

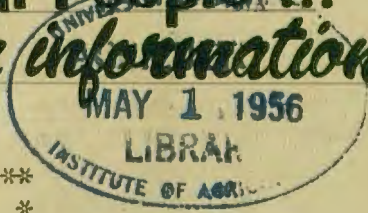
11200 RRP 4/27/56



press
publications
radio
television
visual aids



Reaching Rural People... with information tools



University of Minnesota
April 27 1956

- *****
- * Please read, check and circulate *
 - * County Agricultural Agent *
 - * County Home Agent *
 - * County 4-H Agent *
 - * Secretary for filing *
- *****

ACROSS THE EDITOR'S DESK

A word of thanks often will help your program immeasurably! When did you last write a note to the editor, radio station manager, TV station director who has done a good job for you? Give the editor, reporter, newscaster, farm director a pat on the back whenever justifiable. Like everybody else, they like praise now and then. They're trying to please everyone--which, as you know, is impossible--and expressions of gratitude for a job well done make their efforts seem worthwhile. And it's likely to help you in the long run. It builds that friendship, called good press relationships, that helps so much in doing an educational job.

That Information Service Series

Last month we sent you a copy of Gerald McKay's "Let's Build a Window Display" as a number in our new Information Service Series. This month another in this series is enclosed. It's "Reporting 4-H Club News," and we hope you'll find it useful in training 4-H club reporters. You can have as many copies as you'd like.

Next month we'll have something on exhibits. But here's what we'd like from you. If you have an information topic or problem you'd like in the series, let us know. We'll do what we can to come through for you.

--Harold B. Swanson

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

Do You Have a Column Heading?

Lillian Engen, Meeker Co., has been writing a column for some time. Now she's having a column heading made to dress up her weekly effort. She calls it "Notes and Quotes." Many of you could make your columns more attractive to readers with an artistic heading. Let us know what you want and we'll have one made for you.

National 4-H Week Gets Good Coverage

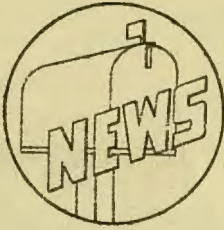
Clippings of the mat of Minnesota 4-H officers and a story on 4-H achievements show good coverage for National 4-H Week in practically every Minnesota newspaper. Agents did a good job, too, of getting 4-H mats to business firms for use in ads. Two full-page ads spotlighting 4-H came to our attention in the Morris Sun and the Madison Press. We know there were many others.

Reds Fade Out On TV

For those of you who do TV, here's a helpful tip from Dorothy Sherrill, Oregon consumer education specialist; "We've all heard that some reds fade out on TV. Recently this problem showed up when a paper cut-out of red cherries was mounted on grey paper for a TV visual. On television the red faded into the grey and kept very little cherry identity. A television director gave the solution. Outline the bunch of cherries with a fine black line and they really hold their own and do the job intended. This helps in any case where lack of contrast is a problem."

--Jo Nelson

THE NEWS ANGLE --



A fellow often wonders just how to start an article so those first few words will attract attention. In a recent Little Falls Daily Transcript,

County Agent David Anderson gets into a story on pig care with a good deal of skill. That county, you know, has one of the largest little-pig markets in the world. David started this story, in his column, with a paragraph on the current market situation. This leads on into reasons for farmers' losses in pig-raising.

Abel Anderson has By-lined Article --
These big farm editions so many papers put out afford a good opportunity to get Extension facts out. Abel Anderson, Red Lake County Agent, has a good article on cow testing in the Grand Forks Herald Farm Edition.

Checklist for Good Extension Stories --
What makes a county agent-written story a poor one? University of California editorial researchers found 11 fatal faults -- any one of which could wreck a news story. Here they are:

- (1) Dull, uninteresting lead paragraph;
- (2) No attempt to find local example of good practice advocated;
- (3) Names of important people left out;
- (4) Too difficult-to-understand words;
- (5) Story not put together logically;
- (6) Do not use enough active verbs;
- (7) Stories are not specific enough;
- (8) Stories contain too much "deadwood," that is, facts not needed or too many words to say something;
- (9) Writer tries to cover too many topics in one article--makes story too long or heavy;
- (10) Writers use "should" and "must" too much--these are strong words. They imply orders. We must suggest.
- (11) Leave out important point--who, what, where, when, why or how.

--Harry R. Johnson

ACROSS THE MIKE --



You win or lose a good part of your audience in the first 60 seconds of a radio or TV program, so don't waste any time. Start with a

startling statement, or question or a humorous incident or idea to capture your listeners' attention. Then tell them what is on your program so they will want to stay and listen.

Design your questions to bring out a story from the person you are interviewing instead of just letting him agree with you. Keep your ears open for personality traits and amusing incidents about your guest and use them to keep the subject interesting.

Organize your material and allot each point you intend to make a fixed amount of time. Have a climax and build toward it. Plan a tag line long before your broadcasting time and write it down, even if you write nothing else. Too often your fast start may collapse into a slow, dull end.

FIVE COMMANDMENTS for TV programs -

Thou shalt offer the best, for 'tis truly fatal to parade mediocrity.

Thou shalt hold integrity as thy watchword lest thy Hooperating fade into darkness.

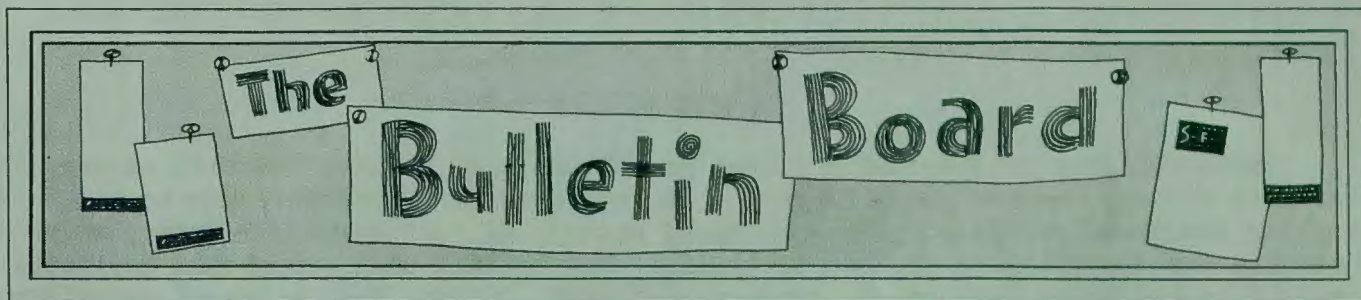
Thou shalt show it, not talk it, whatever thy subject shall be.

Thou shalt build thy program around interesting personalities, not just attractive ideas.

Thou shalt be both a showman and an educator, else thou wilt speak in a still, small voice only to the cameraman.

TV AIDS -- available from my office include pictures and scripts on "Better Eggs for Your Table", "Where Does Your Meat Dollar Go", June Dairy Month, "Soil Conservation Practices," "Dividends from Fertilizer Use," and "Who Gets Your Food Dollar." Several new sound films for TV are listed in Visual Aids Tip Sheet.

TV-RADIO IDEAS -- for May include: Minnesota Royal St. Paul Campus, May 5-7; National 4-H Sunday, May 6; Soil Stewardship Week, May 6-12; Arbor Day, May 11; Ration-a-Day grazing; Gardening; Home beautification; and Safety on farm and highway.
--Ray Wolf



April 1956

NEW

SIXTY-SECOND ANNUAL REPORT OF THE AGRICULTURAL EXPERIMENT STATION. 52 pp. Contains the usual staff and publications lists, and the financial report of the Experiment Station. May delivery.

1956 COMMERCIAL VEGETABLE INSECT AND DISEASE CONTROL GUIDE. This is the annual revision--this year including a few definite changes in addition to the usual minor revisions to bring the material up to date. Some of these are the changes made to comply with the residue tolerances established by the Food and Drug Administration. So this year, recommendations include the minimum days before harvest that the various insecticides can be applied. Also, the plant disease information has been revamped to include the foliage diseases--and all the disease data have been put in with the insect information. Now you can look up a certain vegetable and find all the problems listed--and in the approximate order they occur.

REPORTING 4-H CLUB NEWS -- Information Service Series No. 4. 2 pp. by Harold B. Swanson and Jo Nelson. This sheet is enclosed for your use. Just write to the Information Service office if you'd like to get more copies. Though this sheet is slanted toward the 4-H'ers, you may be able to gather a few tips that will help you do a better job in the newspapers, too.

GRAIN SORGHUM FOR MINNESOTA? -- Fact Sheet, Agronomy No. 6. 2 pp. by R. G. Robinson. Probably you've been getting lots and lots of questions similar to that asked in this latest fact sheet. Farmers are definitely interested in knowing whether they can grow grain sorghum profitably on land changed from corn by the government farm program. Agronomist Robinson takes pains to cover the sorghum situation thoroughly -- covering such subjects as kinds, varieties, and growing methods and comparing the results with those for corn and barley. This should reach you by mid May.

REVISED

Ext. F. 181 -- GRASS SILAGE. 8 pp. by Rodney A. Briggs and Harold Searles. Contains the latest information on grass silage -- type of silo, preservatives, moisture content, feeding, safety measures, etc. May delivery.

BEING REPRINTED

F-162, STRAWBERRIES FOR MINNESOTA.

"FARM AND HOME SCIENCE"

Our first promise on the May issue of Farm and Home Science is that it will be out in May. Our second is that you'll find the range of interests covered even a little wider than in the last issue. The cover will be an aerial view of the St. Paul Campus -- a view we expect to be out-of-date by another May, because of authorized additions to the instructional and research facilities of the Institute of Agriculture. The articles will discuss some of the following subjects:

Serviceability of synthetic fibers for blouse and shirting material as compared to cotton; whether grain sorghum is a good crop for Minnesota; how to get earlier tomatoes from your garden; chemical control of rust on cereal crops; swine breeding for tomorrow; if you use irrigation, how to tell when you should irrigate; whether or not honey bees can be used to pollinate alfalfa; the nature of marketing spreads between cost at the farm and retail prices; characteristics of farmers for and against school consolidation; local organizations for watershed protection; and the liming needs of Minnesota's soils.

At the suggestion of Dick Herman in Kanabec County, we're also seeing if we can work out a slight reduction in the "trim" (overall) size of Farm and Home Science so it will fit easier into the standard mailing envelopes you use. There are some mechanical considerations involved here which will have to be worked out. But if we can't get them solved in time for the May issue, we will try to work that out by the October issue. Thanks for the suggestion.

MAY "FEED SERVICE"

May is also the month for the next issue of Minnesota Feed Service. It may have to follow Farm and Home Science, since it will be a large issue and require the same press facilities. Here's a preview of what to expect in "Feed Service" for May:

Continuing the series on minerals in livestock rations, the place of trace minerals in feeding will be discussed. There will also be a round-up on the place of animal fats in commercial feeds, with particular emphasis paid to poultry feeds. And we'll try to have the latest information available on the question of whether to mix fungicides or insecticides or herbicides with the trace elements in field applications. Finally, we'll go into the matter of how fertilizer can sometimes increase soybean yields.

INSERTION FOR FOLDER 192

Extension Entomologist Herb Parten tells us that you should expect very shortly a mimeographed supplement for Extension Folder 192, "Fly Control for Livestock," to be inserted in the folder. It will contain additional information on fly control for 1956, also prepared by Dr. L. H. Cutkomp, author of F-192. Specifically, the insert will give directions on the proper use of Diazinon, one of the newer chemical materials.

-- Earl Brigham, Maxine Archibald, Jean Metcalf