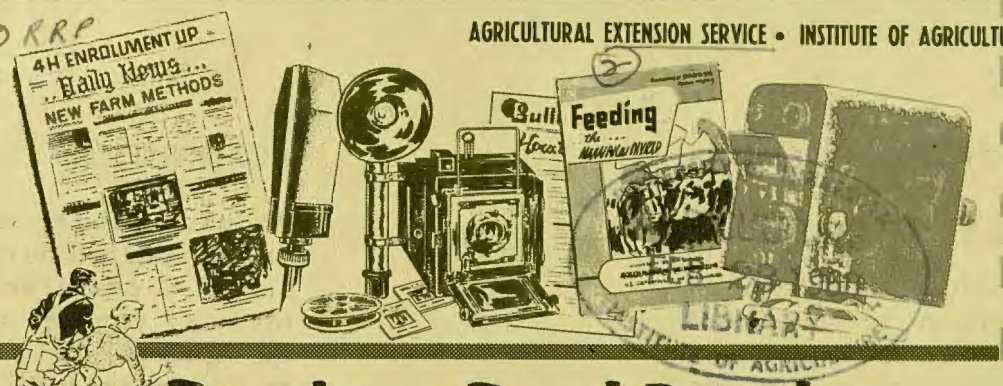
AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA



press
publications
radio
television
visual aids

Reaching Rural People ... with information tools

University of Minnesota
February 19, 1960

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

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 --

And now hear this! The Navy uses these familiar words to get everyone's attention for an important message. The same principle can serve us well in any communications. "Now Hear This" devices in communications are ways of changing the pace or calling the reader or listener back to attention.

Let's face it! Our audience's interest usually goes up and down like this:

They're with us when we start and stay with us for awhile. Then interest slumps and rises and falls through the message. If they know the end is near, interest perks up again. Unfortunately we sometimes "double cross" the listener (and reader) by saying "in summary" or some other words that give him hope for the end long before we close. Audiences catch on to such deception.

Discreetly used, "Now Hear This" devices can cut down on those low spots. In writing they could be an unexpected short sentence or paragraph, a stress device like underlining or CAPITALS, a strong word, an apt phrase, etc. In speech it might be a sudden stop, a marked lowering or raising of the voice, or the use of a good visual. You can think of many others.

So NOW HEAR THIS! Why not give "change of pace",...variety a trial.

--Harold B. Swanson

Home Survey

Two sections of the survey you cooperated in last fall covered Helps for Home Agents and the weekly releases to home agents. Here are some of the findings:

You use the shorts mostly for personal information, though newspapers and radio run a close second. Some use Helps for Home Agents in newsletters, 4-H work, for direct contacts and at meetings.

The majority of you said you'd like more information on home management and home improvement.

As a result of your comments, we'll continue to put only one topic on each page for easier filing. We'll continue to send editions on special subjects and shorts with a seasonal angle. (Remember the Christmas edition?)

The survey showed that home agent releases were used for personal information and for newspapers -- 88 and 87 percent respectively. More than half responding to the survey used the releases on their radio programs. About a fourth said they sent the material to radio stations.

In most demand are home agent releases on home management, home improvement and family relations.

Half of you said radio and press cooperation was good. Half said the papers used home information at least once a week and sometimes more often.

Mat for 4-H Week

On Feb. 23 we'll send you a 4-H mat, along with a story on the new objectives, for use during National 4-H Week.

You'll find a page of radio shorts in your National 4-H Week packet.

--Shirley Hagberg, Jo Nelson

OFF THE PRESS --

A dandy example of a feature article series: Orville Gunderson recently had a series on water conservation in the paper at Montevideo. He tied it in with Farm-City Week, gave the paper several pictures for each article, explained how a watershed is formed. Editor gave the whole works good play.

Erwin Wamhoff and Jim Hoffbeck in Morrison county a while back showed how to base a picture feature on an agent's project. They took 5 pictures, all printed in the Little Falls Daily Transcript, of steps in harvesting a soil test demonstration plot. Top picture in the layout showed the difference where fertilizer was used.

A strong believer in newspapers is Bob Anderson in Kandiyohi county. "Daily I meet people who know me because they read my name and feature articles. Many office calls are the result of notices which arouse interest."

One of the key policies in Kandiyohi county is to get editors to attend events. Last summer, one editor was invited to watch grain plot harvesting. "We gave him the story, he gave us front page coverage," Bob reports.

Rifle vs. Shotgun Dept: When you're annoucing a DHIA meeting, a news story may be fine, but you may need something else to hit the specific individuals involved. In this case, it's dairy farmers--so how do you reach them and them alone?

Paul Kunkel in Brown county does it this way: He gets a list of all 700 dairy farmers names from local dairy plants. After the story goes in the paper, each farmer gets an invitation in the mail. This combined approach brought 150 farmers to one tour.

--Phil Tichenor

ACROSS THE MIKE-

According to the survey conducted during annual conference, many of you are using guests on your radio programs. So here's a few pointers on "The Art of Interviewing."

1. Talk over the broadcast with the person you're going to interview. Explain the specific reason for having him on your show. Tell him what you're going to ask him. Keep all your questions short. The listener wants to hear your guest--not you.

2. Don't start with biographical questions. Introduce your guest. Tell where he's from and why he's on your show. Do this as quickly as possible.

3. Begin your questions with "How, What, When, Where, and Why." The idea is to frame a question so that it can't be answered with "yes" or "no."

4. If you begin a question with "Do you?" or "Are you?" or "Is it," etc., you automatically invite a "yes or no" reply. With too many of those answers, you'll end up doing all the talking and might as well not have a guest.

5. A variation on that same theme is the statement of fact followed by the dare to disagree. "You're president of your 4-H Club--aren't you?" If he says, "No," you'll surely look like a fool.

6. Make a special effort to show your guest that you're interested in what he has to say. Look at him while he's saying it. Be a good visible audience. It'll do wonders for his confidence.

7. Stress the pronouns "you" and "your" in your questions. Tell your guest to talk in terms of "I" and "my."

8. Usually, ad lib interviews are best. Jot down some notes or questions. It will help to make sure you cover the major points of the interview. Write out a short opening and close. That will help you introduce your guest quickly and bring the interview to an end easily and on time.

9. Keep your guest mentally on his farm or in his home.

--Ray Wolf

The Bulletin Board

February, 1960

NEW PUBLICATIONS

CONTROLLING INSECTS IN THE HOME VEGETABLE GARDEN--Entomology Fact Sheet No. 11. John Lofgren. Contains descriptions of common garden pests and suggested control methods. Now available.

GASOLINE....FACTS AND FALLACIES--Agricultural Engineering Fact Sheet No. 11. D. W. Bates. Discusses common gasoline problems such as "fuel knock," differences in grade, and seasonal characteristics. Now available.

RECOGNITION AND CONTROL OF SCALE INSECTS ON TREES AND SHRUBS--Extension Folder 207. Alexander Hodson and John Lofgren. Expect a late March delivery.

IS THERE A BETTER WAY?--HM-119. 8 pp. Reprinted from a University of Missouri folder on home management. Available around March 1.

SOIL FACTORS AFFECTING THE GROWTH OF QUAKING ASPEN FORESTS IN THE LAKE STATES--Tech. Bul. 233. 48 pp. Joseph H. Stoekeler. Not intended for use outside the technical field.

EARLY GENERATION SELECTION FOR HIGH OIL CONTENT AND HIGH OIL QUALITY IN FLAX--Tech. Bul. 234. 28 pp. V. E. Comstock. Not intended for use outside the technical field.

REVISED PUBLICATIONS

VEGETABLE VARIETIES FOR MINNESOTA--Ext. Folder 154. O. C. Turnquist. The 1960 revision describes several new varieties--how they performed in trials conducted throughout the state in 1959.

USDA PUBLICATIONS INVENTORY

Each county office recently received a copy of the 3rd Annual Inventory of Available USDA Publications, 1960. We urge you to use this new inventory--it has all the new publications and lists the obsolete publications in Part III. You can keep this new inventory up-to-date throughout the year by watching the "Bulletin Board" each month. Continue ordering any USDA publication in quantity through the state office.

Last month we mentioned that the new Extension Publications Lists is available. Use this latest edition, because we've deleted the out-of-print publications. You can keep it up-to-date by adding the publications we list in the "Bulletin Board."

--Maxine A. Larson
Noel Kaufman