

Chapter 12

Extension Communications

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The information that follows focuses on some of the educational activities and programs in the Extension Communications Department. It should not be view as a comprehensive review.

EXTENSION INFORMATION

From its early beginnings in 1920, as a one journalist Extension Publicity Project to the present day Extension Communications Department of 21 professional specialists, this information arm of Cooperative Extension has undergone numerous changes in structure, staff organization, and program direction.

In 1924 radio became an identifiable part of the publicity operation.

On July 1, 1936, Extension Publicity, Project No. 2, and Radio, Project No. 26, were combined into

Project No. 2, Extension Publicity and Information.

On March 8, 1954, they were split again into two units—Radio and Television as one, and Extension Information as the other.

On July 1, 1962, the Division of University Information was created with Kenneth Thomas as State Leader and Director.

Both existing Extension communications units—the Office of Extension Information, with Eugene Warner as Associate State Leader, and the Office

of Extension Radio and Television, with Jack Burke as Associate State Leader—became a part of the new Division.

When this Division was later abandoned, the two Extension offices functioned as relative independent units until October 24, 1986.

On that date a new Extension Communications Department was formed combining the two under the administrative direction of a new head, Jack Burke.

Development Starts Slowly—1920

The first Extension Specialists and Administrative Officers prepared and mailed whatever press releases were needed until June 1, 1920.

At that time Mabel Caldwell was employed as the first Extension Journalist in Kansas. Caldwell served in that position until August 18, 1921.

John Bennett was appointed Extension Editor October 15, 1921 and served until February 28, 1923. The position was then vacant until the appointment of Samuel Pickard on May 16, 1923.

On July 1, 1924, the Extension Publicity Project was approved with Samuel Pickard as Extension Editor. He served until December 31, 1925.

The Extension Editor's primary functions in the 1920's included:

- 1) To inform rural people about the research findings of the College.
- 2) To assist the field staff in the art of publicizing their programs so that they may be readily understood by the people.

The State's newspaper editors in the early 1920's were skeptical of the news releases from the Extension Service. Gradually they recognized that their rural readers were anxious to get the farm and home facts that were available from Extension Specialists.

The early campaigns of those years provided ample opportunity for many news stories of interest to the people.

The Extension Publicity Project experienced a gradual development during the 20's, limited mainly by the short tenure of early editors.

After Samuel Pickard resigned on December 31, 1925, the Extension Editor position was vacant until M. W. Brown was employed on a temporary basis during the month of June 1926. Gerald E. Ferris was employed half-time from September 16, 1926 to June 6, 1927.

Then Lisle Longsdorf was appointed Extension Editor July 1, 1927, and served until September 15,

1961, a period of more than 34 years of stability and growth for the information project.

Longsdorf started gradual expansion with appointment of the first Assistant Extension Editor on July 1, 1934.

By July 1, 1936, it seemed desirable to combine the Extension Publicity Project, and the Radio Project into a single Extension Publicity and Information Project.

Extension News Publication

The Extension News, a monthly printed publication, was the official house organ of the Extension Service from November, 1921, until it was discontinued in January, 1925.

Extension News contained reports on Extension activities and articles of information to Extension personnel.

The pressure of the new radio work and shortage of funds made it advisable to discontinue the publication as it served a comparatively small number of persons compared to the other publications prepared by Information and Publicity.

Circular letters then served as the means of communication from Extension administrators and supervisors to the entire Extension staff.

During the years of World War II, a publication entitled The Neighborhood Leader was edited and published by Extension Information. It was distributed to almost 10,000 neighborhood leaders in the state.

Those two publications have been the only ones issued as newspaper-style publications by the Extension Service.

Community Discussion Programs

During 1935, the Extension Editor took the lead in organizing and holding Community Discussions as an added phase of field work. That activity was stimulated by the desire to acquaint farm people with the changing economic trends.

Community discussion demonstrations were conducted on a five-county group basis throughout the state as a means of training county agents, adult discussion leaders, and selected farmers and homemakers.

The program became very popular as a means of teaching but was discontinued at the outbreak of World War II in favor of important war work.

County Agent Training—1930

In 1930, a plan for district training meetings for county agents in the field of publicity was approved,

however insufficient travel funds necessitated cancellation of the plan at that time, and in three succeeding years.

In 1934, however, the district schools were held at Salina, Concordia, Colby, Larned, Wichita and Dodge City. Similar schools were conducted for several years, with the objective of "developing a corps of able country newspaper correspondents."

In 1938, a five-year program for training county agents was launched with press services being the major study. Subject matter during these included:

- 1938 Press services
- 1939 Illustrations
- 1940 Film strips and movies
- 1941 Publications and reports
- 1942 Training local leaders to use writing and radio as a teaching method.

The district publicity training schools were continued until the early 1940's when World War II activities forced their suspension.

National Project on Ag Communications

In 1957, the Director of Extension selected a team of four members to take intensive training in Basic Communications and Oral Communications at the National Project on Agricultural Communications (NPAC) at Michigan State University.

The team consisted of:

- E. D. Warner, Associate Extension Editor, chairman of the team.

Mildred Walker, Consumer Education Specialist.

Norman Whitehair, Grain Marketing Specialist.

Leo Wendling, Extension Agricultural Engineer.

The training included the basic fundamentals of learning. Plans were made to give training in Basic Communications to all Extension personnel.

Thirteen district meetings were scheduled for county personnel between November 5, 1957 to May 16, 1958. The training schools were of four days duration.

Three schools were organized for the Central Staff at Manhattan in June, 1958.

The subject matter presented included:

- How People Learn.
- Understanding People.
- Means of Communication.
- Steps To Effective Communications.

Through another series of District Training Schools, all Extension personnel were given training in:

- Oral Communications in 1959.
- Written Communications in 1960.
- Visual Communication in 1961.

For the next decade, all new personnel get condensed exposure to various phases of communications as a part of induction training.

News Section: News & Feature Releases

By 1940, Extension Publicity and Information had established a pattern for gathering news materials from the various departments of the Extension Service, the College, and USDA Action Agencies.

An average of 13 different articles each week were distributed to the 500 Kansas weekly newspapers. Timely articles were also supplied to 65 daily newspapers.

A weekly news service was also prepared for the County Extension Agents release. Those articles were written as if the agent were speaking or were "block in" stories for localization by the agent.

A clipping service had been established, so a report of the publicity material used was sent to

each department head and each action agency each month. In this manner those who prepared the original material knew the extent to which their material was used by the press.

Those services have been continued through the years essentially as organized a quarter century previous.

Addressograph mailing lists had been prepared by 1940, that included lists for the press releases, County Agent list, and lists for mailing single copies of publications.

In 1945, a mat service was initiated and 2,681 were used by newspapers that year.

In 1955, the College Journalism Department made a Fairchild engraver available to Extension. This

service was used extensively by weekly papers.

By 1960, a total of 34 mailing lists with 6,361 names and addresses were being maintained.

Farm Press

The Farm Press was given special consideration in 1945 when the production of feature stories of particular interest to progressive farmers was started.

The *Kansas Farmer* and the *Weekly Star Farmer* were the two farm publications in Kansas to which approximately 90 percent of the farmers subscribed.

Feature stories were occasionally prepared for national farm magazines such as *Capper's Farmer*, *Successful Farming* and the *Farm Journal*, or editorial assistance given specialists who prepared articles to submit for publication.

Special articles have also been written for the large daily newspapers of the state who carry farm and home sections in their Sunday editions.

Publicity staff members have been assigned to write feature stories of experiment station field days, state fairs, American Royal Livestock Show, and similar events.

With the Extension Service in charge of local administration for the Agricultural Adjustment Administration in 1933, the Extension Publicity Department began close cooperation with the agencies of the U. S. Department of Agriculture in the preparation and release of news stories and educational material.

The *Weekly Star Farmer* discontinued publication in March of 1961, at which time the *Kansas City Star* and *Times* began a Sunday farm feature section.

Throughout the years since the early 1930's, special consideration has been given to thorough coverage of all 4-H Club events and the educational phases of club work.

For many years a 4-H Club Column was written for the *Weekly Star Farmer*. Biographical material and photographs are obtained for State and National 4-H Club winners and furnished to the press and especially to the individuals home town newspapers.

Editorial assistance has been given to the writers of 4-H Club project material, bulletins and handbooks.

When Ralf Graham joined the staff as an additional

Assistant Extension Editor in 1961, his presence enhanced production in three areas—the weekly news packets, research results coverage at the branch Experiment Station fields, and intensive support for the new Rural Areas Development program.

Complete publicity coverage of special events may be illustrated by the publicity program for the Kansas Wheat Festival held on the College campus on May 18, 1961.

The occasion was the dedication of the new Flour and Feed Milling Industries Building and an address by Orville Freeman, Secretary of the U. S. Department of Agriculture.

The Departments of Publicity and Information and of Radio and Television pooled their efforts with the following releases:

- 1) Lead story in weekly news releases for four weeks
- 2) University News Bureau releases on 12 different days
- 3) Radio-television script service articles on seven days
- 4) Pictures and script to television stations on five days
- 5) Mentioned daily on the KSAC Farm Hour program for 17 days
- 6) Sound-on-film clips narrated by the Dean of Agriculture used on six stations.
- 7) Personal contacts with personnel of other than college news media.
- 8) Feature story in the May issue of the KSAC program schedule.
- 9) Associated Press story on May 17.
- 10) More than 80 news media persons covered the day's activities.
- 11) Nineteen radio stations carried the Secretary's address.
- 12) Five television stations used a video-tape of the address.

News Trends in 1970's-80's

Success and changing demographics created new challenges during the past quarter century for Extension communications. As other institutions recognized the success of Extension's media communications, they copied the approach.

As a result, competition for news space and air time became keener, editors and news directors became more selective, and audiences more diverse and sophisticated.

The de-emphasis by some media on ag news further reduced availability of news holes.

These factors made it imperative that the Extension Information news staff shift from the "shotgun" approach of mass distribution of news to more tightly selected "rifle" stories aimed at specific media audiences, more modern and rapid methods of delivery, and, in many cases, an urban or consumer flavor to many stories.

Communications Process

More Extension subject matter specialists and County Agents began to understand what communicators had been telling them all along—that effective communications was not just sending messages, but was a "process," starting with analysis of the needs of an intended audience and ending with evaluating the effect of the communication on a targeted audience.

News Story Delivery

This trend toward more specific news stories and features aimed at specific audiences was accentuated by addition of more Extension News Editors during the 1970's

The Agent's Weekly Column packet was replaced in 1986, by special news stories channeled by news specialist through county staff. Extension used surveys and visits with editor and Extension workers to refine mailing lists and target audiences.

In the 1980's, the trend was toward quality control. This included tighter editing, use of computers, fewer stories, but more in-depth and interpretive articles and features.

Frequently, writers targeted specific stories to specific magazines, such as Hoard's Dairyman, Farm Journal, Successful Farming, Forbes Magazine, National Hog Farmer, Beef Magazine, Kansas Farmer, ag radio broadcast networks, and wire services.

Referral Function

The News Section in the 1980's also increased its referral function by putting media writers and editors seeking up-to-date information on specific subjects in direct contact with agents, specialists, or researchers who had the facts.

Additional Audiences

In the 1970's University administration urged the communications staffs to place more emphasis on reaching national and urban media, particularly in the science area, in an effort to recover research support dollars lost through Federal budget cutting and inflation.

Changing News Sources

Shifts in news efforts during this period also mirrored the changes in the philosophy and composition of Extension expertise.

As the long-time generalist specialists moved out or retired, they were replaced by sharply focused specialists with Ph.D. degrees.

This shift toward specialization, which began in the late 60's and accelerated in the 70's and 80's, also required educating the media representatives to the unique array of subject matter expertise now available at land grant universities.

Ag Media Days—1983

One attempt to get more reporters on the KSU campus for direct interviews created a new Extension Information-sponsored event—Ag Media Days.

The first Ag Media Days, in 1983, attracted 35 media representatives to the campus for one-on-one news and feature interviews with KSU research, teaching, and Extension faculty.

The highly successful event was held each fall through 1986, and each year featured a panel on a critical topic of the day.

Information specialists created two new resource books in conjunction with this event—one listing on-campus agriculture and home economics specialists and researchers, and the second listing university-wide expertise.

The Ag Media Days also stimulated interest in creating the Kansas Farm Writers and Broadcasters Association. Extension News staff members supported this new group as officers, program chairmen, and newsletter editors.

Shifts in Story Emphasis

Information programs in the 70's and 70's gradually shifted from management-service oriented stories to initiatives, issues, and strategic planning concepts.

Specialists began to look at the big questions first, then work on solutions together as a team rather than responding individually to clientele needs.

Extension News, however, also continued and improved on news project that had long histories of success.

Included were Economic Insight for spring and Outlook for the fall; a spring Gardening Packet, home economics holiday packets, Master-Farmer-Master

Homemaker features and program; 4-H Discovery Days (Round-Up); and National 4-H project winner packets.

The section also worked on special stories for the Extension Service Review; special projects for state farm publications; information packets for special events, such as Cattlemen's Day; promoted new teaching technology, such as teleconferencing and satellite TV.

Produced a special Energy Packet; marketed a Governor's Conference on Aging; a U.S. Beef Symposium; and coordinated publicity for a national American Society of Animal Sciences at Manhattan in 1986.

The News Section also was involved in special promotions in soil and water conservation, water quality, conservation reserve compliance, and information programs for beef and pork checkoff referendums.

Agent Training

All sections in the Communications Department improved communications training programs for new agents and specialists.

Often the News Staff was invited to give writing and public relations seminars for non-Extension groups.

Consulting Communicators

For years Extension communications specialists have been involved with subject matter specialists in working out information marketing concepts, program design, dissemination strategies, and production of presentation and teaching materials to reach clientele and the media.

In the 70's, the Information staff promoted the term "consulting communicator" to describe their role. This term helped make other Extension faculty more aware of the Information staff's role as communications subject matter specialists.

In this new mode, the "consulting communicators" became full partners in the planning process with other subject matter specialists and program leaders in developing communication strategies and showing how these tools could work.

News, Publications, and Instructional Media editors were assigned to various department and subject matter areas to work on key programs.

Extension Marketing—1987

Going a step further, Kathleen Ward headed up an Extension-wide marketing study group, which looked at existing and potential audience needs, asking various user and non-user groups what they thought of Extension and what resources might benefit them most.

The marketing group developed an attractive Extension logo; a slogan, "Extending the University to the People;" other organizational identification tools; and reports on findings and recommendations at two Annual Conferences, which would make Extension more responsive to different audiences and garner stronger support for its programs.

In addition, the News Section broadened its responsibility by coordinating information releases in such additional areas as the Seatbelt Safety Project, Energy Extension, Ag Experiment Station, Grain Science & Industry, the FACTS program, and occasionally for Continuing Education.

The introduction of computers contributed to new efficiency and productivity in the section. It also speeded up delivery to selected media, such as the Kansas Ag Network, Manhattan Mercury, Kansas Farmer, Harris News Service, High Plains Journal, and various wire services.

Publications Section

By 1940, the publications for which Extension Publicity was responsible consisted of bulletins, circulars and leaflets. Editorial assistance was provided for preparation of preparation publications by specialists.

The publications were classified as bulletins, circulars or "M" circulars. Extension Publicity was also responsible for distribution of Extension and USDA publications.

The table at the bottom of the next page gives

the numbers of publications edited, printed, and distributed in selected years.

The distribution of the Agricultural Experiment Station publications was consolidated with Extension publications late in 1959.

The majority of the publications are distributed to the County Extension Offices in bulk for distribution to individuals on request.

In 1958, a coordinated plan for editing and publish-

ing Extension and Experiment Station publications was developed and given administrative approval.

The new plan provided for the elimination of duplication of material in publications (resident faculty and Extension) and the co-authorship of many publications.

Publications Trends in the 1970's-80's

During the 1930's, Extension publications were hit by tighter budgets and higher paper and printing costs.

To meet increasing demand with limited resources, publications went from in-depth, comprehensive pieces, often with full-color photos, to plain, single-topic fact sheets.

For example, at one time "Phytophthora Root Rot of Soybeans" would have been part of a larger publication on crop diseases. This changed allowed users to pick up a less expensive two- or four-page printed piece.

Desktop Publishing

To save on typesetting costs, a desktop publishing system was installed in 1986, linking four Macintosh Plus computers to a laser printer.

Editors who had learned to mark typesetting instructions for a printer's phototypesetting system, found themselves maneuvering a "mouse" through the steps for setting type and laying out columns and pages on the computer screen.

The system was upgraded in 1988, when eight

Extension Publications Edited				
Year	Edited	Printed		
1940	18	???		
1945	31	???		
1950	197	???		
1955	94	879,842		
1960	73	824,061		
1963	82	1,439,350		
Extension Publications Distributed				
Year	Copies Distributed			
	Extension	USDA	Misc.	Exp Sta
1940	79,108	136,653	642,400	-----
1945	93,177	82,852	164,333	--
1950	151,736	88,707	560,944	--
1955	1,426,576	177,000	45,000	-
1960	867,685	146,135	794,948	243,900
1963	1,040,288	550,000	N.A.	222,680

computers in the department were linked to a 600 dot-per-inch laser printer, for higher resolution type-set quality.

Although desktop publishing did not replace full-resolution typesetting, the system permitted the editorial staff to take camera-ready pages to the Duplicating Center in less time, and at lower cost, than for traditional typesetting and paste-up.

The Macintosh computer system was especially well suited for materials such as newsletters and notebooks, for which typesetting time and cost could rarely be justified.

Quality Printing Emphasis

The trend was toward better quality in Extension materials. Typewriter-produced pages were replaced by professionally edited and designed newsletters, notebooks, and conference brochures.

In addition to their responsibility for regular publications, the editors and graphic designer offered assistance in setting up newsletter formats for specialists to use with desktop systems, and editors were required to proofread all materials for public distribution with a press run of 500 copies or more.

Newsletters Expand

Newsletters grew in importance as a means of communication. By 1988, some 30 newsletters were produced by state and area specialists: animal sciences published eight newsletters; agricultural economics, four; agronomy, one; entomology, two; forestry, five; grain science, one; horticulture, four; plant pathology, one; veterinary medicine, two; and the Northwest and Southwest areas, one each.

For example, the horticulture newsletter, published weekly during the growing season, reached 2,000 county agents, nursery managers, and other professionals from March until October, with approximately 55,000 copies distributed per year.

In addition, The Communicator expanded its role as the monthly in-house newsletter for the Extension staff. Journalism student interns assisted the editor in writing stories and formatting pages.

Free Publications Decline

Another result of budget cutbacks, particularly at the Federal level, was the elimination of free USDA publications in 1982. Although Kansas continued to maintain its link with ES-USDA, purchasing materials through cost-share printing arrangements, the publications were no longer available free from the

Distribution Center.

North Central Materials Project

During the same period, Kansas increased its participation in the North Central Regional Educational Materials Project, exchanging resources through the 12-state North Central Region.

Created in 1976, as a way to share resources and avoid duplication of effort, the project coordinated regional publishing to improve quality and reduce printing costs.

By 1988, some 350 North Central publications had been produced and the project had over 100,000 resources in its database. A bimonthly newsletter kept specialists and administrators informed about publications, videotapes, and other regional resources available.

Publication Editors' Output

In fiscal year 1988, two publications editors han-

dled some 816 printing jobs for 15 departments and special programs, ranging from business card orders to conference brochures to regular publications.

Publications Management System

With more than 1,000 Extension publications and several hundred 4-H manuals and support pieces, maintaining printing records and accurate inventory records became an increasing problem.

To provide current, computer-access information, Kansas acquired the Publications Management System from Washington State university and began the task of adapting the program to the University's mainframe computer system.

In 1988, the editorial office and distribution center were working to code publication data and inventory, in preparation for loading all records into the computer system.

Visual/Instructional Media Section

The first Specialists prepared whatever charts or drawings they needed to illustrate or display the facts mentioned in a lecture. Later, student help was used to make charts.

In the late 1920's, cloth muslin charts, lettered with various styles and styles of stencil letters, were used widely by specialists, especially those in agriculture. Large tables were available in the basement of Anderson Hall for the preparation of the charts.

On August 30, 1934, E. D. Warner was employed half-time as Art and Report Specialist. He began to bring quality into the charts, posters, and other visual aid materials used by Extension personnel. Occasionally some student help was also available.

In the 1941 report for the department, the following visual aids were listed as having been prepared during the year:

- 12 Cloth charts
- 34 Illustration board charts
- 524 Other charts including posters of all kinds
- 621 Illustrations on stencils cut
- 389 Illustrations drawn
- 787 Slides mounted

The transformation in the nature of the work done by one Extension Creative Artist, with some student

help, is evident in the work reported in 1955 which included:

- 315 Rough layouts
- 72 Page layouts
- 373 Posters and charts
- 150 Signs
- 36 Illustrated stencils
- 48 Cover designs
- 144 Multigraph drawings
- 16 Miscellaneous folders illustrated
- 12 Photos mounted
- 5 Photos retouched
- 102 Negatives mounted for photo plates
- 96 Spot illustrations
- 36 Hand lettered illustrations
- 52 Television drawings

Visual Production Workshop

In 1956, when the Extension Information Department moved into Umberger Hall, space was available for the installation of a few power tools for the construction of exhibit material, flannel boards, frames for peg-board, and many other items.

Previously such work was done by the artist in his basement with his privately owned tools.

TV Visuals

For four months, during 1956, the College was responsible for a television program on WIBW-TV at Topeka. All visuals were prepared by the Extension artist.

Occasional television programs of other stations by Extension specialists required visuals. For most effective use of such visuals, a visual aids library was established with storage available in the basement of Umberger Hall.

Fair Exhibits

Fair exhibits also commanded the assistance of the Extension artist. Such exhibits varied in size from small ones to be transported by automobile to more elaborate exhibits for the College Centennial observance and for use at the state fairs.

In September of 1961, a second creative artist was added to the staff. The two artists, with some student help, have been able to prepare visuals, illustrations, posters, and the many other forms of art work desired by the Extension specialists.

Furthermore, some art work has been done for other departments on the campus. Production for the 1962-63 fiscal year was 3,273 pieces of art work, as follows:

- 343 pieces of art work for publications
- 37 certificates lettered
- 893 signs, charts and posters
- 854 flannel graph cards
- 828 overhead transparencies
- 72 models, displays, and exhibits
- 72 television visuals
- 174 pieces of film and slide set art work

On July 1, 1963, the Agricultural Experiment Station started a half-time artist position for illustration of Experiment Station publications.

Photography and Slides

The development of color photography brought a great increase in the interest in good photography, although black and white pictures had been used by Extension personnel since simple cameras became available.

The Publicity and Information Department personnel took an active part in color photography in two ways:

- 1) By instructing Extension personnel in the use of a camera for color work (as well as camera selection).
- 2) By providing a service for mounting in glass the color film taken by Extension personnel.

Specialists started to prepare sets of slides on a given subject, such as grasshopper control, and making the sets available to agents on a loan basis.

Because of the demand, as many as 12 or 15 sets of some slide subjects were prepared for loan. A script prepared by the Specialist accompanied each set of slides.

The Federal Extension Service at the same time (1940's) prepared film strips on many subjects and provided one copy of each for the Kansas film strip library.

The FES filmstrips were used by Specialists and Agents. Extra copies were available at a very reasonable cost.

For a few years in the early 1940's, a photography contest (including slides) was sponsored by the Publicity Department and photographic supply agencies. The latter provided prizes for the outstanding exhibits in each of a number of classes.

Those contests provided opportunity, at Annual Conference, for all personnel to see what others were doing in quality photography and to obtain suggestions for improving their photography.

Photography schools of two or three days duration were conducted for Extension personnel with the cooperation of a local photographer who served as the principal instructor.

Extension personnel paid a fee to aid in offsetting the cost of the instructor.

In 1945, 58 slide sets were maintained with two new ones added, 267 filmstrips were available to Extension personnel, more than 800 photographs were taken and used for publicity or in publications.

A motion picture film library was started although no special funds were available for that purpose. Storage space and equipment to service the movie films was installed.

During the next five years, more than 100 movie films were accumulated and made available for use.

During 1963, 72 pieces of art work were completed for film or slides. A classified employee was available to keep in workable condition all of the visual aid equipment as well as movie film, check out and in all equipment used by Extension personnel, and operate projection equipment for review of film or for special showing on the campus.

Instructional Media Trends—1960's-80's

In 1962, with the return of Visual Specialist Ernest Peck from a stint of military duty, the visuals production staff was doubled.

In 1963, Gary Dierking's second position was split to half-time Extension and half-time Experiment station. When a full time Experiment Station artist joined the section in 1968, the half-time was returned to Extension.

With the expansion came specialization. One Extension artist worked on visuals and exhibits for designated specialists. The other worked primarily with publications, and was visuals support for the balance of the specialist staff. All three artists were officed with Extension and shared materials and equipment.

The untimely death of Experiment Station Artist Gerald Peterson in 1972, and the remodeling of the East wing of Waters Hall, resulted in housing his replacement in Waters Hall.

As Extension's specialist staff continued to expand the demand for publications art support grew apace. The demand for increased visuals support paralleled this trend. Two more artists, Warren Pray and David Harnes, were added to the Extension Information staff.

With these staff increases office space became critical and relocations were necessary. Ground level storage and meeting space in Umberger Hall were remodeled into publication art offices. Pray and Harnes became publications artists, and Dierking and Peck continued as visuals support.

Off-Campus Visual Support

Statewide administrative reorganization in the early 70's from a District system, with District supervisors housed on the campus, to a six Area system, with Area Director and Area Specialists housed at off-campus locations, also had an impact on the visuals support staff.

Initially, news and visuals support for these new areas involved frequent travel to each of the six area offices. However, the distances involved and the gasoline shortages of the early 70's caused this system to be modified.

Visual Training Opportunities

The Induction Training program for incoming Extension staff has always featured some form of communications training taught at various times throughout the year. This program was formalized into a week of training involving the entire Communications staffing the early 80's.

A number of "how-to" workshops were held for the Area Specialists on visually-related topics as the need arose. Equipment and supplies for local audio visual production was provided. Consulting service by phone was a frequent follow-up.

From these workshops evolved the idea of more "how-to" sessions for both specialists and agents. These seminars were offered on a demand basis and eventually included workshops held during Annual Conference and at various times in the Area Offices.

Topics included Beginning Photography, Slide/Tape Production, and Flash Photography. These sessions proved so popular that areas were limited to one workshop per area per year. As a result of these sessions many counties upgraded photo equipment that dated back to the 1930's.

Many Federal projects included funding for temporary art/editorial support. Farm Safety, Environmental Water Problems, Seatbelt Safety, and Pesticide Safety all added temporary artists and editors who were squeezed into existing office space.

Visuals Trends Parallel Technology

A definite trend in visual production has emerged that parallels technological systems available to Kansas Specialists. During the 30's, 40's, and early 50's, use of posters and charts predominated.

With the advent of local TV stations, interest in projected visuals began to catch on. Production of films, overhead transparencies, and more elaborate exhibits mushroomed.

When better films, cameras and projects became available in the early 70's, Specialists and Agents both turned to this medium and were quick to add voiced audio tapes that were synchronized with their slide presentations.

With the advent of truly portable monitors and VCR's, interest in the 80's shifted to the video cassette. Many slide/tape sets were converted to this medium although a few continue to be produced.

The 80's also ushered in the personal computer coupled with the laser printer. This placed more immediate visuals production directly in the Specialists' and Agents' hands, but created additional demands for visual production training.

Instructional Media Center

As the volume of check-out visuals (films and slide sets) and audio visual equipment (projectors,

screens, flip charts) grew beyond the capacity in the Distribution Center, a new Instructional Media Center was created in the late 1960s.

The new facility continued its rapid expansion throughout the 1970's as more check-out visuals and equipment were added to the inventory. Annual circulation of visuals to County Extension offices grew from a modest 1,500 mailing to over 7,000.

Equipment check-out during the "winter school" season was often so brisk that scheduling was an annual concern and cause for frequent requests for additional equipment.

Major changes in recent years with this operation include:

- 1) A shift in demand from film and slides toward video cassettes, with about one-third of the collection in video format, and growing.
- 2) Decreased demand for equipment as more Extension departments are purchasing their own AV equipment "so it's available when we need it."
- 3) Increasing need for an annual update catalog of holdings to keep up with changes in available materials.

The distribution records have now been converted to a computer operation which increases the speed and efficiency of the Media Center.

Computer Graphics Lab

When Cooperative Extension moved into the "computer age" in the mid-1980's, a computer graphics lab was established in the Extension Information department.

Its purpose was to take advantage of the new technology to:

- 1) Improve the quality of educational visuals through better illustrations, readability, layout.
- 2) Train Extension specialists and secretaries to use the computer for this purpose.
- 3) Provide "do-it-yourself" on-computer time and instruction for interested staff.

Because of its superior graphics capabilities, the Macintosh computer became the basic operating system in the lab.

Since the IBM (and the Zenith compatible) system was the major Extension-wide system of choice, many specialists first became aware of the Macintosh system through Mac-generated visuals prepared for them. They came to the lab to learn more for themselves.

Other related services offered in the Lab included:

- 1) A scanner for transfer of illustrations and text into computer format.
- 2) A slidemaker facilitated transfer of computer images to high quality 2x2 colored slides.
- 3) A 600 dpi laser printer gave almosttypeset quality printouts.
- 4) A link system made it possible to transfer computer data between IBM and Macintosh discs for easier computer processing.

The role of the Lab as a training and do-it-yourself center began to diminish in recent times as most Extension departments added Macintosh units to their offices. This enabled the Lab staff to accept more assignments from the Extension Publications section to produce desktop documents—brochures, programs, notebook sections, newsletters, and small publications.

Duplication Center

The Home Study Service, housed in the basement of Anderson Hall, was responsible for the first duplication service for the Division of Extension. The equipment consisted of one mimeograph and a mimeoscope for illustrations.

Soon after 1925, the duplication service became a responsibility of the extension editor as was the distribution of publications. Mimeographs were continued as the duplication equipment.

In 1955, a multigraph was installed with other duplication equipment and a new development in the duplication program was initiated. Multigraphed

folders were substituted for some of the printed leaflets (four-pages).

During 1955, 11,840 stencils and multigraph plates were made and 4,793,052 pages of duplicated material were produced.

When the duplicating equipment was moved to Umberger Hall in 1956, an additional multigraph was installed.

Mimeograph stencils and multigraph plates were typed by secretaries who devoted full time to that work. Proofreading was done by the department

submitting material for duplication. The mimeoscope was used for reproducing illustrations.

That organization for the use of the available equipment continued until early 1960 when a Xerox camera produced multigraph plates much faster than typing by hand.

Duplication Masters			
Year	Mimeograph Stencils	Multigraph Plates	Ditto Stencils
1956	10,082	2,645	-----
1957	9,381	2,970	-----
1958	6,990	5,684	-----
1959	6,139	7,962	-----
1960*		13,014	-----
1961		13,516	2,025
1962		17,549	N.A.
1963		17,639	N.A.
*Zerox camera for multigraph plates installed			
Duplication Impressions			
Year	Mimeograph Stencils	Multigraph Plates	Ditto Stencils
1956	2,407,221	2,561,230	-----
1957	2,359,293	2,841,502	-----
1958	1,836,690	4,106,453	-----
1959	1,473,899	6,147,744	-----
1960		7,416,639	-----
1961		7,881,418	84,123
1962		9,528,501	N.A.
1963		10,427,681	181,823

Accuracy was not a factor as the plate was exactly as the copy. Illustrations became very much more readily reproduced in the multigraph material.

An eight-page collator for assembling the printed pages was installed in 1959 and increased the efficiency of assembling work.

During 1964, equipment (multigraph and collator) was installed to duplicate 11 by 17 inch sheets. That equipment further enlarged the field for duplication work.

Long-Time Center Supervision

Since Coloriss Lackey became supervisor of the Duplicating Center 27 years ago, both sophistication and quantity has increased immeasurably. "The growth has been significant," Lackey said.

Total impressions and dollar value, in representative years, were:

1965	13,273,661	no dept. charges
1970	14,748,052	\$84,066.81
1975	23,227,656	N.A.
1980	17,758,718	186,074.12
1985	18,252,498	314,747.05
1988*	16,726,418	397,643.55

*Change in way impressions are counted

New Duplication Center Equipment

Equipment purchases included two two-color presses, a Hamada in August, 1983, and a Multigraph in 1986; a darkroom set-up in the fall of 1986 with a vertical camera and related equipment; an off-line collator, in March, 1988. A perfect bind system was scheduled for arrival in June, 1989; and shrink packaging in August, 1989.

Distribution Center

When the Extension Service moved from the Extension Barracks to Umberger Hall in 1956, the Distribution Center was established as a central unit to be responsible for the distribution of Extension and USDA publications specialists' subject matter, administrative materials, records, work forms, and other supplies.

Later, an agreement was reached with the Agricultural Experiment Station for the distribution of their publications through the Extension Distribution Center.

For a few years, the duplication work was under

the supervision of the Director of the Distribution Center. When the duplication work was moved to Room 11, Umberger Hall, a classified employee was placed in charge of the duplicating work.

The Distribution Center also was assigned the responsibility for the care and checking out of visual aid equipment and for its care and upkeep.

A mailing service was also organized within the Distribution Center. Incoming mail is distributed throughout the building; outgoing mail is dispatched

to the downtown Post Office.

Interoffice mail and on-campus mail is also handled by the mail service.

Almost 100,000 pieces of mail were handled in 1957. The volume today is many times that amount.

Training for Foreign Exchange Students

Early in 1951 the Extension Editor was assigned the responsibility as chairman of a Foreign Exchange Committee within the Extension Service.

During 1951, 36 foreign students indicated a desire to study Extension methods as used in Kansas. In many foreign countries, it was learned, good agricultural research programs have been conducted but the results of the research work had never been taken to the people.

The committee plan for giving aid to the foreign students and exchangees interested in Extension methods was to place the foreign representative with an experienced County Agent for a short time, two or three weeks.

Also, some of the foreign visitors desired to live and work with a farm family. In those cases a County Agent was asked to locate a farm family that would like to have the foreign visitor as a guest for from one to three weeks.

Some foreign exchange students desired to enroll in the classes in Extension Methods being offered the College students interested in Extension.

Extension Editor, L. L. Longsdorf, was granted a leave of absence from February 22, 1953 to May 22, 1953 to visit Iran as a participant in the Point IV program of the Federal State Department.

That experience gave Longsdorf a "grass roots" view of the kind of training needed by foreign students who came to the College for a training experience.

Several groups of exchangees from a single country were given special assistance as planned with the

Federal office handling the Point IV program.

An example was a group of veterinarians from Turkey who, after visiting the Schools of Veterinary Medicine at the University, were taken on an organized bus trip to the:

Offices of the State Board of Agriculture.

Livestock Sanitary Commissioner.

Stockyards at St. Joseph.

Packing house in St. Joseph.

Cooperative creamery at Everest.

Dairy farm at Basehor.

Beef cattle operations in South Central Kansas.

Branch Experiment Station at Hays.

KSAC Radio Station facilities on the campus.

Twenty Turkish veterinarians comprised the group.

During 1954, 41 visitors from seven foreign countries were given assistance as provided in their educational plan as developed by the Federal office.

In 1956, 30 foreign visitors from 11 countries were given assistance in extension methods. In 1957, 35 from nine countries were assisted.

Each year varying numbers of foreign students have been enrolled in the classes offered in Extension Organization and Policy and Extension Methods.

A high percentage of those students were interested in graduate work in Extension Education and completed their master's degrees in that field.

Housing for Extension Information

The first Extension editors occupied a desk in the office of the Director of Extension. In 1927, Lisle Longsdorf was moved into an office with L. C. Williams, In Charge of Agricultural Specialists.

Within a year, an office for the editor was provided in the basement of Anderson Hall on the east side of

the hall at the south end of the building.

The supply of bulletins and space for the duplication equipment was also located in the basement of Anderson Hall.

In 1937, the College leased (for \$700 per month)

the three-story stone building at the corner of 14th Street and Anderson Avenue. The building was owned by the Manhattan Bible College who was experiencing difficulty in meeting the payments on the mortgage.

The Extension Editor and his staff were assigned space on the west side of the main floor and later moved to the top floor of the Bible College Building.

The bulletin distribution, bulletin storage, and duplication equipment remained in the basement of Anderson Hall.

In 1945, the Bible College was able to regain full use of their building. The Wareham House at 1645 Anderson Avenue was leased to house the Extension Publicity and Information Department and the Department for Boys' and Girls' Club work.

At the same time the Departments of County Agent Work, Extension Home Economics, and Agricultural Specialists moved to the second floor of the Military Science Building.

In 1947, after World War II, a group of connected army barracks were moved onto the space just west of Waters Hall (the site of the present Cardwell Hall) and arranged for occupancy by Extension Service personnel.

The Extension Information Department was assigned space in the east wing of the Barracks complex.

Duplication equipment was moved from Anderson Hall to the barracks area. Bulletin room remained in Anderson Hall.

Early in 1956, when Umberger Hall was ready for occupancy, Extension Information moved into the offices in the east wing on the main floor.

Four offices, a secretaries' office and a projection room were provided in that area. In addition, in the basement of Umberger Hall, space was provided for bulletin storage and distribution, duplication equipment, an art room, and space for storage of paper and envelopes.

Within a very few years the Art Room and Duplication Room became over-crowded. A Xerox camera had been purchased for making multigraph plates and was installed in the room adjacent to the duplication room.

The storage space for paper and envelopes was moved to room IIB which was being used for the storage of exhibit material by specialists.

To alleviate the crowded condition in the duplication and art rooms, Room 11 of Umberger Hall was equipped for the duplication equipment which was installed during 1961.

That move provided another room for the creative artists and their equipment. Ample space was available in room 11 for the duplication equipment and the staff who operate it.

Also, in 1961, the projection room on the main floor of Umberger Hall was converted to an office for the assistant Extension editors assigned to editing and preparation of copy for publications.

During the 1970's and 80's, expanding staff size, expanding duplicating and distribution instructional media, and computer lab centers have moved into all available space on the ground floor of Umberger Hall.

Expansion of other Extension departments put enough pressure on the first floor editorial offices that nine Communications editor are also housed on the ground floor.

Extension Information Personalities

□ Lisle Longsdorf provided the leadership for Extension Information from 1927 through 1961. Many of these years he was both Extension Editor and Radio Program Director. KSAC was a pioneer educational radio station starting in the 1920's

During his tenure, Longsdorf went on several overseas assignments, including Iran and Egypt, served as president of the American Association of Agricultural College Editors, and received the USDA Superior Service Award.

□ E. D. (Gene) Warner, an architect by training, spend most of his 38 years at KSU in Extension

Information as a supervisor—first as assistant editor for 18 years, and Extension Editor for ten years before his retirement in 1972. He was aggressive in expanding personnel in news, publications, and audio visuals, and instilling a pride in his staff for providing super service.

□ Harold Shankland joined the Information Staff in 1943 from a background of teaching and weekly newspaper editing. A prolific writer, turned out an impressive volume of over 13,000 stories distributed in weekly news and agent packets and news feature stories during his 23 year Extension career.

- Miriam Dexter joined Extension Information publications staff in 1944, following a school teaching career. She prepared and edited hundred of home economics and 4-H publications during her 29 years on the staff. A grammar expert with few peers, she frequently provided answers for faculty and staff across the campus. She also authored a copyreading workbook for high school journalists.
- Marjorie Ann Tennant spent a lifetime focused on 4-H, as a member, County Agent, and an Extension Information writer (for 4-H and home economics). During her 26 years at KSU, she wrote reams of youth material, provided in-depth story and photo coverage of the Kansas State Fair, and was a frequent traveler to the National 4-H Congress.
- Ernest Peck has been a "creative artist/ photographer/media specialist" for Extension since 1955. During his career he has created several award-winning publications, designed an all-university exhibit, and produced visual presentations for many Extension specialists. He developed a popular photography training workshop, and gave special support to the wildlife and 4-H departments.
- Chet Unruh's background of printing and teaching added a new dimension to Extension Information in 1961. His added contributions as a publications editor had far-reaching impact on the number, quality, and variety of support materials produced for all Extension areas. He also streamlined and added productive capacity that converted the Duplication Center into a high-output print shop.
- Ralf Graham came to Extension Information in 1961, with a journalism teaching and educational public relations background. He tackled a variety of news, audio visual, and computer desktop publishing assignments with enthusiasm, tenacity, and an emphasis on quality. His work on inter-departmental task forces gave new meaning to the term "consulting communicator."
- Fred Parris returned to K-State in 1963, to become a special feature writer and press liaison officer for Extension. Previously he had been in public relations and had taught journalism and handled sports publicity at KSU. In 1972, he became head of the Office of Extension News, but died after only two years in that position.
- Gary Vacin, a rural sociologist, joined the Extension Information staff in 1966 to cover the agricultural economics beat. From 1976-86, he served as department head, during which time the unit name changed to Department of Extension Communications.
- Roger Medlin became a publications editor in 1967 to help handle the growing demand created by expanding Extension subject matter programs. Coming from a commercial press background, he added new dimensions of decisive, concise, and rapid copy handling, especially with ag-related publications.
- William Sullins joined Extension Information in 1969, from a rural journalism background in Oklahoma. His carefully crafted news and feature stories in the plant sciences are regularly sought and distributed to newspapers, magazines, and Extension agents. His proofreading skills are unsurpassed.
- Myrna Daly came State as a publications editor in 1975. Her background includes newspapers and a legislative information office. In 1987, she became publications coordination, in addition to editing publications and newsletters for home economics, forestry, horticulture, agricultural economics, and other departments.
- Kathleen Ward, in 1977, brought fresh vitality and a reader-oriented feature writing style to the news section. This was most evident in her Ag Economics copy that was regularly in demand by newspapers and magazines across the region. Her interest in and knowledge of public relations and persuasion techniques made her a natural as chairman of Extension's Marketing Emphasis Committee—and in demand as a presenter at in-service training sessions, both for Extension and other University groups.
- De McGlashon started as a part-time home economics writer in 1978, then became full time a year later. In recent years she also covers some 4-H events as well. She excels as a feature writer, and her stories and personality profiles have appeared widely in newspapers and magazines. During leaves she worked with the National 4-H Council, and completed work on her first novel.
- Lee Jorgensen joined the KSU staff in 1978 to coordinate the news section and supervise editorial quality control. He applies his skill and developing interpretive news articles in covering the animal science, resource development, and other areas. His background includes printer, weekly newspaper publisher, and Sunday feature writer. He was instrumental in starting Ag Media Days.
- Christine Buchanan became a publications editor in 1982, after a successful career in publishing newspapers with her husband and teaching English and journalism. She works with many departments, but especially 4-H, edits the Extension in-house Communicator newsletter, and developed a lively short-term CELEBRATE newsletter during the 75th Anniversary year.

EXTENSION RADIO AND TELEVISION

Early Days of Radio

Experimental work with short-wave equipment had been done as early as 1912 by the Department of Physics as weather reports were broadcast.

Those broadcasts were discontinued during World War I but resumed in 1919. At that time the station was known as 9YV.

In 1921, Professor Eric Lyon of the Physics Department took charge of the broadcasting equipment and soon converted the 9YV wireless station to a 100-watt radio station with the call letters WTG (1921).

Interest grew in the possibilities of broadcasting from the College programs of interest to the people of the state, but the equipment was expensive and funds were not available for purchase of the equipment that would have been necessary.

By 1923, a radio station at Milford, about 25 miles distance, had started to operate with call letters of KFKB.

The desire for an attempt to use radio program to take programs from the College to the people became sufficiently great on the part of Sam Pickard, Extension Editor, L. C. Williams, Specialist in Horticulture (and later Extension Director), and Professor Eric Lyon that they each contributed \$50 to guarantee the tolls for a telephone line.

The results of that early program were such that the people became enthused and brought to the attention of the College administration and members of the legislature.

Funds in the amount of \$29,000 were appropriated to purchase and install a new 500-watt Western-Electric transmitter.

The new station, KSAC, began broadcasting December 1, 1924, and dedicated with a five-hour nation-wide Kansas Aggie program. Thus a dream of taking "The College to the People" and "The People to the College" was fulfilled.

The 500-watt station was on a wave-length of 880 kilocycles by special permission of the Acting Secretary of Commerce. The first license was granted on January 27, 1925.

On October 30, 1928, KSAC began to divide broadcasting time with Station WSUI, operated by the University of Iowa, Iowa City. At that time permission was granted to change the wave length to

580 kilocycles, a more favorable spot on the dial as a greater area could be reached.

The license permitted to use 1000 watts of power during the daytime, but restricted night time power to 500 watts.

Later the Federal Radio Commission began to try to get station sharing time to be located closer together geographically.

In August of 1929, the College officials were approached by representatives of a new broadcasting association in Topeka, owned by the Capper Publications with a proposal to share time with them. An agreement was reached and signed in November.

On November 30, 1929, Station WIBW (Capper Publications) began broadcasting with time shared by KSAC.

The KSAC transmitting equipment gradually became worn and somewhat obsolete. On March 14, 1931, the Governor of Kansas Approved a bill appropriating \$24,000 for reconstruction of the station.

A new 1000-watt transmitter was purchased, a new antenna was suspended between the two towers near Nichols Gymnasium, where the transmitting equipment and studio was located on the third floor.

In 1937, the equipment was again brought up-to-date. In 1942 a modern announcer's desk, equipped with turntables, was installed. The record library was enlarged with \$125 worth of classical records.

Transcription equipment was installed in the control room in 1943. That equipment made possible the transcribing of programs for future broadcasts. A new receiver was also installed to meet the requirements of the Seventh Service Command Wartime Code.

A proposal and budget was prepared for the purchase of new 5,000-watt transmitting equipment, a total of \$83,651.31.

On November 21, 1946, the Federal Communications Commission granted KSAC permission to increase its power from 1000 watts to 5000 watts. That power permitted the station to reach all parts of Kansas effectively.

A new building to house the transmitter and a new 433 foot vertical Truscon tower of the latest post-war design was constructed on University land two miles north on Denison Avenue.

In addition to the new 5000-watt transmitter, there was installed: the old transmitter, a gasoline driven electric generator for emergency power, and other equipment necessary to meet emergencies if power and/or telephone services should be interrupted.

The new equipment and building were financed by a grant of \$26,350 from the Sear Roebuck Foundation and permission to use \$26,350 of Federal Bankhead-Flannagan Extension funds.

The use of the Federal funds included an agreement to make certain radio program studies relative to subject matter organization and presentation as well as presentation by radio station personalities.

Early in the morning of November 17, 1950, a fire destroyed the KSAC transmitter equipment. The State Emergency Fund Board granted \$44,646.95 for rebuilding.

In the interim, Radio Station WIBW at Topeka, with whom KSAC shared broadcast time, broadcast the regular radio programs from KSAC over telephone lines. KSAC resumed broadcasting on January 15, 1951.

KSAC Personalities

- * Sam Pickard, Extension Editor, who had charge of the programs until his resignation on December 31, 1925.
- * George Gemmill, Director of Home Study Service, was assigned the responsibility of program direction upon the resignation of Pickard. The radio programs strongly directed toward educational programs under Gemmill's direction.
- * Lisle L. Longsdorf, Extension Editor from July 1, 1927 to 1961, became the next radio program director. Under Longsdorf's direction the programs and service to other stations developed in keeping with the interests expressed by the people being served.
- * F. D. Farrell, President of the College, constantly supported the broadcasting service and served on some nationwide committees.
- * H. Umberger, Director of Extension, took an unusual interest in radio programs and served as Chairman of the Radio Committee of the Land Grant College Association and Vice President of the National Committee on Education by Radio.

He was a member of the Advisory Committee of 24 prominent Education in Radio representatives to select outstanding individuals to be listed in the first Who's Who in American Radio Education published in 1940.
- * L. C. Williams, In Charge of Agricultural Specialists and later Director of Extension, constantly encouraged persons working under his supervision to be active in radio program work.
- * Amy Kelly, State Home Demonstration Leader, assisted her co-workers in the preparation of high-type programs for the homemakers of Kansas.
- * Ellen Batchelor, Assistant to the State Leader, prepared and presented a special homemakers program "The Family Circle" for many years prior to her death in 1961.
- * Ken Thomas was a vital communications leader at KSU for a quarter century. In 1954, he was named Director of KSAC and Head of the newly formed Department of Extension Radio-Television.

In 1962, he assumed responsibility for the Division of University Communications, an administrative unit for all communications activities of the University. Thomas held this position until he retired in 1977.
- * Jack Burke was manager of KSAC/KKSU longer than anyone else—1962-87. In October, 1986, he became Head of the new Department of Extension Communications, a consolidation of the Extension Information and Radio-Television-Film departments.

Burke was a key figure in establishing a national public radio system. This became possible when the Corporation for Public Broadcasting was created.
- * Ralph Titus became the energetic KSAC Program Director in 1961. In 1988 he was named KKSU Manager, started working at KSAC as a student in 1951. After several years in commercial broadcasting, he returned as a staff member in 1961. He served

as the station's Program Director throughout. He was named KKSU Manager in 1988.

Titus was instrumental in development of programming for National Public Radio, including NPR's first national interconnected program, All Things Considered. KSAC was a prime producer of NPR programs in the network's first decade.

- * Paul DeWeese's association with KSAC began in 1948, but it was his appointment as KSAC's Agriculture Director, in 1966, started his reign as "Dean" of ag broadcasters in the Midwest.

Through his untiring efforts, presentations by agriculture authorities at the University went from mini-lectures to incisive interviews—informal but to the point.

DeWeese moved KSAC's daily "Agriculture Today" program from routine presentations to lively packages of current and valuable information.

- * Dev Nelson came to KSU from commercial broadcasting in 1966 as Sports Information Director, and rejoined the KSAC staff in 1973-88. There he headed environmental programming, and continued his work as "The Voice of the Wildcats" for the K-State Sports Network.

Dev was named Kansas Sportscaster of the Year eight different years. He produced programs series, including "Ecolog" and "Voices of Kansas."

- * Bernie Holbert served as KSAC's chief engineer from 1942 to 1972. He first worked as an assistant engineer in 1927, and was instrumental in installing the new 1,000-watt transmitter for KSAC in 1930.

During Bernie's time as chief, he kept the station on the air through two fires, a tornado, and a flood.

KSAC Radio Programs

The KSAC Radio programs have been quite varied through the years but always with the people in mind and frequently programs were organized as a result of requests from the people.

The very first programs, those broadcast from Milford, faculty members presented lectures. Listeners were enrolled in radio courses for a period of ten weeks.

The subject matter included: crops, livestock, dairying, poultry, agricultural economics, foods, clothing, interior decoration, rural architecture, farm mechanics, radio and general subjects. Those lectures were given five nights per week from 7:00 to 8:00 p.m.

That first effort was so successful that an extended program was organized for a 32-week period and expanded the curriculum to include 27 courses—five in agriculture, six in engineering, four in home economics, and 12 in general science.

That effort was known as the "College of the Air." It remained as one of the main features of the new station KSAC when it went on the air December 1, 1924.

A new program initiated December 1, 1924, was the "Farm Hour" scheduled at 12:30 noon. At that time the Farm Hour was composed of introductory music, two seven-minute lectures and a question box.

A "Homemakers Program" was introduced February 2, 1925 and extended from 9:55 to 10:25 a.m. At

the same time a "Rural School Program" was started and scheduled from 9:00 to 9:25 a.m.

In 1926, a program for 4-H Club members was presented on Mondays, Wednesdays and Fridays.

Daily Program Schedule—1928

On August 1, 1928, the daily schedule was:

- 9:00 to 9:25 a.m. Rural School Program
- 9:25 to 9:55 a.m. Housewives Musical Program
- 9:55 to 10:25 a.m. Housewives Half Hour
- 12:20 to 12:35 p.m. News Service
- 12:35 to 1:20 p.m. Noon Farm Program
- 4:00 to 4:30 p.m. Music Appreciation
- 7:00 to 8:00 p.m. College of the Air

Each year brought some changes in the programs scheduled. The programs were under the direction of the Extension Editor and time was a factor also.

A market service was added and in 1931 a new series of programs designed to reach prospective students was started.

Syndicated Radio Script Service

A Syndicated Radio Script Service was established January 18, 1932 with eight commercial stations in Kansas and along the border participating. That service has expanded to more than thirty stations, many of them using the taped programs in addition to the script service.

Radio Filmstrip Programs

Radio filmstrip programs were a unique feature used during the 1932-33 year. Copies of the filmstrip were sent to County Agents who scheduled meetings at the same time that the program was to be on the air, thus coordinating a local program with the program presented in the radio studio on the campus.

Finances were not sufficient to extend the program beyond the first year.

By 1935, radio sets in the home were very common in contrast to the comparatively small number in use in 1924 when the programs over KSAC were started.

Surveys indicated 300,000 sets in working condition. Of this number a study indicated that about 13,700 farm radios and 14,100 city radios were tuned to KSAC regularly and that an audience of 112,000 persons was not unreasonable.

Program schedules were printed and made available to persons requesting them. That practice has continued since 1928.

A teletype service was installed by the Department of Journalism and became available March 1, 1938. That service provided news and market information. Students edited the news and market information and made it available for use on the radio programs.

By 1940, KSAC radio programs and service had reached these stages:

- * Three and one-half hours daily broadcast: Homemakers Hour from 9:30 to 10:30 each forenoon, Farm Hour from 12:30 noon to 1:30 p.m., and the College of the Air from 4:30 to 5:30 p.m. except Saturday.
- * The Extension Editors' time was overloaded. Radio specialist needed.
- * The All-College Radio Committee was reorganized by President F. D. Farrell with subcommittees assigned to Agricultural Features, Athletics and Special Events, Children's Programs, Dramatics and Student Programs, Evaluations, 4-H Club, Handbook and Publications, Health, Home Economics, Literature and Languages, Music, Public Relations, School Broadcasts, Science Programs, Social Science Programs, and Technical.
- * Radio students were finding ready employment in the radio field.
- * Training in radio program preparation and presentation was given to County Extension Agents.

- * Twenty-nine commercial radio stations were using script service.
- * Thirty minutes daily were devoted to the promotion of the National Defense Programs. During the war years as much as 25 percent of the broadcast time was devoted to promoting war-time efforts.
- * Near 30,000 radio receivers were tuned regularly to KSAC.

The KSAC facilities provided training for hundreds of students in radio preparation and presentation. The Department of Speech used the facilities to a large extent until a student station was installed.

The Department of Music provided live talent for certain of the regularly broadcast programs. Music students also participated in special programs from time to time.

The approval and construction of other radio stations throughout the state reduced to a certain extent the KSAC listening audience due to local programs and especially local news programs.

On September 4, 1945, Grant A. Salisbury was added to the Publicity and Information staff and assigned to radio programs. He was the first full-time employee in radio.

And, on November 1, 1945, Dick Cech joined the staff as Assistant Extension Editor and devoted part-time to radio programs.

Also, Olive Miller Osborn was employed as Assistant Extension Editor and was the first woman to be responsible for the Homemakers' Hour. She handled other duties in Extension Publicity.

During the years of World War II, KSAC devoted liberal amount of time to War Loan Drives, Army and Navy Recruiting, Office of War Information news, Red Cross, and the Office of Price Administration.

The regular radio programs broadcast over KSAC during the 1945 were typical for that period of time. They included:

- The Market Basket
- Your Home and You
- College Home Economics Radio Club
- Library Program
- Music Faculty Program
- College Department of Music Program
- Your College (College administrators)

Music Notes and Bars (Piano)
The Farm Hour
The College of the Air
4-H Club Program
Special programs included:

Industrial Kansas
Vocational Agriculture Programs
Veterans' Administration Program
Veterinary Medicine Interviews
International Security Assembly

Radio Research Studies

Radio research studies were started in 1946 when the new transmitter and tower were constructed partially with Federal Bankhead-Flannagan funds, the use of which included an agreement to do some research in radio programmings.

The studies included certain phases of agriculture, home economics, 4-H club, Institute of Citizenship, training of county agents, the Radio Course for country correspondents, and suggested methods of presentation.

Cooperation with commercial radio stations continued through the 1940's by the issuance of "Farm Flashes" and "Homemakers' Chats" daily and "Along the 4-H Front" weekly. Additional releases concerning special events were also prepared and distributed by the Information and Publicity staff.

The station also broadcast the talks made by outstanding speakers at the College Student Assemblies. In 1950, the radio station staff arranged for almost 100 interviews with Kansas State personnel by commercial radio farm directors from the area. The campus remote studios were used for this purpose by farm directors from:

WDAF Kansas City
KFEQ St. Joseph, Mo.
KXXX Colby
Voice of America, New York City
KGNO Dodge City

All athletic events on campus were being broadcast and some away-from-home events. Evening events were broadcast in cooperation with Station WIBW of Topeka who shares time on the same wave length as KSAC.

Create Extension Radio/Television Section—1954

Extension Radio/Television was created March 8, 1954, to operate Radio Station KSAC and handle all future radio and television work.

The Information and Publicity staff who had been working on radio programs exclusively were transferred to the new department.

The core personnel group transferred from the Department of Extension Information to staff this new unit included: Kenneth E. Thomas, Department Head and Director of Radio Station KSAC; Bernard P. Holbert, Radio Broadcasting Supervisor (Chief Radio Engineer); and Clyde S. Carlson, Radio Broadcasting Engineer.

Robert D. Hilgendorf who had served as Radio Director resigned March 6, 1954.

From the 1953 annual report of the work in Information and Publicity, the following summary statements have been extracted:

* More than 4,000 talks given by Kansas State

faculty Approximately 1,500 talks taped for playback or use of commercial stations.

- * Twenty-two programs from Branch Experiment Stations.
- * Originated the programs for the Sports Network.
- * Maintained membership in NAEB (National Association of Educational Broadcasters) tape network and used 200 network programs. Broadcast 22 high school programs.
- * Printed and distributed approximately 120,000 radio programs.
- * Three members of the staff served on a College Television Committee. Cooperating commercial stations numbered 63.
- * Script service to commercial stations included: Farm Flashes, Housekeepers' Chats, and Along the 4-H Front.
- * About 75 local programs were planned and broadcast by cooperating stations :

Farm Forum at Garden City.
 Field Days at Branch Experiment Stations; State Fairs.
 Sorghum Conference for the Southwest.
 Farm, Home and Industrial Conference at Beloit.
 Some programs with County Agents.

In his first annual report for this new unit, Kenneth E. Thomas, head of the department, made the following observations:

Although the advent of television has considerably increased the demands upon the Extension Radio staff, thus far additional personnel have not been added to alleviate this situation.

In fact, the television duties have been added to a staff that has been numerically inadequate for several years, according to previous Extension Information annual reports.

While radio activities, which include daily script and tape recorded service to commercial stations and the operation of KSAC have been given priority it has been necessary to devote much time to the demands made by commercial television interests.

It is felt television offers Extension personnel one of the most effective media of mass communication and to date all Kansas television stations have been most cooperative in making excellent television time available to the Extension Service.

The scope of the services offered in 1954, performed by the radio staff were also summarized in this report:

- * Radio Station KSAC has broadcast over 5,000 programs to a potential audience of 5,000,000 persons.
- * A radio script service was distributed to 69 commercial radio and television stations in

Kansas and neighboring states, including: daily for agriculture, three times weekly for home economics, and weekly for 4-H Club news.

- * Eighteen commercially-operated radio stations in Kansas and two in Missouri are broadcasting three five-minute "Farm Talks" which are recorded by extension and resident faculty and reproduced and distributed by Extension Radio.
- * Two radio-television seminars were planned and presented by the Extension Radio department personnel. One was with Extension personnel and the other with the Kansas Association of Radio Broadcasters.
- * The department started a new service, that of supplying film clips and photographs to television stations in the Kansas area.
- * Members of the department were producing and appearing on a weekly 20-minute program over WIBW-TV, Topeka, as an aid in presenting a broad educational selection to the people of Kansas. County Agents were also appearing regularly over three Kansas and two Missouri television stations.
- * The K-State Sports Network had its most successful operation in 1954. Two hundred two broadcast "feeds" were sent to commercial radio outlets.
- * Two members of the department were members of the College Radio Policy Committee, appointed by the President and charged with the responsibility of investigating the advisability of establishing a network of educational stations for state-wide coverage.
- * Numerous programs have been prepared and broadcast over networks including the Voice of America, the National Broadcasting Company, and the American Broadcasting Company.

Early Development Of Radio Station KSAC

A summary in the December, 1964 monthly KSAC program, states:

40 YEARS - A BROADCAST PIONEER

This month marks KSAC's 40th anniversary as the first educational radio station in Kansas and one of the first in the nation. This special anniversary issue is devoted to the history of KSAC and some of the people who have helped sustain it through the years.

Kansas State University was involved in broad-

casting as early as 1912 when the Physics Department began short wave weather broadcasting on 9YV. In 1921 the wireless equipment was converted to a 100 watt radio station called WTG. On WTG that same year the first spoken word and music were broadcast from the K-State campus.

During the ensuing two years interest grew in the possibilities of broadcasting, but the equipment was considered too expensive. Instead, experimental teaching programs were broadcast over KFKB in

Milford, Kansas, by using long distance telephone lines from the campus. The experiment proved successful and later that year KSAC went on the air.

Three men were primarily responsible for getting KSAC on the air: Prof. E. R. Lyon of the Physics Department; Samuel Pickard, extension editor; and L. C. Williams, extension horticulture specialist.

Seeing the potential of radio in education, these three each chipped in \$50 to rent long distance phone lines to KFKB in Milford, giving K-State a radio outlet early in 1924. Those early programs resulted in the financing of KSAC which went on the air December 1, 1924.

KSAC's first frequency was 880 kc with 500 watts power. It received its first license on January 27, 1925, and has been continuously licensed and operated ever since.

From the beginning, those who were in charge of KSAC had a twofold purpose in mind for it, 'to bring the college to the people and the people to the college.' Their dream came to mean providing radio service for more than five million people.

In 1928 the university received permission to change KSAC's frequency from 880 kc to the more desirable 580 kc and increase power to 5,000 watts. Educational radio then reached all of Kansas.

In 1929 KSAC agreed to share its time and frequency with the new Capper Publications station, WIBW, in Topeka. The basic agreement remains in effect today.

KSAC's earliest programs consisted mainly of courses in agriculture, engineering, home economics, and general science. Then, as public needs changed, so did KSAC programs toward a well-balanced schedule.

Today KSAC operates on the air for some 24 hours a week. More than 80 percent of its programming is produced by the staff, specifically tailored

to the Kansas audience.

The KSAC managers have been the following:

Sam Pickard was employed as extension editor in 1923, became KSAC's first director when it went on the air a year later. In 1926 he became Chief of the Radio Service of the USDA, was later a member of the Federal Radio Commission, and after that a vice-president of CBS.

George Gemmell - Following Pickard's resignation, KSAC's activities fell to Dr. George Gemmell, head of the Extension Home Study Service. Gemmell stressed radio's teaching powers and experimented with its use. He continued his participation on KSAC and his interest in radio until his death in the 1950's

Lisle L. Longsdorf served as director of the station longer than anyone else. He was appointed in 1927 and remained responsible for it until 1953 when the department of radio and TV was established. From that time until retirement he served with the Point Four Program and the USDA.

Robert Hilgendorf joined the KSAC staff in 1947 and was named program supervisor in '48. He was responsible for KSAC's operation and became head of radio and TV in 1953. He resigned a year later to become manager of KVGB in Great Bend, where he is today.

Kenneth Thomas joined the staff in 1952 as assistant manager and became manager in 1954. Under Thomas the department expanded TV and motion picture work. In 1962 he became Director of University Information (of which KSAC is a part), a position he holds today.

Jack Burke joined the KSAC staff in 1958, served as acting manager for more than a year and was named manager in 1962. As Head of the Office of Extension Radio and TV he supervises KSAC, the K-State Radio Network, television projects, motion picture production and still photography.

KSAC Programs

The broadcast "day" for KSAC, for the most part, consisted of segments that were repeated on a daily or weekly basis. Four major program areas were:

1) The Homemakers' Hour, starting in March, 1954, was on the air 9:30 a.m. to 10:30 a.m. The program pattern varied for each day of the week and included the following topics:

- * Design Today - by resident faculty in home economics.

- * Market Basket - by Joanne Ezzard and Marjorie Tennant.
- * When You Go Shopping - Joanne Ezzard and Marjorie Tennant.
- * The Home Workshop - by Extension Engineers.
- * Your Clothing Dollar - by Extension Clothing Specialists.
- * Today's Affairs - by Extension Home Economics Supervisors.

- * News, Weather and Opening Markets - by Station Staff.
- * Timely Food Items - by Extension Foods Specialists.
- * Foods and Nutrition - by Resident Home Economics Faculty.
- * The Family Circle - by Ellen Batchelor, Extension Specialist
- * Moments of Melody
- * Your Family - by Resident Faculty
- * Music for the Piano - by Charles Stratton, Department of Music
- * Recreation Is for You - by Physical Education and Speech Department staff.
- * Home Management - by Home Management Specialists.
- * Your Health - by Resident and Extension Faculty.

The Homemakers' Hour, with some variations, continued in the same form until October 1, 1961 at which time a revised time-sharing arrangement went into effect with Radio Station WIBW at Topeka.

At that time, KSAC had a new On-Air schedule from 12:30 p.m. to 5:15 p.m. Monday through Friday.

Within this new broadcast format 15-minute periods designed for homemakers included:

- 1:15 Musical Carousel
- 1:30 Word to the Wives
- 1:45 World Affairs and Consumer Questions
- 2:00 Music from the Masters
- 3:00 International and Governmental Affairs (30 minutes)
- 3:30 Listen Ladies (A variety of subject matter material)
- 3:45 Music from the Piano and Women Today

Janet Kuska was employed November 1, 1957, as the first specialist for developing home economics radio programs, thus providing great variety for the homemakers program.

2) **The Farm Hour**, starting March, 1954, was on the air from 12:30 p.m. to 1:30 p.m. Monday through

Friday. The programs included:

- Each day - 15 minutes of news, weather and markets
- Monday - Agricultural economics: Outlook, farm management and markets
- Tuesday - Agronomy, Timely Topics and ASC Report
- Wednesday - Dairy, Poultry, County Agent and Board of Agriculture Reports
- Thursday - Horticulture, Agricultural Engineering, Extension News and County Agent Reports
- Friday - Animal Husbandry, Extension News and County Agent Reports
- Saturday - 4-H Club programs and News

The above format was continued until October 1, 1961, the new time-sharing arrangement with WIBW. At that time the content of the Farm Hour was changed to a 30-minute period beginning at 12:30 p.m., entitled Agriculture Today.

This program consisted of talks, interviews, panel discussions, telephonic reports from the field, and late weather and market reports.

That period was followed at 1:00 p.m. by 15 minutes of news.

Music From the Masters was a program of high-type recording, 30 minutes in length, aired each afternoon at 1:30 p.m. until 1961, then at 2 p.m. This program has been given much praise by KSAC listeners.

College of the Air was designed as a program of adult education. Air time was from 4:30 p.m. to 5:30 p.m. until October 1, 1961 at which time the program lost its identity as such.

Some of the topics mentioned under **Homemakers' Hour** were originally in the College of the Air program. Use has been made of much material prepared by NAEB (National Association of Educational Broadcasters).

A5:00 p.m. 15-minute news period has continued. Time has also included sports, 4-H Club activities, reports of campus activities and "Kansas Afield," a program devoted to wildlife.

Programming Trends—1960's-80's

While the concept and purpose of KSAC/KKSU has not changed from its beginning in 1924: "Taking the University to the People," the programming and

production methods have changed, particularly from the 1960's on.

The 1961 time-share agreement with WIBW gave

KSAC a solid block of time in the afternoon (from 12:30 to 5:30), enabling programming to be cohesive rather than in blocks scattered through the day.

Additions to the broadcast staff enabled the station to expand its emphasis on news and information programming (maintaining the consistent 75 to 80 percent local production).

Programs specifically aimed at issues were added, including Perspective, the weekly half-hour public affairs discussion program which was aired on a national scale over the K-State Radio Network to a number of major markets and as distant as Alaska and Hawaii.

Options presented a wider view of issues including social and cultural issues. So-called women's programming broadened its dimensions to reflect the changing role of women in society with such programs as Ideas Unlimited and Word to the Wise.

Special events coverage was increased. Beginning in December, 1966, the University initiated the distinguished series of Landon Lectures on Public Issues which brings prominent national and international figures to the campus.

KSAC/KKSU provides live coverage of the lectures to any stations interested in carrying the (and in the past has fed The Voice of America, National Public Radio, and the Mutual Broadcasting System).

KSAC/KKSU has also carried other lecture series (KSU Convocations, the Lou Douglas Lectures, and Chet Peters Lectures, among them).

The station has consistently covered important conferences on KSU, such as the Conference on Aging in 1978, Conference on Families in 1979, International Trade Conference throughout the 1980's, conferences dealing with significant social and political issues, including crime and youth, conservation, water, and the environment.

The amount of program time devoted to newscasts increased from half-hour of the five-hour broadcast day in 1961, to one hour in 1968.

Local and network news programming increased

to two hours daily in 1971, and in 1988 news programming accounts for three hours of the daily schedule (plus an additional hour of informational programming which includes agriculture and human ecology).

As listening habits have changed in the 1980's, so has the KSAC/KKSU program schedule. Individual programs were merged into magazine-formats, with emphasis on current events and issues.

Information is packaged in more compact formats and delivered in highly produced sequences.

In 1988, the afternoon five-hour program schedule began with an hour package of agriculture and general news, followed by an hour of classical music.

The remainder of the schedule was devoted to news and information programs, including Ideas Unlimited, KKSU Daybook, All Things Considered, and KKSU News at Five. This current schedule is still 80 percent locally produced.

Much the same packaging has taken place for programs released to stations on the K-State Radio Network. Program formats are much shorter, and are packaged for use in several ways by network stations.

Daily Program Schedule—1988

There were frequent changes in program format during the years, designed to fit the programming needs and available air time.

By 1988, the following schedule had evolved, designed to fill the 12:30 to 5:30 air time available:

12:30 p.m.	Agriculture Today
1:00 p.m.	News at One
1:30 p.m.	Music from the Masters
2:30 p.m.	Perspective/Ideas Unlimited
3:00 p.m.	DAYBOOK
4:00 p.m.	NPR News
4:35 p.m.	All Things Considered (NPLR)
5:00 p.m.	News at Five

Cooperating Radio Stations

The following activities were developed as aids in the dissemination of information to the maximum number of persons in Kansas. At the same time,

however, service has been rendered to the cooperating stations. In 1955 the following services were being used:

* **Script Service**, a daily agricultural comment to 45 Kansas radio and television station farm and program directors, 35 out-of-state, 49 County Agents, and to 20 other persons vitally interested in agricultural, home economics and 4-H Club program development.

The script service included:

- * Farm Flashes - a two-page summary of events and news composed usually of four items, distributed Monday through Friday.
 - * Housekeeper's Chats - a two-page summary of events and home economics news, distributed Monday, Wednesday and Friday.
 - * Along the 4-H Front - a two-page summary of 4-H events and news, usually four items, distributed each Friday.
- * **Tape Network Service**, offered to all Kansas radio stations on a weekly basis and used by the number of stations indicated:
- * Farm Talks - three five-minute talks pertaining to pertinent topics prepared by Extension and resident faculty members. Used by 22 stations
 - * Farm Forum - a 15-minute program featuring timely topics such as wheat quality, farm prices, farm management, etc. The panel was composed of two or three specialists. Used by nine stations each week.
 - * ASC Reports - a program given each week over KSAC and taped for rebroadcast by three stations. Members of the State ASCS office were interviewed by staff members.
 - * Wildcat Warm-up - a 15-minute program devoted to sports events. Used by 19 stations. Although not designed to be an educational program in agriculture or home economics, this service has meant closer relations with the stations using it.
 - * Special Features - taped programs and talks given by outstanding persons as they may visit the campus or participate in events in nearby cities. Supplied to stations on request. As many as 15 stations

have used some of the programs.

In July, 1968, KSAC duplicated its 100,000th tape for use on the K-State Radio Network. The highest use of tapes came in the 1970's with an average of 25,000 tapes duplicated annually.

In the 1980's, with deregulation of radio and changing formats of most commercial radio stations, the number of stations taking K-State programs began dropping.

Network program formats were changed to conform to the new so-called hardened formats (many of which were computer controlled, making use of K-State Network tapes more difficult).

But in 1988 emphasis of network programming continued to be strong in agriculture, with new programs dealing with economic and community development.

Home economics and women's programming was shifted from station use to county home economics agents use, with programs and scripts sent to individual agents for their use on their local radio stations.

* **Sports Network**, used by over 20 station in 1955, was developed with the cooperation of the Department of Athletics. Fees paid by the cooperating stations have met most of the overhead costs.

This program has resulted in closer relationships between KSAC and the other radio stations and has increased the use of other taped services provided by station KSAC.

From time to time, other taped services have been prepared, such, as:

- Best Buys, a program on consumer information.
- Kansas Afield, a program devoted to Kansas wildlife.

The 1963 annual report stated that 11,581 tapes were duplicated for use by the commercial radio stations of Kansas and bordering territory.

The program, **This Week in Agriculture**, a five-minute weekly summary, was the most popular taped program and was used by 40 of the 58 AM radio stations in Kansas.

Reporting Special Events

Although large audiences usually have attended special events held on the University campus, at the Branch Stations, or at strategic places in the state, additional thousands have had opportunity to

receive the highlights of such special events through the efforts of the KSAC Radio station.

The coverage has consisted of taped portions of

a program, special interviews with the outstanding speakers, and observations made by the radio staff or extension specialists.

The following are some of the special events covered:

- 1954 - Kansas Grain Advisory Committee
- 1954 - Conservation Contractors meeting
- 1955 - Hard Red Winter Wheat Conference
- 1955 - Workshop for Boy Scouts of America
- 1955 - 4-H Club Round-up Assembly programs
- 1955 - Farm and Home Week programs
- 1955 - University Assembly addressed by Fred Seaton, Administrative Assistant to President Eisenhower
- 1955 - The Garden City Farm Congress Program
- 1956 - Annual Wheat Day at the University
- 1956 - Irrigation Field Day

- 1956 - Field Day at Fort Hays Station
- 1956 - The provisions of the Wheat Referendum
- 1957 - Livestock Feeders Day
- 1957 - Formula Feed Conference
- 1957 - Little American Royal
- 1958 - Agricultural Economics Day
- 1958 - Dairy Progress Days
- 1959 - Farm Safety Week
- 1959 - FFA Public Speaking Contest
- 1959 - Annual Food Conference

Telephonic reports have also been used to report directly from special events such as the State Fair, Field Days, U. S. Weather Bureau, etc.

This type of specialized coverage has continued into recent decades, with both taped and direct feed reports made available to commercial radio stations as they indicate an interest in this type of public affairs information.

Special Radio Productions

Beginning in the early 1960's, Extension Radio-TV-Film had produced a number of special programs and series for regional and national distribution.

Anatomy of a Satellite (1962-63), produced with the KSU College of Engineering, was a 13-week series devoted to the exploration of space from its beginnings in mythology to its status at the time the program was released. The series was heard nationally over commercial radio stations.

The Eisenhower Years (1969-70) was produced with a grant from the Corporation for Public Broadcasting (the first such grant awarded to an individual educational radio station).

The series consisted of 13 half-hour programs detailing the life of Dwight D. Eisenhower. It was the first comprehensive sound-chronicle of his life.

Included were interviews with General Omar Bradley, former aids Harry Butcher and Thor Smith, biographers Kenneth Davis and Stephen Ambrose, columnist Roscoe Drummond, Senator Hubert Humphrey, and several members of the Eisenhower cabinet.

Music for the series was composed by the Pulitzer Prize winning composer Gail Kubik.

It was aired over the K-State Radio Network, the National Educational Radio Network (the fore-

runner of National Public Radio), and the Voice of America.

The American Revolution (1976), six programs produced in cooperation with the KSU Department of History, was a series of discussion by historians on the American Revolution and its impact on the United States socially, politically, and economically. The series was aired over KSAC and the K-State Radio Network.

Kansas, The 34th State (1976) was an hour-long documentary on the history of Kansas aired over National Public Radio as part of the States OF THE UNION series produced for the U.S. Bicentennial.

Kansas, The 34th State was the official Bicentennial broadcast of Kansas, and won the two top awards of the Mid-America District of the Council for Advancement and Support of Education.

The Bicentennial History of Kansas Music (1976), 13 programs produced in cooperation with the Kansas Federation of Music Clubs, featured the music of Kansas composers, past and present. It aired on KSAC and the K-State Radio Network.

Kansans on Kansas (1976) was a series of Bicentennial broadcasts dealing with Kansas and the uniqueness of Kansans. The project was a co-production of the University of Man at KSU, with funding from the Kansas Committee for the Humanities.

Producer Jani Sherrard traveled throughout Kansas in the spring of 1975, recording more than 100 interviews with Kansans of all persuasions to find, define, and illuminate the Kansas character.

The Future of Small Towns in Kansas (1977) was a ten-part series produced in cooperation with the Kansas Committee for the Humanities and the KSU Division of Continuing Education.

It featured residents of small towns in discussion with university experts on a wide range of public

policy and value questions.

Topics included medical services, lifelong learning, housing, older Kansans, youth and crime, industry, and future prospects.

Hidden Places in Kansas (1984) was another co-production with the University for Man at KSU with primary funding from the Kansas Committee for the Humanities.

By spotlighting little or lesser-known places and events in Kansas, the series detailed a social history of the state, setting the scene for present and future life in the state.

County Agents' Radio Programs

County Extension Agents have participated in local radio programs, especially since the 1950's.

Usually these have consisted of short, 5 to 10 minute segments in the form of a regular weekly report from the individual county agents. Often these are audio taped in the Agent's office and then played at a time selected by the station.

Some changes in format have been made each year, at the request of local stations, but always more radio programs by County Extension Agents have been presented each year since 1957.

In recent years, some stations have switched to an "all music" format which has reduced opportunities for Extension agents to prepare programs.

Television Program Developments

On March 8, 1954, when the Radio and Television Department was designated as such, the staff then employed was composed of radio trained persons.

On August 8, 1955, Gustav Landon was employed as a Radio-Television specialist with one-fourth of his time to be devoted to television programming.

Specifically, Landon was assigned the responsibility of supervising KSAC's film clip service to county workers, including the filing and distribution of films made by the radio-television department; and to help direct and supervise all College TV programs.

In 1955, the WIBW-TV station in Topeka provided a 15-minute spot at 10:15 p.m. for the **K-State Hour**, a program supervised and directed by the KSAC staff. The date, subject, and faculty member responsible for each program were as follows:

- Nov 4 Factory Design - Jack Clifton
- Nov 11 Talk About Books - Earle Davis
- Nov 18 Faculty String Quartet - Luther Leaven-good

- Nov 25 Sculpturing - J. Cranston Heintzelman
- Dec 2 Psychology - Arthur Brayfield
- Dec 9 Anthropology - Linwood Hodgdon
- Dec 16 Television Visuals - Forest Whan
- Dec 23 Talk About Books - Earle Davis
- Jan 6 Household Economics - Richard Morse
- Jan 13 Clothing and Textiles - Richard Morse
- Jan 20 Art Department - Richard Morse
- Jan 27 Astronomy - Jack Robinson
- Feb 3 Wildlife in Kansas - George Halazon
- Feb 10 Science Fair - Stuart Whitecomb
- Feb 17 Band Formations - Jean Hedlund
- Feb 24 Atomic Energy - Robert McFarla
- Mar 2 Army ROTC - Colonel Harvey
- Mar 9 Air Force ROTC - Colonel Wilkins
- Mar 16 Story of the American Indian - Linwood Hodgdon
- Mar 23 Kansas Wildlife - George Halazon

Film Clip Service—1956

By 1956, the *film-clip service* had developed to the production of at least one film-clip per week with others of special events.

During the year more than 3,000 feet of news film was sent to television stations. As many as eleven television stations in the state had used some or all of the films produced.

A film morgue was established in 1957 and during that year over 10,000 feet of film were shot and filed for future use. That footage was for 4-H events, field days, conferences, special college activities, commencement and many other types of coverage. The

morgue has been continued with additional footage added each year.

Still photographs have also been produced as a complement to the film strip service and supplied to television stations for their use.

In 1962, film clips, slides and still photographs were being distributed to all television stations in Kansas and to eight stations in bordering areas.

Motion Picture Production

Motion picture production facilities and equipment were made available in 1961 for production of television programs and for feature length films for group showing.

Films were produced, in 1961, on work methods analyses, food store studies, elevator operation studies, animated film for extension council training, agricultural seminars and training films.

Assistance was also given the U. S. Information Agency in producing a land-grant college film for overseas and domestic distribution, and a meat-packing film in cooperation with the U. S. Department of Agriculture.

Two films were produced for the Athletic Department. During the fall of 1962, a 15-minute sound color motion picture, "Open to All", was produced for the Kansas State University Centennial.

In 1963, with the aid of a \$2,000 grant from the U. S. Department of Agriculture, a feature color film, "Central Meat Packaging - A Marketing Innovation," was produced.

That film showed a new concept in distribution of

fresh meat to retail meat stores. Twenty-five copies of the film have been purchased by various commercial interests. Loan copies have been shown at 45 major food retailer meetings and in five foreign countries.

Other films produced during 1963 included "Basketball Highlights," a 14-minute black and white sound film; and "Vivar-Artificial Rumen Technique," a silent color film on that research method.

Numerous news clips and many seven-minute features were produced during 1963 on campus for use in the Wichita television program project.

In the late 60's and early 70's, the demand for motion picture production began to wane. There was less grant money available for special productions. And, the expanded emphasis on TV and its accompanying video taping possibilities provided a more economical way to produce educational materials.

Consequently, the residual motion picture staff and their expertise shifted into video production in the 1970's and 80's

County Agent Television Programs

By 1956, County Extension Agents were presenting regular television programs on these stations:

WIBW-TV	Topeka
KOAM-TV	Pittsburg
KTWH	Hutchinson
KCKT	Great Bend

The following stations were inviting County Extension Agents to participate on special occasions:

KAKE-TV	Wichita
KARD-TV	Wichita
KEDD-TV	Wichita
KCMO-TV	Kansas City, Mo.
KMBC-TV	Kansas City, Mo.
WDAF-TV	Kansas City, Mo.
KFEQ-TV	St. Joseph, Mo.

The TV stations, generally, gave the County Agents very good time periods for programs, during the noon hour or between six and seven o'clock in the evening.

Since the agents were not fully trained in television program production, the station managers expressed some desire for more professional programs.

The situation developed into the Wichita Pilot Project.

Wichita Pilot TV Project

The Wichita Pilot Project for television programming of Extension educational material was developed on a trial basis to extend from June 15, 1962 to June 30, 1963.

The project was financed by a \$30,000 special aid grant from the Federal Extension Service. The State was to assume 25 percent of the budget for the 1963-64 year and 50 percent for the 1964-65 year.

All Wichita television stations (three) were enthusiastic about the project potential, the support based upon professionally presented programs with timely and pertinent subject matter.

Two specialists were employed to prepare and present the programs: Donald Springer, a former County Agent and former Farm Director of the Tri-Circle TV Network, and Lowell Kuehn, formerly Farm Director of a Minnesota television station.

Daily programs were planned for the three Wichita television stations: KARD and its satellites at Great Bend, Garden City and Oberlin; KTVH, and KAKE. Those stations reached approximately 80 percent of the state's population.

The 1963 annual report states that during the year 818 television programs had been prepared

and presented, more than 200 hours of program. Approximately 50,000 feet of film were shot and edited for information and to provide a link with field activities.

County Agents were asked, and did supply, program suggestions that were very helpful as a source of new ideas and timely programs.

Specialists were scheduled for television programs rather than leaving a TV program as an extra activity to be crowded into a busy day while in Wichita.

Although this project was a popular and effective one for several years, its impact began to decrease in the 1970's

This was due in part to the fact that the Wichita TV stations became more convinced the type of programs supplied by the Extension TV project was of interest to their audiences. So they began to assign agriculture and home economics beats to their own staff members, or hire new broadcasters to cover those areas.

As a result, the Wichita TV project was phased out in 1983. The remaining Extension personnel transferred to Manhattan for continued work in producing TV segments to offer the state's TV stations on a timely basis.

KSAC "Goes Up In Smoke" of Nichols Fire

On the night of Friday, December 13, 1968, Nichols Gymnasium was gutted by an arson fire, destroying the KSAC studios and offices.

The studios had been on the third floor west of Nichols Gym from the time the station first went on the air in 1924 until that fateful Friday the thirteenth.

The fire was discovered at 11:15 p.m. It quickly spread throughout the building and was a roaring inferno within an hour. Firefighting efforts were ineffective and it was impossible to save any equipment or files.

Over the weekend KSAC Manager Jack Burke and staff members converted the Extension film studios

in Calvin Hall into a broadcast facility for KSAC.

The station, which does not broadcast on weekends, went on the air at its regular time on Monday, December 16, from these temporary studios.

The Calvin facility contained a sound studio with control board, turntables and tape recorders. Additional recorders, microphones, and amplifiers were saved because they were being used for broadcasting a basketball game the night of the fire.

Offices were set up in a single room which was later partitioned. A single large audio studio was

partitioned into two studios. Despite the fire, KSAC did not lose a single minute of air time.

KSAC's studios and office remained in Calvin Hall until the completion of the Music Wing of McCain Auditorium in 1975.

In March, 1975 KSAC moved into new studio and office space, equivalent to that lost in the Nichols fire, in McCain Auditorium.

The new studios included one large interview

studio, two smaller studios, a news room and studio, and two production studios.

The move to McCain gave KSAC a single integrated unit for the first time since the fire. During the interim, the studios were in Calvin Hall and main offices in a temporary building next door.

The McCain facility also included a small television studio and control room for use by Extension television producers.

Radio KSAC Become Radio KKSU—1984

In March, 1984 Kenneth Johnson of Station KROY in Sacramento, California, proposed that KSAC relinquish its call letters in return for a cash payment. Negotiation between Mr. Johnson and Jack Burke, manager of KSAC, began.

It was agreed the transfer would be made for \$25,000 plus all expenses and the awarding of suitable call letters by the FCC.

First choice was KKSU. However, these call letters were assigned to a merchant marine "mothball" ship and they would not release them. The Coast Guard had a similar situation with call letters KEXT

but were willing to release.

KEXT was granted to KSU with an effective date of July 26, 1984. During this period efforts continued to have KKSU released.

Working through Senator Nancy Kasselbaum's office, as well a continued direct contacts, the problem was resolved. The call letters KKSU were approved for release and use by KSU effective July 30, 1984.

KSAC, re KEXT, re KKSU may be the only station ever to have three sets of call letters in less than a week.

Extension Communications Department—1986

When Gary Vacin, head of Extension Information, left in August, 1986, to accept a similar position with the University of Nebraska Extension Service, a reorganization of the information department took place.

Extension administration decided to combine the Departments of Extension Information and Radio-Television-Film under one head and to make an appropriate name change.

On October 24, 1986, Jack Burke, head of

Extension Radio-TV-Film, became the new head of the Department of Extension Communications.

However, housing considerations prevented consolidation of the two units into one on-campus location.

Radio-TV-Film still operates from its offices and studios in McCain Auditorium, and Extension Information maintains its offices, duplicating, and distribution facilities in Umberger Hall.

Extension Reaches Into Space—1986

A milestone year in communications for both Kansas State University and the Cooperative Extension Service was 1986.

It was on May 12, 1986 that the first live interactive satellite program was originated and transmitted from the campus of K-State.

The premier program was "Re-appraisal and

Classification—Its Impact on Property Taxes," featuring Extension's Public Policy Specialist Barry Flinchbaugh.

This satellite video conference set the stage for more interactive programming from Extension in the months following on high interest subjects, ranging from agricultural law, to alternative crops, to stress

caused farm children by the rural crisis, to AIDS, to radon gas contamination in homes.

The success of these early transmission demonstrated the viability of satellite delivery of educational materials.

This laid the foundation for the eventual Federal and State funding for construction of the Kansas State University Educational Communications Center that had ground-breaking ceremonies scheduled for April, 1989.

Contributing Authors. *The primary contributing authors on the Extension educational programs in Extension Communications from 1965 through 1988 were Extension Specialists Christine L. Buchanan, Publications Editor, Myrna K. Daly, Publications Coordinator, Lee M. Jorgensen, News Coordinator Bill S. Sullins, Communications Specialist Kathleen Ward, Communications Specialist, Ernie G. Peck, Instructional Media Specialist, Ralf O. Graham, Instructional Media Coordinator, and Ralph S. Titus, Manager, Radio Station KKSU.*

A listing of personnel involved in Extension Communications is included in Chapter 6, Extension Personnel, pp.43-49