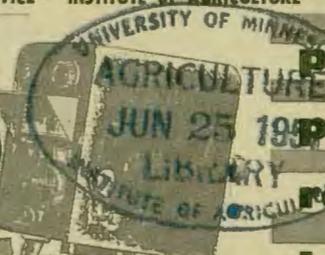
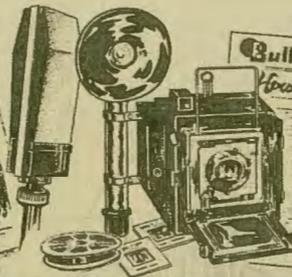


MA 2000 RRP 6/19/57



press
publications
radio
television
visual aids



Reaching Rural People ... with information tools

University of Minnesota
June 19 1957

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

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

Do You Use All Media?

How many media do you use to get out information on better homemaking?

A home agent in Louisiana - Blanche Swann has this to say about using various media to good advantage:

"On my fingers I can count things that have become a boon to my work in Extension! Without my tape recorder, my newspaper column, my circular letters and TV programs, my hands would literally be tied behind my back."

During visits she records discussions with the whole family about life on the farm, family activities, etc. She depends on the family to spread the word that they're going to be on the air. Listenership for her radio program has jumped tremendously.

She frequently comments on home visits in her column. Circular letters call attention to meetings and special events.

Tie Name to Column

For your column, some of you use a simple heading set up in type, such as "Chatting With Your Home Agent" or "Home Agent News". That in itself is quite all right -- but be sure your name is in a byline -- so your readers will know who the home agent is. The same point holds true, of course, for any agent!

Ideas for Radio, TV

- Care and Arrangement of Cut Flowers
 - Scald Your Vegetables for Freezing
 - Packing Your Bag for a Vacation Trip
 - Summer Dairy Desserts
 - What Makes a Blue Ribbon Dress at the Fair
- Jo Nelson

ACROSS THE EDITOR'S DESK

A few of you have asked if it is possible to borrow some of the visuals used in the communications training sessions for local meetings. It is.

Nicollet county's Fred Wetherill, for example, borrowed some of the flannel graphs on the learning process for local leaders meetings. Several of you have used the film "The Changing Scene".

Program Projection Reports - Last week I spent a day with Clay county's Ossie Daellenbach, Edna Jordahl and Paul Hasbargen discussing their county's excellent long-range extension program report. It's one that all of you involved in long-range planning will want to see.

Here are a few suggestions for those of you who are working on your reports:

1. Study reports from other counties before you start.
2. Get your farm and home situation section in hand before going too far.
3. Outline for your committees exactly what you expect. You might want to develop a model report for one committee and have the rest follow this outline. You'll save yourself a lot of rewriting and reorganization if you do.

Biographical Material Available - Biographical material on all extension staff members, department heads and many others is available from the Information Service. You'll find these biographies valuable in publicity and in introducing speakers.
-- Harold B. Swanson

OFF THE PRESS --



Like the new autos, column styles used by county agents in Minnesota are undergoing impressive changes. The trend is toward brief, one-para-

graph items, separated by asterisks, printers rules, or subheads. Many agents are also asking their editors to put the first few words of each paragraph in boldface or capital letters.

Arnold Claassen in Lincoln county is one of the latest to adopt these techniques. He has a column well-balanced with facts and local examples of better farming practices.

How one farmer does it is still one of the most effective newspaper angles for promoting an educational program. Tim Main in North St. Louis county had a feature article on one dairy farmer's success with artificial breeding. He had two pictures of the farmer's cows, along with production records of each. This was followed by a story with full background on the farmer's experience with his cattle. It was printed in the VIRGINIA MESABI DAILY NEWS.

About 67 Minnesota county agents now write some type of personal column.

Mimeograph machines can be a big help in promoting a summer event. You can make any number of simple but effective posters on a mimeo stencil. Cut the big letters about one-fourth inch wide, and shade them with a plastic shading plate and a stylus. These items are inexpensive, are available in most stationery stores. --Phil Tichenor

ACROSS THE MIKE --



Television is the topic for this month. Eight counties near the Twin Cities have been doing 4-H programs on WCCO-TV each Thursday morning

at 6:45 a. m. for nearly three years. The agents and 4-H'ers are enthusiastic about it. Harry Seils, the M. C. says, "I can't praise the group enough. They have interesting shows and never let me down." In appreciation he arranges for some concern to take the guests to breakfast after the show.

Short Cuts in Planning a TV Show. How long does it take to prepare a good TV show? A lot depends on the guest and topic, but, in general, it takes the same time as preparing for a good meeting. Some one has said that it takes 24 hours - 2 hours of actual work and 22 hours of worrying! Here are some helps-

Decide upon a topic - that is timely, interesting. Get ideas from calls, meetings, and magazines.

Decide on main point - and supporting points that the audience is to get.

List the props - (visuals and equipment) needed to put the show before the camera. Indicate your choice of set.

Write opening and close - Think up a clever opening that gets the viewer interested. Know how you are going to get into the meat of the program - and how you are going to close the show.

List action by segments - Outline in sequence the things you expect to do and the time required for each segment.

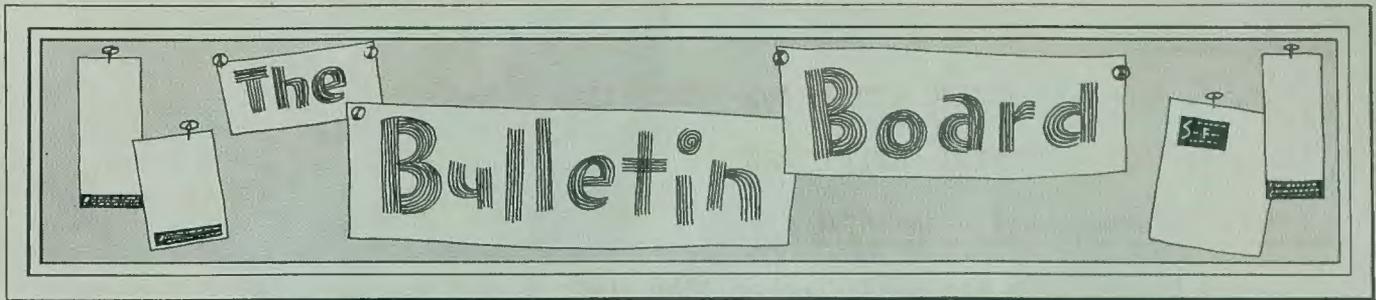
Rehearse the show - with visuals as outlined and make changes needed. Practice several days before air time.

Consult the director of the program - before and after each show for ideas.

--Ray Wolf

TIMELY PRESS, RADIO TOPICS FOR JULY

- | | |
|--|---|
| 1. Sprinkler systems for cooling hogs. | 6. Lay-by chemical applications for weed control in corn. |
| 2. Getting the combine ready. | 7. Grain harvesting storing. |
| 3. Grasshoppers on second-crop hay. | 8. Check for army worms. |
| 4. Corn borer control. | 9. Farm Safety Week. |
| 5. Outdoor cookery | 10. Care of lawn and flowers. |



June 15, 1957

NEW PUBLICATIONS

HAY FINISHING WITH FORCED AIR--Fact Sheet, Agricultural Engineering No. 5, by Vernon M. Meyer. Covers the principal points to be considered by farmers interested in installing systems for forced air-drying of hay--such as equipment, suitable structures, operation, rule-of-thumb cost estimates, etc. Late June delivery.

INSECT CONTROL ON FORAGE CROPS--Fact Sheet, Entomology No. 4, by L. K. Cutkomp, A. G. Peterson, and F. G. Holdaway. List the insects (soil or surface feeding and those attacking the foliage) most likely to be a problem on forage crops in Minnesota, and suggests control measures. Only those insecticides registered with the USDA as now meeting the law on harmful residues are discussed by the authors. Late June delivery.

CULINARY HERBS--Ext. B. 284. 16 pp., by A. E. Hutchins and O. C. Turnquist. A rewriting of an older circular (Circular 54) on this subject. Complete directions on the culture and use of the many herbs popular in food preparation. Also has a section on how to harvest, cure, and store the herbs. The Extension Nutritionists have contributed several recipes which will interest homemakers. Mid-July delivery.

REVISED

EUROPEAN CORN BORER AND CORN EARWORM CONTROL ON SWEET CORN--Fact Sheet, Entomology No. 1, by L. K. Cutkomp, F. G. Holdaway, and A. W. Buzicky. This is a complete revision of the old "Entomology Form No. 1", incorporating it into the Fact Sheet series. Lists materials and equipment as well as the number and timing of applications needed for control of these pests in sweet corn. Now available.

BEING REPRINTED

Ext. F. 156 -- FREEZING FRUITS AND VEGETABLES

Ext. F. 161 -- PRUNING FRUIT TREES

CHART "LOCALIZES" BULLETIN MATERIAL

Warren Liebenstein has passed on an idea that should interest you. From such publications as "Varieties of Farm Crops" (Ext. F. 22) and "Varietal Trials" (Misc. Report 24), he and his staff take basic information of particular interest to Rice County farmers and put it on a simple mimeographed chart. For example, the chart lists the recommended varieties of Oats, Soybeans and Alfalfa and summarizes the information on yield, maturity, lodging or disease resistance, etc. Members of the county crop improvement association cooperate in preparing the material, and the chart is displayed by seed dealers and elevator companies.

The chart is not intended to be anything fancy; similar charts could be run off in other county offices. Rice County's is lettered on the stencil by means of a stylus and $\frac{1}{2}$ -inch and $\frac{1}{4}$ -inch templates. Two stencils are used, the chart being run in two parts the long way of legal-size ($8\frac{1}{2}$ " x 14") paper. Pasted or taped together, the two parts make a readable 14" x 18" chart that can be easily folded for mailing.

Warren reports very favorable comments on the idea and good use throughout his county. He has long used larger, full-size charts of such information for meetings. Both are good ways of extending the effectiveness of publications. No doubt he'd be glad to give you fuller details if you write him at Faribault.

-- Earl Brigham, Maxine Larson

#####