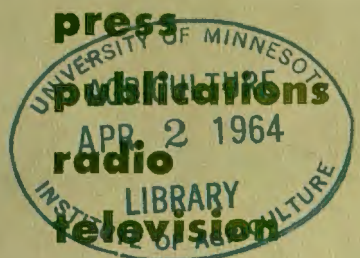


MN2000RPI 3/30/64

# Reaching People with information...



visual aids

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

\*\*\*\*\*  
 \* Please read, check, and circulate \*  
 \* County Agricultural Agent  \*  
 \* County Home Agent  \*  
 \* County 4-H Agent  \*  
 \* County Ass't Agent  \*  
 \* Secretary for Filing  \*  
 \*\*\*\*\*

### ACROSS THE EDITOR'S DESK

We were glad to see Jim Hoffbeck, agricultural agent in Aitkin County, last week when he came in with 200 copies of his overall economic development program. The 120 pages of Jim's OEDP are neatly divided into five sections - agriculture; business and industry; forestry and natural resources; tourism and recreation; and family living.

And we were pleased to see how effectively Jim and his home agent, Mavis McGuire, have been using the mass media in their county, too. In the March 11 issue of the "Aitkin Independent Age," we counted six Extension stories (two on the front page) and a three column picture.

"Farm and Market" is a regular 15-minute program on KKIN Monday through Friday at 12:15 which Jim says reaches 35,000 listeners. Every Tuesday, either Jim or Mavis has a 10-minute spot at 1:05 when they discuss some phase of the turkey industry. And each Saturday at 1:05, Mavis has a 10-minute show, "Tips for the Homemakers."

They are preparing two series of five TV programs in cooperation with Dick Herman to be broadcast on a Duluth station.

Incidentally, one reason Jim came to the Twin Cities was to take pictures at the retirement dinner for former Extension Director, Skuli Rutford.

--Gerald R. McKay

① March 30, 1964

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

#### Are You Using Consumer Series?

We've had some good clippings on the series of teenage consumer stories we've been sending you in the packet each week. We hope you're using them, since we do feel they meet a real need. We'd like to hear your reaction to them.

Incidentally, some of the home agents tell me they do not see the stories that are sent in the packet each week and intended for them. Stories for home agents are on green; 4-H stories (including the teenage consumer series) are on yellow. You should see both. Instruct your secretary to give you the green sheet every week. The 4-H stories on yellow are intended for the 4-H agent where there is one. Otherwise both home and agents should see them.

#### Short Paragraphs Most Effective

Someone has said that skill in writing lies in selection of short words, welded into short sentences and short, short paragraphs that will have enough impact to stick in the reader's mind.

Check your stories as they appear in print. Are your paragraphs long, solid masses of black type that discourage the reader? Look at other news stories. Aren't they easier to read when paragraphs are short? A good practice to follow is to keep your lead paragraph to about three typewritten lines. And for newspaper use, make all paragraphs shorter than you would otherwise.

#### Make Annual Report Pay Dividends

Your annual report should yield some good material for feature stories for your county papers (and for radio, too). Here's a chance to give county people a picture of the work you're doing in continuing education--and to get extra mileage from your annual report.

--Jo Nelson



## SAY IT WITH A COLUMN!

When it's written well, a personal newspaper column is like an over-the-fence talk. It gives the reader more than farm and homemaking

information. It lets him know how other farm families are handling common problems, and it helps an extension worker's personal relations with the people of his county.

If you're thinking about starting a column, ask your local editors if they want one. Some weekly and daily editors may be eager to print a column, but others may prefer news stories only. Find out what other local agents have been doing. If an editor won't commit himself at first, write a few columns on a trial basis. He may be happy to use them when he finds out how well you can write.

How do you write a column? There are really no rigid requirements. Unlike a news story, a column is one place where you can be yourself and "loosen up" on the printed page--within limits. Here you can talk in the first person, just as you would in a personal conversation. You can use "you" and "I" at will. But don't throw away grammar rules, and don't overwrite. The editor may be crowded for space; so don't use excess words.

### In Writing Your Columns!

\* Give the reader timely, helpful information.

\* Keep it original.

\* Mention the little things--where you were last week, whom you saw, how plowing is coming.

\* Sprinkle it with names. Tell how fertilizer boosts yields for John Williams; how well Ed Thompson likes his bulk tank for milk; how Mrs. Carl Jones remodeled her kitchen.

\* Develop a friendly style and stick to it.

\* Keep it on a regular schedule.

\* Keep your writing simple, easy to understand. Short sentences and short paragraphs make for easier reading.

\* Put in a plug for coming events--but make sure you write individual announcement stories first.

\* Cover a variety of subjects. Have something for everyone.

\* Vary the length of your items.



## ACROSS THE MIKE

Adult programming for Town and Country-- that's the heading on the radio-TV schedule for April, May and June which will arrive soon from this office.

The expanded schedule, in addition to telling topics and guests for Highlights in Homemaking, U. Farm Hour and Town and Country TV, will contain information on our new home economics show and the summer Landscape Ideas TV show by Gus Hard.

About the Home--is the title of the H. E. program which runs from April 6-June 29 from 9-9:30 Monday nights on KTCA-TV. The host for the show will be Mrs. Lee Nelson (new on our staff).

The program will be video taped and rerun "after baseball games" on KDAL-TV, Channel 3, Duluth, starting May 2. It may also be shown on other stations.

Fish Management and The European Common Market--8 kinescopes we did on KTCA-TV will be reused on WDSM-TV, Channel 6, Duluth starting April 19. Agents in the Duluth viewing area may wish to alert their "people" about the above programs.

Garden Tips--is the title of a weekly series of 5, one-minute tips given by Gus Hard and offered to 50 radio stations.

The four winning speeches in the State 4-H Radio Speaking Contest were taped and sent (when requested) to the stations where district contests were held. Hope you hear them.

The three Carlton County agents (Borich, Radford and May) team up to do a 5-minute daily radio show and a 15-minute Saturday program. They also have been guests on Dick Herman's daily TV show.

A listing of Minnesota's radio and TV stations is being sent to agents. It gives an up-to-date mailing list and a listening guide when driving across the state. More copies are available.

Coming events: Minnesota Adult Education Spring Conference--April 17 at Lowry Hotel, St. Paul will deal with "New Dimensions in Adult Education."

The College of Agriculture, Forestry, and Home Economics Alumni Association Meeting--April 18, 6:00 p. m. --Ray Wolf

## Publications and Direct Mail

### NEW PUBLICATIONS

Field Beans for Minnesota. Ext. Bull. 310. R. G. Robinson. Discusses the different types of field beans and how to grow them in Minnesota. 12 pages. Now available.

University of Minnesota Landscape Arboretum. Misc. Rpt. 55. Reports progress of the arboretum during 1963. 28 pages. Available early April.

Sow Herd Quarters and Farrowing Units. M-136. Dennis M. Ryan. Construction procedures and plans for large-scale sow buildings and box-type farrowing crates. 6 pages. Now available.

Adult Programming for City and Country. Lists April-June programs on High-lights in Homemaking, University Farm Hour, and Town and Country TV. Note the two new TV series--About the Home, April-June; and Landscape Ideas, June-September. 10-page railroad fold. Available early April.

1963 Minnesota Hybrid Corn Performance Trials. Misc. Rpt. 28. R. H. Peterson, E. H. Rinke, and J. C. Sentz. Now available.

### REVISED PUBLICATIONS

Interpretation of Minnesota Soil Tests for Fertilizer Use. Special Rpt. 1. L. D. Hanson, C. J. Overdahl, M. V. Halverson, and John Grava in cooperation with Department of Soils Science Staff. Revision is slight; first paragraph on page 2 and material on pages 6, 9, and 14. Available in limited supply; probably will be further revised within a year and placed in the extension bulletin series.

Commercial Vegetable Pest Control Guide. Special Rpt. 5. Orrin C. Turnquist, John Lofgren, Herb Johnson, and departments. Available about April 10.

Commercial Fruit Pest Control Guide. Special Rpt. 6. Turnquist, Johnson, Lof-

gren, and departments. Available March 30.

Chemical Control of Soil Insect Pests of Corn. Entomology Fact Sheet 7. Gives chemical control recommendations for these soil insect pests. Available early April. Discard old copies--revision contains new chemical recommendations.

Insect Pests of Poultry. Entomology Fact Sheet 17. J. A. Lofgren. Gives insecticide recommendations for flies, lice, chicken mites, and northern fowl mites. Available late March. Discard old copies --revision contains new chemical recommendations.

1963 Minnesota Potato Variety Demonstrations. Horticulture Fact Sheet 4. Orrin C. Turnquist. Reports results of potato variety trials and describes the varieties and selections. Now available.

Feeding the Dairy Herd, Ext. Bull. 218, is finally in press and should be delivered around the first of April. Do not order until you receive notification copies.

### REPRINTED PUBLICATIONS

Home Laundering. Ext. Bull. 282. Elizabeth A. Rivers. Available.

Culinary Herbs. Ext. Bull. 284. Arthur E. Hutchins, Orrin C. Turnquist, and Verna Mikesh. Available.

Perennials for Minnesota. Ext. Bull. 295. C. Gustav Hard. Available.

Getting Started With Your Vegetable Garden. Ext. F. 164. Orrin C. Turnquist.

Varietal Trials of Farm Crops, Misc. Rpt. 24, and Chemical and Cultural Weed Control are both out of stock; we will receive small reprint orders in early April. If you expect to order more than 50 of either publication please drop a card to 111 Coffey Hall indicating your needs.

When ordering publications give both your name and address. Too many orders come in without complete identification.

--Harlan Stoehr  
Shelly Elliott