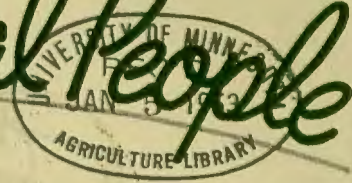


Reaching Rural People



WITH INFORMATION TOOLS



PUBLICATIONS OFFICE

AGRICULTURAL EXTENSION SERVICE

UNIVERSITY FARM

University of Minnesota ^①
December 31, 1952

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

TO THE H.A.'S --

"Every day in every way we're getting better and better" seems to apply to the radio and press entries in the Information contest.

ACROSS THE EDITOR'S DESK

Now that the annual conference is a thing of the past, we'd like your reactions to the annual extension info. contest. Your response to the contest has been good and we do hope it has been as useful to you as it has been to us....During the five years the contest has been held we've noticed a definite improvement. This has been especially marked in the news columns, pictures, and radio interviews.

Entries in Division II, Press, indicated good planning of before and after coverage of a single event. Many agents showed their initiative in getting the editor to take pictures to add news or feature interest.

Just in case you didn't get a complete listing of blue ribbon awards, we're listing them all on a special sheet.

Number of Entries

In case you wondered how many women entered the contest, here are the figures: columns, 7; coverage of single event, 10; radio interview, 3; radio talk, 2; visual aids, 1, 3 and 7; in order of divisions.

That Visual Aids Spot

Most of you know that Gerald McKay and his family (wife and five children) are in Europe now on a MSA assignment. Gerry will be doing visual aids work there a year while on leave-of-absence from the U.

Judges comment:

Here are some comments from the judge of the women's press contest, Barbara Bailey, home editor of the Farmer Magazine:

Thus far we do not have a replacement for Gerry so Carol Palmer, who handles film distribution, and I will carry on the best we can. We'll try to continue to build the library, pass on tips in the Tip Sheet, and give visual help where possible. I know you'll bear with us if we can't come through the way Gerry did. Operating a visual aids office without a visual specialist is something like running a county extension office without an agent.

. Entries would be easier to judge if they were mounted on 8½ x 11 sheets of paper.

. Every clipping should show the date and the name of the paper.

. Columns would be improved if the information therein - that is, the good practices you are trying to teach - were tied up with local names - names of people who have put into use those approved ways of doing things.

. Columns are more readable if written in a chatty, informal style in short paragraphs.

Best wishes for a Happy New Year.

A happy New Year to all of you!

--Harold B. Swanson

-- Jo Nelson



Quality of extension info. contest entries was improved this year, said Editor Harold Swanson when he presented awards at annual conference.

Those were no idle words, and I'll second them heartily. Some of the also-rans this year would have been champs in earlier years. Both McCoy, the '53 press champ, and Dale Smith, last year's press winner, and a strong blue ribbon man this year, did excellent jobs with both coverage and column entries. Both used the brucellosis campaign for the news entry, and of course that was a natural. Beer, the over-all info. winner and a blue ribbon man in news, did a beautiful job with the corn fertility story. It was good, too, to see some of the younger men--John Ankeny, Clifton Halsey and Fred Kaehler--copping blue ribbons with press entries.

Interest in Columns continues on the increase. Conversations with several agents during conference bears that out. These included Esbern Johnson, Harold Aase, Martin Korsman, and Carlyle Campbell.

Happened across a copy of the Farmington Tribune the other day and noticed that Clarence Quie has used the recommended varieties information from our office by pegging it to a visit to the county by Ralph Crim--a good way to give the story additional local news appeal.

About Tiling... If you are able to use our story (now in the mail) on drain tile, you can thank Don Hasbargen for getting it started. During conference, Don and Yours Truly conferred with a member of the ag engineering department to get ideas for the story, which Don felt came under the heading of needed information in his county. Requests like that help keep us closer to your county needs. Don't hesitate to pass along your ideas about story subjects.

HAPPY NEWS YEAR!--Bob Raustadt.



Congratulations once again to Vic Sander (Dodge) for taking top honors in the 1952 Radio Contest. Vic won men's straight talk. Wayne Hansor

(Houston) took top honors in men's interview. Merle Sherman (Beltrami) won women's straight talk and Shirley Shingleton (Red Lake) won in women's interview.

Blue Ribbon winners included: H. Rosendahl, (Norman); Joe Clifford, (Martin); G. Kunau, (Goodhue); C. Quie, (Dakota); R. Radway, (Roseau); M. Parbst, (Norman); J. Bartlett, (Houston); and E. Gabrielson, (Watonwan).

Judges comments on the various programs were:-- form questions which demand more than a "yes or no" answer, put music in a 15 minute straight talk, keep things moving, make radio work for you, not you for radio, be less stilted--more natural, use "bridges" between separate ideas, have a good opening sentence, let introduction set the stage before the main program, don't put so many words in the mouth of guest, watch pronunciation, use change of pace, eliminate "extra" words and unimportant sentences, use colorful expressions and don't get too much background noise.

There were 22 entries in the '52 contest. The judges said the programs in general were excellent--much better than they were 2 and 3 years ago.

Ideas for radio programs for January: --

New Years Resolutions--any field.

Value of using farm record books.

Farm and Home Week.

1953 March of Dimes.

Outlook information.

Winter care of ewes, sows, dairy cattle.

Feeding the dairy herd--Ext. Bul. 218.

Cow clipping.

Wood cutting and storing.

Insulation and ventilation of farm bldgs.

Recommended grain varieties for 1953.

Order chicks, fertilizer, insecticides.

4-H leader institutes.

R.Y. conference and '53 program.

Success stories in 4-H, D.H.I.A., feeding grass silage, egg production, etc.

-- Ray Wolf