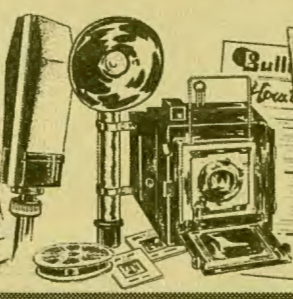


MN2000 RRP
7/19/60



- press
- publications
- radio
- television
- visual aids

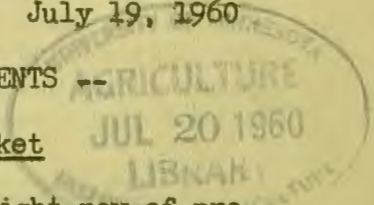


Reaching Rural People ... with information tools

University of Minnesota
July 19, 1960

 * 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 --
4-H Enrollment Drive Packet



ACROSS THE EDITOR'S DESK --

Tentative plans have been made for further communications workshops. Your district supervisor will give you more complete information later, but here are some details.

* A written communications workshop will be held Sept. 27-28, on the St. Paul Campus for those who missed the January sessions and would like to participate.

* Visual communications workshops will be held in October in one district and in January and February in the other districts. Gerald McKay and Ray Wolf will teach these.

Idea File

David Johnson, Yellow Medicine County agent, has set up current info. loose leaf notebooks similar to the Crops and Soil Information Notebook for farm management, weed and pest control, livestock feeding, and 4-H organization. These have become handy personal references for the office.

Over in Wisconsin Joe Tuss, Taylor County agent, has the following lines printed on many of his circular letters and on some of his stationery:

BOOST 4-H CLUB WORK
 Are Your Children 4-H Members?
 Can You Serve as a Local Leader
 --Harold B. Swanson

We're in the throes right now of preparing a packet of 4-H fact sheets, tips for features, radio shorts and other helps for you during the 4-H enrollment drive. This packet will go out to you about the middle of August.

The packet doesn't include press releases. But beginning about Sept. 6 we'll send you each week, for six weeks, a story to further the enrollment drive, plus mats of state officers.

The packet and stories are to fortify and fill in the publicity plans you've mapped out. You may want to reproduce the 4-H fact sheet for editors and radio people.

A Radio Tip

"Broadcasting over radio is not merely broadcasting subject matter but is also broadcasting you as an individual, your personality and your enthusiasm for the subject." (Hap Hafer, U of Calif.)

Word Corner

Every year about this time -- before county and state fair dress revues -- we hear a lot about accessories. When you talk to your 4-H'ers about accessories, do you pronounce the word correctly? It's ak-ses'ories -- with the first c hard, NEVER soft. (NEVER as-ses'ories!) You say ak-sept (accept), don't you? It's the same idea. There shouldn't be any excuse for mispronouncing accessories, least of all for a home economist to do so, since it's one of the tools, so to speak, of her trade.

--Jo Nelson



OFF THE PRESS --

Farmers poured in to the July 8 Field Day at the new Lamberton station. Total attendance: 700 plus. Where they learned about it: Through newspapers, radio

stations. Superintendent W. W. Nelson sent out three successive releases, each stressing a different angle. With the second, he sent a personal letter inviting editors and radio announcers. Newspaper play was good and about 8 editors attended the event.

While few agents can draw from a 14-county area, the approach Nelson used may still show some useful pointers. A key move was sending personal letters to the editors and stations.

Morrison county agents have worked out a lasting deal with the Little Falls Daily Transcript. The paper furnishes film and the agents take pictures. Result is more extension pictures in the Transcript, which reaches 15,000.

A personal news column idea: The Freeborn county agents have all three of their pictures in a 3-column heading over their column in the farm and home section of the Albert Lea Tribune. The column title is E-x-t-e-n-s-i-o-n Lines, built around a drawing of a hand holding a telephone receiver, with the cord framing the bottom of the heading. The column rates nearly two-thirds of a tabloid page.

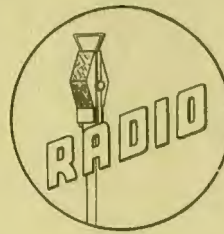
Workshop Department: Let's chew over the all-too-common comma fault. (Also called "comma splice," resulting from using a comma where you should have a conjunction, a period, or a semicolon.

COMMA FAULT: Farm management is a personal matter, everyone has to cope with it.

REVISED: Farm management is a personal matter, and everyone has to cope with it. (or....matter; everyone....)

FAULT: He then turned the valve, as he did so, he told us....

REVISED: ...the valve. As he did so,..
--Phil Tichenor



ACROSS THE MIKE --

A recent study shows that TV viewing does not fall off as income and educational levels rise. This is encouraging to those of us trying to do educational TV.

Another report says that 87% of the U. S. homes have TV -- or 45.2 million homes. This is 1.2 million above a year ago. Maybe more agents would like to get on TV to reach people not otherwise contacted by extension!

RADIO

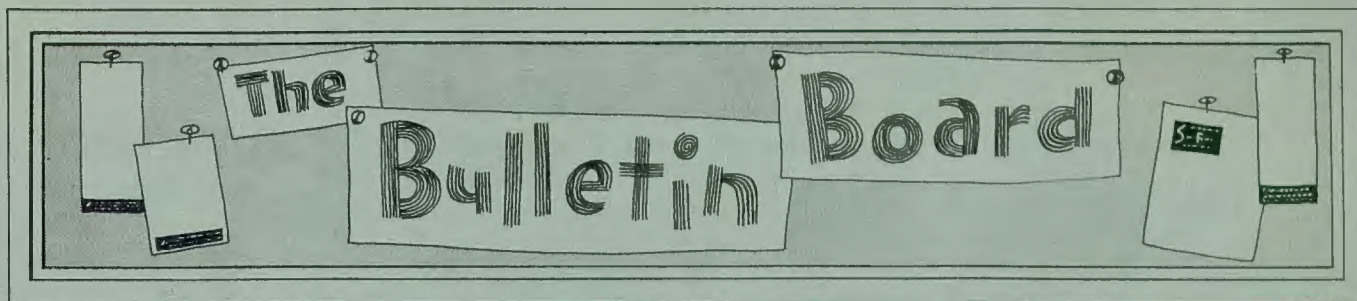
Joe Fox, (Hennepin) now has a 7:30 a.m. Sunday radio program on WLOL in addition to his county's regular programs on KSTP and WDGY.

A California study of radio listening shows that the best listening time for men is 5-6 a.m. with 12-1 p.m. second best. For women 11-12 a.m. is best with 1-2 p.m. second best. Most teenagers listen from 7-8 a.m. but 5-6 p.m. is good too. So if you have a chance to pick your time keep the above hours in mind.

We ran across an agent who makes his radio program do double duty. Robert McKay, Thurston county (Wash.), tapes his daily three-minute program. His local station plays it early in the morning and then again around noon. In addition, the station plugs his program with announcements such as "Listen to Bob McKay, your Thurston county agent at 11:55 a.m. every day."

Radio programs can be improved by: shortening length of interviews and keeping the show to about 5 to 10 minutes, sending 30 to 60 second spots to stations for use during the day, preparing material just for radio not reading newspaper and type articles on the air, using more sound effects, on-the-spot recordings and verbal gimmicks and by increasing the use of telephone beep-tone recordings.

--Ray Wolf



July, 1960

NEW PUBLICATIONS

NUTRITIVE VALUE OF POTATOES--Potato Facts Series No. 16. Jane M. Leichsenring. Expect delivery by August 1.

SIXTY-SIXTH ANNUAL REPORT OF THE AGRICULTURAL EXPERIMENT STATION, JULY 1, 1958 TO JUNE 30, 1959. Expect an early August delivery.

FARM AND HOME RADIO AND TV PROGRAMS--July, August, and September schedules for Hi-Lights in Homemaking and University Farm Hour, KUOM, and Town and Country, KTCA-TV. Now available.

CONSERVATION--A BEGINNER'S 4-H PROJECT--Ext. 4-H Bul. 47. 31 pages. Wayne Bath, John Lofgren, Berkeley Peterson, Parker Anderson, Bill Hueg, and Roger Harris. Contains sections on entomology, birds and animals, trees and shrubs, plants, and soil and water. Available by August 1.

REVISED PUBLICATIONS

INSECT CONTROL ON FORAGE CROPS--Entomology Fact Sheet No. 4. L. K. Cutkomp, A. G. Peterson, and F. G. Holdaway. Insecticide dosages and directions for their application are brought up to date with special precautions to avoid chemical residues. Expect early August delivery.

SPECIAL NOTE

There is an error in the new Publications List for the Agricultural Extension Service. Under the section labeled "Agronomy" M24 is listed with a 1960 date. This should be 1959, since M24 was not revised and printed this year. There are some 1959 issues left in the Bulletin Room.

ANOTHER NOTE

The Bulletin Room has a supply of the new mildew bulletin. It is Home and Garden Bulletin No. 68 "How to Prevent and Remove Mildew--Home Methods."

USDA PUBLICATIONS INVENTORY

Add these titles to your office copy of the Third Annual Inventory of USDA Popular Publications. Bulletins that have been replaced should be discarded. 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.

- L461 Bluetongue of Sheep--New
- L465 Culling Hens--A Way to Increase Egg Profits--New (Replaces F1727)
- L466 Raising Guinea Pigs--New (Replaces L252)
- L814 Plant Hardiness Zone Map--New

- G 1 Family Fare--Revised 1960 (Discard any earlier edition)
- G5 Food for the Family with Young Children--Revised 1960
- G38 Buying Your Home Sewing Machine--Revised 1960
- G67 Insects and Related Pests of House Plants--How to Control Them--New

The following are obsolete and all copies should be destroyed.

- F1866 Wireworms and Their Control on Irrigated Lands
- L372 The Onion Thrips--How to Control It

--Maxine A. Larson
Noel Kaufman

*
* CAN WE HELP YOU? *
* *
* Writing to or calling the right person on the Information *
* Service staff will often speed up the service we can give you. *
* Here's a run down on our responsibilities: *
* *
* NEWS--Phil Tichenor--Agriculture, forestry, vet medicine. *
* Mrs. Jo Nelson--Home economics, 4-H and horticulture. *
* *
* This section will provide stories, biographical *
* materials, mats, and pictures for newspaper use and *
* will process requests for column headings. *
* For rush orders call Mi 6-4616, Ext. 205. *
* *
* RADIO & TV--Ray Wolf--Agriculture, forestry, vet medicine. *
* Mrs. Jo Nelson--Home economics. *
* *
* VISUAL AIDS--Gerald R. McKay *
* This section handles movies, slides, special art *
* suggestions, exhibits, visual equipment, and general *
* visual material. *
* For rush requests call Visual Aids Office *
* Mi 6-4616, Ext. 434. *
* *
* PUBLICATIONS EDITING--Mrs. Maxine Larson and Noel Kaufman. *
* This section handles editing of all Agricultural *
* Extension Service and Agricultural Experiment Station *
* publications. It works on the long-range program *
* projection reports issued by many counties. *
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