

MN2000 RRP 7/24/51

BULLETIN ROOM
LIBRARY, UNIVERSITY FARM

Reaching Rural People

WITH INFORMATION TOOLS



PUBLICATIONS OFFICE

AGRICULTURAL EXTENSION SERVICE

UNIVERSITY FARM

University of Minnesota (1)
July 24 1951

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

ACROSS THE EDITOR'S DESK

We're in the midst of conferences with vo-ag people on bulletin and film distribution. Both present knotty problems. Bernard Cranston at Westbrook is our contact man with the MVIA committee on extension relations and Glenn Scott Rochester on film distribution.

After our conferences with you and with the ag. teachers we should be able to come up with new policies in keeping with your needs and our obligations.

Our present policy is that vo-ag and vet-agri. teachers order quantity lots of bulletins from the Bulletin Room. They must pay regular rates for bulletins.

Our film policy isn't quite as clearly stated but generally teachers are supposed to order their films through their own library on the Mpls. Campus. This hasn't worked well so changes are being considered.

State Fair Soon Here

Our office will again be at the State Fair in force handling radio, pics, news, and TV. Remember, we're always looking for good human interest items so drop into our office while at the Fair and pass on those items to us please.

Who pays for mats, cuts?

We've been a little lenient on paying for mats and cuts in the past but the squeeze is on. Here's the policy. We'll make mats of all full time county extension workers free. Otherwise, we will have to charge you for cuts made of

TO THE H.A.'S --

Here's State-wide Publicity for You

With Stato Fair only a month away, it's not a bit too early for you to be checking over your list of 4-H'ers and jotting down names of those who would make good feature material for us to pass on to the Twin City papers. We'll be needing a lot of good 4-H'ers to fill Twin City radio station demands, too.

So ... now or as soon as you arrive at the Fair ... tell us your 4-H success stories, pass on any human interest angles and give us a lineup on your good radio performers. This is an excellent way for you to get statewide publicity for your county. Incidentally, it will also make our job a lot easier.

We'll have a 4-H publicity office set up, as usual, across from the 4-H office in the 4-H building.

Congratulations, Emily!

Emily Moore, Faribault county, has received a \$100 cash award for winning third place in the home agents' section of the Pressure Cooking Institute editorial contest. First and second places were won by agents in California and New Mexico. Emily's prize was awarded on a follow-up story she wrote on her lessons in pressure saucepan cookery.

Did You Get Food Preservation Helps?

There are still some copies of the food preservation issue of Helps for Home Agents. Home agent or home agent-less counties may get copies by writing me. -- Jo Nelson.

(from col. 1)

local events or persons and for column headings. -- Harold B. Swanson,

THE NEWS ANGLE ---



We are issuing a weekly Minnesota Farm Calendar to dailies and radio stations and will be glad to have dates of district and state-wide e-

vents. Include full information and let us have them as early as possible.

Variation ... Variation in growing seasons in different parts of the state is one of the hazards of state-wide news releases from our office for county agent use. We hear they have been a bit late at times in some southern locations and we're taking steps to correct this situation. Getting them out earlier will mean that the more northerly counties may feel they're getting them too early. However, they can be held until the proper time in any particular county.

Suggestion ... Before making final selection of a column name, check to see that someone in a nearby county doesn't already have that name. If you let us know what name you have in mind, we can probably help check.

Rewrite ... How to avoid having the same story -- word for word except for the county agent's name -- published in papers in adjoining counties? Answer: REWRITE at least the lead on the stories you release from your office.

Ditto ... Many agents understandably shy away from being quoted too much in the same issue of the same paper. We can't know which of the stories we send you will be used, so we leave a fill-in blank in all of them. You are free to change them to make the specialist the sole authority in any of them. Again, you are encouraged to REWRITE.

No Magic ... We have no magic to anticipate conditions which may arise in a particular area during the growing season. If you have a special problem in your area, let us know, and we'll do our best to help you with press material. -- Bob Raustadt.

ACROSS THE MIKE ---



Enjoyed visiting with many of you at District Conferences. Appreciate fine response to the big questionnaire.

News from District Conferences

Milt Brown (Martin) salutes a township farmer each Saturday. County residents send in nominations. Milt goes to winner's farm with tape recorder and gets interview. (A good stunt.)

None of the counties plan to reduce their "air time" -- several are making plans to increase radio usage.

Use of tape recorders is going up.

NOTE: We're anxious to hear of new ideas for conducting radio programs.

Radio Quiz -- (yes or no)

Are your farm/or home radio news items:-- Conversational ___? Informal ___? Free from confusing numbers ___? Timely ___? Free from excess baggage ___? Given so as to attract attention ___? Publicizing available bulletins ___? Closed with a call for action ___?

Do your radio news items:-- Contain only one or two basic ideas ___? Consist of familiar colorful words in short sentences ___? Repeat important ideas at least twice ___? Cite success stories ___? Contain local flavor and facts ___? Frequently include contractions ___? Change the behavior of the listener ___?

If you can answer "yes" to at least 12 of the above 15 questions you are doing a superior job on radio.

State Fair Time will soon be here. It provides many occasions to publicize 4-H work on radio. A tape recorder will be available again this year at Publications Office in 4-H Building in case you want to send an on-the-spot program back to home station.

Radio Topics for August --

- Grain harvesting and storage
- Fall weed control
- Pasture renovation
- State Fair -- agri. and home displays
- 4-H exhibits
- Livestock -- summer care
- Defense mobilization! -- Ray Wolf.