

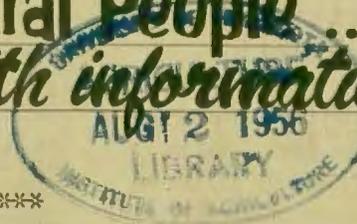
N200RRP 7/30/56



press
publications
radio
television
visual aids

Reaching Rural People ... with information tools

3



University of Minnesota
July 30 1956

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

ACROSS THE EDITOR'S DESK

The gal responsible for developing the "Fact Sheet" idea and getting it in operation is leaving us after six years of valuable service. She's Jean Metcalf, editorial assistant in our publications section. At the present we do not plan to replace Jean, but hope to continue her work using her system.

Contests in the Air

Only 117 days until your entries in the annual extension information contest are due. That may seem a long time in the future, but now's the time to start getting those entries ready. A list of classes for the contest is enclosed.

Those of us in extension info. work were pleased by the awards we received at the annual meeting of the American Ass'n. of Agr. College Editors recently.

Minnesota was fortunate enough to receive five "excellent" and five "good" ratings. Our news releases, radio transcriptions, radio service, slide set on "Corn--Yesterday and Today" (and Goodhue soils agent Arnold Wiebusch can take a bow here), and this tip sheet--believe it or not--all got excellent ratings.

Receiving excellent ratings were staff members Jo Nelson, Gerald McKay, Ray Wolf, and Les Swanson (radio) for work at Minnesota and Earl Brigham and Phil Tichenor for work at Michigan and Wisc., respectively. --Harold B. Swanson

TO THE H.A.'S AND 4-H AGENTS --

We Need Your Help

State Fair time is almost upon us, and that's when we really need your help. As usual, we'll have our 4-H publicity office in the 4-H building.

Come and see us--and bring tips for feature stories on your 4-H'ers, so we can pass them on to Twin Cities papers. We want to know about 4-H'ers with good human interest stories or unusual demonstrations. Please tell us, too, about 4-H'ers who will perform well on radio.

This is an excellent chance to get statewide publicity for your county.

How Effective is Radio?

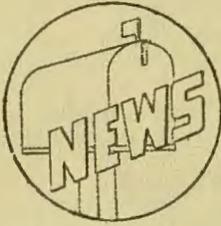
If you have wondered how effective radio is as an extension teaching method, you'll be interested in Some Findings from Radio Research by Lucinda Crile of the Federal Extension Service. Here are findings from some 30 studies:

Farm women listen to radio more than farm men and get ideas from radio more than men do. Of women who say they get homemaking information from radio, 8 out of 10 say they use some of the ideas. A fourth take some action such as ordering bulletins, etc.

What Kind of Information for Radio?

In case you wonder what kind of information most women like on radio, studies show they want news of their clubs, new ideas on interior decorating, clothing and meal planning, book reviews, information on gardening and child rearing, new recipes, news, weather reports and retail market news, especially on eggs and poultry -- Jo Nelson

OFF THE PRESS --



As a newcomer to Minnesota, I'd like to first say a few things about some good examples of communications work being done in some counties.

A top-notch personalized column appeared in this week's edition of the Detroit Lakes Tribune, written by Ernie Nelson, Becker County agricultural agent. Ernie filled a 14-inch column with items like a local road-spraying weed control job, county oats yields, gopher damage to grains, how a township controls gophers, and a reminder on new Soil Bank regulations. Good column, Ernie.

Showing grasshopper damage in photos is difficult at times, but Meeker County Agent Howard Grant did it this way for the Litchfield Independent Review: He and a local youngster carried a white sheet through a hay field a short distance until it was covered with hoppers. Then by holding the sheet up at an angle Grant showed an example of how thick the hoppers were. Then by following up with a localized story that included state entomologists' grasshopper control recommendations, Grant got front page play on a grasshopper story.

A seven-column banner headline is the play given a county fair story by Matt Metz, Wabasha county agent, in the Wabasha County Herald. Metz used the slogan "Fair will be best in years" as the banner over the Herald's farm page.

An idea borrowed from Iowa might be a big help to we Minnesota communications workers. Hawkeye state agents weekly write into the state extension editor "what most farmers were asking this week." That gives the state staff a news tip that's sure to claim high interest among the readers. We aren't quite ready to start this on a statewide basis here, but you're more than welcome to let us know local farmers' problems. We'll answer them with news stories in the best way we can, with the help of University specialists. --Phil Tichenor

ACROSS THE MIKE --



Hardly know what to write about! Wrote all I knew on TIPS ON TAPES! "Personalize Your Radio Programs" and "The Versatile

Tape Recorder" are two good articles in July issue of Better Farming Methods.

What About Interviews? There are arguments on both sides for the interview program. It is more interesting than straight talk, gives more of an illusion of spontaneity, and more chance for variety. However, it sometimes shows the results of too little planning, and the audience may wonder what you've said.

If you are the interviewee, you can probably ad lib, but the announcer should have his questions written out. If you are the interviewer, have your questions written out and let your guest ad lib, if he can. Then you will have control and yet it will be spontaneous.

Camera Qualms? One difficulty common among agents on TV is camera qualms--the inability to look the camera in the lens and say, "Now I'm going to tell you...."

The feeling of warmth between you and the camera is important because a camera is actually a viewer. Until you feel that the camera is a viewer, your show may lack that "person to person" quality.

There is no magic formula for overcoming "camera qualms". A few simple suggestions may help. First, have your props and visuals in place 15 minutes before you actually begin telecasting, if possible. Stand and maneuver before the camera prior to the show. Look at and talk to the camera in rehearsal.

Regard the camera as a person you enjoy talking to. Above all, look at the camera--no matter what! Eye contact with your viewer is most important.

Ready for the State Fair? We'll have tape and recorders for you and want guests for radio and TV programs. Let us know about your 4-H'ers who can tell an interesting story? It's good experience for them too. --Ray Wolf



July 1956

NEW PUBLICATIONS

KNOW THE PROCESSED FOODS YOU BUY--Ext. F. 196. 8 pp. by Eleanor Loomis. Mrs. Loomis tells you what the established grades are and the standards for processed fruits and vegetables. Late August delivery.

WHEN YOU BUY A VACUUM CLEANER--Fact Sheet, Home Economics No. 6, by Elizabeth Rivers. Do you want an upright or a tank type of cleaner? Which is better for rugs? How do they operate? What accessories are available? What new trends in cleaners should you look for? Those are a few of the common questions answered in this latest fact sheet for the ladies. Out in early August.

WHEN YOU BUY A FREEZER-- Fact Sheet, Home Economics No. 7, by Elizabeth Rivers. Our household equipment expert, Miss Rivers, winds up her current series with an illuminating piece on the very popular subject of food freezers. Out in August.

HOW TO TAKE A GOOD SOIL SAMPLE--Fact Sheet, Soils No. 4, by John Grava and Charles A. Simkins. This sheet outlines the techniques for proper soil sampling. As the authors point out, soil test results can only be as accurate as the samples on which the tests are based. Drawings help illustrate points to watch for in taking the samples. Out in mid-August.

TIPS ON TAPES--Information Service Series No. 8, by Ray Wolf. Even if you've been working with tape recorders a good long time, you'll still probably pick up some important tips from our radio-TV specialist. Though aimed mainly at those of you who are doing business with radio stations, anyone with a recorder will profit from this publication. Enclosed with this tip sheet.

REVISED

BACKGROUNDS FOR YOUR HOME--Ext. B. 270. 12 pp. Myra Zabel, home furnishings specialist, tells us that the original text prepared by Charlotte Kirchner (since retired) is just as practical now as it was in 1952. However, there have been some industrial advances of benefit to homemakers since then--such as improved fibers and manufacturing processes in carpet making--so Mrs. Zabel has made additions to cover those. Delivery in late August.

BEING REPRINTED

Ext. F. 22 -- VARIETIES OF FARM CROPS, 1956

Ext. F. 191T -- WEED CONTROL IN MINNESOTA, 1956 (the 8-page summary)

Ext. B. 253 -- INSULATION AND VENTILATION OF ANIMAL SHELTER BUILDINGS

Ext. B. 280 -- LETTING COLOR WORK FOR YOU IN HOME FURNISHINGS

LIMITATION ON "VARIETAL TRIALS" REPORT

Many of our Experiment Station publications are paid for from specially allocated funds. This usually means a definite limit on the number of copies printed and often prevents any reprinting. That happens to be the case with the 1956 "Varietal Trials of Farm Crops" (Misc. Report 24). We had funds available to print only 12,000 copies--of which 5,000 were earmarked for the branch experiment stations and another 1,000 used to cover the regular distribution lists.

That has left about 6,000 for circulation through county offices and the bulletin room, and we will not be able to reprint the report. So we're asking that you use your best judgment in distributing it. For example, please don't hand out copies indiscriminately at booths at county fairs. Have one or two on exhibit and take requests for it. (Not a bad practice, incidentally, for many similar publications.) We know that you'll see that copies go where they'll do the most good in your county.

"LOG AND LUMBER SCALE" REVISED

The extension foresters, Parker Anderson and Marvin Smith, tell us that they have revised the LOG AND LUMBER SCALE for the first time since about 1942. The log scale has been adapted so that it reads off directly in board feet, although still based on the Scribner Decimal C Rule, the only one legal in Minnesota. (Readings from the regular Scribner Rule have to be multiplied by 10, which sometimes confuses the non-professional scaler.) Parker and Marv feel that the change will make the scale even more practical for the small operator or farm woodlot owner.

The revised scale has been fairly expensive to print so there will be some reasonable limits on distribution of copies. We suggest that you talk over any need for it in your county with the extension foresters.

A "GOOD-BY AND GOOD LUCK"

As Harold Swanson has mentioned, the Information Service staff is losing Jean Metcalf this month. Jean has been an editorial assistant in publications for six years. Most recently, she has concentrated on initiating and developing the multi-lithed "Fact Sheet" series which has proved so popular, and which we hope to continue along the lines Jean has sketched out for us.

Before that, many of the bulletins and folders which you found of such value for their common-sense style of writing bore the stamp of Jean's meticulous editing. She admits (as all of us here do) to having yet to turn out a publication that wholly satisfied her personal standards. But then those standards have been very high--particularly in demanding logical presentation in simple, clear, direct terms. And she has combined with her unusual grasp of the language a keen interest in all of the graphic arts techniques which go into producing effective publications.

Jean originally expected to leave the Information staff in June of 1955. But those plans were interrupted by an auto accident in which both she and her fiancée, Burton Seeker (then acting extension editor at South Dakota State College), were seriously injured. Once out of the hospital, she returned to work during the year-long tedious business of achieving full recovery. After 2 years of graduate work at Michigan State University, Mr. Seeker is now in ag. public relations for the Dow Chemical Company at Midland, Michigan.

To say that all of us here will miss Jean, personally and as a professional associate, is an extreme understatement. She has all of our best wishes, and we know that she has yours, too.

-- Earl Brigham, Maxine Larson