

Reaching Rural People

WITH INFORMATION TOOLS



PUBLICATIONS OFFICE

AGRICULTURAL EXTENSION SERVICE

UNIVERSITY FARM

University of Minnesota

June 25, 1952

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

TO THE H.A.'S --

Radio Survey of North Central States

A radio survey made recently of extension workers in the North Central States showed that nearly three-fifths of them had radio programs of 15 minutes. Most of them preferred that length.

ACROSS THE EDITOR'S DESK

We hope that this tip sheet is read by the secretaries as well as the agents. There are many things here that your secretary will have to handle. For example, in the "Bulletin Board" the last few times we have reviewed new bulletins and indicated which bulletins you now have in your racks should be thrown away because they are out-of-date.

Agents Review Bulletins

To get the agent slant on our new bulletins before they are printed, we've asked several of you to give us your frank appraisal on the copy submitted by our specialists. Already we have caught several things because of your pre-publication reviews. So, if during the coming year you're asked to review a forth-coming bulletin, will you help? Already "Dick" Kynau, George Roadfeldt, Howard Grant, Marion Larson, Rosella Qualey, and Peggy Jacobson have served on publication committees.

Home Agent Talks to Editors

County extension workers would have been proud of one of their fellow workers had they been able to attend the annual editors' short course in Minneapolis last month. One of the speakers was South St. Louis County's "Peggy" Jacobson, who talked about "What Concerns Women Readers!" She gave the editors some real ideas and what's more did a nice bit of public relations work for our home program.--Harold B. Swanson.

What's Best Broadcasting Time?

The North Central survey turned up some other interesting facts:

More than three out of five of all regular extension programs were aired between 11:30 A.M. and 1:29 P.M.; one out of five between 6 and 8:59 A.M. The agricultural agents broadcast 26% of their programs between 6 and 8:59 A.M. compared with 23% of 4-H agents and 13% of home agents. Home agents were broadcasting a relatively higher percentage of their programs around 9, 10, 2 and 3 o'clock.

An average of 1.5 hours was reported spent on each broadcast.

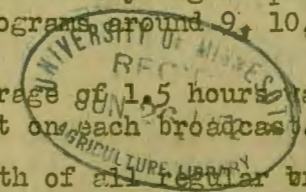
A fourth of all regular broadcasts of state and county workers were made by transcription.

Radio on Upswing

The use of radio by county extension agents continued to swing upward last year. The number of county extension broadcasts reached 165,244. That number is more than 22,000 greater than in '50.

4-H Mats

Quite a number of agents have ordered mat headings for their 4-H News Notes. We still have plenty of mats left for those of you who may want them.--Jo. Nelson



THE NEWS ANGLE --



Looking for a way to guard against stories being used after they are out of date? Ohio State Extension Service news bureau used this note at the

top of a story as a precaution:

"Editors -- If you cannot use this during the week of April 21, please destroy it. It is extremely timely and can actually do damage if released any other time."

The story was a warning against planting sweet corn too early, and it wouldn't be surprising, as a result of this device emphasizing its timeliness, to find that it was used by more than the usual number of papers.

Info -- Not Advice... Don't give 'em advice -- give 'em information. That's a piece of philosophy, not original with us, which should be valuable in this business of reaching rural people.

The "market" is glutted with advice. What people like is the facts not given in an advisory tone, so that they can make their own decisions. When we say facts, we mean the results of research. That's what the taxpayer is buying. Pardon, please, if this sounds too much like advice.

Farm Picture The latest result of our efforts to work with county agents in designing column headings is "The Lakeland Farm Picture," by J.O. (Jake) Jacobson of Beltrami county. It consists of the column title, farm and lake scene and by-line enclosed in an old-fashioned picture frame. It's not perfect, but we think it's one of the better efforts along this line in Minnesota. Notice how Jake contrived to get the "chamber of commerce" angle in by mentioning the lakes, one of his county's great assets. Jake got off to a good start with his first 2 columns, using local names and other good columning tricks. -- Bob Raustadt.

ACROSS THE MIKE--



The radio workshop held June 11 at T.R. Falls for 9 N. W. counties resulted in an improved station-agent relationship, a better

schedule and time for the programs and (I hope) in better techniques for interviewing. Two members of the KTRF staff gave helpful information to the 18 agents and changed the time of the radio program from 1:15 to 1:00 P. M.

TV ALLOCATIONS FOR MINNESOTA -- With the current high interest in television and the probability that TV will play an important part in extension work in the future, we thought it might be helpful to list FCC's Minnesota channel assignments.

There are now 2 TV stations in Minn. -- both in Twin Cities. Recently 48 new channel assignments were made, including 14 very high frequency (VHF) channels, and 34 ultra high frequency channels (UHF). Two outlets are reserved for non-commercial, educational units -- one for Twin Cities and one for Duluth.

Towns scheduled to get VHF TV stations (available on present sets) are: Austin, Brainard, Duluth-Superior, Hibbing, International Falls, Twin Cities (2 more), Rochester, and St. Cloud.

Towns scheduled to get UHF stations include: Albert Lea, Alexandria, Austin, Bemidji, Cloquet, Crookston, Detroit Lakes, Duluth (2), Ely, Fairmont, Fairbault, Fergus Falls, Grand Rapids, Hastings, Little Falls, Mankato, Marshall, Twin Cities (2), Montevideo, New Ulm, Northfield, Owatonna, Red Wing, Rochester, St. Cloud, Stillwater, T.R. Falls, Virginia, Wadena, Willmar, Winona and Worthington.

The fact that allocations have been made, however, is no assurance that all of these stations will actually be constructed -- in fact the assignments are subject to revision. But never the less we can expect a lot more stations and sets in the years just ahead -- and I'm sure that extension will have many opportunities to increase their effectiveness in Reaching Rural People. --Ray Wolf