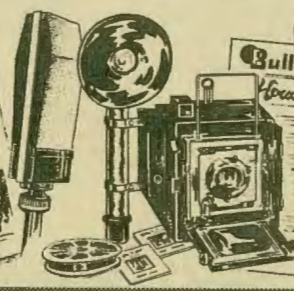


MN2000RRP 5/17/57



press
publications
radio
television
visual aids

Reaching Rural People ... with information tools

University of Minnesota
May 17, 1957

 * 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

Plans are underway for another agent communications training session in September. A. B. Hagen is chairman of the planning committee. At least three members of the Rhetoric staff will be on hand to give speech instruction and criticism.

Meanwhile I'll be speaking June 3 to the specialist staff about the suggestions you made at the district conferences.

We're pleased to hear about how well you're following suggestions we made at the recent series. For example, Grace Brill, ext. nutritionist, reported that Dakota County's Gen Sandberg did a topnotch job of introducing speakers at a recent county affair.

Reaching Rural People Survey Completed

Thanks to all of you for your fine response to the questionnaire on this tip sheet. Generally you agreed that the tip sheet should continue as it is or at least continue in the same form but be livened up with more agent experiences.

The "Visual Aids Tip Sheet" was ranked as the most helpful section, "Across the Editor's Desk" as the most read, and new ideas on columns and news stories the most used.

So, in the future we'll have more examples of things you do mentioned in the columns of this tip sheet....Thanks for your fine response. -- H. B. Swanson

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

Column Headings Cost Money

Every so often an agent expresses surprise at being charged for a column heading. We have explained at various times that we must make a blanket charge of \$10 for the cut, unless its cost runs less than that amount. Almost invariably cost of the cut is more than \$10, especially when the agent wants a combination of photo and art work. We pay the amount over \$10, cost of the mats, as well as cost of the art work.

Same Treatment for All

An important aspect of your public relations is giving the same treatment to all papers in your county. Nothing arouses an editor's ire more than to have someone give an exclusive to one paper and then give the story to other papers in the county a week later.

4-H Public Relations Committee

Roberta Anderson tells us about a 4-H Public Relations Committee in Brown Co. which is doing a good job of spreading the word about 4-H as well as extension. The committee compiled a list of junior leaders who could give talks of their state or national trips, show colored slides or give demonstrations, then sent this list and a letter explaining the program to all 4-H clubs and community groups. Says Roberta:

"These 4-H'ers are helping to build their own leadership records, but more important, folks all over the county are learning more about 4-H and the fine things it teaches."

- Jo Nelson



OFF THE PRESS --

Direct mail as a publicity tool can not be underestimated. In a recent study of farmers who attended a day for cattle feeders, information work-

ers at Purdue University found that more than half of the people heard about the event through post cards only. The day had been publicized through press, radio and television. A post card announcement had been sent to livestock farmers.

A picture and story series is one good way to promote a farming practice. An SCS worker in Chisago county has done this effectively on wheel-track planting. Every week, the local paper uses a picture of a local farmer and an article on a phase of the practice. The series runs for 6 weeks.

Coverage for local meetings often needs to be handled by the agent. Fred Wetherill says he used to do it this way: "If the farm writer from the paper could not be there, I would write up the information and send it to him. Many times, I would take a picture and send him the negative."

PUBLIC RELATIONS NEWS, a professional magazine, says, "When sending pictures, duplicate the caption on the reverse side of the picture and give the source. This aids the editor, makes it easy for him to check the story and file the cut."

Typographical tricks can liven up your personal column. In the April 18 issue of the BOYD ADVISOR, George Gehant, Jr. has a column that has half the items printed in boldface. In a recent issue of the WASECA JOURNAL, Cletus Murphy's column has the first 2-4 words in every sentence boldfaced.

-- Phil Tichenor



ACROSS THE MIKE --

Having trouble doing your radio programs? Well, the next time you get ready to record, ask yourself -Who wants to hear this? Who can

hear this?, What will happen as a result?-----You may come up with some new ideas for presenting material.

Marian Larson (McLeod) is using 4-H music at the beginning and end of each Saturday's 4-H program.

David Johnson (Yellow Medicine) ordered a few of our recorded interviews for use at meetings.

What do people want to know? A recent Iowa survey shows that farm people are most interested in getting information on market prospects for the year ahead. Next they want current market reports, handling and feeding livestock, government programs, fertilizers and rotations, livestock diseases and weed control.

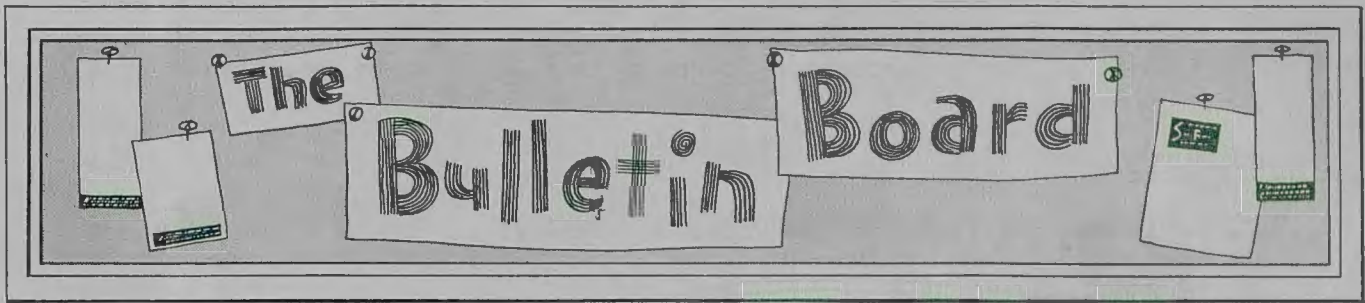
Get the women on your side! The Iowa survey reports that only half the homemakers think it's important (income-wise) for husband to keep up on and adopt latest recommended practices.

Help! Help! Your response to the survey on this publication indicated that you wanted more practical information for and about agents. So, why don't you send in an idea that I can share with the rest of the county workers. I don't have the time to visit each of you (as I'd like) to learn about your latest successful radio or TV program.

-- Ray Wolf

TIMELY PRESS, RADIO TOPICS FOR JUNE

- | | |
|------------------------------------|--------------------------------------|
| 1. Cutting hay early | 6. Young poultry management. |
| 2. Preservatives for grass silage. | 7. Summer dairy feeding. |
| 3. Safety at haying time. | 8. Weed control. |
| 4. Pastures for hogs. | 9. Hot weather milk quality control. |
| 5. Controlling insects. | 10. Corn cultivation, side dressing. |



May 1957

NEW PUBLICATIONS

MAKE YOUR PICKLES THE MODERN WAY--Fact Sheet, Home Economics No. 8, by Verna Mikesh. Gives sample recipes and directions for making the four general classes of cucumber pickles--fermented dills, pasteurized dills, long-process sweet, and quick-process sweet or sour. Mid-June delivery.

MAKE YOUR POINT WITH PICTURES--Information Service Series No. 14, by Gerald R. McKay. Some practical pointers on what to watch for in the way of good photographic "copy"; how to "set up" the pictures you want; and how pictures can be used to promote your county programs in agriculture, homemaking, or 4-H. Enclosed with this tip sheet.

SOIL FERTILITY INVESTIGATIONS ON THE KENYON, KASSON, AND ASSOCIATED SOILS OF MINNESOTA--Sta. Bul. 440. By A. C. Caldwell. Effects of fertilizers on these soils and crop yields with various fertilizer combinations are reported. Expect a late June delivery.

MANUFACTURING COSTS IN MINNESOTA CREAMERIES--Sta. Bul. 442. By Arvid C. Knudtson and E. Fred Koller. This is a study of manufacturing costs in plants with various product combinations; plants manufacturing butter, bottling milk, and selling sideline items. Expect a late June delivery.

OPERATING LOANS OF THE FARMERS HOME ADMINISTRATION IN MINNESOTA--Sta. Bul. 443. 20 pp., by Reynold P. Dahl. An analysis and summary of this part of the FHA program in our state. Expect late June delivery.

STUDIES ON SOIL FERTILITY AND CROP ROTATION AT THE NORTHEAST EXPERIMENT STATION, DULUTH, 1916-1952 -- Tech. Bul. 220. 56 pp., by Mark J. Thompson. Reports on seven related projects in this field of study initiated and carried on during the author's superintendency at the Duluth station. (This bulletin is not intended for use outside of the technical field.) June delivery.

REVISED

KNOW THE MEAT YOU BUY--Ext. F. 184. 8 pp., by Eleanor Loomis. Incorporates any recent figures important to the consumer. Mid-June delivery.

KNOW THE PROCESSED FOODS YOU BUY--Ext. F. 196. 8 pp., by Eleanor Loomis. Per capita consumption tables and other data are brought up-to-date. Mid-June delivery.

KNOW THE BEST BUYS IN FRUITS AND VEGETABLES--Ext. F. 197. 6 pp., by Eleanor Loomis. Revised to cover some changes in the peak dates of vegetables and fruits and in the peak season for shipped-in fruits. Mid-June delivery.

VARIETAL TRIALS OF FARM CROPS--Misc. Rpt. 24. 32 pp. This is the 1957 revision covering results of the 1956 field trials. Prepared by W. M. Myers and eleven members of the staff of the Department of Agronomy and Plant Genetics. Mid-June delivery.

BEING REPRINTED

Ext. B. 196 -- PLANTING THE FARMSTEAD SHELTERBELT

Ext. B. 258 -- EVERGREENS

Ext. B. 267 -- WOODY PLANTS FOR MINNESOTA

Ext. B. 274 -- CARE OF HOUSE PLANTS

4-H Bul. 38 -- 4-H FARM AND HOME SHOP: WOODWORKING

Sta. B. 435 -- COSTS OF DRYING MILK IN SPECIALIZED DRYING PLANTS

FOR THE REFERENCE SHELF

In exchange for tips on any good fishing in your locality, here's a suggestion on a paper-backed "pocket book" you may want to add to the office reference shelf. In fact, some of you probably have it already. It's a pocket book available at many drug stores. Title: THE OFFICE ENCYCLOPEDIA ("with hundreds of illustrations"). It's handy and cheap (50¢) with all types of useful information. Our reason for recommending it is that we know you sometimes have to play editor to printed material in your own county. When you do, the brief practical explanations on type-faces, printing processes, and copy preparation (page 253 on) should help you a lot in working with your local printer.

-- Earl Brigham, Maxine Larson