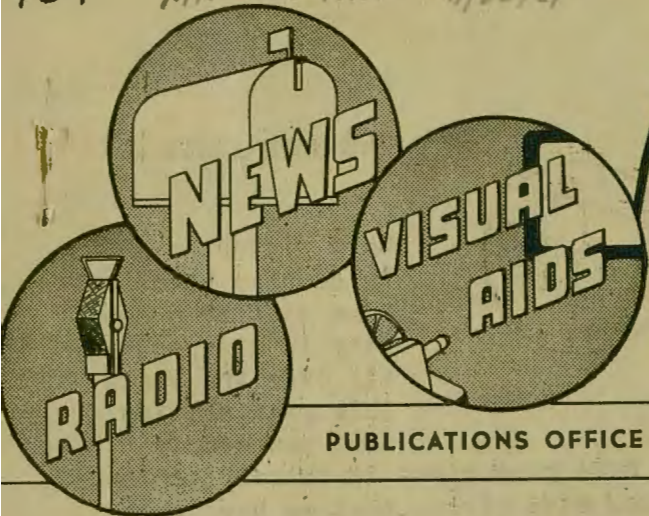


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MN2000 RRP 11/26/51

BULLETIN ROOM
LIBRARY, UNIVERSITY FARM

11/29/51



Reaching Rural People

WITH INFORMATION TOOLS



PUBLICATIONS OFFICE AGRICULTURAL EXTENSION SERVICE UNIVERSITY FARM

University of Minnesota
November 26 1951

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

ACROSS THE EDITOR'S DESK

We're looking forward to conference time because it gives us a chance to talk to so many of you. The door of the Publications Office is always wide open to you and your questions, problems, or gripes about news, radio, visual aids and publications.

Contest Entries Roll In

Judges are hard at work making their decisions on all your info. contest entries. Winners will be announced at the Thursday evening banquet.

They've Promised...

Dr. Boyd has promised us a folder on Bang's Disease, and Ralph Crim and Ray Dunham one on weed control for January printing. The weed control folder will list the recommendations of the North Central Weed Committee for 1952. Later we hope to get out more complete information on weed control.

Talking about Brucellosis...

Bob Raustadt is working on a series of eight fill-in stories with Ralph Wayne and Ray Wolf is preparing a couple of suggested scripts. Gerald McKay is trying to round up more visual material and bulletin editor Maggie Nielsen is pushing the veterinarians for copy for the folder. The radio and press material should be ready during conference. Finally, see you next week. -- Harold B. Swanson.

TO THE H.A.'S----

Every agent who turns in legible, clean copy on time to the editors in the county goes up in their esteem. Here's where your secretary can help. Enclosed is a Secretary's Guide in preparing news and radio releases from your office. Her use of it will mean higher rating for you with the editors.

Do You Have a Radio Program?

Developing the right attitude in working with radio will help you enjoy your program. Don't look on it as an extra chore but as a regular amount of time to spend in getting across subject matter you're in the county to teach. Remember, too, you'll reach many more people than you would in meetings.

Use a catchy line to greet your listeners and to sign off. Make that your trademark.

Promote Your Program

Do county people know when you come on the air? Promote your radio program by: a circular letter telling about it; mentioning it at meetings; even a rubber stamp to use on material mailed from the office to county folks. The rubber stamp could read: Listen every Tues. at 12:30 p.m. to your Home Agent over WYKZ, 500 on your dial.

Extension Conference Time

I hope you'll drop around at conference time to tell me of your needs and desires in the way of news stories and helps for Home Agents. Be seeing you!

- Jo Nelson

ACROSS THE MIKE ---



Twenty tape recordings by eleven extension agents were entered in 1951 Radio Contest. Stop in and get your tape and comments during conference.

The awards will be given at the December 6 extension party.

Radio Interviews may be made with state staff on our recorder during the conference. Just bring tape, contact your guest and schedule the time with me.

A T.V. School was held at U. Farm and KSTP November 19 for 14 counties near Twin Cities and State staff. Maynard Speece, USDA's TV specialist; brought us up-to-date on techniques and importance of TV in reaching rural people. Others on the program were Dean Bailey, Director Miller, Wm. Nunn from University Relations, Kenn Barry of KSTP, and Gerald McKay. Dr. Billings, Eleanor Loomis, L. C. Snyder and Glenn McCleary put on TV programs during the school.

Quotes by Speece: Television is here to stay. It won't replace radio. TV is the cheapest and most powerful medium for mass education, TV will be available to whole state in 5 years. Successful TV depends upon ISSUE-interest, simplicity, sincerity, urgency, entertainment. Successful radio depends on AIDA -- get Attention, hold Interest, Dramatize the story, and call for Action.

Programs Need Publicity: According to a Vermont survey, 74% of 1200 farmers and homemakers listened to farm-home programs either regularly or occasionally. The most desired topics were weather reports, farm-home news, talks by county extension agents, and news of what other farmers, homemakers and 4-H Club members are doing. Practically every listener wanted music with the farm-home program. Old-time familiar tunes, band music and popular numbers (in this order) were in most demand.

THE NEWS ANGLE ---



Corn picker safety stories have been getting a good play in newspapers all over the state this year, showing that you county

agents have been right in there pitching. Among the news pieces that we have seen was a picture in the Grant County Herald of an accident victim with his hand swathed in bandages. The Morris Tribune carried a photo of a victim in a hospital bed. Both served as powerful safety sermons. Good jobs have been done by many other papers over the state.

Be Sure It's Right... How's the copy-reading on the stories you send to your papers? Copy reading is mighty important --don't neglect it. One mistake --unintentional though it may be--can spoil the educational value of a whole story. The very few minutes that it takes to check your releases, for both facts and typographical errors, is well worth the while, even if you find a mistake only once in a month of Sundays.

Incidentally, be sure your secretary sees the sheet of tips enclosed with this issue. Good preparation of releases is important, and we believe this sheet will help.

A Good Stunt, public relations-wise, would be to make a point of welcoming new owners or new newspaper and radio station personnel to the county. Offer to give them any help you can. Newcomers in a community have a tough job getting to know a lot of people and a lot of facts in a hurry, and they are likely to remember with gratitude anyone who gave them a helping hand in getting started.

Next news project in our office will be a packet of educational stories for use in the counties where the Brucellosis testing program is being launched. This should be in your hands shortly. Meanwhile we haven't forgotten the series on U research and on grassland farming.

-- Bob Raustadt

S E C R E T A R Y ' S G U I D E

IN PREPARING NEWS AND RADIO RELEASES FROM COUNTY AGENT'S OFFICE

- I. Be sure to double space all stories. (no exception)

- II. Date all copy. (no exception)

- III. Put name of your office, address, and phone number on each page.
(no exception)
 - A. Example:

Goodhue County Agent's Office
Red Wing, Minnesota
July 5, 1951
Phone 1776

- IV. Put only one story to each page.
 - A. Exception--If you have more than one story, and the total number of lines is less than 16--and you can complete them all on one page.
 - B. If story goes to two pages, break at a paragraph--Write ~~-MORE-~~ in capital letters, and label second page.

- V. Never send a poor, practically illegible carbon to an editor.

Be Courteous To Your Editors. They'll Appreciate It.