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Reaching Rural People ... with information tools

JUL 27 1959
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July 21, 1959

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 - * County Home Agent *
 - * County 4-H Agent *
 - * County Asst. Agent *
 - * Secretary for filing *
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TO THE H. A.'S AND 4-H AGENTS --

4-H Stories

Some of you have said you like to get a 4-H story in each weekly packet. We'd appreciate getting more ideas from you on the type of information you want. More project stories?

ACROSS THE EDITOR'S DESK

I'm a thief! Or at least a "copy cat". But with so many good ideas floating around we can afford to look at them...and then copy or adapt them to our needs. So let's copy Michigan State's "Take Aim" which tells us to be on the lookout for those seven "devils of inertia":

1. But we've always done it that way!
2. It won't work--I tried it once and it didn't!
3. They don't do it that way where I come from!
4. It might work but you'd never be able to convince the boss! So why rock the boat!
5. How you gonna pay for it? It isn't in the budget.
6. We'll cross that bridge when we come to it. No use to fuss over a lotta plans now.
7. The boss wouldn't appreciate it if I did find a better way to do it--or he'd take the credit.

If we're satisfied that the way we're doing things now is the best possible way, we're ripe for capture by those devils.

How many words does it take to tell your story? Here's what it took with some of our greatest documents:

- 52--Preamble to the Constitution
 - 266--Gettysburg Address
 - 297--Ten Commandments
 - 462--Bill of Rights
 - 318--Whoops, this column!
- Harold B. Swanson

The Changing Consumer

What changes are taking place in today's consumers? Here are some things you should know.

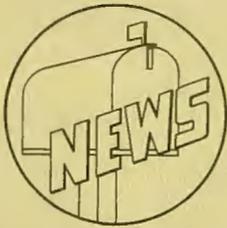
Recent research on food consumption habits of some 13,000 persons showed these trends:

- . More men are becoming food shoppers. When the husband does the shopping, 80 percent of the time he's alone.
- . The longer week-end is resulting in less regularity of meals and more informals meals.
- . Formal meals are getting simpler, with fewer dishes served.
- . Quicker meals are in vogue. Sixty-five percent of morning meals, 47% of noon meals and 27% of evening meals are prepared and served in less than 30 minutes. Consequently there's more interest in pre-cooked, heat-and-serve items.
- . Air conditioning is resulting in less cooking discomfort, better appetites and less demand for seasonal foods.

"Wish You Were Here"

About the time you get this, I'll be on my way to Scandinavia, after having seen a bit of England, Scotland, France, Italy, Switzerland, Germany and Holland. Hope your summer is pleasant, too!

--Jo Nelson



OFF THE PRESS ----

The Fall Soil Test Roundup promotion should get off the ground by State Fair time or shortly after. We will be telling you more about it from

time to time. We frankly hope to have better quality mats than were supplied last year. As you may remember, at least one of the mats smudged out on many newspapers.

Speaking of mats, sorry for the mixup on the safety week mats. Through a mailing error, only one mat went to each agent on mail day. However, all of you should have received the rest of your quota the next day.

We pulled a publicity stunt last week that might be useful in some counties. At Farm Safety Week kickoff luncheon on the St. Paul campus, two accident victims re-enacted mishaps that cost a hand in a corn picker in one case, and resulted in 3rd degree burns in the other. The re-enactment was covered by all four metropolitan newspapers and three TV stations.

For details of this demonstration, check with either Glenn Prickett or me.

Ever wonder HOW MANY releases editors want? Commercial outfits, at least, have found there's no limit set by most editors on quantity. If it's good stuff, they want to get it. Seems to go back to the old rule: know the editor and give him what he and his readers want. A recent study by Greif-Associates Inc. in New York could be summarized this way.

Rueben Boxrud down in Murray county is one of the latest of the ag agents to start a personal news column. John Fuchs in our art department did the heading, complete with picture.

In a county seat town last week, I asked where the agent's place was. First person I saw knew. Agent said it was a person he'd never met. My conclusion: Agent was known from his news column.

--Phil Tichenor



ACROSS THE MIKE --

FAN MAIL IS POWDER FOR YOUR GUN! Fan Mail, which we like to call RESPONSE MAIL, indicates to YOU How far your voice reaches. It proves you have

convinced that listener that YOU are interested in HER or HIS ideas, plans and dreams.

It tells you what types of broadcasts interest most families and it shows you what families are actually doing with the information YOU have given them via University of Minnesota Extension Service. The Radio Station manager also enjoys seeing fan-mail evidence of listener reaction.

BULLETIN DISTRIBUTION ON AIR

No matter how well organized your office bulletin rack is, there is NOTHING worse than bulletins that do not budge. Bulletins or circulars are ONLY a success when they pass from your hands to the hands of some family in your area.

A three-penny postal appeal will bring a ready response after a two-minute pitch based upon the high points in the circular.....Give about three main selling points and YOU will receive cards! But, if YOUR voice isn't eager, the stack of mail will be low. You must sound as if YOU really have a "gift" for them.

HOW TO START?

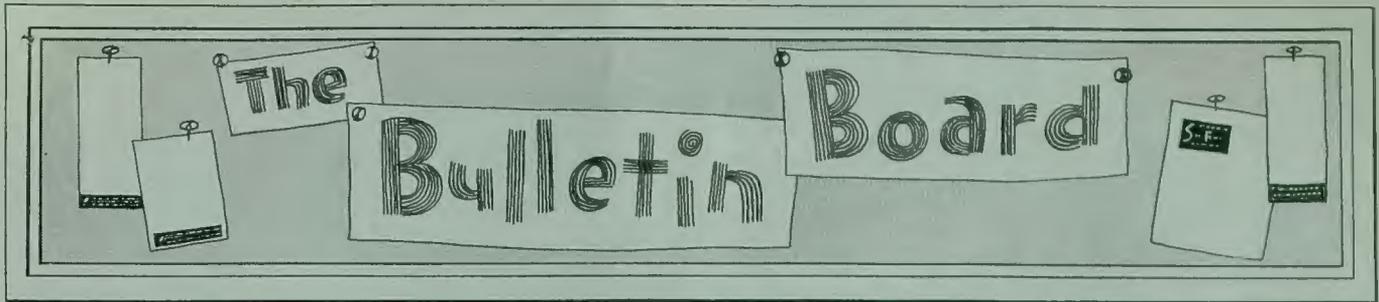
My only answer is: "START!"

Easy does it! (Oratory went out the window ages ago.) But, GET TO THE POINT! Know what you want to do--what you want to sell--what you want to motivate.....then just do it! Be yourself! Be sincere. Be cheerful.

TO START WITH A QUESTION OR NOT?

It IS done. It can be done. But--newspaper editors and radio editors feel that the question approach has been overdone.

Ray Wolf



July 21, 1959

BEING REVISED

FLY CONTROL FOR LIVESTOCK--Ext. F. 192. 8 pp. by L. K Cutkomp and J. A. Lofgren. Brings fly control recommendations for dairy and beef cattle up to date. Any copies you may have of the temporary multilithed leaflet issued last summer are still usable; but printed copies of Folder 192 dated "June 1955" should be destroyed. Delivery about first week in August.

BEING REPRINTED

Ext. 4-H Bul. 8	4-H BREAD PROJECT
Ext. 4-H Bul. 31	4-H CLOTHING PROJECT
Ext. 4-H Bul. 38	4-H SHOP
Ext. 4-H Bul. 40	4-H SNACKS AND LITTLE LUNCHESES
Ext. 4-H Bul. 41	4-H QUICK MEALS
Ext. 4-H Bul. 44	4-H HOME YARD IMPROVEMENT
Ext. Bul. 293	OUTDOOR COOKERY FOR THE FAMILY

USDA "PUBLICATIONS INVENTORY"

Add these titles to your office copy of the Annual Inventory List of USDA Popular Publications. Contact the state office if you're interested in any of these for county use, since requests for orders will have to be considered within existing budget limitations.

F 1787 -- INTERNAL PARASITES OF SWINE (Revised 1959).
F 2130 -- ROPE ON THE FARM (New).
L 116 -- GROWING THE JERUSALEM ARTICHOKE (Slightly revised 1959).
L 268 -- EAT A GOOD BREAKFAST TO START A GOOD DAY (Revised 1959).
L 446 -- FILTERS AND SCREENS FOR IRRIGATION WELLS (New).

ON A PERSONAL NOTE

This will be my last edition of the BULLETIN BOARD, since I'm leaving the University of Minnesota staff July 31. Beginning in September, and for the next two years or so, I will be an "apprentice Hoosier" while working toward a doctor's degree at Indiana University. While this job is not of the kind to permit much direct contact with the county staffs, I have gotten to know quite a few of you personally since 1955-- and I'm only sorry I couldn't have gotten to know the rest of you by something closer than our written correspondence or notices like this. Mrs. Larson will continue as editorial assistant on publications and Harold Swanson will be introducing you some time soon to my replacement as bulletin editor. I won't say Good-by; I'll just say that I've enjoyed being on the same team with all of you.

-- Earl Brigham