



Reaching Rural People



WITH INFORMATION TOOLS

INFORMATION SERVICE

UNIVERSITY OF MINNESOTA

AGRICULTURAL EXTENSION SERVICE

University of Minnesota ¹
August 1955

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

ACROSS THE EDITOR'S DESK

With this issue of Reaching Rural People we are enclosing the first in a new Information Service series. The first issue is entitled "How to Photograph Dairy Animals." Others planned soon include "Writing 4-H Club News", "TV Tips", Radio Programming", etc.

The series, we hope, will answer questions on specific information problems and will provide material for our college classes in agr. journalism. Let us know subjects you'd like covered.

Information Contest Scheduled Again

You'll soon receive complete information on the annual information extension contest. We do want to remind you, however, to be selecting your best work in press, radio, visual aids, and circular letters for the contest.

Staff Changes in Information Service

The Information Service is losing a valuable and able worker when Mrs. Gwen Haws leaves us early in September. Gwen plans to devote all of her time to home-making.

Jean Metcalf, editorial assistant in our bulletin section, will be back with us in a temporary position on September 1. As you may recall, Jean was seriously injured in an auto accident in early May. She still is on crutches but otherwise her progress has been encouraging.

Maxine Archibald, a recent U. of M. School of Journalism grad, has also joined us as editorial assistant. Max is a former Crow Wing county 4-H'er.

--Harold B. Swanson

TO THE H.A.'S --

Cooking Shows on TV?

Cooking shows seem to be "out" for TV. At the recent convention of the American Association of Agricultural College Editors in Omaha, representatives of television stations reported that they have dropped food preparation shows because women are not interested in watching them. The occasional exception is a guest who demonstrates how to make an exotic foreign food.

But women do want more information on consumer marketing, child care, selection of fabrics, time management. You may want to keep these facts in mind if you are doing TV.

Appearance Counts Here, Too

If your editor gives you the opportunity to write a column each week, you can show your appreciation by writing the best column possible.

But that's not all. Turn in legible copy each time. That means neat, double-spaced typewritten copy, with your name, the address and telephone number of the extension office in the upper left-hand corner. Never commit the unpardonable sin of giving your editor an illegible carbon!

Do You Keep Your Deadlines?

Have an understanding with your editor about deadlines for your column and get it to him when he wants it. If your agreement calls for a column each week, don't let the editor lose faith in you by not getting it in. Your success in using your county papers will depend on your relationships with your editors.

--Jo Nelson

THE NEWS ANGLE --



"I'm very 'fussy' about my lead in a news story. I feel it must attract the people I want to reach, so they will go through the story and get

my message." This is one of the things Goodhue County Agent G. J. "Dick" Kunau told me the other day while I was in his office at Red Wing. "I usually put no headline on my stories--letting the editor do that--and that makes it important that my lead be a good one and pertinent to the body of the story. That's so the editor can get the right facts for any headline he might want right from the lead." Here are other facts about the news service Dick, Soil Conservation Agent Arnold Wiebusch, Home Agent Arleen Barkeim and 4-H Agent Duane Butler issue:

Once-a-Week-Mailing -- They mail their packet of stories, one or more from each agent, to the county weeklies on Saturday. The dailies get theirs in the Wednesday morning mail with a Wednesday release date. Kunau believes the weeklies take a story more readily if it's "long enough so the editor can headline it, but not so long he has to use a whole column for it." His stories are about 175 to 200 words long--except for county fair award features, which have many names and may run to three or four pages.

Are They Read? -- It's hard to measure the amount of reading or "mileage" one story gets--folks have so much to read. But Kunau got an interesting example not long ago. A farmer in a far end of the county called him early one afternoon. He had, at noon, read a short item Kunau had in a weekly paper about the fact that army worms "were serious in some parts of the county and serious with the first-brood worms -- which is unusual." The farmer had read the article, then, his curiosity aroused, had gone out to his fields. He found army worms in heavy enough numbers to need control measures to save the crop. So, that's one article that gave a lot of mileage in just one known instance. How many unknown instances of its helping some farmer is hard to say--probably a lot. - H. Johnson

ACROSS THE MIKE --



Now that the State Fair is over, you will have time to plan your fall activities and put renewed effort and zip into your radio program.

The annual conference and information contest will be held in 3 months -- so let's start saving the best interviews and straight talks so they can be sent in by November 15.

Farm TV Sets --

The 1954 census reveals that 68% of U. S. homes have TV. In Minnesota 1/3 of the farms have TV sets. Ramsey co. ranks highest with 86% of the farms with sets - but Wright county has the largest number of farms with TV--1,910. TV sets are found on over 50% of the farms in 20 Minnesota counties.

News From the Counties

Don Hasbargen (Mower) usually does one radio show per week but during the grasshopper invasion was on the air daily giving timely tips. Don needed assistants for the county's area test, so he notified the local station and almost immediately had 25 helpers. Don is amazed at the response and help the radio (and daily newspaper) are to his extension program.

A New Type of Radio Program -- (Helps for Young Farmers and Homemakers) is being sent to 18 stations as part of our Farm Topics series. Robert Pinches interviews the specialist. Tapes of the series and a list of stations using it are available.

Radio and/or TV Topics for September

- Fall fertilizing and feeding
- Housing pullets - weed control
- Safety while harvesting corn

Events to plug and build a program around include animal nutrition short course, 12-13; Nat'l Barrow Show, 13-16; Plowville, 16-17; 4-H Conservation Camp, 15-18; 4-H Health Camp, 19-22; Beef-Grassland Day at Rosemount, 20; Swine Feeders' day, 23. The Agr. Ext. Serv. is cooperating in all of these events. --Ray Wolf



August 1955

FOUR NEW HOME EC PUBLICATIONS

DAIRY FOODS-- Ext. Bul. 281. 20 pages by Ina B. Rowe. The long-awaited dairy bulletin, which will be used by both homemaking and 4-H groups, is expected to be off the press about mid-September. The recipe section should be popular. Other sections feature milk magic, questions and answers about milk, cooking with milk, and nutritive value of dairy foods.

LETTING COLOR WORK FOR YOU--Ext. Bul. 280. 16 pages by Myra Zabel. Two-color illustrations help this bulletin also appear colorful. Here are some of the topics included: how to get all colors, color scheming, balancing colors, how much pattern, background colors, colors for individuals, children and colors, colors for various rooms, common sense helps for using color in home furnishings, and some do's and don't's in using color. Scheduled for mid-September delivery.

PICTURES--SELECTING, FRAMING, AND HANGING--Ext. Bul. 279. 20 pages by Myra Zabel. Suggestions for selecting the right picture, directions for framing your picture, and some guides in picture hanging are featured in this well illustrated bulletin. Also slated for mid-September delivery.

GUIDING YOUR CHILD--Ext. P. 193. 6 pages by Louise Danielson. Another in the family life series, this publication outlines suggestions concerning: the importance of wise guidance in the home in the child's early years, conducting yourself as a parent, the parent's responsibility to the child, helping the child learn to manage himself, ways to get the child's cooperation in obtaining obedience, and guides for parent-child relationships. Also included are some situations for discussion at the family life meetings. Should be out in mid-September.

AND A SOILS BULLETIN

SOILS OF MOWER COUNTY, MINNESOTA--Misc. Rpt. 23. 28 pages by P. R. McMiller and H. F. Arneman. At long last this oversize (14 by 14 inches) bulletin containing detailed information on Mower County's soils is due for delivery. Of course it's intended for Mower County residents, but the soil fertility and conservation program outlined should be of interest to all. The bulk of the bulletin is made up of soil maps of each of the 20 townships. Out in September.

REVISED

FREEZING FOODS FOR HOME USE--Ext. Bul. 244. 48 pages by J. D. Winter, Andrew Hustrulid, Shirley Trantanela, Woodrow J. Aunan, and Milo H. Swanson. Sections on freezing fruits, meats, vegetables, poultry, dairy products, and ready-to-eat foods have been thoroughly revised and brought up-to-date. Some recipes and new pictures have been added. Should be out the latter part of September.

FORESTRY IN 4-H--Ext. 4-H Bul. 26. 40 pages by Marvin E. Smith. Revisions include minor copy changes and a couple of new illustrations. Early September delivery expected.

--Gwen Haws