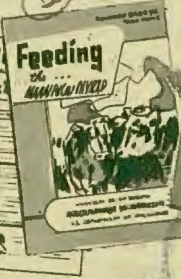
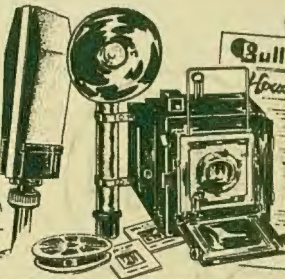


MN2000 RRP 10/23/58



press
publications
radio
television
visual aids



Reaching Rural People ... with information tools

University of Minnesota
October 23, 1958

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

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

News Releases on Club Congress

If you haven't already released to your local papers names of your Club Congress trip winners, it would be a good idea to do so soon or as soon as your Achievement Day is past. Our story listing names of Minn. 4-H Congress trip winners will go to daily papers, radio and TV stations and magazines Nov. 13.

From time to time before that we'll release to daily papers stories announcing state winners of some of the other awards. We'll send copies of these to the agents concerned.

The National Committee on Boys and Girls Club Work in Chicago will be sending to all Minnesota papers stories and mats of state winners in national contests. Each one of the stories will announce four or five winners and will carry their pictures.

Policy on National Winners

Of course we expect many of our Minnesota 4-H'ers to win sectional or national honors. We'll announce these honors in stories which we'll send directly to you for your release in the dailies and weeklies in your county. We'll release the information simultaneously to other dailies in the state.

Please note, though, that these stories will carry a release date. The release date is set by the National Committee in Chicago to coincide with the event at which the winners are announced at Club Congress. Since editors of weeklies may complain about these release dates, it may help if you explain the reason for them.

--Jo Nelson

ACROSS THE EDITOR'S DESK

"Turn happenings into news: make the public your partner." Those words by Walter McLeod, regional director of public relations, Sears Foundation, Sears Roebuck Co. have real meaning to us.

For example, we can extend our audience for our annual reports by planning ahead. Many agents are already doing this. At the district conferences about one out of four of you indicated that your annual report is the basis for newsarticles or radio programs.

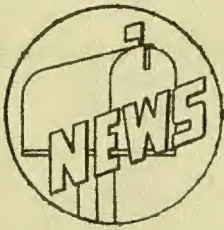
The fact that you have prepared a report is a "happening." It's an excellent reason for telling the public what you've done during the year. And frankly they have a right to know, too!

The Broadening Field of Communications

We've really changed our conception of communications haven't we? Some of us used to think of communications as the telephone or telegraph; others regarded it as speech or preparing material for mass media.

Today we feel that communications is involved in all of our relationships with people. To communicate effectively we have to know such things as: why people act as they do, how people learn, what happens in groups, etc. As a result we talk about roles, about innovators and early adopters, about legitimizers and initiators, etc. --- all of which are important if we are to communicate effectively with others. Quite a change!

---Harold B. Swanson



OFF THE PRESS ---

More than 50 of you asked for soil testing promotional materials. It will be interesting to see the results of all this as far as actual soil sampling is concerned.

Here are the evaluation points which the judges will follow in scoring the men's press entries in the annual Information contest:

Personal News Columns--Originality, content, writing style, and use of local names and examples. Points under "content" include balance, timeliness, and importance of information. Under writing style, the judges will consider sentence and paragraph length, personal approach and general readability.

Coverage of an Event or Campaign--Thoroughness and appropriateness of coverage, writing style and use of local names and examples.

Speaking about local angles, this is an important point to watch if you use any of the articles we've been sending on corn handling. For example: Better make sure farmers actually can get samples of corn checked for moisture before putting out a story that suggests this.

We have in stock some mats of easy-to-build narrow corn cribs. If you'd like to get a few, let me know.

When you order headings for columns, tell us how wide editors' columns are. They vary all the way from 11 to 14 picas. (There are 6 picas to an inch).

--Phil Tichenor



ACROSS THE MIKE---

Twenty counties requested and received a 5 minute soil testing tape. If you can use a copy of it, write. We'd appreciate knowing how it was used.

used.

What do people want from radio & TV?

In a study conducted in Iowa in 1955 farm operators listened for: 1. market prospects for months ahead; 2. advice on current livestock and grain markets; 3. handling and feeding livestock; 4. farm legislation--taxation; 5. fertilizers and rotations; 6. livestock diseases.

Homemakers preferred: 1. recipes and farm cooking; 2. canning and freezing; 3. family health and medicines; 4. patterns; 5. redecorating; 6. keeping poultry.

In a Boone County, Missouri study in TV-MEN preferred--Insects and diseases of plants and animals; farm and home safety; use of commercial fertilizers; machinery maintenance; and animal husbandry.

WOMEN preferred--Plant and animal insects and diseases; Foods--nutrition and preparation; clothing; safety; household furnishings.

TV FACTS & FIGURES

According to latest figures--805,170 homes in Minn. have TV sets. Over 75% of the homes in 37 counties have TV. Two counties have 96% TV saturation and all but two counties have TV sets in over 40% of the homes.

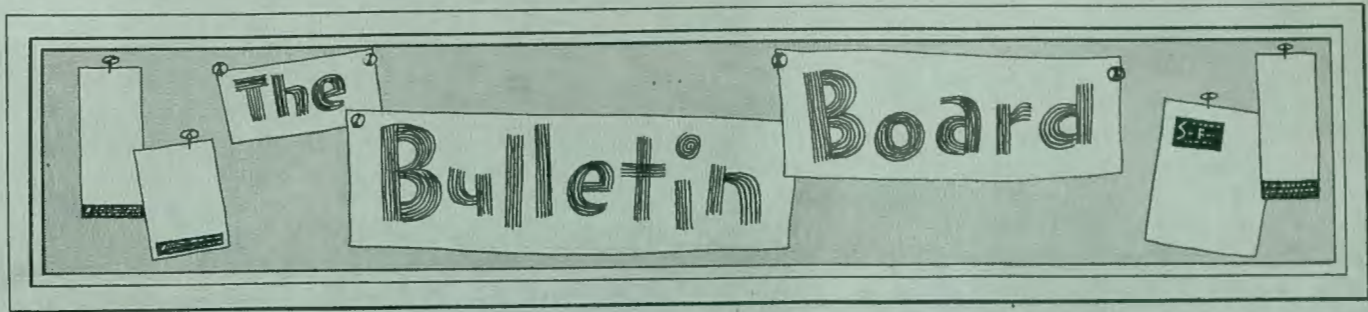
KCMT -- The new TV station in Alexandria is directing much of its noon time to the farmer and his activities. Ext. agents may be on soon so watch if you can.

REMEMBER - Info. Contest DEADLINE--Nov. 14.

--Ray Wolf

TIMELY PRESS, RADIO TOPICS FOR NOVEMBER

- | | |
|---------------------------------|--------------------------------------|
| 1. Picker-sheller operation. | 6. Building plans. |
| 2. Social security changes. | 7. Plantation thinning for Christmas |
| 3. Features from annual report. | 8. Outlook material. trees. |
| 4. Corn referendum. | 9. Storing fruits & vegetables. |
| 5. Farm-city week | 10. Hunt safely. |



October 23, 1958

NEW PUBLICATIONS

FARM AND HOME RADIO-TV PROGRAMS--The October-November schedules for Hi-Lights in Homemaking and University Farm Hour, KUOM (Radio); and Town and Country, KTCA-TV. Now available.

4-H RADIO PUBLIC SPEAKING CONTEST, 1958-59--4 h M2. 4 pp. Expect an early November delivery.

SNACKS AND LITTLE LUNCHESES--4-H Ext. Bul. 40. Gwendolyn M. Bacneller. A new bulletin for Unit I (10 to 13 age group) in the 4-H Food Preparation Project. Available November 1.

QUICK MEALS--4-H Ext. Bul. 41. Grace Brill and Verna Mikesh. Unit III in the 4-H Food Preparation Project. Available November 1.

CONTROLLING CATTLE LICE--Ent. Fact Sheet No. 5. John Lofgren. Chemical controls for cattle lice. Expect an early November delivery.

ARE THEY REALLY TERMITES?--Ent. Fact Sheet No. 6. John Lofgren. A complete description of termites so the home owner can recognize them if they join his household. Also includes prevention measures and tips on what to do if termites do strike. Expect a mid-November delivery.

THE SOCIAL ACTION PROCESS--ORGANIZING AND PUTTING PROGRAMS TO WORK--Communications Bulletin No. 17. Now available.

MORE MILEAGE FROM YOUR ANNUAL REPORT--Info. Serv. Series No. 21. Harold B. Swanson and Phillip J. Tichenor. Practical pointers on how a county annual extension report may be organized so its newsworthy angles are more apparent to your local editors. (Distributed at the October district meetings.)

COUNTY GOVERNMENT IS YOUR GOVERNMENT--Ext. Pamphlet 198. YOU CONTROL YOUR TOWN GOVERNMENT--Ext. Pamphlet 199. PUBLIC SCHOOLS ARE YOUR SCHOOLS--Ext. Pamphlet 200. All of these 16-page booklets have been prepared by Floyd O. Flom (of the University's Political Science Dept.) and Luther J. Pickrel as part of a "public affairs" series explaining Minnesota local government. These will be 2-color companion booklets to Politics Is Your Job (Ext. Pamphlet 201), already available. They will be coming out during November.

CALENDAR OF FARM PRACTICES FOR MINNESOTA--Ext. Pamphlet 204. 24 pp. Compiled by Milo J. Peterson and James Nordstrom. A series of 11"x8 $\frac{1}{2}$ " calendar sheets listing specific practices, at the approximate time each is of most importance, over the 12 months under several broad classifications--farm records and accounts, safety, home garden, fruits, forestry, livestock, forage crops, corn and soybeans, small grains, etc. Available in early November.

VARIETAL TRIALS OF SMOOTH BROMEGRASS IN THE NORTH CENTRAL REGION--Misc. Report 32 (NCR #93). 8 pp. by H. L. Thomas, et al. Reports the results of coordinated experiments by 12 of the North Central states, 1951-56, to determine varieties of smooth brome grass most suitable in this region for use in brome-legume mixtures. Trials covered 11 varieties--6 "Southern" and 5 "Northern" varieties. Available early November.

COMPARATIVE VALUE OF ROCK PHOSPHATE AND SUPERPHOSPHATE AS FERTILIZER--Sta. Bul. 448. 16 pp. by Roy O. Bridgford and C. O. Rost. The authors summarize results of 40 years of experimental work on these fertilizers at the West Central School and Experiment Station, Morris, 1914-54. Crops involved were corn, wheat, oats, and hay (red clover-timothy). November delivery.

BEING REPRINTED

Ext. F. 204 -- KNOW YOUR MEASURES

USDA PUBLICATIONS "INVENTORY"

Add these two titles to your office copy of the "Annual Inventory of USDA Popular Publications":

F 1537 -- JOHNSON GRASS AS A WEED (Revised).

L 438 -- DEMODECTIC MANGE IN CATTLE.

If either interest you, you may order them through J. F. Kuehn.

1958 INFORMATION CONTEST

We are already receiving entries for the Circular Letter section of the annual contest on county use of informational media. So we'll remind the rest of you that the deadline is November 14 this year. Please mail your entries to us flat (not folded); that way they'll look better when we put them up in the Blue Ribbon section of our Annual Conference exhibit.

-- Earl Brigham, Maxine Larson