

Reaching Rural People

WITH INFORMATION TOOLS



INFORMATION SERVICE

UNIVERSITY OF MINNESOTA AGRICULTURAL EXTENSION SERVICE

University of Minnesota
February 24 1953

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

ACROSS THE EDITOR'S DESK

Conger Reynolds, director of public relations for Standard Oil, once said that there are three sure things in publicity--babies, beauties, and beasts. Certainly there are a lot of elements in extension work that fit into that formula.

However, Reynolds goes on to say that public relations is a lot more than publicity. He says it is good behavior, telling your story, and knowing what people are saying about you.

One of my friends once said that "Public relations is good horse sense." Another calls it the "art of getting along with folks." Doing a good job always is the No. 1 consideration. Press, radio, TV, publications can be aids to good public relations; there are many more. Here are some set forth by Michigan State's Earl Richardson:

1. Letters to cooperators, donors, etc. "Remember that your letters are your personal calling cards."
2. Presentation of progress reports to press and radio. Tell folks where you are in your program, what has happened.
3. A sound program for recognition of local leaders.
4. Greeting people politely, nicely.
5. Advisory committees.
6. Invitation to legislators, other leaders to attend important programs.
7. Success stories of former club members.

These are only a few, you can add doz-

TO THE H.A.'S --

4-H Week Publicity -- We've sent you two fill-in stories to use before and during National 4-H Week. We shall be sending mats and an editorial direct to newspapers.

This is a good time to suggest some ideas to editors for features; success stories of outstanding 4-H'ers or 4-H alumni who are now local leaders, farmers, business men or homemakers; stories of long-time 4-H leaders.

On radio, why not interview some 4-H alumni or leaders of long standing?

Circular Letter Helps -- At a recent radio-press workshop in Montevideo, agents requested some helps with circular letters. As a result, we ordered from USDA copies of Spots which will give you suggestions for illustrations. You should have your copy now.

Charlotte Fitch has Column -- We've just made a column heading for Charlotte Fitch, Pine home agent. She says she's constantly amazed at the number of people who comment on her column.

Stories to Radio Stations -- Do you send notices of county events to radio stations in your area? Most radio stations would appreciate this information. Make extra copies of the stories you send to newspapers for your radio stations. Be sure to mark them all with a release date so the papers will get the same news break as the radio stations.

-- Jo Nelson

ens more. The important thing is to be always conscious of public relations.

-- Harold B. Swanson



Plans are afoot these days in the Information Service office to furnish you with a packet of news stories on corn fertility and oth-

er practices that we hope will hit the spot as a tie-in with the X-tra Yield corn contest. These stories should be coming your way within the next few weeks. You have already received a story this winter on the fertilizer outlook, which might be considered a piece of the over-all corn growing story for the year. And you've had one story on the contest itself. Others will follow.

Another news "project" in the works is a series on grain outlook, based on S. B. Cleland's material from the Outlook Conference in Washington. You have already had material on the livestock outlook from the same material. It looks as though the grain series will run to three stories.

Here's a trick in getting coverage of meetings by the local newspaper used by Wes McCoy in Swift county. He makes tape recordings of important speeches and lets the editor listen to them, pick out what he wants and write his own story. This goes a long way toward offsetting the lack of time and staff for coverage that exists at times in most newspaper offices.

Ray Mitteness of Pennington county is the latest county agricultural agent to decide on a fling at column writing. Arrangements were made for his column heading when he was in the office a few days ago. Ray is a regular reader of McCoy's column--Swift county being his former home--and apparently Wes inspired him.

Minnesota agents' personal columns have attracted wider notice than you may realize. A recent inquiry about your methods came from California.

— Bob Raustadt



Hope you've had a chance to read the handbook—"Making Radio Work for You." It contains some good material, including--what to do about 4-H radio.

Several counties are doing special 4-H programs and a lot of others are looking for help. So if you have a good system of using club members, let me know and I'll pass the ideas along. By the way, National 4-H Club Week (Mar. 7-15) is a good time to emphasize 4-H activities and leaders.

AMONG OURSELVES--A large number of you are sending me and other radio farm directors notices of county-wide meetings and activities--including "Pete" May on Clay county's big "Potatoes for Polid" campaign. Keep up the good work.

Extension agents in Chippewa, Yellow Medicine and Lac qui Parle counties start (on Mar. 2) a Mon., Wed., Fri. program on KDMA--1:00 to 1:15. The 3 counties take turns doing a Saturday 4-H program. Who will be next to join the ranks of R.R.B. (Regular Radio Broadcasters)?

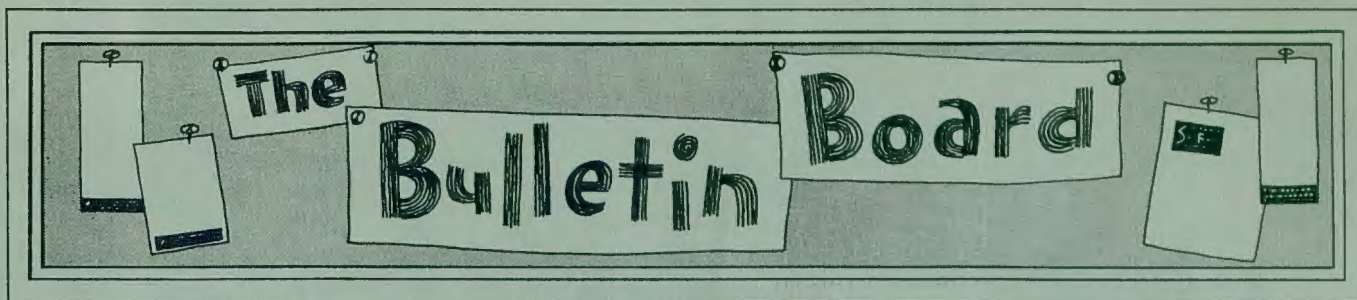
Spoke recently to county weed inspectors and fair managers. Both groups are eager to do more on radio. Maybe you can help them.

AUTO RADIOS--There are nearly 25 million radios in the nation's 38.5 million passenger cars--representing 65% of all automobiles. So if your people don't hear you at home or at meetings maybe they'll get you in the car!

TAPE RECORDERS--which operate entirely on batteries are hitting the market almost monthly. Saw 2 neat, light (13 lbs.) jobs last week. They sell for about \$300 but are mighty handy for farm, field and forest use. If you're interested let me know.

TELEVISION--programs are now being furnished to both Twin City stations by the agricultural extension service. On KSTP-TV it's a live show. Sundays at 12:30 p.m. and on WCCO-TV it's a film program, Farm and Home Wed. at 8:15 a.m.

— Ray Wolf



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NEW

UNDERSTANDING THE TEEN AGE--Ext. P. 188. 4 pp. by John E. Anderson. This pamphlet will be used as a discussion guide for the Family Life Conference this year, much as the Mental Health leaflet was used last year. Both were prepared by Dr. Anderson, who is director of the Institute of Child Welfare. UNDERSTANDING THE TEEN AGE will be distributed through local leaders who attend the nine district Family Life Conferences. Also you will receive a supply for distribution in the usual way. Copies should reach you soon.

BUILDING BETTER FARM FENCES--Ext. Bul. 272. 12 pp. by John R. Neetzel. Illustrated with 16 diagrams and pictures, this bulletin tells how to build a fence using the Rosemount corner. It discusses hand digging, power digging, and power driving. Mr. Neetzel points out that one man can dig four posts in an hour with hand tools, with a power post hole digger and hand tamping he can set six posts, and with a power driver he can set 15 posts in an hour. This bulletin should be distributed by the end of the month.

REVISED

LAMPSHADES YOU CAN MAKE--Ext. Bul. 268. 12 pp. by Charlotte Kirchner. This popular lampshade bulletin which first appeared last fall is being reprinted with slight revisions in directions and two new illustrations. Should be available by mid-March.

VEGETABLE VARIETIES FOR MINNESOTA--Ext. F. 154. 8 pp. by O. C. Turnquist. Lists the vegetable varieties recommended for planting in Minnesota. These recommendations are based on tests of vegetable varieties conducted on test plots throughout the state during 1952. Illustrations are new. Slated for early March delivery.

REPRINTED

Reprints which are scheduled to come off the press this month include:

- Ext. F. 70 --LIVESTOCK WEIGHTS FROM MEASUREMENTS
- Ext. F. 119 -- FASTER MILKING
- Ext. F. 157 --HAY CROP SILAGE
- Ext. F. 164 --GETTING STARTED WITH YOUR VEGETABLE GARDEN
- Ext. Bul. 196--PLANTING THE FARM SHELTERBELT