

VIRGINIA

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REPORT OF  
EXTENSION WORK IN THE DEPARTMENT OF PUBLICATIONS  
PROJECT 2  
NOVEMBER 30, 1961 to DECEMBER 1, 1962  
R. B. PRICE, EDITOR

REPORT OF  
DEPARTMENT OF PUBLICATIONS, EXTENSION DIVISION  
VIRGINIA POLYTECHNIC INSTITUTE  
NOVEMBER 30, 1932 TO DECEMBER 1, 1933

The purpose of the department of publications of the extension division, Virginia Polytechnic Institute is to keep the people of Virginia, and others who may be interested, informed as to the purpose of extension work, what it is doing along its various lines of activity, and the service it is prepared to render throughout the year. The chief function of this information carried on under the supervision of the editor, with headquarters at the central office in Blacksburg, is to tell the farmers and farm women, and 4-R club boys and girls, through the medium of the daily and weekly press, the agricultural journals circulating in Virginia, and the two monthly publications put out by the extension division, the latest developments in farm practices, home keeping and home making. The field for service is the whole state. The sources of information for the knowledge that is disseminated through the office of publications are, in the main, the administrative forces, the specialists and the county agents. During the year just ending the Washington office of the extension service has been a prolific source of information because of the various AAA campaigns that have been put on in Virginia. Further reference is made to this and more details given elsewhere in this report. Such general items that are sent out have to do with information gathered from various sources that show progress on the part of farm people who follow extension methods and keep them informed as to what extension work can do now and in the future for the betterment of conditions on the farms and in the homes of the people of the whole state.

### Distribution of Publicity Matter

The definite aim of the department of publications is to give out information, as well as news, in such a simple and concise manner that anyone who is trying to improve his or her farm or home practices and who may have little previous knowledge of the subject can understand it.

Practically all the daily papers in the state and more than two-thirds of the county papers cooperate by giving space to matter sent out by the central office. Except as regards some items of information concerning extension work which are of interest in all sections of the state, an effort is made to furnish the papers in each section with the kind of copy suited to the needs of the locality in which they are published, in other words, livestock articles are sent to the papers in counties where the livestock industry is stressed, articles on dairying to the dairy counties, and so on through the list.

During the year covered by this report the daily papers in Virginia, and with very few exceptions the county weekly papers, have shown an increased interest in extension work and have been most liberal in the matter of space for copy sent out from the state office. At least four editors of weekly papers, who have heretofore seemed at least indifferent to extension copy, have changed their attitude and have written the editor asking for copy and suggesting the kind of matter they wanted. These editors have at the same time they gave space to extension copy commented favorably on the articles and the work. Two editors in counties where there have been no agents for several years, if ever, have stressed the importance of county agent work in their papers and urged the supervisors to make the necessary appropriations. An instance of this is the support given by the two papers published in Lexington to secure a home demonstration agent for Rockbridge county and to retain the services of the emergency agent put there

to promote the wheat control production campaign. These efforts were successful.

One function of the information service is to help create a demand for the service the extension division offers along all lines. While this type of material is generally acceptable to the papers the editors do not themselves seek it out, no matter how much they may appreciate its value. It must be furnished to them regularly and in such a way that they can handle it easily. The department of publications must, therefore, make such matter available to the press.

#### Result Stories

Stories as to what extension work is actually doing to put money in the pockets of farm men and women and boys and girls are always acceptable to the majority of the papers. Editors of both daily and weekly newspapers regard such articles as having a real news value. Editors generally are becoming each year more and more careful that propaganda, as well as technical and instructional matter, shall not find space in their papers. Each year it is becoming more necessary for the editor to edit with considerable care copy furnished him for the newspapers, and to be constantly on the lookout for human interest stories that tell of actual results accomplished, money made by following extension methods and practices, prizes and trips won by 4-H club boys and girls and other things tending to show that extension work is not merely a theory but has a practical and monetary value.

#### Editor Copy

Referring to the above paragraph the editor wishes to say that much of his time is given to editing of copy furnished by the specialists, county agents and others both for mimeographing here in the office and 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 absolutely accurate information as to the number of articles published that were sent out from the editor's office during the year in either the daily or weekly papers. A review of clippings on file from such papers as are available show a decided increase in the amount of space given this year for extension articles over last year. For the first six months of 1933 it is fairly accurate to say that an average of five articles per month was furnished all the daily papers and an average of three articles per month sent the county papers.

or  
Compiled Stories

Beginning with August 1, when the wheat control production campaign began in Virginia, and continuing until the present through the various tobacco acreage reduction campaigns and the early stages of the corn-hog campaign, the amount of publicity matter sent out from the editor's office almost doubled and it is very gratifying to report that both the daily and weekly newspapers of Virginia have cooperated most heartily in giving space for these various campaigns; there is every reason to believe that they will continue to do so. The type of publicity sent out has included localized stories to county agents for use in their papers, stories received from the Washington office and rewritten to suit Virginia conditions, and articles prepared by our own specialists or the editor. Since the Washington office gets out three or four stories daily, by no means all of them suited to Virginia, this task is by no means an easy one. A great deal of the copy received in the editor's office from Washington needs careful rewriting and revision. During the last four months of the year covered by this report the daily

papers in the state have carried on an average of three articles a week dealing with the campaign for reduced production, etc. and every issue of a county paper in the territory where these campaigns are being conducted has had a timely story.

County Agent Publicity

Special mention should be made here of the very fine work done by the county agents in the way of publicity in the sections of the state where these campaigns have been conducted and where they are now being carried on. With only one or two exceptions the county agents, although very busy, have appreciated the value of publicity and have responded well to the efforts of the editor to help them.

Help Given Agents in Publicity

The editors of papers in Virginia, as well as elsewhere, have made it plain to the editors of extension divisions that no matter how willing they may be to cooperate with county agents by giving them space in their papers, they do not welcome poorly prepared copy or stories without a news value. The best medium of publicity for any county agent is through his local newspaper and it is imperative that every county farm and home agent know some of the simple and fundamental rules about preparation of copy for the press so that it will require little or no work in the way of editing on the part of the newspaper editor, have a news value, and be free from propaganda.

The editor has continued his efforts this year to help county agents with their publicity work through correspondence and personal visits to the agents when possible, always when they request such help.

Relationship With Editors

In addition to visiting the county agents, the editor has made during the year visits to some of the editors of the country papers in Virginia to dis-

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cover the whole matter of extension publicity and find out the attitude of the individual editors towards the work. The editor is pleased to report that on a recent trip in one section of the state he found two editors of county papers who have in the past been at least indifferent to extension work now friendly to it. The attitude of two other editors not in this particular section is referred to in a former paragraph of this report.

#### The Associated Press

Timely news articles and items of interest about extension work in general are sent the district office of the Associated Press in Richmond under a special arrangement made some six years ago. This material is used on a special agricultural sheet which the AP office in Richmond furnishes to certain papers as a part of their special agricultural service.

#### Weekly Field Reports of Agents

Weekly field reports of the farm and home agents are gone over carefully each month and extracts showing things accomplished or especially good work done are compiled. These are given to the public through the state press and the Extension Division News.

#### Other Activities of the Editor

During the year the editor has, by invitation, spoken on 4-H achievement day programs, county rallies, "Father and Son" leagues, civic clubs, and other meetings that tie up with extension work. He has spoken at other informal meetings as a representative of the extension division and attended the two annual meetings of the State Press Association as well as several district meetings and committee meetings of this association.



Extension Division News

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 more than in any year previous and several hundred names have been added to the mailing list on request. All but one of the departments of the extension division have the 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 home 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 46,000 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. In the early part of the year a circular letter was sent to a number of the postmasters in the small-

er towns and in the country asking them to make changes on the list of names enclosed who were on our lists to receive the Extension Division News at their post offices. The response from the postmasters was most gratifying and the result is that the mailing list is now reasonably up-to-date. It was found necessary to remove a number of names from the mailing list but since other names have been added during the year the number receiving the Extension Division News is not much less than 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 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.

#### Revising and Mailing Material

All material prepared by specialists and agents and intended for distribution in circular or bulletin form, whether printed or mimeographed, is first

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submitted to the director for his approval and authorization. It is then referred to the editor for editing. If the editor and the specialist who wrote the bulletin cannot agree on proposed changes or any other matter connected with the bulletin, it is then referred to the director as final authority. In line with the policy now being adopted by the United States Department of Agriculture and extension divisions in other states, an attempt has been made to "popularize" all extension bulletins. This is not an easy task and calls for close cooperation and understanding between the author of any bulletin, the editor, and finally, the director.

#### Methods of Distribution

The Extension Division News and Virginia 4-H Club Letter 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 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 high 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.

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Bulletins

As already stated, an effort is now being made to "popularize" all bulletins in order to meet what those who have given careful study to the subject believe is a demand for agricultural matter that is less technical in nature and easily understood by the average farmer or farm woman. It is just another case of drawing a very sharp line of distinction between bulletins issued by extension divisions and colleges of agriculture and those prepared by experiment stations and research workers. Some one has characterized the extension bulletin as a popular book, the experiment station bulletin as a technical treatise or text book. These bulletins were issued in the twelve months covered by this report.

Circulars

During the year which this report covers twenty-three 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 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, 1932 to December 1, 1933.

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Bulletins

<u>Number</u>	<u>Title</u>	<u>Quantity</u>	<u>Author</u>
131	Information for Virginia Fruit Growers	5,000	A. H. Trask
132	Annual Report "Some Accomplishments in 1932"	5,000	J. R. Hinchman
51	Poultry Production (Revised) by A. L. Dean	10,000	Mr. and Mrs. A.F. Trinkle

Circulars

<u>Number</u>	<u>Title</u>	<u>Quantity</u>	<u>Author</u>
E-306	Suggestions for Control of Downy Mildew in Tobacco	5,000	James Calkin
E-39	4-H Club Crop Record Book	5,000	
E-394	Leopolda (Hypocistis)	5,000	W.H. Byrne and F. Crabbs
E-337	4-H Club Poultry Record Book	5,000	
E-122	County Agents Weekly Report Blank	10,000	
E-307	Can and Dry Your Garden Products	15,000	Janet Cameron
E-337	4-H Club Poultry Record Book	5,000	
E-72	Enrollment Card	20,000	
E-114	4-H Club Livestock Record Book	5,000	
E-325	4-H Club Garden Record Book	5,000	
	4-H Club Song Folder	20,000	
E-35	Time Card	500	
E-36	Record Card	25	
E-37	Travel Card	25	
E-265	Vegetable Garden Suggestions for Va. Farmers (Reprint)	100,000	L. E. Dietrick
E-325	How to Take a Farm Inventory (Reprint)	5,000	
E-325	Virginia Farm Account Book (Reprint)	5,000	
E-325	How to Keep a Poultry Account	5,000	
E-122	County Agents Weekly Report Blanks	10,000	
E-337	Membership Agreement	500	
E-325	District Agents Weekly Report Blanks	5,000	
E-325	District Agents Monthly Report Blanks	5,000	
E-372	Dairy Herd Improvement Ass'n. Bill Forms	5,000	