Objectives: The extension press service strives to service impartially and effectively the press of Wisconsin with news and timely information regarding the activities of the extension service in agriculture and home economics. The press which are important cooperators in the extension service includes 320 weekly newspapers, 39 Wisconsin dailies, several farm journals and magazines, and wire news services.

How the Service Operates: News releases and informative material are supplied by the extension editors to the groups as listed below. These services are open and available to the workers of the Wisconsin extension staff.

Weekly Press: News releases are mailed every Thursday to 320 weekly papers.

Dailies: News releases are mailed to 39 Wisconsin dailies.

Wire Services: Spot news is supplied as the occasion demands to wire services which in turn service Wisconsin dailies.

Farm Journals and Magazines: News releases especially adapted to farm journal treatment are supplied as occasion demands to members of this group.

County Extension Agents: News releases and timely informative materials are prepared in release form for the exclusive use of county agents and mailed to them regularly every Wednesday.

University Press Bulletin: News of campus activities, extension personnel, and extension activities at Madison are supplied regularly to this bulletin which is published every other week.
How the Extension Personnel Can Cooperate: Important extension news oftentimes goes unreported for the simple reason that it has never been called to the attention of the extension editor. It is impossible for the extension editors to ferret out all the news without the help and cooperation of the entire extension personnel. Knowing of important coming events or something important which has just occurred extension workers will do much toward extending the effectiveness of the entire extension program if they will call it to the attention of the extension editors. This is what extension workers can and should do:

1. **Report coming events**—Include meetings on the campus as well as those off the campus which staff members will attend or at which they will speak.

2. **Report upon significant results of important meetings**.

3. **Report upon situations that develop and are to be met**, such as, crop conditions, outbreaks of animal diseases, insect trouble, etc.

4. **Where important talks are to be given before county, district, or state meetings**, copies should be supplied to the extension editor in advance of the time given.

5. **In general, report what is new when it is new**.

Occasionally extension workers receive calls direct from the press for information about their activities. Extension workers can widen the effectiveness of their efforts if, instead of reporting direct to a single paper, they will give the information to the extension editors who in turn can serve the entire press impartially. This procedure not only saves the extension worker's time but will avoid unnecessary duplication in reporting and will avoid offending other editors who might not have received the information. Should any extension workers have a special problem in regard to the treatment of news, he should feel free to call upon the extension editor.
B. Circulars

The Situation: Printed material, in the form of circulars and bulletins, has been found to be an important aid in extension work. These publications may be used as supplements to talks given by specialists or to furnish information to farmers and homemakers in connection with extension projects. They provide an inexpensive way of reaching thousands of persons with timely information in case of emergencies, such as drought. Printed publications serve to relieve county agents and extension workers from much correspondence. In other words, publications are amplifiers of extension teaching.

At present (May 1939) there are available to those who request them about 285 printed and stenciled circulars on many different subjects. These include (1) dairy manufacturing, (2) farm management, cooperation and markets, (3) field crops, (4) forestry and land utilization, (5) fruits and vegetables, (6) livestock, (7) poultry, (8) soils and fertilizers, (9) tobacco, (10) home grounds and landscaping, (11) rural life, (12) home subjects.

Much of this material was prepared and issued to meet the needs of farmers and homemakers as indicated by their requests made directly to the College of Agriculture or based on the suggestions of county extension agents, specialists and field workers. In addition to the demand for the new circulars prepared and issued each year, there is a steady request for information on many other subjects of general and special interest, as Wisconsin residents are constantly writing for available publications on every possible subject.

Distribution: To distribute the available publications effectively a mailing list is maintained. Each resident of Wisconsin whose name is on the list has definitely requested that it be placed there and has indicated the subjects. This list consists of one large farm group and 50 smaller lists. Any resident of Wisconsin interested in these subjects may have his or her name added to the list. Rather heavy demands are also made by rural,
state graded, and high schools. Other special groups requesting circulars and bulletins include legislators, libraries, faculty members, 4-H clubs, homemakers groups, and farmer groups.

The total number of Wisconsin publications sent out the past year is 261,000 copies. Last year 652,000 copies were sent out, representing an increase of 209,000 copies.

There is the definite policy in the College of Agriculture that extension publications be distributed on a basis of request. Indiscriminate handing out of printed material at meetings has been found to be both wasteful and inefficient and for that reason is definitely discouraged. It is urged that provision be made where circulars and bulletins are displayed at public gatherings to furnish cards or slips upon which interested persons may check publications desired which will be mailed to them. For example, special exhibits of popular publications have been sent to the Wisconsin State Fair and other large gatherings such as Farm and Home Week and farmers field days, but mailed out later only to those who sign for them.

Looking to the Future: A continued effort is being made to correlate publications with extension teaching in considering material to be printed. A definite check is made with the director of extension to see which projects will be given emphasis in the course of a year. Now circulars are planned as much as possible to fit into special information campaigns.

The need for the future publications is for more readable material. Effective action pictures, clear and simple wording and timely information will all contribute to the effectiveness of our circulars. Improvements in publications can be brought about with the aid of the members of the extension service.

How Extension Workers Can Help:

- Suggest subjects for circulars based on their observations in the field.
- Take pictures of unusual interest or instructive value.
- Write in the same direct understandable language that they use in their talks and demonstrations.
- Keep their farm and home readers in mind while writing circulars.
- Use printed material effectively, that is, distribute on the basis of actual requests rather than indiscriminate handing out.
- Use publications to save correspondence and to follow-up meetings and demonstrations.
C. Exhibits

The Situation: One of the media employed by extension workers for reaching the public at gatherings is the exhibit. Unfortunately, however, the extension worker finds few sources to which he may turn for information regarding exhibit technique. The Office of Extension Editor is striving to keep informed upon the latest methods used with the hope of giving helpful suggestions to extension workers on their exhibiting problems.

Principles Involved: Exhibits, to be effective, must take into account and employ basic principles involved. In general, it has been found that visitors will stop at an exhibit but a very short time. This means that if an exhibit is to meet its objective, it must tell its story quickly and in an impressive way. Things which the exhibitor should consider when planning an exhibit include: a center of interest; a central theme quickly told; readability of lettering, pictures, or other material used; proper size and style of lettering; proper use of color; and arrangement to direct eye to center of interest.

Many of these same principles apply to the making of charts for meetings.

Service Available: While the facilities of the Office of Extension Editor are limited regarding the preparation of exhibits, every assistance possible will be given to specialists and extension workers in planning exhibits for the various extension events.
D. Radio Section

Objective: To enable the extension workers to widen their contacts and to supply information direct to listeners throughout the state; to improve farming by supplying up-to-date information on production, marketing, and allied activities.

The Program: The plan of service given by the state radio stations includes service to the extension workers which will enable them to carry to listeners information regarding projects now under way. There is also provided service to such governmental agencies as the Soil Conservation Service, the Farm Security Administration, the Agricultural Adjustment Administration, and similar groups, service to adult farmers on production and marketing of crops, livestock, livestock products, and upon rural life; service to Wisconsin homemakers on problems of health, food, clothing, home management, etc.; service to junior farm groups including members of 4-H clubs, Future Farmers of America, and the large group of unorganized and out-of-school population; service to organized and out-of-school population; service to organized farm groups, such as the Wisconsin Council of Agriculture, the Farmers' Union, the Farm Bureau, the State Grange, and similar groups.

Opportunities and Responsibilities of Extension Workers: While radio may be used to supplement other extension methods, it has already demonstrated its effectiveness in extension work. In the future it will be still more desirable for extension workers to canvass the possibilities of reaching larger numbers through the effective use of this medium of communication.

What of the Future? Radio gives promise of being too valuable an educational aid to be allowed to develop without careful study and planning. Educational radio needs funds and trained personnel to enable it to plan and present programs that will compel attention by reason of their interest, to check on reception of programs, to learn consumer preference for programs, and to make radio a still more effective means of aiding farm folks in improving farming, developing farm life, and increasing farm income.