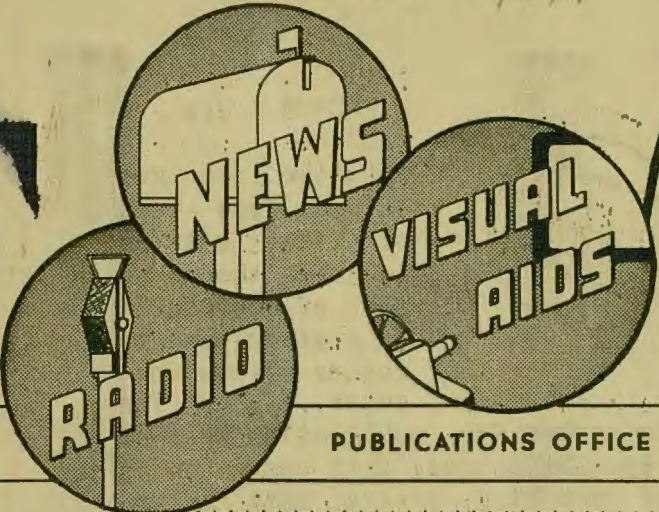


1951 MN2000 RRP 12/26/51

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# Reaching Rural People

## WITH INFORMATION TOOLS



PUBLICATIONS OFFICE      AGRICULTURAL EXTENSION SERVICE      UNIVERSITY FARM

University of Minnesota  
December 26 1951

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

### ACROSS THE EDITOR'S DESK

All of us in the Publications Office join in sincerely wishing all of you the very best during the coming year. It has been nice working with you in '51 and you have our assurance we stand ready to give you whatever help we can in '52.

### A Last Word....

We hope that all of you who entered the info. contest gained as much as we did from it. Most of the entries have been returned to you. On others we're awaiting a breathing spell so we'll have time to comment more fully. Jo Nelson and Bob Raustadt will have the comments on the news entries to you soon. Ray Wolf and Jo have sent you their remarks on radio. Gerald McKay will send you his comments shortly on visual aids and Maggie Nielsen (now snowed under with a deluge of bulletins) will forward tips on circular letters.

### In the Mill and Due....

According to Maggie Nielsen, folders on "1952 Recommendations for Chemical Weed Control" and "Looking Ahead to 1952" by ex-agent Harold Pederson should be in your hands in mid-January.

In talking to Dr. W. L. Boyd, chief of the School of Veterinary Medicine, we extracted a promise for a Bangs folder in the near future.

Heeding your advise, Leon Snyder is preparing a series of folders on Raspberries, Strawberries, and Fruit Spray Schedules. These are due before early spring. -- Harold B. Swanson.

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

The excellent attendance and interest in a Safety on the Farm meeting in Steele county shows what well-planned publicity will do. Frances Watts, home agent, reports that local papers carried an item regarding the meeting at least once a week during the month preceding. Two radio stations carried announcements of the meeting. Cards were sent to farmers inviting them to the meeting and Veterans-on-the-Farm training classes were asked to attend. In addition, the home agent passed out a flyer on the program to Farm Bureau campaign workers and asked them to invite all the people contacted during the campaign.

### More Columns

We're glad to know that, since returning home from the extension conference, a number of you have talked to your editors and have decided to have your own column. Remember - we'll be glad to help you with the art work for a heading and have the cut and mats made. We'll stand the cost of the mats, but you'll have to pay for art work and the cut. However, we'd like to have your suggestion as to the title you'd like. You may also have your own ideas about the art work.

### You and I Approach

Having your own column is a personal contact like a personal letter to the homemakers in your county. You can discuss ideas, make short suggestions, use names freely. It's the chatty column, with the You and I approach that makes good reading. Short paragraphs separated by some typographical device like asterisks make for easier reading. HAPPY NEW YEAR! - Jo Nelson.



ACROSS THE MIKE --



Well, the contest and conference are over. Congratulations again to Grussendorf (So St. Louis), Hanson and Bartlett (Houston), Anderson

(Watsonwan) and all the others who sent in blue ribbon recordings.

Radio Recordings -- were made by several agents during conference. Lenzmeier (Stearns), Kunkel (Brown) and Ash (W. Polk) were interviewed by Larry Haeg (WCCO). Recordings with specialists were made by Vossen (Cottonwood), Radway (Roseau), Meade (Lyon), Aune (Olmstead), Aase (N. St. Louis) and possibly others.

Judges Comments -- on tape recordings were in general-"Good". Suggestions for improvement include: - Have more enthusiasm. Don't waste words. Repeat principles and dates slowly. Keep subject matter moving. Improve questions. Drop the use of "I see", "OK", and "a-a" watch pronunciation of 'just', 'can', and other words. Improve bridges between topics. Have a definite sign-off including - thanks to guest, his name and title, your name and title and a return to the announcer.

Radio Proved -- to be very effective in a recent New York study. Several well written radio announcements on use of Lindane were sent to radio stations. Of the 253 who replied 44% said they heard the announcement and 56% of those who heard it were influenced to spray Lindane on the strength of the announcement alone.

SUGGESTED RADIO TOPICS FOR JANUARY

1. Farm and Home Week
2. 1952 Crop Production Goals
3. Ring Test and Undulant Fever
4. Safety on Farm, Highway
5. Hints on 4-H Livestock

HAPPY NEW YEAR -- Ray Wolf.

THE NEWS ANGLE ---



We like to get things done ahead of time, but it looks as though we sort of overdid it in a story sent to county agents December 17. The

story is marked for publication week of August 13. Of course, that was an error --one of the kind that's hard to explain. If you've been holding that story for August 13, please feel free to use it any time before that.

Recommended Reading: If you missed it, the article on "What People Read and Why" in the November issue of the Extension Service Review is worth the trouble of digging up the back copy in order to read it.

Among other things, the article quotes Alice Blinn, former New York home agent, now associate editor of a national magazine, as saying: "We all know that good-to-eat has more appeal than good-for-you."

That's a principle that can be applied in all kinds of educational newspaper stories--agricultural as well as home. In other words, we have to be careful to avoid preaching. Make the lesson palatable, easy to chew and swallow. Appeal to the reader's self-interest motive. He is more likely to do what you want him to do if he sees how it will help him than if he is told it's a good thing to do just because an "authority" says so.

Brucellosis Series Coming: The series of stories on brucellosis, somewhat delayed by unavoidable factors, is on its way to you as this is being written. Please let us know if they fill the bill and what else is needed.

It was encouraging to see special attention given to the club reporter's work at the 4-H leaders' training meeting held at Benson recently. Increased emphasis on the job of the reporter will do a lot to help continue the improvement of the public relations of 4-H clubs generally. -- Bob Raustadt