

# *the idea* **distiller**

A MONTHLY ABSTRACTION OF IDEAS AND EXPERIENCES IN COMMUNICATIONS

## GIVE JOURNAL A TRY

Subscribers to the JOURNAL OF COOPERATIVE EXTENSION will be getting subscription renewal notices within a few days. Non-subscribers will be contacted later in the fall.

Support for the JOURNAL has been mediocre in North Carolina and comments have been mixed. Thirty-two per cent of the Tar Heel Extension staff currently subscribes to the JOURNAL. The national average is 36 per cent. Some people say the JOURNAL is helpful; others say it is dull and of little value.

So, here's a suggestion:

If you have conscientiously examined the JOURNAL and not found it worthwhile, forget it. If you have not honestly tried to get something out of the JOURNAL, give it a try.

## SOMETHING FOR YOU

Extension chairman and specialists-in-charge will find two enclosures with their issue of the DISTILLER.

One is a color printing of the new Extension emblem, as advertised on page 175 of the Communications Handbook. With the fall coming up, you may want to get a supply of these emblems for your fair booths, window displays, etc. The sample copy had to be folded for mailing; subsequent orders will be mailed in a tube. The emblems are free. Order as many as you like. But order an adequate supply at one time because mailing tubes are expensive. Send your order to the News Section, Department of Agricultural Information.

The second item attached to this issue of the Distiller is a copy of the Post Office's new Official Zone Chart. Show this chart to your secretary. It should help her in computing postage rates, etc. Note that Postal Zones are now determined by ZIP Codes, not distance.

Please call these enclosures to the attention of your staff.

August, 1967

## PROMOTION NEEDS FOLLOW THROUGH

The trouble with all of these special weeks that the Governor and President proclaim is that they are one-shot deals. There is usually a flowery statement and maybe a picture in the paper the next day, and no one hears anymore about the special week until next year.

But it doesn't have to be that way. Successful promotion depends on keeping an event alive, finding new angles to explore.

Take National 4-H Club Week, for example, which is coming up September 30 through October 7. You could use such an occasion to recognize outstanding 4-H Alumni in your county. There is a national alumni recognition program, but less than one out of four North Carolina counties participated last year. By tying alumni recognition in with National 4-H Club Week you would have something to publicize all week long.

## CUMBERLAND EXAMPLE

Speaking of National 4-H Club Week, the Cumberland County Extension staff tried an interesting promotion idea a couple of years ago.

First came a story in the Fayetteville Observer quoting Extension Agents Joyce F. Pate and Lester B. Laws on the 4-H program in Cumberland County.

Then came congratulatory advertisements from local businesses. The ads - three columns by five inches - featured a picture of 4-H'ers talking with business men on some topic related to 4-H Club work, plus three to six lines of informative ad copy.

Here is a sample of the ad copy:

Sear's recognizes National 4-H Club Week September 25-October 2. Louis Smith of Grays Creek and Clarence Hammond of the Long Hill Community 4-H Club are being helped by Farris Jackson, assistant manager in the Men's Wear Department, as he points out quality construction in garments. This is one of the requirements in the new grooming project for boys "Personal Appearance."

How did the ads come about? Joyce and Lester visited each of the businesses, asking for their cooperation in sponsoring the ads. As a result of the project, businesses learned about 4-H, and personal relationships between businessmen and club members were established.

In addition, the Observer did a feature story with two pictures on the new Galatia 4-H Club house made from a converted tobacco barn.



Four of the 47 scenes from the slide-script set, A Professional Choice, shows Anna Herring working with mothers, presenting a television program, assisting a young couple, and planning Extension activities with Mrs. Bonnie Davis and Mrs. Sarah Ann Sasser.

## *A Professional Choice ---*

### *Extension Home Economics*

Two new communication aids for telling people about home economics careers are ready for your use. Both aids are titled, "A Professional Choice--Extension Home Economics."

One aid is an all-new color slide set with accompanying tape. Forty-seven color slides show Tar Heel Extension home economists on the job. Length of the presentation is 16 minutes. Cost is \$15. Orders should be placed with the Visual Aids Section of the Department of Agricultural Information. Orders received by September 15 will be filled by November 15. Later orders will be filled as promptly as possible.

The other aid is a six-page, two-color folder with pictures showing the Extension home economist on the job. There is also information on the special benefits of being an Extension home economist and the college coursework leading to a B. S. in home economics.

The slides and folder are designed to give young people and their parents information on home economics careers and to give local agencies and leaders a view of Extension home economics.

They were prepared in conjunction with a committee that included: Mrs. Agnes Safy, Nash; Mrs. Elaine Blake, Columbus; Mrs. Rosa Winchester, Guilford; Marjorie Shearin, creative crafts specialist; Dorothy Barrier, clothing specialist; Mrs. Myrle Swicegood and Mrs. Helen Branford, district agents; and Mrs. Margrethe Ahlschwede, assistant editor. Photography was handled by Dr. Landis Bennett, head of visual aids, and slide set audio was prepared by Reese Edwards, radio editor. Anna Herring and Mrs. Sarah Ann Sasser, Johnston county, and Mrs. Bonnie Davis, Orange were the slide set "stars." Specialists and other agents had supporting roles.

A copy of the folder is attached to this issue of the Distiller. It should be of interest to all Extension workers -- men and women.

Keep a copy of the Distiller in the Communications Handbook. From now on each issue of the Distiller will be three-hole punched for just such a purpose.

### LENOIR YOUTH WINS COMMUNICATIONS PROJECT

Winner of the 1967 4-H Communications Project is Lee Hood Capps, 18, of Kinston. Lee has compiled an impressive record in radio, television, and newspaper work, as well as in other phases of 4-H. Shown with Lee are Verne Strickland, (left) farm editor from WRAL-TV and the Tobacco Radio Network, and A. C. Snow, news editor of the Raleigh Times. Verne and A. C. represented the donors -- the N. C. Association of Broadcasters and the N. C. Press Association--at the 4-H Recognition Banquet. Lee will go to Chicago, thanks to the two associations.



Communications project winner and donor representatives.

### BACKYARD GARDENER COMING AGAIN



The Backyard Gardener, the highly successful Extension television program of last spring, will begin a 10-week fall series on September 11.

Broadcast time will be 8 p. m. each Monday. Viewers can see the program on WUNC-TV, Channel 4, and WUNB-TV, Channel 2.

The Backyard Gardener is a television adaption of the question and answer technique that extension agents and specialists have used for radio. Viewers call in their gardening questions. A panel of Extension experts -- R. L. (Robbie) Robertson, Howard Garriss, and John Harris -- answer the questions on the air.

Last spring, viewers kept two telephones tied up constantly. Other questions arrived by mail. John Falter and George Hughes handle the phones. Hal Reynolds is the producer.

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