

MN 2000 RRP

9/23/59



press
 publications
 radio
 television
 visual aids

Reaching Rural People ... with information tools

University of Minnesota
 September 23, 1959

 * Please read, check and circulate *
 * County Agricultural Agent _____ *
 * County Home Agent _____ *
 * County 4-H Agent _____ *
 * County Ass't. Agent _____ *
 * Secretary for filing _____ *

ACROSS THE EDITOR'S DESK --

There have been changes made. There are new faces and juggled positions in the Information Service.

Earl Brigham, our agricultural bulletin editor, left to take graduate work in history at Indiana.

Maxine Larson, for the past four years editorial assistant, has been promoted to agricultural bulletin editor.

Noel Kaufman will be our new editorial assistant working with Mrs. Larson. Noel has worked for advertising agencies and has taught High School English for 2 1/2 years.

Ray Wolf, our radio-TV specialist, will be doing full-time graduate work in ag. education here at the U this fall.

Jack Morris, who has been with us on a half time basis for the past year will take over for Ray during the fall. Jack is a former state FFA president.

Another Call for Ideas....

Winton Fuglie, Wilkin county assistant, called my attention to a card printed by NDAC for use by agents. One side lists information available from Extension offices. The other is blank for messages, recommendations, notes, etc.

Many of you have your own cards for this purpose. I'd appreciate samples before considering printing cards on a statewide basis. Thanks.

Finally, remember the annual information contest. We're looking for your entries.
 --Harold B. Swanson

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

4-H Enrollment Push

Last spring many of you interested your editors in encouraging business concerns to run special ads in connection with National 4-H Week. We sent you a "catalog" of mats available for ads, as well as some for column headings.

Some of these ad mats would be appropriate in connection with 4-H enrollment.

Why not look over the catalog to see if you can use some of the mats to spark your 4-H drive? If you don't have a copy of the catalog, let us know.

And of course we'll send you as many of the mats as you need, free of charge.

Better 4-H Reporters

A special training session for your 4-H reporters will pay off in better reporting. One of the best ideas is to invite an editor to speak to the group.

Your reporters may find it helpful to have copies of Information Service Series No. 4, "Reporting 4-H Club News." We can supply you with copies.

Consider, too, giving recognition at the end of the year to the best reporters. Some counties give a small award; others name blue ribbon reporters.

A Picture in Column Heading?

Some agents may feel it's immodest to use their picture in their column heading. But here's what happened to a farm editor of an Iowa paper. For some months he ran his column without his picture. During that time the paper conducted a readership survey. Then he began including his picture as part of the column head. The next survey revealed that readership of his column had doubled.

--Jo Nelson



OFF THE PRESS --

Nobody can kick about the publicity being given the FALL SOIL SAMPLE ROUNDUP-- not from this end anyway. Clippings are beginning to stream in around the state, representing widespread use of newspaper promotional and advertising stories.

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About the mats: We maybe didn't tell you about the mats sent directly to editors. Here's what we did: The National Plant Food Institute supplied the mats, which were for use in advertisements by local feed, seed and fertilizer dealers. Printed copies of the layouts for these ads went to dealers, with a note on what it was all about.

Response has been good. The first week after the ad mats were out, we got 50 clippings back. That's roughly 14 percent right off the bat--and scanning later editions shows it's going to go up.

Here's a note on local features: Bob Anderson in Kandiyohi county says one good way to get a feature printed is to ask the editor to work with you on the story. "We make the arrangements and write the main body of the story," Bob says. "But the editor takes the pictures and enjoys seeing the practice he visits."

Editors will use features, Bob states, when they won't use the weekly packet of general news and educational materials.

Royal Anderson used the feature approach to handle a somewhat ticklish problem. The situation: A local farmer was irrigating, with water from a nearby lake. Rumor had it this irrigating would lower the lake level several feet. The feature article--front page with pictures--pointed out that the farmer had a legal permit, would lower lake level about an inch all summer.

--Phil Tichenor



ACROSS THE MIKE --

Don't be afraid to let autumn's crisp, invigorating weather carry over into your radio talks. Some basics are: Be natural. Believe in what you say.

Have in mind who you're talking to. Have a catchy opening. Use a variety of material. Say it simply. Be timely. And finally, get into the mood before you start talking.

The human side of radio:

Here are some of the hilites of a recent radio survey:

1. Content can be made more acceptable or believable by associating it with the prestige of an institution or an expert.
2. Information becomes more meaningful as it is related to objects, conditions or situations that are familiar to the audience.
3. Content is generally more important than presentation in increasing favorable reaction to a program.
4. A trustworthy source is more effective than an untrustworthy source in inducing opinions.

Richard Radway (Olmsted) does a daily 5 minute program on each of Rochester's 2 stations. He tapes 'em daily. In addition his assistant, Richard Angus does a 10 minute 4-H show on Saturday.

Timely Topix for Radio or TV

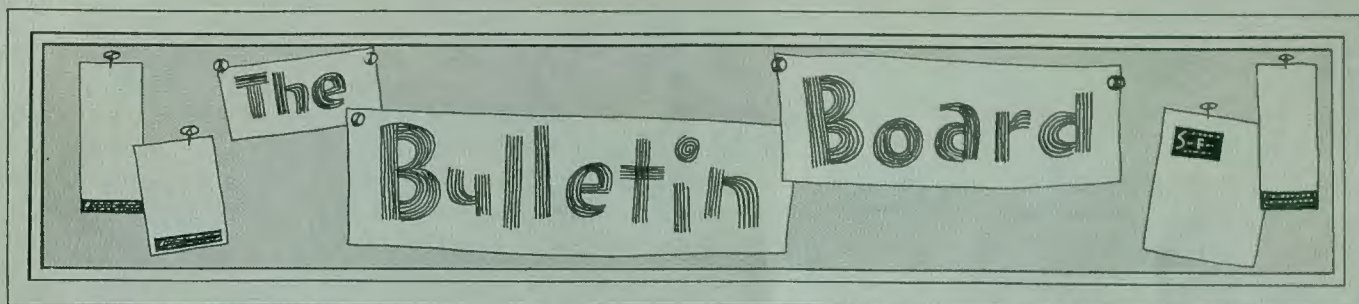
In case you need ideas for programs here's a few: Fire prevention week, the farm census, hay supply and demand, soil sampling, Junior Livestock Show, Farm-City week and National 4-H Club Congress.

BREATHE ON THIS SPOT!

If it disappears - see your doctor! If it remains - see that your tapes get sent to the Information Contest by Nov. 13.

Jack Morris will be doing this column Oct.-Dec. as well as all radio - while I'm on sabbatical at U of M picking up some credits for my Master's degree.

--Ray Wolf



September, 1959

NEW PUBLICATIONS

THE LIVER FLUKE IN MINNESOTA--Ext. Folder 206. 8 pp. by Raymond B. Solac and Henry J. Griffiths. Contains descriptions and the life cycle of the liver fluke, ways of recognizing the disease, and prevention and control. Expect a late October delivery.

BEEF CATTLE RATIONS--An. Hus. Fact Sheet No. 6. R. E. Jacobs and Raymond L. Arthaud. Expect an early October delivery.

MINNESOTA 4-H TREASURER'S RECORD BOOK--4-H M-88. 12 pp. 4-H Staff. Lists the duties of the treasurer and also has space for all financial records. Expect a late October delivery.

BEING REVISED

JUDGING MINNESOTA LAND--S-33. 20 pp. by Roger Harris. Expect delivery around October 1st.

PESKY PLANTS--Ext. Bulletin 287. 32 pp. by Thor Kommedahl and Herbert G. Johnson. The authors have included two more plants. Expect a mid-October delivery.

MINNESOTA 4-H SECRETARY'S RECORD BOOK--4-H Bulletin 1. 40 pp. by 4-H Staff. New 8 1/2 x 11 size. Delivery around the end of October.

NITROGEN FERTILIZERS CAN HELP YOU INCREASE YIELDS--Soils Fact Sheet No. 1. John M. MacGregor.

FERTILIZE ALFALFA FOR BETTER YIELDS--Soils Fact Sheet No. 3. John M. MacGregor and W. W. Nelson.

BEING REPRINTED

Extension Folder 161 PRUNING FRUIT TREES

Extension Pamphlet 198 COUNTY GOVERNMENT IS YOUR GOVERNMENT

NEW "FEED SERVICE"

The fall issue of Minnesota Feed Service will again, as in the past, carry condensations of the more timely papers presented at the annual "Animal Nutrition Short Course" held on the St. Paul Campus. The main topic is amino acids as used in turkey feeding and swine feeding. Studies are also reported on the use of tranquilizers for livestock and for poultry.

COMING "FARM AND HOME SCIENCE"

Minnesota Farm and Home Science will present these articles in the October issue: level of nutrition of the ewe and lamb and its effect on subsequent lamb growth; a new step toward improving proteins for poultry; family socialization experiences in leadership development; rust on Minnesota jack pine; the development of Park bluegrass; a study of social participation and school grades; land forming--a new water management practice; agricultural resources in Northeastern Minnesota; food from Minnesota's waters; Rocksbury soils of Northeastern Minnesota; steps to better dairy herd management.

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.

- F1855--CULTURE, DISEASES AND PESTS OF THE BOX TREE (Slight revision 1959)
- F2131--RAISING RABBITS (New)
- F2135--WHAT YOUNG FARM FAMILIES SHOULD KNOW ABOUT CREDIT (New)
- F2136--LIGHTNING PROTECTION FOR THE FARM (New)
- G17 --FOOD GUIDE FOR OLDER FOLKS (Revised 1959)
- G62 --REMOVING STAINS FROM FABRICS--HOME METHOD (New)
- L221 --THE HOME FRUIT GARDEN IN THE CENTRAL SOUTHWESTERN STATES (Slight revision 1959)
- L447 --HYPERKERATOSIS OF CATTLE (New)

--Maxine A. Larson
Noel Kaufman