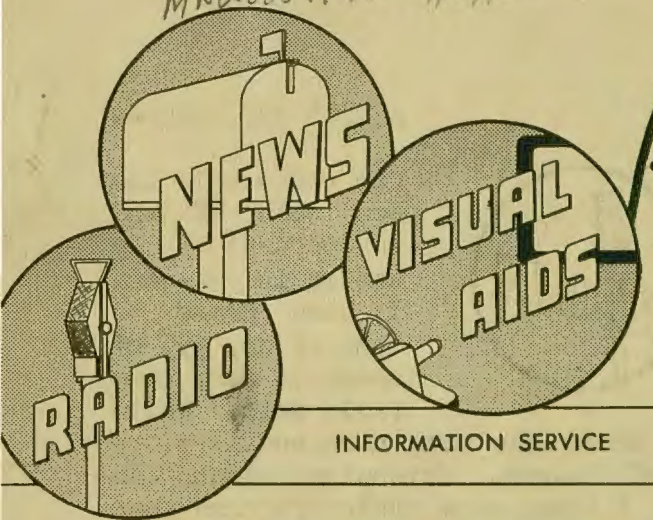
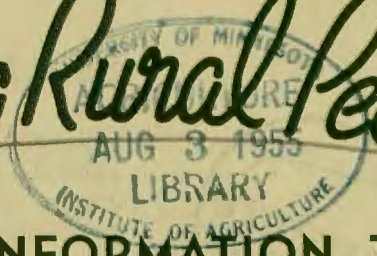


MN2000 RRP 7/29/55



Reaching Rural People



WITH INFORMATION TOOLS



INFORMATION SERVICE

UNIVERSITY OF MINNESOTA

AGRICULTURAL EXTENSION SERVICE

University of Minnesota ①
July 29 1955

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

TO THE H.A.'S --

Another Agent Has Column

Lauretta Schell, Lac qui Parle county, has had a cartoon-type column heading made. She calls her column, "Home News and Q's."

ACROSS THE EDITOR'S DESK

"How do People Adopt New Ideas." Drs. Beal and Bohlen, sociologists at Iowa State College, gathered results of over 30 separate studies on this subject. They found that there are five steps in getting new practices adopted:

1. Creating awareness--Mass media are the most effective in creating this awareness. Personal contact with government agencies, including extension, rank second.
2. Giving information on practice--Again mass media rank first with personal contact with govt. agencies second.
3. Application by early leaders--Here neighbors and friends rank first, with informal visiting important. Govt. agencies rank second and mass media third. As far as mass media are concerned, the success story is very important here.
4. Trial by many people--Again neighbors and friends rank first and personal contact with govt. second. At this point mass media are pretty well out of the picture because they cannot be specific enough.
5. Final adoption---Neighbors and friends are first, and govt. agencies second. Oddly enough in these studies, farmers have indicated that in 90 per cent of the cases personal satisfaction was the principal reason they adopted new practices.

Doing TV? Did You Know That...

The TV camera has a tendency to add breadth to any object it pictures and to flatten it out. That's why anyone whose face has a tendency to be round or whose weight is drifting upward will do well to plan every possible vertical line in hairdress and costuming.

Women will often look more attractive - and more slender - with the hair swept up, rather than framing the face. That's especially true of blondes, where there is little contrast in hair and skin tones.

Be sure your costume has simplicity of line, with every possible emphasis on the vertical for a slimming effect.

If you don't want to look 20 pounds heavier than you are, the up-and-down line for your costume and hair dress!

That Time Again!

State Fair time is just around the corner. As usual, we'll have our 4-H publicity office in the 4-H building.

We need lots of help from you-- suggestions for good feature stories on your 4-H'ers, so we can pass them on to Twin Cities papers. If you have an unusual demonstration or some 4-H'ers with good human interest stories, drop in and tell us about them. We'd like to know, too, about 4-H'ers who will perform well on radio.

This is a chance to get good publicity for your county!
--Jo Nelson

The sociologists also indicated who adopts practices first and the effect that innovators, early adopters and informal leaders have on adoption. We'll bring you this information later.
--Harold B. Swanson

THE NEWS ANGLE --



You may recall an item in this column a few months ago telling about Clete Murphy's home town paper, The Waseca Journal, finding an unusu-

ally high average readership for Clete's column. The survey showed that 43 per cent of the men who read the paper read all or part of the column and 26 per cent of the women did so. This was about 10 points higher than the average for men, and about five points above the average for women. Editor Don Brown was certain the liberal use of local names was a big factor in the higher readership of Clete's column. He suggested Clete try this "theory" by using an unusually large number of names in an issue of that paper to be surveyed about a month later. Clete did. Here are the results: In that issue where Clete had tucked in a few more names, readership among men was now 54 per cent--10 points higher than it had been in the earlier survey. The percentage of women readers rose to 33 per cent.

Want 4-H Features--When you load up your 4-H'ers and gear and start out for the state fair, remember to bring your best feature article possibilities with you and let us know about them. Newspapers are hungry for features about 4-H'ers in that 10 days and you can do your area and 4-H'ers a good turn by feeding that news hunger.

Another Judges' Comment--John Livingston, an agricultural writer who was with General Mills at the time he helped us judge the 1954 Information Contest press entries and now is with Alfred Colle's advertising agency, had this to say about one agent's column entry: "You might unbend a bit more and simply write to people. The thing a fellow has to avoid in a column is making it sound like a news release written by someone else. Simply write a column as though you were writing a letter to a good friend." There are many good points there. What he is getting at is to be more informal and friendly in writing a column.
--Harry R. Johnson

ACROSS THE MIKE --



Can radio hold its own with TV and newspapers? My answer is yes--and I have proof to back it up. 99% of homes in U.S. have radio sets. Radio

can be heard in barn, cars and in every room of houses. Extension agents do nearly 5 times more radio programs than TV shows. One can listen to radio while doing all sorts of work.

How can you help radio hold its own?

1. Know station personnel.
2. Get sold on radio and what it can do for Extension.
3. Get time on a station that covers your area.
4. Get publicity in papers, letters, etc.
5. Get a good tape recorder and use it.
6. Use variety, human interest material, names, success stories and on the farm interviews. Keep it friendly, moving, entertaining and educational.

Can you top this?

Jerry East, Indiana county agent does 12 radio programs a week - 7 on one station and 5 on another.

TV still good--Yes, TV has a very definite place in our work. So those of you who can use it, do best you can too!

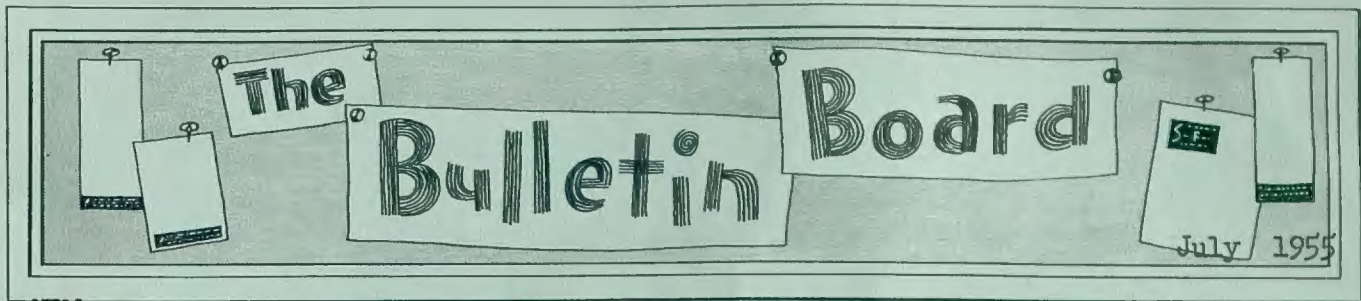
Ready for the Fair?

State Fair time will soon be here. We'll have a tape recorder at the Fair for your use in sending programs back to your own station. Be sure to bring your own tape along and reserve a recorder early in the week.

We may film for TV some of the best 4-H demonstrations at State Fair time. Let me know about good ones from your county.

The County Fair gives you an opportunity to see your editor and your radio station's manager once again. Take him some material about the fair, and 4-H. Maybe they can do a live pickup from the Fairground. At any rate, it will give you another chance to (1) sell Extension and 4-H Club work and (2) get better acquainted with your radio manager.

--Ray Wolf



NEW

KNOW THE POULTRY YOU BUY--Ext. F. 194. 8 pp. by Eleanor Loomis and William H. Dankers. Another in the consumer education series, this folder gives valuable information for selecting chickens, turkeys, ducks, and geese. Topics discussed include: how processing affects price, how and what to buy, shrinkage, inspection, grading and labeling. Should be delivered before State Fair time.

THE PREVALENCE AND IMPORTANCE OF DAMAGED SEED IN FLAX--Tech. Bul. 215. 40 pp. by Thor Kommedahl, J. J. Christensen, J. O. Culbertson, and M. B. Moore. Damaged flax seed--frequently referred to as cracked, chipped, split, fractured, weathered, or blighted seed--often results in 10 to 50 per cent lower stands, sometimes in 20 per cent lower yields. One copy of this technical report should reach you the latter part of August.

MATHEMATICAL ANALYSES OF BIRTH ORDER DATA FOR MINNESOTA, 1941-1950--Tech. Bul. 216. 20 pp. by Roy G. Francis. This technical bulletin is a mathematical approach to a sociological subject. The first part sets up a mathematical model for the analysis of birth order data and the second part contains the analysis of birth variation by month. Will send you one copy about the end of August.

REVISED

SHEEP ON MINNESOTA FARMS--Ext. Bul. 141. 20 pp. by W. E. Morris and P. A. Anderson. Revised and brought up-to-date, this bulletin should be delivered by mid-August.

SHEEP EQUIPMENT--Ext. Bul. 215. 16 pp. by W. E. Morris and H. G. Zavoral. The major revision in this publication was the addition of plans for a new 5-sided sheep feeder. Copies should arrive soon.

CARE OF HOUSE PLANTS--Ext. Bul. 274. 32 pp. by Richard E. Widmer and Leon C. Snyder. A new section has been added on vacation care, and the sections on insect control and artificial light have been extensively revised. Some additions and revisions have also been made in the descriptions of house plants. Delivery is expected in late August.

LONGER-LASTING FENCE POSTS WITH PENTA--Ext. F. 153. 6 pp. by Marvin E. Smith. A new plan has also been added to this publication. The plan is for a dual purpose treating tank for cold-soak treatment of posts, small poles, and lumber up to 16 feet long. Look for delivery the latter part of August.

REPRINTED

Ext. F. 156 FREEZING FRUITS AND VEGETABLES
Ext. P. 138 KNOW YOUR FARM BUSINESS

FOR 4-H

Themed to IMPROVING FAMILY AND COMMUNITY LIVING, the 1956 Minnesota 4-H Club program will be off the press by August 19.

Slated for reprinting in August is 4-H Bul. 16, OUR GOAL IS HEALTH. --Gwen Haws