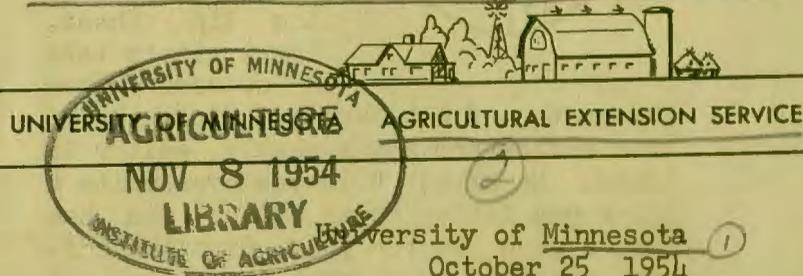
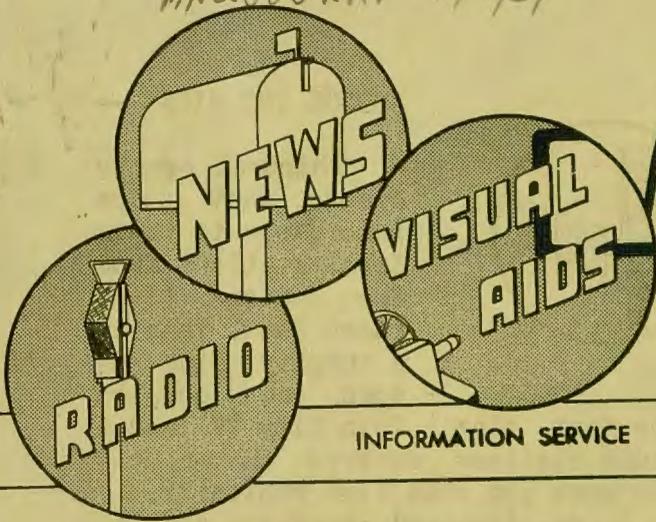


Reaching Rural People

WITH INFORMATION TOOLS



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

ACROSS THE EDITOR'S DESK

Any of you who work directly with florists or are especially interested in flowers will want the Minnesota State Florists' Bulletin. It's published every other month and is edited and largely written by Richard Widmer of the Horticulture Department.

Because of the limited interest in this publication we are not sending it regularly to all agents. If you wish to receive it regularly, drop us a line

Information Contest

Just a few weeks remain until entries in the information contest are due. So gather your best work in radio, press, visuals and circular letters and send them in by November 22.

Who Adopts New Practices First?

Eugene Wilkenning, Wisconsin sociologist, speaking recently at an editors' meeting, said that early adopters of a new practice are more likely to be influenced by one of the public or private agencies outside the community. Later adopters are more likely to be influenced by neighbors and others locally.

Wilkenning feels that when about 10 per cent of the farmers have adopted a practice, others will adopt without too much influence from outside.

Farmers who are younger, have most education, participate in farm organizations, etc. are among those to adopt new practices first.

Wilkenning based his conclusions on research in Wisconsin and North Carolina.
 -- Harold B. Swanson

TO THE H.A.'S --

County Ext. on TV

Home extension groups from three counties - Meeker, Wright, Anoka - have been featured on the Bee Baxter TV show on KSTP this month. Two more are in the offing for this fall - Wed., Oct. 27, with Ramsey county, and Wed., Nov. 3, with Hennepin county.

An average of 15-20 women come in for the telecast and are taken on a tour of the studio afterward. The home agent gives a demonstration on each show and Bee interviews three of the women, including the county chairman.

Bee has been so pleased with the programs that she is asking for another series with county home extension groups next spring.

Watch the shows Oct. 27 and Nov. 3 at 1:30 if you have an opportunity!

For Your Information

It takes about a week for us to get a cut and mats made of a picture. Keep that in mind and allow sufficient time when you need a cut and mats.

Information Contest Again

Shirley Shingleton, Red Lake county, gets top honors for sending in the very first entry in the information contest. We're looking for entries to start pouring in these next few weeks.

Is Your Column Too Long?

Recently the Secretary of the Minnesota Editorial Ass'n judged a newspaper column contest in Illinois. His main criticism: columns were 50 per cent too long. His advice: write as you talk, in good conversational style.

-- Jo Nelson

THE NEWS ANGLE --



During Harry Johnson's vacation, I'm substituting for Harry in this part of the Tip Sheet. First, let's take a few words from

the mouth of Bob Raustadt, formerly of this office and now a weekly editor in Idaho. He says: "Did you ever write a thank you letter to an editor who has done a good job for you? Give the editor, reporter or whoever is responsible a deserved pat on the back. Newspaper people, like everyone else, like praise once in awhile. They're trying to please everyone--which, you know is impossible--and expressions of gratitude for a job well done make the effort seem worthwhile."

Well Done, Frank...

That's the caption of a picture of Frank Forbes receiving a gift at a special banquet from his friends in Marshall county when he left to become a district supervisor. The pic and accompanying story appeared in the Warren Sheaf, one of the state's outstanding weekly newspapers and a good friend of extension work.

This well-deserved pat on the back brings out two points I'd like to make:

1. Good newspaper relationships are essential to good extension work. Frank developed them in Marshall county.
2. If articles or other expressions of appreciation come your way, let your district supervisor know about it. Provide him with a clipping so that he can pass it on to our administration.

Frank was too modest to send on a clipping, but we found it in our clipping service. Don't you be too modest!

Don't Forget the Info. Contest

Remember that in the Press division, there are two classes: regular column and coverage of single event or subject. Entries are due November 22.

-- Harold B. Swanson

ACROSS THE MIKE --



Thirteen county agents sent tape recordings to their local stations from the Junior Livestock Show. This is a mighty fine record and coupled

with the fact that 4 Twin City TV and 4 T.C. radio stations covered the event--4-H Club work got some fine publicity.

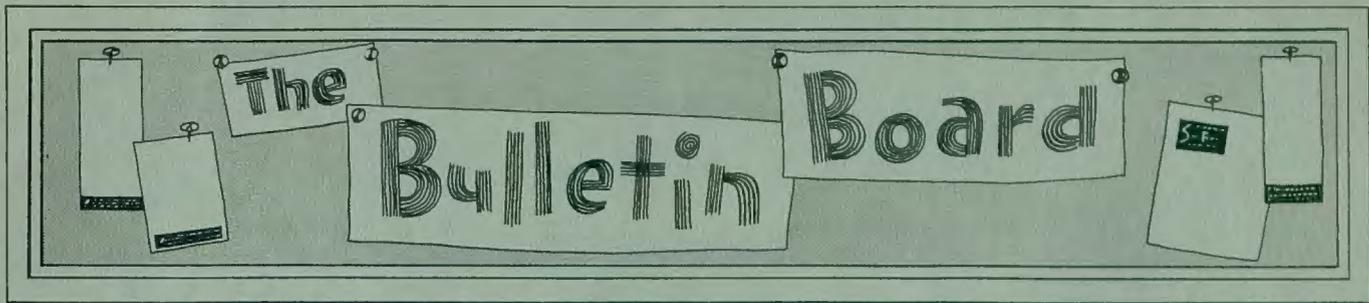
Eino Siira, (Benton) probably did the best job of covering the Junior Show. He sent a tape to KFAM for his regular weekly spot and each noon called WJON and gave them over the telephone a 5 minute report of events and winners. This was tape recorded at the station and played back just minutes later. The station pays for the call. This sounds like a good idea and one that other counties might like to try.

Radio Programs -- University specialists can be heard daily on radio. In addition to our program on KUOM, you can hear our people on WCCO each morning at about 5:30 on Saturday at 12:45, and from about 8:15 to 9:15 on Sunday. WDAY, Fargo, each day carries an interview with one of our specialists conducted by Cal Karnstedt. On KSTP each Saturday morning at 6:45, you can hear the 4-H Round-Up. This is in addition to the some 40 stations which carry tape interviews we send out.

Advantages of Radio--Not a single home in America is beyond its reach. People still count on radio first for weather reports, road conditions, emergency warnings, straight news and music. Radio is more important than television to the housewife who is working around the house, to motorists driving, to people who are reading or doing other manual tasks. So, whether you're in a television area or not, keep up your radio work, and by the way, don't forget to send in one of your tape recordings for the Information Contest. Send tapes to me by November 22.

Radio Ideas for November -- National 4-H Achievement Day and Club Congress, Safety on the Farm, Feeding of Livestock, Social Security Program for Farmers, annual report material, results of corn and other test plots.

-- Ray Wolf



October 25 1954

NEW

"WIRE-RAMA" - This 12-page booklet describes the farmstead re-wiring demonstration at the Elmer Busch Farm near Shakopee October 8. It also contains information on rewiring problems that might be found on any farm. There will not be an automatic shipment of these booklets, but copies in quantity lots are available if you request them from the Bulletin Room.

CULL FOR HIGHER PROFITS - Ext. F. 187. 6 pages by R. W. Wayne, H. R. Searles, R. D. Leighton. Here is the first of the small folders in the dairy series outlined in Ext. Bul. 276, Dairying with a Future. A second folder in the series, dealing with winter feeding, will follow soon. Covered in this culling folder are the six banes of a dairyman's existence -- cows that are unhealthy, irregular breeders, hard milkers, crippled, temperamental, or low producers. Emphasis in these times is, of course, on the low producers, and the authors give down-to-earth reasons for culling them. Also covered are choosing the time to cull, selecting or growing replacements, and checking the first-calf heifer. Out the end of November.

REVISED

MORE PROFITS FROM MALTING BARLEY - Ext. F. 68, 6 pages by Harold C. Pederson. Farmers in the western part of Minnesota should be especially interested in this revised folder on both the production and marketing of malting barley. Malting barley has been averaging 45 cents a bushel higher than feed barley on the Minneapolis Grain Exchange. The qualifications for malting barley -- such as soundness, mellowness, plumpness, and uniformity -- are discussed, as well as such marketing considerations as the reputation of an area or elevator. Out late in November.

CARE AND FEEDING OF BROOD SOWS - Ext. F. 90, 6 pages by H. G. Zavoral. The health and well being of the brood sow is followed from breeding through farrowing and the lactation period. "Too many pigs are lost," says the author, and he has thoroughly revised this old stand-by folder to tell farmers the many ways they can save these pigs. New in the revision is a number of rations designed for specific times -- gestation, post-farrowing, and lactation period. Out the end of November.

REPRINTS

OUR GOAL IS HEALTH - 4-H Bul. 16 has been reprinted and is now in good supply. Another 4-H reprint -- 4-H CLOTHING PROJECT (4-H Bul. 31) -- should be off the press any day.

OUR SOIL TO USE - Ext. Bul. 260. 44 pages. Reprints of this educational and well illustrated bulletin are now available. Single copies will be distributed free through County Extension Offices and through the Bulletin Room. Schools may purchase copies at cost for class use. We urge that you ask schools to order directly from the Bulletin Room.

-- Gwen Haws and Jean Metcalf