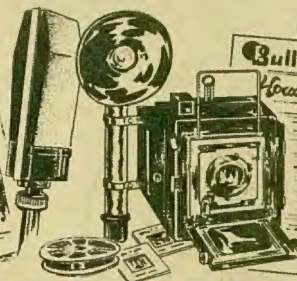
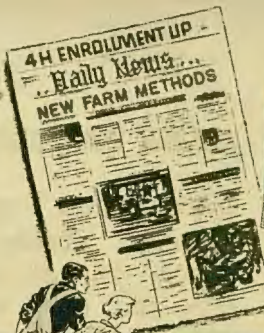
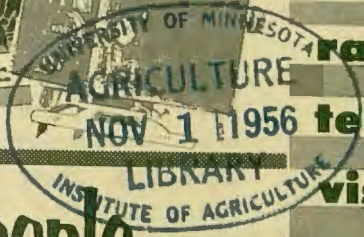


MN2070 RRP
10/30/56



press
publications
radio
television
visual aids



Reaching Rural People ... with information tools

University of Minnesota
October 30 1956

- *****
* Please read, check and circulate *
* County Agricultural Agent *
* County Home Agent *
* County 4-H Agent *
* County asst. or other agent *
* Secretary for filing *

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

But Other Agents Note, Too

Many of you will have delegates to National 4-H Congress.

Give the news on choice of delegates to your county papers and radio stations at your discretion. Probably most of you will make these announcements in connection with your Achievement Day if your banquet is held early in November. We'll announce names of Congress trip winners Nov. 13.

Before Club Congress, the National 4-H Committee in Chicago will send to all Minnesota papers mats and stories on each delegate. Each story will announce four or five winners and carry their pictures. It's important that you get your local announcement of winners out before these mats are sent from Chicago and also before we send out our story.

As in the past, the Minneapolis and St. Paul papers will be running a picture spread of Congress delegates.

ACROSS THE EDITOR'S DESK

Let's hope that repetition pays because here we go again. You've only two weeks left to get in your entries for the annual extension info. contest. Nov. 15 is the deadline.

And now to quote our extension director, Skuli Rutford:

"We'll be looking forward to seeing your entries in the annual extension information contest. Used with other extension techniques, news articles, radio programs, visual aids, and circular letters will help us do a better extension teaching job." Why not take advantage of this opportunity to have your information work evaluated and perhaps take some important honors home with you?"

No Bulletin Board This Issue

Earl Brigham, our bulletin editor tells us there are no new bulletins that haven't already been announced scheduled for Nov. delivery. Consequently the "Bulletin Board" is not enclosed.

Information Series Continue

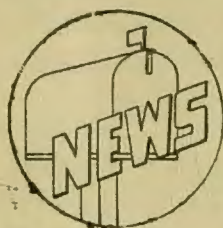
Although we're not enclosing another number of the Info. Service Series with this Tip Sheet, we do have several lined up. Ray Wolf and Jo Nelson are working on two, especially tailored to 4-H radio. One will be aimed at club members, telling them what to do when they are invited to be on your program or when they are participating in a radio speaking contest.--Harold B. Swanson

As for National 4-H Winners --

In cases where Minnesota delegates win national or sectional honors, we'll send out releases announcing the honors to daily papers and radio stations, as well as to papers in the delegates own county. What you should know is that every announcement of a national or a sectional winner has a release date set by the National 4-H Committee to coincide with the event at which winners are announced at Club Congress. Since weekly papers sometimes get a bad break because of these release dates, editors often complain. If such reactions come your way, it may help if you explain why the release date is set as it is.

-- Jo Nelson

OFF THE PRESS --



Here's a tip on the "publicity packets" that we're sending many of you in connection with the farm forum meetings and

social security and tax meetings being held around the state this fall and winter: The biographies of speakers that we send can be included at the end of the stories announcing the speakers or used separately under the picture. It just depends on the editor's preferences.

Nov. 15 is the deadline for entries in the annual information contest. Send your news and personal column entries directly to the Information Service.

"Successful farmer" tips aren't coming in very fast, but the ones we get are good. One was about a farmer who cut his feed costs with a bunker silo; another was on a fellow who nearly tripled his crop yields with fertilizer. Let us know about your better farms. I'll be happy to visit them and do the story. And such stories are a good plug for better farming and the value of extension cooperation and often find their way to Washington for use by Administrator Ferguson.

We also can make good use of one or two paragraph items on farmers who have had success with soil conservation practices. These we can put in the "Our Land" column and quote the county agent on the information. -- Phil Tichenor

ACROSS THE MIKE --



Letter from Moscow (Idaho) states -- "Radio is not only one of our most effective mass media but also one of our most economical from a budget standpoint.

nomical from a budget standpoint.

Agent Achievement -- Charles Campbell, (Kittson) was saluted on ABC radio network program Oct. 27 for his part in promoting an over-winter seed increase project.

Richard Radway (Roseau) had added these words to his enclosure slip--"Don't forget to listen to KTRF, Tuesday and Friday at 1:45 p.m. for your Roseau Co. Extension Program."

Eino Siira (Benton) did radio daily by telephone from the Jr. Livestock Show. Ten county agents made tape recordings at Jr. Livestock Show for local use.

Telestatus -- Seventy-one per cent of Minnesota's 930,000 homes have TV sets--ranging from 88% of the homes in Anoka, Blue Earth and Hennepin counties to 21% in Beltrami and Clearwater counties.

KCTE-TV (Channel 2), an educational station, located on St. Paul Campus will begin operating by fall of 1957.

County extension agents appear regularly on WDAY-TV (Fargo), WCCO-TV (Mpls.) and WKBT-TV (La Crosse).

Radio Reminders -- Send in recordings for Information Contest - now.

Join the millions Nov. 5-16 and watch the Mickey Mouse Club visit a Wisconsin dairy farm. -- Ray Wolf

TIMELY PRESS, RADIO TOPICS FOR NOVEMBER AND DECEMBER

- | | |
|--|---|
| 1. Farm-City Week. | 7. Storage, repair of machinery. |
| 2. 4-H Achievement Day. | 8. Changes in income tax, social security laws. |
| 3. Preserving milk quality. | 9. Soil bank regulations. |
| 4. Feeding laying hens. | 10. Results of barley demonstrations. |
| 5. Selecting breeding gilts. | 11. Result of county pasture fertilizer demonstrations. |
| 6. Disease prevention in poultry, livestock. | 12. Nat'l 4-H Club Congress. |