough contributions from Southern technicians, we should publish two issues of Turrialba: one for the tropical and sub-tropical zone and another one for the temperate zone. Of course many articles of common interest will appear in both issues.

We have had some success in obtaining the cooperation of the Brazilian scientists, but we have to do more along this line. In our last issue we published a very good article written by a top-notch Brazilian technician. We plan to distribute reprints of that article to our many good contacts in Brazil, in the hope of creating interest towards our journal among them. We plan to do the same thing with articles from authors from different countries.

It is quite necessary to expand our search for more articles in order to have a "shopping list" and reduce the pressure that we often have when we are putting together an issue. In this way, we can do a better selection of articles and balance the issue better.

The Publications Committee has given us excellent advice in our work. Many articles have been improved after the Committee has made constructive suggestions about them. This advisory body has also been very helpful in the selection of articles and in keeping the journal at a high scientific level.

We mentioned above that we have not concentrated efforts in increasing the circulation of the journal. From a graph that we will show you, you will see that the number of subscriptions has decreased in recent times. This is due, we believe, to the fact that we have not received yet the renewal requests from many subscribers who probably did not receive the subscription expiration slip. This means that the actual figure of subscribers will probably go up again in the near future.

Mario Gutiérrez J.
Technical Editor

PHOTOCOPY AND BIBLIOGRAPHICAL SERVICES

Photocopy Service

The distribution of photocopies reached a total of 46,194 pages. This represents an increase of 7,733 photocopies as compared with the previous year in which 38,461 pages were sent. The orders for photocopies were originated from 262 technicians and 74 institutions from 29 countries, with a total of 1,905 requests. The distribution of microfilm was of 10,458 pages.

The material reproduced as photocopies was supplied as follows: the Institute Library provided 43.00%, with a total of 19,861 pages; we requested from other photographic services a total of 16,942 pages, which represents 36.67%; the photocopies made for the departments of the Institute -material other than periodical articles - represent 20.33% with a total of 9,391 pages.

The coupon plan for payment in national currencies of photocopies, subscriptions to Turrialba and texts, was continued in the following countries: Brazil, operated by the Escola Superior de Agricultura, Vicosa, Minas Gerais; by the Escola de Agronomia y Veterinaria, Porto Alegre, Rio Grande do Sul, and by the Escola de Agronomia de Nordeste, Areia, Paraiba. In Colombia by the Facultades de Agronomia de Medellin and Palmira; in Chile by the Escuela de Agronomia; in Perú, Uruguay and Cuba by the offices of the Zones of Project 39, Technical Cooperation Program, which is administered by the Institute; in Venezuela by the Fundación Mendoza.

The Bibliographer feels that the establishment of the microfilm file would help to diminish the amount of microfilm requested from other sources. This project, even though it was started in a very simple form, has been discontinued for lack of time and personnel. A microfilm file would help to give a faster service, to avoid duplication of microfilm orders, and a considerable amount would be saved in the Scientific Communications Service budget, specially since the microfilm prices have been raised in the USDA Library.

The photocopy laboratory has informed that the actual cost of photocopies is US\$0.05126 per page. We charge US\$0.05 per page. This price does not cover the cost of the microfilm, in the cases when we do not have the original in our Library, nor the cost of white pages in between the articles, that are not charged to the client. The USDA Bibliofilms Service has raised the price of the microfilm to US\$0.02 per page. In view of these circumstances, the Bibliographer would recommend that the price of photocopies be raised to US\$0.10 per page, instead of US\$0.05 and that of the microfilm be raised to US\$0.02 per page instead of US\$0.01.

Bibliographical Services

At the request of 119 persons, equal number of short bibliographies on specific subjects were distributed. Of these 63 were prepared originally, with a total of 2,183 references; 56 were prepared in previous years - some of them brought up to date with a total of 2,457 references. These bibliographies were distributed as follows: 83 to technicians, 28 to farmers, and 7 to students of agronomy.

The Bibliographer verified and corrected the literature cited in 16 articles published in Turrialba, which had a total of 401 references.

Ana María Paz,
Bibliographer

EXTENSION EN LAS AMERICAS AND
EXTENSION MATERIALS SERVICE

1. Extensión en las Américas

a. Content - Types of articles:

- a) News and chronicles on extension events
- b) History of the Latin American extension services
- c) Philosophy and methods
- d) Agricultural communications
- e) Extension case stories
- f) Technical articles

Permanent sections:

- a) You have the floor (letters to the editor)
- b) From here and there
- c) Recent publications
- d) Our friends, the Audio-Visual Aids
- e) Science at your service

o. Possible sections:

- a) Humor in Extension
- b) Who they are and what they are doing
- c) New ideas for your demonstrations

b. Issues distributed:

Vol. I - No 1-March-April 1956, Luis Carlos Cruz and Luis Daell	1968
No 2-May-June 1956, Luis Carlos Cruz and Luis Daell	2426
No 3-July-August, 1956, Luis Carlos Cruz and Luis Daell	2700
No 4-Sept.-October 1956, Juan E. Díaz and Luis Daell	2969
No 5-Nov.-December 1956, Juan E. Díaz and Guillermo Combariza	3284
Vol. II- No 1-Jan.-April 1957, Juan E. Díaz and Guillermo Combariza	3505

c. Contacts in the countries:

The following USOM personnel have been assigned to handle matters pertaining to the magazine:

Costa Rica	- Carlos Cordero	
Guatemala	- Francisco J. Rubio	- SCIDA
Honduras	- Manuel Cáceres	- STICA
Nicaragua	- José Medina Motta	- STAN
Panamá	- Roger Wolcott	- SICAP
Colombia	- Guadalupe Ramírez	- STACA
Perú	- Washington Patiño	- SCIPA
Bolivia	- Frank Shideler	- SAI
Ecuador	- Augusto Torres	- SCIA
Brasil	- Lloyd Clyburn	- ETA
Paraguay	- R. Vargas Morel	- STICA

d. Evaluation of the magazine:

After the first issue was published, the editor Cruz sent out a questionnaire to Extension Service directors, Information Chiefs of Servicios, and some U. S. editors. The answers to this questionnaire helped a lot in improving the magazine.

In March 1957, it was decided to carry out a more formal evaluation. A special committee was formed at the Institute, with the following members:

Rogelio Coto
Wallace Kadderly
Fernando del Rio
Franklin Morera
Juan E. Díaz Bordenave

The editor visited 8 Central American and South American countries to organize the evaluation study in each. This study is currently underway.

e. Trip of the editor to 8 countries,

This editor considers extremely useful his trip to 8 countries, performed in March, April and June. The countries visited were Guatemala, Honduras, Brazil, Paraguay, Peru, Ecuador, Colombia and Panama.

During his visits, Díaz Bordenave discussed with USOM officials:

- 1) Evaluation study of "Extensión en las Américas".
- 2) Ways to increase the collaborations for the magazine.
- 3) The Lima Information Seminar.
- 4) The "train-the-trainer" course.
- 5) Needs of the Missions in the information field.

As a consequence of this trip, it is expected:

- a) That more extension field works write articles for the magazine.
- b) The number of copies requested by each Mission will increase.
- c) A wider distribution of the magazine will be accomplished.
- d) A closer contact between the magazine editor and Extension directors and information men in the countries will be established.
- e) By means of the evaluation study, the editors will know the needs and interest of the reader better.

f. Recommendations:

- 1) This editor considers it necessary to give the magazine additional personnel:

1 more secretary (in charge of typing articles and distributing the magazine and Extension Materials Service)
The new girl will be secretary of the Assistant Editor.

Aida Cavallini, is a very capable secretary - she writes all the reviews for the Extension Materials Service and can write letters with no help. But presently she is overloaded with mechanical tasks.

1 more artist

In order to be able to produce the magazine on schedule and also produce the publications announced in the Work Plan, we need to give Combariza an assistant.

- 2) The editor of the magazine should not be assigned to miscellaneous tasks that take his time.
- 3) On the other hand, the editor should visit some Latin American countries at least twice a year, to keep up-to date with Extension developments.
- 4) It is recommended that special issues of the magazine were published, using a different color to single them out.
- 5) According to discussions held with Mr. R. Lyle Webster, I think that
 - a. The magazine should be published on schedule to regain prestige.
 - b. There is no one great solution for the delay of its production. There are many details that slow it down. Those details should be carefully analyzed, through meetings of the editorial staff (Díaz, Combariza, Granados, Julieta Jiménez).

- c. Every change should be made to simplify the make up of the magazine, in order to save time.
- 6) R. Lyle Webster suggested that an advanced copy of the issues were sent to Servicio directors, with a short note calling their attention to the articles related to their countries.
 - 7) One thing we need to do is to explain the readers how to collaborate with the magazine. I suggest the preparation of a little leaflet with all the pertinent information.
 - 8) Many people have requested to include more technical articles in the magazine. Perhaps the Institute technical staff could be asked to help in this.
 - 9) A study should be made on the advisability to offer a cash reward for the best article of each issue.

'''

2. Extension Materials Service

Aida Cavallini is in charge of writing the comments on Extension publications appearing in this Service.

From No. 6 on, this Service has a new cover. It is multilithed instead of mimeographed. We expect to increase the circulation of this Service in the countries, which was 240 for the first 3 issues, around 475 issues 4 and 5 and 885 the issue No. 6.

Recommendations:

1. Start the preparation of "kits" of best publications from the countries.
2. Publish a General Catalog of Extension Material each year.
3. Include posters, slide sets and filmstrips and movies in the Service.
4. Each Extension agent should get one copy of this Service.

VISUAL AIDS SERIES

The purpose of this series is to offer extension agents, home demonstrators and information workers of Latin America publications that will facilitate their educational work. In familiarizing them as well as research workers with audiovisual techniques and methods, there is a tendency to give these aids a wider use as a means of obtaining better results in carrying out programs.

The pamphlets contain:

- a. Theory and principles of visual aids, but only to a degree of immediate practical application.
- b. Instructions on how to make visual aids with low cost materials.
- c. Suggestions on the efficient use of these tools.

In planning this series, several factors were considered. These were the environment and rural conditions under which extensionists work, the materials available in each country, and the transportation problems and other favorable and unfavorable conditions in agricultural information work.

Perhaps, the value of the series lies, above all, in that the advantages offered by the techniques and methods suggested in the publications have been evaluated. It has been proved that these methods and techniques are very useful in the rural as well as urban environments of Latin America. There is much evidence that pamphlets, up to the present, have been very useful in the construction of visual aids tools in such countries as: Guatemala, El Salvador, Honduras, Panamá, Colombia, Brazil and others.

Pamphlets published:

- No. 1. THE MAGIC BOX, by Elmer S. Phillips and Enrique Sánchez N.
English edition: July, 1956 and January 1957.
Spanish edition: August, 1956.

The January, 1957 English edition was printed on Washington's request and to be distributed in Europe and the Near East countries.

This pamphlet contains instructions on the construction of the following visual aid tools and equipment:

- A portable blackboard
- A flannelgraph which can also be used as magnetboard and blackboard.
- A combination flip-chart - flannelgraph-blackboard.
- A silk screen outfit for making posters and publication covers.
- Easel and folding table models.

A folder with flannelgraph and magnetboard demonstration materials.
A set of posters.
Accessory materials such as: silk screen inks, adhesives and solvents.
Minor instruments: chalk, eraser, color pencil, scissors, knives,
samples of art work, publications etc.

No. 2. USE A PORTABLE EXHIBIT, by Victor R. Stephen and Enrique Sánchez Narváez.

English and Spanish editions: March 1957.

This publication was based on a leaflet prepared by Stephen and Rogelio Coto Monge and published in 1953 by SIC.

Contents:

Suggestions for the construction of an exhibit case. Ideas for exhibit for panels and supports; preparation and use of materials.

In the process of publication:

No. 3. YOUR FLIP CHART, by Enrique Sánchez Narváez and Guillermo Combariza.

English and Spanish editions.

Contents:

Ideas for the construction, adequate use of a flip chart of drawings in series for lectures and demonstrations in the classroom, in meetings, in the field, etc.

No. 4. SILK SCREEN PROCESS, by Elmer S. Phillips.

Contents:

Instructions for construction of a silk screen outfit.
Printing methods.

No. 5. MAKE EFFECTIVE USE OF THE BLACKBOARD, by Enrique Sánchez N. and Guillermo Combariza.

Contents:

Principles and rules for the effective use of this simple visual aids tool. Construction of a portable blackboard.

In preparation:

No. 6. THE FLANNELGRAPH - MAGNETOGRAPH

Contents:

Suggestion for the construction of some practical types of

flannelgraphs. The flannelgraphs-magnetgraphs, their advantages.
Preparation of materials
Adequate use of this tool. The script.

No. 7 TEACHING WITH PUPPETS

Puppet modeling
Construction of small theaters and stages.
Preparation of scripts

Future publications:

In the original project of this series, the following publications are mentioned:

Tips on Operating the Multilith Machine

Two-Color Layouts for Multilith

Home-made Photographic Copy Stands

Simple Ways to Title 2 x 2 Slides

Charts, Graphs, etc.

Enrique Sánchez N.
Visual Aids Specialist



REPORT ON INFORMATION IN HOME ECONOMICS

During the five and a half months when the Home Economics information program was being initiated, activities included the following:

1. Becoming acquainted with the Home Improvement work being conducted in some areas of Costa Rica. To that end, I have travelled with the home improvement agents to the rural areas of San José and Turrialba where such activities are being conducted. I have also talked before two groups at the Turrialba 4-H clubs.
2. Getting information on the home improvement programs being conducted in the different countries, and obtaining information materials prepared in these countries. A careful analysis of guiding information materials for this program was made. Only five countries gave answers on the information being used for the development of this program; three of them sent pamphlets and leaflets prepared by their offices. They have been carefully studied as to content, presentation and readability. Most of these publications need to be improved. The amount of materials put out in the field of Home Economics is very small as a whole. This is one of the main obstacles to establish a system of exchange of materials among the countries.
3. I have specifically requested, but have not received as yet, two articles for the Extension magazine. One of them was an article on "The training of home improvement agents in the San Ramón Area, Uruguay", which was offered by one of the specialists of the Southern Zone of Project 39. The other one was an article on "How Extension works in coordination with other agencies in rural areas". This is a description of a project in nutrition carried out in a milk producing community where milk consumption is very low. (This project included participation of the school and the community. Demonstration on experiments carried out with animals were offered. Women's clubs were organized; greater consumption of milk and milk products was attained, as well as greater production and consumption of vegetables cultivated in home and school gardens). This later article has not been received as yet either. This type of cooperation has also been requested from other countries.

Materials being prepared:

Three articles for the Extension magazine: a) on principles and content of Home Improvement programs; b) on the work of home improvement agent; and c) on fibers and textiles in the modern world. There is also a fourth article being prepared which contains information by a home economics specialist from Bolivia on soya bean and its uses in some Latin American countries.

For the "Extension Materials Service" the contribution has been exceedingly low, since we have just received but a few publications and a great part of them are not available for distribution to "servicios".

I have prepared a pamphlet on methods for the teaching of nutrition in Extension. Its contents (75 pages typescript) is a translation and adaptation of the publication "Workbook for Extension Nutritionists" compiled by Evelyn L. Blanchard, Federal Extension Service, USDA. The preparation of this pamphlet was started in March of this year, but the process of publication has gone very slowly. I have also initiated the preparation of a pamphlet of the same type on Food Conservation. I have discontinued the preparation of this pamphlet because the Home Economics specialist for the Northern Zone is getting ready a similar publication which is almost ready.

I have started also the compilation of materials for a pamphlet on housing improvement. So far I have found many difficulties in compiling information on this subject. Subject selection for these two publications is based on requests of the countries for information materials.

Considerable time has been spent in looking for materials on the different phases of the subject; this has been done both through the Washington office as well as directly through information offices in Puerto Rico and the United States. Contacts also have been made with professional agencies and associations (Forecast for Home Economists, American Home Economics Association, Dairy Council and others). A good part of the materials received are not suitable for the time being to local conditions of these programs in Latin America.

I have actively corresponded with different field specialists both from Latin America as from the United States, including not only those who work in Extension but also those dealing with health programs in Nutrition and programs in education. Correspondence with specialists working in this latter field has been almost of a personal nature.

Two talks to students of the graduate school have been offered. Considerable time has been devoted to discussing with members of the Economics and Rural Life Department on such topics as problems of home improvement projects in agricultural extension programs, coordination possibilities of offering a short course on the fundamentals of Home Economics and Home Economics Information, etc. I have also attended and participated in laboratory sessions and field trips with the students.

Thelma Palma
Home Economics Information Specialist

ANALYSIS OF THE BIBLIOGRAPHICAL SUPPLEMENT OF TURRIALBA

With the publication of Volume 7, Nos. 1-2, corresponding to the semester January-July, 1957, the Bibliographical Supplement is up-to date.

I will present an analysis of the preceding volumes of the Supplement, corresponding to Volume 4, Nos. 1-4, 1954; Volume 5, Nos. 1-4, 1955; and Volume 6, Nos. 1-4, 1956.

In Volume 4, Nos. 1-4 were published 364 abstracts in card form. Of these abstracts, 49.74% were prepared by the Bibliographer of the Scientific Communications Service; 37.08% were prepared by technicians and graduate students of the Institute; 12.08% were reproduced from the author's abstract or from other abstract journals; 1.10% were translated from the author's abstract.

We published also 243 annotated references, corresponding to the index of Latin American scientific agricultural journals. These annotations are prepared by the Bibliographer.

This volume carried also 772 references in the list of acquisitions of the Institute Library.

A preliminary list of periodicals for an agricultural library, and a bibliography on agricultural libraries were published in this volume.

Volume 5, in which two double issues were published, carried 244 abstracts in card form. 51.63% were prepared by the Bibliographer; 33.20% by the technicians and students of the Institute; 11.07% were reproduced from other sources; and 4.10% were translated from the author's abstract.

The annotated index had a total of 170 references; the list of acquisitions of the Library a total of 515.

In Volume 6, Nos. 1-4 of the Supplement, 273 abstracts in card form were published. Of these, 61.54% were prepared by the bibliographer; 25.65% by technicians and graduate students of the Institute; 8.79% reproduced from other sources, and 4.02% translated from the authors' abstract.

A total of 259 annotated references were published in the index of Latin American agricultural journals, and 404 references in the list of acquisitions of the Library.

A selected list of publications about library science and the translation of an article by Saul Herner entitled: "Improvement of the internal information services in the research organizations", were also published in Volume 6.

The percentage of the preparation of abstracts show that the collaboration received from the Institute technicians continues to diminish. We have tried to compensate this by reproducing and translating the author's abstracts and some published in other abstract journals.

We have in preparation a two-year cumulative index, both author and subject, corresponding to Volume 4 and 5 of the Supplement. We aim to publish also the author and subject index to Volume 6.

Evaluation of the Bibliographical Supplement

The evaluation of the Bibliographical Supplement in order to determine its utility in relation to its cost, was not carried out the last year, as recommended by the Board. The main reason for this was that the Supplement was not up-to date, and therefore, the subscribers and libraries were almost not acquainted with this publication. Now, the Supplement is up-to date, and we consider that after having received three volumes of the journal, the technicians and libraries have been able to estimate its utility. We have prepared - with the collaboration of an evaluation committee, a questionnaire to be sent to those who receive Turrialba and its Supplement. I present the questionnaire to the consideration of the Advisory Board.

Ana María Paz
Bibliographer

PRESENT STATUS OF THE PROJECT

"COMUNICACIONES CIENTIFICAS AGRICOLAS"

Before June 30, 1956, we interviewed many technicians, and distributed to them the binders for technicians that we had planned. Also, we distributed special binders for the libraries of agricultural institutions of Latin America. Then, in the period June 30, 1956 to June 30, 1957 we operated the project at full speed.

Printed information

We printed and distributed leaflets with a standard format to 1,582 technicians and to 179 agricultural libraries. In this period, we processed 155 reports corresponding to 155 current research projects. Several reports were rejected because they were: a) obsolete; b) incomplete; c) non-informative.

The punching of the leaflets was done by a commercial concern in San Jose.

In few cases, we have published progress reports from projects that had been published before. This practice should be stimulated, as one of the objectives of this project is to refresh the knowledge of the technicians in the new developments that their colleagues are obtaining in their specific projects.

Cooperation

We visited 13 countries in Latin America (see below), and made contact with 97 institutions and with 1,582 technicians;; we have received cooperation from 8 countries, 28 institutions and 106 technicians. The cooperation from countries can be classified as follows:

Ample cooperation:	Brazil and Peru
Good cooperation :	Colombia and Costa Rica
Fair cooperation :	Uruguay
Poor cooperation :	Argentina, Chile and Honduras
Have not cooperated:	Mexico, Guatemala, El Salvador, Nicaragua and Ecuador.

From the beginning it was expected that not all the countries would cooperate at the same rate, but we did not anticipate total abstention from any of them. Although, we are trying to encourage the technicians from the non-contributing countries, as well as increasing the contributions from those of poor cooperation.

The Projects Central File

The Projects' Central File is being increased by the addition of new cards with different projects that we have received. We expect to have soon a good reservoir of technical information in this file, which will be of great use to us and a valuable reference to the participants of CCA.

Lists of technicians

We are also making progress in our Lists of Technicians, classified by fields of activity; we expect that after visiting the countries in the Caribbean area, we shall be able to edit, print and distribute leaflets with rather complete lists of agricultural research workers. These lists will be kept by the participants in their binders, according to their special interests. Day by day, we are adding names and correcting these lists which will be of real value to the technicians as a reference in their work.

Air letter to participants

The air letter entitled "Estimado Colega" was published bimonthly and it has been well received by the participants. We print in this news letter activities concerning the project but have not included any personal news yet about the participants (new appointments; changes in specialties etc.) as we had originally planned.

Possibilities

The project has created considerable interest among the participants; we have received many letters from different sources expressing appreciation and support for this information program. In other words, the participants are satisfied with the program and are glad to receive information, but few do cooperate with information on their current research projects.

Summing up, we feel that the Program is well rooted by now and it may become an important tool of Inter-American cooperation.

Mario Gutiérrez Jiménez
Technical Editor

THE INSTITUTE PUBLIC RELATIONS

The Institute public relations, at least in the informational aspect, have been carried out by SIC. News on the Institute have been given out through the Information Bulletin, the Air Letter and Press Releases. Annual and other types of reports have been prepared as well as announcements of courses, programs and services of the Institute.

With the increase of the Institute activities it has been noticed that the activity on public relations does not fit within the technical functions of SIC. The situation will be more complex when the expansion of Turrialba takes place, when the Project 39 be incorporated to the Institute and when the Ecuador and Temperate Zone subcenters be established. On the other hand, it is considered that the public relations as an administrative function, should be under the supervision of the Director or Administrator of the Institute.

It is convenient, therefore, to determine the need of establishing a public relations office, outside of SIC. If it were put into practice some questions, as the following, could be raised:

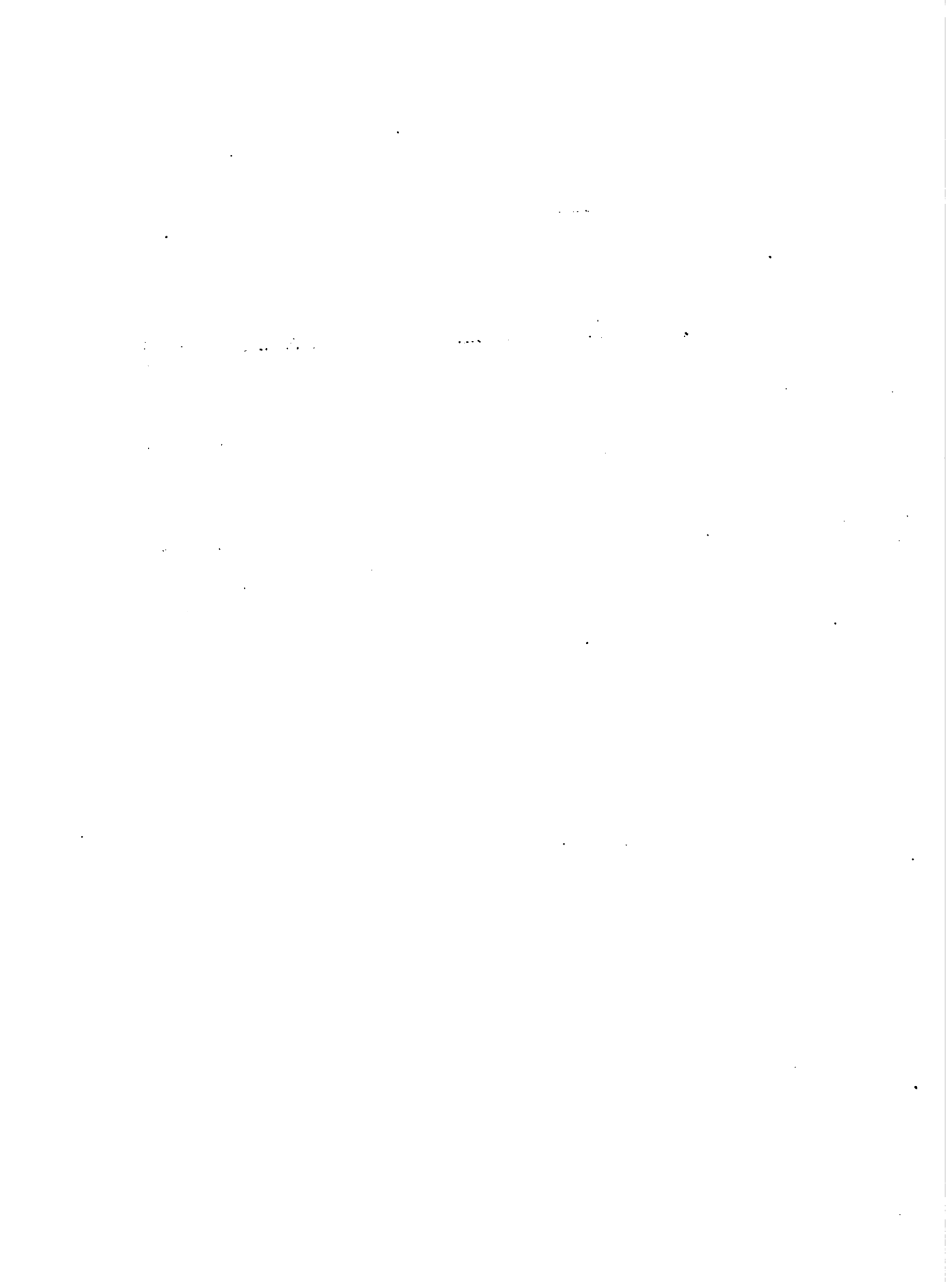
How a public relations program for all the Institute can be planned?

How can SIC contribute to its planning?

Who will direct the program?

Which relation would SIC have with this program?

Rogelio Coto Monge
Head, SCS



COMMUNICATIONS RESEARCH

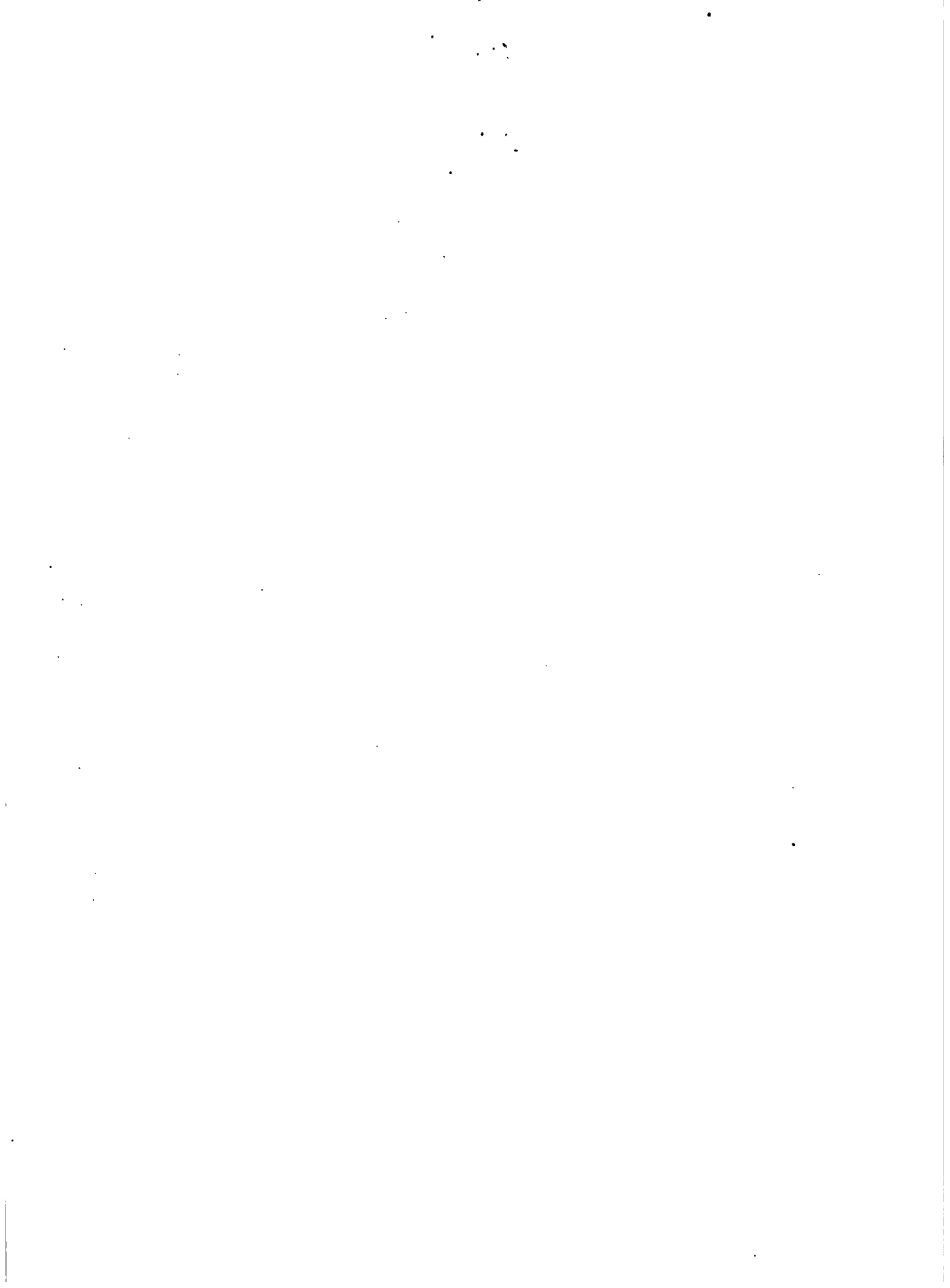
It has been considered necessary to carry out a communications research program for Latin America. The development of research on one hand, and the growing of the extension services on the other one, could justify the establishment of the program. The communication effectiveness has to be assured, taking into account factors such as the high percentage of illiteracy in the rural areas; the limited development of institutions; the insufficiency of transportation; the scarcity of electric energy in the rural areas; the cultural and social barriers, etc.

Without going into a deep analysis, it could be said that, among other things, it is necessary:

- a. know the basic vocabulary of the farmer;
- b. develop readability formulae adapted to Latin American conditions;
- c. obtain the necessary information for the establishment of effective systems of mass communications under Latin American conditions;
- d. develop visual communications media according to the characteristic of Latin American environment with the aim of establishing effective, minimum programs;
- e. determine the effectiveness of communications media in relation to their range and cost under Latin American conditions.

As a consequence of these points, the following questions could be raised: do we really need a research program in our present stage of development? Does this kind of research correspond to SIC or to the Department of Economics and Rural Life? How would research be oriented? Is it possible to establish priorities and which would they be?

Rogelio Coto Monge,
Head of SCS



VI ADM
Doc./No. 10

PREPARATION OF SIC
FOR INSTITUTE EXPANSION

I

RE-DEFINITION OF OBJECTIVES



ORGANIZATION OF THE SCIENTIFIC COMMUNICATIONS SERVICE

Objectives

Since the beginning SIC has based its operations on the following objectives: "promote the betterment of scientific communications facilities among technicians working in research, education and agricultural extension". This objective has been the basis for drawing up our plans of work and action for our accomplishments.

Lately, the sphere of action of SIC has expanded considerably in response to the growing needs of the countries served by the Institute. Further expansion is expected as a result of an expansion of the Institute activities within the next few years. In accordance with the foregoing, it is considered convenient to re-define our objectives in the following manner:

1. Promote scientific communications among technicians working in research, education and extension.

Our specific end is to:

- a) Provide a greater access to research workers, educators and extension workers to scientific information by producing: scientific and extension magazines; reports on current research; manuals and texts; reprints, technical bulletins, extension and miscellaneous bulletins; abstract reviews; reports, glossaries of technical terms; bibliographic and photocopy services; and promoting the distribution of texts and reference materials produced outside Turrialba.
- b) Promote the development of national services that contribute to the diffusion of scientific information.
- c) Contribute to the development of agricultural libraries and to the professional improvement of librarians.
- d) Promote the interest of Agricultural Colleges for scientific communications and extension.

2. Promote the exchange of personal ideas among technicians of the Americas.

Our specific end is to:

- a) Aid in the organization, conduction and development of technical conferences.
- b) Stimulate the organization of professional associations and provide them with secretarial services.
- c) Carry out follow-up activities to assure that resolutions adopted in technical conferences are put into practice.

- d) Maintain an information service on past technical conferences and on those planned for the future, classifying them according to their nature.

3. Promote training in and out of Turrialba in the techniques and methods of scientific communications and extension, through:

- Short courses
- Seminars and workshops
- In-service training
- Graduate training
- Special training ("train the trainer")
- Personnel meetings

4. Develop and promote research in the field of communications.

Our specific end is to: know the basic vocabulary of the farmer; develop readability formulae adapted to Latin American conditions; obtain the necessary information for the establishment of effective systems of mass communications under Latin American conditions; develop visual communications media according to the characteristic of the Latin American environment with the aim of establishing effective, minimum programs; determine the effectiveness of communications media in relation to their range and cost under Latin American conditions.

5. Provide editorial, advisory and consultation services to the Institute and its programs to national organisms of the American countries.

The specific services will be:

- Consultation services
- Editorial services
- Bibliographic services
- Graphic editorial services
- Production of publications

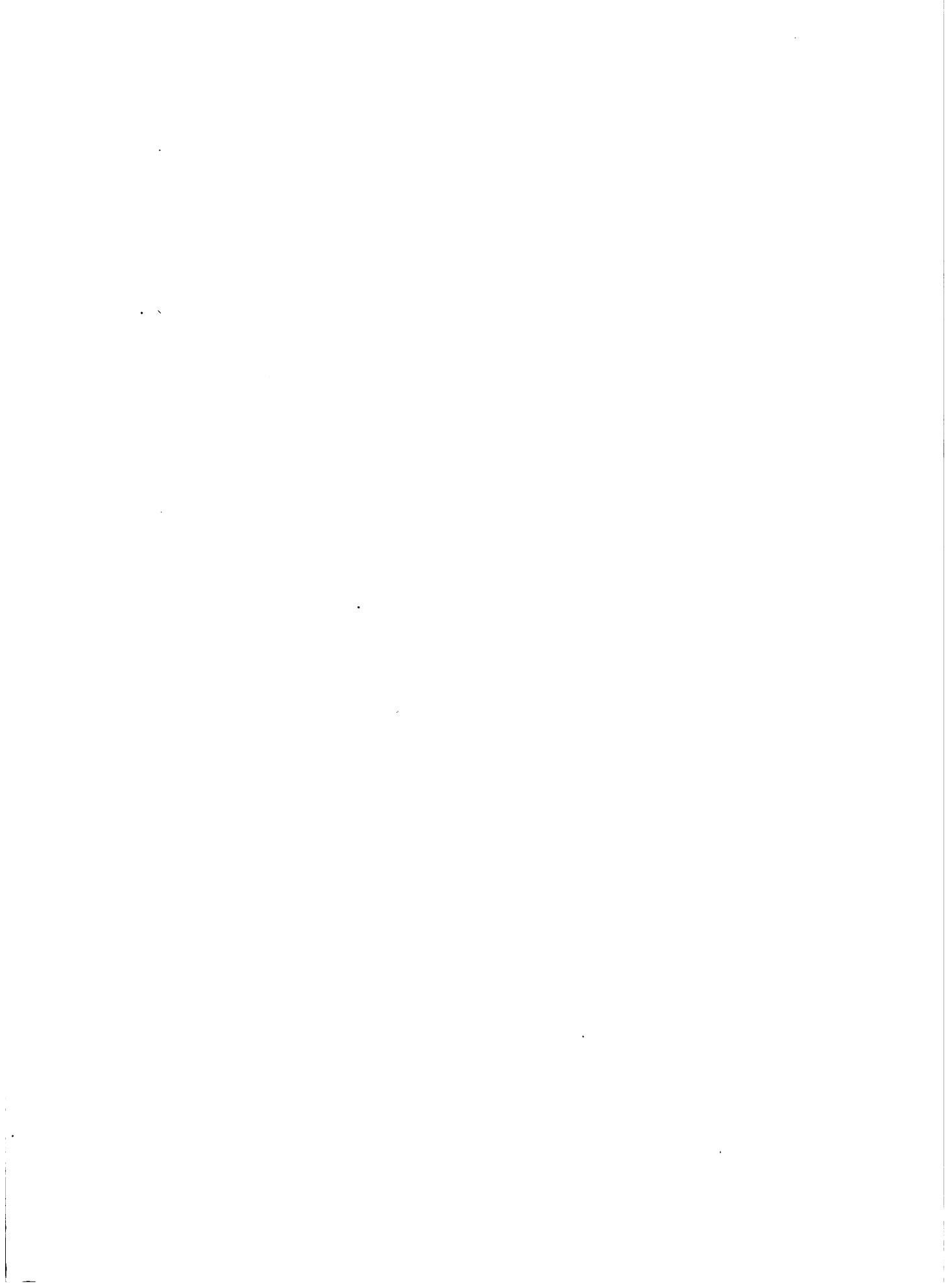
6. Contribute to the development of the public relations of the Institute and to the establishment of programs of national organizations upon request.

Our specific end is to:

- a) Give advice in planning and conducting public relations programs. This will depend on the decision of the Director or Administrator of the Institute.
- b) Produce public relations publications and materials that will be planned and prepared in the Public Relations Office of the Institute.
- c) Give advice and training on public relations to national organizations that request this service.

II

DESCRIPTION OF DUTIES



JOB DESCRIPTIONS

Head of Sic

1. Direct the work of the Project Leader of the ICA/SIC unit and technical matters.
2. Authorize, upon recommendation of the ICA/SIC unit Project Leader, the purchase of supplies and equipment, and the disbursement of contract funds for travel, publications and other contract operations.
3. Approve work plans, projects, proposals, and reports submitted by the Project Leader of the ICA/SIC unit.
4. Recommend qualified staff for appointment under the contract for the ICA/SIC unit.
5. Plan the work for the SIC unit.
6. Prepare reports.
7. Do editorial work.
8. Edit and prepare the Cacao bulletin.
9. Assist in the organization of conferences.
10. Answer correspondence.
11. Direct the production of publications.
12. Maintain operations within budget limits.
13. Approve purchase and work orders for the SIC unit.
14. Promote good personnel relations and team work.
15. Carry out duties assigned by the Director of the Institute.
16. Serve as advisor and consultant.
17. Give training:
 - a) in-service
 - b) in the graduate school
 - c) in short courses
 - d) in meetings and seminars.
18. Attend Institute personnel meetings.

Bibliographer

1. Edit and direct the Bibliographic Supplement.
2. Prepare most of the abstracts published in the Supplement.
3. Edit and prepare reports.
4. Prepare short bibliographies.
5. Direct the Photocopy Service.
6. Assist in the organization of meetings.
7. Serve as advisor and consultant.
8. Check all literature cited in the articles published in Turrialba and other publications.
9. Give training:
 - a) in-service
 - b) in the graduate school
 - c) in short courses
10. Answer correspondence.

Technical Editor

1. Edit and direct the Turrialba magazine.
2. Edit bulletins.
3. Edit publications.
4. Prepare and edit reports.
5. Edit and publish reports on up-to-date research.
6. Serve as advisor and consultant.
7. Aid in editorial work.
8. Give technical assistance in conference organization.
9. Give training:
 - a) in-service
 - b) in the graduate school
 - c) in short courses

10. Answer correspondence.

Graphics Editor

1. Work with the artist.
2. Do and direct work in planning publications, illustration, and mounting of publications and other materials.
3. Direct the composition of texts made by the Vari-typer, IBM or other typewriters.
4. Give training:
 - a) in-service
 - b) in the graduate school
 - c) in short courses
5. Serve as advisor and consultant.
6. Collaborate in the preparation of Visual Aids.

Head of the Printing Shop

1. Direct the activities of the photographic and photocopy laboratories and of the printing shop.
2. Work as photographer, photomechanics expert and printer.
3. Give training:
 - a) in-service
 - b) in the graduate school
 - c) in short courses
4. Serve as advisor and consultant.
5. Direct production, carry inventories and estimate costs.
6. Draw up purchase orders for materials.

Project Leader

1. Organize the operations to render efficient services to the missions.
2. Have direct administrative responsibility for the operations assigned to them, including the initiation of purchase requisitions, printing orders, travel authorizations, and similar matters.

3. Prepare the work plans, projects and reports pertaining to their unit.
4. Direct the work of the contract technical and administrative staff under their immediate supervision as administrative and technical heads of their respective unit.
5. Make the necessary arrangements with the Missions for carrying out the approved projects as authorized by the Coordinator of Regional Services.
6. Assist in the recruitment of qualified staff.
7. Give training when necessary.

Extension Editor-

1. Edit, direct and evaluate the Extension magazine.
2. Direct the publication of "Extension Materials Service".
3. Prepare and edit reports.
4. Serve as advisor and consultant.
5. Give technical assistance in the organization of training meetings (conferences, workshops, seminars).
6. Give training.
 - a) in-service
 - b) in the graduate school
 - c) in short courses
 - d) in meetings and seminars
7. Answer correspondence.

Visual Aids Editor

1. Prepare, edit, publish and evaluate visual aids materials.
2. Prepare reports.
3. Serve as advisor and consultant.
4. Give training
 - a) in-service
 - b) in the graduate school
 - c) in short courses
 - d) in international meetings.

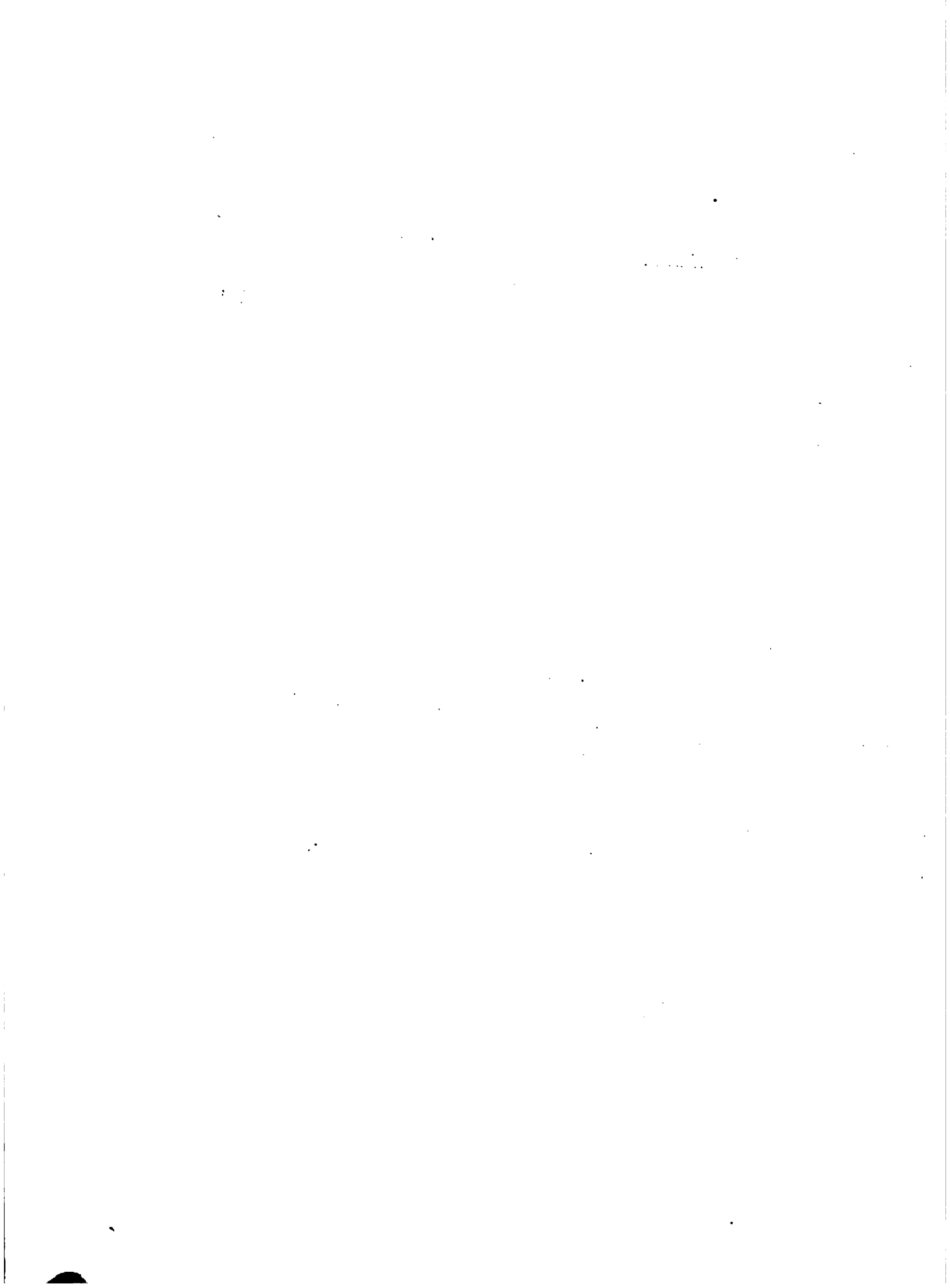
5. Carry out duties assigned by the Project Leader.
6. Answer correspondence.

Home Economics Information Specialist

1. Obtain, prepare and edit home economics information material to be published in the Extension magazine and other publications to be used in training.
2. Give training:
 - a) in-service
 - b) in the graduate school
 - c) in national and international courses
3. Develop the exchange of home economics materials in Latin America.
4. Answer correspondence.
5. Serve as advisor and consultant.
6. Prepare reports.

Translator

1. Translate material from English to Spanish and vice versa, letters, reports, articles and educational material.
2. Serve as interpreter.
3. Prepare reports.
4. Carry out any other duties assigned by the Project Leader.



III

FUNCTIONAL ORGANIZATION

SIC FUNCTIONAL ORGANIZATION

The present organization of SIC is the following:

Present Organization

Scientific Communications

This section takes care of the communications between research and education. It also takes care of the publication of scientific material produced by the Institute. Its head is the Technical Editor.

Extension Information

This is the information service for extension workers provided through the Operations Missions of the United States in Latin America, in virtue of a contract signed between the Institute and ICA. The person in charge of this section is the Project Leader.

Public Relations

This work has been, up to the present, carried out by SIC, although not in a formal manner. This is an administrative function which should depend directly from the Director or Administrator of the Institute. This work has been under the direction of the Head of SIC.

Production

We have defined production as the work done by the arts and printing shops and photography laboratories. This work has been under the direction of the Head of SIC to establish priorities in their order of importance.

Future Organization

SIC personnel also carries out other duties that should be organized into specific services. For example, it gives training and aids in the organization of conferences. On the other hand, the need for research in communications and for the establishment of a manual and text publication program are being contemplated. An organization should be planned establishing the following services:

Training

Research

Conference organization and creation of associations

Publication of manuals and texts

If the program for publication of manuals and texts is established, it seems that it will be necessary to appoint someone to be in charge of production. This will be especially important if a revolving fund for this section is established: this will constitute the groundwork for the publishing office of the Institute.

If the Public Relations Service of the Institute is established under the Director, the present service being rendered by SIC will be discontinued. Our participation will be reduced to cooperation in the planning of Public Relations and to Production of the materials requested, as for any other department of the Institute.

The Organizational Chart could be similar to the one attached.

Administrative
Committee

Publications
Committee

Turrialba
Editorial Boards

Production

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IV

PUBLICATIONS COMMITTEE



ORGANIZATION OF THE PUBLICATIONS PROGRAM

General Publications Committee

1. The publications program of the Institute will be regulated by a General Publications Committee, which will act as a permanent body.
2. This General Publications Committee will be made up by:
 - a) the Director of the Institute;
 - b) the Heads of Departments and Services of the Institute;
 - c) the Coordinator of Regional Services;
 - d) the Director of Project 39;
 - e) each one of the Directors of the regional offices already established;
 - f) each one of the Directors of any branch centers that the Institute may establish in the future.
3. The Director of the Institute will act as the President of the Committee, and the Head of the Scientific Communications Service will act as the Secretary. When the Director of the Institute is absent, the Acting Director will serve in the same capacity as President of the Committee.
4. This Committee will hold a Plenary Session once a year. As far as possible, this meeting will be made to coincide with general staff meetings in order to take advantage of the presence of Directors who administer programs outside Turrialba. If these Directors should not be able to attend the meeting, they will be consulted through the mail and their viewpoints will be presented to the Committee through the Director of Project 39, in the case of the Technical Cooperation Program, and through the officer appointed by the Institute Director, in the other cases.
5. The Committee will meet in ordinary sessions as many times as necessary. At these ordinary sessions, the Directors of programs functioning outside Turrialba will be represented by the Director of Project 39, in the case of the Technical Cooperation Program, and by the officers appointed by the Institute Director, in the other cases.
6. Plenary and ordinary sessions will be convened by the Director of the Institute. The Director will determine the most convenient date to hold a plenary session, according to what was stipulated in paragraph 4. Ordinary sessions will be convened by the Institute Director, or at the request of two members.
7. In regulating the publications program, the General Publications Committee will take the following into consideration: a) the needs of the institution; b) the

needs of the American countries; the guiding standards of the Advisory Committee of the Scientific Communications Service; the recommendations given by any of the Institute's consulting bodies; c) the stipulations of any contracts signed by the Institute; d) the viewpoints established in any agreements under which the Institute accepts endowments or donations; f) the recommendations of the Head of the Scientific Communications Service.

Specifically, the Committee's functions are the following:

- a) to consider and approve the annual publications plan submitted by the Head of the Scientific Communications Service;
- b) to approve the publications series put out by the Institute either as a part of the programs it administers or under projects carried out through contracts or cooperative agreements;
- c) to approve the manual of style of the Institute, seeing to it that its regulations are observed and continuously adapted to reality;
- d) to establish, while the manual of style is being prepared, certain basic standards of editorial policy that may serve as guides for the publication of: technical articles, technical bulletins, manuals and texts, reports, extension articles, extension bulletins, public relations publications, translations, etc.
- e) to approve the manuscripts of works written by Institute personnel, delegating this function to specific Editorial Boards;
- f) to appoint Editorial Boards according to the needs of the Institution;
- g) to advise on any matters submitted to it by the Editorial Boards;
- h) to decide the matters that should be submitted for discussion at the Plenary Session.

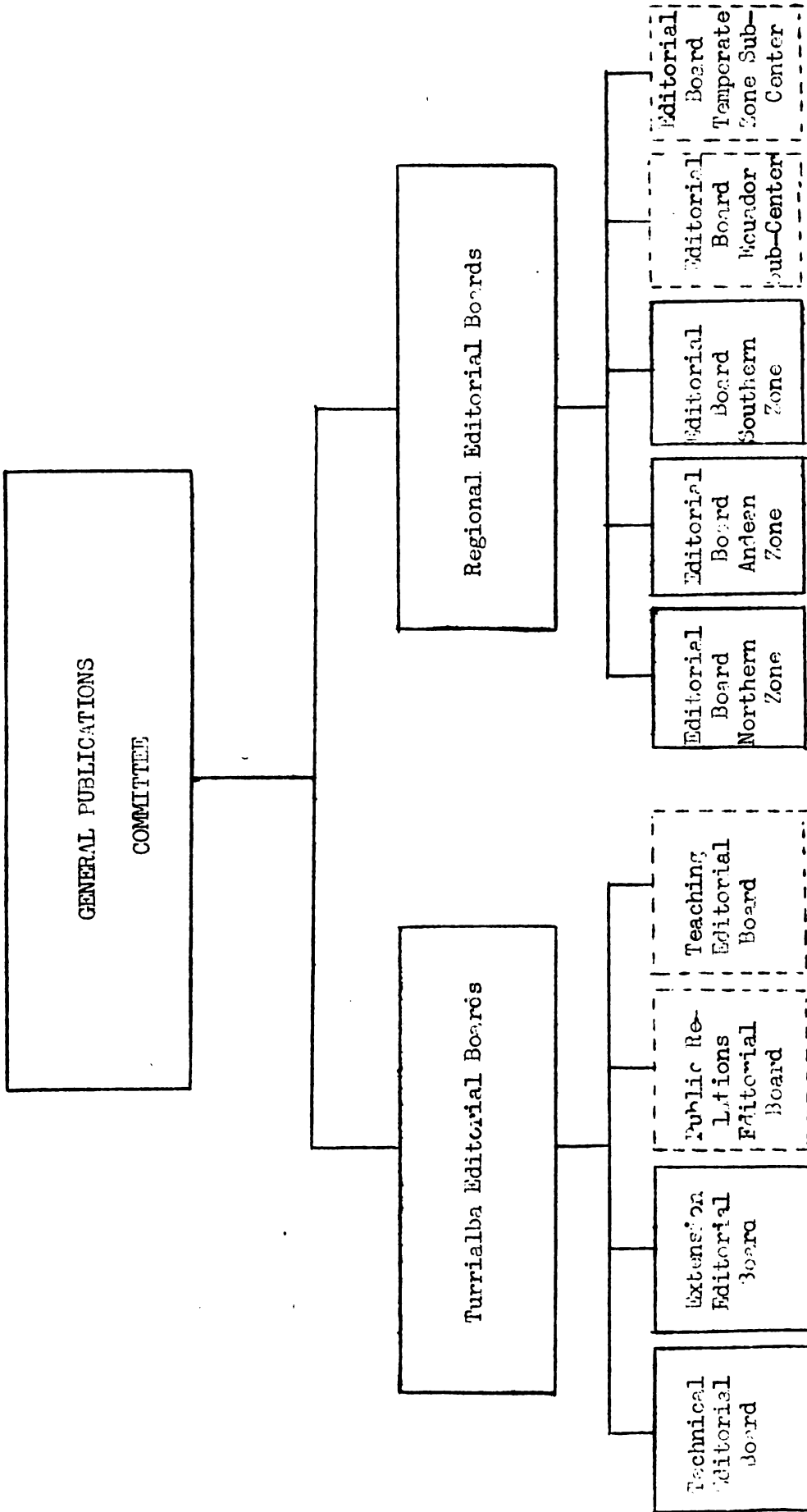
Editorial Boards

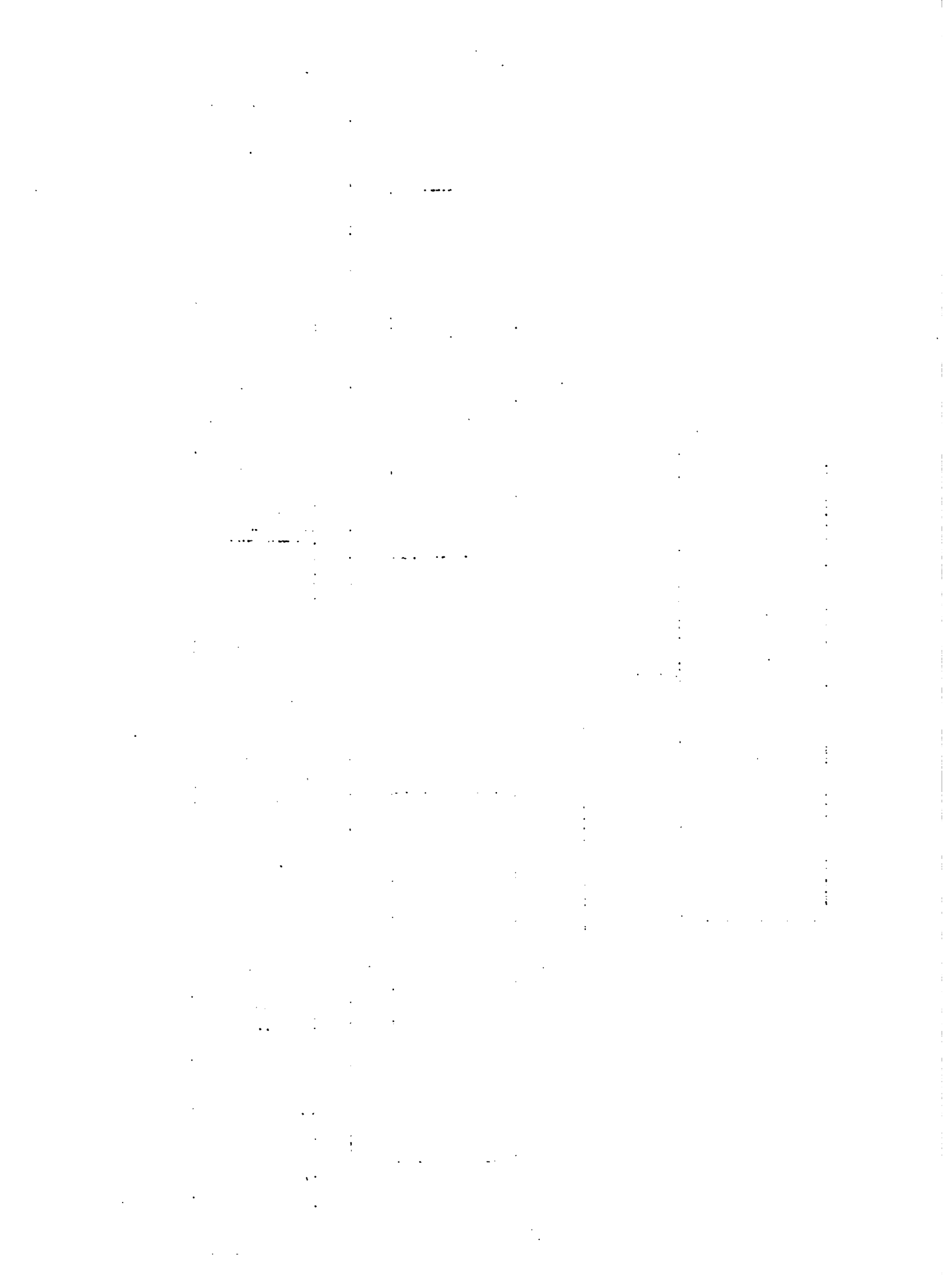
8. All Institute manuscripts of publications series must be approved by an Editorial Board through delegation of authority from the General Publications Committee. Also, any manuscripts published outside the Institute by Institute personnel, on any subject related to the activities of the Institute or to the professional activities for which the employee was contracted, must be approved by such Editorial Board; this approval must be obtained before sending the manuscript for publication.
9. To delegate this function of study and approval, the General Committee will appoint Editorial Boards in Turrialba and Regional Editorial Boards. According to the nature of the work being conducted in Turrialba, the Editorial Boards will be in charge of approving the following materials: technical materials; agricultural extension materials; public relations materials; teaching materials; etc. Each regional office or branch center operating outside Turrialba will have its own Regional Editorial Board.

10. Each Editorial Board, whether in Turrialba or in regional offices, will be made up by from three to six members, depending on its own needs. At the regional Editorial Boards, the Director of the Regional Office or branch office will be one of the members of such Board. The Boards will be appointed at the plenary sessions of the General Publications Committee, and the persons elected to them will act for a term of two years. Members may be re-elected.
11. A system of individual consultation will be established to accelerate the process of manuscript approval. However, the Boards may hold meetings to discuss such approval. These meetings may be called by one of their members or by the editor concerned. In the case of such meetings being held, the Board will appoint a Chairman and a Secretary; in the case of the Turrialba Editorial Boards, the Editor concerned with the subject of the manuscript will act as Secretary; while in the case of those offices operating outside Turrialba the Regional Editor will act as Secretary.
12. In appointing the Editorial Boards, representatives from as many natural science and social fields will be included, so as to widen the point of view of their judgements.
13. The Editorial Boards will have as their functions:
 - a) to fulfill the regulations established by the General Publications Committee;
 - b) to consider and approve manuscripts; or according to each particular case, to suggest changes or withhold permission of publication;
 - c) to fulfill the regulations established in the Manual of Style;
 - d) to fulfill the basic standards of editorial policy set by the General Publications Committee while the Manual of Style is being prepared;
 - e) in case of doubt or conflict, to submit matters for consultation to the General Publications Committee;
 - f) to submit suggestions to the General Publications Committee, both to improve these regulations and to improve the general publications policy;
 - g) it will be the function of each Regional Editorial Board to decide whether the manuscripts produced at the Regional Office for publication in Turrialba need only to be approved by the Turrialba Editorial Board, or whether they also need the Regional Board's own approval.
14. The Editors working at the Regional Offices of the Institute or at the branch offices operating outside Turrialba will be considered, from the administrative viewpoint, as an integral part of each office. They will be responsible to the Directors of each office and will carry out the work programs laid out to them by each Director. However, in the subject of publications contemplated by these regulations they will be responsible to the Scientific Communications Service and they must carry out the following functions:

Regional Editors

- a) to fulfill the regulations established by the General Publications Committee;
- b) to keep close contact with the Scientific Communications Service;
- c) to observe the regulations of the Manual of Style or the basic standards set by the General Publications Committee;
- d) to serve as Secretary for the Regional Editorial Boards;
- e) to submit suggestions to the Scientific Communications Service with a view to improving the publications policy or the functioning of approved regulations;
- f) to observe the present regulations.





V

MANUAL OF STYLE



INTRODUCTION

Use of the Manual

FIRST PART

General Instructions

1. The A B C of technical writing

Accuracy
Brevity
Clarity

2. The vocabulary

Signs and experience
Technical terms
Concrete and abstract words
Local expressions

3. The sentence

Length of the sentence
Logical structure
Faulty thinking: awkwardness and obscurity; circumlocution; affectation; trite expressions; tautology.
Agreement in the construction.
Faulty construction: barbarisms; solecisms; cacophony; amphibology; monctony.
The abstract meaning of sentences

4. Spelling

Accentuation
Punctuation

5. Capitals

Correct usage
Proper names

6. Scientific names

Their importance
How they are written

7. Footnotes

Usage

- . Numbering of footnotes
- Inserting footnotes in the original manuscript
- Footnotes in a publication

- 8. Charts
 - Title
 - Relations of permanent value
 - Conciseness and clarity
 - Simplicity
 - Explanatory notes
 - Indication of units used
 - Mention of the source
 - Numbering of the charts
 - Equivalencies

- 9. Illustrations (graphs, maps, photographs, drawings)
 - Consecutive numbering
 - Captions
 - Size of illustrations
 - Reduction for printing
 - How to bring out important details of photographs
 - Touching-up photographs
 - Plates
 - Numbering of plates

- 10. Bibliographies
 - Main parts of a quotation
 - Quotations for different types of publications
 - Some recommendations on preparation of bibliographies
 - Arrangement of a bibliography

- 11. Use of numbers in text
 - Use of Arabic numerals
 - Use of Roman numerals
 - Spelled out numbers and numbers in figures
 - Numbers at the beginning of a sentence must be spelled out

- 12. Use of measurements
 - The metric system
 - Equivalencies

- 13. Abbreviations
 - Use of abbreviations
 - Usual abbreviations

14. Different types of paragraphs

Ordinary paragraph
The French paragraph
The American paragraph

15. Neologisms

Lexicographic innovation
Derivation
Composition
Transplanting
Aggregation
Standards for the adoption of new terms
Glossaries

SECOND PART

Specific Procedures

16. The letter

Letters addressed to high officers
The routine letter

17. The memorandum

Structure of the memorandum

18. The report

Structure of the technical report
Structure of the progress report
Structure of the annual report
Structure of the public relations report

19. The technical articles

Title
Summary or abstracts
Introduction
Review of literature
Methods and materials
Results
Conclusions
Reference list

20. The thesis

Title
Table of contents

Introduction
Review of literature
Research or experiment
Equipment and materials
Procedure
Results
Discussion
Conclusions
Summary
Reference list
Acknowledgements
Biographical data on the author
Appendixes
Index

21. The extension article

Title
Subheadings
Readability

22. The book

The lid or cover
The jacket
The bastard title page
The frontispiece
Title-page
Back-title page
Dedication
Foreword and preface
Table of contents
Body of the publication:
 Titles and headings
 Charts
 Pictures and captions
 Footnotes
 Title of a page
Bibliography
Index

23. Abstracts

Structure of the abstract

24. Book reviews

Description:
 Field to which the book belongs
 Purposes and aims
 Qualifications of the author

Summary of contents:

Critical analysis:

Merits of the work

Defects

Judgement on the work as a whole

25. The press release

Structure of the press release

Writing

THIRD PART

Editorial Mechanics

26. Preparing the manuscript for the printer

Text preparation

Preparation of Charts

Preparation of Illustrations

27. Editing

Functions of the editor

Editorial organization

Publications series

28. Typography

Type classification:

Classic Oldstyle (Cloister)

French Oldstyle (Garamond)

Dutch - English Oldstyle (Caslon)

Transitional (Scotch Roman)

Modern (Bodoni)

San Serif (Futura)

Letter types:

Roman

Italics

Blackface

Small capitals

Use of signs:

Quotations marks

Parenthesis

Other signs

Typometrics:

Points

Picas

Equivalencies

The interline

Type models

Proofreading:

Rules for proofreading

Signs most commonly used in proofreading

Page setting:

Dummies

Page reading

FOURTH PART

Publications Committee and Editorial Policy

29. The Publications Committee

General Publications Committee

Appointment

Functions

Responsibilities

Editorial Boards

(technical, extension, public relations and regional office boards)

Appointment

Functions

Responsibilities

30. Editorial Policy

Technical articles

Technical bulletins

Texts and manuals

Reports

Extension articles

Extension bulletins

Public relations publications

Translations

FIFTH PART

Copyright

31. Copyrighted articles

Preparation regulations

32. Copyrighted books

Preparation regulations

33. Royalties

Royalties for Institute personnel

Royalties for authors other than Institute personnel

SIC-400-57

SIC-424-57.



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Mario Gutiérrez J.

AUTHOR

REPORT.

TITLE

