

Reaching Rural People

WITH INFORMATION TOOLS



PUBLICATIONS OFFICE

AGRICULTURAL EXTENSION SERVICE

UNIVERSITY FARM

University of Minnesota ¹
June 27, 1950

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

ACROSS THE EDITOR'S DESK

"Bob" Rupp, who has done such an outstanding job in handling agricultural news during the past two years for us is leaving the University. He has accepted a position on the "Farmer" magazine.

I know that all of you join us in wishing him the best of luck and thanking him for the fine job he has done.

Safety Packet Coming Your Way

This week we will be sending you a packet of material on safety. Don't let the size scare you. The material is planned for the entire year so that only a little can be used each month....The packet contains 24 press, radio and visual material. Keep it on hand and use it regularly to promote safety.

Mailing Date Changed

Mrs. Jo Nelson has been making a survey of when our news releases reach you. By sending releases Monday afternoon instead of Tuesday afternoon, we hope they will reach you by Friday or Saturday. To speed up the process even more, we are trying to work with the P.O. for better service. If releases are still late, we'll mail even earlier.

Corn Borer Warning Service Starts

On Friday, June 23, UP and AP began forwarding corn borer warning material to all radio stations and daily newspapers in the state. MUCH MORE IMPORTANT THOUGH IS THE MATERIAL YOU GIVE YOUR LOCAL PAPERS AND STATIONS. -- Harold B. Swanson

TO THE H.A.'S

What's in the Tape Library?

Last month you received with Reaching Rural People two lists of tapes, one in agriculture, the other in home economics, which are available for your radio programs or other uses if you'll send us a roll of plastic tape with your request.

The tape library covers a wide range of subjects - physical and mental health, automobile safety, "Tales of Minnesota," etc., besides agriculture and home economics.

Noted:

A beautiful layout of pictures and story in the June 1 issue of Worthington Globe. Pictures show Ruth Smith and some of the county women at work on home projects.

On the Scene

Recently Virginia Blackwood, Cottonwood county, made a recording with the buyer for draperies in a Twin City department store. The transcription was made right in the drapery department.

A number of home agents have done successful "on the scene" interviews on their tape recorders at various meetings.

Safety Stories

With home accidents on the increase on Minnesota farms, home safety needs particular emphasis this year. You will receive, in your regular weekly packet of stories, two stories on home safety - one for use before Farm Safety Week (July 23-29) and one for use during the week. - Jo Nelson.

ACROSS THE MIKE --



Eino Siira (Benton) is now a regular farm broadcaster. He's on KFAM each Wednesday 7:45 to 8:00 A.M. He'll be using tape most of the time.

Julin Jacobson and Merle Sherman (Beltrami) have teamed up to put on a live sponsored farm and home program on KBUN - Mondays 12:30 to 1:00 P. M.

Voice of Experience

Geo. Kister, farm director in Nebraska for 25 years has this to say: - Keep abreast of the times. Keep your programs balanced...interesting...cooperative. Talk about people. Bring out all the new ideas you can. Keep your program flexible. Be original...don't copy anyone...make your program sound like you. Never stop trying to make it better and more informative...courteous and educational.

More Advice

A recent editorial in a Minneapolis paper warned radio people about addressing their audience with "neighbor" or "friends." It said that people like to pick their own friends! The article continued as follows: "Quit cuddling with the customers, don't elbow the old man while he's at his breakfast coffee, and don't shove into the evening family circle. Stand back at a courteous distance, say your say in a businesslike way and get it over with. Otherwise, more and more, you're going to be turned off with a flick of the switch. And no one will benefit from that."

Farm and Home Safety

Between now and July 23 (National Farm Safety Week) you will receive a Safety Packet from our office. It'll contain a safety radio short for every week of the year. We think you'll like them and find them useable.

Four or five safety programs on tape will be sent to agents in counties having radio stations. They should be used during week of July 23. Counties with multiple county extension programs should arrange to use one a day. Single county set-ups may use them anytime. -- Ray Wolf.

THE NEWS ANGLE----



Worth Passing On

Businessmen in Murray county have organized to protect their farmers from high pressure fly-by-night salesmen.

Under the guiding hand of County Agent A. B. Hagen, they have formed a Better Business Bureau to check advertising appearing in county papers and to combat dishonest seed salesmen, corn borer spray companies and other itinerant salesmen. Half-page ads sponsored by honest local dealers appear in county papers pointing out the dangers of buying or signing contracts with gyp salesmen. At the same time, the ads promote the local, established dealers.

Murray county farmers like the service. So does Hagen. It "takes the shoe off of Extension's foot," he points out, in protecting farmers against dishonest operators.

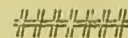
Soil Testing Reports

Soil testing lab reports from University Farm are a good source of county-wide stories.

F. L. Liebenstein (Mower) reports in the Hormel Farmer that tests in his county show soils lack lime and are low in organic matter. He then goes on to tell how to remedy these deficiencies. It makes a good local interest story.

Local Cooperation

Charles Haley (Koochiching) gets good cooperation from local papers by suggesting, and then making arrangements for special feature coverage by local reporters. He had a good spread on artificial insemination recently by going out with the reporter-photographer to get the pictures and help tell the story of one of his progressive dairy farmers.



Don't hesitate to shorten some page-long fill-ins to column comment length if they are on a subject which isn't of major importance in your area. -- Bob Rupp.