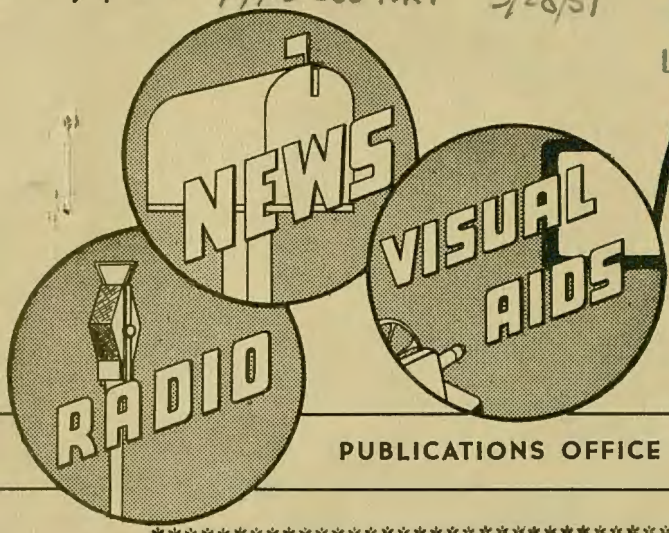


1951 MN2000 RRP 3/28/51

BULLETIN ROOM  
LIBRARY, UNIVERSITY FARM

3/30/51



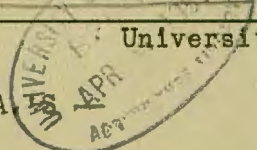
# Reaching Rural People

## WITH INFORMATION TOOLS



PUBLICATIONS OFFICE      AGRICULTURAL EXTENSION SERVICE      UNIVERSITY FARM

University of Minnesota  
March 28 1951



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 \*Please read, check and circulate \*  
 \* County Agricultural Agent \_\_\_\_\_ \*  
 \* County Home Agent \_\_\_\_\_ \*  
 \* County 4-H Agent \_\_\_\_\_ \*  
 \* Secretary for filing \_\_\_\_\_ \*  
 \*\*\*\*\*  
 ACROSS THE EDITOR'S DESK

County extension workers are featured in "1950 Extension Work in Minnesota". You can read about Paul Kunkel, A. B. Hagen, "Dick" Kunau, Glenn McCleary, Carl Ash, "Jap" Swedberg, G. E. May, Hilda Taylor, and many others. Short items about the persons mentioned in the report will be sent directly from here to local papers.

We're only sorry that we couldn't mention all the agents who are doing such a good job in their counties.

The supply of this publication sent to you will be small, but we do hope you will be able to make good use of the report.

### New Publications Out

Several new publications have come off the press since our last letter. Folder 22, "Improved Varieties of Farm Crops," and Misc. Report No. 12, "Varietal Trials of Farm Crops," are or should be in your hands this week. And Misc. Report 13, "Maturity Ratings of Corn Hybrids," will be out soon according to bulletin editor Maggie Nielsen.

### And While We Are On Publications...

Let me explain why your orders for some bulletins are being turned down.

\*Bulletin 218, "Feeding the Dairy Herd," is out of print and the authors will not be able to revise until late this summer.

\*Bulletin 260, "Our Soil to Use," was written primarily for use in rural schools so we had to limit distribution.

TO THE H.A.

### Aluminum Again

Some home agents report that door-to-door salesmen are again spreading propaganda on the danger of using aluminum. If any of you want ammunition to use on radio, I have a 14-minute interview on tape refuting that type of propoganda and discussing some advantages of different materials for cooking utensils. Dr. Robert Barr, member of the staff of Minn. State Dept. of Health, and Mrs. Ruth Fuller, instructor in home equipment, are the authorities interviewed.

### 4-H News for Radio

H. J. Aase, St. Louis Co., says he plans to have his 4-H reporters send their news to his office so he can use the items in weekly radio broadcasts.

### More Columns

Many home agents are launching new columns: Evelyn Harne, So. St. Louis; Irene Johnson, Kittson; Elaine Olson, Crow Wing, to mention a few.

**NOTED:** A nice spread - with picture - on "Homemakers Learn Stitch-in-Time Short Cuts" in Worthington Globe. That's the type of story that helps boost the extension home program.

### Punctuate Radio Copy

When you write radio copy, use punctuation liberally. This makes for easier reading because it tells you where to pause and often where to drop your voice or catch your breath. -- Jo Nelson.

We have now told the Bulletin Room to fill future orders up to 15 copies per county. -- Harold B. Swanson.

ACROSS THE MIKE --



Attached to this issue is "Tapes for Teaching," which lists agriculture, home and other programs available for your use on radio or

for teaching. We hope that you will not use these to replace your radio programs but rather occasionally to supplement them. Please note instructions for ordering.

Farm Forum - Recording

The following recordings from the Farm Forum are available should you want them - talks by D. Howard Doane, Myer Kestenaum, Anna Lord Strauss, Charles Marshall, John B. Hutson. If you can use any of them please let me know.

Ideas for Radio

If you can use some radio shorts on meat production, marketing, consumption, write to the National Livestock and Meat Board, 407 South Dearborn Street, Chicago 5, Illinois.

George Gehant, Jr., (Morrison) says that if you are doing some tape recording in a cow barn and want the cows to moo just turn a small calf loose or lead one up and down the alley behind the cows. You will get plenty of good background sounds. Editors note: In a pig barn, holding a little pig by the hind leg should give some real pig talk.

The third edition of Abbott's handbook Broadcasting just reached my desk. It gives lots of good information on radio, in case you are interested. In one place it says, "A radio announcer should have such a friendly voice that the listener is tempted to answer him back. An announcer's voice must be healthy, well-dressed and cheerful."

Extension Director D. W. Watkins, South Carolina said, "As our work bel- lows up, the need for effective radio aids in doing our work increases. Lit- tle if any other time is so well spent as in building up and maintaining effec- tive news and radio services with the people in our counties. With personal contact we can only hope to reach a part of them and some of them never. Radio and newspapers help us reach many more and into new places."

THE NEWS ANGLE ---



One alert Minneso- ta CA used a visit to U. Farm to make his column more personal and to take the "canned" curse off the Col- umn Comments he got from our office. He tied the items in with chats he had with University staff members while on the campus. Like this: "W. E. Morris, extension animal husbandman, mentioned that..." Much the same thing might be done when a special- ist visits your county. The items can be written as having originated during a chat with the specialist. Like this: "When Cora Cooke, extension poultry spe- cialist, was here last Friday..." etc. This is something you couldn't do every week, but a visit to U Farm or the pres- ence of a U staff member in your county will give you the opportunity fairly often. The device might well be used for full-size news stories, too. It would localize the source of the news and would put the CA actually into the role of the reporter.

Hospitality: You'll probably get more enthusiastic newspaper backing from your local newspaper if you manage to get the editor to see it in action occasionally. He may be too busy to cover many of your events personally, but keep him in mind when you're having something, such as a dinner, at which you can treat him,

It Pays to Advertise: Another thing that won't do any harm, public relations-wise is to spend some money, if it's avail- able, on newspaper advertising. In pro- moting certain events, remember the classified ads. They don't cost much, and they are usually effective. The amount of advertising lineage you can buy may not make the publisher rich, but it's a gesture that will show your heart is in the right place and that is likely to pay off directly and indirectly. -- Bob Raustadt.

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Last year county extension agents in the United States presented 123,000 radio talks and interviews with farm people.-- Ray Wolf.