The problem of securing the right kind of publicity and disseminating desirable information regarding the soil survey is one which confronts every state which is carrying on that work. Conditions vary so widely in the different states that the same methods of solving the problem are not applicable in all cases. Available facilities must be utilized, whatever they may happen to be and the methods followed must meet the exigencies of the local situation. Hence it is impossible to lay down any hard and fast rules regarding publicity and only more or less general suggestions can be offered.

This committee is not prepared to present any new or startling aspects of the publicity problem, and may not suggest anything which will be of any practical service. If the report serves, however, to stimulate some thought and discussion along these lines, our object will have been accomplished. Perhaps a chance word may give someone a new idea which will be of interest. Perhaps our discussion may serve merely to crystallize the ideas in some of our minds. Perhaps we shall have only an exchange of opinions and policies. But in any case, we may all benefit to a certain extent, by learning of experiences elsewhere, by viewing the problem from different angles and by considering briefly the merits of the various publicity methods which are in vogue.

THE NEED

In the first place it may be well to consider why any publicity is necessary. It is a sad but true fact that the real reason for a publicity program in most states is because of the necessity of securing appropriations for the work. Only one state with which we have had correspondence reported that no publicity was needed because no special appropriations were secured. Most of us have to consider constantly how to secure public approval of our work so that our State legislatures may generously permit us to continue our efforts to be of service to the Agriculture of the State.

But after all, I am inclined to believe that the necessity for publicity, whatever its source, is not an unmitigated evil by any means. In fact in our efforts to secure support for our work we are obliged to popularize it. This is manifestly desirable. It is necessary to explain it, to show how the maps may be of service and to use every effort to bring the results to the attention and use of the farmers. When we do this, we "kill two birds with one stone" as it were, for we secure the favorable attention of the public which militates in our favor with the state legislatures and we also accomplish the chief object of the soil survey--the betterment of crop production through a knowledge of soils and their needs.