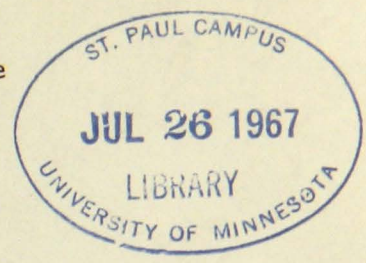


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Minnesota Agricultural Extension Service
Institute of Agriculture
University of Minnesota



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ANNUAL REPORT

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PROJECT II

INFORMATION AND EDUCATIONAL AIDS

for the

YEAR ENDING DECEMBER 31, 1966

_____ Date

Luther J. Pickrel, Director
Agricultural Extension Service
State of Minnesota

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TABLE OF CONTENTS

	<u>Page</u>
Introduction	1
Summary of Activities	2
Program Support	4
Upper Midwest Conference on Agricultural Export Trade.	4
Consumer Education Emphasized.	4
Conducted Special Work with Low-Income Families, Poverty Programs.	5
Career and Training Opportunities.	6
Resource Development Support Continued	6
Civil Defense Efforts Furthered.	7
Safety Promotion Continued	8
Safe Use of Pesticide Information Efforts Stepped Up	8
Food and Fiber Commission Support.	8
4-H Operation Expansion Supported.	9
Operation Canada Thistle	9
Information Services to Mass Media.	10
Information Service to Mass Media.	10
Tape Service to Radio Stations	10
Regular and Special Programming to Radio and TV Stations	11
Aids to Agents	13
Relationships with University and Federal Information Programs.	13
Information Training Programs	14
Research and Evaluation	15
Appendix.	16
Services to Press	16
Summary of News Releases to Press, Radio, Trade Publications	16
Helps for Home Agents by Subject Matter Divisions.	17
Press Releases by Subject Matter or Departments.	17
Comparison of Output by Areas.	18
Radio	21
Live Programs - for KUOM - 572	21
Television.	24
Total State Radio-TV Efforts, 1966*	25
Audio-Visual Activities	26
Photographic Services.	26
Art Work	26
Audio-Visual Equipment Pool.	26
Audio-Visual Library	27
Motion Pictures.	27
Slide Sets	27
Filmstrips	27

TABLE OF CONTENTS (cont.)

	<u>Page</u>
Publications	30
List of Extension Publications Issued During Year	30
Summary of Regular Series Extension Publications	44
Newsletters Published in 1966 (mostly Extension)	45
Experiment Station Publications	46
Miscellaneous Publications	47

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INTRODUCTION

The Department of Information and Agricultural Journalism serves all units headquartered on the St. Paul Campus of the University of Minnesota. About two-thirds of its efforts serve the Agricultural Extension Service. In this capacity, the Department is known as the Project II Extension Information and Educational Aids. The remainder of its activities are with other units of the Institute of Agriculture including the Agricultural Experiment Station; the College of Agriculture, Forestry, and Home Economics; the Office of International Agriculture; the Department of Short Courses; and the subject matter departments. In addition, the Department provides the College of Veterinary Medicine and the College of Biological Sciences with some services.

The Department is generally responsible for the following:

1. Bringing useful information based on research and other sources to the people of the state through the mass media--radio, press, television--and through University-prepared publications.
2. Counselling and helping county and state staffs in the preparation of teaching tools, including visual and audio aids, exhibits, publications, and materials for the mass media.
3. Training staff to be more effective communicators and training and advising undergraduate students in agricultural journalism. Recently training efforts have extended to special publics requesting communications training as part of the Extension teaching program.
4. Carrying on communications research and evaluation.

Although this report emphasizes the Extension-related activities of the Department, it also includes work with other University units.

The report itself will be divided into two major parts.

The first will summarize the activities of the project, point to the efforts to support special programs or areas of work, review relationships with University-wide activities, enumerate information services to mass media, and point to some of the special materials produced.

The second section, the Appendix, will include the listing of publications processed, visuals prepared and circulated, the types of news releases issued, and radio and TV programs aired. The purpose of this section is to preserve a historical record of activities and to serve as the basis for continuing evaluation and comparison.

SUMMARY OF ACTIVITIES

This section summarizes statistically the activities of the Department but makes no attempt to point to the quality or specific effects of the efforts. It also compares trends in volume of work.

1. Visual Aids - made 5,900 shipments of motion pictures, slide sets, filmstrips, flannelgraphs, and other visual materials to county Extension workers and vocational agriculture instructors; added 38 new motion pictures and 44 slide sets and filmstrips to the Extension visual library; completed 634 art jobs with 1,433 pieces of work for publications, exhibits, television programs, news stories, group presentations, and other uses. This section also produced or planned black and white pictures and color slides for thistle control, weed control in corn, and publications for low income families. The staff assisted in planning and handling exhibits at the state fair, several county and regional events, and two University annual events.

In-service training of resident and specialist staffs increased as did the training of out-state groups in the use of audio-visual materials.

2. Educational and Informational Service to Mass Media - Prepared over 1,250 separate news stories and features for radio, newspapers, and magazines; provided over 3,000 mats and pictures to newspapers and magazines; provided over 150 pages (over 1,000 items) of special material to radio stations; and prepared or arranged special feature material for the press.

Well over one half of the output now comes in subjects not specific to agriculture, including consumer education, family living and other phases of home economics, youth work, and horticulture. This area of coverage has been increasing. There has been a decline in the output of information stories in plant and animal sciences, a stable output in agricultural economics and sociology material, and a slight increase in rural development activities.

County extension agents estimated that they released over 21,000 items to newspapers and magazines during the year. How many of these were based on stories provided by the information project is impossible to estimate accurately, but half would seem to be a reasonable guess. Adding the items provided directly by the Department to the media would bring the state Extension total to well over 22,000.

3. Publications - Handled editorial services for 802 publishing jobs, totalling 4,050,110 copies. In addition, the publications section provided consultation or planning services for many other publication activities of faculty members.

The number of Extension Service printing jobs was 474. Of these, 336, with a total run of 1,421,400, were in regularly established series. Included in the 250 were 156 new publications and 180 revisions or reprints. The 138 miscellaneous Extension jobs included such publications as the DHIA annual report, etc.

The number of non-Extension jobs handled was 338. Included were 20 regular series Agricultural Experiment Station bulletins, one issue of Minnesota Science, and many miscellaneous short course programs, etc.

Both the number of printing jobs and the number of new publications requiring editorial treatment increased markedly. Rapid changes in printing processes and the change from letterpress to offset continued to give more flexibility in printing but also required more editorial time in adjusting operations to new demands.

4. Television - Arranged or participated in 150 television programs. These shows were telecast over 500 times because some were simulcast and others video-taped or filmed. Toward the end of the year several new TV ventures were in the planning stage, pointing to expanded TV efforts in 1967.

Adding county agent programs gives a total of over 800 TV programs produced by Extension and other Institute units.

5. Radio - Produced and voiced 572 live programs over KUOM; produced and taped 538 different programs for a large group (2 to 60) of stations; and scheduled guests for 248 programs on other stations. This makes a total of 1,358 different programs accounting for 22,700 station programs with an average of 35 hours of radio time each week. Radio programming increased about 15 percent during the year.

6. Research - Continued two research projects on (1) purposive communicators and (2) motivation toward professional development with the Agricultural Experiment Station; worked on several evaluation studies; and participated in informal evaluations of several projects.

7. Training - Handled several workshops and short courses in communications; taught four agricultural journalism classes with about 100 students; advised 10 agricultural journalism majors; and participated in many more short courses, seminars as resource persons or speakers. Included in the short courses was one three-week course for foreign journalists with AID.

PROGRAM SUPPORT

This section will emphasize only a few selected areas of support given by the project to Extension programs. The material in the Appendix indicates the total support to Extension education projects.

Upper Midwest Conference on Agricultural Export Trade

The Department provided major information support to the Upper Midwest Conference on Agricultural Export Trade, May 18-19. The conference was sponsored by the University of Minnesota and the U.S. Department of Agriculture in cooperation with Minnesota World Trade Association. This included the publication of programs, 15 news releases during and before the conference, 7 special taped radio programs, a special live program over WCCO, special press conferences for Secretary of Agriculture Orville Freeman, Governor Harold Hughes of Iowa, and other speakers. Proceedings of the conference were published and distributed widely. This probably was one of the year's most effective efforts to create interest and awareness in the importance of Agricultural export trade in the Upper Midwest.

Consumer Education Emphasized

* Radio Programming - Throughout the year the Department of Information and Agricultural Journalism gave strong support to activities of other staff members in consumer education through use of mass media. For example, the Homemakers' Quarter Hour devoted every Thursday program to "What Consumers Want to Know," using tapes from the U.S. Department of Agriculture covering every phase of family living. Most of the other programs on the Homemakers' Quarter Hour were slanted to consumer education.

* News Specials - Practically every week during the year a number of press releases went to daily papers, radio and TV stations and magazines, as well as to home agents for use in the local newspapers, on some phase of consumer information, e.g., buying and care of such new fabrics as permanent press; meaning of U.S. grade labels in buying poultry and other meats; guides to buying various foods; food safety; planning household budgets; buying blankets, mattresses, chairs.

* "Jet-Age Home" - A 12-week TV series entitled the "Jet-Age Home" featuring extension specialists Mary Ryan, Thelma Baierl, and Verna Mikesh was produced and telecast on 8 stations. Special educational materials--some for free distribution and some for sale--were prepared with the aid of the publications section. Kinescopes and videotapes were made so the series can be used on TV stations throughout the state and for special meetings.

* Consumer Education Week - This week, November 14-18, was used to make consumers familiar with the county extension office as a source of consumer information. A coordinated information effort included:

1. Table-top exhibits, individualized by county and featuring the county extension office (by phone number and address) as a consumer information center, were provided each county. Two thousand copies were used by counties.
2. A special leaflet, "Information for Home and Family," listing consumer publications of the Agricultural Extension Service, was widely distributed and also made part of the exhibit.
3. Special news stories (four) pointed to the county extension office as a source of information.
4. A special 8-page issue of "Helps For Home Agents," including short news and radio topics on consumer buying and credit, was provided all agents for their local use.
5. Special radio programs were aired.
6. A special 30-minute TV program "Serving the Consumer" was used on five TV stations.

A large number of new publications affecting consumer education and family living were edited and produced.

Consumer education, it is recognized, is only one aspect of family living education. The Department has furnished strong information support to the entire field of family living.

Conducted Special Work with Low-Income Families, Poverty Programs

* Special Literature Developed - Special emphasis was placed on preparing material at an appropriate reading level for Indians with lower educational achievement in Mille Lacs County and for other groups. Eight new publications were written. The acceptance was good, and the materials use was extended to some other programs such as 4-H, Young Homemakers, Food Stamp Plan, etc.

* Food Stamp Help Given - The Consumer and Marketing Service, USDA, asked the help of the Department in publicizing the Food Stamp Program. They were eager that everyone eligible to participate in the program is doing so. The Food Stamp Program is administered by the County Welfare Departments where recipients are certified.

The project produced photo-ready art for C&MS for a poster and flyers to use in grocery stores, housing developments, recreation centers, and local Food Stamp Offices. C&MS reproduced both posters and flyers. These posters and flyers were also sent to C&MS state directors in this region (11 states) for their use.

An insert on both information about the Food Stamp Program and nutrition information to help food stamp users spend their food money wisely was

prepared for Ramsey County. These inserts were distributed with checks to 5,000 recipients. Also, to help recipients spend their food stamps wisely, a Family Food Series was planned to go along with other publications already available. Two in the series were completed. They were "Family Food Daily Food Guide" and "Family Food Fruits and Vegetables."

* Informing Public About Projects with Low-Income Groups - Several radio programs were used to make the public aware of projects with low-income groups. These included two interviews with the nutritionist for the Maternity and Infant Care Project of the Minneapolis Health Department on meeting nutrition needs in low-income groups; an interview with the director of the St. Paul project on Head Start; and interview with the coordinator of the Migrant Health Project of the Minnesota Department of Health on Minnesota's migrant camps; and interviews on the food stamp program with an extension nutritionist and two representatives of the Minnesota Department of Public Welfare.

Career and Training Opportunities

Several special radio and press series on training and career opportunities were prepared.

* Youth - Two radio programs were devoted to the importance of training in preparation for the world of tomorrow. These programs, "Occupational Education for Tomorrow's World" and "Square Pegs in Round Holes," were based on the series of publications called Occupational Education and Training for Tomorrow's World of Work.

A series of five career stories went to extension agents informing youth of various types of training open to them (business, vocational, university and college, etc.) and stressing the importance of training for the future.

* Women - The Homemakers' Quarter Hour featured several series of programs giving information on educational and employment opportunities for women. Most career emphasis was on home economics (nine programs), though three programs were devoted to the help given women through the Minnesota Planning and Counseling Center and the Career Clinic for Mature Women.

* All Adults - Importance of continuing education for all adults was stressed on the Homemakers' Quarter Hour in interviews with the director of evening classes and the director of University Independent Study and Special Courses.

Resource Development Support Continued

The term, resource development, means different things to different people. Resource development in this report means some type of group--community, county, town, or state--attack on the problem of developing the total social, economic, political, and human resources. Examples of resource development support follow.

Work with Resort Owners - Two institutes were held for resort owners in which the improvement of their public relations programs was discussed. This work was handled by Harlan Stoehr, agricultural bulletin editor, and Gerald McKay, visual aids specialist. An exhibit on printed materials for resorts was prepared for the meetings.

A special series of six tourist TV shows ("Marvelous Minnesota") was arranged and produced for a five-station network featuring the tourist specialist. Several additional radio programs and tapes for multistation use were produced on recreational opportunities in Minnesota.

Additional service was provided to resort owners through improved Tourist Travel Notes, mailed to 5,000 persons.

Leisure Use Conference - A major effort was made to support and extend the influence of a 2½-day "Leisure Use Conference" near Grand Rapids. The conference was sponsored by the Agricultural Extension Service and four major church groups. Information efforts resulted not only in creating awareness and interest in the conference and the subject but also in stimulating several press men to cover the conference personally. Numerous stories were widely used in both the secular and the religious press.

A special TV show for five stations was developed in connection with the conference. Thirteen special radio programs were produced for use on 35 to 50 stations.

General Resource Development Support - Many information efforts centered on resource development. Included were over 40 radio programs (many sent by tape to 50 stations), 25 television programs televised on 5 stations, 35 news stories, a special 30-minute TV documentary on resource development in Carlton County, and regular information coverage of the Northern Great Lakes Resource Development Committee.

Civil Defense Efforts Furthered

Information efforts in emergency situations were supplemented with close support to civil defense specialist in long-time programs.

About a dozen stories were released dealing with Civil Defense. Included in these was a special packet of six news releases sent to county agents. Late in the year, 18 news releases and an equal number of radio news briefs containing information of value during a natural disaster, such as floods and tornadoes, were prepared. These are to be included in a special folder for county agents.

A 16-foot exhibit on protection from radio-active fallout was produced for the rural civil defense program. This was put up at two shopping center areas near the Twin Cities. A series of 20 overhead transparencies was prepared for television and group meeting use by the rural civil defense

specialist. One 2 x 2 slide set on rural protection from fallout was revised during the year and circulated for county use.

Three 30-minute civil defense programs were produced and aired on 5 TV stations. Several 15-minute shows, featuring Clifton Halsey, were arranged for KCMT-TV and KSTP-TV.

The series of 10 civil defense spots for TV completed and financed by a USDA grant in 1965 continued to be used in 1966.

Safety Promotion Continued

Emphasis on safety promotion on the farm and in the home suffered because a safety specialist was not available as a source of information. However, several stories and radio and TV programs emphasized safety. Farm Safety Week was the occasion for bringing together a large group of press-TV-radio representatives on Campus during the year for discussion of safety.

A large number of films and slide sets on safety were circulated to county agents and vo-ag teachers for their use in meetings and classes.

Several information staff took leadership in procuring and circulating safety messages after checking them with other University personnel.

Safe Use of Pesticide Information Efforts Stepped Up

All members of the staff were involved in educational efforts to bring about a better understanding of and safer use of pesticides.

A TV series of eight special shows was completed and available on video tape and film.

A 15-minute film in color entitled, "Mr. Gardener, Use Pesticides Properly," was produced in support of the work in safe use of pesticides. Two four-panel exhibits on using pesticides safely on poultry were produced and used at a series of egg institutes.

An expanded information support in press and on radio and TV was given to pesticide use and safety.

Food and Fiber Commission Support

The availability on campus of the chairman of the National Advisory Commission on Food and Fiber provided the information staff with an expert news source for releases dealing with problems of agricultural production on a national scale and the projected role this county and state play in the larger world food problem. During the year, about a dozen news releases were based on talks given by the Commission chairman, Sherwood O. Berg, dean of the University's Institute of Agriculture. Also, in September the staff worked with the Commission's information staff in coordinating a special news

conference with Berg. It was held in conjunction with the public hearings of the Commission in Minneapolis. Extensive radio and TV coverage was given to the Commission's work.

4-H Operation Expansion Supported

The Department of Information and Agricultural Journalism worked with state 4-H and county staff in a number of ways to implement 4-H Operation Expansion--in helping to develop guidelines, preparing stories, promotional bulletins and posters, and exhibits.

Several statewide stories plus special localized stories were prepared for Dakota, Beltrami, and Redwood Counties on these different subjects at different times: 1) announcing Operation Expansion for the county; 2) asking for adult leaders to volunteer to work in specific short-term programs; 3) announcing and explaining the series of "short courses" available; 4) inviting youth to take part in particular programs (e.g., money management series in Beltrami County); 5) announcing extension aide for Dakota County.

Four hundred table top display cards were produced as a part of the "Project Expansion" in 4-H in two counties. A four-panel exhibit for the county fair and national 4-H week were also produced for these same counties.

A six-foot exhibit on the 4-H electric project was built in cooperation with Northern States Power Company and used in six counties during the year. Similar exhibits on conservation were distributed to most of the counties after they were furnished by one of the large farm machinery manufacturers.

Two 2 x 2 slide sets on the 4-H program were prepared for use by county and state staff members as part of an over all 4-H promotion program.

Operation Canada Thistle

Minnesota's "Canada Thistle Control" program was a joint effort of the Agricultural Extension Service, State Department of Agriculture, and industry. The program was initiated, planned, and coordinated by the Minnesota Agricultural Chemicals Association. The campaign was planned to encourage more intensive efforts by landowners and farmers in controlling Canada thistle which now infest 1.5 million acres in Minnesota causing an annual loss of 25 million dollars.

Specific information support to the campaign included:

1. Arrangements for publicizing the governor's proclamation of "Canada Thistle Month."
2. Editorial support in preparing Extension Bulletin 329, "Controlling Canada Thistle."
3. Preparation and distribution of 5,000 Canada thistle posters to agricultural chemical dealers and other public places.

4. Preparation of timely news releases to newspapers, magazines, and special publications throughout the growing season. Some magazines had feature articles during June.
5. Preparation of 15 different radio programs for distribution to 53 radio stations.
6. Cooperation in developing a slide set to be used in conjunction with Extension Bulletin 329 by vocational agriculture instructors, county agents, agricultural inspectors, dealers, etc.

INFORMATION SERVICES TO MASS MEDIA

Many of the activities highlighted in the previous section were processed through regular services to the mass media. Material is provided either directly to the mass media outlets or indirectly by sending material to county extension agents for their use in the mass media locally.

Information Service to Mass Media

Regular Releases - From 8 to 15 stories are sent to daily newspapers, radio stations, and other outlets each week. Mailings are made two or three times during the week. From these stories the Department also selects those that are particularly applicable and sends them to one or more of 14 specialized lists of trade journals and special outlets (e.g. livestock, field crops, etc.).

Special Columns to Weeklies - Two Extension columns are provided each week to Minnesota weekly newspapers. They are "Our Land: Minnesota's Soil Resources" used by 25-50 papers and "Yard 'n' Garden" used by about 100 papers between March and October.

Radio Topics - In addition to regular news releases, radio stations receive one mailing of about eight items per week, especially adapted to radio use.

Special Features to Magazines - Many special features are arranged for farm and other specialized magazines. In addition, The Farmer magazine carries an information-staff prepared column of short timely items called "Timely Tips" and Successful Farming a page entitled "Special to Minnesota." Each year The Farmer uses a feature on the International Farm Youth exchanges, working with the information staff to obtain the material.

Tape Service to Radio Stations

The most regularly and probably the most widely used material from the Department is the tape service provided radio stations. The stations schedule

the tapes at regular times and after use return them to the Department. Included are the following:

1. 4-H Chats, 4½ minutes, weekly, featuring 4-H staff and other specialists, 44 stations.
2. Research reports, 7 minutes, weekly, featuring research workers, 42 stations.
3. Farm Topics, 4½ minutes, three-times a week, timely topics featuring extension specialists and research staff, 53 stations.
4. Garden Tips, up to 1 minute, five per week, featuring extension horticulturist Gus Hard, 45 stations, during spring, summer, early fall.
5. Agricultural Forum, open time, intermittent, featuring university and other guests with special reports concerning agriculture, business, and food consumption, 15 stations.
6. Service to Home Agents

A total of 48 tapes--four per month--went to 35 home agents during the year. Subjects covered almost every phase of family living. Most of them were interviews with extension specialists. A special effort was made in March to cooperate with the Social Security Administration to inform older people of the importance of enrolling for Medicare before the deadline. Walter Holtan, district manager of SSA, was featured with messages on four tapes sent to home agents and offered also to agricultural agents. These received wide usage.

In addition, special tape and other radio coverage is given to a number of Extension-related events. Included are Red River Valley Shows, State Fair, (about 60 radio and TV programs), Market Livestock Shows, Experiment Station Field Days, June Dairy Month, Forest Products Week, FFA Conference, Farm Safety Week, 4-H Radio Speaking Contest, Pork Week, Farm-City Week, Lamb Feeders' Day, Extension Conference, Leisure Use Conference, and many others.

Regular and Special Programming to Radio and TV Stations

The Department, in addition to scheduling guests and taping programs, coordinates or does its own live broadcasts and telecasts. Included were the following:

1. Homemakers' Quarter Hour, Josephine Nelson, KUOM, daily.
2. Farm Hour, Ray Wolf and Leo Fehlhafer, KUOM, ½ hour, daily.
3. Agricultural Short Courses, Ray Wolf, KUOM, 5 minutes, weekly.

4. Town and Country, Ray Wolf, KTCA-TV, ½ hour, weekly. This program is simulcast on WDSE-TV, Duluth and KWCM-TV, Appleton. Video tapes of the program are used on a regular schedule by WTCN-TV, a commercial station in Minneapolis, and KFME-TV, an educational station in Fargo, N. D.

5. Landscape Ideas, Gus Hard, extension horticulturist, KTCA-TV, one hour weekly during spring and summer. One half of this program is carried by other stations in the same way as Town and Country.

6. It's a Jet-Age Home, coordinated by Ray Wolf, hosted by three extension home economics specialists and telecast on 8 stations. The series consisted of twelve 30-minute programs dealing with money management, protein--the key of life and clothing and was produced by KTCA-TV.

Sixty thousand flyers were prepared by the Department and distributed by Twin Cities Red Owl Stores for both the money and protein series. Special flyers were prepared and sent to each station using the programs and to county offices.

Over 2,200 requests for "TV packets" were received even though the money management packet cost \$2.00.

In addition parts of the series were used by libraries and for high school home economics classes.

7. Marvelous Minnesota, coordinated and circulated by Ray Wolf, hosted by Larry Simonson, extension tourist specialist, produced at KTCA-TV, was used on 5 stations.

The series consisted of six 30-minute programs each featuring a different part of Minnesota. Nine hundred and thirty-five people requested printed material as a result of the programs.

Parts of the series were used on other TV stations.

8. State Fair - Radio and TV activities

KUOM - (Nelson, Wolf, Fehlhafer) - 11 programs, 75 guests
Commercial radio stations (arranged) - 29 programs, 217 guests
KTCA-TV - (Wolf) - 11 programs, 88 guests
Commercial TV stations (arranged) - 8 programs, 25 guests

A total of 248 radio programs were scheduled for commercial stations. Usually these are recorded in the Department studios. The state's most widely heard station, WCCO, carries University interviews in this way almost daily and other stations carry a large number of programs.

Fifty-eight TV programs were arranged for other stations.

In addition, the visual aids section provides some 75 movies per year to commercial and educational TV stations to supplement their programming.

Aids to Agents

An important part of the service to mass media is carried on through county extension agents. A major part of agent's output in this area must originate with his own efforts. However, the Department does a great deal of counselling and training for agents and provides regular aids. Included are the following:

1. Weekly packet of stories including at least one home economics, one 4-H, a sheet of short items, and two or three stories relating to agriculture. These can be used directly on radio or in press or can be adapted to local conditions.
2. Garden Fact Sheet, a monthly publication of short items on horticulture, useful for meetings and for mass media. (March through October.)
3. Helps for Home Agents, twice a month, 4 pages of short to medium-length items usable in meetings, direct mail, and mass media.
4. Recording Service to Home Agents - Josephine Nelson continued her recording service for home agents. Three- to 4-minute recordings and one 9-minute interview were furnished each month to a total of 35 home agents for use on their radio programs. The recordings featured extension specialists on a wide variety of subjects.

RELATIONSHIPS WITH UNIVERSITY AND FEDERAL INFORMATION PROGRAMS

The Department cooperates closely with other units of the University and with various federal and state agencies. Many of these activities are described in other sections of this report.

The head of the Department and leader of the extension information project serves on the University Senate Committee on Printing and Publications and the University Public Information Council. In the latter capacity the Department cooperates in such events as Editor', Legislators', and Broadcasters' Day; University Week; special sessions with opinion leaders; etc. This cooperation involves preparation of special exhibits showing the work of the Extension Service and other Institute units, special arrangements for speeches and participation in events, and many other activities.

Two information staff members have served as president and members of the Twin Cities USDA Club during the past few years and still participate actively. The Club has served to improve communications between agencies and bring about better understanding of the various groups' programs.

Radio specialists have made arrangements for representatives of other units of the University, USDA and agri-related agencies to appear on their live

and taped radio programs and have counselled with them on their problems. For example, the Extension-taped series has featured University President O. M. Wilson and other top officials on Extension-related topics and has carried special interviews for FHA, ASCA, and SCS on recent developments in their programs.

The press section jointly prepared with SCS a regular column, "Our Land: Minnesota's Natural Resources," for weekly papers.

The visual section conducts seminars for various departments in the Institute of Agriculture on the use of visuals in teaching and counsels with USDA agencies on audio-visual matters.

The radio and TV section conducted workshops at several locations for state and county staffs on matters pertaining to planning, producing, and presenting radio and TV programs in cooperation with Federal Extension Specialist Joe Tonkin.

INFORMATION TRAINING PROGRAMS

The activities of the information staff in training were summarized earlier in this report.

It is becoming increasingly apparent that there is a demand for training in communications not only for staff but also for other groups. Greater attention is being paid to resource development and other activities calling for increased skill in communications among the participants. In addition to the training programs (mentioned earlier in the summary) some of the other highlights of communications training activities were:

1. Revamping of the monthly newsletter, "Reaching People with Information Tools." This letter, started 19 years ago, now includes ideas on using mass media, the listing of available and new publications, and the latest information on audio and visual teaching tools.
2. A complete revamping and revision of all the Department's training publications on communications and teaching methods during the year. The two series, "Information Service Series" and "Communications Bulletins," were started in 1956 and the total number printed has now reached approximately 325,000. These series have been reprinted in many languages and by many other states. There are now 54 different numbers in the two series. During the past year one new training publication was added. It was "Good Dairy Cattle Deserve Good Pictures."
3. Continued increased interest in agricultural journalism. The Department offers two courses: Agricultural Journalism 53, "Agricultural Publicity," fall, winter, and spring quarters and Agricultural Journalism 134, "Rural

Mass Media," spring quarter. In addition the Department advises agricultural journalism majors in cooperation with School of Journalism, College of Liberal Arts. During the past year there were 10 students majoring in agricultural journalism at one time or another.

4. Counselling with staff, student groups, and outside organizations. An increasingly important activity of the staff such counselling is difficult to measure in number or time but it is fruitful.

5. Giving leadership to and providing teaching aids and some training sessions for the "4-H Photography Project" as important aspects of the visual section's activities. Photography is one of the fastest growing 4-H club projects.

6. Conducting seminars on communications problems. For example, a series of seminars was held on campus on the preparation and use of visual teaching materials. These were attended by resident and Extension staff members in these departments: Animal Husbandry, Dairy Industries, Agricultural Engineering, Horticulture, Home Economics, Agricultural Education, Poultry Science, Forestry and Veterinary Medicine.

A series of three was held out in the state for Extension agents, school teachers and laymen. About 40 people attended these.

RESEARCH AND EVALUATION

Two formal projects, cooperative between the Agricultural Experiment Station and the Agricultural Extension Service, were carried on during the year. There were: (1) "Factors Associated With Level of Use of Mass Media by Purposive Communicators" and (2) "Factors Associated with Motivation of Agents Toward Professional Improvement and Graduate Work."

In addition members of the staff used a clipping service to evaluate the reception of material by mass media; planned studies to evaluate effectiveness of pesticide information efforts; helped survey use of TV in home economics educational efforts; and further studied receptivity of public to 4-H booths.

APPENDIX

The appendix gives a more detailed account of the production activities of the Extension Information and Educational Aids Project. It provides a record for historical purposes of materials produced and a basis for evaluation of trends.

SERVICES TO PRESS

Summary of News Releases to Press, Radio, Trade Publications

Regular releases to daily newspapers and radio stations	362
Special releases to weeklies and dailies through county agents . .	294
Our Land--weekly column to all weeklies	20
Timely Tips--special column furnished twice a month to <u>The Farmer</u> .	24
Yard and Garden--special column feature stressing timely garden information sent each week to 100 weeklies and all dailies in Minnesota from March 14, 1966, to October 31, 1966	33
Garden Fact Sheet--horticultural information sent monthly to agents, March through October.	8
Special Minnesota page for national magazine	12
Special Minnesota State Fair coverage.	67
Fact Sheet and releases to daily papers before Fair.	2
Releases on State Fair to county agents before Fair.	4
Special releases at State Fair	52
Special features suggested and arranged.	6
Special summary stories.	3
Stories and features sponsored, directed or telephoned by staff. .	100
Special packets or series (releases)	14
Development of Human Resources for Economic Growth	2
Farm Policy.	5
Consumer Education Week--1 special issue of Helps for Home Agents (8 pages)	1
Releases	6
Special stories to Twin Cities outlets, selected weeklies and dailies in Minnesota, magazines, and outlets not listed in other categories	234
Radio Shorts (including 2 pages on agriculture and 1 page on homemaking: 2 or 3 items per page).	52
Helps for Home Agents.	23
St. Paul Campus News Notes (3 issues including two 20-page, one 37 page issue--total copies 950 per issue)	<u>3</u>
TOTAL.	1,246

<u>Helps for Home Agents by Subject Matter Divisions</u>	<u>Pages</u>
Careers	1
Consumer Education, Information and Marketing (including material in other subject matter areas)	19
Family Living	4
Food and Nutrition	30
Health	2
Home Equipment	4
Home Furnishings	6
Home Laundering	3
Home Management	4
Horticulture	4
Lighting	1
Research	3
Safety	3
Textiles and Clothing	<u>15</u>
TOTAL	99 pages, 23 issues

Press Releases by Subject Matter or Departments

<u>Department</u>	<u>No. of releases</u>
Administration:	90
College of AFHE	16
Extension	24
Dean's Office	24
Experiment Station	7
Other	19
Agricultural Education	2
Agricultural Economics	34
Agricultural Engineering	8
Agronomy	33
Animal Science	45
Biological Science	7
Civil Defense	11
Entomology, Fisheries and Wildlife	20
Farm and Home Safety	4
Food Science and Industries	9
Forestry	23
4-H, IFYE, YAC, and FFA	242
Home Economics (in addition to "Helps for Home Agents")	136
Clothing	19
Consumer Marketing and Education	15
Family Living	4
Food and Nutrition	27
Frozen Foods	8
Home Economics Research	1
Home Furnishings	4

<u>Department</u>	<u>No. of releases</u>	
Home Management	15	
Housing and Household Equipment	4	
Miscellaneous Home Economics (home extension activities, home economics staff personnel, career days, district conferences for home ec. teachers, TV, fillers for women's pages, etc.)	39	
Horticulture		50
International Agriculture		32
Plant Pathology		15
Rural Development		30
Rural Sociology		4
Short Courses		42
Soils		21
Town/County Art Show		8
Veterinary Medicine		<u>13</u>
TOTAL		879

Comparison of Output by Areas

To better evaluate the output and relative emphasis of news stories by the Department of Information and Agricultural Journalism for 1963-66, by Departments and by Extension program areas the following compilation was made. The figures here do not coincide with those on the previous pages because certain items were eliminated to make figures between years comparable.

	1963		1964		1965		1966	
	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>
III. Agriculture, Horticulture, Forestry Production, Mgt., and Technology								
Plant Sciences (Agr. & Plant Path.)	59	06.97	56	07.41	46	05.63	48	05.46
Soils	33	03.90	47	06.22	44	05.39	21	02.39
Horticulture	55	06.49	70	09.26	66	08.07	50	05.69
Forestry	32	03.77	34	04.50	33	04.04	23	02.62

	1963		1964		1965		1966	
	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>
Animal Sciences (Dairy, Animal & poultry)	73	08.62	54	07.14	45	05.50	45	05.12
Entomology, Fish- eries & Wildlife	18	02.13	10	01.32	20	02.45	20	02.28
Agr. Engineering	9	01.06	11	01.46	9	01.10	8	00.90
Total	279	32.94	282	37.31	263	32.18	215	24.46
IV. Marketing Utiliza- tion								
Food Sc. & Ind.	--	--	--	--	--	--	9	01.02
V. Youth								
Youth--4-H, etc.	210	24.79	154	20.37	221	27.05	242	27.54
VI. Home Ec. - Family Living								
Home Ec. - Family Living	156	18.41	133	17.59	125	15.30	136	15.48
VII. Resource and Com- munity Dev.								
Rural Dev.	1	00.12	4	00.53	15	01.84	30	03.41
Rural Soc.	7	00.83	13	01.72	14	01.72	4	00.45
Safety	29	03.43	14	01.85	8	00.98	4	00.45
Civil Defense	2	00.24	7	00.92	5	00.61	11	01.25
Total	39	04.62	38	05.02	42	05.15	49	05.56

	1963		1964		1965		1966	
	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>
Short Courses, Confer- ences								
Rural Art (T & C Art Show)	9	01.06	11	01.46	10	01.23	8	00.90
Short Courses	7	00.83	8	01.06	36	04.41	42	04.78
Total	16	01.89	19	02.52	46	05.64	50	05.68
International Agri- culture								
International Agr.	--	--	--	--	--	--	32	03.64
Other Colleges								
Agr. Biochemistry	3	00.35	2	00.26	--	--	--	--
Vet. Medicine	7	00.83	8	01.06	10	01.23	13	01.48
Biological Science	--	--	--	--	--	--	7	00.80
Total	10	01.18	10	01.32	10	01.23	20	02.28
Other								
Administration	53	06.25	60	07.94	43	05.26	90	10.24
Agricultural Ed.	--	--	1	00.13	2	00.24	2	00.23
Agricultural Econ.	84	09.92	59	07.80	65	07.95	34	03.87
Total	137	16.17	120	15.87	110	13.45	126	14.34
Grand Total	847	100.00%	756	100.00%	817	100.00%	879	100.00%

RADIO

This section summarizes the radio programs produced, voiced, or arranged by Information and Educational Aids project staff.

Live Programs - for KUOM - 572

<u>Name of Show</u>	<u>Host</u>	<u>Length</u>	<u>No.</u>
Agricultural Short Courses	Ray Wolf	5 minutes	52
Homemaker's Quarter Hour*	Jo Nelson	15 minutes	260
University Farm Hour*	Leo Fehlhafer and Ray Wolf	20 minutes	260

Recorded Programs for stations and county extension workers - 538

<u>Name of Program</u>	<u>No. sent</u>	<u>No. outlets</u>	<u>Uses</u>
4-H Chats	52	44	2,288
Research Reports	52	42	2,184
Home Economics*	48	32	1,680
Farm Topics*	156	53	8,268
"Specials"*	44	2 to 60	440
Garden Tips	150	45	6,000
Veterinary Medicine	36	30	1,080

Arranged Programs - (Interviews scheduled for individual stations - 248)

TOTAL NO. DIFFERENT PROGRAMS - live, recorded and arranged - 1,458

TOTAL PROGRAMS USED - 22,700

* Details given below

A more complete breakdown of the programs follows:

The University Farm Hour (30 min. - M-F) consisting of 260 programs. The topics discussed fall in the following broad areas:

Animal sciences	39
Plant sciences	27
Pesticides, Civil Defense, Safety	21
Resource Development - (Leisure, Conservation, Recreation)	26
Education - (College, Careers, Short Courses, Experiment Station)	45
Farm Management and Economics	43
Food and Consumer Education	10
Soil science	12
International agriculture	13
Horticulture	13
Forestry	14
Youth (4-H and FFA)	15

Radio station, KUOM, covers a rural population of 530,000 people. This includes 54,000 farmers and farm managers on 64,000 farms which have a gross sales of 620 million dollars.

Farm Topics, and special tapes that could be classified covered the following areas:

Resource development (leisure, recreation and conservation)	21
Pesticides, civil defense, safety	28
Animal science	30
Crop science	25
Education (College, Experiment Station, Short Courses, Extension)	25

Related agencies (State Dept. of Ag., SCS, ASC, Savings Bonds, etc.)	25
Ag. engineering and related fields	9
Food and Fiber	10
Ag. Policy	6
Youth - (4-H and FFA)	5
Forestry	2

Homemakers' Quarter Hour - The number of programs classified by subject matter follow:

Horticulture (weekly)	52
Consumer education and information (in a weekly series called "What Consumers Want to Know"--and including many types of information in every phase of family living, from buying and care of food and clothing to teenagers' allowances, keeping household budgets and home and highway safety)	52
Art and Literature	5
Careers (with emphasis on home economics)	10
Clothing	9
Continuing education (opportunities for)	8
Family life	7
Food and nutrition	23
Food and Drug Administration (drug abuse, etc.)	2
Health, medical care, safety, civil defense (This included a program on MEDICARE)	11
Home furnishings	6
Housing and household equipment	6
Home management	6

International relations (world food problems, international agricultural programs, Peace Corps, IFYE, etc.)	14
Research in agriculture and home economics	10
Resource development (human and other, including work with low-income groups)	15
Youth (4-H, FHA, etc.)	14

Home Economics Tapes to Agents Included These Subjects:

Family living	1
Consumer information (sources: co. extension office)	4
Continuing education in home economics	4
Food (including freezing, buying meats and dairy products, nutritive value, preparation)	22
Home Furnishings	9
MEDICARE (with Mpls. District Director Walter Holtan)	4
Resource development	4

TELEVISION

The Department of Information and Agricultural Journalism produced and/or coordinated 4 major series of TV programs during the past year. These included "Town and Country," "Landscape Ideas," "Jet-Age Home," and "Marvelous Minnesota." Most of the 92 half hour programs were carried on four educational and one or more commercial stations.

The areas discussed were:

Resource development	25
Food and consumer education	20
Horticulture	18
Pesticides, civil defense and safety	10
Farm management and economics	8

Animal science	4
International agriculture	3
Careers, short courses, youth and plant science (one each)	4

In addition to the above shows a total of 58 programs were arranged for other TV stations during the year.

TOTAL STATE RADIO-TV EFFORTS, 1966*

The following table indicates the Institute of Agriculture radio and TV programming through the Department of Information and Agricultural Journalism and through County Extension Offices, 1966, by Extension program areas.

Media	Program Areas										Total	
	III		IV		V		VI		VII		No.	%
	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>
Radio												
Total Different programs from Dept.	523	38	51	4	360	26	136	11	288	21	1,358	100
Total Programs used from Dept.	9,088		116		3,345		3,568		6,585		22,702	
County programs	6,078		651		3,683		2,915		725		14,054	
Total	15,166		767		7,028		6,483		7,310		36,752	
Television												
Total different programs from Dept.	31	34	0		20	22	2	2	39	42	92	100
Total programs used from Dept.	153		0		100		10		195		458	

Media	III		IV		V		VI		VII		Total	
	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>
County Programs	193		9		101		107		30		440	
Total	346		9		201		117		225		898	

* Total programs used from the Department include taped programs. Thus if a program was taped for use on 10 stations, the number included was 10.

AUDIO-VISUAL ACTIVITIES

In this section are summarized the principal activities of the audio-visual section which includes work done in photography, art, equipment, film and slide distribution and professional counselling.

Photographic Services

The office provided camera equipment for black and white pictures and color slides for members of the state Extension staff at their request and gave training in the use of the equipment. In addition, about 200 black and white pictures and more than 300 color slides were made for members of the state staff for use in publications, television programs, exhibits and press.

Art Work

The art staff consisted of two full-time artists, two part-time undergraduate students and considerable help from outside commercial art sources. Altogether 634 separate jobs were produced totalling 2,119 pieces of art work which were used in publications, on television shows, for exhibits and for color slides of overhead transparency sets.

The number of overhead transparencies produced increased about 50 percent over last year because of greater interest on the part of specialists and more projectors in the county offices. More than 1,500 transparencies were made in 1966. Also an increased amount of time in counselling both state and county staff members was given this past year.

Audio-visual Equipment Pool

Fourteen hundred and thirty-three items of equipment were checked out to staff members for their work with groups over the state and for television performances. More than 90 pieces of audio-visual equipment are in the

pool available for check-out to staff. This includes all kinds of projectors, screens, easels, flannelboards, public address systems, tape recorders, cameras and exhibit equipment. This equipment was maintained during the year and repaired as necessary.

Audio-visual Library

The Extension audio-visual library included films, 2 x 2 slide sets, filmstrips, flannelgraphs, large photographs and a few tape recordings. Reviewing new materials for the library with subject matter specialists, removing obsolete materials and keeping users informed about new items required a significant amount of time of the staff in this section. A detailed account of the services provided by the library of visual materials follows:

Motion Pictures

Number of titles	510
Number of prints of films	832
Shipments made	3,318
Showings made of films (based on average number of showings per booking)	8,295
Total audience (not including television)	287,980
Estimated television audience	500,000
Films shown on television programs	67

Slide Sets

Number of titles	437
Number of sets	1,222
Number of shipments	2,393

Filmstrips

Number of titles	89
Number of prints	172
Shipments made	122

New motion pictures added during 1966

<u>Titles</u>	<u>Sources</u>
THE FOOD AND AGRICULTURE ACT OF 1965	University of Minn. (kinescope)
FOREST PATTERNS: BEAUTY AND USE	USDA
THE ALEXANDRIA FFA DUCK RAISING PROGRAM	Alexandria FFA Chapter
SHEEP MEET THE CHALLENGE	Union Pacific Railroad
WHAT'S HAPPENING TO OUR LAKESHORES?	Univ. of Wisconsin
e.g. INDIA	International Minerals & Chemical Corp.

New motion pictures (continued)

<u>Titles</u>	<u>Sources</u>
HERITAGE OF SPLENDOR.Richfield Oil Co.
PARENTS ARE NECESSARYEastman Kodak
TREES AND THEIR CARE.Int. Film Bureau
INSECTS ARE INTERESTINGInt. Film Bureau
FARMING IN SWEDENGift from Elmer A. Reese, former attache to Sweden
ROUNDUPUSDA
MR. DECATHALON.American Quarterhorse Ranch
LITTON CHAROLAIS RANCH.Litton Charolais Ranch
WILD RIVER.Humble Oil Company
THE STORY OF STEAK.American Hereford Association
CASH IN ON CORNNational Plant Food Institute
ORDERS OF INSECTSUniversity of Colorado
A SIMPLE CUP OF TEAUSDA
THE INSIDE STORY.Elanco Products
CHANGING WORLD OF BEEF.Elanco Products
WHITE THUNDERFord Motor Company
CLOTHES AND CHILDREN.University of Minn. (kinescope)
THIS LAND IS OURSUSDA
JUDGING SLAUGHTER STEERS.Texas A & M
DISCOVERING COLORFilm Associates of California
PATTERNS OF THE WILD.U.S. Forest Service
THE CARDBOARD COWUSDA
THIS IS LUMBER.Western Wood Products Asso.
SIDING SENSE.Western Wood Products Asso.
OPERATION ATTICWestern Wood Products Asso.
ONE ROAD.Ford Motor Company
NEW ERA IN SWINE PRODUCTIONBehlen Mfg. Co.
MORE FUN FOR YOUR MONEYUniversity of Minn. (kinescope)
ARE YOU AND YOUR MONEY SOON PARTED.University of Minn. (kinescope)
TO BORROW, TO BORROW, TO BORROWUniversity of Minn. (kinescope)
MEN, MONEY AND MACHINESUniversity of Minn. (kinescope)

New Slides and Filmstrips Added

<u>Number</u>	<u>Titles</u>	<u>Sources</u>
#540	AUTOMOTIVE ADVISORS--ADULTS	Nat'l 4-H Service Com. & Firestone Tire & Rubber Co.
#541	YOUNG ADULTS--AUTOS, FUN & RESPONSIBILITY	Nat'l 4-H Service Com. & Firestone Tire & Rubber Co.
#542	ELECTRIC POWER USE ON A MINN. DAIRY FARM	Minnesota Power & Light Co. & Donald Bates
#543	CHEMICAL WEED CONTROL RESULTS IN CORN, OATS, GRAIN SORGHUM AND SOYBEANS	University of Minnesota

New Slides and Filmstrips (continued)

	<u>Titles</u>	<u>Sources</u>
#544	CONSERVING OUR NATURAL RE-SOURCES	Nat'l 4-H Development Committee
#545	A NEW CHALLENGE IN VOCATIONAL AGRICULTURE	Ohio State University
#546	SONGS FOR 4-H OR FFA	
#547	ORGANIZATION OF THE U.S. DEPT. OF AGRICULTURE	USDA
#548	HOW TO DO A POULTRY AUTOPSY	California State Polytec. College
#549	ANATOMY OF THE FOWL	California State Polytec. College
#550	CATCHING & HANDLING POULTRY	California State Polytec. College
#551	EMBRYO DEVELOPMENT OF THE CHICK	California State Polytec. College
#552	HEALTH INSURANCE FOR THE AGED	Social Security Administration
#553	GO SEEK AND HIDE	Am. Assoc. of Poison Control Centers
C-30	HOW TO APPLY FOR A JOB	Awards Records & Film Company
#554	POULTRY BROODING MANAGEMENT	California State Polytec. College
#555	THE 4-H RFD SAFETY PROGRAM	Automotive Safety Foundation
#556	U.S. STANDARDS FOR QUALITY OF INDIVIDUAL SHELL EGGS	USDA
#557	THIS IS 4-H	University of Minnesota
#558	THE 4-H STORY	University of Minnesota
#559	U.S. STANDARDS FOR QUALITY OF READY-TO-EAT POULTRY	USDA
#560	THE AMERICAN BROILER-FRYER, MODERN FOOD MIRACLE	USDA
#561	A COLOR PLANNED TEEN WARDROBE	California Extension Service
#562	BEEF HERD IMPROVEMENT THROUGH SELECTION	University of Minnesota (Charles Christians)
#563	UNDERSTANDING TODAY'S TEXTILES-FIBER PERSONALITIES	J. C. Penney Company
#564	UNDERSTANDING TODAY'S TEXTILES CARE	J. C. Penney Company
#565	TEENAGE DRESSING BY DESIGN	California Extension Service
#566	TEENAGE DRESSING BY DESIGN-LINE	California Extension Service
#567	FOCUS ON LINE AND DESIGN	Illinois Cooperative Extension Service
#568	THE FAMILY IN A MONEY WORLD	University of Minnesota
B-47	HOW FOOD BECOMES YOU	Dairy Council of the Twin Cities
B-46	FOCUS ON LINE AND DESIGN	Illinois Cooperative Extension Service
#569	EMERGENCY MANAGEMENT IN POULTRY PRODUCTION	USDA
#570	YOUTH FOR NATURAL BEAUTY	USDA
#571	JUDGING HEREFORDS	American Hereford Association

New Slides and Filmstrips (continued)

<u>Number</u>	<u>Titles</u>	<u>Sources</u>
B-48	ALCOHOL, NARCOTICS AND TOBACCO	Eye Gate House, Inc.
#420	HOME ACHIEVEMENT DAY DISPLAYS	Sibley County Agric. Extension Service
#572	MANAGEMENT OF TIME	University of Minnesota
#573	THE ESSENCE OF TIME	University of Minnesota
#574	ANN'S ADDITIVE STORY	USDA & Mfg. Chemists Assn.
#575	OPEN CLASS COUNTY BOOTHS AT 1966 STATE FAIR	University of Minnesota
F-1	COMMUNITY ACTION FOR BETTER BREAKFASTS	Cereal Institute, Inc.
F-2	WHY EAT A GOOD BREAKFAST	Cereal Institute, Inc.
#577	BASIC PRINCIPLES OF MEAT BUYING	Swift and Company
#578	SELECTION & PREPARATION OF MEAT REQUIRING LESS THAN 1 HOUR TO COOK	Swift and Company
#579	SELECTION & PREPARATION OF MEAT REQUIRING MORE THAN ONE HOUR TO COOK	Swift and Company

PUBLICATIONS

The purpose of this section is to give a complete listing of all Extension publications printed during the year and a summary of all editorial material handled for all units of the Institute of Agriculture.

List of Extension Publications Issued During Year

Bulletins--New

320. Soils of the Metropolitan Area. L. D. Hanson, C. D. Springer, R. S. Farnham, A. S. Robertson, E. R. Allred. 40 pages. 3.5M.
321. No. 4. Naughty Child or Annoying Behavior. S. Fisher. 2 pages. 20M.
No. 5. Mealtime--Happy or Hectic. S. Fisher. 2 pages. 25M.
329. Controlling Canada Thistle. G. R. Miller and R. Behrens. 4 pages. 30M.
330. Buying Mattresses for Comfort. M. Zabel. 16 pages. 15M.

- 331. Arranging Flowers. Adapted from PNW Publications.
- 332. Finishing and Refinishing Wood Furniture. M. Zabel. 8 pages. 15M.
- 333. Urea and Other Nonprotein Nitrogen Compounds for Cattle and Sheep. R. D. Goodrich, J. C. Meiske, and R. E. Jacobs. 4 pages. 20M.
- 334. Vitamin A and Carotene for Cattle and Sheep. R. D. Goodrich, J. C. Meiske, and R. E. Jacobs. 4 pages. 20M.
- 335. Meeting the Mineral Requirements of Cattle and Sheep. R. D. Goodrich, J. C. Meiske, and R. E. Jacobs. 4 pages. 20M.
- 336. Fresh Pork for Your Table. V. Mikesh. 12 pages. 15M.
- 337. Cured Pork for Your Table. V. Mikesh. 12 pages. 15M.
- 338. Selecting Natural Wood Finishes. M. Zabel. 6 pages. 15M.

Bulletins--Revised

- 196. Planting the Farmstead Shelterbelt. P. Anderson, W. Miles, and M. Smith. 16 pages. 10M.

Bulletins--Reprinted

- 218. Feeding the Dairy Herd. R. Wayne, C. Cole, J. Donker, J. Mudge, and C. Wilcox. 66 pages. 4.8M.
- 258. Evergreens. M. Smith, C. G. Hard, A. C. Hodson, and D. French. 32 pages. 10M.
- 263. Insecticides and Their Uses in Minnesota. J. A. Lofgren and L. K. Cutkomp. 32 pages. 1.5M.
- 267. Woody Plants for Minnesota. L. Synder, M. Smith, and C. G. Hard. 36 pages. 10M.
- 298. Income Tax Management for Farmers. P. Hasbargen and committee. 12 pages. 4M.
- 308. Silage Production and Preservation. L. H. Smith, H. J. Otto, and W. W. Brookins. 28 pages. 5M.
- 321. No. 1. The Importance of Play. (twice) S. Fisher. 2 pages. 6.5M.
No. 2. Parental Influence and the Child. (twice) S. Fisher 2 pages. 7.5M.

No. 3. Do You Expect Too Much? (twice) S. Fisher. 2 pages. 7.5M.

Folders--New

NONE

Folders--Revised

154. 1966 Vegetable Varieties. O. C. Turnquist. 16 pages. 12M.
174. Know the Eggs You Buy. M. Hamre and V. Mikesh. 6 pages. 10M.
188. Shortcuts in the Home. E. Jordahl. 8 pages. 10M.
212. Cultural and Chemical Weed Control in Field Crops. R. Behrens, H. Otto,
and R. Robinson. 16 pages. 35M.
218. Today's Fibers. S. Erickson and A. Scheid. 8 pages. 15M.

Folders--Reprinted

164. Getting Started With Your Vegetable Garden. O. C. Turnquist.
10 pages. 7.5M.
165. The Home Lawn. (reprinted 3 times) L. Snyder, R. Stadthenn, and
D. White. 10 pages. 5M.
204. Know Your Measures. V. Mikesh and R. Munson. 4 pages. 15M.
222. The Cost of Convenience--Which Food to Buy. G. Brill and M. Ryan.
10 pages. 10M.
223. Feeder Pig Production Guide. H. T. Omtvedt. 6 pages. 5M.
224. Planning and Building Her Wardrobe. A. Scheid. 8 pages. 10M.
227. Be a Better Buyer of Starches. Adapted by M. L. Muller. 6 pages.
5M.
228. Be a Better Buyer of Laundry Aids. Adapted by M. L. Muller. 6 pages.
5M.
229. Be a Better Buyer of Bleaches. Adapted by M. L. Muller. 6 pages.
5M.

Pamphlets--New

- 209. You and Protein. V. Mikesh. 6 pages. 10M.
- 210. Stretching Your Protein Dollar. V. Mikesh. 6 pages. 10M.
- 211. Protein-Rich Foreign Foods. V. Mikesh. 6 pages. 10M.
- 212. Clothes and Money. T. Baierl. 6 pages. 10M.
- 213. Clothes and Children. T. Baierl. 6 pages. 10M.
- 214. Clothes and Teens. T. Baierl. 6 pages. 10M.
- 215. Clothes Today and Tomorrow. T. Baierl. 6 pages. 10M.
- 216. How to Arrange Furniture. Adapted from Iowa State. 16 pages. 5M.
- 217. Curtains and Draperies. Adapted from Iowa State. 12 pages. 5M.

Pamphlets--Revised

- 184. The Home Fruit Spray Guide. O. C. Turnquist, H. G. Johnson, and J. A. Lofgren. 8 pages. 10M.
- 194. Crop Production Guide for Minnesota. W. F. Hueg, Jr., H. J. Otto, C. J. Overdahl, L. D. Hanson, and M. V. Halverson. 2 pages. 7M.

Pamphlets--Reprinted

- 194. Crop Production Guide for Minnesota. W. F. Hueg, Jr., H. J. Otto, C. J. Overdahl, L. D. Hanson, and M. V. Halverson. 2 pages. 2.5M.
- 205. Memo on Chemicals in Milk. R. Solac. 2 pages. 2M.
- 209. You and Protein. V. Mikesh. 6 pages. 20M.

Special Reports--New

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Special Reports--Revised

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Special Reports--Reprinted

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	22	254,800
Extension Folders		
New	0	
Revised	5	82,000
Reprinted	<u>9</u>	<u>67,500</u>
	14	149,500
Extension Pamphlets		
New	9	80,000
Revised	2	17,000
Reprinted	<u>3</u>	<u>24,500</u>
	14	121,500
Special Reports		
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Revised	1	3,000
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	10	26,000
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Revised	6	33,000
Reprinted	<u>3</u>	<u>14,000</u>
	15	61,000

		<u>Number</u>	<u>Copies Printed</u>
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	Revised	2	14,000
	Reprinted	<u>15</u>	<u>99,000</u>
		18	133,000
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	Revised	5	131,000
	Reprinted	<u>17</u>	<u>85,000</u>
		37	264,300
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	Revised	25	107,000
	Reprinted	<u>37</u>	<u>132,700</u>
		87	363,700
Information Series*			
	New	0	
	Revised	9	11,000
	Reprinted	<u>13</u>	<u>24,400</u>
		22	35,400
Communications Bulletins*			
	New	0	
	Revised	5	7,500
	Reprinted	<u>6</u>	<u>4,700</u>
		11	12,200
	TOTAL	250	1,421,400

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Newsletters Published In 1966 (mostly Extension)

<u>Name</u>	<u>No. of Issues</u>	<u>Total Number Published</u>
Campus News Notes*	3	2,900
Dairy Products Newsletter	4	3,900
DHIA Newsletter	2	18,600
Farm Business Notes	11	38,340
Feed Service	3	4,050

<u>Name</u>	<u>No. of Issues</u>	<u>Total Number Published</u>
Florists' Bulletin	6	3,300
Minnesota Forest Products Marketing Bulletin	4	10,000
Homemakers Limited	5	6,300
Beef Outlook Information Newsletter	4	29,500
Hog Outlook Information Newsletter	4	26,000
Minnesota Tourist Travel	3	17,100
Nurseryman's Newsletter	4	16,000
Poultry Patter	6	11,000
Reaching People	12	4,200
Soil Fertility Notes	4	12,600
Vo-Ag Newsletter	10	4,600
Veterinary Medicine Reporter	<u>1</u>	<u>1,200</u>
TOTAL	86	209,590

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Station Bulletins	New	4	144	15,000
Technical Bulletins	New	4	120	9,000
Misc. Reports	New	9	262	23,800
	Revised	<u>2</u>	<u>46</u>	<u>46,000</u>
		19	572	93,800
Minnesota Science (Vol. 23, No. 1)		<u>1</u>	<u>16</u>	<u>18,500</u>
		20	588	112,300

Miscellaneous Publications

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Institute of Agriculture	318	1,433,920
Extension	<u>138</u>	<u>872,900</u>
	456	2,306,820
	<u>No. of Jobs</u>	<u>Number Published</u>
ALL JOBS	802	4,050,110