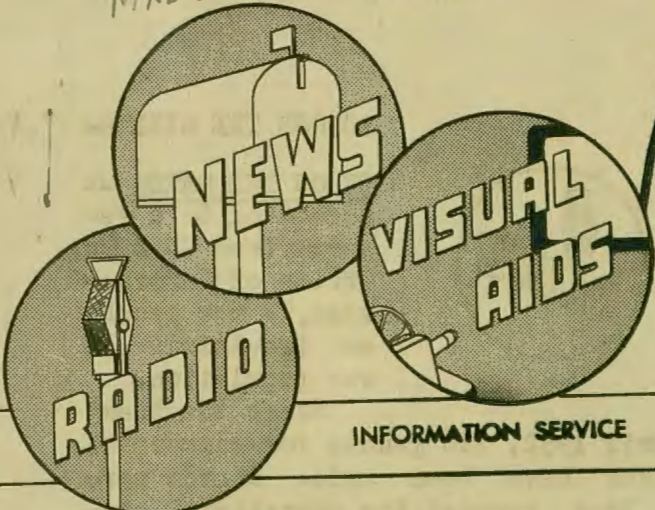
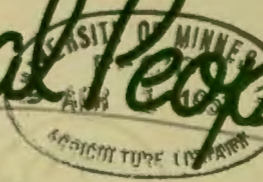


MN2000 KRP 3/1/53



Reaching Rural People



WITH INFORMATION TOOLS



INFORMATION SERVICE

UNIVERSITY OF MINNESOTA AGRICULTURAL EXTENSION SERVICE

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

ACROSS THE EDITOR'S DESK

Here's food for thought from Paul Johnson, former editor here at U. Farm and now editor of "Prairie Farmer."

"All of us whose job it is to teach rural people better methods of farming and homemaking must continually strive to increase the 'gold content' of our teaching material."

Working with Vo-Ag Teachers

We're in the midst of discussions with Vo-Ag instructors about knotty film and bulletin distribution problems. It is likely that we will be handling all film orders for teachers in the future and take over the limited library now set up on the Minneapolis Campus for them.

Introducing Ella Mae Wyllie

Ella Mae Wyllie has taken Carol Palmer's place in our visual aids office. She will be handling film distribution. If you must make calls about bookings, ask for Ella Mae.

Ernest Nelson's Conservation Conversation

Ernest Nelson, Fillmore assistant agent, issues a regular circular letter called "Conservation Conversation" to teachers and others interested in conservation. It gives conservation tips, sources of material, speech suggestions, etc. Some sheets are so prepared that they can be posted on school bulletin boards. Ernest made special use of the "Rusty" drawings in the 4-H Forestry bulletin this way. — Harold B. Swanson

University of Minnesota ¹
 March 27, 1953

TO THE H.A.'S --

Better 4-H Reporting - Most agents agree that 4-H reporting needs to be improved. One method used by some counties is to hold training sessions for reporters and then to name blue ribbon reporters at the end of the year. Lac qui Parle county gives subscriptions to National 4-H News to its star reporters.

Garden Fact Sheet - The April Garden Fact Sheet by Leon Snyder and Orrin C. Turnquist has gone out to you. Since two copies go to each county, you should have one for reference--for your own information, for use in 4-H work, etc. We do not advise sending the Fact Sheet to your county papers for publication, because we provide papers with a weekly garden column, "Home Garden Tips."

National Home Demonstration Week is May 3 to May 9. Start now to plan your news and radio publicity. We'll send you a packet of fill-in stories, but talk over some ideas for special features with your editors, too, and get them interested in taking pictures - for example of women doing project work. We expect at least one feature in the Twin Cities papers.

That Week is your opportunity to present a picture of what the home program is doing and has accomplished in your county. It's a good time, too, to salute your long-time leaders on radio and in the press.

The New KSTP-TV Show, County Road 5, goes to 12 noon March 30. Farm families are featured, sometimes an extension agent and a specialist.

— Jo Nelson

THE NEWS ANGLE --



Two media were combined when the Deming family of Steele County featured both on the "County Road 5" program on KSTP-TV and in a page of

pictures in the Steele County Photo News. County Agent Russ Gute played his part on the TV show.

A copy of the Warren Sheaf sent along by Marshall County CA Frank Forbes contains 21 stories and photos concerning agricultural education work in which the county agent had a part. Seven of them appeared on the front page.

What Do You Need? -- The recent story from our office on nitrogen fertilizers (anhydrous ammonia, etc.) was the result of a suggestion from Ray Palmy of Jackson County. Northern Minnesota agents got special stories on forest tent caterpillar following a request from Dean Gates, of Carlton. Any agents who did not get these, possibly those on the edges of the area expected to be infested with the caterpillars, may get copies of same by writing us.

Specials -- The first two in a series of corn fertilization stories is going out in a day or two. Others on the same subject will follow. It is felt these stories will fit in well with the Extension Service-Farmer corn yield contest. Along the same lines, a story was sent to you on fertilizer outlook and the aforementioned piece on nitrogen. Other "series" included livestock and grain outlook which seem to be getting a good reception.

We realize that every story in our weekly packets won't be adapted to your county, but please keep us informed, anyway, as to whether you are getting enough or too much news ammunition and tip us off on what subjects you wish emphasized.

-- Bob Raustadt

ACROSS THE MIKE --



TV ON THE MARCH -- According to a report from USDA's Office of Information, TV now reaches two-thirds of our population.

Since the "tnew" in April 1952, 186 grants for commercial stations have been made. Eleven more have been awarded for educational stations.

The 20.5 million sets now in use have quadrupled since the 1950 census. Audience generally is figured at 3.8 viewers per household.

Some 30 commercial stations are presenting farm programs of their own. In addition, 31 land-grant colleges are presenting TV farm shows.

Here in Minnesota there are now 360,000 sets. Fargo-Channel 6, Sioux City-Channel 9, Sioux Falls-Channel 11, and WCOW-St. Paul-Channel 17, will start telecasting this spring. The outcome of the state's educational channels is still in the hands of the legislators.

All this means that sooner or later you will be asked to be on TV and you will find that the good shows will keep people from your meetings. What's the solution?

There obviously isn't any easy solution. Television is a monstrous competitor for people's attention. It isn't any monster, however, when it comes to using it as a teaching tool.

So extension's attitude may have to be, "If we can't fight it, perhaps we'd better join it."

County Road 5 -- is an example of a show we've joined. It can be seen on KSTP-TV 12:00 to 12:30 Monday through Friday. The show features a farm family and a county extension agent or a specialist from University Farm. You will receive further information on it—but in the meantime watch it (if you can) and send in your comments.

APRIL RADIO PROGRAM IDEAS -- Soil conservation practices, gardening, seed treating, pointers on X-tra corn contest, spring clean-up, "Feeding the Dairy Herd" Ext. Bul. 218, care of baby chicks, pigs and lambs, maple syrup making.

-- Ray Wolf