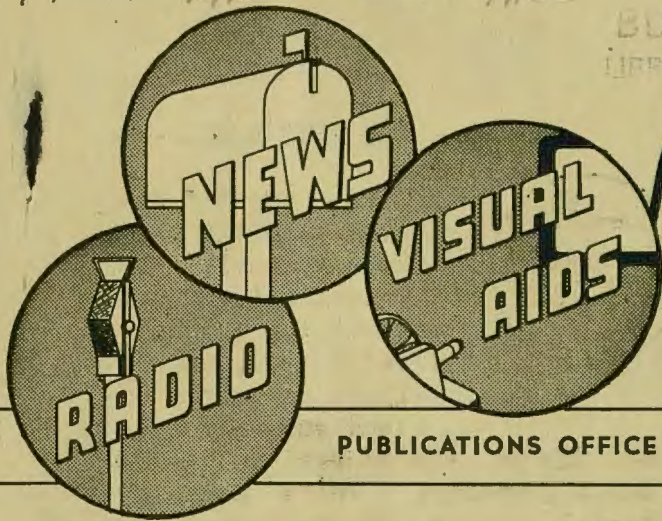


BULLETIN ROOM
LIBRARY UNIVERSITY FARM



Reaching Rural People

WITH INFORMATION TOOLS



PUBLICATIONS OFFICE

AGRICULTURAL EXTENSION SERVICE

UNIVERSITY FARM

University of Minnesota
February 4 1952

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

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

ACROSS THE EDITOR'S DESK

With this issue of "Reaching Rural People" we add a new feature, "The Bulletin Board". To do this we have cut down on the space allotted to news and radio tips and have turned this space over to Maggie Nielsen, our bulletin editor.

Two more home agents have made arrangements with their county papers to start their own columns, and we're now making column headings for them. Barbara Curlette, Red Lake county, will soon launch her column under the title County Currents. Olive Opp, Pope county, is calling her new column The Home Visit.

We debated whether or not to add an extra page to "Reaching Rural People", but decided against giving you more to read. If you decide that you could stand another page, let me know. If we add another sheet, we would review bulletins, both our own and others, much like films are reviewed in Visual Section. In addition, we would devote one side of the added section to "Research Reports", a monthly summary of what our scientists are doing in various fields and to very short reports on certain results.

National 4-H Club Week

National 4-H Club Week, March 1-9, is a good time to give some additional publicity to 4-H work both on radio and through the press. It's a good chance, for example, to take inventory through both those media of your local 4-H progress to date. You might emphasize the national 4-H defense mobilization program for 1952 or launch the 1952 4-H theme-"Serving as loyal citizens through 4-H". You'll find a good many ideas for the observance in the leaflet on National 4-H Week which will be sent out shortly from the 4-H office.

Remember if you want an extra page of this material, let me know. Otherwise we will go on as usual.

You can also depend on one story from our office for 4-H Week.

Secretaries (Bosses, Too) Please Note...

Circular letters can do a good job for you in promoting extension work. In fact, they may be more effective than other media for certain jobs, and they certainly should be used in a good, all-round info. program.

Ideas for Radio

Keep a card in your pocket or purse to jot down ideas for radio programs as they come to you when you go about your work.

BUT too often our circular letters look--excuse the expression--lousy. We're enclosing a little handbook entitled "How to Make Circular Letters Attractive!" SECRETARIES why not read this little booklet carefully? I'm sure it will help you do a better job with circular letters.--Harold B. Swanson.

Teaching Thru the Press

If you ever question the time you spend in preparing copy for your county papers, remember even your smallest paper reaches more people than you can get at your biggest meeting.--Jo Nelson.



This is a good time to take stock of our radio programs to see where we're going. Are the programs timely, interesting and education-

al? Do people listen? Would you care to hear your type of material?

Radio stations in Minnesota are giving extension agents about \$120,000 worth of radio time each year. (Note--this is based on 30 hours a week at \$20 for each 15-minute program.--commercial yearly rates.) So we have an obligation to the stations and to ourselves to make the programs good.

RFD--TV--that's the name of a new farm television program on KSTP TV 11:30-12:00 a.m. each Saturday put on in cooperation with our extension service. Cal Karnstedt is MC.-- I give the market reports. Guests have included W. E. Petersen, H. G. Zavoral, Ray Rose and H. J. Sloan. Movies by Gerry McKay have been another feature.

RADIO TOPICS FOR FEBRUARY

1. Ring test--use Dr. Wentworth or Dr. Driver when they're in county.
2. Care and management of baby chicks and pigs.
3. 4-H radio speaking winners.
4. Winter Shows in Valley counties; barrow shows in southern area.--Ray Wolf.

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THE BULLETIN BOARD

PAMPHLETS --- just issued, should be in your hands.

"Wipe out Brucellosis in Cattle," Ext. Pam. 182, is intended for use in promoting the area testing program and explaining the ring test. We printed 25,000, so you can have 250 copies without question. If you need, ask for more.

"Looking Ahead to 1952," Ext. Pam. 180. Move this out fast.

"Chemical Weed Control for 1952," Ext. Pam. 181. Your local weed inspectors should have ample supplies of their own.



County agents' response to the packet of stories on brucellosis was about the quickest we've seen, and it looks as though extension is going to

do a good job on the educational phases of the Bangs campaign. We're planning some material on the legal aspects of brucellosis control.

Rat Control Stories? We have a series we can furnish on special request.

Research Stories.....We're getting into gear on the series on U ag research, and plans call for a continuation of the series on "balanced or grassland" farming.

Column Headings..Latest request for help with a column heading comes from Lawrence Biever. A lot of agricultural education can be put over in a personal column. We will be glad to do what we can in helping you.

4-H Reporters...Anoka county papers make an annual award to top 4-H club reporters. Maybe that's a bet for your county too. It's a good way to build up the prestige of the reporter's office. The job is an important one, and good club reporters can give a nice boost to the public relations of the whole extension program. -- Bob Raustadt.

This folder is a temporary stop-gap to meet your request for more publications on weed control. These cannot be written until this summer.

COMING by the end of February are folders on Pruning, Strawberries, Raspberries, Fruit Spray Schedules, Feeding and Care of Calves, Hybrid Corn Maturity Ratings, and Mental Health.

FOLDER 22, "Improved Varieties of Farm Crops", will be reprinted. So will the report on 1951 varietal Trials of Farm Crops. Since copy, is late, odds are that these will be too late for effective spring use, but they will be good later in the year. Maggie Nielsen.