

WAR FOOD ADMINISTRATION
DIRECTOR OF EXTENSION WORK
Washington 25, D. C.

July 18, 1944

A NEW DEPARTMENT POLICY designed to promote better integration between Federal and State land-grant college publications is announced in this letter. Since this policy will permit the colleges and the Department to plan their publications programs jointly, and thereby conserve paper, time, and money, it is hoped that you will give this letter special consideration.

TO ALL STATE EXTENSION DIRECTORS:

Subject: Coordination of Federal-State Publications Program

During the past several months, especially since the paper situation has become more critical, the subject of coordinating the publications program of the Department and the land-grant colleges has been given serious consideration. The matter has been discussed with the Office of Information of the Department, and members of our Washington staff have informally talked with State extension workers during recent visits to the States. You will also recall that this important subject was discussed at the land-grant college meeting in Chicago last December.

The interests of the land-grant colleges and the Department are, of course, the same on the publications program - both want to get to the farm people the information they need as locally adapted, as palatable, and in as readable and understandable a form as possible. Paper conservation, finances, and the time consumed in the writing, editing, and printing of publications are also important factors. Both the colleges and the Department want to avoid duplication and wasted effort.

At present the colleges do not know what the Department's intentions to print are, nor does the Department know what the colleges have scheduled for printing. Consequently, there are occasions when a college may prepare and print a promotional or instructional circular that it would not have invested money in had it known in advance that a similar type of publication was in process of printing by the Department.

In cooperation with the Office of Information, the following procedures have been set up:

(1) The Office of Information will supply us by the middle of each month with a list of the titles and brief descriptions of the subject-matter content of new publications that are to be forwarded for printing within the next 30 days; these to include Farmers' Bulletins, Leaflets, the AWI series, etc., the size of the edition, and intended channels of distribution.

(2) This list will be duplicated and sent promptly to the State extension services so that they will be currently informed on the Department's intentions to print. This will enable the States to use their printing funds more effectively in planning the printing of State publications, and lessen the probability of duplicating Department efforts in this field, when the subject matter of a Department publication is sufficiently adapted to meet the State's requirements.

(3) We should like, in turn, for the State extension services to supply this office monthly with a list of their popular publications that are in the press, and those which they contemplate printing during the next few months. This information would arm the Department with knowledge as to which States are preparing publications to meet certain problems. We also hope to combine these State lists of intentions-to-print and send a master list to all State extension services, so that each State will know what other States are doing in the publications field.

(4) As Department publications become available for distribution, or prior to the placing of the printing order, we will request the States to supply us with information as to the quantity of a specific publication they require of those to be made available by the Department. Prompt attention to these requests will insure consideration of your quantity requirements in the editions to be printed. When they are ready for distribution, the quantity that you have requested will be sent to the person whom you have asked to handle distribution.

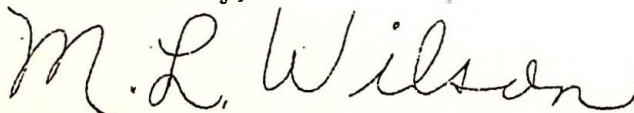
(5) We should also like to receive from you regularly your recommendations of the subjects of new publications that your farm people need and that you think might be prepared by the Department.

The establishment of this service will require the cooperation of all State extension services and the Territories, and certainly much can be gained by it.

I have designated Mr. Lester A. Schlup, Chief, Division of Extension Information, to handle the details of this service and I will greatly appreciate your advising me at an early date to whom in your State the responsibility for this activity will be delegated. Future correspondence will be handled by Mr. Schlup with your State representative, who, I assume, will be the person whom you have already designated as publications distribution control officer.

Any suggestions that you may have with respect to the establishment of this service will be appreciated. We anticipate that it will be gradually perfected as experience accumulates.

Sincerely,

A handwritten signature in cursive script that reads "M. L. Wilson". The signature is written in dark ink and is positioned centrally below the word "Sincerely,".

Director of Extension Work

(Copy to extension editors)