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State Ext.  
Service

College  
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# The Hook Up

Home  
Agent

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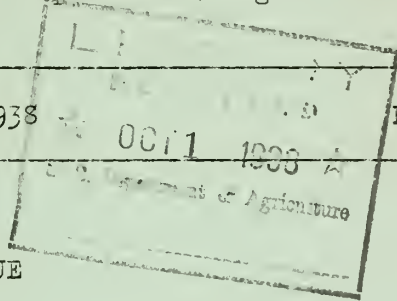
A ROUND ROBIN CIRCUIT LINKING FARM & HOME BROADCASTERS

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

Vol. III

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## IN THIS ISSUE

This issue of the Hook Up contains some stories that we think are exceedingly important to those interested in the broadcasting of programs on agriculture and home economics. Item Number 1, of course, is the reduction in time of the National Farm and Home Hour, for ten years the backlog of programs devoted to the farm and home.

You'll find a story from the Bureau of Census, and a map on the last page, showing the increase in the number of radio sets in rural homes in America since 1925. The map divides the country into regions so you can tell about what the percentage of radio homes is in the rural areas of your region.

Gene Knight, of North Carolina, is still blushing modestly over the popularity of his Farm Features program with city folks, as indicated by a survey made by Billboard, magazine devoted to the entertainment business. Story on page 7.

New radio workers join State staffs in three States. Get acquainted with them on page 3.

Transcriptions get a pat on the back from one of their most enthusiastic users, E. Earl Hodgson, of North Dakota. On page 4, learn what he's done with a recording outfit and 50 feet of microphone cord.



## FARM AND HOME HOUR REDUCED

America's most popular agricultural program, the National Farm and Home Hour, will be only 45 minutes in length after September 26, 1938. After being presented as a one-hour program for more than nine years by the National Broadcasting Company, with the United States Department of Agriculture participating, the program has been reduced in length by 15 minutes. The deducted time has been sold to an advertiser.

The advertiser plans to present in three major regions of the country, farm news reporters and commentators, broadcasting agricultural information and news. One commentator will be stationed in New York, feeding a network covering the Northeastern States; another in Chicago, speaking over a network of stations in the Middle West; the third will be in Kansas City, speaking to listeners of the Southwest. The National Broadcasting Company plans to use two other commentators, presenting similar programs on a non-commercial basis. One will be in Washington, speaking to Southeastern listeners; the other will be in San Francisco, covering the Western States.

Department of Agriculture's portion of the new National Farm and Home Program (it will no longer be called an "Hour") will not be shortened, except that special features broadcast Monday through Friday, which in the past have been assigned a full hour, will now be only 45 minutes in length. The 4-H Club programs on Saturdays will not be changed in length, since time has not been sold on Saturday.

Anticipating possible interest of the advertiser's commentators in getting participation of county agents, State college staff members, and Department of Agriculture representatives, Morse Salisbury, Acting Director of Information, sent a memorandum to bureau chiefs, and Dr. C. W. Warburton, Director of Extension Service, sent one to State Directors of Extension. Department memorandum calls attention to Department regulations 1215, prohibiting endorsement of commercial products, and 1231, prohibiting appearance of Department personnel in commercially sponsored radio broadcasts, except for the issuance of emergency information.

Memorandum stated, in part, "---the Department radio policy still is unchanged---Department employees should not appear personally in commercially sponsored radio programs or supply information exclusively for such programs."



Directors of Extension in several States have replied that their State and county extension workers will follow the same policy as the Department of Agriculture in regard to non-participation in commercial broadcasts.

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#### NEW RADIO SPECIALISTS

Three State Extension Services have added radio workers recently. In Minnesota, Richard B. Hull steps into the work, as a colleague of H. L. Harris, extension editor. Hull was graduated in June from Iowa State College, where he had been on the announcing and production staff of WOI for three years. He also spent six months at Ohio State University as acting program director of the university station, WOSU.

In New Mexico, Jack Baird becomes radio man, relieving H. L. Hildwein, assistant director, of the bulk of radio duties he has been carrying. Baird is a New Mexico State College graduate and has just completed a six months Rockefeller Foundation fellowship, which enabled him to study radio production at the NBC studios in New York. He followed the New York studies with brief visits in Washington, D. C., and at WHA, State-owned station at the University of Wisconsin, before taking over his duties in New Mexico.

Washington State College has a new assistant extension editor, Miss Inez Arnquist. With 23 years of home economics experience as research worker, teacher, and home demonstration agent, Miss Arnquist will specialize in home economics radio programs over KWSC, and will distribute home economics programs to commercial stations in the State.

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A new "Radio Handbook for Extension Workers" has been prepared by the Radio Service of the United States Department of Agriculture. Among other things it contains discussions of what, where, when, and how to broadcast, and some tips on writing for radio.

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## THE FARMER SPEAKS

By

H. Earl Hodgson,  
Extension Information Agent,  
North Dakota Agricultural College.

"Hello friends! We are speaking to you now by transcription from the center of a 160-acre field on the farm of John Richards in southeastern Bottineau county. Bottineau county is in the north central part of the State, approximately 200 miles from the radio station to which you are now listening.

"At the present moment we are looking at a patch of leafy spurge. Half the area was sprayed several days ago. The motor you hear running is a small gasoline engine on the spraying machine."

With introductory explanations and sound background of this type the North Dakota farmer is speaking these days from his home, his barnyard, his fields. Speaking about Extension work he is putting into practice, about AAA activities. Speaking by electrical transcription recorded on our portable apparatus.

Three months ago the North Dakota State Extension Service purchased a portable recording machine and power convertor for \$865.00. With this equipment Extension has provided farmers a means of telling about practices the Extension Service recommends.

These "man in the country" broadcasts are meeting with popular favor among farmers, radio stations and extension workers. Farmers enjoy the programs because they are interested in other farmers' experiences and observations.

We use portable transcribing equipment to secure these daily 15-minute programs for several important reasons:

1. Transmission lines are not generally available.
2. The recording equipment can be transported to remote places to secure programs.
3. Services of a technically trained control operator or engineer are not necessary.
4. The broadcast quality of the transcription is better than programs sent over telephone lines.
5. The daily materials cost is very reasonable.

The programs are presented without the use of script other than a very brief outline and previous discussion of some of the main points to be brought out during the program.



After a summer of presenting radio programs from the farm, the home, and other scenes of action, we feel that preparing radio broadcasts with the use of the highly practical portable machines, such as are now available, offers a real solution to many Extension radio problems.

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#### ABOUT TELEVISION

Television perpetually bobs up. Most of the news of actual transmission and reception comes from Europe. In England a new television receiver has recently come on the market, selling for \$150, a new low price for that country. The image in this set is shown on a screen  $3\frac{1}{2}$  by 7 inches. The equipment itself is not bulky, described as being about half the size of an ordinary console model radio receiver. (In America the price range of receivers is said to be \$125 to \$600.)

In Germany and France, television also is making progress. The quality of images is said to be practically as good as that of British television. Some sets are capable of producing a direct image as large as 26 inches square. Easier to look at, however, is a projected image, which can be shot onto a movie screen 12 by 14 feet.

In America, experimental television broadcasts will be sent out this fall.

Most dramatic of recent television incidents took place during summer when television camera accidentally caught girl committing suicide by jumping from eleventh story of New York building.

Incidentally, there's a new name for television: it's "Video".

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When you're broadcasting, try to make your eyes see an entire phrase at a time instead of only one word; it will be easier, that way, to make your presentation conversational.

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## RADIO BECOMES FARM CONSCIOUS

A significant trend of broadcasting in general during the past year has been the increased attention given to the farmer and his family, both as possible listeners, and as potential purchasers of radio receivers. Trade magazines circulating among radio dealers are pointing out the farm areas as the great opportunities for selling more sets. "Put a radio in the kitchen and in the barn too" is the watchword. Increase in electrified homes as a result of REA lending is given credit for much of the recent increase in sales of radio receivers to farmers. Wind driven generators have proved practical and economical means of providing electricity for the operation of radio sets on farms not supplied with central power service.

Manufacturing concerns with items to sell to farmers have taken to radio advertising on a nation-wide and a local scale, as the growth in number of receiving sets has created a larger audience.

The Columbia Broadcasting System inaugurated three farm programs during the summer: "The Farmer Takes the Mike," interviews with farm people in their homes, presented Sunday afternoons at 3:30 E.S.T.; "R.F.D. Number 1", a daily show for farm women (there actually is a post office box in New York City now, listed as R.F.D. 1); and "Four-Corners Theatre", presenting rural dramas.

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## LATEST IN RADIO GADGETS

Among the new developments in the radio line are:

1. "Silent radio", the modern cousin of the old-time ear phone receivers, except that the new, modern receivers are not bulky, and are supposed to give faithful reproduction of sound, whereas ear phones do not. Useful for sick room or late night listening.
2. Mystery Control makes its appearance. A gadget which enables one to move the control for the radio set to any part of the room, while the receiver itself remains stationary. Change stations or regulate volume by remote control. The control device is really a very low-power transmitter. Its appearance raises some technical questions of engineering regulations which are up for consideration by the Federal Communications Commission.

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## RADIO SAYS "WE'RE OK"

by

Wallace W. Moreland,  
Extension Editor,  
New Jersey Agri-  
cultural College.

Torrential rains severe enough to wash out bridges and block roads put no damper on the spirits of New Jersey 4-H Club members camping in the southern part of the State last June. But worried parents did not know it until radio stepped in with a heartening message spoken by the eager young campers themselves.

Four broadcasts were arranged in advance with Station WPG in Atlantic City for the purpose of giving radio listeners a few glimpses into 4-H Club camp life. While that was done, and in interesting fashion, what was more important to anxious mothers was the report that all was well and everyone was comfortable and happy at Camp Ockanickon.

In a letter to Miss Mary M. Leaming, Camden County home demonstration agent who served as camp director, one mother wrote: "What a blessing your thoughtful words sent out over the air this morning were to us fidgety mothers! I just knew those kids were half frozen and miserable at camp. After your broadcast I knew I was the one who had been miserable. With the rest of our club girls. I will be listening in on Thursday for more news, and we hope, 'It Ain't Goin' to Rain No More.'"

## CITY FOLKS TOO

Rural folk are not the only ones who listen to farm radio programs.

That was proved just recently when the Billboard, national amusement weekly, footed a bill to have a survey made of the listening habits of the citizens of Raleigh, North Carolina.

Results of the survey were not amazing. Among the daytime programs---those from 6:30 a.m. to 5:30 p.m.---it was found that serials ranked at the top in listener preference. The same had been found true in other cities where surveys had been made.

However, local programs from WPTF (over 98 percent of those contacted stated they listened only to the local station during the daytime) carried off a big share of the honors.





Of special interest was the fact that the North Carolina Extension Service's Carolina Farm Features program ranked among the local shows most listened to by Raleigh people. Only one or two local programs scored higher than did the farm broadcast.

The Carolina Farm Features show celebrates its third birthday in September. Conducted daily with the exception of Sunday by Gene Knight, extension radio editor, the program draws on extension specialists, college professors, experiment station workers, farm men and women, and 4-H Club members for talent. "King Cotton", one of Sousa's most famous marches, introduces the program to the radio audience at 1:30 p.m. and signs it out fifteen minutes later.

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### CENSUS INDICATES HUGE INCREASE IN FARM RADIOS

A material increase in farm radios since 1930 and a huge gain since 1925 is indicated by a special report issued by Director William L. Austin, Bureau of the Census, Department of Commerce. This summary presents a condensed statistical history, based upon the results of a special cooperative survey covering 3,000 farms in selected counties of 40 States and upon returns made for those counties in the regular Censuses of 1925 and 1930. Percentages given are those for the same counties in the three designated years, so that a fair comparison may be made.

#### Ten to One

On January 1, 1925, only six percent of the farms in these representative counties had radios. On April 1, 1930, the percentage was 29, while on January 1, 1938, it is reported as 62 percent.

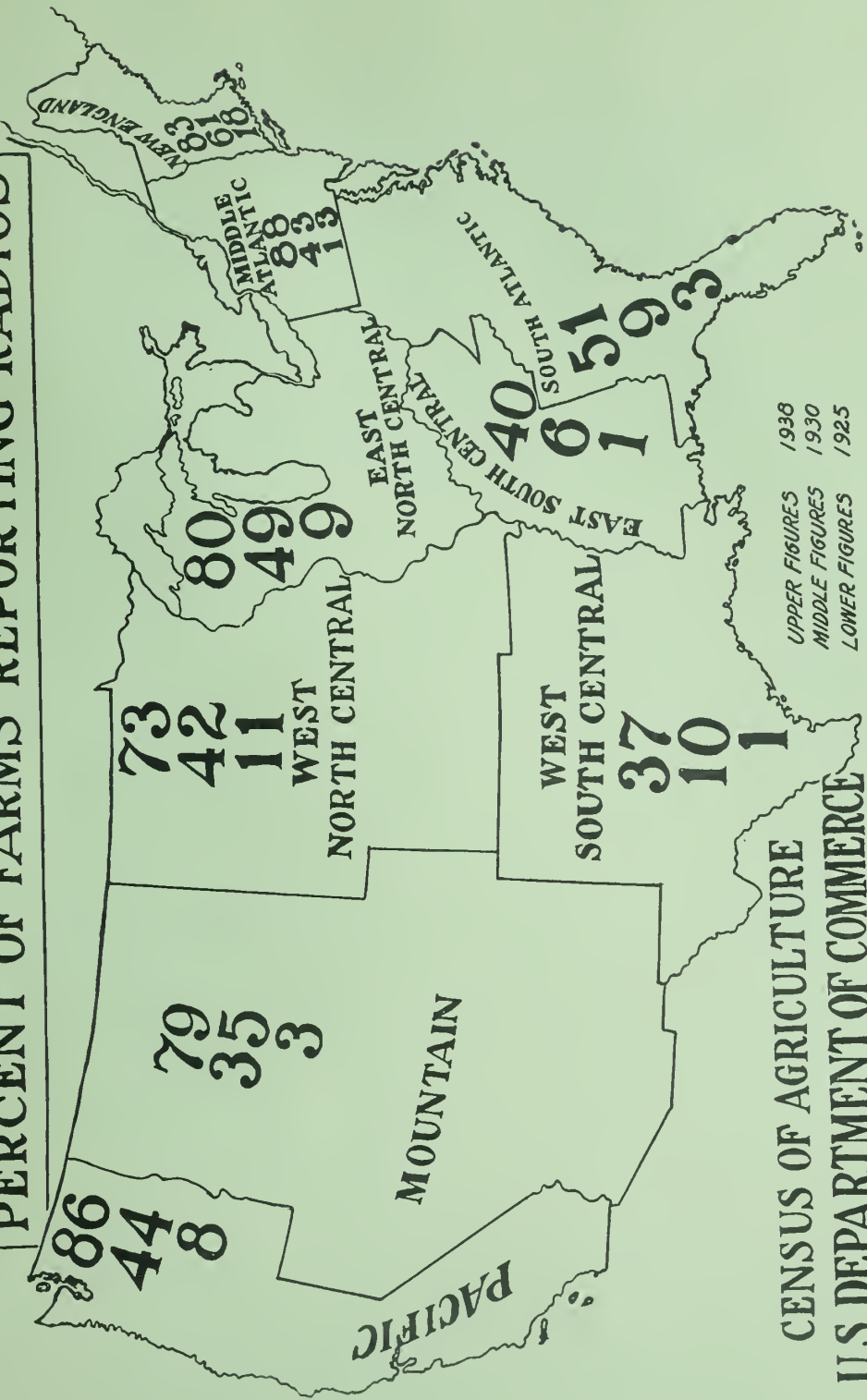
#### South Goes Up

The three southern geographic divisions--the South Atlantic, East South Central, and West South Central--reported between one and three percent of farms having radios in 1925. These rose, respectively, to 50 percent, 40 percent, and 37 percent in 1938. The proportion having radios in the intermediate period was without exception between these extremes and for each region of the United States showed a consistent and progressive gain.

(SEE MAP ON LAST PAGE)



**PERCENT OF FARMS REPORTING RADIOS**



UPPER FIGURES 1936  
 MIDDLE FIGURES 1930  
 LOWER FIGURES 1925

**CENSUS OF AGRICULTURE  
 U.S. DEPARTMENT OF COMMERCE**

