

## RADIO

The County Agents' Office is responsible for getting information to rural people. Sometimes it is necessary to reach large numbers of people quickly. To this end, we use circular letters and news stories, but one of the quickest and most efficient methods of reaching out into our rural areas is the radio broadcast.

We put on a regular program over Station W I B A each Wednesday, at 11:45. Farm people are notified of these programs in advance and from letters received and comments made, we are certain that we have been successful in reaching a large audience.

Subjects presented on the regular weekly broadcast cover a wide range. Here are just a few of the topics discussed during the past year: 4-H Club Members Select Victory Projects; Not Sugarless But Less Sugar; What Shall We Do With Soybeans and Sorgum; What's a Good Buy in Feed and Soed; Farm Machinery Shortage in 1942; News From the Farm War Front.

A monthly broadcast presented by five women active in rural affairs has been an especially interesting feature and deserves special mention. The women who have so generously donated their time and effort to this feature are: Mrs. C. Howard King; Mrs. Isabel McCarthy; Mrs. George Mitchell; Mrs. John Langer; and Mrs. Cornelius Sorenson.

In addition to our regularly scheduled broadcasts, we have always received courteous consideration from the Madison radio stations which have broadcast many announcements and spot news items for us upon request.