

A SURVEY OF SOME PROGRAMMING PRACTICES OF
RADIO FARM DIRECTORS

By

Wilfred Milton Arneson

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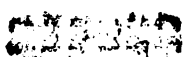
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CHAPTER I

THE SIGNIFICANCE OF RADIO IN AGRICULTURE AND THE HISTORY OF FARM RADIO

CHAPTER I

THE SIGNIFICANCE OF RADIO IN AGRICULTURE AND THE HISTORY OF FARM RADIO

I. The Significance of Radio in Agriculture

In the eighteenth century, the farmer in the United States was a self-sufficient entity. Most of his produce was consumed on the farm on which it was grown. His grain went into his own flour bin; his livestock supplied meat for the table and leather for his shoes; and his garden replenished the winter cellar with vegetables. Outside markets were of little concern to him. The amount of trade he did was a simple matter of exchange. Occasionally, a surplus barrel of salt pork would be hauled to the river landing to be bartered for a bolt of goods or a bag of sugar. Or, if he were particularly fortunate, the farmer might sell his extra produce for a few dollars to spend on household utilities.

The economic system which made the farmer of the seventeen hundreds his own consumer as well as his own producer also made him dependent upon his own resourcefulness for information. He was his own weather forecaster and his own crop consultant. He relied upon the miracle of nature to provide a bountiful harvest for his living. Infrequent trips to the river landing or to the crossroads store, meeting with neighbors, and an occasional traveler comprised his

contacts with the external world, and his only opportunity to exchange ideas on farming.

A Connecticut farmer, in 1794, aptly expressed the self-sufficiency and stability of eighteenth century farming. He was entertaining a foreign visitor and, after a lavish meal prepared from home-grown produce, he addressed his guest--a famous Frenchman:

You behold in me, my dear sir, a happy man, if there is one on earth; everything you see around you, and what you have seen at my house, is produced on my farm. These stockings have been knitted by my daughters; my shoes and my clothes come from my herds, they, with my garden and my farmyard, supply me with plain and substantial food. The greatest praise of our government is that in Connecticut there are thousands of farmers quite as content as myself, and whose doors, like mine, are never locked.¹

Two centuries of progress have wrought vast changes in the life of the farmer, however. He is no longer the isolated, self-dependent individual of 1794, but a modern entrepreneur, closely allied with the rest of the world.

Developments in communication and transportation in the nineteenth century opened up new vistas to agriculture as well as to manufacturing and trade. With improved transportation, the farmer discovered markets willing to buy his surplus produce. As a result, he began to raise cash crops and to purchase commodities he had previously made, such as clothing for his family, household furnishing, and nails and lumber for his buildings. The farmer's economic position and standard

¹ Geoffrey S. Shepherd, Marketing Farm Products (Ames, Iowa: The Iowa State College Press, 1946), p. 1.

of living increased. Dollars and cents changed hands and the integrated marketing system of today began taking shape.

The growing demand for farm produce was not limited to America. Europe began expressing an interest in the products of American soil and foreign trade rapidly developed.

Assured of adequate transportation and a ready foreign market for surpluses the domestic market could not absorb, the farmer began specializing in the production of one crop rather than of several. He found this to be both efficient and profitable. He began restricting his production to the crops more favorably disposed to conditions of soil and climate. Tobacco and cotton became the chief crops of the south; wheat supported the great plains areas of the west; hogs thrived in the corn-producing mid-west; beef developed in the pasture-land regions; and specialty crops became major enterprises along the seacoasts, in the mountain valleys, and in the deserts. Thus the dominant American crops became the special products of an agricultural industry geared to the needs of national and international markets.

Added impetus was given agricultural commercialization by improvements in technology. Machine tools cut down the cost of labor and increased production. Soil conservation, and rodent and pest control tended to make crop yields greater. And scientific research produced hardier seed grains, improved strains of livestock and poultry, and varieties of better quality products. New methods of processing tailored the farmer's output to the consumer's demands. All of these

developments have fitted the American farmer for the role of producer in a huge marketing system.

In the course of two centuries, the farmer has become less self-contained. His production has been oriented increasingly toward markets and away from his own household use. "Agriculture was transformed from a simple, pioneer, and largely self-sufficing occupation into a modern business organized on a scientific, capitalistic, and commercial basis."²

No longer can the farmer claim that he is self-sufficient, as his 1794 counterpart did. Today's farmer produces for the market, and his production is effectively influenced by the demands of the consuming public. Over eighty-six per cent of his income depends upon conditions outside of his own fences.³ In 1794, the farmer's main concern was food and shelter for his own family. Two centuries later, he has assumed the responsibility of supplying food and shelter to millions of families.

With his "coming of age" as a producer of the world's food, the farmer has acquired new and perplexing problems. Agricultural commercialization and specialization have brought the farmer face-to-face with issues of political and economic character which require as much

² Everett E. Edwards "American Agriculture--the First 300 Years," Farmers in a Changing World (Washington, D.C.: Government Printing Office, 1940), p. 221; citing "The Agricultural Revolution in the United States", Science, 72:585-594.

³ Shepherd, op. cit., p. 4.

study and thought on the part of the agriculturist as do the physical problems of production. Some of these problems are as follows:

1. Competition from rival producing regions in this country and from similar producing areas abroad.
2. Over-production in times of agricultural surpluses.
3. Unstable labor supply.
4. Complicated governmental policy and regulation.
5. Federal and state price controls.
6. Intricate marketing procedures.
7. Market fluctuations.
8. Non-dependable income.

Physical problems of production have always been a concern of the farmer, but machine cultivation and specialization have revealed the importance of these problems and the necessity of coping with them on the farm. The physical problems of production with which the farmer must cope include the following:

1. Conservation of soil resources.
2. Uncertainty of weather conditions.
3. Controls of pests and rodents.
4. Control of diseases affecting crops, poultry and livestock.
5. Inefficiency of labor and production methods.

The modern farmer is a "technician and a businessman who wages a continual battle with the weather, the produce market, and the fickle productivity of his soil."⁴ Fortunately, as agriculture became an

⁴ "The Farm Director: What a Salesman!", Sponsor, 4:21, October 9, 1950, p. 31.

important national industry, a growing concern was felt for the farmer and his problems. Early in the nineteenth century, the government, recognizing the importance of agriculture to the economy, organized the Federal Department of Agriculture. The result of its effort to provide a "guiding hand" for the farmer is the present-day United States Department of Agriculture, under the auspices of which bureaus have been developed to serve the farmer in almost every phase of production, economics, and science.

Other agencies and institutions cooperated in aiding the farmer. The state governments, working with the land-grant colleges, originated extension services. Some of the ways in which the extension system has served the farmer are: trained personnel to advise him on field problems, demonstrations of new equipment and techniques, educational meetings, and the publication of bulletins on a variety of subjects of interest to the rural population. The wire syndicates, the daily newspapers, and the radio have given the farmer easy access to the information supplied by governmental and industrial agencies. As a public service instrument, radio has been helpful to the agricultural industry.

To the farmer, radio broadcasting was a particularly significant development in the field of communications. "Radio for the rural people is what might be called a 'natural'. The remoteness of farmers from the general run of news made radio more of an asset than any other development in their lives, aside from the automobile."⁵ The immediacy

⁵ Judith C. Waller, Radio the Fifth Estate (New York: Houghton Mifflin Company, 1946), p. 260.

of radio spans time and distance, acquainting the farmer with facts at the time they are most needed.

Radio stations broadcast up-to-the minute market and weather information at hours convenient to the farmer. It has been estimated that the availability of last-minute radio weather reports had saved agricultural producers millions of dollars.⁶ Acting as the intermediary and interpreter between service organizations and the producer, radio offers the farmer an easy, understandable way of attaining the information he needs.

Many of the services which radio has furnished to the public have contributed to the welfare and progress of the community. An illustration of one such instance is reported in SPONSOR magazine.

_____, farm director at WPTF, Raleigh, (North Carolina)⁷ spent the past winter reminding farmers of their trouble the previous year with blue mold, advising them to protect their crops with chemicals. This mold ravager of the tobacco beds is an economic danger to the farmers in the WPTF area.⁸

It is this kind of service that has woven farm radio into the life of the community, convincing both farm and urban citizens of the sincerity of radio's endeavor to serve the public.

Statistics indicate that farmers are becoming increasingly aware of the usefulness of radio. Within a period of ten years, from 1930 to

6 Ibid., p. 261.

7 Bracketed information by author.

8 Sponsor, op. cit., p. 75.

1940, the number of radios on farms had increased an estimated forty per cent.⁹ In 1949, approximately sixty-five per cent of the six and one-half millions of farm dwellings in the United States were equipped with radios.¹⁰

A survey of the attitudes of rural people toward radio service, conducted by the United States Department of Agriculture in 1948, revealed that radio has become a "highly valued aspect of living" in most rural homes.¹¹ The survey disclosed that farm radio owners felt "they would miss radio very much if it were inaccessible to them",¹² only one in eight expressing the opinion "that the loss of radio service would make little difference to him."¹³ Of the farm men interviewed in the same survey, twenty-seven per cent declared they valued radio as an aid in their work.¹⁴ "Radio is valued by rural listeners for the two great functions it serves; as a source of news and other information and as a source of entertainment and company."¹⁵

9 "Preliminary Report on Survey of Radios, Telephones, and Electricity on Farms," United States Department of Agriculture, Bureau of Agricultural Economics, December, 1947.

10 Statistical Abstract of the United States, United States Department of Commerce (Washington, D. C.: Bureau of Census, 1949), pp. 653 and 833.

11 "Attitudes of Rural People Toward Radio Service," United States Department of Agriculture, Bureau of Agricultural Economics (Washington, D.C.: Government Printing Office, 1948), Summary of major findings, p. 1-2.

12 Loc. cit.

13 "Attitudes of Rural People Toward Radio Service", op. cit., p. 1.

14 Ibid., summary p. 1.

15 Loc. cit.

Changes in the farmer's cultural values as well as his economic status have occurred in the passing of two centuries, and particularly in the past twenty-five years. The farmer has become more like his city neighbor in his tastes and opinions. "It would be an exaggeration to say that broadcasting has had everything to do with this transition, but certainly it has been a strongly contributing factor."¹⁶ The rural listener is as well informed on all topics as urban listeners, and he differs little from city people in his appreciation of good music and entertainment. Rural audiences like to have their farm programs planned with as much thought and care as is given to any other type of program.

To keep in touch with the changing ideas of the farmer and to provide him with accurate, well-planned programs, the radio stations have added field representatives to their staffs. The role of the farm director is unique in radio broadcasting. He is "the liaison between the college, the farmer, and industry, and his strength lies in his promotion of the sale of all three elements in the economy."¹⁷ It is just as much his job to sell the farmer and what he is doing to business people and the public as it is to sell the farmer on progressive methods.

"Despite the fact that well over fifty per cent of farm directors do all on-the-air work themselves, you'll seldom find one at his desk."¹⁸

¹⁶ E. P. J. Shurick, The First Quarter-Century of American Broadcasting (Kansas City: Midland Publishing Company, 1946), p. 270.

¹⁷ "Role of the RFD", Broadcasting Telecasting, December 4, 1950, p. 42.

¹⁸ "5:30 am. on the Farm", Sponsor--Farm Facts Handbook (New York: Sponsor Publications, Incorporated, 1949), p. 8.

Much of the radio farm director's time is spent in the countryside, talking with farmers, learning their problems, inspecting their achievements, conveying information from the sources he commands, and gathering firsthand knowledge to broadcast to his rural radio followers. The extensiveness of this phase of his job is reported in SPONSOR by one farm director: "Miles traveled in past year; 35,000: farm meetings where he delivered speeches; 154: fairs from which he conducted broadcasts; 23."¹⁹

An important facet of the farm director's position is his ability to convey the farmer's story to the public. Producers are frequently accused of being responsible for rising food prices when other factors originating outside of their control are involved. As spokesman for the industry, the farm director is in a position to give the public a more complete picture of the farmer's situation. The radio farm director's effort to present the agricultural side of the economy to city dwellers has attracted urban listeners as well as a rural audience. Arthur G. Page, farm director of WLS, Chicago, reports that WLS has a "vast audience of folks in the city of Chicago who follow the farm situation as if it were their own personal problem."²⁰

To maintain a responsive audience, the radio farm director needs an adequate understanding of agriculture and the farmer's problems. An extensive background is necessary if the farm director is to know what

¹⁹ Sponsor, op. cit., p. 74.

²⁰ Ibid., p. 75-76.

is important to farmers, and, as well, to nonfarmers in his community. His interpretation of news and information requires a natural feeling for the farm angle acquired through long association with rural people. Agriculture has a language of its own, and the farmer is quick to detect any faulty or inaccurate presentation of farm information.

From one part-time worker in the early nineteen-twenties, the radio farm director's number is now estimated at over two-hundred and fifty; and there are one or more in every state.²¹ "Farm broadcasters have brought agriculture's passing parade into millions of homes, both rural and urban, the world over. They have, through the medium of the airwaves provided a wealth of information to help make agriculture more efficient and prosperous, and make farm and ranch homes happier and brighter."²²

II. History of Farm Radio

On December 15, 1920, the first agricultural information was broadcast in Morse code by short wave radio station NAA, Washington, D. C.²³ It consisted of market reports compiled by the Department of Agriculture. Radio operators within a three hundred mile radius of NAA copied the coded message and posted the market information in stores, post offices,

21 Personal letter from Herb Plambach, Radio Farm Director, WHO, Des Moines, Iowa; and historian of the National Association of Radio Farm Directors.

22 Loc. cit.

23 Shurick, op. cit., p. 271.

railroad stations, and other locations convenient to the farmer and local produce dealers.

Favorable response to the initial broadcast led the Department of Agriculture to organize a limited net of shortwave stations in Bellefonte, Pennsylvania, St. Louis, Missouri, and Omaha, Nebraska; thus expanding its service to reach agricultural people in these areas.

While the Department of Agriculture experimented with short wave transmission of market reports, the commercial radio stations began realizing the public service possibilities of their media in the field of Agriculture. Less than a year after the first coded transmission from station NAA, voice broadcasts of agricultural information began.

KDKA, Pittsburgh, the first radio station on the air, also broadcast the first farm program in 1921.²⁴ This first broadcast was presented over KDKA by Mr. Frank Mullen, livestock editor of the "Pennsylvania and Ohio Stockman and Farmer", a farm publication whose editors believed that radio would be an effective instrument in reaching the farmer with market and weather news. Mr. Mullen's broadcast elicited response from farm people all over the country and programming especially for agriculture was underway.

By March, 1922, seventy-five of the 129 standard broadcasting stations in the United States were sending out market and weather information to farmers in two-thirds of the country.²⁵ Among the numerous

²⁴ Ibid., p. 272.

²⁵ Loc. cit.

early stations on the air with local farm programs were: WGY, Schenectady; WOI, Ames; KSAC, Manhattan; WLW, Cincinnati; and WCCO, Minneapolis. Art Page's "Dinner Bell Hour" over WLS, Chicago; "Everybody's Farm Hour", organized by George C. Biggar on WLW, Cincinnati; Everett Mitchell's "Town and Farm" broadcast on WMAQ, Chicago; "Farmer's Digest" broadcast by KPO, San Francisco, under the direction of Henry Schacht; and Larry Haeg's program at WCCO in Minneapolis are among the farm programs famous for their long, continuous service to agricultural listeners.²⁶

The government and the standard radio stations were not the only agencies concerned with the development of agricultural radio. Educational institutions foresaw the advantages radio offered in reaching a vast farm population. In 1921, the University of Wisconsin introduced telephoned weather reports over its station 9XM (later to become WHA).²⁷ This service was increased by the addition of market and produce information and bulletins on road conditions. The example set by the University of Wisconsin was followed by other colleges, some of whom have continued and have built their radio services into an extension system of agricultural education by air. Purdue, Oregon State College of Agriculture, Michigan State College, Cornell University, Texas Agricultural and Mechanical College, and Kansas State College are among many colleges who have been leaders in the field of farm radio.²⁸

²⁶ Waller, op. cit., p. 262.

²⁷ Shurick, op. cit., p. 273.

²⁸ Waller, op. cit., p. 261.

On the early farm broadcasts, weather and market information comprised the main fare, with recordings occasionally interspersed among the reports. Of the early broadcasts, Larry Haeg, WCCO, Minneapolis, stated: "---much of the programming for farm listeners consisted of hillbilly or folk type and religious music with little thought given to educational and information programs."²⁹ And Mr. Frank Mullen, in describing his pioneer broadcasts on KDKA, asserted that "he opened the station's transmitter with one hand, rang a few bells with the other to attract listeners' attention, and then proceeded to broadcast farm news, market reports and other items of agricultural interest."³⁰

Weather and market information for the early farm broadcasts was telephoned or telegraphed from their source to the radio station. Radio stations were concerned about the lapse of time which occurred in this communication process before the reports were ultimately aired. WBAP, Fort Worth, was the first station to utilize the time-saving advantage of "on the spot" broadcasting.³¹ From the floor of the Fort Worth Grain and Cotton Exchange, WBAP broadcast market quotations direct to the listener. This was the forerunner of present day "on the spot" broadcasts from market exchanges and weather stations all over the country.

With the growth of farm programming on local stations during the period of the nineteen-twenties, one of the important problems of the

²⁹ Herb Plambeck, op. cit.

³⁰ Loc. cit.

³¹ Shurick, op. cit., p. 273.

newly organized National Broadcasting Company³² was "what could network broadcasting do for the farmer?" NBC brought Frank Mullen from KDKA to form a department of agriculture for the network. Under the direction of Mr. Mullen, the first nationally recognized farm service program--The National Farm and Home Hour--was broadcast on October 2, 1928, over the Blue Network.³³ This program brought to farm radio a national stature and prestige and started a period of cooperation between commercial radio stations, the United States Department of Agriculture, and other governmental agencies and facilities. In 1943, when NBC was divested of one of its two networks by order of the Federal Communications Commission,³⁴ "The National Farm and Home Hour" ceased to exist by that name, but it was continued by the American Broadcasting Company as the "Farm and Home Makers". Today, the program is still carried on ABC under the name of "The American Farmer".

Toward the end of the experimental period of farm programming, the United States Department of Agriculture established a radio service in the department. With W. M. Jardine³⁵ in charge, the Radio Division was invested with "The duty of making available to educational and commercial

32 NBC was organized in 1926 with the Red Network. In 1927, NBC added the Blue network to its organization. See, Ned Midgley, The Advertising and Business Side of Radio (New York: Prentice-Hall, Incorporated, 1948), p. 68.

33 Waller, op. cit., p. 263.

34 Claiming tendency toward monopoly, the FCC ordered NBC to dispose of one of its networks. The Blue Network was reorganized as the American Broadcasting Company. See Midgley, op. cit., p. 113-114.

35 W. M. Jardine was a pioneer in farm radio at Kansas State Agricultural College.

radio stations extension programs from the Department, programs, and home-making practices."³⁶ At the present time, the United States Department of Agriculture radio service sends out program material to approximately four hundred and fifty local radio stations and to the networks every day.³⁷ This service has grown to be a major source of programming information for farm broadcasters.

By the mid-thirties, numerous commercial stations were employing men as farm service directors to provide the specific service required by the rural audience. The position of the radio farm director had become established, especially in the farm and ranch areas where many radio stations programmed a considerable portion of their broadcasts for the rural listener.

Although specialized farm broadcasting was a comparatively new phase of radio, its necessity was emphasized at the start of World War II, when it became necessary to keep agriculture fully informed on government food programs. The demand of wartime provided the impetus for a national organization of farm broadcasters. In 1943, at the annual meeting of the Institute for Education by Radio in Columbus, Ohio, the radio farm directors discussed the possibility of a national organization. Just one year later, the National Association of Radio Farm Directors was founded in Columbus.³⁸ Larry Haeg of WCCO, Minneapolis,

³⁶ Waller, op. cit., p. 264.

³⁷ Ibid., p. 265.

³⁸ Herb Plambeck, op. cit.

was elected the first chairman of the organization. According to its statement, the purposes of the NARFD are as follows:

Closer relationship between commercial radio farm broadcasting, agencies, and farm organization; closer relationship with advertising agencies and other groups interested in reaching the farm people through the medium of radio; closer relationship and better understanding between farm radio broadcasting and station management; programming of farm broadcasts which will keep this type of service on a high plane; developing farm service in areas of the United States where it is now lacking; advancing the welfare of those engaged in farm radio broadcasting.³⁹

From its beginning with coded messages transmitted by short wave radio, farm radio has grown into an organized, highly specialized phase of the broadcasting industry. The history of farm radio reflects more than a quarter century of agricultural progress and the development of cooperation among governmental and commercial agencies to serve the farmer. In twenty-five years of agricultural broadcasting, farm programming has expanded until it is a part of the daily schedule on hundreds of stations, including television and FM presentations as well as those on standard broadcasting.

³⁹ Waller, op. cit., p. 269-270.

CHAPTER II

STATEMENT OF THE PROBLEM AND REVIEW OF PREVIOUS RESEARCH

CHAPTER II

STATEMENT OF THE PROBLEM AND REVIEW OF PREVIOUS RESEARCH

I. Statement of the Problem

The purpose of this study was to discover: (1) the most important sources of information and service upon which the radio farm director depends for broadcast material; (2) the sources of information and service from which the radio farm director would like to receive additional services; (3) the type of additional services the radio farm director would like to receive; (4) the frequency with which the radio farm director presents the various types of information made available to him; (5) the amount of time the radio farm director spends in preparing the information for broadcast; (6) the attitude of the radio farm director toward sponsorship of farm programs; (7) the extent of participation by the radio farm director in servicing commercial accounts and delivering commercials.

II. Importance of the Study

Although farm programs have been in existence as long as radio broadcasting itself, farm radio did not emerge as a highly specialized area of the radio industry until shortly before World War II. The position of the radio farm director is newly recognized in the broadcasting field, and there has been little research done in that particular phase

of the radio industry. In a personal letter to the author, Mr. Kenneth Gapen, Assistant Director of Information for Radio and Television, United States Department of Agriculture, stated: "As far as I know, no such survey of agricultural radio --- has yet been made. Several more fragmentary studies have been done by various agencies from time to time. In view of the rapidly changing situation, most of these investigations are now rather out-dated."

Because the radio farm director is involved principally in public service, it was considered important to investigate his activities in building and airing farm broadcasts. There exists a practical need and use for information obtained from such investigation: to the farm broadcaster who plans and builds his programs from material supplied by governmental, educational, and private agencies; to those agencies which represent the source of program material; and to society, particularly the farmer, who seeks to benefit from the services offered by farm programs.

III. Previous Research on Programming Activities of Radio Farm Directors

In reviewing the studies done in the area of farm radio, five surveys were found which pertain specifically to the subject of this research project. These five studies are: (1) a farm program information survey by the Radio Service of the United States Department of Agriculture; (2) a survey of types of services offered to radio farm directors by state extension services done by the United States

Department of Agriculture Radio Service in cooperation with the Federal Extension Service; (3) a poll of radio farm directors opinions of the weekly United States Department of Agriculture Radio Farm Director Letter made by the United States Department of Agriculture Radio Service; (4) a survey of the National Association of Radio Farm Directors investigating Extension Service relations with radio farm directors; and (5) a study of the farm programming of radio stations in Illinois directed by J. A. Murray of Illinois Agricultural College Extension.

None of these studies duplicates the information found in this thesis investigation; but they do provide background and supplementary material. Of the five, three of the surveys deal with only one aspect of the thesis problem, one is limited in extent but comparable in content, and one is as extensive as the survey made for this study but deals with different, though related, information. A brief summary of the five studies follows:

In the year 1947-48, the Radio Service of the United States Department of Agriculture surveyed radio farm directors for the purpose of getting background information with which to plan United States Department of Agriculture services to radio farm directors.¹ Of 345 questionnaires distributed to farm directors, two hundred and eighty-one were returned. An analysis of the information obtained from the returned questionnaires disclosed the following facts about farm programming:

¹ "USDA Cooperation with Radio Farm Directors", USDA Radio Service, Office of Information, Washington, D. C., pp. 1-3.

Number of programs a day--

159 of the 281 stations had one farm program a day, at least ten minutes long. 112 stations had two or more such programs daily. 73 had special Saturday programs, not counting the Saturday shows in a 6-day-a-week series. 16 had special Sunday programs.

Status of programs--

Of the about 415 daily farm programs on the 281 stations, about 48 per cent are sustaining, 28 per cent sponsored, and 22 per cent participating. The stations that had more than one program a day had a slightly higher percentage of sponsored and participating shows, and a somewhat lower percentage of sustaining shows than those with only one program a day.

Time on air--

A somewhat higher percentage of the daily and multi-daily shows were broadcast in the 5:00 to 7:00 a.m. period than at noontime (11:00 to 1:15). Among the special Saturday shows, 52 per cent were broadcast between 11:00 a.m. and 1:00 p.m.

Length of programs--

The quarter-hour programs were in the majority, not counting market reports broadcast as separate programs.

Market reports--

Of the 281 questionnaires used in this analysis, 88 per cent reported using market reports, with 38 per cent broadcasting them as separate features, exclusive of the farm program or programs.

Wire news--

202, or about 72 per cent, of the 281 stations reported use of wire service news in their farm programs.

The United States Department of Agriculture Radio Service and the Federal Extension Service made a survey of State Extension Services in November, 1947.² The purpose of the survey was to learn the major types of services furnished to radio farm directors by the various state extensions. Questionnaires were returned from the extension services of

² Ibid., p. 3.

thirty-four states. The distribution of scripts to radio farm directors for use on farm programs was the type of service most frequently reported by the state extension services (See Table I, p. 23), while four of the states reported no service to the radio farm director.

Late in 1946, the Radio Service of the United States Department of Agriculture polled the radio farm directors regarding its "RFD Letter".³ The purpose of the survey was to discover the radio farm directors' opinions concerning the type of material desired in the Letter.⁴ Of the eighty-four farm broadcasters that replied to the questionnaire, 71 wanted background information about farm research included in the "RFD Letter", and 70 wanted background information on United States Department of Agriculture action programs, such as the Production Marketing Administration, the Federal Housing Administration, and Federal Extension activities (See Table II, p. 24).

³ Ibid., p. 5.

⁴ The "RFD Letter" is a weekly bulletin published by the Radio Service of the United States Department of Agriculture. It contains information on government policy affecting agriculture and other information on the activities of the United States Department of Agriculture.

TABLE I

MAJOR TYPES OF SERVICES OFFERED RADIO FARM DIRECTORS
BY EXTENSION SERVICES

Types of Services	Number of States Furnishing the Service
Background letter similar to USDA RFD Letter	None
Farm Flash service	22
Other script service	24
Send staff itineraries to RFD's	10
Hold field days for RFD's	9
Have electrical transcription service	22
Give special telephone service to RFD's	14
Hold meetings for RFD's	13
Other services	20
No service at present but have plans	4

TABLE II

MATERIAL DESIRED IN RFD LETTER BY RADIO FARM DIRECTORS

Material Desired	No. of RFD's Indicating	
	Yes	No
Want summaries of USDA press releases in RFD Letter	40	36
Want summaries of BAE situation reports	62	15
Want background information about farm research	71	6
Want background information on USDA action programs (SCS, PMA, FHA, FS, Extension)	70	6
Want advance information about field trips of USDA officials	52	24
Want itineraries of foreign visitors	45	31

The Committee on Radio Farm Director Extension Service Relations of the National Association of Radio Farm Directors made a limited survey in 1949 for the purpose of investigating the specific services offered the radio farm directors by Extension Services, the specific services offered the Extension Services by radio farm directors, and the extent of cooperation between the two groups.⁵ Of the twelve questionnaires sent to radio farm directors in twelve states, eleven were returned. The survey indicated that the specific services offered to the radio farm directors by Extension Services were:

1. Weekly feature stories.
2. Transcriptions made by extension specialists upon request.
3. Advance notices of events sponsored by the Extension Services.

The radio farm directors listed these as the specific services that they offered to the Extension Services:

1. Daily announcements of extension meetings.
2. Promotion of extension programs.
3. Provision of program time for extension specialists.
4. Air daily stories of county agents' activities.

The radio farm directors indicated that they would like more cooperation from the Extension Services in the nature of:

1. More feature stories, less "routine stuff".
2. Meetings with extension people to discuss common problems.

⁵ "Survey by NARFD Committee on RFD-Extension Service Relations", National Association of Radio Farm Directors, 1949.

3. A cooperative attitude rather than a competitive attitude from extension people who have their own farm programs.
4. Progress reports of extension action programs.
5. An "even break" on distribution of extension information to radio stations in a competitive market.

In 1949, J. A. Murray of the Agricultural College Extension, Urbana, Illinois, surveyed the farm programming practices of all of the radio stations in Illinois, with the exception of the Chicago stations, and those stations in the adjoining states of Kentucky, Indiana, Missouri, and Iowa which included portions of Illinois in their primary coverage area.⁶ A total of 47 questionnaires were returned out of seventy-four sent out. The following were the major findings of the survey.

One or more regular farm programs were reported by 86 per cent of the large stations, 100 per cent of the medium stations, and 96 per cent of the small stations that filled out the questionnaire. Farm programs were broadcast daily by all of the stations reporting farm programs and some also had weekly special programs.

The most frequently reported time of broadcasting was 12:00 noon to 12:30 p.m.; followed by, in the order named: 7:00 a.m. to 7:30 a.m.; 6:00 a.m. to 6:30 a.m.; 11:30 a.m. to 12:00 noon; 6:30 a.m. to 7:00 a.m.; 7:30 a.m. to 8:00 a.m.; 6:00 p.m. to 6:30 p.m.; 5:00 a.m. to 5:30 a.m.; 7:00 p.m. to 7:30 p.m.

The primary sources of farm news most frequently mentioned by the stations were, in the order named: Wire services, agricultural colleges, county extension workers, United States Department of Agriculture, and local farmers.

Sources of interview and discussion material most often reported were: local farmers, extension workers, rural youth groups, and agricultural colleges.

⁶ J. A. Murray, "Farm Radio in Illinois", Review of Extension Studies, Extension Service Circular 464, January, 1950, USDA Extension Service, Washington, D. C., p. 11.

Additional aids the stations wanted from local county extension agents included: more local material, seasonal by-the-month calendar of local farm activities, releases and announcements of meetings, help with planning interviews, discussions, and forums in which county extension and local people participate. The stations indicated that they did not want prepared scripts.

The report of the survey indicated that the larger stations more often employed full-time farm directors who developed their own local sources of information. The smaller stations often employed part-time directors or none at all. The smaller stations indicated need for more material and services.

The stations reported that they would be willing to cooperate in a program to help train local county agents in radio methods and techniques. They favored the suggestion that the college of agriculture assign a radio fieldman to work between the college, local stations, and county agents in a liaison capacity.

CHAPTER III

TECHNIQUE USED IN THE INVESTIGATION

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TECHNIQUE USED IN THE INVESTIGATION

I. The Questionnaire

The investigation involved in the thesis study covered a large geographic area; therefore, the questionnaire survey was considered the most feasible method of investigation. Frances Wilson sums up the opinions of leading authorities in the field of questionnaire research by suggesting the following standards for constructing and administering the questionnaire:

CONSTRUCTING THE QUESTIONNAIRE--

Ask only those questions which the respondents are competent to answer, avoiding those for which for one reason or another the correspondent may be unwilling to answer, or which depend for answer upon delayed memory.

Avoid questions entailing lengthy investigation by the respondent; at the same time request information in sufficient detail to secure necessary data the first time.

Omit all leading questions.

Plan the questionnaire so that the questions are few in number, brief, simple, unambiguous, specific and not general, and stated in acceptable language.

Construct questions that will elicit facts. When opinions are requested the final report should indicate carefully when opinions and attitudes are being reported.

Develop questions in a logical sequence.

Include check questions and interlocking questions. The latter are especially important when the study is of a particularly intricate problem.

Test the questionnaire form, when it is completed, with a group of persons similar to those to whom it will be addressed. Eliminate all sources of error...

FORMAT AND DISTRIBUTION OF QUESTIONNAIRES--

The questionnaire must be accompanied by a letter which effectively sets forth the purpose of the study, indicates the sponsor, and solicits the cooperation of the respondent...

Have the blanks printed or typed, leave adequate room for replies, include a self-addressed envelope, acknowledge receipt of the completed form.

Send out follow-up letters to insure an adequate number of replies...replies should not only be numerous but complete--that is, they should represent a high percentage of response to the blanks sent out.¹

The above standards were followed closely in constructing and administering the questionnaire. The questions were kept at a minimum, and most of them were designed for simple check or short blank fill-in answers, although room was left for comments. Additional space was provided at the end of the questions for those respondents who wished to elaborate on their criticisms of farm radio programming. Simple phraseology was used, and common radio terms were allowed since the questions were directed to men active in the radio industry. According to Albert Blankenship: "Probably no final set of 'principles' for wording will ever be written. The circumstances and purposes of each study are unique. The manner in which the respondents are to be approached, which differ in every survey, will influence the phrasing used."²

¹ Frances M. Wilson, Procedures in Evaluating a Guidance Program (New York: Bureau of Publications, Teachers College, Columbia University, 1945), pp. 94-95.

² Albert B. Blankenship, Consumer and Opinion Research--The Questionnaire Technique (New York and London: Harper Brothers, Publishers, 1943), p. 55.

When the essential questions of the survey had been determined, a copy was sent to the Radio Service of the United States Department of Agriculture for evaluation and criticism. The questions (see page 31) were also discussed with a radio farm director and with four people interested in sociological research. The final questionnaire (see Appendix) was mimeographed on smooth paper suitable for pen writing. It was assembled in booklet form with the cover page illustrated and titled to give the respondents an immediate idea of the content.

A letter was drawn up which set forth the purpose of the study, indicated the sponsor, and solicited the cooperation of the respondent (see page 34). It also stated that a summary of the results of the survey would be sent to the respondent if he desired the information. The letter was duplicated on letter-head of the Department of Speech, Drama, and Radio Education, Michigan State College.

QUESTIONS USED IN THE QUESTIONNAIRE

- A. How much do you depend upon the following sources for services and information with which to build your farm programs?

	<u>MOST OF</u> <u>THE TIME</u>	<u>SOME OF</u> <u>THE TIME</u>	<u>HARDLY</u> <u>EVER</u>
1. USDA--Washington.....	_____	_____	_____
2. State Department of Agriculture.....	_____	_____	_____
3. State Extension Service.....	_____	_____	_____
4. County Extension Service (County Agent, 4-H, etc.).....	_____	_____	_____
5. Farm Organizations (Farm Bureau, Grange, Farmers Union, etc.).....	_____	_____	_____
6. Weather Bureau.....	_____	_____	_____
7. Farmers.....	_____	_____	_____
8. Soil Conservation Service--State....	_____	_____	_____
9. Soil Conservation Service--District.	_____	_____	_____
10. PMA--State.....	_____	_____	_____
11. Wire Services.....	_____	_____	_____
12. Local stock yards.....	_____	_____	_____
Please list any others:			

- B. Do you feel that there are a sufficient number of sources of information and services with which to build farm programs available to you? YES. NO.
- C. From which of the sources of information listed on the opposite page would you like to receive more information or service that would be helpful in building your farm shows? (Identify by number)
- D. What additional information or service would you like them to provide?
- E. For programs other than market and weather reports, what one source of information do you consider most indispensable?
- F. How many times per week, on the average, do you include the following types of information in your farm programs?

Interviews with farmers.....	_____	times per week.
Local farm news.....	_____	"
National farm news.....	_____	"
Local market news.....	_____	"
Production and economic information.....	_____	"
Home economic information.....	_____	"
Farm organization information.....	_____	"
Market reports and news.....	_____	"

- A. About how many hours per week, on the average, do you devote to your job as radio farm editor? hours per week.
- B. What percentage of this total weekly working time is devoted to the preparation and airing of farm radio programs? %
- C. How many of the following programs do you air each week?

 One-hour shows
 Forty-five minute shows
 Half-hour shows
 Fifteen-minute shows
 Ten-minute shows
 Five-minute shows

- D. How much time do you spend, on the average, preparing for each of the shows you have designated above?

 Hours minutes, for each one-hour show
 Hours minutes, for each forty-five minute show
 Hours minutes, for each half-hour show
 Hours minutes, for each fifteen-minute show
 Hours minutes, for each ten-minute show
 Hours minutes, for each five-minute show

- A. Breaking down your activities into the following three general phases, which of the three do you consider most important to your job as radio farm director? which second? which third?

 Making contacts with sponsors and potential supporters.
 Station promotional activities.
 Building and airing your farm programs.

Comments:

- B. Do you believe that servicing accounts should be part of the RFD's job? YES. NO.
- C. Are you assisted by staff announcers in airing your farm shows?
 Most of the time. Sometimes. Hardly ever.

If you are employed by a commercial station:

- D. Do you service your own farm program accounts? Most of the times. Sometimes. Hardly ever.

E. How often do you deliver the commercial announcements on your sponsored farm programs? _____ Most of the time. _____ Sometimes.
_____ Hardly ever.

On the basis of your experience with farm programs, what are your major criticisms or comments for the improvement of farm programming?

Dear Mr. _____:

The Department of Speech, Dramatics, and Radio Education of Michigan State College is making a study of some of the activities of the radio farm reporter. The enclosed questionnaire is part of that study. It is designed to discover more about the sources of program material available to the RFD, the time demanded for preparation of programs, and some details of actual broadcast.

Your candid answers on the questionnaire will be helpful to educators interested in farm radio and to those organizations who cooperate with you in providing service to farm people. The survey may help you to reveal the areas in which you can use additional help and program material.

The data derived from this questionnaire are to be submitted to the United States Department of Agriculture and the National Association of Radio Farm Directors for their study of service to and activities of the RFD. Reported as a graduate thesis, the findings will also be carefully evaluated by the School of Graduate Studies, under whose supervision this study is being undertaken.

Please feel free to make any additional comments to the questions. One of the values of a survey is derived from such suggestion and criticism. We would like permission to use your name in connection with comments written up in the survey report, but if you do not wish to have your name and position disclosed, please indicate in the designated spot on the questionnaire. There is also a place on the questionnaire where you may indicate your desire to receive a summary of the information collected.

Your interest in this survey is sincerely appreciated.

Respectfully yours,

II. The Mailing List

The names and addresses of one hundred and nineteen radio farm directors were obtained from the Radio Service of the United States Department of Agriculture. These names were selected by the Radio Service from a list of three hundred and thirty-six farm radio people and extension workers registered with the United States Department of Agriculture³ for farm information services. The one hundred and nineteen people whom they selected for the mailing list included those most recently active in farm radio and those most qualified to answer the questionnaire. The list comprised one hundred and ten radio people with farm programming as their main or one of their specific jobs and nine extension workers who act as farm reporters part-time, broadcasting farm programs regularly. Thirty-eight states, representing the major crop areas, were represented in the list (see map p. 39). The United States Department of Agriculture list omitted the states of Delaware, Montana, Nevada, New Mexico, North Dakota, Vermont, Virginia, Rhode Island, Mississippi, and Wyoming.

The questionnaires were mailed January 19, 1951. Enclosed with the questionnaire and cover letter was a stamped, self-addressed envelope.

³ The exact number of RFD's in the United States is unobtainable, although Herb Plambeck, Historian, NARFD estimates their number at somewhat over 250.

III. The Follow-up

Ten days after the first mailing, forty-eight of the respondents had returned questionnaires. A follow-up letter was devised reiterating the purpose of the survey and the sponsor (see p. 37). Another copy of the questionnaire and a self-addressed, stamped envelope were included with the follow-up letter. The follow-up was mailed January 29, 1951, to the remaining seventy-one listees from whom answers to the original mailing had not been received at that time. However, within three days after the second mailing and before the addressees could have received and returned the follow-up ten more completed questionnaires were received. The total returns from the first mailing was increased to fifty-eight or 49 percent of the sample.

Dear Mr. _____:

Recently we wrote you to ask your help in a study of some of the activities of the Radio Farm Director being undertaken in the Department of Speech, Dramatics, and Radio Education. We would like to know more about the sources of program information used by the Radio Farm Reporter, and how they may be made more useful to you.

You are one of approximately one hundred and twenty RFD's selected throughout the United States to whom we have written for this data. Your ideas will give us a better understanding of some of the problems with which you cope in broadcasting information to the rural audience.

Possibly you have not had an opportunity to fill out the questionnaire previously mailed to you and you laid it aside for later attention. For your convenience, we are enclosing a new copy of the form. An early reply will be most appreciated.

You may have sent in your questionnaire while we were getting this letter off to you. If so, thank you, and please ignore this second request.

If you'd like a copy of the report on this study, please indicate your desire in the place provided at the end of the questionnaire.

We wish to thank you very much for your cooperation.

Respectfully yours,

CHAPTER IV

TABULATION AND INTERPRETATION OF DATA

CHAPTER IV

TABULATION AND INTERPRETATION OF DATA

I. The Returns

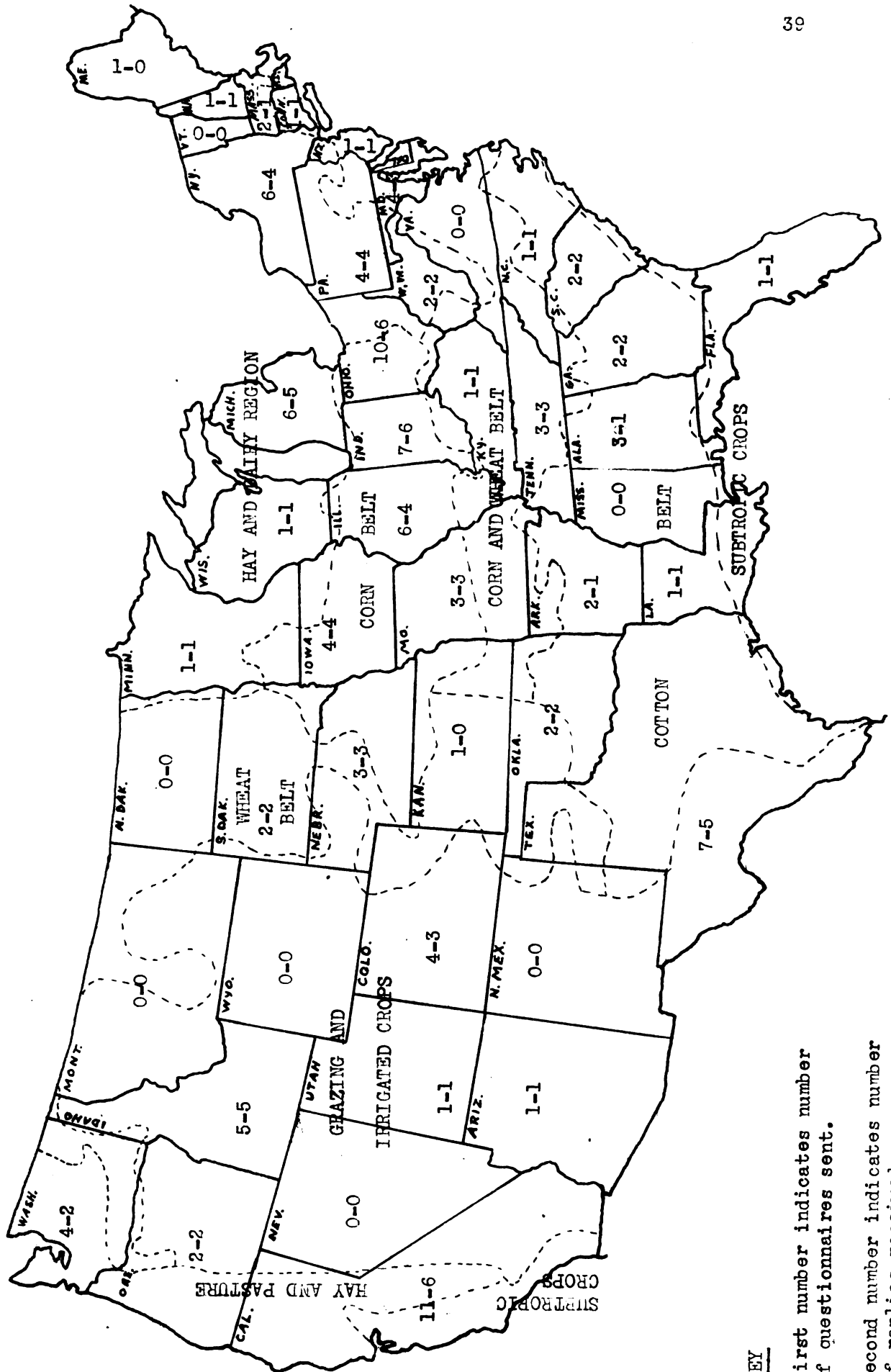
A total of ninety-two replies, or 77 percent of the sample, were received from the 119 radio farm directors to whom the survey was mailed. There were fifty-eight responses to the first mailing and thirty-four to the follow-up. Replies were obtained from thirty-six of the thirty-eight states represented on the survey mailing list (see p. 39). No answers were received from farm directors in Kansas and Maine.

II. The Tabulations

Of the ninety-two respondents, two replied that the position of radio farm director had been discontinued at their stations, and three indicated that they were no longer engaged in radio activities. Eighty-seven responses (73 percent of the sample) were tabulated to supply the data for this thesis. Several of the respondents included optional material with the returned questionnaire; i.e., letters expanding their ideas and criticisms of farm radio programming, program schedules, and publicity materials (see Appendix "B").

The data were tabulated in tables which immediately follow in this section. The tables were organized in the order of the questions as they appear in the questionnaire. Following the tables, is the interpretation of the data tabulated. Percentages which appear in the interpretation were computed to the nearest whole number.

QUESTIONNAIRE DISTRIBUTION IN AGRICULTURAL REGIONS OF UNITED STATES



KEY

First number indicates number of questionnaires sent.

Second number indicates number of replies received.

TABLE III

HOW MUCH DO YOU DEPEND UPON THE FOLLOWING SOURCES
FOR SERVICES AND INFORMATION WITH WHICH TO BUILD YOUR FARM PROGRAMS?

Sources	Number of RFD's Answering			Number Who Did Not Check
	Most of The Time	Some of The Time	Hardly Ever	
United States Department of Agriculture	16	58	13	0
State Department of Agriculture	15	46	20	6
State Extension Service	46	39	0	2
County Extension Service (County Agent, 4-H,)	45	38	4	0
Farm Organizations (Farm Bureau, Grange, etc.)	16	51	13	7
Weather Bureau	70	9	5	3
Farmers	50	31	5	1
Soil Conservation Service--State	5	49	27	6
Soil Conservation Service--District	16	51	17	3
Production Marketing Association--State	13	48	24	2
Wire Services	52	25	7	3
Local Stock Yards	43	19	18	7

Continued on next page

TABLE III (continued)

Sources	Number of RFD's Answering			Number Who Did Not Check
	Most of The Time	Some of The Time	Hardly Ever	
Commercial Releases from Industries	--	9	1	--
Farm Publications (Papers, Journals, etc.)	6	2	1	--
Vocational Agricultural Schools (FFA, etc.)	--	6	--	--
Local Dealers in Poultry, Livestock, Eggs, etc.	3	1	--	--
Private Sources	3	--	--	--
Civic Clubs and Organizations	2	1	--	--
Local Newspapers	2	--	--	--
Chicago Board of Trade	2	--	--	--
Radio Station Correspondents	1	1	--	--
Livestock Breeder Associations	1	2	--	--
Local Co-ops (poultry, credit, etc.)	1	1	--	--
Federal Housing Administration	--	2	--	--

Continued on next page

TABLE III (concluded)

Sources	Number of RFD's Answering		Number Who Did Not Check
	Most of The Time	Some of The Time Hardly Ever	
United States Wildlife and Fish Service	--	1	--
United States Forestry Service	--	1	--
State University	--	1	--
Chicago Mercantile Exchange	1	--	--
Mail from Listeners	1	--	--
Trade Associations	1	--	--
National Livestock and Meat Board	--	1	--
National Poultry and Egg Board	--	--	1
State Development Committee	--	1	--
Listeners (other than farmers)	1	--	--
Farm Credit Administration	1	--	--

TABLE IV
DO YOU FEEL THAT THERE ARE
A SUFFICIENT NUMBER OF SOURCES OF INFORMATION
AND SERVICES WITH WHICH TO BUILD FARM PROGRAMS AVAILABLE TO YOU?

	Yes	No
Number of RFD's reporting	84	2
Percentage of RFD's reporting	97	2

One respondent indicated "fewer and better" sources.

TABLE V

FROM WHICH OF THE SOURCES OF INFORMATION LISTED WOULD YOU LIKE TO RECEIVE MORE INFORMATION
OR SERVICE THAT WOULD BE HELPFUL IN BUILDING YOUR FARM SHOWS?

Sources	Number of RFD's* Who Indicated	Percentage of RFD's** Who Indicated
United States Department of Agriculture	7	8
State Department of Agriculture	8	9
State Extension Service	16	18
County Extension Service	21	24
Farm Organizations	11	13
Weather Bureau	5	6
Farmers	15	17
Soil Conservation--State	3	3
Soil Conservation--District	7	8
Production Marketing Administration	7	8
Wire Services	19	22
Local Stock Yards	6	7

* 8 respondents replied "none" or "adequate".

11 respondents did not reply to the question.

** Percentage based on number of tabulated replies or 87. Percentages rounded to the nearest percent.

TABLE VI

FOR PROGRAMS OTHER THAN MARKET AND WEATHER REPORTS, WHAT ONE SOURCE OF INFORMATION
DO YOU CONSIDER MOST INDISPENSABLE?

Sources of Information	Number of RFD's	Percentage of RFD's*
United States Department of Agriculture	4	5
State Extension Service	20	25
County Extension Service	13	17
Farm Organizations	2	3
Farmers	8	10
Production Marketing Administration--State	1	1
Wire Services	13	17
Listeners	1	1
Local news sources	8	10
Personal contact	2	3
Listed both State and County Extension Services	3	4
Commented but did not indicate a specific source	4	5
Total	79	100

* Percentages based upon the total number (79) of respondents who replied to the question.

8 respondents did not answer the question.

TABLE VII

HOW MANY TIMES PER WEEK, ON THE AVERAGE, DO YOU INCLUDE THE FOLLOWING TYPES
OF INFORMATION IN YOUR PROGRAMS?

Types of Information	Number of RFD's Reporting--Number of Times Per Week									
	0	1	2	3	4	5	6	7	8	9
Interviews with farmers	* 6	23	15	8	3	5	7	0	0	0
Local farm news	1	6	2	3	2	12	35	4	0	0
National farm news	2	3	3	5	0	15	33	4	1	0
Local market news	5	3	0	5	0	11	38	2	0	0
Production and economic information	4	9	5	9	5	12	23	2	0	0
Home economic information	11	24	13	11	4	3	6	1	0	0
Farm organization information	5	18	13	13	3	3	9	1	2	0
Market reports and news	3	4	0	2	0	11	39	2	0	0

* Figures represent number of respondents indicating the times per week the information is used.

Continued on next page

TABLE VII (continued)

Types of Information	Number of RFD's Reporting--Number of Times Per Week														
	10	11	12	13	14	15	18	20	24	25					
Interviews with farmers	* 1	1	2	0	0	0	0	0	0	0					
Local farm news	5	0	7	1	0	0	1	1	0	0					
National farm news	3	2	3	1	0	0	2	0	0	1					
Local market news	2	4	2	0	0	0	4	0	2	0					
Production and economic information	1	2	0	0	0	2	2	1	0	0					
Home economic information	1	1	1	0	0	1	0	0	0	0					
Farm organization information	2	1	1	0	0	1	1	0	0	0					
Market reports and news	2	5	3	0	0	1	2	1	2	0					

* Figures represent number of respondents indicating the times per week the information is used.

Continued on next page

TABLE VII (concluded)

Types of Information	Number of RFD's Reporting--Number of Times Per Week		
	28	45	Every Other Week Occasionally
Interviews with farmers	* 0	0	3 6
Local farm news	0	1	0 0
National farm news	0	1	0 0
Local market news	1	1	0 0
Production and economic information	0	0	0 3
Home economic information	0	0	0 2
Farm organization information	0	0	0 7
Market reports and news	2	1	0 0

* Figures represent number of respondents indicating the times per week the information is used.

TABLE VIII

ABOUT HOW MANY HOURS PER WEEK, ON THE AVERAGE, DO YOU DEVOTE
TO YOUR JOB OF RADIO FARM EDITOR?

Hours per Week	Number of RFD's	Percentage of RFD's*
1 to 5	5	6
5 to 10	10	12
10 to 15	6	7
15 to 20	2	2
20 to 25	2	2
25 to 30	1	1
30 to 35	1	1
35 to 40	1	1
40 to 45	9	11
45 to 50	8	10
50 to 55	11	13

* Percentage based on number of respondents who replied to the question
(or 82).

Continued on next page

TABLE VIII (concluded)

Hours per Week	Number of RFD's	Percentage of RFD's*
55 to 60	7	9
60 to 65	8	10
65 to 70	2	2
70 to 75	3	4
75 to 80	2	2
80 to 85	1	1
100 to 120*	1	1
Respondents who answered "full time"	2	2
Total	82	97

5 respondents did not answer to the question.

TABLE IX

WHAT PERCENTAGE OF THIS TOTAL WEEKLY WORKING TIME IS DEVOTED TO THE PREPARATION
AND AIRING OF FARM RADIO PROGRAMS?

Percentage of Weekly Working Time	Number of RFD's	Percentage of RFD's*
3-10%	2	3
10%	4	5
20%	3	4
25%	5	6
30%	3	4
40%	3	4
50%	15	19
55%	1	1
60%	5	6

* Percentages based on number of respondents who replied to the
question (or 80).

Continued on next page

TABLE IX (concluded)

Percentage of Weekly Working Time	Number of RFD's	Percentage of RFD's
65%	3	4
70%	2	3
75%	9	12
85%	1	1
90%	2	3
95%	1	1
100%	22	22
Total	80	98

6 respondents did not reply to the question.

TABLE X
HOW MANY OF THE FOLLOWING PROGRAMS DO YOU AIR EACH WEEK?

Number of Shows Per Week	Number of RFD's Reporting					
	One-hour Shows	45 Minute Shows	30 Minute Shows	15 Minute Shows	10 Minute Shows	5 Minute Shows
0	75	78	43	26	63	58
1	1	1	18	7	3	1
2	0	0	2	2	2	1
3	0	0	0	1	3	2
4	1	0	0	1	1	0
5	1	1	6	12	5	3
6	6	4	12	9	6	8
7	1	0	3	4	0	0
8	0	0	0	0	0	0
9	0	0	0	1	0	0
10	0	0	0	4	1	2

Continued on next page

TABLE X (continued)

Number of Shows Per Week	Number of RFD's Reporting						
	One-hour Shows	45 Minute Shows	30 Minute Shows	15 Minute Shows	10 Minute Shows	5 Minute Shows	2 Minute Shows
11	0	1	0	5	1		2
12	0	0	0	6	0		2
13	0	0	0	2	0		0
14	0	0	1	0	0		1
16	0	0	0	1	0		1
17	0	0	0	0	0		1
18	0	0	0	1	0		1
20	0	0	0	1	0		1
23	0	0	0	1	0		0

Continued on next page

TABLE X (continued)

Number of Shows Per Week	Number of RFD's Reporting						
	One-hour Shows	45 Minute Shows	30 Minute Shows	15 Minute Shows	10 Minute Shows	5 Minute Shows	2 Minute Shows
11	0	1	0	5	1		2
12	0	0	0	6	0		2
13	0	0	0	2	0		0
14	0	0	1	0	0		1
16	0	0	0	1	0		1
17	0	0	0	0	0		1
18	0	0	0	1	0		1
20	0	0	0	1	0		1
23	0	0	0	1	0		0

Continued on next page

TABLE X (concluded)

Number of Shows Per Week	Number of RFD's Reporting					
	One-hour Shows	45 Minute Shows	30 Minute Shows	15 Minute Shows	10 Minute Shows	5 Minute Shows
25	0	0	0	0	0	1
33	0	0	0	1	0	0

In addition:

Ten 2 minute shows were indicated by one respondent.
 One 25 minute show was indicated by one respondent.
 One 75 minute show was indicated by one respondent.
 Five 2 hour shows were indicated by one respondent.
 One 2 hour show was indicated by one respondent.

Ten 10 minute TV shows were indicated by one respondent.
 Two 15 minute TV shows were indicated by one respondent.
 One 30 minute TV show was indicated by one respondent.

Two respondents did not reply to the question.

TABLE XI

HOW MUCH TIME DO YOU SPEND, ON THE AVERAGE, PREPARING FOR EACH OF THE
SHOWS YOU HAVE DESIGNATED ABOVE?

Preparation Time in Hours & Minutes	Number of RFD's Reporting					
	One-Hour Shows	45 Minute Shows	30 Minute Shows	15 Minute Shows	10 Minute Shows	5 Minute Shows
:10	0	0	0	1	0	0
:15	0	0	0	0	1	5
:20	0	0	0	1	1	2
:25	0	0	0	1	0	0
:30	0	0	0	9	3	4
:45	0	0	0	1	1	0
1:00	3	1	5	8	5	0
1:30	1	0	2	4	0	1
1:40	0	0	0	1	0	0
1:45	1	0	0	0	0	0
2:00	1	1	4	8	4	2

Continued on next page

TABLE XI (continued)

Preparation Time in Hours & Minutes	Number of RFD's Reporting					
	One-Hour Shows	45 Minute Shows	30 Minute Shows	15 Minute Shows	10 Minute Shows	5 Minute Shows
2:15	0	0	1	0	0	0
2:30	1	0	1	3	0	0
2:45	0	1	0	0	0	0
3:00	2	0	1	6	0	1
3:30	1	0	0	2	1	0
4:00	0	0	6	2	0	0
5:00	0	1	2	2	0	0
5:30	0	0	1	0	0	0
6:00	0	1	2	1	0	0
8:00	0	0	3	0	0	0
10:00	0	0	1	0	0	1

Continued on next page

TABLE XI (concluded)

Preparation Time in Hours & Minutes	Number of RFD's Reporting					
	One-Hour Shows	45 Minute Shows	30 Minute Shows	15 Minute Shows	10 Minute Shows	5 Minute Shows
16:00	0	0	1	0	0	0
44:00	0	0	0	1	0	0

In addition:

Two minutes preparation was indicated by one respondent for
2 to 3 minute market summary.
Forty-three hours preparation was indicated by one re-
spondent for a 2 hour show.

Three hours and thirty minutes was indicated by one re-
spondent for a 15 minute TV show.
Five hours preparation was indicated by one respondent
for a 30 minute TV show.

Twelve respondents did not reply to the question.

TABLE XII

BREAKING DOWN YOUR ACTIVITIES INTO THE FOLLOWING THREE GENERAL PHASES,
WHICH OF THE THREE DO YOU CONSIDER MOST IMPORTANT TO YOUR
JOB OF RADIO FARM DIRECTOR?

Three General Phases	Number of RFD's Reporting		
	First in Importance	Second in Importance	Third in Importance
*Making contacts with sponsors and potential supporters	5	29	34
**Station promotional activities	5	35	30
***Building and airing your farm programs	71	5	3

* 12 respondents did not rank this general phase.

** 10 respondents did not rank this general phase.

*** 1 respondent did not rank this general phase.

5 respondents indicated they considered "all" phases important.

2 respondents did not reply to the question.

TABLE XIII

DO YOU BELIEVE THAT SERVICING ACCOUNTS SHOULD BE PART OF THE RED'S JOB?

	Yes	No
Number of RED's reporting	49	29
*Percentage of RED's reporting	62	37

Eight respondents did not answer the question.
One respondent answered "don't know".

*Percentage based on the number of RED's who answered
including the one who designated "don't know".

TABLE XIV

ARE YOU ASSISTED BY STAFF ANNOUNCERS IN AIRING YOUR FARM SHOWS?

Amount of Assistance By Announcers	Number of RFD's Reporting	Percentage* of RFD's Reporting
Most of the time	33	41
Some of the time	22	28
Hardly ever	17	21

In addition:

2 respondents replied "all of the time" to the question.
 6 respondents replied "never" to the question.
 7 respondents did not answer the question.

* Percentage based on total number who replied to the question or 80, including the 8 respondents who gave optional answers.

TABLE XV

DO YOU SERVICE YOUR OWN FARM PROGRAM ACCOUNTS?

Extent Of Servicing By RFD's	Number of RFD's Reporting	Percentage* of RFD's Reporting
Most of the time	21	29
Some of the time	26	36
Hardly ever	21	29

In addition:

5 respondents replied "never" to the question.

14 respondents did not reply to the question.

* Percentage based on the total number who replied to the question or 73, including the 5 respondents who gave optional answers.

TABLE XVI

HOW OFTEN DO YOU DELIVER THE COMMERCIALS ON YOUR SPONSORED FARM PROGRAMS?

Frequency of Commercials Delivered By RFD's	Number of RFD's Reporting	Percentage of* RFD's Reporting
Most of the time	39	52
Some of the time	10	13
Hardly ever	10	13

In addition:

5 respondents replied "all of the time" to the question.
 11 respondents replied "never" to the question.
 12 respondents did not reply to the question.

* Percentage based on the total number who replied to the question or 75, including the 16 respondents who gave optional answers.

III. The Interpretation of the Data

How much do you depend upon the following sources for services and information with which to build your farm programs?

The answers to this question indicated that the radio farm directors depend a great deal upon information from the weather bureau in building their farm programs. Next in importance to the weather bureau as a source of information, in the farm directors' estimation, were the wire services.

Seventy respondents designated the weather bureau, fifty-two indicated the wire services, fifty checked farmers, forty-six reported state extension services, forty-five specified county extension services, and forty-three designated local stock yards as a source upon which they depend "most of the time" for program information and materials. All of the respondents placed more than one source in this category.

Besides the radio farm director's own initiative in developing local sources of farm news, he uses information from the United States Department of Agriculture, state and county extension services, wire services, and many other agencies with which to build farm programs. The purpose of this question was to discover to what extent radio farm directors depend upon these outside sources.

The close grouping of the number of radio farm directors who indicated farmers, state and county extension services, and local stock yards as sources of information upon which they depend most of the time suggested that, next to the weather bureau and the wire services, the farm directors value sources which supply information of importance to

their specific localities. Sixteen respondents specified the United States Department of Agriculture as a source of information upon which they depend most of the time, as compared to fifty radio farm directors who placed information from farmers in the same category. However, the United States Department of Agriculture received more ratings than any other source in the "some of the time" classification.

Twenty-three agencies other than the ones put down in the question were listed as sources of information by the radio farm directors. Commercial releases from industries and farm publications were the most frequently mentioned of the "other sources".

Do you feel that there are a sufficient number of sources of information and services with which to build farm programs available to you?

Of the radio farm directors cooperating in the study, eighty-four replied "yes" to this question, and two checked "no".

The consensus of "yes" answers (ninety-seven percent) indicated that the radio farm directors feel there are enough sources of program information and material available to them. However, a few of the respondents qualified their answers.

One of the survey participants commented, "Yes, over the long run."

Another person wrote, "Can always use more."

One of the radio farm directors indicated that quality rather than quantity should be the criteria of sources of program material. "Fewer and better services," was his comment.

From which of the sources of information listed would you like to receive more information or service that would be helpful in building your farm shows?

Twenty-one of the people cooperating in the study indicated county extension services as the source from which they would like to receive additional aid, while nineteen indicated wire services, sixteen indicated state extension services, and fifteen indicated farmers as the source from which they would like to get further program information and material. Eight respondents replied "none" or "adequate". Eleven of the participants did not answer the question. Each of the sources listed were designated by two or more of the participating radio farm directors, and many of the respondents indicated more than one source.

The answers to this question reveal that many of the sources most frequently indicated by the radio farm directors as the ones which they depend upon "most of the time" are also the sources from which they would like to receive more information or service. With the exception of wire services, the highest number of responses to this question were in the group of sources in a position to give the farm broadcasters localized information, i.e., the county and state extension services, the farmers, and farm organizations.

Although ninety-seven percent of the respondents conceded that there are a sufficient number of sources of program information, the replies to this question support the premise that there are additional services or materials the sources could provide to the radio farm directors that would add value to farm broadcasts.

What additional information or service would you like them (the sources) to provide?

Sixty-three of the respondents commented on this question, while twenty-four radio farm directors did not answer. Of those who commented, two did not answer the preceding question, one listed one source in answer to the preceding question and commented upon another source, and one person listed source information as sufficient in the preceding question but commented anyway. Many of the cooperating people commented on more than one source of information.

As would be expected, the numerical order of answers to this question closely resembled the pattern of response indicated in the preceding question. Nineteen of the respondents listed additional help they would like to receive from the county extension services, eighteen enumerated more services from the wire agencies, sixteen suggested the help they would like to receive from state extension services, and twelve commented on information from farmers. Many of the radio farm directors put down more than one way in which the sources could improve their service to farm broadcasters.

From the state and county extension services, the farm broadcasters would like to receive more short, localized, timely news items, and more success and human interest stories. They feel that these sources could give them better coverage of state and county agricultural events, such as agricultural meetings and research projects. Advance notice of these meetings and events as well as previous information about forthcoming visits from agricultural specialists would be helpful.

The respondents commented that wire services might provide better news summaries, localized to the interests of their specific areas, and greater coverage of regional events. And, they would appreciate more help from farmers in locating local people who have stories of personal accomplishment or success to tell.

Following is a list of comments on the additional information and services which the radio farm directors indicated they would like to receive from each source. It should be realized that these suggestions are from the experience of each farm broadcaster in his own community and may not apply to a different situation.

County Extension Services:

Four respondents indicated they would like to receive "more human interest material, with names, places, etc., interwoven with specific information."

Four persons asked for "more news items of interest to the farmers and ranchers of this immediate area."

Two expressed a desire for "news releases on as regular a basis as possible."

Two farm broadcasters would like "more stories from county agents and vocational agriculture people."

Two participants considered that the "local viewpoint of general agricultural problems" would be helpful.

"Information designed to help solve problems farmers face today, and that will answer specific questions farmers are currently asking."

"Success stories of farmers who have used approved or recommended practices."

"More suggestions for farm interviews, and information about names of farmers doing outstanding jobs in agriculture."

"Stories of folk who have done an above average job, but have had no unusual aid in the doing; reports of 'the little triumphs of little people'."

"News of county extension activities in local areas."

"Advance information of meetings, visiting specialists, etc."

"News and interpretations of current developments that effect farm people."

"Ideas and suggestions for shows with facts to carry them out."

"More short, factual items, and fewer lengthy documentaries."

"Telegrams (collect) highlighting results of evening meetings, contests, etc."

"Coverage of more events such as agricultural meetings, research projects, etc."

"More interest and cooperation from county extension workers."

Wire Services:

"Better farm news summaries of interest in our area."

"More coverage of important regional events; we do not need rewrites of USDA information."

"More on-the-spot coverage of national and regional agricultural events."

"More localized market information."

"Short, factual items of current farm news."

"News and interpretations on current developments that affect farm people."

"Earthy stories written by men who know and understand agriculture."

"More specific stories rather than so general."

"More analytical material on trends, legislation, policy, etc."

"More complete and more accurate reporting of the market information. Facts not wordy comments."

"I am not satisfied with the scope, amount, accuracy, and selection of the news that we get off the wire."

"More stories of general interest."

"More accurate and faster reporting of the Washington scene. They usually send out canned releases of USDA with no effort made to interpret or color. Have even found wire service reporters in Washington sending out college extension releases from individual states."

"More prompt reporting of news."

"Prefer more farm news reported in news form rather than commentary. Wire services largely a re-do of Washington hand-outs."

"More information on the cost of producing and marketing farm products."

State Extension Services:

"More authentic, localized items that are of value and interest to the farmer."

"Coverage of more events such as agricultural meetings and research projects."

"Prompt dissemination of current information--that is, not delayed to be included in a weekly, 'canned', general release."

"More advance information on meetings, etc."

"Daily or frequent short items for radio."

"Success stories on how individual farmers and homemakers solve their problems, instead of so much 'canned' information without local tie-up."

"How to find and present local information."

"More cooperation and interest in radio from state directors."

"More consumer information."

"More realistic information worded like 'talk' rather than laboratory or text-book language."

"Specific itineraries of extension specialists in advance so that interviews can be arranged when they are in the vicinity."

"Telegrams (collect) highlighting results of evening meetings, contests, etc."

"Ideas and suggestions for shows with facts to carry them out."

"Information designed to help solve problems farmers face today."

"Information that will answer specific questions farmers are currently asking."

Farmers:

"More personal accomplishment and human interest stories."

"Get them to write in on local conditions, prospects, etc."

"Show increased interest in the program by volunteering information to a larger extent."

"More reports on their meetings."

"Use more local farm people who have many friends and thereby increase the number of listeners. People like to listen to those that they know."

Farm Organizations:

"More news of local interest."

"More authentic, localized releases of 'How to Farm' items of interest and value to the farmer."

"Coverage of more events such as meetings, contests, projects."

"Better news and interpretation of current developments that affect farm people."

"No need for additional services if they do all that they can."

"More information on the number of farm organization meetings and where they are held."

"More advance information on local or regional meetings, projects, etc."

State Department of Agriculture:

"What's going on at the state capitol agriculturally, without the political slant."

"More human interest stories, both successes and failures."

"Less lengthy documentaries and more short news items of the things happening now."

"More state and local farm news."

"Interviews or statements by authorities and farmers."

"Telegrams (collect) highlighting results of evening meetings, contests, etc."

"Ideas and suggestions for shows with facts to carry them out."

"Information designed to help solve problems farmers face today."

"Information that will answer specific questions farmers are currently asking."

"More information from the State Department of Agriculture relative to their general practices in enforcing state laws."

Soil Conservation Service--District:

"More information about what local farmers actually are doing to accomplish soil conservation."

"Facts to make current farm news."

"Cut the lengthy, compiled documentary and give us short news items of the things happening now."

"News releases on as regular a basis as possible."

"Localized news of interest to farmers in the immediate area."

"More cooperation from regional soil conservation headquarters."

"More suggestions for interviews."

Production Marketing Administration--State:

"More information from the state PMA office."

"More information on the commodity market programs on a state level."

"More information that will answer specific questions farmers are currently asking."

"Weekly reports of sales and prices from independent livestock markets."

"Reports from at least three poultry markets in the state for purpose of comparison."

"Like to have our state PMA people help in providing coverage at their major state meetings, and when they have a specific announcement of interest to farmers generally."

"Short, factual items to make current farm news."

Weather Bureau:

"More pick-ups direct from weather bureau."

"Pin-point forecasts for specific areas, such as the fruit sections."

"More long-range forecasts."

"More current weather information rather than just current forecasts."

"Temperature and moisture reports."

"Livestock warnings."

"More facilities for getting weather information in places where there is no local government weather bureau."

"No need for additional services if they do all that they can."

United States Department of Agriculture--Washington:

"What's going on in Washington (in Congress) agriculturally, without the political slant."

"Success stories on how individual farmers and homemakers solve their problems, instead of so much 'canned' information without local tie-up."

"More news about the department."

"The stand or viewpoint of the department on various agricultural problems."

"What they do about enforcing grades and other regulations of the department."

"Marketing information, such as preparation for market, finding markets, contracts and sales, shipping problems, and handling problems."

Local Stock Yards:

"More local market information."

"Summary of market trends."

"More information on quantity and type of livestock marketed."

Soil Conservation Service--State:

"News releases on as regular a basis as possible."

"Cut the lengthy, compiled documentary and give us short news items of the things happening now."

For programs other than market and weather reports, what one source of information do you consider most indispensable?

Of the people cooperating in the survey, twenty indicated State Extension Services in answer to this question, and thirteen indications were given to both the County Extension Services and the Wire Services. The third highest number of designations were given to Farmers and Local News Sources, both being specified by eight respondents as the most indispensable source. Eight radio farm directors did not answer the question.

In the first question of the survey, which asked for the sources farm broadcasters depend upon most, the Farmers received a higher rating than the State and County Extension Services as a source upon which farm reporters depended "most of the time". But, when asked which sources were indispensable, the respondents rated both the State and County Extension Services higher than the Farmers. In both questions, the State Extension Services ranked above County Extension Services. Weather and market reports were excluded from this question; however, the sources which supply this type of information, the Weather Bureau and the Wire Services, ranked highest in question number one.

How many times per week, on the average, do you include the following types of information in your farm programs?

Twenty-three of the cooperating radio farm directors reported weekly interviews with farmers on their broadcasts, while fifteen of the respondents use such interviews twice a week. Local farm news was broadcast six times a week by thirty-five of the participants in the

survey. Twelve of the broadcasters used local farm news five times per week. Thirty-three of the respondents used national farm news daily, excluding Sunday, and fifteen people indicated that they incorporate national farm news into their programs five times a week. Daily broadcast of local market news was reported by thirty-eight of the farm directors, while eleven persons designated the airing of local market news five times per week. Production and economic information was used six times a week by twenty-three of the respondents, while twelve radio farm directors indicated that they utilize this information on their programs five times a week. Home economic information was aired once a week by twenty-four of the respondents and twice a week by thirteen of the farm broadcasters. Eighteen of the cooperators specified that they use farm organization information once a week. This type of information was reported broadcast twice a week by thirteen members of the survey, while another thirteen people reported its use three times a week. Market reports and news was utilized in the broadcasts of thirty-nine respondents six times a week.

According to the cooperators' answers, market reports and news, local market news, local farm news, national farm news, and production and economic information comprise the information most frequently broadcast of the types indicated in the question. The numerical rating of these types of information was close, suggesting that farm directors consider all of them important to their farm programs.

The respondents who indicated the use of information twenty-five, twenty-eight, and forty-five times a week are employed with farm radio

stations with large regional or national coverage (WCWO, WLS, KVOO,

etc.).

Six respondents answered this question in a way that was impossible to tabulate. One farm broadcaster remarked, "I do a general program including many of the above."

Another of the respondents commented, "Importance of news or information determines whether items are used, when, and how often."

About how many hours per week, on the average, do you devote to your job as radio farm editor?

Eleven of the radio farm directors surveyed indicated that they work on the average of fifty to fifty-five hours per week, while ten people answered that they devote five to ten hours during the average week to their job of farm broadcaster. Nine farm broadcasters participating in the survey designated forty to forty-five hours in their

average week, and there were two groups of eight respondents who specified forty-five to fifty and sixty to sixty-five average hours per week respectively. One radio farm director who specified 100 to 120 hours per week included the clock hours of his two assistants. Five respondents did not answer the question.

Some of the respondents added remarks to this question, such as: "No estimate, depends on farm and field activity;" or, "It's a 24-hour-a-day job." Those people who indicated less than thirty-five hours

per average week are the county agents, extension personnel, or radio station employees who work as radio farm directors on a part-time basis. Of these part-time radio farm directors, the majority indicated they devote from one to fifteen hours per average week to farm broadcasts.

What percentage of this total weekly working time is devoted to the preparation and airing of farm programs?

The answers to this question ranged from three percent to one-hundred percent. Indications by twenty-six respondents fell between seventy-five to one-hundred percent of total weekly working time is devoted to the preparation and airing of farm programs, while eleven people reported percentages ranging from fifty to seventy-five. Twenty-six broadcasters indicated between twenty-five and fifty percent, and nine people use less than twenty-five percent of their time in preparing and airing shows. Six respondents did not reply to the question.

Radio farm directors who devote one-hundred percent of their time to the preparation and airing of radio programs indicated by their comments that they believe getting farm information on the air is the final end of all of their various activities--meetings, conferences, conventions, sponsor contacts, field trips, etc. One farm director stated, "It all fits into the final product, although some of the time these activities seem non-related." Another respondent remarked that "directly or indirectly all" of his time was taken up with the preparation and airing of programs.

How many of the following programs do you air each week: one-hour shows, forty-five minute shows, half-hour shows, fifteen-minute shows, ten-minute shows, and five-minute shows?

Of the fifty-nine respondents who reported fifteen minute broadcasts, twelve said they aired five programs of that length per week, nine indicated six shows per week, seven specified one weekly program,

and six designated twelve fifteen minute broadcasts per week.

Thirty minutes was the second most popular program length. Of the forty-two people who broadcast thirty-minute shows, eighteen aired a weekly program, while twelve persons reported a daily thirty-minute program. One respondent specified twenty-five 30-minute shows per week. Forty-three of the participants in the survey did not air farm programs of thirty minute duration.

For programs of five minutes, ten minutes, forty-five minutes, and one-hour duration, six broadcasts per week was most often mentioned. One respondent indicated ten 2-minute radio broadcasts, one reported a weekly twenty-five minute program, one specified a weekly seventy-five minute show, and another said he aired a two hour program once a week. Although television shows were not included in the question, one respondent reported ten 10-minute TV broadcasts, another specified two TV programs of fifteen minutes each, and one broadcaster said he carried a weekly thirty minute TV show.

How much time do you spend, on the average, preparing for each of the shows you have designated above?

Of the ten respondents who indicated one-hour shows in the preceding question, three agreed that they spend one hour in preparation for each program. The remainder of the ten respondents reported from an hour and a half to three hours and a half spent in preparation for their hour-long shows.

Five of the seven members of the survey who reported that they broadcast forty-five minute farm programs in the preceding question

answered this question. There was no agreement among the five broadcasters about the time spent in preparation. Their answers ranged from one hour to six hours need for preparation.

Although forty-two radio farm directors said they broadcast 30-minute programs in answer to the preceding question, only thirty persons specified the time spent in preparation. Six of the thirty respondents agreed that they needed four hours for preparing their half-hour farm broadcasts, while five people indicated one hour of preparation. There was little concurrence of opinion among the remaining nineteen respondents as to the preparation time for 30-minute broadcasts, although four people designated two hours and three said preparation required eight hours. One broadcaster reported sixteen hours preparation for his half-hour program.

Fifty-one of the fifty-nine cooperators who reported that they broadcast 15-minute farm programs answered this question. Their answers indicated from ten minutes to forty-four hours preparation for quarter-hour shows. Thirty minutes preparation for each program was reported by nine respondents, while one hour and two hours preparation were specified by eight participants respectively. One of the farm broadcasters said that each fifteen minute program required forty-four hours preparation.

Twenty-two people indicated 10-minute farm shows in the preceding question. Sixteen of these respondents answered this question, indicating from fifteen minutes to three hours and a half preparation for each program. Five people reported one hour preparation, four participants

said preparatory work required two hours per show, and three broadcasters specified thirty minutes preparation before broadcasting their quarter-hour programs.

Sixteen of the twenty-seven radio farm directors who broadcast five minute farm programs indicated the amount of time they required for preparation for each show. From fifteen minutes to ten hours preparation time was reported. The greatest agreement was for fifteen minutes preparation, indicated by five people, although four farm reporters answered that they require thirty minutes preparation per program. The rest of the answers were scattered, with one respondent reporting ten hours preparation.

The wide divergence of opinions on the number of hours and minutes needed to prepare for programs of various lengths suggested that preparation time cannot be arbitrarily categorized. The answers to this question indicated that there is a possibility of agreement on preparation time only when the factors inherent in farm radio programming are similar; i.e., the local situation, program content, etc. According to the comments made to this question, radio farm directors feel that almost all of their activities are ultimately connected with the airing of programs. Their comments are as follows:

"No proper answer. Some require minutes, some hours."

"Hard to answer specifically. Depends on travel involved and the script."

"There is no way to break this down. We may be working on two or three shows at a time, sorting, arranging, making appointments, etc."

"Editing time is practically nothing. It's all in gathering the personalized, localized material. That's what requires a farm reporter's full time."

"Can't break work down to such a basis."

"Impossible to estimate because of tremendous amount of background work that you don't know where you'll use until it's put together for the air."

"Five minutes for some and five hours for others. You can generally figure on fifteen minutes being used to prepare for one minute on the air."

"Too academic. A thinking farm radio man uses all twenty-four hours."

"This question is hard to answer because I am at all times thinking and jotting down notes to be used on my program."

"This is impossible to answer. I travel approximately 1000 miles per week, attending meetings, demonstrations, live stock shows, etc., making wire recordings, etc., to make up and assemble material for programs."

"Depends on program."

Breaking down your activities into the following three general phases, which of the three do you consider most important to your job as radio farm director?

Seventy-one of the cooperating radio farm directors ranked building and airing farm programs first in importance, while both making contacts with sponsors and potential supporters and station promotional activities were rated first in importance by five respondents. Station promotional activities was placed second in importance by thirty-five of the broadcasters, and twenty-nine people indicated that making contacts with sponsors and potential supporters was second in importance. Only five persons rated building and airing farm programs as second in importance.

Making contacts with sponsors and potential supporters was indicated third in importance by thirty-four of the participants in the survey, while thirty cooperators designated station promotional activities as third. Building and airing farm programs was ranked third in importance by three people. Two respondents did not reply to the question, while as many as twelve people only ranked the one general phase of their farm broadcasting activities that they considered most important.

The conclusive number of respondents who rated building and airing their farm programs first in importance indicated that most radio farm directors feel that their programs should receive prior consideration of all their activities. But the narrow margins which placed station promotional activities and sponsor contacts second and third respectively suggested that the radio farm directors are not wholly convinced which one of these activities is the most important to them. However, according to the remarks accompanying the answers to this question, they find it difficult to divide their activities into these three general categories.

Following are the comments made by radio farm directors who rated building and airing farm programs most important of the three general phases:

"The order of importance of these three fields of activity will vary greatly depending upon the basis of employment. Some RFD's are almost entirely responsible for commercial work, others are at stations where a highly organized commercial department takes care of all business."

"The first responsibility is a show which gets results. Station promotion and good will are a natural part of it. The farm director should keep on friendly terms and in touch with management and the sponsor--after all, they pay the bill."

"If the farm program is a good one, the sponsor will be happy. The station promotion activities always need to be pushed as farm programming is often neglected."

"It seems to me that building a good farm program is most essential. Good relations with the sponsor is also vital, but by working the two hand-in-hand, the sponsor knows what one is trying to do. To assist my sponsors in knowing what I'm attempting to do, a daily report is submitted each week to keep them informed of my travels and contacts."

"I've had the same sponsor four years. - - - They have told me that as long as I'm going a good job for the farmers I'm doing a good job for them. Therefore, I put my efforts on program quality."

"We have found keeping the farmers and livestock men happy will keep the show sold. We have a large area to cover so the contacts are most valuable to the sponsor. Making contacts with the sponsor is necessary to keep their needs and desires in mind."

"I spend as much time making contacts with sponsors and servicing farm accounts as I do in getting farm shows ready to go on the air."

"Obviously, I wouldn't be on the air if this were not given number one priority. Contacts with sponsors cannot be ignored, however, neither can promotional work. I spend much of my time and my secretary spends the larger part of her time on promotional activity in connection with our \$20,000 loan fund for 4-H and Vo-Ag boys and girls."

"All are inter-related, and for any particular station, the order would be different. Certainly programs come first. Then, if you have listeners, commercial contacts second. If it's a new station or program service, promotion might come before commercial contacts."

"At least screen the potential advertisers. That keeps the junk and the P.I. stuff off the good shows. Station promotion other than that indirectly connected with the farm department should not be considered."

"It should not be the main job of the RFD to sell his program, although he should be concerned with it. Likewise but to a lesser degree, he should be concerned with station promotion."

"While I consider building and airing the program important, I also feel station promotional work is important. Radio stations are in the business to make money, and this should be taken into consideration."

"Do not get me wrong on station promotional activities. I believe that if you build a better and stronger farm program, you are promoting your station in public service to farm broadcasters."

"Don't see how there can be any question about what the RFD should consider most important. However, promotions here also time-in with broadcasts, and naturally every RFD on a commercial station will try to keep in good graces with the sponsor, but that doesn't mean devoting a good deal of time to sponsor."

"A farm program must serve the listener, sponsor, and station. All must benefit equally or the program is out of balance."

"Our first responsibility is with our audience. They should have a good program. Sponsors come second and station promotion third. Let the program promote the station."

"Farm shows always come first but contacts with sponsors and potential supporters comes a close second. Usually try to have some promotion going. Previous major promotion was soil conservation field day and farm rebuilding in a day in September, 1949. Do not believe in sponsoring farmers' trips in capacity of travel agency."

"A farm program director's number one responsibility is to present a farm program that is informative, educational, and entertaining. When this responsibility is met, the farm director must attempt to secure a sponsor or supporters of the program. Station promotional activities are very important. However, they become more the responsibility of the station."

"My reason in marking out the above sequence is that the air job of many farm directors must be the basis for his success in either promotion or sales. . . . promotional activities second because they help to make a better air program and that is the best possible way of finding and convincing sponsors."

"Each of these actually go hand-in-hand for one cannot be accomplished without the other two."

"I would place an RFD's obligations in this order: (1) duty to the listener, (2) duty to the station, (3) duty to the sponsor."

"If a farm show is good, it should give a definite service to farm people. To do this takes time not necessarily devoted to the airing of the broadcast but to contacting farmers, learning their problems, etc."

"If we don't have good programs, the other two phases are worthless."

"If 'potential supporters' also means farmers, county and home agents, etc., the placing above might be different."

"A farm director's job is mainly a job of building and airing their program, but they must work with the promotion department to see that it receives proper promotion. I think he should know his sponsors and their ideas, although I think the farm director must not be told by sponsors what to say on programs."

"It's impossible to separate the three. However, building and airing the program comes first, just as we must produce a quality farm product before we develop a good market for the product. That doesn't mean that we can overlook markets. The same is true in farm radio."

Following are the comments made by radio farm directors who rated making contacts with sponsors and potential supporters most important of the three general phases of their activities:

"A farm broadcaster should be proud of his sponsor and his product. Should be his (the sponsor's) number one salesman."

"For the record, it should be stated that I work for the sponsor rather than the station so my promotional work is largely for them, but incidentally, I, of course, help the station in so doing."

"First, you must pay out or you will not have the privilege of going on the air."

Following are the comments made by radio farm directors who indicated that the three general phases of activities are equal and cannot be ranked in importance:

"They're all three equally important. If we don't have sponsors, we don't eat. If we don't have good, interesting, personalized, local programs, we don't have sponsors because we don't have listeners. A good program is its own best publicity agent. No sponsor, no listener can ignore a good broadcast. They all go hand-in-hand but the program is it."

"It's a draw, I believe, in my case."

Do you believe that servicing accounts should be part of the RFD's job?

Forty-nine of the radio farm directors cooperating in the survey answered "yes" to this question. Twenty-nine participants answered "no". One member of the survey indicated that he "didn't know", and eight people did not answer the question.

The answers to the preceding question in which eighty-two percent of the surveyed radio farm directors asserted that building and airing farm programs was their most important activity and the comments made by some of the people who answered "yes" to this question suggested that farm directors feel that servicing accounts and sponsor contact should be done by farm broadcasters when the activity does not interfere with effective airing of farm information.

The comments made by farm directors who answered "yes" are as follows:

" . . . a little is ok."

"Yes, in my case; don't feel this is necessarily true of all situations."

" . . . to a certain extent."

"Provided it does not interfere with primary job of gathering and presenting information."

"If it is strictly a farm account, the RFD should be in constant contact but should leave some of the job to the sales department."

"He gets to know the product and its producers."

"When possible."

"At least he should work with the salesman in servicing in the account."

The comments made by farm directors who answered "no" are as follows:

". . . although the RFD should maintain close, friendly relations with the client."

". . . except when he can do so without interfering with his main job--namely, serving the listener."

"Not unless time is allowed for it, then, yes."

"Not if avoidable."

"Depends on the station. In our case, no; because we have others to do that."

Are you assisted by staff announcers in airing your farm shows?

Thirty-three of the cooperators indicated that staff announcers assisted in airing farm programs "most of the time". Twenty-two people specified announcer assistance "some of the time", while seventeen of the farm directors answered "hardly ever". Two respondents replied "all of the time" to the question, and six participants replied "never". Seven respondents did not answer the question.

The comments to this question indicated that farm broadcasts are essentially aired by the radio farm director, and that staff announcers take part only to introduce the show or to read the commercials. One respondent replied that staff announcers were required to broadcast

the farm program "during vacation". Two others answered that regular announcers read market reports and late news when a transcribed program was used while the farm director was on field trips.

If you are employed by a commercial station, do you service your own farm program accounts?

Twenty-six of the respondents answered that they service their farm program accounts "some of the time". Twenty-one farm directors indicated that they service their farm program accounts "most of the time", and the same number of persons specified "hardly ever". Five respondents answered "never" to this question. There was no answer to this question from fourteen of the respondents.

The answers to this question indicated that approximately sixty-six percent of the radio farm directors employed on commercial stations assist in servicing their program accounts at least some of the time. This seems to support the feeling expressed in the question "Do you believe that servicing accounts should be part of the RFD's job?" to which approximately sixty-two percent of the participants answering the question replied "yes". "In cooperation with the sales department" was the comment made by some of the farm directors who indicated that they service their own farm program accounts "most of the time".

How often do you deliver the commercial announcements on your sponsored farm programs?

Thirty-nine of the radio farm directors surveyed specified that they deliver commercials on their sponsored programs "most of the time". Ten persons reported that "some of the time" they deliver commercials,

and the same number of people indicated "hardly ever". Five respondents replied "all of the time", while eleven participants answered "never" to the question. Twelve farm directors did not answer the question.

Although fifty-seven percent of the respondents answered that they deliver commercials "most of the time" (including the five persons who answered "all of the time"), the number of people who specified "some of the time", "hardly ever", or "never" indicated that there was some disagreement of opinion on this topic.

On the basis of your experience with farm programs, what are your major criticisms or comments for the improvement of farm programming?

The purpose of this open-end question was to give the radio farm directors participating in the survey an additional opportunity to discuss the questions asked in the survey or to express any other criticism of farm radio. Sixty-one of the participants in the survey commented.

According to their comments, many of the radio farm directors agreed that farm shows should provide definite service to producers, with pertinent, localized information presented by a qualified reporter. Some participants added that interest and variety in farm shows could be attained by using interviews with farmers tape recorded in the field. Most of those who commented on program content mentioned that the radio farm director must maintain steady contact with the farmers in his area if he is to successfully analyze their problems and broadcast useful information. Human interest and stories of farm people were included as elements of a popular farm program. Walter Durham, WTC, Memphis,

said: ". . . I believe farmers are more interested in what other farmers are doing than in hearing advice of agricultural workers."

Farm programs, according to the comments of the farm directors, could be improved by avoiding general information and "canned" releases and by giving, instead, specific information adapted to the problems of the local area. "Too many farm programs are so general--mostly hill-billy music and wire copy," remarked Dix Harper of WION, Kokomo. Many of the farm broadcasters suggested that their programs could be improved if they could get more cooperation from extension services, local farm organizations, and local marketing outlets. "Local farm organizations and federal farm agencies," stated John A. McDonald, WSM, Nashville, "are not publicity conscious. We need more simple down-to-earth information."

The activities of the radio farm director have been relegated to the role of the "underdog" in the radio stations' hierarchy, in the opinion of some of the farm directors. They feel they could do a better job if the importance of their work in the community and to the radio station were recognized by station management.

Some of the respondents commented that the farm program should be designed for the urban listener as well as the rural audience, since, in many localities, the former are more numerous. The farm program is a natural tool with which to communicate the farmer's problems to the consumer.

The texts of the comments to this question may be found in Appendix "A". The unidentified remarks were made by those respondents who requested that their names not be used in the report of the survey.

CHAPTER V

SUMMARY OF SURVEY RESULTS

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I. Attitudes of Radio Farm Directors Toward Sources of Program Information

The survey indicated that radio farm directors rate the weather bureaus as their most important source of program information, with the wire services ranking second in importance. Seventy radio farm directors designated the weather bureau and fifty-two designated the wire services as the source upon which they depend most of the time for program information. However, the results of the survey suggested that, next to the weather bureaus and wire services, the farm broadcasters value most those sources which are in a position to provide specific information of interest to their particular localities. Fifty of the respondents designated farmers, forty-six indicated state extension services, forty-five specified county extension services, and forty-three checked local stock yards as the source upon which they depend most of the time for program information and materials.

Ninety-seven percent of the radio farm directors surveyed felt that there were a sufficient number of sources of program information available to them. But, when queried whether or not they would like more information from these sources, all but eleven of the radio farm broadcasters listed additional services and materials that would be helpful to them in building their farm programs. This finding suggested that

farm radio people feel they need better information and closer cooperation from the sources already available to them, rather than more sources of information. The organizations and groups most frequently indicated as the sources upon which the radio farm directors depend most of the time for information are also the ones from which the farm directors would like to receive more information or service, i.e., the state and county extension services, the wire services, the farmers, and farm organizations.

Sixty-three of the respondents enumerated additional information and services that available sources could provide to the farm broadcaster. Nineteen of the farm broadcasters named additional aid they would like to receive from the county extension services, eighteen enumerated more services from the wire agencies, sixteen suggested the help they would like to receive from state extension services, and twelve commented on information from farmers.

The radio farm directors feel that the state and county extension services ignore the "timeliness" of news items. They would like short items of events and occurrences happening now, with emphasis on success and human interest stories. These sources could give them additional help by providing advance information on forthcoming meetings, events, and visits of agricultural specialists.

In the opinion of the respondents, wire services could enhance their value to farm radio by providing localized news summaries and greater coverage of regional events, while more cooperation is desired

from the farmers in locating local people who have interesting experiences or accomplishments to tell.

For programs other than market and weather reports, the radio farm directors indicated that the state extension services was the most indispensable source of information. Had weather and market reports been included in the question "What one source of information do you consider most indispensable?" the ratings might have been changed, since both the weather bureau and the wire services received more indications as the source of information upon which farm broadcasters depend "most of the time" than did the state extension services. Twenty respondents indicated the state extension services as most indispensable, thirteen specified the county extension services, thirteen designated the wire services, eight checked farmers, and eight included local news sources.

Market reports and news, local market news, local farm news, national farm news, and production and economic information comprise the information most frequently broadcast of the types of information listed in the question "How many times per week, on the average, do you include the following types of information in your farm program?" Weather reports were not included in the list. The numerical rating of the types of information suggested that farm directors consider all of them important to their programs. However, market reports and news was checked more frequently than any other type of information.

II. Time Required of Radio Farm Directors For Programming Activities

The results of the survey show that full-time farm directors devote, on the average, from forty to forty-five hours per week to their job. Those participants in the survey who are occupied as farm reporters part-time indicated that they spend from one to fifteen hours per average week in building and broadcasting farm programs. However, there was a lack of any conclusive number of indications to any one time category, suggesting that the number of hours the radio farm director works at his job is difficult to estimate. Some of the people surveyed remarked that ". . . depends upon farm and field activity", or, "It's a 24-hour-a-day job."

An attempt was made to find out what percentage of the weekly working time reported was devoted to actual preparation and airing of farm shows. The results indicated considerable variance of the farm directors' opinions on this point. The answers ranged from three to one-hundred percent. One-hundred was the most frequently indicated percentage, reported by twenty-two participants, while fifty percent was specified by fifteen farm broadcasters. The comment of one respondent appears to sum up the opinions of those people who indicated one-hundred percent. He said, "It all fits into the final product, although some of the time these activities seem non-related."

Fifteen minutes seems to be the most popular program length for farm shows, according to the results of the survey. Fifty-nine respondents reported fifteen minute broadcasts. Twelve of the fifty-nine

indicated that they air five fifteen minute programs per week. Thirty minutes was the next program length most frequently mentioned, followed, in the order named, by program lengths of five minutes, ten minutes, one-hour, and forty-five minutes. Programs of odd duration, such as two minutes, twenty-five minutes, seventy-five minutes, and two hours, and television shows were not included in the questionnaire. However, a number of farm directors specified these shows in their answers.

There was a wide divergence of opinions on the amount of time necessary to prepare programs of various lengths. For instance, one farm director reported ten minutes needed to prepare a fifteen minute program, while another respondent indicated forty-four hours preparation for a fifteen minute show. There was no significant agreement among the participants in the survey as to the hours and minutes necessary to prepare a program of the lengths listed in the questionnaire. The findings on the question of preparation time of programs of various lengths suggested the possibility of agreement only when the factors affecting the farm directors' programs are similar; i.e., the local situation, the content of the program, etc. Some of the radio farm directors commented that the time spent on their other activities is ultimately concerned with the broadcasting of farm information. One respondent stated: "Impossible to estimate because of tremendous amount of background work that you don't know where you'll use until it's put together for the air."

III. Some Commercial Aspects of Farm Reporting

The radio farm directors indicated that they would rate building and airing their farm programs first in importance, if their activities

were to be divided into three general phases: (1) making contacts with sponsors and potential supporters, (2) station promotional activities, and (3) building and airing farm programs. Seventy-one respondents ranked building and airing farm programs most important. Station promotional activities were rated second most important of the three phases by thirty-five cooperators, and making contacts with sponsors and potential supporters was placed third in importance by thirty-four farm broadcasters. The conclusive number of respondents who rated building and airing their farm programs first in importance indicated that most radio farm directors feel that their programs should receive prior consideration of their other activities. However, the opinions represented in comments to the question indicated that farm reporters feel the three phases of activity are interrelated and cannot logically be divided.

Forty-nine of the cooperators in the survey believed that servicing accounts should be part of the radio farm director's job, while twenty-nine participants dissented. One member of the survey specified that he "didn't know" whether or not farm directors should service accounts. Eight people did not answer this question of the survey.

To the question, "Are you assisted by staff announcers in airing your farm shows?" thirty-three respondents replied "most of the time", twenty-two people answered "some of the time", and seventeen farm directors specified "hardly ever". Two respondents wrote in "all of the time" in answer to the question, while six participants answered "never". Seven members of the survey did not answer the question. The comments made to this question suggested that radio farm directors use the assistance of announcers essentially to introduce the program or read commercials.

Of those farm directors who are employed by commercial stations, twenty-six designated that they service their own program accounts "some of the time", twenty-one indicated "most of the time", and twenty-one specified "hardly ever". Five respondents answered that they "never" service their own program accounts. Some of the people who indicated that they service their program accounts most of the time qualified their answer by commenting "in cooperation with the sales department".

Thirty-nine of the radio farm directors surveyed answered "most of the time" to the question, "How often do you deliver the commercial announcements on your sponsored farm programs?" Ten persons reported that "some of the time" they deliver commercials, and the same number indicated "hardly ever". Five respondents replied "all of the time", while eleven participants answered "never" to the question. Twelve farm directors did not answer the question. Two people stated that it "depends upon the program".

IV. Radio Farm Directors' Major Criticisms of Farm Radio

Sixty-one members of the survey utilized the opportunity to express their opinions of farm radio. Their criticisms included comments on the radio farm director's relationship with station management, program content, the qualifications of the radio farm director, additional services from sources of information, farm program scheduling, farm radio service, and sponsorship.

V. Suggested Topics for Additional Research in Farm Radio

The following phases of farm radio were revealed by this survey to be areas in which further study can be done:

- (1) Intensive breakdown of the radio farm director's time. How much time he spends in the field contacting farmers, on the air, writing scripts, attending meetings, station promotion, and sponsor contact.
- (2) A study of formats or patterns of farm programs. This problem suggests the possibility of comparing formats of well-known shows, devising typical farm program formats, and classifying the various types of farm broadcast patterns.
- (3) An investigation of the understandability of radio market reports. How detailed should market summaries be? Is the terminology used in market reporting interpreted in the same way by the producers as by the dealers? To what extent are market reports contributing to the solution of producers' marketing problems? How can they be improved? The procedure used in this problem may involve the use of tape recorded typical market reports played before an audience of producers. From their reactions, a different method of presenting market information may be devised and tested.
- (4) A survey of rural audiences to determine the best times to broadcast market reports. Are the present broadcasting times satisfactory? When would the listeners prefer market reports to be broadcast? How often do they prefer market reports broadcast?
- (5) A survey of local rural listening habits. Research in this area might establish the best times to reach the rural audience; what they prefer among the various types of programs; when they prefer market reports, news, entertainment; the method of presentation they prefer in farm shows; etc. This type of study would be valuable to commercial stations.
- (6) A study of the servicing of accounts by farm broadcasters. What do radio farm directors do to keep their sponsors "happy"? Do they submit periodic reports to the sponsor? How often do they visit the sponsor? Do they advise the sponsor on advertising appeals? Are commercials worked out with the sponsor? What do they do to promote the

sponsor's product in their field activities? A summary of "servicing" procedures would undoubtedly be valuable to the industry.

- (7) A survey of cooperation between extension services and radio farm broadcasters. Specifically, what services do the extension divisions offer farm directors: tape recordings? prepared scripts? digests of practical information? news bulletins? specialists' advice? data on recent experiments? collaboration on educational programs? What do farm broadcasters offer extension services: radio time? aid in devising service programs? announcements of extension events? What can both agencies do to provide better service to farm listeners?
- (8) A survey of the relationship between radio farm broadcasters and radio station management. How many radio stations carry a full-time farm department (stations might be restricted to a certain class)? How many carry part-time farm department? Is their farm department permanent or temporary? Does the farm reporter have other duties besides farm programming? The extent of the farm directors' authority over their programs and their farm programming policies, etc. What are farm directors' attitudes toward station management?

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APPENDIX "A"

TEXT OF RADIO FARM DIRECTORS' MAJOR CRITICISMS
OF FARM PROGRAMMING

Frank Atwood, WTIC, Hartford, Connecticut:

It is an interesting job and I believe my own programs are the most interesting and valuable when: (1) They contain information that people need. Weather news is the number one essential. Market reports are in this category but not of interest to as many people. We keep them short. (2) They are varied, lively, and informal. Interviews with guests, some music, personal anecdotes all help. I use many names of listeners who write in.

Mardi Liles, WFLA, Tampa, Florida:

I feel that we could do a better job of reporting on vegetables. We are lacking information as to movement of vegetables, FOB prices, etc. I also feel we could do a better job if we had reports from the cattle and hog markets (the Independents), as to prices, quality, and quantity. This could also apply to poultry. Not only on our own Tampa market, but I feel poultrymen would be interested in what prices are like in Jacksonville, Miami, Tallahassee, and Orlando. This information has been very scarce.

Art Page, WLS, Chicago, Illinois:

There is no substitute for constant contact and clear understanding of farm problems as they change from day-to-day. Besides four full-time men, we have special men to put on the livestock market directly from the stockyards, the grain market from the Board of Trade, and several special commentators who are not on our payroll but who put on farm commercial programs. For years we have been teaching our agricultural advertisers that they get best results by putting on valuable service programs, which we will help them plan.

Harry Martin, WFBB, Indianapolis, Indiana:

(1) Too many RFD's are loaded down with additional duties and as a result their farm programs go on the air with less preparation than is needed. (2) Too many stations look upon their farm department as a weak "little brother" and, in urban areas like this, salesmen will sell everything else that is available before trying to sell the farm program.

George Shannon, WNL, New Orleans, Louisiana:

Be yourself, sincere, and your interest will show itself. Variety in program content has helped. My favorite sponsor sells steel roofing and fencing, but I've talked on all kinds of farming with many different kinds of people.

Dix Harper, WIOU, Kokomo, Indiana:

Farm programs must do just one thing--give the listener a service he needs and will listen to get. When the program does that, it serves the station by holding the rural audience and, consequently, the sponsor by giving him more listeners to his sales message. Too many farm programs are so general--mostly hill-billy music and wire copy. They must have the local angle with interviews, extension information, news of meetings, and what the farm people themselves are doing. Also, I feel the farm director must be an active member of the farm community about which he broadcasts. He must get out and work with his listeners. He must give service off the air as well as on the air. He must be capable of answering much the same type of questions and assisting with the same problems that the County Agricultural Agent does. If he does these things, my experience has been that he will have a large and loyal audience.

John Merrifield, WWJ, Detroit, Michigan:

Farm programming could be improved provided; farm broadcasters would build a system of rural correspondents who could be depended upon to tip them off whenever an important story, demonstration, event, or news-worthy happening occurred in the individual correspondent's area. Further improvement would come about if each farm broadcaster would refrain from any and all desire for personal aggrandizement, and would think of himself as a reporter instead of an expert. It is not advisable for farm broadcasters to allow themselves to lapse so far as keeping abreast of modern agriculture, methods, and procedures are concerned, but once he understands the proper method of presenting farm information to make it effectively usable by his listeners, he can decrease his effectiveness if he attempts to use the same facts and presentation to set himself up as an expert.

Ben Buisman, KKL, Portland, Oregon:

Most sources of information are "slap happy" over release dates. They should send out their information for broadcast while it is news. Only rarely should a story be marked to hold for a release date. The opposite is now true.

Robert Wilson, KNX, Los Angeles, California:

We believe there is a fine opportunity for the extension service to "digest" all of their important bulletins and circulars in printed or mimeographed form and offer these digest or extracts to radio audiences at the end of short radio talks in which the principles of the subject are given. By this method, courses in

the fundamentals of nutrition, sewing, buying eggs, raising pigs, etc., can do a double service by telling those who want information where they can get it and by telling the general listener many things about the farm and home operation.

W. A. Pigg, WLBH, Mattoon, Illinois:

Radio stations are definitely not using enough time for farm programs. In my particular area, we use 25 minutes per day, and yet, 72 percent of our dollar that is spent in our broadcast area comes from the farmer. Definitely, our program is not balanced. We need to fight for local interest. A farmer in Coles County wants to know of things that are happening here in Coles County so I give him the national high points, then make up the major part of my program from local happenings. For example, a local farmer does a real job on soil erosion. Let it be known. Invite people to see the result. Then, you are selling and doing a good job.

Harold J. Schmitz, KFEZ, St. Joseph, Missouri:

A commercial station naturally thinks of selling farm programs and, of course they should. But a farm director is more valuable as a contact man and in promotional activities than some stations realize.

Ed Sturgeon, KMJ, Fresno, California:

Farm programs should be kept from being "statistical"--a weakness I believe too many of them have. Items should be handled with emphasis on their significance, not merely by the use of bare facts, such as, the number of bushels of a given crop expected to be produced, etc.

G. Edward Vallender, WBCM, Bay City, Michigan:

Be well read. Know the agricultural position in the world picture. A farm program should be as interesting to city people as rural folks. Never go over the heads of city listeners without explanation. Try to explain the "why" of present price situations to city listeners. Don't try to be an expert. Report and try to put two-and-two together for the listeners. Above all, be friendly and natural. In as much, as you must meet the people you talk to, you cannot be two voices, two personalities.

Malcolm L. McCormack, WBZ, Boston, Massachusetts:

Need more time on the air. There is a great need for farm TV shows, and a clearing house for film available to RFD's who are on TV.

Lee Hamrick, RFD, Rural Radio Network, Ithaca, New York:

Believe farm people like the same type of radio programs as other economic groups. Farm programs must have the same listenability as any other. Farm special business interests are the only justification of so-called farm programs.

Samuel Steiger, WHIO, Dayton, Ohio:

Try to give the farmer information which he can use. Be explicit and friendly, but not a wise-guy. Don't waste time talking about subjects which do not interest farmers in your area.

Larry Haeg, WCCO, Minneapolis, Minnesota:

Not getting the right time of day for farm programs.

Jay Gould, WOWO, Fort Wayne, Indiana:

There is a tendency among most information sources to fail to comprehend the unique nature of a radio audience as compared to magazine readers or those who attend meetings. People do not listen carefully to the radio. Radio speaks to those too lazy, too ignorant, too complacent, and also too progressive to attend meetings, and, in many cases, to read. There is need for color, humor, simplicity (of the wisest) and showmanship in a greater degree to build, and hold wide farm program audiences. Much good could be done by "pitching" farm broadcasts across group lines--labor, professions, etc. They are all represented in a radio audience. Intergroup understanding is urgently needed in America.

John A. McDonald, WSM, Nashville, Tennessee:

Local farm organizations and federal farm agencies are not publicity conscious. We need more simple down-to-earth information.

C. H. East, County Agent, New Albany, Indiana:

I am not a radio man in the sense that I am paid by the radio station or any sponsor. I am, instead, a county agent of 27 years experience who has used radio as one of the "tools" of extension teaching...It is my opinion that farm programs are only incidentally about corn, hogs, alfalfa, cows, etc., and are principally for and about people and what they do.

Cliff Gray, WSPA, Spartanburg, South Carolina:

I think too many farm programs are too stiff. I think they should be down-to-earth, understandable, brief, and jolly. Don't be too stiff-shirted. Don't try to talk down to the farmer. Make it sound like you were just as they are. I found this works swell down here. However, I will say it may not work too well in other parts of the country. Keep it brief, down-to-earth, jolly.

Mal Hansen, WOW, Omaha, Nebraska:

A successful farm program must be direct and business-like, containing essential information for the areas served covering market news, weather, farm news, and practical suggestions of timely farm and home problems. Certain farm programs are weak because they are: filled with idle chatter; tend to play to the hillbilly type, something not appreciated by 95 percent of the farm people in most localities; and third, deal with farm problems of a broad scope that do not fit the locality served.

H. E. Cunningham, KGEM, Boise, Idaho:

We need more direct farmer cooperation and response, as well as some sound, factual research basis upon which to predicate our efforts. For example, what do the farmers really need and want? What are other stations doing, etc.? With this information, our own efforts could be stimulated.

Rulon Bradley, KIDO, Boise, Idaho:

I sincerely believe that more remote broadcasting or recording programs right from the farm would contribute a great deal in improving general farm programming. Also, I believe that localized farm information cannot be stressed too much, because the farmer is interested in his own crops in his own locality.

E. P. Taylor, County Agent, Steubenville, Ohio:

Need to be more localized and consider interests of consumers of farm products to a greater degree than at present. I have just completed a quarters leave during which I studied the use of radio and other audio and visual aids in conducting extension work in Ohio, West Virginia, and Pennsylvania.

James A. Duncan, Assistant County Agent, Salisbury, Maryland:

Extension agents could improve their radio programs by devising a better system for cooperation and stories from farm people.

A better integration of radio as a teaching tool into the program of work. A more complete 3-way coordination of county extension agents, home agents, and club work.

George Martin, WTHI, Terre Haute, Indiana:

Lack of coordination among local farm organizations in giving me information for the "Farm and Home Hour".

Ted Mangner, KNOX, St. Louis, Missouri:

More work needed to better acquaint salesmen and agencies with farm programming. Believe it can be brought about by new personnel starting in radio to head for the agencies or sales.

Al. D. Bauer, KPOJ, Portland, Oregon:

- (1) No matter how experienced, don't talk down to farmers.
- (2) When using transcribed features that do not include the farm director's voice, they should not exceed 4 to 5 minutes.
- (3) Limit transcribed features in the show to not exceed 10 minutes for a one-half hour show.
- (4) Make at least one feature on a farm or in the field each week.
- (5) Keep a good clipping file on the program. It's valuable in selling the show.
- (6) Work with the county agent, PMA, SCS, others as well as with all farm organizations.
- (7) A county agent should never have to fill a 15 minute show once a week without the aid of another voice, announcer, farm director, or farmer.
- (8) The radio station must place the farm program on the schedule at a time when it's best for farm listening.

Don Peach, KOA, Denver, Colorado:

- (a) Emphasize service angle with better weather market and farm news.
- (b) Use less canned material and releases except those that are really important to farmer.
- (c) Personalize important releases but giving credit where credit is due.
- (d) Use world news summary as well as agricultural news on farm programs.
- (e) Use more interviews with farmers who have a good story to tell.
- (f) Never use interview unless interviewer has a story to tell.
- (g) Strive for proficiency in doing worthwhile farm commentary.

- (h) Travel widely and in case of big stations give good coverage of important national and regional events.
- (i) Most important to be known as a friendly fellow who knows a lot of people and is sincere in his job of giving service for his station and sponsor. Radio farm director must know agriculture in his area.
- (j) Radio farm director's job is not one for the station misfit, the "bright boys" of the radio profession, or the amiable but lazy fellow who happened to live on a farm once.

Amos Kirby, WCAU, Philadelphia, Pennsylvania:

We have thrown out every accepted practice and developed our own idea of a program that gives us a rating not equalled by any other serving the area. We report the news. We rarely tell how to farm. Our program is a farm news broadcast.

Phil Combs, WSBT, South Bend, Indiana:

Too often we fall down in our job of building the audience. You must get out and meet new people. No matter how good the program may be, we must build the audience to a profitable point for the sponsor and station.

Merrill Langfitt, Shenandoah, Iowa:

It appears that great progress is being made and the men in the work have better qualifications as the years go by. I think the farm radio men are one group in public information who know what they are talking about and who command high respect from all people.

Stacey Cole, WKNE, West Swanzey, New Hampshire:

The responsibility of a farm program rests almost entirely with the man before the microphone. He must be forever alert to farmers' problems and attitudes. Always interested in agriculture and present farm viewpoints to the public. He must listen to farmers themselves for only on the land will he understand what a challenge farm broadcasting really is.

Jack Farrar, KTFI, Twin Falls, Idaho:

Being comparatively new in farm programming, I do not feel yet that I could offer any criticisms. Therefore, for the present I would rather keep my eyes open and try to pick up pointers for better farm programming. I think that few people realize that it takes considerably more time than expected in preparing and getting interviews, no matter how long or how short.

Phil Alampi, WJZ, New York City, New York:

The radio farm director should spend more time in the field with farmers and county agents. Selling should be done by a salesman, although most of the time he isn't qualified. I realize it's natural for the RFD to sell potential sponsors, but it takes too much time. RFD's should listen to other farm shows to improve their own. I could stand plenty.

Homer Martz, KDKA, Pittsburgh, Pennsylvania:

Most farm programs could be improved by shortening the subject matter and other informational periods to a maximum of 5 to 6 minutes at any one time. Probably the majority could be criticized for forgetting that a large part of the listening audience is urban and will listen only if an interesting consumer slant is given to reports on markets and on production and marketing discussions. Rural living is all too often slighted in farm programming because it is easier to deal with the more concrete or tangible phases of farming. Generally speaking, if the RFD does a good job of programming there will be adequate commercial interest.

Donald Huckle, WGR, Buffalo, New York:

With television growing (now limited because of emergency), more emphasis will be placed rightly on the farm program. RFD's should have help on selling and servicing accounts. If the RFD is expected to handle programs other than farm and to care for activities of the station other than farm, he should have help, either secretarial or an assistant or both. Night and early mornings sometimes are almost too much to stand for a very long period. RFD's are human too. Most of us like to watch our children grow up.

Howard Keddie, KCBQ, San Diego, California:

Not enough personal contact with farmers. Not realizing there is also a large city audience to tell the farmers' side of a story to. Such as the increase in price of milk, etc. Expand program so it will include anything that a farmer is interested in such as county government, etc.

Elvon Orme, KSL, Salt Lake City, Utah:

One voice on a show day in and day out is one of the chief criticisms in this area. For that reason, we break our shows up with other voices--such as, a steady announcer opens and closes the show, reads the markets, etc. By direct wire we

bring the voice of the weather man into the show. By means of recording in the field we are able to bring first hand information into the program.

Chuck Worcester, WFT, Cedar Rapids, Iowa:

More personal contact with farm people. More human interest material. Better understanding of advertisers' needs and objectives. More attention to commercial copy to make it more listenable and effective.

Lowell Watts, KLZ, Denver, Colorado:

Farm shows, where possible, are better ad libbed. They must be natural and down to earth. Farmers should feel RFD has a personal interest in them. RFD should develop his integrity to point where he is respected by farmers.

Stuart Wilson, WKBN, Youngstown, Ohio:

I heard a rather interesting criticism from a farmer recently. He said, "a good many farm folks around here used to listen to _____ from _____, but he's gradually gotten 'round to where about all he has is stuff from State College. Now, that stuff is all right. They have some good ideas, but they don't always seem to fit in with what most of us around here can do. They assume you have a lot of money to spend on the farm. We've all been listening to Youngstown because you people have down-to-earth stuff about local people, not fancy ideas that are swell for city farmers who have plenty of money to spend. We want to know how our neighbors do it--how they earn an extra dollar that we could just as well be making too. These radio stations shouldn't even give their farm men an office. They should have their offices in their automobiles while they visit up and down the roads."

Robert F. Doubleday, WSYR, Syracuse, New York:

Lack of entertainment. Too many programs are too lofty in their concept of what the listener will absorb; they are also too long; and when long not varied enough. With farming as mechanical as it is, his radio programs should move along quickly and from one thing to another. The farmer will not listen to science for more than five minutes at a time and then he deserves something else...Not enough services to make his listening worthwhile. Weather forecasting is completely overdone and overrated...Farm safety is one thing, for example, but a contest in which a farm radio man is a winner proves nothing except that the radio man

did part of his job. The rest of the job is to find out the proof of the contest, which is never done...Put his neighbors activities and new machinery and plans into your words. He's more interested in that than all the test tube farming in the world...Radio has increased his tempo too much. Slow him down a little.

Sam Schneider, KVOO, Tulsa, Oklahoma:

Too damn many people think you can't perform a service and still tie up with sponsors. I say the farm director must work with all three--the sponsor, the college, and farmer.

Sandy Saunders, WKY, Oklahoma City, Oklahoma:

RFD's who do their own commercials detract from the dignity of the program. Farm radio should always keep in mind and render service to the sponsor, the farmer, the radio station, and the consumer. We all usually consider the first three, but, too often, the consumer is over-looked. His food, fiber, and shelter originates either directly or indirectly on the farm. (Even forestry is becoming a farm operation.)

Bill MacDonald, KFAB, Lincoln, Nebraska:

Within reasonable limits, a farm service director should be the final authority over everything going on the air as a farm service feature. This should include both program content and commercial copy. Too many times a good farm feature is built utilizing facts known to the farm director yet they are twisted, altered, or otherwise changed because of desires on the part of clients often located great distances from the actual field of operation. On the other hand, the RFD must be prepared to defend his actions with facts and proof of his thinking. No, too, has to be good.

Frank H. Cooley, WHAS, Louisville, Kentucky:

The job and policy need to be more clearly defined by management. Then, it is only a matter of organization and ability of the members of the department to make the department successful...I would like to add that a survey of mine indicated that 1.6 percent of all wire news service space was used for farm and market news--this included report news items and report or progress market news. Something oughta be done about it. We need to get the farmers surveyed on what they want and when they want it and then do something.

Howard Heath, WPAG, Ann Arbor, Michigan:

More local markets, local farm news, and interviews with local farmers. Take radio to the farm, not try to bring farmer to radio. Do as much as possible for the farmer.

Glenn C. Lorang, KHQ, Spokane, Washington:

More interviews with successful farmers about the practices they use are needed. Market report needs to be made more significant and understandable to the layman as well as the producer. The farm program might be used to do a better public relations job for the farmer, so that city people will have a better idea of the long hours, hard work, danger, capital risk, and investment in the farming business.

C. W. Jackson, KCMO, Kansas City, Missouri:

The farm director should know the farmers' problems and give him all the news and information available to help him overcome the problems. Too much stilted, canned stuff is used on farm programs.

Walter Durham, WMC, Memphis, Tennessee:

I believe farm programs can be improved by getting more farmers in the act, and I am trying to do this. I repeat that I believe farmers are more interested in what other farmers are doing than in hearing advice of agricultural workers. I think some farm programs use too much subject matter material from the specialists and not enough human interest stuff...I think a farm program should be friendly without being condescending; breezy without being flippant, and most of all, I think it should be authoritative and assured. Too many farm directors give the impression they are not altogether sure of what they are doing. And some farm broadcasters read to their listeners instead of talking to them...When I'm on the air, I never consider the possibility that I may have thousands of people listening to me. I just talk to Grady Carpenter over in Fayette County and try to give him the latest farm news I've been able to gather, and I tell him about a good job of farming a friend of mine over in Phillips County is doing. If I were talking to Grady personally, he wouldn't listen to me very long unless he was interested in what I was telling him about. He'll listen to me even less time on the radio if he has no interest in what I'm saying. Every day I try to fashion my program so it will interest Grady Carpenter--a typical southern farmer. If Grady listens to the program, I'm sure most other farmers who tune in will listen too.

Murrell Rapp, Agr. Agent, Sistersville, West Virginia:

Farm programming is primarily an information set-up. Emphasis should be placed on delivery, because in order to be informational we must be able to get our points across. This calls for the authority, whether he be farmer, farm agent, home demonstration agent, or farm director, to give a good account for the facts he presents and in such a lively tone that it leaves no doubt in the listeners' minds that the authority is an authority. There are too many so-called experts in the field of agriculture who fall short when they try to deliver their knowledge to others. We have too many "dead pan" voices among our guest speakers.

Herb Plambeck, WHO, Des Moines, Iowa:

Give farm editors the kind and quality of help they need. Consider farm programs on an equal plane in dignity and service with other programs. Have management take RFD's into their counsel. Be responsible direct to management instead of the program director, news director, janitor, etc. My criticisms are largely those I have heard from RFD's who have not been given the breaks other department directors have seemingly received at their respective stations.

Robert C. Miller, WRFD, Worthington, Ohio:

---The individual who is doing the program, should have an adequate farm background. Not only in the skills of the techniques of farming, but also of farm people, their likes and dislikes. That individual must have a sincere interest in those farm people, and not just in his job. I believe that as you analyze the radio farm directors, you will find that it is the farm program director with the personality, that the people like, which is doing the best job. Certainly the thing to keep in mind is that rural information must be given in an enjoyable fashion, and rural people seem to be able to see through programs where the speaker doesn't know what he is talking about, and is just reading or giving words...Here at WRFD we analyze the needs of our listeners and provide for those needs. Then it is up to the sponsors to come along and take one of those programs. There is a long story behind the development of our market programs, and the information we are giving on them now. It came, not from a sponsor's desire, but from the indicated needs of our listeners. And the same applies all the way down the line...I think you will find that sometimes people, who on a survey, say they do not like the interview type of program have not been given the opportunity to hear good interview types of programs.

Ken Hutcheson, KNEW, Spokane, Washington:

--I feel that the best source of the most effective information is the farmers themselves. I have felt for some time that too many experts and specialists have been quoted to suit the average farmer. I know a few who are college graduates and they feel that extension service specialists are tied down in red tape and caution. In other words, an RFD should be very choosy and circumspect in the way he uses suggestions or experimental results from the colleges because in many cases the progressive farmers are way ahead of the specialists and the more backward farmers recoil from these suggestions on other grounds. But I don't care how advanced or how backward the farmer I believe he is almost 100 percent interested in what other farmers are doing. If scientific methods are revealed in terms of actual accomplishments on a farm then they carry real import and impact.

Of course, I'm thinking mainly in terms of suggestions on husbandry, culture, how-to-do-it-better, etc. I realize that in many fields the above paragraph just doesn't apply. Although I sometimes think it would be better to get the ideas of a down-to-earth, practical farmer on such things as economic outlooks than the views of the economists. Or, for instance, take the weather--- I had an old grand dad with a game knee who was never caught as flat-footed on weather changes as our local weather prophet. Of course, he couldn't snow you under with all those scientific readings, barometric pressures, and statistics, but when he said we'd better not cut any more hay and get all the down stuff under cover he usually knew what he was talking about. And after all, that's what really counts on this weather picture.

The following are the texts of the criticisms and comments made by those radio farm directors who wished to remain anonymous.

- Farm programs must be kept on a local level as much as possible.

I believe that the farm broadcaster must always keep before him the responsibility to his listeners, to keep them informed and improve the lot of the farmer and his family. Material on the farm program should keep in line with this thought.

Most college radio courses overlook this important phase of radio. Good farm men are hard to find. I need one now. Have you any farm men available?

APPENDIX "B"

LETTERS AND SUPPLEMENTARY MATERIALS RECEIVED FROM
THE RADIO FARM DIRECTORS COOPERATING
IN THE STUDY

Mr. George L. Zeis, radio farm editor of WFTC, Columbus, Ohio, in
 Addition to filling out the questionnaire elaborated by letter:

...I feel that there are additional comments that should be made about this survey that you are conducting relative to this subject of farm broadcasting.

On your question as to how much we depend upon the various sources of service and information, so far as the USDA at Washington is concerned, much of their information that we receive is of debatable value from the standpoint that it is so generalized and many times does not carry the information that we can use on our farm broadcasting set-up.

Our State Department of Agriculture has just been fair in their getting information to us and we could probably well have more from this particular source. So far as the County Extension Service is concerned, I feel that they have neglected greatly here doing farm broadcasting work. I feel that they don't recognize a news story when it is right before their very face. I say this in a constructive way from the standpoint that many of them are very good. However, of the eighty-eight counties in the state, I am quite sure that other county agents could do a better job than what they are now doing.

Farm organizations make a half-hearted attempt in getting information to us, but here again they are not versed in the type of thing that makes for good farm broadcasting information. I will say, however, that one of our best sources of information, although it is a relatively narrow field, so far as the over-all farm broadcasting situation is concerned, is the Soil Conservation Service, who is doing a mighty fine job in keeping us informed of their activities.

In reply to your question (B) as to the significant number of sources of information, I would say that there are enough of them but that again, as I mentioned previously, they fail to see an interest story, and if they do see the story, they fail to get it to we folks in the broadcasting field who can do them the most good.

One of your questions dealt with the hours per week on an average that we devote to this job of radio broadcasting. Let me assure you that this field is not a 40-hour week proposition. I think I would be safe in saying that I personally put in as many as from 50 to 60 hours per week on securing information for our programs. This may seem like a lot of time for two 15 minute programs daily but a lot of ground work has to be laid, a lot of farm meetings have to be attended, and a lot of reports have to be written in order to do the job satisfactorily.

Another question that you had listed shows the amount of preparation necessary for the shows that we produce. That would

be a difficult one to answer because of the fact that I feel programs should not be given from prepared script. Most people listen to any program the way they carry on a normal conversation. Probably the greatest amount of work that we put in is the locating of places where we can secure information of importance for broadcast purposes, talks with the farmer or whomever will be the guest participating to give them an idea as to what we would like to have on the interview or what we would like to talk about and go on with the record or show from that point. I know that a number of our broadcasts, while only 15 minutes in duration, have taken up to five hours of actual preparation, not counting the time that was necessary to travel to and from the place where such a program was made.

Another of your questions was about the part that staff announcers played in airing a farm program. It has been my observation that most radio announcers, while they may be good in their particular field of announcing, fall short of the prerequisite that is necessary in farm broadcasting. I have always felt, and I still do, that a farm program should be given by the farm editor himself insofar as possible.

As just a brief summary of some of the high points of my thinking on this matter of the farm broadcasting field, I would like to say that extension services could be of far greater service than what they are at the present time, that we should be getting more information from the various organizations--dairy, hog, etc.--who would like to have their particular organization publicized as to what they are doing in the agricultural field, that we should work very closely with the sponsors who are hesitant on keeping us on the air. The suggestions that I would have on this would be to write a daily report as to the various activities that are carried on in order that they might be constantly aware of the contacts, the talks, and the information that we attempt to give to our rural listeners as well as our city listeners. I think I would also be safe in saying that we in farm broadcasting have a sacred and moral obligation to give factual information and interesting information which will, in the long run, tend to make the farm a better place to live and to work.

Very truly yours,

George L. Zeis
Farm Radio and Press

Art Page, WLS, Chicago, included a letter with the questionnaire summarizing the situation at that station:

As always, in filling out a questionnaire like this, I feel the need to make an additional explanation. Our situation on WLS cannot fairly be compared with that of most stations where there is only one man attempting to handle the farm program.

Since this station went on the air almost twenty-seven years ago, it has been devoted specifically to the service of agriculture. Further, when it was purchased by Prairie Farmer in 1928, such activities were intensified. We work very closely with the editorial department of Prairie Farmer, making use of the vast resources of that organization, both for spot information and for counsel. In my own cast, while I am Farm Program Director of WLS, I am also Associate Editor of Prairie Farmer. Chet Randolph, assistant farm program director, is also Live Stock Editor of Prairie Farmer. We feel that our efficiency in each job is increased by the other, and for many years we have tied the two together.

Besides four full-time men, we have special men to put on the livestock market directly from the stockyards, the grain market from the Board of Trade, and several special commentators who are not on our payroll, but who put on farm commercial programs. For years we have been teaching our agricultural advertisers that they get best results by putting on valuable service programs, which we will help them plan.

The figures I have given for the number of programs of varying length, are approximate, because many of them merge and overlap. We will change any program almost in an instant's notice to fit a current situation. In other words, we live with our farm programs and with our listeners.

Best regards,

Arthur C. Page
Farm Program Director, WLS
Associate Editor, Prairie Farmer

Following is the code of the National Association of Radio Farm Directors, contributed by Herb Plambeck, farm news editor, WHC, Des Moines, Iowa:

"Members of the National Association of Radio Farm Directors shall strive to gain a broad and thorough understanding of farm conditions and problems and thus, through radio, promote better agriculture and better farm living.

"In this effort, they shall have a two-fold responsibility; to management which supports their work; and to the farm people whom they serve.

"Radio Farm Directors shall consider themselves as representatives of both radio and agriculture in their dealings and associations with groups and individuals...in connection with their work and otherwise ... and shall constantly conduct themselves with this thought foremost in mind.

"They shall clearly indicate their interest in the welfare of farm people in these associations; offer full cooperation to others have the same interest; and firmly resist any subordination of this interest to the selfish purposes of others.

"Radio Farm Directors shall recognize radio's job of informing the people it serves. In dealing with subject open to debate, they shall present all the information available in the clearest way possible.

"Commercial sponsorship of farm programs does not detract from the service they offer to farm people. It is strongly urged, however, that Radio Farm Directors have a voice in the approval of sponsors and shall have a hand in directing commercial farm programs. Desirability of sponsors shall be determined by the usual standards of good taste and business ethics. It is recommended that sponsors be refused air time that:

Make statements known to be false, deceptive, or exaggerated. Use offensive terms to describe animal functions or ailments. Make unfair attacks upon competition."

Sam Schneider, secretary-treasurer of the National Association of Radio Farm Directors, summarized the speeches and discussions of the Association's 1949 convention at Chicago. The major text of his summary follows:

INTRODUCTION

In a recent issue of your official publication RFD Chats, I titled a portion of an editorial "The Radio Farm Directorship--A Sacred Trust". I said, "Yep, just been a figurin' that a farm directorship is a trust--a lifetime trust--aimed at helping the farmer to be better off. Yes a trust composed of making agriculture more profitable and a better place in which to be living. Most of us realize that. In fact, it goes to our heads sometimes and blinds us to the real meaning of trust. And it goes to our heads and makes us think we can't be concerned with sponsors. It makes some of us think we know it all and can't get ideas from others. Yes, we sometimes forget that to be able to carry out that trust, there are things we must take into consideration and do--besides that trust."

"Run these four questions thru your mind a couple of times and see what comes out: (1) What is my job--is it to fill so much time with 'farm information'--is it to travel so many miles--is it to see so many people--or is it bigger than statistics would show? (2) What must I do besides that 'bigger goal' to assure myself of being able to continue doing that 'bigger goal'? (3) How can I check myself periodically to see that I'm still on the course and haven't lost sight of that 'bigger goal'? (4) What better way could I serve my God-given place in this world than serving that 'bigger goal'?"

There's the editorial I wrote some weeks ago--but I feel that it can be a perfect introduction to today's summary of what these eleven men in the two panels just preceding me have said--and it makes a perfect introduction to summarize the entire meeting we have been having here in Chicago.

Remember, in setting up this program we said we had four points we wanted to learn more about--because they would help us to carry out that trust.

First, we wanted to know if there was a market for the sponsor to look at. True D. Morse, of the Doane Agricultural Service, speaking at the E. J. Condon Sears Luncheon, said "yes". He said agriculture will always be important to people in the future--and they will know it. I won't go into Mr. Morse's reasoning except to say that he pointed out that the farmer has to buy more off-the-farm produced goods than he used to. That means more buying

is necessary (from your sponsor) if he is to operate. And Mr. Morse said that there is a trend back to the farm of the city worker who had a few acres to help him meet the higher cost of living. That man must, and is able, to buy more of the things your sponsor sells.

Now the second point was, realizing that we do have a farm market, how do we get the "proof of the pudding"--how do we measure that market so that our sponsor will know that we do have said market through our station? (Since the speaker on this subject didn't appear, Phil Alampi of WJZ, New York, took the stand for a few minutes to tell of "Proof of the Pudding" surveys that are in the making by NAB on station markets.)

Now the third point was "How to Sell Our Programs." That was covered a few minutes ago followed by the fourth point--"How to Keep Programs Sold."

TRENDS IN OUR PROFESSION

With that introduction, let's get into this matter of the trend of farm radio directors before we get into the summary proper. There is a definite trend today of cancelling farm departments on stations over the country. Some are giving their budget a general overhaul and find that a farm department doesn't fit into a tighter budget. Some are taking on TV and find that a farm department along with other "promotion" projects can go by-the-board. Some are dropping their farm department because they don't make enough impact upon the station's audience and, interest having waned, they look to some other project. Some are dropping their farm departments for circumstances beyond anyone's control--but through it all comes this one question: "IS THIS A SERIOUS TREND, OR IS IT JUST LEVELING OFF OR ELIMINATING SOME, WHO, DUE TO CIRCUMSTANCES, EITHER SHOULD HAVE STAYED OUT IN THE FIRST PLACE OR WITH CHANGING CIRCUMSTANCES THEY SHOULD NO LONGER INCLUDE A FARM DEPARTMENT IN THEIR FUTURE PLANS?"

I believe a look at the situation will show that this is no serious trend. RATHER, THE SERIOUS TREND IS THE LACK OF INTEREST OR THE APATHY OF THE RADIO FARM DIRECTORS PROFESSION TOWARD THE FACTS AT HAND WHICH INDICATE THAT A FARM DEPARTMENT MUST BE AN ASSET, A TANGIBLE ASSET IF IT IS TO BE A PART OF THE STATION'S PROGRAMMING.

HOW TO SELL AND KEEP SOLD

How to summarize the last two panels:

First--"How to Sell"--the panel directed by your new president, Roy Battles of WLM. Roy opened the panel with the theme of the necessity of your farm department being in the black,

saying that NOW is the time to be sure you have a tight hold on your portion of the advertiser's dollar. Then, Roy went on to point out that with the doubling of the number of AM stations and the increase in TV, "has the advertiser's dollar for radio doubled and tripled likewise so that we can get or continue to get a portion of that dollar for farm radio?"

Then the four speakers tended to fit their remarks into this sort of pattern:

Leo Olsen of DeKalb Hybrid Corn said first the station must have a farm department--one with enough time on the air to make some impact upon the total station audience and the station needs some proof that that impact exists. Today there isn't enough proof.

Joseph Bumgarner of E. H. Brown Advertising stressed the personality of the farm director--saying, "Ask yourself this question--if this man were available, would we like to hire him in a sales, executive and public relations capacity to work for this client?" And if the answer is yes, then make plans to use him to spearhead your campaign.

Lew Van Nostrand, Sales Manager, WMT, stressed: Importance of Farm director working closely with sales staff of station.

Lowell Watts, RFD from KLZ stressed: "the success of any farm show is directly dependent on the service to the rural audience." He further said that: Our experiences indicate that the farm director who builds his show for service, not to meet just the demands of the sponsor, will not only have a more popular show, but one which will show the sponsor greater results because of its service."

SELLING FORMULA

And from their comments I come up with a five point suggestion or formula for selling:

1. Have a service the farmers need.
2. Show the farmer he needs it.
3. Perform dependably--perform regularly.
4. Get acquainted with the field men--learn the problems and needs of the potential and present sponsors.
5. Show how you serve both by your program.

SERVICING AND KEEPING PROGRAM SOLD

Next the Chuck Worcester (WMT) panel on "Servicing the Farm Program and Keeping it Sold." Don Sullivan, commercial manager, WMAX, says, "the initial sale is only the permission to go to work--not to loaf. The initial sale is just the whistle that starts the ball game."

Charles Karr, Allis Chalmers, compared the program contract to a honeymoon and said: "If you expect the honeymoon to last, you must 'cuddle a little more' with the sponsor." And Karr suggested: "Network or recorded shows are just as much a part of your station programming as features originating from your own facilities. Above all, identify yourself with that sponsor too. Sponsors want the honeymoon to last as badly as you do, but it still takes two to make a pair."

Ross Wallace, Wallace Advertising, Des Moines, said: "The program must have quality worth promotion--that is the job of the farm director. It must have quality enough to attract an audience. And if it has that we the agency will handle the promotion."

John Drake, Sales Promotion Director, WLS, said: "The same situation prevails pretty much whether the station be big or small. The most effective promotion has become an institutional job--one of constantly covering the farm field in every important way, so that the station becomes established as a real farm servant in the eyes of the farmer. The farm editor must do the bulk of the job with promotion and publicity departments simply beating the drums over what is being done." John then quoted from October, 1948, SPONSOR magazine an example: "When the Thurston Chemical Company built an Oklahoma plant they sent representatives out to promote a movement among state farmers to build soil fertility. Wherever they went, they were greeted with suggestions like, 'Why don't you check with the KVOO Farm Department? Those fellows are already doing more about that than we can keep up with ...' Thurston started its Sooner State Campaign and built its promotion around KVOO farm programs, and is continuing the combination successfully."

Now after John's comments, I had James Gillie of Thurston Chemical Company here to say something about an idea--a sponsor's idea that I didn't figure would be covered very completely and wouldn't have if it hadn't been slipped up on me by John's comments. But Gillie was able, as you'll remember, to go further into details, showing what his type of company wanted from a radio station. He particularly stressed that they weren't buying time on a radio station but that they were buying into a campaign. He indicated surveys of the nation show that ordinarily, a fertilizer company bought magazine space or newspaper space, but that his company had found that the space, no matter where it might be bought, was not the thing--that buying into a going, respected, full-fledged agricultural improvement campaign, such as the Greener-Pastures Campaign, was the important thing in the purchase. And then work with the station farm department to make the campaign bigger.

SUMMARY--RED FOR KEEPS

All of which leads me to this summary of what the 1949 meeting of the Radio Farm Directors has meant. Get these five points, even if you don't get anything else out of these two days.

I. INVENTORY--Take INVENTORY NOW. Every speaker has said no man should begin or for that matter continue any farm department operations without first taking inventory of:

- (a) Program Quality.
- (b) Personality of the farm editor.
- (c) What you are now selling.
- (d) What other products you could be selling.

AND ASK YOURSELF--does it make MONEY for the station thru station promotion and audiences for unrelated sponsors as well as for the farm sponsor--AND, does it make money for the farmer as a service.

II. PLAN OF ACTION. Only after you know what you have to work with as shown by the INVENTORY is it possible to develop a PLAN. And a plan should indicate only one thing--a method of "bridging the gap" between the kind of a farm department you now have and the kind you want to have--one that will stay on the air as an asset to all concerned.

Plan how to:

- (a) Make an impact on the station's full audience.
- (b) Prevent misunderstanding between the station, the sponsor, and all individuals concerned. Plan to "cuddle", (if you please).
- (c) To become more a part of the farm community as well as the commercial community.

And this plan is no easy matter. It's a hell of a hard job. ... Yes, a plan shouldn't try to indicate any easy route--there isn't any easy route.

III. CHECK OUTSIDE HELP. You the farm director are the key to the picture, but you can't do it alone. Yes, I know some of you have a halo around your head, feeling that you and you alone can save the agriculture in your territory. You have your eyes upon that "greater goal" so completely that you feel that you cannot touch the help of your "very commercial" commercial manager or you cannot touch the help of a sponsor. But, remember what I said at first, maybe you have to do some things besides that "higher goal" if you are to have the privilege of doing that "higher goal".

Check with:

- (a) The management.
- (b) Commercial and Promotion manager.
- (c) Sponsor's field men.
- (d) Agricultural College and Agencies.

And if any of these men don't know the problems you have in performing that "higher goal" (which I still don't want you to lose sight of), don't dismiss them with "Oh, that damn sales manager, he doesn't know the difference between a cow and a bull." If these people don't know about the farm problems--IT'S YOUR FAULT BECAUSE IT'S YOUR JOB TO TEACH THEM TO APPRECIATE AGRICULTURE IN RELATION TO THE RADIO STATION. YOU'RE THE FARM DIRECTOR AREN'T YOU? In fact, if they knew everything, they should know, why hire you as a farm expert?

Now you're ready to continue ACTION and the fourth point in my summary.

IV. TIE DOWN the Farm Department Operations. Begin to cement these relationships that you already have. Don't start looking for new sponsors that "understand you better", tie down the ones you have. Don't wish for a new program time, tie down what you already have. Don't lose a foot of the ground you have already gained.

V. START REBUILDING. Only now, after INVENTORY has been made, PLAN is outlined, OUTSIDE HELP is checked, and you have TIED DOWN what you already have--ONLY THEN--is it time to START REBUILDING your farm department. As Don Sullivan said, "We're all (station and sponsor alike) in the same boat, headed for the same objective, why try to shove off in your own canoe before the others have joined you."

You're now ready for "sponsor conservation". And remember above all else, THAT YOUR FARM DEPARTMENT AND ITS PROGRAMS ARE ONLY AS GOOD AS THEY ARE PROFITABLE TO THE FARMER AND THE SPONSOR--thus to the station.

I'd almost leave "Cuddles" Karr's reference to the honeymoon and say, now that you are ready to START REBUILDING, the honeymoon is over. Plan to live with your wife from now on with no thought of divorce. Plan to live with those who can help you reach that "higher goal" for agriculture, even past the honeymoon stage, from now on.

The following is the text of a letter received from Mr. Roy Battles, past-president of the National Association of Radio Farm Directors and Farm Program Director of WLN, Cincinnati, Ohio.

Dear Mr. Arneson:

You have the permission of the Executive Committee of NARFD to use the name of the organization in your survey letter in accordance with your request made by letter on November 10, 1950.

Best wishes.

Very truly yours,

Roy Battles,
President NARFD

BIOGRAPHY

BIOGRAPHY

Wilfred Milton Arneson was born September 23, 1919, in Marmarth, North Dakota, the last child in a family of three boys and a girl. His father was a locomotive engineer in Marmarth, a small railroad community where the Chicago, Milwaukee, St. Paul, and Pacific railway spanned the Little Missouri river.

When the author was six, his family moved to a sparsely populated farming settlement near McIntosh, South Dakota. Despite the fact that the farm was located on the Standing Rock Indian Reservation of the Sioux tribe, he grew up with scalp contact and finished his elementary and secondary education at McIntosh.

After graduating from high school, the author followed his brothers to Colorado, where his early interest in railroads led to a job as a railroad telegrapher in the Colorado mountain country. Two years later, he joined the Army Air Force.

In October, 1945, he returned to the United States, after two and one-half years in the Southwest Pacific theatre; and he enrolled at Denver University, majoring in Radio.

After receiving his Bachelor of Arts degree, the author again became interested in agriculture, and he decided to specialize in Farm Radio. He accepted an assistantship in the Department of Speech at Michigan State College, where he majored in Radio-Speech and minored in Agriculture. The author completed the requirements for the Degree of Master of Arts in June, 1951.

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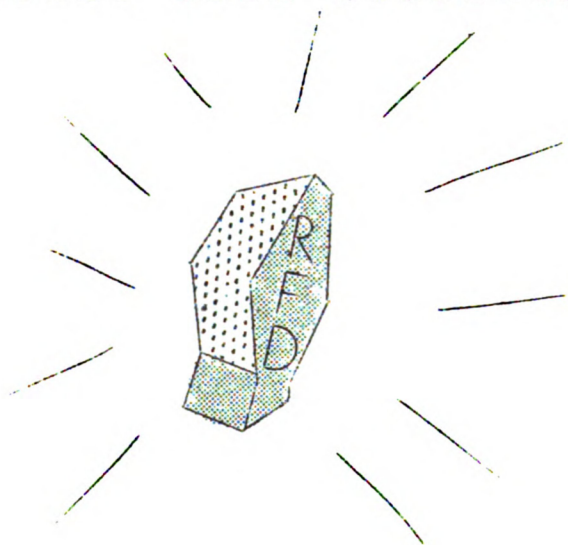
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SURVEY
OF
RADIO FARM DIRECTORS



Michigan State College
Department of Speech, Dramatics, and Radio Education
East Lansing, Michigan

(B) Do you feel that there are a sufficient number of sources of information and services with which to build farm programs available to you?

..... YES. NO.

(C) From which of the sources of information listed on the opposite page would you like to receive more information or service that would be helpful in building your farm shows? (Identify by number)

(D) What additional information or service would you like them to provide?

RFD'S TIME SPENT BUILDING AND AIRING FARM SHOWS

- (A) About how many hours per week, on the average, do you devote to your job as radio farm editor? hours per week.
- (B) What percentage of this total weekly working time is devoted to the preparation and airing of farm radio programs? %
- (C) How many of the following programs do you air each week?
- One-hour shows
 - Forty-five minute shows
 - Half-hour shows
 - Fifteen-minute shows
 - Ten-minute shows
 - Five-minute shows
- (D) How much time do you spend, on the average, preparing for each of the shows you have designated above?

..... Hours minutes, for each one-hour show
..... Hours minutes, for each Forty-five minute show
..... Hours minutes, for each Half-hour show
..... Hours minutes, for each Fifteen-minute show
..... Hours minutes, for each Ten-minute show
..... Hours minutes, for each Five-minute show

If you are employed by a commercial station:

(D) Do you service your own farm program accounts?

..... Most of the time. Sometimes. Hardly ever.

(E) How often do you deliver the commercial announcements on your sponsored farm programs? Most of the time.

..... Sometimes. Hardly ever.

ON THE BASIS OF YOUR EXPERIENCE WITH FARM PROGRAMS, WHAT ARE YOUR MAJOR CRITICISMS OR COMMENTS FOR THE IMPROVEMENT OF FARM PROGRAMMING?

(Please continue your comments on the next page)