

Reaching Rural People

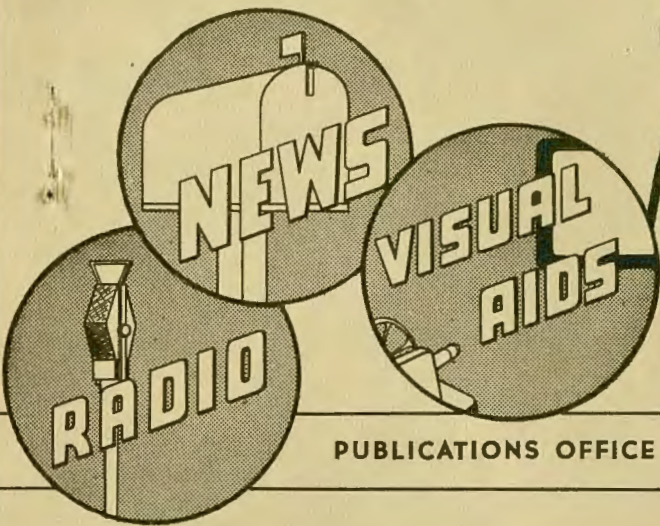
WITH INFORMATION TOOLS



PUBLICATIONS OFFICE

AGRICULTURAL EXTENSION SERVICE

UNIVERSITY FARM



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University of Minnesota
September 25, 1950

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

TO THE H.A.'S --

NOTED: A cleverly written piece in the Sept. 7 Waseca Herald on "Waseca Co. 4-H Agent Finds 'Firsts are Last' at Fair Judging."

ACROSS THE EDITOR'S DESK

Minnesota's information setup placed fourth among the 41 ag. publ. offices entering competition throughout the nation. The rating came as a result of the combined entries in some 20 classes in news, visual aids, radio and bulletins. Included in Minn. entries were contributions from Margaret Nelson, Marshall home agent, Frank Forbes, Marshall agr. agent, and Hilda Taylor Thurston, Martin home agent.

Cooking Schools Tops on TV

Results of a recent house-to-house survey by WTCN on what TV programs women looked at and which they preferred show that 68% looked at and wanted a cooking school. The same survey revealed that Eleanor Loomis' "cooking school" rated at the top. Eleanor does a TV show for WTCN on marketing and food use every Monday afternoon.

We're still waiting for details on individual placings. We'll have them for you next month. Naturally we're pleased to get word that we stood fourth in the nation behind only Cornell, North Carolina, and Illinois.

Tapes Dribbling In

Two tape recordings have come in from home agents for the radio section of the Extension Information Contest. How about making a tape now of one of your good programs and sending it to us? Some of the tapes made at the State Fair ought to be good contest material. And don't forget the press and visual aid sections of the contest!

Don't Forget Safety

How about digging out that safety packet with its news, radio and visual tips? With Fire Prevention Week coming up and with accidents still rampant, radio shorts and news items are constant reminders to rural people to be careful.

Contest Details in Letter

For details of the contest, see the letter which Harold Swanson sent to every county extension office Sept. 11.

Contest Entries Coming In

There has been more than one early bird in our annual extension info. contest. Howard Grant, Crow Wing, and Duane Wilson, Sibley, have sent in news entries and Harold Anderson, Pine, a visual entry. Ray Wolf and Jo Nelson report that there are several radio entries now on their desks. How about yours? - Harold B. Swanson.

Safety Packet

Some home agents say they haven't enough material for both radio and press. Remember the Safety Packet we sent to each county office this summer? Don't forget to draw on it for stories for every month of the year emphasizing safety in the home. - Jo Nelson.



THE NEWS ANGLE ----

One home agent found, as the result of her radio broadcasts, that some of her town listeners weren't sure they were eligible to get pub-

lications and other extension helps. Makes me wonder if we are doing quite the right kind of a job in our newspaper public relations work. Maybe the constant mention of "farm" and "farmers" in our stories is misleading.

Chuck Beer reports an addition to his Anoka county newspaper family. It's the Fridley Free Press, published to meet the needs of a primarily suburban community.

GEORGE M. GEHANT did a nice job in the Commercial West magazine in a "salute" to Yellow Medicine county bankers for their support of 4-H work.

WHAT DO YOU NEED to help your newspapers deal with the soft corn problem? As you know, our office has anticipated the problem to the extent of a couple of releases already. Let us know what your special problems are, so that we can keep a jump ahead.

FRED WETHERILL has ordered mats for a heading for his column "Farm Views & News" in Nicollet county newspapers. The art work is right-smart, too. The column will supplement Fred's radio program.

RONALD McCAMUS helps keep his column newsy in Kandiyohi county by extracting or re-writing a sentence or two from earlier news releases and running them as reminders. A good idea as long as the repetition is kept brief.

NOTED: A good job by the CAs and papers on unadapted seed stories. This is a real service to farmers. Almost everyone was on the ball, too, on the story about not expecting too much of antibiotics in poultry rations. - Bob Raustadt.



ACROSS THE MIKE --

This year 21 agents made recordings at the State Fair to send to their local stations. This is 9 more than last year and shows increased

interest in on-the-spot programs.

Junior Livestock Show Recordings

A tape recorder will be available again at the Junior Livestock Show. Just bring your tape and make arrangements with me for making some recordings.

The University Farm Hour will originate again from the Livestock Pavilion, so if you have winners or outstanding exhibitors, contact me for radio publicity.

Extension Radio Contest

Don't forget to send your recorded interview or straight talk to me before November 20th for our Extension Radio contest. We got a lot of entries last year; let's do even better this time. We will be looking for your entries on tape or record.

Tape Recorders

Eino Siira, Benton county, reports that his Farm Bureau just purchased a new Sound Incorporated tape recorder for his use on the St. Cloud stations.

I had a chance to test out this new recorder and it is a dandy, comparing favorably with the Eicor that was recommended earlier. It is light weight, portable, costs about \$160 and looks good for county work. Check with me for details on the machine before you buy one.

A New Station and Extension Program -

has been added to Morrison Co. Agents George Gehant Jr. and Doris Moorhous will make their debut on KLTF, Little Falls, (960) at 12:30 Sat. Oct. 7 and will continue the 15 minute spot each week. - Ray Wolf.