

VIRGINIA

PUBLICITY

ANNUAL REPORT

1934

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**REPORT FILES**  
OFFICE COOPERATIVE  
EXTENSION WORK

REPORT OF  
EXTENSION WORK IN THE DEPARTMENT OF PUBLICATIONS  
PROJECT 2  
NOVEMBER 20, 1933 TO DECEMBER 1, 1934  
E. R. PRICE, EDITOR



REPORT OF  
DEPARTMENT OF PUBLICATIONS, EXTENSION DIVISION  
VIRGINIA POLYTECHNIC INSTITUTE  
NOVEMBER 30, 1933 TO DECEMBER 1, 1934

Blacksburg, Virginia  
December 30, 1934

Mr. John R. Hatcher, Director

Sir: I present herewith the report of the Department of Publications of the Virginia Extension Division for the year ending November 30, 1934.

E. E. Price  
Editor

GENERAL ACTIVITIES

Although the Department of Publications has probably done twice as much work during the year covered by this report than in any year since its beginning, the report itself will be shorter than usual. This is because so much of the work done has been in connection with the program of the Agricultural Adjustment Administration which has carried with it the sending out of a considerable volume of articles to the daily and weekly newspapers, these having to do with the wheat, cotton, corn-hog, tobacco, subsistence garden, housing survey and other programs of the AAA. To enumerate these in detail seems hardly necessary. Close cooperation has been maintained between this office and the Division of Information of the AAA as well as with the Office of Extension Work in Washington. Since January 1 the editor has had as assistant editor, R. D. Michael, who has divided his time between the extension division and the radio service of the college, extension division, experiment station, etc.

The Publications Department has tried to meet all emergency demands for publicity in the Virginia papers but has not neglected its regular function of sending out useful information on subjects connected with agriculture and home making. It has tried to provide the public through the press with worth while information on the work of the various departments of the extension division. The press service has had the very hearty cooperation of the daily and weekly papers in Virginia in disseminating this information. During the year covered by this report the editor has visited a number of the weekly papers in the state. These visits have been helpful in that they have afforded an opportunity to discuss with the editors various problems connected with the handling of such an unusual amount of copy; he has received from many worth while suggestions. The editor also attended one meeting of the State Press Association and several district meetings. The assistant editor has made four trips through the state visiting county agents and leading farmers in order to secure certain information as to the AAA program asked for by the Extension Service and the Division of Information of the AAA in Washington. Material gathered on these trips has not only been sent to Washington but has been used in the state papers and the Extension Division News.

REGULAR ACTIVITIES

At no time has the chief function of the publicity department of the extension division as carried on under the supervision of the editor been neglected. This function is to tell the farmers and farm women, and 4-H club boys and girls through the medium of the daily and weekly press, the agricultural journals circulating in Virginia and the two monthly publications of the extension division, the latest developments in farm practices, housekeeping and home making. The

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usual sources of information for what is disseminated through the Office of Publications are, in the main, the administrative force, the specialists and the county agents. As stated before, during 1934 the Washington office of the extension division and the AAA have been the source of a great deal of the copy that has been sent out. Much of this copy comes to the State Office in such a form that it cannot be handled for the state papers without considerable condensing, revision and localizing. Since the county agents' time has been so fully occupied with the various programs, contracts, etc., it has been absolutely impossible for them to do this revision, etc. A very earnest effort has been made by the editor and his assistant to put these articles in such shape that they can be passed on to the papers by the agents. A number of agents have expressed appreciation of this type of service rendered by the Department. In this connection the editor wishes to say that the assistant editor, Mr. Michael, has done excellent work in rewriting or revising these articles.

LOCALIZING NEWS ARTICLES

An effort was made to furnish the papers in each section of the state with the kind of copy that is suited to the locality in which they are published and that will be of interest to their readers. This has been particularly important during the year covered by this report in the handling of matter furnished by the offices referred to in Washington. For instance, papers in the tobacco section found it impossible in most cases to carry articles having to do with anything except the tobacco program; papers in the peanut and cotton counties faced a similar situation. Since in some counties all three programs were being carried on at the same time, it was necessary to use considerable care and discretion in sending out articles if all three programs were to have attention. The average county paper in Virginia has a very limited amount of space

available for anything except local news and advertising; for this reason articles sent them had to be brief and to the point. Articles having to do with the wheat and corn-hog programs were acceptable to papers in practically every section of the state and copy on these two programs sent to papers from this office were generally used. Under ordinary circumstances the county agents, both farm and home, are supposed to furnish the publicity for their local papers. This has been an almost impossible task for them this year because of the many other demands on their time, so much of the publicity usually done by the county agents has been taken over by this department. However, it is only fair to the agents to say that some of them have found time to report their regular extension activities through their local papers. Frequent calls have been made on the editor for help in publicity and this has always been given.

UNUSUAL FEATURES

One feature of the work of the department this year has been unusual. A number of the papers in the state have called on this office for special articles having to do with certain activities of the AAA, or as one editor wrote, "The New Deal in Agriculture." The preparation of these articles has required time and care lest some statement be made that may be misleading or not in accord with the facts. Such requests from editors have without exception been complied with.

COOPERATION WITH AP

Timely news articles and items of interest about extension work in Virginia are sent the district office of the Associated Press in Richmond under a special arrangement made some years ago. The AP office in Richmond handles this at its own discretion, mostly in connection with a special agricultural service which the AP features.

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ACHIEVEMENTS OF EDITOR

During the year the editor has, by invitation, spoken on 4-H club achievement day programs, at county rallies, "Father and Son" banquets and other meetings that tie up with extension work. During the third term of the session 1933-34 the editor gave a part of his time to teaching a class in agricultural journalism, composed of seniors enrolled in the College of Agriculture. This is done under a cooperative arrangement between the president of V. P. I. and the director of the extension division. This work will be carried on during the second term of the session 1934-35. As the majority of these students go out each year as assistant county agents and Smith-Hughes teachers, the course is so arranged as to give them, as well as all students enrolled, practical suggestions that will help in the preparation of copy for the press.

STATISTICAL

Since funds do not permit the Office of Publications to subscribe to all the weekly papers in Virginia and only one of the dailies, it is impossible to give any definite information as to the number of articles published in all daily or weekly papers. A review of clippings on file taken from the papers that are received show that at least twice as much space has been given this year to extension copy than in any other year; this, of course, includes articles having to do with the AAA program. An average of three articles per week have been furnished the daily papers and an article, sometimes two or three, has been sent the weekly papers, a good many of these having to do, of course, with the AAA program. The editor has furnished copy each month since April 1 for the Southern Planter and has contributed brief articles from time to time to the Progressive Farmer-Buralist, these usually on request. Advance notices of all meetings held at the college during the year with which the extension division was connected

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have been sent to the papers and reports of these meetings to the daily press, as well as to county papers when occasion justified.

All material prepared by specialists and agents and intended for distribution in circular or bulletin form, whether printed or mimeographed, has been edited by the editor, after first being submitted to the director for his approval and authorization. Because of the demands on the specialists for emergency work, fewer bulletins and circulars than usual have been issued during the year. However, a great volume of mimeographed copy has been gotten out by both specialists and county agents.

EXTENSION DIVISION NEWS

The publication, the Extension Division News, has been continued throughout the year and a special effort made to improve the quality of matter carried in its columns. Letters received throughout the year commending the monthly publication have been frequent and several hundred names have been added to the mailing list on request. All but one of the departments of the extension division have two columns each in the Extension Division News and have furnished timely copy every month for the paper.

The Extension Division News is an eight-page, twenty-four column paper issued each month for the farmers, farm women, bankers, ministers, public school teachers, Smith-Hughes 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 and results of work done along the various lines that are being developed by extension workers. It is mailed free of charge to the names on the mailing 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 papers



quote freely from the Extension Division News, making use of such articles as may be of interest in their localities. About 46,500 copies are mailed out each month.

#### MAILING LIST

A very earnest effort is made to keep the mailing list of the Extension Division News live and up-to-date. This is very difficult because of the various sources from which names are obtained, etc. It is found necessary from time to time to remove names from the mailing list because of removal, death, etc., but since other names have been added during the year the number receiving the Extension Division News is about the same as this time last year. New names are being added almost every day.

#### VIRGINIA 4-H CLUB LETTER

The Virginia 4-H Club Letter, a four-page, twelve-column paper, is issued monthly by the Department of Publications, the greater part of the matter being furnished through the State Club Office. 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. Twenty-three thousand five hundred copies of the club paper were sent out each month during the time covered by this report.

The names on the mailing list include 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, banks, 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.

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METHOD OF DISTRIBUTION

The Extension Division News and Virginia 4-H Club Letter are distributed as outlined above. The distribution of bulletins and circulars are largely in the hands of the specialists who wrote same and are sent out to names on the mailing list 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 publications as already outlined and general supervision over the force employed in sending out the Extension Division News and Virginia 4-H Club Letter. This force at present consists of one young woman who divides her time between the supervision of the mailing lists and acting as secretary to the editor, and boys who work by the hour as their services are needed in sending out the two monthly publications.

CIRCULARS, ETC.

During the year which this report covers forty-two circulars and nine bulletins 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 state prefer all matter sent directly to them with due regard paid to locality, seasons, etc. An effort is made to avoid duplications as far as possible in matter sent papers,

Appended hereto is a list of bulletins and circulars issued from November 30, 1933 to December 1, 1934.

BULLETINS

<u>Number</u>	<u>Title</u>	<u>Quantity</u>	<u>Author</u>
131	Information for Virginia Fruit Growers	3,000	A. H. Tenke
132	Canning for the Home (Reprint)	10,000	Janet Cameron
99	Corn Production (Reprint)	5,000	W. H. Hyrne
104	Pork Production (Reprint)	5,000	Geo. C. Herring
133	Annual Report of Extension Work in 1933	5,000	J. R. Hutcheson
134	Bang's Disease	5,000	L. E. Starr
141	How to Keep an Account With a Crop	5,000	Dr. H. N. Young
115	Dairy Production (Reprint)	3,000	R. G. Connelly
97	Handbook of Agronomy	5,000	Agronomy Dept.

CIRCULARS

<u>Number</u>	<u>Title</u>	<u>Quantity</u>	<u>Author</u>
E-310	The Homemade Brick Brooder	3,000	H. L. Moore
E-34-A	Record Cards	100	
E-182	County Agents' Weekly Report Form	10,000	
E-301	County Agents' Monthly Report Form	5,000	
E-149	4-H Club Enrollment Sheet	5,000	
E-27	4-H Club Secretary's Minute Book	2,000	
E-228	Mailing List for 4-H Club Letter	2,000	
E-298	Money! Save by Living at Home (Revised)	5,000	
E-306	Suggestions for Control of Downy Mildew (Blue Mold) in Tobacco Plant Beds (Revised)	7,000	
E-25	Time Card	500	
E-308	The Virginia Farm Diary and Work Record Book	2,000	
E-309	Virginia Canning Budget	10,000	Janet Cameron
E-306	Suggestions for Control of Downy Mildew (Blue Mold) in Tobacco Plant Beds (Reprint)	4,000	
E-123	Salary Vouchers for Agents	5,000	
E-34	Record of Expense Card	50	
E-37	Travel Expense Card	100	
E-182	County Agents' Weekly Report	10,000	
E-301	County Agents' Monthly Report	5,000	
E-311	Better Sires Replacement Record	200	
E-169	Club Enrollment Sheet	5,000	
E-225	4-H Club Garden Record Book	10,000	
E-312	Kitchen Cleaning	5,000	Mary Settle
E-313	Floor Finishing	5,000	Mary Settle

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## CIRCULARS, continued

<u>Number</u>	<u>Title</u>	<u>Quantity</u>	<u>Author</u>
E-314	House Care and Cleaning	5,000	Mary Gottle
E-315	Planning Meals Easily	5,000	Janet Cameron
E-315-a	The Lunch Box and Hot School Lunch	5,000	" "
E-315-b	Quick Dinners for Busy Days	5,000	" "
E-315-c	Preparation of and Serving a Well Planned Dinner	5,000	" "
E-315-d	Simple and Wholesome Suppers	5,000	" "
E-315-e	Yeast Breads and Their Place	5,000	" "
E-316	Circular for 4-H Junior Homemakers	5,000	
E-317	Report Blanks for Junior Homemakers	5,000	
E-308	Virginia Farm Account Book (Revised)	5,000	
E-309	Virginia Canning Budget	10,000	
E-318	Home Demonstration Leaders Manual Cover	1,000	Hallie L. Hughes
E-326	4-H Club Leaders Manual Cover	1,000	" "
E-328	Mailing List for Agricultural Club Letter	2,000	
E-78	Enrollment Cards	10,000	
E-39	4-H Club Crop Record Book	5,000	
E-319	Members Record for 4-H Growth Work	10,000	
E-132	County Agents Weekly Reports	10,000	
E-201	County Agents Monthly Reports	5,000	