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# Reaching Rural People ... with information tools

JAN 22 1959  
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University of Minnesota  
January 20, 1959

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- \* County Agricultural Agent
  - \* County Home Agent
  - \* County 4-H Agent
  - \* County Asst. Agent
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TO THE H. A.'S AND 4-H CLUB AGENTS

IFYE Mats Available

We now have mats of Larry Adams and Alice Huber, 1958 IFYE's, and a suggested story you may want to adapt if you have scheduled either one for talks in your county.

### ACROSS THE EDITOR'S DESK

Forty-seven dollars is a lot of money for one egg!! And when you get \$565 for a dozen you've really got a hen that lays golden eggs. That's what the winner of the egg contest held in connection with the Martin county Poultry Institute received at an auction, reports county agent Robert McDill... There must have been some real promotion behind this Institute to promote such interest.

BEHIND TIMES?—Is the Extension Service really that far behind times? We were asked that question not long ago and you may be, too.... One of our good citizens picked up an Extension bulletin dated about 10 years ago. Now some bulletins that old are perfectly O.K., but many are woefully out-of-date. This happened to be one of the latter.

So could all of you check over your bulletin displays and weed out the obviously out-of-date publications? If you have a question as to whether or not they're usable, let us know.

OUR HATS ARE OFF to Becker county's Ernie Nelson, Beth Sparling, and Paul Hansen for their shortened version of their annual report. They mimeographed this brief, 7-8 page report, giving it to their extension committee and other leaders. The Detroit Lakes Tribune printed the entire report, bringing the activities of the Extension Office to its nearly 6,000 subscribers. Harold B. Swanson

Look Ahead to 4-H Week

Some planning ahead now for press, radio and TV coverage of National 4-H Week (Feb. 28 - March 7) will pay off. Some ideas you may want to feature:

- . What 4-H clubs in your county have done in community service, with an action picture of some members in a community service activity.
- . The oldest or newest club.
- . Successful 4-H alumni who are now 4-H leaders. Quote them on the values of 4-H.

4-H Week Materials

A kit of materials for National 4-H Week (Feb. 28 - March 7) should come to you soon from Federal Extension.

- To help you further in publicizing the week, we'll send you:
- . Enough Salute to 4-H Alumni mats for papers in your county.
  - . A "catalog" of mats available for use as column headings and for ads.
- Russ Krech and Roger Larson are among many agents who interested editors last year in encouraging business concerns to run special 4-H ads.
- . Column fillers and fill-in stories.

4-H Leader Series

Dave Johnson, Yellow Medicine, is planning a series of features (with pictures) on individual 4-H leaders for papers in his county. That's a good way to give leaders a pat on the back.

—Jo Nelson

OFF THE PRESS -----



Every once in a while a newspaper gets a real opportunity to show its appreciation for 'the service it gets from the county agent's office. The TYLER JOURNAL did in mid-December,

just after the annual Information Contest. After carrying an item on Arnold Claassen's news contest award, the JOURNAL said, "The newspapers of Lincoln county are always appreciative of the cooperation they receive from Mr. Claassen each week and these awards.....prove his efforts are among the best."

Matt Metz down in Wabasha County gives these pointers on what he feels really makes his column go over well. First, he says, it's always on a certain page and farmers don't have to hunt for it. Second, he tries each week to show what extension is doing in carrying out an agricultural program. He also carries a schedule of events.

Says Matt: "I know that I have received greater participation in the agricultural program since the column started."

Maintaining good press relations has a lot to do with whether your information program runs smoothly. Cletus Murphy in Waseca county finds he gets good cooperation from local papers by being more than simply a source of extension information. Instead, he attempts to keep papers informed on things of agricultural interest that may be outside extension.

As an example, Cletus says that if he sees a local farmer written up in a big daily or magazine, he lets the papers know about it. Same thing holds true with other farm material. And once a year, he has a joint get-together with all local papers to talk over any problems in farm news coverage that may come up.

We're just completing a rather extensive study of county agents' news columns, what's in them, and the use editors make of them. Results may interest you.

—Phil Tichenor

ACROSS THE MIKE-----



I enjoyed visiting with so many of you at Farm & Home Week. I'm sure you got a lot of ideas for radio and TV at the sessions.

The radio speaking contest - coming soon - will give you a guest or two. The Farm Broadcasting Day is Feb. 7—a good time to thank the station for cooperating with extension.

NEW PROGRAMS & STATIONS are popping up!! K. Russel Bjorhus (Douglas) will do a one-hour 4-H show Feb. 1 on KCOMT, the newest TV station in Minn. Howard Grant and crew (Meeker) do two programs a week on KLFD, our newest radio station. Richard Radway (Olmsted) is ready to go on a daily 5-minute schedule. Vernon Hoysler (McLeod) does a 15-minute show both Monday and Saturday—at 11:15 and 2 or 3 five-minute ones weekly for use at 6:00 a.m. Howard Balk (Big Stone) uses the telephone to call in his daily morning material. Howard says that sometimes the station will use his recording 3 or 4 times a day. Let me know what YOU are doing!!

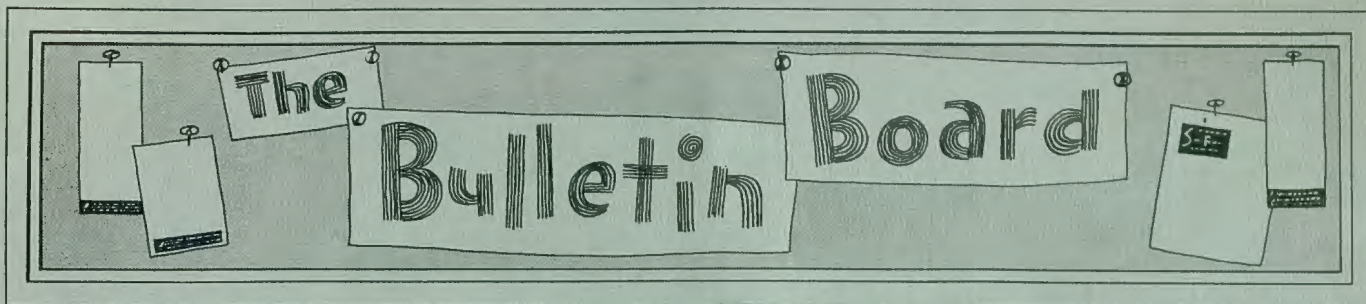
DON'T BLOW—!! For some strange reason, many speakers test a p.a. system by blowing into the microphone. No wonder that the mikes go dead. They aren't built to take that kind of treatment. A mike is delicate. If you want to test it, just talk to it.

TV VISUALS—(and a tape) on Rural Development and many other topics are available from our office if you can use them.

TELEVISION—can change thinking and feeling of a viewer as well as his actions. One is as important as the other, Demonstrations usually teach how to do something and are aimed at bringing about changes in action. Changes in thinking and feeling are more likely to take place if you show the why.

Your audience will probably be larger and include more non-farmers if you do a thinking-type of show rather than a how-to-do-it show.

—Ray Wolf



January 20, 1959

#### NEW PUBLICATIONS

FARM AND HOME RADIO AND TV PROGRAMS—January, February, and March schedules for Hi-Lights in Homemaking and University Farm Hour, KUOM, and Town and Country on KTCA-TV. Now available.

PERENNIALS FOR MINNESOTA—Ext. Bul. 295. 36 pp. by C. Gustav Hard. Contains tips on using perennials in the landscape design and gives general culture practices. The author discusses 53 perennials common to Minnesota. Of these, 43 are pictured. Expect a late February delivery.

CROP ROTATION AND ASSOCIATED TILLAGE PRACTICES FOR CONTROLLING ANNUAL WEEDS IN FLAX AND REDUCING THE WEED SEED POPULATION OF THE SOIL—Tech. Bul. 230. 20 pp. by R. S. Dunham, R. G. Robinson, and R. N. Andersen. Contains materials and methods used and gives the experimental results. Expect a mid-February delivery.

MINNESOTA CHECK LIST FOR AREAS—TO HELP YOU GET HIGH YIELDS AT LOW COST—Our Extension specialists worked with the National Plant Food Institute to prepare this series of five publications. They were printed and distributed by the Institute to fertilizer dealers and others in the industry. We are sending you a limited supply, and more will be available in a short time from the Bulletin Room. The folder includes yield potentials, a brief work sheet for records, and the steps to higher yields.

For this series the state is divided into soils areas, and each of the five general areas has an individual publication adapted to the area.

#### REVISED PUBLICATIONS

MATURITY RATINGS FOR CORN HYBRIDS IN MINNESOTA—1959-60—Misc. Report 20. 16 pp. by E.H. Rinke, R.H. Peterson, N.C. Olmeim, and J.C. Sentz. Covers the hybrids tested in 1958 for sale in 1959-60. The University was assigned, by legislative action in 1939, the responsibility for determining relative maturity ratings of all corn hybrids registered for sale in the state. Out in mid-February.

THE 1958 MINNESOTA HYBRID CORN PERFORMANCE TRIALS—Misc. Report 28. 32 pp. by R.H. Peterson, E.H. Rinke, and J.C. Sentz. A report on the third year of comparative performance trials, carried out by University agronomists during 1958. This report covers 137 closed-pedigree hybrids from 28 seed companies and 34 open-pedigree hybrids developed by two different state experiment stations. It presents combined results from 1957 and 1958, for yield and other characteristics, as well as for 1958 alone. Expect a mid-February delivery.

WEED CONTROL IN MINNESOTA—Ext. F. 191. Fairly extensively revised. Expect a mid-February delivery.

BEING REPRINTED

- Ext. B. 280 LETTING COLOR WORK FOR YOU IN THE HOME
- Ext. F. 106 BETTER MILK THROUGH IMPROVED PRACTICES
- Ext. F. 170 HOW TO CONTROL WIREWORMS
- Ext. F. 177 KNOW YOUR MINNESOTA APPLES
- Ext. F. 180 SWEETCLOVER WEEVIL
- Ext. F. 200 BARBECUING POULTRY
- Ext. F. 205 KNOW AMERICAN TYPE CHEESES
- Ext. P. 201 POLITICS IS YOUR JOB

COMING NUMBER "FARM AND HOME SCIENCE"

The February issue of Minnesota Farm and Home Science will feature the following subjects: experimental features incorporated in animal shelter buildings at Rosemount Experiment Station; feed additives in dairy cattle rations; vegetable cookery methods for attractive, nutritious products; gibberellins—a report on a new group of growth-regulating compounds; strengthening your buildings against wind; complexities of resistance of flies to DDT; Cheddar cheese for cooking; added protection from "Trueness-to-Type" tests for alfalfa growers; the effect on trees of salt applied to streets in winter; silage gas poisoning; farm wives tell what they think about living in Northeastern Minnesota; nursery fertilization and red pine quality; and where we stand on minimum tillage.

DISTRIBUTION NOTE

CALENDAR OF FARM PRACTICES FOR MINNESOTA, Ext. P. 204, listed in the October 1958 "Bulletin Board" needs special mention. This pamphlet was not intended for general farmer distribution. We realize that it is too elementary for this purpose. We expect that the largest use will be by vocational agriculture students. In fact, teachers made a large pre-publishing commitment to purchase these under the Minnesota pre-paid plan of distribution to schools.

—Earl Brigham, Maxine A. Larson