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tensive training in the subjects they are expected to teach. Having them thus fortified, the specialist finds it easy to multiply herself through the well prepared agents. It is here that the special work in the annual school for agents is telling.

PUBLICITY

Twenty-Eight home agents have regularly set aside corners in the local papers, and thirty-nine tell of their work either in the corners or in allotted space. Forty-six of them give timely recipes and instructions and fourteen use stereopticon or motion pictures as a means of publicity.

The State Agent's office has no difficulty in getting publicity for home demonstration work. Correspondents from the News and Observer, the Greensboro News, and the Raleigh Times visit the office regularly and give home demonstration work prominent space in their columns. Representatives from each of these papers came to the June School, and the Girls' Short Course and the Farm Women's Convention held in Raleigh and gave daily write-ups. The other big state papers have published material which has been sent them advertising meetings to be held and also accounts of those meetings and they have frequently petitioned for stories of work accomplished. The District Agents' monthly resumes of the work have been sent to papers in their districts and have been gladly received and published. The Extension Division of Publication syndicates articles from the State ^{Home} Agent and others on timely subjects which most of the state papers print. These articles are sent also to the home agents in the counties with the request that she put them in the county paper. From the number of papers using the copy, it would seem that the articles have been successful.

The following from Anson County will show how a county agent conducts her publicity. "For four years the Home Demonstration Agent has conducted a corner in the county paper. We first named it 'In and about the Home', but later changed it to 'The Women's Corner'. The editors

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have been very loyal to the agent and never fail to get the material in. The women of the County look on the Corner as their special page in the paper, and very often write the agent their appreciation of it. They also ask that special recipes be printed. We have had requests from Georgia, Virginia and South Carolina for recipes that had been printed when the writers lost the clippings. In conducting this Department the object primarily is to foster and to promote the home demonstration work. In doing this we find that the articles must be timely, but must be varied and must appeal to the interest of as many different people as possible. We have adopted the practice of reporting the club meetings, bringing in the names of the club members. Often I weave in a human interest story, telling the humorous as well as the practical side of the work. Figures and details are occasionally given, boosting the marketing of country produce. Products marketed by parcel post are published and names of producer and consumer are given. Sometimes we top it off with a bit of poetry, occasionally we include games and contests for the young folks, and always I add one recipe for seasonable dishes. We take up the canning of fruits and vegetables as they come on, usually getting the recipes in the week before. For instance we give a half column on strawberries, peaches, pickles, or 'What to do with peas, grapes, or green tomatoes as the case may be'. Nutrition articles are printed also and good articles gotten out by the State Department. I passed an old man not long ago on the street who called to me and said-'Mrs. Redfearn, I just want to tell you that I read your piece every week. I am too old now to get out much, but it makes me feel like I'm right with the folks you're talking about, and sometimes I read it over twice'".