

EXTENSION SERVICE

Review

JULY 1953



Featuring Television

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Ear To The Ground

- This is the television issue we have been talking about and working on for the last couple of months. Thanks to the many who have helped. We hope you will all like it.
- Thanks also to the friends who returned the May "In This Issue," marking the articles read. The two most popular articles were "Scratching the Surface" and "It Happened One Night." It was encouraging to find that some folks read this column. We are also pleased that they used ideas from REVIEW articles.
- 4-H Club leaders attending National Camp said they often saw this magazine on display in extension offices and occasionally heard articles discussed. This was also encouraging.
- A new basic law for Extension was signed by President Eisenhower on June 26. You will be interested in Director Ferguson's explanation of the provisions, which modernize and simplify the legislation that authorizes extension work.
- Mary McKee's forthcoming article on the Illinois 5-year room-improvement plan was mentioned at the recent National Home Furnishings Conference, where questions flew thick and fast. The answers will be yours next month.


● The office secretaries among our readers get some special fare in August with good ideas dispensed by Mrs. Gene Ghantz, secretary to the home demonstration agent in Marathon County, Wis.

● Speaking of home demonstration agents' offices, don't miss the description of the Essex County, N.J., quarters—modern in every respect.

● On the cover is the picture of Mrs. Miriam J. Kelley, whose article appears on page 128.

● Test your IQ (information quotient) on TV with this issue. What is a TV load for one agent? (answer on page 126). What does a TV program cost? (page 131). What does TV do to other extension programs? (page 143). How is a TV program different? (page 130).

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Can TELEVISION *Strengthen the Approach to Learning?*

C. M. FERGUSON
Director of Extension Work



THE COOPERATIVE Extension Service faces the greatest challenge in its history—the challenge of putting research to work on individual farms fast enough to meet the needs.

Our research colleagues struggle to solve the many complex problems of farming, homemaking, and marketing. Science continues to cast light on man's problems. These lights come on one at a time. It is our job to beam each ray on the special local problems that face farm people.

On the shoulders of every extension worker there rests a great responsibility—a responsibility of effectively communicating important information to those who need it in a way which encourages action.

Let's Go Modern

This responsibility cannot possibly be met unless we make use of all the up-to-date information and all the new techniques available to us. I am delighted at the prospect of the new agricultural communications center being established at Michigan State College and reported in this number. It is an outgrowth of some excellent thinking and planning on communications by the American Association of Agricultural College editors.

The principles of good communications are not new as Rev. Daniel D. Walker so ably shows in his article. They have been known for many years, and well communicated by St. Augustine. The problem comes

in applying these principles through the various channels available to us.

Mass media channels are important. Out of every 100 families asked where they get their new ideas, 38 say newspapers, magazines, radio, TV, and other mass media. Extension agents use these methods of communication for two purposes: first to reinforce direct teaching; and second, to reach people not ordinarily available for face-to-face contacts.

The use of mass media channels is on the increase. For example, agents average 1.4 radio programs each week which is 4 times the number in 1945. The use of television is growing so fast that any figures will be out of date before they could be printed in this magazine. At the last count, 31 States had used television. Some idea of the potential audience is gained by the fact that nearly half of the United States families have access to TV programs. One county extension office alone is now reaching an audience of 50,000 through television.

Here's a Fresh Approach

Educational television provides an opportunity for a fresh and real-life approach to extension work—gives a new opportunity to use some of the oldest and best methods, such as the method demonstration and visual aids. Television gives to the extension worker a tool for presenting a demonstration to audiences that are hundreds of times larger than can be reached in person. TV use means

a more skillful use of the demonstration, as Dick Cech explains in his article in this issue.

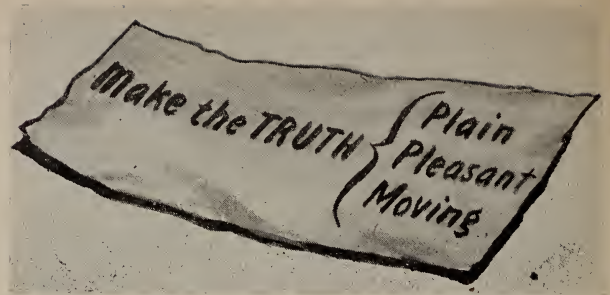
Televised demonstrations and visual interviews are the most usual type of extension TV program and the viewer-listener ratings show from 30,000 to 200,000 people on each program. The opportunity is knocking insistently.

Is the System Strained

The very nature of extension work puts a great strain on our mass communication system. How well is the structure standing the strain? Did the last meeting accomplish its purpose? Did the circular letter ring the bell? Did the radio talk bring in the expected response? Did the television demonstration inspire the audience to go out and do likewise? These methods, together with the bulletin, the news story, the poster, the movie, the slides—are all tools forged for use in making our work effective.

It is time to take an appraising look at all of our educational methods . . . both the face-to-face methods and the mass communication methods. Every method should be used with the very highest efficiency, but not in an isolated or independent manner. Each can make its best contribution if it is dovetailed into the county extension program and used to reinforce the other methods and to strengthen the entire approach to learning.

An Old Formula Throws Light on Modern Techniques



DR. DANIEL D. WALKER, Minister, Methodist Church, Corvallis, Oreg.

JUST NOW the subject of communication is in vogue. There is nothing really new about it, however. As a matter of fact, an ancient writer, St. Augustine, gave the best formula for effective communication that I know anything about. He said, "Make the truth plain. Make the truth pleasing. Make the truth moving." Let's examine these three rules he set down.

First of all, "Make the truth plain." The most important message in the world is a total loss if it isn't clear. Nevertheless, a disgustingly large amount of the stuff that we are expected to read or listen to is either vague, confusing, or completely baffling. It requires rigorous discipline on the part of a speaker to sweat it out in his study to decide exactly what it is he wants to say, and then to say it exactly. As someone has put it, "though I speak with the tongues of men and of angels and have not clarity, it profits me nothing."

Clarity comes from straight thinking. One can never get an idea over to others unless he has first of all clarified it in his own mind. "I know what I mean," someone will say, "but I can't express it." The answer to that is, "If you can't express it, then you don't know what you mean."

Precise outlining is another aid to clarity; it is tremendously important to say things in the proper order and with the right emphasis. This is true not only of a formal address but also of private conversation and letters.

Of paramount importance in outlining is the "propositional sentence." This is an initial statement of what

is to come so that the listener or reader is not left guessing. The propositional sentence in this article is the last sentence of the first paragraph. When you had read that you had a clear idea of what was to follow.

The same kind of thing should appear in other forms of communication. Take a telephone conversation, for example. How much we appreciate answering a call to hear a clear voice saying, "Mr. Anderson? This is Miss Smith in George Evans' office at the college. I am calling to see if you will speak at our annual banquet, September 9." Then she may go on to describe the nature of the banquet, the subject matter requested, and the length of speech desired. All of that information is easy to assimilate because she first specified what it was she was after. In contrast to that, a person might call and say, "Mr. Anderson? Will you be busy September 9?" Poor Mr. Anderson is on the spot. He has no idea what is to follow, and consequently doesn't know whether to make sudden plans to be busy or not.

Clear-cut Ideas Pay Off

Nowhere does the habit of carefully outlined ideas pay off more than in administrative work. Most people are willing to accept a responsibility assigned to them, if they can see clearly what it is. Often organizational activities fall down, not because people are unwilling to accept responsibility, nor because they are not interested, but because no one has given them a clear outline of what is expected of them.

The second word of counsel St.

Augustine gives is to "Make the truth pleasing." Many people fail in their communications with others just because they do nothing to make the situation a pleasant one.

It is important in this regard to approach people in a positive mood. Negative thinking is too common. But in the long run, victory lies with the positive thought, and defeat with the negative one. When Dwight Eisenhower first took over managing his presidential campaign, he called a staff meeting and said, that he wanted everyone, first of all, to wear "a ready grin." "Confidence," he said, "is required in any battle. I'm confident, and I want all of you to be confident. In Europe I sent some otherwise able leaders home because they went around all the time with long faces."

Rapport is another important element in making the truth pleasing. You have rapport with another person when you have learned to enter so sympathetically into his experience that you feel what he feels, and he knows you understand. When you have that kind of a relationship with an individual he is as ready to receive what you have to communicate as a thirsty man is to accept a glass of water.

We come now to the third word from St. Augustine: "Make the truth moving."

The British Prime Minister, H. H. Asquith, once explained why it was he went so often to hear Sylvester Horne preach, by saying, "He has a fire in his belly." People are ready to listen to someone whom they feel is really concerned about what he has to say. Those who are

(Continued on page 143)

Enthusiasm Lubricates the Program

DOROTHY JOHNSON
Information Writer, California

OUT HERE in California there's a weekly television program that's running on enthusiasm alone, or 90 percent so. Western Farm and Family is a weekly half-hour program of the University of California Agricultural Extension Service, presented by county farm and home advisers in a county that does not have an extension office.

The program started a year ago last March under most auspicious circumstances. KPIX supplied a producer, camera rehearsal time, and the 15 or so people it takes to present a television program. By a year later, economy measures had forced the abandonment of producer and rehearsal time, but still the program continues, and seems to gain strength as it moves along under its own steam.

First of all, it is a cooperative venture between the six counties surrounding San Francisco County, which has no Extension Service office since it has no agriculture. However, the station reaches all six counties. The programming is done every 3 months, when one person representing each county comes to the State office in Berkeley. Each representative brings with him or her the work the farm and home advisers will be doing in the county during the next 3 months that might be adaptable to a television demonstration. A schedule is then made on the blackboard, taking into consideration any major event or extension activity that will occur during that period. Then the program dates are filled in with the most interesting and timely topics from the assembled

group. Since the program is designed to appeal to the entire family, each half-hour includes some agriculture and some homemaking, with a liberal sprinkling of 4-H Club demonstrations throughout.

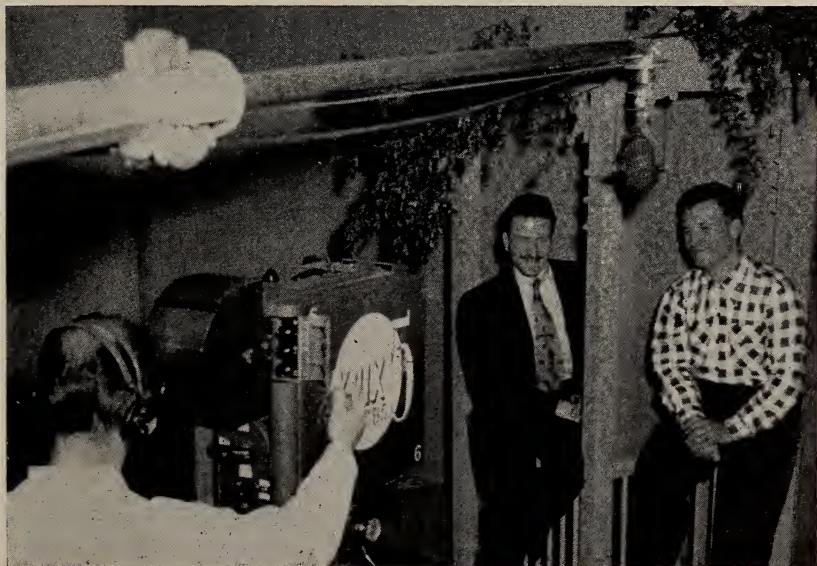
From here on most of the responsibility rests with the county staff members. Three weeks before a farm or home adviser is scheduled to appear, he or she sends an outline of the demonstration to the information office. If everything is in order, the outline goes to KPIX to be included in the script for that date. If the outline does not look like a good, sound, television demonstration with audience appeal, someone from the information staff goes to the county and works with the farm or home adviser in brushing up the demonstration.

The script outlines are assembled at KPIX and put into final form. The program includes a long-range weather report which shows highs and lows and wind directions on a specially lighted map. KPIX takes the complete responsibility for this section of the program. There is also a 4-minute news section devoted to highlights of the week in agriculture as they come over the wire, or introducing any special guests who may be in town that week. The announcer, Bob Tutt, is also supplied by KPIX and we'll make a farmer out of him yet!

With only one year under our belt, we are still learning every day about what makes a good television program. We have been told it is a relief to watch a motherly looking woman show how to make a simple dress for a little girl, rather than having her look like a charm school model. And our down-to-earth farm demonstrations have brought out all the yearnings of San Franciscans for that "little place in the country."

We also want to know more about whether or not our time is as well spent as it would be if we were doing something else in Extension. We're beginning to think it is, according to a survey we have just completed after our first year of operation.

Forty members of the California Extension Service appeared on KPIX
(Continued on page 142)



A California agent goes "visiting" by TV.

TV . . . a Good Way To Reach People

FRANCES ARNOLD
Assistant Extension Editor, Texas

TWO YEARS ago County Agent A. B. Jolley presented a 15-minute television program in Dallas. Today he presents two 30-minute programs each week over separate stations.

"The County Agent" is presented each Saturday afternoon at 2:30 over station WFAA-TV, and "The Farm and Garden" program each Tuesday at the same time over station KRLD-TV. Both are 100,000-watt stations, extending more than 70 miles into northeast Texas.

To a newcomer in county extension work, two programs of this kind to be planned, rehearsed, and presented over important television stations in a rather metropolitan area, would be a staggering load. To Mr. Jolley it is a fairly easy method of reaching people with agricultural and homemaking information.

During the 32 years he has been in Dallas County, he has seen extension methods pass from the horse and buggy days to the use of extensive mass media. The telephone on his desk enables him to reach any person in the State he wishes to introduce on the program or any business establishment in Dallas, to supply the television station equipment or other needs for the specific program or demonstration. This is a much swifter means of communication than early ways of working with closely supervised demonstrations among the few who were progressive enough to "let one of the experts" come on the place. It is a visual, vital means of reaching into urban and suburban homes where agriculture means lawns, insects, and everyday problems of landscaping.



Real, live visuals are what Mr. Jolley recommends.

"I try to have people on the programs," Mr. Jolley says, "people who can tell about the interesting work they are doing in research, teaching, or Extension—and most of all I like to have the farmers themselves. After I get them loosened up in front of the camera and get them to talking about what they're most interested in, farmers make wonderful television speakers. They know what they're talking about and the people like that."

For instance he asks them a question like this, "What is this rain going to mean to you?" And since rain has been a much talked about and needed item in Texas the past year, the farmer immediately responds with an eager and sensible answer. Or, if it is corn, the man can pick up different seeds in his hands for the camera to show, and viewers can feel the farmer's familiarity with the subject and have confidence in his statements.

"Sometimes it is difficult with the research or specialist folks," Mr. Jolley continues. "I have to stop them by asking a simple question to get a down-to-earth statement about what they mean."

The programs are similarly planned and presented. They include people and subjects of interest to

agriculture and homemaking. During National 4-H Club Week, three assistant county extension agents presented 4-H Club members with demonstrations. Extension agents from counties in the viewing area also bring people for programs. Specialists are invited from the headquarters staff. Ideas for programs are not lacking, for Mr. Jolley's philosophy is that every person has an interesting story to tell about himself and his work or way of life. To get a neutral setting he encourages use of real props.

There are no rehearsals. He and the guests arrive at the studio about an hour before the telecast, he shows them around, explains the cameras, the background, and when the lights go on, helps the people get accustomed to them. The plan for the program has already been discussed with the program director, probably by telephone, so with a few last minute reminders the show is on the air.

Once, during the State Fair, he and the poultry specialist, Bill Moore, were on before they were ready, for the program had been changed to an earlier time. But with a few flutters of feathers from the chickens in the studio, one of the

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Sorghum Day in Kansas

Concentrated Information for Press and Radio

ROBERT D. HILGENDORF
Director, Radio Station KSAC, Kansas

ONE of the knottiest problems facing Kansas farmers early last spring was what to do about the vast wheat acreage that would have to be abandoned because of crop failure.

Many of those central and western Kansas farmers had their whole year's stake in that wheat acreage. It was their only apparent chance for cash income during the crop year. Yet drought and high winds had so retarded the crop in many areas that they feared the probable yield would not pay the cost of harvesting.

The best answer, agricultural specialists of Kansas State College and the Kansas Extension Service said, was sorghum production. The sorghums—both grain and forage type—had bailed Kansas wheat farmers out of what appeared to be another disastrous year in 1951.

As the need for telling the sorghum story came more and more into focus, Kansas extension information specialists and radio farm directors of commercial radio stations in the area—notably Ed Mason of KXXX, Colby, and Wes Seyler of WIBW, Topeka—got their heads together. Out of a preliminary meeting came plans for a "sorghum day" for radio and press people. The meeting was set for the Fort Hays Branch Experiment Station on April 2.

Invitations went out from the extension information department to all of the radio stations and newspapers which covered the Kansas area affected by the poor wheat prospects. Extension agronomy specialists, superintendents of the other

three branch experiment stations in the sorghum area, and Kansas State College specialists were consulted and invited to attend.

When the conference got underway on April 2, most of the top sorghum authorities in Kansas were on hand. They included four branch experiment station superintendents with all of the members of their staffs who worked directly on sorghum problems, representatives of Kansas State College, and Extension Agronomists L. E. Willoughby and Frank Bieberly. There to collect all the information available on sorghum production, particularly as it applied to the 1953 season, were representatives of eight newspapers, two major wire services, two farm magazines, and eight radio stations.

In the planning stage, the big problem had been how to satisfy the different needs of press and radio representatives, and how to get the great mass of information on sorghum culture condensed and distributed to the radio and press in the short time available.

At a similar meeting a year earlier, mass recording for radio had been tried at the last minute, and the results were generally satisfactory. So, we decided to try it again with a little more advance planning.

Lewis Dickensheets, chief engineer of WIBW, Topeka, was asked to work out the engineering problems. Embert Coles, superintendent of the Colby Branch Experiment Station, who for many years has conducted a highly successful farm program on Station KXXX, was asked to serve

as interviewer and narrator for the sorghum series. With Mason, he outlined the series, selected participants for each program and listed tentative questions to discuss on each program. This outline then was sent to each of the interested parties for their suggestions. The result—when the day of the conference rolled around, we were ready to go radio-wise.

At 10 a.m., the "Sorghum Day" began. All the specialists and all the press and radio people gathered for a general session and press conference. Experiment station superintendents made brief statements, outlining the general wheat condition in their areas, the need for sorghum production to take up the slack, the varieties and cultural practices to follow in general. Then the meeting was opened for questions. By 11:30, the newsmen had their summary stories, supplemented by complete brochures on sorghum production, prepared in advance for each of the experiment stations by its personnel.

At 1 p.m., the radio mass recording began. Each radio man had brought his own tape recorder and magnetic tape. All of the other equipment was brought by Dickensheets and Seyler of Station WIBW. In the hallway between two offices, Dickensheets set up his control table. In one of the offices were Coles and the specialists for the first interview. Four mikes were arranged on their table, with their cables directed into a mixing amplifier on Dickensheets' desk. Eight bridging transformers were connected to the output of this amplifier. From this bridge, Dickensheets fed eight recorders which were set up in the other office.

Through this cooperative effort, nine 7-minute recordings were taped on eight separate machines in the short period of 2 hours. In other words, a little over 8 hours of actual broadcasting material was recorded to help inform midwestern farmers of latest procedures and practices for proper sorghum production.

Meanwhile, while three or four specialists at a time were making the recordings, the others were available for individual press interviews. The whole meeting was completed by 3:30 p.m.

Open the Door to TELEVISION

MRS. MIRIAM J. KELLEY

Extension Specialist in Marketing and Consumer Information, Kentucky

A CIRCUS CLOWN, a grouping of well-dressed Easter rabbits, an old fishing cap and a pole, a new magazine, a jack-in-the-box, or a carnival merry-go-round are hardly the expected parts of an educational program in food buying for television. But all those props have served as the opening "attention getter" for some seasonal program, the cues to finding the good food buys for the week.

Who is to say what is a good television program? It's the viewer who finally decides, the decision determined by how what is seen suits the mood, the needs, the interest, and the family. It's a matter of visualizing and talking to the one person at her set, the individual who is actually a composite of all the people you meet on the street.

Here is your cue to finding the ways for making a television program with an educational purpose become a habit with the person who controls the switches at the receiving end. Food buying is a pretty routine thing. Foods don't change much from week to week, but seasons for food and the activities of people do offer an opportunity for varying the pitch.

Our yardstick for measuring the merits of a television program covers all the same things you already consider good about any presentation of information to an Extension group. Information must be right, be timely, and should meet a need. You must show you know what you talk about, method of handling must be interesting. A television audience is different—much larger (we'd hope—there are figures to indicate that it can number in the thousands) but it is also probably one of the most personal and intimate ways of meeting a single person other than greeting her as she opens her front door or garden gate for a friendly visit.

Television must be informal. Remembering that you have not only

the competition of the viewer's busy life, but perhaps one or more network specialists in entertainment, the facts you present must not only be right, but somehow presented with some entertaining angles. Here are examples:

Last summer when the circus was in town, the food-buying program was opened with a tinkling toy merry-go-round. On the background was a life-size sketch of a clown (chalk-drawn on brown wrapping paper). Cues to good buys were taken from the sections of a whirligig, a popped balloon, the clown's hand. (Here is probably one reason why mothers tell us their children are such faithful fans and intelligent helpers on the weekly food-shopping trips.)

A jack-in-the-box was the cue to getting at the display of full crates of fresh produce used to show not only the products that were seasonal, but the quick method of handling, the produce that comes sometimes unexpectedly out of the box from the wholesale house.

At Derby-time, it's "take a tip from the horses and use a little horsesense at the market." The "runners" in the Food Buying Derby were homegrown produce just appearing on the market. The product that was doubtful in supply and quality was the "long shot" for the day, others were picked to "win, place, and show."

Visual devices serve two major purposes. They emphasize in printing or with a sketch the story that's heard; they serve as reminders to the performer the order for presentation. We use no notes, no written script. An outline is important to setting up the order of work, organizing the mechanics of the demonstration, lets the station director know how to plan his shots.

A rehearsal could probably improve some productions, but could also take away some of the informal-

ity, prevent the spur-of-the-moment insertions that can show the worker's human side. Time and station requirements should determine need for rehearsals.

Be prepared for the unexpected. An egg can be dropped, ask for another; a cameraman may plead for a pineapple bite, hand it to him (the viewer at home accepts it too as if offered to her and she becomes a part of your program). If something goes wrong, admit it. Everyone makes mistakes, they'll love you more because you've erred and admitted it. If time runs out and you failed to get signals, accept it. There will be another day.

Guests With a Story

Guests are good, but must have a story to tell. They bring a larger audience as they tell their friends they'll be on television. Guests need not be professional performers. Better if they are the "man on the street." Guard against getting into the comfortable rut of doing your programs alone when you have only yourself to plan with.

Steps in developing a program vary with the problem at hand. First, what is most timely for the week? If the show is one of a series, include the regular part as well as segments that attract attention. We always include important foods that are good buys for the week. In addition, there may be a cost comparison on buying green beans fresh, frozen, and canned; comparison in yield of edible meat from chuck roast, T-bone steak, and ground beef; comparative yield in food value from spinach, green beans, and cabbage. Another time it may be what you can expect from a head of cabbage in quality, food values, servings, and variety in preparation.

What about gimmicks? Sticking one's head through a framed tissue paper cabbage head may sound un-

TV in Michigan

dignified, but it catches and holds attention, helps to keep audience with you, if for no reason but curiosity. Some of our viewers have admitted development of interest in and use of the information only as a result of being curious to see how the program will be presented next time. Anything that moves, can be put on the wall, taken down, uncovered, or changed in appearance serves you well.

It's better to work a little too fast than give the impression that you are filling time. True, motion must be deliberate. But let your friend in the camera lens feel you haven't told all you know, there'll be more next time.

My secretary, who serves not only in that capacity, but as artist, idea developer, shopper, and "contact man" with many of our cooperators, always helps in setting up for the show. Most times she does not appear on the show, sometimes the camera catches her hands or her shadow as she takes away a tray. But Mrs. Shelton is known to the woman at home as "my helpful Gremlin," she's a part of every visit I make.

Television is a natural for presenting any kind of extension information, offers opportunity for reaching a vast new audience, both rural and urban. It helps bridge the gap for the person too busy to get to a meeting, brings in the ones who had been "cool" to participating in extension activities. Television can bring understanding between rural and urban families. In marketing and consumer education it has proved that agricultural products can be moved at times of peak production by giving consumers the know-how of selecting, storing, and using.

Television is not easy. You'll never be sure whether you do it well, but it is stimulating, makes you a better all-round extension worker. You'll probably not get over a certain fear before you go on a show, but once into it, you have one job to do, tell your story.

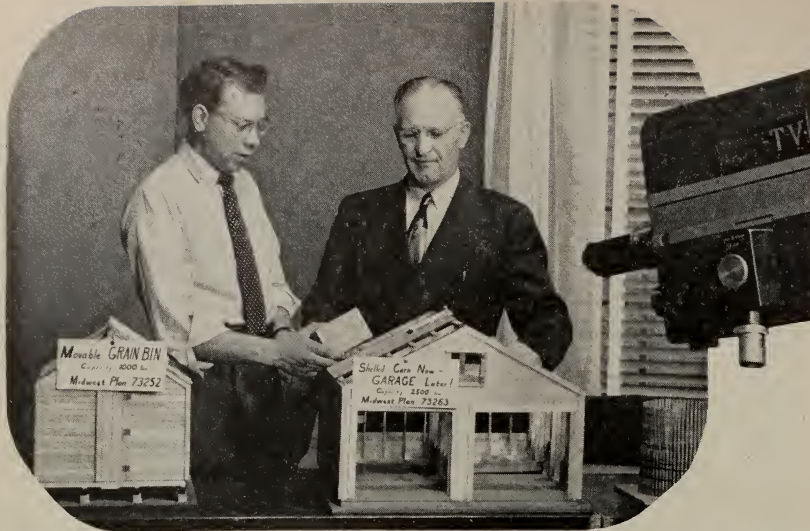
Open the door to television—you'll have fun exploring what is on the other side.



George Axinn, extension television editor at Michigan State College, pictured with Dairy Specialist D. L. Murray in the WKAR-TV studio during the presentation of "Country Crossroads," a half hour extension feature carried each week on six Michigan TV stations by kinescope recording. By the end of this year, WKAR-TV, under the direction of Dr. Armond Hunter, expects to be on the air with its own station transmission. General supervision and coordination of extension television with other media is under the direction of Editor Earl Richardson.



Student engineers concentrate on television picture quality in the control room of WKAR-TV, Michigan State College.



Creighton Knau, (left) farm service director at the Iowa State College station, and County Agent Aaron Bowman of Wright County discuss and demonstrate some features of grain storage on "County Closeup," a weekly program.

Demonstrations with a Difference

DICK CECH, Extension Information Assistant (TV), Iowa

TELEVISION gives a new, fresh approach to the conduct of effective tabletop demonstrations. Good television demands "show-how" with appeal. And a lot of extension demonstrations need appeal. The use of TV demonstration techniques can give your presentation that "appeal."

The demonstration always has been a "show-how" method of teaching. That's why it's so popular for TV productions in agriculture and home economics, particularly the latter. In 1952, more than 100 TV stations, producing 128 regular women's and home economics programs, depended on demonstrations alone or combined with other methods for 90 percent or more of the program productions.

However, the demand for demonstrations also has contributed to the illusion that anything demonstrable is "just the thing" for TV. WHOA!

Let's face it! The same tabletop demonstration you've used for years at county and township meetings is not necessarily "just the thing" for

TV. It has to be adapted. Why? Because of major differences in the two media.

First, there is a difference in the audience. You usually have an enrolled "captive" audience with a mutual and special interest at your subject-matter meetings. This audience comes to be educated.

By contrast, the TV audience is purely voluntary and one of very general interest. It subscribes to your demonstration or cancels it voluntarily by the flick of a dial. *This audience can walk out of your meeting!* And it does, occasionally.

Your job is to get its attention and keep it. How do you do it? By using "showmanship" and "salesmanship" that your more popular, successful colleagues use in attracting large crowds to their meetings, by doing the "showy," "catchy," "unusual," "appealing" things that not only get and keep an audience, but even entertain it!

Second, there is a difference in the

time element. In the subject-matter meeting the demonstrator usually is not pressed by a time limit. The demonstration is the meeting.

But time is an extremely precious commodity in television production. Those movements and explanations that take up too much time become expendable. You have to make precise plans for demonstration movements and dialog to fit your presentation to the time limit and to accommodate the cameras.

Third, there is a difference in the nature of the medium. Demonstrators in subject-matter meetings depend as much on telling what is happening as on showing what is happening, despite the inherent "show-how" nature of demonstration. It's necessary to do this so people in the 10th, 16th and 21st rows will know, at least, what's happening even if they cannot see all that is happening as well as the front-row audience. If someone in the 20th row missed hearing or seeing a step in the demonstration, he or she can ask a question about it.

By contrast, everybody has a front-row seat in TV. It is a closeup picture medium that "shows" rather than "tells." In TV you have to think, *first*, in terms of what you can show and how you can show it best, *then* how you can explain best what you are showing. You have to choose visuals and props carefully so they will convey a simple, clear message to everyone. Remember, this audience can't talk back to you. It has to get the message right away.

Good TV production of a tabletop demonstration demands careful planning and arranging of props and visuals in the demonstration area to eliminate the awkward "stoop," "squat," and "stretch" so often required either to bring in or remove demonstration materials. Extra movements and extra props not only distract the audience, but clutter up the closeup picture on the TV set. They realize you can't feed the audience educational material cafeteria-style. Good teachers think in terms of doing what will attract an audience and appeal to it. That's why GOOD teaching is GOOD TV, but it must be GOOD teaching.

City-Farm Extra

FRANK BYRNES, Agricultural Editor, Ohio

OHIO launched regular "network" television last October with a 15-minute program, CITY-FARM EXTRA, each Sunday noon at 12:30. It was started as a 13-week experiment, partially supported by Research and Marketing Act funds, on a three-station network. General interest prompted a second 13-week period on four stations. In June, a third 13-week series was completed on the original three stations.

Original objectives of the program were maintained throughout. These were, briefly:

(1) To teach a better understanding of marketing, its organization, costs, the various services performed, and new developments and techniques.

(2) To keep food shoppers informed of developments in the food field that affect price, quality, and supply.

(3) To obtain a better understanding among consumers, producers, and handlers, and an awareness of

each of the problems of the others.

This latter objective helped to rally farm organization support for production and microwave relay expenses. During the year, more than 15 Ohio farm organizations, associations, cooperatives, and mutual insurance companies contributed money to the Agricultural Extension Service of Ohio State University. For every dollar of RMA funds spent, two dollars of farm organization-donated money was used.

Program format is based on one of the oldest practices in the information field—"hang your subject matter on a news peg." The program is a fast-paced news-documentary presentation, taking off with last-minute news from press association wires, leading into current news of food and farming in Ohio, and using a news lead to introduce the feature.

Feature topics are selected, and the particular point to be emphasized, through a series of confer-

ences and discussions. These conferences have been held with the farm organizations helping finance the series, as well as with extension specialists. Each week, a close check is made of the agricultural, industrial, and business events that will affect directly the food supply, price, or quality situation. This usually provides the "news lead" for the feature.

This format and the few minutes allowed for the feature (usually not more than 7) dictates doing and presenting a little bit of information well . . . and definitely headlining one or two points that will be remembered by the viewer.

Top priority is given to high quality, interesting visuals. These include motion pictures made on farms, at market places, processing plants, retail stores, and homes. Films usually are used as "clips" introduced between live action in the studio to dispel the effect of a "filmed" show.

Other visuals used extensively include parts of motion pictures in our library, still photos from our files or made especially for the program, real objects, live animals, charts and slides, and guest appearances of individuals.

Despite careful scripting, effort is made to achieve an informality on the air and much of the program is a "planned ad-lib."

Out-of-pocket costs to Extension, exclusive of network charges and salaries, average \$120 a week. This includes film stock, film processing, travel, purchase of incidental visuals, card stock, and filing expenses. If all costs are considered, the total per week is about \$300. (Total cost of the original 13-week series was \$4,020.)

"Is it worth it?" you may well ask. We think it is. Conservative estimates, by a commercial survey organization, put our weekly audience (on three stations) at 50,000 to 60,000 a week. Since the program is aimed directly at city viewers, we check fan mail to determine whom we are reaching. A cookbook giveaway on the show drew a large response, with the mail running 7 urban addresses to every 2 rural.

(Continued on page 143)



Ideas, script and props for another City-Farm television show are reviewed by Sam Steiger, assistant agricultural editor in marketing, and Frank Byrnes, agricultural editor at Ohio State University.

Research to Education and Back Again

From Experiment Station Viewpoint

T. SWANN HARDING

English Technical Editor, Puerto Rico Experiment Station

THE PUERTO RICO Agricultural Experiment Station at Rio Piedras began life as a private institution in 1910. It was established as the Sugar Cane Experiment Station by the Sugar Producers' Association of Puerto Rico. But a few years later it passed under the control of the Puerto Rican Board of Commissioners of Agriculture, and later it was integrated with the Departments of Agriculture and Labor, and of Agriculture and Commerce of the Island as the Insular Experiment Station.

November 16, 1933, it assumed its present name and status. It is operated quite like our State agricultural experiment stations and benefits from the same Federal legislative acts. It has made very marked progress under its present director, Sr. Don Arturo Boque, who assumed office in 1943. Its staff has grown

from around 30 to over 100. Its annual expenditures have risen to \$1,250,000. It has new buildings and its facilities have been markedly improved, and it maintains substations and seed farms at Isabela, Lajas, Castaner, and Corozal, with legislative authority to establish others.

The station has done valuable and outstanding work on sugarcane, introducing better yielding disease-resistant varieties which produce far more sugar on the same acreage, thus releasing other acres to help solve the island's acute food problem. If the varieties introduced and developed by the station entirely replaced those now in commercial use, production could be increased 15 percent and the income of sugarcane growers would rise \$1,500,000 annually.

Other important research projects have included control of the white

grub, which did millions of damage to sugarcane and other crops; of the dry-wood termite, which can destroy \$2,000,000 worth of good furniture a year; of downy mildew on cucumbers and of papaya bunchy top. Grasslands and forage research has greatly increased cattle production. Fine new varieties of sweet-potatoes and beans have been bred, and far better utilization of native fruits and vegetables has been made possible.

The rum tax is a major source of income for the insular government. Rum production is a necessary by-product of sugarcane production which, in turn, is the foundation stone of the island's economy. The station's recently dedicated rum pilot plant, which cost about \$350,000 to build and equip, is engaged in an
(Continued on page 139)



A group of sugarcane farmers attend an extension school where, among other new practices, they are told about higher yielding varieties of sugarcane.



The extension horticulturist tells a group of tomato growers how to control tomato diseases following recommendations of recent research.



This We Believe

EZRA TAFT BENSON
Secretary of Agriculture

Excerpts from a talk given before the Graduate School of the U. S. Department of Agriculture, Jefferson Auditorium, Washington, D. C., April 30, 1953.

WE BELIEVE that our freedom is a God-given, eternal principle vouchsafed to us under our Constitution. It must be continually guarded. It is more precious than life itself.

We believe that farm people are one of the Nation's strongest bulwarks for the preservation of freedom; and that we all need to work together—farmers, industry, and labor—to build as strong and stable an agriculture as possible so that farmers may make their full contribution to the national welfare.

We believe that the primary objective of agriculture is to provide consumers with high quality food and fiber at reasonable prices, while at the same time improving the productivity of basic land resources, and thus contribute to higher levels of human nutrition and living.

We believe that in return for this contribution farmers deserve an income that will provide the opportunity for a constantly rising level of living fairly related to the living standards of other large productive groups.

We believe that our agricultural policy should aim at obtaining in the market place full parity of farm prices and income. We should use necessary Government programs to achieve this aim—but we must also

recognize that the objective cannot be won by Government programs alone.

We believe that the most important method of promoting the longtime welfare of farm people and the Nation is through adequate programs of research and education. It is through such programs that much of our past progress has come.

We believe that the development of modern agriculture has placed the family farm in a vulnerable economic position because farm prices and income rise and fall faster than farm costs and other prices in the national economy. Therefore, programs of price support and storage are needed to help assure stability of farm income and prices in the interest of all our people.

We believe, however, that price supports which tend to prevent production shifts toward balanced supply in terms of demand, which encourage uneconomic production, and which result in continuing heavy surpluses and subsidies should be avoided.

We believe that the Government should strive toward helping the individual to help himself, rather than on concentrating undue power in Washington. Many problems can be solved through individual and group action on the local level.

Where Federal assistance is necessary, however, it should be rendered promptly and effectively.

We believe that the principles of economic freedom are applicable to farm problems, and that our policy should emphasize improving the operation of free markets and the further development of domestic and foreign markets.

We believe that our guiding purpose in the Department of Agriculture should be to strengthen the individual integrity, freedom, and moral fiber of each citizen.

We believe that the supreme test of any Government policy, in Agriculture or outside it, should be: "How will this affect the character, morale, and well-being of our people?"

• New officers for Minnesota's Extension Agent Associations are: Home Agents Association—Virginia Vaupel, Olmsted County, president; Margaret Jacobsen, South St. Louis County, vice president; Verna Mikesch, Lac qui Parle County, secretary; and Caroline Fredrickson, Blue Earth County, treasurer. For County Agricultural Agents' Association—Geo. Hanson, Sr., Yellow Medicine County, president; J. I. Swedberg, Redwood County, vice president; and Wayne Hanson, Houston County, secretary-treasurer. And for the Club Agents' Association—Robert Horton, South St. Louis County, president; Florence Olson, West Polk County, vice president; Mrs. Ella Kringlund, Sherburne County, secretary; Robert Gee, Clay County, treasurer; and Myrna Ballinger, Murray County, historian.

PUBLIC RELATIONS...

What Is It?

Some answers to this question, as worked out by a National Committee on Extension Public Relations and summarized by the chairman, F. L. BALLARD, Associate Director, Oregon.

SOME 3 years ago the Committee on Extension Organization and Policy designated a subcommittee to explore extension public relations. At the first meeting, these subcommittee members were thinking only in terms of publicity. In this they were in tune with a big core of extension thinking. "We seem to believe if we can just run the mimeograph machines another shift or two and can persuade editors to print more of the news releases we produce, the public relations problem is solved," one observer expressed it.

Another concept seemed that after stepped-up publicity, the question was, whose responsibility is the development of other type contacts?

The committee wrote its own definition of public relations. It was, "Extension public relations is doing good work in a way which develops in the public mind an appreciation for and a recognition of the program."

One of the most productive sparks in the committee's thoughts came from a big business company's definition, "public relations is living right and getting credit for it."

It's a Way of Life

The conclusion was, good public relations is a way of life. More, it is a way of life for every member of the organization from the parttime secretary in the remotest office up to and including the director. This implies it is an everyday process that includes every contact of every staff member from greeting the office visitor up through the committee meetings, the demonstration meetings, the mass approaches, to the most formal presentations of the top administrators to State-wide groups. And obviously it includes the private life contacts of staff members, too.

Continued exploration brought out a startling fact. This was that there

can be no acceptance of the term "general public" for effective operation of an extension public relations program.

Examination of the public discloses that Extension's public is not a single group or mass of people, but instead it consists of many groups, a large number of which have an interest in common with Extension, but in varying degrees of intensity. Special programs beamed to the field for effectiveness must be adjusted with a view to the characteristics of the ultimate target.

An understanding of the interest groups or publics that touch upon the extension field of operation is a key point in public relations improvement. An inventory of such groups, including an evaluation of the current relations with each of them, provides a foundation for public relations improvement. Such a program can then emphasize strengthening the relations with certain existing publics where this is needed, and a move toward establishing relations with any important potential public not already involved.

Thoughts on how effectively to attract different publics logically led to the question of program. Here, it is believed, is the keystone in the whole structure. Definitely, public relations is not the art of applying whitewash, and as one businessman recently put it, "it certainly is not the business of selling a bad egg." Effective public relations must be based on a program of sound vitality. High-pressure methods and whitewashing at times seemingly may be temporarily effective but the conclusion was, this can be only superficially so and in the end likely will boomerang disastrously.

Two basic elements in the constitution of a good program the com-

mittee concluded are: first, a sound program requires major selection by the people served; second, the program should include projects within the field of the land-grant college as well as other projects affecting farm people, even though the college does not have direct administrative responsibility for them.

Illustrative of the chain reactions continuously disclosed as the committee progressed is the next major point considered. Assuming the program satisfactorily conceived and effectively organized, to what avail is it unless all elements are projected by a competent staff?

No Better Than the Staff

No program can be strong unless the staff responsible for its execution is composed of capable people. Farm people of today are much better educated than most farm people used to be. They expect their county agents to know at least as much as they do about scientific agriculture and the best in home management. They also expect their agents to be able to talk intelligently about public policy, because they know how public policy affects agriculture. The typical county agent of years ago could not do the extension job today.

Healthy attitudes—one of the basic ingredients for staff effectiveness—result from high morale. Deep within each extension worker lie attitudes that brighten or dim relations with other people. These attitudes if good, bolster the work; if poor, severely hamper success. The opinion of other people toward Extension tends strongly to reflect the attitude of members of its own staff toward their own organization and their work in it. The prevailing attitudes within the State Extension Services and the other divisions of

land-grant colleges have great influence upon the opinions about us that are formed in the minds of influential leaders in public life.

Entrance here of the parent institutions is another example of the chain reaction. What do we mean by good relations with the parent institution? First, there should be understanding of the Cooperative Extension Service, its basic function, its program and its procedures on the part of high administrative officials, including members of the official governing board.

Build for Public Understanding

Equally important, there should be understanding on the part of extension workers of the entire range of resources of the institution, its underlying philosophies, its administrative program, and the rather immediate principles and procedures involved in resident teaching and research in agriculture and home economics.

It is axiomatic that all divisions of the school of agriculture have a common goal—a better way of life for all the people through increased economic returns from application of science to the arts of agriculture, improvement in the way of life through home and increased spiritual satisfactions, and intellectual growth of the people served. Since best relations with the outside publics, are to be in a great measure dependent upon good inside relations, any planned public relations efforts should take into consideration methods for bringing closer understanding through coordination and cooperation, thus, heightening morale within the staff. "Staff" here is not used in the sense of extension staff only, but includes the staff of the entire parent institution. The closer unity that results from coordination, cooperation, and complete understanding throughout this complete staff is fundamental. Assuming satisfactory coordination and cooperation with respect to Extension, it is desirable to have a similar situation with respect to other divisions of the school or college of agriculture.

Study of these fundamentals led off into countless ramifications, each a productive bypath, many of which

were analyzed in the report of the committee published in mimeograph last November which space here precludes reviewing extensively.

A part of the committee's time was devoted to an appraisal of Extension's public relations position as a national organization as reflected by conditions in the States. This was done after examination of the fundamentals pointed out. The Washington office assisted in a State-by-State examination.

The public relations position varies from State to State, the inventory discloses. Many factors that make for good public relations apparently are handled well. But certain problems stand out that detract from the sum total desired. These weak points seriously limit the degree of success that it is believed can be attainable in serving the public.

These Problems Are Common

The following problems are of national consequence, or common to a sufficient number of States, to warrant concerted action by State Extension Services and the Federal Extension office in the interest of good public relations, it is believed.

1. To establish widespread use of program-planning procedures and techniques that involve local people and insure the active participation of county interest groups.

2. To better inform top-level officials of State colleges or universities, members of county governing bodies, and members of State legislatures and the Federal Congress, regarding extension policies, programs, and accomplishments.

3. To better inform farm, rural nonfarm, and urban people about the Extension Service—what it is, how it operates, and what it does.

4. To improve county office facilities and services.

5. To overcome unsatisfactory employment conditions, which in many States are a serious handicap in recruiting and maintaining a competent extension staff.

6. To establish dynamic supervision with emphasis focused on program leadership and on higher standards of teaching quantitatively and qualitatively.

7. To clarify and strengthen relations with Federal agricultural agencies operating in counties.

8. To recognize the need for a short, popular name that clearly identifies the Cooperative Extension Service and its major programs throughout the Nation.

Weak Spots Explored

Striking examples of deficiencies are: a third, at least, of the county programs have inadequate local participation; in a third of the States top local administration in the parent institution are thought to have only inadequate working knowledge of Extension; sixty percent of the office set-ups are unfavorable or only barely acceptable; supervisory methods generally need to be strengthened.

But as a springboard launching all this—program, personnel, methods, status—must be a platform. Such a platform is an acknowledgment of purpose and relationships. There must be accepted and agreed objectives, agreed definition as to what is extension education and generally adopted attitudes toward the public and its service recognizing significant segments or special groups that add up to the composite.

Farmers Need Good Public Relations

If our committee had continued its work further, I believe the conclusion would have been reached that good public relations for Extension would have been decided as also good public relations for Agriculture—for our closest cooperators, the farm people. It seems essentially appropriate that this should be so. First, from the standpoint of our very reasons for being; second, because with an expert projection that by 1975 farm people will only number 10 percent of the population, there is urgent need of wide knowledge and understanding of the problems of agriculture as well as of the programs which serve it.

As a renowned statesman once said, "Public sentiment is everything. With public sentiment nothing can fail; without it nothing can succeed; consequently he who molds public sentiment goes deeper than he who enacts statutes."

Sponsoring Committees

Help Make the Program Click

TOMMY WALTON, Assistant Extension Economist
Community Development
Georgia

IN OUR GEORGIA community improvement program we have sponsors on both the area or district level and the county level. The area sponsorship, such as that provided by the Atlanta Chamber of Commerce, has proved from the beginning to be sound, and it improves year after year. It gives our Georgia community development program a most valuable asset.

Sponsorship of the community improvement program lends to it additional leadership and guidance which can be very helpful to county extension staffs. It also builds relations between farm and nonfarm interests and it gives an independent basis for providing a contest feature in the program.

Sponsors helping to make the program click in the State are: the Farmers Club of the Atlanta Chamber of Commerce for the 39-county program in the north and northwest Georgia; the Farmers Club of the Columbus Chamber of Commerce for the Chattahoochee Valley contest, including 16 southwest Georgia counties and 8 Alabama counties; and the Chattanooga Chamber of Commerce for the 8 north Georgia counties and several in Tennessee.

Each of these area programs is basically a collection of individual community and county improvement programs. County sponsorship provides a mechanism to help insure their success.

The Primary Purpose

The primary purpose for having a county sponsoring committee is to encourage and promote community improvement on a countywide basis; to give leadership and guidance; to provide local participation so that the program belongs to the people. The long-range objective of each county sponsoring committee is to have a family-type community-improvement club or other integrating group like a council in every community within the county.

A group so important to success as the county sponsoring committees should be chosen with great care in order to obtain leadership which is capable and representative of the county's social makeup. The county extension staff may serve as either

active or ex-officio members, probably preferably the latter.

Once persons have agreed to serve on the sponsoring committee, the job instead of being finished has only begun. Next comes the need for explaining the community improvement program thoroughly to all members, emphasizing the responsibilities and opportunities that will be theirs as county sponsor committeemen. Also they should be encouraged to develop and submit their own ideas for strengthening and improving the community development program.

To Get Started

To accomplish these purposes in a county which is beginning a community-improvement program, the sponsoring committee might well begin by inviting 4 or 5 leaders (2 men, 2 women, and an older youth) from each community to an initial information and planning meeting. Emphasis should be placed on providing them information and inspiration about such a program—what other communities are doing and what the best procedures are. It helps to have informal luncheons or suppers at such initial gatherings. The program may feature a talk by the State extension community improvement specialist, county agent, or other extension person who thoroughly knows the program, to explain the community-improvement program and outline some of the opportunities it offers to each community which participates. It is also good to have someone from a nearby county where such a program is already underway. Once this initial

meeting has been held, then members of the sponsoring committee should help the community leaders who attended to arrange for a similar meeting in their own communities.

In counties where a community development program has been in operation for a number of years, the task of the county sponsoring committee is to get it spread to all communities in the county. It might arrange for an annual community improvement kickoff banquet early in the year. This meeting can be made one of the outstanding countywide events of the year with community, business, and civic leaders coming together for fellowship and the exchange of ideas. Leaders from communities not yet with a club of their own should be invited.

Such an event has great potentiality as an instrument for building mutual understanding and creating a bond of friendship between rural and urban citizens. It can also inspire other communities to adopt such a program.

Certain Georgia counties are now holding annual achievement day meetings where the county sponsoring committee usually presents the county awards. Prizes are given to the community having the largest number present and usually the chairman of the judging team makes a brief report. Also, certificates of progress are awarded to each community which completes its year's work.

Georgia area winners have always held an open house to which community leaders from all over the area are invited. These open houses are excellent events for building a



Leaders of a community club meet for a planning session.



People from several counties at a community open house.



An area awards banquet with leaders from all communities.

spirit of neighborly goodwill and cooperation between the competing communities. Sponsoring committees in several Georgia counties are now encouraging similar open houses on the county level. Such an event gives several hundred people within the county an opportunity to visit the winning community and thereby experience its progressive spirit and become better acquainted with the community improvement program. It also helps the leaders of a community to visit the award community by themselves at some other time, perhaps at some regular meeting night, to exchange further ideas on how a community may start or do better.

In planning such special meetings and events, the county sponsoring committees seek the cooperation of civic clubs and business organizations serving the county. Experience proves that business organizations usually appreciate the opportunity of sponsoring such meetings by paying various expenses involved and aiding in other ways.

While county and home demonstration agents should take an active part in community-improvement work it is impossible for them to attend every community meeting in the county. Even if this were possible their attendance at every meeting should not be expected or may

not even be desirable, in order to leave the community freer in working up its plans or conducting its meetings. Instead, members of the county sponsoring committee might plan periodic visits to participating communities in order to demonstrate interest and give encouragement to the community-improvement club as it proceeds to accomplish its goals.

They, in turn, can then report to the county extension staff members and enable them to give help when and where needed. In fact, it is advisable that the extension staff and county sponsoring committee meet every 3 or 4 months to assay progress and problems of the community-improvement program and make plans for the special events.

Superior Judging

Superior judging on the county level is most important to a successful community-improvement program. Any chance for criticism and dissatisfaction at this point should be eliminated in the beginning. The county sponsoring committees should bear the responsibility for obtaining the very best county judges available. Fortunately enough persons suitable and qualified for competent judging are usually available provided their services are requested well in advance of the time for judging.

Once county sponsoring committees begin to function each will develop its own ideas for promoting the community-improvement program above and beyond these suggestions. The Farmers Club of the Atlanta Chamber of Commerce thinks so highly of the sponsoring committees in the 39 counties in the north-northwest Georgia area that it has organized an area community development council. This council is composed of the county agent, home demonstration agent, and the chairman of the county sponsoring committee. Twice a year, these persons are guests of the Farmers Club at a luncheon meeting where they sit down together to discuss their experiences and problems in conducting the community improvement program. The result is a more successful community-improvement program for all concerned.

Looking at Ourselves

GEORGE E. WHITHAM, County Agricultural Agent
Windham County, Conn.

LET'S take a look at ourselves! This was the statement made at a staff conference in Windham County, Conn. The idea wasn't new. In 1944 a study had been made in the county to determine the effectiveness of extension work. However, from the time of the first study a complete change in staff had taken place. Because of a new staff, it was felt that much worthwhile information could be obtained from such a self-appraisal. Present staff members had been using the 1944 study as a basis for much of their work. Even though this information was being used, no one seemed to know much about the background of the original study.

With the 1944 work to use as a benchmark, it was felt that a new look at cooperative extension work in Windham County would be advisable. This new look was to determine what present participation patterns were and if there had been any changes in them. It was also to check on some selected farming and homemaking practices being carried in the various programs. Whenever possible it was hoped that comparisons could be drawn with the 1944 facts. By taking both studies together they would make available some real background material of the county for program planning.

Much of value can be obtained from an undertaking such as this. The figures show how many people are active in Extension. They also show how many contacts the extension office has made. Even the attitudes of the people toward cooperative extension work can be obtained and analyzed statistically. One of the greatest values of such a study never shows up in the figures. This is how much can be learned about the county and the people in the county from actually going out and taking the schedules. Talking with people to get the questions answered can

be a great eye opener. Some might say that this is true because the oldest agent at the time of the study had only been in the county a little more than 5 years—the remaining agents averaged a little over 2 years—but the most experienced of people can learn from going around. Thirteen local leaders were used to assist with the interviewing. One who had lived in a town all her life, and she is now a grandmother, stated that she had never realized what was happening in one section of her town. This was an experience many of the people had. Not only local committee members but also county and State workers had the same experiences—that things are not always the way they appear on the surface.

Another thing of value which comes out of such a study is the goodwill which comes out of working together to correct the weaknesses which are turned up by the study. Local people, county workers, and State workers all must pull together if permanent corrections are to be made. There is certainly strength in unity when developing an extension program.

No study, regardless of how good it is, can be of any value unless some use is made of it afterward. In the case of the Windham County study, some preliminary tabulations indicated a place some work could be done long before the final tabulations were ready. Prior to the time of the study a news column written by all agents was placed in the weekly newspapers in the county. The readership of this column was determined during the course of the survey. The number indicating that they read this extension column was so good that the staff in the adjoining county was approached about the possibility of a similar endeavor for the daily paper which covered both counties. From these joint conferences a weekly column developed



Agents in Windham County, Conn. stepped back and took a look at themselves with a study on effectiveness of extension work. Findings are proving useful in county planning committees.

which now covers eastern Connecticut with timely farm information.

As sound program planning is the basis for cooperative extension work, the findings of the study have been used with all program committees. The first committee that it was used with was the county home economics committee in April 1952. Since that time it has been used with the county 4-H Club committee and the various agricultural commodity committees.

The most recent use made of the findings has been with the county planning committee. From the presentation and discussion has come the idea that possibly the findings of this work, coupled with other information that is available, could be used as a basis for sitting down and planning a long-range program for Windham County, such a program to include homemaking, 4-H, and agriculture. The background being offered by this work should help us develop a program which will be more thoroughly planned and have more continuity than some have had. It will certainly put a firm foundation under all of the program now being developed and go a long way toward making it a cooperative extension program.

Such an undertaking could easily fall on its face without the help and encouragement of the local people. They made it click.

Research to Education

(Continued from page 132)

important research program, pioneering in a field left hitherto very largely to rule-of-thumb. It is the finest institution of its kind in the world.

The station has assumed leadership in effecting the utilization of improved fertilizer formulas, cultural practices, and techniques for the control or destruction of marauding insects and damaging diseases, and in making possible greater crop production by the use of better strains and varieties. A primary objective is to make the island's limited arable acres produce more food so that less will have to be imported. The station is a tropical research outpost in a densely populated land of the very first importance.

The station's industrious and well-trained staff has been remarkably successful with its numerous projects. It cooperates with the Federal Experiment Station and the College of Agriculture at Mayaguez, and is ably assisted by the Cooperative Extension Service which has its headquarters at the station.

For Extension's purposes the island has been divided into 57 districts and these are grouped into five supervisory areas. In each district there is a program-planning committee of farmers, farm leaders, and local residents which helps the local agents prepare, plan, and conduct their work each year. Thus the information developed by the station's staff is widely and quickly disseminated.

Thus Extension takes the findings of the research workers to farmers in their homes and fields. Extension and station staffs are very closely associated. Extension specialists are liaison agents between the two and station specialists are often called upon to aid extension workers in the field. Extension agents assist in the conduct of field research. They also send in soil samples, insects, and diseased plants and animals, or other specimens, for identification and diagnosis by the Station staff.

The station's editor is a member of the publications committee of extension. Monthly meetings of re-

search workers and extension staff personnel are held regularly with specific subject matter up for discussion.

Extension is a democratic process and the Puerto Ricans are notably democratic in both thinking and practice. The extension program is a basic step in the participation of rural people in the island's democratic procedures.

An important feature of extension work is the assistance rendered in the organization of cooperatives. These solve a number of problems in the field of agricultural production, marketing, and transportation. Through them, production costs have been reduced, markets have been organized, and much more attention has been given to the selection and classification of farm products marketed. Transportation has been facilitated and reduced in cost, while consumers' co-ops have been of great service in preventing unscrupulous speculation. These activities are of great aid to the poorer farmers.

The cooperative relationship between the station and extension staffs is exceptionally close. This brings results. It also bridges the gap between research findings and practical applications.

TV... A Good Way To Reach People

(Continued from page 126)

liveliest and fastest moving programs Mr. Jolley ever had, proceeded.

Viewers? The stations say there are 175,000 sets in the area, and for the time of day, Mr. Jolley has approximately 80,000 looking at the programs.

He can visit anywhere in the county or in surrounding counties and hear strangers and friends tell him about the programs they have seen. A letter from Brady, 210 miles from Dallas, said reception there was good.

Yes, a television program to a new county agent might be hard work. To A. B. Jolley, who has seen more than 40 assistant agents come and go from under his training, television is another tool in his information kit. It means a personal visit with thou-

sands of individuals, and a keen, sincere desire on his part to have them enjoy that visit, learn something about agriculture, and be better citizens for it.

If more proof were needed that Agent Jolley knew his television, it came when he was offered the job of Agriculture Director for Dallas Times Herald and KRLD Radio and TV. He accepted and began work on June 1. The Extension Service will miss this good television county agent but a good county agent Agriculture TV Director is also an asset. So the *Review* sends Director Jolley congratulations and best wishes for his continued success.

Facts Sought on Communications

A national project to collect and make available the facts of agricultural communications is scheduled to come into operation soon.

The initial plans were made by the American Association of Agricultural College Editors with the support of the W. K. Kellogg Foundation, Battle Creek, Mich., which has provided \$343,424 to finance in part a 5-year program.

Francis C. Byrnes, Ohio State University agricultural editor, is chairman of the 10-man Board of Control with Director Mark Buchanan of Washington State Agricultural Experiment Station as vice-chairman. A professional staff of a director and at least three assistants plus a small secretary-clerical staff are envisioned. Michigan State was selected as the site of the project.

Plans call for programs to improve the abilities of those who work with mass communications; bring the results of research in communications to the attention of all agricultural information workers; improve the quality of printed, spoken, and visual materials by providing advisory services and workshops; and to obtain more information on how to reach people.

An Enchanted Week in the Nation's Capital

MOLLY HIGGINS, Home Demonstration Agent,
Hampden County Improvement League, Massachusetts



ONE HUNDRED and one people from Hampden County, Mass., three of them men, recently made a home demonstration tour to their own National Capital to see their Government at work. They had planned the trip for weeks. Many of them had never been in Washington. They represented 17 of Hampden County's 23 towns.

Two years ago, 54 of the home department women visited the United Nations at Lake Success and learned much about the functions and purpose of that organization. It was en route home that the suggestion came forth that the next trip should be to the Nation's Capital. Since the spring of 1951, many have been making plans so as to be ready when the time would be right for this event. Some earned their own money to finance the trip by sewing, baking, or in some other way.

Cherry Blossom Time was thought to be the most desirable to be in Washington, so it was decided to go the week immediately following Easter. Since the season this year was early, most of the blossoms had passed by, but the Cherry Blossom Festival activities were greatly enjoyed, particularly the night-time parade.

As the group assembled in the Union Station at Springfield, Mass., on Tuesday evening, April 7, each received a pastel-colored carnation (made of cleaning tissue) which had her name attached. This, she wore for identification on the whole trip. Since some of those making the tour were new to the group, the carnations were a quick means of spotting those who belonged together.

There were numerous highlights of the trip. To some the Capitol was

the outstanding building visited. Here many saw for the first time the rooms where the legislative branches of Government function. Some returned the following day to be present at a session of the Senate where the tidelands were under discussion.

The First Ladies' gowns in the Smithsonian Institute received many worthwhile comments, as did Charles Lindbergh's *Spirit of St. Louis*. At the Tomb of the Unknown Soldier, the changing of the guard was watched very closely by the group and others who were present for this impressive occasion. The tour of Arlington Cemetery brought many expressions of astonishment on the rows upon rows of heroes of our wars.

Mount Vernon, the home, the gardens, the gorgeous views, were all enjoyed. The visitors were impressed by the vastness of this estate, the number of servants, and cost of upkeep of it during George Washington's lifetime. The Lincoln Memorial, either at night or in daylight, is an outstanding tribute to a great leader. The view from here across to the Washington Monument and on to the Capitol was one of the most impressive views in our travels.

Our hotel was well located for a morning trip to the White House, where the newly decorated rooms brought interesting comments. It was surprising to us all that the lines moved so swiftly when there were so many other tourists visiting with us at these landmarks.

Luncheon at one of the larger stores where we viewed models in the latest spring fashions was most enjoyable. Some of the homemakers will use clothes ideas they got from the style show in making their own

garments and those for their daughters.

Many had an opportunity to renew acquaintances with friends in and around Washington. One of the women had dinner and spent the evening with her bridesmaid of close to 35 years ago. Thirty-one years had elapsed since their last meeting.

A night tour of Washington, a trip to the cathedrals, churches, and shrines, and tours of the Federal Bureau of Investigation and Bureau of Engraving and Printing were among other places of interest by the women.

A dinner at a famous sea food restaurant brought us all together again where each one enjoyed the meal of her choice—sea food platter, broiled lobster, fried chicken, or baked ham.

A tired but happy group left Washington, but they all felt better informed about their Government and shared a deep pride in their country's Capital City.

• AUGUSTUS E. CARNES has joined the editorial staff in New Jersey, replacing Herminie Kitchen who, for many years, edited extension material as well as technical papers. Gus is a Navy veteran, a native of West Virginia, and an Alabama graduate in agricultural science. He was reared on a farm and has had several years' experience as assistant editor, Alabama Extension Service.

About People . . .



• **ANNABELLE J. DICKINSON** has been named district home demonstration agent for the northwest extension district in Kansas. Miss Dickinson has been home demonstration agent in Barton County, with headquarters in Great Bend, for the past 4 years. She has also served as an extension agent in Rush and Allen Counties. Miss Dickinson replaces Mrs. Velma Huston, who has taken leave of absence.

• **DALLAS RIERSON**, former Eddy County extension agent, has been appointed county agent leader with the Extension Service of New Mexico A. & M. College. Rierson has been serving as extension agent in Eddy County since 1945.

• **RUTH C. WESTON**, Belknap County 4-H Club agent, has been named the new assistant State club leader in New Hampshire, and Harriet S. W. Whitcher of Ithaca, N. Y., has been named assistant club agent in Strafford County.

• **MRS. ESTHER G. WILLIS**, for 16 years the southwestern district home demonstration agent in North Carolina, retired April 1. Mrs. Willis first joined the Extension Service in 1917 as home agent in Craven. Mrs. Myrtle H. Westmoreland, Iredell home agent, succeeds Mrs. Willis in the district post.

• **H. W. HARSHFIELD** is acting Ohio 4-H Club leader. Harshfield entered the Ohio Agricultural Extension Service and became a 4-H worker in January 1929. At that time, he was appointed 4-H Club agent in Cuyahoga County. Seven years later, he became assistant State 4-H Club leader and remained in that position until April 1, this year.

Harshfield is one of Ohio's early corn club members. He belonged to a group in Logan County from 1913 to 1914.

• **MRS. EMILIE TOWNER HALL** of Ithaca has been appointed home economics editor at Cornell Univer-

sity, effective April 1, to succeed Mrs. Marion K. Stocker who has resigned to accept an editorial position in Philadelphia. Mrs. Hall will bring to the position a wide background of experience in newspaper work, magazine writing, editing, and public relations.

• **ERVIN KURTZ** has been appointed dairyman with the South Dakota Extension Service. As dairyman, Kurtz will be carrying on much of the work of Roy A. Cave, now retired from an active status after 24 years with the Extension Service. Cave will still maintain an office at State College, although Kurtz will be in charge of extension dairying activities.

Cave joined the Extension Service in 1929 as county agent in Beadle County. In 1935 he served as Minnehaha County agent for 5 months. Since June 1935 he has held the position of extension dairy specialist with offices at South Dakota State College.



For distinguished service, three Illinois extension workers were honored by Epsilon Sigma Phi. (left to right) J. Lita Bane, former head of home economics, received a certificate-at-large from Gertrude Kaiser; Dean Emeritus Henry P. Rusk received the distinguished ruby from F. E. Longmire; Mary Ligon presented a certificate of recognition to Grace Armstrong.



M. L. Wilson received decoration from Jean Richard, representing the French Government, for his good services and interest in arranging for members of the French agricultural missions and exchange students to study the Extension Service. The decoration, Cross of Officier du Merite Agricole, was presented in Washington on May 5, 1953.

Knapp Cup Returned to USDA

MISS VIRGINIA KNAPP, representing the descendants of Seaman A. Knapp, presented to Secretary Benson, representing the Department of Agriculture, the silver cup which had been given her grandfather Seaman A. Knapp by his coworkers 43 years ago. In presenting the cup, she said:

"When grandfather received the cup he was taken completely by surprise. He felt it was not necessary for his coworkers to express their token of love; yet he was deeply touched by this gift and treasured it always.

"The cup was made in New York from a special design originated by grandfather's coworkers who presented it to him. Around the top, the cup is decorated with rice to commemorate Dr. Seaman Knapp's success in building the rice industry of the South. Around the base it is decorated with corn and cotton, the two staple crops of the South, to

commemorate the rural improvement of agriculture brought about through the Farmers' Cooperative Demonstration work. One side of the handle is decorated with ivy, signifying friendship and love; the other, with laurel, signifying the honor the whole South would bestow.

"The cup passed into the hands of his son, my father, Dr. Bradford Knapp, who was appointed to take grandfather's place in the Department of Agriculture. Before his death, father expressed a wish that the cup be returned to Washington. It is also the desire of Mr. Arthur Knapp, grandfather's only living child, that the cup be placed here."

In accepting the cup, Secretary Benson said:

"The demonstration method as we know it in agriculture is probably the most effective method of teaching that has been devised. This method was demonstrated and origi-

nated by Dr. Seaman A. Knapp. County agents, home demonstration agents, by the score throughout this land, have used the demonstration method. Dr. Knapp did not live to see the law passed by the Congress which created the Extension Service but he did live to see his simple method—the demonstration method—pretty generally accepted throughout the agricultural areas of this country and of course it has meant much to the lives of the farmer and to all of us. This is one further demonstration to me and I am sure to all of us that the good that men do lives after them."

Enthusiasm Lubricates the Program

(Continued from page 125)

during the first year, 33 members of 4-H Clubs gave 17 demonstrations, and 15 home economics project leaders appeared in six demonstrations.

Did we teach viewers a new idea or practice? Thirty-seven of the 40 extension workers believe they did in their demonstrations.

Was the television demonstration something you would have done anyway in your county, or did you use it later in your county work? Thirty-two farm and home advisers said, "Yes."

And 34 of the 40 appearing that first year also feel that television definitely has a place in extension work as a tool for extending information.

The average time spent by farm and home advisers in preparing a 12-minute demonstration was 6½ hours. Each demonstration was accompanied by supplemental information which could be mailed in answer to viewer's requests, and this material took 3 hours to prepare on the average. The average cost per program to the performer was \$2.50, paid by the county.

It is mainly the faith of KPIX and the enthusiasm of the county farm and home advisers which keeps "Western Farm and Family" alive.



Virginia Knapp, granddaughter of Seaman A. Knapp, presents the cup to Secretary Benson, representing the Department of Agriculture.

Stop Beating Around the Bush

JOE TONKIN, Extension Radio and Television Specialist, USDA

THE RAPIDLY changing sight-sound combination in television literally bombards the viewer with scores of mental impressions in a few minutes' time. Many of these impressions originate within inches of an object or demonstration in the studio. The technical limits of the camera require a simple, "lay-it-on-the-line" style which is concise, uncluttered, and to the point. The immediate result of this sight-sound, close-up, direct presentation is that the person at the TV receiver grasps the idea quickly. We get the point across to him in less time, without a lot of unnecessary flourishes and comments. The television set owner learns early to expect this style. But it does not end there. Once Mr. TV viewer is accustomed to this way of presenting unadorned facts, he isn't inclined to sit still in a meeting while someone drones listlessly on for an hour, or spends 30 minutes doing a 5-minute demonstration. That carries implications for us all whether we are doing extension television or not.

Television style carries over into other media. If farm people who are television viewers go to meetings at all, they have no use for woeful ramblings, but want talks and demonstrations to be on target—clear and stripped of anything but the essentials. Television will make us give better talks.

In like manner, a number of extension people who have their own television programs are asking for more thrifty leaflets and short publications to offer on the air . . . television give-aways in television style.

The insatiable appetite of the television camera for good visuals is putting new demands on our visual specialists for film, pictures, charts, and slides that conform to the requirements of the TV screen. By presenting clear, simple, uncluttered visuals on the air, TV is setting a

standard for that kind of visual teaching among millions of people.

We're even going to take a close look at our radio work, not only from the standpoint of quality, but to determine if there is a "radio time of day" and a "television time of day."

Television is the modern fulfillment of the old extension thesis of making it easy for people to learn. They will turn the knob on a receiver when they wouldn't drive a mile to a meeting. If we use it properly, it may take the place of many extension meetings, although it is a one-way street and we still will need personal contact with our people.

An Old Formula

(Continued from page 124)

commissioned with the task of handling the truth, therefore, whether through writing, teaching, preaching, or personal interviews, have a responsibility to make the truth come alive and march!

This may be a new idea to some. It may never have occurred to them that they had any obligation to "inspire" the people they work with. They have left "inspiration" in the hands of the clergy. But what they should realize is that all truth is sacred, and anyone related to an institution of higher learning is there because he believes in the discovery and spreading of the truth. Great teachers and extension workers, as well as great preachers, have achieved their distinction, not simply because they are well-informed in their field, but more especially because they knew how to make the truth moving.

If, in a day like this, when falsehoods fill the minds of men and false philosophies compete for men's devotion, a person who has hold of

But we as individuals on television are affected by this new extension teaching tool in still another way. The actual preparation of a program stimulates clear thinking on our part. That tyrant, the studio clock, permits only fundamentals and a minimum of detail. This process of finding the least common denominator of a method or practice is an exercise that will help us in every phase of our extension work.

In our meetings, demonstrations, leaflets, talks, radio broadcasts, visual presentations, and even in our own planning, television can be a great help to us all. At least one thing seems certain—it will make us stop beating around the bush.

even a small segment of the truth does not get excited about the importance of sharing that truth with someone else, he is not living up to the challenge of his calling. He should make the truth moving if he wants people to accept it.

St. Augustine lived a long time ago, but he had an effective word for those who today are facing problems of communication: "Make the truth plain. Make the truth pleasing. Make the truth moving."

City-Farm Extra

(Continued from page 131)

We must record, too, other benefits of the program. It has brought many farm organizations together in a concerted effort toward improving rural-urban relations and with an evidenced willingness to help Extension on the growing job of consumer education.

Our experience on this type of program makes it easier to progress further down the challenging road educational TV offers.

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We'd Like Some Answers ---

1. Does your office broadcast
on radio?

Station call letters

City

How often each week?

AGRICULTURAL AGENT

HOME DEMONSTRATION AGENT

Time of day

Length of program

*Do you appear on sustaining or
commercial programs?*

2. Does your office have a television program?

Station call letters *City*

How often each week? AGRICULTURAL AGENT

HOME DEMONSTRATION AGENT

Time of day *Length of program*

Do you appear on sustaining or commercial time?

3. Remarks

Agent's Name

Address

County

Will you do us a favor by filling out this page and sending it to the editor of the Review?

