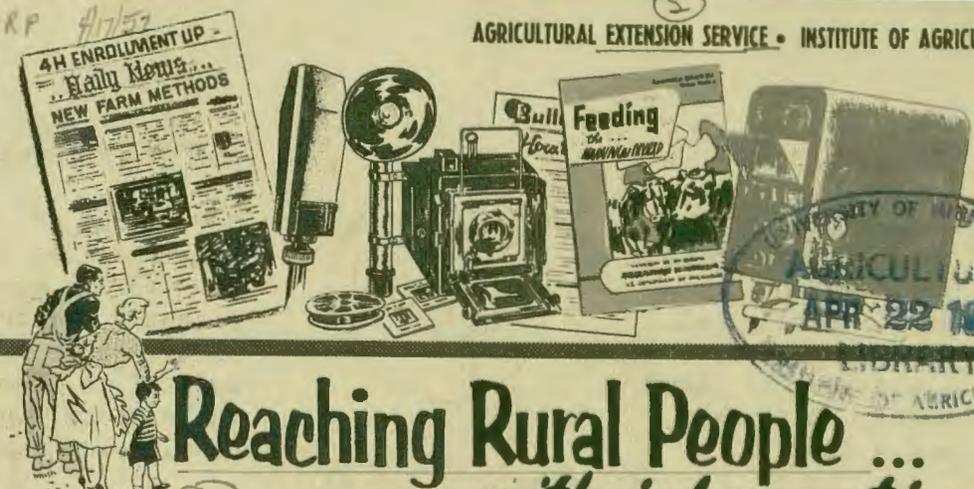


MNDOTDRP #1757



press  
 publications  
 radio  
 television  
 visual aids



# Reaching Rural People ... with information tools

University of Minnesota  
 April 17 1957

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

TO THE H.A.'S AND 4-H AGENTS --

Material for Your Columns

Looking for some good short items for your newspaper columns? Charles Martin, extension family life education specialist, says home and 4-H agents are free to use any of the items under "THIS AND THAT" in the Newsletter of the Minn. Council on Family Relations. Charlie is editor and has put home agents on his mailing list.

ACROSS THE EDITOR'S DESK

Brown county's Paul Kunkel has come up with an interesting publication on "Early History of Brown County REA". Paul prepared his brochure in recognition of the 20th anniversary of the Brown county REA late last month. The source of his material was his annual reports.

Paul didn't stop with his report. Newspaper coverage and a series of five programs over New Ulm's KNUJ were added dividends of his efforts that refreshed people's memories of Extension contributions to many pioneering programs.

I expect, too, that Renville county's Frank Svoboda relied on those same annual reports for material for the fine column that Director Rutford ran in his last letter, and which you heard at recent district meetings.

Communications Series Started

A new series of multilithed sheets has been started in connection with the communications training program. These deal with many of the extension methods we use in county extension work and they are being distributed at the district meetings.

We will continue with our Information Service series in May.....a number that should be especially valuable in 4-H club work. Remember--if you have suggestions for other topics, pass them on to us,  
 --Harold B. Swanson

IDEAS TO HELP YOU

A new communications handbook from the Federal Extension Service, planned especially for home agents, should now be in your hands. Called "IDEAS TO HELP YOU," it is full of practical information for more effective use of mass media in helping you reach more families. New as well as experienced agents will find it an aid in solving communications problems the year round.

Home Demonstration Week

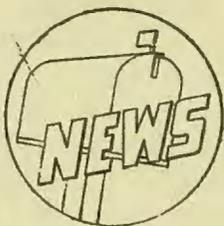
We're pleased that so many of you have written for mats of your Achievement Day speakers.

Three suggested stories went out to you in a recent packet for use before and during National Home Demonstration Week. Whether you use them or not, don't neglect local features. Here's an excellent opportunity to interest others in your paper.

The two pages of spots or art illustrations you received were designed to be of special help for Home Demonstration Week. However, some of the "spots" will be suitable for newsletters, posters, etc., at any time.

-- Jo Nelson

OFF THE PRESS --



Simplicity is becoming the keynote for column headings. Really, all a heading needs is a picture of the agent, his name, and a title.

Oswald Dallenbach and Paul Hasbargen recently had a simple, attractive, two-column heading made. The title is "Swapping Ideas with your County Agricultural Agents." As Ozzie and Paul said in the first edition of the column, "That title indicates the column isn't all one-way talk."

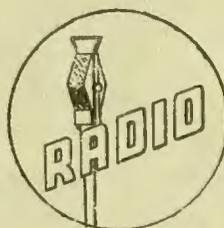
Burton Olson also recently started a nice, friendly column. So did Roland Skelton in Kanabec county and several other agents around the state.

Using names, if we aren't careful, can cause some serious difficulty. J. L. Edman in Swift county lists these rules to follow: "Be sure to talk in a common farmer's language, and mention farmer's names and places occasionally. Make the items short and clear. Be tactful in your comments and be sure the fellow you are writing about is well accepted in his community."

Edman adds that he always makes sure the fellow he is quoting will first okay the material. Saves trouble later on.

Weed stories will come to you as soon as the new bulletin is out. Earl Brigham has a special word on that. If any of you want more of the mats sent last year, let me know. --Phil Tichenor

ACROSS THE MIKE --



Seven out of ten farm families in a New York county recently reported that radio is helpful to them in their farm business. Let's make

it helpful for all!

Dr. Forest L. Whan, of Kansas State College, recently gave some good tips on how to get and hold listener interest. Dr. Whan killed forever the old introduction that starts: "We have with us today....." Instead, he suggested grabbing listeners right by the ears with a question--"Would you like a cotton shirt you'd never have to iron?"

Then, to hold attention, he suggested sprinkling a story with commands such as "imagine this", and "picture this". Whan said it really pays off to flatter your listener with: "Of course you know that....." and "You'll remember this". The listener may neither know nor remember....but he'll think he ought to.

He promised your radio story will be a better one if you use good word pictures, and good comparisons with things folks know about. Above all, he said "keep it simple," and use "ear" words.

The new Farm and Home radio schedule is out for April-June. It lists the interviews Mrs. Nelson and I will do. If you'd like copies of the tape of any of the interviews let me know. Bob Ascherman (Lake of Woods) just ordered several for radio and meetings. --Ray Wolf

TIMELY PRESS, RADIO TOPICS FOR MAY

- |   |                                 |
|---|---------------------------------|
| 1. Feeding pigs for July-August market. | 6. Pasture management.          |
| 2. Brush control.                       | 7. Higher corn populations.     |
| 3. Home sewage system maintenance.      | 8. Keeping eggs clean.          |
| 4. Poultry vaccination.                 | 9. Weed control                 |
| 5. Safety on the highway.               | 10. Care of spraying equipment. |



April 1957

#### NEW PUBLICATIONS

CALIBRATING THE FARM SPRAYER--Fact Sheet, Agricultural Engineering No. 4, by Louis A. Liljedahl and Donald W. Bates. Explains a simple method for accurate calibration of a farm sprayer and how to calculate the amount of spray concentrate needed to cover different areas, using the two charts which are part of the fact sheet. April delivery.

EAR-NOTCHING SYSTEMS FOR PIGS--Fact Sheet, Animal Husbandry No. 2, by H. G. Zavoral. Illustrates two systems of ear notching which have been found practical for Minnesota. April delivery.

PREVENT OFF-FLAVORS IN MILK--Ext. F. 198, by J. H. Gholson. 8 pp. Feed and/or weeds, unclean practices, chemical changes, inhaled odors, foreign materials, and an abnormal condition of the cow are all causes of off-flavors in milk. Dr. Gholson tells you how to prevent these conditions which lead to off-flavored milk. Expect delivery shortly.

FRUIT VARIETIES DEVELOPED AT THE UNIVERSITY OF MINNESOTA FRUIT BREEDING FARM--Sta. Bul. 441, by W. H. Alderman, A. N. Wilcox, and T. S. Weir. 36 pp. This bulletin lists 64 fruit varieties developed at the fruit breeding farm, and gives a history of the development of each variety. Minnesota's best known variety--the Haralson apple--is pictured on the cover. A short history of the fruit breeding farm is given in the introduction. Expect an early delivery.

#### REVISED "WEED CONTROL" INFORMATION

CULTURAL AND CHEMICAL WEED CONTROL IN MINNESOTA, 1957---Ext. F. 191, (revised), by R. S. Dunham, R. E. Nylund, and H. L. Hansen. 32 pp. This is the complete text with tables, reporting results of research in weed control done at the University of Minnesota. Late April delivery. (See the note following.)

WEED CONTROL IN MINNESOTA, 1957--Ext. F. 191T. 10 pp. (revised). This folder summarizes the research results given in Extension Folder 191, for the many people who have no need for the complete text. Late April delivery. (See the note following.)

Until now, conflicting interpretations of the so-called "Miller amendment" to the Federal Food, Drug and Cosmetic Act have prevented the Experiment Station from releasing the usual information on chemical weed control in January as it was in the past. The Miller amendment was passed by Congress to prevent misuse of pesticides in any way that might leave residues dangerous to humans. Since "tolerances" have yet to be established for some of the newer formulations, the University of Minnesota is in effect prohibited from making specific recommendations for their use. It can only report results of research actually conducted at the University Agricultural Experiment Station.

Under state and federal law, manufacturers must now list the legally approved "tolerances" for their pesticides on the label, the labels being officially registered with the State Department of Agriculture. It is hoped that by another year legal "tolerances" will have been established and approved for all of the chemicals important in weed control. In the meantime, it is very important that every agent read the statement (approved by the Minnesota Attorney-General) at the opening of the folders.

BEING REPRINTED

Ext. F. 164 GETTING STARTED WITH YOUR VEGETABLE GARDEN

Ext. F. 184 THE HOME FRUIT SPRAY GUIDE

"COMMUNICATIONS BULLETINS"

A new multilith series, the Communications Bulletins, was started last month. Here is a list of the Bulletins that you have. Others have been printed and will be provided to you at other training meetings.

- |  |  |
|--|--|
| 1. Proper Care and Use of Speakers       | 6. You Don't Know How to Listen                                    |
| 2. Speech of Introduction                | 10. Plan Your Meeting  |
| 4. Check up on Your Communications Skill | 11. Criteria for Successful Meetings                               |
| 5. Speakers, Know Your Audience          | 12. Reporting to Your Publics,<br>Tips on Annual and Other Reports |

You will find additional help on meetings in Cornell Extension Bulletin 907, "Some Methods and Tools to Increase Interest Participation and Teaching Effectiveness". Each of you has received a single copy.

This bulletin will help you decide when a small-group discussion is more productive and when to use a large-group discussion. There is a section on the opposing panel, where one-half of the group are the question-raisers and one-half are the question-answerers. Another section is on question and answer techniques. Then, there are discussions on the effectiveness of the socio-drama, the lecture, the symposium, the forum, and the panel.

Then, you will learn how important a good summary is to the meeting. Finally, there are suggestions for group observers as well as a summary rating sheet for group observers.

COMING ATTRACTIONS

MINNESOTA FEED SERVICE for May will offer some management tips on "cost of nutrients;" a discussion of control of insects on forage crops; and, as now planned, a summary of the three years of research on "soilage" by the dairy department staff.

FARM AND HOME SCIENCE for May will include articles on such subjects as: how big should a farm be?; plastics for silage; engineering aspects of bulk milk cooling and handling; conservation farming innovations; blue comb disease of turkeys; controlling crabgrass in lawns; what high school graduates would like to do in life; seed production of forage legumes as affected by pollination, injurious insects, etc.; plant parasitic nematodes in Minnesota crops; and "leptospirosis" in livestock.