

Reaching Rural People

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UNIVERSITY OF MINNESOTA
 AGRICULTURAL EXTENSION SERVICE
 DEC 9 1953
 INSTITUTE OF AGRICULTURE

WITH INFORMATION TOOLS



INFORMATION SERVICE

UNIVERSITY OF MINNESOTA AGRICULTURAL EXTENSION SERVICE

University of Minnesota ①
 November 30 1953

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

TO THE H. A.'s

Mrs. Jo Nelson, who ordinarily pens these brief tips to you, was called away by an emergency, so now a man--not too adept in the way of home economists--takes over briefly "for better or worse".

ACROSS THE EDITOR'S DESK

January 1 marks a definite change in extension organization in the counties. Why not use that change-over to tell folks about the agricultural extension service, what it does, and whom it serves?

Stories, radio talks and interviews, etc. during December and early January can do a great deal to explain the new governing system (and your work the past year, too).

We'll be sending you two or three stories in Mid-December that you can adapt to your county on the new extension committee set-up.

Contest Entries Again Good -- Again this year you've submitted over 150 entries in the annual extension information contest and again they show improvement and fine work. Announcement of the winners will be made Wednesday, December 9 at annual conference.

Drop In During Conference -- We'll be looking forward to seeing you during conference week. If there are things you think we ought to be doing for you and we're not, let us know. We'll all be on hand to talk about radio, press, visual aids, publications, television, etc.

County Agents Introduced on TV -- The "Telefarmer", 7:15 a.m., WCCO-TV, once a week is devoting a short time to "introduce" agents to his audience. He shows a picture of the agent in action and then tells about his work. Renville's Frank Svoboda was first to be introduced.

-- Harold B. Swanson

Telephone, Telegraph, Tell-a-Woman -- Kandiyohi county's Rosella Qualey has come up with an idea you may want to try. Rosella, in a radio program, traced the history of home agent work in her county. Home group members made up the cast.

The program opened on a conversation in which county leaders pointed to the need for an agent. How they obtained an agent and other episodes followed. Then a representative of each township group reported on the group's activities for the year.

Only one man--County Agent Roland McCamus--had a part. His words were short but to the point as he repeatedly said, "The best way to get news around is to 'Telephone, telegraph, and tell-a-woman'."

News and Radio Entries Improve -- Your radio programs are improving. In more than one case, we've heard the first recordings made by an agent and then another six month's later. The improvement is remarkable even though most agents made a very presentable "mike" appearance, even the first time. So don't worry if you're new at radio.

As far as columns are concerned, we noted how well many of you weave the experiences of local people into your columns from time to time. That's good. The local angle always pays....One suggestion though is that you watch the length of those paragraphs. Shorter paragraphs make better, easier reading.

-- Harold B. Swanson



Your columns entered in the information contest showed a lot of good, hard work and originality. We have not finished judging but

here are a few of the points that pop up in the first look: First, the best columns are those in which you talk directly to your reader and tell him of your experiences in your area or pass on friendly tips. Mentioning names draws interest, of course. Names in your column identify people and people are interested.

Column Construction -- Here are a few points you may want to check. If possible, make sure the column items are separated properly by the printer--either by headlines identifying new items or by dots and lines between items, or both. On one column we found a good story, but its main points were broken down into items. They were separated just as were other items complete within themselves. This may confuse a reader. He may think he is through with an item only to find an echo in the next.

Scotch Typo Errors Before They Start -- Give your editor clean, legible type-written copy that is hard to make an error from. Typographical errors can flub a punch-line on a joke, slightly offend someone by misspelling his name--or, more seriously, they can change a story's meaning and confuse or frustrate a reader.

On the Personal Side -- Here's a big don't--don't apologize to your reader unless you are wrong about something you have said before. Apologize for errors but do not apologize for how you write. You do the best you can--that's all that's asked of any of us. Many who write think it is necessary, but usually apology only lowers a reader's estimation of you, and of the organization you represent. Stress the positive side in your writing--and don't apologize unless you have made a mistake.

The columns are first-rate--more applause and appraisal at annual conference.

-- Harry R. Johnson



Twenty-four tape recordings were entered in this year's radio contest. That's more than last year. The women entered more than the men!

Results will be announced in next issue of Reaching Rural People.

The studio and tape recorders at U. Farm will be available for you at conference time. So why not drop in - set a time for recording - line up a few guests and take back a few interviews.

Tape recorders (8 models) will be on display in Peters Hall Wednesday, December 9. Look 'em over and decide which is best for you.

KDUZ -- The new radio station at Hutchinson is the outlet for the McLeod County Agents - Hoysler and M. Larson - who have a weekly 15 minute farm and home show which started November 23. The station is carrying a lot of farm news including tapes from U. Farm.

Dick Brand (Todd) is one of the agents doing a fine job of sending notices of meetings to several radio stations. Others take heed! It pays to use all mass media means to fullest extent.

Television -- is the most significant development in mass communications of ideas since the invention of movable type.

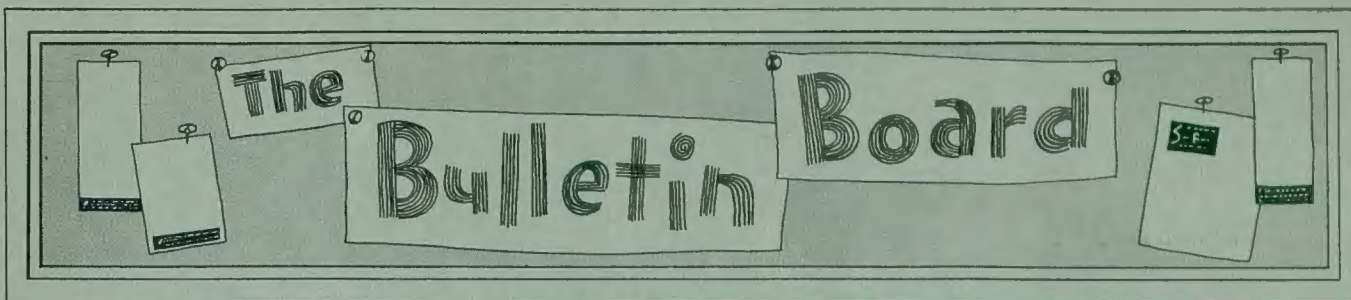
No other medium can project understanding to millions so EASILY, QUICKLY, so VIVIDLY.

That is why the use of television for education - by extension - is practically a must. Hope you have read the TV Handbook which we recently sent you.

Radio Ideas for December

National 4-H Club Congress
Annual Report Material
Agricultural Outlook Material
Value of Farm Records
Winter Care of Livestock
Plug New Bulletins - Institutes
Success Stories of Farmers, 4-H'ers
Homemakers

-- Ray Wolf



November 30 1953

ANY MORE SUGGESTIONS ABOUT BULLETINS?

Thirty-five agents have returned our survey sheet with their suggestions for new bulletins they would like to see printed. Also they've given us some helpful information about extension publications they like and those they dislike. If you haven't given us your suggestions yet, we'd like to have them. Your ideas will help the Extension Publications Committee in planning bulletins to be published during the coming year. We'd like to call your attention, too, to the specific requests for information on bulletins in agronomy sent you by Rod Briggs.

FROM THE REGION

CAUSES OF OUTBREAKS OF STORED-GRAIN INSECTS--North Central Regional Publication 35. 36 pp. by R. T. Cotton (USDA), H. H. Walkden (USDA), G. D. White (USDA), and D. A. Wilbur (Kansas State College). One copy of this bulletin has already been sent to you, and more are available in the Bulletin Room if you can use them. The bulletin is a report of research on stored-grain insects and is quite technical. The summary at the end includes recommendations for preventing or controlling insect infestation of farm-stored grain.

REVISED

FACTS ABOUT MINNESOTA AGRICULTURE (Revised). This 16-page, folder-size publication has been brought up-to-date. It includes some of the important facts about the state's most important industry--agriculture. In addition, it contains a brief explanation of the functions and activities of the University of Minnesota's Institute of Agriculture as it serves the state. The new edition should be off the press about the end of the year.

4-H RADIO PUBLIC SPEAKING CONTEST--4-H M-2 (Revised). 4 pp. Note the revision in state awards in this two-color promotional folder. Subject for the contest this year is "What the Bill of Rights Means to Me". Slated for delivery during the forepart of December.

REPRINTS

YOUR 4-H SOIL CONSERVATION PROJECT--4-H M-40 (Reprint). This six-page folder, which first appeared in August, is being reprinted in two colors. Delivery expected in mid-December.

PRENATAL DEVELOPMENT OF THE BOVINE--Sta. Bul. 151 (Reprint) 44 pp. by L. M. Winters, W. W. Green, and R. E. Comstock. In answer to numerous requests, this bulletin has been reprinted. It is well illustrated and has been used by many teachers as a text in bovine reproduction. Should be off the press by the end of the year.

-- Gwen Haws