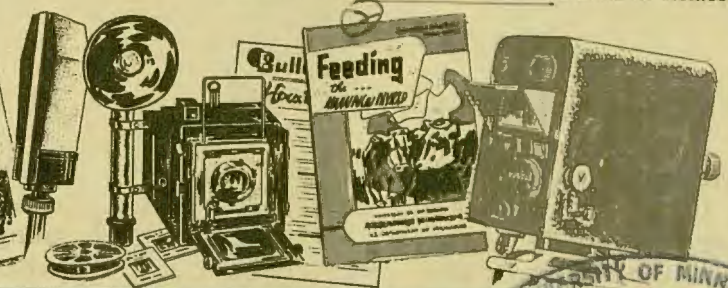


10/27/59



- press
- publications
- radio
- television
- visual aids



Reaching Rural People with information tools

University of Minnesota
October 27, 1959

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

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

News Releases on Club Congress

Some of you will be releasing stories on your Club Congress trip winners to your county papers (and don't forget your radio stations!) this week. At any rate, it will be a good idea to get this story out at least as soon as your Achievement Day is past.

Our story listing names of Minnesota Congress trip winners will go to daily papers, radio and TV stations and magazines Nov. 12.

Some tips for your story on your trip winner: include achievements in major project, leadership record, any human interest feature and some school or community activities. And supply a picture, if possible.

Other 4-H Stories on Winners

From time to time, beginning now, we'll release to daily papers stories announcing state winners of some of the awards other than trips. We'll send copies of these to agents concerned so you can release them to local media if you haven't already.

When It Comes to National Winners --

We'll announce sectional and national honors to 4-H'ers in stories which we'll send directly to you for release in your county dailies and weeklies. We'll release the information simultaneously to other dailies in the state.

NOTE: These stories will carry a release date set by the National 4-H Committee to coincide with the event at which winners are announced in Chicago. You may want to explain to your editors the reason for the release dates.

ACROSS THE EDITOR'S DESK --

The other day we sent you a copy of "St. Paul Campus News Notes." We hope you will share it with others in the office.

The publication was started 4 years ago at the request of the Faculty Consultative Committee of the College of Agr., H. E. and Forestry. The purpose was to improve communications among staff members. At first it was largely devoted to college affairs, but it now covers the activities of all campus staff, county extension agents, and branch experiment station personnel.

With this expansion in scope, we felt you might wish to receive the publication regularly. You will recognize that most Extension items have already been covered in Director Rutford's monthly letter. We'll welcome items from you. "Campus News Notes" is published at the beginning of the fall, winter, and spring quarters so we need copy the first week of each quarter.

Another Reminder....

It's time to send in your entries in the Information Contest. Remember that the purpose of this contest is to give you a chance to have your work evaluated and receive suggestions for improving this work even more.... And then there are prizes for the best entries..and recognition, too.

--Harold B. Swanson

--Jo Nelson



OFF THE PRESS --

This question came up in a chat with an agent a while ago: Should personal columns of all extension workers in the county be written under one common heading, or

should each agent have his own? Here's how I would suggest looking at this:

First, ask the editors. Some make it a point to departmentalize their paper--one section for women, one for farm material, and so on. Such an editor would almost invariably want the home agent's column in the women's page--and therefore apart from the agricultural material.

In many a county, the agricultural and assistant agents have joint column headings and the home agent has her own. Knowing what we do about how people read newspapers, this is often a logical arrangement. It's a fact that men are more apt to look at certain sections of the paper, and women at others. So it makes sense to write accordingly.

On some small papers, there may be no "departmentalizing" at all. And the editor may in that case wish to put all extension information under one heading.

Where a joint program is involved (like a farm and home development project in which both agricultural and home agents take part) there's no reason why it might not be mentioned by either agent in a separate column. And rather than repeat in one column what the other agent has written, one agent might simply refer the reader to the other in the same paper. This is a good old journalistic device called "cross-plugging."

If any of you have a farmer who has mechanically dried small bales, let me know. We're feature hunting again.

--Phil Tichenor



ACROSS THE MIKE-

Make the most of events that involve people -- especially when those people are from your area. Good way to do this is to take your tape recorder along to meet-

ings and 4-H events. At the Junior Livestock Show, for example, three agents cut on-the-spot interviews that are bound to get -- and hold -- listeners.

About a dozen guests apiece made for really interesting Junior Show programs for Carl Ash, West Polk county, and Howard Balk, Big Stone county. Howard even interviewed the parents of one of his 4-Hers.

Sound effects from the Junior Show sale of champions added a special sparkle to Paul Sandager's 5-minute tape with his Cottonwood county exhibitors. Here's how he did it:

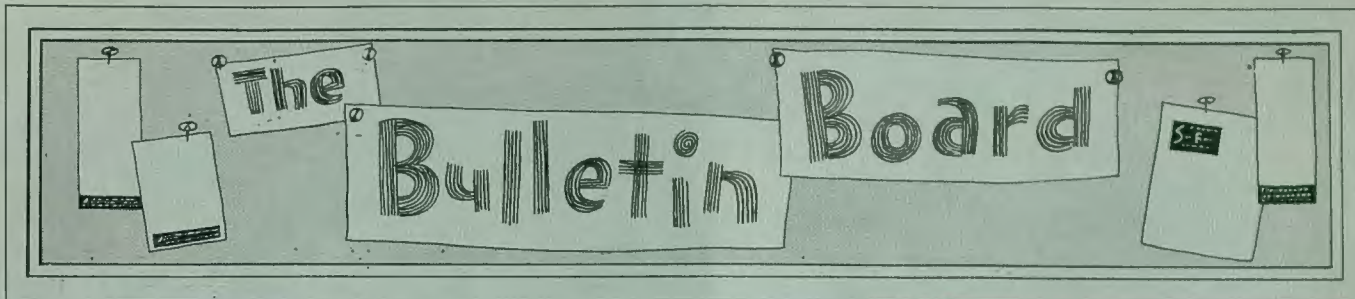
Colorful sounds of the auctioneer were in the background as Paul introduced his program (tape was made on the radio platform in the Junior Show arena). Then as the top steer from his county went on the block, Paul turned up the mike and told his listeners to "listen in on the sale of this animal."

For the rest of the program, Paul moved the recorder to the Junior Show office -- and finished out with interviews. Result: A dandy "on-the-spot" program.

Why not try "on-the-spot" programs yourself? Do it at a farm meeting and you can combine meeting coverage into your tape. Ask for volunteer guests -- or pick them at random. Talk about the subject of the meeting -- or use a "question of the week" approach. If names make news (as the man across this page has often told you) then this is the way to work names into your radio programs -- complete with their voices and opinions!

Next time in this corner I'll report on a new idea in radio spots that we've tried -- and that may work for you.

--Jack Morris



October, 1959

NEW PUBLICATIONS

THE FARM AND HOME VISIT--Communications Bulletin 18. A practical, down-to-earth guide for the county agent or roving Extension worker. Contains some helpful hints on making a good visit, establishing rapport, getting results, etc. Expect a late November delivery.

INSECTS IN STORED GRAIN--Entomology Fact Sheet No. 9. John Lofgren. Expect a mid-November delivery.

FARM AND HOME RADIO AND TV PROGRAMS--October, November, and December schedules for Hi-Lights in Homemaking and University Farm Hour, KUOM, and Town and Country, on KTCA-TV. Now available.

4-H RADIO PUBLIC SPEAKING CONTEST--1959-60--4-H M2. 4 pp. Expect a mid-November delivery.

BEING REVISED

EVERGREENS--Ext. Bul. 258. 28 pp. by Marvin E. Smith, C. Gustav Hard, David E. French, and A. C. Hodson. Extensively revised--new photos and new recommendations. Expect a late November delivery.

BEING REPRINTED

Technical Bulletin 229 SOME FACTORS AFFECTING POPULATIONS OF EUROPEAN CORN BORERS IN THE NORTH CENTRAL STATES.

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.

- F2045 COMMERCIAL PRODUCTION OF TOMATOES (Slight revision 1959)
- F2137 INSURANCE FACTS FOR FARMERS (New, Replaces F2016)
- L448 GROWING WATERCRESS (New, Replaces L134)
- G46 INSECTS AND DISEASES OF VEGETABLES IN THE HOME GARDEN
(Revision 1959)

The following are discontinued but county offices may use any copies they have on hand. The titles should be removed from the inventory list as USDA supplies are exhausted.

- F1437 SWINE PRODUCTION (Discontinued)
- F1829 INSECTS AND DISEASES OF THE PECAN AND THEIR CONTROL
(Discontinued)
- F2079 FARM METHODS OF COOLING MILK (Discontinued)
- L273 CURING PORK COUNTRY STYLE (Discontinued)
- L378 A ROUNDED CORNER HUTCH FOR RABBITS (Discontinued)
- L413 LAMB PRICES (Discontinued)

--Maxine A. Larson
Noel Kaufman