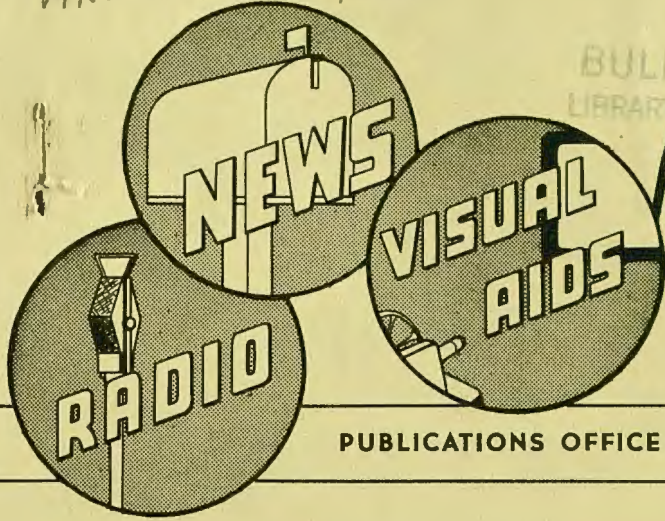


BULLETIN ROOM
LIBRARY UNIVERSITY FARM

Reaching Rural People

WITH INFORMATION TOOLS



PUBLICATIONS OFFICE

AGRICULTURAL EXTENSION SERVICE

UNIVERSITY FARM

 *Please read, check and circulate *
 *County agricultural agent *
 *County home agent *
 *County 4-H agent *
 *Secretary for filing *

University of Minnesota ¹
 March 27, 1950

TO THE H. A.'S -----

Food and Home Notes, which you get each week, has usable material for both radio and press. Give it a local slant whenever you can and you'll increase its effectiveness.

Home Demonstration Week

Many of you are planning special achievement days during National Home Demonstration Week. Be sure to supply your local editors with advance stories of plans for your observance and with names of women serving on committees. If papers have facilities for taking pictures, interest them in covering the event photographically.

Some of your long-time leaders may be able to supply interesting material for a feature story on home demonstration work in its beginnings or what it has done for the county.

Make use of leaders and home chairmen on radio programs during the Week. A recording made in a home or at a group meeting would be effective.

A Packet for You

We'll send you soon a packet of fill-in stories you can use prior to and during Home Demonstration Week.

We can supply you with mats you might need of specialists who are to be guests at your achievement days.

Please!

Please - when the time comes, won't you send me your best news clippings on achievement days and H. D. Week?

- Jo Nelson

ACROSS THE EDITOR'S DESK

The recent extension info. contest has been featured in several national magazines (including the March Extension Service Review).

This article features tips by agents "Chet" Graham, Paul Kunkel, "Jap" Swedberg, Fred Wetherill, "Peggy" Jacobson, and Mrs. Doris Wyman.

Promoting Legumes, Grasses?

Several Illinois agents have come up with a good idea to promote legumes and grasses. Here it is.

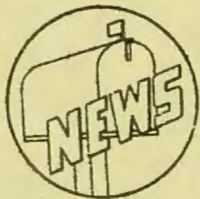
Most farmers don't object telling about a successful experience. Illinois agents have started a collection of best local experiences with an improved legume-grass program. One agent made a contest of it, awarding a prize to the farmer with the best story to tell. The experience stories make swell news, radio, and meeting material.

Need a Name?

Want a name for your column? If so, "Clem" Chase of Pipestone has an idea for you. He's conducting a contest with a special prize to name his new column.

Now Eleanor Goes National

Eleanor Loomis, home agent in consumer education for Twin City area, was interviewed on WHAS, Louisville, for a CBS network show. -- Harold B. Swanson



THE NEWS ANGLE ----

Jerry Michaelson (Wright) sent in several stories for our study the other day. We're listing some of the general com-

ments for your possible benefit.

1. The report of a meeting held needn't follow step-by-step the events as they happened. Rather, it's better to pull the key thought of the meeting into the lead. Then, in following paragraphs develop the thought, adding details, names, places and times.

2. In every story, try to weave in definite information of value to readers. Don't just report that someone said something. Tell what he said. For example, instead of saying "John Doe discussed weed and seed problems....", say "Every farmer must have seed inspected and tagged before he can sell it, John Doe told 200 farmers Thursday."

3. In columns, try to stagger one long and one short item, just for appearance sake. And ask your editor to set the items apart with dots or astericks. Like all stories, they should include the how and what information a farmer needs to do a job.

Agent Introductions

The current series of County Agent Introductions, appearing in the Friday outstate edition of the St. Paul Pioneer Press has passed the 200 mark. Two hundred pictures of agents in action have appeared since the series started in 1946. If you have a good shot of any of your county workers in action, send it in.

Stories Coming Up

It's about time for stories on spring burning. Look for local slants from both loss of organic matter and wildlife damage.

Arbor day is a good time for round up story on all the tree planting farmers and 4-H'ers have done.

Lots of farmers are expected to try grass silage this year. A feature centered around some local farmer who has tried it -- how he put it up, how he liked it, and so on -- might answer a lot of questions around your county.

We're planning stories on those three subjects. You furnish the local angles. -- Bob Rupp



ACROSS THE MIKE --

The radio schedule (April-June) for University farm and home programs will soon reach you. It lists the speaker and topic for

each day. Now if you or your radio station people have use for these interviews -- send us a blank tape and indicate the programs you'd like to have. We will have them recorded on your tape and sent back to you without cost. Interviews vary from 8 to 12 minutes and are available after the date shown in schedule.

Forum Talks Used

At least three agents--Haley (Koochiching), Sanders (Dodge), and Graham (Scott) -- used recordings from the recently held Farm Forum. Several agri. instructors did same. All report interest and educational value in the material.

If you can use similar talks or short course material, let us know-- we'll try to record it for you.

Program Planning

When planning your county program of work for 1950-51, be sure to include radio, news and visual aids. Your major topics of emphasis, advance announcements of meetings, and follow-up stories make good radio material.

Page 68-70 of your county program planning folder lists the helps our Publications Office can give you.

Farm Safety Week

Farm and home safety are always timely topics for radio programs. National Farm Safety Week has just been set for July 23-29. Let's plan now to stress safety on every radio program during that week. Use local material and people whenever possible.

The National Safety Council, 20 North Wacker Drive, Chicago 6, Ill. (publisher of Farm Safety Review) also prepare farm radio shorts which make handy fillers for radio programs. Ask to be put on their mailing list.--

Ray Wolf