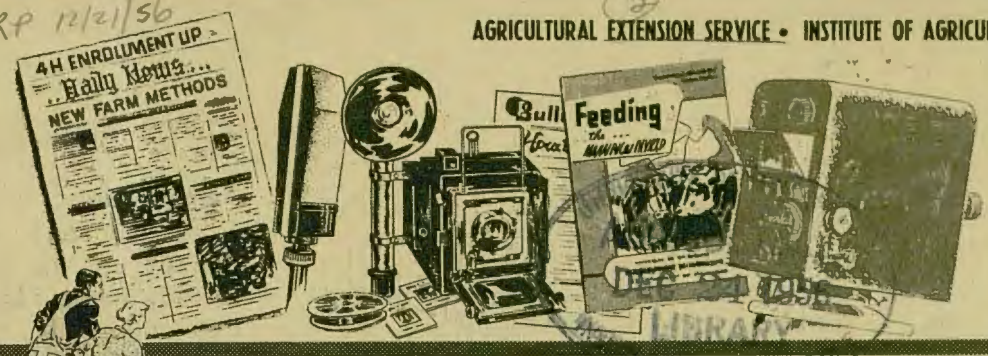


MN2000 RRP 12/21/56



- press
- publications
- radio
- television
- visual aids



Reaching Rural People ... with information tools

University of Minnesota
December 21, 1956

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

ACROSS THE EDITOR'S DESK

The holiday season once more brings to us the realization and appreciation of the many fine things we share as members of the Agricultural Extension Service and University of Minnesota staff. To all of us in extension information the pleasant and cordial relationship we have with all the county staffs ranks as one of the most gratifying experiences of Extension work.

All of us join in wishing all of you the very merriest Christmas and happy and prosperous New Year.

Using Your Annual Report

Recently I talked to several agents who were planning to prepare news releases and radio programs summarizing their annual reports. Here's an opportunity, and actually a responsibility, to tell the folks you serve what you've done during the past year.

In some counties, local reporters check over the annual report and write their own stories from it. Here you could be of great help by pointing out the highlights and explaining the significance of certain parts of your work.

More frequently, for the convenience of both the press and radio and the agent, the agent prepares a summary of the activities of the office. This might be an overall summary or a series of articles or programs on various aspects of the work.

-- Harold B. Swanson

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

Dress Up 4-H News Notes

The enclosed sheet, "Headings for Your 4-H News," will give you some ideas on mats you can use to dress up columns or news from your 4-H clubs. Mats of the six illustrations in the center will be available after Jan. 16. The other three you may request at any time. Be sure to specify the exact number you want.

What About an All-Staff Column?

Some agents wonder about a joint column for all agents on the county staff. There are points on both sides, but here are some advantages: The range of interest in a joint column covers the whole family--4-H members, homemakers and farmers. Such a column also keeps readers reminded that the county extension office is a coordinated staff dealing with all these phases of rural living. Biggest hazard of starting a column is pressure of weekly deadlines. Pooling of staff resources will help you over this hurdle. If one agent is short on time and ideas, the others can fill in the gap.

What's Your Score?

Have you looked at your enclosure letter lately? Was the stencil cut so all words are distinct? Or are some letters and your signature so faint you can't read them? Are words run together? Are there strike-overs? In short, what kind of an impression does your enclosure letter make?

I hope your Christmas is merry and the New Year a happy one! -- Jo Nelson



Advance coverage of an event is important, but don't forget the follow-up. That's particularly true for the Farm Forums that are scheduled

in many counties this winter. We're sending out suggested circular letters, posters, letters to editors, "cartoon" mats, advance stories, and speaker mats to county agents. But they are only part of the work. Plan to give the papers enough material about what is said, so papers can cover the meeting itself.

What information do your farm readers need most? A while ago, one agent wrote us a note, asking for some info on a hog disease--atrophic rhinitis. It happens that rhinitis is a tough problem, but we were able to send out an item listing some precautionary measures. The point is, though, that by hearing about information needs from this agent, we were able to provide what was required. Let us know what farmers are asking. We'll see to it that our specialists give you an answer in a news article or some other way.

A comment on personal columns: Don't overwrite a subject. And watch for good placement of individual items within your column. You're competing for the reader's time, so the less words you can use to put a message across, the better. And if you put the more important items first in the column, the "glancing" reader will be more apt to read it.

-- Phil Tichenor



Happy New Year! Time to set our sights on the year ahead, and figure out how radio and maybe TV can better serve us in 1957.

Lest we forget - Congratulations to Floyd Colburn (Itasca) and Wayne Hanson (Houston) for winning the Radio Contest. Why doesn't everyone--starting now--keep his best tape and enter it next year?

Radio Is Changing. Ten to 15 minute straight talks are a thing of the past. The radio interview, along with the news item, has also been shortened. Program directors now recommend three to five minutes with "under five" as the rule of thumb for interviews.

There is more emphasis on reporting results instead of detailed discussions of the practice itself. Long presentations of "how-to-do-it" aren't being used.

The style of radio delivery has not changed much. It is still intimate, personal, and friendly. However, to reach the random listener, there is renewed demand for clarity of speech and more care in preparation.

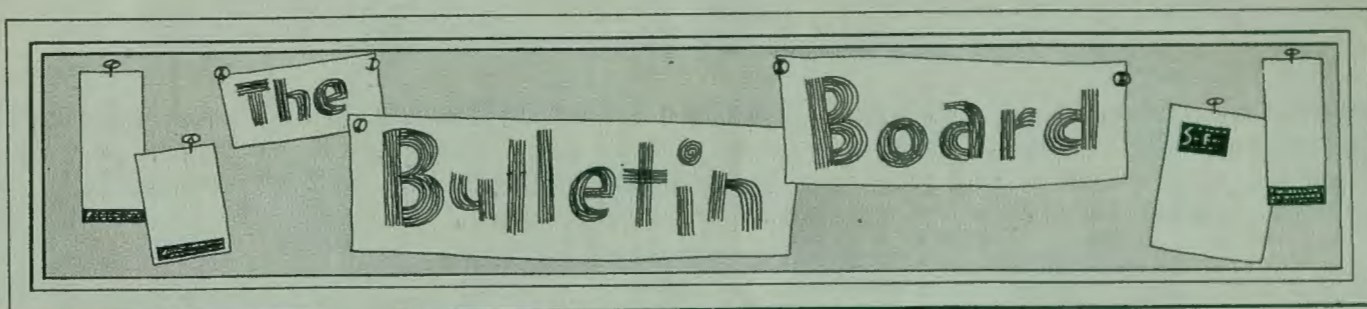
Television offers some of you a new tool to do a better job in your regular Extension program.

To hold an audience, you have to make the show interesting. This doesn't necessarily mean entertaining. But you must make your audience want to stay tuned in. Offer them something--more money, easier work, greater satisfaction. By all means appeal to your viewers--urban as well as rural. Make him want to watch. Give him some personal incentive like less hard work or more money saved.

-- Ray Wolf

TIMELY PRESS, RADIO TOPICS FOR JANUARY

- | | |
|-----------------------------------|---|
| 1. Selecting a bulk tank. | 6. Local Farm Forums. |
| 2. Ventilating the dairy barn. | 7. Starting the 1957 farm records. |
| 3. Cutting farm timber. | 8. Income tax, social security. |
| 4. Care at farrowing time. | 9. Safety at chore time with livestock. |
| 5. Feeding sows during lactation. | 10. Safety on roads and highways. |



December, 1956

NEW PUBLICATIONS

40 YEARS OF WEATHER AT THE CLOQUET EXPERIMENTAL FOREST--Sta. Bul. 436. 20 pp. by T. Schantz-Hansen and Raymond A. Jensen. Gives the complete records for mean temperatures, maximum and minimum temperatures, degree days, frost, precipitation, clear and cloudy days, and wind direction over a 40-year period at Cloquet. Now being distributed.

ORGANIZATIONAL PROCEDURES IN DEVELOPING THE SMALL WATERSHEDS OF MINNESOTA--Sta. Bul. 437. 24 pp. by Virgil C. Herrick and Philip M. Raup. Gathers together in one publication all the pertinent information on how citizens can take organized action to develop small watersheds in the same manner in which larger watersheds have been "organized." Explains existing Minnesota and federal laws which allow units of government (municipalities, county boards of supervisors, etc.) and organizations such as soil conservancy districts to sponsor development jointly--or restrict them in certain ways. Sketches Minnesota progress to date under such laws and points out certain legal areas where clarification seems to be needed. Mid-January delivery.

WELL-FED SOWS FARROW STRONG HEALTHY PIGS--Fact Sheet, Animal Husbandry No. 1, by H. G. Zavoral and R. J. Meade. Gives 14 suggested rations for swine of various ages, revised according to latest nutritional information. Also some points hog men should remember for sound feeding or management. Out in mid-January.

REVISED

1957 VARIETIES OF FARM CROPS--Ext. F. 22. 24 pp. by the Agronomy and Plant Pathology departmental staffs. Gives the varieties "recommended," "not adequately tested," and "not recommended" for all of the principal Minnesota crops. There are several minor changes since 1956 listings. Early January delivery.

CUTTING PORK AND LAMB FOR HOME USE--Ext. F. 38. 4 pp., by P. A. Anderson. Gives careful step-by-step instructions for cutting the lamb or pork carcass. Expect a late January delivery.

CUTTING THE BEEF CARCASS--Ext. F. 39. 6 pp., by P. A. Anderson. A companion folder to the one above, explaining how to cut the beef carcass properly. Also a late January delivery.

HOME CURING OF PORK--Ext. F. 40. 8 pp., by P. A. Anderson. Explains the brine method of curing and the "dry cure" method. Professor Anderson also has a section on smoking meat. Also late January delivery.

1957 CROP PRODUCTION GUIDE--Ext. Pamphlet 194. This is the current revision of the 9 x 12 inch "pamphlet" which unfolds to make a two-colored wall chart 3 feet wide by 2 feet deep. Information on Corn and Clover has been added, while Buckwheat has been dropped; color scheme has also been changed to avoid confusion with the

red-black-white chart of this year. Intended primarily for display by seed dealers, feed stores, fertilizer dealers, elevators, etc.; also suitable for classroom or other educational use. Mid or late January delivery depending on decisions by Experiment Station on chemical weed control recommendations.

BEING REPRINTED

4-H Misc. -- 4-H SECRETARY'S RECORD BOOK

"LIVE LEAN AND LIKE IT"

Grace Brill, extension nutritionist, has asked us to tell that there are more copies available of the small folder of that name (bought in quantity from Michigan State). Counties which need additional copies can order them direct from the Bulletin Room.

"BILTMORE" TAPES

The extension foresters have a good supply of "Biltmore Tree Scale" tapes printed on tough weather-resistant plastic. When fastened to an ordinary yardstick the tape gives the small operator an efficient but inexpensive device for scaling trees. You were sent samples, but if you'd like more for your county write direct to either Parker Anderson or Marvin Smith about how the tapes will be distributed.

HAPPY NEW YEAR

It is conventional in any kind of a publication of any sort mailed before the end of the year to trill out a gay "Happy New Year!" OK, Happy New Year, friends.

-- Earl Brigham, Maxine Larson