



press
publications
radio
television
visual aids

③ Reaching People with information...

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

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* Please read, check, and circulate *
* County Agricultural Agent *
* County Home Agent *
* County 4-H Agent *
* County Ass't Agent *
* Secretary For Filing *

ACROSS THE EDITOR'S DESK

Thanks for your comments about the information contest. We were glad to hear what you didn't like as well as what you did like about it. Your expressions will help determine the direction any similar contest takes in the future. If you have any further comments, please drop us a line.

University Week this year will be February 23-29 with the birthday on the 27th. It is sponsored jointly by the Minnesota Junior Chamber of Commerce and the University. This occasion presents many opportunities to let our publics know what the University means to each community. If you'd like background material to use in telling the story, let us know. Window displays, talks to groups, radio programs and news stories offer possibilities.

During the next month, the Institute of Agriculture will be conducting six seminars in various parts of the state. These meetings are intended not only to take information to the people, but also to get ideas. They should offer opportunities to reach many people who are not part of the publics we usually meet. Your evaluation of the seminars will be appreciated.

Are you using all the information materials available from the state office? Our shelves contain a wealth of bulletins, films, slide sets, tape recordings and other items that will help you do a better job. Let us know if you can use more of them.
--Gerald R. McKay

① January 29, 1964
TO H. A. 'S AND 4-H AGENTS

Want Your Radio Announcement Used?
Merely sending announcements of county-wide events to radio stations isn't going to insure their usage.

For example, an announcement of a church bazaar just came to my desk--written in longhand, with no name or telephone number to indicate where it was from or whom to contact.

When you send announcements to radio stations, here are some do's and don'ts:

. Type all copy double or triple space on 8½ x 11 sheets, using one side only. Leave ample margins and start about a third of the way down the page.

. Put the name of your organization and your name, address and telephone number at the top left-hand side of page.

. Give specific starting and ending dates for use of the announcement--such as: Use between July 4 and July 7. (At top--right-hand side of page.)

. Be sure copy gives the essential information--who, what, where, etc.

. Never use onionskin for air copy. It rattles.

. Never send a carbon copy that's hard to read.

Outlook Stories

I'd be interested to know how usable you've found the series of outlook stories.

Word Corner

Are you guilty of these redundancies?

Irregardless--unacceptable in either speech or writing. It's a double negative, really--the prefix ir and suffix less both meaning not. Use regardless.

Where did they go to? Omit the to.
Where are they at? Omit at.
--Jo Nelson

"MAKE YOUR WRITING HUMAN"



"Every now and then, you've passed up articles without reading them. Or else you've started, but drifted away before

you finished.

"Yet, the subject each time may have been important to you.

"Readers may occasionally react the same way to material you write. The message may be clear enough. So why doesn't it get read more thoroughly?

"One reason may be lack of human interest. It's known that other things being equal, a message that's written in terms of people is more apt to be thoroughly read.

"The value of human interest in writing will tend to vary with different audiences. For many, the human touch will be a big help.

"Let's illustrate what we mean. First, read this paragraph intended for a new bulletin on forage handling:

"Small grains should be cut between the 'boot' and milk stage--the earlier, the better. The protein is higher and the higher-moisture material packs better. The grain can be windrowed or cut direct to save labor. No wilting is necessary. The stage of growth must be watched closely since there are only a few days in which to make silage. If there is too much delay, silage should not be made. The result would be wet straw.

"Clear? Certainly. This passage would score 'easy' on most any readability formula. But something's missing. The writing is passive and dull. It doesn't have the human elements--which you may want to add for certain audiences.

"Now, try a more 'human' version:

"Cut small grains between the 'boot' and milk stage--the earlier, the better. You'll get more protein and the higher-moisture material packs better. You can windrow or cut direct to save labor. No wilting is necessary. Watch the stage of growth closely, since you have only a few days to make silage. If it's too far along, don't make silage; you'll just end up with wet straw.

"Notice how the second version tells the story in terms of a person--you, the reader."

If you'd like the rest of the story, get a copy of 'Information Service Series' No. 23.

ACROSS THE MIKE



Radio and TV coverage in Minnesota ought to be good. There are 75 AM radio stations and 11 TV stations in the state. Radio is found in 97 percent of Minnesota homes--(94 percent of U. S. homes) and TV is in 92 percent of Minnesota and U. S. homes. In the nation there was an increase of 1.5 million TV homes and 788 thousand radio homes last year.

Our TV challenge is to combine the best words with the best pictures in the best mixture to achieve best learning.

A new educational TV station (KFME-TV) Channel 13, Fargo, N. D. started operating this week. They will re-run the "Town and Country" shows that I emcee on Channel 2 -- sometime on Thursdays. The first five programs will deal with fish and fish management. If you're in the area you might like to watch and/or alert your clientele to the new service provided by KFME and the Institute of Agriculture.

A closed-circuit television link to Rochester's Junior College and KROC-TV from the University's Minneapolis Campus is now in operation. Students in Rochester are taking electrical engineering, mathematics and history courses via CCTV. It is our hope that in the near future programs relating to agriculture, forestry, home economics, 4-H, etc. may be sent to Rochester, and possibly to other TV areas, for general consumption and/or for credit.

Grassroots Politics in Minnesota--that is the title of a series of 6 radio interviews being sent to 50 stations for use January 23 to February 8. The programs--coordinated by Mrs. Carole Brown Yoho, assistant specialist in public affairs--feature guests from the University, Macalester College, and from the two major political parties in Minnesota. I hope you'll be able to hear the discussions on your favorite radio station.

February topics for radio and TV include Feed Grain sign-up, Radio Speaking Contest, Red River Valley Winter Shows (February 22-March 1), Barrow Shows, rural civil defense, agricultural short courses and recommended varieties.

--Ray Wolf

Publications and Direct Mail

NEW PUBLICATIONS

Feeding and Managing Dairy Calves and Heifers. Ext. Bull. 305. C. L. Wilcox and J. B. Williams. A 16-page bulletin; now available.

How to Plan Your Stall Dairy Barn. M-132. D. W. Bates. Discusses important considerations in arrangement, stall size, and so on. Several illustrations and drawings. 6 pages. Now available.

Complete Rations for Growing and Finishing Swine. An. Hus. Fact Sheet No. 7. R. J. Meade, R. L. Arthaud, R. E. Jacobs, and I. T. Omtvedt. Gives rations designed to meet the needs of growing swine and to promote rapid and efficient gains. Rations are based on commonly available feedstuffs. Now available.

REVISED PUBLICATIONS

Publication List of the Agricultural Extension Service and Agricultural Experiment Station. There have been many changes so please discard the old blue and white copies when you receive these yellow and brown ones.

Revised Departmental Research Project Reports contain a brief summary of active research projects and recent research findings. One copy of each of the following will reach you as they are printed:

Agricultural Economics
Agricultural Engineering
Biochemistry
Dairy Husbandry
School of Forestry
Horticultural Science
Plant Pathology and Physiology
Soil Science

While they last. . .

A series of articles titled "The Farm Problem--What are the Choices?" is still available in limited supply. It was prepared by the National Committee on Agricultural Policy. Topics covered are:

The Farm Problem Identified
Expansion Of Domestic Demand
Expansion Of Foreign Demand
New Uses For Farm Products
Marketing Quotas
Compulsory Cropland Adjustments
Voluntary Land Retirement
Restricting Capital and Technology
Fewer Farmers
Price Supports And Storage
Direct Payments
Multiple Pricing
Free Prices

MINNESOTA FEED SERVICE

Titles in the winter issue include: 1964 Crop Variety Recommendations, How the United States Exports Grain, DHIA Electronic Processing Now Done on St. Paul Campus, The Western Corn Rootworm in Minnesota, The Varied Effects of Fertilizer on the Corn Plant (based on a paper presented at the Soils and Fertilizer Short Course by J. T. Murdock, University of Wisconsin professor of soil science), and a list of recent FDA food additive orders pertaining to animal feeds.

--Harlan Stoehr
Shelly Elliott