

MNDOTDRR 2/58



- press
- publications
- radio
- television
- visual aids

# Reaching Rural People ... with information tools

University of Minnesota  
February 1958

\*\*\*\*\*  
\* 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

Many of you have requested 4-H mats for ads. Won't you send us clippings of some of these ads and other special 4-H Week coverage?

## ACROSS THE EDITOR'S DESK

Recently two county offices started new and interesting publications.

In Redwood county "Jap" Swedberg, Ernie Johnson, and Mildred Howe issue a monthly mimeographed sheet called "What's New--Farm, Home, Youth." Included are farm tips, recipes and home economics information, outlook information, and meeting dates for the coming two months.

Houston county soil conservation agent Harlie Larson is the editor of a new quarterly mimeographed publication called "News From Your Agricultural Agencies." The first issue reviews what each agency does, how it is governed, and personnel. Included are extension, ASC, Root River Soil Conservation district, SCS, watersheds, Division of Forestry of State Department of Conservation, vocational agriculture, and FHA. In addition there are notes on subject matter and a calendar of events for the coming three months.

Harlie's exhibit which he and the Root River Soil Conservation district prepared was one of the featured attractions at the annual meeting of the National Association of Soil Conservation District Supervisors at the Curtis and Leamington hotels.

Food for thought - "Readers' Digest quotes an American salesman as saying, "If you have made up your mind that you cannot do something, you are absolutely right."  
- - - Harold B. Swanson

## Notes for Good English

An important aspect of your job of communications is using the English language correctly. Careless pronunciation and mistakes in grammar stand out like a sore thumb. Here's a common grammatical error: between you and I. Between you and me, of course, is the correct version, since me is object of the preposition.

Another error is using media as singular. The singular form is medium; therefore, you refer to this medium, but these media.

Data is another word that's plural; so talk about these data, not this data. (Datum is the singular).

## How's Your Pronunciation?

Speaking of data, that word is correctly pronounced with a long a - dāta. The same holds true for status - long a, please.

The word comparable is another stumbling block. Accent the first syllable. Don't accent it as you do accent compare. It's com'parable.

What about Dacron? Preferred pronunciation is with a long a - Dācron.

## Ideas for Radio in March

How about interviewing an authority on income tax? Other ideas: Centennial observances, National 4-H Week, indoor gardening, perking up winter meals, planning Easter dinner.  
- - Jo Nelson

OFF THE PRESS ---



Please bear with us on the Question of the Month project, even though your question may not be immediately answered in a release. Last month

we received 42 different questions from about 50 agents. So you can see there is a lot of ground to cover.

Such a wealth of ideas, however, means everything we send out will be on a topic that is mighty important somewhere.

United Press recently compiled a list of words which cause the most trouble for newswriters. Here are a few from the list which may plague us at times:

usable	parallel	occurred
sizeable	inoculate	affect
salable	inflammation	effect
resistance	mold	dietitian
accessibility	changeable	drought

"Drought" can also be "drouth." Perhaps more troublesome, though, are "affect" and "effect." "Affect" is always a verb. Example: "Fertilizer will affect crop yields."

"Effect" can be either noun or verb. As a noun: "Fertilizer has an important effect on crop yields." As a verb: "Fertilizer will effect increases in crop yields."

The last sentence, though, is not a particularly good one, and is a construction that can usually be avoided,

- - -Phil Tichenor

ACROSS THE MIKE ----



U x TV = 1,000 U. Yes, you times television equals one thousand (or maybe 10 to 50 thousand) of you. Television (and, or radio) multiplies your effectiveness as an Extension worker.

Use both media if the opportunity comes your way.

Television - The impact of TV affects us whether we use it or not. Television's straight to the point, lay-it-on-the-line style leads our people to expect the same concise information in one, two, three fashion, short publications, uncluttered demonstrations, and more effective visual aids from us. Radio- broadcasting is changing. The trend seems to be toward a continuous flow of one feature to another. The program unit today is more concise and usually shorter. Program directors are recommending that most interviews be shortened to about three to five minutes. The style of radio delivery should still be intimate, personal, and friendly. Directors want clarity of speech and more care in preparation.

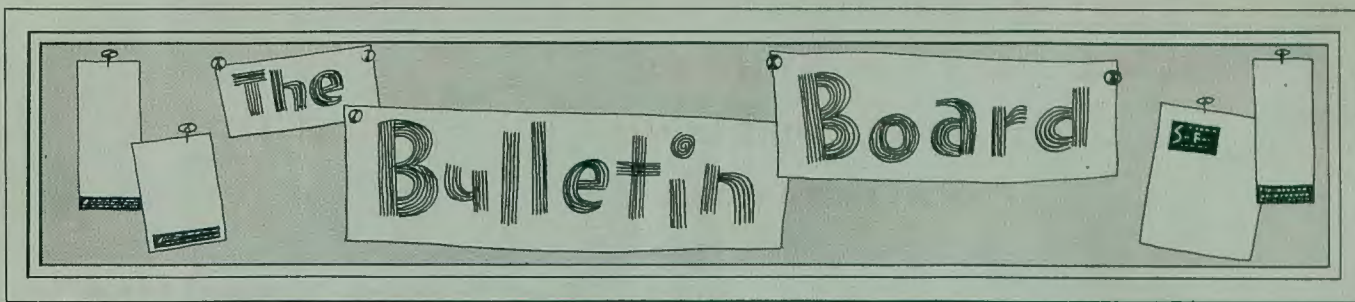
This new style would suggest that you "notify" the listener rather than explain to him. Helpful tips on how to do things are still acceptable but should be kept short. Tell the listener where he can get further information.

BALANCE YOUR METHODS - Remember that television and radio are the best substitutes for a personal contact. Face-to-face teaching and real-life demonstrations are the most effective approaches to the learning process. Balance your educational work by using all available personal, group, and mass methods.

- - -Ray Wolf

TIMELY TOPICS FOR MARCH -- FROM OTHER AGENTS

- |                                    |                                   |
|------------------------------------|-----------------------------------|
| 1. Soil bank information.          | 6. Creep feeding hogs.            |
| 2. Crop varieties for '58.         | 7. Seed treating.                 |
| 3. Value of sorghum for feed.      | 8. Getting field equipment ready. |
| 4. Preventing dysentery in cattle. | 9. Disease outlook in flax.       |
| 5. Feed value of different feeds.  | 10. Egg quality.                  |



February 21 1958

### NEW PUBLICATIONS

IMPROVING YOUR PRESS, RADIO, AND TV RELATIONSHIPS -- Information Service Series No. 17, by Harold B. Swanson. Tips on what press, radio and TV people expect from agents, teachers, and others. Enclosed with this tip sheet.

THE CHANGING PICTURE OF FARMING IN SOUTHEASTERN MINNESOTA -- Sta. B. 446. 32 pp. by George A. Pond and Truman R. Nodland. A review, based on 25 years of farm records, of changes that have taken place in such things as mechanization and technology, farm labor supply, weather and prices, capital used in farming, land use and crop production, the livestock enterprise, feed costs and returns, etc. Delivery in March.

### BEING REVISED

FLEAS AS HOUSEHOLD PESTS -- Ext. F. 81. 6 pp. by E. F. Cook and L. K. Cutkomp. Contains the latest chemical control measures. Expect a mid-March delivery.

STRAWBERRIES FOR MINNESOTA -- Ext. F. 162. 8 pp. by L. C. Snyder. The author describes some new varieties and revises some of the care procedures. Expect an early March delivery.

PUBLICATIONS LIST -- TECHNICAL AND STATION BULLETINS -- 16 pp. Includes all current Experiment Station bulletins. Expect a mid-March delivery.

MATURITY RATINGS FOR CORN HYBRIDS IN MINNESOTA, 1958-59 -- Misc. Report 20. 16 pp. by E. H. Rinke, A. F. Troyer, J. C. Sentz, and N. C. Olmeim. Covers the hybrids tested in 1957 for sale in 1958-59, the University having been assigned by legislative action in 1939 the responsibility for determining relative maturity ratings of all corn hybrids registered for sale in the state. Out in early March.

THE 1957 MINNESOTA HYBRID CORN PERFORMANCE TRIALS -- Misc. Report 28. 32 pp. by A. F. Troyer, E. H. Rinke, and J. C. Sentz. A report on the second year of comparative performance trials, carried out by University agronomists during 1957. This report covers 137 closed-pedigree hybrids from 17 seed companies and 50 open-pedigree hybrids developed by 6 different state experiment stations. It presents combined results from 1956 and 1957, for yield and other characteristics, as well as for 1957 alone. Mid-March delivery.

BEING REPRINTED

Ext. Bul. 284. CULINARY HERBS

Ext. P. 202. AGRICULTURE IN MINNESOTA: POSSIBILITIES  
AND LIMITATIONS.

Earl Brigham, Maxine Larson

# # #