

MN2000RRP

9/21/60



press
publications
radio
television
visual aids

Reaching Rural People ... *with information tools*

University of Minnesota
 September 21, 1960

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 * 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 --

Radio and TV Tell Story of 4-H

The number of 4-H'ers featured on Twin Cities radio and TV stations during this year's State Fair surpassed that of any previous year. Approximately 85 4-H'ers appeared on various radio programs during the 10 days, along with about 64 on television. It's always a thrill to see and hear these 4-H'ers; almost without exception they do a superb job.

Don't Forget 4-H Reporters

When you give training to your officers, don't forget the reporters. A special training session will really pay off. One of the best ideas is to invite a local editor to speak to them.

And don't forget about Information Service Series 4, "Reporting 4-H Club News," which your reporter may find helpful. We can supply you with copies.

Radio Waning?

Figures dispel any idea that radio is a waning medium. Radio Advertising Bureau reports that there were almost 156.4 million radio sets in working order in the U. S. on Jan. 1, 1960 as against 146.2 million a year before. More than 18 million sets were sold in '59--almost twice the total for '49.

Word Corner

A mispronounced word sticks out like a sore thumb in an otherwise polished speech. Keep this fact in mind as you help 4-H'ers with their demonstrations.

A number of judges at State Fair commented on some of the mispronunciations: tē-pid (for tep-id); pre-ennials (for perennials); food pep-eration (for preparation).
 --Jo Nelson

ACROSS THE EDITOR'S DESK

First there's news about changes made in our Information Service staff.

Phil Tichenor who received a substantial fellowship from Stanford U. will be studying communications research there until July 1. Phil is working toward his doctorate.

Robert Raustadt, who was on our staff for three years in the early fifties, will take over for Phil for the year. For the past seven years he has been owner, publisher, and editor of the weekly Kimberly (Idaho) Advertiser. Bob was also managing editor of Markets and has worked on the Bemidji Daily Pioneer and a weekly at Luverne.

Mrs. Audrey Swanson, who worked with many of you on your long-range program projection reports, is leaving us to become a full-time librarian.

About 45 state and county staff members will attend the final written communications workshop on the St. Paul Campus, Sept. 27-28. On Sept. 29 the first of two state staff visual aids workshops will be held. District visual aids conferences will be held in Willmar and Windom beginning Oct. 17. Other district meetings will be held in 1961.

Now's the time to start assembling those entries in the Information contest. You received blanks and rules earlier.
 --Harold B. Swanson



OFF THE PRESS --

Back after 7 years as publisher of my own weekly, I find myself with a "refreshed" memory of the economic realities of the newspaper business. These real-

ities have a rather important relationship to the work of those of us who use mass communications media in the cause of education. Perhaps our relationships with the press can be improved or maintained at a high level if we better appreciate the problems of the publisher.

Farmers and publishers share the problem of how to make a profit. Publishers can't afford to waste space. Farmers can't afford to waste land. Neither can afford to waste time. With the publisher, time is often more important than space. A publisher, like a farmer, can afford to hire only as much help or to buy only as much machinery as will produce economically.

The publisher likes to serve the public, even when doing so does not bring a direct economic return. But there are times when he must economize in providing public services in order to keep his business in the black.

For example, he may be forced to the conclusion that he can't spend money to set up and print some news stories if they land on his desk late. The publisher must get the paper out on time. He must avoid unprofitable overtime work. He must get the decks cleared for other aspects of his business such as commercial printing. All of which is a way of getting around to that old refrain, "Get the Copy in Early." If you are late, something that the editor considers more pressing may crowd your story out. Newspaper shops usually have more time to set type early in the week or early in the day. Why not let someone else compete with the harsh realities of the publishing business, by getting county agent news stories in early?

--Bob Raustadt



ACROSS THE MIKE-

It's 4-H Enrollment and Soil Sample Roundup time in Minnesota. We've sent 27 ten second spots on soil testing to 20 radio stations and a TV packet on 4-Enrollment and soil testing to 5 television stations. We hope these will help your program of work.

Plan for next year:

One of your best sources for news stories and radio programs could be (and should be) your plan of work for 1961. This is a perfect time to let the people of the county know what you have been doing and what you plan to do.

In most cases your plan of work will reflect the thinking of your extension council and others with whom you have consulted and worked. This gives a good opportunity to use names.

How do you rate?

Seventy-seven percent of the counties in the U. S. reported the use of radio in 1959. Agents averaged 2 1/2 broadcasts per week for a grand total of nearly 300,000 programs. Radio use has increased over 700 percent since 1945.

Forty-four percent of the U. S. counties had TV programs in 1959. Agents averaged one show a month for a total of 16,700 programs. This, sorry to say, is down a little from last year.

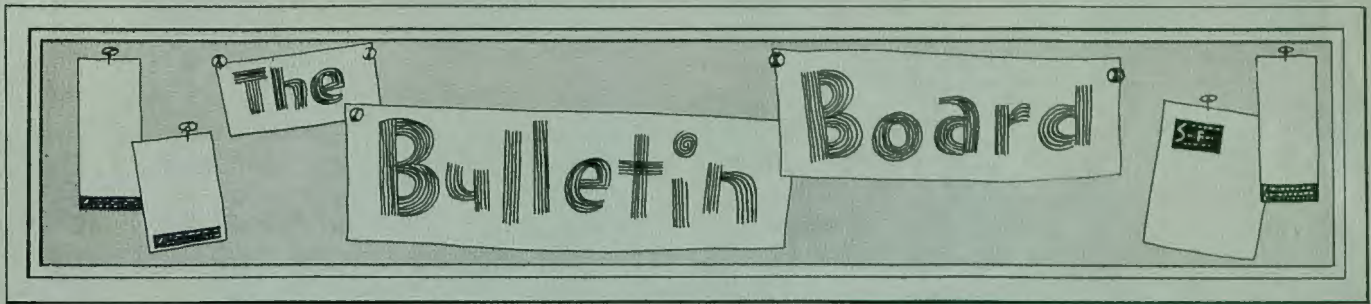
In the Extension Service Review

Believe you girls will be interested in "TV Tailored to Their Needs" and "Homemakers Report by Radio" in the July issue.

Junior Livestock Show

We'll be doing some tape recordings at So. St. Paul. A Revere Tape recorder and some tape will be available for your use. If we can help record a program for you let us know.

--Ray Wolf



September, 1960

NEW PUBLICATIONS

EFFECTS OF THE INTERACTION OF VARYING TEMPERATURES AND LIGHT INTENSITIES ON THE RESPONSE OF FLAX TO 2, 4-D--Tech. Bul. 237. L. S. Jordan, R. S. Dunham, and A. J. Linck. 28 pp. Expect a mid-October delivery.

LIMING MINNESOTA SOILS--Ext. F. 210. John Grava and Merle Halvorson. 8 pp. Lists the benefits of liming, the lime needs of Minnesota soils, and the liming materials available in Minnesota. Also tells when and how lime should be applied, how liming materials are valued, and the costs of liming. Available around mid-October.

CORN SILAGE--Agronomy Fact Sheet No. 9. William F. Hueg, Jr., Harley J. Otto, D. W. Bates, and Dennis Ryan. Explains the methods for whole plant silage, ear and shelled corn silage, and modified whole plant silage. A companion to Agricultural Engineering Fact Sheet No. 12. "Storing and Drying Wet Corn." Now available.

STORING AND DRYING WET CORN--Agricultural Engineering Fact Sheet No. 12. D. W. Bates, D. M. Ryan, and H. J. Otto. Contains excellent suggestions for more effective treatment of corn in storage. A companion-piece to CORN SILAGE--Agronomy Fact Sheet No. 9. Now available.

CONGRATULATIONS--YOU ARE NOW PARENTS OF A NEW 4-H CLUB MEMBER-4-H M100. (Reprinted from an Iowa State University folder.) Intended for mailing by agents to parents of new 4-H members. Now available.

4-H CLUB MEETING FUN--4-H M101. Contains hundreds of recreation ideas--skits, mixers, stunts, songs, games--many with illustrations and diagrams. Designed to aid 4-H leaders in effective recreation planning. Expect a mid-October delivery.

HOW EFFECTIVE ARE YOUR VISUALS?--Communications Bulletin No. 22. Gerald R. McKay and Ray Wolf. Gives the requirements for an effective visual aid--visibility, structure, economy, technique, appeal, clarity, fidelity, validity, credibility, and tactics. Available by October 1st.

RADIATION IN RESEARCH--Atoms for Peace--6 pp. Explains how the various departmental scientists on the St. Paul Campus use radiation in their research. Now available.

REVISED PUBLICATIONS

KNOW YOUR MINNESOTA APPLES--Ext. F. 177. Eleanor Loomis. 8 pp. Mrs. Loomis has added a section on processed apples. Expect a late October delivery.

KNOW THE BEST BUYS IN FRUITS AND VEGETABLES--Ext. F. 197. Eleanor Loomis. 6 pp. Mrs. Loomis has added the "servings per pound" in the fruits and vegetables tables. Expect a late October delivery.

YOU CONTROL YOUR TOWN GOVERNMENT--Ext. P. 199. Luther J. Pickrel and Floyd Flom. 16 pp. Revisions have been made merely to bring the folder up-to-date. Available around the end of October.

BEING REPRINTED

Ext. P. 173 THE FAMILY DOLLAR

WELCOME TO THE ST. PAUL CAMPUS

NOTES ON PUBLICATIONS

Our Extension Agronomist has notified us that copies of the following two fact sheets should be discarded: Agronomy No. 2, ALFALFA, QUEEN OF THE FORAGES and Agronomy No. 6, GRAIN SORGHUM FOR MINNESOTA.

Edna Jordahl has notified us that the following two publications should be allowed to go out of supply as they won't be reprinted: Ext. P. 174 YOUR PROPERTY AND YOUR HEIRS and Ext. F. 155 MANAGING THE HOME WITH EASE AND SATISFACTION.

PUBLICATIONS INVENTORY

We did not get a list this time from the Extension Office so we will give a longer list next time.

---Maxine A. Larson
Noel Kaufman