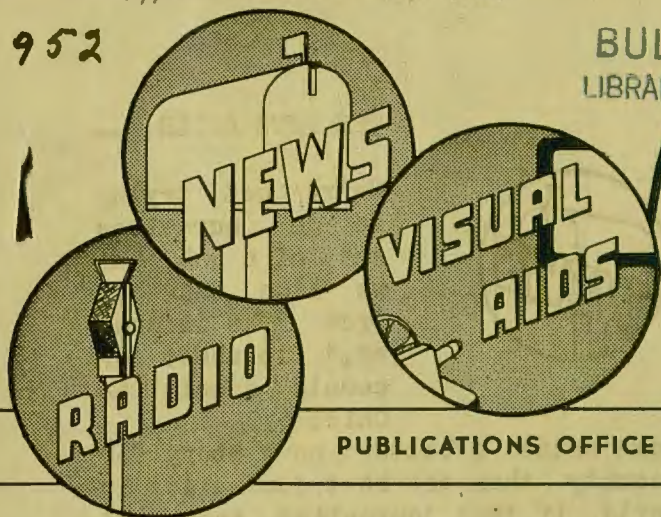


1952

BULLETIN ROOM  
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# Reaching Rural People

## WITH INFORMATION TOOLS



PUBLICATIONS OFFICE

AGRICULTURAL EXTENSION SERVICE

UNIVERSITY FARM

University of Minnesota  
May 26, 1952

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

### ACROSS THE EDITOR'S DESK

This idea about seeing your editor or farm radio director personally is a good one. Every once in a while this is brought home to us forcefully by an incident that could well threaten our public relations in the county.

This is especially true when a new agent comes into the county or when a new editor or radio director takes over. Many editors do not know what extension work is; they may not understand the service you are rendering. Consequently they may be discarding your material when they might otherwise use it.

For example, one new editor turned thumbs down on articles announcing pressure cooker clinics because he thought these clinics were commercial undertakings designed to sell pressure cookers.

Needless to say, you'll gain nothing by publicly or privately condemning the editor. That will only aggravate a situation that might get out of hand.

### A. B. Hagen Story in Country Gentleman

The story of A. B. Hagen, Murray County agent, and Del Pryor, weed inspector, and their weed control program is told in the June Country Gentleman. Again they get deserved recognition.

### Watch for Fact Sheets

The Office of Information, USDA, is now issuing a series of "Farm Mobilization Fact Sheets". These cover important production problems and lend themselves to newspaper, radio, and letter use.

-- Harold B. Swanson.

TO THE H.A.'S --

This month's issue of HELPS FOR HOME AGENTS is a special home freezing edition which we hope you will find useful for radio, press and reference. The special canning edition issued last June is still available if you'd like a copy.

Clippings of stories run during National Home Demonstration week show that the weekly and daily press in the state gave good publicity to the Week.

Special picture and story features on the Week's activities were noted in the Red Wing Daily Republican Eagle, the St. Cloud Times, in Morris and Fergus Falls papers, Madison Western Guard and others.

Do you fill in blanks, localize details and delete parenthetical suggestions in the weekly stories to home agents from us -- before you send them to the papers? Recently two agents failed to delete a parenthetical suggestion and the story was printed as follows: "Plans for \_\_\_\_\_ county's observance of National Home Demonstration Week will include an Achievement Day (or whatever else you have planned)..." The parenthetical remark, of course, was intended for you, not for the readers of the paper.

If you'd like some 4-H mat headings to pass on to the newspapers in your county for their club news, we can supply you with them. Look at the back page of the Bulletin Board to see what's available -- then let us know the number of mats you want. -- Jo Nelson.



New agents were exposed to a few radio "don'ts" recently at U. Farm. Here are some of them: Don't be late or miss a program. Don't

forget to have a catchy opening. Don't go unprepared - it causes ulcers! Don't talk too long on one topic. Don't talk too fast or too slow. Don't just stop - have a definite close.

The tape recorder is used at meetings in Kittson County to promote 4-H club work. Recently they had Ossie Magnuson record a 15 minute interview giving basic facts on 4-H club work. The tape will be used at local 4-H meetings. If a tape of this kind would be of use to you or the 4-H leaders, let me know, and I'll have one made up.

Larry Haeg, WCCO's farm director, our "county agent at large", has gone to Europe for 6 weeks as information specialist under the Mutual Security program. Chet Graham, (Scott) first winner of our radio publicity contest, will conduct Larry's (12:45) Saturday show and his (8:15 a.m.) Sunday program. I will be doing his 6:30 a.m. program - so if you have special news or events that you want publicized, write to me at U Farm.

Television viewers saw Henry Hagen (Cass) do a swell job of telling about 4-H Sunday - with cartoons, May 18 on KSTP-TV. Farm TV programs with U. specialists can be seen on Channel 5 Saturdays at 1:00 p.m. and Sundays at 12:30 p.m.

Radio topics for your June programs might include: 1) June as dairy month - production and consumption. 2) Hay field days - dates, places, and related info on grassland farming. 3) Spraying for weed and insect control. 4) 4-H club camps, tours and activities. 5) Pointers on summer management of dairy, poultry, and swine. -- Ray Wolf.



We're not trying to do ourselves out of a job, but we like this bit from "The Informer," tip sheet for county agents in Ohio:

"You can write a better news story for your county than the best journalist in the world if that journalist does not come from your area. Best news release, all other things being equal, is the one that contains 'most local interest.'"

Localize - We constantly try to make our stories conform to your wishes. But our ability to do this is limited by the fact that these stories are written for all extension offices in the state, and it's difficult for us to get local touches, angles or emphasis into them. As we have before, we urge you to re-write and localize these stories in the interests of more effective extension education in the press.

The Reason - Your local paper likes local items because they build and maintain its circulation. The local items are the exclusive ones, the news that can't be found in any other locality.

A survey reveals that Wes McCoy's column in the Swift County Monitor is read by 56 per cent of the men and 20 per cent of the women subscribers. The editor feels that's particularly good in view of the fact that a large percentage of the subscribers are urban residents. It's believed the percentage of rural readers is considerably larger.

J. I. Swedberg, a veteran in the use of the press, says: "I think a column is an excellent way of getting over the items of information that might be hard to work into a news story."

Speaking of local angles, we counted eight local farmers' names in a recent column by Clete Murphy. That's good columning. -- Bob Raustadt.