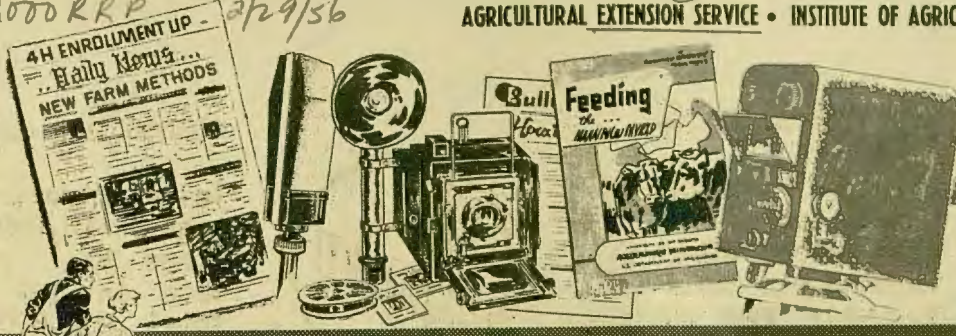


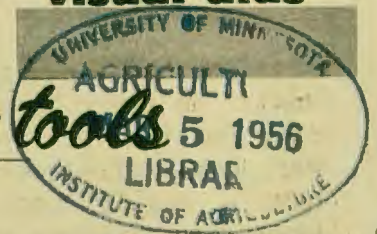
MN2000RRP 2/29/56



press
publications
radio
television
visual aids



Reaching Rural People ... with information tools



University of Minnesota
February 29 1956

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

ACROSS THE EDITOR'S DESK.....

"Quotable Quotes" from the counties:

On Columns--"The best sources (of information) are farm people at farm and home visits, at meetings, and from letters. We listen, with pencil and notebook handy. Thus we seldom miss a bit of information, an original remark for our column." "Jap" Swedberg, Redwood Co.

On Visuals--"People's eyes are more responsive than their ears...especially if visuals are tailored to fit problems. Visuals are a great help in extension teaching." "Ossie" Daellenbach, Clay Co.

On Radio -- "We find it harder and harder to get people to meetings...It's easier (for them) to sit at home...So radio looms important in my program...I prepare 6 broadcasts (a week's output) at one sitting, using a tape recorder... It takes about a half hour to line these up and 50 minutes to record...But during the week I'm always alert for material, putting it in a special desk drawer." "Deke" Grussendorf, S. St. Louis Co.

For more by "Jap", "Ossie", "Deke", et al. reread your Feb. "Extension Service Review"--the communications issue.

Pork Festivals Successful

Clippings indicate your "Pork Festivals" were great successes. We've seen many such as fine ones in the St. Peter Herald via Nicollet county's Fred Wetherill...But we'd like more reports for a state report to Federal Ext. Director C. M. Ferguson. How about it? Thanks.

--Harold B. Swanson

TO H.A. AND 4-H AGENTS --

For Your Information --

During 4-H Week you should be seeing in your papers a two-column picture of Minn. 4-H officers surmounted on a clover. That mat was sent from our office.

S.O.S. for 4-H News

The magazine Seventeen is planning a monthly column on 4-H club work around the country. So that Minn. may appear in the column, we'd like from you action pictures of outstanding 4-H'ers, the photo to show activity pertaining to the phase of 4-H work cited. We'll also need information on the individuals concerned -- 4-H achievements, anecdotes. Here's a way to get 4-H into a national magazine!

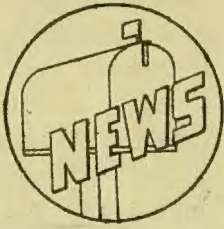
More Columns in Making

We've just made column headings for Verna Milne, Benton; Julia Bartlett, Hennepin; Alice Walters, Crow Wing; Mary Jean Rasmussen, Stearns. Others are in the hopper for Carol Brock, Todd and Naurine Higgins, Mille Lacs.

About That Column --

Judges of columns in the Information Contest pointed out that a good personal column should have educational information but should tie this up with local names when possible and be written in a chatty style. Write as you would talk. A personal column should carry the same heading from week to week. (That's a good argument for having a column heading made. We'll help you!) --Jo Nelson

THE NEWS ANGLE --



Here is a minor point, but it may help speed things up when you decide you want your own newspaper column and are about to write us with an

idea for the type of column heading you want: In order to get the best possible reproduction of your picture into the very small-sized column heading, we must have a really good 4 x 5 or 2 x 3-inch head-and-shoulders portrait of you. It should be a recent photo of the type you would send to your family or to a prospective employer. By "recent," we mean taken within the past year.

Where to Have Photo Taken -- A good professional photographer can take this photo for you--and it would be wise if you would dress in your "Sunday best." For column-heading purposes, we should have a glossy print of that photo and it should be no larger than 4 x 5 inches and no smaller than 2 x 3 inches. If you're coming to the Campus here, our own Photo Lab, in the Union, can take excellent portraits at no charge to you. They will send you three or four proofs from which you can select the one you want. Your appointment can be arranged when you get here--Photo Lab needs only an hour's notice to be ready for you.

More Contest Judges' Comments -- Here are some pointed comments by the judge of our 1955 Information Contest: To one agent, he writes, "Your entry was submitted as a column--but I don't think it qualifies as one. There were no local stories that you had uncovered and were telling. You had only releases that you had adapted from other sources. You must remember that a column should be largely your own reporting. And a good column is somewhat like a letter to a reader."

A Nice Impression to Give -- Commenting on another column entry, the judge says, "You give the impression that you really want to help farmers. Your writing seems a bit cumbersome at times, but I'll bet you have readership."

--Harry R. Johnson

ACROSS THE MIKE --



Latest figures reveal 46,200,000 homes had radio sets in 1955. A total of 33,600,000 or 73% of those homes had TV--i.e. about 12 1/2 million

homes could be reached only by radio. Last year TV was watched 3 hours and 40 minutes per home per day while radio was listened to 2 hours and 30 minutes per home per day. Radio listening from 6 to 10 a.m. increased in 1955.

Radio stations are increasing. KANO, Anoka has a construction permit and will be operating soon with an extension program. Be sure to continue to send news, announcements, etc. to radio stations as well as to the papers.

"Please Give This Publicity"--is the title of a franked card which is handy to send to stations when announcing coming events. McCamus (Kandiyohi), just ordered 100 cards. If you want 10, 25 or 50 just write to me and they will be sent free and fast.

Marjorie Olsen (Pennington) recently asked Dick Sample (IFYE) to tape record his comments on the slides he took in Ecuador. Dick discussed 26 pictures in 22 minutes. I added the gong between slides. Why tell you this? Well - 1. Dick's talk and slides are available; 2. You might ask other IFYEs or specialists to record their "slide-talk" or 3. You might record your talk so that local leaders or other agents could easily handle a meeting in your absence.

Telestatus -- KSTP-TV starts a daily farm show March 5 at 6:15 to 6:30 a.m. WCCO-TV continues its Telefarmer program 6:40 to 7:00 a.m. and WTCN-TV has a show Saturday 12: to 12:30 p.m.

Ideas for Radio-TV shows include -- keeping farm records, meat type hog, recommended crop varieties for 1956, care of house plants, tractor maintenance, home furnishings, starting baby pigs, use of heat lamps, 4-H Club Week, and U. S. Saving Bonds and the farmer.

--Ray Wolf



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NEW

SAWED GOTHIC RAFTERS--Plan Sheet M-125. 8 pp. by C. H. Christopherson. M-125 gives working drawings and step-by-step instructions on making both varying-depth and uniform-depth Gothic rafters for farm construction. Early March delivery.

FARM ACCOUNTS AS A SOURCE OF DATA FOR FARM MANAGEMENT RESEARCH--Tech. Bul. 219. 24 pp. by George A. Pond. Also North Central Regional Bul. #64. This bulletin is not intended for use outside of the technical field.

REVISED

GUIDE TO FERTILIZER USE IN MINNESOTA--Ext. Bul. 277. 36 pp. by Soils staff. Recommendations have been carefully reviewed and revised wherever necessary. The 1954 edition which you may have on your shelves is still usable until this becomes available in late March or early April.

MAKING LARD AT HOME--Ext. F. 120. 4 pp. by P. O. Anderson. Because homemakers have showed a renewed interest in the subject, the 1945 folder has been revised--both as to content and to bring the page size in line with the 4" x 9" folder format now standard. Late March delivery.

REPRINTED

Ext. F. 186, KNOW YOUR BREAD AND OTHER CEREAL PRODUCTS.

POLICY NOTE

We are making copies of Ext. F. 191, "Weed Control..." (36 pages) available to weed supervisors of the State Department of Agriculture for the meetings they are holding this spring. You are working with many of them in their weed meetings. If they wish copies of Ext. F. 191 or Ext. F. 191T They can order their supplies through you. In a few rush cases we'll supply copies to the State Department directly, and they will deliver directly to certain weed inspectors.

SHORTER VERSION OF EXT. F. 191

Within the next two weeks you will receive a shortened version of Ext. F. 191 which includes the recommendation tables from the longer version. Frankly this is experimental to see which version fits your needs better and to see if the cheaper shorter version can answer most of the questions asked on weed control.

NEXT "FEED SERVICE"

The March issue of Minnesota Feed Service is in the hopper. There will be articles discussing "Ladino clover" (R. A. Briggs), "3-week vs. 8-week weaning of pigs" (L. E. Hanson; originally scheduled for the last issue but held over), and "Calcium and Phosphorus in livestock feeding" (T. W. Gullickson, A. L. Harvey, L. E. Hanson, and R. M. Jordan; number two of the series on specific minerals).

SOILS SERIES NO. 10

Roger Harris tells us that a small number of Soils Series No. 10, "Effect of Depth of Surface Soil and Contouring on Crop Yields in Minnesota," has been re-run. This mimeographed publication reports some of the field work done on eroded and non-eroded soil, so far as comparative yields are concerned, and data gathered on corn yields when contoured or planted up and down the slope. The supply will provide a file copy to any county extension office which does not now have one, but will not permit bulk orders. Write the Bulletin Room for a file copy.

NEW "FACT SHEET" SERIES

We've started a new series of small $8\frac{1}{2}$ x 11 multilithed sheets in an attempt to give you certain kinds of information that we could not give you in either printed or mimeographed publications. This new series called "Fact Sheets" is being tried on an experimental basis to see if they fill a need.

"Fact Sheets" will enable us to get out material faster and more cheaply than printing and still use an occasional illustration. "Fact Sheets" will not be as comprehensive as the printed folders and bulletins and will be more temporary in nature.

Three numbers are now printed and available:

EUROPEAN CORN BORER CONTROL WITH GRANULAR DDT--Fact Sheet, Entomology, No. 2, 2 pp., by L. K. Cutkomp. This sheet contains information on the type of granular material to use and how to apply it. It supplements the information on application of DDT with sprays and dusts in North Central Regional Publication 22, "Recommendations for Insecticidal Control of the European Corn Borer" and Entomology Fact Sheet No. 1, "Use of Insecticides to Control European Corn Borers on Sweet Corn." When you hand out Regional 22 also give out this fact sheet to complete the information. Now available.

START A RATION-A-DAY GRAZING PLAN -- Fact Sheet, Agronomy, No. 1, 2 pp., by Rodney A. Briggs. The system of pasture management in which a new strip of pasture is opened for grazing each day is given full treatment in this illustrated sheet. The system is also known as strip grazing and daily rotational grazing. Briggs answers questions as to the preliminary steps, how much acreage is needed, how to set up the system, and how to follow through. Now available.

ALFALFA, QUEEN OF THE FORAGES -- Fact Sheet, Agronomy, No. 2, 2 pp. by L. J. Elling and Rodney A. Briggs. Only certified seed of improved alfalfa varieties is recommended by the Minnesota Agricultural Experimental Station. This sheet explains why, helping to clear up confusion as to certified seed, trade brands, and blends. The four recommended alfalfa varieties are given, together with the available seed supply of each. In addition, the types of alfalfa not recommended -- uncertified southwestern grown alfalfas, common alfalfas, and unsatisfactory varieties -- are outlined. Hints for better alfalfa production should be helpful, too. Now available.

--Earl Brigham