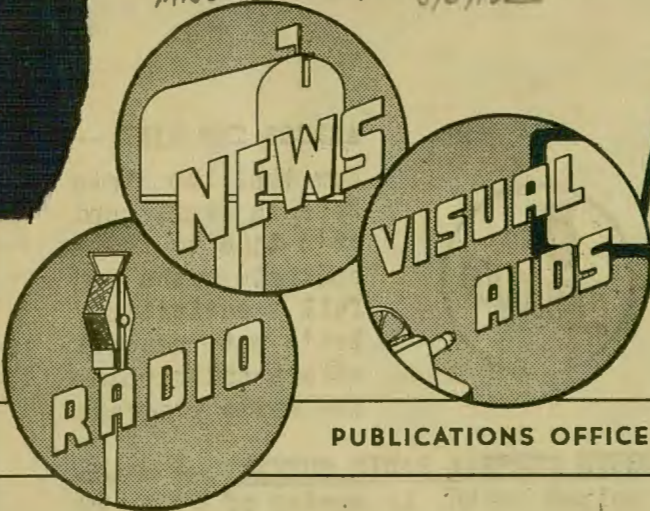


Reaching Rural People

WITH INFORMATION TOOLS



PUBLICATIONS OFFICE

AGRICULTURAL EXTENSION SERVICE

UNIVERSITY FARM

University of Minnesota

August 29, 1952

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

TO THE H.A.'S --

Push Your Fall Program

Don't miss a chance to give your extension program a big boost when you start your fall projects. One way of boosting the program is to give your county papers a good story on the projects that are in the offing, how the lessons are taught through local leaders, who can participate, etc.

Use radio for the same purpose. Devote a whole show to the 1952-53 program, with some intriguing information about each lesson. Interview your county home chairman or someone else who is enthusiastic about the program.

Apple Plenty

Come apple harvest, homemakers are always looking for ways to use apples. Why not devote a radio program or two to the subject? Interview homemakers on ways of using early apples. And don't pass up the information on uses of different varieties.

New Columnists

Carol Exford, Roseau, has joined the ranks of home agent columnists. Peggy Jacobson, S. St. Louis, is no new columnist, but she has rechristened her column "Side Roads" and has a new heading.

To Catch Your Breath

It's a good idea to end every page of radio copy at the end of a sentence -- preferably at the end of a paragraph too. That gives you a chance to catch your breath. It makes for awkwardness in reading announcements to find half a sentence at the end of a page with the other half on the next page. --Jo Nelson

ACROSS THE EDITOR'S DESK

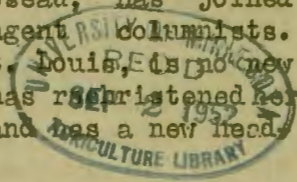
The folks up in South St. Louis county have hit upon a nice device for keeping their county board and others connected with the extension program informed. Once a month "Deke" Grussendorf, Peggy Jacobson and Bob Horton issue a single mimeograph sheet called "Extension Highlights." They summarize their work for the month in a sprightly, informative style, bringing in little personal items. For example, Peggy says, "Home sewing really pays. Records of 76 S. St. Louis County 4-H club girls prove that it costs less than one-half as much to sew clothes as to make them at home."

Office secretary Maria Jarva does a nice job with her sketches of the three agents in each issue of the "Highlights."

Introducing to You ...

Last month we told you our Bulletin Editor, Maggie Nielsen, has left us to join the Washington State College staff.

We are fortunate in obtaining Mrs. Gwen Haws to take Miss Nielsen's place. Gwen has worked in our office for the past half year on a part-time basis. Before coming to Minnesota, Mrs. Haws was asst. bulletin editor and taught magazine writing and news reporting at Iowa State College. She has also been information assistant at Utah State College, assistant home economics editor at Cornell U., and news editor for radio station KVINU, Logan, Utah. -- Harold B. Swanson





THE NEWS ANGLE --

A good job of getting a local angle into one of the stories originating in the Publications office was done recently in Kandiyohi county. The

story pointed out that results of pasture renovation demonstrations on the farm of E. R. Peterson and Son of Green Lake township confirmed the findings of A. R. Schmid, associate professor of agronomy at the University of Minnesota. These findings added up to the fact that August renovation was best for pastures. The way this story was handled in Kandiyohi county shows, too, that demonstration plots can well be used in doing educational work in newspapers, as well as in actual observation of results on the farm.

Advertising Conscious? If you ever have occasion to feel critical of your newspapers because they seem to be over-conscious of advertising revenue, remember that they depend on this income to stay in business. They are constantly bombarded with appeals for free space, some of which are not legitimate, and the publishers tend to react in no uncertain terms if they get the idea someone is trying to get some free publicity which should be paid for. Most editors, however, are willing to go along with the county agent's office in doing an educational job. It pays to make friends with your newspaper people and to help them understand what you are trying to do.

Column Headings ... Attached you'll find reproductions of column headings used by Minnesota agents. They'll give you some ideas of what can be done. If you wish to get these made up through the Publications Office, we can do it with a nominal charge for art work and engraving and we'll furnish the mats free. Perhaps one of these headings could be adapted to your county -- if you are not located in the same part of the state as the agent who is now using it. This would be cheaper than getting an entirely new heading made.

-- Bob Raustadt



ACROSS THE MIKE --

Now that the State Fair is over, and it's time to concentrate on the busy fall activities, let's put renewed effort and zip into the radio programs.

THE NORTH CENTRAL RADIO SURVEY -- which you helped with in spring of 1950 (9 states reporting) concluded that: (1) Radio is a valuable extension method or educational medium; (2) it is good to make announcements, stimulate people, change attitudes, teach skills; (3) reaches large numbers of people quickly, reaches people not otherwise reached; (4) it is a valuable method if station is near and if coverage and time of broadcast are good; and (5) radio is extremely worth while.

Some suggestions brought out by the 2300 extension workers who returned the survey were: (1) use more rural people, personalized subject matter, and interest retainers in the programs; (2) regular broadcasts and series should be given instead of random presentations.

The survey showed that radio is thought of as an extension method by 93% of the extension workers, as a chore job by 4%, with 3% not answering the question.

IS YOUR HEAD CLEAN? Clean heads mean clearer recordings. Heads of tape recorders need cleaning too... not just in the spring of the year, but at least once each month. Poor recording quality (tape squeal and so forth) results as dust and other residues build up on the recorder head.

To clean - Dip a piece of clean cheese cloth or muslin in carbon tetrachloride, and rub over the shiny part of the recording head. On a sound mirror, clean the permanent magnet also. Rub until all residue is removed. If you wrap the cloth around a stick about the size of an all-day sucker stick, you'll find you have a good aid to cleaning.

BE SURE RECORDING HEAD IS DRY BEFORE USE. Carbon tet. dissolves recording tape! -- Ray Wolf