

USE OF RADIO IN MOSQUITO CONTROL PUBLIC RELATIONS

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Through the use of local radio broadcasting stations, an opportunity is available for Mosquito Control Districts to bring to the people of the District the mosquito control problem existing therein. This is an ideal medium to use to gain the support and cooperation of the householder. It would seem that the majority of people who are troubled with mosquitoes are willing to help themselves if they can be told what to do. This public support is a feature mosquito control must have if it is to be successful.

In recent years, the number of small local radio stations has increased greatly and with it their value as a means of public relations. It is not necessary to reach the millions of listeners which the major networks do. The majority of people tend to skim a newspaper, reading only the headlines and articles of real interest to them, but by using the radio as a means of getting the subject of mosquito control to the public, a larger percentage is reached. The program should be directed to the householders, and, therefore, should be presented in language they can understand. The basic material is not the most interesting, but must not necessarily be presented that way. Probably the best format is the question and answer type. This interview is best used on programs designed to appeal to women. Questions and answers should be formulated by the mosquito control organization. The announcer, as the questioner, can ask the questions which are uppermost in the minds of the listeners. If there is any doubt as to the type of questions, ask your friends and neighbors. The question of the time of day when this program should be broadcast is very important. Most small stations are on daylight schedules so it has to be done during the day. On week-ends, a portion of your regular listeners will listen to one of the major networks unless the

local station's programs are especially good. It is advisable then, to place your program either in the late morning or early afternoon. By selecting this time of day, most of your listeners will be women and so your talk should be directed to them. Explain to them how ordinary objects around the home can easily become a breeding place for mosquitoes. Bird baths, fish ponds (without fish), vases with unchanged water, depressions in cellar floors, uncovered pans and barrels with rain water. Stress the necessity for covering all vessels which might contain water or get rid of them altogether. Keep the fish pond well stocked with fish which will eat the mosquito larvae; change the water in the bird bath regularly. Recommend a spray which the householder can use easily but which will not harm plants or animals, especially in case of fish. Indicate how often and in what quantity these sprays can be used and what result to expect.

The spot announcements are, in my opinion, of great value in radio work. We might take a lesson from the large advertisers on radio, such as soaps, beers and cigarettes and note the number of spot announcements these people use during a day. Just a few sentences at the station break. This, perhaps, is the time when more people will hear your message whether they want to or not because they will not turn the radio to another station to avoid a ½ minute statement that is being said to them three or four times a day.

Radio stations will usually be very willing to cooperate and offer suggestions on this type of program. It is generally listed as a public service and a part of a station's success depends upon the quality and usefulness to the public of its public service programs. If the format is planned carefully, it can be kept to a ½ to 1 min-

ute spot whereas a half hour show can drag out and become very dry.

In conclusion I would like to suggest three facts to keep in mind when developing a program of this type.

First: The program is classified as a public service feature and your radio sta-

tion is constantly seeking the program designed to serve the immediate community.

Secondly: Use plain layman's English. By no means get technical. And

Thirdly: Be repetitious. If we say the same thing often enough it will make the desired impression.

MALARIA IN TRINIDAD, ITS INVESTIGATION AND CONTROL ... PAST, PRESENT AND FUTURE

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The Crown Colony of Trinidad and Tobago consists of these two islands lying within a few miles of the continent of South America off the coast of Venezuela and 10° north of the equator.

Trinidad is roughly rectangular in shape with large promontories on the northwest and southwest. The area of the island is a little more than 1,800 square miles and its greatest length is 50 miles from north to south with its greatest breadth 32 miles from east to west. The population of the Colony is given in the 1946 Census (1) as being 557,970 made up of approximately 15,000 whites, 340,000 black and coloured, 195,000 East Indians and more than 6,000 Asiatics. Port of Spain, with a population of about 110,000, is the largest city of the Colony.

Tobago is situated 18 miles away from the northeastern corner of Trinidad. It is a long and narrow island with an area of 114 square miles and a population of nearly 30,000 people.

The mean annual rainfall in Trinidad is 70 inches and in Tobago 72 inches. The population of the Colony is largely engaged in agricultural pursuits, the chief of which is the cultivation of sugar cane and cocoa. The existence, however, of the Pitch Lake and the occurrence of oil in Trinidad have

given rise to a certain amount of industrialisation which is playing an increasingly important part in the economy of the Colony.

HISTORY OF MALARIA AND MALARIAL INVESTIGATIONS

Malaria was undoubtedly prevalent in both islands long before they came under the British Crown but the early records are meagre and throw little light on the subject. The capitulation of Trinidad to the British by the Spanish took place in February 1797.

At that time, a huge Spanish fleet lay at anchor under Admiral Apodaca in Chaguaramas Bay. It was unable to go into action due to the incapacitation of a great number of sailors with fever and fluxes as described by one Dr. Alexander Williams, the leading medical officer in Trinidad at the time.

The first British Governor of the Colony, Colonel Picton, who subsequently fought and died at Waterloo, reported the occurrence of a considerable amount of slow fevers, agues and fluxes among the Garrison troops, and in 1798 recommended that the capital city be shifted from Port of Spain to the heights of St. Joseph, ten miles away. Subsequent reports indicated