

PUBLICITY

Radio - Weekly Programs

The Home Demonstration Division has been responsible for a weekly fifteen minute broadcast over WRAL, Raleigh. Half of the programs were given by home demonstration club women from the surrounding counties, they writing their own script. The members of the home demonstration staff at N. C. State College were the speakers for the remaining programs.

Scripts for all talks are sent to the Extension Radio Editor and to the State Home Agent several days in advance of the broadcast. Scripts are written in dialogue, in question-and-answer form, and in narrative. We have tried to feature accomplishments in home demonstration club work, achievements worth recording and of interest to the public.

Radio Committee: Mrs. Cornelia C. Mortis, chairman, Misses Sallie Brooks and Anamerie Arant, served again this year as a committee to discuss improvement of our weekly program, arranging and sending to all staff members a schedule of participants and their subjects for the entire year. By sending a full year's schedule, staff members, home agents, and club members can know ahead of time when their subject or county is represented on the weekly program. (Copy of schedule on next page).

4-H Broadcasts: The farm and home demonstration agents in the western half of the Northwestern District met four times during the year to discuss radio programs to be presented by 4-H clubs in that section over station WAIR, Winston-Salem.

RADIO PROGRAM FOR HOME DEMONSTRATION WORK - 1940

Date 1940	Program By	Topic	Speaker	News Items
Jan. 4	Home Management	"Farm Family Outlook for North Carolina"	Miss Gordon	Mrs. McKimmon
" 11	Wake County	"Wake County Club Women Make Use of Community Houses"	Mrs. E. S. Brown Mrs. J. J. Laws	" "
" 18	Foods	"Planned Food Supply"	Miss Thomas	" "
" 25	State Program	"Stepping Ahead in Home Demonstration Work"	Miss Current	" "
Feb. 1	Food Conservation and Marketing	"Canning Surplus Pork"	Mrs. Morris	" "
" 8	Edgecombe County	"Highlights in Home Demonstration Work in Edgecombe County"		
" 15	Clothing	"The Spring Wardrobe of Cotton"	Miss Hunter	" "
" 22	Durham County	"Community Activities of Home Demonstration Clubs"		
" 29	Home Management	"Good Housekeeping Standards"	Miss Whisnant	" "
Mar. 7	Warren County	"Interest Grows in Home Demonstration Work in Warren Co."		
" 14	Foods	"Spring Tonic"	Miss Brooks	" "
" 21	Wilson County	"Home Demonstration Work Marches Forward"		
" 28	Food Conservation and Marketing	"Fireside Industries to Supplement Income"	Mrs. Morris	" "
Apr. 4	Lee County	"The Farm Kitchen"	(Club women)	
" 11	Clothing	"Fashion Highlights"	Miss McIver	" "
" 18	State Program	"Work and Play at Dist. Federation Meetings"	Miss Current	" "
" 25	Home Management	"Building & Remodeling Problems for Farm Home"	Miss Gordon	" "
May 2	Chatham County	"Chatham County Club Women Live At Home"		
" 9	Foods	"Color in Meals"	Miss Thomas	" "
" 16	Fresh County	"Community Buildings"		
" 23	Food Conservation and Marketing	"Strawberry Products"	Mrs. Morris	" "
" 30	Alamance County	"Serving a Busy Day Meal"		
June 6	Clothing	"Making the Best of Ourselves"	Miss Hunter	" "
" 13	Halifax County	"How Music Functions in the H. Dem. Program"		
" 20	Home Management	"Home Safety"	Miss Whisnant	" "
" 27	Rebecson County			

Date 1940	Program By	Topic	Speaker	News Items
July 4	Foods	"Cool Dishes for Hot Days"	Miss Brooks	Mrs. McKimmon
" 11	State Program	"Highlight of Summer's Program"		
" 18	Food Conservation and Marketing	"Preservation of Foods by Freezing"	Mrs. Morris	" "
" 25	4-H Short Course			
Aug. 1	Farm and Home Week			
" 8	Johnston County			
" 15	Harnett County		Mrs. Alton Johnson Mrs. E. H. Lancaster	
" 22	Franklin County	"Filling the Family Canning Budget"		
" 29	Foods	"School Lunches"	Miss Thomas	Mrs. McKimmon
Sept. 5	Cumberland County			
" 12	Food Conservation and Marketing	"Juices and Jellies from Muscadine Grapes"	Mrs. Morris	" "
" 19	Sampson County			
" 26	Clothing	"What They Are Wearing This Fall"	Miss Hunter	" "
Oct. 3	State Program	"Extension Service Co-operates with the N. C. State Fair"	Miss Current	" "
" 10	Home Management	"Winter Window Styles"	Miss Whisenant	" "
" 17	Vance County	"Home Ground Beautification"	Mrs. Johnny Moss Mrs. J. S. Rowland Mrs. David Ayscough Mrs. F. F. Hester	
" 24	Foods	"Foods for Harvest Festivals"	Miss Thomas	Mrs. McKimmon
" 31	Wayne County			
Nov. 7	Food Conservation and Marketing	"Farm Women's Markets"	Mrs. Morris	" "
" 14	Duplin County			
" 21	Clothing	"Shopping for Accessories"	Miss McIver	" "
Dec. 5	Home Management	"Housing"	Miss Gordon	" "
" 12	Orange County	"Dressing up the Home for Christmas"		
" 19	Foods	"Foods for the Holidays"	Miss Thomas	" "
" 26	Person County	"Old Furniture Made New"	Mrs. Dora Whitfield Mrs. S. Clayton	

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"By careful planning and hard work on the part of the county farm and home agents, 4-H club specialist, and district agents," says Anzerle Arant, District Home Agent, "these radio broadcasts have created a great deal of interest in club work and have not only increased the enrollment in that section of the State but have been a means of developing leadership on the part of the boys and girls as well as being a method of teaching improved home practices."

Newspaper and Magazine Articles

Members of the home demonstration staff, home demonstration specialists and district agents are responsible for a definite number of newspaper articles during the year. These articles appear in all leading papers of the State, both daily and weekly. A schedule similar to the radio schedule was sent out at the beginning of the year that each staff member might know on what date her article was due.

One of the farm magazines carried a monthly column by the state home demonstration agent, principally devoted to what home demonstration club women and 4-H girls in North Carolina were doing. Notices of interest to farm people and a synopsis of programs, new and timely recipes, and often an inspirational poem or quotation were included.

Different farm magazines from time to time during the year called on our home demonstration specialists for articles on some particular subject.