

N2070 RRP
9/28/57



- press
- publications
- radio
- television
- visual aids

Reaching Rural People ... with information tools

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

University of Minnesota
September 25 1957

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

Oh-oh

In each of the weekly news packets we send you, there's at least one fill-in story for home agents. The blanks, of course, are there so you can insert your name to help localize the story. Sometimes, though, agents say they would prefer to quote a specialist. So, occasionally, after the blank the name of a specialist is inserted in parentheses to give you a choice. If you fill in your name, take out the name that's in parentheses immediately following. Recently I saw a clipping which had the home agent's name and the name of a specialist in parentheses!

Be sure to look over the stories when they come and do some editing or deleting when alternatives are given.

Where Do You Put Major Idea?

It's better not to bring out the major idea in your radio program during the first 30 or 40 seconds, since that's a "warm-up" period. But swing into it right after that. That was a point brought out at the Northeast Radio Workshop last spring in New York City.

As far as learning is concerned, the middle of a program is the poorest place for ideas. However, you can increase the effectiveness of your message in the middle of a program by using a human interest story with names of local people or by adding a cue such as "This is important."

If you keep the audience with you, put what you want learned at the end of the program. It's probably a good plan to bring in your major idea at the beginning, in the middle and once or twice in other places for good measure.

ACROSS THE EDITOR'S DESK

Remember that old expression, "Let George Do It?" In the case of the information contest, George did do it -- he had the first entry in the mammoth (we hope) contest. The George we're talking about is Itasca county's rural development agent, George Saksa, and appropriately enough his entry in the press section had to do with the inauguration of the rural development program.

Right behind George was Chippewa county's Roger Larson with an entry in the circular letter class.

The point is, let's not let the Georges do it alone. Start shooting those entries in, using the blanks we sent you recently. There'll be chances for prizes plus the valuable suggestions from the judges on how to improve your work.

More on Public Relations

Among the many county offices known for their good relationships with the public is the Sibley county office where Duane Wilson is ag. agent. Duane reports that his office sends a brief monthly report to each member of the extension committee plus a monthly newsletter to all 4-H families. The office, of course, keeps in close touch with the many agricultural and other groups in the county. News columns and radio, too, share an important part in the office's efforts to keep people informed of its activities.

-- Harold B. Swanson

-- Jo Nelson



Your reaction to the posters on the Beef-Grassland and Swine Feeders Days would be helpful to us. I will welcome comments from any of you on

whether you were or were not able to make use of those posters. If you feel they were a waste of effort, please say so.

News columns can often be improved by a few simple changes. For example, they are much easier to read if you keep the paragraphs short, and even separate individual thoughts with asterisks (**).

Press releases, if used in the column, can be improved the same way. The editor of the BENTON COUNTY NEWS used the asterisks this way in Burt Olson's column recently. This practice is called "letting air in". By spacing items apart, you increase the amount of white space around the type and make it easier to read.

United Press recently gave this testimonial of the power of simple words. A newspaper want ad requesting household help promised that whoever got the job would have all sorts of "modern conveniences." Nobody applied. Then the phrase "worksavers" was substituted for "conveniences" and applications flooded in.

Ever thank an editor for a particularly good job he's done on a story or an event? Try it. Write him a letter, mentioning the reporter who did most. It helps your local relations.

-- Phil Tichenor



"Town and Country" the Institute of Agriculture's program on KTCA-TV was officially launched on Sept. 19. Topics and guests for the

show will be listed in the forth coming radio - TV schedule. If Channel 2 reaches your area, you may want to mention the program to your cooperators.

New Shows and Ideas. The agents in Isanti, Chisago, Kanabec and Pine counties have added a 15 minute radio program to their original 5 minute schedule. Each agent is now on twice a week plus a 4-H program every 6 weeks.

The Information office (radio-TV section) in addition to the KUOM (770) Farm Hour, Mon. - Fri. - 12:30 to 1:00 p.m. and the WDGY Farm Hour, Sunday 7:00 to 7:15 a.m. and WTCN-TV Farm Forum, Saturday 12:00 to 12:30 p.m., sends tapes on 4-H club work to 23 stations, on general farm topics to 21 stations and on farm research to 26 stations in Minnesota each week. We hope you and your constituents hear and see some of them. Your suggestions are welcome.

Harley Larson (Houston) got a recording of a rattle snake this summer. Am anxious to hear how he used it on radio. What sound effects have you used to brighten or kill your show?

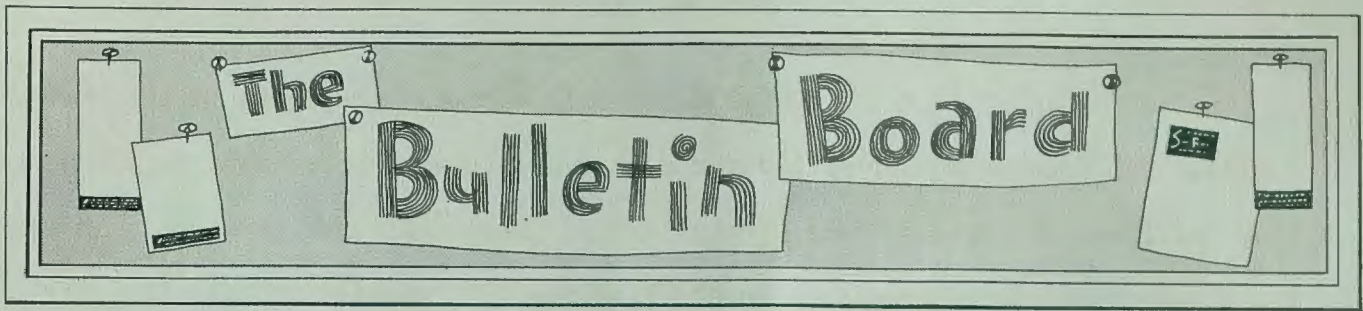
The three extension agents at Duluth (Herman - Webb - Edman) each have a regular radio program but each is on a different station. How's that for not showing partiality?

REMEMBER - NOVEMBER 15 - that's the deadline for tapes for Information Contest. Send 'em in now.

-- Ray Wolf

TIMELY PRESS, RADIO TOPICS FOR OCTOBER

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|--------------------------------------|---------------------------------------|
| 1. 1958 Farm Outlook | 6. Ordering Trees for Spring Planting |
| 2. Soil Testing | 7. Danger of Frozen Sudan Grass |
| 3. Buying and Managing Feeder Cattle | 8. Protecting Hogs at Marketing Time |
| 4. Corn Harvesting Tips | 9. Hunting and Fire Safety |
| 5. Fall Fence Repairs | 10. Buying Feeder Lambs |



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NEW PUBLICATIONS

COST OF OWNING AND OPERATING TRACTORS USING GASOLINE, LP GAS, OR DIESEL FUEL -- Ag. Eng. Fact Sheet #6. John Strait and Donald W. Bates. Working assumptions are given and then the authors apply them in a typical cost-of-use analysis. Includes advantages and disadvantages of the three types of fuel. Now available.

PARENTS -- HELP YOUR BOYS AND GIRLS TO AN EDUCATIONAL, ENRICHING, EXCITING EXPERIENCE IN 4-H -- 4-H M-65. Tells every parent what they should know about 4-H and what every parent can do to support 4-H. Expect an early October delivery.

BEING PRINTED

Ext. F. 165 -- THE HOME LAWN

COMING UP

* As in the past, the fall issue of MINNESOTA FEED SERVICE will be largely devoted to information reported at the annual "Animal Nutrition Short Course," recently held on the St. Paul Campus (September 9 - 10). There will be digests of the following papers: "Value of Grain Screenings in Cattle Feeding," by A. J. Wood, University of British Columbia; "Concentrates, Roughages and Rumen Microbiology," by C.F. Huffman, Michigan State University; and "Nutrition of Cage Layers," by Rollin H. Thayer, Oklahoma State University. A fourth article, "Why Corn Lodges," will summarize what has been learned on that problem through continuing research in the Department of Soils, Plant Pathology and Botany, and Agronomy and Plant Genetics. Copies should be in the mail in the next 10 days.

* The fall issue of FARM AND HOME SCIENCE will be a big one, with variety to match the size. The October number will cover such subjects as these: managing lambs for better profits; moisture controls for buildings; the problem of ornithosis in turkeys; research on winter hardiness in alfalfa; how 1951 predictions for the year of 1955 squared with actual results - a review by the ag economists ("We Looked Ahead"); inhibiting the sprouting of potatoes; studies on the effect of ascorbic acid and orange juice on human mineral absorption; "junior geese" as a possible new attraction for the poultry consumer; how microbes make organic matter in soil; pepsin in hog rations; where research funds come from; a study of young people's attitudes toward co-operatives; and how "prediction tests" may help in determining the malting qualities of new barley varieties.

CONTEST REMINDER #1

Along with the rest of the Information Staff, we'll put in a plug for the annual contest on county use of informational media. Plan now to have your Circular Letter entries to us by November 15.

-- Earl Brigham, Maxine Larson