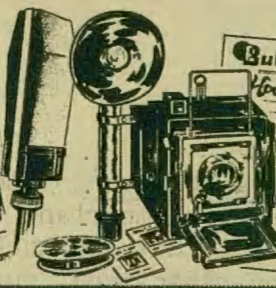
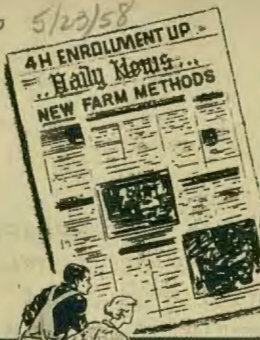


IN 2000 RRP 5/23/58



- press
- publications
- radio
- television
- visual aids

# Reaching Rural People

*with information tools*

MAY 28 1958  
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 \* 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

Need Help on Exhibits?

A publication sent to you by the Federal Extension Service before National Home Demonstration Week should prove useful to you for many other occasions. Suggestions for "Choose to Live Well" Home Demonstration Exhibits should have an important place in your active file. The booklet contains concrete ideas and suggestions easy to carry out. An exhibit in the fall might be well worth considering to give your home program a boost as it gets under way.

Good Coverage of Home Achievement Days

The number of news clippings that have come our way show excellent coverage of Home Demonstration Week and achievement days.

The Blue Earth Post carried a feature on the first Faribault county home extension chairman and the early days of the extension home program, along with a picture of the first chairman and the 1958 chairman. The Grand Rapids Herald-Review ran a picture of committee members modeling Centennial bonnets.

No doubt there were any number of other interesting features that haven't come across our desk. Won't you send them along?

Radio Ideas for May-June

- Freezing asparagus, peas, strawberries
- June Dairy Month
- District 4-H, State Leadership Weeks
- IFYE exchangees in your county
- 4-H Share the Fun festivals
- Care of wash and wear fabrics
- 4-H Dress revues

-- Jo Nelson

ACROSS THE EDITOR'S DESK

Early this week I walked out of the office and forgot to tell our secretary I was leaving. To compound the felony, I was on my way to St. Olaf College to conduct a seminar for ministers on "Communications."

Do you remember the film on communications "Production 5118" we showed at the district conferences and how we asked you to supply the ending?

About 10 percent of you guessed that this important rule of communications really was the Golden Rule "Do Unto You." I tried this same thing with 50 ministers, and their guessing percentage was only slightly higher than yours.

Moral--Don't walk out of the office without letting your secretary know where you're going! Communicate!

It's not too early to start thinking about your entries for the annual information contest. There are divisions for circular letters, newsletters, black and white pictures, color slides, radio interviews and talks, columns, news articles, and teaching aids.

The "Visual Aids Tip Sheet" lists 8 new films. This is the largest number of new films we've been able to add in any one month. We hope you'll find them useful. -- Harold B. Swanson

OFF THE PRESS and ACROSS THE MIKE ---

Contrary to the past pattern, we (Wolf and Tichenor) are combining our efforts this month. We're giving a "joint report" on how farm folks in one study used communications media. We think the findings have important implications for many areas of Minnesota, even though the survey wasn't done here.

Communications researchers at the University of Wisconsin asked 523 farm families in six dairy counties to keep 3-day diaries, during February and March, 1957. The diaries told in detail how the families spent their time.

Farm men on winter week days averaged 99 minutes per day with television and 88 minutes with radio. They spent 40 minutes on reading and 25 minutes on visiting. Their wives averaged 165 minutes with TV, 123 with radio and 39 for visiting.

Television, which accounted for 50 percent of the cooperators time with mass media, was watched largely in the evening, with some viewing during the noon hour. Peak hours were 8 to 10 p.m., when half of the people were watching.

Radio, accounting for 35 percent of the cooperators time with mass media, was listened to mostly during the day, with some listening during meals. Peak radio hours were 6 to 8 a.m. when 20 to 25 percent were listening.

Most people surveyed did little else while watching TV, but they worked or participated in other free-time activities while listening to the radio.

Ninety-six percent of the Wisconsin families surveyed had radio sets; 86 percent had TV sets.

Note that families spent more time watching television than listening to the radio and more than twice as much time listening to radio as they did reading.

Reading, however, shouldn't be passed off as unimportant to these people. The fact that so much time is spent on TV and radio isn't surprising. We all know these media play an important part in the daily lives of farm people.

Importance of the different media can't be measured in minutes spent on each. Radio and TV are available most of the time; newspapers may be only weekly and many farm magazines come out only once or twice a month.

Men averaged from 22-26 minutes per day on newspaper reading. This isn't bad when you consider that metropolitan daily editors figure their average reader spends about 15 minutes with their publication.

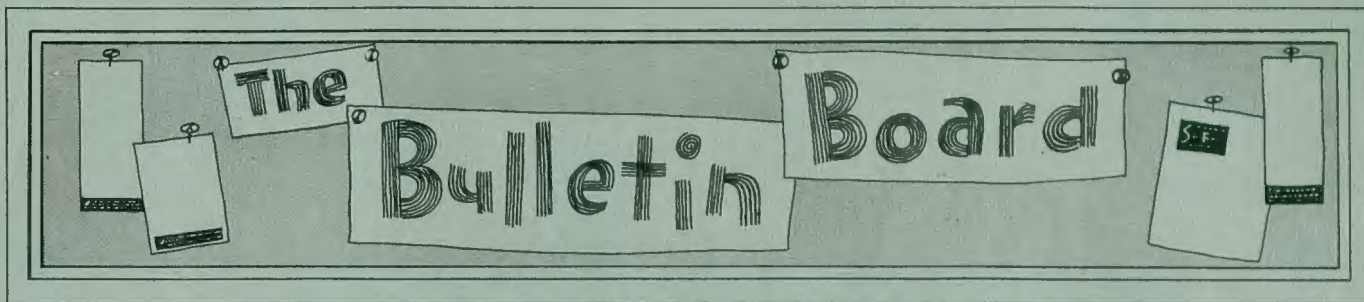
Farm magazine reading accounted for 5 minutes of the mens' time daily during the week, 8 minutes on Saturdays and about 4 minutes on Sundays, totalling 37 minutes a week.

"Urban Influence" of the area had no definite bearing on time spent on different media. Families in "high urban influence" areas differed little from "medium" and "low" urban influence areas in time spent reading, watching TV, or listening to radio.

We'd hesitate to infer these results on farmers in general. Livestock producers in Minnesota might have entirely different media habits, simply because of differences in their work hours. Dairy farmers in Minnesota, though, could be expected to be similar in many ways to the Wisconsin farmers studied.

To sum up: Important as radio and TV are, the printed word still holds an important place in getting information to farm people. In planning an information program, the extension worker needs to treat each one as useful in putting his message across to his intended audience.

-- Ray Wolf and Phil Tichenor



May 1958

### NEW PUBLICATIONS

**SELECTING A CAMERA** -- Info. Serv. Series No. 19. Gerald R. McKay. A concise, practical listing of the things you must consider before you buy a new camera. Enclosed with this tip sheet.

**NEW FARM WIRING MATERIALS** -- Ag. Eng. Fact Sheet No. 7. Vernon M. Meyer and Donald W. Bates. Description and photos of the many new developments in farm wiring materials. Now available.

**PESKY PLANTS** -- Ext. Bul. 287. 32 pp. by Thor Kommedahl and Herbert G. Johnson. Descriptions, control measures for, and illustrations of plants that produce skin irritations or are poisonous when eaten, and other plants which are injurious because of thorny fruits, leaves, or stems. Available June 1.

**WINDOW TREATMENTS** -- Ext. Bul. 289. 20 pp. by Myra Zabel. Many illustrations and a minimum of text to give homemakers help on treating basic window types and problem windows. June delivery.

**FATTENING WESTERN AND NATIVE LAMBS** -- Ext. Bul. 290. 12 pp. by R. M. Jordan and R. E. Jacobs. Gives some basic rules for successful and profitable lamb feeding in Minnesota, for both the large-scale and "farm flock" operator. Early June delivery.

**SULFUR FERTILIZATION OF OATS IN NORTH CENTRAL MINNESOTA** -- Sta. Bul. 444. 16 pp. by C. O. Rost, C. A. Evans, and H. W. Kramer. Reports on experiments carried out in the sulfur-deficient area in the north central part of the state over a 5 year period, 1947 through 1951. While sulfur fertilization did not appreciably affect yield, it did increase the bushel weight (or "quality") of oats on one-third of the test plots. Available early in June.

**ROTATION PASTURE STUDIES** -- Tech. Bul. 223. 48 pp. by A. C. Army and A. R. Schmid. Covers a series of experiments carried out by the authors over the first period of their research in this field, 1936-47 incl. (Not intended for use outside of the technical field.) Available June 1.

**METHODS USED FOR HUMAN METABOLIC STUDIES IN THE NORTH CENTRAL REGION** -- Tech. Bul. 225 (NCR # 80). 20 pp. and cover by Jane M. Leichsenring, et al. A handbook for investigators in the field of human nutrition. (Not intended for use outside of the technical field.) Early June delivery.

**PHYSICAL, CHEMICAL, AND MINERALOGICAL PROPERTIES OF RELATED MINNESOTA PRAIRIE SOILS** -- Tech. Bul. 227. 48 pp. by Harold F. Arne-  
man, Aziz D. Khan, and P. R. McMiller. (Not intended for use outside of the technical field.) Mid-June delivery.

REVISED PUBLICATIONS

SWEETCLOVER WEEVIL AND ITS CONTROL IN MINNESOTA -- Ext. F. 180. 8 pp. by B. A. Haws and F. G. Holdaway. Some revision in times for and methods of applying insecticides for this pest. Mid-June delivery.

THAT FARM-RETAIL PRICE SPREAD -- Ext. F. 201. 8 pp, by Luther J. Pickrel. Contains revised figures on marketing costs. Available June 1.

JUDGING MINNESOTA LAND -- S-33. 20 pp. by Roger G. Harris. A revision of this "Soil Series" manual in line with recent developments in soil testing and management. Now available.

BEING REPRINTED

Ext. F. 75 -- CONTROLLING POCKET GOPHERS.

Ext. F. 188 -- SHORTCUTS IN THE HOME

"FEED SERVICE"

The current Minnesota Feed Service, to be available about June 1, will contain the following: a "round-up" on pasture management and summer feeding, including sections on production and agronomic aspects, feeding beef, dairy cattle, and sheep, and the economic aspects; supplemental feed crops and alternate uses; and new developments in herbicides.

INVENTORY OF USDA POPULAR PUBLICATIONS

As explained in J. F. Kuehn's circular letter of some time back, monthly supplements to the "Annual Inventory of USDA Popular Publications" will be covered in the Tip Sheet from now on. Here are new titles as of May 8:

- L 424 -- FOOD FOR FITNESS: A DAILY FOOD GUIDE.
- L 430 -- COCKROACHES: HOW TO CONTROL THEM. (Replaces L 144).
- F 1443 -- DAIRY CATTLE BREEDS. (Revised April 1958).
- F 1679 -- POPCORN (Revised April 1958).
- PA 338 -- BOOSTING 4-H REENROLLMENT.

The following has been discontinued, but county offices may use any copies you have on hand. When your supply is exhausted, remove the title from the Inventory list:

- G 38 -- BUYING YOUR HOME SEWING MACHINE.

As to ordering, please note: (1) L 424, FOOD FOR FITNESS . . . , is still available from our own Bulletin Room, but orders must be limited to 25 copies for the present. We're trying to get a larger supply. (2) F 1679, POPCORN, can be ordered from the Bulletin Room. (3) For any of the others in which you're interested, place your orders with J. F. Kuehn, for ordering from the USDA.

- - Earl Brigham, Maxine Larson