



Reaching Rural People

WITH INFORMATION TOOLS



PUBLICATIONS OFFICE

AGRICULTURAL EXTENSION SERVICE UNIVERSITY FARM

University of Minnesota

November 25, 1949

TO THE HA'S ---

PLEASE!

CIRCULATE TO

- County Agricultural Agent
 - County Home Agent
 - County 4-H Agent
 - Secretary for Filing
- *****

ACROSS THE EDITOR'S DESK ---

We're at it again--asking you to circulate this tip sheet to all the extension staff in your county. Take this issue, for example. There's a section by Jo Nelson aimed at home agents entirely and then there's a new film listed in Gerald McKay's section that will appeal to the gals only. It's "Truly Yours", a film on fitting points to check when buying ready-made dresses.

Looks Good!

The entries in the information contest have been rolling in. The judges are at work, and we'll have the results for you on the Thursday morning program at Extension Conference.....For those of you who have entered, we've got nearly \$100 in prizes lined up.

Pork and Lard Take the Spotlight

Earlier this week you received a letter from Director Miller pointing out the need for moving pork and lard. You'll be receiving releases from us from time to time to supplement your local program.
-- Harold B. Swanson

I've appreciated your enthusiastic responses to HELPS FOR HOME AGENTS. The second issue has now gone out. You who have radio programs on the same station may have some ideas on setting the issue up differently so the fillers can be divided more easily among you.

More Why and How

A common criticism of women's radio programs is that there's too much talk about things, for example, about a delicious, economical dessert - and too little about how to make it and why it's worth making.

Recipes on the Air

When it comes to using recipes on the air, the principle that radio needs simple words, short and simple sentences should be put into practice. That means no long, detailed recipes or directions and no foreign cooking terms. Here's a rule many experienced home commentators follow: Don't broadcast a recipe calling for more than six ingredients.

Pork and Lard Promotion

You'll be hearing soon about the campaign to promote consumption of pork and lard. From now on we'll be getting stories out to you regularly on pork and lard - ways to use, etc. (You've already received several stories on lard.) A page of HELPS FOR HOME AGENTS will also be devoted to pork and lard each time.

For some good radio scripts on serving pork, write the National Livestock and Meat Board, 407 South Dearborn St., Chicago 5, Ill. -- Jo Nelson

THE NEWS ANGLE ---



Over 30 entries, by both men and women, came in for the press section of the information contest. Many of you who we

know are doing a good job, however, failed to enter.

The entries have been placed and results will be given at the conference. Russ Asleson and Mary Hart, Minneapolis Tribune, and "Chick" Kircher, The Farmer magazine, were the judges.

Timely Story

Howard Grant (Crow Wing co.) recently had the kind of story every agent can make good use of this time of year. He wrote up the main points of the coming year's County Extension program, based on a planning meeting held in Brainerd. The Brainerd Daily Dispatch used a full column story under a four-column, double-bank head.

Grant also got good coverage on winnings of county 4-H exhibitors at the Duluth Junior Livestock Show. He played the county angle strong.

Those Weekly Columns

Clippings show some of you are using only the items sent from here in your weekly news columns. That's flattering to us....but. You'll have a better column if you include local items.

If Jim Jones is keeping his laying house dry by stirring deep litter properly, give him credit and follow up with a sentence or two on how to properly use deep litter. Don't shy away from those local names.....they build readership.

Our stuff is mainly to help you fill out so the column will be the same length each week, and as a ready source for those weeks when you're rushed.

1948 Press Figures

Les Schlup, Division of Extension Information, Washington, reports that county extension workers set an all-time high for published news articles in 1948. The record shows county workers in the United States turned out 834,735 news articles last year.

That's an average of more than 99 articles for every full-time and part-time county worker. -- Bob Rupp

ACROSS THE MIKE ---



Radio recordings from thirty county extension agents are being considered for the radio section of the publicity contest. This is a

20 per cent increase over last year. Programs sent in to this year's contest show a lot of improvement over those received last year. I know you are anxiously waiting to hear about the 1949 winners.

Television

Television offers tremendous possibilities for extending educational service, both to farm and urban audiences. There are now about 3 million television sets in the country carrying information to the consuming public.

Dr. W. A. Billings, extension veterinarian, is putting on a turkey dressing television show on WTCN, Wednesday, November 23rd. He is the first of our Extension specialists to have a television show on Twin City stations. Plans are being made for many more T.V. shows during 1950. Remember, "Ideas are caught quicker, retained longer, acted on more surely when sound, sight, and motions are combined." Television makes this possible. We are hoping that within a few years you too may be putting on television shows for your farm and home people.

Radiograms

Radio is personal journalism--you must have that "me to you" quality. It must be given in a conversational manner. Don't use a lot of figures---listeners won't remember them. Have an extra paragraph or two at the end of the script that can be used or not, depending on the time. Music is not a must with a fifteen minute program. It is needed with a longer one. Radio calls for plenty of word pictures. Help the people to visualize the thing you are talking about. Use simple words, short and simple sentences. Above all else, radio demands that a program sound sincere. -- Ray Wolf