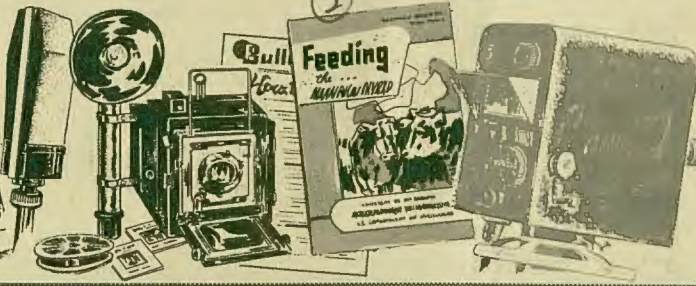
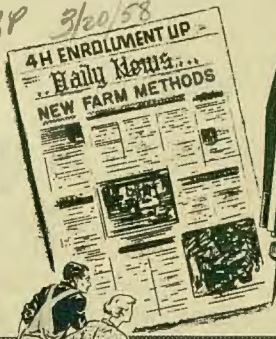


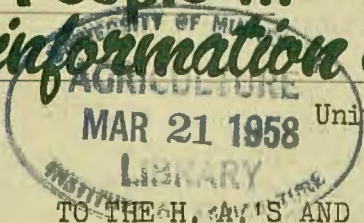
MN2000 RRP 3/20/58



press
publications
radio
television
visual aids



Reaching Rural People ... with information tools



University of Minnesota
March 20, 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

Congratulations!

ACROSS THE EDITOR'S DESK

The other day a friend who contributes to Extension activities made this plea to all of us.

"When you're asking us for prizes, support, etc. tell us why contributing will help us. We're glad to help worthy causes, but we do have to see some benefit to ourselves. We have to be sold!"

Program Projection Reports Roll In - We've been meeting lately with many agents who are putting the finishing touches on their program projection reports. For those who are still in the throes of writing reports, two tips!

1. Decide now on your audience.
2. Outline your report. Then work out a model with one committee report before writing the others.

"Top Agricultural Stories - 1957" - We need your reaction to this publication we sent you recently. It's only an experiment. Whether it's done again depends on its usefulness to you and others.

Quoting a Governor - New Jersey's governor Robert Meyner speaking to the American Hospital Association had this to say about public relations. He warned listeners not "to be bemused into thinking of PR as an exotic science." He stressed "that there is no substitute in PR for old-fashioned Main Street simplicity, honesty, and candor. Yet we have to keep saying things that ought to be said; we have to say them in different ways."
-- Harold B. Swanson

The piles of clippings of stories, editorials, pictures and ads are testimony of the superb job you did in telling the public about 4-H Week through the press.

Full-page ads were carried in an amazing number of papers---sponsored by groups of business firms. There were also scores of individual ads saluting 4-H parents, leaders and members. Several of the ads listed junior and adult leaders and council officers. Some carried pictures of county 4-H winners and called attention to 4-H achievements. Nearly all explained the purpose of 4-H clubs.

4-H'er Writes Story

As a slightly different approach to 4-H Week, the Willmar Tribune carried a story by a county junior leader inviting young people to join 4-H and listing some of the benefits of membership. The story was accompanied by a picture of the junior leader.

Special Issue on Housecleaning

Some of you have asked about special material on housecleaning. A special issue of Helps for Home Agents is on its way to you on that subject. Some of the material is a repetition of last year's special issue, but is repeated for the benefit of new agents. Because of the length of the issue it will replace the one for April 1.

Later you can look for a special issue on home furnishings. -- Jo Nelson



"Pacifism" is a technique used in some places of the world to block military force or other action. A term I'd like to discuss here is

"Passive-ism," which has an entirely different meaning, but certainly "blocks action" in news and column writing.

Passive voice is the opposite of active voice. A passive sentence uses the "to be" form of the verb. For example:

Passive: "The field was plowed in September by Bill Jones."

Active: "Bill Jones plowed the field in September."

Notice that when you say "was plowed," the sentence somehow doesn't "move" as well as when you use active voice.

Another example:

Passive: "Gains of 2 pounds per day were made by the pigs."

Active: "The pigs gained 2 pounds per day."

In most cases, you'll find the active voice is better for your writing style. Now this doesn't mean you should never use passive voice. But don't weigh a story or column down with it. Just for fun, count the passive sentences in your next article. Then count active ones. If the sentences are no more than half passive, you're doing all right.

Don't be alarmed if you find that most of your sentences are passive. It's a common fault and one seldom mentioned in grammar courses.

---Phil Tichenor



Exasperating, isn't it, to make a tape recording only to find it full of weird noises. Sometimes we bring this trouble on ourselves by careless handling

of tapes. Remember, a tape should be kept clean and cool, just like eggs or fish!

Don't stack your tapes on the radiator, even if it is a handy place.

Don't put 'em in the back of the car where the hot sun can shine on them.

Try keeping your working tapes in a plastic bag. It keeps out the dust.

Never use sticky cellophane tape to splice. This gummy stuff soon gets on the tape and then on the recording head where it cuts down the quality of your recordings.

Don't be afraid to throw away that old, brittle worn-out tape. A new one doesn't cost much when you compare it with the time and trouble you take to make a good recording.

And give your recorder a shampoo once in a while--that is, clean its head with carbon tetrachloride, acetone or alcohol. It'll sound better.

Eavesdropping -

Richard Radway--(Olmsted) is amazed at the number of people who hear his daily 5 minute radio program at 6:15 a.m. on KROC.

Cathryn Berntson--(Stevens) enjoys her daily 5 minute "Home Chats with Cathy" at 11:05 on KMRS.

Ward Quaal--General Manager of WGN, Chicago says the need of professional information via radio continues to increase--despite the dwindling farm population. Demands of today's mechanized farm operation requires the detailed and factual data that radio can provide

---Ray Wolf

TIMELY PRESS, RADIO TOPICS FOR APRIL

- | | |
|--------------------------------|-------------------------------|
| 1. Pasture Practices | 6. Spring Clean-up |
| 2. Weed Control | 7. Planning Vegetable Gardens |
| 3. Wheel-track Corn Planting | 8. Soil Testing |
| 4. Early Spring Dairy Feeding | 9. Making Maple Syrup |
| 5. Safety with Field Machinery | 10. Minnesota Centennial |

BEING REPRINTED

Ext. Bul. 267 -- WOODY PLANTS FOR MINNESOTA

Ext. Bul. 283 -- LANDSCAPING THE HOME

Ext. F. 199 -- MAINTENANCE AND CARE OF ELECTRIC MOTORS

Ext. F. 202 -- SELECTING ELECTRIC MOTORS FOR FARM USE

-- Earl Brigham, Maxine Larson