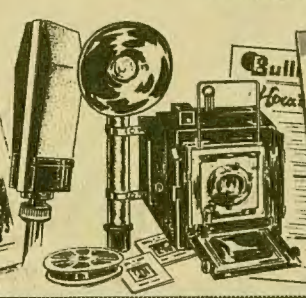
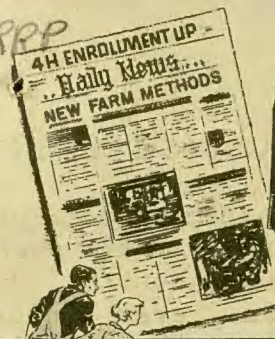


N2000 RRP
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press
publications
radio
television
visual aids



Reaching Rural People ... with information tools

University of Minnesota
June 19, 1959

- *****
 * 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

June "Better Farming Methods" turned the spotlight on Minnesota and communications, featuring four Minnesota articles:

- * "How to Make Your Messages Hit the Target" by Gerald McKay. This reviews some important points brought out in communications training recently.
- * "How a Series of Meetings Can Influence Farm Opinion" by Phil Tichenor.
- * "Ten Catalysts of Public Relations" by Ray Wolf and Jack Morris.
- * "Spotlighting Communications Methods" by Gerald McKay.

Telling the 4-H Story

Making up your own booklet of material can help you work with leaders and others interested in telling the 4-H story. We made up one such set here at the State Office. It includes Information Series No. 4, "Reporting 4-H Club News"; 5, "Let's Build a Window Display"; 6, "Telling Your Story with a Booth"; 7, "Notes on Floats"; 9, "Planning Better Posters"; 10, "Planning a Publicity Campaign"; 11, "4-H'ers on the Air"; 14, "Make Your Point with Pictures"; 15, "Telling the 4-H Story on the Air"; 17, "Improving Your Press, Radio, and TV Relationships"; 18, "Make Your Newsletters Better"; Communications Bulletins No. 2, "Speech of Introduction" and No. 13, "Organizing Your Speech". You can, of course, order the number you want of any of these and other Info. Series and Comm. Bulletins through the Bulletin Room.

Harold B. Swanson

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

Mass Media Support for Programs

Janice Kyseth, Marshall Co., features news of local home groups in a "Homemakers' Column" in county papers the third Wednesday of each month.

Jeanne Mahurin, Waseca, had a half-page Achievement Day spread, with pictures, in the Waseca Herald. She has started a column she calls Extension's Dimensions.

In April a half-page story featuring the Extension home program started this way: "Home Extension work in Waseca Co. has taken a new lease on life with the coming of Mrs. Jeanne Mahurin, the first home agent here in nearly two years."

Jeanne works closely with the Herald women's editor and finds she is very receptive to home ec stories and home Extension news.

To Stimulate Good 4-H Reporting

Kandiyohi YMW, winner of third place in the state community service award, gave a prize of \$10 to the outstanding 4-H reporter in the county. That's one way of recognizing a position that too often lacks the prestige it should have.

Women Interested in Consumer Information

A survey conducted 10 years ago in connection with my radio show, Hi-Lights in Homemaking, showed that women would like more specific information to help them get better buys in all types of merchandise.

Times haven't changed much in this respect. Women still want consumer information on wise buymanship.

--Jo Nelson

OFF THE PRESS ---



Common practice, as far as our farm stories to you are concerned, has been to send you about three regular stories and a page of fillers each week. Is that procedure best for you? Or would it be better to have one less story and one more page of fillers? What do you think? If you have opinions one way or the other, let me know.

Paul Stelmaschuk up in Pennington county found a formula for promoting soil testing that really clicked. He set up and publicized a "sample collection depot" in mid-April. Through cooperation from other agencies, civic groups and a firm that supplied a trailer to haul the samples, the event resulted in 108 farmers turning in samples.

Your personal news column is a good spot for "clearing the air" on some of the vexing community-wide problems that often crop up. Kenneth Hallback in Beltrami county last week used his column to explain some of the background on federal milk market orders -- what they are and how farmers would need to go about setting them up.

Green bugs didn't find county agents napping--judging from a quick survey of southern Minnesota newspapers. The Henderson Independent carried a front-page story from Sibley county extension workers. Arnold Claassen in Lincoln county devoted his column to green bug control--with some sprayer tips thrown in. Howard Balk and Dave Johnson also got in some plugs on green aphids in their local papers.

We still have mats of several different weeds. Let us know if you need any.
--Phil Tichenor

Let us know if you need any.
--Phil Tichenor



ACROSS THE MIKE-

"Another radio program! What shall I talk about?" Have you ever caught yourself saying that? If so, here are some ideas for the summer:

- * Farm and Home Safety--July 19-25.
- * Dairy Days--calves, princesses, milk.
- * Station field days--when, where, why.
- * State and National 4-H Leaders' Conferences.
- * County and State Fairs--exhibits, 4-H activities.
- * Pest control--weeds, insects, diseases.
- * Yard, garden and lawn care.
- * Harvesting and storage of crops.

If you'd like an occasional taped interview with a certain specialist, or on a specific topic, let me know.

Timely TV Topics

"Town and Country"--the Institute of Agriculture's program on Channel 2--will be telecast from 8:30 to 9:00 p.m. Thursday nights instead of 9:30 to 10:00, through July 16. Topics for July will be:
* Summer Care of Roses--July 2
* The Egg and You--July 9
* Farm and Home Safety--July 16
* Summer Care of Pets--July 23
* Judging Livestock at the Fair--July 30.

The new radio-TV schedule will reach you soon after the 4th of July.

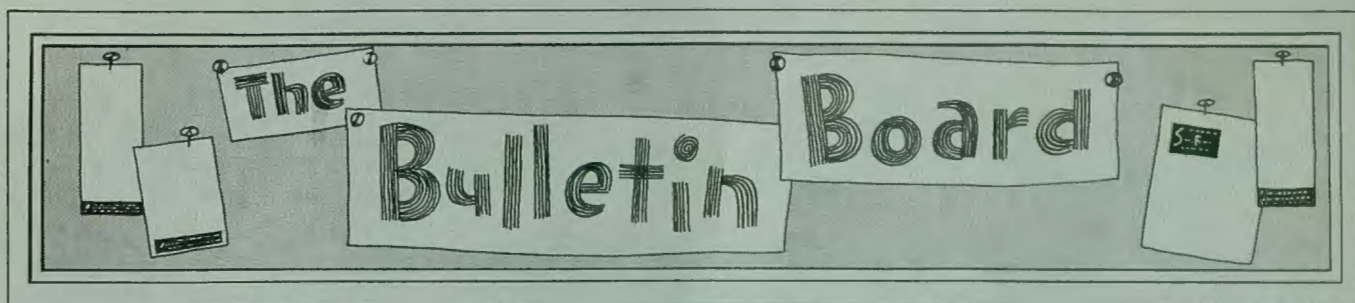
Need Ideas for TV?

I have some U. S. D. A. picture stories which may help. Some timely ones are: June Dairy Month--4 pictures; The 4-H Center in Washington--4 pictures; St. Lawrence Seaway Opens--6 pictures; Marketing Livestock under New Act--8 pictures; and Soil Conservation -- Hawaiian Style--19 pictures.

Research Roundup is a one-picture story for TV presentation. Scripts are provided. Topics include:

- * Plant Disease Warning System (instruments)
- * Chemical Growth Regulators (flowers)
- * Rose Disease Control (roses)
- * Cabbage Loopers (worm)
- * Pre-cooked foods for Pigs (6 cute pigs)
- * Importance of Dew (test plot)
- * Wash and Wear (two coats)
- * Identical Twins (beef calves)

--Ray Wolf



June 19, 1959

NEW PUBLICATIONS

FARM AND HOME RADIO AND TV PROGRAMS--July, August, and September schedules for Hi-Lights in Homemaking and University Farm Hour, KUOM, and Town and Country on KTCA-TV. Available by July 1.

FACTS ABOUT MINNESOTA AGRICULTURE, 16 pp. Gives a general picture of the business of agriculture in Minnesota and a brief explanation of the functions and activities of the University of Minnesota's Institute of Agriculture and College of Veterinary Medicine. Available mid-July.

85 YEARS OF FARMING IN THE NORTHERN CONIFEROUS FOREST AREAS OF MINNESOTA, WISCONSIN, AND MICHIGAN--Misc. Report 35. 58 pp. by Mark J. Thompson (8 1/2 x 11 offset publication). A study of 15 northeastern Minnesota counties, 12 in northern Wisconsin, and 15 in Michigan's Upper Peninsula -- all similar in soil conditions, climate, forest cover, and degree of economic development. The author traces, through use of state and federal census data, some pertinent facts on agricultural settlement and production adjustments over the period of 1870-1955. Late June delivery.

A STUDY OF THE SWEET CORN INDUSTRY IN THE MIDWEST FARM ECONOMY--Tech. Bul. 232 (NCR #95). 128 pp. and cover by Richard A. Andrews. This is a detailed economic study not intended for use outside the technical field. Late June delivery.

THE MIDWEST SWEET CORN INDUSTRY--Sta. Bul. 450 (NCR #100). 12 pp. by Richard A. Andrews. This is a non-technical summary of the study covered in Tech. Bul. 232, centering on those points likely to be of most interest to the general farm audience. End of June delivery.

BEING REPRINTED

Tech. Bul. 231. POLICIES FOR EXPANDING THE DEMAND FOR FARM FOOD PRODUCTS IN THE UNITED STATES: PART I. HISTORY AND POTENTIALS

--Earl Brigham, Maxine Larson