

W2000 RRP 6/19/58



press
 publications
 radio
 television
 visual aids

Reaching Rural People ... with information tools

University of Minnesota
 June 19, 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 --

Noted --

Home Agent Barbara Carson and Scott Co. home councilors have started a quarterly Homemaker Newsletter for the members of the county's 17 home demonstration clubs. The newsletter includes notices of coming events, homemaking tips and recipes from homemakers.

Growth of TV

If you wonder about the growth of television, look at these figures from USDA Marketing Service. In 1950 only 3 percent of U. S. farm families had TV compared with 53 percent in 1956.

Does Principle Confuse You?

Wonder how often the word principle is misused! If you have trouble remembering when to use principal or principle, here are some tips that may help. Principal is either an adjective or a noun. It means main or chief. Associate the a in principal and the a in main. Principle means rule or law and is always a noun. Associate the le in rule and principle.

Radio Ideas for July

Rose growing tips. (Interview with local successful rose grower or garden club member.)

- Home safety. (Home Safety Day July 21)
- Care and arrangement of cut flowers.
- Freezing raspberries, beans.

Tips on exhibiting at the Fair -- in home or horticultural divisions.

What makes a successful camping trip? If you know families who are enthusiastic campers, you should be able to get some interesting interviews.

ACROSS THE EDITOR'S DESK

"How big should a committee be?"
 "How should members be selected?"

A Harvard study answers these important questions this way:

Size--Five seems to be best. Seven seems to be the crucial point -- beyond that participants center their communications on a few top men. Below five, other difficulties arise.

Arrangement--Seat each member so he can communicate with all other members.

Selection--Select members so that:

*Members fall in different levels of participation.

*There is a social (well-liked) and a task leader (has "best ideas" but not generally best liked) .

*A few strong though more silent persons balance such a group.

Procedure -- For each major item on agenda consider in order: "What are the facts?", "How do we feel about them?", and "What shall we do about problem?"

Disagreements -- Ask for opinions and experiences to find out if disagreeers are talking about the same thing or back-track to further work on facts.

Reactions--When one member is talking, others should listen, indicating reactions. The talker should keep eyes on group so he can see its reactions.

"Human relations is the first prerequisite of success in committee work. Getting the job done should be second in the leader's mind since it cannot be accomplished without the first," the report concludes. -- Harold B. Swanson

-- Jo Nelson

OFF THE PRESS -----



Two county agricultural agents have, in somewhat different ways, cooperated effectively with their local newspapers in getting their annual reports

distributed to more people.

Bob Ascheman, (then in Lake of the Woods County, now in Winona) cooperated with a local editor in having the report printed as a complete newspaper supplement. It was then mailed to all rural boxholders in the county.

Dave Johnson developed a series of articles which actually made up his report. Two Yellow Medicine county papers used the complete series. One of the papers is now printing them all in one special supplement which Dave will make available to anyone asking for it.

If you're interested in costs, Dave tells me his 6-page, 8 1/2 x 11 publication will cost about \$35, for 500 copies.

Ever wonder how well farmers understand what we often think of as "simple" concepts? A recent Wisconsin study (1956) showed that only a third of 148 farmers in a random sample knew that alfalfa is a heavy feeder on potash. Even fewer knew the signs of potash deficiency or the fact that acid soils tie up certain plant foods so plants can't use them.

Another study has shown that less than half of a farmer audience had any idea what the words "succulent" or "palatable" mean. - - - Phil Tichenor

ACROSS THE MIKE ---



Having trouble saying what you want to say - on radio? Maybe it's just a case of organization - putting your thoughts in proper order before you try to put

them on the air.

A few moments spent leaning back in your chair (acting like an executive) can give you a chance to mentally list the important points you want to cover. Then jot down a few key words to help you remember the sequence of the topics you wish to talk about.

When you "hit the air" be sure to catch the listeners' attention in the first 20 seconds, "sell" your idea quickly and then "move" the listener to find out more about it and finally tell him what you want him to do.

Radio Do's include using: action verbs, a minimum of adjectives, examples and comparisons with which the listener is familiar, conversational tone, and letting your enthusiasm show in your voice.

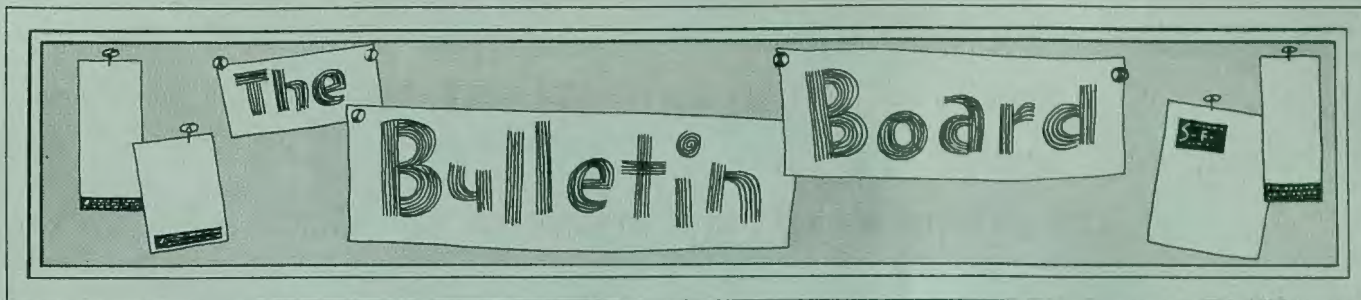
Radio Don'ts: preach, argue, bore with too much detail, use unfamiliar words, use long sentences.

Radio-TV Schedules for Institute of Agriculture for July, August and September will be reaching you in about 10 days. If you'd like extra copies to distribute to your "clientele" - drop me a card.

Town & Country - Channel 2's educational program 9:30 to 10 p.m. Thursdays reaches homes 150 miles from Twin Cities. You can help by reminding people to watch. - - - Ray Wolf

TIMELY PRESS, RADIO TOPICS FOR JULY

- | | |
|--------------------------------|------------------------------------|
| 1. Silage preservation. | 6. Farm safety week, July 20-26. |
| 2. Hot weather livestock care. | 7. Fly control in dairy barns. |
| 3. Pasture management. | 8. Checking the combine. |
| 4. Grasshopper control. | 9. Weed control. |
| 5. Hay driers. | 10. Experiment Station field days. |



June 1958

NEW PUBLICATIONS

VISUALIZING WITH GRAPHS--Info. Serv. Series No. 20. Gerald R. McKay, Earl K. Brigham, and John J. Fuchs. Tells how graphs, properly used, can help visualize an idea hard-to-explain in words. Describes common kinds of graphs and points to consider in planning their use for charts, publications, slides, as "props" for TV, etc. Enclosed with this tip sheet.

JUDGING HOGS--An. Husb. Fact Sheet No. 3. H. G. Zavoral. Equally valuable for the person called on to judge animals in competition, the individual interested in entering hogs at a local or major show, and the swine producer buying or selling market or breeding hogs. Now available.

FARM AND HOME RADIO-TV PROGRAMS--The July-August-September schedules for Hi-Lights in Homemaking and University Farm Hour, KUOM (Radio); and Town and Country, KCTA-TV. Available July 1.

PLANNING YOUR FAMILY'S FOOD--Ext. F. 203. Grace Brill. A daily food plan to give your family an adequate diet using all the food-groups. Early July delivery.

SOME FACTORS INFLUENCING POPULATIONS OF EUROPEAN CORN BORER...IN THE NORTH CENTRAL STATES...--Tech. Bul. 229 (NCR #87). 64 pp. by Travis R. Everett, H. C. Chiang, and E. T. Hibbs. Reports results of coordinated studies in Iowa, Minnesota, and Ohio over the 4-year period of 1953-56 incl. (Not intended for use outside of the technical field.) Late June delivery.

MINNESOTA AND THE WORLD--Unnumbered centennial publication jointly published by the General Extension Division on the Minneapolis Campus and the Agricultural Extension Service. This was largely written by William Rogers of the Minnesota World Affairs Center with portions being prepared by agricultural economists Luther Pickrel and Fred Olson.

You'll find the material excellent for speeches and use at public policy meetings. The publication compares Minnesota with many of the nations of the world, coming up with some astounding facts about our comparative economies. It points, too, to the importance of world trade in our economy.

You will receive 25 copies of the folder and you can order more. The publication is also being distributed on the Centennial train which may be coming or has come to your community.

REVISED PUBLICATIONS

VARIETAL TRIALS OF FARM CROPS--Misc. Report 24. 32 pp. by W. M. Myers and nine other staff members of the Department of Agronomy and Plant Genetics. This 1958 revision incorporates results of field trials conducted during 1957. Late June delivery.

BEING REPRINTED

Ext. F. 197 -- KNOW THE BEST BUYS IN FRUITS AND VEGETABLES

Ext. F. 200 -- BARBECUING POULTRY

Ext. B. 285 -- RAISING CHICKS FOR FLOCK REPLACEMENT

"MOSQUITOES OF MINNESOTA"

One or two of the agents have questioned why there was no automatic distribution on Tech. Bul. 228, The Mosquitoes of Minnesota (Diptera: Culicidae: Culicinae), announced early in the spring. If you've had the same question in your mind, we'll explain the reasons now. Because of the great expense of printing the bulletin and its highly technical nature, the Experiment Station had to set up special distribution arrangements on it. It is for sale to the general public through the Agricultural Bookstore, St. Paul, for \$1 a copy (postpaid). However, any county agent can have a free copy for office files by writing to the Information Service.

"FARM AND HOME SCIENCE" COVERING LETTER

George Larson and Duane Wilson, among others, called our attention to the fact that the usual "suggested covering letter" for the May Farm and Home Science never reached them. We know this is no news to the rest of you. The letter was written and okayed by Harold Swanson in May and was assumed to be on its way to you. But somewhere along the route some sand got in the gear-bos; we learned too late it was never even sent out. Sorry. We hope you were able to knock out a letter of your own without it crossing up your distribution arrangements too much.

-- Earl Brigham, Maxine Larson