

N200 RRP 7/18/58



press
publications
radio
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visual aids



Reaching Rural People ... with information tools

University of Minnesota
July 18 1958

* Please read, check and circulate *

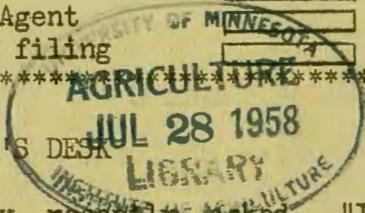
* County Agricultural Agent *

* County Home Agent *

* County 4-H Agent *

* County Asst. Agent *

* Secretary for filing *



ACROSS THE EDITOR'S DESK

A large weekly recently asked, "Is there any way we can get the results of 4-H competition at the State Fair faster?"

We feel that you should take the lead in supplying this information. You know what your local papers want and will use.

Here's what we do at the Fair and how our activities affect you. We - - - -

1. Prepare stories on all 4-H contests and exhibits. Here we list the purple and blue ribbon winners only. We send these only to the Twin Cities papers and radio stations, to farm papers, and to the AP and UPI news services. AP and UPI do service some of your local dailies and radio stations. The stories you send back, however, will be more detailed, including red ribbon winners and local features.

Here is a change- This year we'll send you copies of stories mentioning your county. This may give you faster news on certain events, but won't substitute for your own reporting. Jo Nelson and Phil Tichener handle our news services.

2. Broadcast our "Homemakers' Quarter Hour" and Farm Hour from the KUOM booth in the education building. In addition, we coordinate the arrangements for 4-H guests on all Twin City radio and TV stations. We need your help to line up guests. Jo Nelson and Ray Wolf handle this.

3. Take pictures of newsworthy 4-H members and events. We will take pictures for you, but we do have to charge you for developing, printing, etc. Gerald McKay handles this. -- Harold Swanson

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

Noted --
Susanne Edman, Duluth, has a column, "Around the Home," which runs three times a week in the Duluth News Tribune. At the request of the editors, she has made it a question and answer column on timely homemaking problems.

National 4-H Awards Mats

The National 4-H Committee has prepared a summary mat of national 4-H club award programs. The mat lists name of the program, donor and what awards are on a county, state, sectional and national basis. Size of the mat is about 6 x 10 inches. Mats are free.

If you think any of your papers would use such a mat, let us know and we'll order the number you want.

Column Fillers

The news packet for extension agents July 15 contained a special page of 4-H column fillers instead of the usual story for 4-H agents. If you'd like to have the fillers rather than a story occasionally, let me know.

State Fair

The Information Service will cover all 4-H events at State Fair as usual and will have an office in the 4-H building. We'll need your help again in the form of tips on human interest stories on your 4-H'ers and on unusual 4-H demonstrations. We'll pass these tips on to Twin Cities papers. We'd also like to know about good radio and TV performers.

For information on a new policy, be sure to read Harold Swanson's column in this issue. -- Jo Nelson

OFF THE PRESS - - -



Many of you recently returned a form asking about use of personal columns and individual news articles. Results of this survey may interest you. We think

they put the whole question of columns and news articles in proper perspective.

Fifty-two agents, of 65 queried, returned the questionnaire. Sixteen said they put more information in columns than in individual articles and another 16 used articles more. Twenty said the use was half and half.

In other words, 69 percent of the agents who answered said they put at least half of their news material in columns.

Nine agents said they were using the column more than a year ago, 42 said the proportion of articles vs. columns was the same and only one agent was using the column less than last year.

This bears out two points: First, the personal column is steadily gaining in popularity. But second, it's not the only way to get material in the paper; the best way is to use both columns and individual articles.

We've also done some experimenting on mailing procedures. With four recent articles, we found there was no significant difference between mailing releases to editors and mailing to agents, as far as use is concerned. There was good reason for this study; extension editors in some states feel it's better to mail directly to weekly editors.

-- Phil Tichenor

ACROSS THE MIKE ---



Most extension agents, after a few years on the job, get in the habit of "Projecting" their voices so as to be heard in the back of the room. This is

good except that sometimes they forget to lower their voices when tape recording - thus overshadowing their guest.

The solution is simple-make a brief test-recording and listen to it, then lower your voice or adjust your distance from the microphone to compensate for your lung-power.

Clear Thinking -

Before you begin to write a radio short or feature, see if you can state in one sentence the main idea you want to present. If you can't, you probably won't have a good story.

State Fair - Radio and TV

The State Fair provides a wonderful opportunity to give 4-H boys and girls a chance to be on a radio or television program - also to promote 4-H activities in your county.

As usual we'll need 5 to 10 4-H'ers each day for programs on KUOM, WCCO, and other radio and TV stations. We'll be on the look out for some of the winners, but you can help by suggesting 4-H'ers who have an interesting story to tell.

KUOM - 770 - will have 4-H interviews Monday through Friday 10:45 to 11:00 a.m. and 12:30 to 1:00 p.m. from the educational building. KTCA - TV - channel 2 - will feature 4-H winners and demonstrations Thursday August 28 from 9:30 to 10:00 p.m.

There'll be a Revere tape recorder available to record programs for "home use." Make reservations in our office in 4-H club building. -- Ray Wolf

TIMELY PRESS, RADIO TOPICS FOR AUGUST

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|---|---------------------------------|
| 1. Promoting local demonstrations. | 6. Treating seasoned posts. |
| 2. Clipping grain stubble. | 7. Topping out hogs for market. |
| 3. Getting ready for pullets to start laying. | 8. Storing grain. |
| 4. Controlling army worms. | 9. Showing livestock. |
| 5. Keeping farm records. | 10. Repairing buildings. |