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3 Reaching People with information...



AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

December 18, 1964

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

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

How Do you Evaluate Your Radio Program?

It's easy to shrug off that radio tape you must make as just another chore. But you're making a big mistake when you start skimping on the time you devote to radio and when you begrudge postage one way, or the other--if you pay postage. Evaluate radio in terms of the support it gives to your total program and the people you reach by this medium alone.

Last year the average family spent 24 hours, 45 minutes a week with radio from 6 a.m. to midnight. Obviously you don't have to worry about audience.

Tapes: Postage or Penalty Mail?

Back to the problem of postage. We frank all our tapes because they are educational material. The St. Paul Post Office says tapes reporting research and educational home economics and agricultural information are just as frankable as bulletins. If your postmaster doesn't agree, ask him for his reasons and suggest that he get a ruling from his supervisor.

Although you can send your tape under penalty mailing, it cannot be returned by the radio station under frank. But radio stations are often willing to pay return postage. If not, enclose a label with your name and address, attach the proper amount of postage and be sure to mark it: LIBRARY MATERIALS.

Tapes marked LIBRARY MATERIALS will go for 4 or 5 cents, since the rate is 4 cents for the first pound, 1 cent for each additional pound. EDUCATIONAL MATERIAL rates, on the other hand, are 10 cents for the first pound, 5 cents for each additional pound. LIBRARY MATERIAL is the proper classification for tapes.

Merry Christmas!

--Jo Nelson

ACROSS THE EDITOR'S DESK

At this time of the year there is one kind of communication that has almost universal appeal. So to each and every one of you...

- Gelulskig Kristnaskon.....Dutch
- Hauskaa Joulua.....Finnish
- Jōyeaux Noel.....French
- Nodlaig Sona Cuit.....Gaelic
- Frohlicke Weinachten.....German
- Meli Kalikama.....Hawaiian
- Haggim Lesimha.....Hebrew
- Buon Natale.....Italian
- Glaedelig Jul.....Norwegian
- Um Feliz Natal.....Portugese
- Stchaslivoye Rōzhdestvo....Russian
- Feliz Navidad.....Spanish
- Salamu Ya Mwaka Mpya....Swahili
- God Jul.....Swedish

or in English a Merry Christmas. And to those of you whom I may have missed my apologies. Let me know so that I can add to my "language" list.

Special Thanks to County Ag. Agents

Your cooperation in filling out both Parts I and II of the professional improvement questionnaire is deeply appreciated. I'm grateful for the practically 100 percent response and your graciousness in enduring the frustration that Part II may have imposed upon you. My hope is that the experience will benefit all of us.

--Harold B. Swanson



OFF THE PRESS

Knowing our audience is a basic principle of communications and of teaching. One such audience is the association that represents all Minnesota

paid circulation newspapers--the Minnesota Newspaper Association.

During the past month we have welcomed back to Minnesota the new manager of the association, Robert Shaw, who most recently served as manager of the Washington State Association. Shaw succeeds the retired Ralph Keller, energetic "hired man" of Minnesota publishers for many years. We are indebted to Ralph for his fine cooperation over the years, and we welcome Mr. Shaw back to Minnesota. His father, R. C. Shaw, was county agent in East Ottertail from 1922 to 1931 and in Koochiching county from 1931 to 1937.

MNA has as members 325 country weeklies and semi-weeklies; 33 suburban papers; 22 non-metropolitan dailies; and 33 metropolitan dailies and special papers.

Minnesota now has 361 newspaper towns, according to MNA's 1965 "Minnesota Newspaper Ratebook." The publication gives potential advertisers sufficient information to know the market into which they are buying. Thus it gives the population of each town, newspaper circulation, advertising rates, page size, etc.

Besides serving its members, MNA offers three services to non-members:

1. Advertising service which enables advertisers to place ads in many different combinations among the papers.

2. Clipping service which allows the client to buy clippings of articles appearing in any paper in the state on any subject.

3. Mailing service. Every Thursday MNA mails a packet of news releases from various interests to all its members. The client pays \$13.00 for every sheet he furnishes for mailing. Included in the packet are such items as the Governor's column, items from associations and private groups, and an occasional release from the Minneapolis Campus of the University.

--Harold B. Swanson



ACROSS THE MIKE

Each year radio editors submit samples of their work in a national contest. Below is a summary of the comments of the judges. Whether specialist or county worker, there's some good advice for us in these comments.

"For the most part, the difference between the blue ribbon winners and those that did not receive an award lies in the simple fundamental ABC's of good broadcasting.

"First, at least eight or ten of the 25 entries represented in one form or another poor tape quality either due to faulty recording methods, a faulty recorder, a poor studio, an inadequate microphone, or problems with respect to the duplicator used to duplicate the tapes. In this day and age of fine equipment there is little excuse for tapes of poor technical quality to be produced.

"Second, a considerable number of the entrants seemed at times to forget that radio is a very intimate person to person vehicle of communications. There are times of course when the use of the third person approach is necessary but wherever possible the comment should be directed squarely to the listener.

"Third, showmanship involving all of imagination and creativeness which it takes to make the difference between 'just another program' and something really outstanding and listenable is an area where farm broadcasters must never let down their guard.

"No doubt a great many of these broadcasters look upon themselves as educators and communicators but without the old spark of showmanship it is very difficult to educate and communicate."

Radio and TV stations served by the state office contribute an estimated \$100,000 worth of air time in public service each year. For example, WRKR used 107 programs valued at \$735 in a 4 month period--and KSTP-TV used a one-minute 4-H spot with a commercial time value of \$52. So thank your station cooperator for service you get.

Happy New Year

--Ray Wolf

Publications and Direct Mail

NEW PUBLICATIONS

Factors Affecting Poultry Meat Yields. Sta. Bull. 476 and NCR Research Pub. No. 158. M. H. Swanson, C. W. Carlson, and J. L. Fry. Purpose of this publication is to bring together and briefly review published research concerning poultry meat yields. 36 pages. Available early January.

Early Fireball--A New Early Tomato. Misc. Rpt. 58. T. M. Currence. Describes this new early ripening tomato variety which resulted from a mutation or genetic change caused by irradiation treatment. 2 pages. Available mid-January.

Here's How to Make Step-By-Step Slip Covers. Ext. Bull. 316. Adapted from a Kansas publication by Myra Zabel. 16 pages. Don't order until you receive notification copy.

Be a Better Buyer of Laundry Aids. Ext. F. 228. Adapted from a joint Oregon-Idaho-Washington publication by Mary L. Muller. 6 pages. Available about January 1; don't order until you receive notification copy.

Be a Better Buyer of Bleaches. Ext. F. 229. Adapted from a joint Oregon-Idaho-Washington publication by Mary L. Muller. 6 pages. Available about January 1; don't order until you receive notification copy.

Sunflower Attachment for Combines. Agronomy Fact Sheet No. 14. R. G. Robinson. Describes a sunflower harvesting attachment and contains diagram of the basic design of most attachments. Available early January.

Gladiolus Diseases. Plant Pathology Fact Sheet No. 11. Herbert G. Johnson and James D. Froyd. Describes various diseases and gives suggested treatments. Available early January.

Beef for the Freezer. Home Econ. Fact Sheet 12. Verna Mikesh, Mary Ryan, and Kenneth Egertson. Discusses pros and cons of buying a side or quarter of beef for freezing. Available.

Adult Programming for City and Country. January-March 1965. Quarterly list of topics for "Highlights in Homemaking" and the "University Farm Hour" on KUOM radio and "Town and Country" on KTCA-TV. 8-page railroad folder. Available early January.

REVISED PUBLICATIONS

Varietal Trials of Farm Crops. Misc. Rpt. 24. Department of Agronomy and Plant Genetics Staff. 16 pages. Available first week in January.

Cultural and Chemical Weed Control in Field Crops. Ext. F. 212. R. Behrens, G. R. Miller, H. J. Otto, R. G. Robinson, J. R. Justin, and R. N. Adnersen. 16 pages. Available early January.

Income Tax Management for Farmers. Ext. Bull. 298 (NCR Ext. Pub. No. 2). 12 pages.

Crop Production Guide for Minnesota. Ext. P. 194. Harley J. Otto, Gerald R. Miller, Curtis J. Overdahl, Lowell D. Hanson, and James R. Justin. Recommendations on variety, seeding rate, date of seeding, weed control, and fertilizer needs. Available after Christmas.

Minnesota Retail Dealers Conference Handbook. Spc. Rpt. 12. Minnesota extension specialists in soils, agronomy, plant pathology, and entomology. Contains up-to-date information on varieties, fertilizers, crop diseases, agricultural chemicals, etc. needed by the retail dealer. Available early January.

Proper Milking Practices. Dairy Hus. Fact Sheet 3. J. W. Mudge, R. W. Wayne, C. L. Wilcox, and R. W. Erickson. Contains further information on keeping milking time at proper level. Available now.

--Harlan Stoehr
Shelly Elliott