

THE IMPORTANCE OF DISSEMINATION OF INFORMATION  
IN THE EFFECTIVENESS OF AN AGRICULTURAL  
EXTENSION AGENT

by

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and Applied Science, 1946

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A MASTER'S REPORT

submitted in partial fulfillment of the

requirements for the degree of

MASTER OF SCIENCE

Department of Industrial Journalism and Printing

KANSAS STATE COLLEGE  
OF AGRICULTURE AND APPLIED SCIENCE

1947

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## INTRODUCTION

This study was intended to be of a practical nature. By investigating the various techniques employed by agricultural agents who are successful in the publicity and public relations field, information was sought that would be of benefit to all extension agents. By learning the desires and suggestions of the weekly and daily newspaper editors of Kansas, the same objective was desired. Primarily, this study attempted to show what the newspaper editors desired in regard to agricultural news, the desires of the county agricultural agents in their dealings with the publicity department of the State Extension Service, and the suggestions of editors and agents for furthering a program of agricultural publicity.

### Objectives

The following were the objectives of this study:

1. To study the various media employed by agricultural extension agents in disseminating information, and to leave the methods by which the several media were employed by the extension agents.
2. To discover how the editors wished agricultural news to be presented.
3. To learn the type of information desired by the newspapers of the state--both weeklies and dailies--in respect to agricultural matters, and to determine to what extent the editors

believed the agents were furnishing them that information.

4. To determine how the publicity department of the Kansas Extension Service could be of greater assistance to the county agricultural agents. To discover what type of information and which methods of presentation were desired by agricultural agents.

5. To learn the percentage of agricultural news carried by the state's newspapers, how much of it came from the extension agents, and how much originated elsewhere.

#### Procedure

In attaining the objectives of this study, a number of practices were employed.

Questionnaires were used to obtain the opinions and suggestions of daily and weekly newspaper editors on matters involving agricultural news.

By cooperation with the Extension Service and by means of questionnaires and interviews, information was obtained on what steps might be taken by the Extension Service to assist the agricultural agents in accomplishing their public relations functions.

The state's weekly and daily newspapers were studied, and selected examples, discovered by investigation and by the recommendations of the publicity department of the State Extension Service, were found to illustrate the outstanding work which is being done by some agents in the dissemination of information through the press and radio.

A fuller understanding of this procedure and of the objectives of the study may be obtained by inspecting the letters and questionnaires which are attached to this report.

### Response

Two questionnaires, or check lists, were used in the study. One questionnaire was for the use of the agricultural agents; the other was for the use of the newspaper editors.

Questionnaires were mailed to 96 county agents. At the time the questionnaires were mailed, nine Kansas counties had no agricultural agent. Check lists were sent to 105 Kansas newspaper editors, one check list going to the editor of the county seat newspaper in each Kansas county.

Of the 96 questionnaires sent to agricultural agents, 80 were answered and returned--a response of 83.3 percent. Of the 105 questionnaires mailed to newspaper editors, 61 were returned--a response of 58 percent. Subtracting the nine counties which had no county agents from the list of newspaper editors contacted, the percentage of response from the editors was 63.5.

### WHAT THE EDITORS WANT

The questionnaire which was sent to the newspaper editors of the state included 16 questions, some of which required more than one answer. In all, 30 answers were required. In addition, editors were asked to volunteer any comments they had on the matter of agricultural news. This questionnaire sought to cover the interest of readers in farm news and the source of it.

Also covered by this questionnaire were the methods of presentation desired by the editors, the manner in which the editors felt their county agents were performing their publicity and news functions, and the desires of the editors in respect to added information and innovations which might be effected. Copies of these questionnaires are attached to this report.

### Interest in Agricultural News

The first question of the editors' questionnaire was: "Would you describe the interest of your readers in farm news as high, low, or medium?" To that question, 35 editors answered that the reader interest was high, 19 described it as medium, and only one listed it as low.

The one editor who described the interest in farm news as low, based his belief upon an interpretation of "farm news". He wrote: "I am using the term 'farm news' in the sense of general farming information or propaganda: which I take to be the kind of farm news you have in mind. In general, the home town newspaper is taken by farm folks for actual news about people and happenings and not for farming information." His opinion, however, was not shared by the majority of editors answering the question.

Question No. 15 dealt indirectly with the readers' and editors' interest in agricultural news. That question asked: "Would you be willing to use more agricultural news than you now use if it were made available to you so as to require a minimum of effort on your part?"

To that question, 27 editors replied in the affirmative while 15 answered negatively. Several of the negative answers were prompted by a present newsprint shortage. Those editors said they would be glad to use more news of agricultural matters when newsprint supplies were increased.

#### Methods of Presentation

In order to determine how the newspaper editors wished the agricultural news coming from their county agents to be presented, the following question was asked: "Do you prefer that your county agent furnish agricultural news in the form of a farm column or as separate news stories which may be run under separate heads?" Fifteen editors preferred a regular farm column while 39 expressed a desire to receive separate stories. Five others who answered said they wished to receive farm news in both forms and five of those who said they preferred columns said they also liked to receive separate stories. Only four editors said they definitely did not want separate stories, while 35 definitely expressed opposition to regular farm columns.

Thirty-one editors replied that they now were receiving a regular weekly or semi-weekly column dealing with farm news, while 29 said they did not receive such a column. Of the 30 who said they received such a column, 26 used it regularly, while five said they did not use it. Of the 29 who answered that they were not receiving a column, eight said they use one if it were offered and 14 said they would not use such a column. Seven did

not state whether they would use it, several commenting that it depended upon the quality and content of the column.

Question No. 8 was: "Would you use cuts dealing with farm news if pictures taken in your county were furnished by your county agent?" Thirty-nine editors replied that they would use them, while 11 said they would not. Asked if pictures now were being furnished by the county agents, 36 editors answered that they were not and five replied that they were.

This question brought interesting results. Three editors made specific comments on it, some stating that they desired mats, rather than pictures, be furnished them. One wrote:

We do not now have engraving equipment and can afford few cuts unless they are presented to us in mat form. At one time we did have a small engraving plant and were anxious to get such pictures.

Another editor said: "We could use and would be glad to get mats on farm subject material. Graphs, maps, etc., are not as desirable as photo mats."

And a third editor went even further when he wrote:

In the list of questions on the opposite side of the sheet, we note that you ask if we would be willing to use cuts of local farm scenes. We surely would, if you could furnish us with mounted electros, as we do not have a photographic department in our shop. Do you think you could get us some local farm scenes--we'd sure use them.

This matter of cuts, mats and pictures took on added interest and importance when compared with the desires of the agents.

The length of stories desired by the editors also was con-

sidered in the questionnaire. They were asked to give in number of words the approximate length of stories they preferred to receive from their county agents or from the State Extension Service. Twenty-six editors stated a figure which was their preference. Many chose to leave the question blank, several commenting only "Fewer", while many others said that they wanted adequate coverage and were willing to take as many words as necessary to get that coverage. Others pointed out that the number of words in a story depended upon the subject matter, which, of course, was true. The question, however, was designed to get some idea on the average length desired for regular, everyday releases.

The lengths desired by the 26 editors who stated their preferences varied from 75 words to 400 words, three editors making the latter suggestion. The average length of stories desired by the 26 who answered the question was 205 words. Several listed a range of from 150 to 300 as desirable, while others said they preferred stories of from 100 to 200 words. The average of 205 words also came near to being the median in the range of those who declined to state a flat figure as their desired average.

#### Evaluation of County Agent

In order to determine how well the editors felt the county agents were fulfilling their publicity duties, a number of questions dealing with that phase of the problem were asked.

When asked if news releases written by the county agent were suitable for publication without alteration or if editing and re-



writing of his offerings were necessary, 30 editors replied that the stories submitted by the county agents were acceptable without alteration. Twenty-two replied that revision was necessary. Forty-six editors replied that copy coming from the county agents met the general mechanical requirements, was double-spaced, clean and workmanlike. Six said that the copy presented by their agents was not acceptable in this respect.

Only two editors indicated that they were not now using the copy furnished by the county agent, and both said they would use it if it were improved mechanically and journalistically.

Question No. 10 was: "Is your county agent eager to cooperate with you in furnishing farm news?" Fifty editors expressed satisfaction with their agents in this respect by answering "Yes". Only two gave a negative answer. However, 11 said that they believed their agents were too busy with other matters to put proper emphasis on their relations with the press. Thirty-seven indicated that this was not the case in their counties. Only seven editors said that the county agent was not easily accessible for interviews and consultations, while 48 found him accessible easily.

"As a news source, do you consider your county agent good, fair, or poor?" That question was put directly to the editors, and 38 of them described him as a good news source. Twelve said their county agents were fair news sources, while four said their agents were poor news sources.

Forty-one editors replied that their county agents furnished copy regularly on a certain day of the week so that the infor-

mation presented was timely. However, 13 said that their agents allowed information to accumulate and submitted it at irregular intervals. Nine of those 13 said that they could not use much of the material thus submitted because it was not timely. The other four indicated that they could use it regardless of timeliness.

The county agents apparently were doing a good job of localizing the general agricultural stories sent out by the publicity department of the State Extension Service. At any rate, 41 editors indicated that their agents were striving for local ties on the state releases. Seven, however, said that their agents made no effort to localize the general Extension Service releases, and 28 said that the stories would be more attractive if the agents strove for even more localizing.

Several editors were emphatic in this respect. Some of their comments follow:

"Much of the material we receive from the county agent is just a re-release of the stories from the Extension Service, after we have carried them the previous week or already have them set."

Our experience in the past has been that the local agents do not localize stories. Too frequently they take a story supplied by the College, retype it, and then send it in for publication. That is the lazy way. No effort was made to apply the stories to the local field. I think that a county agent or home demonstration agent should localize farm news, getting in as many names of individuals as possible. The county agent and the home demonstration agent have opportunities to provide a constant stream of localized farm stories, which will be readable and which will improve the readers. Such localized news will prove that results are being accomplished.

We need more localized material from the county agent in far-reaching areas of the county. He possibly unknowingly has knowledge of many 'news tips' that could be given to us, with the paper developing the story with its own facilities.

"State college handouts are used only when we can make a local tie-in. We have no use for handouts unless they do have interest in our territory."

"We can use more features and more human interest stories about local farm people."

"We are now getting the weekly news releases from Kansas State College and use most of them, when they are of a general nature or when we can make a local tie-in."

It was understood at this point that criticism directed at the publicity department of the State Extension Service for a failure to localize stories, was not legitimate criticism. With its present personnel, it appeared impossible for that department to send out releases which would be localized to specific counties. The localization of most general news stories supplied by the State Extension Service, under its current organization, is the duty of the county agent.

Of the 35 editors who made specific comments aside from answering the questions of the questionnaire, almost every one made some reference to localization. Many who were not among the 28 who indicated that their county agent could improve by doing more localizing, intimated that opinion in their comments.

### The Editors' Suggestions

The final question on the editors' questionnaire was: "Do you desire any particular type of information from your county agent or from the extension service which you are not now receiving?" Eleven editors answered that they did, while 26 said they did not. Many editors, however, did not answer the question but indicated in their comments that they want specific information not being received.

With this question, then, it seemed fitting to incorporate the editors' comments. These ran all the way from suggestions on how the State Extension Service could be of more assistance, to the personal qualifications desired in a county agent.

The one comment most often encountered, that of localization, already has been discussed. You may, then, turn to the other suggestions. Some of those comments follow:

The greatest service that could be offered would be training of farm agents to realize what is and what isn't news. There are few rural papers that aren't anxious to get such news, but in some cases an attempt is made to flood the editor with news releases that properly should be disseminated by bulletin. A large majority of readers of most rural papers like to read about the 4-H Club, home demonstration units, livestock groups, crop conditions, harvest stories, farm bureau activities, meetings conducted by extension specialists, livestock and 4-H shows, human interest or personal accomplishment stories, new developments, etc., but they rely on other sources for more technical information. The agents are the key to a successful relationship between the paper and the extension service. If the agents could be sold on this before they start on their jobs the results would be immediately noticeable.

From my own experience and from talking with other editors, I would recommend that all students expecting to enter county agent work be made to take more journalism and public speaking courses.

We find much valuable information in the Kansas State College Extension News Service, but also find that too much of it deals with eastern Kansas and in many cases not enough of it with this end of the state. Another suggestion that we think would be appreciated more by all country papers is short, newsy farm fillers, which could and would be used more frequently than longer stories.

"If a county agent had a good news sense, he could write numerous short, pithy, items about livestock raising, crop returns, improvements to farms, ponds, soil conversation, etc."

Our county agent is a fairly good news source but we find we must go after most of the information to get it, while it would be much more satisfactory if he would make more of an effort to get it to us. I realize, however, he is probably as busy as we.

We have in the past had county agents who were quite newsminded and who always had considerable farm news for us. We encouraged it and were glad to use it when we could. Other county agents just don't know what news looks like, and don't realize the importance to the Farm Bureau of publicizing the various projects which it is pushing.

Articles from the extension department are too long, rarely localized and obviously 'canned'. In place of canned publicity for the whole state, it would appear better if they were prepared for various regions of the state.

Those were some of the comments and suggestions made by the editors. Many other editors, who offered no constructive criticism or who did not have suggestions to make, had high praise

for the work being done by the State Extension Service's publicity department and for the work of their county agents.

To touch again on the interest of readers in farm news, two editors outlined specific projects which they either had underway or planned to inaugurate. One wrote:

Our county agent and one of my top reporters today had preliminary discussions toward working out a program between the paper and his office for a well-organized campaign in this county for a soil conservation project locally. We intend to give much space--both in stories and pictures--to awaken the farmers in this area.

Another editor of a large daily newspaper wrote that he planned to renovate a weekly newspaper published in conjunction with the daily for the purpose of carrying more agricultural news. The weekly would be devoted almost entirely to farm news. He wrote:

We won't feature any prepared news, no matter what the source. Our editor will have a car and spend most of his time out in the country. Until we shall have had time to develop along this line for 18 months we won't have much to say.

These were some of the suggestions of the newspaper editors and their answers to the questionnaires.

#### WHAT THE AGENTS WANT

The questionnaire which was sent to the county agricultural agents was composed of 15 questions. A total of 17 answers was required. This questionnaire sought to cover information on how the agent felt about his press functions, how receptive he found

the editors for his offerings, how he preferred to handle his releases, and how much time--and with what regularity he devoted that time--to press matters. It sought to determine the extent to which the agent was using photography, what use he was making of information furnished by the publicity department of the State Extension Service, and what suggestions he had for improvement of that service. Each agent also was asked to list any particular projects or methods which he found were bringing good results in the publicity and public relations field.

#### Interest in Press Functions

The first question on the agents' questionnaire was: "Do you find that the dissemination of information in the form of news stories, pictures, releases, etc., to the newspaper editors of your county is one of your important problems?" To this query, 67 agents replied in the affirmative, while only 12 answered negatively. Similarly, they were asked: "In view of your many other duties, do you find it difficult to furnish newspapers with the farm news they desire?" Fifty-six agents answered that they did find it difficult to supply the news desired by their papers, while 22 replied that they did not.

The agents then were asked if they found the newspaper editors in their counties eager for farm news. Seventy-two answered in the affirmative, with five answering that they did not find the editors eager for farm news.



### The Agents' Preferences

Four questions were devoted to the preference of the county agents in the method of handling farm news. First, they were asked: "In handling farm news in your county do you prefer to prepare and write the stories and releases yourself?" Forty-four agents said that they preferred to do their own writing while 16 answered that they did not prefer such a system. The agents then were asked if they preferred to have the newspaper editors in their county interview them and write their own stories. This question brought 38 affirmative answers and 16 negative ones. The subject of columns versus separate stories again came to light in this questionnaire. The agents were asked: "Do you prefer to handle your agricultural news in column form, or would you rather prepare separate stories and releases on diverse subjects?" The system of separate stories received 44 votes, while 22 agents expressed a preference for columns. Several agents said they were using both methods effectively, but the majority were outspoken for one method or another.

### Agents' Public Relations Organization

On the matter of how the agents were meeting their public relations' functions, three questions were asked. "Do you have regular hours each week when you are available to representatives of the press for consultations and interviews?" To that question, 31 county agents answered in the negative. Seventeen stated that they did have regular hours for meeting with press representa-



tives each week.

Another question concerned the use of photography. The agents were asked: "Do you make a practice of supplying the newspapers of your county with pictures to accompany your local stories?" To this query, 55 agents replied that they did not make a practice of furnishing such pictures, while only 17 answered in the affirmative. This question brought several comments.

Seven of the agents who made detailed comments and suggestions touched on the matter of photography. One wrote: "The Extension Service could help by supplying a service to make mats from our local pictures at a low cost."

Another said: "Our newspapers do not prepare picture mats, so I have not furnished them any pictures."

And a third commented: "I would like a service for preparing mats of local pictures."

Other remarks were:

"I believe that our news material would be of much greater values if we could supply good local pictures, but I do not have the necessary equipment."

"We are handicapped in that all our papers are small weeklies and do not have the equipment for using local pictures."

"The Extension Service could be of assistance by making available more photographic material, films, and cameras."

Several other agents commented that the cost of photograph-

ing local events fell upon them, and that they could not afford to carry out a program of news photography as extensively as they would like.

The Extension Service has urged all agricultural agents to set aside a certain time each week for the purpose of attending to press, radio, and public relations matters. The agents were asked if they did have a regular time set aside each week for the preparation and presentation of news stories, columns, radio scripts and other matters. Fifty-three replied that they did reserve time for these matters, while 25 said they did not.

To determine how much time the agents were spending on publicity duties, they were asked: "Approximately how much time each week do you spend in the preparation and presentation of news stories, columns, radio scripts, etc., for local newspapers and radio stations?" Seventy-three agents answered this question. One agent answered that he spent 10 hours each week in the preparation of material, while two others spent eight hours a week. Those represented the highest figures among the 73 answering the question. One agent answered that he spent but 15 minutes a week in attending to his publicity functions, and that was the shortest time expressed, although three listed 30 minutes a week as their time spent, and one said he spent but 45 minutes in his publicity work.

The average time spent by the 73 agents answering the question was 2.95 hours weekly.

Four hours a week was the figure most commonly encountered, 15 agents giving that as the time they spent in publicity work

through the press and radio.

#### Miscellaneous Questions

To obtain their opinions, two general questions were asked the agents on the questionnaire. One was: "Would you welcome information about how other extension agents are meeting their publicity problems, and suggestions on how you might make your public relations program more effective?" The other question was: "Do you consider the dissemination of information of agricultural matters a highly important part of your job?" The latter query, as it developed, was a "catch" question. Inadvertently, the words "through the press and radio" were omitted from the question. Only two agents, however, gave a negative answer, with 78 answering in the affirmative. Several, and correctly so, commented that the dissemination of agricultural information was the sole purpose of their job. The two who answered negatively did not qualify their answers.

All 80 county agents who returned questionnaires answered "Yes" to the first of these two questions, thereby indicating that they would welcome information on how other agents were performing their public relations duties and suggestions on how they could better their individual programs.

These two questions were the only ones on either the editors' or agents' questionnaires which were answered by every person who returned a questionnaire.

### The Agents' Suggestions

The last two questions on the agents' questionnaire were: "In what ways do you believe the Extension Service could be of greater service to you in fulfilling your public relations functions?" and, "Do you have any particular publicity projects or special methods which you find are bringing good results?" To answer these queries, the agents were asked to write their comments. Forty-two of the 80 agents who returned the questionnaires complied by making some comment.

In regard to how the Extension Service might aid them, the agents showed a tendency to stress three points--timeliness, localization, and assistance from publicity specialists.

Timeliness. Twelve county agents stressed the need of more timely information from the Extension Service. Some of their comments follow:

"Get stories to us earlier in the week! The news articles we receive always are one week late."

In answer to this question I feel that the Extension Service could be of greater benefit to us if they would furnish more timely information. There is a lot of information that comes out in farm magazines and newspapers before the agents get it.

"Get information to me on time--too often the releases arrive too late."

The Extension Service would help by supplying news stories at an earlier date. At present, news is received from three days to a week late for western

Kansas. Often articles when sent from Manhattan should be in the county on that date to make the weekly papers. I do not receive articles with any regularity out here, so I cannot count on them.

"The publicity material I receive I find very useful. It has arrived too late several times, which no doubt could be avoided."

"I have no suggestions on altering the program of the Extension Service in relation to publicity except to get copy to us in time."

Localization. This subject already was touched in part in discussing the editors' questionnaire. Some additional points were raised in the agents' comments, however, which have to do with the localization of material for certain areas rather than for specific localities or counties. Others simply applied to the specific localization already discussed.

Some of those comments were :

"We need more information pertaining to our particular locality. Much of the information we now are receiving is too general in nature."

Most of the Extension publicity releases, of necessity, apply to eastern Kansas conditions. It would be far better if this type of material were not even sent to unadapted areas. Material pertinent to a particular area should be sent there.

The news releases sent out from the College cover the state of Kansas. Some releases have very little, if any, news value to fit certain areas of the state. Also, news that is released is written in such a manner as to be unsuited for any but the papers which have state-wide circulation.

Some newspapers in my county are indiscriminately printing all canned news sent them by the Extension Service, whether or not it applies in this section of the state. These same papers pay little attention to news we send them. Many readers very likely do not know this.

"They would help us more by sending more stories applicable to western Kansas and fewer general stories."

Most of those comments came from agents serving the western sections of the state. As evidence that you cannot please everyone, however, one agent wrote thus:

"In answer to this question I feel that the Extension Service should furnish more timely information relative to agriculture in eastern Kansas. Too much information is adapted to western areas."

Assistance from Specialists. Six agents commented in detail on this point and many others at least mentioned it in their comments. The general opinion stressed in this respect was that the average county agent lacked the training for really effective press and public relations functions, and that a roving or traveling Extension Service specialist would help them by coming into their counties and helping with publicity. Some of the comments on this matter follow:

The Extension Service is doing a good job in publicity, however more could be accomplished by writing a program of work in publicity similar to that done by other specialists, with specialist help scheduled into the field. This would involve closer correlation of all projects together with a plan to bring all publicity under one program.

"If the Extension Service could come into the counties and give special help on a few features, it would give agents a better idea of what type of story to look for."

One suggestion would be an increase in the size of the Extension Publicity staff whereby a traveling reporter could spend some time with the agent in collecting and writing local news stories. That practice would help a lot. I believe that most of the county agents are poor publicity men. Sometimes they are so close to a good story that they fail to see it. Generally speaking, we agents are too busy and set aside the news-writing work and then don't get some of it done.

"Maybe we could be helped more if we had specialists' help in the county as we have with poultry, crops, etc. Probably we agents don't devote enough time to local news."

I believe that if the Extension program is to be publicized properly it should have a traveling reporter to gather some of the information from the counties of Kansas. Also, this reporter could assist the county agents in finding feature stories, and in making them publicity conscious.

"If a publicity employee could take good pictures during the year's activities it would help me."

Several other county agents, while not making specific comments in line with those quoted, intimated and freely admitted that they were not well trained in publicity and news writing, and suggested that because of that lack of training they missed numerous stories that should have been covered. Their unanimous vote on the question which asked them if they would welcome suggestions on how to better their programs also indicated this line of reasoning. Referring again to the editors' comments, it was



apparent that those common suggestions, regarding the lack of news training of many county agents, also were made.

Miscellaneous Suggestions. Other recommendations made by the county agents ranged from the method of handling bulletins to modifications of their work programs. One agent, who record in public relations and press and publicity work was one of the best in the state, suggested that the Extension Service cut down on some of the project work required of the county agents so that more time could be devoted to public relations functions. Among the other comments were the following:

"The Extension Service would do well to shorten their bulletins and releases. Especially long are those from the P.M.A." (Production and Marketing Administration)

"I usually shorten the prepared material from the Extension Service."

"I would appreciate more tips from the specialists and more short stories on experimental work."

"I would appreciate it if the Extension Service could supply advance publicity data for district meetings."

"More press releases from the state office on a wider variety of subjects would help us save time in preparing our weekly press releases."

All was not criticism, however, Many agents expressed the



opinion that they were well satisfied with the service of the Extension publicity department. One agent said that he found the information highly valuable and that his complaint, if any, was that he could not get enough of it. Another stated that the volume of information received far exceeded the amount he was able to use. Others echoed those opinions, saying that they desired one thing above all others--that the information continue to flow to them regularly and in quantity.

#### The Agents' Projects

On the matter of what special projects or methods they found useful in furthering their individual publicity programs, nearly every one of the 42 agents who commented at all had something to say on the subject.

The use of individual "success" stories proved an effective technique for several agents. Another method which was reasonably widespread was the use of weekly, monthly and quarterly news-letters. Other agents indicated that they had learned by experience that personalizing and localizing their stories made them more acceptable.

One agent said that he had learned that the more time and care he devoted to the preparation of his copy, the more likely it was to be accepted.

Another replied that he found it more profitable to submit only the best stories possible on the most important information, and in a reasonably limited quantity. He found the editors receptive to this type of information, while they often rejected

everything if too much material was presented to them.

The occasional use of "paid" advertising to publicize some projects created a good impression on his editor, one agent said. He believed that many editors felt they were contributing too much "free" space for agricultural publicity, and that the use of paid advertising at frequent intervals helped to dispel this criticism by the editors.

One agent reported that he found the most important thing in getting his material printed was to localize it and to write it in as readable a style as possible.

Another agent had this to say about the publicity program:

"Our most effective means of fulfilling our publicity functions is through the use of our new sound movie projector. We have films scheduled for every week in the year."

Still another explained his theories in this manner:

"I make it a point to know the editors and other newspaper personnel and to try to find out what they want. I try to give them additional background which usually aroused their interest."

Several agents said the use of interested farmers as rural reporters was working well for them. Another wrote that he held regular press interviews, a method he found advantageous. His comments follow:

Reporters call at the office daily. Usually someone in the office is available and we get good service on our current events. I find it unnecessary to write entire stories, unless, of course, anything of a more detailed or technical nature comes up. The monthly news letter we put out is effective for us. Also, the home demonstration agent and I alternate in presenting a radio

program on Monday mornings. My problem is to find time to write the script. Ideas usually are not difficult. The news stories from the College are of some value in furnishing ideas.

It was the opinion of several agents that the regularity with which news was submitted to the editors was the most important single factor in successful publicity. Another wrote that all agents should solicit the cooperation of the editors in their counties and guarantee the editors their cooperation in return. This done, the greatest obstacle is overcome, he believed.

Along this general line, one agent said he had obtained excellent results through special appointments with the editors of the newspapers he serves. Especially effective, he wrote, was a program whereby the newspaper editors, or reporters, were taken directly to the farms of the county by the agent. This worked well on soil conservation and livestock production projects, he said.

Here were other comments by agents:

"We use a local column in the newspapers using a 'Calendar of Dates' at the beginning of the column to announce activities before writing the regular news."

My public is very interested in reports on and results of demonstrations, whether conducted by the agent, or by some farmer. A report on situations, following an at-random survey, also is interesting and influential.

I find I can reach more adults by writing the success story of some farmer who has used recommended methods and has had success at it. I find occasionally a few short, snappy paragraphs on several subjects seem to be appreciated.

"We have a quarterly news letter which is sent out to members in the county. This helps keep them in touch with conditions in all parts of the county."

In the local weekly, I have a column on the front page each week. It appears in the same place each week and I use it for local stories of interest and to announce when and where meetings are to be held. This column, I find, gets the information to the interested people.

#### HOW FARM NEWS IS SUPPLIED

To determine the sources of the farm news carried in the state's newspapers, questions were asked both the county agents and the newspaper editors. These questions asked the editors how much farm news they carried each week and how much of it originated with the county agent; and what percentage of their farm news came from the county agent, from the State Extension Service publicity department, and from their own reporters.

The agents were asked how much of the farm news which they submitted to the editors each week originated with them and involved strictly local matters, and what percentage came from the Extension Service publicity department.

#### County Agents

The editors were asked: "Approximately how many column inches do you devote to farm news each week?" "About how many inches each week are supplied by your county agent?" Forty-two editors answered these two questions. The number of column inches of farm news each week in the papers edited by the men an-

swering the questions varied from six to a high of 320 inches.

The average amount of space devoted to farm news in the 43 papers represented by answers was 70 column inches per week.

The editors' answers as to how many column inches of their farm news each week were furnished by their county agents varied from a low of one inch to a high of 180 inches. The average number of column inches supplied by the county agents each week in the 42 cases was 47.

Dealing with percentages, the editors were asked what percent of their farm news each week was furnished by their county agents. Forty-nine editors answered this query, ranging the percentage of news furnished by the agents all the way from five to 98. The average percentage, however, was 46.6.

The agents themselves were asked what percentage of the farm news which they presented to the papers originated with them and involved strictly local matters, and what percentage came from the State Extension Service.

Seventy-one agents answered this question. Replies varied from one percent for the Extension Service and 99 percent for the agent, to 80 percent for the Extension Service and 20 for the agent. The average percentages were 28.1 for the Extension Service and 71.9 for the county agents. In other words, the agents indicated that an average of 28.1 percent of the news which they furnished the newspapers each week came from the Extension Service and an average of 71.9 percent of it originated with them and involved strictly local matters.

### Extension Service

The editors were asked what percent of the farm news that they carried each week came from the State Extension Service. The 49 editors who answered this question sent answers ranging from 88 percent to none at all. Ten of the 49 who answered said they did not use any news coming from the Extension Service, while 23 indicated that 10 percent or less of their news each week came from this source.

It was possible, though, that there was some confusion on this point. The editors may unknowingly have used material supplied to the county agents by the Extension Service and in turn given them by the agents. This type of information, however, was not included in the question, since only the amount of material issued outright by the Extension Service to the editors and used by them, was sought.

One editor said that he relied on Extension Service publicity almost exclusively for his farm coverage because, as he wrote, "it is written in better newspaper style and needs less editing and revision than other farm news we receive."

The average percentage of the total farm news carried which was furnished by the Extension Service, according to the editor's replies, was but 19.6 percent. The answers of editors who used no Extension Service publicity whatsoever, and those who said that they used very little of it, largely were responsible for this low average percentage.

Considered in both the light of what is used in newspapers



directly and what reaches the newspapers by way of the county agents, the Extension Service publicity appears to be well accepted. More than 19 percent of the farm news carried in the papers is furnished outright by the Extension publicists, while 28.1 percent of the material which the agents submitted to the papers was originated by the Extension Service.

To attack the question from the standpoint of amount of space devoted to Extension Service publicity, rather than from the standpoint of percentages, the clipping summary for the publicity department of the Extension Service for the month of February, 1947, was consulted.

During that month, Extension publicity was used in an estimated 552 newspapers. An estimated 3,731 column inches were devoted to Extension publicity during February, 1947, and the publicity reached a reader audience conservatively placed at 552,000, an estimate based on 1,000 readers a week for each weekly newspaper carrying the stories. In addition, Extension publicity reached another estimated 345,000 readers through the weekly Kansas City Star, in which 92 inches of Extension Service releases were used.

Topics which received the widest coverage during February in the information supplied by the Extension Service, were Extension Administration, which accounted for 950 column inches; and boys' and girls' club work, which accounted for an additional 739 inches. Engineering Extension ran third, with 476 inches, while 385 inches were printed on home demonstration work and 221 inches were devoted to balanced farming.

Other topics which received wide circulation were poultry husbandry, soils management and crops production, marketing, farm management and county agent work.

### Newspaper Staffs

The newspaper editors were asked what percentage of their agricultural news was obtained by themselves and their reporters, exclusive of that furnished directly by the Extension Service and by the county agents. To this query, editors' answers ranged from a low of but one percent to a high of 95 percent. Forty-nine editors answered this question, and a tabulation of their reported percentages showed that an average of 33.8 percent of the farm news carried in those papers was secured directly by the editors or their reporters.

This average was raised materially by several of the large daily newspapers, whose reporters covered and wrote nearly all of their papers' farm news. In the case of the smaller weekly publications alone, the percentage of news secured directly by editors or reporters was much lower. In most cases where this percentage was lower, the county agents furnished a higher percentage than the average from that source.

## FINDINGS AND CONCLUSIONS

### Interest in Farm News

On the basis of two questions, one on each of the questionnaires used in the study, it would appear that the interest of



newspaper readers of Kansas in agricultural news is high. Thirty-five of the 55 editors who answered a question on this matter described it as such, with an additional 19 listing their readers' interest as medium. On the agents' questionnaire, 72 agents replied that their editors were eager to obtain farm news, while only five said they were not eager for such news.

On the basis of these figures, it was indicated that the newspapers of Kansas comprised a ready media for information and news of an agricultural nature. Few agents could use the lack of interest on the part of the editors and readers as an excuse for neglecting publicity duties. It appeared that the audience was available and that the media for reaching that audience also were available for effective employment by the agricultural agents. The only thing that remained was for the agents to take advantage of their opportunity.

#### Findings in Relation to Objectives

Methods of Presentation. Thirty-five of 50 editors who answered the question on whether they preferred a farm column said that they did not, while only 15 said they did. Thirty-nine said they preferred separate stories, while but four said they did not prefer farm news in that form.

This seemed to indicate a desire on the part of the editors for the majority of the news to be presented in the form of separate news stories. A few preferred columns to separate stories, but the majority did not.

Thirty-one editors, however, said they were receiving regu-

lar weekly or semi-weekly columns from their agents, and 26 of the 31 answered that they were using those columns regularly. Nevertheless, 32 editors replied that they definitely preferred separate stories to columns. The only conclusion which seemed plausible from the fact that 26 editors were using the columns, was that columns were the only form in which the editors were able to obtain farm news from their agents. The editors indicated that they did not use the columns because they preferred that mode of presentation, hence there must have been some features which forced them to use the columns.

If the county agents found that their editors were using the columns regularly, they might have felt that columns were the best mode of presentation because the editors used them. On the basis of their expressed preference, however, the editors indicated that they probably would be more receptive to farm news written in the form of separate stories.

The logical conclusion on this matter, based on the answers and comments, was that the county agents best served the editors by handling the bulk of their news in the form of separate stories. In many counties, in fact, it appeared that agents were wasting their time in even preparing and presenting columns. Some agents complained that the papers were not using the columns they submitted with any regularity. That, in itself, was sufficient notice to the agent that he could better employ his time in preparing other types of releases.

In some cases, the editors indicated that they would accept columns if they were truly worthy. In other cases, they said that

they could use material presented in both the form of columns and separate stories. In those two instances, it appeared that the agents could have done both themselves and their editors a service by investigating the editors' desires personally before flooding them with material they will not use.

Comparing the answers of the editors with those of the county agents, a similarity of desires was expressed in the matter of columns versus separate stories. Forty-six agents preferred separate stories, while 26 said they preferred columns. These figures, when compared with those of the editors, revealed that there should not be too great a desire on the part of a majority of both the agents and the editors to furnish or receive news in column form.

The findings in this respect, then, indicated that county agents, while they may have found limited and local conditions were suited to the use of columns, probably were not far wrong if they were relying heavily on separate stories and devoting but little time to the preparation of farm columns. It was not implied that columns should be completely forgotten, but rather that many agents probably overemphasized their importance and thus probably wasted time that could well have been spent in the pursuance of other publicity duties.

There long has been a discussion on whether publicity releases were more likely to be acceptable to editors if headlines were written on the releases before they were submitted.

To gain information on this matter, the question of whether editors preferred headlines on the releases they received from

their county agents and from the Extension Service was asked. Thirty-two of the 50 who answered the question, or 64 percent, answered that they did not want headlines on the stories. Eighteen editors said they preferred headlines on the releases.

Here, again, the figures indicated that the agents who were doing so, were losing valuable time by writing headlines for their stories. According to the figures, 64 percent of the editors who received the releases would disregard the headlines anyway. In the case of the county agent, it seemed that a good practice was for him to discover the desires of his individual editor in the matter and to be guided by them.

For a general conclusion, however, the use of headlines on prepared releases was not appreciated by a considerable majority of the editors.

The Role of the Extension Service. Many of the comments of the county agents in regard to how they believed the Extension Service could be of service to them in fulfilling their publicity functions have been quoted and discussed. On the basis of comments made, it appeared that the agents desired more timely information, more assistance from specialists and more stories adapted to particular localities. The first and last of these three points probably could be corrected without any great difficulty on the part of the Extension Service. The matter of traveling Extension Service reporters and publicity specialists to go into the counties, called for added personnel.

This study did not attempt to delve into financial practica-

bility of such a step, but it appeared from the relatively small number of agents making this suggestion that the benefits to be gained from such a step probably would not be justified by the demand for such service, nor by the questionable improvement it would make in the agents' publicity ability.

The Extension Service might answer the other two demands easily. In regard to localization or adaptation of news to particular areas, only those releases which applied to the area could be sent to the agents in that area. If the complaint of some agents that most information was better adapted to eastern than to western Kansas was legitimate, the Extension publicists also could solve that problem by putting more stress on stories concerning agriculture in the western counties. That complaint, however, could not be considered too seriously in view of the relatively few agents who lodged it, coupled with the fact that some agents in the eastern sections felt that most of the material they received was intended for western Kansas.

On the matter of timeliness of Extension Service releases, the majority of complaints also originated in western Kansas. That apparently was due to a simple matter of mailing times. The Extension Service probably could satisfy those complaints by arranging to get the releases scheduled for western Kansas into the mail several days earlier so that they would reach the agents in that area in ample time for them to be rewritten, localized, and submitted to local editors by release dates.

The other suggestions and comments of county agents on how they believed the Extension Service could be of greater assistance

to them already have been quoted and outlined and need no interpretation.

In regard to the amount of Extension Service publicity which was being used, figures and percentages already have been listed in the report. The 19.6 percent of the total amount of farm news carried in the state's papers which was credited to the Extension Service by the editors, seemed smaller than desirable. The fact that but 28.1 percent of the material which agents furnished to the newspapers came from the Extension Service, also seemed low.

These figures, however, certainly were not conclusive or overwhelming enough to indicate any serious shortcoming, or probably, any shortcoming at all. Only a few of the agents indicated that the Extension Service was not supplying them most of the information they desired.

Also probable was the fact that much Extension Service publicity and information reached both agents and editors without them being aware of the source of the information. Because of that fact, the percentages given by the agents and editors probably were lower than the actual percentages.

The matter of localization of material to specific areas, already discussed at length under various heads, probably was a consideration in why the editors did not use more Extension releases outright. Some intimated that since much of the information was not localized, it could not be used, and in the press of other duties, they lacked time to localize it themselves.

As to why the agents did not use more Extension Service material, it was probable that the matter of timeliness played a

minor role, since several indicated they received the news too late to use. The Extension Service, however, appeared to be doing an adequate job.

The Editors' Requests. The general desires of newspaper editors in regard to the services which they wanted from their county agents and from the State Extension Service have been outlined and need little or no explanation. One point in this regard, however, was pronounced enough that it deserved discussion. It involved the matter of photography and the supply of pictures to the editors.

Thirty-nine of 50 editors who answered the question, or 78 percent, said that they would use cuts dealing with farm news if pictures taken in their counties were furnished by their county agents. Only five of 41 editors who answered the second part of that question stated that they received such pictures from their agents.

These figures indicated that at least one desire of the newspaper editors was not being fulfilled. By their own statement, the editors revealed that they would use pictures. If that was the case, it appeared they should have them. Nevertheless, it also was revealed that such pictures were not being presented to the editors in most cases.

The agents themselves admitted this shortcoming when only 17 of 72 answering, or but 23 percent, said that they made a practice of furnishing pictures to the editors.

Those who chose to comment listed lack of training and lack



of equipment as the prohibitive factors in supplying pictures to the editors. Some editors listed a lack of engraving equipment as a drawback to them.

Already quoted were suggestions that the Extension Service provide some type of mat service which would furnish mats to the newspapers, or which would prepare mats of local pictures taken by county agents for use in the papers of their counties.

Again, this suggestion raised a financial consideration. The cost of such a program under present price conditions and with existing material shortages appeared to be prohibitive, but the considerable demand for such a service on the part of the editors and agents alike made it a legitimate proposal.

Considering the recognized values of pictorial journalism, the answers to those questions regarding the use and availability of photographs to accompany farm news indicated that the Extension Service should take some steps to improve the situation.

For the past several years, the publicity department of the Extension Service has conducted schools on photography for the county agents. The results of this study, however, indicated that the agents apparently failed to get the full benefit of those schools, or else failed, through lack of interest or because of unforeseen difficulties involved, to put the knowledge obtained into practice.

The Role of the Agent. Judging from their answers to the questions, it was reasonably well indicated that most editors believed their agents were doing satisfactory work in meeting their

publicity duties. Several editors had comments to make on the training of agents, however.

Some editors commented that the agents needed to be better trained along news writing and public speaking lines. Several editors stated the belief that if not well-trained to write news copy, at least the agents should be capable of recognizing newsworthy material when they saw it. Some of the agents themselves admitted this shortcoming. With some considerable criticism voiced on this point, it seemed a significant indication that better training of agents along journalistic lines while they are in college would be an advantage. Although the results of the study were not conclusive enough in this respect to make that extra training a recommendation, the indications of the editors and the agents, plus the fact that such a program undoubtedly would better prepare the agents for their work, made it worthy of consideration.

Dealing with questions asked directly of the agents, some interesting results were obtained. In regard to the amount of time spent in the preparation of publicity material each week, one conclusion was reached. Considering that the newspapers in their counties probably afford the best media for presenting information and agricultural publicity, it appeared that the agents were not devoting a large enough amount of time to the preparation and presentation of news.

With three hours per week as the average time spent by agents in this pursuit, it appeared that they were not utilizing one of their most important weapons as effectively as they might.

One agent, in fact, replied that he spent only 15 minutes in the entire week in preparing and presenting newspaper copy. That agent undoubtedly was an exceptional case, not only in that he spent so little time, but doubly so when other factors are considered.

The editor of the paper in his county said that he was receiving and using a weekly farm column from the agent. The agent, then, was preparing a regular farm column each week and spending but 15 minutes in its preparation. That, it safely could be concluded, was an outstanding feat.

This particular case was emphasized because it probably demonstrated a more or less regular practice. The agent who said that he spent but 15 minutes each week probably forgot some of the time he put in, but his answer made it evident that he was spending no more time than absolutely necessary in the preparation of news copy and publicity releases.

He apparently took the Extension Service material and submitted it without revision to the paper, then forgot about the paper as a medium of expression for another week.

That practice undoubtedly is followed by a large number of agents, since many stated that they spent less than five hours a week in performing their press functions.

It was revealed by their answers and comments, that many agents were devoting as little time as possible to writing news releases and publicity material for their papers instead of as much time as possible. If they found the editor at least moderately satisfied with what offerings they chose to make, they ap-

parently were satisfied themselves.

It is an obvious fact that the average county agent, with no more journalistic training and experience than he has, would not be able to pursue any kind of effective publicity program through the papers in his county if he spent but 15 minutes to three hours a week in furthering it.

The arguments of some agents that they could not spare time from other duties to be spent on news writing of agricultural matters did not appear valid. One agent indicated that he spent 10 hours, or more than one day, each week in performing his publicity duties. Several others said they spent eight hours, or one day, and there were many whose answers ranged from five to seven hours a week. Barring unusual local conditions, of course, it appeared that what some agents could do, others could do also.

So, a worthwhile recommendation in this respect appeared to be the following: County agents should look objectively at their weekly schedules and then attempt to reorganize them so that more time each week could be allotted to performing their press publicity work. In some cases, such a reorganization might be impossible, but the indications were that it could be effected. A more careful scheduling of their duties probably would show the agents that they could find more time to devote to this matter--a drudgery for many agents, of course, but nevertheless a highly important part of their work, as they themselves indicated by their answers.

The fact that this recommendation seemed valid was further illustrated by the answers to the question regarding the sched-

uling of a regular period each week to take care of publicity. As stressed previously, the scheduling of such regular periods has been one of the principal suggestions made by the Extension Service to the agents.

Despite this fact, however, 25 of 78 agents who answered the question stated that they did not have such regular periods scheduled. Many of those who started the program said they had dropped it in the press of other duties, and some who said they did set aside such time, intimated that they used the periods as catch-all periods for cleaning up all miscellaneous work, and not solely for the purposes of preparing news stories and publicity releases.

Media Employed. The media being employed by the county agents, together with the various methods of employing these media and the special projects which have been undertaken by agents to further their publicity programs, previously were discussed in detail and need no further explanation.

Some examples of outstanding work seemed to be in order, however. In one county, the agricultural agent, the club agent, and the home demonstration agent cooperated in printing a semi-monthly agricultural newspaper, which was mimeographed and circulated to all cooperators in the county.

At least three extension agents whose work was investigated were responsible for planning and supervising a weekly farm page in at least one of the newspapers in their county.

At least four agents had requested and had been granted regu-

lar weekly farm radio broadcasts. There probably were more agents who did this, but these four were prominent in the work. In every one of these cases, reported results were excellent. One agent commented that he found his 15-minute weekly broadcast of more value than hours spent at other duties.

Regular weekly, semi-weekly, monthly and quarterly news letters were employed by many agents to further their programs of contacting the agricultural audience in their counties.

In one county, the much-discussed program of photography was being used effectively by the county agent. He found his papers eager for photographs and since has supplied their heavy demand for pictures to illustrate his farm stories.

The other methods were numerous and varied. Many of them deserved mention but those cited were exceptional. They indicated that while many county agents may have neglected their duties in regard to the press and radio and in regard to general publicity, at least many were doing outstanding work. The goal should be one which would have all county agents, wherever possible, carrying out such vigorous programs.

Where Farm News Originates. The matter of how much news is furnished by the county agents themselves and how much comes from the State Extension Service publicists already has been covered in detail. It is self-explanatory and needs no added clarification.

## ACKNOWLEDGMENT

For invaluable assistance rendered in the planning and conduct of this study, grateful acknowledgment is made to the following: Prof. R. R. Lashbrook, Head of the Department of Industrial Journalism and Printing; Prof. L. L. Longsdorf, Kansas Extension Editor; Mr. Leonard F. Neff, Extension District Supervisor; Mr. Harold Shankland, Assistant Extension Editor; and all the county agricultural agents and newspaper editors who cooperated by answering and returning the questionnaires upon which this study largely was based.



APPENDIX

### Newspaper Editors List

Milford C. Langley, Allen County News-Journal, Iola.  
 Earl L. Knauss, The Garnett Review, Garnett.\*  
 Al Bennett, Atchison Daily Globe, Atchison.\*  
 Arthur J. Carruth, The Barber County Index, Medicine Lodge.\*  
 M. D. Spencer, The Great Bend Tribune, Great Bend.\*  
 G. W. Marble, The Fort Scott Tribune, Fort Scott.\*  
 Ewing Herbert, The Hiawatha Daily World, Hiawatha.\*  
 R. A. Clymer, The El Dorado Times, El Dorado.\*  
 W. P. Austin, Chase County Leader, Cottonwood Falls.\*  
 Ivan P. Gillett, The Sedan Times-Star, Sedan.  
 W. W. Goodwin, The Columbus Advocate, Columbus.  
 G. F. Ingamells, The St. Francis Clipper, St. Francis.\*  
 Harold L. Ray, The Clark County Clipper, Ashland.\*  
 Harry E. Valentine, The Clay Center Dispatch, Clay Center.  
 Ray Green, The Concordia Blade-Empire, Concordia.\*  
 John Redmond, The Daily Republican, Burlington.  
 Norman W. Butcher, The Eastern Star, Coldwater.  
 William Randall, The Winfield Daily Courier, Winfield.\*  
 Ralph J. Shideler, The Girard Press, Girard.\*  
 E. R. Woodward, The Oberlin Herald, Oberlin.\*  
 C. M. Harger, The Abilene Reflector-Chronicle, Abilene.  
 C. C. Calnan, The Kansas Chief, Troy.  
 J. W. Murray, The Lawrence Daily Journal-World, Lawrence.  
 Harlow E. Tibbetts, The Kinsley Mercury, Kinsley.  
 Floyd C. Flory, The Howard Courant-Citizen, Howard.  
 Frank Motz, The Hays Daily News, Hays.\*  
 Francis Wilson, The Ellsworth Messenger, Ellsworth.\*  
 Farm Editor, Garden City Daily Telegram, Garden City.\*  
 Joseph G. Berkely, The Dodge City Journal, Dodge City.  
 S. F. Harris, The Ottawa Herald, Ottawa.\*  
 Lee Rich, The Junction City Union, Junction City.\*  
 A. K. Trimmer, Gove County Republican Gazette, Gove City.\*  
 Frank Hall, The Hill City Times, Hill City.\*  
 Hart Dey, The Ulysses News, Ulysses.\*  
 Charles S. Sturtevant, The Jacksonian, Cimarron.\*  
 Otto A. Epp, Greeley County Republican, Tribune.  
 Burt Doze, The Democratic Messenger, Eureka.\*  
 Albert M. James, The Syracuse Journal, Syracuse.\*  
 Jack E. Jacobsen, The Anthony Republican, Anthony.  
 Harold Rea, Harvey County News, Newton.\*  
 Rolland Jacquart, The Sublette Monitor, Sublette.\*  
 Iona Wilson, The Jetmore Republican, Jetmore.\*  
 W. T. Beck, The Holton Recorder, Holton.\*  
 J. W. Roberts, The Oskaloosa Independent, Oskaloosa.\*  
 F. W. Boyd, Jr., Jewell County Record, Mankato.\*  
 Charles L. Sander, The Johnson County Democrat, Olathe.\*  
 Leslie G. Stullken, The Lakin Independent, Lakin.  
 Merle T. Butcher, The Leader-Courier, Kingman.  
 J. R. McKechnie, The Kiowa County Signal, Greensburg.\*

A. D. Carpenter, The Oswego Democrat, Oswego.\*  
 L. I. Richardson, The Dighton Herald, Dighton.\*  
 D. R. Anthony, The Leavenworth Times, Leavenworth.\*  
 Alice Choate, The Lincoln Sentinel-Republican, Lincoln.  
 Guy R. Hively, Mound City Republic, Mound City.\*  
 Paul L. Jones, The Oakley Graphic, Oakley.  
 Farm Editor, The Emporia Gazette, Emporia.  
 K. R. Krehbiel, The McPherson Daily Republican, McPherson.\*  
 Wharton Hock, The Marion Record-Review, Marion.  
 Charles H. Culbertson, The Marshall County News, Marysville.  
 George H. Carey, Meade County Press, Meade.\*  
 Drew McLaughlin, The Miami Republican, Miami.\*  
 Harry K. Houghton, The Beloit Daily Call, Beloit.\*  
 H. A. Meyer, Independence Daily Reporter, Independence.\*  
 Don A. McNeal, Council Grove Republican, Council Grove.\*  
 Willard Mayberry, Elkhart Tri-State News, Elkhart.\*  
 Jay Adriance, The Courier-Tribune, Seneca.\*  
 Paul Nelson, The Erie Record, Erie.  
 W. F. Turrentine, Jr., The Ness County News, Ness City.  
 M. R. Krehbiel, The Norton County Champion, Norton.\*  
 Lee R. Hettick, The Peoples' Herald, Lyndon.\*  
 Byron L. George, Osborne Farmer-Journal, Osborne.\*  
 Ralph G. Hemenway, Minneapolis Messenger, Minneapolis.\*  
 Harold G. Evans, The Daily Tiller and Toiler, Larned.\*  
 Warren J. Ligg, Westmoreland Recorder, Westmoreland.\*  
 Cecil P. Rich, Pratt Daily Tribune, Pratt.  
 John P. Harris, The Hutchinson News-Herald, Hutchinson.  
 Luman G. Miller, The Belleville Telescope, Belleville.\*  
 Paul Jones, The Lyons Daily News, Lyons.  
 William Ryerson, Manhattan Mercury-Chronicle, Manhattan.  
 C. W. Hamilton, The Rooks County Record, Stockton.  
 Lon L. Robinson, Jr., The Rush County News, LaCrosse.\*  
 Max S. Miller, The Russell Record, Russell.  
 Malcolm Higgins, The Salina Advertiser, Salina.  
 Elmer Epperson, The News Chronicle, Scott City.  
 Ray Millman, The Southwest Daily Times, Liberal.  
 Farm Editor, The Topeka Daily Capital, Topeka.\*  
 W. E. Rogers, The Hoxie Sentinel, Hoxie.\*  
 Charles L. Bigler, The Goodland Daily News, Goodland.\*  
 Harold P. Beason, Smith Sounty Pioneer, Smith Center.  
 Frank Lill, The St. John Daily Capital, St. John.  
 W. F. Hubbard, The Hugoton Hermes, Hugoton.  
 Catherine Billings, The Sumner County News, Wellington.  
 J. K. Phillips, The Colby Press-Citizen, Colby.  
 Fred D. Shaw, Western Kansas World, Wakeeney.  
 C. E. Carroll, The Signal-Enterprise, Alma.\*  
 Harry F. Lutz, The Western Times, Sharon Springs.\*  
 W. C. Coates, The Washington County News, Washington.  
 Bess Holmes, The Leoti Standard, Leoti.\*  
 John S. Gilmore, Wilson County Citizen, Fredonia.\*  
 Harry L. Covert, The Yates Center News, Yates Center.  
 Farm Editor, The Kansas City Kansan, Kansas City.

\*---Completed and returned questionnaires.

## County Agents List

W. Allan Goodbary, Allen.  
J. A. Hendriks, Anderson.  
Clarence W. Vetter, Atchison.\*  
Willis Wenrich, Barber.\*  
Clarence A. Hollginworth, Bourbon.\*  
Wilbur W. Duitsman, Brown.\*  
Victor E. Payer, Butler.\*  
Manford L. Cox, Chautauqua.\*  
Fred V. Bowles, Cherokee.  
Harold D. Shull, Cheyenne.  
Frederick D. Engler, Clark.\*  
Brace Rowley, Clay.\*  
H. E. Rall, Cloud.\*  
John T. Stockebrand, Coffey.\*  
H. L. Murphey, Comanche.  
George W. Gerber, Cowley.\*  
Charles A. Hageman, Crawford.\*  
Laurel E. Loyd, Decatur.\*  
V. E. McAdams, Dickinson.\*  
C. E. Lyness, Doniphan.\*  
Deal D. Six, Douglas.\*  
Joe B. Divine, Elk.\*  
Jewell O. Beghart, Ellis.\*  
Kermit V. Engle, Ellsworth.\*  
Ralph Gross, Finney.\*  
John P. Perrier, Ford.\*  
Roland B. Elling, Franklin.\*  
Paul B. Gwin, Geary.\*  
R. W. McBurney, Graham.\*  
Donald K. Long, Gray.\*  
Laurence R. Daniels, Greeley.\*  
William Wishart, Greenwood.\*  
Wilton B. Thomas, Hamilton.\*  
Elgin R. Button, Harper.\*  
H. W. Westmeyer, Harvey.\*  
William H. Patterson, Haskell.\*  
George Fritz, Hodgeman.\*  
Harry Duckers, Jr., Jackson.  
Russell C. Klotz, Jefferson.\*  
Edwin Hedstrom, Jewell.\*  
C. T. Hall, Johnson.\*  
Vernon Eberhart, Kearney.\*  
E. W. Pitman, Kingman.\*  
John F. Smerchek, Kiowa.\*  
Warren C. Teel, Labette.\*  
Leslie P. Frazier, Lane.\*  
N. L. Harris, Leavenworth.\*  
Darrell Dean Dicken, Lincoln.  
Joe M. Goodwin, Linn.\*

R. Warren Rhodes, Lyon.\*  
 Jess R. Cooper, McPherson.\*  
 Carl M. Elling, Marion.\*  
 Kenneth E. Makalous, Marshall.\*  
 A. Eugene Harris, Meade.\*  
 Harold C. Love, Mitchell.\*  
 R. F. Nuttelman, Montgomery.  
 Joseph P. Neill, Morris.\*  
 Wilbur W. White, Morton.\*  
 Wendell A. Moyer, Nemaka.\*  
 Lester Shepard, Neosho.\*  
 John W. Livingston, Ness.\*  
 Beverly D. Stagg, Norton.\*  
 Walter W. Campbell, Osage.\*  
 Richard B. Poch, Osborne.\*  
 Louis W. Cooper, Ottawa.\*  
 E. Clifford Manry, Pawnee.\*  
 Warren E. Dewlin, Phillips.\*  
 Harvey E. Goertz, Pottawatomie.\*  
 Roy E. Etling, Pratt.\*  
 Norman V. Whitehair, Rawling.\*  
 D. W. Dagle, Reno.\*  
 H. J. Adams, Republic.\*  
 Geo. W. Sidwell, Rice.\*  
 Wayne C. Whitney, Riley.\*  
 Robert J. Danford, Rooks.\*  
 V. S. Crippen, Rush.\*  
 Bernard R. Jacobson, Russell.\*  
 W. E. Gregory, Saline.  
 Reed C. Fleury, Scott.\*  
 A. H. Stephenson, Sedgwick.  
 Hobart Frederick, Sedgwick.\*  
 Raymond E. Fincham, Seward.\*  
 Preston O. Hale, Shawnee.  
 Delbert G. Taylor, Sheridan.\*  
 Evans E. Banbury, Sherman.\*  
 Paul Gilpin, Smith.  
 Arlo A. Brown, Stafford.\*  
 A. P. Timmons, Stevens.  
 Raymond G. Frye, Sumner.  
 E. O. Graper, Thomas.\*  
 Howard C. Myers, Wabaunsee.\*  
 Albert D. Mueller, Wallace.\*  
 Everett L. McClelland, Washington.\*  
 Floyd H. Bjurstrom, Wichita.\*  
 T. V. Martin, Wilson.  
 Edwin R. Bonewitz, Woodson.\*  
 Kimball L. Backus, Wyandotte.\*

\*---Completed and returned questionnaires.

## County Agents' Questionnaire

1. Do you find that the dissemination of information in the form of news stories, pictures, releases, etc., to the newspapers in your county is one of your important problems? Yes \_\_\_\_\_. No \_\_\_\_\_.
2. Do you find the newspaper editors in your county eager for farm news? Yes \_\_\_\_\_. No \_\_\_\_\_.
3. In view of your many other duties, do you find it difficult to furnish newspapers with the farm news they desire? Yes \_\_\_\_\_. No \_\_\_\_\_.
4. In handling farm news in your county do you prefer to prepare and write the wtories and releases yourself? Yes \_\_\_\_\_. No \_\_\_\_\_.
5. If not, do you prefer to have the newspaper editors and reporters in your county interview you and write their own stories? Yes \_\_\_\_\_. No \_\_\_\_\_.
6. If you follow the latter plan, do you have regular hours each week when you are available to representatives of the press for interviews and consultations? Yes \_\_\_\_\_. No \_\_\_\_\_.
7. Do you prefer to handle your agricultural news in column form, or would you rather prepare separate stories and releases on diverse subjects? Columns \_\_\_\_\_. Separate stories \_\_\_\_\_.
8. Do you make a practice of supplying the newspapers of your county with pictures to accompany some of your local stories? Yes \_\_\_\_\_. No \_\_\_\_\_.
9. Approximately what percentage of the agricultural news which you furnish to your local papers is supplied by the state extension service? \_\_\_\_\_. How much originates with you and involves strictly local matters? \_\_\_\_\_.
10. Do you consider the dissemination of agricultural information a highly important part of your job? Yes \_\_\_\_\_. No \_\_\_\_\_.
11. Approximately how much time each week do you spend in the preparation and presentation of news stories, columns, radio scripts, etc., for local newspapers and radio stations? \_\_\_\_\_. Do you have a regular time set aside each week in your schedule for attending to these matters? Yes \_\_\_\_\_. No \_\_\_\_\_.

12. Would you welcome information about how other extension agents are meeting their publicity problems and suggestions on how you might make your public relations program more effective? Yes\_\_\_\_. No\_\_\_\_.
13. In what ways do you believe the extension service could be of greater service to you in fulfilling your public relations functions? Comment:  
(on back of sheet)
14. Do you have any particular publicity projects or special methods which you find are bringing good results? If so, please explain briefly: (on back of sheet)
15. Please list on back of sheet the papers and radio stations you serve.



## Newspaper Editors' Questionnaire

1. Would you describe the interest of your readers in farm news as: High\_\_\_\_? Medium\_\_\_\_? Low\_\_\_\_?
2. About what percentage of your agricultural news is furnished by your county agent?\_\_\_\_%. By the state extension service at Manhattan? \_\_\_\_%. Is obtained by your reporters directly? \_\_\_\_%.
3. Approximately how many column inches do you devote to farm news each week?\_\_\_\_. About how many column inches each week are supplied by your county agent?\_\_\_\_.
4. Do you prefer that your county agent furnish agricultural news in the form of a farm column? Yes\_\_\_\_. No\_\_\_\_. Or as separate news stories which may be run under separate heads? Yes\_\_\_\_. No\_\_\_\_. Do you want headlines on it?\_\_\_\_.
5. Are you now receiving from your county agent a weekly or semi-weekly column, dealing with farm news? Yes\_\_\_\_. No\_\_\_\_.
6. If so, do you use this column regularly? Yes\_\_\_\_. No\_\_\_\_.
7. If your answer to No. 5 was No, would you be willing to use such a column if it were offered to you? Yes\_\_\_\_. No\_\_\_\_.
8. Would you use cuts dealing with farm news if pictures taken in your county were furnished by your county agent? Yes\_\_\_\_. No\_\_\_\_. Are they furnished now?\_\_\_\_.
9. Are the news releases written by your county agent suitable for publication without alteration or do you find it necessary to edit and re-write the offerings? Acceptable\_\_\_\_. Revision necessary\_\_\_\_. Does the copy coming from your county agent meet the general mechanical requirements; is it double spaced, clean and workmanlike? Yes\_\_\_\_. No\_\_\_\_.
10. Is your county agent eager to cooperate with you in furnishing farm news? Yes\_\_\_\_. No\_\_\_\_. Do you find that he is too busy with other matters to put proper emphasis on his relations with you? Yes\_\_\_\_. No\_\_\_\_. Is your county agent accessible for interviews and consultations? Yes\_\_\_\_. No\_\_\_\_.
11. As a news source, do you consider your agent: Good\_\_\_\_. Fair\_\_\_\_. Poor\_\_\_\_.

12. Does your county agent furnish you copy regularly on a certain day of the week so that the information presented is timely? Yes \_\_\_\_\_. No \_\_\_\_\_. Or does he let information accumulate and submit it at irregular intervals? Yes \_\_\_\_\_. If he follows the latter plan, do you find that you cannot use much of the material because it is not timely? Yes \_\_\_\_\_. No \_\_\_\_\_.
13. On general agricultural stories from the state extension service which are presented to you by your county agent, does he strive for a local tie-in? Yes \_\_\_\_\_. No \_\_\_\_\_. Would the stories be more attractive to you if he did more localizing? Yes \_\_\_\_\_. No \_\_\_\_\_.
14. Approximately what length stories do you prefer to receive from your county agent or from the extension service, exclusive of columns? Number of words \_\_\_\_\_.
15. Would you be willing to use more agricultural news than you now use if it were made available to you so as to require a minimum of effort on your part? Yes \_\_\_\_\_. No \_\_\_\_\_.
16. Do you desire any particular type of information from your county agent or from the extension service which you are not now receiving? Yes \_\_\_\_\_. No \_\_\_\_\_.

(Please write any comment on back)