

VIRGINIA AGRICULTURAL EXTENSION SERVICE

PLAN OF WORK

PROJECT II

EXTENSION INFORMATION

JULY 1, 1962 - JUNE 30, 1963

| <u>NAME</u>         | <u>TITLE</u>               | <u>PERCENTAGE OF TIME<br/>DEVOTED TO EXTENSION</u> |
|---------------------|----------------------------|--|
| Bradley, W. P.      | Associate Extension Editor | 75   |
| Cable, S. A.        | Motion Picture Technician  | 40   |
| Hawkins, K. B.      | Motion Picture Technician  | 40   |
| Michael, R. D.      | Extension Editor           | 75   |
| Mintz, Elwood       | Associate Extension Editor | 50   |
| Mitchell, W. G.     | Assistant Extension Editor | 75   |
| Moody, Mrs. Gene S. | Associate Extension Editor | 25   |
| Rees, K. L.         | Associate Extension Editor | 75   |
| Sutherland, S. H.   | Motion Picture Technician  | 40   |
| (Vacant)            | Motion Picture Technician  | 100  |
| (Vacant)            | Assistant Extension Editor | 75   |

DATE APPROVED: April 19 1962

SIGNED: W. H. Ruppel  
State Director of Extension

DATE APPROVED: NOV - 7 1962 1962

SIGNED: E. York Jr  
Administrator, Federal  
Extension Service, U. S.  
Department of Agriculture

CONTENTS

|                             | <u>Page</u> |
|-----------------------------|-------------|
| Situation .....             | 1           |
| Statement of Problems ..... | 3           |
| Publications .....          | 3           |
| News and Periodicals .....  | 3           |
| Radio and TV .....          | 4           |
| Visual Aids .....           | 6           |
| Plans of Action .....       | 7           |
| Publications .....          | 7           |
| News and Periodicals .....  | 8           |
| Radio and TV .....          | 9           |
| Visual Aids .....           | 11          |
| Problems Unique .....       | 11          |

Virginia Agricultural Extension Service

Project 2--Plan of Work

July 1, 1962 - June 30, 1963

Situation

Two wire services cover nearly all the daily newspapers and radio and television broadcast stations in Virginia, of which there are 33 dailies, 114 radio stations, and 11 television stations. Six daily papers and several radio and TV stations in bordering areas also have audiences in the State. Another type of coverage is provided by 110 non-daily newspapers published in Virginia counties, and still other readership by six regional agricultural journals published in the state and several out-of-state magazines with Virginia circulation. Three specialized state agricultural publications, two publications by labor unions, several "chamber of commerce" type issues, a dozen religious publications, and an equal number of agriculturally or community related publications are printed and circulated in the State.

Most of the mass media outlets serving Virginia ask for and use information on agriculture, home economics, community development, and related subjects. Through these outlets the potential audience is every family in the State.

The Extension Service also publishes two monthly periodicals, one bimonthly, ten or twelve departmental periodicals in specialized subject-matter fields, and some 600 or more bulletins, leaflets,

circulars, record books, program outlines, forms, and other items of information. Such material is handled direct to the public, mostly through county offices, and its effective distribution is supported by announcements of availability through mass media, by direct mail, and at meetings.

Project operations also include maintaining, servicing, and developing libraries of motion pictures, slides, film strips, and photographs; in creating graphs and charts, illustrations for talks, posters, exhibits, and other visuals; and in providing visual aids equipment, and related services and information, for use of staff members.

The industry of agriculture and the home life of Virginia citizens are constantly changing and the people of the State seek reliable information to use in deciding on courses of action and alternate choices that affect their welfare.

The Administrators, Supervisors, Specialists, and County Agents provide the editorial department with information, ideas, and suggestions for use with mass media and other educational channels. The entire staff works toward providing timely and helpful information to the citizens of the State and Nation. Communication trends are constantly changing as are technology, public policy, and attitudes of people. Keeping aware of these changes and developing programs that will bring the best information to the attention of rural and urban people is a responsibility of Extension. The information department serves as liaison with the various media.

A training program designed to improve communication skills of Extension Service personnel has been in operation and will be continued as a regular function of in-service training. This will be supplemented with less formal but equally effective training work with individual specialists and agents.

#### Statement of Problems

Only a few major problems will be described and the several phases will be treated in this order: publications, news and periodicals, radio and TV, and visual aids.

#### Publications

We believe that we and others involved in the various projects are limiting the effectiveness of information by not assuring ourselves that every bulletin, circular, or other printed material is--

1. In support of a major objective of Extension teaching.
2. Is of highest quality within financial limits.
3. Is an effective communication for the intended audience.

In short, quantity is over-shadowing quality and effectiveness.

#### News and Periodicals

Since the on-farm population is shrinking, daily newspapers and many non-dailies are showing less interest in publishing production-type material and are asking for more material of interest to homeowners and consumers in general. Our problem is how to suit the needs of newspaper publishers and maintain the effective use of this mass media.

A companion problem is how to serve effectively the growing field of specialized production-oriented magazines, such as "Virginia Poultryman," "Virginia Fruit," etc. They are pin-pointing audiences and Extension, equipped chiefly and traditionally for generating production-type information, should be using them to the fullest.

Another problem currently bandied is that agriculture has poor public relations. Among many leaders of agriculture in Virginia, the problem is stated more specifically as "bad press." How might the situation be improved?

Always present is the problem of improving our communications.

#### Radio and TV

Since the audience situation for radio and TV is similar to that for news and periodicals, a chief problem is meeting the needs of broadcasters with suitable program content and maintaining effective use of these avenues of public information.

More radio listening "on-the-go," either in the automobile or while pursuing other tasks, has led many stations to abandon the quarter-hour program in favor of "continuous flow" programming. Many station managers feel that even 4 to 5 minute programs are longer than the average listener will endure--they prefer "spots" of 1 to 2 minutes.

The geographic distribution of stations in Virginia has presented a situation in which 40 out of 99 counties (see map) do not have a radio station, 59 have 125. However, the increasing number of radio stations has changed the operation of most stations from one of servicing large areas to intense competition to retain a highly localized audience.



There are only two full-time RFD's in the state. And few, if any, persons on station staffs are devoting time to the production of programs for suburban, urban, or rural non-farm listeners.

Virginia has eleven television stations located in 6 markets (see map). Only one of these stations has a full-time TRFD.

Stations in the 3 larger markets, Norfolk, Richmond, and Roanoke, are equipped with video tape recorders; the others are not. At present we are servicing 3 stations (one each in Norfolk, Richmond, Roanoke) with a daily TV program on tape. We also have one weekly program in Roanoke. County personnel near Roanoke participate in programs of the other Roanoke station.

In view of the rapidly changing audience situation, our chief problem is to provide more information of value to homeowners and consumers and, at the same time, maintain a service of production-type information but keep it localized to station coverage.

If possible, we need to make greater use of TV so that information from VPI can be brought by this means to more viewers.

#### Visual Aids

Among problems involved in the many-faceted visual aids operation, that of improving the content and use of the motion picture library is placed first on the list. We have never put as much effort into the acquisition and use of film as we have into printed material, if we except the work of a reconstituted motion picture production unit. We feel that there is a low level of appreciation of the value of film, supported by film strips or slides, as teaching tools.

We have produced several award-winning teaching films which

are not being used as they should. We feel that this may be due to an unfamiliarity with the subject, or a reluctance to try to expand a film treatment by those who should use it.

### Plans of Action

#### Publications

To help slow down the apparent trend of mere quantity at the sacrifice of quality and effectiveness of publications, we recommend-

1. Establishing a publications committee to review plans for publication, objectives and audiences, and outlines of content. (In many states a committee reviews the manuscript.)
2. Holding a workshop for subject-matter specialists on the problems and techniques of authoring effective printed material.
3. Making studies among county workers and the general public to evaluate the effectiveness of representative material and discover means of improvement.

The information department can contribute to all three actions and especially to the second proposal, but will need the support of administrative and in-service training leaders. Since field studies are time-consuming, it is likely that these will have to be neglected, despite their importance.

Within the limits of time and personnel, the publications editors will, of course, continue to work with the other staff members, mostly at the state level, to prepare material properly and present it as attractively as possible. But it should be observed that energy spent in putting out fires cannot be used in making a better fire engine.

News and Periodicals

To satisfy reader interest brought about by population changes, more emphasis will be placed on preparation of features and news of general and/or consumer interest. More of the strictly production-type will be sent to county agents only, for use as they see fit in their local non-daily newspapers and on their radio programs. The county agents also will be advised--in fact, they should be strongly urged--to use the production-type releases direct-mail to special lists maintained in the county offices. Several departments at VPI prepare direct-mail letters for use by the county agents and the editors will work as requested in the preparation of such material.

To aid in meeting the opportunity offered by the steady increase in commodity magazines, more effort will be placed on getting suitable material, especially latest production techniques, to these outlets. A more complete list of these magazines having readers in Virginia will be compiled, and the editors consulted regarding their audiences, needs for material, etc.

A study has been outlined and tentatively approved to define the attitudes, as reflected in editorials and in personal interview, of one of agriculture's most powerful "publics"--the publishers of daily newspapers. This study will begin this year, and should furnish some valuable information about attitudes, the reasons for these attitudes, and how they might be altered or modified if necessary. In the process of doing the study, all daily newspaper publishers in Virginia will be contacted, and this should have the "fringe" benefit of strengthening contacts in this area.

Communications training in the field of newswriting will be

continued and expanded. Individual consultation has always been, and will continue to be, an important part of such training. In addition, staff, county, and area schools will be held as requested. A communications training newsletter will be prepared, at least quarterly. In addition to including tips on writing and other timely topics, the newsletter will include reports of activities of the department, statements of services available, etc.

We will, of course, continue established news services, with the changes indicated; give support to other projects of Extension through news articles, and by special coverage of state, area, and sometimes county activities; give similar support to regional and national Extension-related programs; and work with county staffs and newspaper and magazine publishers in the field as often as time permits.

#### Radio and TV

An extension radio committee has already been organized to attack the problem of providing localized material. This is difficult in a state as diversified as Virginia, but the radio staff will work closely with this group in seeking a solution. Major effort will be made to encourage the increased participation of the total staff needed to accomplish this localization.

To provide more emphasis, and program materials, on consumer and home-owner oriented subjects will require the close cooperation and constant encouragement of project leaders and department heads to insure that no opportunity to develop materials of this type is missed. The radio staff will attempt to encourage this development by discussing the need with department heads and project leaders, and by urging them to arrange for their staffs to develop these materials.

As materials and program services are developed, a more intensive contact program will be initiated with the radio stations to assure distribution of the appropriate programs.

Informal training by county office visits and by conferences with individual specialists to help in solving specific problems will be increased as the limitations of staff allow. Formal training in workshops will probably be limited to agents participating in multi-county programs. Training emphasis will be on ideas and methods for developing and presenting consumer and home-owner oriented materials.

To extend our TV coverage will require the production of filmed program materials. An experimental project in this area will be initiated this year. This will involve the production of a newsreel type program. It is hoped that this can eventually be developed into a weekly program service. Additional VTR services should be developed as possible.

The filmed newsreel project will help provide an answer to our second problem of some means of serving stations not equipped with VTR. We will continue to encourage the stations to assign RFD duties to station personnel and secure participation of local extension personnel, but there does not seem to be much hope in this area.

Efforts to improve the quality of present programs will continue.

Television program services are limited by the lack of TV facilities on campus (it is a 40 mile drive to the nearest station) and by the lack of film studio facilities which necessitate shooting all footage on location, in fact we do not even have a place to shoot an introduction or title for a newsreel type show.

Several proposals for both TV facilities and film studio facilities have been made but no action has been taken.

#### Visual Aids

To improve the coordination of our overall motion picture services, it is planned to combine responsibility for production, distribution, and training in film use.

A voluntary workshop program for the state extension and resident instruction staffs in techniques of film use will be held if interest warrants. It is hoped that such a workshop will give the participants a greater understanding of the value of film, as well as skill in its use. We also feel that these workshops will tend to raise the level of utilization.

Our film acquisition program has had little coordinated effort. The effort to acquaint extension staff members with new films and to acquire those of value will be stepped up.

To make use of films easier and more meaningful, we plan during this year to attempt the preparation of one complete package presentation. This will include leader's guide, presentation plan, the film, and reinforcing materials (film strip, charts, flannel board materials, handouts, etc.). This will then be tried out and evaluated. If successful, we will attempt to do this with all new films produced.

Distribution of film is always a major problem. How to get the right film before the right audience? To improve distribution we plan to produce materials to acquaint agents and others with appropriate films for their programs.

#### "Problems Unique"

The last statement in the "Suggested Outline for Project II" reads:

"Describe any problems unique to the operations of the information project, that are impeding effectiveness, and indicate what is to be done to correct this situation."

We know of two situations that are severely impeding the effectiveness of information work. They have existed for several years, their effect worsens day by day, but corrective action is beyond the means of this department.

One is the difference in classification of members of the department compared with other Extension and research staff, resulting in much lower status and compensation with attendant feelings of frustration, low morale, and extreme difficulty in hiring replacements.

The other is a combination of scattered operations and overcrowding of space. A department in which the several services need to be coordinated cannot operate efficiently from three different locations, nor can operations be little more than confusing a large part of the time when workers who need to hold frequent consultations must share office space, some of the staff having less than 75 square feet of floor space to work in. Motion picture and radio-TV program production is especially hampered by lack of space, and, for most of the operations, being located on a fifth floor without elevator service.

VIRGINIA AGRICULTURAL EXTENSION SERVICE

ANNUAL NARRATIVE REPORT

PROJECT II

EXTENSION INFORMATION

January 1, 1962 through December 30, 1962

| <u>NAME</u>        | <u>TITLE</u>                          | <u>PERCENTAGE OF TIME<br/>DEVOTED TO EXTENSION</u> |
|--------------------|---------------------------------------|--|
| Mrs. Hope Banks    | Assistant Art Director                | 100  |
| W. F. Bradley      | Associate Extension Editor            | 75   |
| S. A. Cable        | Motion Picture Technician             | 40   |
| W. A. Hamilton     | Associate Extension Editor            | 50   |
| K. B. Hawkins      | Motion Picture Technician             | 40   |
| R. D. Michael      | Extension Editor and Project Chairman | 75   |
| Mrs. Anne Milhous  | Assistant Extension Editor            | 75   |
| W. C. Mitchell     | Assistant Extension Editor            | 75   |
| Mrs. Gene S. Moody | Associate Extension Editor            | 50   |
| R. L. Rees         | Associate Extension Editor            | 75   |
| P. T. Steucke      | Art Director                          | 75   |
| S. H. Sutherland   | Motion Picture Technician             | 40   |
| (Vacant)           | Motion Picture Technician             | 40   |
| (Vacant)           | Motion Picture Technician             | 40   |

DATE APPROVED: 3/16/63

SIGNED: *W. H. D. Steucke*  
State Director of Extension

## C O N T E N T S

|  | Page |
|--|------|
| Personnel. . . . .                     | 1    |
| Space and Equipment. . . . .           | 2    |
| Publications. . . . .                  | 3    |
| Bulletins & Circulars, etc.....        | 3    |
| Periodicals.....                       | 4    |
| News Services. . . . .                 | 5    |
| Special Assignments.....               | 5    |
| Services to Newspapers.....            | 7    |
| Audio Visual Productions. . . . .      | 8    |
| Radio Programs.....                    | 8    |
| Television Programs.....               | 9    |
| Motion Pictures.....                   | 10   |
| Visual Aids. . . . .                   | 11   |
| Cooperation, Emergencies, Etc. . . . . | 12   |

## PERSONNEL

### Specialists

R. D. Michael, Editor\*  
J. P. Bradley, Associate Editor (Visual Aids)\*  
Mrs. Anne Milbous, Assistant Editor (Publications)\*  
W. G. Mitchell, Assistant Editor (News)\*  
Mrs. Gene S. Maddy, Associate Editor (News)\*\*  
W. A. Hamilton, Associate Editor (Publications)\*\*  
R. L. Rees, Associate Editor (Audio-Visual Productions)\*

(\*Indicates personnel employed 25% on Experiment Station budget;  
\*\*indicates 50% Experiment Station.)

### Technicians

Mrs. Hope Banks, Assistant Art Director  
S. A. Cable, Motion Picture Production\*  
K. B. Hawkins, Motion Picture Production\*  
F. T. Steucke, Art Director  
S. H. Sutherland, Motion Picture Production\*  
(Vacancy), Motion Picture Production\*

(\*Motion picture production is supported 40% Extension Service,  
25% Experiment Station, and 35% General College and Engineering  
Experiment Station)

### Changes

The major change in personnel during the year replaced both the associate and assistant editors for publications. Elwood Mintz resigned in June to accept a news-production position with Pennsylvania State's Extension Service and Mrs. Wilma Lane, part-time assistant, resigned the end of May to accompany her husband on educational leave.

Mrs. Anne Milbous, wife of a member of the English department and herself experienced in teaching, writing, and editing the English language, replaced Mrs. Lane July 1, also turning a part-time job into a full-time one. Mr. Mintz was not replaced until September 1 when we added the services of William A. Hamilton of Laramie, Wyoming, where he had had considerable experience in editing and publishing after graduating from the University of Wyoming.

To the motion picture production unit we added a fourth person in mid-January, Sherman A. Cable, who came to us from WDBJ-TV in Roanoke. This addition filled existing vacancies, although no one has yet been designated supervisor, and the unit was at full strength for the first time in many months. But in mid-March L. D. Rearty, who was on a tentative basis because he had not completed his college work, returned to Southern Illinois to do so. That vacancy has not been filled, because we have been unable to find a person interested at the salary we can offer.

When Mrs. Nancy Meyers resigned as Illustrator in March, Mrs. Gertrude Seales was employed 1 per hour to keep the graphic arts services in line with demand. A search was begun to find a man to head the steadily growing graphic arts work and a graduate of Richmond Professional Institute, Paul Staube, was employed as of July 16. After a trial period of a few months, he was put in charge of the work, giving us two illustrators on salary and one and sometimes two artists per hour as the work requires.

Secretarial and clerical changes have not been as frequent as usual this past year. A clerk-typist in the supply section resigned to look after her family and a per-hour employee who knew the routine readily filled the vacancy. A clerk-stenographer also resigned and a clerk-typist who could qualify was moved from vari-typor operation to secretarial work, and a new vari-typor operator was employed. Toward the end of the year, the steadily increasing load of news material, special articles and reports, circular letters, correspondence, etc., made it necessary to employ per-hour help for two or three days each week.

#### Morale

Since the information staff continues to fall behind other specialists in compensation for service rendered, it is becoming increasingly difficult to maintain satisfactory attitudes and morale and to discourage individuals from seeking employment elsewhere. The chief idea keeping several members here now are fairly deep-roots in the community but they will likely soon be broken.

Mrs. Gene Moody and Warren Mitchell are continuing their programs of graduate study in education and rural sociology, respectively.

#### SPACE AND EQUIPMENT

Crowded office conditions still exist although relieved somewhat by having an office assigned two floors above department quarters. Various ones, especially the publications editors, use this space frequently when concentration with a minimum of interruptions is required. Since crowded conditions still exist, especially for the motion picture production work, efforts to get more space will continue.

Some improvements were made in equipment associated with the special services the department renders, which will be reported in the respective sections; and prospect for more replacements and additions to improve efficiency and quality are good.

#### PUBLICATIONS

In addition to the continuing and growing task of editing and arranging and printing bulletins, circulars, etc., we hopefully set three other goals in the 1962-63 plan of work, none of which have been attained; but these will be repeated until such time as circumstances develop to make them workable.

One goal called for the establishment of a publications committee to function as critic and guide for the vast amount of informational material being generated. Although no over-all committee has been formed, one to look especially at 4-H material has started operations, and if it proves of value, establishment of an Extension-wide committee may follow.

#### Bulletins, Circulars, etc.

During this year the number of items reproduced remained the same, but fewer copies of each were printed. This may indicate that the specialists were better able to judge the demand for their various publications, or it may indicate closer coordination between county plans of work and specialists' planning. Fewer items were ordered from USDA and handled by the state publications distribution officer, but the quantity was larger. The number of items sent down without ordering increased considerably. The increased quantity is probably attributable to the volume of orders of Civil Defense material, and the job of distribution grows steadily larger. The decreased number of items may indicate that the specialists are using USDA material only for general information, and are preparing their own material for specific Virginia situations and needs.

A full-time assistant editor was employed July 1, and the associate editor replacement was employed September 1. Beginning in July and continued after the arrival of the associate editor in September, a policy was re-established whereby author and editor review together the editing of each manuscript. While this takes time, it eliminates many corrections on page or galley proof. Also, the policy that no material goes out for reproduction without approval of the layout by the author has been more rigidly adhered to. All manuscripts are edited by both the associate and assistant editors. All new or revised departmental material is edited, and reprints are edited if plates or negatives for them are not on hand. Since July 1 only one publication has gone off the campus for printing, one which the Printing Department was physically unable to handle.

Items authorized by Form 20 (non-subject matter material) do not pass through the bulletin editor's office, but are reflected in the mailing record total of 3,292,130 copies printed for the year.

|                                | <u>1961</u> |                | <u>1962</u> |         |
|--------------------------------|-------------|----------------|-------------|---------|
| Bulletins                      | 31          | 198,400 copies | 23          | 205,200 |
| Circulars                      | 128         | 704,000 "      | 102         | 581,150 |
| Leaflets                       | 64          | 275,200 "      | 61          | 286,368 |
| Record Books                   | 16          | 96,000 "       | 7           | 130,000 |
| Departmental                   | no record   |                | 217         | 660,600 |
| Miscellaneous                  | 603         | *              | 196         | 445,150 |
| USDA Publications              | 402         | 226,000 "      | 295         | 313,236 |
| Purchased from<br>other states | no record   |                | 9           | 34,150  |

#### Periodicals

Periodicals have been on the increase, both in the number of different items and in number of copies printed. To several letter-press-printed jobs of long standing, departments have added their own periodicals aimed at specific audiences, such as "Poultry Pellets," "Landscape Notes," "The Virginia Processor," etc. We now have 12 of these, circulated last year in quantity of 478,609.

For the most part, these are composed on office typewriters and run off under a special heading, with number of pages and other factors varying from issue to issue. The bulletin editors plan next year to regulate these periodicals more carefully as to format, size, and quantity. Time permitting, they also expect to give this material more editorial attention.

The EXTENSION SERVICE NEWS continues in production on the same basis, with the news editors providing most of the copy and handling editing and layout. Circulation last year totaled 269,000 compared with 281,000 in 1961--a drop of 1,000 per month on the average, representing the shifting in agricultural population. We have made no special effort to increase circulation.

The 4-H CLUB PAPER (Head, Heart, Hands, and Health in Virginia) likewise showed a drop in circulation last year--835,000 compared with 863,000 in 1961. This reflects a drop in 4-H club enrollment and also the fact that some of our counties were quite late in getting addresses in to headquarters. Because of the large quantity printed each time, the printer is using an offset press for this work; it is much faster. Most of the copy for this periodical comes to the editors from or through the state 4-H office and the news editors take care of editing and makeup.

VIRGINIA FARM ECONOMICS continues in the same format and varies in length depending on the amount of material generated by the agricultural economists. It is edited and processed for printing by the editor. Designed to inform a selected readership, it was issued six times last year averaging 8,000 copies per issue.

#### General

To gain improvement in the quality of composition of material to be printed by offset, these steps were taken the latter part of the year.

- (1) A new vari-typewriter operator was trained to fill a vacancy (trained operators are impossible to find). She was placed in the care of a skilled operator employed by Southern States Cooperative in Richmond for several days and also received training from the Richmond district office of the vari-typewriter company.
- (2) A photo-copy machine that sets strips of display type was acquired and several staff members trained in its operation.
- (3) Purchase of a battery of Justowriters, to provide greater efficiency in setting type composition of higher quality, was initiated.

#### NEWS SERVICES

#### Special Assignments

Special assignments in the press section continue to take an increasing amount of time. Included in this category during the past year have been special series of features on such programs as the sheep scabies eradication campaign, the centennial celebration of land-grant institutions and the 90th birthday of VPI, speeches for several administrators and others, etc. All have been several thousand words in length, and have required considerable extra time spent in research.

Also on the "special" side have been features prepared for farm and other magazines. During the year, the news editors have prepared stories for the Progressive Farmer, Farm and Ranch, Farm Journal, Southern Planter, Extension Service Review, National 4-H News - most of them requiring travel and conferences in the field.

Requests from newspapers for special stories for farm editions are received sporadically, and these requests are met when possible.

The news editors also serve as liaison on campus for numerous magazine and newspaper people who wish to do their own interviewing. Interview series have been scheduled this year for several such mass media representatives.

Use of mats and engravings continues to increase, with orders from county agents handled through the press section. Keeping the biographical and photographic file on staff members reasonably up-to-date is a never-ending task. However, this material is used constantly in announcements of meetings, for introductions, etc. Series of mats designed to publicize such events as national 4-H club week, national home demonstration week, state 4-H short course, institute of rural affairs, and other meetings and special projects, also have been distributed.

A card file on newspapers in Virginia was re-organized this year, and is in the continuous process of being kept up-to-date with notations of staff changes, changes in printing processes, sales, mergers, expansions, etc. It is probably the most complete such file on Virginia newspapers, with the exception of that kept by the Virginia Press Association.

Training schools held this year included one for staff members at Virginia State College. Another was held at VPI, with the assistance of the U. S. Department of Agriculture, for staff members.

A training newsletter for staff members, both resident and non-resident, also has been prepared periodically in the press section, and includes suggestions on use of all mass media, photography, equipment, meetings, etc.

A survey of newspapers, entailing personal interviews with publishers or their designated representatives, was begun. Although not strictly an Extension Service study, it will ultimately benefit the Extension Service with the establishment of closer working relationships with newspaper publishers. The information being collected and analyzed through the interviews also will be of value. This work will continue into 1963 until completed.

In the state, meetings attended and counties visited include: Roanoke, dairy products meeting and Civil Defense meeting; Steele's Tavern, special feature; Staunton, eastern stud ram sale; Richmond, meeting with Amoco officials relative to coverage of Eastern U. S. Tractor Operator's Contest, 4-H electric congress, conferences with various officials of newspapers, other agencies, magazines, etc., Governor's Commission on the Industry of Agriculture meeting - at which the associate editor served as press hostess; Fredericksburg, newspaper conferences; Montgomery, special feature; Wythe, special feature; Courtland, special feature; Glade Springs, field day; Emporia, series of features; Charlotte, special feature; Amalia, special feature; Front Royal, field day; Millsville, conference on RAD.

Out-of-state, the associate editor attended a three-day regional conference on RAD in Atlanta, Ga., and a tour (partially in Virginia) sponsored by the British Country Landowners' Association. The assistant editor attended the American Association of Agricultural College Editors' conference at Clemson, S. C.

Membership on various committees involved considerable time. The news editors this year have served on several committees, including the program committee for the school of agriculture faculty, UEDA honor awards committee, committees for the institute of rural affairs and annual Extension conference, farm and home electrification council public relations committee, in addition to publicity committees for many special programs and events.

Enlargement of the staff of the school of agriculture brings increasing requests for consultation, general editing, news photography. The press section also acts in an advisory capacity to agricultural students for many activities, and although this is not considered an official duty, it takes a notable amount of time. The associate editor remains as correspondent for IFYE delegates abroad, and the editing and distribution of reports from these delegates in foreign countries is another time-consuming responsibility.

#### Services to Newspapers

Increasing efforts are being made in the press section to tailor news releases for the expanding urban and rural non-farm population. Stories on consumer marketing, home gardening, insect and disease control, landscaping, etc., seem to be more and more popular, especially in the daily newspapers.

Spot news coverage for agricultural events both on and off campus continues as a major undertaking, with most spot news stories being sent via the Associated Press and United Press-INS wires.

Production stories are still prepared and used, but are becoming less detailed, with frequent notations as to where additional information is available. Beginning this year, many of the production stories are sent to county agents only, for use at their discretion; while releases and picture-features of more general interest, dealing with research, spot news, etc., are sent to the newspapers and to radio and TV stations.

Still popular features of the press service, judging by their use in newspapers and by radio and TV commentators, are "New Bulletins," and "Questions of the Week." The latter is prepared by maintaining constant direct mail contact with county agents, and by answering their questions in a statewide column.

The press service to both weekly and daily newspapers, and to radio and TV stations in Virginia, is an established routine, and much less effort is directed toward collecting material than was needed several years ago. Most staff members regularly scheduled on the radio tape service supply the news material to the news service, either by interview or in script form. A larger staff generally makes available more information with which to work.

The news service to daily newspapers has expanded somewhat and now regularly includes 8 to 10 features each week, many of them with photos, plus a biweekly column on consumer marketing. Various special stories are issued as events require.

The press service to weekly newspapers consists of 12 to 15 stories each week, plus occasional mats and/or photos.

Periodic checks of newspapers reveal no decrease in use of the press service. Eleven dailies still publish regular weekly farm pages, and most of them use most or all of the agricultural news service. Weekly newspapers likewise show continuing good acceptance and use of the news service.

All county agents in the state receive the news service to weeklies a day ahead of the weeklies themselves. Localization is suggested, and comments from county agents indicate their approval of the new policy of sending production stories to the agents only.

#### AUDIO-VISUAL PRODUCTIONS

##### Radio Programs

Radio program services continued this year much as in the past several years. We are still receiving requests for and are supplying the 14-minute V. P. I. Farm and Home program to twelve stations. Our two 5-minute tape services still receive excellent use--the VPI Agricultural Tape to 28 stations and the VPI Home and Garden Tape to 34 stations. The VPI Farm and Home Program on WDBJ radio station in Roanoke continues to receive very good ratings. It has been on the air daily except Sunday for 33 years.

Short spot programs and specials were prepared for Soil Conservation, for various Agronomy and Livestock Field Days, and for the Scabies Eradication Program.

We continue to receive requests from stations for one- to two-minute programs. Our limitations of staff and facilities prohibit the production of such a service at this time. Geographically, almost every home in the state can now receive a VPI program if they care to listen. At present, approximately 97 or 98% of all homes in Virginia are equipped with radio.

Our major problem areas in radio programming remain those of producing high quality programs and an attempt to make the proper decisions as to which program services will be of most value to Extension. Several of the problems facing us at the beginning of this year remain unsolved. We are still attempting greater localization of program materials.

We have succeeded to some extent in providing more and better non-agricultural-production material for the tape services and are planning still more general information; the problem is to arrange for production.

More training in radio was done this past year than in the immediate preceding years and more is planned and scheduled in 1963.

In order to maintain standards of quality necessary to assure radio program use, we replaced the following equipment: tape duplicating machine, radio console and two 12" turntables.

#### Television Programs

Television programming was carried on in the past year on the same basis as in 1961. VPI Reports, five minutes daily, was carried by WDBJ-TV in Roanoke, WKVA-TV in Richmond, and WTAR-TV in Norfolk. Negotiations were started with WCTB-TV in Bristol to also carry these reports. This service will be extended when WCTB-TV can make available the necessary video tapes for the service.

"Let's Get Together," a half-hour weekly program on WDBJ-TV, was continued.

Many specialists participated on programs other than the VPI programs during the year. Considerable time was spent in working with them and developing materials for these other programs. Panorams, a daily half-hour show on WDBJ-TV with an audience of approximately 40,000, has been a most useful outlet for our information. We had approximately 35 appearances by staff members on this program during the year.

A special series of TV newsclips and short programs was prepared for the Scabies Eradication Program and will be used by 9 of the 11 TV stations in the state.

During the year basic equipment to initiate production of a newsreel type program was ordered. We anticipate initiation of this program during 1963.

Use of our VPI films on television continues very satisfactorily.

#### Motion Pictures

Motion picture production work in 1962 continued to grow as our motion picture crew became fully oriented to the situation. Several films were completed and several others were started and should be completed in 1963. Technical difficulties plagued us through most of the year as our sound equipment caused considerable difficulty. The employment of a sound technician helped to straighten out some of these problems as has the purchase of

some new sound gear. The year 1962 might be called one of adjustment in our motion picture efforts and our ideas concerning the type of motion picture service of most use to extension and the institution. Next year should see the start of newsreel type service and film strip production, two of our long-standing needs.

We replaced our magnetic film recorder so that we might improve the quality of our motion picture sound tracks. The following new equipment was requisitioned in 1962 in order to maintain our present equipment and to expand our services: electronic test equipment, film inspection machine, sound-on-film camera, and studio camera dolly.

#### General

All of the activities described under audio-visual productions, involving five or more people not including guest performers, are quartered in an area less than 1,000 square feet. Efforts have been made to secure additional space and will, of course, continue.

During the year the radio-TV specialist participated in the annual meeting of the Department of AudioVisual Instruction, NEA, as a consultant on local film production problems; served as Chairman of the Radio-TV section of the Regional Agricultural Editors meeting at Cleason College; attended the annual meeting of the AAACE; served as Chairman of the Publicity Committee for the State 4-H Electric Congress and the Eastern States 4-H Tractor Operators Contest; served as Chairman of Radio-TV Committee of the National 4-H Club Congress in Chicago in November; coordinated publicity and public relations for the Lunar Exploration Conference sponsored by the National Science Foundation held on the campus at V. P. I.; assisted with radio-television coverage and publicity for the State 4-H Short Course, the Student Agricultural Exposition and the Student Engineering Exposition; served on the Radford-Blacksburg area Steering Committee for Educational Television representing V. P. I., Radford, Roanoke, and Hollins Colleges.

The three motion <sup>picture</sup> technicians participated during the year in Calvin's Workshop at Kansas City, one of the most beneficial production workshops in the country.

#### VISUAL AIDS

This part of the report will be rather sketchy because of the lack of information that should be supplied by the visual aids specialist.

The demand for sets of slides for charts and graphs and drawings for illustrating talks, for material to illustrate bulletins and make attractive covers, hand-lettered certificates, signs of various kinds-- In fact, nearly every kind of visual aid (including some larger productions mentioned in the preceding section) in general use for educational purposes, has been growing steadily. As a result, some additional photographic and graphic arts assistance has been added, and steps to strengthen the graphic arts section, as described under the section on "Personnel" were taken.

We are now in a better position to give specialists and others with whom we work prompter service and to give them what they need to support their educational programs. Equipment for the staff of illustrators has been supplemented as needed to make this service as efficient as possible.

Visual aids equipment for the use of specialists--projectors, easels, etc., has also been supplemented considerably, including a large overhead projector and equipment for making transparencies. Still other equipment to give a more complete "arsenal" is contemplated. Some difficulty is faced, however, in lack of space for handling this service and lack of proper servicing to keep the equipment in good repair.

Proper care of motion picture films in the lending library will be effected when an automatic cleaning-inspection machine on requisition is put into operation. We were fortunate in getting such a machine at a greatly reduced price. The library had 256 film in circulation during the year, for 2,608 showings to a total of 85,442 persons. With more promotion, more acquisitions, and more efficient handling systems, we should be able to improve this record another year. More county units are taking steps to acquire and use motion picture equipment.

The visual aids specialist in May joined a group of Virginia "agriculturists" on a trip by air to Russia and several countries in Europe and has since made a number of talks illustrated with color slides in many sections of the state.

COOPERATION, EMERGENCIES, ETC.

Cooperation with other agencies and organizations and special activities are named here, with no detailed description of the nature of the work, which generally was assistance in preparation of news releases, radio and TV programs, and special printing.

Mastitis Control Committee  
Dairy Foundation  
New Curricula in Agriculture  
Agricultural Exposition  
Student Recruitment  
Special Summer Science Symposium  
VPI's Role in Virginia's Agriculture  
Commission on the Industry of Agriculture  
Emergency Feed Grain Program  
State 4-H Electric Congress  
Regional 4-H Tractor Operators' Contest

Throughout the year--

Virginia Farm Electrification Council  
Soil Conservation Service and SCS Districts  
Stabilization and Agricultural Conservation Program  
State Department of Agriculture  
Civil Defense