

# AGRICULTURAL EXTENSION SERVICE

Annual Report 1960-61

## Program Highlights

Re-Directed 4-H Program - With September 1962 as the target date for the changeover, Extension embarked gradually on its new 4-H program. It contains two principal features: clubs organized on a community rather than school basis; and greater use to be made of community leaders.

Professional Rank for Specialists - Effective January 1, specialists at State College became full-fledged members of their respective subject matter departments to receive professional rank and university tenure.

Communications Workshop - The highly successful series of 19 communications training workshops was completed in the spring. Approximately 800 Extension personnel were trained in the workshops which began two years ago. Another workshop, dealing strictly with publications work, was held in November for 35 subject matter specialists.

4-H Development Fund - More than \$130,000 has been raised thus far in the statewide million-dollar 4-H Development Fund Drive. All counties are now participating in this drive.

Job Descriptions - Job descriptions have now been written for all county personnel, specialists, specialists-in-charge, district agents, and 4-H district agents.

New Television Programs - Extension's new approach to television programming is meeting with encouraging acceptance. Seven stations are carrying Extension TV programs which now appeal to a broader audience under the new title of "Aspect". Formerly the program was called "Today on the Farm".

Rural Safety Council Formed - Howard M. Ellis, in charge of Extension Agricultural Engineering, was named executive secretary of North Carolina's newly organized Rural Safety Council.

Memorandums of Understanding - Extension has now signed memorandums of understanding with commissioners in 89 counties. The memorandums clarify both Extension and county responsibilities in the Extension program. In another project, Extension advisory boards have formed in 70 counties.

Open House - "Science and Business in the '60's" was the theme of the School of Agriculture's second annual Open House on November 5. County agents, serving as co-chairmen in their respective counties, sparked interest in the event and thus helped to promote an attendance of about 1500 persons, most of them young men about to enter college.

Nickels for Know-How Referendum - The Nickels for Know-How Referendum in which fertilizer and feed purchasers agreed to tax themselves for agricultural research drew approximately 50,000 voters to the polls. County agents through speeches, radio programs, news stories, and reminders helped to get out the vote.

Negro Home Survey - A revamped and improved home economics program is expected to arise as a result of a nine-county Negro home survey in which 1,033 women were asked questions on every phase of homemaking.

#### Personnel Changes

Administrative Appointments - Robert W. Shoffner, a staff member of the Agricultural Extension Service for the past 32 years, was appointed Director of the Extension Service and assistant to the dean of agriculture. He succeeds David S. Weaver who is retiring July 1, following 38 years of service to State College. David S. Weaver was appointed special assistant to the Dean of Agriculture effective July 1, 1961.

Dr. George Hyatt, Jr., head of the college's Department of Animal Industry, was named associate director of the Extension Service and professor of animal industry.

George W. Smith, Extension forestry specialist, was appointed assistant director in charge of agricultural programs.

J. C. Williamson, Jr., who has completed course work for his doctorate at the University of Chicago, was named to a new assistant directorship in the School of Agriculture which cuts across both Extension and Research lines. His work will be devoted solely to marketing.

W. M. Garmon, a former assistant county agent and a person who has worked with the 4-H Development Fund, was appointed administrative management assistant.

Retirements - Extension personnel retiring during the year included M. S. Yoder, assistant county agent, Lincoln County; Mamie Whisnant, home management specialist; Mrs. Corinne G. English, family relations specialist; and Julia McIver, specialist in charge of clothing programs.

Back to School - Among staff members returning to school for advanced training are: Carl T. Blake (agronomy) to Penn State; W. G. Andrews (poultry) to Cornell; T. Everett Nichols (marketing) to Duke; John W. Hagen (marketing) to Washington State; John L. Gray and E. M. Jones (forestry) to Duke and Louisiana Polytechnic Institute, respectively.

#### Recognitions and Awards

U. S. Department of Agriculture Superior Service Award - Jack Kelley, in charge of Animal Husbandry Extension, for outstanding service conducting a livestock program.

Lederle Award for County Agricultural Agents - An event to honor North Carolina county agents for "exceptional work rendered" during the past year.

Dow Study Tour Scholarship - S. L. Lowery, Pasquotank County agricultural agent, for his outstanding record in Extension work.

Agricultural Communications Award - W. L. Carpenter, head of the Department of Agricultural Information, for his "excellent contribution to the advancement of agriculture and home economics in North Carolina."

National Home Demonstration Agents Association Awards - Emily Ruth Dallinger, Nellie Jo Carter, Lenore Crouser and Elizabeth Williams for distinguished service to rural people.

National Association of County Agricultural Agents Citations - Morris S. Yoder, Sam J. Weeks, Sam Cartner, K. S. Harmon, James P. Stovall and J. E. Foil for distinguished service to agriculture.

Professional Agricultural Workers Service Award - R. L. Wynn, dairy specialist, for his conscientious work in behalf of Negro farm families.

The Progressive Farmer "Man of the Year in Service to North Carolina Agriculture" Award - R. W. Shoffner, assistant director, for distinguished service to North Carolina agriculture.

North Carolina Crop Improvement Association Award - Charles D. Raper, Columbus County agricultural agent, for the contribution he has made to the seed certification program over the past years.

Trip to Cairo - Junius Byron Russell, Jr., of Warrenton was among those comprising the "all-American" group of 4-H Club members which represented American young people at the International Agricultural Exhibition in Cairo, March 20 - April 21.