History of Ag Communication

Part II

Populism

- Populist Party
- Formed in the late 19th Century
- Agrarian protest
  - Free coinage
  - No national banks
  - Graduated income tax
  - Government ownership
    - Transportation
    - Communication

Production Trends

<table>
<thead>
<tr>
<th>Year</th>
<th>Bushels</th>
<th>Acres</th>
</tr>
</thead>
<tbody>
<tr>
<td>1867</td>
<td>120</td>
<td>500</td>
</tr>
<tr>
<td>1868</td>
<td>140</td>
<td>490</td>
</tr>
<tr>
<td>1869</td>
<td>160</td>
<td>480</td>
</tr>
</tbody>
</table>
Populism

- Party aimed to replace the Democrats
  - Alliance
    - Farmers from West and South
    - Industrial workers from East
- Party folded in 1896
  - High farm prices
  - Alliance was unsuccessful

Land-Grant Act

- Passed in 1862
- Justin S. Morrill
- Gave 30,000 acres to each state for each U.S. senator and congressman
- Educate children of farmers and mechanics
- Most existing colleges to this point were private

Texas Land-grant colleges

- 1862 Land-grant colleges
  - Texas A&M University
- 1890 Land-grant colleges
  - Prairie View A&M University
- 1994 Tribal Land-grant college
  - None in Texas
Land-grant colleges

- 1860s and 1870s
  - Farmers unhappy with institutions
  - Legislators forced resignations
- New type of farm
  - Farmers – smarter farming techniques
  - College staff – scientific principles

Theory or practice?

- Theory
- Practice

Theory or practice?

- 1890 Morrill Act solved the problem
  - Federal oversight
  - Application of physical, natural and economic sciences to agriculture
Department of Agriculture

- Organic Act of 1862
  - Requested by President Lincoln and the U.S. Agricultural Society
  - Previously, little research was applied to agriculture
  - National Agricultural Library
- 1887, Hatch Act
  - Established Agricultural Experiment Stations
  - Most were tied to Land-grant colleges
  - Libraries are a key

TAES Centers in the State

- Amarillo
- Chillicothe-Vernon
- Dallas
- Lubbock
- San Angelo
- Temple
- Weslaco
- Beaumont
- Corpus Christi
- El Paso
- Overton
- Stephenville
- Uvalde

Extension service

- 1914, Smith-Lever Act
  - Funded outreach activities
  - 4-H
  - Educational programs
How does this tie to communications?

- Extension and experiment stations hired communicators
- Translate research and technical information into user-friendly forms
  - News stories
  - Publications
  - Programs
  - Teaching agricultural writing