REPORT OF COMMITTEE ON INFORMATION AND PUBLICITY.

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At the last meeting of this association the committee on information and publicity and the committee on utilization were charged with the responsibility of preparing a statement of the value of the soil survey to be supplied to the various colleges. After considerable correspondence it was decided to prepare a statement to be issued in the form of a small booklet. The idea in preparing this material was to present facts which would be of use before legislative committees having to do with soil survey appropriations in the various states. By the help of the Secretary of the Association and others this material was prepared and the booklet issued in such quantities as to leave a considerable reserve for distribution in future years.

The chairman of this committee has also had correspondence with practically every man in charge of soil survey work in the states with reference to means of popularizing the work of the survey. An attempt has been made to encourage the use of existing state agencies for this purpose and in this connection it might be well to enumerate some of the things that have been brought to the attention of the various states.

The county agent is probably the most effective means of educating the farmer in the use of the soil survey. Unfortunately, many county agents are not very familiar with soil survey work. In such cases, it has been suggested that group meetings of county agents might be held for the purpose of giving them definite instruction particularly in the use of maps and reports. Some states have already done considerable along this line. Some are sending the soils extension specialists among the county agents to give them information. One state is proposing to give definite instruction in the use of the soil survey maps during the annual conference of county agents at the college. Another is sending representatives of the soil survey staff to the various counties where maps are available for the purpose of instructing the county agent regarding the soils of the county. It seems highly important that such steps be taken in all states where soil mapping is being done.

Next to the county agents, the soils extension specialists of the colleges are probably the most important of the available agencies for familiarizing the farmers with the work of the soil survey. As in the case of the county agents, however, some of these men are not well versed in soil survey methods. It seems very important that efforts be made to secure soil specialists who have had some soil survey experience or who will familiarize themselves with the work. It is also desirable that soil demonstrations which are laid out by these men be organized by soil types so as to give the results a definite application. This is particularly true of the prairie states where soil types are less numerous than in more eastern regions.