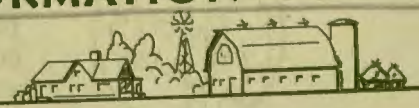
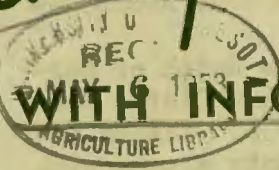


4/28/53

MN 2077 RRP 4/27/53

Reaching Rural People



NEWS

VISUAL AIDS

RADIO

INFORMATION SERVICE

UNIVERSITY OF MINNESOTA AGRICULTURAL EXTENSION SERVICE

University of Minnesota
April 27 1953

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

TO THE H.A'S --

Remarks on Better 4-H Reporting in the last issue drew some comments from Merle Sherman, Beltrami county. She says 4-H reporting in her county has improved greatly and cites four reasons for the improvement: 1) Seeing that the material is printed. All reports are sent to the county extension office, Merle edits grammar and spelling and does some pruning. Reports are then typed and sent to the papers. 2) Sending letters of helps to all reporters. 3) Giving personal commendations to reporters who send in good reports. 4) Offering a small award to every reporter who sends in news for every meeting in the year.

ACROSS THE EDITOR'S DESK

In the Visual Aids section of this tip sheet, you will notice that we have taken over the vocational agricultural instructors' film library. Until recently this library was handled on the Minneapolis Campus. However, it was not kept up-to-date, and eventually most of the requests from teachers came to us. We will handle these requests directly.

To finance this added demand, we have established a definite rental fee for each film ordered by anyone outside extension. There will be no charge, of course, to agents.

Let's have any of your questions or suggestions on the distribution of films.

Merle says she's pleasantly surprised every once in awhile at the comments on how well some reporters write.

What Bulletins Do You Want?

A couple years ago we made a survey of your bulletin needs. At that time, you indicated several bulletins and folders you would like printed. We were able to get quite a few authored for you.

We're again planning bulletin production for the coming year and again we'd like your suggestions.

The extension home program will be featured on TV Tuesday, May 5, when a group of Blue Earth county women, Home Agent Caroline Fredrickson and Dorothy Simmons are guests on KSTP-TV's County Road 5.

More on Conservation Conversation

Over a year ago, Jim Johnson, now Faribault County Agent, started a regular circular letter to local teachers and others interested in conservation called "Conservation Conversation." The idea was quickly picked up by other agents. Again here is another effective example of working through and with others to get the extension education job done. -- Harold B. Swanson

Special features on the extension home program should be "bustin' out all over" in county papers. How about sending us some of the good stories?

National publicity for some of your home groups is a possibility in a new feature about women's organizations to be started in McCall's in July. One of its aims is to give recognition to groups in activities that help their communities, themselves and the world generally. If your group is doing something unusual and worthwhile, write and tell me about it, and I'll send the items to McCall's.
--Jo Nelson

THE NEWS ANGLE --



Dale Smith of Carver and Cletus Murphy of Waseca are county agents with whom we've worked most recently on column headings. Both are old hands

at columning who wanted to freshen up the headings.

The second half of the packet on x-tra yield corn production has gone out. Clippings reaching the Information office indicate that the first part of the series has been well used.

"News Day" --Saturday seems to be a popular day for getting out press information in county extension offices. Dick Kunau of Goodhue county is one ag agent who will testify as to the value of getting the news job done early. He usually uses Saturday morning principally for that purpose, and he finds that it helps in getting material used. As other agents have found, the weekly papers like to have live copy to keep their linotype operator busy during the lull that follows publication. And, once set up in linotype slugs, a story isn't likely to be discarded. Later, as the weekly deadline approaches, there's a lot of competition for printers' time and for space in the paper. That may mean that stories have to be boiled down or omitted.

What About Late Copy? -- But what about occasions when you have a story that you just can't get in early? If it's important, chances are that the editor will want it anyway. If possible, it's a good idea to alert the editor to the fact that a late story is coming, so that he can have space in mind for it.

Quote: J. I. Swedberg, Redwood CA, once quoted a farmer as saying, "I don't always have time to go to a meeting, but the newspaper will keep, and I can read it whenever I have the time."

-- Bob Raustadt

ACROSS THE MIKE --



Well, the big plans for an educational TV network for Minnesota have fallen through. There just wasn't any money appropriated for the

cause.

In the meantime, of course, we'll continue to work with the commercial stations on farm and home programs.

During the past month Austin has been granted a license to operate on channel 6 and WTCN-WMIN will share channel 11 in the Twin Cities. KROC-TV Rochester (channel 10) and WFTV-TV Duluth (channel 38) plan to be on the air by June 1.

There are now 19.5 million homes in the U. S. with TV or 44 per cent of them. In 1952 6 million sets were added with the greatest jump in farm areas and smaller cities. Sixteen per cent of the U. S. farm families now have TV.

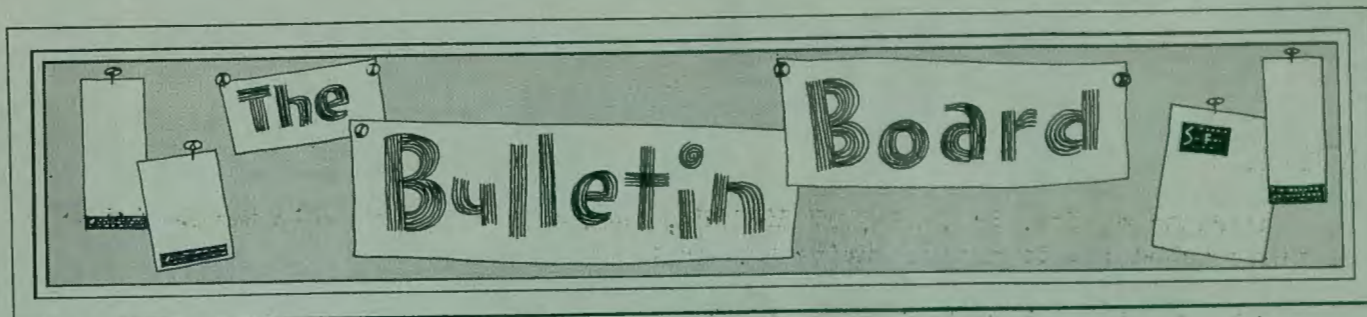
Edward D. Modden of NBC predicts that within 3 years 79 per cent of American homes will have receivers and that reception will be possible in 95 per cent of the homes.

There are 165 stations operating in the U. S. now and predictions call for 600 stations by 1956.

RADIO --Continues to be a popular outlet for extension information. Vic Johnson, assistant agent in soil conservation (Houston), last month started a weekly 5 minute program called Conservation Highlights on WKBH, LaCrosse, Wisconsin's most powerful station. His weekly interview is aired at 12:50 on Thursdays. Vic sold the manager on the idea of a farm program by taking one of his recorded interviews to the station to show what he had to offer. Nice going, Vic.

Meeker county recently joined Kandiyohi and Swift counties in a M-W-F (1:15-1:30) program on KWLM, Willmar.

MAY RADIO PROGRAM IDEAS --tree planting, home beautification, 4-H club Sunday, insect control, weed control, corn contest, electric fences for rotational grazing, treated fence posts, garden helps. -- Ray Wolf



April 1953

NEW AND TECHNICAL

INHERITANCE OF REACTION TO LEAF RUST, Puccinia rubigo-vera tritici (ERIKSS.) CARLETON, AND OF CERTAIN OTHER CHARACTERS IN A WHEAT CROSS--Tech. Bul. 205. 36 pp. by Lorenzo M. Martinez, E. R. Ausemus, and C. R. Burnham. Leaf rust of wheat is a disease which may cause heavy losses from year to year. In 1938 the estimated total loss in the United States from leaf rust of wheat was more than 100 million bushels. One copy of this technical research report on leaf rust should reach you by the end of the month.

THE BLACK POINT DISEASE OF WHEAT IN THE UNITED STATES--Tech. Bul. 206. 32 pp. by E. W. Hanson and J. J. Christensen. The authors studied the prevalence of black point in more than 1,000 lots of wheat seed produced in 13 states. This technical bulletin reports their findings. A single copy will be sent to you about the end of May.

STATION ANNUAL REPORT

FIFTY-NINTH ANNUAL REPORT OF THE AGRICULTURAL EXPERIMENT STATION, July 1, 1951 to June 30, 1952. This 44-page annual report listing staff members, their publications, and new projects of the Station should be off the press soon.

FARM AND HOME SCIENCE

An index for FARM AND HOME SCIENCE covering the first nine volumes has been compiled and multilithed. One copy has been sent to each county extension office. This index is available upon request.

The May issue of FARM AND HOME SCIENCE will feature a cover and editorial on Nuworld cheese. This new dairy product was developed by scientists at University of Minnesota and University of Wisconsin and will be available commercially soon.

Other subjects discussed in this issue are: Minnesota farm real estate prices by L. Orlo Sorenson and Austin A. Dowell; how to get 100-bushel corn yields, Paul M. Burson and C. O. Rost; natural control of the forest tent caterpillar, A. C. Hodson; competition between butter and margarine, Rex W. Cox; what housewives want in potatoes, F. A. Krantz; loose housing saves labor, S. A. Engene and J. A. Shute; sunflowers as a crop for Minnesota, R. G. Robinson and O. C. Soine; infectious bronchitis in poultry, B. S. Pomeroy and Reuel Fenstermacher; a new type of plant for applying wood preservatives, Frank H. Kaufert, John R. Neetzel, and Ralph Hossfeld; movement of farm people off farms and between farm communities, Edward W. Hassinger; controlling perennial weeds, H. G. Heggeness and A. H. Larson; breeding swine to meet the demand for leaner pork, L. M. Winters; new developments in oat diseases, M. B. Moore; cooperation among corn breeders, E. L. Pinnell and E. H. Rinke. H. J. Sloan, new director of the Agricultural Experiment Station is spotlighted in the Minnesota Men of Science column.

REPRINTED

Reprints of Ext. Bul. 258, EVERGREENS, came off the press this week. Other reprints scheduled to arrive during May are:

- Ext. F. 85. TIPS ON TREE PLANTING
- Ext. F. 142. CENTRALIZED HOG PLAN
- Ext. F. 148. USE BUILT-UP LITTER IN YOUR POULTRY HOUSING
- Ext. F. 160. YOUR DAIRY CALF
- Ext. F. 162. STRAWBERRIES FOR MINNESOTA
- Ext. F. 163. RASPBERRIES FOR MINNESOTA
- Ext. Bul. 232. KNOW YOUR COOPERATIVE
- Sta. Bul. 403. SEX DETERMINATION OF GEESE
- 4-H Bul. 18. 4-H LEADERS' HANDBOOK

-- Gwen Haws