

press
publications
radio
television
visual aids

Reaching People

with information...



AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

- *****
- * Please read, check, and circulate *
 - * County Agricultural Agent *
 - * County Home Agent *
 - * County 4-H Agent *
 - * County Ass't Agent *
 - * Secretary for Filing *
- *****

④ February 28, 1964

TO H. A. 'S AND 4-H AGENTS

How Are Your 4-H News Reports?

Unless they're given some training, 4-H reporters usually turn in news copy that is merely a dull secretary's report. Agents in some states have found that "Best Reporter Awards" given each year do much to improve the quality of local coverage of 4-H activities by the 4-H reporter. Each reporter is asked to keep a scrapbook of clippings and submit these at the end of the year. They're judged, and the winner gets an award.

Reminder About 4-H Week

Remember -- National 4-H Week has been changed from March to fall. Dates are Sept. 26-Oct. 3.

What is Localizing?

At workshops we've told you often that your stories (and any you get from us) will have greatest impact if you localize them. Localizing is more than putting your name in the release. It means telling about the local situation, quoting what local people are saying, using pictures of local people.

Word Corner

A good deal of confusion exists about the proper use of the articles a and an.

A is not always used before a word beginning with a consonant, nor an before a word beginning with a vowel. The rule is: use a before a word beginning with a consonant sound -- a friend, a United (yu-nited) Nations organization. Use an before a word beginning with a vowel sound -- an enemy, an hour, an M. A. (em), an F-1 (eff) hybrid.

Accepted practice is to use a before words beginning with u or eu when the initial sound is yu (consonant) - a union, a European nation. --Jo Nelson

ACROSS THE EDITOR'S DESK

Because of competition today for attention, let's consider a few basic questions that will help save time, energy and money.

Just exactly what do we want our intended audience to do if our communications effort is received and understood? Is the reaction we want from the audience a reasonable one to expect? Should the audience really be willing to do what we want them to do? What measurable benefits will they derive, if our desired response occurs?

Unless we can anticipate rather well defined reactions from the audience, we may be just clogging communications channels and wasting our time. In many cases, we can suggest the responses we hope to get. These may be in the form of certain community actions, individual adoption of practices or even attitude changes.

Whether the communication medium is a window display, news story, radio program or piece of direct mail, we can make clear what we want our audience to do and what benefits they will derive.

When was Cooperative Extension work started in your county? Since 1964 is the fiftieth anniversary of the passage of the Smith-Lever Act, it is possible that you can relate your program to this celebration. If you find that you can take part locally in this golden anniversary, we may be able to send you some helpful materials.

--Gerald R. McKay

OFF THE PRESS



The age-old issue over "How easy should writing be?" might be less perplexing after a closer look at an old maxim about Knowing Your

Audience. Because there's always the gnawing possibility that the potential audience for educational material in, say, newspapers will not be particularly responsive to attempts to simplify writing. (Not to improve writing, but to "simplify" in terms of shorter words and sentences.)

It is pretty well agreed that newspapers are often more relied upon as major news sources among persons with more education. The less the education, the greater the tendency to rely upon the electronic media. And as education increases, perhaps the less important is "readability" as often measured by formulas (word length and sentence length).

One might note that in the magazine field, it is not necessarily those publications with "high readability" scores that are gaining circulation (nor financial success). The background news magazine, the literary magazine, the one full of articles written at almost academic levels, seem to be thriving.

Research on this question is rather scarce and inconclusive. An Iowa farm magazine several years ago showed that increasing readability and human interest could apparently lead to increased readership of farm production articles--up to a point. But extreme attempts to "humanize" articles on hog production, for example, backfired.

The increase in numbers of writers "back grounding" the news and the space they get in present-day daily papers suggests that some editors' papers are more concerned with content than simplified writing styles. This view returns us to the question of topic vs. style. Both would seem to be important. But more important than style to editor acceptance and reader appeal might be the depth and meaning within the content.

--Phil Tichenor

ACROSS THE MIKE



Someone said - economic poverty is related to educational poverty. Let's correct both by making proper use of radio and TV. It's a much needed public service.

Agent-Station relationships could be improved if you'd contact the radio-TV editor or farm director (in person or by mail) and tell him about the newly available bulletins, folders and fact sheets. Let the station "plug" 'em. Suggest that they receive the requests and then send letters or names to you for filling the orders. This will help the station increase its mail count. And you can get desired material in the hands of more people.

"County Extension Programs" -- that's the title of a new radio program on KWOA - (Worthington) 1:10 to 1:15 p. m., 6 days a week. How did it happen? Well, briefly it came about as a result of a meeting of agents from six S. W. Minnesota counties, KWOA management and your extension radio specialist. Mutual problems were "aired." Common interests were discussed and a schedule satisfactory to all concerned was started. It pays to see your radio editor!

A Public Interest Award for "exceptional service to farm safety" was recently received by KUOM for work done by Jo Nelson, Glenn Prickett and yours truly. This is the 10th time the station received the award and the only station in Minnesota to be so recognized this year. What have you done lately on safety, civil defense or explaining the changes in our growing Minnesota?

Have you read the January, Extension Service Review or any of the 1963 Yearbook of Agriculture? There's valuable material in each. Don't miss the chapters on communication (pages 207-209) or on educational opportunities (pages 36-44) in the yearbook.

Tape recorders are being used more and more by extension agents. The newest one on the market is the Revere T3000. It replaced model T2000. The Wollensak T1500 which many of you have is still good. The price of each machine is around \$145 with discount. --Ray Wolf

Publications and Direct Mail

NEW PUBLICATIONS

1963 Potato Variety Trials in the Red River Valley. Potato Facts 27. Orrin C. Turnquist and Robert H. Johansen. Reports results of potato variety trials and describes the varieties and selections. Available early March.

The Cost of Convenience--which food to buy. Ext. F. 222. Grace Brill and Mary Ryan. Discusses the various factors to consider when selecting food purchases. 10-page railroad fold. Available late February.

Open Growing-Finishing Hog House. M-133. Dennis M. Ryan. Plans and information on constructing and maintaining an open hog building. 6 pages. In stock.

Ventilation of Hog-Finishing Units With a High Concentration of Hogs. M-134. Dennis M. Ryan. Complete details on both winter and summer ventilation practices in hog-finishing buildings. 4-pages. In stock.

Slatted Floors for Hogs. M-135. Dennis M. Ryan. Construction practices, with detail drawings, for installing slatted floors in hog houses. 8 pages. Now available.

REVISED PUBLICATIONS

Garden Information. Extension P. 207. C. Gustav Hard, Orrin C. Turnquist, John Lofgren, Herbert G. Johnson. Comprehensive information on garden problems, pests, and pest control. Large wall-chart. Available early March, but do not order before you receive your notification copy.

Technical Publication List. An up-to-date listing of the technical bulletins of the Minnesota Agricultural Experiment Station. Please discard any old lists.

Fruits for Minnesota, 1964. Horticulture Fact Sheet 3. Lists the varieties recommended on the basis of suitability for the four Minnesota fruit growing districts. Available early March.

NEW REGIONAL PUBLICATIONS

The Egg Products Industry of the United States. NCR Research Pub. 154. Compiled by the north-central regional poultry technical committee, NCM-31; Minnesota committeemen are agricultural economists D. F. Fienup and C. V. Hess. The study is based largely on statistical data from government sources; it analyzes certain national economic and technological trends in the egg products industry during 1936-61. Emphasis is on 1956-61 when domestic needs governed production and consumption. 100 pages; single copies available on request. Might be handy even if you don't intend to read it; the colorful cover will brighten your bookshelf.

MINNESOTA FARM AND HOME SCIENCE

The winter issue, out soon, carries these articles: Park Bluegrass--now it's coming from Holland, The Changing Rural Family, Rabies in Minnesota, Inheritance of Rate of Milking in Dairy Cattle, Minnesota's Soil Survey, Physical and Chemical Characteristics of High-Population Corn, Some Problems Facing County Government in Rural Minnesota, Insulating Walls of Pole Frame Farm Buildings, Flax Rust--an Old Enemy--Returns, and Zinc and Iron in Cattle Rations. There are also brief articles on Zonta and Goldstrike chrysanthemums and the Regent apple.

We're using color in Farm and Home Science for the first time--it's mainly a functional use to reproduce the soil association map, in separations on a line graph, to define areas in another map, and, hopefully, to help readers visualize "a four-replicate randomized block design" for studies of high-population corn. We'd like to know what you think of it.

The mimeographing handbook should reach you who requested it soon.

Tourist Travel Notes is in press, delivery date is uncertain. Hope to get it to you around the first of March, but the large offset press is heavily backlogged and the issue may be hung up a few more days.

--Harlan Stoehr
Shelly Elliott