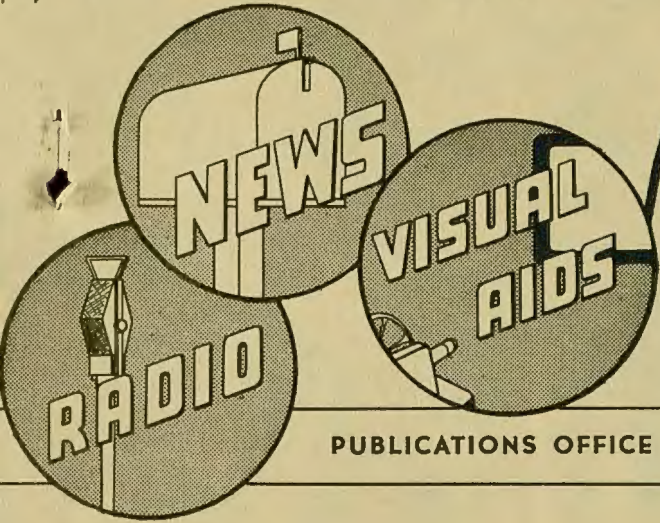


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Reaching Rural People

WITH INFORMATION TOOLS



PUBLICATIONS OFFICE AGRICULTURAL EXTENSION SERVICE UNIVERSITY FARM

 * Please read, check and circulate *
 * County agricultural agent *
 * County home agent *
 * County club agent *
 * Secretary for filing *

 ACROSS THE EDITOR'S DESK

University of Minnesota
February 22 1951

TO THE H.A.'S---

Some Tips on 4-H Reporting

The note on Better 4-H Club Reporting in the last issue brought a letter from Peggy Jacobson on Chippewa county's method of training 4-H reporters to do a better job. A tip sheet is given to reporters at the area 4-H Program Planning meetings. Each one also receives a blank on which to send the news stories each month.

We think the tip sheet Peggy wrote is such a good one that we asked her if we could pass it on to you. You'll find a copy enclosed along with the blank she gives to reporters. Maybe you'd like to try her plan to improve 4-H reporting in your county.

Award of the Week

Hilda Taylor has a good way of recognizing noteworthy activities of 4-H clubs. On her "Morning Mail" program over KSUM, Fairmont, she gives a "4-H Bouquet of the Week." One week, for example, it went to a club that gave \$10 to the March of Dimes. It's a fine way to give a club a pat on the back for community service, sportsmanship and generosity.

By the way, Hilda now broadcasts her 15-minute, five-days-a-week show (8:30 a.m.) from her own living room.

Please Note

Your February Helps for Home Agents went out under a January 13 dateline; the date should have been February 13.
-- Jo Nelson.

You'll find interesting listening in the U's Centennial radio series, "Minnesota Mid Century", a series of half hour programs being used by most Minn. radio stations. Your own county agents "Clete" Murphy, Waseca, and Floyd Colburn, Itasca, take part in two of the programs, "Farm for the Future" and "King Timber".

Others of special interest to you will be "Trouble on the Wind", "Milk for Millions", and "Our Human Resources."

Still Coming.....

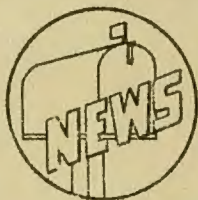
Are the revision of Ext. Folder 22, "Improved Crop Varieties" and Misc. Rep. 12, "Varietal Trials of Farm Crops". Copy finally just reached a few days ago so printing will take another couple weeks.

National 4-H Club Week

Skuli Rutford's last letter outlined Extension's participation in National 4-H Club week promotion. We've sent you a fill-in story for your use during or before the week. In addition, we'll send editorial mats from the National Committee directly to the newspapers. Sorry we could not process the mats through your office, but they will arrive too late from Chicago to make that possible.

Did you notice Pres. Morrill's piece on the Waseca county soil conservation day in the Minnesotan? If not, take a look at it because it does show that the Pres. is recognizing more and more the work of agents. -- Harold B. Swanson.

THE NEWS ANGLE ---



Popularity of county agent's columns seems to be continuing its steady growth. And several agents have been dressing up their columns with

new headings. Among the men with whom we have been working on heading projects are Howard Grant, "Deke" Grussendorf, Bob Horton and Monroe Stenerson.

Branching Out: Frank Forbes, Carl Ash, and Dick Radway, C.A.'s in Marshall, W. Polk and Kittson counties, have branched out as columnists in the P.K.M. News. This is a monthly paper published by the REA co-op for electricity users in Kittson, West Marshall, and West Polk counties. Each of the agents is contributing a piece of copy each month.

4-County Roundup: A recent issue of the West Central Minnesota Daily Tribune at Willmar contained six columns by county agricultural, home and club agents from Kandiyohi, Renville, Swift and Chippewa counties.

That Local Angle Again: Jap Swedberg mentioned five farmers in his county in a recent column. Among others, Ralph Nelson and Nick Weyrens have also been making a point of getting the local farmers' names into their columns.

Authority: A lot of good work in the press has been done in the fight to protect farmers against unscrupulous seed salesmen. Something a little out of the ordinary turned up in Brown county. It was a story that carried extra punch and authority by quoting the sheriff on what farmers should do in cases of misrepresentation of certified seed by high-pressure salesmen.

Coming Up: The last in our series on recommended varieties of crops will be on its way soon. Also cooking are stories on farming during this period of defense build-up. -- Bob Raustadt,

ACROSS THE MIKE --



"For kindling emotion, for carrying conviction and for creating action there is no more powerful medium of communication than the human voice --

that's why we believe in telling through radio." -- Broadcasting

Radio Farm Directors

The 1951 Yearbook of Broadcasting lists the following county agricultural agents as being farm directors of their respective radio stations: Art Frick, A. Neubauer, D.T. Grussendorf, F.J. Meade.

Radio Power

A recent issue of Broadcasting Magazine states that 74% of the people listen one or more times a day to 2,231 radio stations. Ninety-seven per cent of all homes have sets that are used 23 hours a week in the summer and 33 hours a week in winter. T.V. sets are used 26 hours a week in summer and 36 hours per week in winter -- MORAL: Radio is a powerful medium. Use it and use it wisely.

Ad Libbing

Ed Lenzmeier (Stearns) has found that with two shows a week ad libbing is a must. He tried it out of necessity - likes it - and I'm sure does a good job. Many of you, by now, have thrown out the formal scripts - try it, if you haven't. It takes the work out of radio.

Bob DeHaven (WCCO) says that when you or a guest make a "slip of the tongue", ignore it. Compose yourself and go on. Don't play up trouble or mishaps. Many people will miss the "slip" unless you play it up.

When ad libbing, try to get all the facts you can about the person, event, or practice before you broadcast. Then at air time (armed with a fund of knowledge) you will be able to select the best things to say and make an impression.

Farm Forum

The Farm Forum on March 19 and 20 should provide some good radio material. Several of the talks will be recorded and available for your use. If you want to get some interviews, bring your tape. A recorder will be available. - Ray Wolf.