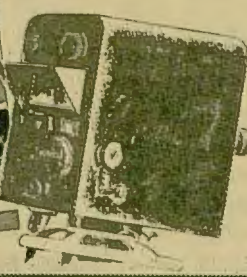
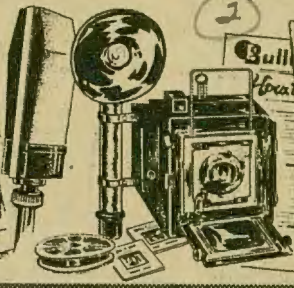
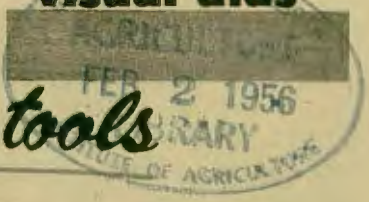


MND 000 RRP 1/3/56



Reaching Rural People ... with information tools

- press
- publications
- radio
- television
- visual aids



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

ACROSS THE EDITOR'S DESK

If you're like me, you shudder to think of another special week devoted to a cause -- no matter how worthy.

Yet National 4-H Club, March 3 - 11, Week doesn't strike me that way. Actually it's another chance to focus attention on a movement to which all of us are devoted. The Boy Scouts, YMCA, FFA (Feb. 18-25), etc. step into the publicity limelight for their weeks. We, too, need to tell the public about 4-H club work to place the spotlight on its activities.

So why not think about club work now? The week will enable you to---

- * Complete late enrollments
- * Tie in with national promotion
- * Pass out well-earned praise for those who participate in club work
- * Turn the spotlight on local work

Jo Nelson and Ray Wolf have several suggestions for you on working with the press and radio. And I'm sure you may want to consider such things as:

- * Special store window and other exhibits put up by 4-H'ers
- * Talks by 4-H'ers (and yourselves) before service clubs, school assemblies, etc.
- * Mention of 4-H club week and work when you appear at subject matter and organization meetings

You, I know, will find many other opportunities to bring club week before the people of your county in a special way as part of your regular activities.

--Harold B. Swanson

University of Minnesota
January 31 1956

TO H.A.'S AND 4-H AGENTS-- 4-H Week Around the Corner --

Some planning on your part now for radio, press and TV coverage for National 4-H Week (March 3-11) should pay good dividends. Some suggestions:

. A story on what 4-H clubs in county have done for community improvement. Instead of writing this story yourself, suggest the idea to your papers, with names of clubs that have done something. Make a suggestion for a picture, too.

. Talk to editors about the possibility of having 4-H'ers themselves write stories.

. Make up a 4-H Fact Sheet for your county, giving specific information on number of 4-H'ers in county, accomplishments in definite projects (no. of trees planted, meals prepared, animals raised). Send fact sheet to radio stations and to editors in county as basis for editorials. The enclosed fact sheet may give you some ideas.

Ads for 4-H Week

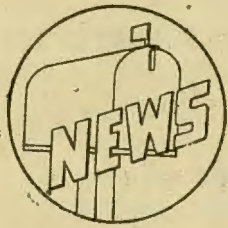
Your local papers may want to encourage commercial concerns to run special ads saluting 4-H during 4-H Week. We can supply free mats of illustrations to use in such ads.

What We're Doing for 4-H Week

We'll send you two fill-in stories for use before and during the week.

We're sending a two-column mat directly to all papers in the state (state 4-H officers surmounted on a clover); we're preparing a 4-H Fact Sheet with figures on state level; we're sending Radio Shorts on 4-H Week to all radio stations and to you.

--Jo Nelson



The farmer reads a paper more than you think. In this age when we "appear" many more times --- in newspapers and other printed media ---

than we appear in person and speak, don't feel you aren't being read or listened to. Example: One day a farmer who is almost never seen in the Steele County Extension office stopped in one day to see Russ Gute. "I don't often come in," the farmer said, "but I wanted you to know I enjoy your articles in the paper."

What Type of Articles Get Such Response?

One of Russ' recent articles was one on the process by which certified seed gets to the "certified" status. Not many know this whole story and, although you might know it completely, don't overlook it--it's a good bet.

Our Land Will Come to You --

In response to several requests, we will put all county agents plus assistants on the list for the "Our Land" column. "Our Land" is prepared jointly by the University and SCS in cooperation with the Minnesota Editorial Association. With this set-up it is necessary to send these directly to weeklies. Please feel free to use this material if your local papers don't carry the column.

Judges' Comments --

Here are a judge's comments from the 1955 Extension Information Contest. "This was good coverage, but the stories could have quoted the speakers more." Another, from another entry: "These were excellent advance stories and a good job of handling the Institute generally, but the yarn about the Family Life Conference has only names--hardly any facts about what went on or was discussed there." This last one is one of those "near misses" all of us make -- even the trained newspaper reporter. In our excitement to tell who was there, we don't tell what they were there for--and most of the time what they were there for makes good reading and is essential to the life of the story. Such an incomplete story will frustrate and anger a reader--and can do its author some harm. So watch for the "why and the what" -- they're essential.

--Harry R. Johnson



"Radio is becoming a stronger influence in the grass roots of America than any other medium. Ninety-seven per cent of all TV homes have radio"--

those are findings from recent radio research. So don't give up just because you're not on television.

Russ Krech (Stearns) recently added a Saturday 4-H show to his busy schedule. The clubs in the county take turns doing the show which includes the club history a talk on 4-H experiences, a project talk and several musical numbers. He says the program has had a good response.

Isanti, Pine and Kanabec counties will start an extension radio program as soon as the new studios are constructed in their counties.

Ideas for radio -- include Red River Valley Winter Shows, Feb. 20-24, Spring Barrow Show, Albert Lea, Feb. 23-25, National 4-H Week, March 3-11, radio speaking winners, and getting started in farming and homemaking. I have just completed a series of 12 YMW programs on various phases of "getting started." If you'd like to get some of the scripts or tapes to use on radio or at YMW meetings let me know.

Radio reading -- includes "Communications Methods," page 8 of December Better Farming Methods and "Using Tape With Slides" on page 26 of January, Ag. Leader Digest.

Ascheman (Lake of Woods) says, "Our tape recorder has proven to be a very valuable aid in our work. In addition to its use for radio..we use it to teach parliamentary procedure at 4-H meetings and use it almost everyday as a dictaphone. Preparation of letters, reports, news stories and my column become fairly quick and easy work."

TELEVISION -- packs a wallop too! Educational TV channels increased from 8 to 18 in 1955 and from 197 hours of telecasting to 340 hours. Thirty-nine million people are now in range of educational TV. Recent reports indicate that farm people want to see "how to do it" type of show, but the most important points to get across are "why do it this way?" and "How can it make me money?"

--Ray Wolf