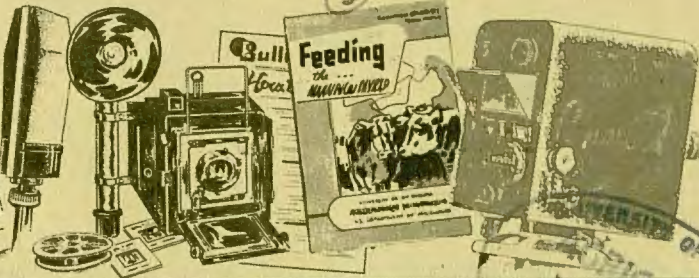


MN2000 RRP
5/18/60



press
publications
radio
television
visual aids



Reaching Rural People ... with information tools

University of Minnesota
May 18, 1960

* 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--

Images, public relations, organization, communications.....

These words, we hope, loom more important to you today. They summarize, in part, the recent two-day county office secretaries' conference on campus.

*Image refers to how people see us. We all have an important part in creating a better image of Extension, the University, the U. S. Department of Agriculture, and agriculture. Our everyday activities create this image--bad or good.

*Public relations, too, is the job of the entire staff and must rest on a good foundation of service,

*Organization is an important tool in improving our work and even making it easier. Filing, ordering, and maintaining an orderly schedule are only a few of the points brought out.

*Communications -- Here secretaries got a brief exposure to the same material agents heard at the writing workshops. They also got a "sneak" preview of the proposed visual sessions.

After working with county extension secretaries we can see all the more vividly why so many of you insist that secretaries should share in the awards you receive in the information and other contests.

--Harold B. Swanson

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

Good Public Relations

West Polk Co. invited the editors of all the local newspapers to its annual 4-H leaders' recognition dinner. The dinner is sponsored by the bankers.

Adult Leaders Featured

Lyon county papers featured a weekly series of about a dozen stories on 4-H adult leaders this winter. Agents George Holcomb and Ray Newell provided the stories and action pictures. The agents report that the stories had excellent acceptance.

Pictures Spice Up Column

Conrad Kvamme, Norman Co., runs a picture in his column nearly every week. He finds that the picture attracts readership.

Jargon in Business Letters

Remember at our communications workshops in January we suggested that you eliminate stilted phrases in your business letters? We emphasized that point at the workshop for secretaries. So, by way of checking up on yourself--before your secretary checks up on you--why not ask her to see the mimeographed sheet we distributed on "Jargon in Business Letters?"

Word Corner

How often have you heard someone talk about a "rather unique" or "most unique" experience? Unique means the only one of its kind; so anything that's unique can't be more, most, or less unique.

--Jo Nelson



OFF THE PRESS --

The boom in personal news columns rolls on.

Among the latest to order headings are Harold Halstead in Fillmore county, Scott county agents, and Clearwater county. We also had one made up for Bill Penning in Grant county.

Bill may have his doubts about it all, though. Word has it that the first week he had the new heading, the local editor had a bit of a back shop mixup. Result: Ruth Spidahl's heading appeared over Bill's column and vice versa. So Bill immediately was a quoted authority on sewing patterns and recipes.

If you're wondering what kind of news column heading we should make for you, take a tip from Arnold Heikkila and Marilyn Balstad in Clearwater county. They took the problem to a local editor who (while sipping his coffee) sketched a clever heading on a napkin. Arnie sent us the napkin and we used the idea as a pattern for the final art work.

Henry Hagen in Cass county says this: "My most successful public relations contact has been through my column, which has appeared in the six local papers for nine years. I have made a special effort to cover the various phases of our work which would interest rural and non-rural people."

Henry says he hasn't missed a single week since the column began.

Soil testing publicity took the spotlight in Pennington county last spring. Agent Paul Stelmaschuk set up a commercial trailer company soil testing collection depot and plugged it repeatedly in local papers and on radio stations. Collections soared.

Art Frick recently showed us a copy of a story he did locally on pastures. We liked it so well we included it this week in the news packet.

--Phil Tichenor



ACROSS THE MIKE-

"Extension News and Views" is the name of the new county extension TV program on KCMT in Alexandria. Thirteen counties take turns every Monday and Friday at 12 noon. The program started May 9. We'll all be anxious to hear of its effectiveness in reaching rural people. P.S. The county extension secretaries who received training in lettering, posters, etc. should be able to help these new "TV agents" a great deal.

By the grapevine I hear that --

1. Elaine Komula, (Isanti) calls WCMP, from her office each day to report coming events and timely home tips.
2. Roger Wilkowske (Le Sueur) is doing a top job of beeper phoning for the Linder five station network which originates from KWLM, Willmar.
3. Loyel Hoseck, (Dodge) provides some of the best tapes that are used on KDHL, Faribault.

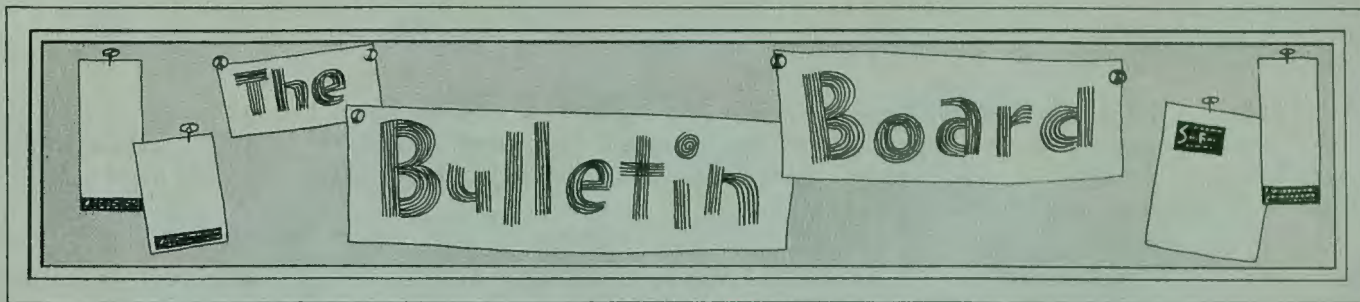
Radio workshop requests have come from Paul Stelmaschuk (Pennington) for the agents on KTRF, Thief River Falls and from Harriet Bakehouse (Steele) for those on KRFO, Owatonna. Plans are being made for each location.

TAPE HANDLING PRINCIPLES

1. Avoid storing unboxed reels of tape. The original box protects tape from dust and from physical damage to its edges.
2. Wind reels of tape loosely--store "on edge" or flat on individual shelves. Avoid stacking as the weight may distort the plastic reels or damage the edges of the tape.
3. Avoid extremes of temperature. If tape is subjected to extreme temperatures, such as in shipment, allow 16 to 24 hours for it to return to room temperature before using.

So long for now.

--Ray Wolf



May, 1960

NEW PUBLICATIONS

CUT EARLY FOR QUALITY FORAGE -- Agronomy Fact Sheet No. 8. William F. Hueg, Jr. Points out the values in cutting forage early. Now available.

OAK WILT AND ITS CONTROL -- Plant Pathology Fact Sheet No. 5. H. G. Johnson and D. W. French. Shows you what to look for in recognizing the disease and suggest strong control methods. Expect a June 1 delivery.

THE MINNESOTA LANDSCAPE ARBORETUM -- A Report of Progress -- Misc. Report 38. Prepared by the Department of Horticulture, University of Minnesota. Available by June 1.

AGRICULTURAL DROUGHT AND MOISTURE EXCESSES IN MINNESOTA -- Tech. Bul. 235. G. R. Blake, E. R. Allred, C. H. M. van Bavel, and F. D. Whisler. 36 pp. Not intended for use outside the technical field.

PROCESSING COSTS OF WHOLE MILK CREAMERIES -- Tech. Bul 236. Arvid C. Knudtson and E. Fred Koller. Not intended for use outside the technical field.

REVISED PUBLICATIONS

MORE INCOME FROM EGGS -- Extension Folder 80. W. H. Dankers and R. W. Berg. Substantially changed since the 1952 printing with practical information on improving egg production, handling and marketing methods, and income. Expect a mid-June delivery.

HOW ABOUT OATS FOR SILAGE? -- Agronomy Fact Sheet No. 3. Rodney A. Briggs and William F. Hueg, Jr. Now available.

PUBLICATIONS LIST OF THE AGRICULTURAL EXTENSION SERVICE AND THE AGRICULTURAL EXPERIMENT STATION. 12 pp. Available around June 1.

BEING REPRINTED

Ext. Bul. 196 PLANTING THE FARMSTEAD SHELTERBELT

Ext. Bul. 297 HOW TO CHOOSE--HOW TO COOK--BEEF

4-H M-65 PARENTS--HELP YOUR BOYS AND GIRLS TO AN EDUCATIONAL,
ENRICHING, EXCITING EXPERIENCE IN 4-H

4-H M-85 HAVE FUN IN 4-H

SPECIAL NOTES

(1) SWINGING THREES -- 4-H M-95. Mixers and dances for groups of mixed numbers of boys and girls collected by "Luke" Edmund Lukaszewski. Multilithed, punched, 70 pages, 8 1/2 x 11. Available from the Bulletin Room at 50 cents a copy. This charge includes postage.

(2) We are discontinuing issuance of Agronomy Fact Sheet No. 2 - ALFALFA, QUEEN OF THE FORAGES. When you have orders for this, use Extension Pamphlet 203 - ALFALFA FOR MINNESOTA. However, you may want to use up the supply you have.

(3) Please destroy all copies of USDA Leaflet No. 388 - HORN FLIES ON CATTLE -- HOW TO CONTROL THEM. John Lofgren has indicated that the sprays listed are no longer approved.

Olmsted County says that their most successful public relations device has been their monthly newsletter. The 4-H, rural youth, and homemaker newsletters are prepared monthly and circulated to all families who are members of these three groups. They keep these groups informed about activities and programs carried out by the Extension office during the coming year. These newsletters are sent to the extension committee and the Junior Chamber of Commerce.

USDA PUBLICATIONS INVENTORY

Add these titles to your office copy of the Third Annual Inventory 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:

- F2145 GROWING RYE -- New (Replaces FB's 756, 894 and 1358)
- L 454 MAKING HOUSEHOLD FABRICS FLAME RESISTANT -- New
(Replaces F1786)
- L 456 CATTLE LICE--HOW TO CONTROL THEM -- New (Replaces L 319)

--Maxine A. Larson
Noel Kaufman