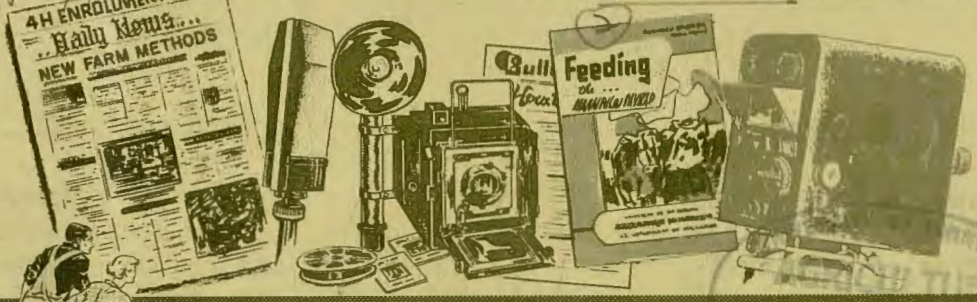


412000 RRP 2/19/59
 4-H ENROLLMENT UP
 Daily News
 NEW FARM METHODS



press
 publications
 radio
 television
 visual aids



Reaching Rural People with information tools

University of Minnesota
 February 19, 1959

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

ACROSS THE EDITOR'S DESK-----

It's a little late for valentine greetings and the play of words that go with that day! And perhaps we shouldn't be talking about poets, song writers and those incurable romanticists whose nimble minds and agile pens coin such phrases as "One Little Word"...BUT words are mighty important to us.

Not long ago S. I. Hayakawa, one of the world's leading semanticists (a person who works with science of meaning) wrote an article, "How Words Change Our Lives" in the Saturday Evening Post. He points out that words don't mean much in themselves. Their meaning varies with the people who hear or read them.

Often our communications break down with certain people when we use such words as parity, labor union, integration, long range planning, five-year plans and other such loaded terms.....Some people hearing words like these become so upset that they close their minds immediately, so no further communications can take place.

By knowing our audience, we often can avoid this situation that cuts off our hopes of getting a message or an idea across.

George Gehant, Lac qui Parle county, lets people know about his meetings with an additional device. Local merchants print posters describing farm meetings for the coming month or two. The merchant's only credit is a line at the bottom.

---Harold B. Swanson

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

Mats for 4-H Week

As of Feb. 16, we had mailed to agents more than 400 mats for use during National 4-H Week. These were in addition to the Salute to 4-H Alumni mats we sent all of you some weeks ago for use during the week. At your request, we've also sent about 150 mats directly to weeklies, for use in ads.

We'd like very much to see how these mats are used. How about sending us a copy of papers using them?

First agents to request mats were Winton Fuglie, Wilkin, and Marian Dryden, Kandiyohi.

Speaking of Ads

A look back at a '52 issue of Reaching Rural People points up an unusual use of ads for 4-H Week. Ruth Johnson reported that 4-H clubs in Grant Co. ran three ads that year and divided the cost among themselves.

Coffee Break

Since April, Jackson County's Audrey Vulcan Tolzmann has been on "Coffee Break" on KWOA, Worthington, for 4½ minutes each Monday at 10:10 a.m. Home agents in Nobles and neighboring counties, including two in Iowa, are on at the same time other days of the week.

More Column Headings

Margaret Callsen, Lac qui Parle, and Claudia Macdonald, Roseau, are among home agents who have recently requested column headings.

National Home Demonstration Week

Just a reminder that it's not a bit too soon to start some specific planning of coverage in press and on radio for National Home Demonstration Week, May 3-9. More of that next time! ---Jo Nelson



OFF THE PRESS-----

How many agents would like a series of news articles on farm legal topics? I mean things like wills, land buying, effect of new highways,

setting up farm corporations (and whether to set them up) and similar topics. We are toying with this idea and might do such a series if there's interest enough. If you have any views one way or the other drop a note either to me or to Hal Routh.

Warren Liebenstein pointed out recently that there's a lot of confusion regarding actual cost of farm programs. So, acting on his suggestion, we're soon going to send out a story giving some breakdown on the USDA budget, telling what goes for what.

If you have any question that you think merits a news article, let us know. We'll do what we can to help.

Glen Chambers in Wilkin county last year did a striking series of "personality profiles" of 4-H club members around the county. He has a Polaroid camera that he takes to every meeting. He would get a picture and interview or two at each meeting, and ran a series of more than a dozen such profiles in local papers. He used pictures showing the youngsters at work on their projects, fitting calves, and the like.

Winton Fuglie used the same approach on another topic.

How to promote and follow up on a major local event was shown recently by George Gehant, Jr., in Lac qui Parle county. The event was local Sheep Breeders Day. His advance publicity: stories in two weeklies in the county and two outside; mention in several columns, calendar listings in individual articles, and promotion in a series of posters. Coverage: Complete stories on speeches and three pictures printed in Madison newspapers. ---Phil Tichenor



ACROSS THE MIKE---

Never saw a group of new agents more interested in radio than the 18 that attended the radio section of new agents conference. Many of them

are already doing regular programs. Some of the "old timers" will have to hustle to keep ahead of them.

Virginia White (Martin Co.) will be hard to beat. She's started a weekly (7:15 a.m.) series of programs on family living. Virginia says, "I feel this will be helpful in program planning as well as further defining the scope of the home program." We believe that the series idea, if well publicized, will give depth to your radio work.

A Dairy Herd Improvement tape is available for use on radio or at meetings. Sec. of Agr. Benson in 2 minutes 40 seconds tells the value of keeping dairy production records. If you'd like a copy send me your tape and I'll dub it on at 7 1/2 inches per second. I'll use a half track recorder so your machine can erase the talk when you've finished using it.

To make your communications effective:

DEFINE YOUR OBJECTIVES. What is the information supposed to accomplish? What do you want your audience to do?

ANALYZE YOUR AUDIENCE. Who are they? What are their needs?

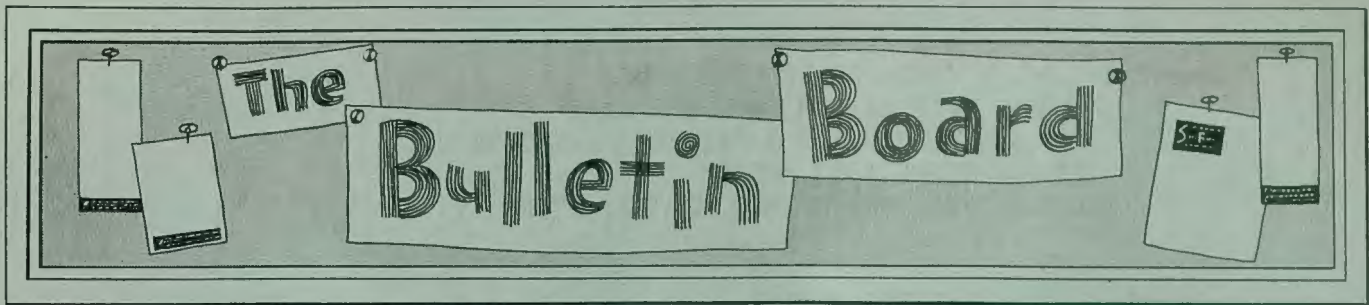
OUTLINE THE MESSAGE. Jot your ideas down into logical order.

ORGANIZE YOUR PRESENTATION. Do your ideas progress toward your objective, create suspense and arouse interest?

VISUALIZE MAIN POINTS. What ideas do you want your audience to remember?

PLAN FOLLOWUP ACTIVITIES. A message will be remembered if its audience can do something about it.

ANALYZE your presentation from an audience point of view. ---Ray Wolf



February 19, 1959

REVISED PUBLICATIONS

VEGETABLE VARIETIES FOR MINNESOTA -- Ext. F. 154 O. C. Turnquist. The 1959 revision describes several new varieties and how they performed in trials conducted throughout the state in 1958. The list of suggested varieties for home gardeners shows little change from last year, however. Early March delivery.

CUSTOM RATES FOR FARM OPERATION -- Ext. Pamphlet 134. D. E. Erickson and T. R. Nodland. Completely revised on the basis of a 1958 questionnaire study conducted by the authors. Delivery about March 1.

BEING REPRINTED

Ext. F. 164 -- GETTING STARTED WITH YOUR VEGETABLE GARDEN
Ext. F. 179 -- RENTAL ARRANGEMENTS FOR YOUR FARM

"FEED SERVICE"

Main articles scheduled for the forthcoming Minnesota Feed Service will cover the following subjects: feeding for laying flock replacement; "hay wafers;" non-protein nitrogen compounds in feeds; and potash problems in Minnesota. There will also be two short articles on soil insecticides and soil surveys.

SPRING CLEANING

As a result of a recent survey of all Extension publications now in print, several should be withdrawn from circulation immediately as out-of-date. Please remove any of the following that you may have on your display racks or files.

Folder 42 -- INTERNAL PARASITES OF SHEEP
68 -- MORE PROFITS FROM MALTING BARLEY
77 -- THE ORGANIZED FARM MANAGEMENT SERVICE
79 -- DEFECTS OF POTATOES CAUSED BY HANDLING
87 -- HOG CHOLERA
96 -- WOOD BORING INSECTS ATTACKING TIMBER
112 -- HOW TO CONTROL WHITE GRUBS
116 -- LATE BLIGHT OF POTATOES
118 -- MINNESOTA SEED GRAIN TREATER
122 -- APPLE MAGGOT CONTROL
123 -- GROWING CURRANTS AND GOOSEBERRIES IN MINNESOTA
137 -- LIMING SOILS IN MINNESOTA
138 -- WHAT CAN I PAY FOR A DAIRY BARN
158 -- BARLEY DISEASES IN MINNESOTA
173 -- IT PAYS TO PROTECT STORED GRAIN

Pamphlet 40 -- ROUND TOP BROODER HOUSE
95 -- GOOD HEALTH FROM THE FARM
99 -- THREE MEALS A DAY THE MINNESOTA WAY
100 -- USING LESS SUGAR
101 -- FOR HEALTH THIS WINTER, STORE VEGETABLES

Bulletin 124 -- TALKING TURKEY
182 -- WIPE OUT BRUCELLOSIS IN CATTLE
214 -- COMMON DISEASES OF TURKEYS
225 -- SUPPLEMENTAL IRRIGATION
226 -- HOME VEGETABLE STORAGE

In addition, if you have any copies of Bulletin 232, KNOW YOUR COOPERATIVES, dated before our last edition of June 1952, please destroy those also.

There may be additions to this list which we will mention in future issues of the "Bulletin Board."

-- Earl Brigham, Maxine Larson