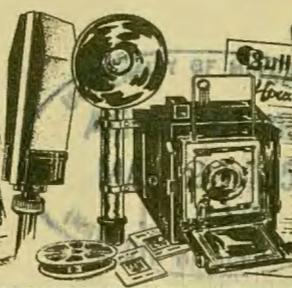


11/2/59 RRP
5/21/59



- press
- publications
- radio
- television
- visual aids



Reaching Rural People ... with information tools

MAY 23 1959

Minnesota
May 21, 1959

- *****
- * 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----
Radio Announcements

Many of you write announcements of events to send to radio stations in your area--or for use on your own radio shows.

Here are some tips to keep in mind, based on criticisms of radio shorts written during the new agents' conference:

. Start with an arresting statement. A direct question that gives the personal approach (how will this affect me?) is one way.

. Avoid long sentences. They leave you panting!

. Identify speakers. Don't say merely "extension safety specialist"; add "University of Minnesota"--that is, give institution or organization.

. Avoid words likely to be tongue-twisters, e.g., statistics.

Achievement Day Stories

Along with the many fine stories we've noticed on National Home Demonstration Week and Achievement Days was an editorial of tribute to the program in Long Prairie Leader.

We'd like to see any other editorials or any special features that were in your papers in connection with NHD Week.

Ten Years Ago

Freeborn Co. H. A. Dorothy Arnold made the cover of Albert Lea Tribune's Farm and Home Magazine.

McLeod Co.'s H. A. Betty Schneider (now Mrs. Richter, Lewiston) was cover girl on the May Extension Service Review (courtesy of photographer Gerald McKay.)

A St. Louis Co. paper ran a special feature on H. A. Hester McKinnon's work.

Home and Community chairmen in Dakota Co. were authors of a rural women's column in the Farmington Tribune.

--Jo Nelson

ACROSS THE EDITOR'S DESK

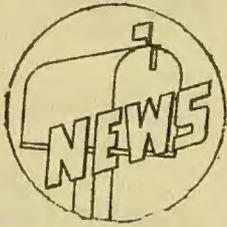
"How much do your county leaders participate in Extension activities?" Wayne Hanson, Houston county agent, studied this question recently. Of the 131 questionnaires he sent to township officers, commissioners and county extension committees, 75 were returned. (If you'll recall our discussion of social action at district conferences, many of these people would be "legitimizers" and possibly "initiators" and "diffusion set".)

Here's how they participated:

- *88% read an article written by Extension agents
- *80% saw the Ext. TV show
- *74% heard Ext. radio show--WKBH
- *65% visited the Ext. office
- *53% had children in 4-H
- *53% heard Ext. radio show--WKTY
- *50% took part in farm tour
- *48% attended an Ext. meeting
- *45% had soil test made
- *10% had children in Rural Youth
- * 9% belonged to DHIA

Many of these folks listed radio programs, news articles, and other mass media as the Extension activities that helped them the most during 1958.

Wayne reports that, "The most common reason given for radio, TV, and news articles being of most benefit was the convenience of getting timely material at home. One farmer said he fell asleep watching other TV programs, but stayed awake when the Extension agents put on their program. Another said he clipped and filed the extension articles for future reference." Harold B. Swanson



OFF THE PRESS--

Telling the extension story is one of our major concerns these days as we take pencil (or typewriter) in hand to write the weekly news column or ar-

ticles. But how can the overall job be done? How can we regularly get across the understanding that extension is broad in scope--covering not only agriculture, but many other phases of community life?

Feature articles, of course, are one answer. And this is where I can help a little. Many of you have worked with me or others from the Information Service in the past on feature articles. While most of these features have been concerned with individual farmers, some also cover community-wide activities in which extension plays a role.

We'd like to do more such features. And we need your ideas and tips to get started.

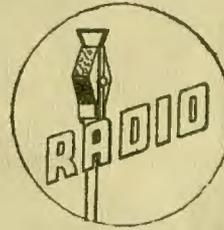
Here are some examples of features done in the past: Pine county's large-scale tree-planting promotion; Cottonwood county's new 5-calf beef project; Itasca county's forestry improvement; Hubbard county's rural development progress.

All these features were an attempt to show the broader framework of extension cooperation in Minnesota communities. Got any ideas on such stories? If so, pass your tips on to us.

Where would such features be used? First, around your local area, in weeklies, dailies and maybe on radio stations. Second, in farm magazines and any special interest publications which might be interested.

Beenwatching the Friday issue of the St. Paul Pioneer Press lately? Each week it has a picture of a different agent, and has a wealth of material which many of you send in. It's good stuff, and good to continue.

--Phil Tichenor



ACROSS THE MIKE-

Did you increase your radio and TV output last year? A quick look at the 1958 totals from the statistical report of all U. S. extension agents shows continued in-

crease in use of radio and TV. Almost half the counties (1,441) reported using TV, and 2,415 reported radio broadcasts. They reported 18,584 TV broadcasts and 288,408 radio broadcasts. That's about 27,000 more radio broadcasts and nearly 1,900 more TV broadcasts than the agents reported the preceding year.

Ruth Spidahl (Grant) now has a radio program 5 days a week. She just added "Kitchen Corner" over KOTE, Fergus Falls -- Mon., Wed. and Fri. from 9:15 to 9:30. Ruth continues her Tues.-Thurs. program from KMRS, Morris.

Recent studies indicate that radio is making a terrific comeback. But the program format and content is changed. Many agents are getting a terrific response from short, educational spot announcements. These are used as station breaks and are often repeated several times a day. If you are interested in "spots" let us know.

U. S. TV Homes

An up-to-date tally by Nielsen lists Minnesota as having 830,820 homes with TV. This represents 86% of the homes compared with 84% in 1958.

Beltrami and Clearwater counties are credited with having 45% of homes with TV, while Anoka and Hennepin have TV in 97% of homes.

Quotes from agents re TV appearances:

1. Take a deep breath, smile at the camera, and start talking. Concentrate on enjoying yourself.
2. Talk to a close friend or homemaker who should be especially interested in the show.
3. Get to know the TV station staff with whom you work.
4. Know your material.....memorize opening and closing.....keep extra points in mind, in case you finish early.

--Ray Wolf



May 21, 1959

NEW PUBLICATIONS

EFFECT OF HERD SIZE ON DAIRY CHORE LABOR--Sta. Bul. 449. L. M. Day, H. J. Aune, and G. A. Pond. 20 pp. Title explains content. Available by the end of June.

DISEASE CONTROL FOR STRAWBERRIES--Plant Pathology Fact Sheet No. 2. Herbert G. Johnson. Available by mid-June.

EMERGENCY CROPS--Agronomy Fact Sheet No. 6. Rodney A Briggs and William F. Hueg, Jr. Available by late May.

PART-TIME FARMING--Ext. Bul. 296 (NCR Ext. Pub. 7). 24 pp. by E. H. Hartmans, H. W. Herbison, Glen Pulver, and Buel F. Lanpher. Factual advice on what problems the part-time farmer must face, what enterprises he may be able to fit into his limited time available for farming, returns that may be possible with proper planning and management, and so forth. Based on studies in the North Central States and Kentucky by the N. C. Farm Management Extension Committee. Available about mid-June.

SIXTY-FIFTH ANNUAL REPORT OF THE AGRICULTURAL EXPERIMENT STATION--56 pp. Covers the fiscal year of July 1, 1957 through June 30, 1958. Now available.

REVISED PUBLICATIONS

CHECK HOW YOUR WRITING READS--Info. Serv. Series No. 3. Now available.

PUBLICATIONS LIST OF THE AGRICULTURAL EXTENSION SERVICE AND AGRICULTURAL EXPERIMENT STATION--8 pp. Available June 1st.

BEING REPRINTED

- | | |
|-------------|---------------------------------------|
| Ext. F. 153 | LONGER-LASTING FENCE POSTS WITH PENTA |
| Ext. F. 154 | VEGETABLE VARIETIES FOR MINNESOTA |
| Ext. F. 167 | SUMMER CARE OF VEGETABLE GARDENS |

PLEASE CORRECT YOUR COPIES

About 100 copies of the Experiment Station's "65th Annual Report" went out to the counties before an error could be corrected. Please check any copies you may have received on automatic distribution and make the following changes -- (1) On page 17, the first entry under "Deaths" should read: "L. M. Winters, Ph. D., professor, Department of Animal Husbandry"; (2) On page 45, footnote #24 for R. E. Comstock should read: "Appointed July 1, 1957." The late Dr. Winters retired from the University staff on August 31, 1956, and Dr. Comstock was appointed the following spring to carry on Animal Husbandry Department's swine-breeding program. This may have caused a confusion of two separate entries during compilation of the Annual Report, a fact regretted by everyone concerned here or in the Station office. The error has been corrected in all but the first 100-150 copies to go out.

THANK YOU

Several of you responded to our SOS in the April 23 Bulletin Board for extra copies of Sta. Bul. 441, "Fruit Varieties Developed at the University of Minnesota Fruit Breeding Farm." Thanks to Wayne Weiser, Don Petman, Dick Swanson, Don Hasbargen, and George Records (naming only those we've heard from to date), we've been able to turn over several copies to Leon Snyder and the Horticulture Department. This has enabled him to answer some other important requests in addition to the one mentioned from Balsgard Fruit Breeding Institute of Sweden. His thanks go with ours.

--Earl Brigham, Maxine Larson