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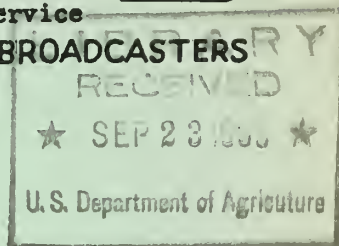
# The Hook Up

Home  
Agent

County  
Agent

Extension  
Service

A ROUND ROBIN CIRCUIT LINKING FARM & HOME BROADCASTERS



Issued by the Radio Service of the Office of Information in co-operation with the Visual Instruction and Editorial Section of the Extension Service, United States Department of Agriculture.

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### IN THIS ISSUE:

George Round shows how facts can be fun in Nebraska; Glenn Sample reports on the spot news coverage given to Indiana radio stations; Ewing Jones has some observations on the value of dramatic programs, based on his experience with the SCS program on WLW; Jack Wooten sent a story some time ago that has a bearing on using radio along with other media in an informational campaign. He talks about South Carolina in the story, and all would have been lovely if he hadn't moved to Georgia about August 1, to succeed Whitney Tharin as extension editor in that State. It's still a hatful of ideas that Jack dispenses.

You'll also find some items about television, a story about a Colorado radio program, results of the first agricultural radio scholarship competition this country has had, some statistics about the radio industry, and some miscellaneous items intended to be of interest and perhaps of value.

*John C. Baker*  
Radio Extension Specialist.



FACTS CAN BE FUN  
George S. Found,  
Extension Editor,  
Nebraska.

"Farm Facts and Fun" is a program presented by the College of Agriculture of the University of Nebraska every Saturday afternoon, from 1 to 1:30 p.m. It is heard over a wireless hook up of five stations which completely blankets the State. At the outset, I want to give credit to the late Robert E. Holland of the Extension staff who started the program, gave it its name, and carried the series along successfully for several months before his death in the spring of this year.

Radio stations in our State--like in other States I presume--have always been a bit dubious about educational broadcasts. And, there are two sides to the story. But in this series, we have tried to use a great deal of the commercial broadcasting technique and still remain in the boundaries of educational standards.

First, let me explain that the radio stations after several months of trial on this program have been most cooperative. The programs are put on direct from WOW, Omaha, and are produced largely by Lyle DeMoss, popular production manager with that very-excellent station. Cooperatively, we assist. Three other stations--WJAG at Norfolk, KGNE at North Platte, and KGEW at Kearney--have carried the program for several months by re-broadcasting. Just recently, KMMJ at Grand Island has joined our "inner circle."

After several months of experimenting, we have found "Farm Facts and Fun" to be the best program ever put on by the Extension Service of the University of Nebraska. With complete State-wide coverage, our listening audience is larger than on any other program or series of programs. The hour has been largely satisfactory. In western Nebraska, the program is on the air from 12 until 12:30 p.m.--as there is an hour's difference in time.

But how do we combine facts and fun? What kind of facts do we present? What type of fun? First, let me tell you about the talent that WOW supplies us each Saturday. It includes an excellent studio band under the direction of Freddie Ebener and a group of other artists, known as the "Sophisticated Rangers." And, then there is Lyle DeMoss who serves as announcer. For some reason or other, I'm tagged "master of ceremonies."



Yes, we have a theme song. It is the official University of Nebraska "fight song" played by the band. A few opening words by DeMoss, a musical selection by the band, and thence into our "song and dance" which consists of two interviews of about 7 minutes each, a Farm Calendar of our creation, a Friendly Neighbor Feature, and a Goodbye. In between each interview, there is more music by the "Sophisticated Rangers" and the band. There is "Hi, Ho, Take Me To The Fair," as the fanfare for the Farm Calendar. For the "Friendly Neighbor Feature", the band gives us, "For He's A Jolly Good Fellow", and a few songs on the school bell.

Now for the facts--we've tried to make them appeal to our large audience of not only farm but also city people. We try--and believe we succeed--to put the facts on somewhat of a human interest basis combined with good, solid agricultural information of immediate value. We don't try to cram too much dry subject-matter into our listeners' ears but rather some facts of general interest. We try to make the program informative and also goodwill building for the entire University of Nebraska college of agriculture and also a program that any station would be proud to carry.

Example: Interviews with people on our campus who do not get into the headlines every day but who have interesting stories to tell and good information to put out. For instance, W. H. Dunman, our landscape gardener since 1909, who worked in the Sandringham Royal Gardens of England and carried shot for King Edward VII (I hope I'm right there) when but a boy. He had not only an interesting story but also some valuable information about flowers for farm and city homes. The broadcast came about the time when the King and Queen visited this country. Timely.

Example: One of our agricultural engineers wore wooden shoes for 19 years, came to this country when 20 and started to high school at 23 years of age, later learned English, got a college education and became a member of our staff. Contrast: Taking water off of land in Holland and putting it on land in Nebraska and some pointers on irrigation for our farmers.

Example: A farmer who served as chairman of the first soil conservation district in Nebraska operating for 15 months. Other districts being organized, lots of interest. Told how worked and how organized.

Example: Farm women's chorus composed of 30 farm women who loved to sing. One of eight choruses to appear on State project convention program. Two leading farm women appeared on same program.







Example: Farmers in Nebraska and city people, too, want to get lawns started again after series of dry years. Chairman of the agronomy department told of experience at college with Buffalo grass and also farmer experiences. Brought in Crops Field Day where Buffalo grass discussed. Made, however, only incidental.

Example: Rural minister who discussed outlook of the rural church and problems it meets, and whether it is progressing or going back. Former Ag graduate. Brought in incidentally State Christian Fellowship Institute which started the following week.

There are scores of other examples of the "facts" presented on our program. One thing, it isn't hard to get anyone to appear on the broadcasts. While it has been difficult on other programs sponsored by the college, this one is different. One chairman of a department told me recently after the broadcast that it was the most fun he had enjoyed for years. And, he is normally very conservative.

And, how about the fun? That just naturally comes into the program. Lyle DeMoss is one of the best showmen in the mid-west and devotes much time to the program. He usually has a few "puns" (of a conservative nature) that are apparently very successful and we have a few verbal battles. The band plays martial music and adds zip. Then, it's fun when we honor some Nebraskans on the "Friendly Neighbor" feature who have done a good deed for their fellow-men.

Our "Farm Calendar" adds facts and fun--announces important forthcoming meetings. The weekly advance weather outlook for the State is a timely feature of this department.

All in all, we try to make our half-hour program each Saturday both fun and facts. The interviews are broken down into short questions and answers. No long-winded speeches.

We were off the air for two months but resumed operations at the usual time on August 26. While it's "Farm Facts and Fun" for our audience (we believe), it has been "farm facts and fun" for us, too. We learn a lot and have a lot of fun. After all, when you can get farm and city people enjoying themselves along with college professors, extension workers, campus workers--it can't help but be "facts and fun" all mixed up together.



IT'S NEWS!  
Glenn W. Sample,  
Assistant Extension  
Editor, Indiana.

"Isn't there some way of informing those Southwestern Indiana folks about spray schedules so they won't lose their apple crop this year? How about using the radio?"

That was the way it got started. The remarks were made by Purdue University's extension plant pathologist in a committee meeting that had been called to consider a report revealing a wide-spread presence of apple scab spores, which may be killed by spraying at the proper time.

A decision was made at once to use the radio. A short letter was written to those stations serving that area of the State asking their cooperation in getting the information enclosed on the air at the earliest possible hour. A later check-up showed the stations had received the letter the day after it was sent and that their announcers had spotted the spray warning at various intervals throughout the day, including regular farm programs and on news programs.

Of course, similar arrangements were made for other areas of the State and for other spray warnings. All of this took place a year ago last spring. Since then, the stations and their listeners have requested this service be continued.

Extension Editor Tom Johnston, of course, has made use of the radio for years in getting agricultural and home economics information out to the people. His efforts have been along the lines of arranging regular programs for country agricultural agents and home agents over local stations, special farm programs, and from time to time the releasing to stations stories about important events to take place, such as district and State lamb shows, field days, etc.

Visits to the radio stations indicated they were interested in local news and especially news that demanded quick release. It seems that stations are using more and more local news, especially the smaller stations, balancing their news programs, and farm periods, too, with local, State, national, and international items. I noted one station was devoting 15 minutes a week to a period which contained only local news, agricultural, social, etc. This program manager had an arrangement with weekly newspaper editors in his primary listening area to supply him with the material. Even the editors were invited to present the news on some of the



programs. There seems to be a tendency among the smaller stations to use more local and State news than in the past and thus this offers the Extension Editor's office an excellent opportunity to get a more complete coverage on "spot" items of district and State interest. Also, the farm listeners like to hear news about their activities on the regular news programs of their stations.

After a careful study of the situation, including visits to the stations, our office agreed to give the interested stations concerned an equal "break" on "spot" news stories as they developed. We have been supplying the stations with "spot" releases on disease and insect pest warnings and control measures, announcements, follow-ups, Agricultural Conservation Program items, warnings about combining wheat too early, etc.

In no way does this service hinder the regular Farm Flash feature. It merely supplements the U.S.D.A. releases. Also, it must be remembered the service is separate from our regular weekly releases mailed to our daily and weekly newspapers. Stories on this latter service, which is not offered to radio stations, usually are a bit longer, more involved, and contain a time element more attractive to newspapers.

Recently, to get material for a report, three of the Indiana radio stations were asked if they wished the "spot" news service continued. Here are their answers:

"The material is being used on our Farm Service Hour as soon as it is received. Since the county agent feels that the material presented is of value, we will continue to use it - and we thank you very much for the service. We are trying to build the Farm Program to the point where it will be of most value, both to our listeners and to the station itself."

Another letter reads:

"Answering your letter of May 18, please be advised that we do make use of the material you send on our farm broadcasts."

The final letter follows in part:

"As you know, WOWO presents several programs of agricultural information a day. Some of these broadcasts are usually five minutes in length. There are, however, several others each day which are complete quarter-hours of agricultural information which contain not only the market reports but also information of general interest to the farm and rural audience. It is on these quarter-hour shows that we use the information from Purdue University from your department.





"Herb Hayworth, who usually reads such material, agrees with me that the scripts you send are swell in every respect. Although time does not often permit our using all of the scripts you send, I know from experience that we must use 75 per cent of what you send to me. It needs very little re-writing and find it very helpful and useful in giving our pertinent information to our listeners. You can certainly cast our vote in favor of a continuation of such a service."

Early in June while attending an annual field day meeting at one of Purdue's southwestern Indiana experimental farms, I was with a group of farmers, orchardists they were, who were discussing the spray warnings they had received last spring over their radios. All the men thought the service very valuable.

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#### COLUMBIA OPENS "COUNTRY JOURNAL" SERIES

As a successor to its Sunday afternoon series of a year ago, the Columbia Broadcasting System inaugurated a new agricultural program in July, Columbia's Country Journal. Last year's series, "The Farmer Takes the Mike" was organized and conducted by local Columbia station representatives, cooperating with extension staff members, officials of farm organizations, and others.

By contrast, each program of the new series is handled by Charles Stookey, veteran of the farm broadcasting field, most recently on the staff of KMOX, St. Louis. Stookey goes in person to the scene of each broadcast, makes contacts with local persons who will take part, gathers information regarding the agriculture of the locality, and conducts the interviews upon which the program is based.

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A Shenandoah, Iowa, radio station executive sent three baby chicks to each of several of his radio friends in Philadelphia. The big city men didn't know what to do with the chicks, until one of them volunteered to put all of them on his Pennsylvania farm, raise them, and deliver them well fattened at Thanksgiving.

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PUTTING DRAMA INTO AGRICULTURAL BROADCASTING  
Ewing Jones, Soil Conservation Service,  
Dayton, Ohio.

Tell Felix Pinkstaff that he has a lot of gullies on that south forty, and he will yawn. But tell him that a hundred pick-up trucks are loading up with the soil from that same forty, and his ears prick up -- for there is something more tangible, something more dramatic.

Well, that's the general idea back of drama in broadcasting about soil conservation. You've got to give Felix Pinkstaff a picture, as well as an oral tid-bit of knowledge. You can tell him you are frying bacon, and he will listen patiently. But put the sizzling sound with it, and his ears will perk up and stay perked.

For almost a year the Soil Conservation Service has been presenting dramatized broadcasts about typical farms in the Ohio Valley, over WLW, Cincinnati. The results from this series have been highly encouraging. Mail reached as high as 100 cards and letters a week. Sixteen States have been heard from. Inquiries come in asking how to build a stock pond, how to cover flower gardens over winter, how to terrace a city lot -- but, by and large, the mail asks, "I have a small hill farm. I want to keep it from washing. How can I?"

Drama must be given the credit, although WLW's power is not to be discounted by any means. But the Service has been presenting many other broadcasts in the same general region -- all talks and discussions -- and the listener has been apathetic.

G. E. Ferris, radio extension editor of the Ohio State University, puts it this way:

"You're taking them out on the farm. You're re-living actual experiences (for the dramatizations are based on fact). You're recreating the troubles and successes of others. You're not telling them what to do or how to do it, you're telling them how others did it. And you're doing it in a homely, friendly, factual way."

It isn't make-believe. It isn't play acting. It's letting the farmer sit by his radio, and live over an episode from his own life or from that of a fellow-worker.



It takes time. It takes patience. It takes work, or your drama will be meretricious and corny. But with time, patience, and work; with adequate facilities and a good story to tell, you'll get results from drama.

(EDITOR'S NOTE: The SCS program, "Fortunes Washed Away," is written by Ewing Jones, produced by the WLW staff, using professional actors.)

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RADIO EMPLOYS THIRD OF A MILLION  
Excerpted from report by  
National Association of Broad-  
Casters--April 1939

Employees of the radio industry

|                                      |              |
|--------------------------------------|--------------|
| In factories.....                    | 90,000       |
| Wholesale establishments.....        | 25,000       |
| Radio retailers.....                 | 56,000       |
| Salesmen, repairmen, servicemen..... | 150,000      |
| Radio stations--regular employees... | 17,000       |
| --part-time employees.               | <u>5,000</u> |
| Total.....                           | 343,000      |

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In 1938---American public spent \$210,000,000 for six million radio sets  
    \$40,000,000 for new tubes and replacements  
    \$45,000,000 for other parts  
    \$40,000,000 to repair and service men  
Electric current costs---estimated at \$150,000,000

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Advertisers spent \$50,000,000 on talent

There are 40,800,000 radio sets in America

Radio station payrolls--

|                      |                  |
|----------------------|------------------|
| regular employees... | \$770,000 weekly |
| part-time employees. | \$110,000        |

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HORATIO MacSPINACH SAYS:

Used to be, I was workin' for my radio program all the time; then I found out my radio program could work me, an' now we both get along better.



#### TELEVISION VIEWS AND REVIEWS

Television broadcasts by RCA and NBC went on a regularly scheduled basis on April 30, with about four hours weekly on the regular schedule; in June, the weekly schedule was increased to 7 hours weekly; and in August, this was further boosted to a schedule calling for 11-1/2 hours per week.

Evening programs are largely entertainment, all presented by "live talent." Some of the daytime programs include movies, others are presented by live talent.

"On the spot" television programs have made their debut, with tennis, baseball, and the Army's war games all receiving television coverage.

While reliable signals can be received only as far as the horizon (theoretically) television programs originating in New York City have been received as far away as Cape Cod, Massachusetts; and Schenectady, New York.

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When you have nothing else to do, try saying this three times rapidly: A bloke's back brake block broke.

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KANSAS, ALABAMA STUDENTS  
WIN WLW SCHOLARSHIPS

Merton V. Emmert, 23-year-old senior at Kansas State College of Agriculture, Manhattan, Kansas, and Charles F. Grisham, 24, Alabama Polytechnic Institute, Auburn, Alabama, were named winners of the WLW Agricultural Scholarships in practical radio training.

Both will receive \$500 and a course of training in all phases of radio work, which began July 1 under the supervision of George C. Biggar, acting program director of WLW, Cincinnati.

A trio of judges selected the winners several months ago in Chicago, from among a large number of entries. The judges were Wallace L. Kadderly, Chief of Radio, United States Department of Agriculture; John J. Lacey, Director of Information, American Farm Bureau Federation; and Carl Menzer, President of the National Association of Educational Broadcasters.

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PLAYING A STORY FROM EVERY ANGLE  
Jack Wooten, formerly Extension  
Information Specialist, South  
Carolina; now Extension Editor,  
Georgia.

When we have a good story in South Carolina we keep hammering on it until we feel we have driven the information nails as far as they should go into the material.

What does all of that mean? Well, it's very simple; as a matter of fact, it is based on the same principle as commercial concerns base their advertising campaigns. They use the radio, the newspapers, billboards, salesman "spiels" -- just anything to keep their products before the mind and eyes of the public. That is exactly what we are trying to do. Our job is to constantly keep before farm people constructive information on any crop that experience has taught should bring in a farm income that will help to increase the standard of living and make rural life happier. And we can do that by "harping" on the kind of agriculture research workers and the extension demonstration folks have found is applicable to particular soil types, climatic conditions, etc.

Well, let's see how this particular type of "hammering" informational material is handled.



We will take the development of the sweet potato business in South Carolina as an illustration.

The first step in this campaign was to prepare for newspaper publication a series of articles on seed selection, growing plants and vines, important points on cultivation, proper harvesting and grading, and marketing opportunities.

While this educational series was being published, several stories on outstanding commercial growers who had practiced the recommended methods and had been successful through their use were prepared and released for publication. The purpose of these articles was to show that the horticulturist's recommendations were practical and not theoretical.

During the period the newspapers were publishing the articles we used the same information on the radio, both the educational data and the stories of accomplishments. Sometimes the air lanes were used for short talks, sometimes for interviews, and sometimes for plugs. But we didn't stop with one broadcast. We kept hammering!

And, while all this noise was being made through the press and over the air, the extension horticulturist and county agents were holding meetings with interested growers. These meetings were publicized, too.

We don't claim publicity did all the good work, but the constant hammering with pen and voice played its part. Anyway, we might add that in 1936, when we first started driving away at sweet potatoes our growers shipped 30 carloads of Sugaryams (the copyrighted trade name for South Carolina quality sweet potatoes). In 1937 some 100 carloads were shipped. The 1938 crop production reached more than 700 carloads and on April 1 over 400 carloads had been sent to market!

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Who said there's no sentiment in the radio business? WCKY, Cincinnati, was building a new transmitter last spring. (Station recently went to 50,000 watts power). A mother wren built her nest and laid four eggs in the construction work. Chief engineer, Charles Topmiller, had that part of the work delayed until the eggs hatched.

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KLZ VISITS FARMS  
From letter from Howard  
Chamberlain, program director,  
KLZ, Denver, dated June 16.

Through the cooperation of Joe McClelland up at Fort Collins, we have arranged what we feel is a series of programs covering the farm situation in Colorado, perhaps most completely of any program ever conceived.

Patterned after The Farmer Takes The Mike series, KLZ under the supervision of the Colorado Agriculture College is broadcasting direct from the farms, ranches, truck farm, fox and chinchilla farm, trout farm, irrigated farm, dry farm, and any conceivable agricultural or livestock farm in the State.

The short-wave transmitter, pack sets and long-distance telephone lines as well as transcription machine will be employed in the project. The County Agent arranges the place, supplies the basic information and assists in the broadcast and with the assistance of an announcer, puts on the program. (Of course the farm woman supplies the chicken dinner!) Also the women take part on each program with her home demonstration program; the boys and girls tell about their 4-H Club and FFA work.

The first program is scheduled for July 8, and will run as long as we see fit to cover the complete picture. Oh yes, packing plant, stockyards, dairies and every other phase is included in our proposed plans.

There is quite an interest in our chinchilla venture out here. Twelve pairs were imported at a cost of \$3200 per pair and they seem to be working out successfully.

Program time is 11:45-12:15 (1/2 hr.) Saturdays.

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Add to your collection of radio oddities:

A Massachusetts woman bequeathed \$500 to announcer on the Colonial and Yankee Networks (Boston). Relative of the dead woman contested the will. Defense said, "She was not mentally unsound--merely a radio fan."

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