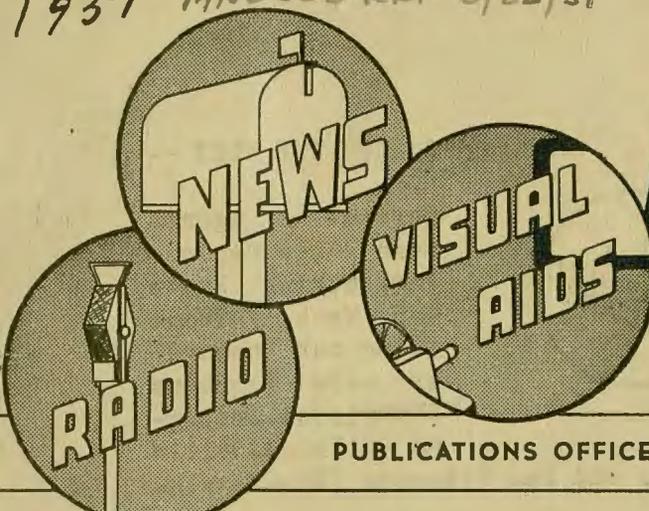


1951 MN2000 RRP 6/22/51

BULLETIN ROOM
LIBRARY, UNIVERSITY FARM

6/25/51 (188)



Reaching Rural People

WITH INFORMATION TOOLS



PUBLICATIONS OFFICE

AGRICULTURAL EXTENSION SERVICE

UNIVERSITY FARM

University of Minnesota
June 22 1951

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

ACROSS THE EDITOR'S DESK

We'll be seeing you. Yes, we plan to spend a half hour or so with you at July district conferences. Unlike our other appearances we're not going to try to tell you anything. In fact, we want you to tell us -- tell us what is wrong with our info. service -- our news releases, bulletins, radio material, visual service, etc.

I hesitate to mention the next item. I think you could stand us for awhile on your program but when we throw another questionnaire at you, I shudder at your real (usually unspoken) reaction. I do hope that you will not damn us as another group of bureaucrats with "Questionnaire-it's".

This little (we hope) form will reach you early in July. It won't take too long to fill out and it will give us an idea how you'd like us to improve our services.

Watch Those Bulletins

Bulletins are becoming scarcer. We all talked about the squeeze that farmers will face--rising costs and slumping prices. We're in that boat now. We hardly turn our backs and paper or labor costs go up another 10 per cent. At the same time the U. faces retrenchment and that means less for bulletins. We'll try to cut corners on cost and print shorter publications so you can have a fairly decent supply. BUT WE NEED YOUR HELP. Watch that bulletin distribution closely so there is no waste. -- Harold B. Swanson.

TO THE HA'S--

This month you received a special issue of Helps for Home Agents - on food preservation. You'll get the best use out of it if you check it every week to find out what's there that's timely. It might be a good idea to pencil the items with the date you used each on radio or in your column.

Some of you may find the sheets handier to use if you punch them and keep them in a looseleaf notebook. At any rate, keep them in your permanent food preservation file so you'll have the items to refer to next year, too.

4-H Agents, Too

4-H agents who supervise home economics projects may find the food preservation issue of Helps for Home Agents useful for reference. If you would like a copy, let me know.

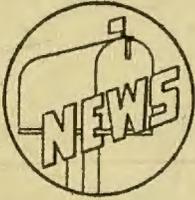
What Else?

Often it would be much easier to fill your needs for press and radio copy if I could get your expression on the type of material you want. If you'd like stories on some particular topic or more variety in subject matter in Helps for Home Agents, drop me a note. For example, would you like more stories on freezing and canning?

When You Write a Radio Script

Here's a suggestion: When you write a radio script, keep the listening audience in the singular rather than the plural. Your copy is more effective when you talk to one person rather than to hundreds. -- Jo Nelson.

THE NEWS ANGLE ---



We had an extremely interesting session with junior and senior leaders during 4-H week.

Discussion centered on reports of 4-H meetings as sent to newspapers by club reporters. It was agreed that there was too much reporting of meetings in the form of a secretary's minutes rather than in the form of a news story.

Key to the problem, it was agreed, was to get better club reporters. More importance should be attached to the office, and an effort should be made to make it more than a consolation prize in the election.

There are many able club reporters. But the office is usually filled last during the election, and sometimes the reporter turns out to be literally the club's last choice for an officer.

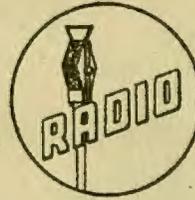
Actually, 4-H public relations are important enough to make the reporter just as important as most of the other officers.

Sometimes the youngster picked is too young or not far enough advanced in school to do the best job of being a reporter.

The job calls for a person who's conscientious, punctual in meeting deadlines and has the ability to collect, sort, arrange and write up the facts. That's a big order, and probably few will completely fill the bill. But more attention to the qualifications of the reporter, with perhaps a talk on the subject at election time by the agent or club leader, would help.

County or district training meetings were suggested at our 4-H week session. It might be a good idea to have a group of reporters attend a meeting together, consider what happened there from the news standpoint and write it up. Competent instruction and criticism of the reporters' efforts on such an occasion should help. -- Bob Raustadt

ACROSS THE MIKE --



Several agents made tape recordings during State 4-H Week. Those using our recorder were Moorhous (Morrison), Springer (Wilkin), Bellin (Goodhue), and Dan Peterson (Blue Earth).

Farm Radios - Increase

During the past 5 years, there has been a striking increase in the number of farms with radios. The 1945 agricultural census reported that 76% of farms had one or more radios -- while the 1950 census shows that over 93% of farm homes in the U.S. had radios. Minnesota homes are nearly 100% "radioized".

The Radio Interview

Since the interview is the most common way of presenting farm and home information on the radio, here are some ideas that may help you do a better job.

1. The conversation should be conducted not so much as an interrogation as a natural give-and-take of information between two interesting people. Too often the interviewer is a kind of a stooge who asks questions at appropriate intervals and contributes nothing to the value of the program.

2. The value of a radio interview, like the value of a straight talk, depends largely upon the personalities involved. Naturally, the timeliness and news value of the subject will control the response too.

3. Interviews, like talks, have a tendency to grow monotonous if they are allowed to continue too long. Eight to 10 minutes seems to be about as long as most interviewers (including me) can keep them interested.

4. Check the voice level with your guest before going on the air.

Radio Topics for July

- Safety - farm, home, highway
- Pasture renovation
- Summer seeding of legumes
- Corn borer - chemicals, equipment
- 4-H - exhibits, demonstrations, safety
- Shade and water for livestock
- Grain - harvesting and storage tips
- Canning and freezing. -- Ray Wolf.