

MN2000 RPL 5/29/68



# Reaching People

with information...

press  
publications  
radio  
television  
visual aids

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

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May 29, 1968



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 \* Please read, check, and circulate \*  
 \* County Agricultural Agent  \*  
 \* County Home Agent  \*  
 \* County 4-H Agent  \*  
 \* County Ass't. Agent  \*  
 \* Secretary for Filing  \*  
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FOLLOW-UP MEETING STORIES -- A newspaper that runs advance stories of meetings is also interested in stories about what has taken place at the meeting. These follow-up stories usually have more good newsy material than advance stories. Some people may get more information from reading about a meeting than if they were there. Use only the important items for the story, arranging them in order of importance. --Jack Sperbeck

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JO NELSON ON QUARTER LEAVE -- Mrs. Jo Nelson, our able home economics radio and press editor, is on a quarter leave, doing radio work in Norway and possibly other European countries. When she returns she plans a series of radio programs on Scandinavian culture for use throughout the state.

TAPES FOR HOME AGENTS FOR JUNE -- Since June is traditionally National Dairy Month, two of the short tapes and the long tape for June feature the use of dairy products in the home.

The long tape, 14 minutes 10 seconds, is an interview with Janet Salstrom, home economist with the American Dairy Association. She discusses the variety of dairy products available and their uses.

Featured on the short tapes are an interview with Janet Salstrom and Verna Mikesh, extension nutritionist. For variety, the third tape is an interview with Cliff Halsey, rural defense agent, who discusses summer storms in Minnesota.

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TELEVISION AND TEACHING -- Television is a tool designed to assist, not replace the teacher, county agent, or state specialist. It should be looked upon as a conveyor of ideas, not a creator. Properly used it will make a significant contribution to the development of more meaningful learning experience.

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TELE-LECTURE INCORPORATES CONFERENCE CALL -- Brainerd, Cambridge, Rochester, and St. Cloud were receiving points for a tele-lecture originating from the St. Paul campus via conference telephone connections in April. This new innovation in tele-lecture, allows a lecture to be presented to more than one audience and allows each group to question the lecturer. Early evaluations from students seem to give approval to this method of tele-lecture.  
--Leo Fehlhafer

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RADIO-TV TOPICS FOR THE SUMMER -- Some ideas include: Soil Stewardship, 4-H Leadership conference, June Dairy Month and Regional Dairy Days, Farm Safety Week - July 21-27 (a safety kit will be sent to you), Experiment Station Days (dates will be sent). Don't forget the usual seasonal topics such as: proper time to cut hay, insect and disease control, summer care of vegetable garden, summer care of livestock, canning and freezing of fruits and vegetables, 4-H demonstrations and exhibits, etc. --Ray Wolf

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4-H REPORT TO THE STATE -- A 4-H (TV) Report to Minnesota will be shown on channel 2, St. Paul and 8, Duluth, at 9:30 p.m., June 20; on channel 11 (Mpls.) 9:30 a.m. June 22; on channel 12 Mankato 4:30 p.m., July 1; and KSOO-TV 7:30 a.m. on July 13.  
--Ray Wolf

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LOOKING AT PUBLIC RELATIONS ANOTHER WAY -- Too often we regard public relations as putting forth the right foot, doing well and getting credit for it, or even putting out fires of unfavorable public opinion. Certainly all of these are important. However, let's look at it another way. Public relations has at least these three functions:

1. Information--Providing the public with facts about our activities and our functions often is one of the most effective means of obtaining the better understanding we want. Periodic reports about your general county Extension activities in your column or radio programs may be helpful.

2. Adjustment--Too often this important function of public relations is overlooked. Often we must adjust or change our actions as the situation or the publics change. Thus public relations must include two-way communication, action.

3. Persuasion--This is the function to which we pay most attention. It is important but only if the other two functions are also carried out.  
--Harold B. Swanson.

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