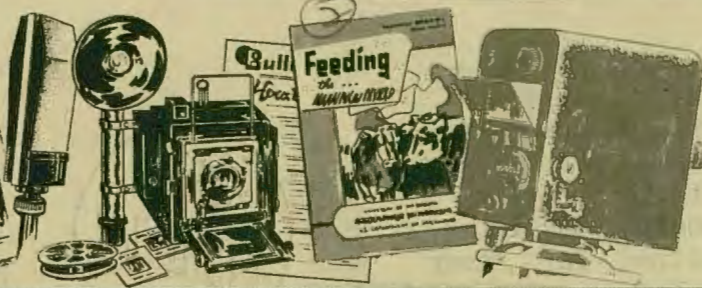


MN2000 RRP

11/15/57



- press
- publications
- radio
- television
- visual aids



Reaching Rural People ... with information tools

University of Minnesota
November 15 1957

 * Please read, check and circulate *
 * County Agricultural Agent *
 * County Home Agent *
 * County 4-H Agent *
 * County Ass't. Agent *
 * Secretary for filing *

ACROSS THE EDITOR'S DESK

Last month I gave you a recipe on "How to Wreck a Group." Now I'll become a little more positive and give you nine commandments for establishing a permissive atmosphere in the groups you work with and in your staff relationships.

1. Don't talk about people being below or under you . . . say they work with you.
2. Think of spreading information out rather than down.
3. Give others credit when they have a new idea.
4. Don't grab more than your share of conversation. If somebody tries to stop you -- stop.
5. Let's not applaud ourself with such words as obviously, it stands to reason.
6. Let's encourage differences. Unless we have differences we cannot learn anything new.
7. Let's not be too sure, "It won't work." Let's say, "I haven't been able to make it work."
8. Let's not cover up errors; everybody errs. But let's not make the same error.
9. Let's not reserve courtesy for social occasions.

We're indebted to Illinois' D. M. Hall and his book, "Dynamics of Group Action" for these commandments leading to better group relationships.

All of us in the Information Service are looking forward to seeing you again at the Extension Conference. Drop in, and we'll "pop" for coffee. -Harold B. Swanson

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

All Agents, Please Note --

By this time you have undoubtedly sent stories to your county papers about your 4-H Club Congress trip winners. We sent a story to daily papers Nov. 7 with names of all state winners of trips. Again this year the Minneapolis Tribune and the St. Paul Pioneer Press will run picture spreads of the Minnesota delegates before they go -- probably Sunday, November 24.

Very soon the National 4-H Committee in Chicago will send to all Minnesota newspapers stories and mats of all state winners in national contests. Each one of the stories will announce four or five winners and will carry their pictures.

Announcements of National Winners

Many of our Minnesota delegates have such excellent records that we expect some of them to win sectional or national honors. If they do, we'll send out stories announcing the honors. These releases will go to daily papers, radio stations and directly to weeklies in the 4-H'er's own county (with a copy to you, for your information).

As in the past, every announcement of a national or sectional winner will carry a release date set by the National 4-H Committee to coincide with the event at which the winners are announced at Club Congress.

Since weekly papers sometimes get a bad break because of these release dates, editors may complain to you. It may help if you explain the reason for the release date.

We'll look forward to seeing you at annual conference!

---Jo Nelson



The past crop season in your county should provide a wealth of information for your column and news articles. Crop yields under different

management plans on different farms and results of field demonstrations make good reading.

Matt Metz had a good column with such information in the Nov. 7 issue of the WABASHA COUNTY HERALD. He reported results of corn plant population plots and corn yield plots.

Howard Grant made a similar report in the Nov. 7 issue of the Litchfield INDEPENDENT REVIEW. He reported individual farmers' results with fertilizer on corn.

A personal column can bring an agent closer to local rural people. Arnold Claassen, who started a column last spring, says "You might say the column is a personal introduction to the people. I have noticed some increase in office calls and correspondence on topics which have been included in the column. It seems to be a means of getting acquainted with many people whom we see very seldom."

The Question of the Month system is continuing to get good response from you folks. Individual questions that can't be answered in releases are being sent to the specialists involved. Then, if they haven't already done so, they can give you some information directly.

Be careful with technical words. Less than a fourth of farmers in general understand the "pH" concept.

-- Phil Tichenor



Roger Conklin and Marian Nelson (Ramsey) sent our radio T-V schedule to all their 4-H club members and urged them to listen and watch programs that would

help in their 4-H projects.

Russ Krech (Stearns) has been reminding folks at his 4-H meetings to watch KTCA-Channel 2 for the ag.-homehort. phases, 9:30 P.M. Thursdays.

Edna Jordahl (Clay) has arranged for one homemaker per week to conduct a 5 minute "How-to-do-it" show on WDAY-TV's Party-Line program. The women often use material learned from Edna's training lessons. This makes the second extension guided TV program on WDAY, Fargo.

Vague ideas make vague programs. Be practical. Be down to earth. Get a picture of the show in your mind. Plan your program with a time cushion at the end-- a summary, recap or final advice. This will make the program more flexible. But start it off with a BANG!! It's during the first 30 seconds that the viewer or listener decides whether to stay with you or not. Every minute you spend in planning and rehearsing will pay dividends especially on the TV screen.

For the best working relationships with newspaper editors and radio station directors:

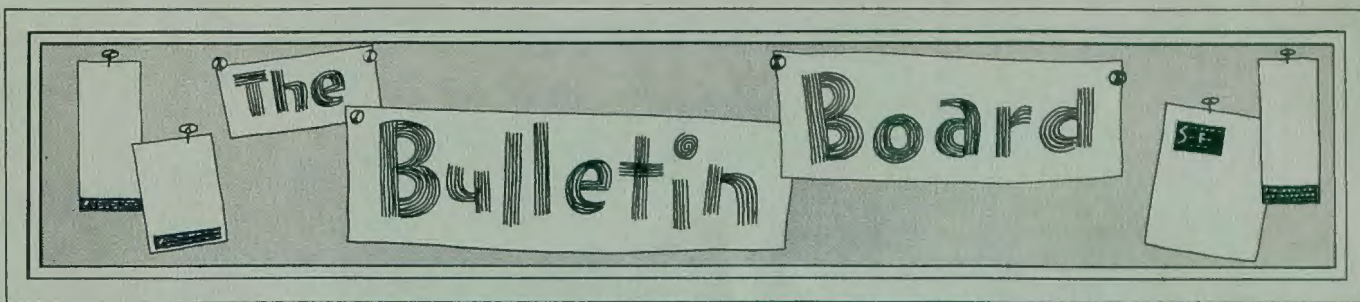
1. Know your editors and directors.
2. Know what they want.
3. Always deliver ahead of the deadline.
4. Use your editor or director as an advisor or as a speaker to help keep him acquainted with your program.

See you at the conference.

-- Ray Wolf

TIMELY PRESS, RADIO TOPICS FOR DECEMBER

- | | |
|---------------------------------------------|------------------------------------|
| 1. Farm-City Week, Nov. 22-28. | 6. Ventilating corn cribs. |
| 2. Feeding hens for egg shell strength. | 7. Farm Income Tax Management. |
| 3. Winter engine care. | 8. Christmas tree selling, buying. |
| 4. Winter dairy sanitation. | 9. Planing farm buildings. |
| 5. Dairy rations with low quality roughage. | 10. Dairy calf management. |



November 15 1957

NEW PUBLICATIONS

RESPIRATORY DISEASES OF POULTRY--Vet. Med. Fact Sheet 1. Raymond B. Solac. Gives general control measures and vaccination practices for the acute respiratory diseases--fowl pox, infectious bronchitis, and Newcastle disease. Also a section on fowl cholera, chronic respiratory disease, and infectious coryza. Now available.

4-H RADIO PUBLIC SPEAKING CONTEST, 1957-58--4-H .M2. 4 pp. Expect an early December delivery.

NEW ORNAMENTALS FOR 1958--Misc. Rpt. 29. 4 pp. by R. A. Phillips, R. E. Widmer, L. C. Snyder, A. G. Johnson, and R. Stadtherr. Describes two new chrysanthemum introductions--the Princess and the Minnehaha. Also includes the new Radiant Flowering Crab. Expect a mid-December delivery.

THREE NEW FRUIT INTRODUCTIONS--Misc. Rpt. 30. 6 pp. by A. N. Wilcox, T. S. Weir, J. D. Winter, and Shirley Trantanella. Describes three new fruit varieties introduced this year--the 'Welcome' gooseberry and the 'Centennial' and 'Northland' apple-crabs. Expect a mid-December delivery.

BEING REVISED

FARM BUILDING PLANS--Ext. P. 83. 12 pp. Some new USDA and Minnesota farm building plans have been added. Now available.

-- Earl Brigham, Maxine Larson

MN2000 RRP 12/16/57



- press
- publications
- radio
- television
- visual aids



Reaching Rural People ... with information tools

University of Minnesota
December 16 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 --

Dear Office Secretary:

Where Were the Women?

During the past week your bosses have been on the campus for the annual extension conference. Many of them were honored for their work with news, radio, circular and newsletters, and visual aids in our annual information contest.

The women were definitely in the minority as far as entries were concerned in the news and radio sections of the information contest. Here are the numbers: 9 entries in columns, 11 in news coverage by women. But in radio, two women (both club agents) entered a total of 4 transcriptions. Not a single home agent entered the radio section!

Several of them mentioned that the honors they won should be shared with you. And they were most sincere when they mentioned your help. Some suggested that the work you have done, especially with circular letters, should be recognized with special awards. We wish we could do just that because you deserve a real pat on the back. We hope that you'll consider this a special thank-you from all of us on the information staff for your help in the contest.

Better Coverage

For your information, we had 210 entries in the contest including 24 in radio, 69 in press, 77 in circular and newsletters and 40 in visual aids. The enclosed story gives the entire list of winners in the contest. If your bosses did not enter the contest in 1957, will you give them a nudge in 1958?

One of the benefits of an information contest is the opportunity to see what other agents are doing. I hope you took time to look at the entries posted on the bulletin boards in Peters Hall.

We were very proud of the information work of our extension agents during the past year. And you can be, too. We feel that this year's entries show that Minnesota Agents rank right on top in the use of information tools in their work.

In general, the entries in the press coverage section showed that women agents are doing a better job than in the past of providing papers with follow-up coverage of events. In the coverage of Achievement Day programs, for example, many of the stories gave good quotations from speeches and/or played up important points brought out in the speeches.

To all of you in all the county extension offices, our best wishes for a merry Christmas and a most prosperous and happy New Year.
Sincerely, Information Service Staff

Coverage is incomplete without a follow-up story of the event. But make the lead of such a story interesting -- for example, with a striking statement from a speech. A lead pointing out that a meeting was held will hardly interest anyone in reading further.

Other Comments

For other comments from the judges on both coverage and column entries, read what Phil Tichenor has to say.

Best wishes for a merry Christmas and a happy and successful New Year!
-- Jo Nelson



More imagination was used by county extension men in their news work during the past year, the annual information contest showed. More agents used recommended news column techniques -- short paragraphs, local names, printer's marks, and boldface words and paragraphs. Most columns contained good information, too.

News coverage entries showed more agents are getting features on individual farm practices and on individual farmers. This was perhaps the most refreshing observation from the entries. Feature article topics included sorghum, silage, county extension programs, woodland use, conservation district planning, and others.

Educational matter, unfortunately, was sorely lacking in many of the entries on special event coverage. Publicizing an event is fine, but the reader should get some definite help from reading about it if it's an educational affair. This can be done by reporting on key speeches or featuring people who won an award and telling exactly what they did to win.

More pictures could be used with these publicity articles. A number of articles and series of articles were full of typed copy with few or no pictures.

An interesting technique in one of the news columns was a section labeled "Through the Windshield." Gave a summary of the Agent's weekly observations.



Congratulations to Duane Wilson (Sibley) and Floyd Colburn (Itasca) for placing first and second respectively, in radio in the information contest. The quality of the programs was the best yet. The subject matter was well chosen. Many did on-the-spot recordings to add variety to their programs.

The judges felt there was room for improvement, however. We need to be more enthusiastic and conversational. Better bridges between topics and between talking to the guest and to the audience are needed. A few need a little stronger closing, better call for action. Some pronunciation errors are the use of "thee" for "the", and saying "ayo" instead of "uh!". Watch, too, the use of "oh's", "ah's!" and the "ing" words. The judges suggest that important announcements be given at the beginning and repeated at the end. A little more preparation and less reading of material would help many programs.

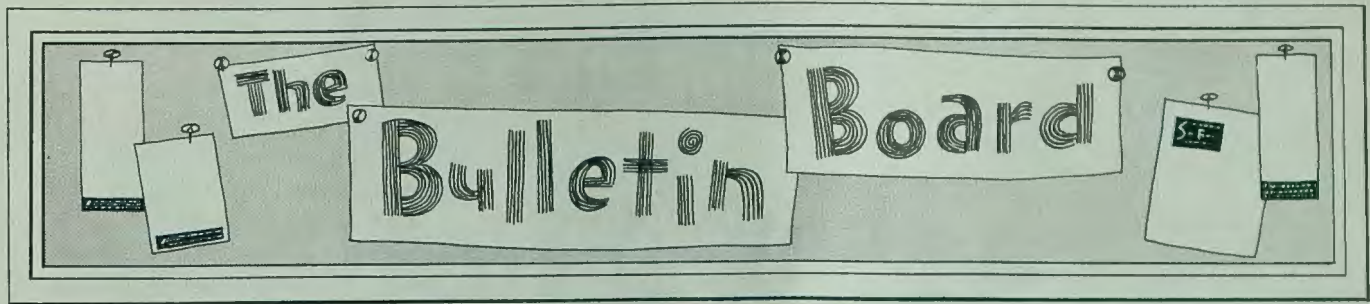
Technically, some of the tapes were not good. Too many are being spliced with regular Scotch tape. Some even had tape wound on both sides of the recording tape. Always use regular splicing tape for patching. Since many of the machines have twin tracks, use a little more volume so when the tape is played on a single track recorder, there is enough volume. Have your tape recorder checked by the station every six months and frequently clean the recording head with a clean cloth soaked in carbon tetrachloride.

Your best tapes are often not entered in the contest. Buy an extra tape or two and save the best from the whole year, rather than from the last month or so.

-- Ray Wolf

TIMELY PRESS, RADIO TOPICS FOR JANUARY

- | | |
|---------------------------------------------|---------------------------------------|
| 1. Timber cutting, | 6. Feeding high-moisture corn. |
| 2. Farm record systems. | 7. Cold weather milk quality control. |
| 3. Winter machinery repairs. | 8. Setting up a farm shop. |
| 4. Pruning oak trees (in Jan., Feb. & Mar.) | 9. Income tax, Social Security |
| 5. Inside buildings repairs | 10. Electric motor maintenance. |



December 17 1957

NEW PUBLICATIONS

RAISING CHICKS FOR FLOCK REPLACEMENT--Ext. B. 285. 12 pp. by Cora Cooke. To-the-point sections of the all-pullet flock, time of hatch, buying chicks, brooder houses, starting chicks right, sanitation, feeding, etc. Early January delivery.

PLANNING THE HOME KITCHEN--Ext. B. 286. 24. pp. by Elizabeth Rivers and Data Hochhalter. Answers on two basic questions in planning your new kitchen or remodeling the old one: (1) what work areas should be included? (2) what is the most efficient arrangement of work areas? Well illustrated with floor plans and other drawings designed to guide the homemaker. Early January delivery.

BARBECUING POULTRY--Ext. F. 200. 10 pp. by Milo H. Swanson. A popular Poultry Department leaflet (originally prepared by the author and the late T.H. Canfield) revised and rewritten for the Extension Folder series because of widespread use by home agents. Covers barbecuing of chickens, turkeys, ducks, geese and planning for either "family-size" or large scale barbecues (4-H groups, church organizations, etc). January delivery.

SELECTING ELECTRIC MOTORS FOR FARM USE--Ext. F. 202. 8 pp. by Vernon M. Meyer and Donald W. Bates. Information on types, voltage demands, operating conditions which must be considered to get the right motor for the job wanted. January delivery.

AGRICULTURE IN NORTHEASTERN MINNESOTA: POSSIBILITIES AND LIMITATIONS--Ext. Pamphlet 202. 8 pp. by Ermond Hartmans. Prepared for use with the Rural Development program in several northeastern counties. Late December delivery.

PLANNING FARMS FOR INCREASED PROFITS--Sta. B. 445. Paul R. Hasbargen and George A. Pond. Explains and illustrates the "substitution budget" technique in farm management. By making use of his own farm account information and general agricultural data, a farmer can "project" contemplated changes in his present operation, carrying through various alternatives on paper as if he had already taken the step. These "substitution budgets" can show him many of the calculated risks involved--which otherwise might not be apparent until he was able to balance the accounts of a year of actual operation under a changed plan. January delivery.

BEING REVISED

1958 VARIETIES OF FARM CROPS--Ext. F. 22. 24 pp. by Agronomy and Plant Pathology departmental staffs. On basis of most recent information available from Experiment Station tests, lists varieties "recommended," "not adequately tested," or "not recommended" for the principal Minnesota crops. There are several important changes from the 1957 edition. Late December delivery.

1958 CROP PRODUCTION GUIDE--Ext. Pamphlet 194. This is the large two-colored wall chart (3' x 2' when unfolded) now revised annually. New varietal and weed control information for 1958 has been incorporated. The color scheme has also been changed to avoid confusion with 1957 chart. Early January delivery.

"FEED SERVICE"

Articles planned for the forthcoming Minnesota Feed Service include: a summary of 1958 crop variety recommendations; a review of present trends in fertilizer use in Minnesota; and statements on grain sorghum -- as a crop for Minnesota or for feed use -- by representatives from the Agronomy, Dairy, and Animal Husbandry departments.

"POSTCARD" ANNOUNCEMENTS

Not necessarily new but certainly worth a special mention is the use of franked postcards for meeting announcements. J. L. Edman uses a mimeographed card for some of his Swift County announcements. (That may take special adjustment on many office mimeograph machines.) Dale Smith has an added gimmick in Carver County. By having a local printer run off the cards (using a small zinc engraving of his signature) he is also able to use a newspaper mat of the extension specialist appearing at the meeting. Both uses meet postal requirements.

CONTEST COMMENTS

There were 78 entries this year in the Circular Letter section of the Extension Information Contest -- 50 "regular" circular letters and 28 "newsletters." Here's a summary of the judges' comments on the regular CIRCULAR LETTERS:

The best were: (1) highly legible, a result of sharp stencil work and good mimeograph adjustment; (2) effectively illustrated, a matter of "attention-getters" well chosen, balanced with the overall layout, and "acceptably" prepared on the stencil; (3) well "set up", being well-framed on the paper with good margins and us using very readable paragraph length; (4) direct in approach, wasting no time in getting to the central idea, once the reader's attention was attracted by the appearance; (5) friendly in tone, simply a matter of the personal interest you agents have in your "neighbors" coming through; (6) concisely written, stating all essential facts clearly but covering the "central purpose" quickly.

In . . .

In general, the NEWSLETTERS showed those same good points, although necessarily of greater length. The best were clean, neat looking, used illustrations to gain interest, and showed care in mimeographing. On the average, all entries were improved over last year. The judges had some specific suggestions on 4-H NEWSLETTERS:

(1) Give greater coverage to 4-H Club meetings. Members are interested in what other clubs are doing and can pick up ideas to use in their own clubs. (2) Run a county "calendar of events". Regardless of regular mention in the separate articles, the calendar will help your 4-H members retain those important dates. (3) Give more tips on demonstrations. Many of the letters give very good tips for newer members. (4) Break the newsletter into sections. Use main headings such as, Club Activities, County Events, Project Helps, etc. (5) Keep illustrations out of the center of copy. This can make very confusing reading, especially for younger 4-H members.