

Ferdinand's Filosofy
For Helping
Farm Editors Make Friends
Instead of Frustrations

- Aug. 31, 1972 -

1. Remember, nobody has to read what you write, but if nobody does, you may be doing it wrong.
2. Get out among your subscribers every week and develop understanding of their problems and find solutions for them.
3. Read voraciously to find something your subscribers want to know or need to know.
4. Write tersely, because your subscribers want "information concentrate"; not "information roughage." Grind and polish!
5. Dress up every page with art, but be certain that it is good enough and meaningful enough to help tell your story.
6. Work for easy-reading layouts so your subscribers won't have to work through hard-reading layouts. They won't.
7. Stimulate action! Don't just react to somebody else's actions.
8. Be for something worthwhile, positively and aggressively.
9. Be against something! A lot of "agricultural dragons" need to be slain.
10. Don't let TV waste time -- yours or your subscribers!
11. Promote! Promote! Promote! You have to keep on reminding your readers about how much good you are doing for them.
12. Do something good for your readers.