

# Reaching Rural People

## WITH INFORMATION TOOLS



PUBLICATIONS OFFICE      AGRICULTURAL EXTENSION SERVICE      UNIVERSITY FARM

University of Minnesota  
March 28, 1952

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

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

There was a lot of interest this year in getting out ads during National 4-H Week. Ruth Johnson, Grant, reports something a little out of the ordinary. Instead of soliciting business firms for ads, the clubs in the county ran three ads and divided the cost among themselves.

### ACROSS THE EDITOR'S DESK

With this issue of "Reaching Rural People" we start a new feature, "The Bulletin Board" which reviews new bulletins briefly and tells what's coming in printed material. A little later we will add a page on "Research Reports". Dr. C. H. Bailey has asked us to clear with the divisions before starting. Until we have cleared this, we'll use the added page for bulletin material. And we do need this space to catch up on some info. we should be getting to you.

Marion Parbst, Norman, turned columnist for Editor John Pfund of the Norman Co. Index and devoted her whole piece to 4-H. She was also responsible for getting Pfund to salute three Norman Co. 4-H clubs on his radio program over KROX each day during 4-H Week. Marion prepared the copy.

Don't forget that your nominations for the Farmer-Sportsman award are due April 5 at the General Shows Office, 1645 Hennepin Ave., Mpls. Make your nomination in the form of letter to the Shows.

### Those Saturday 4-H Shows

Like many other counties, Pennington puts on a 4-H radio show every fifth Saturday. The agents work out a year's schedule in advance, assigning dates to the different clubs. Leaders and clubs are made responsible for their own programs. Sylvia Olson reports that the system works out well, with a minimum of headaches for the agents.

### What's the Best Training School?

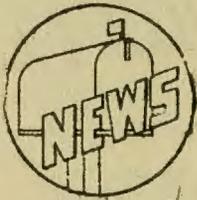
Many of you have asked for help in the techniques of visual aids, radio, press. We can't give the training you need in large groups or to individuals. Recently Mrs. Jo Nelson has been meeting with groups of 7-10 home agents in N. W. Minn. for a day on press and radio. Ray Wolf and Gerald McKay have had one-day sessions with similar groups from adjoining counties. If you'd like such sessions, get in touch with your district supervisor. We really believe that we can do a better job with small groups but that we can't go out to every county individually. -- Harold B. Swanson.

### Home Demonstration Week

You can count on a packet of three stories from us - for H. D. week and the two preceding weeks.

### Food and Home Notes a Casualty

Food and Home Notes to agents is being discontinued April 1 - a casualty of financial retrenchment. Our office will continue to get a copy; so we'll re-route most of the usable material to you in an extra issue of Helps for Home Agents each month and through additional news stories. -- Jo Nelson



THE NEWS ANGLE --

Agricultural Agents, will you send us a recent clipping of your newspaper column? We want to look a number of the columns over to see

what kinds of headings are being used.

Speaking of Columns: Some agents who feel that they are faced with making a choice between having their educational material used in a news story or in a column prefer the news story. An Ohio agent was quoted as saying, "I can get more stuff on the front page if I don't have a column." We've heard similar sentiment in Minnesota.

Of course, many agents don't face that dilemma. They can have a column-- which is a place for short items and a personal touch--and still get the headlines that go with news stories.

Then, too, much depends on the newspaper. In some cases, a column is a catch-all for county agents' material. This, of course, doesn't make for a good column. Some papers, too, may have too many columns, and the county agent's efforts may get lost in the shuffle.

It can't be denied that a good news headline has a lot of attention-getting and story-telling value. This is something that's not so easy to get in a standing or "stereotyped" column head. A standing head can't tell what's new and different in the column from issue to issue.

A compromise, used by some newspapers, is to use a news-type headline on the top of the column, with perhaps sub-heads in the body.

BUT a lot of columns have been successful in spite of the sameness of the standing head. That's because they are interesting enough and informative enough to overcome the "stereotyped" head. Good readership is, after all, largely the result of what's IN the column rather than how it's headed. -- Bob Raustadt



ACROSS THE MIKE --

Spring is here(!) Let's all try to add new sparkle and freshness to our radio programs.

The farm family wants a program that is practical,

homey, and down to earth. They prefer their announcer to be "one of them" using plain everyday speech.

Ohio county agents found their farm families to be most interested in general farm news,--followed by improved farming practices, and then farm experience stories.

Floyd Colburn, extension forester, (Itasca) did such a good job last year with an "on-the-spot" sugar bush interview that the station used it twice. Floyd says (and I agree) you can't beat those on-the-farm recordings.

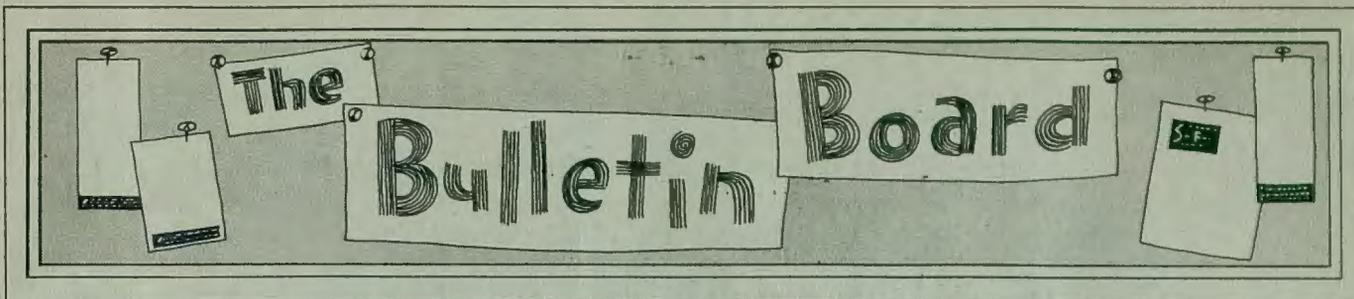
The South St. Louis agents are making good use of Duluth radio stations - Grussendorf is on WEBC daily at 6:50 and Saturday at 12:30. Bob Horton is on WREX Saturday 12:15. Margaret Jacobson soon starts on WDSM with Virginia Blackwood (ex Brown) as M.C. P.S. Mark Thompson (Exp. Station) is on KDAL.

New tape recorders are being "sport-ed" by R. Brand (Todd) and F. Meade (Lyon)-Elicor and Web-Cor, respectively.

Blue Earth County Agents have a daily spot on KTOE. Monday, it's 4-H; Tuesday and Thursday it's Agriculture; Wednesday and Friday it's a Home program. C. Marsh also has a Saturday spot on KYSM.

How's your mail pull? A short tape recording with L. C. Snyder on WGN, Chicago, recently brought in over 100 requests for a folder on pruning trees. Let us know how you're doing.

RFD-TV ON KSTP has been expanded to Sunday 12:30 to 1:00. The Saturday 11:30 to 12:00 show continues as usual. Special guests to appear soon are: Turnquist-March 29; Crim-March 30; Phil Anderson-April 5; Jean Lambert-April 6; Prickett-April 12; Thorfinnson-April 13; Parker Anderson-April 19; and W. E. Peterson-April 20. -- Ray Wolf.



March 28, 1952

This is the first edition of a new feature in "Reaching Rural People". Here we will try to keep you up-to-date on new bulletins published by the U and the USDA.

#### SEVERAL NEW, REVISED BULLETINS OFF THE PRESS

New or revised bulletins that have or will reach you in the next few days include the following:

STRAWBERRIES FOR MINNESOTA--Ext. F. 162. 8 pp. by L. C. Snyder. Tips on preparing the strawberry bed, planting, and care. Planting and pruning systems illustrated. Includes information on everbearing and June-bearing strawberries.

RASPBERRIES FOR MINNESOTA--Ext. F. 163. 8 pp. by L. C. Snyder. How to plant and care for raspberry beds. Covers points from planting to winter care.

FRUIT SPRAY SCHEDULES--Ext. P. 184. 8 pp. by L. C. Snyder, T. H. King, and A. C. Hodson. Recommendations for home and commercial gardeners on what sprays to use, how to use them, and when to spray. Note--This replaces the mimeo material of recent years.

All three of the above were printed with the idea that they could many times take the place of Ext. B. 255, "The Home Fruit Planting", when specific questions are asked. We will be reprinting this bulletin, however, late in April so it will continue as a regular part of our literature.

YOUR DAIRY Calf--FEEDING AND CARE. Ext. F. 164. 4 pp. by T. W. Gullickson. Feeding plans for the first two weeks, first four months, and after four months are described. Both skim-milk and minimum-milk plans are discussed and ration tables are presented. Includes brief tips on care.

GETTING STARTED WITH YOUR VEGETABLE GARDEN. Ext. F. 164. 10 pp. by O. C. Turnquist. This is the first in a series of three folders designed to replace (temporarily at least) Bulletin 174, "Home Vegetable Garden". Includes material on planning and planting the home garden. A sample plan is included and a table telling what, when, how, and how much to plant.

WOODY PLANTS FOR MINNESOTA. Ext. B. 267. 24 pp. by L. C. Snyder and Marvin Smith. Describes varieties for planting in Minnesota.

LOANS OF PCAs TO MINN. FARMERS. Sta. B. 410. 32 pp. by Sherwood E. Berg, E. Fred Koller, and O. B. Jesness. A report of survey made by Division of Agr. Economics. Of interest to lending agencies but not for general farm distribution.

CUSTOM RATES FOR FARM OPERATIONS. Ext. P. 134 revised Febr. 1952. 6 pp. multilith by B. F. Stanton and Truman Nodland. Gives average rates on most of custom jobs in different areas of Minnesota. Replaces previous printed folder. Use only March 1952 revision.

THE GARDEN BULLETIN SITUATION

Because of budgetary limitations we are unable to reprint Ext. B. 174, "The Home Vegetable Garden". To fill the gap we recommend you use the USDA bulletins listed below and the three small folders now being planned or printed. One has been printed (see previous page) and the other two on summer care and on harvesting and storage will be written by O. C. Turnquist soon. Use 174 as long as you have a supply.

SUBURBAN AND FARM VEGETABLE GARDENS. Home and Garden Series No. 9. USDA. A complete, well-illustrated, 46-page bulletin on garden sites, equipment, soil improvement, plans, arrangements, seed, care, time of planting and culture. Bulletin Room has enough to supply 25 per county.

GROWING VEGETABLES IN TOWN AND CITY. Home and Garden Series No. 7. USDA. Much the same bulletin as above except slanted to town and city gardeners. Limited supply in Bulletin Room.

OTHER BULLETINS OF INTEREST

THE EUROPEAN CORN BORER AND ITS CONTROL. North Central Regional Publ. No. 22, Revised Feb. 1952. Published by 12 NC states and printed at Iowa State College. 8 pp. Bulletin has latest on borer control. Recommendations given have been agreed upon by entomologists for entire area, including Minnesota. Sections on use of corn hybrids, adjustment of planting dates, destruction of over-wintering borers, and use of insecticides.

Most interesting and significant development is one in which timing of spraying or dusting is determined by appearance of leaf injury. Entomologists now make alternative recommendations that insecticides be applied either (1) as soon as leaf injury in the whorl (shot-holing) appears and if 75 per cent of the plants show injury or (2) 10 to 14 days after the first hatch of egg masses and if there are 50 or more egg masses per 100 plants (old recommendation).

Five copies were sent you. Bulletin Room should have enough to supply 25 more per county on request.

Please note--Copies of old Ext. B. 257, "Fighting the European Corn Borer", are out-of-date. Replace them and the 1951 Reg. publication with this bulletin. If you have extra copies of B. 257, Fred Holdaway, Division of Entomology, would appreciate them.

BUYING SWEATERS FOR THE FAMILY. Home and Garden Bulletin No. 16. USDA. March 1952. This 16-page bulletin should be a valuable guide to those interested in buying clothes wisely. It has sections on sweater fabrics, workmanship, sizes, special finishes, colorfastness, and reading the label. Bulletin Room has enough for 25 per county.

FINALLY. . . . .(please note)

There may be several publications in your bulletin racks that are now out-of-date. Unfortunately we don't know what you have in your racks. If you feel that any bulletins are out-dated, send one copy to Harold Swanson, Publications Office. He will tell you if bulletin is still good, and we'll tell your fellow county extension workers to discard these publications in later issues of the "Bulletin Board".--Maggie Nielsen.