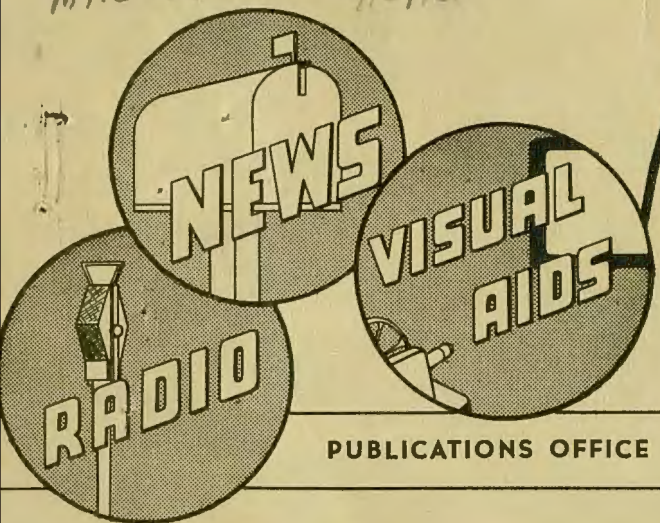


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# Reaching Rural People

WITH INFORMATION TOOLS



PUBLICATIONS OFFICE      AGRICULTURAL EXTENSION SERVICE      UNIVERSITY FARM

University of Minnesota  
April 27 1951

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

What's this "Balanced Farming" we've seen on some of Bob Raustadt's news stories, some of you have asked. Here's the story. Early this year the USDA and the Land Grant College association inaugurated what they called a "Grassland Farming" program. Later Skuli Rütford put his stamp of approval on promotion of this type of work. Of course, you as agents and the state staff have been stressing this all along so it really isn't anything new.

Here in Minnesota the old "Hay and Pasture" Committee, which helped work out the grassland field days a few years ago, has been replaced with a new committee, tentatively called the "Balanced Farming" committee. This may still be changed to "Grassland Farming" or something similar. The entire idea is to get the proper relationship between grasses and legumes, rotations, field crops, livestock, etc. on our farms.

The whole thing thus far hasn't meant any changes in our programs. Bob and Ray Wolf, however, feel that we can promote better use of grass and legumes partly through news releases and radio. Consequently, Bob has sent you stories and Ray will have recordings later.

That Farm and Home Science List Again

If you haven't already done so, will you check over your list of "subscribers" to Farm and Home Science? Unfortunately we can't offer you extra copies. -- Harold B. Swanson.

TO THE H.A.'S --

When you go off on your vacation and need material for your radio program, remember the home ec transcriptions available from the tape recording library. You probably still have the list of subjects, sent you last year. A new list should be out soon. Most interviews run 14 minutes; Keys to Wise Buying programs run about 9. Send your tape direct to the tape library (address given on your list) or send me your tape with instructions.

Mats

Many of you have requested mats of U Farm specialists who are to speak at your Achievement Days or during Home Demonstration Week. A mat is usually welcomed by a newspaper. Moreover, it adds importance to your accompanying story.

Salute to Home Agent

National Home Demonstration Week seemed like a good time to pay tribute to home agents. So we have sent to all papers in home agent counties an editorial saluting the home agent - for use during Home Dem. Week. We'll be interested to know how the editorials go over. Also -- won't you send copies of any special features your papers run on your Achievement Day or Home Demonstration Week?

Radio Announcements

- Do you:
- . Keep your radio announcements simple, brief and to the point?
  - . Make them timely - neither too early nor too late?
  - . Write the first sentence and the whole first paragraph to catch the listener's attention? -- Jo Nelson.



THE NEWS ANGLE ---



The Rock county extension office and the Star-Herald at Luverne are getting along famously. A recent issue contained no less than 19 separate

items from the county agent's office. The Rock extension office and the Star-Herald worked together well a bit earlier in getting out a special baby chick edition. County Agent Howard Newell reports that the Star-Herald usually carries 6 to 8 stories from his office with front page placing of the more important ones.

5--Count 'em. Five county agents contribute news and personal columns to the farm page of the West Central Minnesota Daily Tribune, published at Willmar. They are W. J. McCoy, Swift; Stanley Thorson, Chippewa; Ronald McCamus, Kandiyohi; Frank V. Svoboda, Renville; and John Sheay, Meeker. The Tribune carried their photos across five columns of a recent front page.

Here and There. When a farmer asked for information on how to construct a pump house, Cletus Murphy mentioned the fact in his column and specified the bulletin which he referred him to. This was a 3-bagger: got the local name in, showed example of a farmer following extension recommendations, and publicized the publication.

This is from Folks, the publication for local newspaper correspondents: "The good club meeting story tells what the club did at the meeting besides 'meet'. It doesn't start off with who read the minutes or that 'the minutes of the last meeting were read and approved.'" And it might be added, real coverage of a speech doesn't tell what the speaker talked about but rather what he said. -- Bob Raustadt.

ACROSS THE MIKE ---



Radio often serves as the initial contact with farm families. It gets them interested in wanting to do a better job of farming and from that

desire they'll get (we hope) stimulation to cooperate with extension projects and get more of the "know how".

Mr. Broadcaster

Do you know what Mr. Average County Agent did in radio last year? Well, he averaged 29 programs for the year. The range was from zero which is rather low (!) to 291.

Chuck Haley, Koochiching, took to the air most often with Faye Meade, Lyon, and Carl Ash, West Polk, in second and third places, respectively.

Te-Ve

Latest figures show that an estimated 11,313,000 T V receivers are now in use in U. S. -- and that 95% of the nation's families own 90,000,000 radio sets.

Rules for Radio

Here are some things to keep in mind when preparing radio copy:

- \* Be conventional, informal and friendly.
- \* Use familiar words and simple sentences.
- \* Avoid using too many topics; confusing numbers or offensive words.
- \* Use colorful words, active verbs, contractions, and a logical smooth transition from topic to topic.
- \* Be brief, concise and sincere.
- \* Keep material timely and localized.

When writing radio copy remember these rules:

- \* Use plenty of punctuation, large type, double spaced with wide margins.
- \* Insert phonetic spelling for difficult words.
- \* Make titles and first paragraph real attention getters.
- \* Site sources of material, quote experts.
- \* Repeat important ideas, figures, and bulletins. -- Ray Wolf.