

# Reaching Rural People

## WITH INFORMATION TOOLS



INFORMATION SERVICE

UNIVERSITY OF MINNESOTA

AGRICULTURAL EXTENSION SERVICE

University of Minnesota 1  
January 29 1954

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 \* Please read, check and circulate \*  
 \* County Agricultural Agent  \*  
 \* County Home Agent  \*  
 \* County 4-H Agent  \*  
 \* Secretary for filing  \*  
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TO THE H. A.'S

### Separate Columns and News Stories

Lots of good news stories are included in county agent columns that might fare better if submitted as separate items. The best-read columns are often the short ones, filled with several short bits of information and observation.

By separating news story and column material, you'll also help the editor with his mechanical problems of putting the paper together. A short column and two or three brief news stories are easier to shift and fit into a page than a bulky column.

### ACROSS THE EDITOR'S DESK

NPAC--Those initials stand for Natl. Project in Agricultural Communications, headquartered at Michigan State College. It's purpose is to help all of us do a better job with the press, radio, publications, television, and visual aids.

Last year the Association of Land Grant Colleges and the American Assoc. of Agr. College Editors obtained a grant of approximately \$350,000 (over a 5-year period) to set up an agricultural communications project. The project was started last September when Stanley Andrews, who formerly directed the Point 4 program abroad, came on the job as director. A short time later Frank Byrnes, a top extension editor, left Ohio State to become associate director.

Everyone connected with the project recognizes that the county extension agent is the focal point in disseminating useful information. Consequently, several projects are already aimed at helping the agent. These include:

1. A series of training films on television. This, we hope, will be available soon to help you who are now on TV.
2. A visual aids packet for agents.

### Agents Galore in Ext. Serv. Review

Two articles in the December issue of Extension Service Review feature Minnesota programs and Minnesota agents. Take a look at Marvin Smith's "Treenville" and "Extension-led Campaign Spurs Brucellosis Control".

-- Harold B. Swanson

### The Column Is Fine, But --

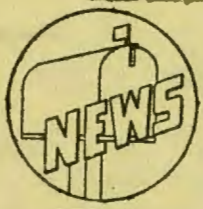
The column is an excellent medium for you to get across bits of information in a chatty way and to bring in names of local folks. But if you're a new agent, don't be in too much of a hurry to start writing a column. Get the knack, first, of writing news stories and getting them to the papers regularly. Adequate news coverage of extension events, recommended home and agricultural practices based on research - that's your first responsibility. The column comes after that. Remember, though, that adequate news coverage can never be done in a column alone.

### Time to Prepare News Stories?

Some agents complain that they have difficulty finding time to prepare their news releases. Others say they have solved the problem very well by setting aside a definite time for just that purpose - part of Saturday or Monday morning, or whatever day of the week will make it possible for them to meet the papers' deadlines.

-- Jo Nelson

THE NEWS ANGLE --



We are preparing a series of articles for you to publish in local papers to describe the role of the agricultural extension service.

The articles will describe how Extension works, its past benefits and potential future achievement and how you fit into the pattern. You will receive this series sometime soon--probably around February 20. In the meantime, if you have any ideas or points you believe should be a part of the series, send your suggestions in to us.

Jap's Good Idea -- "Jap" Swedberg, always an innovator, has started a series of newspaper feature stories on former 4-H club members and their present careers. This idea has a lot of possibilities for feature stories and pictorial features. We know you have 113 other irons in the fire, and that demands on your time and energy are heavy, but it's a fine idea. You can uncover some national magazine feature stories that way --and they pay, both in prestige and money.

Boner! -- In our page of fillers sent you for use during the week of February 1, the last item has an error. On lambing, of course, W. E. Morris should be authority quoted--not Harold R. Searles, as we erroneously wrote. If you use the item, please correct.

Have Folks Doing Something -- One of the suggestions we offered on some of the stories and columns in the information contest was "having persons doing something". By that we mean, instead of saying, "a barn was built", say "Fred built a barn". Have the persons who performed the action do it. This gives your story action and "personal" accuracy.

"Our Land" Items Wanted -- You can get statewide publication of a good better land use or conservation story in your community. Just give me the main points in a short note and send them to me for publication in "Our Land". The "Our Land" columns are published in many of our weekly newspapers. -- Harry Johnson

ACROSS THE MIKE --



The first regular county extension TV program started January 28 on KROC-TV. The Extension staff from 7 counties are taking turns in doing the

9 to 9:30 p.m. Thursday show. The counties in order of appearance are Olmsted, Goodhue, Houston, Dodge, Fillmore, Wabasha, Winona.

Radio Is Still Alive -- in spite of much TV talk! So let's not throw it out for awhile! A recent survey shows that even in TV areas--in an average day, 2 out of 3 adults listen to radio. A total of 20% of the people listen before breakfast and by the time people go to bed radio has reached no less than 65 out of every 100 people in TV areas. Of course, it would be higher in non-TV areas. Radio has its big audience because it is available to people at all times, in all places, and no matter what else they may be doing.

Report to the Public -- Would you pardon us if we suggest that your public would like much to know what you have done this year and what you plan to do in 1954.

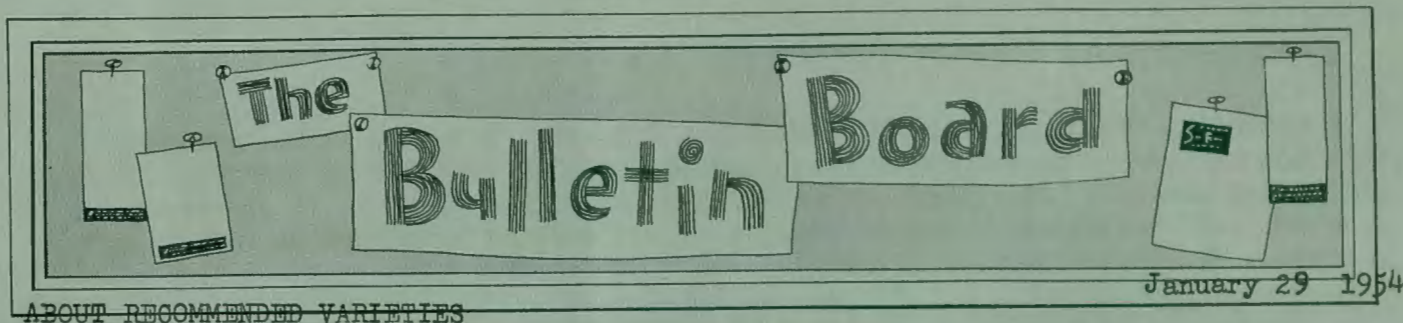
Why not combine the material in your annual report and your plan of work into a series of radio programs?

As we see it, each program could cover some one important phase of your county extension program. You probably would want to follow this general outline: (1) this is the problem in this particular area, (2) these are the reasons why this problem exists, (3) here is what your county extension staff has done about this problem during the past year.

In almost every county, the men could do such a program on (1) soil and soil improvement, (2) crop production and yields, (3) pasture and hay production, (4) livestock--perhaps broken down by type of livestock--and (5) farm management and record keeping.

The list would be just as complete for home extension work--home furnishings, nutrition, clothing, child care, recreation, and family living.

-- Ray Wolf



#### ABOUT RECOMMENDED VARIETIES

From time to time, many of you have asked why the recommended varieties folder and the Miscellaneous Report on grain crop varietal trials could not be out earlier. You have asked, too, when you will get these bulletins this year.

First, continue to use Extension Folder 22, "Recommended Varieties of Farm Crops", because there will be only a few changes made in this particular folder. We are now considering a complete revamping of the folder and possibly new ways of reporting. There may be a revision after the Agronomy meeting this weekend. You, of course, have the recommended variety story sent to you in December, and you will have another story listing the changes made by the Agronomy Department here at University Farm late in January. This story will bring you up-to-date as to all the recommended varieties.

Second, the varietal trials report involves a great deal of preparation by the Agronomy Department. Many yields have to be computed and much data has to be interpreted. Consequently, the Department is unable to get us copy for this particular folder until about March 1. We hope to have finished reports to you by April 1. We realize, of course, that this will do no good this year. However, using last year's report along with the mimeographed copies of the 1953 yield tables sent you by Rodney Briggs will give you complete information on these trials. So the situation won't be as bad as anticipated.

VEGETABLE VARIETIES FOR MINNESOTA--Ext. F. 154. 8 pp. by Orrin C. Turnquist. Observations made at demonstration gardens in 1953 are summarized. These demonstration gardens are conducted by the Extension Service at several locations in the state to observe new varieties. Some varieties which have been reported to show promise in previous years are included again for comparison with new varieties. The 1954 revision of this annual folder should reach you the latter part of February.

#### NEW PUBLICATIONS

SWEETCLOVER WEEVIL AND ITS CONTROL IN MINNESOTA--Ext. F. 180. 8 pp. by B. A. Haws and F. G. Holdaway. This folder gives recommendations for control of the sweetclover weevil, which has been giving Minnesota sweetclover growers trouble in recent years. Included are pictures which will aid the farmer in recognizing the insect and its injury to sweetclover and in determining when to apply insecticide. Delivery is scheduled for mid-February.

✓ THE RELATION OF DEFOLIATION AND NITROGEN SUPPLY TO YIELD AND QUALITY IN THE MUSKMELON--Tech. Bul. 210. 24 pp. by Robert E. Nylund. This research bulletin reports the effects of light, moderate, and severe pruning of muskmelon plants. The experimental results show the effects of leaf removal on plant growth, flower production, fruit set, number of fruits ripening, yield, fruit weight, fruit netting, and time of maturity. Single copies should reach you by the end of February.

MINNESOTA HONEY--A NEW MUSKMELON--Misc. Rpt. 21 2 pp. by T. M. Currence. This new variety of muskmelon is resistant to fusarium wilt and is suitable for home and market gardens. Its orange-colored flesh has a mild flavor. In flavor it is somewhat soft and coarse grained. Copies of the variety announcement should be off the press the latter part of February.

CHART FOR DETERMINING JOIST AND BEAM SIZES--M-121. 6 pp. This chart can be used to solve two types of problems generally associated with farm buildings: (1) What size joist or beam will be required to support a specified depth of material uniformly distributed over a floor? (2) How much of a given material can be stored on a floor system already in place? The chart with its instructions for use will be available by February 17.

FROST-FREE MASONRY WALL CONSTRUCTION--M-122. 2 pp. There are two ways to build frost-free masonry walls to combat Minnesota winters: (1) a double row of blocks with insulation in between the rows of block or (2) a single masonry unit with furring strips, insulation, and inside covering material. Diagrams and how-to-do-it instructions are included for both types of construction. Should be off the press by the end of the month.

REPRINT ON FOOD PREPARATION

4-H FOOD PREPARATION--Ext. 4-H Bul. 32. 36 pp. by Mary Anderson and Grace D. Brill. Only slight revisions have been made. The reprints should be available by the latter part of February.

-- Gwen Haws