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2007

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Agricultural Communication Services

ANNUAL REPORT

January-December 2007

Howell Medders, Coordinator
Communication Services

Agricultural Communication Services Annual Report for 2007

INTRODUCTION

Agricultural Communication Services (AGCS) provides public relations, communication and publications support for the Arkansas Agricultural Experiment Station (AAES), a unit of the University of Arkansas System's Division of Agriculture, and for the Dale Bumpers College of Agricultural, Food and Life Sciences. One staff member also has the specific duty of providing communication support for the Food Safety Consortium.

Primary AGCS responsibilities include promoting the AAES, the Division of Agriculture and the Bumpers College through news media and by communicating with target audiences, publishing reports on significant research results by AAES faculty and promoting internal communication within the organization and among its partners.

Target audiences include stakeholders in the Division of Agriculture and Bumpers College. We work closely with administrators, faculty, and staff members with responsibilities for alumni relations, development and student recruitment and retention.

We produce popular magazines, research publications, newsletters, press releases, brochures, photos and other communication materials and services, including design and management of web sites for the AAES, the college, departments and other units.

A change in the administrative reporting structure for AGCS was implemented in the fall of 2007. From January 1998 until the fall of 2007 the AGCS coordinator reported to the head of the Department of Agricultural and Extension Education. In the fall of 2007, AGCS returned to its former status of reporting directly to the administration of the Arkansas Agricultural Experiment Station. The AGCS coordinator now reports to the associate director of the Arkansas Agricultural Experiment Station. The AGCS payroll and operating funds are provided by the Division of Agriculture through the Arkansas Agricultural Experiment Station.

AGCS Products and Services

Marketing and Brand Identity. AGCS provides leadership for developing and implementing marketing and brand identity strategies for the AAES as part of the Division and for Bumpers College.

A major element of the brand identity strategy for the AAES is to identify it as part of the "University of Arkansas System's statewide Division of Agriculture." This is essential to assure

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that the Division is acknowledged as the primary source of research programs and results and other relevant activities.

Other AAES and Division of Agriculture marketing and branding themes include the following:

- **Commitment to Agriculture** — The Division and its Experiment Station are committed to serving our primary stakeholders involved in the production, processing and marketing of food, fiber and bioenergy.
- **Diverse Research** — Increase awareness of the diversity of research in areas such as the environment, food safety and quality, human nutrition and health, and forestry, as well as plant and animal agriculture.
- **Economic Impact** — Promote the economic impact of the Division of Agriculture and our agricultural stakeholders in many sectors of the Arkansas economy;
- **The Division Family** — Promote with both internal and external audiences the linkage of research and extension programs within the Division family, including the importance of all units, including Branch Stations, Research and Extension Centers, and other centers and units in addition to the departments based on university campuses.
- **Partnerships** — Promote partnerships with stakeholder organizations, industry and state and federal agencies. Increase awareness that the linkage of Division research faculty and programs with national and international scientific organizations and agencies allows us to leverage expertise and resources to accomplish more than would otherwise be possible.

The brand identity strategy for Bumpers College is focused on student recruitment and retention and development programs. Research and experience suggest three major branding themes for the college, which we persistently touch on in recruiting material and other communications about the college:

- **Focus on Majors** — Increase awareness among target audiences of each of the 14 majors offered by Bumpers College.
- **Family-Like Atmosphere** — Communicate to prospective students and their families that the college provides a caring, family-like atmosphere and that faculty members in each major are committed to helping students succeed.
- **Great Education Value** — Communicate that a degree from the U of A in each of our majors is an excellent education value and will open doors for the graduate for entry and advancement in his or her chosen career field.

Web Sites. The AGCS Web team manages the Web sites for the AAES and Bumpers College, which includes ongoing revision of existing sites and pages to provide a consistent look and navigation system for all pages in the AAES/Division family and in the Bumpers College family.

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Internal Communication. Newsletters are produced for internal communication within the college and Experiment Station and to help keep alumni and other stakeholders informed and involved. Other internal communication projects included Web sites, annual reports, personnel directories, flyers, programs and assisting with college and AAES events.

- The bi-monthly *VISION* newsletter and weekly *VISION eXtra* and *Student News* are distributed by e-mail to faculty, staff and students. *VISION* is also distributed by the Arkansas Alumni Association to Bumpers College alumni who have provided e-mail addresses for the AAA Online Community.
- AGCS assists with distribution of the *Partners* newsletter, which is published biannually by the Poultry Science Department and Center of Excellence for Poultry Science for alumni, faculty, staff, students and friends.
- The *Food Safety Consortium Newsletter* is published quarterly for research and extension faculty in the three-state consortium and for stakeholders with an interest in food safety issues.
- Annual reports, personnel directories, brochures, news releases and other communication material and services are produced for the Division of Agriculture, the Food Safety Consortium, the Center of Excellence for Poultry Science and various units of the AAES and Bumpers College.
- AGCS provided support for a variety of events in 2007, including Honors Convocation, the Scholarship Luncheon, Commencement, the FFA Career Development event and the 4-H Orama.

Division of Agriculture Annual Report. AGCS produced the 2007 Division of Agriculture Annual Report. Text and photos of research and extension highlights from faculty impact statements were provided by both AAES and CES staff members. AGCS also handles distribution of the annual report.

Experiment Station Publications. AGCS manages publication and distribution of AAES research publications.

Discovery Student Journal. AGCS manages annual publication and distribution of *Discovery*, the undergraduate student journal of Bumpers College.

Arkansas Land and Life. AGCS and the CES communications unit jointly manage production and distribution of the *Arkansas Land and Life* magazine, which is published twice a year by the Division of Agriculture.

The Graduate. Two issues of *The Graduate* alumni magazine are produced and distributed annually by AGCS.

Media Liaison. AGCS interacts with media personnel and produces and distributes press releases and photos to encourage media coverage of Division of Agriculture, AAES and Bumpers College events and programs.

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Unit and Faculty Services. AGCS provides a variety of services to assist units and faculty members with projects involving Web site design and management, photography, writing, editing, graphic design, printing, duplication, event planning and coordination, and mailing.

Classified Staff. The classified support staff assisted the non-classified staff in all activities. The staff maintains databases of approximately 5,835 addresses for companies, agencies, libraries, publication editors and other internal and external stakeholders. The vital services they provide include, but are not limited to: keeping financial, personnel and other records; purchasing; interoffice and interpersonal communication; vendor and client relations, work-flow and inventory management; office machine operation and maintenance; policy research and interpretation; gathering information and compiling reports; desktop publishing, word processing and proofreading; filing; maintaining mailing lists and other databases; mailing and filling orders for publications; maintaining publication records and inventory; and distributing news releases and other materials electronically and by mail.

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Agricultural Communication Services Staff

Richard Roeder	Department Head for Communication Services
Howell Medders	Coordinator for Communication Services
Camilla Crone	Managing Editor for Experiment Station Publications
David Edmark	Project Director Food Safety Information
Karen Eskew	Communication Specialist Center of Excellence for Poultry Science
Judy Howard	Graphic Designer and Project Manager
Priya Kulkarni	Web and Digital Media Specialist
Fred Miller	Science Editor and Photographer
Eloise Cole	Accountant
Gail Kyle	Secretary II
Trina Holman	Proof Editor

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Table 1. Number of AAES publications by department or research location, January to December 2007.

	Research Report	Research Series	Total
Agri. Econ. & Agribusiness	1	0	1
Agri. Experiment Station	0	1	1
Animal Science	0	1	1
Crop, Soil, & Environ. Sci.	0	7	7
Food Science	1	0	1
Totals	2	9	11

Table 2. Requests for AAES publications, January to December 2007.

Month	Arkansas	Other States	Foreign Countries	Walk In	Total Requests
January	19	9	0	27	55
February	6	4	1	11	22
March	10	2	0	12	24
April	0	2	0	6	8
May	5	0	1	4	10
June	0	2	0	14	16
July	0	20	0	12	32
August	2	2	1	36	41
September	0	0	0	12	12
October	0	20	0	0	20
November	3	2	0	1	6
December	0	1	1	1	3
Totals	45	64	4	136	249

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Articles published in *Arkansas Land and Life*, 2007.

Vol. 12:1 Spring/Summer

Title	Author(s)
From the Editors: Energy + Family + Enterprise = Arkansas Success	
What's New: Economic Impact of Arkansas Agriculture...UACES Adds Audio, Visual Features to Web Site...Healthy, Wealthy & Wise...Broadening the Genetic Base.	
Rapid & Reliable Detection of Avian Flu	Fred Miller
Home Grown Energy	Howell Medders
Wildlife is Big Business	Elizabeth Fortune Coop
Farm Family of the Year	Lamar James
Opening Doors, Opening Minds	Elizabeth Fortune Coop
Cooking Oil Just Got Healthier	Fred Miller
Ask the Experts: Protection from Diseased Animals...Get Your Horse in Shape...Fertilizer Runoff...Red Oak Borer Update.	
Endnotes: Recipe for Success...Bumpers Students will Help Start School Farm in Belize...Secretary of Ag Tours Poultry Center...Master Gardeners see Arkansas' Natural Beauty.	

Vol. 12:2 Fall/Winter

Title	Author(s)
From the Editors: What's Next?	
What's New: An Arkansas Canola Variety...Division Evaluates Temporary Corn Storage System...Drought Tolerant Soybeans...Cotton Breeding Lines.	
Young Farmers	Howell Medders
It's Location, Location, Location!	Lamar James
4-H in Arkansas: Honoring the Past, Celebrating the Future	Elizabeth Fortune
Hot Fun in the Summertime	Lamar James
Feedstock Shock Slows Biodiesel Momentum	Howell Medders
New Faces, New Opportunities	Fred Miller
Ask the Experts: Heat Stress...Depression or Dementia?...Fire Ants Control...Energy Efficient Bulbs.	
Endnotes: Bumper Arkansas Corn Crop Expected to Top Record...Highest 4-H Award Goes to Jacob Wooley...Culinary Tourism...Heritage Turkey Study...Division Promotes Sustainability.	

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AEES publications published from January to December, 2007.

<u>NO.</u>	<u>TITLE</u>	<u>AUTHOR(S)</u>
Research Report		
981	Impact of the Agricultural Sector on the Arkansas Economy in 2003	J. Popp N. Kemper W. Miller
982	The Muscadine Experience: Adding Value to Enhance Profits (newly revised)	J.R. Morris P.L. Brady
Research Series		
547	Arkansas Cotton Variety Tests 2006	F.M. Bourland B.S. Brown J.M. Hornbeck K. Kaufman
548	Wayne E. Sabbe Arkansas Soil Fertility Studies 2006	N.A. Slaton (ed.)
549	Faculty Impact Statements 2006	H. Medders (ed.) C. Crone (ed.)
550	B.R. Wells Rice Research Studies 2006	R.J. Norman (ed.) J.-F. Meullenet (ed.) K.A.K. Moldenhauer (ed.)
551	Arkansas Small-Grain Cultivar Performance Tests 2006-2007	J.T. Kelly M.J. Emerson R.K. Bacon E.A. Milus
552	Summaries of Arkansas Cotton Research 2006	D.M. Oosterhuis (ed.)
553	Arkansas Animal Science Department Report 2007	Z.B. Johnson (ed.) D.W. Kellogg (ed.)
554	Arkansas Corn and Grain Sorghum Performance Tests 2006	D.G. Dombek R.D. Bond I.L. Eldridge R.M. Pryor

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AEES publications (continued)

NO.

TITLE

AUTHOR(S)

Research Series (continued)

555 Arkansas Soybean Performance Tests 2007

D.G. Dombek
R.D. Bond
I.L. Eldridge
R.M. Pryor

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**AAES manuscripts under editorial review and
revision or printing process on December 31, 2007.**

<u>Manuscript</u>	<u>Under Review and Revision</u>	<u>In Printing Process</u>
1. Considerations for Starting a Winery Research Report 983	X	

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Printing costs of AAES publications, January to December, 2007.

<u>PUBLICATION</u>	<u>TITLE</u>	<u>PRINTER</u>	<u>QTY.</u>	<u>AMOUNT</u>
Research Report 981	Impact of the Agricultural Sector on the Arkansas Economy in 2003	Southern Graphic Ser.	380	\$1,058.63
Research Report 982	The Muscadine Experience: Adding Value to Enhance Profits (newly revised)	Printing Services	1,000	5,783.45
Research Series 547	Arkansas Cotton Variety Test 2006	Southern Graphic Ser.	222	658.78
Research Series 548	Wayne E. Sabbe Arkansas Soil Fertility Studies 2006	Southern Graphic Ser.	500	2,015.66
Research Series 549	Faculty Impact Statements 2006	Printing Services	330	1,584.00
Research Series 550	B.R. Wells Rice Research Studies 2006	Roark Group	600	5,532.68
Research Series 551	Arkansas Small-Grain Cultivar Performance Tests 2006-2007	Southern Graphics	500	1,280.41
Research Series 552	Summaries of Arkansas Cotton Research 2006 CDs	McNaughton & Gunn Media Ser.	400 500	2,613.26 1,035.00
Research Series 553	Arkansas Animal Science Department Report 2007	Thomson Shore	675	2,784.70
Research Series 544	Arkansas Corn and Grain Sorghum Performance Tests 2007	Southern Graphics	800	1,824.48
Research Series 555	Arkansas Soybean Performance Tests 2007	Southern Graphics	800	4,045.53

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Cost of Newsletters and Magazines, January to December, 2007

Pre-Production, Printing and Postage Cost of Arkansas Land and Life

<u>ISSUE</u>	<u>QUANTITY</u>	<u>PRINTING</u>	<u>POSTAGE</u>	<u>COST</u>
Vol. 12, No. 1, Spring/Summer	11,650	\$6,571.92	\$2,442.39	\$9,014.31
Vol. 12, No. 2, Fall/Winter	12,097	6,838.75	2,401.16	9,239.91
Total		\$13,410.67	\$4,843.55	\$18,254.22

Printing Cost of Partners

<u>ISSUE</u>	<u>QUANTITY</u>	<u>COST</u>
Vol. 15, No. 1	1,300	\$1,883.44
Vol. 15, No. 2	1,400	1,653.34
Total		\$3,536.78

Printing Cost of Discovery (The Student Journal)

<u>ISSUE</u>	<u>QUANTITY</u>	<u>COST</u>
Vol. 8, Fall	1,700	\$4,169.09
Total		\$4,169.09

Printing and Postage Cost of The Graduate

<u>ISSUE</u>	<u>QUANTITY</u>	<u>PRINTING</u>	<u>POSTAGE</u>	<u>COST</u>
Vol. 20, No. 1, Spring/Summer	9,700	\$5,570.40	\$2,362.00	\$7,932.40
Vol. 20 No. 2, Fall/Winter	9,928	5,540.28	2,437.77	7,978.05
Total		\$11,110.68	\$4,799.77	\$15,910.45

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Cost of Newsletters and Magazines (continued)

Printing Cost of The Food Safety Consortium Newsletter

<u>ISSUE</u>	<u>QUANTITY</u>	<u>COST</u>
Vol. 17, No. 1, Winter	850	\$697.53
Vol. 17, No. 2, Spring	875	762.46
Vol. 17, No. 3, Summer	875	762.46
Vol. 17, No. 4, Fall	900	783.00
Total		\$3,005.45

Agricultural Communication Services

Titles and release dates of news releases, January to December, 2007.

<u>NO.</u>	<u>TITLE</u>	<u>DATE</u>
105 Hometown Releases in 2007		
1.	Agricultural Economists to Speak on African American Achievements	Jan. 1
2.	Annual Conference Sheds Light on Growing Trend in Arkansas Agriculture	Jan. 10
3.	U of A Faculty, Students Observe Massive Winter Gathering of Monarch Butterflies in Mexico's Central Mountains	Jan. 18
4.	Minority Student Club Promotes Diversity in Bumpers College	Jan. 23
5.	MLK Speaker Relates Achievements of Blacks in Agriculture	Jan. 23
6.	21 st Century Corps of Discovery	Feb. 5
7.	International Exchange Program Provides Opportunities for Graduate Studies, Research at European Universities	Feb. 13
8.	Agriculture Contributes Larger Share to Arkansas' Economy than to Economies of Neighboring States, Says U of A Report	Feb. 28
9.	Avoiding Antibiotic Resistance in Turkeys: Use Bacteriocins Instead to Kill Pathogen	March 2
10.	Tea Time Means Danger for <i>Listeria</i> , <i>E. coli</i> (FSC)	March 2
11.	Proper Packaging and Carbon Dioxide Keeps the Color, Protects the Meat (FSC)	March 2
12.	Avoiding Antibiotic Resistance in Turkeys: Use Bacteriocins Instead to Kill Pathogen (FSC)	
13.	OFPA Convention Set for March 27-28	March 12
14.	Proclamation of Arkansas Women in Agriculture Month Highlights Annual Conference in Hot Springs	March 14
15.	UA Food Scientists Ranked No. 4 in Nation for 'Scholarly Productivity'	March 19
16.	Annual Horse Festival Offers all Things Equine March 31	March 20
17.	Arkansas Entomologist Win Southeastern Branch Linnaean Games	March 20
18.	Arkansas House Speaker, Industry Experts Address OFPA Annual Convention	March 30
19.	UA Trustees to Meet at New Cotton Research Station	April 1
20.	U of A Field Day Promotes Research-Based Management Practices	April 3
21.	UA Department Honors Outstanding Graduate, Friends	April 9
22.	Secretary of Agriculture Mike Johanns' at UA	April 11
23.	Engineering Academy Inducts 3 UA Alumni	April 18
24.	Student, Faculty, Staff Awards	April 18
25.	Bumpers College Students Will Design, Build School Farm in Belize	April 30
26.	UA Poultry Science Department Nets Over \$18,000 for Scholarships with Golf Tournament (PS)	May 1

Titles and release dates of news releases (continued)

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<u>NO.</u>	<u>TITLE</u>	<u>DATE</u>
27.	U of A, FDA Sponsor Food Defense Workshop	May 21
28.	Plant Health Booth at Farmer's Market	May 24
29.	Defending the Food Supply	May 29
30.	Research, Industry Compare Notes to Improve Rice Processing Quality	May 29
31.	Melvin and Lorraine Fields Collection Exhibited in Poultry Science Building	May 30
32.	Researchers Take Aim at Pathogen's Antibiotic Resistance (FSC)	June 4
33.	Brush on the Marinade, Hold Off the Cancerous Compounds (FSC)	June 4
34.	Program Gives Students a Taste of Graduate Research	June 7
35.	Old Main Bees Moved to Teaching, Research Colonies	July 3
36.	Tiny Fly May Help Control Aggressively Invasive Weed	July 10
37.	Professor Named Tyson Chair in Biosensing at University of Arkansas	July 11
38.	Branch Experiment Station Turns 50, Gets New Offices	July 23
39.	Soybean Breeding Lines Offer Genetic Advantage for Yields	July 25
40.	Delta Classic Raises UA Scholarship Funds	July 27
41.	Jim Moore Named to ASHS Hall of Fame: UA Blackberry Named Outstanding Cultivar	July 31
42.	Farmers Fund Research on Emissions, Fuel Economy and Engine Wear	Aug. 1
43.	Sowing Green--Field Day Highlights Turfgrass Research, Extension Programs	Aug. 3
44.	UA Food Science Team Wins National Competition	Aug. 8
45.	UA Field Day--Berry Says House Farm Bill Not Great but Could be Worse	Aug. 10
46.	UA Rice Field Day--Rice Harvest Timing Affects Net Returns	Aug. 10
47.	Research Center Observes 50 th Anniversary with Field Day	Aug. 16
48.	Vegetable Field Day--U of A Demonstrates Breeding, Research for Southern Peas	Aug. 21
49.	Research Field Day--New Soybean Variety with High Yields and Protein Content Introduced During Field Day at Pine Tree Branch Station	Aug. 21
50.	Pigweed Poses Challenge to Transformed Herbicide Industry	Aug. 24
51.	Fighting <i>Listeria</i>	Aug. 27
52.	Fighting <i>Listeria</i> : Why Food Processors Must Beware the Resurgent Bug (FSC)	Aug. 27
53.	Awareness of GM Wheat is Low; So Is Opposition (FSC)	Aug. 27
54.	UA Hospitality Chair Holder to Focus on Culinary Tourism	Aug. 29
55.	Sample Turkey Meat Similar to that Grown by Pilgrims at Upcoming Tasting Event (PS)	Oct 10
56.	Scientist Evaluate Renovation of Degraded Forests	Oct. 11

Titles and release dates of news releases (continued)

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<u>NO.</u>	<u>TITLE</u>	<u>DATE</u>
57.	UA Scientist, Alpena HS Students Team up for Research	Oct. 23
58.	Organic Farming Field Day to Feature Fall Blackberry Crop	Oct. 24
59.	Razorback Roundup Horse Sale Set for Nov. 17	Nov. 6
60.	Edible Coating of Whey Help Keep Pathogens Away (FSC)	Nov. 7
61.	Streaming, Podcasting Add to Educational Offerings on ISU Web Site (FSC)	Nov. 7
62.	Accords, Private Standards Key to World Food Safety (FSC)	Nov. 7
63.	Pushing the Borders Back to Safeguard Food (FSC)	Nov. 7
64.	Edible Coating of Whey Help Keep Pathogens Away	Nov. 7
65.	Accords, Private Standards Key to World Food Safety	Nov. 7
66.	Harold E. Ford Foundation Gift Supports Poultry Science Recruiting (PS)	Nov. 13
67.	Workshop Features Research in Organic Fruit Production	Nov. 15
68.	Fungicide Seed Treatments Improve Soybean Stands, Yields	Nov. 21
69.	U of A Releases Three New Ornamental Plants for Home and Garden	Nov. 15
70.	UA Apparel Studies Students Win Design Contest	Nov. 27
71.	Energy Savings Guaranteed to Pay for UA Building Upgrade (PS)	Nov. 27
72.	'Razorback Roundup' Sales Total \$46,722 for UA Equine Program	Nov. 28
73.	Arkansas Food Scientists in Top 10 for 'Scholarly Productivity'	Nov. 30
74.	Chickens Can Serve as Biomedical Model for Human Headaches	Dec. 4
75.	International Colleagues Honor Arkansas Plant Pathologist	Dec. 20

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**Food Safety Consortium News Releases distributed by national Newswise service
January - December 2007**

3/2/07 Avoiding Antibiotic Resistance in Turkeys: Use Bacteriocins Instead to Kill Pathogens

A University of Arkansas-led research team has found that an effective way to get rid of pathogenic *Campylobacter* bacteria in turkeys is to use bacteriocins, proteins produced naturally by other bacteria.

3/2/07 Proper Packaging and Carbon Dioxide Keep the Color, Protect the Meat

Use of the right elements for packaging can assist processors in keeping meat free of packaging and attaining an attractive color in the display case, a Food Safety Consortium team at Iowa State University has found.

3/2/07 Tea Time Means Danger for *Listeria*, *E. coli*

Using extracts from Jasmine tea or green tea can reduce pathogenic bacteria in meats, according to Food Safety Consortium research at Kansas State University.

6/4/07 Researchers Take Aim at Pathogen's Antibiotic Resistance

Some samples of the pathogen *Campylobacter coli* showed resistance to antibiotics that were intended to protect swine from diseases, Food Safety Consortium tests performed at Iowa State University revealed.

6/4/07 Brush on the Marinade, Hold Off the Cancerous Compounds

Food Safety Consortium researchers at Kansas State University investigated the effects of marinating steaks on reducing carcinogenic compounds.

8/27/07 Awareness of GM Wheat is Low; So Is Opposition

Whenever genetically modified wheat may be introduced into the U.S. market, public acceptance may depend on what people know about it, which Kansas State University researchers found is not much.

8/27/07 Fighting *Listeria*: Why Food Processors Must Beware the Resurgent Bug

University of Arkansas researchers explore why *Listeria monocytogenes* can grow stronger even when the bacterium has nothing to live on.

11/7/07 Streaming, Podcasting Add to Educational Offerings on ISU Web Site

Iowa State University's food safety Web site adds more material.

11/7/07 Pushing Back to Borders to Safeguard Food

Justin Kastner at Kansas State University looks at interrelated issues of food security, border security and trade policy.

Food Safety Consortium News Releases (continued)

11/7/07 Accords, Private Standards Key to World Food Safety

An adjunct professor of law at the University of Arkansas says the quicker solution to Chinese food safety problems may turn out to be the motivation behind private business maintaining a reputable product brand.

11/7/07 Edible Coatings of Whey Keep Pathogens Away

Recontamination of ready-to-eat meats can be prevented by applying an edible film coating that will fend off the pathogens, a University of Arkansas researcher has found.

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News Source	Articles
<u>NEWSPAPERS²</u>	
<u>Southeast</u>	
Bryant Times (W)	1
DeWitt Era Enterprise (W)	1
Dumas Clarion (W)	2
Fordyce News Advocate (W)	1
Glenwood Herald (W)	1
Pine Bluff Commercial (D)	4
Stuttgart Daily Leader (D)	3
Total	13
<u>Southwest</u>	
Hope Star (D)	2
Montgomery County News (W)	2
Nashville News (W)	1
White Hall Journal (W)	1
Total	6
<u>Central</u>	
Arkansas Democrat-Gazette (D)	13
Bald Knob Banner (W)	3
Benton Courier, The (D)	1
Cabot Star-Herald (W)	1
The Daily Citizen (D)	3
DeValls Bluff Times (W)	1
Log Cabin Democrat (D)	1
Petit Jean County Headlight (Conway Co.) (W)	1
Petit Jean County Headlight (Perry Co.) (W)	1
White County Record (W)	3
White River Journal (W)	1
Total	29
News clippings about the AAES and College (continued)	
News Source	Articles

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Northeast

The Brinkley Argus (W)	2
Clay County Courier (W)	1
Courier Index (W)	1
The Courier Journal (W)	1
Courier-News (D)	2
The Jonesboro Sun (D)	1
Malvern Daily Record (D)	1
Newport Daily Independent (D)	1
Pocahontas Star Herald (W)	1
Tri-City Tribune (W)	1
Truman Democrat (W)	2
Van Buren Press Argus-Courier (W)	2
White River Delta Dispatch (W)	3

Total **19**

Northwest

The Baxter Bulletin (D)	2
Benton County Daily Record (D)	8
Carroll County News (W)	2
Charleston Express (W)	1
Dover Times (W)	1
Farmington Post (W)	3
Harrison Daily Times (D)	2
Herald Leader (W)	1
Johnson County Graphic (W)	1
Lincoln Leader (W)	4
Marshall Mountain Wave (W)	1
Morning News of Northwest Arkansas (D)	9
Mountain Echo (W)	1
Northwest Arkansas Times (D)	12
Ozark Spectator (W)	2
Prairie Grove Enterprise (W)	3
Rogers Hometown News (W)	2

News clippings about the AAES and College (continued)

News Source

Articles

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<u>Northwest</u> (continued)	
Russellville Times (D)	1
White River Current (W)	1
White River Valley News (W)	2
Total	59
TOTAL	126

Magazines and Other News Sources

Achiever's Communique'	1
Arkansas Magazine	5
Brulles Luce	7
Delta Farm Press	6
Food USA Navigator.com	2
Fox 16.com	2
health.mweb.co.2	1
High Plains Journal	1
KTEN.com	1
Medindia.com	1
MidAmerica Farmer Grower	4
NACAA	2
Newswise	1
Poultry Times	1
Ruarl Arkansas	1
Science Daily	2
Today's THV.com	2
United Press International	1
wmctv.com	1
Total	28

Total Newspapers **126**

GRAND TOTAL **154**

¹Compiled by Communication Services and the Arkansas Press Association.

²(D) denotes daily newspaper and (W) denotes weekly newspaper.