

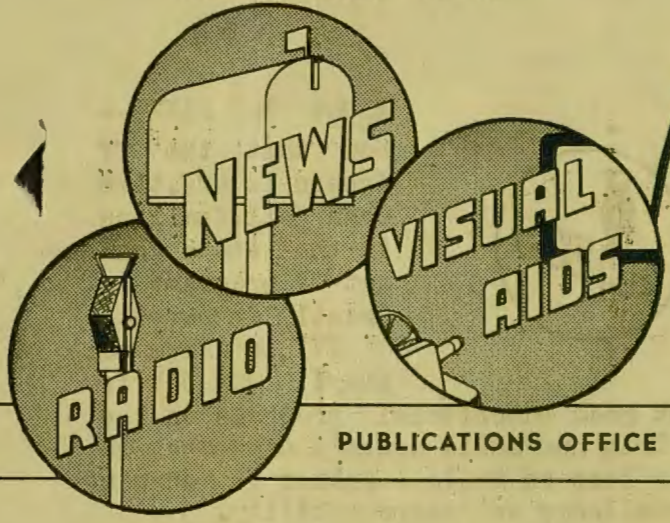
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BULLETIN ROOM
LIBRARY UNIVERSITY FARM

Reaching Rural People

WITH INFORMATION TOOLS



PUBLICATIONS OFFICE AGRICULTURAL EXTENSION SERVICE UNIVERSITY FARM

University of Minnesota
April 28, 1952

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

TO THE H.A.'S --

First - a reminder: When you request mats of specialists, it will help us if you indicate the exact number you want.

ACROSS THE EDITOR'S DESK

Early in April information workers from North and South Dakota and Minnesota sat down with representatives of press, radio, etc., at University Farm to discuss some of our problems. One lively topic was "What should be the responsibilities of an information office?"

Here are some of the answers:

Larry Haeg, WCCO, warned that the University, in all of its work, should never forget that its obligation is to the public.

Russ Asleson, Minneapolis Tribune, paid special tribute to county agents and the cooperation he always gets from them. He also pointed out that newspapers put great faith in releases from state extension information and county extension offices..that they accept what we say as facts. (That's a responsibility).

Al Stedman, St. Paul Pioneer Press; Berry Akers, Editor of the FARMER: and the others agreed that our job is to get out facts, information, research results, etc., and not propaganda. They felt that an information office must not be a pleader for special causes or groups.

Stedman emphasized that the states must assume their part in truly national programs that we should cooperate in getting information and educational material out on these programs. Panel members were positive, however, in asserting that states must weigh for themselves

How to build up 4-H reporters so they will feel the responsibility of doing a good job is one of the problems agents have. Lac qui Parle has one solution: naming blue ribbon reporters at the end of each year. Some counties hold training sessions for reporters, inviting an editor in to speak to the group.

National Home Demonstration Week will be observed in as many ways as there are counties. Rosella Qualey reports that Kandiyohi women will present "When We're Green, We Grow," on KWLH, Willmar, April 29 at 8:30 p.m. It's a half-hour show depicting the beginnings of home demonstration work. The cast will include farmers, 4-H'ers and homemakers.

Norman county women are planning to give a skit on the "Climate of the Home" for their Achievement Day program. Marion Parbst says the idea for the theme came from the Family Life Conference. The skit will show how the extension home program has helped to improve the "climate of the home". Many counties will feature programs, teas, exhibits and radio salutes to home extension groups during the week. If you did something different from the usual observance, we'd like to hear about it.

Marie Jensen, Anoka home agent, has started a column which she calls Home-making Notes. -- Jo Nelson

every program handed them and make their own decisions. -- Harold B. Swanson



THE NEWS ANGLE --

Our request for clippings of column headings last month brought in a few, but we need more for the "survey" we are conducting. May we

have a sample of yours if you haven't sent it?

Cuts Worth While...A note accompanying a clipping from Vic Sanders of Dodge county illustrates that using cuts in county newspapers is worth while. The cut cost \$2.95, and it was circulated in 2800 copies printed by the county's 6 papers.

Nick Does It...Nick Weyrens is justly proud of a recent accomplishment, that of getting a column started in his W. Otter Tail county seat daily. Congrats, Nick!

Farm Calendar...May we remind you that this office puts out a "Minnesota Farm Calendar" monthly to daily papers and radio stations in the state. We'd like to hear from you about district and regional events that you think might be used in the calendar. (See sample enclosed).

Someone said, "You often hear people say farmers will listen to another farmer instead of a specialist". With that in mind we are aiming at getting out some farmer-experience stories--stories that show how farmers carried out a profitable practice. Your tips for these stories will be appreciated.

We were impressed with the work and the plans of the assistant agents doing soil conservation work when we sat in on their meeting in Rochester recently. With the material gathered there and on stops in their county this spring, we hope to "let the world know" about this work.

Still on the program are our series on research, grassland farming (balanced farming), brucellosis and now feed grain production. It's obvious the agents in untested counties have been doing a terrific job in using the newspapers for the brucellosis job.--Bob Raustadt.



ACROSS THE MIKE --

Now that the TV freeze is off, time when all families in the state can get TV programs is greatly improved.

TV is here to stay! Our job is to get good educational programs on the air. This new media doesn't mean that we can do less on radio - rather it means a new challenge and responsibility.

TV FACTS--There are 300,000 sets in Twin City area. TV network advertising so far this year has been ahead of radio network advertising. The Agricultural Extension Service in cooperation with KSTP-TV is planning the following half hour programs for 11:30 on Saturdays and 12:30 on Sundays -
May 3, Turnquist - Garden Gadgets; May 4, Anderson, Smith - Tree Planting; May 10, Roepke, Wayne - Brucellosis; May 11, Flower Culture; May 17 - Billings-Turkeys; May 18, Henry Hagen (Cass)-Cartoons re: 4-H Sunday; May 24, Ryan, Meyer - Cement; May 25, Bates - Sprayer Adjustment.

TAPE RECORDERS - need cleaning every 2 months. Use carbon tetrachloride on cotton swab on recording head and eraser-magnet if there is one. Caution - be sure recording head is dry before use. Carbon tet. dissolves the recording tape!

TIPS ON TAPE STORAGE

- A. Temperature: 60 to 70° F.
- B. Relative humidity: 40 to 60%
- C. Keep away from magnets
- D. Store in metal cans sealed with adhesive tape

DID YOU READ about the 4-H Quiz Show in January Extension Review?

RADIO TOPICS FOR MAY

- 1. How to Get More Corn
 - 2. Hay and Hay Crop Silage
 - 3. Livestock Management Practices
 - 4. Safety - Tractor, Clean-up
 - 5. 4-H Project Hints
 - 6. Garden and Home Beautification
- Ray Wolf