



Reaching Rural People

WITH INFORMATION TOOLS



PUBLICATIONS OFFICE AGRICULTURAL EXTENSION SERVICE UNIVERSITY FARM

University of Minnesota (1)
August 28 1951

 * Please read, check and circulate *
 * County agricultural agent *
 * County home agent *
 * County club agent *
 * Secretary for filing *

TO THE H.A.'S --

The State Fair should provide you with plenty of leads for future radio programs. If you didn't make transcriptions with your delegation at the Fair, interview some of your winners when you get home. There's a lot of human interest in their stories.

ACROSS THE EDITOR'S DESK

Just a reminder that it's time to think about your entries in the annual extension information contest. Entries are due November 15. Same classes as last year. More details later.

Start selecting those columns, pics, radio interviews, circular letters, etc. you thought were good during the year now. Than all you have to do is assemble them later for the contest.

Timely Topics for September

September is a good month to do some radio programs on the school lunch, e.g., suggestions for sandwich spreads and other ideas on packing a nutritious, appetizing box lunch. If hot lunches are served in the schools in your county why not have an interview with someone on the lunch committee, to acquaint folks with the school lunch program?

Other radio ideas for September:

- Interview with the county nurse.
- Tips on buying school clothes.
- Tips on making school clothes.
- Makeovers for children.
- Making grape jelly and juice.
- Canning tomatoes.
- Using green tomatoes.

Regional Publications Available

Often we overlook the possibility of using Regional Bulletins in our extension work. The Bulletin Room can supply most of you with 25 copies of these bulletins:

- *No. 2--Improving Farm Tenure in Midwest.
- *No. 8--When You Build or Remodel Your Farmhouse.
- *No. 11--Farm Land Prices in Midwest.
- *No. 14--Can You Own Your Own Farm?
- *No. 21--Frozen Food Lockers and Home Freezers.

Although not extension bulletins they will fit some of your needs.

Better Directions

Here's a helpful hint from Lou Richardson and Genevieve Callahan, authors of How to Write for Homemakers:

When tabulating ingredients for a recipe, try to arrange procedures so the measuring of dry items comes ahead of the measuring of oily or liquid or sticky things. That way, the woman can use the same measuring spoon or cup without having to wash and dry it between usings. Try also to group similar measurements of dry or liquid ingredients together so there's no need of shifting back from a cup to half a cup to a cup. -- Jo Nelson.

Feeding the Dairy Herd

It looks like we won't be able to reprint this popular handbook this year because of limited budget. So, if you are lucky enough to have a few on hand, use them carefully. -- Harold B. Swanson

ACROSS THE MIKE --



Now that the State Fair is over it's time to think about the Annual Conference and the radio contest. Hope you've been saving your best

interviews and straight talks. Send them to me before November 15. Further details will be sent later.

Extension Radio Increasing

Figures show county extension agents all over the U.S. are continuing to step-up their use of radio. The 1950 average was 62 broadcasts per county in the 2,300 counties using radio last year.

4-H Chats--

Five-minute talks by Ozzie Magnuson are being distributed to 18 stations to help publicize 4-H activities. At district conferences some of you said you had never heard them, so I'm listing the stations that receive Chats and suggest that you find out when your station uses them and then pass the word along to the club leaders and members.

The stations getting 4-H Chats are: KSUM, KTOE, KROC, KTRF, KWAD, KROX, KVOX, KXRA, KASM, WKLK, KBYZ, KAUS, KLTF, KMHL, KGDE, and KILO. I use them on KUOM each Thursday at about 12:50.

News From The Agents

Vic Sander (Dodge) has a new Brush (443-P) tape recorder. He'll use it with a converter attached to his car. The new Brush retails for \$279.50 and is a dandy machine.

The Eicor recorder is being used satisfactorily by many agents. It lists at \$144.95. The single tract model is recommended. Other good recorders are Webster-Chicago at \$187.50 and Pentron at \$179.50.

Some of the agents are buying empty 15-minute plastic reels and filling them from a large 30-minute tape---thus tying up less tape. The small empty reels are available from the St. Paul Book and Stationery -- 55 East 6th St., St. Paul, for 44¢ in a box.

Radio Topics for September

Soil conservation and 4-H conservation camp
Silo filling - time to, safety in
(continued next column)

THE NEWS ANGLE ---



Don't forget the Extension Information Contest. It will be here before you realize it. Why not start collecting those clippings now?

Soft Corn Again? Will there be soft corn in your county again this year? We plan to revise our soft corn news stories for possible 1951 use and to make copies available to agents who request them. Let us know your needs.

Hint: You may have noticed that we have dropped the name "Column Comments" from the page of filler material we send you weekly. This is a hint that a county agent's column should be something more than a pick-up of this whole sheet with, in some cases, even the "Column Comments" at the top. Also, we hope that it may be taken as a suggestion that it would be well to get something more distinctive than "Column Comments" as a name for the column.

Variation: We are making an effort to get more variation in leads on the stories we send to county agents. Not in all cases will we quote the agent in the lead, followed by a switch to the University specialist. Sometimes we may not mention the county agent in our version of the story. At other times we will try to make the shift from the agent to the specialist less abrupt. We hope in this way to get away from the stereotyped kind of C. A. story. But remember, additional variation in these stories can be provided by rewriting in your office. Sometimes a few marks with the well-known blue pencil will do the trick.

Thanks to Deke Grussendorf for samples of extension columns published in South St. Louis county. Included are columns by Deke himself, Evelyn Harne (home) and Bob Burton (4-H). Total circulation: 20,000. -- Bob Raustadt.

(continued from first column)

Plowing for weed control -- plow adjustments
House the pullets - care of dairy herd
Defense bond drive - September 3 - October 27. -- Ray Wolf.