

The First 75 Years
Agricultural Journalism Dept.
University of Wisconsin-Madison

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1983

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The Early Days – 1908-1913

The University of Wisconsin Agricultural Journalism Department started in July 1908, when J. Clyde Marquis was appointed Agricultural Editor. That September, he began teaching Agricultural Journalism 1, Farm News Writing, and the course was evidently offered once a year during Marquis' three years at the University.

Marquis had been associate editor of Orange Judd and Phelps publications in Massachusetts. He came from an Indiana farm and had an agricultural degree from Purdue University.

The University had conducted agricultural research for some 25 years before 1908 and the College of Agriculture had officially existed for 19 years, evidently without formal editorial services. Some 163 bulletins had been published, reporting some notable developments. For example, in 1881 a strange round silo was constructed on the university farm — a sight never seen in this part of the country at that time.

Some 23 years before Marquis arrived, the Department of Agriculture began Farmer Institutes, the predecessor of the Agricultural Extension Service, and had also started training farm boys during the winter months (a program directed by Maury White from 1968 to 1983).

Eighteen years before Marquis (in 1890), Stephen Moulton Babcock had developed his famous butterfat test, which is still in use and has been the basis of the modern dairy industry. In 1891, Hiram Smith Hall was built at a cost of \$30,000. Hiram Smith Hall, named for an early Farmer-Regent, was a dairy plant and cheese-maker's school at that time, and now houses the Agricultural Journalism Department's publications and printing operations.

Marquis probably established his new department in Agriculture Hall, which was then a 6-year-old building and which had cost \$150,000. When he arrived, he probably saw workmen constructing the University Stock Pavilion, which cost a more modest \$80,000. On his first days on the job,

Marquis may have read some reports from college chemists on a single grain feeding experiment that was the basic research for the discovery of vitamins — vitamin A, specifically.

It's likely that one of Marquis' first tasks after he got settled in was to publicize the College's first Honorary Recognition program, which honored farm leaders and still continues yearly (directed by Maury White for the last several years). The W.D. Hoard Agricultural Press Club, established during Marquis' tenure, featured talks by pioneer agricultural editors from throughout the country,

The College had an enrollment of 300-400 students in 1908, and had granted its first Ph.D. four years earlier. Harry L. Russell was then dean of the College, following W. A. Henry's retirement in 1907.

In his first year, Marquis took charge of college publications, and issued press releases through the newly established University Press Bureau. He was assisted by two secretaries and George H. Dacy as a half-time student assistant.

The College's publications program had been increasing rather steadily before Marquis arrived. During the College's first 20 years, typical bulletin production was about five yearly. Between 1905 and 1908 it had increased to around a dozen each year. Marquis probably inherited a backlog because the 1909 production jumped to 34 and that was typical for the next few years. However, in 1913, when the department had been without an editor for the year, publications dropped back to 12.

Marquis moved on to the Country Gentleman magazine in June 1911, and later served as the U.S. representative in the International Institute of Agriculture in Rome.

John Y. Beaty, the next editor, also came from Orange Judd publications. He assumed the title Instructor of Agricultural Journalism as well as Agricultural Editor. Beaty established three courses: Agricultural Journalism 2, which involved publishing a student magazine; Agricultural Journalism 3, Farm Advertising; and Agricultural Journalism 4, Farm Feature Article Writing and Illustration.

For 1911-12, Beaty reported 132 students in his courses: 78 in Newswriting (including four foreign students), 21 in the student magazine course, 26 in Agricultural Advertising (which was offered that year for the first time), and seven in Farm Feature Article Writing and Illustration.

Beaty was assisted by R.E. Hodges in editorial functions and to some extent in teaching, and G.C. Morris was an assistant in farm advertising research. A May, 1912, letter sheds some light on this research:

"In order to have some data at hand for the class and in order to publish some definite information on the subject, this department has been conducting some psychological and practical tests. Advertisements have been prepared and presented to the class and after the results have been secured in this way, farmers throughout the state have been secured to cooperate in running advertisements under various conditions. Results of these tests have been definite and valuable and will be published in bulletin form by this Station. "

In a December 1917 letter to Professor Robert W. Neal at Massachusetts Agricultural College, Beaty stated that he had written an agricultural journalism textbook and it was to be published by the Home Correspondence School of Springfield, Mass. No copies of the advertising research bulletin or the textbook survive.

In April 1912, in another letter to Prof. Neal, Beaty outlined some of his views:

"Although no definite steps have been taken by an institution to make agricultural journalism a required course, I feel sure that it will not be more than two or three years before this will be a required course in agricultural colleges. The principal difficulty has been that it is hard to get experienced men to teach it. The only person who is really fitted for this kind of work is a man who has had experience as an editor of a farm paper. Some of the institutions have been using men who have had their experience on newspapers, but I am fully convinced for agricultural journalism, this is absolutely wrong. There is just as much difference between agricultural journalism and newspaper journalism as there is between black and white, and the sooner the college instructors realize this, the sooner will their work be valuable to the farmers of the country.

The main difference, as my experience has shown, between newspaper journalism and agricultural journalism is that farm papers want instructive articles. Each article must tell not only the value of the plan, but also the details of how to carry out the plan. It benefits a farmer little to know that a certain method will increase his profits. But it benefits him much if he can both know the value of the method and the details of putting the method into practice on the farm.

Newspapers want just the opposite of this. They insist that instruction be left out of the article and the news part only be inserted. I have this in writing from some of the editors of the largest magazines and if you study the different classes of papers, you will see that the difference, as outlined, is plain.

I believe the most essential thing in teaching agricultural journalism is to show the students what is worth writing about and what is worth saying about that thing. Of course some emphasis must be laid upon the use of English but this comes in as secondary to the other."

Beaty probably was involved with announcing the first practical crossbreeding of oats, and the first industrial support of experiment station research, by the Wisconsin Pea Cannery Association, which was troubled by pea blight.

Beaty continued sending college news and agricultural information weekly through the University Press Bulletin, which went to 446 papers in Wisconsin and 312 outside the state. He also edited two printed columns of timely agricultural information to the Western Newspapers Union, which serviced 121 Wisconsin county papers. He edited 13 "regular" bulletins, 11 research bulletins, 12 circulars of information, two country life conference reports, five college catalogs and a laboratory manual.

Beaty's tenure lasted only a year. In June 1912 he resigned, leaving Hodges in charge of the editorial office. According to file correspondence, Beaty went from Wisconsin to work on the "Burbank project" in California. In November, F.B. Morrison, assistant to the Dean, was placed in charge of the editorial office, assisted by a student, W.A. Freehoff. No classes in agricultural journalism were scheduled for the 1912-13 academic year.

Graduates of the Early Years

The first degree in Agricultural Journalism at the University of Wisconsin went to Dallas S. Burch in 1908. Burch evidently later worked for the U.S. Dept. of Agriculture. In 1909, degrees were awarded to Charles E. Gapen (who later worked for the U.S. Dept. of Agriculture) and William C. Lassiter, who became editor of the Progressive Farmer in Atlanta, Ga.

Marquis' assistant, George Dacy, was the sole graduate in 1910, as was James Weir in 1912. No record of their subsequent positions exists. W.A. Freehoff, Morrison's assistant after Beaty resigned, graduated in 1913. He farmed, freelanced, had an insurance business and served in the state assembly from 1912-14. From 1938 to 1945 he was state senator from the 33rd district. John G. Poynton was the other Agricultural Journalism degree graduate that year, and was later livestock advertising manager for Hoard's Dairyman.

The Hopkins Era – 1913-1951

Andrew W. Hopkins came on the scene as professor and editor in late 1913, recruited by Dean Russell. Hopkins, raised on a farm in southern Columbia County, had served as editor of the Wisconsin Farmer in Madison since 1908. He had graduated from the university in 1903, and briefly attended some agricultural courses at Iowa State University. For two years he taught in an adult education program in Racine, and then served as livestock editor for the Wisconsin Agriculturist.

He was in his mid-thirties when he joined the staff — slim, well over six feet tall, with flaming red hair. He was an intense man, thoroughly dedicated to Wisconsin, the family farm, livestock agriculture, and clear communication. Throughout his 37-year tenure as department chairman he enthusiastically espoused programs that would further these causes, and with equal vigor opposed anything that he felt would work against them. He devised bold ideas and worked tirelessly to carry them out.

Hopkins was philosophically, socially, and personally very close to Dean Russell. This assured a harmonious relationship between the department and the college administration. It is likely that Hopkins as editor played a major role in shaping college policy. He often stressed to younger staff members the significance of editorial staff holding faculty rank, which was not the case in the editorial offices of most other states.

One of Hopkins' first acts as editor was to organize a meeting of editors from several Midwestern states to establish acquaintance among themselves. This was the forerunner of the present organization of Agricultural Communicators in Education.

Shortly after assuming his position, Hopkins hired Elwood R. McIntyre, a reporter-typographer on the Wisconsin State Journal, to assist him in the information work. McIntyre's salary was \$75 per month. Five years later, McIntyre moved on to work on the Wisconsin Agriculturist and later to a career in agricultural information work for the federal government.

William A. Sumner joined the staff in 1915. He had graduated in Journalism from Kansas State and worked briefly on a weekly newspaper. It's likely he took over a large part of the department's teaching responsibilities and probably the press release work.

Agricultural Extension had been happening in Wisconsin through the Farmers' Institute long before Hopkins arrived. He brought a new information thrust to support the effort. Bulletin and news release production continued, and the department participated in many "railroad campaigns," which took travelling exhibits throughout the state until 1915. Federal funds and cooperation entered the extension picture at that time with the Smith-Lever Act.

World War I also was a major influence on extension work—to organize for increased food production. Land clearing to bring cutover timberland into farms was big. Livestock improvement was a crucial program and Hopkins served a dual role as secretary of the Wisconsin Livestock Improvement Association for several years, as well as editor. Bulletin production increased to 2-1/2 million copies in 1917, with 48 new titles, to support new programs and an expanded staff of extension workers.

On the other side of the campus a university physics professor had been tinkering with radio since 1915, transmitting weather and crop reports in Morse code. By 1917 he had successfully transmitted voice and music; two years later the technology improved enough to begin regular broadcasting -- the first regular station in the nation. Hopkins was enthusiastic about the new medium and began coercing the agricultural and home economics faculty to appear on the programs. When the station was named WHA in 1922, Hopkins became a member of the college radio committee, which arranged and voiced farm and home programs during the station's formative years.

Grace Langdon began her 40-year career in the department in 1920 and soon assumed most of the publications responsibilities. Gladys Baker held the publication spot for a year prior to Miss Langdon's arrival. For the next 10 years, Hopkins, Sumner and Langdon comprised the core staff of the department. During this time, Jennie Pitman worked as publications illustrator, and Frank Holt was instructor from 1925 to 1929.

Nell Nichols, a prolific cookbook author, who also became foods editor for Women's Home Companion and Farm Journal, was an assistant in 1919, preparing news releases and probably concentrating on home economics subjects. Ralph Nafzlgger, later director of the University of Wisconsin School of Journalism, was an assistant in 1920 after earning the bachelor's degree in the

department and while working on the master's degree. In 1929, assistants included Agatha Ralsbeck in home economics, Frank Henry and Jerome Henry, and Van Rensalaer Sill. Walda Gerhard followed Miss Ralsbeck on home economics duties.

During the 1930s, several more full-time staff members were added -- two of them to continue Hopkins' pioneering efforts in farm and home radio. Aline Hazard came on the staff in 1933 to establish the women's radio program on WHA and stayed until her retirement in 1965. From 1930 to 1935, Ken Gapen served as radio editor, followed by Milton Bliss from 1935 until 1950, with the exception of a two-year army leave and a foreign service assignment.

Rupert Rasmussen was in charge of farm press and exhibits from 1930 to 1945. He had previously been a county agricultural agent, and after 1945 was in charge of 4-H publications. Thomas L. Cleary was an assistant agricultural editor from 1934 to 1938.

In 1931, the department cooperated with the U.S. Department of Agriculture in producing the first agricultural sound film depicting the accomplishments of biochemist Stephen Moulton Babcock.

Byron Jorns joined the staff as artist in 1935 and remained until his death in mid-1958. Jorns also directed the department's exhibit efforts during much of his tenure and was a wildlife water colorist of national reputation.

Nieman Hoveland was hired as a science writer in 1935, and left in 1947 to direct the publications efforts of the Wisconsin Department of Natural Resources.

Assistants during the 1930s included Kenneth Davis, who became a nationally known novelist; Candace Hurley, who later was home economics editor at Iowa State University; Alice W. Hantke, Betty Dunhams, Maurice Haag and W.K. Howlson.

Extension work during the 1920s and 1930s was largely devoted to fighting the farm depression brought on by post-war deflation and agricultural surpluses. The state's gross farm income dropped from \$455 million in 1919 to \$300 million just three years later and by 1932 had dropped to \$164 million. It was an era when the university was dedicated to help farmers and homemakers deal with adversity. Hopkins and others, in those years, evolved the Wisconsin Grassland Farming program and extension work on soil erosion.

Economics and sociology information suddenly became more relevant than production information. Extension programs emphasized keeping production costs down, home food production and processing, reforestation of marginal lands and, later, rural zoning.

Alfalfa information programs helped push acreage to over 6 million acres in this period. Cow testing for production and diseases, and artificial insemination cooperatives, were big programs requiring information support. Depression governmental programs were numerous in the period and required information support. Wisconsin farmers also needed information on how the burgeoning agricultural cooperatives could aid them. The agricultural news service was sending over 1,000 news releases yearly in 1939. An average of 28 new bulletin titles were published yearly during the period. The women's program and farm program were broadcast for an hour each weekday from the mid-thirties on.

Hopkins' guiding philosophy in Extension information work was a rather strict interpretation of the words in the 1915 Smith-Lever Act establishing the Federal Extension Service regarding the purpose of extension work: "to aid in diffusing useful and practical information on subjects relating to agriculture and home economics."

Hopkins insisted on useful and practical as the key determinants of what was to be communicated. He abhorred "Institutional Puffery" and firmly resisted attempts to use the information program as a press agent. One of Hopkins' favorite statements on this point was: "If one of our scientists wrote another chapter to the Bible, we wouldn't put it out unless it gave new and useful information." Years later, one of the staff members (Bob Beeler) drafted a new chapter, "The Book of Andrew."

The staffing pattern of the early forties was a bit unsettled due to the war. Bliss and a new assistant publications editor, Bryant Kearn, were on military leave, and Sumner took a year's military leave to establish a journalism program for an army college at Shrivenham, England. Mary Catherine Kerr and Jean Wilkowski (later U.S. Ambassador to Zambia) worked with the news service during the early 1940s. Thomas F. Moore, who had Wisconsin

newspaper experience, was on the staff for two years. Winifred Rennebohm was an instructor for a year, and Eva K. Marks joined the department in 1945.

Kearl, Bliss and Sumner all returned in 1946. Ken McDermott replaced Rassmussen on the news service that year. In 1947, Robert Beeler replaced Hoveland as science writer and also launched the department's photography program in a serious manner. Maurice E. White came on the news service staff in 1947 and became radio farm editor later when Bliss went on leave for a foreign assignment. Kearl was also on leave to work on his Ph.D. at the University of Minnesota for part of 1946 and 1947. John Ross came on the staff in 1949, and took charge of the news service the next year, when McDermott resigned. Jeannette Horn was the home economics editor and teacher from early 1949 to mid-1950.

Extension activities of the forties stressed increasing production for the war effort and the reconstruction programs that followed. Soil conservation, labor savings, milk quality, pasture improvement, Dairy Herd Improvement testing, brucellosis control and artificial insemination were the big information pushes of the decade.

The number of new bulletin titles published averaged 31 for the decade—around 10-12 for the first half and around 20 for the last five years.

So in 1950—some four decades after the department's founding—the core staff stood at 11, three more than had been employed 10 years earlier and about double the 1930 staff. Andrew Hopkins had built the staff carefully, guiding its information-diffusion efforts into new areas such as radio, expanded publications programs and exhibits. He was widely known as an innovator in devising and carrying out information programs. Grace Langdon had developed an enviable reputation as bulletin editor with Byron Jorns as an outstanding artist. Milt Bliss and Aline Hazard had set the format for farm and home radio work. Through these years, William A. Sumner played the most important teaching role in the department and was already a legend among the students and the working press of the state.

Bliss returned from his foreign leave in 1950, but stayed less than a year. Meanwhile, White had left to become radio farm director at Ohio State. Alice Jones joined the staff as home economics

news editor in late 1950, and Richard Powers came on as a graduate assistant to prepare the radio news service in Bliss' absence. The programs were voiced by a WHA announcer until White returned as radio farm director in mid-1951.

The Kearl Years – 1951-1964

Hopkins retired in 1951 and Kearl was elected department chairman.

In early 1951, Beeler's photographic activities and classes were demanding more time, and Powers stepped in as science writer. When Alice Jones left in 1953, she was replaced in home economics news and teaching by Nellie McCannon, who had been working as home agent in Milwaukee County.

Claron Burnett and Lloyd Bostian joined the staff in 1955 -- Burnett as audio-visuals specialist and Bostian as assistant in radio and, a year later, in publications. David Packard joined the staff in 1957 for a two-year stint as exhibits specialist.

Kearl's tenure as chairman saw many other staff changes, with deaths and retirement taking a heavy toll. Eva Marks died in 1957, Byron Jorns died in 1958, and Prof. Sumner died in 1959. Grace Langdon retired in 1959.

Fritz Albert joined the staff shortly before Beeler left to work for Eastman Kodak in 1954. Delbert Myren filled in while Ross was on army leave in 1954 and 1955. Ardis Tvedt joined the staff as artist and Peter Willoughby took over exhibits duties in 1959. Richard Haislet and Kirby Brumfield were in radio and film script writing in the late 1950s

Ardyce Haring was a publications editor from 1961 to 1969. Marlon Brown and John Fett joined the staff in 1961 and 1962 respectively. Bill Thiesenhusen cut his editorial teeth in 4-H publications starting in 1959, and was succeeded by Herman Felstehausen two years later. Both eventually had joint appointments with the department and the Land Tenure Center in Agricultural Economics.

With the help of the enlarged staff, Kearl set several wheels in motion that gave the department much of its present configuration — notably an expanded research program, the Ph.D. in Mass

Communications, an international communications program, an in-house printing operation and an agricultural-home economics film program.

In Extension work, Kearsl and his staff continued Hopkins' philosophy of effective extension information — heavy on useful information presented attractively and in plain English, with a continued ban on institutional image-building efforts.

Content of the information effort didn't change radically, but timeliness became more important as Wisconsin's agriculture entered the chemical age where recommendations changed rapidly. Many printed publications had a necessarily shorter life than had previously been the case.

Also information efforts were being targeted to smaller and more specifically defined audiences. The days of the encyclopedic general publication with a large press run were about over.

Kearsl foresaw that an in-house publications setup would help a great deal in this sort of situation. Previously, numbered series publications were printed by commercial printers on a state contract system. This system was bureaucratic and time-consuming. Editors weren't allowed direct contact with printers and penalties weren't invoked for late work.

More importantly regarding college printing, the state contract system wasn't amenable to shorter publications and those needing annual revision, partly because of the hot type and the letterpress printing methods used. Kearsl felt the offset method would be quicker, cheaper and more versatile. It was new technology, and he was eager to try it out.

You could write a book about the finagling, politicizing and undercover work needed to get equipment purchased and the system going. Roadblocks from the state printing division were regular. In fact the head of that division located in the old State Office Building was affectionately known as that S.O.B. in the S.O.B. But Kearsl found a way around every roadblock — even a lawsuit from a printing firm.

The system worked, and worked well. The college could print more publications, revise them quicker, and handle much of the job work that departments previously had to mimeograph. The volume of numbered series publications didn't increase, but the efficiency did, as well as the job work.

Grace Langdon and other employees quickly collaborated in describing the in-house offset method in a publication titled "Do-it-yourself Publications," which became a model for other states to follow in establishing similar setups.

While movies weren't a new technology of the time, they had not yet become a standard medium for agricultural and home economics extension work in Wisconsin. Kears put Fritz Albert in charge of the new one-man, one-camera operation, and the first UW agricultural film, "Farrowing Pigs" was put together in 1955. After 28 years, the film staff has grown to four, and more than 200 films on a variety of subjects have been released. About half of them are still in circulation. In Wisconsin alone, rentals of these films from public film libraries exceed 5,000 bookings annually.

Until around 1970 most of the department's films dealt with agricultural production technology. Those films addressed the vocational agricultural classes at Wisconsin's high schools and commodity groups. A few films assisted growing rural communities and county governments in planning for new subdivisions and explained zoning. Also, in particular during the sixties, 15 films documented agricultural tenure patterns in Bolivia, Chile and Colombia. The U.S. Peace Corps and students of development were the primary audiences of these films. Another series of 10-minute films was prepared under the Rockefeller program with the Mexican Ministry of Agriculture. Those films delivered advice to small farmers in Mexico.

During the last 10 years many of the films have been directed at urban as well as rural viewers, and deal with Wisconsin's natural resources, land policy, rural problems such as health and transportation, and agricultural institutions.

Sumner and Kears had developed strong interests in extension information work in other nations during the late 1940s, and the department began attracting a great many foreign students during the 1950s. Agencies sponsoring foreign student training soon learned that Sumner and Kears's staff would devote the time and effort needed for such work, and that returning students were taking back practical techniques and philosophies to use in their countries.

For particularly promising trainees, Sumner and Kearl would persuade the graduate school, if necessary, to waive some requirements so the students could attempt graduate degrees. The first master's degree to foreign students in the program went to Werner Osel of Germany in 1953, and 20 other MS degrees were granted during the 1950s. Another 18 students were enrolled for at least a semester during the decade, but did not complete graduate programs. An undetermined number of visitors spent one week to a month in the department during this time.

Thomas Flores of the Philippines and Philip Minter of Australia were the first foreign students to earn the Ph.D. in Mass Communications, both in 1959.

During the 1950s, Kearl undertook short-term consulting and teaching work in Germany. Sumner went to Paris for the Food and Agricultural Technical Information Service of the office of European Economic Cooperators. White's Danforth Foundation scholarship tour took him to some 18 countries in 1959, and Albert spent some time in filmmaking in cooperation with the Rockefeller Foundation program in Mexico in 1959. The practice of departmental staff going on extended foreign assignments started in the mid-sixties, largely due to Kearl's role in building a strong communications component into college overseas contracts and the program of the Land Tenure Center, which he helped establish, and which has had two Agricultural Journalists as directors (Thiesenhusen and Brown).

The Ph.D. In Mass Communications (joint between Journalism and Agricultural Journalism) was developed by Kearl and Ralph Nafziger, Director of the School of Journalism, at the beginning of the 1950s. Sociologists William Sewell and Burton Fisher advised in the designing of this interdisciplinary effort.

The first graduate of the program was in 1953. John Ross is recorded as the second graduate in 1954, and there has been a steady flow of agricultural journalism graduates from the program ever since.

The Ph.D. program had a great and lasting effect on the qualifications of the department's staff. At the start of his chairmanship, Kearl was the only Ph.D. on the staff; there were five more when he moved into University administration some 13 years later. Three of the five were graduates of the

joint mass communications program. The present faculty roster shows 14 Ph.D. faculty members — eight of them from the joint program.

The typical manner of cultivating these "home-grown" faculty Ph.D.s was to appoint them as "part-time" instructors after they completed the master's degree. These instructors would enroll in a class or two each semester while working in the various information jobs of the department — editing publications, supervising the press service, science reporting, radio work, and the like. After getting the Ph.D., usually with a semester off for full-time study, they would be promoted to Assistant Professor, continuing their information work but also taking on teaching and graduate advising duties and forging ahead with their own research interests.

At the end of Kearl's chairmanship in 1963, the staff numbered 13. All were working on various information jobs as well as teaching and advising graduate student projects — a fine synergistic mix of practice and theory. The information work provided relevant fresh experiences for use in the classroom and in the research effort. The research experience enriched the content of the courses and often could be applied to improve the information work. The number of graduate students enrolled during Kearl's tenure as chairman was close to 140 — twice as many as had been enrolled between the start of master's work in 1923 and the time Kearl assumed the chairmanship in 1951. This represents a massive increase in departmental research activities during the Kearl years.

Kearl had carefully built a firm foundation for continued growth of the department in the new areas of interest he had established. Since research and associated international work were key developments of the Kearl era, the next section reviews more thoroughly the department's history in research.

Research

The department's second editor, John Y. Beaty, had evidently conducted the first departmental research during his one-year tenure in 1912. His assistant in this was C.G. Morris, of whom we have no further information. The research effort concerned farm advertising and included field experiments with farmers. No details were published.

The undergraduate students of those days were involved in research; a senior thesis seems to have been a popular option until 1940. In 1912, for example, James Weir correlated subscriptions and renewals of farm papers with their editorial contents. In 1915 Jesse Reed surveyed state experiment stations on their use of popular bulletins.

Until 1929, the departmental thesis collection provides the only available evidence of the research activity. There were 66 of these, of which about a third were M.S. theses. The majority dealt with the history of the farm press or the women's magazines, and several with the history of farm or food advertising. Contemporary analyses of various communications techniques were also prevalent during this period.

Guidance for these student research efforts was provided by Andrew Hopkins, who succeeded Beaty as editor in 1913, and by William Sumner, who joined the staff in 1915. It's likely that Sumner played the major role in the research effort of the time.

The department's research program gained a more formal footing in 1929, when a departmental bulletin series was launched. In early 1930 Sumner submitted a research program to Dean Russell, Hopkins, and Experiment Station Director Noble Clark. Most of the projects he proposed at that time were published in either the departmental bulletin series or as master's theses during the next few years.

For example, the first cost-benefits analysis of agricultural communication efforts was published as a departmental bulletin in 1929, written by J.E. McClintock, who received the master's while on sabbatical leave from his editorial duties at the Ohio State University.

Sumner had started the department's first quantitative writing style research in 1927. He had probably the department's first research assistant on this work in 1930 (Hazel Hankinson). This sort of research continued in the department to date; Sumner's pioneering work was published (with W.D. Porter, later editor at Utah State University) in a series of three departmental bulletins in 1936.

He was also studying rural reading interests and newspaper circulation in rural Dane County, and published the results in his master's thesis in 1931. This was apparently the department's first effort at research collaboration with other departments (Journalism and Rural Sociology).

During the 1930s the department's resources available for research were nil; the resource most used — graduate students -- was also very scarce; only 15 master's degrees and 34 bachelor's were granted during the decade. Student numbers picked up a bit in the 1940s, with some 20 master's degrees and 85 bachelor's degrees being awarded. Research resources of a more tangible nature were still almost non-existent, but an expanding staff had a tremendous influence on the future of the department's research effort.

Research -- 1940s

There was a small but illustrious group of graduate students during the 1940s, including James Roe, Robert Beeler, Zenas Beers, Maurice White, William Ward, Sam Bailey, Bryant Kearl, Claron Burnett, Ralph Lashbrook, Arland Meade, Robert Schultz, Lyman Noordhoff, Ken McDermott, Lane Palmer, Ted Hyman, Owen Glissendorf, Einar Hammer and John Ross. Burnett, Roe and Beers went into farm magazine work, as did Palmer after a stint as extension editor at North Carolina. Later, Roe entered the public relations and advertising fields. Burnett taught at Oklahoma and later at Wisconsin. Hammer was information director for the Wisconsin Department of Agriculture. Most of the others went into extension editorial jobs, and many eventually taught agricultural journalism, both in the United States and in international work.

Techniques of content analysis became more refined as applied by these students, and the first work on comprehension of technical terms was conducted. Sumner and Hopkins were the primary research advisors throughout the 1940s, joined by Kearl during the late 1940s.

Research -- 1950s

The department's research efforts blossomed in the 1950s. Kearl had become chairman early in the decade and with staff from the Sociology Department and School of Journalism established the Ph.D. program in Mass Communications. By the end of the decade, nine Ph.D.s had been awarded, starting with John Ross' in 1954. Some 90 master's degrees were completed during that time.

The research not only increased in volume, but the program evidenced other signs of maturity; several research endeavors were supported by grants or contracts, and statistical analysis became routine.

The scope of the research included most of the previous areas of interest, though historical studies fell off during the decade.

In comprehension studies, nine theses applied the readability formulas that had been developed a few years earlier. The first foreign readability work was in Tagalog and Spanish during this period. Technical term comprehension studies were extended to economics, dairy, soils and nutrition. Work in non-verbal comprehension began with research on symbols and a USDA-supported series of graph comprehension studies.

Content analyses and media use studies continued also, with about a dozen theses during the decade, including the first to pay attention to television.

A new area of emphasis in the 1950s was international, with students from Latin America, the Philippines, India and Puerto Rico analyzing the agricultural communications situations in their countries. Thirty-six students from 20 nations were enrolled during the decade.

Another new research effort in this era concerned communications field experiments that measured the effects of variations in message treatment. The department's first film research was one of these studies.

The establishment of the Kellogg Program for Advanced Training in Extension spawned several case studies of extension communications assessments during the 1950s and early 1960s by extension editors on leave.

Major research advising was done by Sumner and Kears throughout the period with help from John Ross, Nellie McCannon, Dick Powers, Claron Burnett and Maury White in the latter half.

Research -- 1960s

Graduate student numbers increased a bit more during the 1960s, with some 118 graduate degrees awarded, including 25 doctorates. Advising on research projects were Kears, Bostlan, Ross, Powers, Burnett, McCannon and White. John Fett, Marion Brown and Herman Felstehausen took on research advising roles later in the decade.

The thrust of research continued largely as in the 1950s, but historical research had totally disappeared. A new area of emphasis was on attitudinal research -- congruence, dissonance, coorientation -- with some 14 master's and doctoral theses.

Field experiments remained popular, with about a dozen during the decade. There were 10 readability studies, including one in Portuguese and three in Spanish. Five style analyses gave a new dimension to the readability work. Four studies continued the work on graph and symbol comprehension, and five theses extended the terminology studies to swine-raising terms, ecological concepts, pesticide labels, dairy terms, and economic term comprehension by Dutch farmers.

Fourteen content analyses and a dozen media use studies showed a continuing interest in these traditional areas, as did six case studies of communications situations.

There were 53 foreign students from some 26 countries enrolled during the decade. Thirty theses dealt with international interests.

Research – 1970s

The complexion of the department's research program changed quite a bit, starting in the late 1960s. There were 153 graduate degrees granted during the decade, with 27 Ph.D. degrees. About 40 theses dealt with environmental issues and seven concerned communications in community development — both representing new areas of interest in the research and teaching program of the department.

The research advising staff consisted of Bostian, Fett, Brown, Powers, McCannon, Ross, Burnett and Felstehausen. Kearl maintained a few graduate advisees, and Gene Kroupa and Larry Meiller joined the staff during the latter half of the decade. Kroupa's main research interest was in market information, and Meiller was involved in rural community development studies.

Audience and media use analyses were very popular, with some 20 theses completed on these subjects. Ten other studies concerned media gatekeepers. Content analyses remained popular, too, with 14 theses. In the comprehension area, seven studies focused on comprehension of terminology, and four dealt with cloze procedure for readability. Readability formula work had disappeared,

except for the development of a formula for Chinese. Four studies investigated comprehension of non-verbal materials.

There were quite a few "projects" and case evaluations during this decade, dealing mostly with environmental or international issues. Forty foreign students were enrolled from 18 nations, so the department's international thrust remained strong during the 1970s.

Research – 1980s

So far, the decade has seen an expansion of staff research.

Before resigning in 1969, Norma Simpson had conceived and arranged for a study of media habits of working women in Wisconsin and Illinois. Research Assistant Helen L. Steeves, under the direction of Nellie McCannon and Lloyd Bostian, completed the plan, then gathered and processed the data. This project supported several research analyses by graduate students and staff members, including Margaret Andreasen, who came on the staff in 1980.

Leonard Maurer, who also joined the faculty in 1980 after several years as Information Director in the department, took over the direction of an urban forestry information experiment that was cooperative with college forest pathologists. This, too, yielded several graduate theses. John Fett was directing an extensive content analysis of market news information with support from the U.S. Department of Agriculture.

Larry Meiller continued studies of rural community development communications jointly with rural sociologists and Extension community development personnel. Bostian revived the languishing area of writing style research with studies on passive voice and nominal style, and Andreasen conducted an experiment on audience response differences between call-in and straight interview radio programs.

Suzanne Pingree, who joined the staff in 1981 from the Department of Women's Studies, continued her long-standing interest in television soap opera research, and was awarded funding for a communications study with the Expanded Foods and Nutrition Education Project in the School of Family Resources and Consumer Sciences.

After the Kearsley era, shorter tenures became more common for departmental chairmen.

Richard Powers followed Kearl as chairman, serving until 1969 when he took a two-year leave to teach social science research methodology at the National School of Agriculture in Chapingo, Mexico.

The expansion of international work, which Kearl set in motion, continued apace. Bostian and Brown undertook 2-year foreign assignments in Brazil and Chile respectively, from 1964 to 1966. Fett took the Brazilian assignment from 1967 to 1970.

Albert produced a series of films portraying social and economic condition in Latin America in 1964 and 1967. In 1965-66, Albert was a Fulbright Fellow at the German Institute for Extension Methodology and Communication Research.

In 1964 Kearl served as senior planning officer at the University of East Africa, under Rockefeller Foundation auspices. Nellie McCannon took the first of her many foreign trips in 1967, visiting former students on their jobs in 12 nations. Joan Thompson taught home economics journalism in her absence.

Herman Felstehausen came on the departmental staff in 1964, and spent 1966 to mid-1969 in Colombia on a Land Tenure Center project cooperative with the Inter-American Institute of Agricultural Sciences. William Thiesenhusen joined the departmental faculty in 1968 with a joint appointment with the Land Tenure Center and Agricultural Economics.

Douglas Sorenson came on the staff replacing Brown as science writer in late 1963. Leonard Maurer took over direction of the news service in 1964 when Ross served as special assistant to the dean of agriculture. Ross spent 1966 to 1968 as executive director of the environmental sciences pilot project, which later became the Institute for Environmental Studies. Fett moved from film script writing into Bostian's publication position when Bostian went to Brazil.

Harold King, who had been extension agent in Marinette County for 10 years, joined the agricultural journalism staff in 1967 to work on county agent support materials. Ardis Tvedt resigned in 1957 and was replaced by Eugene Klee as staff artist.

In 1965 Aline Hazard completed her 33 years in women's radio. She was replaced by Jean Fewster, who was followed by Norma Simpson in 1968.

The department's information work encountered some problems during the 1964-1968 period. The University's General and Cooperative Extension programs were merged during this period. Agricultural journalism's role and administration in the merged unit was a hotly debated matter, occupying much staff time and creating an aura of uncertainty.

The controversy largely centered on two conflicting ideas — consolidation of existing information units or operation as decentralized units serving specific clientele. The department favored the latter — partly as a way to preserve its integrity under the merger, but also because we sincerely believed that small units could provide better and less expensive service to the extension effort.

We lost most, but won some. Administration and budgeting of extension information was removed from the college, and the department chairman for several years had no official authority over extension-funded personnel or programs. However, the staff was not dispersed to General Extension units, such as the Photo-Lab, and even the printing operation stayed in Hiram Smith Hall (with a General Extension supervisor who moved there to oversee the operations).

Eventually, the worst aspects of these arrangements were ironed out, but Extension-department relations were less than cordial when John Ross was elected chairman in 1969. Rebuilding the relationship was ongoing concern for both Ross and Bostian, who succeeded him as chairman in 1970 when Ross was called to be associate director of the Institute for Environmental Studies, which he had helped conceive two years earlier.

One lasting result of the merger was creation of Specialist as a staff title for people doing information work. This supplanted the Instructor title, which the department had traditionally used for this purpose, and which had been very important for faculty development. In essence, the Specialist title eroded the department's custom of an integrated faculty where professorial staff did information work as well as teaching and research. However, it's important to note that several present faculty members began their departmental affiliations as specialists.

The shift from Instructors to Specialists came about for a couple of reasons. Administrators, both in Extension and in the College, felt that salary support funds provided for information work

were being diverted to teaching and research; the non-tenure-track specialist position with its very specific job descriptions gave them more assurance along this line. A second factor was the toughening of the Madison campus Social Science Divisional Committee standards for promotion to associate professor. Meritorious information work carried infinitely less weight than research publications in these standards. It became apparent that it was unfair to start a person on the tenure track if his or her primary duties were information work.

The first specialist in the department was Norma Simpson, who followed Jean Fewster on women's radio in 1968. During this time, the half-hour daily program was named "Accent on Living." Larry Meiller was appointed specialist the following year, to assume farm radio duties when White was appointed assistant dean to direct the Farm Short Course and Extension conferences in the College. Both became assistant professors after taking leaves to complete the Ph.D. degree.

Ardyce Haring left academia for Madison Avenue advertising work in 1969. Leonard Maurer resigned in 1970 to become staff assistant to Congressman Robert Kastenmeier in Washington, D.C. He returned as Information Director about five years later, and was named assistant professor in 1980. Douglas Sorenson took over the direction of the agricultural news service, resigning about a year later to become a free-lance writer. When Sorenson left, the department's science writing efforts were changed rather drastically.

Since World War I, the Experiment Station's annual report had provided a popularized account of contemporary accomplishments in research. It was eventually named "What's New in Farm Science," and published twice yearly. In its final years, it was known as "Science Report." Articles appearing in it were sent to newspapers and magazines as they were written. Thus, the station's annual report provided research information for the news service, as well as serving as a rather detailed chronology of research developments.

With Sorenson no longer popularizing the research reports, the Experiment Station administration chose to end the publication. After a short period, the station director hired Deedee Karpinsky and William Kennedy as specialists to prepare a series of brochures for the separate experimental farms, to revise technical publication procedures, and to regularize and expand a

newsletter for station staff members. Ms. Karpinsky (then Mrs. Wardle) transferred into the department in 1975, but Kennedy had by then resigned to enter public relations work. Temporary faculty openings in 1970 gave Ross the opportunity to recruit Harold Florea of Watt Publishing Co. and Lane Palmer of Farm Journal as part-time visiting professors. Joan Thompson taught magazine feature writing part of the time during Powers' absence.

During Bostian's years as chairman (1970-74), Dennis Bries replaced Sorenson as a specialist directing the agricultural news service, and Dianne Bishop replaced Simpson as women's radio specialist while Simpson was pursuing a Ph.D. degree. Simpson returned as assistant professor in 1974. When Bries left after two years on the job, Jerome Karbon took over the news service.

Gene Klee resigned as assistant professor in 1972, and Martha Fish replaced him as a specialist staff artist. Glenn Broom and several others worked on farm radio during this period, while Meiller held a fellowship and was working on his Ph.D. degree. King moved into Bostian's former duties as supervisor of the publications work when Bostian became chairman.

Eugene Kroupa joined the faculty in 1972 to teach advertising and public relations and conduct research on marketing information in cooperation with Burnett. Kroupa also aided Burnett in advising the student chapter of the National Association of Agricultural Marketing and Advertising, and the student organization that later became a chapter of Agricultural Communicators of Tomorrow.

International work continued. From 1970 to 1973 Brown was on leave from the department to direct the Land Tenure Center's activities in Chile. Kearl was on leave from 1970 to 1974 as executive director of the Asian office of the Agricultural Development Council in Bangkok and Singapore. Fett had several short-term assignments in Brazil during the period, and Powers was still teaching in Mexico during the early part of Bostian's administration. Nellie McCannon spent six months in 1973 studying home economics and agricultural extension activities of former students in Latin America. Donna Wirth assumed her home economics teaching duties.

The department moved from Agriculture Hall to its present building shortly after Bostian became chairman. The building originally housed the Genetics Department and was later used by

Dairy Science. Even with the new space, however, the publications unit stayed in Hiram Smith Hall. A proposal to name the building after Hopkins and Sumner was turned down in 1982.

Claron Burnett held the departmental reins from 1974 to 1977. Several staff changes occurred during that time.

Karbon moved from the agricultural press service to a lecturer position and was replaced by Jerry McGee. Deedee Wardle moved into the department as a specialist, but continued her previous work of handling Experiment Station publications.

Felstehausen left to join the Landscape Architecture Department, and Meiler was appointed assistant professor in charge of farm radio. Kears returned to the staff from his Asian assignment with the Agricultural Development Corporation. Fett had a Fulbright-Hays grant for a year's teaching in Brasilia, Brazil in 1976. Ross was still serving as associate director of the Institute for Environmental Studies.

A most significant staff addition was the Information Director position, first filled by Leonard Maurer when he returned from Washington in 1975. This position was created to cope with a burgeoning staff of specialists in the information work, and an increasingly complex administrative situation.

On the Extension side, campus construction activities were eliminating various storage facilities for bulletins and exhibits; a publication sales program was getting into full swing. Changes in budgeting procedures brought various problems to the department's information program.

In the instruction area, undergraduate student numbers had been increasing for several years. The faculty was spread thin in teaching additional sections of basic courses and a new service course for freshmen and sophomores in the College that had been required in 1973 when the English Department abandoned basic composition courses in response to labor problems with teaching assistants. By 1975 this course (Agricultural Journalism 100) was attracting more than 200 students yearly — a massive teaching responsibility without significant faculty increases.

Burnett found a way to cope with this situation by greater use of ad hoc and part-time faculty, funded largely through the university's extended timetable effort to teach late afternoon and evening

courses. Mary Jean McGrath, information specialist for the Extension Center for Cooperatives, began teaching publication layout (Agricultural Journalism 530), and Domenic Fuccillo, technical editor for the American Society of Agronomy, began teaching technical writing (Agricultural Journalism 560). Advanced graduate students were assigned sections of the newswriting courses (Agricultural Journalism 111 and Home Economics Journalism 130). Slide photography and newswriting were taught in Summer Session.

John Fett was elected chairman in 1977, serving until 1982.

During Fett's tenure, Simpson resigned the women's radio position to enter international work and was replaced by Margaret Andreasen as assistant professor in 1980. Andreasen was previously in extension television work at the University of Illinois. Kroupa resigned to start his own public relations and marketing research firm in 1979. At that time, Leonard Maurer rejoined the faculty as an assistant professor. James Griffith from Cornell University was chosen as a specialist in the vacated Information Director post, and Ellen Maurer was hired as a lecturer to teach news and feature writing.

In 1978, Kearl went back into full-time administrative work as Academic Vice-Chancellor for the Madison campus, and Ross returned to the department from his duties in the Institute for Environmental Studies. About a year later, Ross was given half-time duties as Executive Director of PROFS, an organization created to serve as legislative spokesman for Madison campus professors.

Karbon completed his Ph.D. degree in 1980 and was named assistant professor. Nellie McCannon retired in late 1980 and Suzanne Pingree was named assistant professor in the Home Economics Journalism area a few months later. Pingree was previously in the UW Women's Studies Department. Also in 1980, Marion Brown was appointed Director of the Land Tenure Center with reduced teaching-advising assignments.

There were no long-term foreign assignments for faculty during the period, but Meiller and Brown made several short-term consulting trips to Nicaragua and the Caribbean Islands. Nellie McCannon, on the eve of her retirement, spent four months on an Asian trip where she held home economics journalism seminars in Japan.

In 1980, Bostian received the first of several recognitions for his instructional activities: the Excellence in Teaching Award of the College. This was followed by the College's Advisor's Award in 1982, and the University's Distinguished Professor Award in 1983. Powers won the Excellence in Teaching Award of the College in 1982.

The building occupied a few years earlier was remodeled extensively in 1977, providing an improved classroom equipped with 20 new typewriters where basic newswriting courses could be taught more adequately. The remodeling also provided more offices and better space for the department library.

A major change in information service operating procedures took place about midway through Fett's term as chairman. Previously, two specialists were in the publications unit, working exclusively on bulletins, while one was a science writer and one supervised the news service, aided by several graduate assistants. Home economics news was handled by Nellie McCannon with a graduate assistant.

With simultaneous vacancies in most of the editor positions in 1979-80, and with Nellie McCannon's impending retirement, the time seemed ripe for setting up a departmental editor organization previously proposed by Powers and Maurer. These editors, it was envisioned, would be assigned to arrange for all types of communications for certain departments of the College -- writing news and science features, editing publications, working on film scripts and advising College staff on ways to use the various information services in agricultural journalism.

The goal was to establish six such editors -- plant sciences, animal sciences, agricultural social sciences, home economics, basic sciences, and natural resources. As it turned out, funds could only be stretched to provide five, so the basic sciences and natural resource beats were combined.

Despite mixed feelings about this scheme in the department's executive committee, it was established in 1980. Jerry McGee, in the agricultural news service, took a supervisory role in coordinating the new staff, which was comprised of Mary Ellen Loberger for plant sciences, Kurt Gutknecht for animal sciences, Mark Bello for social sciences, Ann Nelson for home economics, and Jerry Mosser for basic sciences and natural resources. Loberger was later replaced by Cristin Merck,

and Bello was followed by Bob Mitchell. In 1983, Merck moved to McGee's position and George Gallepp replaced her as plant sciences editor.

The jury is still out on the success of this arrangement. College staff members seem to like it because there is less turnover and naivety in their information contacts than in the days when graduate assistants did most of the news writing. The demands of publication editing on some of the editors hasn't permitted them to do as many feature articles as they would like to do; separate editors are still needed for basic sciences and natural resources.

The anticipated role of departmental editors as communications advisors for their clientele has not developed as yet, probably due to the deadline pressures of their heavy workloads. Although graduate assistants are still assigned for news work, fewer can be hired and this important source of graduate student support has weakened.

The department's radio activities also changed a great deal during this period. Both the farm and women's programs changed from an interview format to primarily audience participation call-in formats. The program topics broadened considerably beyond the traditional concerns of agriculture and home economics. Andreasen fittingly changed the name of her program to "Dialogue," while Meiller's program was renamed "Hear and Now." These names were changed later, and now they're known as Margaret's Show and Larry's Show on "Information Radio."

Shrinking College and Extension budgets plagued information work in the late 1970s and into the 1980s. Every year Fett had to cut back on positions and support funds. The film and exhibits programs had to recruit most of their operating funds, and the publication sales policy expanded. The department was becoming concerned that information support could be provided only to programs able to pay the bill, and that we couldn't do the proper job for worthy but poorly funded projects and new ideas — that money rather than need would determine the direction of the information program.

That hasn't happened yet, but fund-raising efforts are cutting seriously into the creative time of faculty in charge of the programs.

Part-time labor money — including graduate assistant support — took a beating in the various budget crunches. Some retirements and civil service vacancies in the publications unit were not filled; computerized typesetting and some modifications in publication mailing helped fill the gap.

Larry Melller was elected chairman in 1982. At this writing, he's faced with several vacant positions due to retirements, leaves and resignations.

Burnett and White are retiring; Leonard Maurer resigned to become special assistant to the dean of the College, and Pingree is taking a year's leave of absence for a visiting professorship in California. Brown remains director of the Land Tenure Center, but is taking on some teaching activities during the faculty shortage. Ross is still part-time with the PROFS organization and will have an additional half-time research leave for 1983-84. In 1982-83, Powers had a half-time leave on a faculty development grant. Jim Voegeli resigned as a film specialist in early 1983.

McGee moved from the press service to publications coordinator in 1982, when King moved into a new role of providing information support for WISPLAN, the College's farm management computing system.

Griffith and Meiller have made great strides in the move toward new technology in information work started by Fett's purchase of computerized typesetting equipment.

Courses

By the end of its first decade, the department was offering five courses — agricultural newswriting, practice in editing (work on the student publication), agricultural advertising and publicity, advanced agricultural writing, and special problems. Hopkins and Sumner shared the formal teaching. McIntyre advised the student publication, and Hopkins handled the special problems work.

By 1930, course offerings had doubled, and went up to around 12 per year during the 1940s. In 1950, a total of 15 courses were listed. Things stayed about the same until the 1970s when the list increased to around 18 courses. Several new courses have been established in the 1980s.

260: Introduction to Practical Photography

350: Daytime Serials: Family and Social Roles

430: Consumer Investigative Reporting

615: Introduction to the Non-Theatrical Film

Proposed: Communication in the Family

Of the present courses, Agricultural Newswriting (111), Farm Advertising (431) and Advanced Agricultural Writing (320) have the longest histories, starting in 1909, 1911 and 1912 respectively.

Home Economics Newswriting (130) and Publications Editing (505) began in 1919. In 1922 Publicity Media and Methods (515) split off from farm advertising to become a separate course.

From 1915 to the late 1940s, Sumner did most of the teaching in home economics journalism as well as agricultural journalism. Grace Langdon taught the home economics writing course from 1925 to 1930, and the publications editing course from 1930 until her retirement in 1959. Sumner taught the home economics newswriting until 1950 when Jeanette Horn taught it for a year, followed by Alice Jones. Hopkins consistently taught publicity media and methods until 1950. Eva Marks taught home economics news and feature writing as well as advanced agricultural writing from the mid-forties until the early fifties.

Farm and Home Radio Writing (360) and Technical Writing (560) were launched in 1940 (though technical writing had been taught for a semester about three years earlier). In the 1940s, Home Economics Feature Writing (330) split off from Advanced Agricultural Writing. The Publications Art and Layout course (530) started in 1950, as did the present seminar in Rural Communications (940). A News Photography course, started in the late 1940s, was a forerunner of the present photography course, but was moved to the School of Journalism for about 25 years, where it is still taught.

The courses mentioned so far still exist, and have been taught rather consistently since they were established — most of them every semester. Teaching of technical writing has been rather sporadic during the period, and as noted above, photography was taught in the School of Journalism for much of the period.

Several courses developed in the past are no longer taught. For example, Sumner began teaching courses in the history of the farm press in 1919, and conducted a seminar on the subject until

1950. He taught home economics advertising for about 10 years, starting in 1923, and a course in community newspapers between 1923 and 1938. In 1942, Sumner divided his seminar into two — one in history and one in reader interest and style. Farm and Home Exhibits was offered for several years, starting in 1958. Both the reader interest and style seminar and the exhibits course are still on the department's list, but have been taught only occasionally in recent years.

Agricultural College students were publishing a magazine for several years before the department was established. One of the first agricultural courses gave credit for work on the publication, which was named "The Country Magazine."

The publication died in 1959, the victim of increased printing cost, declining advertising sales, and lower student interest in such activities. The course, and a laboratory publication called "CampusView" continued for a few years. Students now publish a campus newsletter named "Round-Up," but no formal course is connected with it.

Classified Staff

Mailroom: Adelald Kleinheinz probably first headed this operation. She had been hired by Hopkins and was still working when he retired. On her retirement, Miss Kleinheinz was replaced by Joyce Pernot, who moved over from the news service secretary position. When Miss Pernot moved to another department, she was followed by Tim Phillips, who is presently the University's Director of Parking and Transportation. Norm Nelson followed Phillips. Long-term employees in the mailroom were Henrietta Kessenich and Dorothy Kosobud.

Printing: Bill Rummell was probably the first printer in the department's operation. He was followed by Helen Proctor and Bernette Olson. Other long-term employees during the time the department had responsibility for the printing operation were Paul Sexton, Bob Manson and Robert Scharnke. The latter two are still on the job.

Office: Agnes Esser was the first head secretary that present staff members can recall. She was followed by Ruth Tormex, who had previously been radio secretary. Joanne Hartsock followed Mrs. Tonne and Tina Mara (Novak) held the position for several years. Phyllis Jost and Jane Richgels each served a few years. Judy Sorenson is the present head secretary.

Shirley Gorter was publications secretary before 1950, and Mary Harris followed her, retiring in 1983. Prof. Sumner's secretaries during the period we can remember started with Eleanor Olmen (later secretary to UW President E.B. Fred), Muriel Sorenson and Alice Powers. Library secretaries in recent years have been Theresa Bonk, Mary Ann Clark and Madelyn Ladner.

Radio secretaries of the past include Norma Karp (Klagos) and Roberta Simmons (Evans), Ruth Werner and Sheryl Addison. The present radio secretary is Mary Copus. Among former press service secretaries were Merilee Parkey, Betty Littlefield, Mary Ann Coffman and Donna Burnett. Presently Nancy Wettersten holds that position.

Lois Klumb helped the department in its first publication revolution by serving as varitypist. She was followed by Mary Alice Turner and Irma Braun.

Visuals artist Duane Brickson has been on the staff for a long time, helping out with both the visual aids and the exhibits program.

In Brief

The First 75 Years of Agricultural Journalism at the University of Wisconsin-Madison

- 1908 J. Clyde Marquis from Orange Judd Publications was appointed agricultural editor. First class in Agricultural Newswriting was taught in 1908-09. Offices in Agricultural Hall. First degree granted to Dallas Burch.
- 1911 John T. Beaty, also from Orange Judd Publications, replaces Marquis. Established three courses: Farm Advertising, Student Magazine, and Farm Features and Illustration. Conducted research on farm advertising.
- 1912 Beaty resigned. No editor for a year. No classes taught.
- 1913 Andrew W. Hopkins became editor and was also Professor of Agricultural Journalism. Formerly with state farm magazines. He remained as department chairman until his retirement in 1951.
- 1915 William A. Sumner joined the staff. He took an active role in teaching until his death in 1959. The Federal Extension Service started.
- 1919 Home Economics Newswriting, and Publications Editing classes started. Also, History of the Farm Press. Possibly the first farm radio broadcasts started at University of Wisconsin.
- 1920 Grace Langdon joined staff as publications editor and instructor. She retired in 1959.
- 1922 Publicity Media and Methods course split off from Farm Advertising.
- 1923 First M.S. degrees went to Charles Byrne and R. E. Frost. Community Newspaper course started as well as Home Economics Advertising.
- 1927 Sumner began readability research.
- 1930 Ken Gapen became the first radio farm director. Rupert Rassmussen supervised the press service. Departmental research bulletin series started.
- 1931 First agricultural movie produced here by the U.S. Department of Agriculture.
- 1933 Aline Hazard originated the women's radio work at WHA and continued until her retirement in 1965.
- 1935 Byron Jorns joined the staff as an artist, and remained until his death in 1958. Milton Bliss became radio farm director. Nieman Hoveland was hired as science writer.
- 1940 Farm and Home Radio Writing, and Technical Writing courses started.
- 1942 Bryant Kearl joined the staff as publications assistant.
- 1947 Maury White joined the staff in news service and radio. Robert Beeler joined the staff, teaching. News Photography jointly with the School of Journalism.
- 1948 The Publications Art and Layout, and the seminar on Rural Communication Media started.
- 1950 Richard Powers arrived and became science writer at the end of the year.
- 1951 Andrew Hopkins retired and Bryant Kearl was appointed chairman.

- 1953 Nellie McCannon joined the staff as home economics editor and instructor.
- 1954 The first Ph.D. degree in Mass Communications from UW was awarded to John Ross. Fritz Albert joined the staff in photography.
- 1955 Lloyd Bostian and Claron Burnett joined the staff in publications and visual aids respectively. Fritz Albert started the agricultural film series with the film Meat-Type Hogs.
- 1959 Peter Willoughby joined the staff as exhibits specialist.
- 1961 Marion Brown joined the staff in the news service.
- 1962 John Fett joined the staff in radio and film, and later moved to publications.
- 1963 Len Maurer joined the staff in the news service.
- 1964 Bryant Kearn took on administrative and foreign duties. Richard Powers became chairman.
- 1965 Cooperative Extension merged with General Extension. Herman Felstehausen joined the staff with a joint appointment in the Land Tenure Center.
- 1967 Harold King joined the staff to work on county agent support activities, and later in publications.
- 1968 William Thiesenhusen joined the staff with joint appointments in the Land Tenure Center and Agricultural Economics. The first Extension specialist position was filled by Norma Simpson in women's radio.
- 1969 John Ross became chairman.
- 1970 John Ross moved to the Institute for Environmental Studies. Lloyd Bostian became chairman.
- 1972 Jerry Karbon joined the staff in the news service.
- 1973 The departmental office moved from Agriculture Hall to the former Dairy Science building on Henry Mall.
- 1974 Clarence Burnett became chairman.
- 1975 Len Maurer was appointed as the college's first Information Director.
- 1977 John Fett became chairman.
- 1980 Margaret Andreasen joined the staff.
- 1981 Suzanne Pingree joined the staff. Jim Griffith was appointed Information Director.
- 1982 Larry Meiller became chairman.