

Reaching Rural People



WITH INFORMATION TOOLS



PUBLICATIONS OFFICE

AGRICULTURAL EXTENSION SERVICE

UNIVERSITY FARM

University of Minnesota
September 30, 1952

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

TO THE H.A.'S --
Agents for Happier Living

That's the title of a story on the work of home demonstration agents in the October issue of Redbook magazine. The work of a home agent in Louisiana is featured.

ACROSS THE EDITOR'S DESK

Many of you attending the Livestock and the Land Institute at Albert Lea have asked about copies of the W. M. Beeson speech. Dr. Beeson reported on his experiments with Purdue Supplement A for beef. We still have a few copies of the Press Book prepared for the day. It includes Beeson's talk and excerpts from the talks by Director Miller, Dr. Robert Salter, E. F. Ferrin, and others. If you want a copy let us know.

4-H Series Coming Up

Every week, through the first week in November, you'll be getting a story from us on some aspect of 4-H to use in connection with your enrollment drive. There will be six in all. You've already received two. The rest will be on projects open to 4-H'ers, citizenship training, achievements during the year and a tribute to 4-H parents, leaders and friends. The stories will all be on yellow paper, so you can recognize them easily.

That Information Contest

For the past few weeks your supervisors have been sounding you out on your interest in continuing the extension information contest. If your reactions have been favorable, we'll send you the rules pronto. If not, we'll drop it.

Project Lesson Stories

Last spring some of the home agents expressed a desire to have prepared for them announcement and follow-up stories on some of their project lessons. So far I have prepared two stories on each of the following: Lampshades, Color in the Home, Window Curtaining, Accessories. These stories have already been sent to some of the counties. Charlotte Kirchner will bring them to others.

Another Personnel Change...

When you make a call or drop into the office to get films you'll be working with Carol Palmer instead of Mrs. Dorothy Vollman (Johnson). Dorothy has moved to Bemidji where her husband will attend school. I know that Carol will continue to give you the same good service as you have had in the past. Carol is one of Fred Wetherill's former 4-H club members and for the past year has been working in the Bulletin Room.

Articles have also been written on Outdoor Meals and some of the clothing projects. In most cases, you'll probably want to prepare your own stories, but if you do want others, write me or the specialist concerned.--Jo Nelson

--Harold B. Swanson



It's at least as important to get information to the press and radio at the time media can most conveniently use it as it is to do a smooth job of

preparation. This meeting of media's needs and requests is part of press-radio relations.

Give Service... It may not always be convenient to answer requests at the time they are made, but our job is public service, and it is up to us to go out of our way to provide the facts when they are wanted and can be used.

Not only does this going out of our way to service papers and stations help us do a more effective information job--because we'll get a better play at the time media are especially interested in the subject--but successful extension workers know that nothing does more to build good will in press-radio relations than having the stuff available when it's wanted. When the press and radio come to you voluntarily for information, you'll know your program is rolling, and they'll come once they find out you will deliver in a pinch. Not only that, but we've found that when they get good service, they are more inclined to accept your suggestions.

Low Pressure... State Fair 4-H publicity has been notably successful over the years. This year was one of the best and it's significant that we did more work perhaps than ever before in answering requests for service from press and radio people. This was done without pressure by simply delivering the goods when it was wanted. If there was "salesmanship" involved in the 1952 State Fair publicity success story, it was of the low-pressure type. It's apparent that the 4-H club and information staff's reputation for willingness to co-operate not to dictate, which was established in previous years, paid off handsomely in press space and radio and TV time dividends this year.--Bob Raustadt.



Where farmers get their dope first. Next to other farmers, the radio, magazines and newspapers were the most influential sources of information

in reaching farmers with new or improved farming methods--(N. Carolina community survey).

Radio, magazines and newspapers accounted for 32% of the first contact farmers had with the improved practices that were studied. Neighbors and other farmers accounted for 40% of the original contacts.

So let's keep up the good work in radio--it may be doing more to improve farm living than you realize.

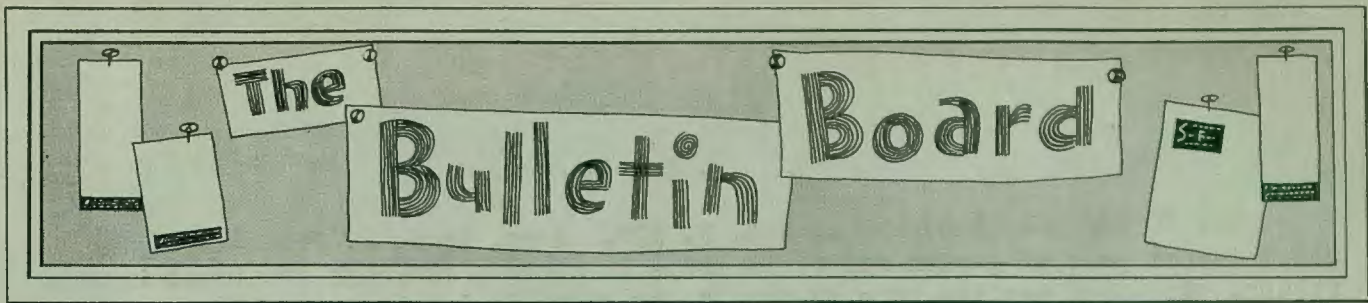
RADIO IS IN 98% OF U.S. HOMES-- according to the A. C. Nielsen Coverage Survey. In nine states, 99% or more of the homes have radio sets. In Minnesota 866,930 families or 99% of the homes have radio. In the U. S., there are 105,300,000 radio sets. For television, a recent survey showed that 13% of the farm families in the U.S. have TV sets--reaching a rural audience of nearly 3 1/4 million. There are about 18 1/2 million TV sets in the U.S. P.S. If everything goes well, every Minnesota family will be within reach of television within 2 years.

Radio Schedules--for the University's farm and home programs should reach you soon. They contain a listing of counties, station, day and time of program. We've tried to get yours correct--based on information sent in by your office secretary. If you find errors, please let me know.

P. S. Thanks to the office girls for their prompt reply to my recent questionnaire on radio schedules. I got over 50% returned within the week they were sent out.

Jr. Livestock Show--is coming. Our Presto and Eicor recorders will be there for your use. I'm doing 4 live 30 minute programs from the livestock pavilion--so will welcome your help in getting good 4-H'ers to be interviewed.

SAVE GOOD TAPES--for possible information contest in December. Details later.--Ray Wolf.



September 30, 1952

The October issue of FARM AND HOME SCIENCE should reach you about the middle of the month. Included in this issue are: "Sick Wheat" by Clyde M. Christensen; "Good Crop Rotation Boosts Corn Yields" by A. R. Schmid, R. F. Crim, and C. O. Rost; "Pricing Hogs On-Foot and On-the-Rail" by Robert E. Olson and Austin A. Dowell; "Fifty Years of Farm Records" by George Pond; "Triplets and Identical Twins Speed Dairy Research" by M. C. Hervey; "Frost-free Stock Waterers" by Arnold M. Flikke; "Pollination of our Agricultural Crops" by Roland L. Fischer; "What is the Best Ration for Growing Turkeys?" by H. J. Sloan, A. M. Pilkey, and G. M. Briggs; "Minnesota is Becoming an Urban State" by Lowry Nelson; "Thirty Years of Windbreak Research" by H. L. Hansen and D. P. Duncan; "Aerial Photos Aid Forest Management" by Stephen H. Spurr; and "Mistletoes Don't All Mean Romance--Some Cause Witches Broom" by Ralph L. Anderson. Mark Thompson, superintendent of the Northeast Experiment Station, Duluth, is featured in the Minnesota's Men of Science column. The cover highlights the apple season.

WHO GETS THE CONSUMER'S DOLLAR? -- Ext. P. 185. 4 pp. by D. C. Dvoracek. This little pamphlet shows what the farmer got from a consumer's dollar spent for food in 1932 and in 1951. It also points out what marketing costs pay for. Twenty-five copies have been sent to you. After district meetings are completed this week, your orders for copies for home leaders and members of homemaker clubs will be filled. The special use to be made of this pamphlet is being explained at the district meetings. We also suggest that it can be used as the basis for radio programs and news releases.

THERMAL DEATH-TIME STUDIES OF COLIFORM BACTERIA IN MILK -- Tech. Bul. 202. 24 pp. by J. C. Olson, Jr., H. Macy, and H. O. Halvorson. You have received one copy of this bulletin. It is intended for scientists in dairy husbandry and bacteriology.

INFLUENCE OF FERTILIZERS ON FOUR LEGUMES WHEN GROWN AS GREEN MANURES -- Tech. Bul. 204. 16 pp. by Donald G. Baker, C. O. Rost, and H. W. Kramer. This bulletin reports the results of field experiments in Chippewa, Cottonwood, Dakota, Nicollet, Redwood, and Renville Counties. The four legumes studied were red clover, alfalfa, biennial white blossom sweet clover, and Hubam sweet clover grown under various fertilizer treatments. The fertilizer treatments used were principally phosphate and phosphate-potash, since there is little evidence that profitable responses occur when nitrogen is applied to legumes. Single copies should reach you soon.

MORE MONEY FOR EGGS -- Ext. F. 80 (Revised). 8 pp. by W. H. Dankers and Cora Cooke. New copy and new artwork in this revision of Folder 80. It gives pointers on selecting good chicks for egg production, feeding the flock, managing the flock, and care of eggs. We hope this one will arrive before the end of the month.

HOW TO CONTROL WIREWORMS -- Ext. F. 170. 6 pp. by A. A. Granovsky. The worst insect pest of garden and field crops is given a thorough treatment in this folder. Included are the type of damage and where it is done, the life history from egg to beetle, and methods of control by use of cultural practices and insecticides. Should be out by the end of the month.

HOW TO CONTROL CUTWORMS -- Ext. F. 171. 6 pp. by A. A. Granovsky. You'll be glad to get this folder on an insect that has caused severe damage to Minnesota crops in recent years. This folder describes the various types of cutworms and the stages they pass through, outlines the ways to prevent damage, and tells what insecticides to use and how to use them. Look for it about the end of the month.

Note to the counties where the Bang's sign-up is not completed. We have reprinted Ext. P. 182, WIFE OUT BRUCELLOSIS IN CATTLE; and have a good supply to fill your needs.

CAN YOU OWN YOUR FARM? -- North Central Regional Publication No. 14. 24 pp. Twenty copies of this discussion of farm ownership conditions in the Midwest were recently sent to you. This publication has been reviewed by our state staff and is still good to display in your bulletin racks.

MARKETING FEEDER CATTLE AND SHEEP IN THE NORTH CENTRAL REGION -- North Central Regional Publication 25. 72 pp. One copy of this bulletin was mailed to you. Keep it on file if you find it useful; there will be no more available. --Gwen Haws.