

CENTRAL BROADCASTING COMPANY

W H O

Des Moines - Iowa

Federal Communications Commission

Docket No. 6741

Exhibit No. 180

Dave Burns
214 S. 19th (at Sunset Blvd.)
Richmond, IN 47374

CENTRAL BROADCASTING COMPANY

W H O

Des Moines - Iowa

Federal Communications Commission

Docket No. 6741

Exhibit No. _____

INDEX

1. WHO Farm Service
 - a. A Decade of Farm Service
 - b. Statistics
 - c. Personnel
 - d. Policy
 - e. Expenditures
2. WHO Farm Service Participation
3. WHO Farm News and Weather
4. WHO Market Reports
5. Corn Belt Hour
6. Country Home
7. Better Farming & Victory Gardening
8. Soil Conservation & Flowing Match
9. Master Pork Producers
10. Rural Fire Prevention
11. Crop Corps
12. Corn Festival
13. Other WHO Farm Service Activities
 - a. Tall Corn Sweepstakes
 - b. Scrap Metal Drive
 - c. Clothing Drive
 - d. Farm Safety
 - e. Iowa Fairs
 - f. War Bonds
14. Remotes and International Programs
 - a. Remotes
 - b. International
15. Off The Air Activities
 - a. Rural Youth
 - b. Farm Organization Cooperation
 - c. Speeches At Meetings
16. Miscellaneous Farm Service Relations
 - a. National Farm Institute
 - b. Meats Bulletin
 - c. Farm Calendar
 - d. Golden Weddings
 - e. Good Neighbors
 - f. Better Livestock and Poultry

WHO

FARM SERVICE

- a. - A Decade of Farm Service
- b. - Statistics
- c. - Personnel
- d. - Policy
- e. - Expenditures

A DECADE OF
WHD FARM SERVICE

OFFICIAL STATEMENT

My name is Herbert H. Plambeck. I am director of the WHO farm department, a position I have held since August 25, 1936. Prior to joining the Central Broadcasting Company to take over its agricultural programs, I received practical farm experience in eastern Iowa where my father and I operated a general crop, livestock and dairy farm; also, I had four years training in agronomy and journalism at Iowa State College in Ames; three years work as a county 4-H leader, a year as assistant county agricultural agent; and a year and one half as farm editor for the Davenport Democrat, a daily eastern Iowa newspaper.

In 1943 I was the first American farm editor invited by the British government to observe agricultural production under war conditions in England, Scotland and Wales. In that same tour of duty I became a U.S. war correspondent. In early 1945, my correspondent credentials were renewed, enabling me to spend the last few months of the war in Europe with our GI's in France, Luxembourg, Germany, Belgium, Holland and Britain. For this activity, including front line work, I received a citation from the War Department.

More recently, in December, 1945, I was named president of the National Association of Radio Farm Directors, whose purpose is to serve agriculture and whose membership embraces farm broadcasters throughout the nation.

Additional details concerning my background and activities and those of other members in the WHO farm department, and resumes of a decade of WHO farm service, are to be found in the attached material.

Signed

Herbert H. Plambeck

A DECADE OF WHO FARM SERVICE

Radio Station WHO is located in the heart of the nation's leading food producing area. Department of Agriculture records show Iowa has 25% of the nation's Grade A farm land. It is also of interest to note that 75% of all the Grade A land in the United States is to be found within a 250 mile radius of Des Moines, giving this region just claim to the designation of the "nation's food bowl." More than 13% of all farms in the country are in this section of the corn belt, and from the outset WHO has been alert to the needs of all these farm families, as well as to farm listeners in even more distant areas.

Prior to 1936, market reports, talks by county and state agricultural leaders, and by others prominent in the farm field, were regularly presented by WHO. For instance, an elaborate livestock market service - in cooperation with one of Iowa's leading packing firms - and an extensive grain report provided by widely recognized grain brokers - were on the daily schedule as early as 1934. These are matters of historical record. Then, in the summer of 1936, plans for a full-fledged farm department were made by Mr. J. O. Maland, manager of WHO, himself a pioneer farm broadcaster with the distinction of having been the nation's second farm program director, having started his radio career in 1923 with WLAG, Minneapolis, now WCCO.

I was invited to join the station and to head up this department. My decision to join WHO was based on the fact that the management was appreciative of agriculture's needs, and seemed anxious to serve farmers better. I came to the station on August 25, 1936, and on the following day opened the WHO farm department. My testimony will deal with the decade that I have served as WHO farm editor and farm service director.

On the morning of August 26, 1936, a breakfast-time 15-minute farm news period was inaugurated. This service, which includes weather forecasts and market reports, has been presented each weekday morning since that date. Some two months later, a daily noontime, Monday through Friday market broadcast was inaugurated, which likewise has continued to this day. In addition, several State Fair programs were assigned to the farm department along with work at the midwest drouth conference, attended by President Roosevelt, and other meetings. In 1936 the farm director had no assistants and had a desk in another department's office.

In 1937 the department assumed responsibility for an additional program, the Corn Belt Farm Hour, a weekly 30-minute broadcast patterned after the Farm and Home Hour broadcasts, but with the major emphasis on topics of concern to Corn Belt farm families. The farm director was called upon to appear at many meetings, to serve on numerous committees and to make a number of talks. Assistance was secured for the work at the State Fair, at Corn Husking Matches and similar special events. Office space was increased to accommodate a farm department file.

In ensuing years much has been added to the original schedule of WHO farm services, as well as in the way of programs, facilities, and personnel. Whereas the first month of the department's existence found only six broadcasts aired a week, with the farm director sharing office space and secretarial help with other departments, and with expenditures limited to small amounts for mileage, postage and salary - the department is now recognized as the largest radio farm service division in the nation, with from 18 to 30 broadcasts aired each week, presented by a staff of four employees who devote their full time and talents to farm programs and service. Our staff now has a suite of three, large, well-lighted offices, and many thousands of dollars are spent annually for travelling, postage, salary and other expenditures, as well as for special events and farm promotions; and with the service nationwide in scope.

Broadcasts carried during the past ten years, in addition to the three originally established, i.e., farm news, farm markets, and Corn Belt Hour, include many informational and educational programs such as Better Farming, Victory Gardens, On the Mall - together with Country Home now heard each week, and Food and Market Bulletins heard each weekday Monday through Friday. Moreover, there have been a great many special programs arranged by the farm department, including a large number of remotes, both in the U.S., and in other countries. Then, in addition to programs specifically directed by the farm department, WHO also carries numerous other farm service features, including the Iowa Barn Dance, the National Farm & Home Hour and the Skelly Farm Service Recognition each Saturday, as well as Victory Farmers on Parade, and several other programs heard one or more times each week.

In addition to the broadcast activities, many other services have been undertaken by the department, as shown in this report. A vast number of farm meetings have been attended; more than 900 talks have been presented; many committees have been served; hundreds of organizations have been assisted; and more than 59,000 letters have been received, including several thousand specific inquiries, each of which called for a personal reply and in many cases demanded special research.

Moreover, there have been many special projects undertaken by the department, including war service activities such as scrap metal drives, War Bond campaigns, clothing relief collections, victory garden work, volunteer farm labor projects, some of which are still being conducted. Numerous nationally known agricultural events have also been sponsored by the WHO farm department. Included among these are the National Radio Corn Festival, the Master Pork Producers Project, the Corn Belt Soil Conservation Field Day, a Rural Fire Prevention Contest, etc. In the cause of these activities, and the broadcasts, a total of more than 175,000 miles were travelled these past ten years by staff members in the U.S., Canada, Mexico, Newfoundland, Iceland, the British Isles and six European countries.

Additional facts about our department's activities are to be seen in a compilation of the daily records kept by the farm service director. These statistics reveal more than 101,000 farm news and market stories used, more than 9,500 calls made, over 16,000 interviews, more than 10,000 visitors to our offices and studio farm programs, and as I mentioned before, more than 59,000 letters received. In addition, 29,093 letters were sent out, 923 talks made to that number of farm gatherings to a total audience of more than one million persons. Altogether, more than 2,600 meetings have been attended by myself and members of my staff, with an attendance of more than 2 1/2 million persons. The statistics also show a total of 175,800 miles travelled in the quest of farm news and information in the presenting of farm service on both sides of the Atlantic.

With this report also are compilations of participation in WHO farm department programs and activities, exhibits of maps and other material showing number of guests and participants in programs and projects, a record of farm department expenditures, and similar items pertinent to a report of the past ten years of WHO farm service.

Meanwhile, the Commission will note we have not included letters of commendation from our listeners. WHO has received thousands of "thank you" letters and we deeply appreciate them, but they have not been made a part of this presentation because to report personal or organization opinion, it is obviously impossible to bring all these pieces before the Commission. We believe a recital of our farm service efforts will convince the members of the Commission as to the value of that service rather than copies or photostats of congratulatory letters.

References to the various programs, projects and other activities are incorporated in this report, mention of the qualifications of the WHO farm department personnel is also made, and a statement of policy is included.

In addition, it should be pointed out that the farm director has been given a free hand in the development and establishment of the agricultural service rendered by WHO in the past ten years. In that connection I wish to point out to the Commission that the time of our farm service programs and projects results from a continuous investigation to the end that we at WHO may present farm service programs in a manner, and at a time, to meet the convenience and needs of the farmer and his family, and at the same time reach the greatest number of farm families. As a result, the regularly presented broadcasts, listed elsewhere in this report, are heard at hours of the day we, in our investigations have found to meet with the approval of the largest number of those we seek to serve...the men and women who supply the nation's food bowl.

**WHO FARM SERVICE
STATISTICS**

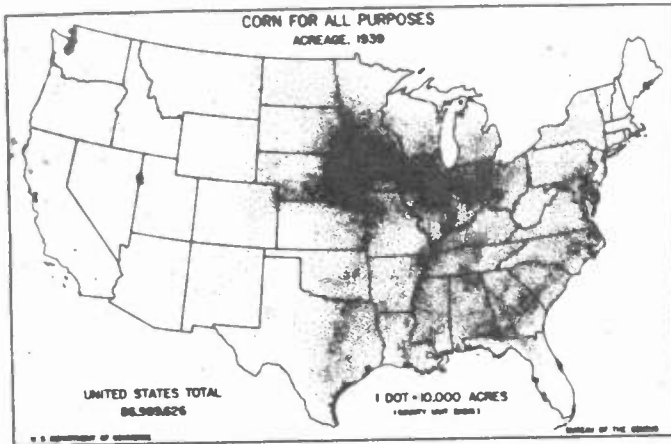
THE NATION'S FOOD BOWL



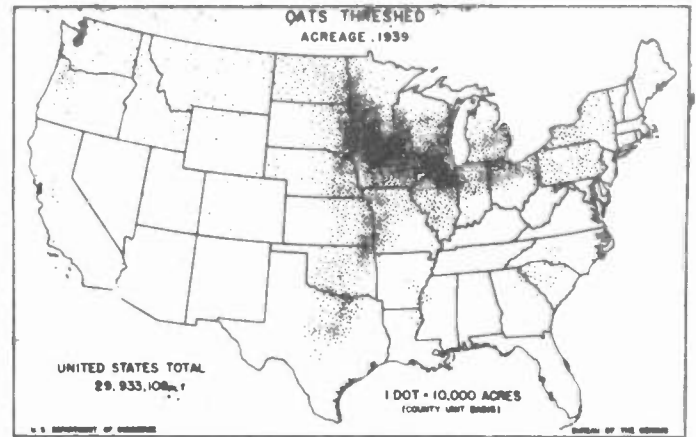
WITHIN 275 MILE RADIUS
OF DES MOINES

75% OF ALL GRADE I LAND IN THE NATION
8.8% OF THE NATION'S POPULATION
13½% OF ALL FARMS IN NUMBER
14% OF ALL FARM ACREAGE
27% OF ALL FARM TRACTORS
19% OF ALL ELECTRIFIED FARMS
AND
PRODUCES 24% TOTAL FARM INCOME

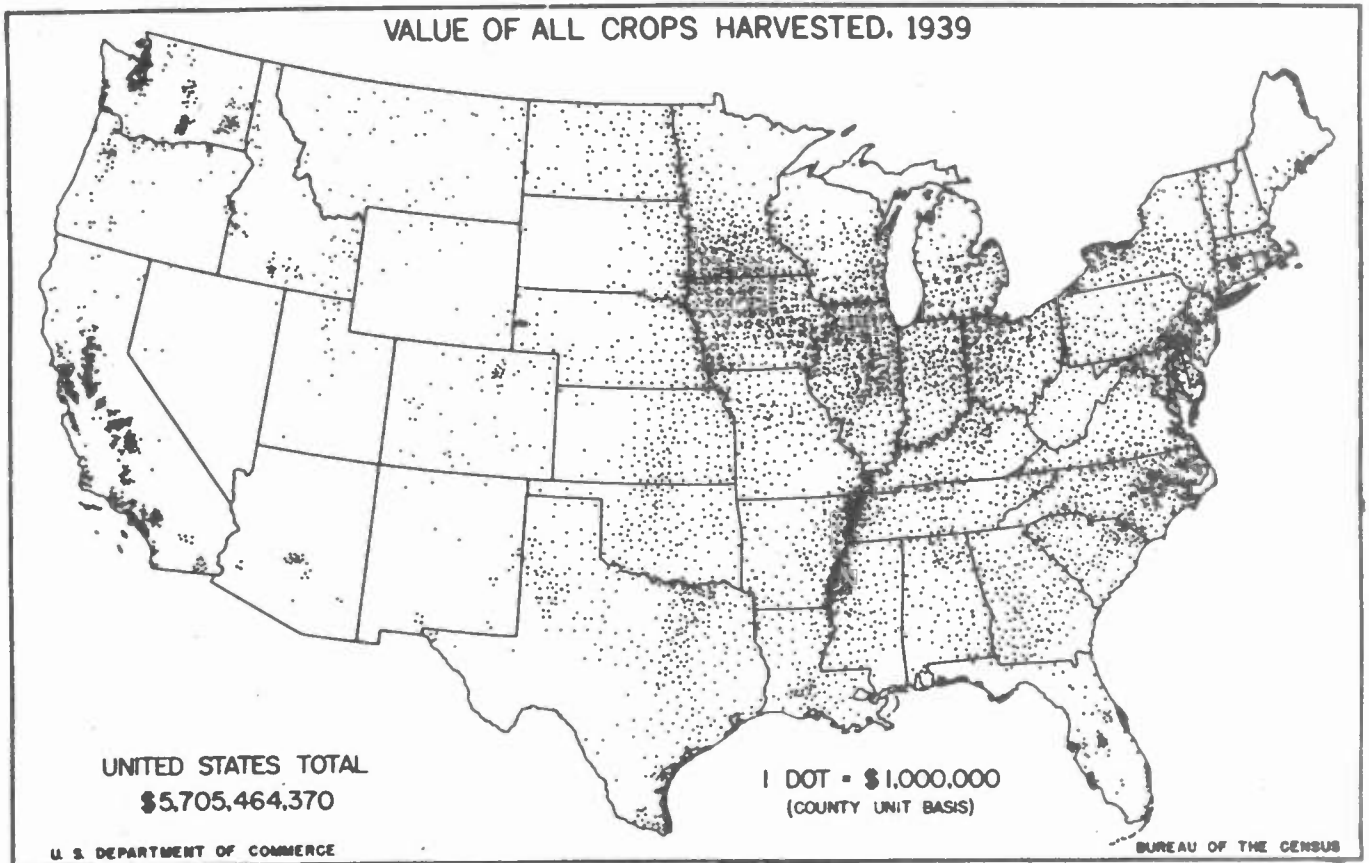
IOWA PRODUCTION — % of U.S. TOTAL



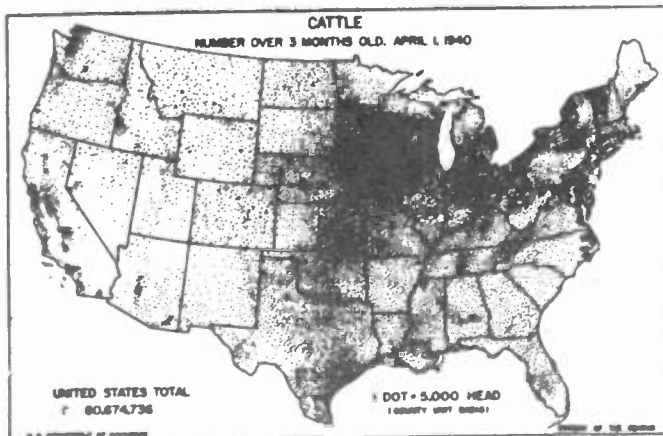
CORN - 19 %



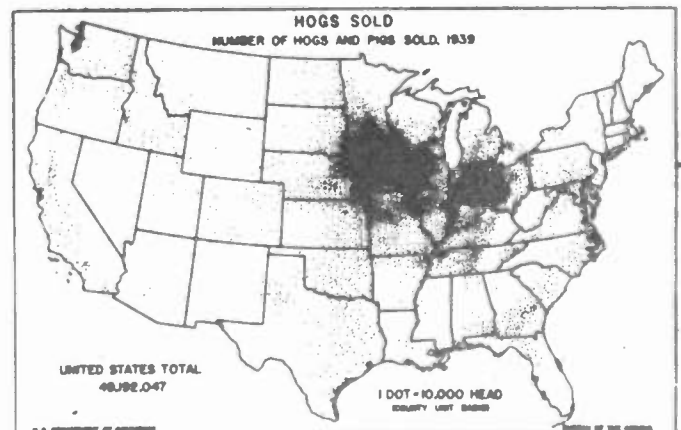
OATS - 15 %



ALL CROPS - 13 %



CATTLE - 7 %



HOGS - 25 %

RADIO STATION WHO FARM SERVICE STATISTICS

August, 1936, through March, 1946

<u>Year</u>	<u>Farm & Market News Stories</u>	<u>Calls Made</u>	<u>Inter-views</u>	<u>Callers</u>	<u>Letters Received</u>	<u>Letters Sent</u>	<u>Talks</u>	<u>Number Present</u>	<u>Miles Tr'vd</u>	<u>Meetings Attended</u>	<u>Number Present</u>
1936	4,391	783	1,180	924	2,173	1,157	4	5,430	7248	189	102,448
1937	7,255	1,665	1,330	1,047	2,520	1,432	24	64,600	20380	252	319,523
1938	6,118	1,267	2,023	1,321	3,263	2,236	39	187,335	15715	283	495,354
1939	6,307	1,090	1,434	1,150	3,865	2,881	79	141,053	16819	193	371,144
1940	6,341	840	1,926	1,184	16,822	2,288	90	251,769	21851	302	416,217
1941	13,696	871	1,504	960	12,023	3,403	141	158,399	21121	313	474,227
1942	11,697	1,012	1,360	1,213	9,503	4,139	84	32,407	14179	238	115,106
1943	8,787	496	1,135	826	3,804	1,186	105	27,723	22221	202	60,514
1944	13,890	299	915	728	2,516	3,675	110	23,911	9280	304	74,397
1945	19,431	1,171	3,082	1,208	2,438	4,248	192	104,292	24444	279	123,536
1946	<u>3,932</u>	<u>100</u>	<u>371</u>	<u>314</u>	<u>849</u>	<u>2,348</u>	<u>55</u>	<u>9,199</u>	<u>2542</u>	<u>84</u>	<u>21,298</u>
	101,845	9,594	16,260	10,875	59,776	29,093	923	1,006,108	175,800	2,639	2,573,764

It will be obvious from the foregoing statistics that one man alone could not have carried on so extensive a program. The answer is to be found in a staff of competent trained personnel, Mr. Bill Diamond, associate farm director; Miss Eileen Shives, our secretary; and Mr. John Wherry, our research assistant.

**WHO FARM SERVICE
PERSONNEL**

WHO FARM DEPARTMENT PERSONNEL

Herb Plambeck - Farm Service Director - Radio Station WHO

Born Davenport, Iowa, March 1, 1908. Presbyterian. Raised on farm. Education: Scott County schools, Browns Business College, Iowa State College. In college worked way through. Member of debate team, grain judging squad, Agronomy Club, Block & Bridle, Cossack Riders. Married Frances Hahn 1937. Active as 4-H member, state vice president 1928. Later 4-H Club agent in Scott and Boone counties. Trained several champion teams. Became farm editor Davenport Democrat 1934. Joined Central Broadcasting Company 1936. First American farm editor invited to observe British agriculture during "blitz." Became war correspondent August 11, 1943. With U.S. troops in Germany last crucial months of war. Interviewed close to a thousand GI's and first to do farm broadcasts out of Britain, Germany, Luxembourg, Holland, Belgium, Channel Islands. Cited by War Department in 1945 for outstanding service under dangerous conditions. President National Association of Radio Farm Directors. Agricultural Chairman Iowa-Nebraska District Kiwanis International. Member alumni board Alpha Gamma Rho. Also member Iowa Farm Bureau Federation, Grange, Farmers Union, Iowa State Guard, Iowa Corn Growers, National Farm Institute Committee, Chamber of Commerce, Sigma Delta Chi, Delta Sigma Rho, American Veterans Committee. Honorary member Future Farmers of America. Associate member London Farmers Club. Biography in November, 1945, WHO's WHO IN AMERICA supplement.

Bill Diamond - Associate Farm Director - Radio Station WHO

Born Faulkner, Iowa, January 7, 1914. Catholic. Raised on farm. Education: Franklin County schools, Ackley High School, Iowa State College. Married Kathryn Dobbin 1938. Three daughters. On three state champion 4-H judging teams. In college worked most way through. President Block & Bridle Club. Member Alpha Zeta scholastic honorary. Champion livestock showman. On livestock judging team. Became Dallas County club agent 1936. Fayette County assistant extension director 1938. Delaware County extension director 1940. Developed eight national and state champion teams in the three counties. Became Iowa State Dairy Association field secretary in 1942, also director Iowa State 4-H Dairy Exposition and editor Holstein Herald. U.S. representative International Holstein Conference Toronto 1943. Joined Central Broadcasting Company 1944. Editor WHO farm news. Director of Country Home. On alumni board Alpha Gamma Rho. Member Iowa Farm Bureau, Junior Chamber of Commerce, Rotary International, Lions Club, National Association Radio Farm Directors.

WHO FARM DEPARTMENT PERSONNEL - CONTINUED

John Wherry - Agricultural Research Director - Radio Station WHO

Born Seattle, Washington, November 26, 1919. Methodist. Raised on Iowa farm. Education: Jones County schools, Wyoming High School, Cornell College. In college, assistant editor Cornellian, college weekly, and of college annual; chairman student assembly. Delegate to National Methodist Youth Fellowship 1941. President Upper Iowa Epworth League Conference 1941-1942. Farm Editor Clinton Herald 1942. Southern Illinois U.P. Bureau manager 1943, Night Bureau Manager U.P. Springfield, Illinois 1943. Copy desk Des Moines Tribune early 1944. Des Moines OPA assistant information director 1944. Joined Central Broadcasting Company fall of 1944. Vice President Des Moines division National Youth Fellowship. Member YMCA, Junior Chamber of Commerce.

Eileen Shives - Farm Department Secretary - Radio Station WHO

Born Summerset, Iowa, October 8, 1921. Baptist. Education: Warren and Polk county schools, East High School, Des Moines. Member of National Honor Society. On administrative staff and secretary to area project director, National Youth Administration nine-county region 1941. War Production Board, Washington, D.C. 1942-1943. Joins Central Broadcasting Company 1944. Member YWCA. USO hostess.

Equally as important as a trained personnel is the matter of policy as outlined by Mr. Maland and by others in high positions, and, of course, by farm department members - a policy that has received the considerate support and understanding, not only of the station owners and all its departments and employees, but also of the listeners and the organizations, agencies, sponsors, and others concerned with our farm broadcasts.

Among other items, this policy enables the farm service director to originate the ideas for farm activities and projects with which the station is to concern itself. Moreover, it provides that the farm service director and his staff can devote all their time to agricultural service, and further, it provides the means with which to successfully carry out the program as outlined.

**WHD FARM SERVICE
POLICY**

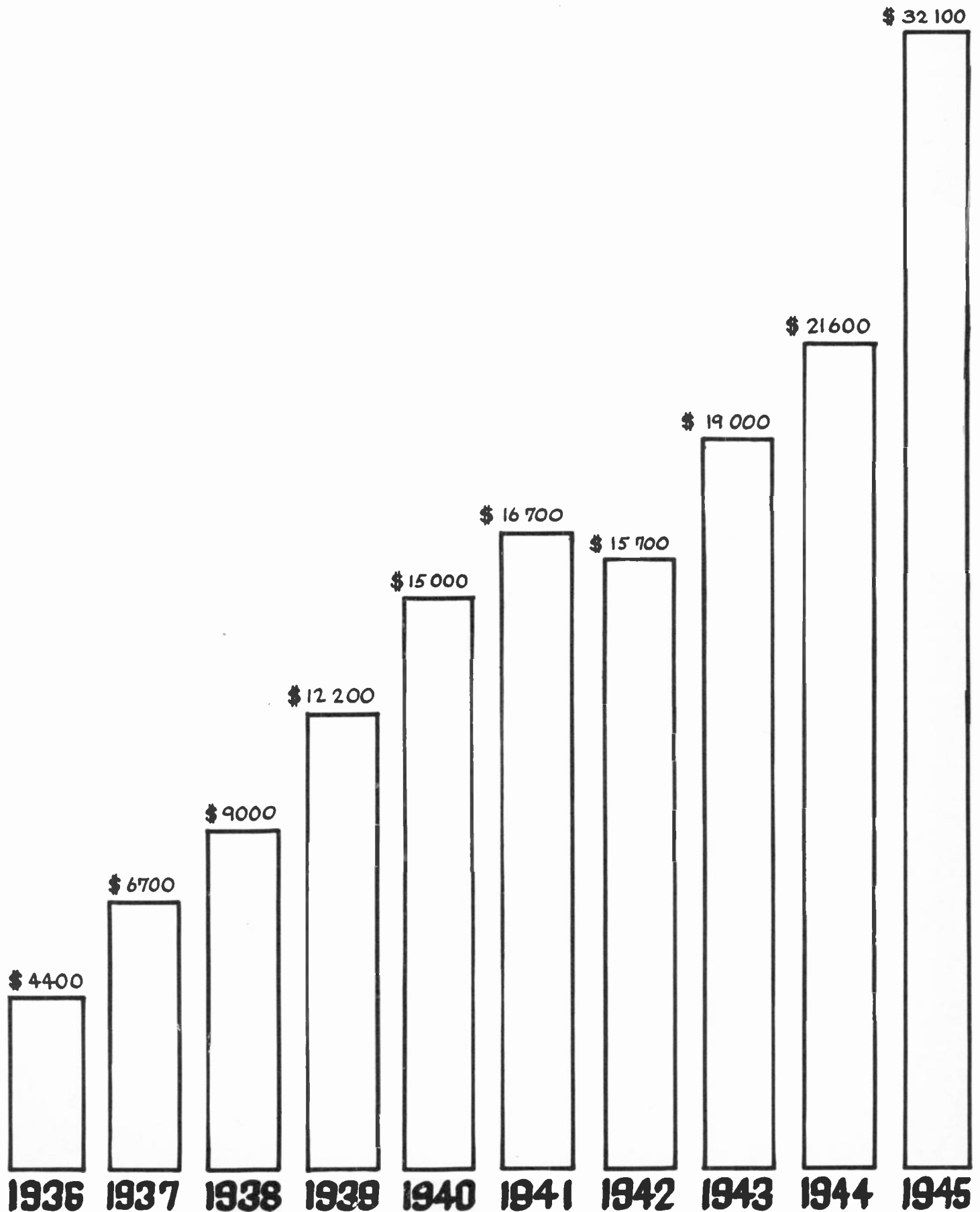
WHO FARM SERVICE POLICY

Motivating all WHO farm department activities is the conviction that radio offers a unique and outstanding opportunity to render a distinct service to farm families, and to all other people, rural and urban, interested in the welfare of Agriculture. WHO farm service is expressed in many ways, principal of which are:

1. Pursuing a policy that farm families are intellectually on as high a plane as any other group, and therefore entitled to as dignified and fine a schedule of news, information, entertainment, and other service as it is possible to offer.
2. Daily farm news and weather broadcasts, with emphasis on food production for a hungry world.
3. Market reports several times each market day.
4. Special programs of informative and entertaining nature, of, by and for farm families.
5. Cooperation with all leading farm, government, civic, and service organizations and agencies.
6. Recognition of economic factors in the farm field.
7. Encouraging cooperation with and staging of major farm events designed to serve Agriculture and at the same time to add dignity and color to drab farm tasks, as well as enable farm participants to feel themselves "king for a day."
8. Public appearances by farm department staff members.
9. Staff members serving on committees directly concerned with agriculture.
10. Personal attention to inquiries and requests for information through correspondence or, when urgent, by telephone...and further supplemented by general references on the air.
11. Emphasis on farm family welfare through continuous stressing of farm and home safety, fire prevention, good neighborliness, etc.
12. Recognition of the need for a better understanding between our own rural and urban people - and of their mutual problems - and a greater realization that future world peace depends largely on a better understanding between people of this nation and our neighbors in other areas in this "one world."

WHO FARM DEPT,
EXPENDITURES

WHO FARM DEPARTMENT EXPENDITURES



WHO FARM DEPARTMENT EXPENDITURES

1936	- - - - -	-\$ 4,400.00
1937	- - - - -	6,700.00
1938	- - - - -	9,000.00
1939	- - - - -	12,200.00
1940	- - - - -	15,000.00
1941	- - - - -	16,700.00
1942	- - - - -	15,700.00
1943	- - - - -	19,000.00
1944	- - - - -	21,600.00
1945	- - - - -	<u>32,100.00</u>
		\$152,400.00

WHO

FARM SERVICE PARTICIPATION

So much for the WHO farm service background, personnel, and policy...I should like now to cite briefly a record of some of the results of our activities. This listing reveals a total of some 24 activities - in addition to the regular farm news and market broadcasts already referred to, as well as some of the minor activities I shall not take time to mention.

A compilation over the ten year period shows a total participation of more than 71,000 individual instances in our programs and activities. May I emphasize this was actual participation in one form or another - appearing on a program in our studio or on a remote, preparing an exhibit of corn, sending a gift parcel of clothing or food to a needy family in Europe, buying a War Bond through our department, etc.

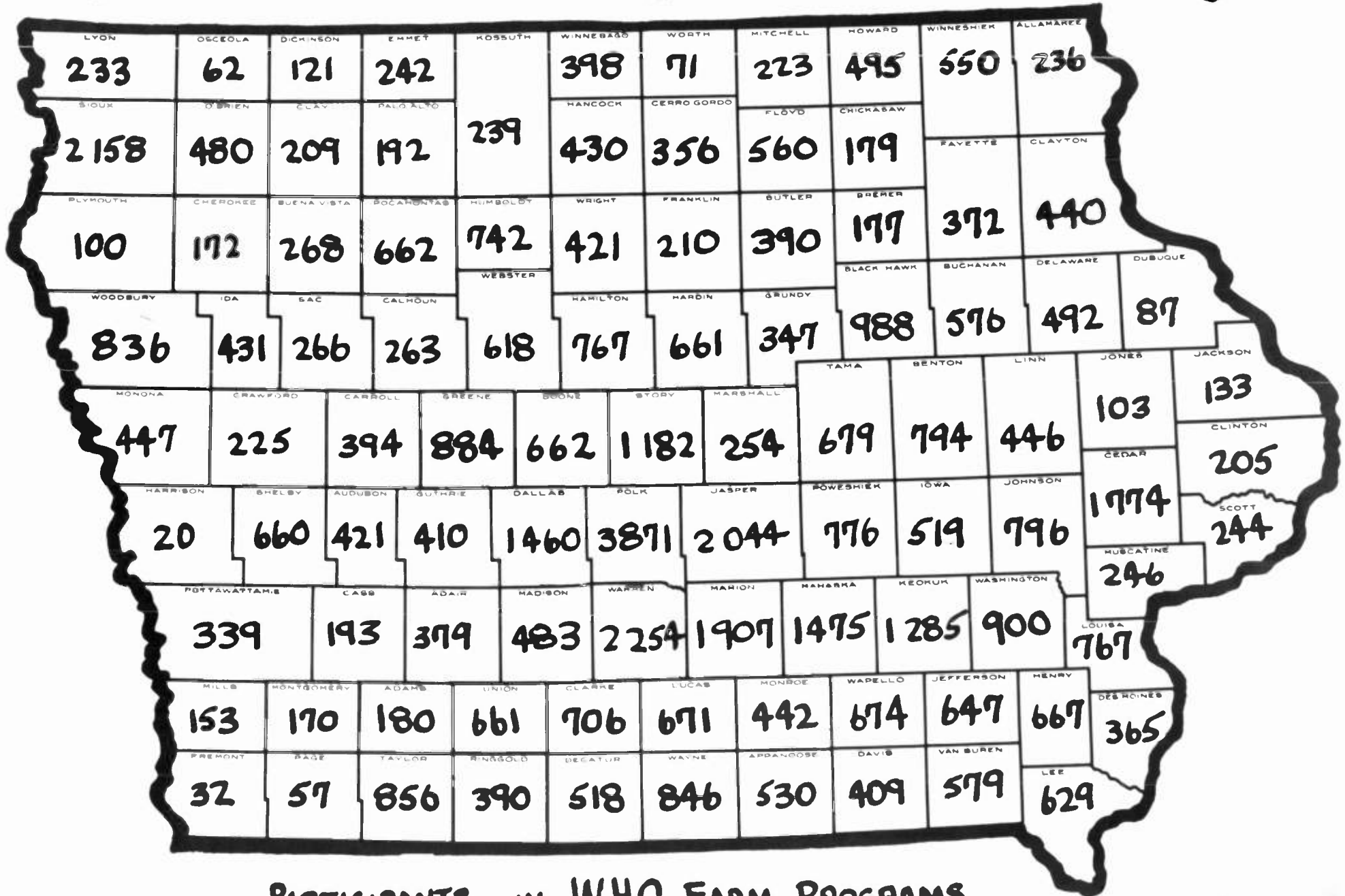
PARTICIPATION IN WHO FARM DEPARTMENT PROGRAMS AND ACTIVITIES

Activity	1937	1938	1939	1940	1941	1942	1943	1944	1945	1946*	Total
Corn Belt Farm Hour	153	226	384	462	496	421	572	380	408	129	3,631
Corn Festival	90	138	152	166	238	149	205	358	313	x	1,809
Tall Corn Sweepstakes	26	83	69	51	44	26	Cancelled due to war			x	299
Farm Safety	150	200	250	300	275	300	300	350	360	102	2,587
Religious Programs	13	18	3	6	7	7	7	2	4	2	69
Remotes	10	30	35	38	36	10	22	10	105	4	300
Soil Conservation	2	5	8	15	12	18	12	27	29	8	136
Iowa State Fair	28	27	142	57	77	Cancelled due to war				x	331
June Dairy Month	---	---	7	2	6	1	3	8	5	x	32
Plowing Match	---	---	190	225	260	Cancelled due to war			37	x	712
Golden Weddings	---	---	---	17	250	275	505	450	610	351	2,458
Wisdom Farm Calendar	---	---	---	5,454	9,701	4,080	4,552	4,096	1,894	---	29,777
Meats Bulletin**	---	---	---	1,336	---	---	---	---	---	---	1,336
Relief Campaign	---	---	---	75	---	---	15	4	---	---	94
Better Farming & Victory Gardens	---	---	---	---	135	205	158	292	36	x	826
War Bonds**	---	---	---	---	120	1,215	250	175	225	---	1,985
Good Neighbors	---	---	---	---	275	350	300	250	250	50	1,475
Pork Producers	---	---	---	---	---	48	124	52	60	x	284
Scrap Metal Drive**	---	---	---	---	---	185	---	---	---	---	185
Fire Prevention	---	---	---	---	---	---	7,394	3,972	2,577	x	13,943
Crop Corps**	---	---	---	---	---	---	---	3,918	2,027	---	5,945
Country Home	---	---	---	---	---	---	---	---	43	869	912
Clothing Drive**	---	---	---	---	---	---	---	---	---	2,070	2,070
	319	880	1,240	8,204	11,932	7,290	14,419	14,344	8,983	3,584	71,196

* Through March 31, 1946

x To be continued or resumed this year

** Special or war emergency project

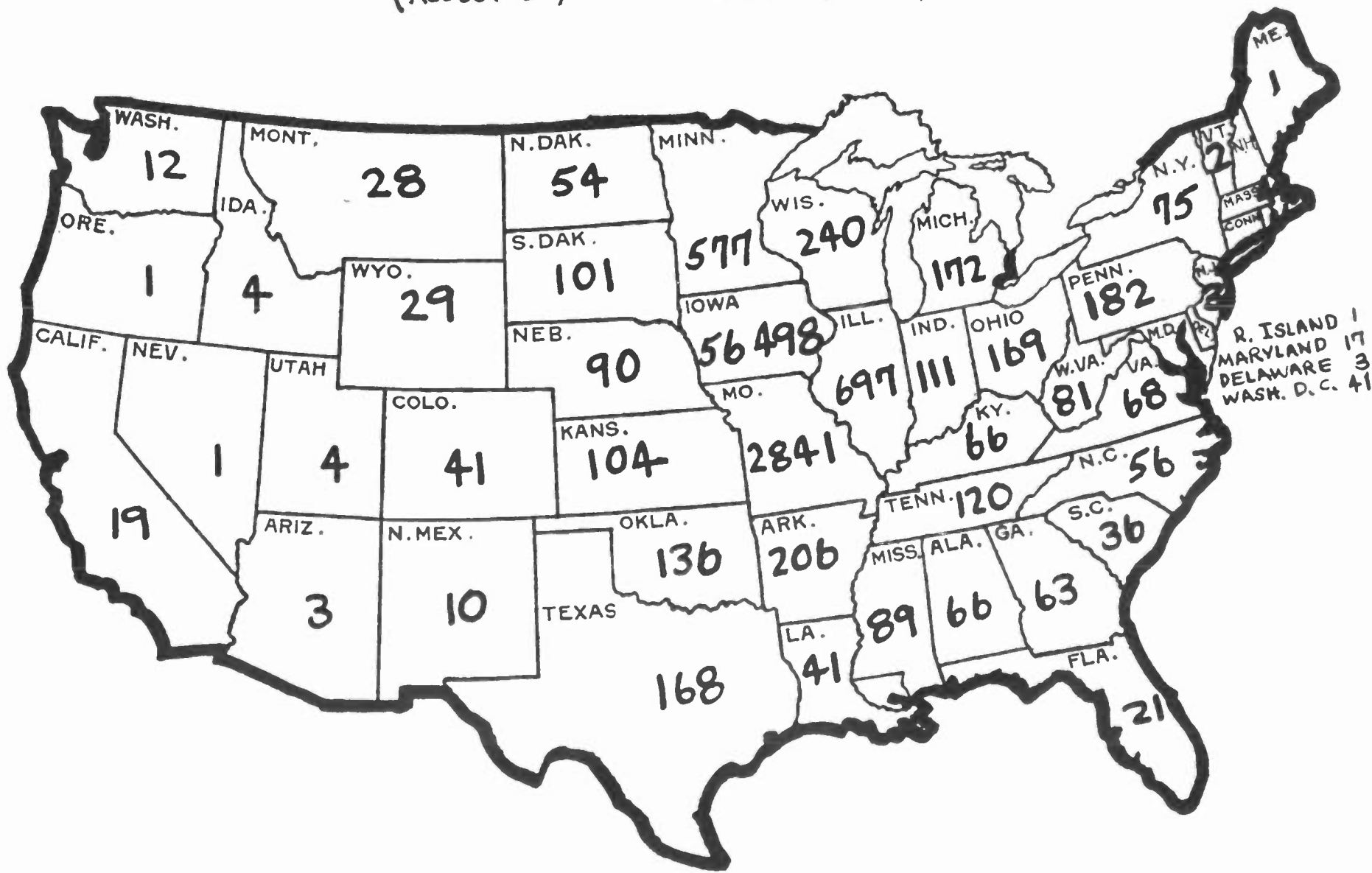


**PARTICIPANTS IN WHO FARM PROGRAMS
AND PROJECTS - 56,498**

(AUGUST 25, 1936 - APRIL 1, 1946)

PARTICIPANTS IN WHO FARM PROGRAMS AND PROJECTS - 63,352

(AUGUST 25, 1936 - APRIL 1, 1946)



You will have seen from the foregoing list that many different projects and programs have been conducted over the ten-year period. Farm service, however, cannot be evaluated solely by the title of the program, or by its place on the schedule, or by the number of families who may have participated.

No one, not even the members of the Commission, can justly appraise farm service efforts without a somewhat more detailed description than I have given up to this point. Therefore, with your indulgence, and in the time remaining at my disposal, I will endeavor to briefly explain the WIIO farm service activities.

W H O

FARM NEWS and WEATHER

***WHO* FARM NEWS**

WORLD AND AGRICULTURAL NEWS

From its very inception, the WHO farm department has put special emphasis on farm news. Markets and weather are vital news to farmers, as are countless other items of daily interest and concern. The policy of the WHO farm department is to avail to farmers the most information possible on matters pertaining to agriculture.

All farm news broadcasts are written in objective reporting style. They are designed primarily for rural listeners, but many urban and town residents are also in the audience.

Believing that we have a specialized audience in the early morning hours, a world news report is assembled by the farm department at 5:40 a.m. and is the earliest news broadcast in Iowa.

At 6:30 a.m. the regular farm news is heard, beginning with the weather resume and forecast, and followed by a brief summary of world news. This in turn is followed by worldwide, as well as nationwide, items of agricultural interest. All news, whether it be of economics, nutrition, science, politics or labor, so long as it has a bearing on agriculture, has a place on our broadcasts. Each morning there is a report of activities in Washington which pertain to agriculture. Every agricultural bill in Congress, every farm meeting of national or international importance is reported. The farmers, in our opinion, must know what the facts are in the world of agriculture so that they may plan accordingly.

Unsolicited cards and letters of comment and commendation are regularly received in connection with WHO farm department efforts to report the news as completely as possible.

WEATHER

News of the weather is of vital importance to farmers as well as of wide general interest to all listeners. All WHO farm news broadcasts begin with a detailed weather summary. For the morning program at 6:30, a call is made to the Des Moines airport for weather conditions about the state of Iowa. Reports come from Council Bluffs (western), Lamoni (southern), Iowa City (east central), Burlington (southeast), Dubuque (northeast), Mason City (north central), Sioux City (northwest) and Des Moines (south central). Skies, temperature and precipitation at those points are reported. Iowa and other state forecasts and weather summaries are also provided through the wire services. In this manner, for the benefit of our large out-of-state audience, as well as of interest to Iowa listeners, forecasts and summaries for North and South Dakota, Nebraska, Kansas, Missouri, Minnesota, Wisconsin, Michigan, Illinois, Indiana and Ohio are also reported each weekday morning.

At noon, the weather report is prepared from a special weather bureau release prepared exclusively for farm broadcasts and is unavailable to any other broadcaster, save one state-owned station. This includes detailed summary of air pressures, cloud formations, barometric readings, and description of the isobar over Iowa and surrounding states. The immediate forecast, with temperature and precipitation are included, and then an extended forecast of two to three days is listed with estimated temperature averages and possible precipitation. Wind direction and velocity are also listed when the occasion warrants.

In addition, weather forecasts are included on all WHO news broadcasts beginning at 6:30, 7:30, 8:30, 12, 12:30, 5, 6:30, and 10:15. The 10:15 news, prepared by the WHO newsroom, and to which many farm families are tuned each night, gives a detailed weather forecast for Iowa and all surrounding states, as well as for Montana, Wyoming, Colorado and Kansas and repeating for Iowa.

In line with some special work done by WHO farm and news staff members in extending the station's weather services, during September, October, and November, the weather bureau provides to WHO a special bulletin service warning of impending frosts, sudden cold weather, or serious storms. In emergency instances, the bulletins are broadcast at station breaks, and in addition, have a lead place in the regular farm newscasts.

During times of snow, ice, or flood conditions, highway reports are secured from the State Highway Commission...and regularly carried on all WHO farm and news broadcasts.

In addition, weather and crop summaries are carried by the station each week, with particular emphasis on their effect on Iowa farming activities. Moreover, in periods of extreme cold, heat, or drouth, or when insect plagues are of concern, special summaries are carried on WHO farm and other broadcasts.

WHO

MARKET REPORTS

4 Market
Reports

MARKET REPORTS
WHO

WHO MARKET REPORTS

Information on marketings is as important to the farmer for his commodities as stock and bond reports are to bankers and investors. From the very outset of the WHO farm department - and with increasing emphasis year after year, the market information, together with the weather reports has been of major value to WHO listeners. The early morning broadcast - 6:30 - regularly carries a summary of the previous day's markets at major livestock trading centers, as well as estimates for markets of most interest to our listeners - Chicago, Kansas City, Omaha, St. Joseph, Interior Iowa-Southern Minnesota and Sioux City.

At 8:40 Monday through Friday, these estimates are repeated. In addition, at this time the three-minute market report carries market news of interest to consumers angled primarily at a women's audience. A background of agricultural prices, food supplies, rationing and price restrictions, and national and international foods is discussed briefly along with a report from leading wholesalers as to fruits and vegetables in most abundance on the grocery market. Developments in butter, eggs, poultry are also reported.

At noon, the markets consume about a third to a half of the fifteen minutes broadcast time. First, a summary of livestock trading is presented and then in order: Chicago, Omaha, Sioux City, Kansas City, St. Paul and Interior Iowa and Southern Minnesota markets. Chicago, Omaha and Sioux City markets include: hogs, cattle, sheep receipts, market trends on each class and quotations. Omaha, Sioux City, Kansas City and St. Paul replacement cattle trends and quotations are given, and at St. Paul, the slaughter steer and yearling market is listed. For Interior Iowa and Southern Minnesota, latest receipts, the trend and estimates are given, as well as sheep and lamb receipts, trend and quotations. At the close of the Interior summary, the following day's livestock estimates are read.

During January, 1945, WHO asked listeners if they were interested in more complete reports from any of the centers being carried, or from any other terminals. As a result, the Kansas City feeder market was added to daily reports.

Following livestock markets, the grain market for the current futures is listed for wheat, corn, oats, rye and barley. These grain quotations are provided at noon by Des Moines leading brokers, Lamson & Brothers. Following the grain, a summary of the New York Stock trading and trend is given with the Dow-Jones Industrial Average as of twelve o'clock New York Time. This service was suggested by listeners last year and has since proven very popular. The Chicago wholesale produce market is summarized at the close of the market quotations.

A livestock, grain and stock summary is prepared for the 12:30 and 6:30 p.m. general news broadcast presented by the newsroom. A member of the farm department arranged the summary.

WHO was active in working out the details of the newly expanded Iowa Market News Service, which now included interior Iowa hog and sheep and lamb prices, and later may include cattle, egg and poultry prices as well.

FOOD AND MARKET NEWS

In March, 1945, a daily mid-morning food and market report was initiated by the farm department in the interest of homemakers and farmers.

Although brief and concise, the three minute report includes a summary of food and market news, price changes, and livestock receipts. During the summer and fall months, a report is carried on alternate days listing the abundant fruits and vegetables. Produce markets are also included when changes in the produce picture warrant. Approximately 2,600 separate stories were incorporated in the first year's food and market news.

WHO

CORN BELT HOUR

5
Corn Belt
Hour

WHD CORN BELT
FARM HOUR

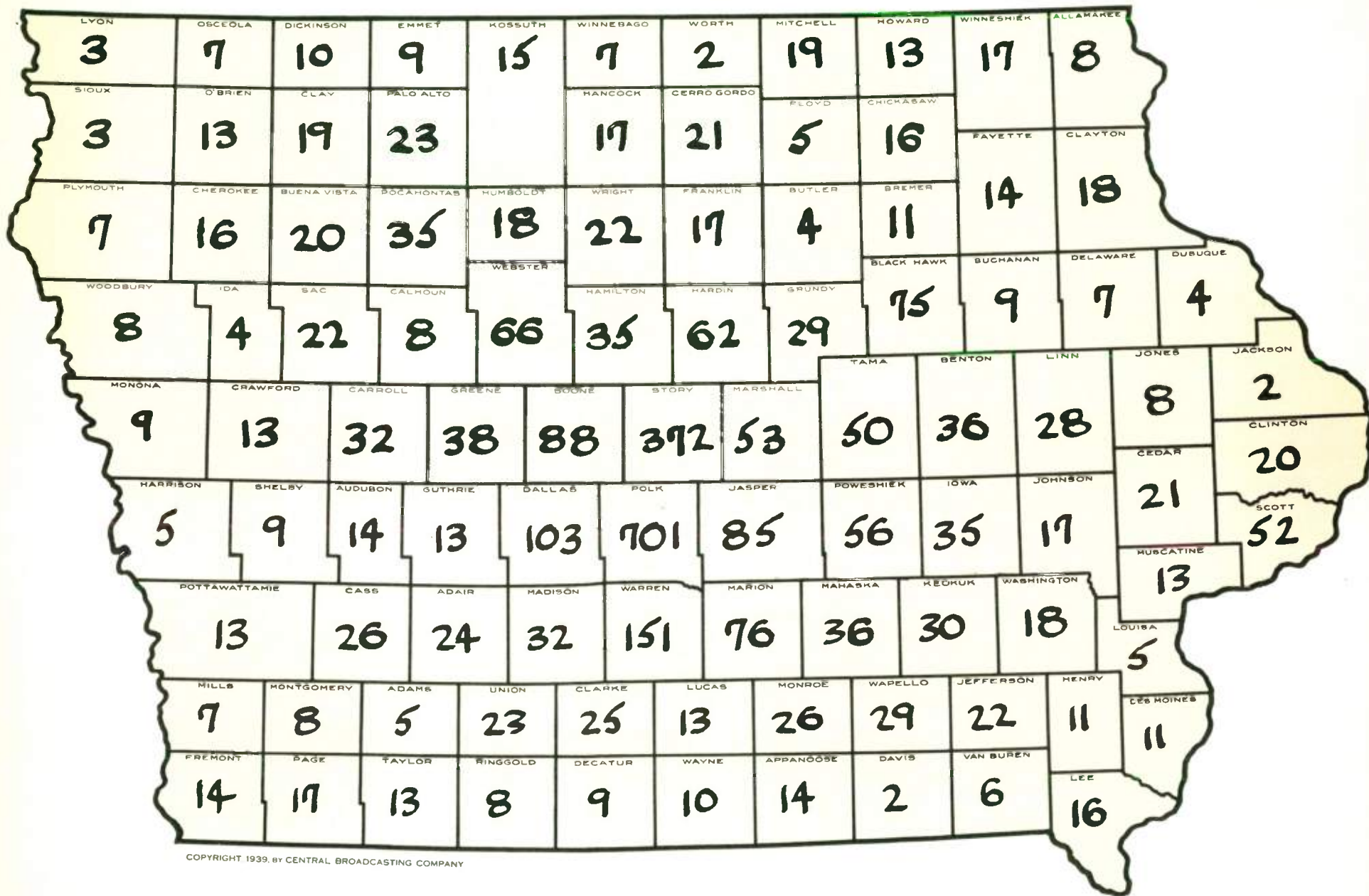
CORN BELT FARM HOUR

The Corn Belt Farm Hour is a half-hour sustaining program presented every Saturday from 12:00 to 12:30 p.m. It is a variety show with music, vocal soloists, interviews, talks and occasional discussion panels. Herb Plambeck is master of ceremonies, assisted by Bill Diamond and the announcer. Regular features are of timely interest to farmers and fit in with current farm programs, meetings, or conventions.

Guests always include one or more bona fide farmers, farm homemakers or 4-H Club members. Other guests come from all walks of life but usually have some connection with agriculture or Iowa community life. During the Corn Belt Farm Hour, projects and activities sponsored by the WHO farm department and cooperating agencies are usually promoted or announced; frequently the entire half hour is devoted to a broadcast remote from the site of the project.

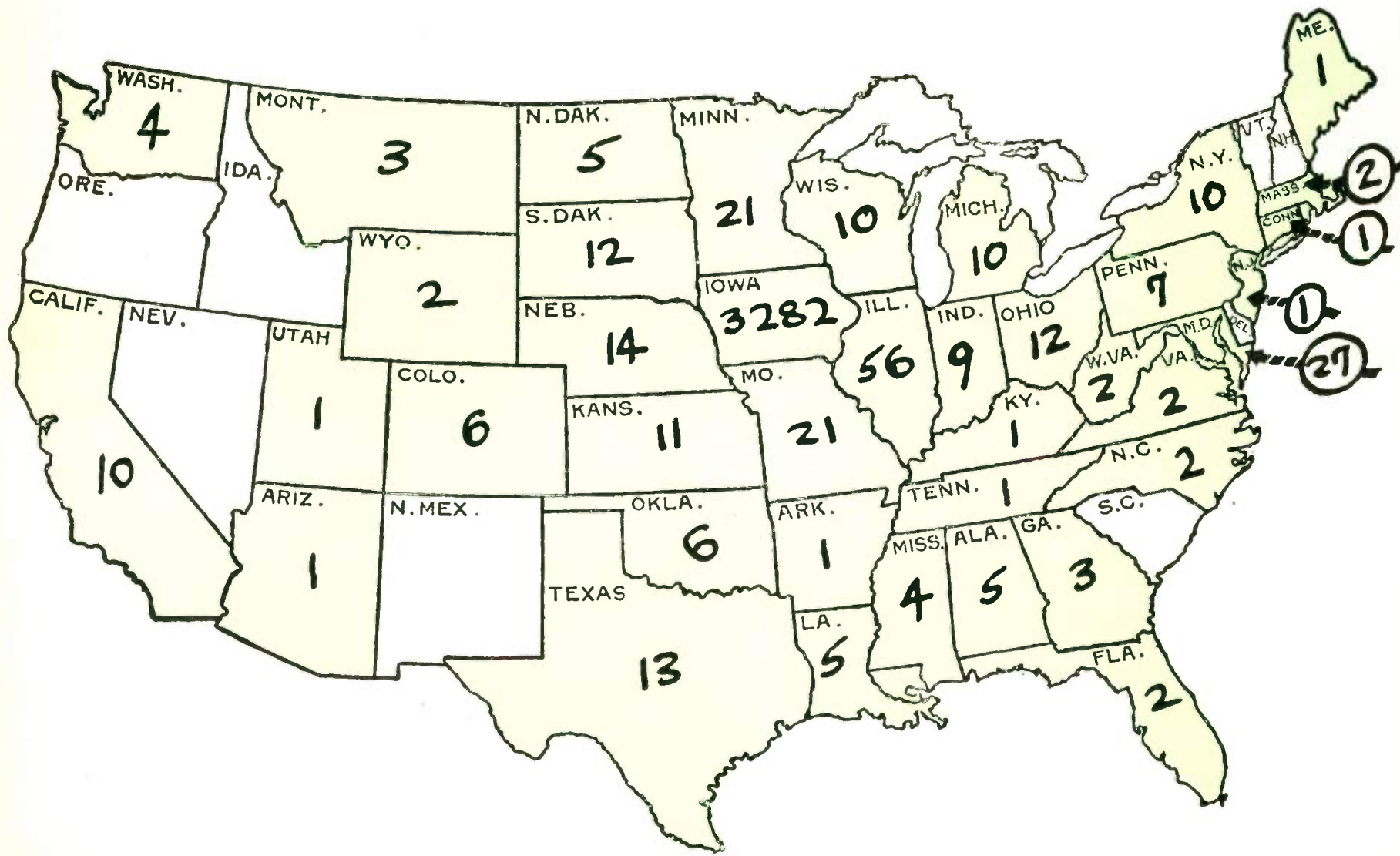
Since the program originated in 1937, 3,631 guests have appeared on the program. 3,282 have been from Iowa, 298 from other states and 51 from other countries.

The accompanying maps show the distribution of our Corn Belt Hour guests over the nine year period.

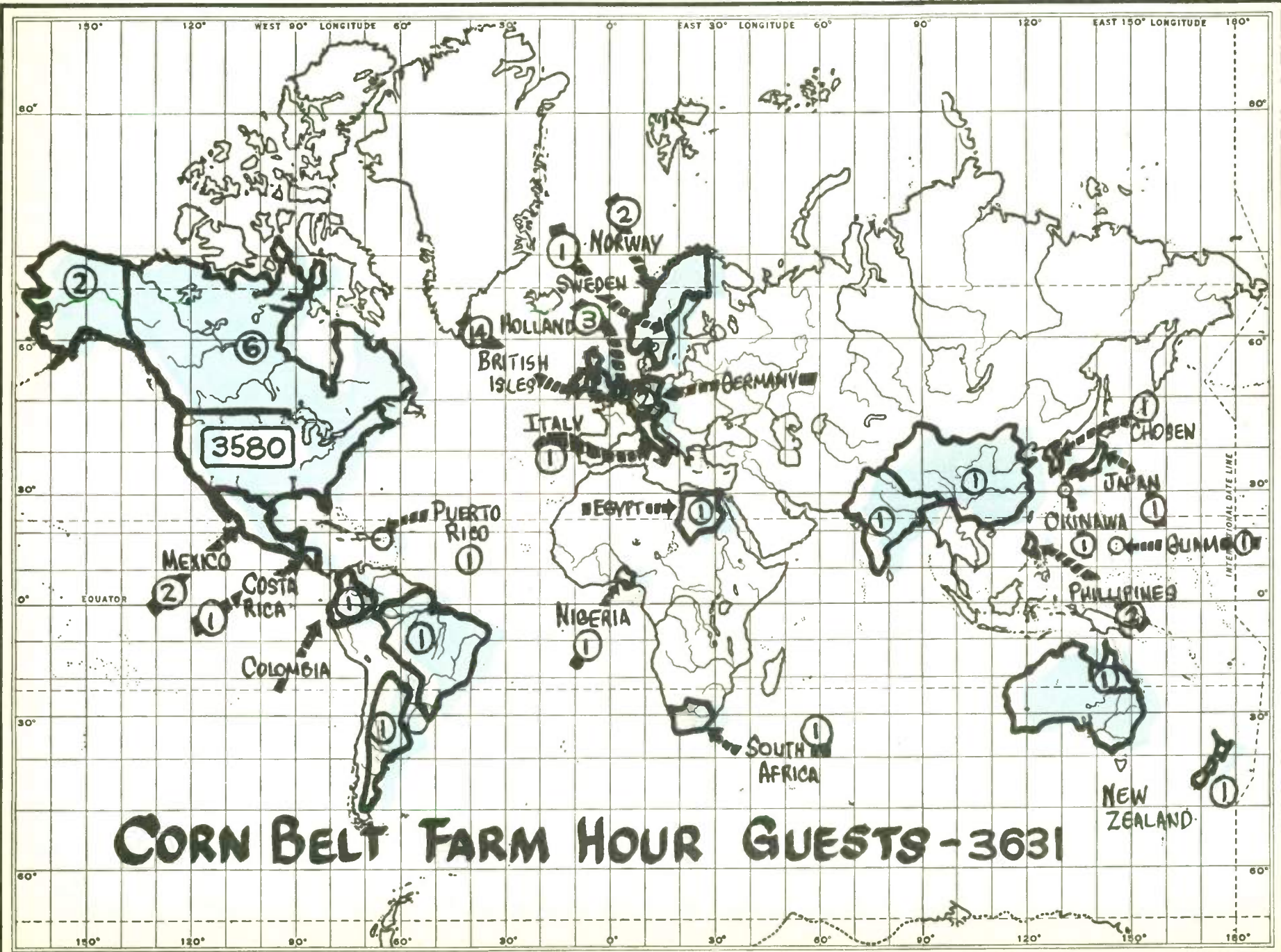


COPYRIGHT 1939, BY CENTRAL BROADCASTING COMPANY

CORN BELT FARM HOUR GUESTS - 3282



CORN BELT HOUR GUESTS — 3580



WHO

COUNTRY HOME

WHO COUNTRY HOME

COUNTRY HOME

Country Home, a quarter-hour Saturday morning program for homemakers was started October 6, 1945, following completion of a 26-week quarter-hour for victory gardeners.

The theme of Country Home has always been one of bringing informational and educational programs to homemakers. Unusual and interesting features, coupled with a touch of music woven into the program, has produced a well-rounded effect.

A regular part of the program is the home economics feature, presented by home economist Louise Anderson, former college teacher of home economics. Of special interest to homemakers is Miss Anderson's "Recipe of the Month" - which she selects and presents each first Saturday. After her first presentation of the "recipe" feature, WHO received letters from more than 912 listeners from 89 counties in Iowa and eight other states as indicated on the attached map.

A summary of the first six months on the air with Country Home shows presentation of educational features on these and similar topics: New fabrics, refrigeration, new foods, cleaning walls, hanging pictures, use of honey, preparation of wild game, Thanksgiving turkeys, home butchering, cotton clothing, spring fashions, small appliances, wedding preparations, family living, home safety, fire prevention, landscaping, gardening, etc.

Public interest features included a broadcast from a consolidated school on the school lunch program, a special homemaker feature from BBC, a 30-minute program from the National Farm Institute, the appearance of two guests from Oslo, Norway, a British war bride, a flying home economist, a champion cake baker, Santa Claus, etc.

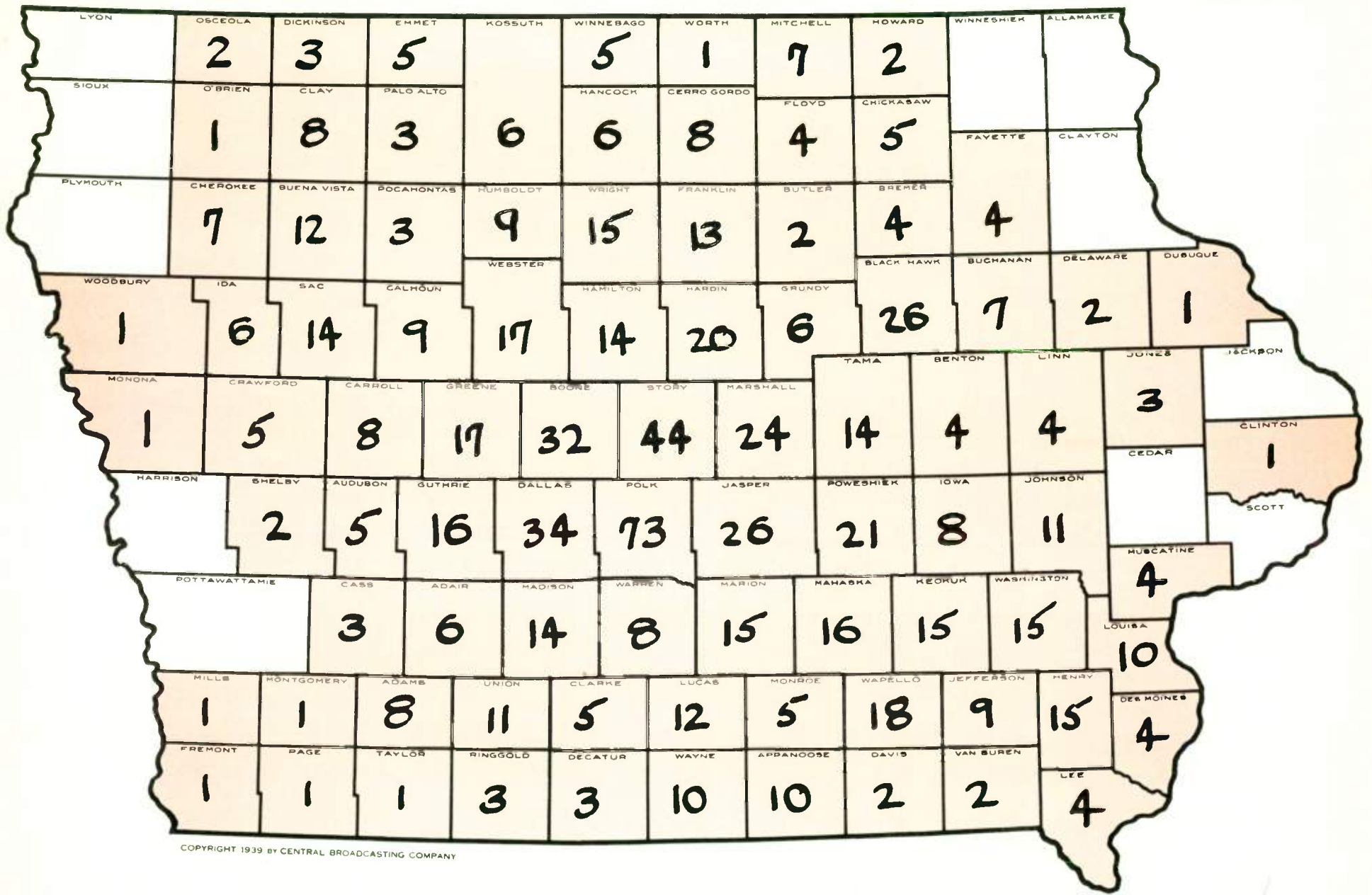
Cooperation with outside agencies and organizations resulted in features involving the War Loan campaigns, foreign relief, Red Cross canteens, March of Dimes, 4-H Clubs, Boy Scouts, Girl Scouts, conservationists, victory gardeners, etc.

Seventy-one guests appeared on the first 25 programs - in addition to the regular master of ceremonies and our home economist. The guest scroll attached identifies the men and women who added their contributions to this service.

PARTIAL LIST OF GUESTS ON COUNTRY HOME PROGRAM

Louise Rosenfeld, State Extension Home Economist, Iowa State College
John Strohm, State Fire Marshal, Des Moines
Jane Nolan, School Teacher, Stuart
Alfred Thorp, Interior Decorator, Des Moines
Emma Storm, Picture Buyer, Younker Bros., Des Moines
F. B. Paddock, State Apiarist, Ames
Margaret Stewart, President, Iowa Home Demonstration Agents, Cedar Rapids
Zoe Murphy, Homemaking Editor, Wallaces Farmer, Des Moines
Margaret Heggerfeld, Homemaking Editor, Successful Farming, Des Moines
Frances Hettler, Ass't Professor of Foods & Nutrition, Iowa State College
Mrs. Roscoe Eliason, Committee Member, Iowa Farm Bureau Federation, Letts
Virginia Stillman, State Winner, Rural Youth Talk Meet, Emmetsburg
Mrs. Ethel Bell, Iowa Power & Light Company, Des Moines
Mrs. Pearl Converse, Drama Director, Iowa State College
Mrs. Vernon Heefner, Committee Member, Iowa Farm Bureau Federation, Toddville
Vern Kerchberger, Professor in Meats, Iowa State College
Myrna Johnston, Editor, Better Homes & Gardens, Des Moines
Marion Edwards, Ass't Editor, Better Homes & Gardens, Des Moines
Marjorie McPherrin, Yourkers Personal Shopper, Des Moines
Agnes Nash, President, Iowa Teachers Association, Sioux City
Mrs. Shirley Bennett Smith, Sec'y, Iowa Home Economics Assn, Dallas Center
I. W. Duggan, Governor, Farm Credit, Kansas City
John Lehman, Bureau of Labor Statistics, Chicago
D. D. Richards, Sears & Roebuck, Washington, D.C.
Henry Miller Busch, Western Reserve University, Cleveland
O. H. Brownlee, Economist, Iowa State College
Mrs. Raymond Sayre, Chairman, Iowa Farm Bureau Women's Committee, Ackworth
C. I. McNutt, Labor Attorney, Des Moines
Nina Neal, Fashion Designer, Des Moines
Esther Whetstone, Polk County Home Economist, Des Moines
Bert Woodcock, State Director of Safety Education, Des Moines
Mr. & Mrs. Carroll Reed, British War Bride and Husband, Ogden
Mrs. Eileen Jefferson, British Homemaker, London, England
Miss Maude Boston, Lecturer, London, England
John Fitzsimmons, Landscape Architect, Iowa State College
Vic Felter, Past President, Iowa Horticultural Society, Indianola
Mrs. Ernest Moser, Homemaker, Dallas Center
Mrs. C. E. Judd, Homemaker, Boone
Pauline Lawler, National 4-H Winner, Hamilton County
Marvin Koeper, National 4-H Winner, Jasper County

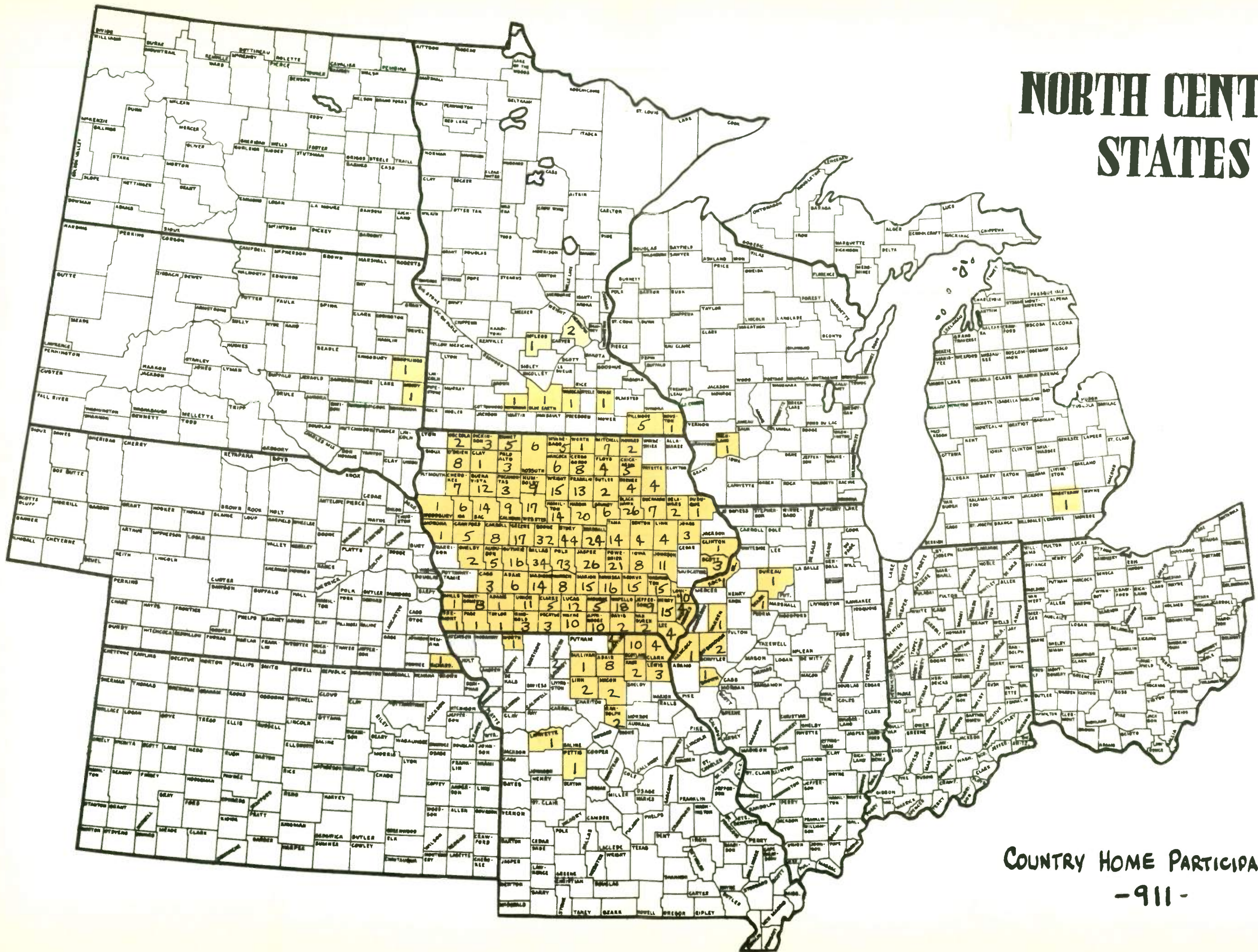
Other guests included school children, teachers, school board members from DeSoto; school pupils and teachers from Newton, Iowa State College students, etc.



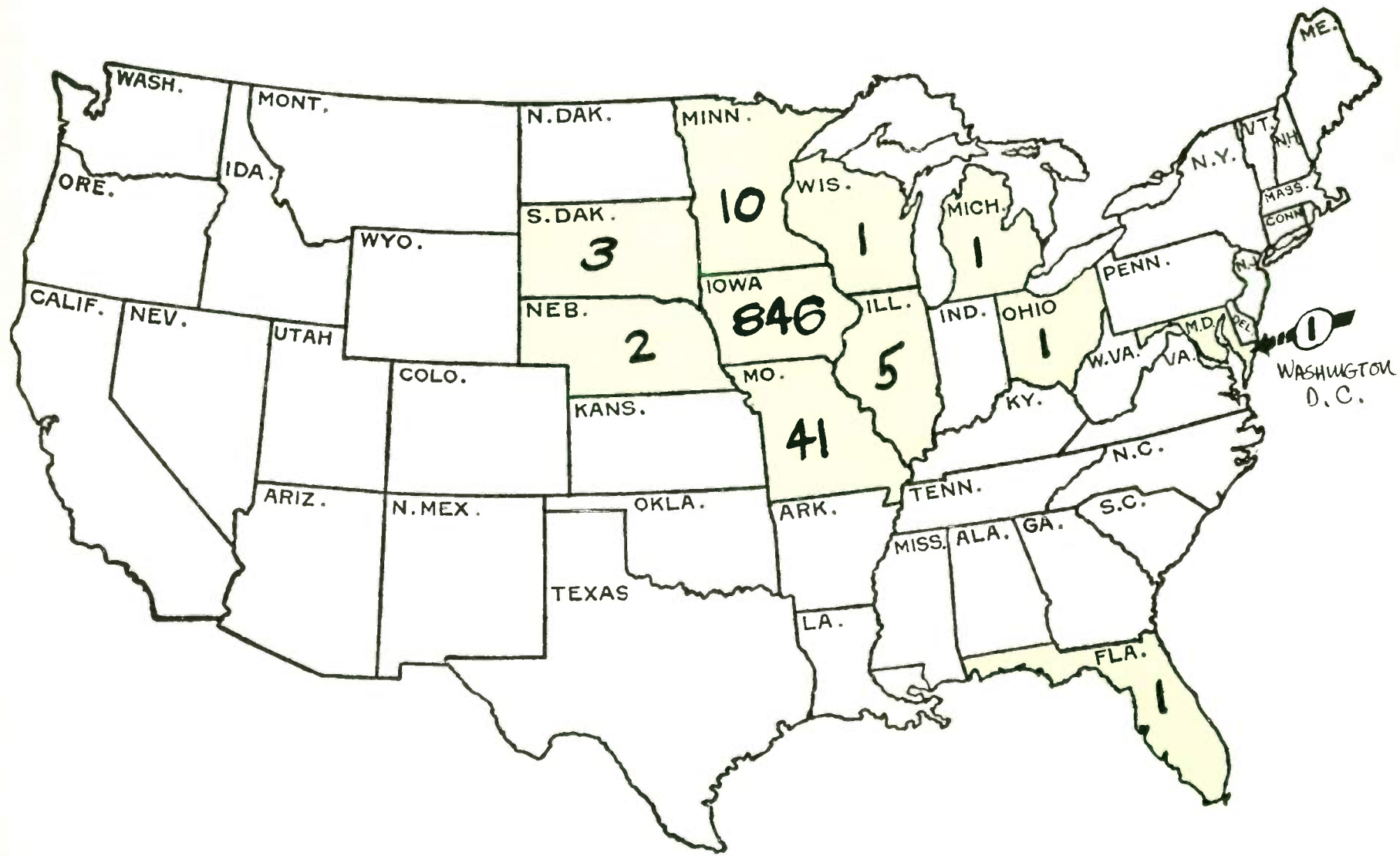
COPYRIGHT 1939 BY CENTRAL BROADCASTING COMPANY

COUNTRY HOME PARTICIPANTS - 846

NORTH CENTRAL STATES



COUNTRY HOME PARTICIPANTS
-911-



COUNTRY HOME PARTICIPATION-912

WHO

BETTER FARMING
and
VICTORY GARDENS

VICTORY GARDENS

With the coming of the war, the U.S. Department of Agriculture, and many civilian agencies launched a stupendous drive for home gardens. For the four wartime summers (1942-1945) WHO presented several different victory garden programs. The policy was to present practical dirt gardeners who could give advice from their own experience, as well as specialists in horticulture, home economics, food preservation, and landscaping, who could outline new methods and plans.

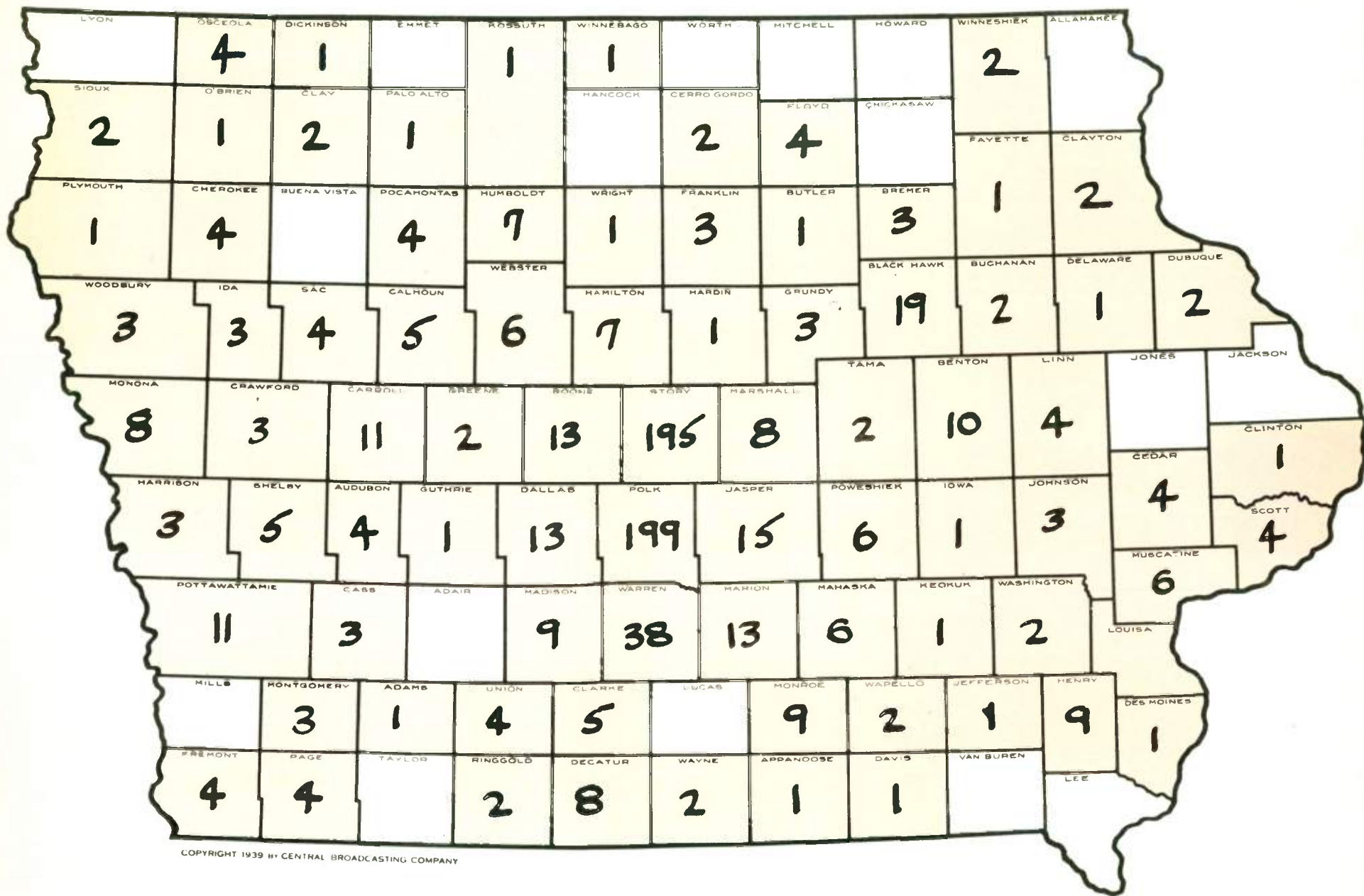
Several thousand booklets on sugarless canning, garden planting guides, home storage, and pruning were distributed through this medium. Every effort on these Saturday morning fifteen-minute broadcasts was bent to more and more home production of food in city and town as well as on the farm. Early broadcasts offered practical helps for the amateur gardener - later in the war the programs matured with gardeners' experience.

Home food preservation was stressed so that commercially prepared food products might go to our armed forces and our Allies. Two special broadcasts direct from Europe underlined the starving conditions there, and Herb Plambeck reported observations of European gardening and food conditions on subsequent programs.

In 1944, a Junior Victory Garden Record Book Contest was promoted by the WHO farm department in which city and town students from 51 Iowa counties participated. Rural farm youth cooperated in this project with their 4-H garden record books so that participation in the contest was nearly statewide.

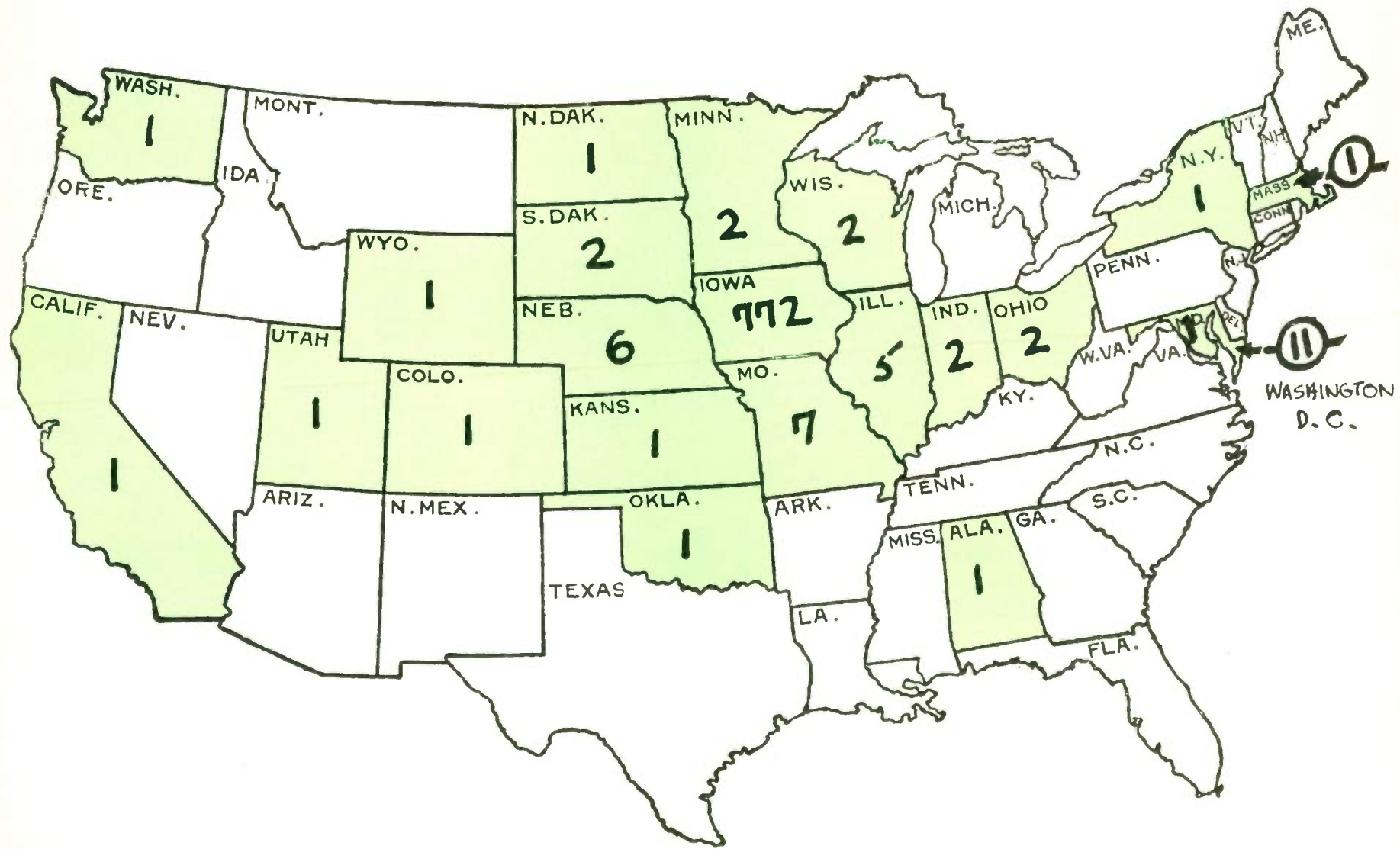
One off-shoot of the programs has been the WHO employees garden show - an event to be continued this year. On the program Country Home, gardening features will be scheduled at frequent regular intervals this summer.

Victory Garden and Better Farming participation thru the years is seen on the accompanying map.



COPYRIGHT 1939 BY CENTRAL BROADCASTING COMPANY

BETTER FARMING & VICTORY GARDEN GUESTS - 772



BETTER FARMING 'E VICTORY GARDENS - 826

WHO

SOIL CONSERVATION
and
PLOWING MATCH

CONSERVATION OF NATURAL RESOURCES

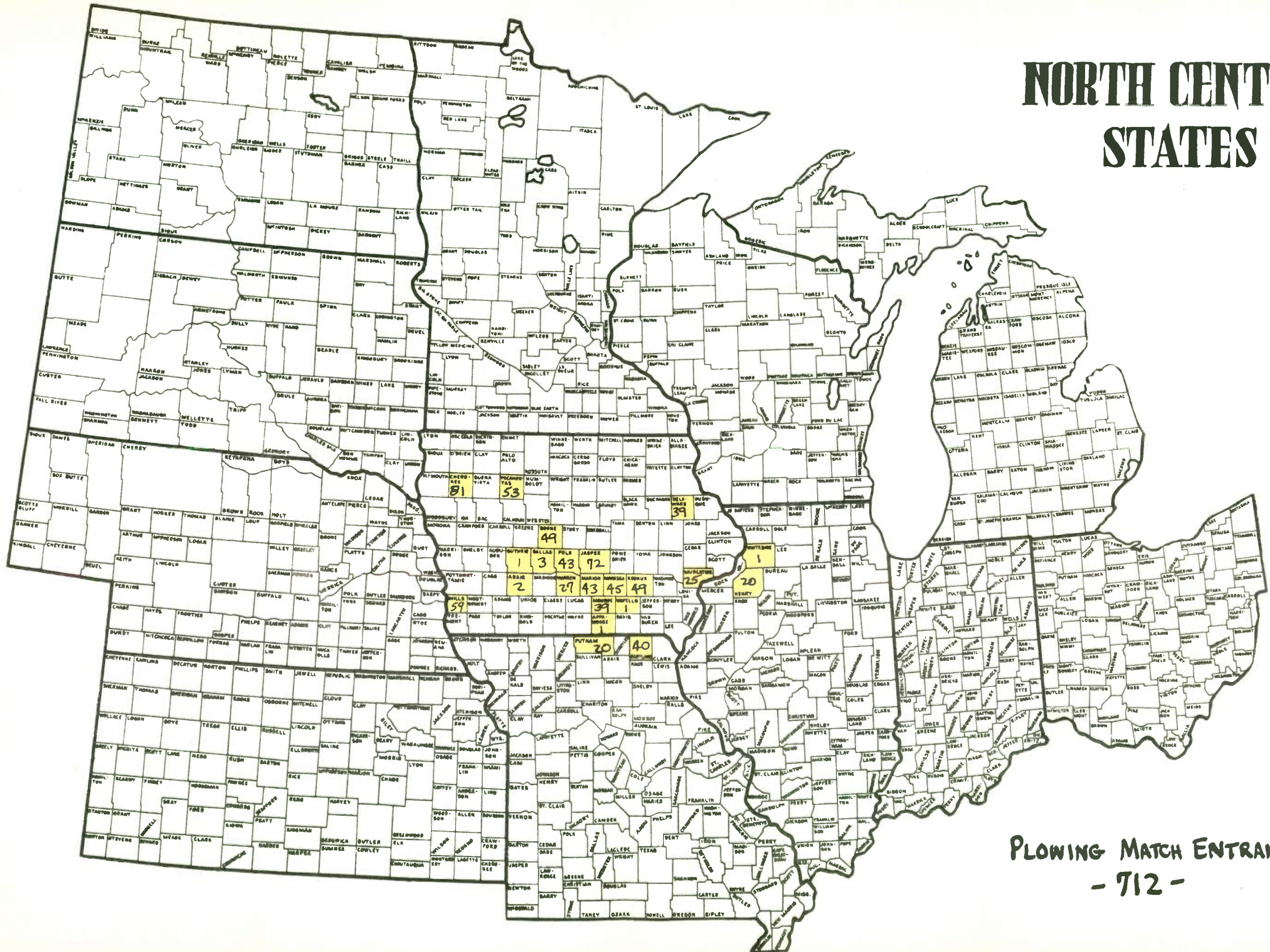
Soil conservation is continuously emphasized in farm news broadcasts, special programs and farm department promotions and projects. Information concerning the developing of countywide soil conservation districts has been carried on every occasion since the beginning of the state program. The developing picture of soil conservation in Iowa - as well as the vital need for it - is underlined in news broadcasts, and Corn Belt Hour features. WHO has lent the closest cooperation with the State Soil Conservation Committee, the county, district and state conservation groups, the state Triple A conservation projects and the Iowa Conservation Commission.

One of the major projects - which gained nationwide recognition - was the Corn Belt Plowing Match held in pre-war days. At that time, clean plowing and soil conservation were placed in foremost attention. Although such activities were ruled out during the war, local contour plowing matches were encouraged and results reported. See attached maps.

At the conclusion of hostilities in 1945, a contour plowing match involving 9 central Iowa counties was held near Des Moines. WHO was a prime factor in this event, with the WHO farm service director in charge. Latest soil conservation methods, equipment - and erosion control devices - were demonstrated, all on a non-commercial basis. A county and district contour plowing contest was held, with WHO broadcasting the event, as well as awarding the championship trophy.

Plans now are underway for a Corn Belt Plowing Match and Soil Conservation Field Day to be sponsored by WHO in cooperation with the Soil Conservation Service and other groups in Iowa on September 21. The event will be nationwide in scope, and will focus vast attention on conservation as contestants from various states participate in contouring and other contests. Plans are made to accommodate 25,000 or more persons at the Field Day.

NORTH CENTRAL STATES



PLOWING MATCH ENTRANTS
- 712 -

WHO

MASTER PORK PRODUCERS

WHO

**MASTER PORK
PRODUCERS**

BETTER LIVESTOCK & POULTRY

Better livestock and poultry is another aim of the WHO farm department. Encouragement has been given to beef cattle breeding associations, dairy herd improvement and dairy breeding associations, to sheep and wool organizations, and to horse and mule groups as well as poultry improvement associations.

WHO has also encouraged 4-H livestock activities, giving a faithful report of 4-H shows and announcing the youthful winners in all state, regional and national 4-H shows, as well as for many district and county events. Encouragement and reports on Future Farmers of America livestock activities are also carried on WHO farm news broadcasts.

For four years the station has sponsored the Master Swine Producers project described elsewhere in this report. We have worked closely with the Iowa State College Extension Service and experimental farm, and have reported new livestock developments at experimental stations elsewhere in the nation. We have cooperated with all Iowa dairy, beef cattle, horse, swine, poultry and sheep agencies, as well as with the state and national departments of agriculture. Constantly, the aim has been, not promotion of the organizations, but rather the promotion of better livestock and better breeding practices. With artificial insemination practices holding increased interest in this area, the WHO farm department announces meetings and discussions, but because of the nature of the project, extreme tact is used in the announcements.

MASTER SWINE PRODUCERS PROJECT

One of the major activities stemming out of WHO's interest in better livestock is the Iowa Master Pork Producers Project. Iowa produces and markets more hogs than any other two states in the union. Because pork is the basic feeding industry in the state, and with the necessity to encourage greater meat production for war demands, WHO farm staff members, along with a number of Iowa farm leaders, met in 1942 and decided that proper recognition should be given farmers and farm boys who do an outstanding job in raising, feeding and marketing hogs.

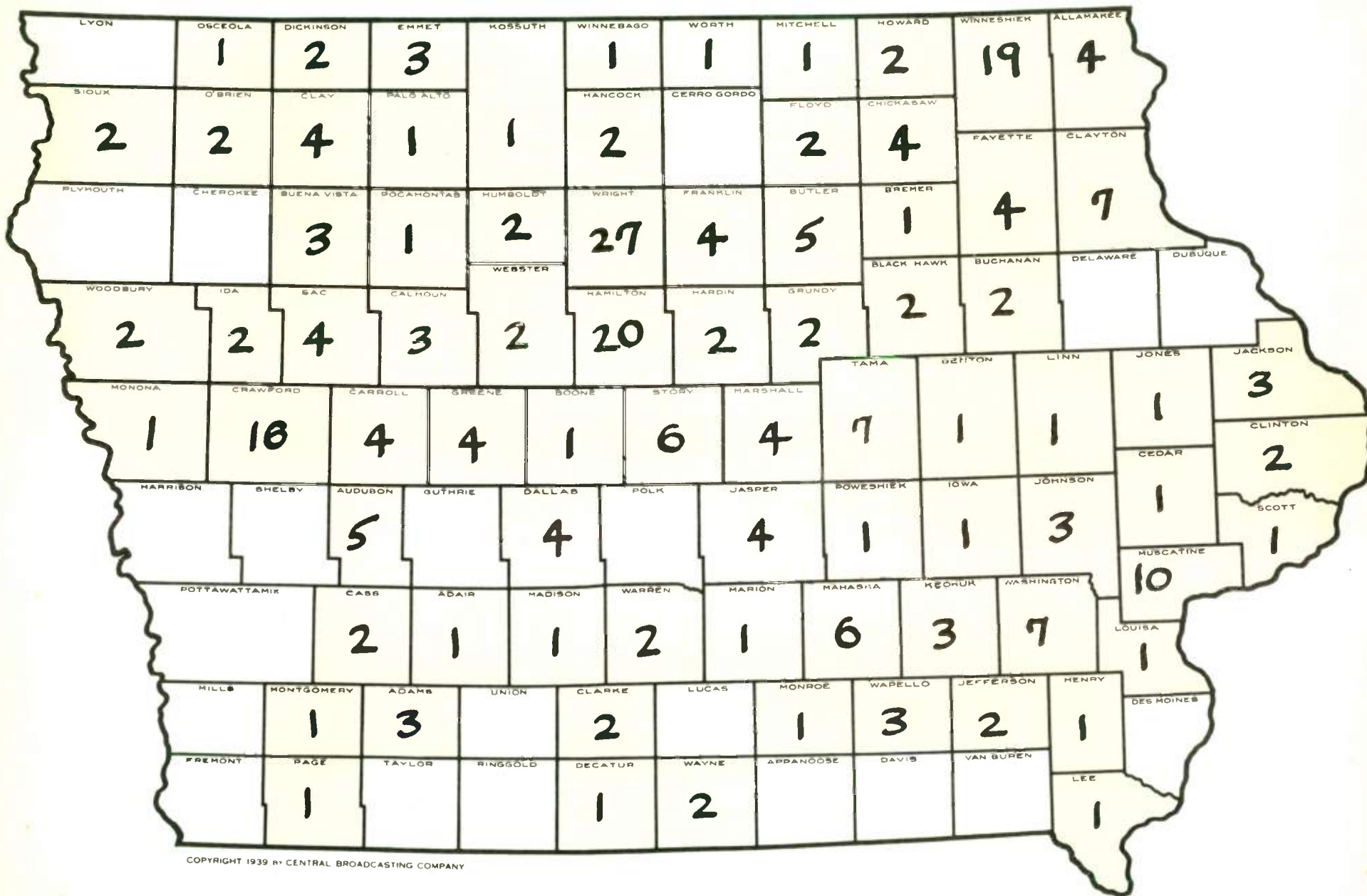
The result of that meeting was the establishing of an annual recognition day for Iowa's master swine raisers. The event is conducted late each fall in cooperation with the Iowa State College Extension Service, the Iowa Department of Agriculture, the Iowa Swine Producers Association, and the Iowa Vocational Agriculture Department.

A judging committee, made up of representatives of the foregoing groups, makes the final selection of the men and boys to be awarded the significant recognition. Their selections are made from a special list of nominees, previously recommended by their county extension director, vocational agriculture teacher, or other leader in their community.

These nominees represent the top one hundred or so of all of Iowa's 285,000 swine raisers. Consequently the select group of some 25 to 50 chosen for the Master Swine Producer medals, and for the annual WHO recognition dinner and broadcast, are without question some of the nation's most capable and deserving livestock raisers.

Each year the select group makes up a list of featured guests on the Corn Belt Farm Hour, and in addition, interviews with the Master Swine Producers are transcribed for use later in the year when the information is most useful. The honor banquet is presented to the men recognized and their wives, with entertainment provided by WHO talent, and with the Governor and other state officials among the speakers.

On the accompanying map are listed the 241 men and 20 boys who have received the special WHO pork production recognition since the project was started four years ago. The number includes 100 men named Master Swine Producers, twenty 4-H and FFA boys chosen Banner Pig Producers, and 121 honorable mention recipients. Together the 261 represent the "tops" of Iowa's 285,000 hog raisers.



COPYRIGHT 1939 BY CENTRAL BROADCASTING COMPANY

MASTER PORK PRODUCER AWARDS - 261

WHO

RURAL FIRE PREVENTION

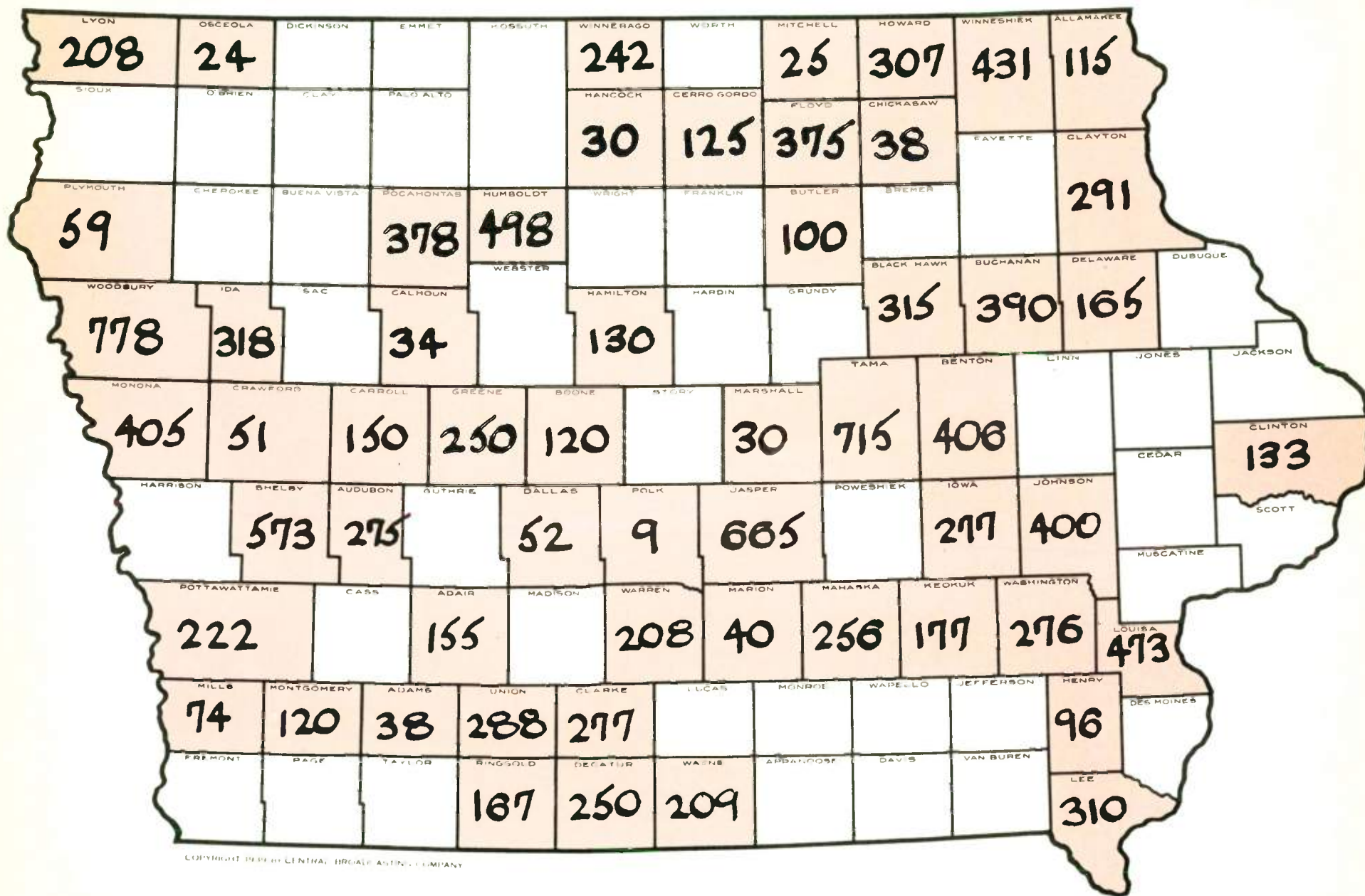
WHD FARM SERVICE
FIRE PREVENTION

FIRE PREVENTION

The frightful loss suffered annually from rural fires has prompted WHO farm staff members to pay particular attention to ways and means to reduce this loss. In conjunction with the State Department of Public Instruction, the State Fire Marshal, the State Board of Fire Underwriters, WHO annually conducts a rural fire prevention contest. Rural school children from every section of the state participate in the contest, and during the past three years have removed no less than 5,700 fire hazards. See the attached map.

During Fire Prevention Week in October, special emphasis is given on information leading to fewer farm fires. All during the year, whenever a farm fire is reported, an attempt is made to impress rural families with the fact that their remoteness from city fire fighting equipment - and often distance from adequate water supplies - are matters which make rural fire prevention imperative. Fire prevention is the subject of a number of discussions on the Corn Belt Hour, Country Home and other broadcasts each year.

For its rural fire prevention work in 1945, the WHO farm department was accorded national honorable mention in the National Board of Fire Underwriters Gold Medal Awards Contest.



COPYRIGHT 1958 BY CENTRAL BROADCASTING COMPANY

RURAL FIRE PREVENTION PARTICIPANTS - 13,943
 - THREE YEAR PERIOD -

WHO

FARM LABOR
and
CROP NEWS

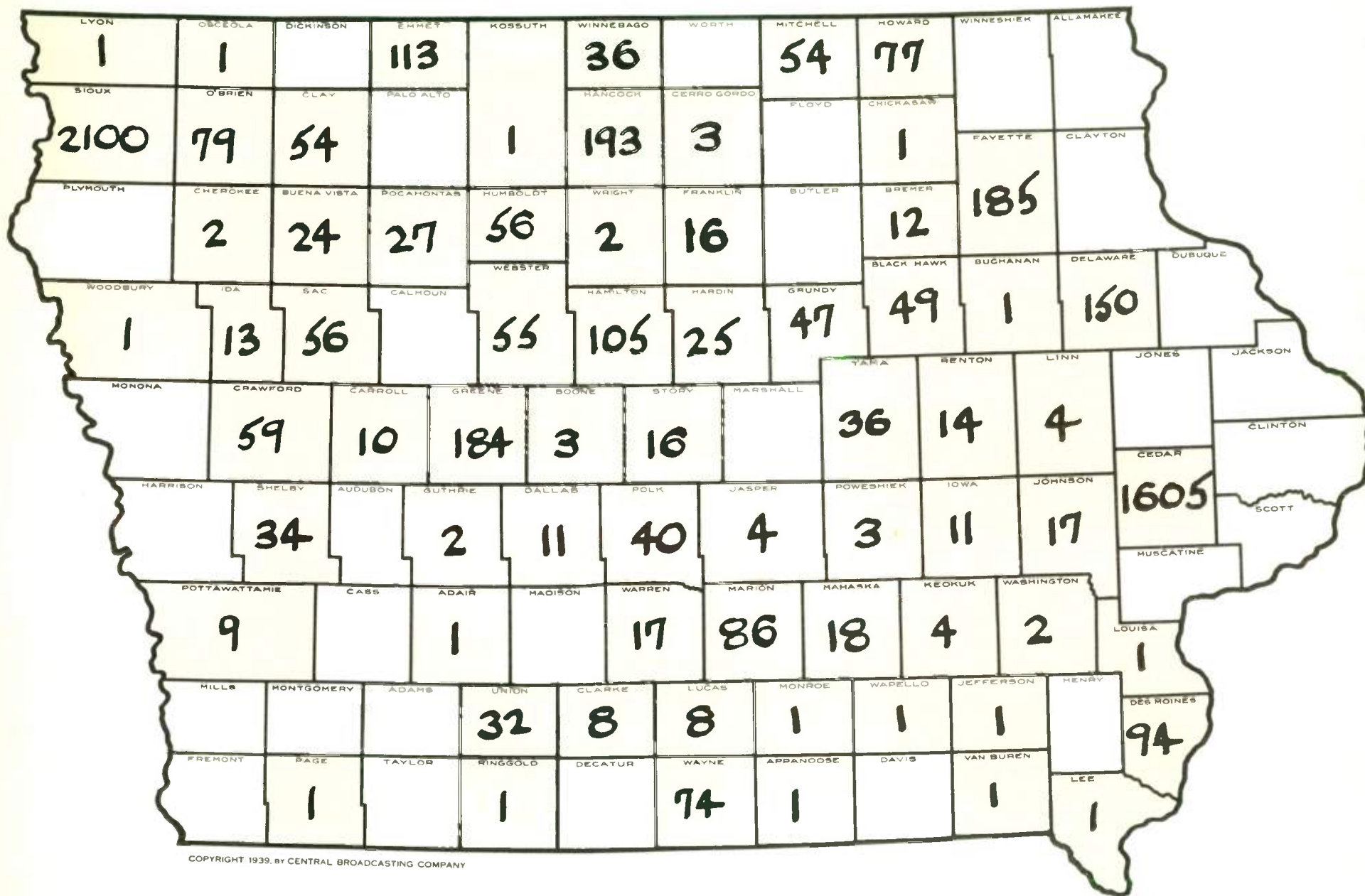
WHO
CROP CORPS

EMERGENCY FARM LABOR & CROP CORPS HONOR ROLL

During the war years, countless farm workers were drafted for military service or drifted from farms to industry. As a result, in agriculture - as in every other industry - there was an acute manpower shortage. In Iowa, where food production was so tremendously vital to the war effort, WHO instigated and worked out in detail, in cooperation with Iowa State College Extension Service, the Iowa Crop Corps Honor Roll project. The program was in line with the National Victory Farm Volunteers.

In 1944, nearly 4,000 town and city youth and adults put in a quarter million hours of farm work. Figures for 1945 show an equally gratifying contribution in relieving farm labor problems in Iowa. Altogether, WHO has been the sole promotor of this project in Iowa, and to our knowledge, nothing similar has been done by other radio stations in the midwest. Annual cost of the project approximated \$2000. and many broadcasts were carried in the effort to "help get out the help" to Iowa farmers.

The map on the next page shows participation by Iowa counties.



COPYRIGHT 1939, BY CENTRAL BROADCASTING COMPANY

CROP CORPS PARTICIPANTS - 5945

- TWO YEAR PERIOD -

W H O

CORN FESTIVAL

Corn
Festival

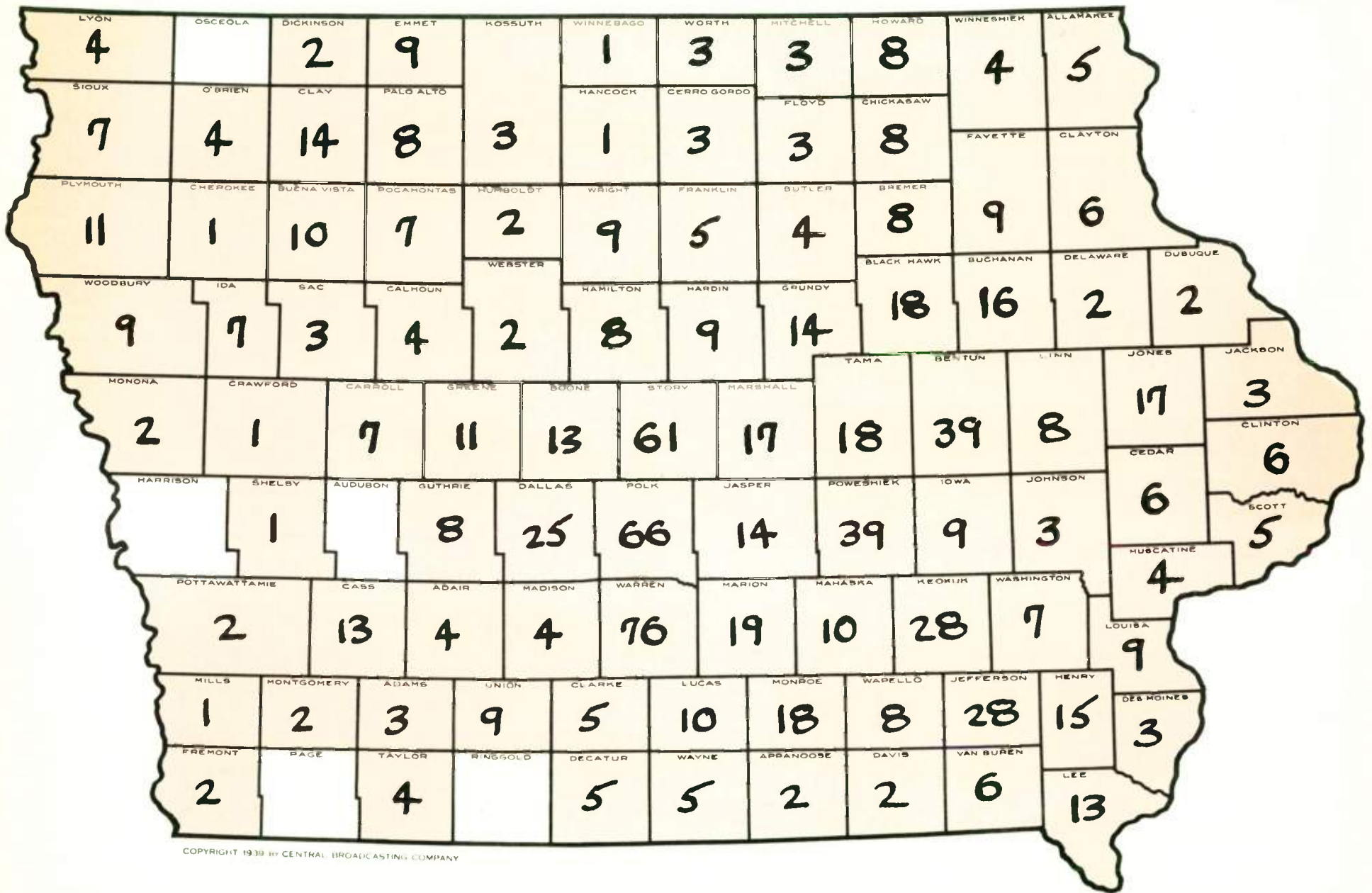
NATIONAL RADIO CORN FESTIVAL

Of particular interest to many listeners is the annual Radio Corn Festival - a corn show open to the entire listening public through the medium of WHO's clear channel broadcasting.

For example: The Ninth Annual Show was held in January, 1946, with 313 exhibitors from 12 states making 667 entries and sharing over 2,000 ears in the display. Five major hybrid corn companies in Iowa cooperate in the event, but the show is on a non-commercial basis. Two or more broadcasts are made annually direct from the scene of the exhibit in a downtown Des Moines hotel. A crew of at least ten workers, tabulators, and clerks are needed to handle the show which draws hundreds of spectators. However, the main purpose of the Corn Festival is to focus attention on the "King" of all crops, and to enable any interested farm family to have a part, either by exhibiting, attending, or listening in. The promotion each year costs WHO some \$500. or more.

<u>Year</u>	<u>Statistics</u>			
	<u>No. of Exhibitors</u>	<u>No. of Entries</u>	<u>No. Ears On Display</u>	<u>No. of States</u>
1937	37	92	92	1
1938	138	292	424	6
1939	152	633	1,227	9
1940	166	791	1,597	11 & Canada
1941	238	614	1,628	10 & Canada
1942	149	493	1,164	7
1943	205	695	1,600	11
1944	358	727	2,087	13
1945	313	667	2,036	12

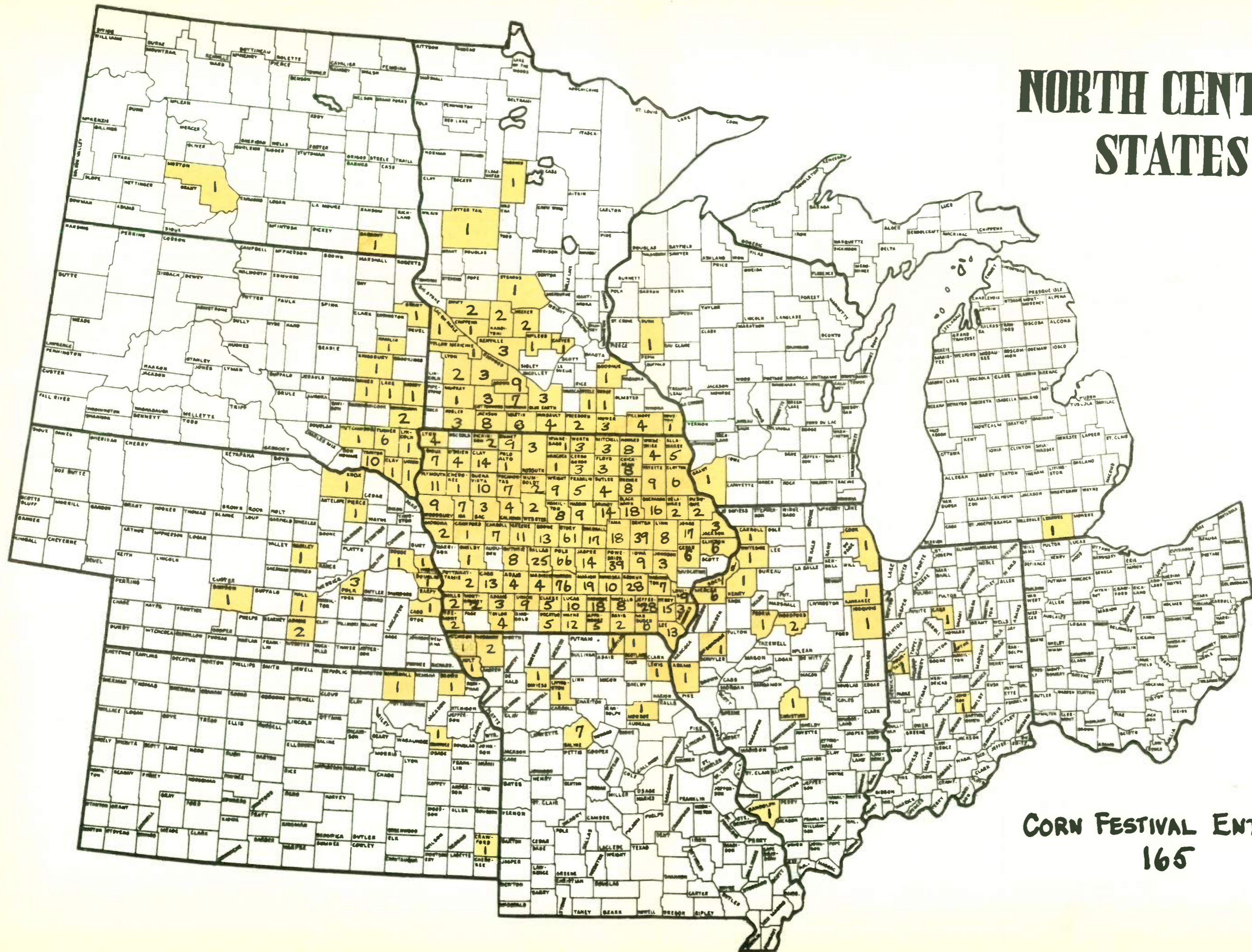
The attached maps show the wide interest in our Corn Festival.



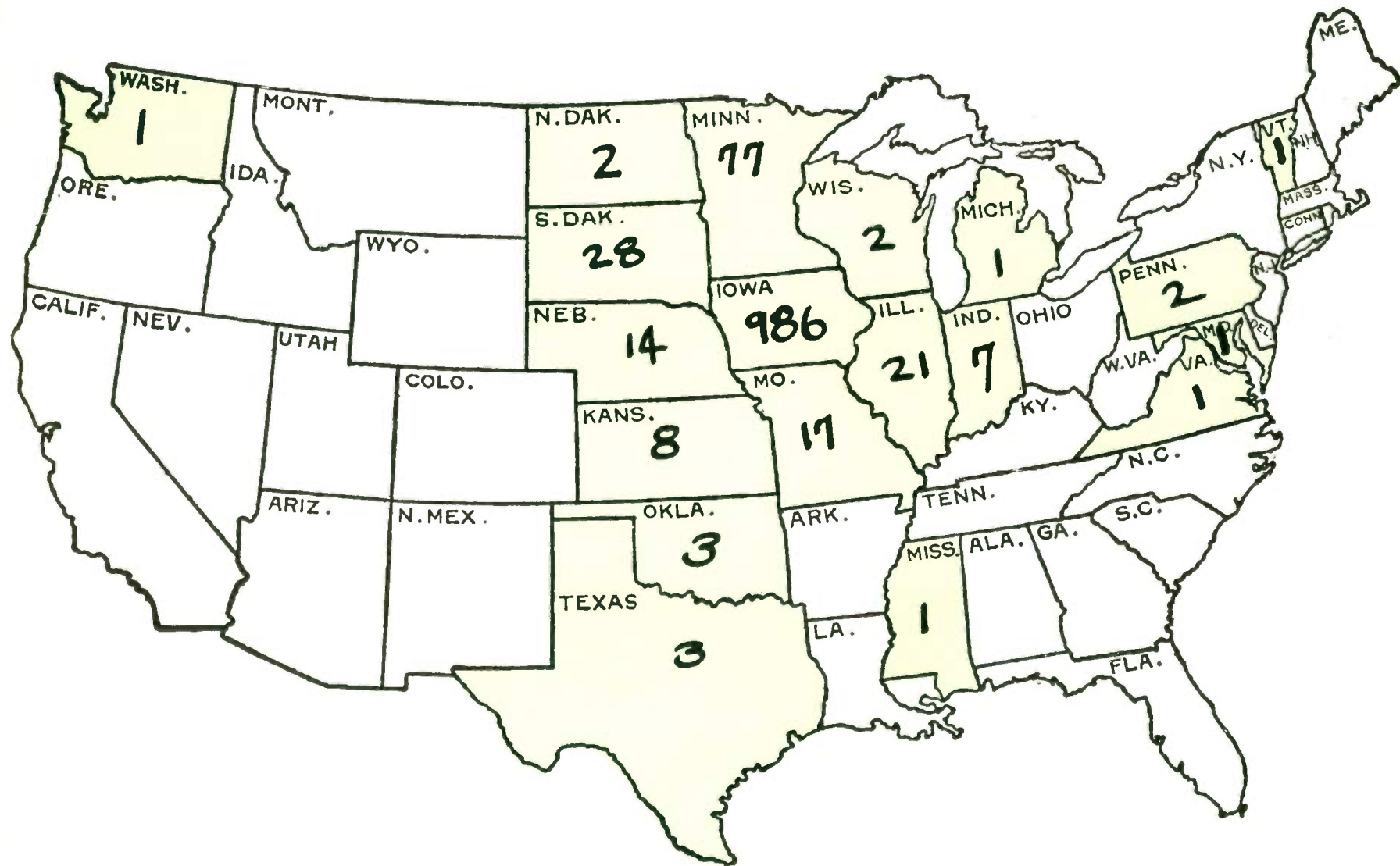
COPYRIGHT 1939 BY CENTRAL BROADCASTING COMPANY

CORN FESTIVAL EXHIBITORS- 1939

NORTH CENTRAL STATES



CORN FESTIVAL ENTRANTS
165



CORN FESTIVAL ENTRANTS - 1177

W H O

OTHER FARM SERVICE ACTIVITIES

- a. - Tall Corn Sweepstakes
- b. - Scrap Metal
- c. - Clothing Drive
- d. - Farm Safety
- e. - Iowa Fairs
- f. - War Bonds

SPECIAL
FARM PROGRAMS

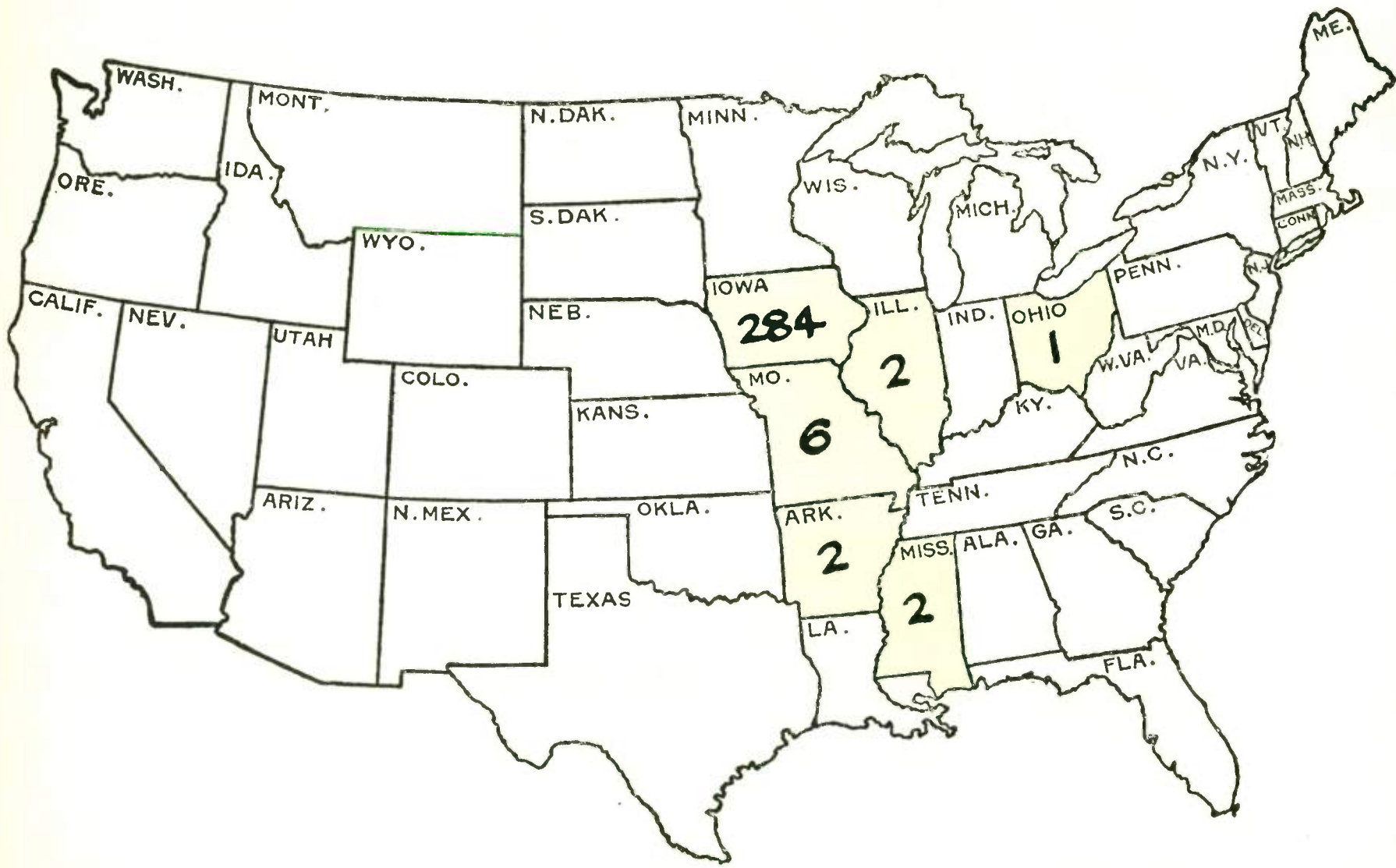
WHD

TALL CORN SWEEPSTAKES

TALL CORN SWEEPSTAKES

Col. B. J. Palmer, and other members of the Palmer family, are vitally interested in farming and the welfare of agriculture. Col. Palmer, early in his broadcasting career, sought to establish the importance of Iowa's fertile soil. One of the ways in which it was endeavored to bring this out was to inaugurate a tall corn contest.

Each year, save one, has found an Iowa entrant the sweepstakes winner, with the 1942 contest, last one to be held prior to the war, resulting in a winning stalk measuring no less than twenty-six feet, ten inches, in height.



TALL CORN SWEEPSTAKE ENTRIES - 297

SCRAP METAL DRIVE

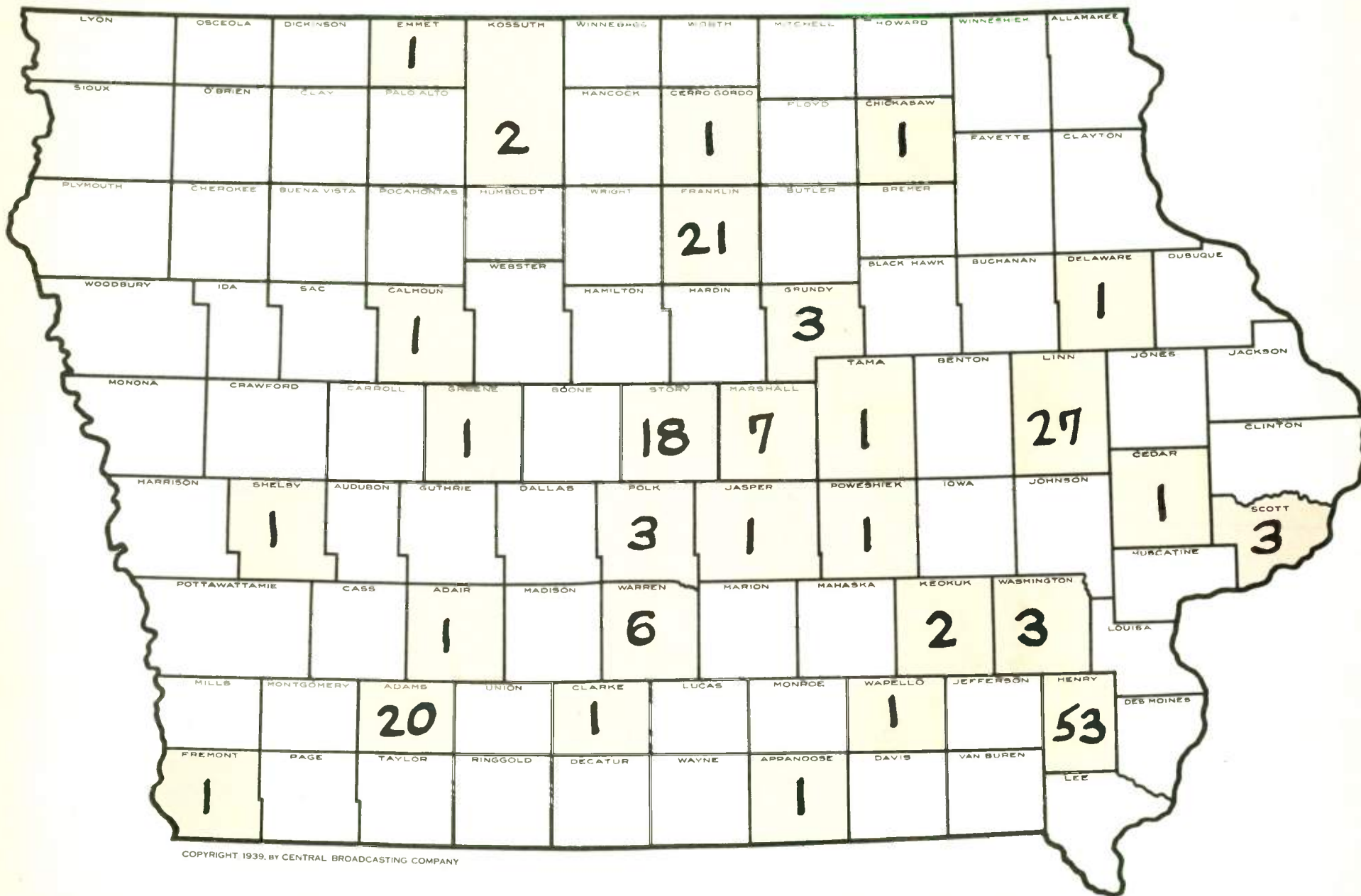
WHD

SCRAP METAL

In cooperation with the nation's need to salvage and collect vitally needed war materials, the WHO farm department, in the early winter of 1942, conducted a scrap metal campaign in which rural youth and school groups vied with each other in the effort to see which individuals and which groups could collect the largest tonnage.

Participation in this unique campaign is to be seen in the accompanying map.

More than 433 tons of vitally needed scrap metal was collected in the 24 day drive.



COPYRIGHT 1939, BY CENTRAL BROADCASTING COMPANY

SCRAP METAL PARTICIPANTS - 185

EUROPEAN RELIEF GIFT PARCELS

Following the WHO farm service director's return from Europe, where as a war correspondent he had opportunity to see the devastation of hearts and homes, he suggested to WHO Manager J. O. Maland and the members of the news department the possibility of a special WHO campaign to help the needy over there.

Partly through the farm service director's suggestion, and partly through the result of visits from Norwegian and other hard hit country representatives, and partly through the efforts of Mel Nelson, of the WHO news department, a program was undertaken to encourage WHO listeners to send gift parcels of clothing and food to needy Europeans.

In cooperation with the news and public interest departments at WHO, the farm department has received splendid response to this drive. All told, some 2,070 listeners have written the farm department for the names and addresses of needy families, and as a result several thousand gift parcels have gone to the needy and grateful families of Holland and other European areas. In addition, of course, thousands of other listeners have written direct to the news department for names of needy persons.

WHO FARM SERVICE
FARM SAFETY

FARM SAFETY

Farm safety is stressed and underlined for farm listeners in many different ways. Particular emphasis is placed on this subject at the opening of the season for field work, during haying and harvesting seasons and again at corn picking time. The danger around bulls and other livestock, and in connection with horses, is also constantly stressed. Invariably, when a farm accident is reported on the farm news, or other WHO broadcasts, it is accompanied by a warning to put more emphasis on "Safety First."

Farm safety speakers are frequent guests on the Corn Belt Farm Hour presenting in numerous ways, through speech, dramatization, and comment, the necessity for farm safety. During the months and weeks when farm safety is in the national spotlight, the WHO farm department has cooperated to the extent that it has been recognized by state and national safety officials as among the leaders in accident prevention work in the midwest.

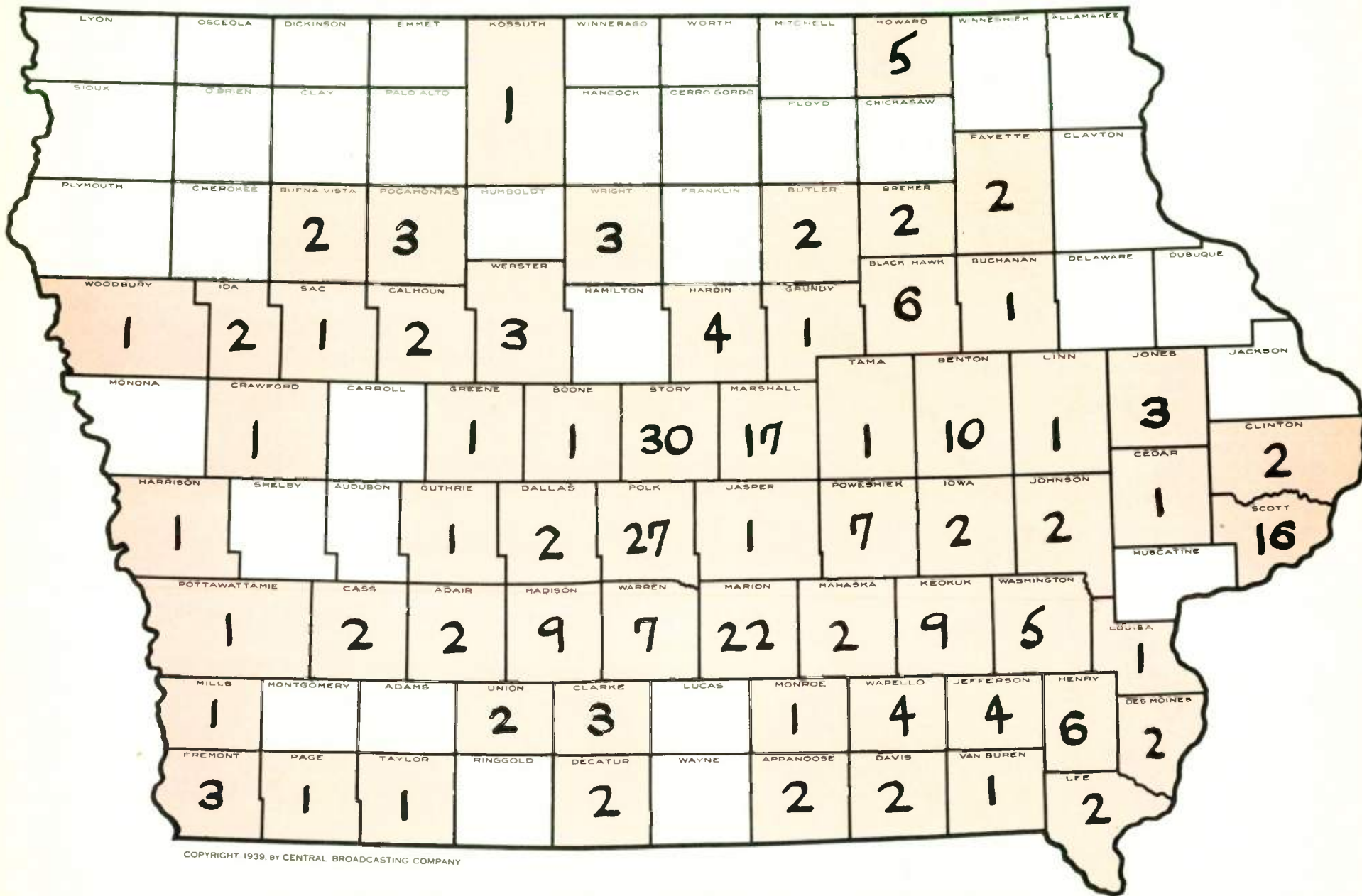
WHD FARM SERVICE
IOWA STATE FAIR

FAIRS & SPECIALS

Although war restrictions have de-emphasized state and national fairs and shows in recent years, WHO has continued to serve the county fairs and achievement shows throughout the state by carrying announcements and results on the farm programs, and occasionally doing remotes from county contests.

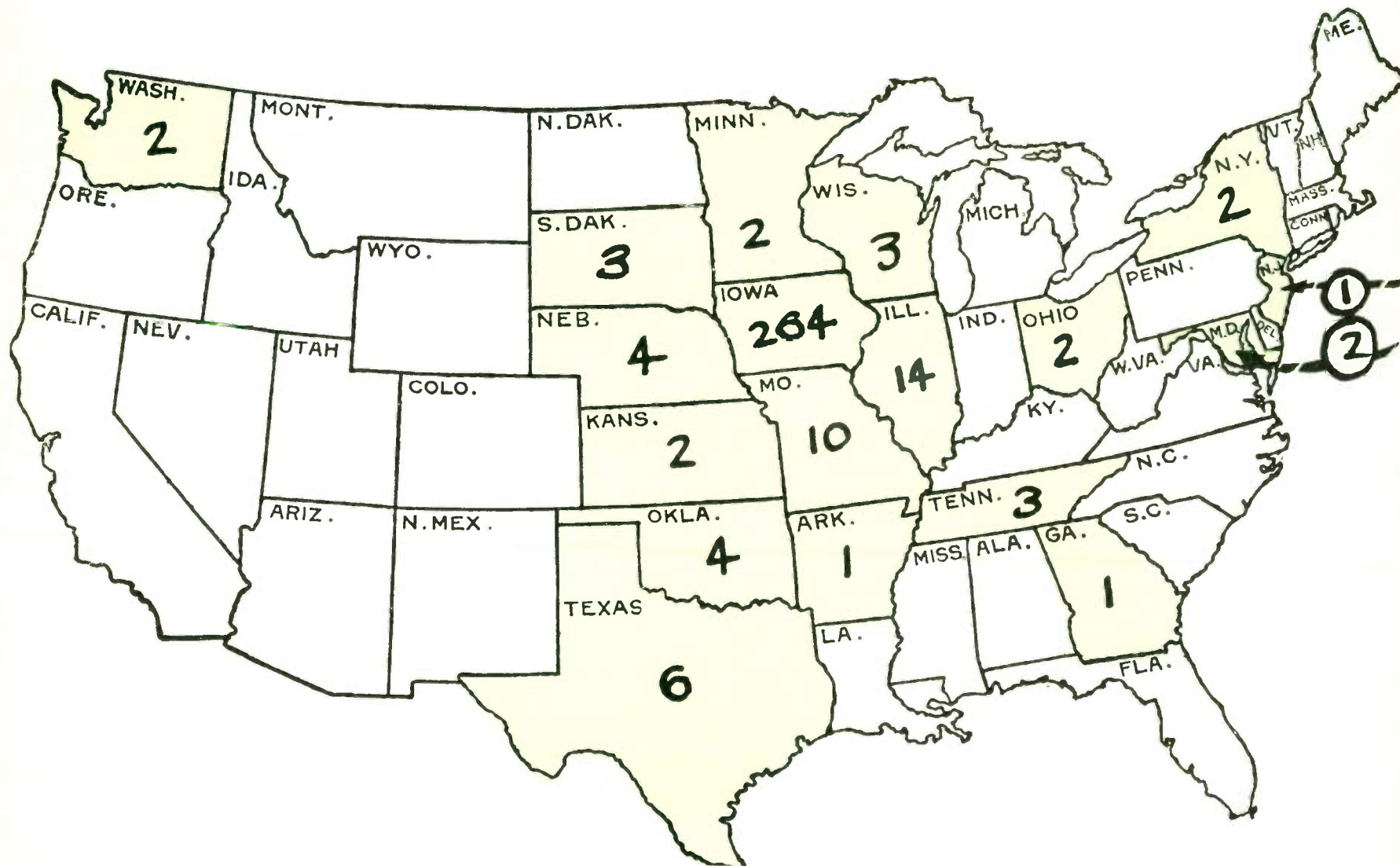
In addition, at the Waterloo Dairy Show WHO annually sponsors the State Champion 4-H Dairy Member exhibit.

Prior to the war, WHO did many farm broadcasts from the Iowa State Fair, International Stock Show, AkSarBen and other events. These will be resumed again this year.



COPYRIGHT 1939, BY CENTRAL BROADCASTING COMPANY

IOWA STATE FAIR GUESTS - 264



IOWA STATE FAIR GUESTS - 331

BOND SALES

During the war WHO was an issuing agency for War Bond certificates, and the WHO farm department cooperated fully with the U.S. Treasury in the sale of War Bonds.

Both the early morning and noon broadcasts were used extensively to help sell bonds to the farm audience. During a special War Loan campaign in 1942, the farm department alone sold well over \$200,000 worth of bonds. Many additional bonds were sold in subsequent campaigns, and in the Seventh War Loan Drive, more than \$14,000 in War Bonds were sold. Sale appeals were made for $1\frac{1}{2}$ minutes on morning farm news broadcasts, and numerous Corn Belt Hour and other programs were devoted to the bond effort.

W H O

REMOTES and INTERNATIONAL PROGRAMS

WHO
FARM REMOTES

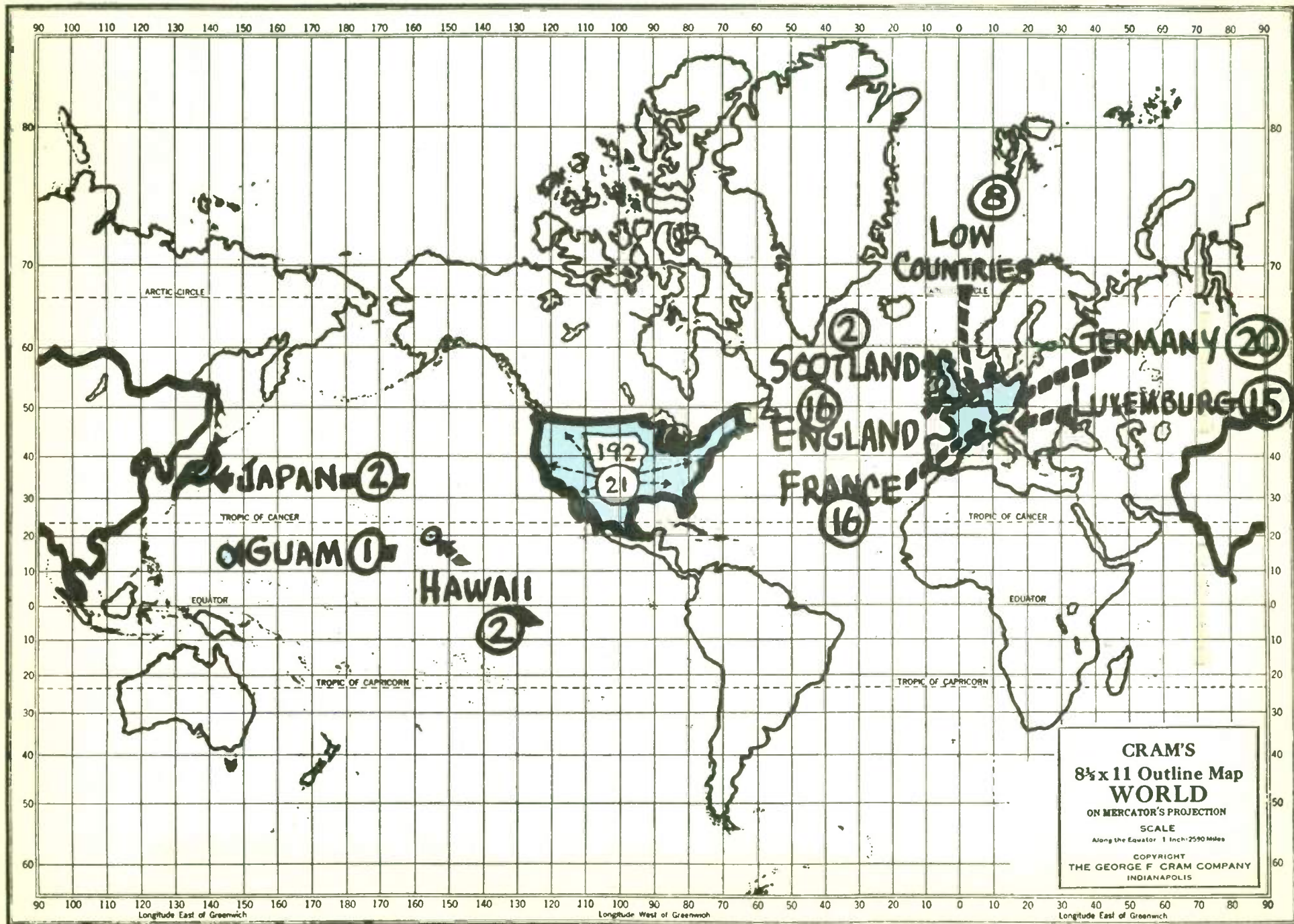
REMOTES

Remotes and other on-the-spot broadcasts are a regular feature of the WHO farm service, and by virtue of the farm director's two tours of duty overseas, include many broadcasts originating from foreign soil.

Over the past decade, WHO remotes have come from corn husking contests, plowing matches, shelling bees, dairy shows, sorghum mills, state, district and county fairs, threshing rings, flying farmers meetings, farm and home weeks, stock shows, tall corn presentations, school lunch meetings, garden shows, livestock feeders meetings, fire prevention demonstrations and numerous other meetings, as well as from battlefronts and other activities in war areas.

In addition to remotes from many sections of Iowa, the programs have originated in other states and in England, Scotland, France, Germany, Holland, Luxembourg, Belgium and Austria. See accompanying map.

REMOTE PROGRAMS ON WHO BROADCASTS - 300



WHO
**INTERNATIONAL
FARM BROADCASTS**

WHO INTERNATIONAL FARM BROADCASTS

WHO was the first individual radio station to send a farm man overseas and was the first to broadcast farm programs direct from foreign lands...including the thirty-minute Corn Belt Farm Hour, all or parts of which have originated by WHO staff members in the following foreign countries: England, Scotland, France, Holland, Germany, Luxembourg, Belgium and Guam.

In addition to more than 100 broadcasts by WHO personnel in foreign areas the past four years, WHO has also cooperated with the BBC in an exchange of broadcasts with British and Scotch farmers, and has had some broadcasts direct through the Chinese Information Service and is now negotiating arrangements with the Australian Broadcasting Service for similar programs.

*Our Herbert went
to England*



*. . . to get first-hand background
for better **WARTIME SERVICE
PROGRAMS** for his middle west
farm-family audience*

Middle-western farmers are intelligent people. They do a lot of thinking about war problems, food production and what's going on in the world. They want to know what they can do to help win this war. That's why Herbert Plambeck, WHO's farm editor, made a two months' tour of England, Scotland, Wales and Ireland to observe the agricultural war efforts and needs of the British people.

He had every opportunity to do a thorough job because he was invited by the British Embassy to make the trip—the first farm radio editor in the U.S.A. to be selected. Over there, he was a guest of the British Ministry of Information and the Ministry of Agriculture. He was appointed an accredited War Correspondent for WHO by the American Headquarters, European Theatre of Operations. Our Herbert travelled 3,000 miles over an area about the size of Iowa and Missouri, and saw nearly all that could be seen by a correspondent.

Every Saturday noon during his visit, he broadcast a report of his observations and impressions by short wave from the British Broadcasting Corporation studios in London. These were beamed toward Iowa to be picked up at Des Moines and rebroadcast simultaneously during the Corn Belt Hour by WHO and other Iowa stations. To insure reception, these programs were broadcast again at night by two British short wave stations, recorded by WHO and rebroadcast at 10:00 P.M.

On August 14, the entire Corn Belt Hour of music and interviews was produced by the British Broadcasting Corporation with English farmers, women and U. S. soldiers as talent, short-waved from London to Des Moines and rebroadcast simultaneously by WHO, WOC, KICD, KBUR and WOI. The show on August 7 was arranged through the National Broadcasting Company, using short wave from London to New York and then lines to Des Moines.

Herb came back brimming over with interesting information, stories about British people and our American boys that stir your soul, and a clear-cut picture of what our farm families can do to do their part in this great war. We sent our farm editor to the British Isles because it would help him to give better service to our listeners. Just another example of WHO Public Service.



Herb at the mike in BBC's London studio, from whence was transmitted by short wave to WHO the Aug. 14 "Corn Belt Farm Hour." Others participating: Donald McCullough (left), Director of Public Relations at the Ministry of Agriculture; Mrs. M. Finch, wife of a Gloucestershire farmer; J. W. McAlpine (standing, left), BBC North American Talks Organizer, and Stanley Maxted, BBC producer.

HERB'S SNAPSHOT ALBUM



I stood in a field where wheat has been grown for 103 successive years.



The only field of corn I found in all England. That's teacher Thomas on the right.



Irish steers alongside old Roman wall at York.



An example of how British farmers conserve field supplies. This "hayrick" was thatched by Land Army Girls.



Lancashire farm women and cheeses. Note cobblestone paving.



One of the "Land Army Girls". They're doing a fine job.



All that's left of a once comfortable tenement house.



From workers cottage built in the 1700's.



Ayrshire Cattle in a pasture in Ayrshire County.



I interviewed Opl. Hogg at a Ground Forces Training Center "Somewhere in England."



A Wiltshire wheat field where Dan "McLoughlin" bragged about his yields.



800 year old Church Chapel on a farm in Sussex County.



In a bomb crater on the Mitchell farm near Dover. Gilbert Mitchell on left.



Hop processing kilns on a farm near the channel.



The White Cliffs of Dover, overlooking Dover Strait and the French Coast.

Herb's Own Story of his Trip

“ In my entire 3,000 mile trek over the British Isles—from the White Cliffs of Dover up through wheat lands of Norfolk and Yorkshire to the Bonnie Braes of Scotland, over the flax country of Ireland, returning through mining sections of Wales, to bomb-blitzed Plymouth and back again to historic old London—I was repeatedly impressed by the courage and

determination of the British people. Four long, hard years of war has left them tired and worn, but their morale is good and they are sure that victory and peace are not far away. They are reserved, but cordial, friendly—and grateful for all America has done.

The farmers of Britain are doing a tremendous job. They have doubled production in the last four years. Millions of additional acres, including moorlands, marshlands, hunting grounds and golf courses are now producing crops. Livestock emphasis is placed on dairying, with beef herds maintained, but hog, sheep and poultry numbers are substantially below pre-war figures. Machinery is put to maximum use, and 73,000 Land Army Girls are helping to get the farm job done. Extremely rigid control by war agriculture committees is seen everywhere.

As a War Correspondent, considerable time was spent with our U. S. Forces, at fighter stations, bomber bases and at infantry and artillery centers. Dozens of Yanks were interviewed and observations were made with them on assault courses, in briefing rooms, and on runways upon their return from the missions across the channel. In every case, though they freely admit being homesick, the



Herb Plambeck

morale of the boys seemed high. They are eager to get their grim task finished, so they can catch the first boat home again. All desire more letters and packages from home.

Radio work, of course, claimed part of the time spent in Britain. Six broadcasts were presented through the courtesy of BBC and were broadcast from bomb-proof studios two floors beneath the street level, plus one program arranged and presented by NBC. BBC announcers, producers, and engineers were most cooperative. Their "to the second" timing and their painstaking rehearsing, producing, transcribing and censoring was a revelation. British news broadcasts likewise impressed me greatly, as did the fine work in presenting information pertaining to the war effort but their general programming did not appeal as compared to our own variety of shows. Similarly, their lack of consideration for British agriculture was a keen disappointment. Commercials are non-existent in the British broadcasting picture, thus accounting for license fees for all home radio sets plus government subsidization, which in turn, means pronounced government control. Visits made in many British farm and urban homes where radios were seldom turned on except for the news, resulted in the conviction that listeners were not entirely satisfied with the programs provided. Certainly there was far less listening than here in America where the listener chooses his program.

The trip abroad was highly interesting and enlightening. I'm most grateful to the British Government and to our own State, Agricultural and Military Departments for the privilege of being the first farm radio man permitted to make the journey. ””



Highlights of Herb's Travels

TRIP I. To southern England to observe general farming and to appear on Farmers' Brain Trust program. **TRIP II.** To Dover and the scenes of farming under enemy shellfire and air raids. **TRIP III.** Cambridge University, York Cattle market, Lincolnshire wheat fields, Edinburgh BBC studios, Scotland's Ayrshire, Clydesdale, Angus farms, Firth of Forth, Robert Burns' birthplace, Lancashire dairy areas, Agricultural Red Cross sale, Wales farm and mining area, Women's Land Army office and harvest camps. **TRIPS IV, V, VI.** U. S. Military, R.A.F. and Red Cross observations with studies of Norfolk and Suffolk farm practices, Rothamsted Experiment Station, Plymouth bomb damage. **TRIP VII.** To Wigenholt farm in Sussex county, workers' homes, haying, harvesting, dairying and plowing. The Ireland stop made possible studies of potato, hay, beet and flax culture on the Emerald Isle.

The Corn Belt Hour

WITH HERB PLAMBECK

The Corn Belt Hour is the most important farm program on WHO. It presents interviews of leading farm men and women of the middle west who are authorities on various farming operations, celebrated guest speakers from all parts of the world, and WHO stars in music and song. It has been broadcast every Saturday noon for more than six years under the direction of Herb Plambeck . . . is specially arranged to be of service to the vast audience of middle west farm families.

Other Farm Service Programs on WHO

Tips and Tunes	5:30 A.M.	Monday through Saturday
Farm Service Program	6:15 A.M.	Monday-Wednesday-Friday
Farm News	6:30 A.M.	Monday through Saturday
Victory Gardens	8:15 A.M.	Saturday
Farm Markets	12:00 Noon	Monday through Friday
Victory Farmers	12:15 P.M.	Tuesday and Thursday
The Man on the Farm	12:00 Noon	Saturday
Agriculture's War Effort	1:00 P.M.	Saturday
Better Farming	1:15 P.M.	Saturday
Barn Dance Frolic	8:00 P.M.	Saturday

WHO

50,000 WATTS • 1A CLEAR CHANNEL

DES MOINES

**NATIONAL REPRESENTATIVES
FREE & PETERS, INC.**

Central Broadcasting Company, 914 Walnut Street, Des Moines 7, Iowa

WHO

OFF the AIR
ACTIVITIES

WHO FARM SERVICE
OFF THE AIR RELATIONS

COOPERATION WITH YOUTH GROUPS

WHO has been solidly behind the various farm youth organizations in the middlewest, believing that young people, in addition to learning new methods and ideas for themselves, transmit the education to their families at home.

Specifically, the Iowa 4-H Club conventions and short courses have been thoroughly reported to listeners. Support has been given state and county 4-H expositions and fairs, and to 4-H and other youth entries at the International Livestock Exposition and the Chicago Fat Stock Show. Annual broadcasts were carried from the National 4-H Club Congress. Occasional county and state 4-H Club camps have been promoted.

Both 4-H and FFA youth participate in the WHO and Iowa Agricultural Extension Service sponsored Banner Pig Production project, which encourages economical and rapid production of pork. Future Farmer state organization meetings and more localized institutes have been promoted, and FFA members participated in the 1945 Radio Corn Festival - a special class having been designed for young exhibitors.

Iowa has a Rural Young People's organization for graduate 4-H members and a Young Married People's organization which both have been encouraged and promoted in frequent announcements and guest appearances on WHO broadcasts.

Cooperating with the State Fire Marshal's office and with fire underwriters, WHO has led the field in rural fire prevention for three years. The rural schools have been the vehicle of the project. More than 1,000 farm youngsters have had an active share in the awards and honorable mention lists, while countless other rural pupils have participated in the project.

Through WHO promotion, several tons of milkweed floss were collected by midwest rural school pupils for war uses.

During the past ten years, no less than 461 4-H members, 99 FFA boys, 111 Rural Youth members, and 256 school children have appeared before WHO microphones on farm broadcasts.

COOPERATION WITH FARM ORGANIZATIONS

In providing news for rural listeners, information regarding the activities of agricultural governmental agencies and the activities of other farm organizations are important. They are sources of news and the promotion of their activities is in the best interests of agriculture in Iowa.

The facilities of WHO have been made available to the Department of Agriculture and all its agencies, as well as to every other division of the government. The radio activities of the Extension Service have been blended with our station's programs and projects to avoid needless duplication on one hand, or to underline urgent farm projects on the other.

Best of relations are maintained with the Iowa Farm Bureau Federation, Iowa Farmers Union and the Iowa Grange, as well as with the county units of those organizations. But the WHO farm department has felt that all agencies interested in the public welfare, especially from an agricultural point of view, deserve our open support and when they have something to say, the providing of an opportunity to be heard is our duty.

In many instances, our cooperation with groups has been only in promoting their cause in news items. Other groups have been given time on the air, and still others get off-the-air time and support. However, the cause of the organization must have merit and be of a sincere nature - WHO is not a sounding board for selfish pressure groups.

On accompanying pages are listed most of the organizations with which WHO has cooperated in the last ten years. A few of the transitory wartime groups or other agencies and informational units may have unintentionally been overlooked.

INTERNATIONAL ORGANIZATIONS

United Nations Organization
Food & Agriculture Organization
British Supply Mission

Kiwanis International
Foreign Policy Committee

UNITED STATES GOVERNMENT

United States Senate
U.S. House of Representatives

Department of Agriculture

Agricultural Adjustment Agency
Agricultural Marketing Service
Bureau of Agricultural Economics
Bureau of Animal Industry
Bureau of Entomology & Plant Quarantine
Bureau of Home Economics
Bureau of Plant Industry
Commodity Credit Corporation

Farm Security Administration
Federal Crop Insurance Corp.
Soil Conservation Service
Rural Electrification Adm.
Surplus Marketing Administration
Production & Marketing Adm.
War Food Administration
Office of Foreign Agricultural Relation

Department of Commerce

Bureau of the Census
Weather Bureau

Department of the Treasury

Bureau of Internal Revenue
Federal Reserve Board

War Finance
Coast Guard

Department of War

United States Army
Women's Army Corps

Chaplains Corps
Army Air Corps
National Guard

Department of Navy

Navy Recruiting
WAVES
Marine Corps

Post Office Department

Postmasters
Rural Mail Carriers

Department of Interior

Fish & Wildlife Service
Office of Indian Affairs

Department of State

Visa Division
Office of Int'l Communications

Other Government Organizations

Civilian Conservation Corps
National Youth Administration
Public Health Service
Office of Education
War Production Board
War Assets Administration

Office of Price Control
Office of Defense Transportation
Office of Civilian Defense
War Surplus Properties Board
Veterans Administration
U.S. Employment Service

NATIONAL ORGANIZATIONS

National Association of Broadcasters
American Farm Bureau Federation
National Farmers Union
National Grange
American Meat Institute
National Livestock & Meat Board
Poultry & Egg National Board
National Shorthorn Breeders Assn.
American Polled Hereford Association
Hereford Assn. of America
American Soybean Association
Cotton Growers Association
Federal Council of Churches
Nat'l Conference of Christians & Jews
Catholic Rural Life Conference
Roman Catholic Church
Church of the Brethren
Methodist Church
Church of Christ
Congregational Church
Presbyterian Church
Church of Latter Day Saints
Young Men's Christian Association
Young Women's Christian Association

American Dairy Association
National Dairymen's League
Izaak Walton League
American Wild Life Federation
National Farm Youth Foundation
Boy Scouts of America
American Red Cross
Nat'l Infantile Paralysis Foundation
American Medical Association
National Safety Council
National Policy Committee
United Service Organizations
American Legion
American Legion Auxiliary
Veterans of Foreign Wars
American Veterans Committee
Disabled American Veterans
Grand Army of the Republic
American Veterinary Medical Assn.
Farm Chemurgy Council
National Chamber of Commerce
National Assn. of Manufacturers
National Grocery Manufacturers Assn.
National Frozen Food Locker Assn.

REGIONAL ORGANIZATIONS

Rice Institute
Cornell University
Texas A & M
Oklahoma A & M
Minnesota Extension Service
Illinois Extension Service
Ohio Extension Service
Missouri Extension Service
Iowa-Nebraska Kiwanis District
Iowa-Nebraska Poultry & Egg Institute
Cream Horse Association

Nebraska Extension Service
South Dakota Extension Service
Illinois Agricultural Association
Boys' Town of Omaha
Oklahoma Flying Farmers
Western Grain & Feed Dealers Assn.
National Dairy Cattle Congress
Harvard University
Drake Relays
Mississippi Valley Fair & Exposition
Clay County Fair

STATE ORGANIZATIONS

Iowa State College	Iowa Tenancy Commission
Iowa Agricultural Extension Service	Iowa Dairy Association
Iowa Farm Bureau Federation	Iowa Dairy Industry Commission
Iowa Triple A	Jersey Breeders Association
Iowa State War Boards	Holstein Breeders Association
Iowa Farm Security Administration	Guernsey Breeders Association
Iowa Rural Electrification Adm.	Brown Swiss Breeders Association
State-Federal Crop & Livestock Reporting	Iowa Dairy Herd Improvement Assn.
Office of the Governor	Ayrshire Breeders Association
Iowa General Assembly	Des Moines Dairy Council
Iowa State Department of Agriculture	Iowa Swine Producers Association
State Conservation Committee	Poland-China Breeders Association
Iowa Conservation Commission	Duroc Breeders Association
Iowa Farmers Union	Berkshire Breeders Association
Iowa Grange	Spotted Poland Association
Iowa Rural Youth	Tamworth Breeders Association
Iowa 4-H Boys Clubs	Chester White Breeders Association
Iowa 4-H Girls Clubs	Hampshire Hog Breeders Association
Future Farmers of America	Hereford Hog Breeders Association
Iowa County Extension Directors Assn.	Iowa Beef Producers Association
Iowa County Home Economists Assn.	Iowa Hereford Breeders Association
Iowa Medical Association	Shorthorn Breeders Association
Iowa State Safety Council	Aberdeen-Angus Breeders Association
Iowa Veterinary Medical Association	Iowa Horse & Mule Breeders Assn.
Iowa Inter-Church Council	Iowa Rabbit Breeders Association
Rural Christian Fellowship	Iowa Horticultural Society
Iowa Society for Crippled Children	Iowa Poultry Improvement Assn.
Iowa Tuberculosis Association	Iowa Sheep and Wool Producers
Iowa Federated Women's Clubs	Iowa Corn & Small Grain Growers
Federated Garden Clubs of Iowa	Iowa State Fair Managers
Iowa Highway Patrol	Iowa State Fair Board
State Department of Health	All Iowa Fair
State Fire Marshal	North Iowa Fair
Iowa Assn. of Mutual Insurance Assn.	Agricultural Marketing Association
Iowa Tax Commission	Iowa Institute of Co-operatives
Iowa Taxpayers Association	Shippers Association of Iowa
Production Credit Administration	Iowa Livestock Marketing Co-operative
Iowa Retail Farm Equip. Dealers Assn.	Iowa Selective Service
Farmers Grain Dealers Association	Iowa State Guard
Iowa Flying Farmers	State Dept. Public Instruction
Iowa Feed Institute	State University of Iowa
Des Moines Chamber of Commerce	Iowa State Teachers College
Albia Chamber of Commerce	Central College
Des Moines Better Business Bureau	Iowa State Teachers Association
Camp Fire Girls	Iowa State Rural Teachers Assn.
Girl Scouts	Iowa High School Athletic Assn.
Amana Society	Iowa Congress of Parents & Teachers
Iowa Nutrition Council	Quakerdale School
Iowa Manufacturers Council	Iowa Daily Press Association
Greater Iowa Commission	Iowa Press Association
Iowa War Chest	Des Moines Humane Society
	Iowa Development Commission

**WHO FARM DEP'T
SPEECHES**

SPEECHES AT MEETINGS

Along with attending a vast number of farm meetings, and the close cooperation with hundreds of farm, government, civic and other organizations, WHO farm staff members are also called upon to do much off-the-air work in the matter of speeches at meetings.

All told, over the past ten years, the farm service director and his assistants have been called upon to speak at no less than 923 meetings, most of which listed the WHO representative as the principal speaker. The accompanying maps show the extensive area from which invitations to talk have been received in Iowa and in the U. S., as well as the opportunities to speak in war service work in other countries.

In addition, other pages in this section show the wide variety of topics discussed and the many different types of meetings addressed. Only the 1938 and 1945 listings are shown, but similar exact information is to be found in WHO farm department files for each of the other years the farm service director has been asked to make talks.

1938 Talks by WHO Farm Service Director

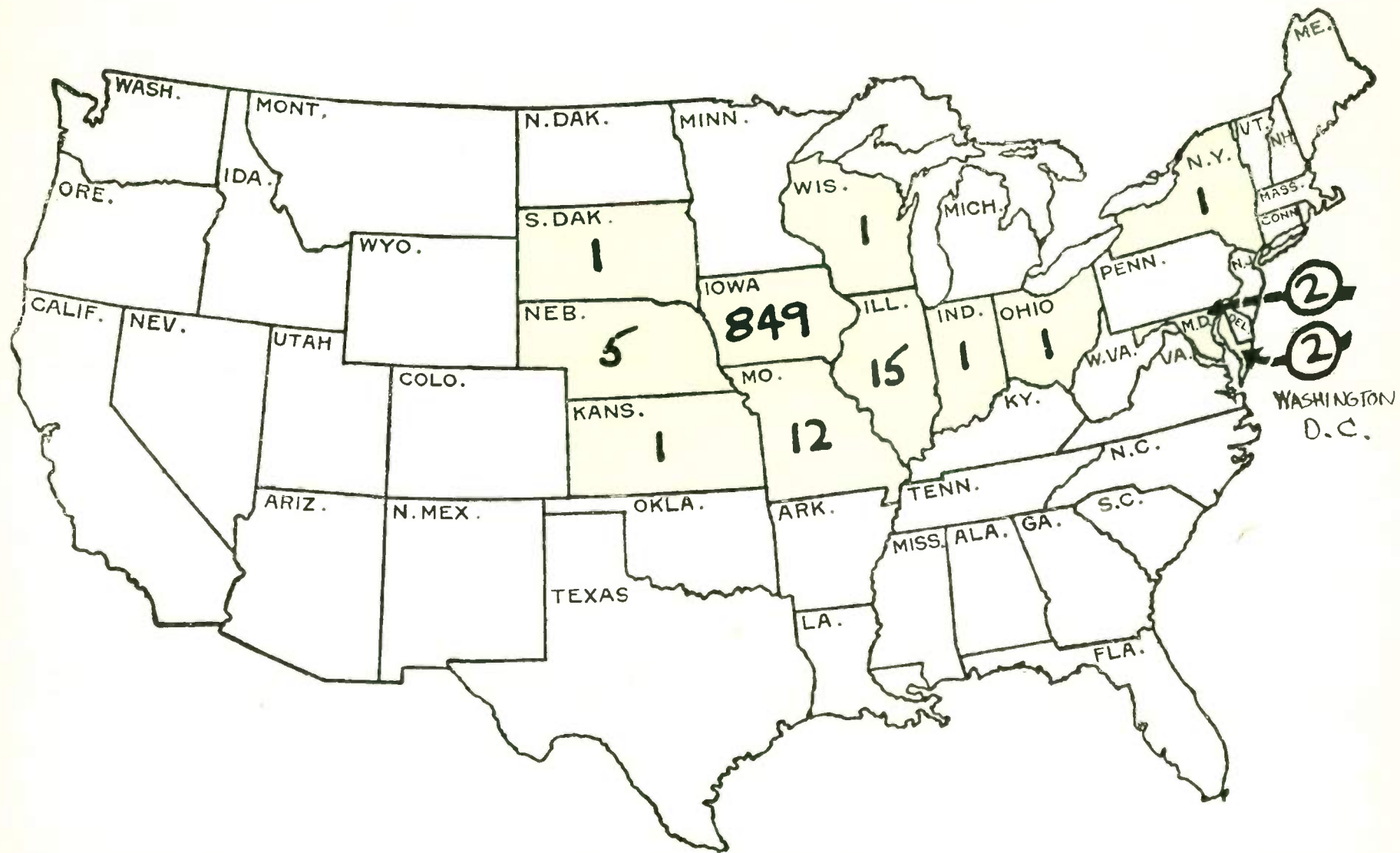
<u>Date</u>	<u>Place</u>	<u>Event</u>	<u>Attendance</u>
5/ 1/38	Davenport	Summit Church	60
5/ 7/38	Davenport	Farm Bureau Meeting	65
5/21/38	Ames	Alpha Gamma Rho	110
6/ 2/38	Iowa City	Farmers Shipping Association	700
6/ 3/38	Boone	4-H Rally	320
6/ 6/38	Ames	Angus-Hereford State Picnic	200
6/30/38	Waterloo	Dairy Show & Banquet	1,000
7/ 4/38	Boone	4-H Camp	125
8/16/38	Davenport	Mississippi Valley Fair	8,000
8/20/38	Eastern Iowa	Farm Bureau Meeting	50
8/22/38	Knoxville	Marion County Fair	1,500
8/24/38	Boone	Boone County Fair	11,000
8/31/38	Des Moines	State Fair	45,000
9/ 1/38	Des Moines	State Fair	10,000
9/ 2/38	Des Moines	State Fair	1,000
9/ 9/38	Boone	Committee Meeting	95
9/10/38	Newton	Maytag Farm	25
9/14/38	Marshalltown	Marshall County Fair	3,500
9/16/38	Spencer-Des Moines	Flood Damage	3,500
9/28/38	Indianola	Farmers Union	250
9/30/38	Des Moines	Farmers Union	350
9/31/38	Waterloo	4-H Banquet	275
10/ 1/38	Waterloo	Dairy Cattle Congress	150
10/ 1/38	Waterloo	Dairy Cattle Congress	15,000
10/ 7/38	Kelley	Kelley Fair	75
10/11/38	Elkhart	Show	100
10/20/38	Mitchellville	Husking Meet	1,500
10/21/38	Iowa Falls	Husking Meet	2,000
11/11/38	Fort Dodge	Husking Meet	35,000
11/12/38	Des Moines	Barn Dance	3,500
11/17/38	Boone	Institute	145
11/19/38	Alexander	Harvest Home	75
11/22/38	Chicago, Illinois	4-H Club Congress	40,000
12/ 2/38	Gilbert	FTA	200
12/ 8/38	State Center	Institute	105
12/13/38	Des Moines	4-H Fair	300
12/14/38	Des Moines	Market Commission	20
12/28/38	Ames	4-H Short Course	1,000
12/29/38	Ames	4-H Short Course	1,040

1945 Talks By WHO Farm Service Director

<u>Date</u>	<u>Place</u>	<u>Group</u>	<u>Topic</u>	<u>Attend- ance</u>
1/ 4/45	Ankeny	Farm Bureau	Farm Broadcasting	50
1/ 5/45	Des Moines	State Guard	Our Job	15
1/15/45	Davenport	Sorority	Internat'l Observations	20
1/17/45	Des Moines	Kiwanis	Radio Corn Festival	125
1/24/45	Des Moines	Kiwanis	Radio Corn Festival	125
1/29/45	Waterloo	Mutual Oil Co.	Internat'l Agriculture	750
1/30/45	Brooklyn	Farm Bureau	Farm Broadcasting	1,300
2/ 5/45	Wesley	Farmers Co-op	The Co-op Challenge	200
2/ 5/45	Renwick	REA Meeting	The Co-op Challenge	350
2/24/45	New York, New York	Home For Girls	Greetings	70
3/24/45	Luxembourg	3d Army Press Camp	Crossing Rhine	32
3/25/45	Luxembourg	Mackay Radio Unit	GI Interviews	35
4/ 1/45	Paris, France	Easter Services	GI Interviews	29
4/ 8/45	Lauda, Germany	7th Army Press Camp	GI Interviews	29
4/10/45	Schweinfurt, Ger.	42d Division	Hagen's Gun Crew	10
4/13/45	7th Army	Evacuation Hospital	GI Interviews	90
4/14/45	Bad Mergenthau	Enemy Hospital	Interrogating Officer	375
4/15/45	Lauda, Germany	RCA Radio Unit	GI Interviews	50
4/18/45	3d Division	Gen.O'Daniel Meeting	Nuremburg Campaign	14
4/20/45	Nuremburg, Germany	Col. Bird's Hdqrs.	Broadcast	450
4/22/45	Lauda, Germany	RCA Radio Unit	GI Interviews	125
4/27/45	Dilligen, Germany	6th Army Group Press	GI Interviews	36
4/30/45	Dachau, Germany	Concentration Camp	Liberation	6,000
5/ 1/45	Munich, Germany	Hitler's Braunhaus	GI Interviews	35
5/ 1/45	Munich, Germany	POW Stockade	POW Interviews	50
5/ 2/45	Dilligen, Germany	Press Camp Meeting	Press Camp Problems	38
5/ 4/45	Regensburg, Germany	Engineers Division	GI Interviews	275
5/ 9/45	Berchtesgaden, Ger.	Hitler's Eaglesnest	Observations	10
5/11/45	Augsburg, Germany	Goering Surrender	Interview Goering	55
5/13/45	Rosenheim, Germany	BlackHawk Division	Mother's Day Program	125
5/12/45	Salzburg, Germany	7th Army Group	Mother's Day	10
5/22/45	Antwerp, Belgium	Officers Club	Greeting	55
5/23/45	Flanders Field	American Cemetery	Broadcast	6
5/24/45	Charleroi, Belgium	Food Depot	GI Interviews	18
5/27/45	Rotterdam, Holland	Dev		25
5/28/45	Brussels, Belgium	Ministry Offices	Belgian Interviews	5
5/30/45	Paris, France	Memorial Day	Programs	10
6/ 1/45	LeHavre, France	Lucky Strike Camp	POW Interviews	175
6/ 7/45	Guernsey Island	Royal visit	King & Queen Tour	15,000
6/ 9/45	Jersey Island	R. Jersey Agr. Soc.	American Agriculture	75
6/12/45	English Channel	Aboard CONQUEROR	U. S. Observations	25
6/16/45	London, England	BBC Studios	GI Interviews	17
6/21/45	Prestwick, Scotland	Adampton House	Officers' Mess	75

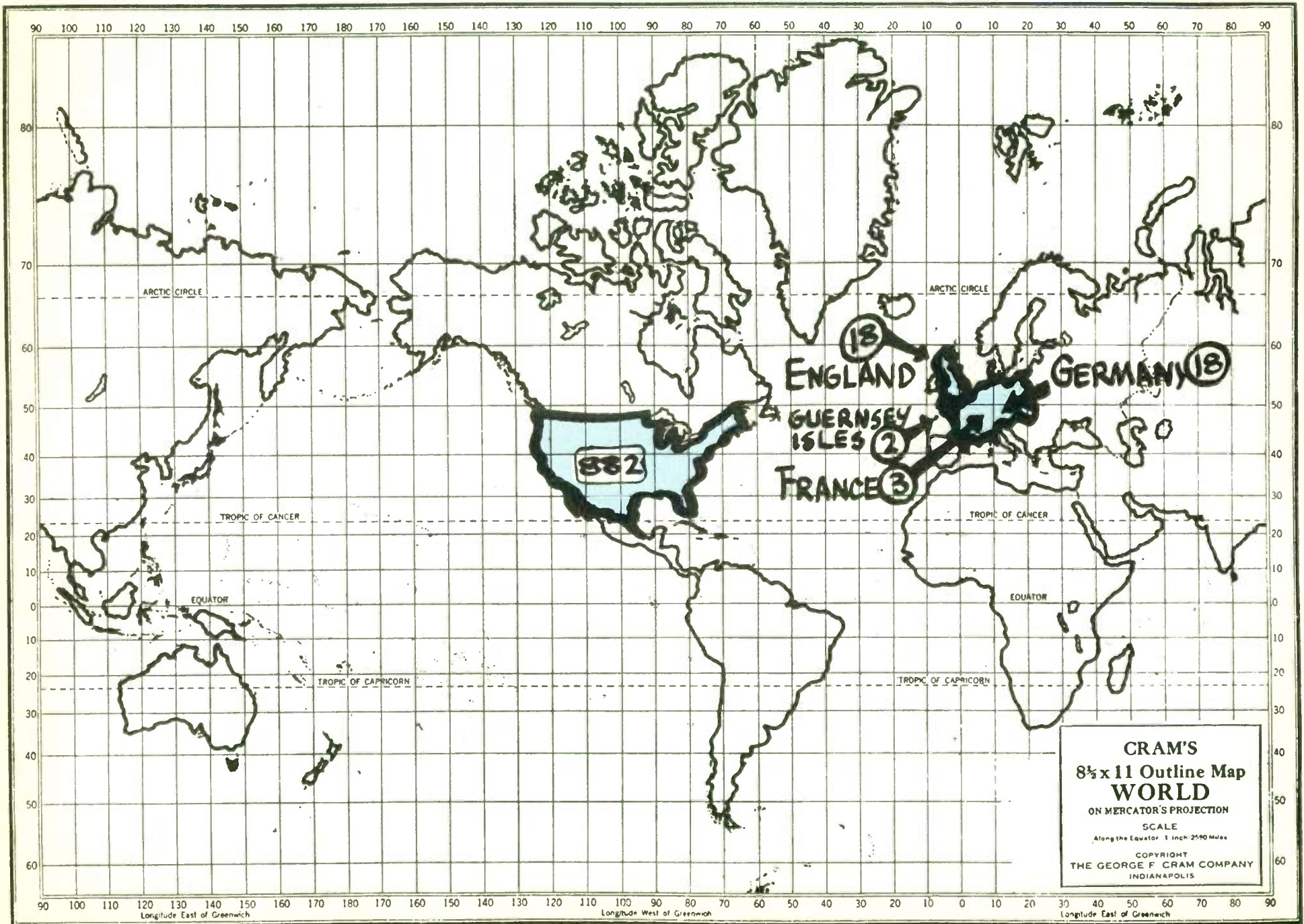
<u>Date</u>	<u>Place</u>	<u>Group</u>	<u>Topic</u>	<u>Attendance</u>
7/11/45	Des Moines	C of C Ag. Committee	Europe in the Wake of War	25
7/18/45	Des Moines	WIO Dinner	Report on Tour of Duty	200
7/21/45	Des Moines	Farm Bureau	Europe in Wake of War	500
7/22/45	Sac City	Farm Bureau	Europe in Wake of War	1,600
7/24/45	Des Moines	Servicemen's Club	With GI's Over There	50
7/26/45	Des Moines	State Guard	With GI's Over There	400
8/ 6/45	Webster City	Rotary Club	With GI's Over There	45
8/ 6/45	Webster City	War Dads	Europe in Wake of War	1,600
8/ 7/45	Des Moines	Ad Club	Crossing the Rhine	138
8/ 7/45	Marshalltown	Lions Club	Europe in Wake of War	500
8/10/45	Clemons	Community Club	Agriculture Under Fire	450
8/12/45	Boone	Farm Bureau	Agriculture Under Fire	2,000
8/13/45	Des Moines	Iowa Dairy Ind. Comm.	Dairying Under Fire	20
8/16/45	Oskaloosa	Farm Bureau	Europe in Wake of War	2,500
8/16/45	Bloomfield	Community Meeting	Europe in Wake of War	1,000
8/18/45	Des Moines	Sons of Civil War Vets	Tribute to Heroes	40
8/21/45	Des Moines	Chamber of Commerce	Plowing Match Plans	35
8/22/45	Des Moines	Kiwanis	Europe in Wake of War	150
8/23/45	Des Moines	Lions Club	With GI's in Germany	75
8/25/45	Des Moines	C of C Ag. Committee	Conservation Field Day	8
8/26/45	Creston	Farm Bureau	Europe in Wake of War	3,750
8/30/45	Floris	Hillculture Day	Conservation Under Fire	1,000
8/30/45	Des Moines	East D.M. Kiwanis	With GI's in Germany	30
9/ 1/45	Waterloo	4-H Dairy Show	Farm Broadcasts	350
9/ 1/45	Waterloo	4-M Dairy Show	Dairying on Parade	8,000
9/ 4/45	Des Moines	East Des Moines Club	Crossing the Rhine	100
9/ 7/45	Sigourney	Farm Bureau	Europe in Wake of War	4,500
9/ 3/45	Carroll	Farm Bureau	Europe in Wake of War	500
9/11/45	Newton	Plowing Match	Conservation Challenge	1,500
9/11/45	Des Moines	Shrine	Greetings	200
9/12/45	Decorah	Conservation Comm.	Conservation Under Fire	275
9/13/45	Toledo	District Soils Meeting	Europe in Wake of War	210
9/17/45	Des Moines	Capitol Lodge	Greetings	175
9/17/45	Des Moines	Soils Meeting	Conservation Challenge	115
9/19/45	Des Moines	R E A	Europe in Wake of War	140
9/19/45	Des Moines	Farm Bureau	Agriculture Overseas	165
9/20/45	West Des Moines	Commercial Club	Europe in Wake of War	119
10/ 2/45	Des Moines	Church Women	Brave Women Across the Seas	510
10/ 3/45	Des Moines	Kiwanis	Conservation Field Day	125
10/ 3/45	Des Moines	Altrusa Club	Europe in Wake of War	45
10/ 4/45	Beatrice, Nebr.	Kiwanis	Conservation Challenge	350
10/ 5/45	Beatrice, Nebr.	Kiwanis	Kiwanis in Agriculture	350
10/ 6/45	Morris Farm	Plowing Match	Conservation Field Day	2,200
10/ 6/45	Morris Farm	Plowing Match	Presenting Winners	500
10/ 7/45	Des Moines	R F D	National Assn. Program	11
10/ 8/45	Des Moines	RFD & Biscuit Club	Presenting RFD's	19

<u>Date</u>	<u>Place</u>	<u>Group</u>	<u>Topic</u>	<u>Attendance</u>
10/11/45	Storm Lake	Farm Bureau	Europe in Wake of War	700
10/13/45	Washington	Farm Bureau	Europe in Wake of War	800
10/15/45	Oskaloosa	Ministerial Assn.	Europe's Dilemma	22
10/15/45	Oskaloosa	Service Clubs	With GI's in Germany	120
10/16/45	Waterloo	B. & P. Women	European Observations	120
10/17/45	Burlington	Farm Bureau	Agriculture Overseas	375
10/22/45	Ames	Rotary Club	With GI's in Germany	110
10/22/45	Badger	Community Club	Europe in Wake of War	400
10/26/45	Des Moines	H.P. Church of Christ	Europe's Dilemma	126
10/30/45	Ames	Ext. Dir. Banquet	With GI's in Banquet	150
11/ 1/45	Des Moines	C of C Committee	Report on Activities	45
11/ 2/45	Des Moines	Voc. Ag. Meeting	FFA Programs	12
11/ 6/45	Ottumwa	DeKalb Meeting	European Agr. During War	135
11/ 7/45	LeMars	Farm Bureau	Europe in Wake of War	260
11/ 8/45	Algona	Farm Bureau	Europe in Wake of War	400
11/ 9/45	Fayette	Farm Bureau	Europe in Wake of War	550
11/10/45	Des Moines	Rainbow Division	With Rainbow Boys in Ger.	80
11/13/45	Greenfield	Farm Bureau	Europe in Wake of War	135
11/15/45	Des Moines	WIO Barn Dance	Salute to Agriculture	3,400
11/16/45	Menlo	Harvest Home	Harvest Home Sunday	175
11/28/45	Des Moines	Kiwanis Club	Agricultural Program	225
11/29/45	Des Moines	Guernsey Breeders	Guernsey Island	55
12/ 1/45	Chicago	4-II Congress	Farm Youth Here & There	45
12/ 2/45	Chicago	NARFD	Report of 1945	60
12/ 2/45	Chicago	NARFD	Farm Broadcasting	75
12/ 3/45	Chicago	NARFD	Radio Farm Service Features	70
12/ 3/45	Chicago	NARFD	Acceptance Talk	80
12/ 4/45	Chicago	NAB	Agricultural Broadcasting	8
12/ 6/45	Davenport	Summit Church	Our Challenge-Our Resp.	120
12/10/45	Des Moines	Farm Bureau	Clothing for Europe	20
12/10/45	Eagle Grove	FFA	European Observations	180
12/11/45	Des Moines	Fair Managers	Europe in Wake of War	150
12/12/45	Knoxville	Soil Conservation	Conservation Challenge	315
12/15/45	Des Moines	Master Swine Prod.	Pork Production	680
12/20/45	Hastings, Nebr.	Corn Show	Conservation Challenge	200
12/26/45	Des Moines	Kiwanis	Report for 1945	125
12/27/45	Ames	4-II Short Course	Our Challenge-Our Resp.	851



TALKS AND REPORTS MADE - 882

TALKS AND REPORTS MADE -923



W H O

MISCELLANEOUS FARM SERVICE RELATIONS

- a. - National Farm Institute
- b. - Meats Bulletin
- c. - Farm Calendar
- d. - Golden Weddings
- e. - Good Neighbors
- f. - Better Livestock & Poultry

WHO FARM DEPT.
MISCELLANEOUS

NATIONAL FARM INSTITUTE

Radio Station WHO, through its farm department, annually cooperates closely in the planning, and presenting, of the National Farm Institute.

Particularly eloquent evidence of WHO's interest in the National Farm Institute is seen in the fact that in 1943, when transportation and other war emergencies necessitated the abandonment of the meeting proper, WHO, in cooperation with NBC, carried a series of broadcasts totalling several hours of radio time on the date originally scheduled for the national meeting. This service enabled the interested farmers to receive the benefit of the National Farm Institute by radio.

In 1946, in addition to serving on the National Farm Institute Committee, the WHO farm service director arranged for a schedule of eleven broadcasts over WHO, listed on the following page.

1946 NATIONAL FARM INSTITUTE PROGRAMS ON WHO

February 15, 1946

- 6:30 a.m. - Eighth Annual National Farm Institute Preview
- 12:00 Noon - First report on Institute program
Resumes of speeches by Howard Tolley, BAE, USDA;
and Paul Hoffman, Chairman, Committee for Economic
Development
- 1:00 p.m. - Talk by Secretary of Agriculture Anderson and inter-
views with farm leaders.
- 5:30 p.m. - Interview with Sir John Orr, Secretary General for
Food and Agriculture Organization

February 16, 1946

- 6:30 a.m. - Resume of first day's programs
Summaries of speeches by Sir John Orr, FAO, and
Will Clayton, Assistant Secretary of State, plus
report of afternoon panel discussions.
- 10:00 a.m. - Country Home program
- 11:30 a.m. - National Farm Institute guests
Interviews with guests attending meeting
- 12:00 Noon - Corn Belt Farm Hour
Panel Discussion - "Peacetime Challenge to
Agriculture."
- 1:30 p.m. - National Farm & Home Hour
Introduction of speakers by WHO farm director.
Talks by Kirk Fox, National Farm Institute
Chairman; Paul Willis, National Grocery Manu-
facturers; Scott Ellis, Dallas County farmer.
- 5:15 p.m. - National Farm Institute guests
- 10:30 p.m. - Rebroadcast of Secretary of Commerce Wallace's speech

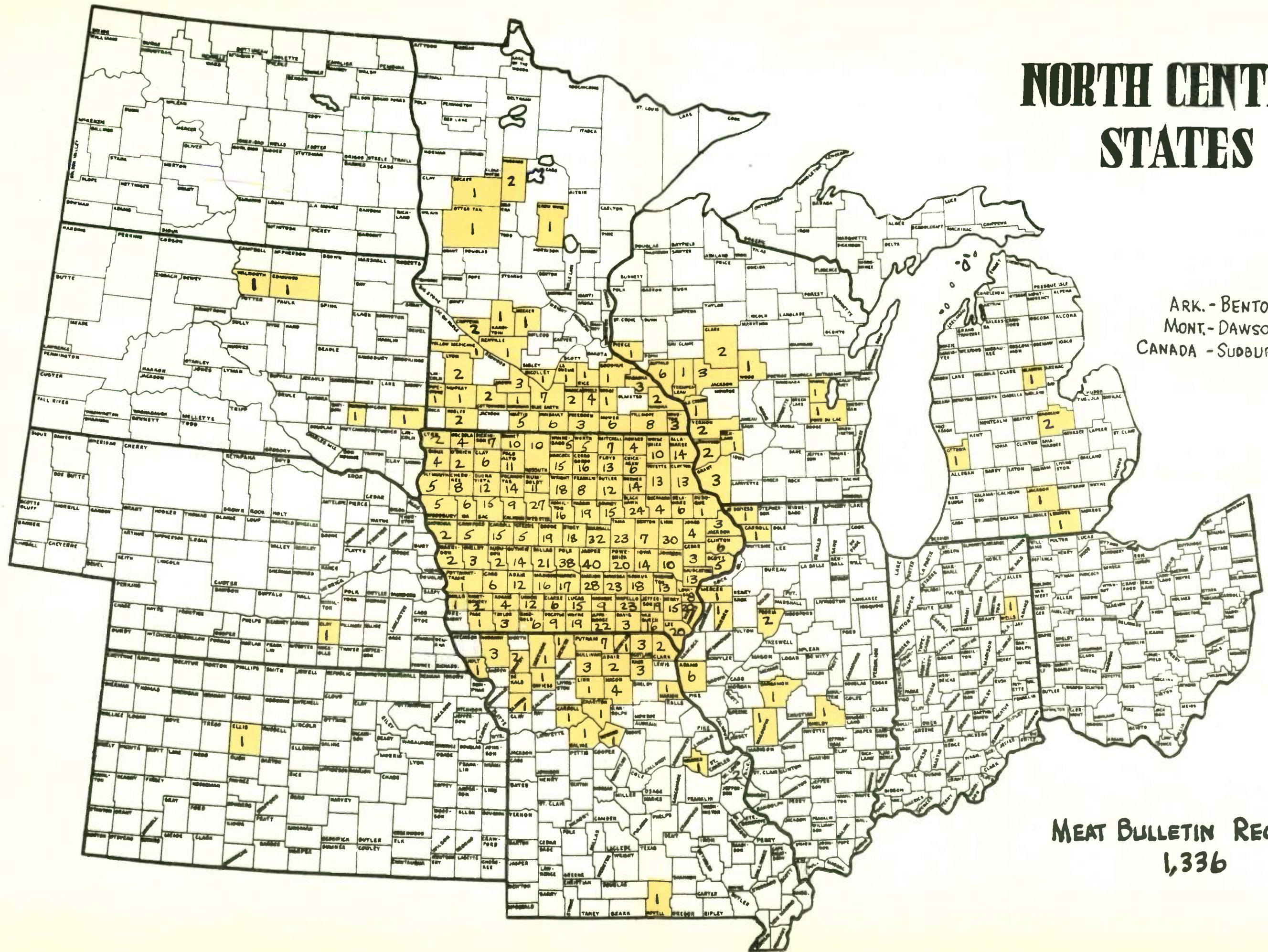
In addition, for the State Department, WHO made two special transcriptions, used later by the Department. Assistance was given other broadcasters attending the National Farm Institute.

DISTRIBUTION OF BULLETINS AND CALENDARS

A part of the miscellaneous opportunities for farm service is to be seen in the mention and distribution of bulletins containing information of vital and timely importance to farmers and farm homemakers. Each year a large number of U. S. Department of Agriculture, Iowa State College Extension Service, and other authoritative pieces of literature are mentioned on WHO farm broadcasts, along with information on how they may be secured through county extension directors, etc. In addition, when speed is the essence in getting the information to farmers, WHO arranges to send the material out direct or makes special arrangements with the State College to mail the material direct. More recently, in connection with Country Home program recipes, when the demand ran high into the hundreds WHO has made special printings of material desired by listeners.

The accompanying maps show interest and response in just two instances of offers to listeners. One shows the response by counties for a "Home Butchering" bulletin prepared by Iowa State College and the other shows response by States to an offer of a farm calendar with helpful information on farm and household hints, daily egg and milk records, etc.

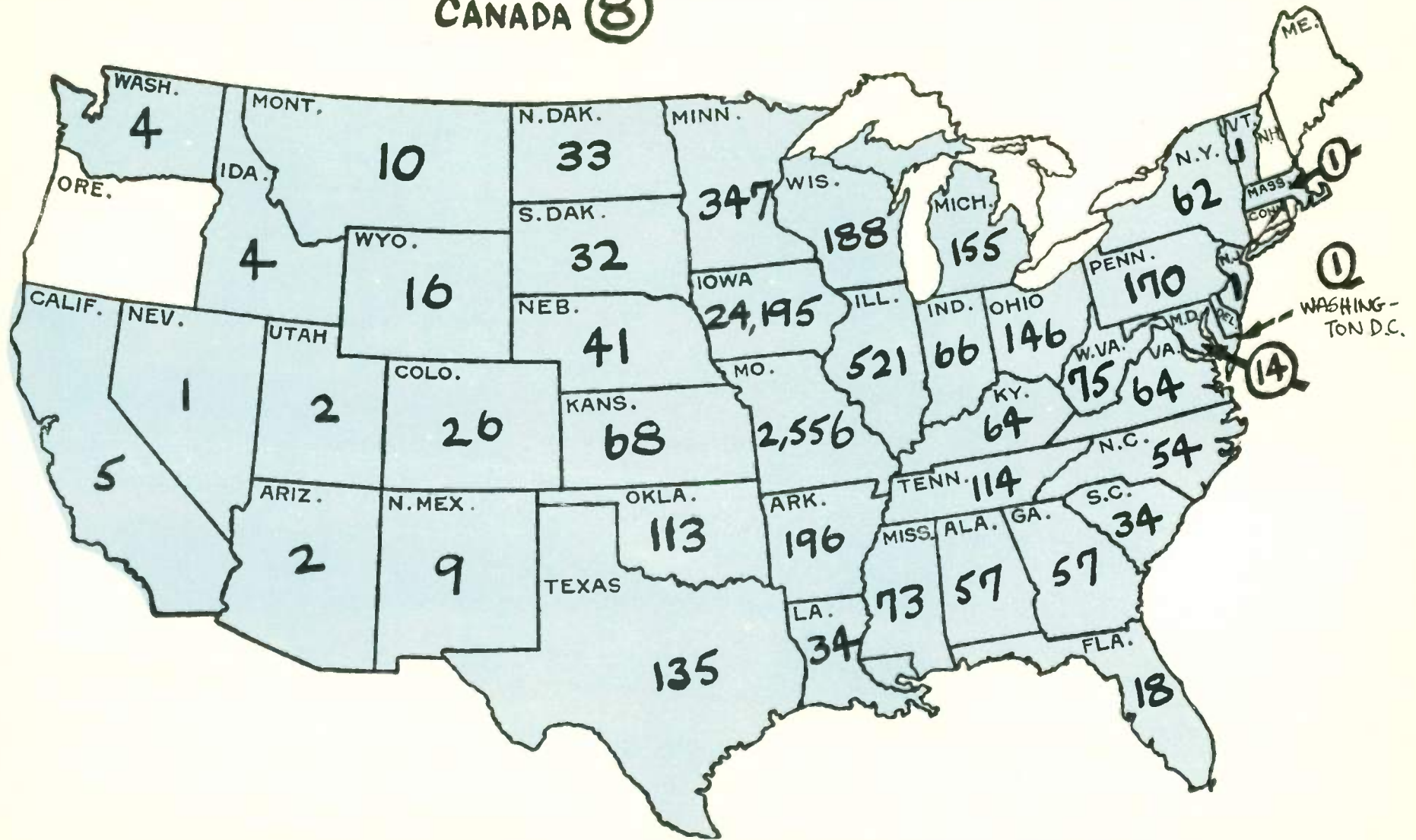
NORTH CENTRAL STATES



ARK. - BENTON Co. ①
 MONT. - DAWSON Co. ②
 CANADA - SUDBURY Co. ①

MEAT BULLETIN REQUESTS
 1,336

CANADA (8)



FARM CALENDARS REQUESTS - 29,777

GOLDEN WEDDING

Among the special "human interest" type features carried on our daily noon farm programs is the mention of couples celebrating their long time wedding anniversaries on that particular day.

Of necessity the acknowledgements must be limited to couples married 50 years or more.

Much favorable comment has been received in connection with this feature, and hundreds of elderly couples are delighted each year by the mention of their anniversary on the WHO noon farm program.

WHD

GOOD NEIGHBORS

GOOD NEIGHBOR RELATIONS

WHO constantly strives for better relations between and among farmers in their home community. Nearly every day we have a good neighbor deed - an act of neighborhood good spirit - to report. Items of human interest occurring in rural communities are reported, or efforts of a handicapped individual to overcome his disabilities, are related to our listeners. We feel that farmers who know their neighbors - and work with them - are definite attributes to a fuller American society.

Equally important, stress is also constantly placed on better relations between farmers and their town and urban neighbors.



