

## MEETING REPORT

Publicity Sub-Committee of the Public Relations Committee of the 4-H Club Foundation, Faculty Club, Ohio State University, August 2

An augmented publicity committee first decided on a date for start of general promotion of the Ohio 4-H Club Foundation. The date-October 21.

County Extension Agents will receive a briefing on the Foundation before October 21, by mail. Then the week of October 21 will bring them complete details from Director H. C. Ramsower during their annual conference on the OSU campus.

Thus the release date on promotion of a publicity nature will be coincident with the official announcements.

Another decision dictates that the publicity committee shall be concerned only with four media. The media and methods of contacting with materials:

**NEWSPAPERS** -- Use of the Ohio State University Agricultural Extension Service syndicated news service to Ohio Dailies and weeklies, with possibility of mats to accompany one release.

Cooperation of Extension Service editorial office by way of working with special writers seeking features and art.

**FARM PAPERS** -- Will receive Extension Service news releases. Extension Service editorial office to cooperate with farm paper personnel on special features and photos.

**FARM ORGANIZATION PUBLICATIONS** -- Editors will receive Extension Service news releases.

Extension Service editorial office will cooperate by supplying supplemental information for special features.

**RADIO STATIONS** -- All stations serving rural Ohio will receive Extension Service news releases.

Twenty stations now using Extension Service transcriptions on established farm programs will receive recordings on the Foundation.

Stations desiring special coverage of Foundation plans can order through Extension Service editorial office.

Extra features on the Foundation will be carried via the Ohio Farm and Home Hour at the start of the campaign and continuously as desired.

Cooperation of the State 4-H Club office was pledged on passing along useful ideas or suggestion for publicity use.

At meeting: W. H. Palmer - State 4-H Club Leader  
C. C. Lang - Assistant State 4-H Club Leader  
Jack Mount - " " " " "  
J. E. McClintock - OSU Agricultural Extension Editor

A. J. Patch - Asst. OSU Agricultural Extension Editor

Bill Zipf - " " " " " "

Not at Meeting - Ray Kelsey - Editor, Ohio Farmer

Jim Moore - Director of Information, Ohio Farm Bureau

Report submitted by Bill Zipf, Chairman  
Publicity Sub-Committee

County Extension Agents will receive a bulletin on the Foundation before October 31 by mail. Then the week of October 31 will bring them complete details from Director H. C. Hensower during their annual conference on the OSU campus.

Thus the release date on promotion of a publicity nature will be coincident with the official announcements.

Another decision states that the publicity committee shall be concerned only with four media. The media and methods of contacting with materials:

NEWSPAPERS -- Use of the Ohio State University Agricultural Extension Service syndicated news service to Ohio Farmers and weeklies with possibility of use to accompany our release. Cooperation of Extension Service editorial office by way of working with special writers seeking features and photos.

FARM PAPERS -- Will receive Extension Service news releases. Extension Service editorial office to cooperate with farm paper personnel on special features and photos.

FARM ORGANIZATION PUBLICATIONS -- Editors will receive Extension Service news releases. Extension Service editorial office will cooperate by supplying supplemental information for special features.

RADIO STATIONS -- All stations serving rural Ohio will receive Extension Service news releases. Twenty stations now using Extension Service transmissions on established farm programs will receive recordings on the Foundation. Stations desiring special coverage of Foundation plans can order through Extension Service editorial office.

Extra features on the Foundation will be carried via the Ohio Farm and Home Hour at the start of the campaign and continuously as desired.

Cooperation of the State 4-H Club office was pledged on passing along special issues or suggestions for publicity use.

At meeting: W. E. Palmer - State 4-H Club leader  
C. C. Lark - Assistant State 4-H Club leader  
Jack Mundy - " " " "  
J. E. McClinton - OSU Agricultural Extension Editor