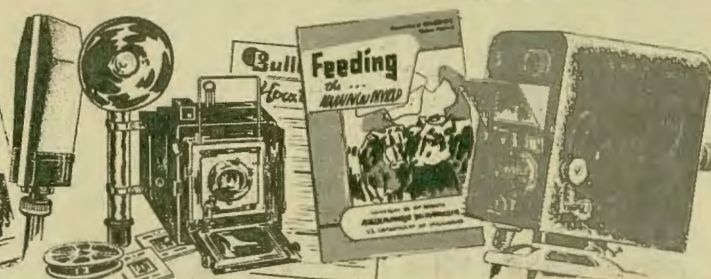


12000 RRP



- press
- publications
- radio
- television
- visual aids



# Reaching Rural People ... with information tools

University of Minnesota  
July 25 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 --

### That Time Again

As in other years, the Information Service will cover all 4-H events at the State Fair and will have an office in the 4-H building. Again we'll need your help in the form of tips on human interest stories on your 4-H'ers unusual 4-H demonstrations. We'll pass those tips on to Twin Cities papers. We'd like to know, too, about good radio and TV performers.

### ACROSS THE EDITOR'S DESK

Just as you have your agricultural, home and 4-H agents, associations, we in information work have our national group. It's called the Amer. Ass'n. of Agr. College Editors or AAACE for short.

Last week several of us attended our AAACE meeting at Ft. Collins, Colorado. We hope that some of the inspiration, stimulation and new ideas we got will be shown in better service to you.

Instead of the usual 'speech-making' approach where we listen to talk after talk, we tried something different. Each of us was assigned to a task force to study one of five important information problems. By exchanging ideas and problems on an organized basis, we came home with useful new ideas.

Participation was the keynote. You'll recall that our communications training sessions last spring, indicated that participation improves learning greatly.

At our meeting, too, we were fortunate enough to win several honors including four excellent and four good ratings.

Excellent ratings were awarded to this tip sheet (which all of us prepare); our news release service (Phil Tichenor and Jo Nelson); the movie 'Fruits for the North' (Gerald McKay); and our radio tape service (Ray Wolf and Les Swanson).

Good ratings came to a TV movie, TV script, an Experiment Station Bulletin and Farm and Home Science (which Earl Brigham and Maxine Larson prepare).

--Harold B. Swanson

### Get Results With a Column

Try to put yourself in the farmer's or homemaker's place when you write your column. Ask yourself what he or she would like to know. That was one bit of advice given by Jim Eleazer, information specialist at Clemson College, S.C., at the recent convention of the American Ass'n. of Agricultural College Editors. Eleazer, nationally known for his columns, listed some pointers for the writer of a personalized column:

- Write as you talk.
- Believe in what you say.
- Have in mind the people you are talking to and their reading level.
- Catch the reader with your first phrase. Garnish what you say with little anecdotes.
- Have five or six topics in each column; cover a wide enough variety to interest everyone. Don't try to tell all; instead, imply much in a few words.
- Realize the power of reiteration. Some subjects need hitting hard and often, from different angles.
- Say it simply. Use unfamiliar words cautiously, explaining what they mean.

--Jo Nelson





### OFF THE PRESS-

Local angles can give any story more weight. When heavy rains caused flooding on much farmland in June, we sent out some stories on possible

dangers of livestock diseases in pastures that had been flooded. Ray Newell, Lyon county agent, checked this story with local veterinarians to see if the information applied in the Marshall area. That is a good practice, especially on a "warning" type story. Helps local relations, too.

Ray Palmby gave a safety "filler" item a local angle this way: He quoted a warning from Glenn Prickett on cleaning up the lawn before using power mowers. Then Ray added a line saying that he had recently heard of a person being killed by an object thrown from such a mower. "So be careful," Ray advised. Ray is Jackson county agent.

Printed extension material was listed as "helpful" by 82 percent of all farmers in a recent New York Survey.

Don't use "according to County Agent" in your personal column. In this case, your name is at the top of the column and the reader can assume you're saying anything written there. The "according to" is for straight news stories only.

Identify your column, though. Don't just use a column heading that says "County Agent Column" without any name. There are always readers who don't know the agent yet.  
--Phil Tichenor



### ACROSS THE MIKE-

Authorities at the recent AAACE meeting said that in planning a radio program; 1. figure out what you want your audience to walk away with;

2. organize your key points of interest; 3. then spread out interest points so you can intermittently pull your audience back.

There's a strong trend toward shorter programs. Interviews down to 3 minutes and announcements down to 1 minute. These, then, can be used to fill a 5, 10 or 15 minute program and/or can be used separately several times a day or week. If some of you would like to try a new style let me know.

The winning tape recordings in national competition obtained the following comments--"moves fast, holds interest all the way, has variety, is timely, chatty, friendly, sincere, contains good introductions and information".

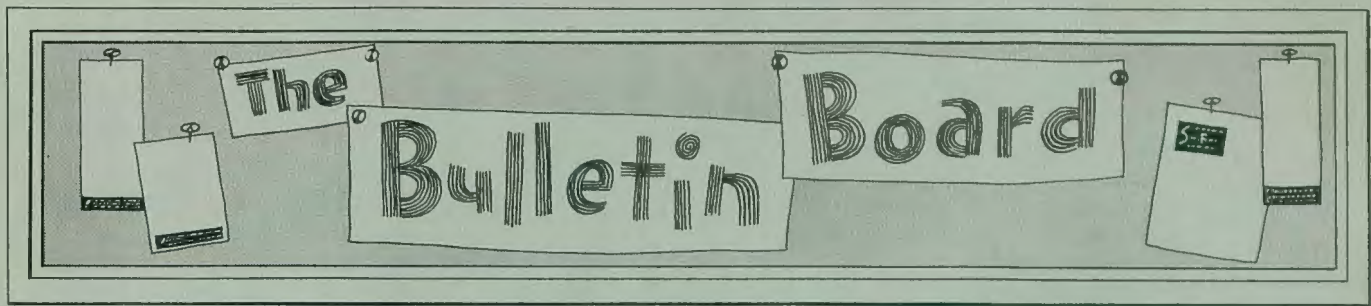
The losing recordings got these comments--"too much flair; lack sparkle, enthusiasm and expression; move slowly, took too long to say; reading not asking questions; and poor volume balance between guest and interviewer".

The County Fair gives you an opportunity to see your editor and your radio station's manager once again. Take him some material about the fair, and 4-H. Maybe they can do a pickup from the fairgrounds. At any rate, it will give you another chance to (1) sell Extension and 4-H Club work and (2) get better acquainted with your radio manager.  
--Ray Wolf

### TIMELY PRESS, RADIO TOPICS FOR AUGUST

- |                                |                                   |
|--------------------------------|-----------------------------------|
| 1. Pasture renovation.         | 6. Gully control.                 |
| 2. Proper milking procedures.  | 7. Grain drying, quality control. |
| 3. Late summer sheep pastures. | 8. Silo-filling safety.           |
| 4. Potato storage.             | 9. Handle livestock gently.       |
| 5. Housing new laying flocks.  | 10. Fitting show animals.         |





July 1957

### REVISED PUBLICATIONS

**RAT CONTROL--Ext. F. 31. 6 pp., by R. L. Isaac.** Completely revised and the page size made standard with others in the folder series. Bob Isaac is assistant district agent for the Fish and Wildlife Service, U. S. Department of Interior. August delivery.

**CONTROLLING POCKET GOPHERS--Ext. F. 75. 8 pp. by H. L. Parten and R. L. Isaac.** The original folder by Herb Parten (just retired as Extension Entomologist) has long been standard and, in most respects, still remains so. But the sections on poison baits and trapping have been revised or expanded in line with more recent information now available. August delivery.

**HOME CANNING FRUITS AND VEGETABLES--Ext. F. 100. 8 pp., by Grace Brill.** Gives the latest information on processing fruits and vegetables. The timetables for processing with pressure canners or pressure saucepans have been revised after careful study of new U.S. D. A. and Minnesota State Department of Agriculture recommendations. Late July delivery.

**KNOW THE MILK YOU BUY--Ext. F. 176. 8 pp., by Eleanor Loomis.** Lists the many forms in which you can buy milk, giving its food value and calorie count. Also gives the many uses for dry milk. Late July delivery.

**THE FAMILY DOLLAR--Ext. Pamphlet 173. 6 pp.** Tips on ways to reduce family living costs and how to plan out family expenses for the coming year. Late July delivery.

### BEING REPRINTED

4-H Bul. 9 -- DAIRY HEIFER

4-H Bul. 16 -- OUR GOAL IS HEALTH

4-H Bul. 31 -- CLOTHING CONSTRUCTION HELPS

4-H Bul. 32 -- FOOD PREPARATION