

VIRGINIA

PUBLICITY SPECIALIST ANNUAL REPORT

1925

E. R. Price— Editor

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REPORT

OF

EXTENSION WORK IN THE DEPARTMENT OF PUBLICITY

PROJECT 2

Virginia

NOVEMBER 30, 1924 to DECEMBER 1, 1925

E. R. Price, Editor



REPORT OF THE DEPARTMENT OF PUBLICITY. EXTENSION DIVISION, VIRGINIA
POLYTECHNIC INSTITUTE. NOVEMBER 30, 1904 - DECEMBER 1, 1905.

The purpose of the Department of Publicity is to furnish the people of Virginia with information as to what the Extension Division has done, what it is doing, and what it is prepared to do for the farmers, farm women, boys and girls of the State, and tell them what is the latest and best in farm practice through the medium of the printed word. It is the definite aim of the Department of Publications to give this information in such a simple and concise manner that any one of average intelligence or with little previous knowledge of the subject may understand it.

This service is carried on through the daily and weekly papers of the State, by regular columns each month in the Southern Planter, quarterly throughout the year in the Progressive Farmer, through articles furnished from time to time to the leading agricultural journals of the country (these usually furnished on request or when some special occasion demands) and through the Extension Division publications- Extension Division News- Boys' and Girls' Club Paper, occasional mimeographed sheets entitled "County Agents' Extracts", bulletins and circulars. Practically all the daily papers in the state and at least one paper in each county cooperate by given space to matter sent out from the office at Blacksburg. The "same" plan is followed, that is, the papers in the various sections of Virginia are furnished with copy suited to the needs of the locality in which they are published. During the year covered by this report an average of six articles per month were furnished the daily papers and an average of two articles per month sent to the county papers. In

some instances where papers are known to be particularly friendly to Extension work and whose Editors have signified their willingness to publish any and all matter sent them from this office, they have been sent an article each week. It should be remembered that at the same time the county papers are publishing articles from this office, they are also carrying copy furnished by the county agent in their locality. Practically every week during the year articles have been sent Mr. Richmond Henry, agricultural editor, of the Times-Dispatch, Richmond, Virginia, who works these over a little and publishes them on his page in the above mentioned paper. At the request of E. W. Nelson, director of publicity, Virginia Chamber of Commerce, a number of articles have been furnished him during the year for such use as he may see fit to make of them in his work. These articles are usually duplicates of those sent the daily and weekly papers.

Articles sent the daily and weekly papers during the year were prepared in some instances by the Director, Assistant Director, State Boys' Club Agent, State Girls' Club Agent, and State Home Demonstration Agent, and were revised by the Editor in order to give the news value to them that the papers now require. The Editor has prepared and had published a number of articles of general interest relating to Extension work, items about the progress and development of the work, changes in the staff, meetings, conventions, etc. Special reports were sent out to the daily papers of the State covering State Farmers' Institute, the boys' and girls' State Club Short Course, the "First Annual Poultry Day" held at the college in August and other meetings more or less related to Extension work.

Many inquiries are received by the editor for specific information on farm and home problems, these occasioned by articles that appear in the Extension Division

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News, the Southern Planter, and Progressive Farmer, or articles in the newspapers. These are always referred to the specialists whose particular subject is the subject of inquiry, and since it is reasonable to suppose that there one man or woman in a community is interested in the subject, others in that section need light on the same subject, the Editor frequently takes such replies and embeds them into newspaper articles. This gives the subject under discussion a much wider circulation.

A further function of the information service is to help create a demand for what the Extension Division has to offer. As a rule, Editors of papers do not seek this material, although they may know of it and appreciate its worth. It must be furnished to them regularly and in such a way that they can handle it easily. Since all phases of Extension work touch directly on the farm and home, there is a wide field for stories that the newspapers find valuable because of their "Human Interest" touch. It is the function of the information service to make such stories available to the papers.

Any report of the year's work in the Department of Publicity would be incomplete unless mention is made of the very excellent publicity work done by the farm and home demonstration agents in practically every county where such agents are located. A careful survey of the county papers received in this office each week and personal conversation with the editors of such papers has made it very plain that most of the agents are doing more and better publicity work than ever before. Their copy is better prepared and they have a keener sense of news value as well as a better understanding of what people want to read about concerning extension work. The Editor cannot but believe that some of this improvement is due to the campaign that is being on among the agents for the last eight years looking to the much desired "more and better publicity" and to instructions that have been

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given the agents as to the preparation of copy. However, it is to be regretted that a few of our agents still refuse to believe that there is anything in publicity work and the most strenuous efforts on the part of the Editors of the papers in their counties to get them to furnish at least an occasional article are unavailing. It is also to be regretted that this is not true only of the COUNTY AGENTS.

At intervals during the year the Editor has endeavored to give special help to the county farm and home demonstration agents in the way of preparing copy for the press. This was done largely by visits to the agents in their offices and by talks on publicity at the several group meetings of the men and women agents. Each agent was furnished with mimeographed sheets carrying suggestions and hints for preparation of copy, selected articles showing just how material should be prepared for the papers, etc. This outline is practically the same as that used in the course in Agricultural Journalism at V. P. I. in charge of the Editor of the Extension Division and there is reason to believe that the plan has proved helpful. This will be continued through the coming year and the scope of the work done along this line broadened. For as much of the year as Hies Dinwiddie, home demonstration agent, in Montgomery county, had agents at Blacksburg for training in home demonstration work, the Editor gave these agents an intensive course in the preparation of copy for newspapers. A similar course was given to the six home demonstration agents who remained at Blacksburg for a month after the annual meeting of the agents in January. Each of these agents was given at least five lectures and required to prepare two articles for criticism by the editor. There have been calls on the Editor for special articles for different journals, talks before organizations, and clubs

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of various kinds. The Editor gives a part of his time to teaching a class in agricultural journalism composed of seniors enrolled in the regular department of the college and to certain correspondence duties as agreed upon between the Director of the Extension Division and the President of V. P. I. He is a member of the Virginia Press Association and of the National Editorial Association and the opportunity afforded him through his connection with the State Association to know the Editors of the Virginia papers personally and to find out from them just what kind of material they are willing to publish has resulted in a closer cooperation and understanding between the Extension Division and the daily and weekly papers of the State. During the year the Editor attended the midwinter meeting of the Virginia Press Association in Charlottesville, the summer meeting of this association at Clifton Forge, the annual meeting of the National Editorial Association at Richmond in June, the meeting of the Agricultural Editors Association at Raleigh, North Carolina in July, and the annual meeting of the Country Life Conference at Richmond in October, as well as group meetings of the agents and three of the district short courses for boys and girls held under the auspices of the Club Department.

EXTENSION DIVISION NEWS

The Extension Division News is an eight page, thirty two column newspaper issued each month for the farmers, farm women, bankers, ministers, public school teachers, state officials, and all others interested in the betterment of conditions on the farms and in the homes of the State. It contains practical suggestions for and results of work done along the various lines that are being developed in the home office and the field. It is mailed free of charge to the names on the mailing

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list and the papers of the State are invited to use the material in its columns without giving credit for same if they wish. The circulation of the Extension News is now 45,000 and new names are added to the mailing list almost every day.

NEW MAILING LIST IS ORGANIZED AND REVISED

In the beginning the mailing list was made up from lists borrowed from other organizations in the State such as the Farmers Union, Farm Bureau, etc. It was found that most of these mailing lists were very much out of date and many of the addresses were incorrect. As fast as the envelopes carrying the Extension Division News were returned to this office because of inability of the postmaster to deliver same these names were removed from the mailing list. Copies of names of those listed on our lists to receive mail at the larger offices in the State were sent to the postmasters at these offices with the request that they revise the lists for us. The response of the postmasters were very gratifying and they have been of inestimable help. Each year several thousand names have been added to the mailing list of the Extension Division News. These names have been secured in many ways—by individual request, from lists of names sent in by the farm and home demonstration agents, copying roster of membership or such organizations as the cooperative tobacco association, peanut growers association, etc., and from lists furnished us by the agricultural and industrial agents of the various railroads in the State. The mailing list is kept as far as possible up to date and whenever a copy is returned because of the inability of any postoffice to deliver same every possible effort is made to find the correct address. If this cannot be done the name is removed from the list.

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AGRICULTURAL CLUB LETTER

The Agricultural Club Letter, a four page, sixteen column, paper is issued monthly by the Department of Publicity, the greater part of the matter being furnished by the State leaders and specialists in club work. An earnest effort is made to secure articles from the club members themselves, in order that they may feel they have a share in the making of the paper. Fifteen thousand copies of the Club Paper were sent out each month during the time covered by this report.

The names on the mailing list include the boys and girls who are enrolled as members of the Agricultural and Home Economics Clubs, the farm and home demonstration agents, school superintendents, the newspapers, teachers who request it, and certain people in the State who have shown an interest in club work. The material used is of the kind that will interest boys and girls and help them in the projects they are carrying out. Since the roster of club members changes each year there must be complete revision of this mailing list each twelve months.

EXTRACTS FROM COUNTY AGENTS' REPORTS

All field reports from agents, both white and colored, are gone over carefully by the Editor and the best in each report is noted. Particular attention is paid to human interest stories. At intervals during the year as the content of these reports justify it, these extracts are compiled and mimeographed for distribution to the agents, specialists, newspapers, county officers in certain counties, and to other extension divisions. A number of newspapers in the State make a practice of republishing these extracts in full; other papers make such selection from them as may be of interest in their locality.

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REVISIONS AND EDITING MATERIAL

All material prepared by specialists and agents and intended for distribution in bulletin, or circular form, whether printed or mimeographed, is first submitted to the director for his approval and authorization. It is then referred to the Editor for editing and to put in proper shape. When there is any doubt on the part of the Editor as to suitability or form he confers with the writer and in case of disagreement the matter is referred to the director as final authority.

METHODS OF DISTRIBUTION

The Extension Division News, Agricultural Club Letter, and County Agents' Extracts are distributed as outlined above. The distribution of bulletins and circulars is largely in the hands of the specialists who wrote same and are sent out to names on the mailing lists of their department. Bulletins are sent on request but no attempt is made to distribute any bulletin or circular to the names on the mailing list of the Extension Division News. This would result in a waste of material and much lost motion since thousands of people would receive bulletins in which they had no interest.

ORGANIZATION OF FORCE

The Editor has charge of the department of publication as outlined above and exercises a general supervision over the force employed in the sending out of the Extension Division News, Agricultural Club Letter, and County Agents' Extracts. This force at present consist of one young woman who divides her time between the mailing list and acting as secretary to the Editor, another young woman who devotes her entire time to work on the mailing list, and several college boys who work by the hour as their services are needed.

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BULLETINS

The general character of the bulletin series of publications remains the same each year. An effort is made to have each bulletin meet some definite demand and the subject matter of every bulletin deals with conditions peculiar to Virginia. Nineteen bulletins were issued in the twelve months covered by this report.

CIRCULARS

During the year which this report covers forty-one circulars were published. The circulars vary in size from one to four pages and cover a variety of subjects.

The Extension Division does not issue what is generally known as plate material and serials, particularly to the newspapers. It has been found that the Virginia papers and agricultural journals published in this section prefer all matter sent directly to them with due regard paid to locality seasons etc. An effort is made to avoid duplication as far as possible in matter sent papers.

Appended hereto is a list of bulletins and circulars issued from November 30, 1924 to December 1, 1925:

BULLETINS

<u>TITLE</u>	<u>NUMBER</u>	<u>AUTHOR</u>
75. Plan of Organization of Home Dem. Clubs	500	Davis
86. Cotton Production in Virginia	5,000	Patteson
72. Twenty Lessons on Dairy Cattle Production	2,000	Bushanan
88. Orchard Spraying in Virginia	7,500	Hort. Path. & Ent.
87. Propagation of Small Fruits	2,500	Hots
89. Making and Use of Breeds	5,000	Walker
86. Cotton Production in Virginia	2,500	Patteson
79. Canning Bulletin	5,000	Hughes & Walker
90. Tobacco Diseases in Virginia	5,000	Wingard & Godkin
91. Virginia Apples and the Southern Markets	4,000	Halston
92. Virginia Dairy Cow Testing Service	2,000	Bushanan & Emerick
93. Farm Poultry Houses	6,000	Seitz & Trebble
94. Spray Information for Va. Fruit Growers	10,000	Hots
96. Ways of Using Vegetables and Fruits	5,000	Walker
96. Making Va. Tobacco Farms Profitable	5,000	Brodell & Taylor
70. Lunches and Dinners	2,500	Walker
97. A Hand Book on Agronomy	3,000	Patteson, Bailey & Maurer
97. Selection, Construction & Care of Clothing	5,000	Oliver
51. Twenty Lessons on Poultry Production	10,000	FRANKIE

CIRCULARS

<u>Title</u>	<u>Number</u>	<u>Author</u>
E 233 Directions for Control of the Blackfire & Wildfire Diseases of Tobacco	7,500	Godkin
E 201 Monthly Report	5,000	
E 234 Secretary's Minute Book	2,000	Montgomery
E 235 Garden Club Record Book	2,000	Smith
E 236 Mexican Bean Beetle	5,000	DeBose & Smith
E 237 Boys and Girls Poultry Club Record Book for 1st, 2nd, 3rd and 4th year members	7,500	Helms
E 238 County "Keep Well" Score Card	5,000	Davis
E 161 Canning Club Record Book	2,500	Ricks
E 180 Club Report Card	10,000	Montgomery
E 142 Weekly Record of Bread Club Members	10,000	Ricks
E 39 Crop Record Book	5,000	Montgomery
E 239 Rules for the Dairyman in Producing Milk for Cheese Making	5,000	Sanders
E 182 Weekly Field Report Agent	5,000	
E 226 Weekly Field Report- State Agent	2,000	
E 72 Enrollment Card	5,000	Montgomery
E 240 Canning Record	5,000	Davis
E 149 A New Corn Germinator	500	Thomas
E 241 Milk Improvement Score Card	500	Bushman
E 242 Milk Improvement Contest	500	Bushman
E 243 Cream Improvement Score Card	1,000	Bushman
E 244 Cream Improvement Contest	1,000	Bushman
E 35 Time Card	250	
E 177 Report of Home Demonstration Card	1,500	Davis
E 142 Weekly Record of Bread Club Members	10,000	Davis
E 245 Certificate Record of Production	1,000	Bushman
E 246 Rules for Virginia Register of Production	1,000	Bushman
E 68 Shipment Tags	500	Dean
E 246 Cooking Club Record	5,000	Ricks
E 214 Instructions for Clothing Club 1st year	3,000	Ricks
E 215 Instructions for Clothing Club 2nd year	1,000	Ricks
E 213 Clothing Club Record Book	5,000	Ricks
E 186 Members Agreement Cow Testing Association	500	Bushman
E 182 Weekly Field Report	5,000	
E 201 Monthly Report	5,000	
E 149 Membership Record Sheet	5,000	Elean
E 247 Harvesting, Handling, Storing and Airing Sweet Potatoes	500	Beener
E 72 Club Enrollment Cards Program for Developing Albemarle County's Agriculture (no number)	10,000	Montgomery
E 133 Poultry Record Book	1,000	
E 189 Dom. Farm Flock Monthly Expense and Sales Record	2,000	
E 60 Expense Acct. 1st sheet	3,000	