

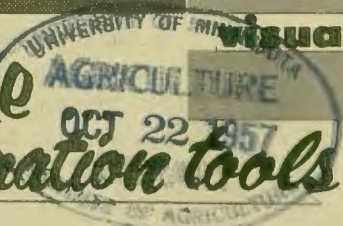
IN 2000 RRP
10/57



press
publications
radio
television
visual aids



Reaching Rural People with information tools



cut ?
1957

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

ACROSS THE EDITOR'S DESK

Today I've got a recipe for you. It's simply, "How to Wreck A Group," adapted from "Dynamics of Group Action" by D. M. Hall.

1. Never prepare in advance. Speak spontaneously--it keeps things on a superficial level.
2. Always take your responsibilities lightly. This reduces your anxiety and increases the frustration of others.
3. Never try to understand the purposes of the group--this guarantees you will accomplish nothing.
4. Always do most of the talking. No one else has good ideas anyway.
5. Never give credit, hog it all yourself. The rest just love a braggart.
6. Always speak of your years of experience. This compensates for your lack of ability.
7. Never tell anyone how you do it; you may lose prestige and position.
8. Always encourage the formation of cliques. The group can't last long when they begin to fight among themselves.

Thanks to many of you for helping me write the story "Unlocking the Doors to Good Public Relations" for the October Extension Service Review.

And, Secretaries, in the same issue you'll want to read "The Office Secretary -- Envoy of Good Will."

Finally, please remind your bosses to get their entries in to the Information Contest by Nov. 15.- Harold B. Swanson

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

4-H Achievement Day Mats and Story

This week you'll be getting a supply of 4-H mats (4-H Harvest: Citizens of Tomorrow) for your county papers--for use in connection with 4-H Achievement Day, Nov. 2. We've always sent these directly to papers from here before, but we feel they'll have better usage if you distribute them.

We're also sending you a fill-in story for use in connection with 4-H Achievement Day. Your annual report will provide figures on such things as pounds of beef raised, quarts of food canned, etc., for a good round-up story.

Thar's Gold in Those Annual Reports

Your annual reports are gold mines of ideas for news stories. If you have no time to write these news stories yourself, tell a good reporter about them.

Heading on Your Stories?

Do you date the stories you send to your county papers? I'm not talking about release dates but about the date you send the story. Every release you send out should have in the upper left hand corner the name, address and telephone number of your county extension office and the date you mail the release. It's disconcerting for an editor to come across a release which gives him no idea of when it was written.

Have You Read?

Built-in communications, public relations and the office secretary come in for good discussions in Oct. Extension Service Review.

-Jo Nelson

OFF THE PRESS-



We're pleased with the cooperation we received during the first week of our new "Question of the Month" plan for getting ideas from county agents on

information needed for press releases. About 90 percent of the agents in the southwest district returned their cards promptly.

Corn storage was the biggest question mark noted by agents during the first week. Other questions asked by several agents dealt with corn harvesting, hog prices, beef management in winter, and feeder calf prices.

These questions help in other ways, in addition to giving ideas for stories. We also use them as tips for the Farm Fillers and Ray Wolf tells me they make good suggestions for radio tapes. They are turned over to specialists for their information, too.

We're planning to have one column news mats made 11 picas wide in the future. Many papers have changed to the narrower width -- we used to use 12 picas -- and even papers using the wider column can still use narrower mats. But if any of you get any complaints, let us know.

Corn Picker safety is one topic you can promote with local figures. You might do an item, either as a story or in your column, on how many fingers, hands, feet and lives were lost in pickers last year in your county. Gruesome, but in this case, effective. Glenn Prickett can help you with the figures.

--Phil Tichenor

ACROSS THE MIKE-



Extension agents from 9 counties made recordings at Jr. Livestock Show for home stations. The counties were: East and West Polk, Todd, Pope, Becker, Carver, Mower

and Chippewa.

Face to Face With Mike

Plastic hand microphones, common equipment with most county tape recorders, do a pretty good job but have shortcomings when placed on a desk.

When placed on a table, these small mikes point at the speaker's chest and not at his face. As a result, the paper noise is recorded beautifully while the speaker's voice is sometimes "off-mike."

An adapter is now on the market to fit these mikes to a standard table-stand. The stand and adapter are inexpensive and can probably be ordered through your local radio supply dealer. Placing the mike on books to raise it will help too.

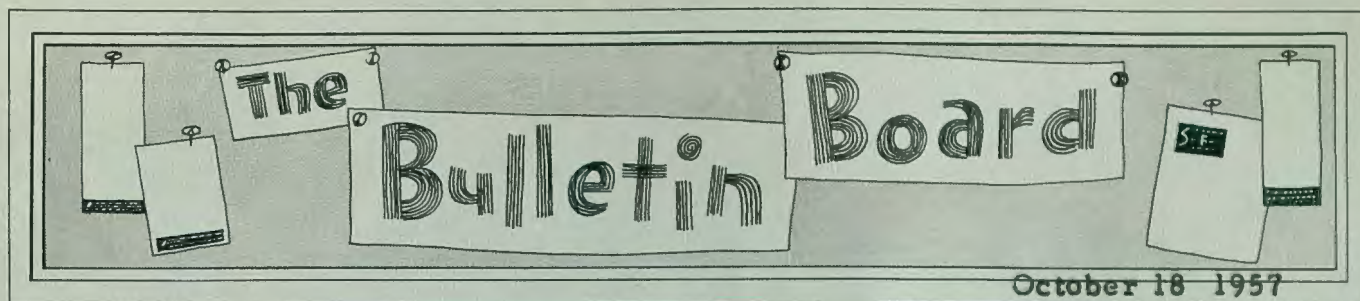
"Town and Country" - The Institute of Agriculture's farm-home-yard show on channel 2, 9:30 to 10:00 PM Thursday is drawing requests for information from places like Sebeka, Henning, Montevideo, Sleepy Eye, Fiermont and Winona. Can you get the station in your area? Schedules through December have been mailed - but more are available.

Information Contest - Tapes are due in our office by November 15. Please don't forget to enter - get constructive comments and maybe a prize!

--Ray Wolf

TIMELY PRESS, RADIO TOPICS FOR NOBEMBER

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|--|------------------------------------|
| 1. Planning livestock programs for 1958. | 6. Insect control in stored grain. |
| 2. Land purchasing. | 7. Avoiding corn picker losses. |
| 3. Controlling moisture in barns. | 8. Corn drying. |
| 4. Taking Soil Samples. | 9. Lamb feeding. |
| 5. Fall Fertilizing, liming. | 10. Planning Forest Harvest. |



NEW PUBLICATIONS

THAT FARM-RETAIL PRICE SPREAD--Ext. F. 201. 8 pp. by Luther Pickrel. The author gives background on why the situation of declining farm income and rising marketing costs exists. Expect an early November delivery.

FARM AND HOME RADIO AND RV PROGRAMS--A list of the programs to be presented on Hi-Lights in Homemaking and the University Farm Hour during October, November, and December. This schedule also includes the Agriculture-Horticulture programs to be given on Town and Country, KTCA-TV Channel 2, for October, November, and December. These are now available.

BEING REVISED

KNOW YOUR MINNESOTA APPLES--Ext. F. 177. 8 pp. by Eleanor Loomis. A section on grade labeling for apples has been added; and another apple variety has been included. Almost all the old recipes have been replaced with new ones. Expect a mid-November delivery.

KNOW THE POULTRY YOU BUY--Ext. F. 194. 8 pp. by Eleanor Loomis and William H. Dankers. The authors have added a table on per capita consumption of poultry meat and have revised other tables and figures. Expect a mid-November delivery.

BEING REPRINTED

Ext. B. 282 -- HOME LAUNDERING.

CONTEST REMINDER #2

Have your entries for the Circular Letter contest to us by November 15. (Please mail them flat, not folded.)

-- Earl Brigham, Maxine Larson

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