

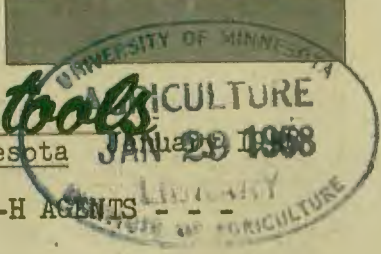
N250 RRP 152



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 JAN 29 1968

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

IFYE Mats Available

If Margaret Mallak, IFYE to India, is to speak in your county, you may obtain mats and a story from us or from the county where she is headquartering. Be sure to specify the number of mats.

ACROSS THE EDITOR'S DESK

"Just who do you think you are talking to?" I'm not trying to be snide or "smart-alecky" when I ask that question.

It's an important one we should ask ourselves whenever we write reports or articles, broadcast, speak to a group, or visit with a farmer or homemaker.

An important rule for better communications is "Know your audience." Ordinarily we understand our audience better when we talk to them face-to-face. When we write, however, we may forget our specific audiences. We may worry more about impressing others than about getting facts to our audience.

Even in conversation the who, why and how is important. A minister once said:

"Do you realize when only two people are talking together there are actually six people present? They are:

1. The person you think you are.
2. The person I think I am.
3. The person I think you are.
4. The person you think I am.
5. The person you are.
6. The person I am."

When two people meet face-to-face this situation is always present. Suppose you are speaking or writing to 10, 100, or 1,000. Think how important good preparation and knowing your audience is.

The preparation of the outlook visual material has taken a lot of effort and planning. We hope you can make good use of it. For details see "Visual Aids Tip Sheet."
--- Harold B. Swanson

How are your plans coming for National 4-H Week? It's not a bit too early to plan now to bring 4-H to the attention of the public through special radio programs, 4-H stories, window displays, etc.

Emphasis this year will be given to parents. We'll send a mat directly to newspapers -- "4-H Salute to Parents."

The Federal Extension Service is preparing special information kits for the week. The kits will contain a fact sheet, a poster, mat, ideas for 4-H exhibits and a sample news story, along with some special suggestions for the week. You should receive your kit soon.

From here, we'll send you special fill-in stories you can adapt locally.

If you didn't use the mat, "4-H Harvest: Citizens of Tomorrow," for 4-H Achievement Day, we still have a quantity and can send you the number you need.

Mats for 4-H Ads, Too

Have you considered contacting your editors about running 4-H ads during 4-H Week? Editors may be glad to encourage business concerns to run special 4-H ads if they know mats are available. Enclosed is a "catalog" of mats which may help you get the idea across. We'll send you any quantity of these mats free of charge. We can also provide copy for ads, if desired.

--- Jo Nelson



The "Question of the Month" plan is going to be handled a bit differently from now on. Instead of sending cards to one district each week,

it will be sent to all agents once a month. That way, we can compile the cards easier at this end.

Farm-City Forums have been getting good play from weekly and daily newspapers, our clippings show. In a number of towns, editors have given Forum stories the number one spot on the front page. This kind of usage shows something else that is always nice to see: good agent-editor relations.

Please tell us how many mats you need when you ask for them from our office. Otherwise, we send them according to the number of papers in your county. But we may unknowingly cut you short if you're also furnishing mats to a paper across the line in the next county.

United Press' weekly newsletter has a note that we think worth passing on to you. "Copy made up of nothing but short sentences is choppy and monotonous," says U. P. "Variety is the trick." A good average to shoot for is 16 words per sentence, an average met by Prime Minister Harold Macmillan recently in an internationally-quoted speech. Yet his sentences ranged from 3 to 44 words each.



"Planning Visuals for TV" -- Information Service Series # 16 is enclosed. Read it for ideas and file it for reference. You'll find many ideas that will apply to meetings

as well as TV.

Houston County extension workers have a program on WKBT-TV every 7th Wednesday at 6:30 p.m. The Austin and Rochester TV stations this week start telecasting at noon one day a week a farm network show called Cross Country. Minnesota and other states contribute to it. S. E. Minnesota agents and farmers should enjoy both programs. If you see Cross-Country let us know how you like it.

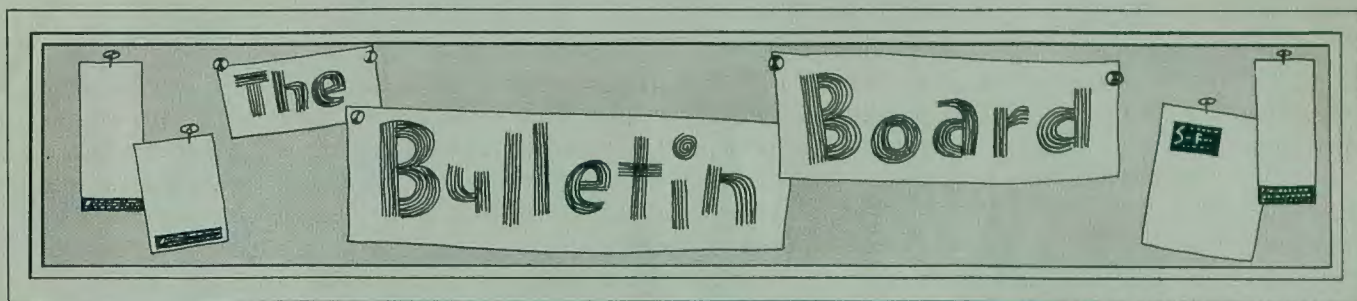
The 4-H Radio Speaking Contest offers an opportunity to 4-H'ers to get experience and offers you a good guest or two. Don't forget to have your contestants read Information Service Series No. 11- "4-H'ers on the Air". It's full of good ideas for them.

Program Pointers - Be sure to have an interesting opening, one that will attract attention. Don't spill the major idea of your program during the first 30 or 40 seconds - rather, swing right into it after that. As far as learning is concerned, the middle of the program is the poorest place for ideas. Use names and human interest material in the middle of the show to keep the audience with you. It's at or near the end that ideas have the greatest impact.

- - Ray Wolf

TIMELY PRESS, RADIO TOPICS FOR FEBRUARY

- | | |
|---|---------------------------------------|
| 1. Income tax, social security, farm records. | 6. Getting ready for farrowing. |
| 2. Caution when feeding moldy grain. | 7. Water heaters for hens. |
| 3. "Harvesting" labor in the woodlot. | 8. Managing the winter feed supply. |
| 4. Farm-City Forums. | 9. Treating cattle for grubs. |
| 5. Value of barnyard manure. | 10. Feeding hogs for efficient gains. |



January 1958

NEW PUBLICATIONS

PLANNING VISUALS FOR TELEVISION -- Information Service Series No. 16, by Gerald R. McKay, Raymond S. Wolf, and John J. Fuchs. The authors warn you to plan ahead on TV visuals and suggest some types you might make use of. Enclosed with this tip sheet.

FARM AND HOME RADIO-TV PROGRAMS -- January, February, and March schedules for Hi-Lights in Homemaking and University Farm Hour, KUOM, and Town and Country on KTCA-TV. now available.

BEING REVISED

FORAGE MIXTURES -- Ext. F. 182. 8 pp. Revised by members of Agronomy, Soils, and Soil Conservation Service staffs. Early February delivery.

GRAFTING FRUIT TREES -- Ext. B. 273. 16 pp. by T. S. Weir. Includes information and illustrations on a quick way to bridge girdled trees. Also other new tips to help make your grafts successful. February delivery.

RADIO CONTEST AID

Just a reminder that your 4-H'ers entering the 4-H Radio Speaking Contest will find two of our multilithed publications helpful: Communications Bulletin 13, "Organizing Your Speech," and Information Service Series No. 11, "4-H'ers on the Air."

"MILK RECORD AND CULLING GUIDE"

This record, adapted for Minnesota use from a similar form popular on the West Coast, is on the press and should be out by the time you receive this tip sheet. It will not be available for general distribution, however, so address your questions on it directly to the Extension Dairymen,

"FARM AND HOME SCIENCE"

These subjects will be covered in the next Farm and Home Science, now in preparation:

Alsike clover yields and honey bee pollination; summer forage feeding systems; what's new in herbicides; congenital tremor in baby pigs; building to fit the climate; antibiotics and plant disease; beef fattening rations; tomatoes for the north; operation of the plant disease clinic; attitudes of farmers in N. E. Minnesota toward farm programs; hybrid grain sorghum trials; new ornamentals and new fruit varieties for 1958; soil fertility and legume seed production; and where research funds come from.

1958 WEED CONTROL RECOMMENDATIONS

The 1958 revision of Ext, Folder 191, "Weed Control in Minnesota," is in the works and should be out about the middle of February. You will find, however, no major changes from the 1957 recommendations. Because of that, it was decided at the current "Weed and Seed" short course that all of the weed and seed inspectors would be supplied the 1957 copies still in the Bulletin Room to take care of their meetings now in progress. You will receive the 1958 folder just as quickly as we can get it out. Weed and seed inspectors, of course, will be ordering the 1958 folder through you again as in the past.

- - - Earl Brigham, Maxine Larson

#