



# Reaching Rural People

3 WITH INFORMATION TOOLS



PUBLICATIONS OFFICE

AGRICULTURAL EXTENSION SERVICE

UNIVERSITY FARM

- \*\*\*\*\*
- \* Please read, check and circulate \*
  - \* County agricultural agent  \*
  - \* County home agent  \*
  - \* County 4-H agent  \*
  - \* Secretary for filing  \*
- \*\*\*\*\*

University of Minnesota  
May 26, 1950

TO ALL AGENTS ---

### Need a Transcription?

Recently the Minnesota Department of Education set up a library of tape transcriptions on various subjects, including agriculture and home economics. These have been available for some time to schools in the state. Now agricultural, home and 4-H agents can get them.

### What Tapes Are Available?

Enclosed with this tip sheet are two lists of tapes - one in agriculture, the other in home economics. Occasionally we get requests from agents for radio transcriptions they can use when on vacation. From these lists you can choose subjects you want. Tapes can be obtained after the date given.

The tapes do not all run 15 minutes as indicated. They vary from about 8 to 14 minutes. The "how to buy" programs all run about 9 minutes.

### How to Get the Tapes

Instead of following the directions for ordering given on the tape library sheets, follow this plan: Send a reel of plastic tape to me or to Ray Wolf, with the code numbers or names of the programs you want. Tell us when you plan to use them and on what station. We'll get them recorded on your tape and send them back to you.

### KUOM Programs Available

Should you want tapes of any of the programs in the KUOM radio schedule (and not listed in the tape recording library) let us know in advance of the KUOM program date so we can make the recording.  
--- Jo Nelson

### ACROSS THE EDITOR'S DESK

Under the head, good public relations, comes Milt Hoberg's (Fillmore) plans for a banquet for county editors. Many of the rest of you have tried the same idea with success.

Milt's plan may, however, have a few interesting angles for you. His county-wide banquet will be a farmer-editor affair. In fact, each editor will be a guest of a farm bureau member, and SCS, PMA and other govt. agencies will be in on the show along with the extension service, of course.

### Revitalizing 4-H Publications

Slowly but surely we are revitalizing 4-H bulletins to make them more readable and attractive. "Len" Harlness' and Norm Mindrum's Local Leader Letter has a new attractive head and format.

Incidentally, that letter mentions the new clothing bulletin which should serve the club member for many years. The bulletin is an expensive one, so would you ask club members to handle it with care so it can be used for several years.

### Bulletin Distribution Discussions

Recently the Vo-Ag teachers' committee on bulletin distribution met with us here at U. Farm. The problem of supplying students with publications is a knotty one... Please let me know if you have had unusual requests or trouble in this respect.--Harold B. Swanson.



ACROSS THE MIKE --

Hope you've sent in the radio questionnaire sent you by Skuli Rutford. After they are summarized we will send you the results.

4-H Chats by Ozzie Magnuson are now being used on 16 stations. Hope they help promote 4-H and build good will. We are including the chat schedule, by station, in the Local Leader Letter sent you and 4-H leaders by Leonard Harkness. Your comments on these five minute spots will be appreciated.

A 4-H Radio Quiz should add variety and interest to your programs. Here's how it goes: 1. You act as quizmaster. 2. Have two clubs select 2 to 4 contestants. 3. Appoint a judge. 4. Ask questions, alternately between the two clubs (or if studio is sound proof you could use the same questions for each team). 5. Add points and announce results at end of program. NOTE: Lem'me know how this or other radio ideas work out for you.

Thought to Remember

Extension workers, with some 120,000 radio broadcasts during 1949, are making more contacts with farm people through this medium than any other single agency. Much room remains for improvement in the quality and production of the programs, as well as in the content of the scripts. The trend in radio seems to be towards an increasing dependence on extension workers for farm and homemaking programs. This is a healthy situation which should not be jeopardized by mediocre programs and presentations on the part of extension workers. So says U. S. Extension Service.

New Extension Programs

Wayne Hanson (Houston) and Fred Wetherill (Nicollet) now have regular extension programs. Wayne is on WKTY, LaCrosse, while Fred is sharing time with Quentin Marsh (Blue Earth) on Mankato's new station, KTOE.

County agent Milton Hoberg and Director Miller were featured on WCCO Tuesday, May 23. Each Tues. from 9:30 to 10:00 p. m. a county agent and a University Farm personality will appear on Larry Haeg's new farm program. --Ray Wolf.



THE NEWS ANGLE ----

Many of you have complained about not getting releases on time--and justly so.

We've checked the post office here. Some of you have checked locally. The delay seems to be somewhere between.

Normally, we send releases at 4 p.m. each Tuesday. That should put them into your office not later than Friday.

To get releases to you in time for you to process them and move them on to your papers not later than Monday of the week they are to appear, we are experimenting with our mailing time this month.

One set of releases will be mailed on Monday, June 5 (for use week of June 12). The next week's set will be mailed on Friday, June 9 (for use week of June 19).

Please watch the dates these two sets of releases get to you. Let Jo Nelson know which mailing works best for you.

We'll change the mailing date to meet the demands of the majority. So, let's hear your choice.

Release Dates

Occasionally a fill-in story has a release date on it (such as the Cora Cooke - Harold Pederson award release).

Please caution your stenographer to watch for release dates -- and to type them on when she re-copies stories for your weeklies.

Worth Passing On

The Murray county Herald runs a county map showing borer infestations during the peak danger period. As "minutemen" reports come in, the number of borers is printed on a township map. Not only do farmers get the picture of the infestation developments, but, says Agent A. B. Hagen, they also can see where the survey was made by checking the location of the infestation figures in relation to township lines on the map.

August Neubauer (No. St. Louis) is keeping a file of his best stories and columns for the annual Information Contest. He'll be all ready with top-notch competition when entry time comes next fall. -- Bob Rupp