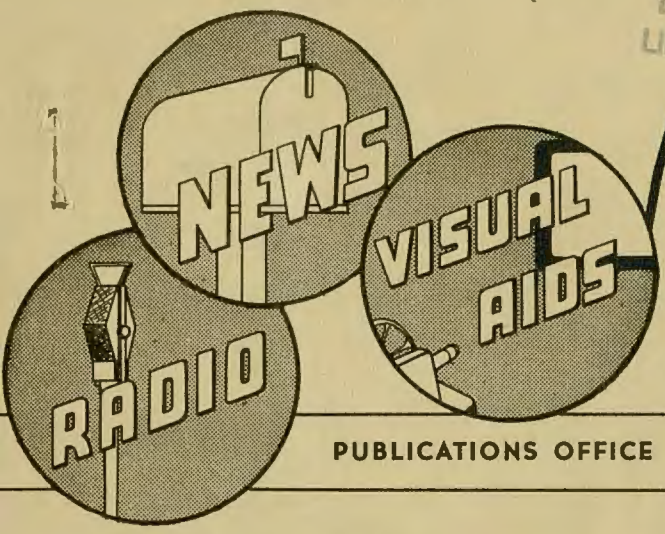
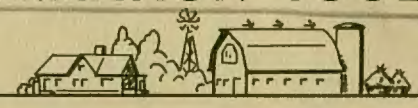


BULLETIN ROOM
LIBRARY, UNIVERSITY FARM

Reaching Rural People

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 *

ACROSS THE EDITOR'S DESK

One hundred dollars (\$100) is a lot of dough. That's what the prizes given out in last year's extension information contest totalled. We expect as much again this year....So why not start collecting those news articles, radio transcriptions, pictures, and slides now? Rules will reach you after State Fair.

4-H Membership Drive on Again

Jo Nelson and Bob Raustadt have planned a 12-week series of articles on 4-H club work. They got their ideas at recent agent conferences with you. Articles will reach you every week.

And Now Introducing...

Two new girls have joined our information staff at U. Farm. Dorothy Johnson will be working with Gerald McKay. She'll take Bill Dorsey's place in charge of film distribution. Dorothy was Earl Bergerud's, Hubbard County, secretary, so she knows your problems having ordered many films.

The other new staff member is Jean Metcalf who will be Margaret Nielsen's assistant in our bulletin editing section. She replaces Mrs. Doris Hosfield. Jean is a former newspaperwoman, working for a short time on the Ortonville Independent and later for the Minnesota Public Health association. - Harold B. Swanson.

University of Minnesota ¹
August 28, 1950

TO THE H. A.'S --

NOTED: Story and pictures in the Rochester Post Bulletin on Fillmore county's annual Homemakers' camp. That's the kind of story that would make a good entry for the annual extension information contest.

Speaking of the Contest

It's not a bit too early to start planning your entries. Last year agricultural agents outdid home and 4-H agents in number of entries submitted. How about turning tables this year?

Remember, you're eligible to enter all three sections: radio, press and visual aids. Men's and women's entries will be judged separately in radio and press.

Only one home agent entered the visual contest last year. Don't women take pictures, too?

The News Side

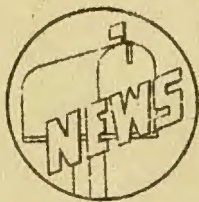
You can enter three divisions: 1) Columns. Save clippings of your best column published this year. 2) Stories relating to one event, like Home Demonstration Week or Achievement Day. Send clippings of both before and after stories relating to the event. 3) Two weeks' output of all stories that leave your office to be sent to the papers.

Radio Side

Make a recording - on tape or wax of 1) an interview or 2) a straight talk.

A letter with complete details on the contest will be sent to every county extension office after State Fair. Watch for it! -- Jo Nelson.

THE NEWS ANGLE ---



A quick post-mortem on our series of "one-night stands" at the 8 district meetings July 25 - Aug. 4: Generally, a good job is being done on news in the

counties. I hope you got as much out of the conferences as I did.

CONGRATS to Cass county on the well-written story on the Winter Wonderland State Fair 4-H booth which Henry Hagen sent down. Harold Brown is off to a good start with his column in Kanabec county.

NOTED: a good opening paragraph on Dick Brand's column, "Ag. News 'n Views," in Carlton county. "Contented cows munching lush, palatable grasses under a canopy of azure blue sky meeting the aqua blue of lakes and the forest green of beautiful pines--Nature's blend--Carlton county in the summertime. Many acres of our pasture land, however need improving," etc. It's good writing, good local promotion and a "painless" way of introducing the subject -- pasture improvement.

A SMOOTH JOB of introducing the subject of early housing pullets, with Cora Cooke's advice, was done in a recent Nobles county column. Observations made on 4-H tours were used for the local angle, followed by the specialist's practical suggestions...

A COMPLIMENT for Ralph Nelson, who left Kanabec county recently to take over in Watonwan county, was published in the Ogilvie Sentinel. "He has been a valued contributor to the columns of the Sentinel, giving much helpful information to farm people and their organizations," said the Sentinel.

AND FINALLY, take your editors into your confidence on newspaper information problems. They'll give you valuable counsel and probably more cooperation if they can be made to feel they're playing a part in the job we're doing.

-- Bob Raustadt

ACROSS THE MIKE --



Enjoyed visiting with you at the district conferences. Picked up a lot of good ideas -- hope you did too. Here are some that I remember:

Gleanings from District Conferences -- Pipestone county agents now have regular radio program. Milt Brown (Martin) is on KSUM 6 mornings a week. General calls on all rural telephone lines publicize important radio programs. Rudy Gustafson (West OtterTail) buys spot announcements to help advertize big events. KVOA (Worthington) and all extension workers picnicked and talked shop one evening recently -- a good public relations stunt. Don't forget the publicity formula ----- V-R-P₂ - (Visual - Radio, press and pamphlets.) - they are good tools to use. They'll help you sell yourself and your services. These tools have been doing a good job for you for some time, but they can do even more work for you if you make fullest use of them.

The Annual Conference and Radio Contest will be with us in less than 4 months and entries are due in less than 3. Hope you have been saving your best programs. Four agents have already entered. Where is yours? Details will be sent later.

The 1950 Yearbook of Broadcasting says there are over 810,000 families in Minnesota with radios, i.e. 97.7% have them. Of these, nearly 197,000 are rural farm families - 96.3% of which have radios.

This same yearbook compares results by radio with those of other media. It says - (1) Radio does the best job of describing its audience, (2) Radio gets the most attention, i.e., listened to more hours per day per family than newspapers are read, (3) Radio's penetration is deepest, i.e. there are 83 million radios in the U.S. compared with a daily paid newspaper circulation of 52 million, (4) Radio costs less per idea or product sold.

Well, there's the story - given not to belittle press, visual aids, etc., but to show the importance of continuing your good job on radio. Your cub reporter--

Ray Wolf.