RADIO

Since the County Agent's Office is responsible for getting information to large numbers of people, we are interested in using mediums which contact people efficiently. To this end, we use circular letters and news stories, in addition to group meetings and individual farm contacts.

In a county with a population of 130,000 and a farm population of some 40,000, we have found the radio to be an efficient instrument for reaching large numbers of people quickly, and we supplement our other work with a weekly radio broadcast over Station WIBA. The program is now scheduled for 11:45 each Wednesday. From personal comments and letters received, we know that large numbers of people listen regularly.

Our radio programs include a wide range of subjects, but one of their most important functions is to stimulate interest in home projects and events. We list here some of the year's programs which have received special comment: Agricultural Defense; Preserving and Storing Fruits and Vegetables; Better Pasture for Pigs and Poultry; Trends in the Foreign Type Cheese Industry; Ole's Road to Fane Runs on the Contour.

An interesting feature of our radio programs is the monthly broadcast presented by five women active in the Rural Federation of Clubs. They have conducted this monthly broadcast now for several years. A few of their interesting programs during the past year have been: Our Eating Specialties; The Rural Federation and Action; Rural Schools - Past, Present and Future; Impressions of Youth at the Fair.