

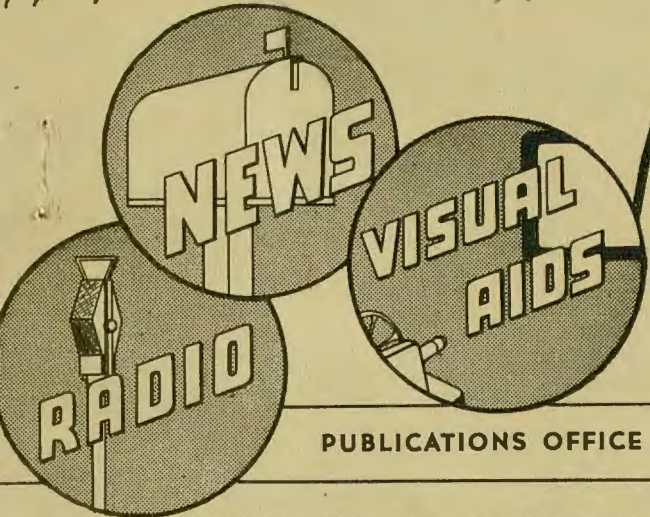
1951 MN2000RRP 5/25/51

BULLETIN ROOM
LIBRARY, UNIVERSITY FARM

Reaching Rural People

WITH INFORMATION TOOLS

UNIVERSITY OF MINNESOTA
MAY 29 1951
ADMINISTRATIVE



PUBLICATIONS OFFICE

AGRICULTURAL EXTENSION SERVICE

UNIVERSITY FARM

University of Minnesota
May 25 1951

* Please read, check and circulate *
 * County Agricultural Agent *
 * County Home Agent *
 * County 4-H Club Agent *
 * Secretary for filing *

ACROSS THE EDITOR'S DESK

We just had a visit with Eunice Heywood, field agent, USDA. She worked with a group of us filling out a questionnaire on public relations (See you're not the only ones who have to fill out long forms, etc.).

The important point I'd like to pass on to you is that public relations is a No. 1 job with all of us. And here's a good definition to go on. "Extension public relations consist of doing good work in a way which develops in the public mind and appreciation for and recognition of the program."

Going to Summer School?

If you are, why not sign up for one of the publicity or information courses?

Peggy is Being Copied

A couple issues ago we enclosed a copy of Peggy Jacobson's "Writing 4-H Club News". Some of you reproduced it for your own club reporters. And now it has been reproduced and presented at the Western Regional Conference for Rural Youth at Curtis, Nebraska.

Not for the Rack

Ordinarily we like to see those bulletins out in your bulletin racks. But there are a couple of exceptions. First, Minnesota Farm and Home Science should go to your regularly established list. Second, Extension Bulletin 260 "Our Soil to Use" should have been distributed to local teachers per arrangements made by Roger Harris. -- Harold B. Swanson.

TO THE H.A.'S --

The expanded gardening and food preservation program puts a responsibility on all of us to do a better job of publicizing proper methods of canning, freezing, storing.

We'll continue to furnish you with timely stories on food preservation. In addition, we'll send you a packet of stories and short items on canning and freezing, for use throughout the season as news stories, in your columns and on radio. You'll get this instead of your June HELPS FOR HOME AGENTS. Keep it in a folder for handy reference in answering inquiries. We hope you'll refer to it regularly for radio and news purposes.

Use Freezing Folder 156

When you get requests for information on freezing fruits and vegetables, please distribute the new Ext. Folder 156 instead of Ext. Bulletin 244 when possible. Reason: the smaller, more compact, F. 156 gives the essential information and is far less costly than the larger bulletin.

Home Program in the News

The extension home program got a good boost in many papers during National Home Demonstration Week. Orchids to Rosella Qualey and Virginia Blackwood on the nice jobs they did publicity-wise. The West Central Minn. Daily Tribune devoted a page to stories and pictures on Kandiyohi's home projects and annual silver tea. New Ulm Journal carried a story and picture spread of the tour 152 Brown county women took to the Twin Cities.

We'd like to see other news clippings on National Home Demonstration Week. -- Jo Nelson.

THE NEWS ANGLE ---



Recount: Seven, not five, county agents contribute personal columns to the farm page of the West Central Minnesota Tribune, published

at Willmar, it has been called to our attention. Will Rosella Qualey and June Rogalla, two doggone good columnists, please accept our apologies for omitting them from last month's mention?

Speaking of columns, it's encouraging to see Sherman Mandt, Red Lake county, off to a good start with his regular offerings.

Experience Stories Wanted: Do you have some good "farmer experience" stories? These are stories which tell how a farmer or homemaker has improved efficiency or profits by following extension-recommended practices. They are wonderful for your local use, and we'd like to have you pass the dope along to us for possible state-wide use.

Wes McCoy, among others, has done some good work with farmer-experience items in his columns. Two that we have noticed lately concerned artificial-breeding benefits and the use of fertilizer on alfalfa. Often these items will make good full-size news stories, too. Most papers like something with the local angle, and it's an effective way of teaching via mass media.

Keep It Sharp: If the heading being used on your column is getting to look rather beat-up in some of the papers which use it, about all that may be needed--if it was cast originally from a mat--is for the printer to re-cast it. The mat may be beat-up, too--or lost--by this time. If you got the mat from us, we can furnish fresh ones in case your supply is exhausted.

That heading is the show-window of your column, and it has a lot to do with its readership. If it can be done without making the editor feel unduly criticized, it would be a good idea to remind him when the heading needs a sharpening-up treatment and to offer a new mat if he needs it. -- Bob Raustadt,

ACROSS THE MIKE --



There are now 65 counties with farm and/or home radio programs on 35 stations. This compares with 53 counties on 26 stations in May, '49.

Mass Media -- Effective

Extension studies indicate that out of every 100 farm families adapting better farm and home practices, about 38 said they did so because of popularized scientific information they had read, seen or heard in bulletins, papers, radio or other mass methods.

DuPont regards radio as the most effective advertising method because, "it reaches high, medium, and low income groups, and big city, small town and rural areas on almost equal proportions at a lower cost per person than either magazines or newspapers."

Now I'm not belittling the papers-- I want only to emphasize the importance of radio as a means of reaching rural people.

Te-Ve

Howard Grant (Ramsey) and I made our first TV appearance in April on WTCN. Howard showed how to treat garden seeds and its effects. Marvin Smith (ext, forester) and I did a program on tree planting with an Arbor Day pitch. All of us hope to do more with TV.

In the offing now is a TV show featuring 4-H demonstrators. More on this as plans develop.

Ideas For June Radio Programs

- *Dairy Month--fly control, quality milk, shade, water.
- *Hay-crop silage--advantages of.
- *Supplementary pastures--value of, kinds, when to plant.
- *Weeds--control in lawns, pasture, grain.
- *Corn borer--control, equipment.
- *Gardening--transplanting, fertilizing, weeding, recommended summer crops.
- *Fertilizing--corn, alfalfa, lawns.
- *Poultry--range management, quality eggs, culling. -- Ray Wolf.