

MN2000 RRP 12/28/55



Reaching Rural People

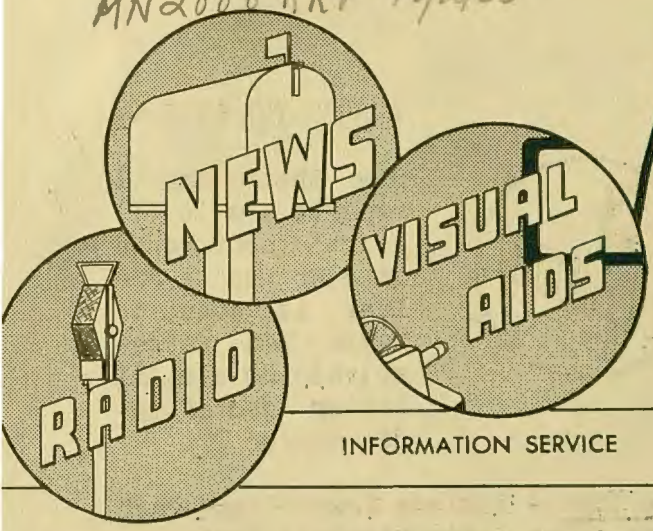
WITH INFORMATION TOOLS



INFORMATION SERVICE

UNIVERSITY OF MINNESOTA

AGRICULTURAL EXTENSION SERVICE



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University of Minnesota (1)
December 28 1955

TO THE H. A.'S --

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

ACROSS THE EDITOR'S DESK

The name's the same, but the heading's different. We changed to make our "Reaching Rural People" heading include all the mass tools--press, publications, radio, television and visual aids.

Hats off to Edna Jordahl, Clay County home agent, for taking top honors in the annual extension info. contest. Edna thus became the first home agent in eight years to win this honor. Edna also became the first woman to take first place in the visual section.

Runner-up honors (thus far unannounced) went to Cass County's Henry Hagen; Itasca's Floyd Colburn, Meeker's Lillian Engen, and Mille Lacs' Clayton Grabow.

A list of all winners is enclosed.

Still on the ball, even while on sabbatical working for his masters, is Benton's Eino Siira. Eino took time off from his studies to prepare a report for his local newspapers on the activities of the extension office during 1955.

Many others do the same thing. And New Year's a good time for such a report

From all of us in the Information Service best wishes in the New Year for....

- * Good news galore
- * Animated circular letters
- * Perfect pictures
- * Scintillating radio shows
- * Terrific television programs

--Harold B. Swanson

Is IFYE Delegate Speaking in County?

If you're planning to have one of the 1955 IFYE delegates speak in your county, we can furnish you with fill-in story and mats. Be sure to tell us the exact number of mats you need.

On Information Contest Entries

Orchids to you on your fine entries in Class II, press, in the Information Contest - coverage of program or event. You're doing a good job of follow-up as well as preliminary stories. Best entries were well illustrated with pictures. We hope you saw Gen Moffitt's winning entry on IFYE in LeSueur Co. Gen did a superb job of covering the two-way exchange and capitalized on human interest material and pictures.

There's a But, Too

While women agents did very well in Press Class II, we were very much disappointed to find so few columns and radio tapes from you. You sent only six columns and six tapes. (Compare with 23 columns and 26 tapes from the men.) Why not begin saving your best columns and radio tapes now for 1956?

Coverage of an Event

Judges' comments on Press Class II may help you in your coverage of events. For good coverage, there should be preliminary announcement stories, then actual coverage and follow-up. One story does not constitute good coverage: there must be build-up and follow-through.

Best wishes for a happy 1956!

--Jo Nelson

THE NEWS ANGLE --



One agent prefers to deliver a typed copy of an announcement or news story to the newspapers. Recently, he 'phoned in an announcement of a

St. Paul event. In his conversation, he stated that the event would "probably interest about 30 or 40 farmers in the county." The news story came out stating "30 or 40 farmers would be going to the meeting." Apparently it was a busy day for the paper and, as can very easily happen, the facts became twisted a bit. Another 'phone-in to another paper fared a little better. It came out clear--but did not state the day or date the event was to be held. So, from now on, except in extreme emergency, it's personal or Uncle Sam delivery of typed copies of announcements for this agent.

Starts Weekly Feature --- Sibley County Agent Duane Wilson of Gaylord, who won a blue ribbon in this year's Information contest for his column, tells us he has started writing a weekly or twice-monthly feature for his county papers on a farm subject of current interest. He now has published several -- one of his first was on grass silage and had quotes from 20 farmers. With the feature he had a shot of a permanent-type bunker silo one man used with good success.

Careful, Thorough Identification --- A judge's comment on Hubbard County's Bill Dorsey in the 1955 Information Contest contained the idea that he liked the careful and thorough identification of speakers in a story. The story reported a farm forum where several speakers were voicing their views on a controversial topic. Said the judge: "It is essential that a reader be given this careful speaker identification so that the reader can weigh the speaker's quotes and viewpoints properly." Such identification should include at least the man's full name, town, organization he represents and the topic he spoke on.

--Harry R. Johnson

ACROSS THE MIKE --



Now that annual reports are in (!) annual conference is over and a New Year is about to begin let us resolve to do a still better job of radio and/or TV.

Radio Tips - include fewer "yes"-no" questions when interviewing; don't repeat guests' answers; get into topic quickly; and put a little more life and sparkle into delivery. Programs must have local appeal, must deal with persons, places and things familiar to the audience. Urge them to act, tell them where to get help, sell the idea, but avoid details that drive away uninterested listeners. The stories of successful farm families in one's local area are easy to tell and always appeal particularly to friends and neighbors of the persons involved.

Tape Editing Tips - include use of bar magnet and splicing tape. Coughs, throat clearing, chair squeaks, "uh's", etc. occurring between sentences and in a space of 2 seconds (15 inches of tape) can be erased with an ordinary bar magnet. 1. With recorder on "playback" run the tape past the word you want to keep. Then with a grease pencil mark the tape directly in the center of the play-back head. 2. Run the unwanted sound past the playback head, stop the recorder, and mark the tape again. 3. With the tape out of the recorder place the tape on a flat surface and rub the magnet back and forth between the two marks. 4. Note - if the "wild" sounds last 3 or more seconds do numbers 1 and 2 above - then cut and remove the poor section. Be sure to use splicing tape on shiny side of recording tape only. Never use scotch tape.

New TV Programs--include "Farm Forum" on WTCN-TV, channel 11, Saturdays 12:00 to 12:30 and "Telefarmer" on WCCO-TV, channel 4, Monday thru Friday 6:40 to 7:00 a.m. University specialists appear on Telefarmer on Mondays and 4-H members from 10 counties appear on Thursdays.

Happy New Year

-- Ray Wolf