

MN2000 RRP 8/26/57



press  
publications  
radio  
television  
visual aids



# Reaching Rural People ... with information tools

University of Minnesota  
August 26 1957

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 \* Please read, check and circulate \*  
 \* County Agricultural Agent  \*  
 \* County Home Agent  \*  
 \* County 4-H Agent  \*  
 \* County Asst. Agent  \*  
 \* Secretary for filing  \*  
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TO THE H. A.'S AND 4-H AGENTS--

### 4-H Alumni Award

You may be seeing in your county papers soon a story asking for nominations for the 4-H alumni award and giving qualifications of candidates. This story is being sent to weekly papers by the National Committee on Boys and Girls Club Work. A nomination blank is included at the bottom of the story, with directions to send it to the State Club Leader.

### ACROSS THE EDITOR'S DESK

Many of your communications ideas are going international. The "International Agricultural Communications Digest" has recently mentioned how So. St. Louis county's Dick Herman uses the camera in his work, how Winona county's Bev Blakeslee uses slides and blackboards, and how Brown county's Roberta Anderson developed a new visual to capture interest in food meetings.

### Ideas for 4-H Radio Programs

Information Service Series No. 15 is a response to the many requests of 4-H agents for some ideas for 4-H radio programs. We hope these few ideas - which have been used by agents - will suggest others to you.

### Next, the Contest

Right after State Fair we'll be sending you announcements and entry blanks regarding the tenth annual Extension information contest.

### Tips for Better Columns

Last time I passed on a few tips on writing columns from Jim Eleazer of South Carolina, nationally known for his own column. Here are a few more pointers from him:

### Your Public Relations

Recently I had to prepare an article on county public relations efforts. Here are a couple of ideas that resulted:

Many offices, including that of Mower county's Don Hasbargen, keep their offices informed on seasonal topics. For example, Don's secretary has grasshopper control recommendations on her desk when hoppers are a problem.

- Get out and see people if you want good column material. You'll find the best stories in the most unexpected places.
- Make notes as you get ideas.
- Be timely.
- Beat the deadline. Be ahead of schedule in your writing.
- Mail your columns ahead of time so the editor has plenty of time to set them in type.
- Always send in neat, legible copy.
- Know your editors.

Chippewa county's Gene Pilgram's secretary is kept informed about the agent's whereabouts. She explains to visitors that the staff is out on the job and the nature of their visits, meetings, etc. This helps acquaint visitors with our work. At the same time she tries to help them with bulletins, etc., and if a question, a note is left on the agent's desk.

--Harold B. Swanson

See you at the State Fair!

--Jo Nelson

OFF THE PRESS --



Your annual report can be a big help in promoting your extension program through local news papers. Write the report in news style, and the

individual sections can be lifted and used by the papers as they are. That practice also makes the report more readable, too.

Dave Johnson uses a tried and proven technique in his column in Yellow Medicine county papers. Each week, he uses several questions asked by local farmers in recent days. He simply writes "Q. What's the best fertilizer for--etc.?" Then, "A. A good one to use is --" and so on.

Ever wonder how effective your publicity program is for a certain event? Here's a way to find out: Suppose you're holding a field demonstration day and it's publicized through papers, radio and post cards to cooperators. When the event occurs, ask everybody to register and answer this question: "How did you find out about this event?" Then list newspapers, radio, friends, etc. so the visitor can check off whichever applies.

Use words that farmers understand. A 1956 survey at the University of Wisconsin showed that farmers as a group don't have a good understanding of the pH concept of soil acidity. Less than 24 percent showed any knowledge of it at all.

Scientific words can't be eliminated from our writing. But where a difficult term is used, it needs to be explained. --Phil Tichenor

ACROSS THE MIKE --



Educational television comes to Minnesota September 16 on channel 2-KTCA-TV. The U of M will do a program 9 to 10 p.m. Monday through

Friday. The Institute of Agriculture, under my direction, will do a horticulture-agriculture-home show every Thursday night from 9:30 to 10:00. September 19 will feature L. C. Snyder on Fall Yard Care and H. G. Zavoral on Meat Type Hog. September 26, Gus Hard will discuss Selection and Planting of Bulbs and Geo Mather, the Feeding and Care of Dogs. We hope you can watch some of the shows.

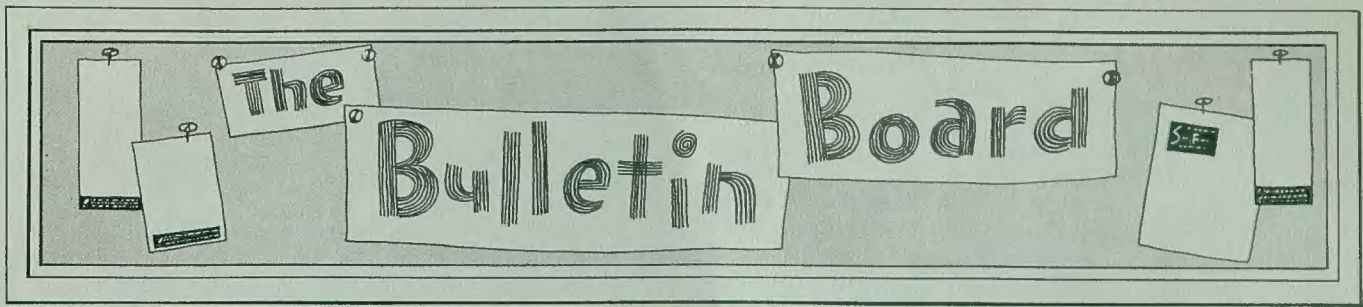
Time is Valuable. When doing a radio or TV program, plan ahead -- don't ramble, ending up without enough time to get over the main point. Remember too, that air time costs plenty of money. It may be free to you and the Extension Service, but it's costing someone money. Make the best use of it.

The station manager doesn't expect jokes, clowning or clever script writing complete with mood music but he expects you to be able to put over your message with the same ability and showmanship that you use in talking at an important meeting. It's your responsibility to give something your listeners need and want and then wrap it up in an attractive package so that they will stay with you and with the station when you sign off.

Ready for the State Fair? Tape and recorders will be available for your use. We'll need guests for radio and TV programs daily so let us know about 4-H'ers with an interesting story. --Ray Wolf

TIMELY PRESS, RADIO TOPICS FOR AUGUST

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|-----------------------------|----------------------------------|
| 1. Fall liming.             | 6. Storing soft corn.            |
| 2. Soybean harvesting.      | 7. Corn picker safety.           |
| 3. Safety with grass fires. | 8. Storing vegetables.           |
| 4. Fall farrowing.          | 9. Covering silage with plastic. |
| 5. Housing pullets.         | 10. Weed control.                |



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NEW PUBLICATIONS

TELLING THE 4-H STORY ON THE AIR--Information Service Series No. 15, by Jo. B. Nelson. Some practical pointers on planning and building 4-H radio programs. Includes suggestions for subjects for interviews. Enclosed with this tip sheet.

MAINTENANCE AND CARE OF ELECTRIC MOTORS--Ext. F. 199. 8 pp. by Vernon M. Meyer and Donald W. Bates. Detailed instructions for the proper care of your electric motor. Lubricate the motor regularly; keep it clean, dry, cool; check commutators, brushes, and bearings periodically; and check belt tension and alignment. Expect an early September delivery.

BEING REPRINTED

Ext. F. 198--PREVENT OFF-FLAVORS IN MILK

4-H Bul. 3-- 4-H BEEF PROJECT

4-H Bul. 11--4-H SHEEP PROJECT

4-H M-21. HERE'S YOUR 1957-58 MINNESOTA 4-H PROGRAM

--Earl Brigham, Maxine A. Larson

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