

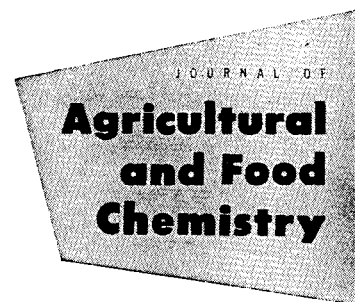
necessary to tell an educational story to vocational agricultural students and similar groups. Concerns which do not operate nationally and are interested mainly in a locality, or at most a state, can do a capable job on a budget of \$25,000 or less a year.

Activities conducted on a national scale are naturally quite a bit more costly. In six years the Nitrogen Division's public relations and advertising budget has increased about 10 fold as its areas of interest have grown. However, working with the farm population is still much less expensive than is national work directed at the entire U. S. population. Since farming is a rather well defined industry, the audience it provides is reached more easily and at less cost than is the vast general public.

One of the Nitrogen Division's relatively inexpensive but very effective means of communication is a series of newsletters and bulletins which are issued on a regular basis and which cover various aspects of the business. The division uses 15 such communications, distributed internally and externally; they discuss products, provide news of developments in the industry, and supply new product data, safety and handling information, and other practical material. A few of the division's bulletins are "Feed Urea Flashes," "Agronomic News," "Fruit Notes," "Arcadian News," "Nitrogen Notes," "Arcadian Spreader," "Ammonia News," and "Technical Service Bulletin." About 100,000 mimeographed or printed bulletins are distributed annually.

Supplementing its bulletin work, the division reprints articles of interest from a score of magazines, distributing them to customers, its own field force, schools, and special mailing lists of people known to be interested in advancing various phases of agriculture. Bulletin and reprint work is in addition to the regular preparation of commercial pamphlets on various products. It is considered more educational than commercial in nature; yet it does serve to emphasize the firm's area of commercial activity.

In view of the very wide variety of public relations projects possible, and the equally wide spread in costs for various types of P-R activities, it is evident that some kind of P-R program is possible for virtually every company. Whatever its size, each company can tailor a public relations program to its budget. Each program should be designed for maximum results from the money and effort put forth. And in the long run, the costs will most likely be returned severalfold in improved business for the company and greater vigor for the entire industry.



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