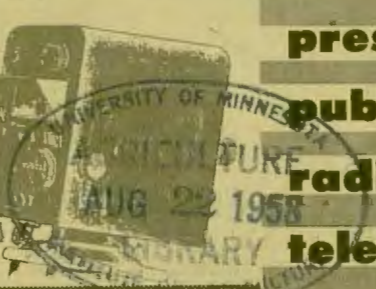
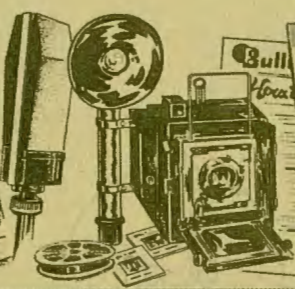
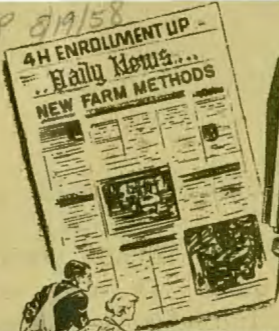


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press
publications
radio
television
visual aids



Reaching Rural People ... *with information tools*

University of Minnesota
August 19, 1958

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

Institute Honored at Madison Meeting

Our Institute of Agriculture was honored in several ways at the annual meeting of the American Association of Agricultural College Editors at Madison, Wisconsin early this month.

Phil Tichenor, received the Frank Jeter memorial award, given each year to four younger editorial workers in the U. S. showing special promise.

In addition, five of our informational efforts received excellent ratings and four good ratings. We are especially pleased since these came as a result of the state extension and experiment station staffs working with our Information staff. Excellent ratings went to:

1. "University Farm and Home News", Jo Nelson's and Phil Tichenor's news service.
2. "State Fair 4-H Club Booths", a slide set taken by Gerald McKay.
3. "Piling Farm Lumber", a TV short featuring Parker Anderson and prepared by Ray Wolf and Gerald McKay.
4. "Reaching Rural People".
5. Extension Folder 106 "Better Milk Through Improved Practices" by J. H. Gholson and J. C. Olson, edited by Maxine Larson.

Good ratings went to:

1. "Minnesota Farm and Home Science", edited by Earl K. Brigham.
2. Expt. Stat. Bul. 440 "Soil Fertility Investigations.." by A. C. Caldwell.
3. "Camping 4-H Style", a radio program featuring Bernie Beadle and Ray Wolf.
4. "Farm and Home Radio Shorts."

Now, talking about contests, be sure to collect your best information efforts for that annual contest. You'll receive rules in a few weeks.

---Harold B. Swanson

ACROSS THE EDITOR'S DESK

I'm the last one who should talk, but I've got some handy hints for you dictators. No, I'm not accusing you of being the tyrant of the county court house or Coffey Hall. I'm merely passing on some hints that came to me in a handy booklet put out by the Dictaphone Corp. I'm sure our hard-working, loyal secretaries will bless us if we follow these "Dictator's Commandments."

1. You are a person. Let everything you write reflect your individuality, communicate your thoughts.
2. Don't put off till later what can be done now.
3. Most letters deserve answers. When in doubt write.
4. Organize your thoughts before you express them. Then talk as you think.
5. Honor your secretary by being a thoughtful dictator and boss.
6. Don't mumble or meander.
7. Don't cloud your thoughts with cliches.
8. Don't bore or confuse the reader.
9. Correct mistakes at once.
10. Covet time for its proper use brings accomplishment.

See You At The Fair

All of us are looking forward to seeing you at the State Fair. If you have radio, TV visual aids, news, or other communications problems look us up. We won't guarantee answers, but we'll try.

Be sure to review our July 18 Tip Sheet on our policies and activities. And you'll find more in this issue.



OFF THE PRESS ----

Curt Overdahl and I are more than pleased with the cooperation we received from you folks on the recent "post card" survey on wheel-track

planting. Almost all the replies are in. When we get the totals figured up, we'll have a figure on cost savings to Minnesota farmers from this practice that will definitely run in 6 figures. We'll get a story on it to you as soon as possible.

When agent and news reporter join forces, some magnificent farm stories can result. Bob Anderson, assistant Kandiyohi county agent, this spring wrote a feature article on soils testing for the Willmar Daily Tribune. A Tribune photographer took three pictures, Bob supplied two more to make a five-picture, step-by step account of what happens to a soil sample.

Bob used an effective "testimonial" approach: He quoted a local farmer, who was shown in one of the pictures, on how the farmer himself takes good soil tests.

The extension story often needs to be told -- in several different ways -- to keep people aware of the true aims and approach of the service. Lance Hamilton, Pine county forestry agent, used his section of the joint Vollman-Hamilton column one week to point out how the Ag and Forestry extension programs are coordinated in Pine county. Seems like a good way to "clear the air" for folks who may be somewhat confused.

-- Phil Tichenor



ACROSS THE MIKE --

Radio is not dead. Radio is now an individual listening companion-- TV took over family listening. Radio now mobile-- in car, tractor.

Listener is busy while he listens. Listener is station not program oriented. Result: radio has changed as ext. tool.

The above are some of the things we learned at our recent national meeting with extension radio specialists.

What's most effective way to use radio?

1. Start with problems that people have.
2. Divide problem into basic units.
3. Decide who has the problem--farmer, homemaker, etc., and how many people need help.
4. Decide which stage your people are in, i.e. Adoption, Trial, Evaluation, Interest or just Awareness of the problem.
5. Then learn when the audience you wish to reach will be able to listen and for how long.

After you know the above you can really gear your radio program to the right people at the right time with the most helpful message.

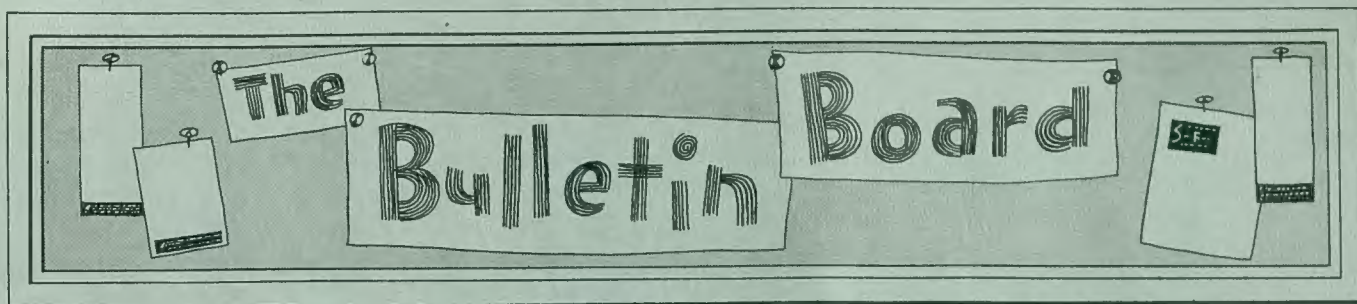
If you'd like a guide sheet to help you plan your radio strategy let me know.

The State Fair -- will give you a chance to get some new material for radio. Tape recorders will be available. Specialists, dignitaries, foreign visitors, and 4-H'ers from all over the state will be on hand. Stop in at our office in 4-H building for help or just a visit.

-- Ray Wolf.

TIMELY PRESS, RADIO TOPICS FOR SEPTEMBER

- | | |
|--------------------------------|------------------------------|
| 1. Late summer pastures | 6. Care for new-born calves. |
| 2. Potato harvesting. | 7. Starting baby pigs. |
| 3. Farm Outlook. | 8. Building repairs. |
| 4. Starting new laying flocks. | 9. Storing farm machinery. |
| 5. Grain and corn drying. | 10. Fall safety. |



August 1958

NEW PUBLICATIONS

OUTDOOR COOKERY FOR THE FAMILY--Ext. B. 293. 32 pp. This is a Michigan publication which has proved so popular in nearby states that we've arranged to have Michigan State University reprint it for Minnesota use. A few of the items it covers are: cooking terms defined; choosing equipment; selecting meat for outdoor cooking; methods; tips on barbecuing; suggested menus; etc. There are also about 8 pages of recipes on sauces, preparing meat or chicken, skewer cookery, vegetables, salads, desserts, etc. Available around September 1.

KNOW YOUR MEASURES--Ext. F. 204. 4 pp. by Eleanor Loomis. Lists the weights and measures of many recipe ingredients. Designed so it can be folded to fit a recipe box. Early September delivery.

JUDGING SHEEP--An. Husb. Fact Sheet No. 4. R. E. Jacobs. A companion fact sheet to Judging Hogs and Judging Beef Cattle, both now available. Should be in your hands about the same time this Tip Sheet reaches you.

HEATING AND ADDING FAT TO POULTRY RATIONS: A STUDY OF METHODS--Misc. Report 31. 16 pp. by P. E. Waibel, V. M. Meyer, and Elton L. Johnson. Reports on efficiency tests made with various methods of heating 55-gallon drums of animal fat for adding to feeds. Of particular interest to those using vertical screw-type mixers for such purposes. Early September delivery.

SIXTY-FOURTH ANNUAL REPORT OF THE AGRICULTURAL EXPERIMENT STATION--56 pp. Covers the fiscal year of July 1, 1956 through June 30, 1957. Now available.

INHERITANCE IN MAIZE OF REACTION TO EUROPEAN CORN BORER AND ITS RELATIONSHIP TO CERTAIN AGRONOMIC CHARACTERS. Tech. Bul. 226. 32 pp. by A. A. Fleming, Rameshwar Singh, H. K. Hayes, and E. L. Pinnell. (Not intended for use outside of the technical field.) Mid-September delivery.

BEING REPRINTED

- Ext. F. 184 -- KNOW THE MEAT YOU BUY.
- Ext. F. 185 -- KNOW YOUR FATS AND OILS.
- Ext. F. 186 -- KNOW BREAD AND OTHER CEREALS.
- Ext. F. 196 -- KNOW THE PROCESSED FOODS YOU BUY.
- Ext. B. 268 -- LAMPSHADES YOU CAN MAKE.
- Ext. B. 269 -- SLIP COVERING YOUR FURNITURE.
- Ext. F. 271 -- REFINISHING YOUR FURNITURE.
- 4-H Bul. 22 -- RAISING CHICKS THE 4-H WAY.

"FLY CONTROL" AND "INSECTICIDES"

John Lofgren, the Extension Entomologist, has already sent you some special multilithed leaflets on these subjects, and will be sending out others. While his accompanying letters explain their purpose, we'll mention it again here. These materials aren't intended as formal revisions of either Ext. Folder 192, Fly Control for Livestock, or Ext. Bul. 263, Insecticides. Rather, they're temporary supplements, so you can have the latest information available right now. This seemed to be the best way to fill in some of the gaps that have developed in the months when we were without the services of an Extension Entomologist. John will be working with the staff of the Entomology Dept. on full-scale revisions of the printed publications to come out during the winter.

"FACT SHEET" DISPLAY

Gerry McKay has passed on an interesting letter from Dave Johnson, Yellow Medicine County, on how his office displays the "Fact Sheet" series and similar 8½ x 11 materials. Dave has had a separate rack made, about 5 feet x 4 feet, on which the fact sheets can be punched and displayed "full face." He is also one of the agents who makes extensive use of "county facts sheets" -- mimeographed 8½ x 11 sheets that give a specific Yellow Medicine application to varietal recommendations, weed control information, livestock feeding programs, and similar material.

Most counties seem to have no trouble in displaying the Fact Sheets flat. However, we do know that some of you would prefer to be able to slip them right in with the 4 x 9 folders on your regular rack. We haven't been able to work that one out, for the simple reason that the Bulletin Room (which runs off all the fact sheets) doesn't have that type of folding equipment. What we have come up with is a new "dual purpose" Fact Sheet heading. With the new heading, those of you who want to can fold the sheets lengthwise for display, with title or series identification up. The rest of you will find the heading equally suitable displayed flat. We expect to begin using it in September.

USDA PUBLICATIONS "INVENTORY"

Here are six more titles for your office copy of the "Annual Inventory of USDA Popular Publications":

- F 2115 -- CULTURE AND VARIETIES OF SPRING-SOWN RED OATS.
(Replaces F 1583)
- F 2116 -- CONSERVATION METHODS FOR THE UPPER MISSISSIPPI VALLEY.
(FAYETTE SOIL AREA). (New)
- L 431 -- THE SWEETPOTATO WEEVIL...HOW TO CONTROL IT. (Replaces L 121)
- L 434 -- FROSTPROOFING WATER SYSTEMS IN POULTRY HOUSES. (New)
- L 435 -- INTERSEEDING LEGUMES IN CORN. (New)
- M 708 -- MARKETING COSTS FOR FOOD. (Revised March 1958)

Place any orders you may have for these with J. F. Kuehn.

-- Earl Brigham, Maxine Larson