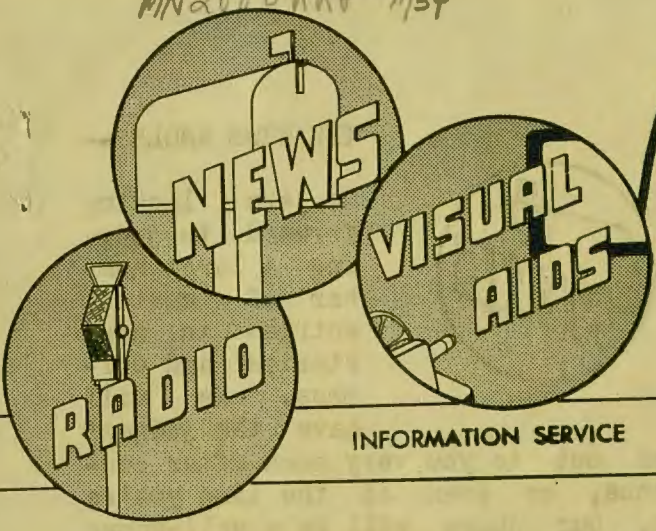


MN 2070 RRP 11/54



# Reaching Rural People

UNIVERSITY OF MINNESOTA  
 AGRICULTURE  
 DEC 13 1954

WITH INFORMATION TOOLS



INFORMATION SERVICE

UNIVERSITY OF MINNESOTA AGRICULTURAL EXTENSION SERVICE

University of Minnesota ①  
 November 1954

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

TO THE H.A.'S --

New Columns

We're having column headings made right now for Arloa Zahrbock, home agent and Dolores Christianson, club agent, Swift county, and for Roberta Anderson, Brown county club agent. Arloa and Dolores call their combined column "Reflections," Roberta's is "Just Chatting"

If you plan to write a column, let us know if you want a special heading made. A good heading adds a lot to a column.

ACROSS THE EDITOR'S DESK

We hope that all of you will regard the Information Service as having "open house" all during extension conference. We'll be on hand to help with your information problems; and we'd like to hear about your successful ideas.

Eldon Madison Leaves

Eldon Madison, who has been serving on our Information staff on a part-time basis for nearly two years, has left to become visual aids specialist at the University of Nebraska. Many of you worked with Eldon and know how he helped us maintain our visual services when we were short-handed.

You Need More Than A Column --

Because you are writing a column for your county papers, don't feel that your news coverage job is done. Stories of meetings, informational type articles, announcements of events, etc., are part of your job and should be written in addition to--not a part of--your column.

Quoting Dr. Carl Taylor...

"A man who knows only half his subject--but all about people--will make a better contribution to his subject matter than a man who knows all about his subject but nothing about the ways of doing and thinking of the people he seeks to serve."

County extension workers know how true this is.                   -- Harold B. Swanson

Ideas For December Radio Programs

Here are some ideas for radio for December:

- Why Christmas seals? (Interview doctor or nurse on what funds are used for, how state ranks in TB control, etc.)
- Christmas confections
- Christmas in a foreign land. (Interview with a native of some foreign country.)
- Decorating for Christmas
- Favors for Christmas dinner
- Holiday fun
- Time management for Christmas

-- Jo Nelson

\*\*\*\*\*  
 \* FREE COFFEE COUPON \*  
 \* This coupon, or a facsimile thereof, \*  
 \* entitles any county extension work- \*  
 \* er to a free cup of coffee from any \*  
 \* member of the information staff dur- \*  
 \* ing annual conference. \*  
 \* \*  
 \* \_\_\_\_\_ \*  
 \* your name \*  
 \*\*\*\*\*

ACROSS THE MIKE --



Entries in the radio section of the Information contest were up to par--thanks to you who sent in tapes. Comments will be reaching you soon.

See "Across the Mike" in December.

CONFERENCE TIME is a good time to pick up a few extra recordings for your meetings or radio programs. Bring your tapes and I'll help you line up guests and run the recorder.

MORE PEOPLE LISTEN to radio and TV in winter than any other season so be sure to give your listeners their money's worth. Don't forget to include success stories, give an occasional "pat on the back" for a job well done, and cover material that's timely and useful.

SLOGANS FOR SUCCESSFUL PROGRAMS -- be human; be natural; speak their language. Make it simple; say it often; make it burn! Be plain; be pleasing; make it moving!

TOPICS FOR DECEMBER -- include S-D (Safe Driving) Day Dec. 15, 4-H Club Congress winners, outlook material, Social Security program, labor saving devices, annual report material and winter care of livestock.

WORTH READING -- are the following articles - "What Information Do Farmers Want and Use" in Nov. Extension Service Review and "M's For 'Magination" in Nov. Agricultural Leader Digest.

RUSS KRECK, 4-H AGENT at St. Cloud recently sent 6 spot announcements on opportunities in 4-H to KASM Albany. The spots were used 3 or 4 times a day from Oct. 25 through Nov. 13. Kreck says, "The announcements helped get last year's members to submit their cards before Nov 13. As for getting new members it is probably not too effective, but it does make the general public aware of 4-H activities." He added, "Commercials by repetition sell. Can we sell 4-H that way?" (Ed. Note - I'm sure we can - but let's hear from more agents.) --Ray Wolf

THE NEWS ANGLE --



We are looking forward to judging a large number of contest entries in news stories and columns. We will have the judges'

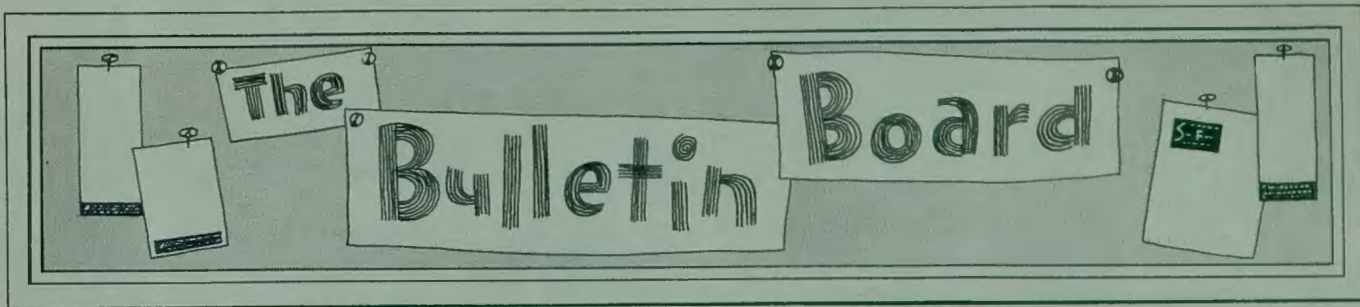
notes out to you very soon after conference, or even at the time you're here. Our judge will be a well-known journalist.

Recommended Varieties Story in Mill -- We will be mailing each of you a special story on recommended crop varieties for 1955, Wednesday, December 1. This is much earlier than last year. The agronomy conference at which they compile the list is being held on November 29-30.

Favorable Comment -- We know most of our county agents are skillful at the written and spoken word. And ever so often, we get a little nugget like the following. It comes from the Shakopee Valley News of October 7. "Chet Graham, Scott County's popular and hard-working agricultural agent, missed his calling. He'd be a cracker-jack of a newspaperman. Few days ago, we asked Chet to bring us the dope on the big state-wide Wire-rama being held on the Elmer Busch farm. The story, written in Chet's informative and inimitable way, was a good one. So good, in fact, that it rated top position on Page One." We read the story in another paper, the Jordan Independent, and warmly concur with the Shakopee Valley News. Chet's story was tops there, too.

Thanks for Prompt Replies -- Thanks a heap to you who gave us detailed info. on the army worm problem you tackled last summer. Your good facts will go in to a magazine article.--Harry R. Johnson

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\* FREE COFFEE COUPON \*  
\* See other side for details. Present\*  
\* this to any info. staff worker for\*  
\* your free cup....Frankly we want to\*  
\* get to know all of you better. Pay\*  
\* us a visit during conference. \*  
\* \* \* \* \*  
\* We'll be seeing you! \*  
\*\*\*\*\*



November 1954

### TWO NEW SOILS BULLETINS

SOILS OF MINNESOTA--Ext. Bul. 278. 8 pages by P. R. McMiller. Of major interest in this bulletin is a 28-color map showing the latest information on types of Minnesota soils. This bulletin replaces Extension Folder 131. Like its predecessor it contains a brief description of each of the soil types shown on the map. Tables have been added which show the number of acres in each soil association area and the identifying features of each. Due off the press in time to be used at the Annual Soils and Fertilizer Short Course December 6.

Requests, by you as agents, for reprinting this publication have been greater than for any other publication. You may see some of your fertilizer dealers and others with copies of this bulletin very shortly, too. Here's the reason. Printing a bulletin such as this is very costly because so many colors are involved. Consequently we have sold some copies right off the press to take care of some of the costs and enable us to print it.

GUIDE TO FERTILIZER USE IN MINNESOTA--Ext. Bul. 277. 32 pages by the Soils Department staff and the Extension specialists in soils. One section of the bulletin describes the plant foods normally supplied by fertilizers and how they help crop growth. Another section defines some of the commonly used fertilizer terms such as "fertilizer ratio," "fertilizer grade," "mixed fertilizers," "specialty fertilizers," and "straight goods," and a third section describes methods of applying fertilizer. The lime, nitrogen, phosphate, and potash needs of different areas of the state are outlined with the use of maps. Most of the bulletin is devoted to a series of tables outlining general guides for fertilizer use on each of the important crops grown in Minnesota. Also due off the press in time for the Soils and Fertilizer Short Course.

### AND A NEW FOLDER

KNOW BREAD AND OTHER CEREAL PRODUCTS--Ext. F. 186. 8 pages by Eleanor Loomis and Harold C. Pederson. This is another in Mrs. Loomis' series of folders on consumer marketing subjects. This one discusses importance of cereals in the diet, what happens to the consumer's cereal dollar, comparative food value and costs of ready-to-eat and home-cooked cereals, how to determine the best buy in breads, and quantity guides for using bakery foods. Should be out the latter part of December.

### 4-H RADIO SPEAKING CONTEST

4-H RADIO PUBLIC SPEAKING CONTEST--4-H M-2. 4 pages. This brochure outlines rules and suggestions for the thirteenth annual contest. Topic for the 1954-55 talks is "What are my opportunities and responsibilities under freedom?" The brochure should reach you by mid-December.

-- Owen Haws and Jean Metcalf