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press  
publications  
radio  
television  
visual aids

# Reaching People

with information...

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA



September 22, 1965

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\* Please read, check, and circulate \*  
\* County Agricultural Agent  \*  
\* County Home Agent  \*  
\* County 4-H Agent  \*  
\* County Ass't. Agent  \*  
\* Secretary for Filing  \*  
\*\*\*\*\*

A NEW FORMAT... With this issue of "Reaching People" we are introducing a new format and a somewhat different approach. The objective of this monthly letter continues to be to keep you informed of new ideas, activities, and developments in communications--especially mass media and the use of teaching aids--as they affect your educational program. Frequently the entire issue may be devoted to a more comprehensive development of a single subject. All members of the Department of Information and Agricultural Journalism will contribute regularly, but sections on press and radio will not be as strictly departmentalized as in the past.

Because they do contain the latest information on our publishing and visual activities, we will continue to attach the sections on "Publications and Direct Mail" and "Visual Aids Tip Sheet" as distinct parts of this monthly letter. --Harold B. Swanson

EDITORS, BROADCASTERS, AND LEGISLATORS WILL BE UNIVERSITY GUESTS..... Minnesota editors, broadcasters, and legislators will be the guests of the University for the Annual Editors' and Legislators' Day, Saturday, October 2. Several county agents will be hosts to the agents as will several members of our staff (Harold B. Swanson, Gerald R. McKay, Ray Wolf, Jo Nelson, Harlan Stoehr, and Phil Tichenor). There'll be two exhibits from the Agricultural Extension Service and many from other units of the Institute of Agriculture... Immediately preceding the day (Friday, October 1) the annual Editors' Short Course, Press Women's Short Course, and Advertising Clinic will be held. George Donohue, extension rural sociologist, will be one of the featured speakers. A word from you to your local editors might help pep up our attendance. See what you can do. --H. B. S.

4-H MARKET LIVESTOCK SHOW (SEPTEMBER 27-29) COVERAGE from our office will follow somewhat the pattern used at the Junior Livestock Show in previous years.

1. We'll send you the following after the show:
  - a. A story enabling you to list the names of donors of the awards for all blue and red ribbon winners. This will be mailed as soon as possible but probably not until Monday, October 4 or later.
  - b. A similar story for the top entries in the carcass contest. It will take a week before the results of this contest are known.
2. We'll announce directly to the daily press and radio the breed and grand champions and possibly the blue ribbon winners at the time of the show. We will also handle the story on the livestock achievement award winner and the herdsmanship counties, sending you a copy if the story is pertinent to your county.
3. We'll make picture taking facilities for press pictures and tape recording available to you and the media at the show. See Gerald McKay and Ray Wolf.

WORD CORNER: SHARPEN UP! --The indefinite articles a and an are frequently misused by people who should know better. Don't assume that a is always used before a word beginning with a consonant or an before a word beginning with a vowel. But remember to use a before a word beginning with a consonant sound: a car, a hotel, a united (y u-nited) front, a European (yur-opean). Use an before a word beginning with a vowel sound: an hour, an M. A. (em), an F-1 (eff) hybrid, an easel. --Jo Nelson

THE JOURNAL OF COOPERATIVE EXTENSION will soon be sending present subscribers renewal notices. The Journal is developing a system of renewals that calls for renewals in October for the coming subscription year (1966). For those of you who are not subscribers, Frank Forbes will be sending you information and subscription blanks a little later in the year. Watch for it.

We hope that all of you will continue to support and use the Journal. It's the only professional journal developed exclusively for extension educators and is supported by the national associations of county agricultural, home economics, and 4-H agents; Epsilon Sigma Phi; and the American Association of Agricultural College Editors. -- H. B. S.

THE NAME IS NOT UNIVERSITY FARM... A few of your mailing lists refer to us as University Farm, a name we dropped 15 years ago. Would you check and correct please. The mail address is:

Agricultural Extension Service (or other unit)  
Institute of Agriculture  
University of Minnesota  
St. Paul, Minnesota 55101

COMMUNICATIONS NOTE --"Nine-tenths of the serious controversies which arise in life result from misunderstandings, result from one man not knowing the facts which to the other man seem important, or otherwise failing to appreciate his point of view." --Quoted from former Supreme Court Justice Louis D. Brandeis

RELEASES ON 4-H STATE WINNERS --According to agreement with the State 4-H Office, the state 4-H award winners will be announced in press releases these weeks:

Sept. 27 (National 4-H Week) - National 4-H Conference and Camp Miniwanca delegates

Oct. 4 - Achievement, leadership, citizenship

Oct. 11 - Home economics (home economics girl, clothing, dress revue, food-nutrition, bread, dairy foods, food preservation, home improvement-family living)

Oct. 18 - Livestock and agriculture (beef, dairy, livestock, poultry, sheep, swine)

Oct. 25 - Mechanical (automotive, electric, shop, tractor)

Nov. 1 - Plant sciences (field crops, conservation, entomology, forestry, horticulture, home yard improvement)

Nov. 8 - Miscellaneous (including dog care, health, photography, safety)

Nov. 15 - Alumni recognition and general announcement of all 4-H'ers going to National Club Congress.

Feel free to announce your own winners as you wish. We'll send agents concerned copies of our releases, which will go to daily papers, radio and TV stations--not to weeklies. --Jo Nelson

RADIO AIDS RAD --Ever wonder how to let the people in your county know about the Rural Areas Development Program? Well, Russ Bjorhus, Meeker County Agent, used radio. Read on--maybe you can use a similar technique.

Russ was new in the county at the time RAD officers and committee chairmen had been elected. The problem was to tell the people about the Meeker Rural Areas Development Association--what it was, what it could do for county, who was on the board, and how nearly everyone could help.

Russ explained his problem to radio station, KLFD, and asked if they might do an "open mike" type of program. The station was eager to help. It gave the county 6 to 6:30 p. m. for several weeks and publicized the shows.

The agent appeared on the first show and assigned others to appear on succeeding programs. The telephone response was excellent. The county was put on the maps, and the shows generated a lot of interest and understanding of the Rural Areas Development Program. --Ray Wolf

**TAPES TO HOME AGENTS** --October tapes to home agents will concern proper packaging for freezing, with Jo Nelson interviewing Mrs. Shirley Munson. November tapes will be concerned with buying toys for children. If you're not on the list to get the tapes regularly and want either of these month's issues, please request them now from Jo Nelson. Be sure to return the tapes as soon as you've used them (some roll back mightly slowly!) and don't forget your enclosure slip when you use the penalty mailing privilege.

**FIFTY STATIONS PROMOTE FOREST PRODUCTS WEEK** --The Department of Information and Agricultural Journalism in cooperation with the School of Forestry will record and distribute 9 interviews to 50 Minnesota stations on forestry-related topics during National Forest Products week, October 17-23. Ray Wolf, series coordinator, would like your comments on the programs you hear.

**NEW HOME EC. TV SERIES TO START IN JANUARY** --"About the Home" is the name of a new home economics TV series scheduled for January through March 1966. The program will be divided into three major areas with four programs in each. Mary Ryan, extension consumer marketing specialist, will do the programs in January under the title "Families in a Financial World." Verna Mikesh, extension nutritionist, will do four programs in February on "Protein." "Clothing and the Consumer" is the topic for March featuring Thelma Baierl, extension clothing specialist.

These shows will be shown on KTCA, channel 2; WDSE, channel 8, Duluth; WTCN, channel 11, Twin Cities; and KFMA-TV, channel 13, Fargo. The exact day and time of the series will be given you in the next newsletter.

We are planning to put the series on 16 mm. film so that those of you who cannot see the programs can draw the films from our film library and show them to your groups. Printed material probably will be available for each of the programs.

Home agents may wish to alert county groups of the coming series and plan for viewing and followup sessions. For further information or ideas for using the series contact me or Caroline Fredrickson. --Ray Wolf

**"GREEN ACRES" TELEVISION PROGRAM** --"Green Acres," a new CBS television series, features Eddie Albert, who has a hankering to get back to the farm, and his city-loving wife, Eva Gabor. Several references were made to the USDA in the first show, September 15. The county agent should appear in future programs since the series' consultant is a former county extension director in California. "Green Acres" can be seen at 8:00 p. m. each Wednesday on WCCO-TV, channel 4 and on KEYC-TV (Mankato), channel 12. Walter John, Federal Extension Service, says, "I think you'll find it interesting and entertaining."

**COMMENTS ON "MAKE RADIO WORK FOR YOU"** --Kathleen Ophoven, East Polk home agent, made this comment on the programmed learning unit "Make Radio Work For You": "Excellent--stimulates agents to improve radio programs and gives good guidance in doing same." If you'd like the unit for a month, order it any time. --Jo Nelson.

## Publications and Direct Mail

### NEW PUBLICATIONS

Selecting Pictures. Ext. Bull. 323. Myra B. Zabel and Rachel F. Munson. First in a series of three bulletins replacing Extension Bulletin 279, Pictures. A guide to selecting pictures you can enjoy and those that will be appropriate for your home. Includes information on sources of original artwork and reproductions in Minnesota. Illustrated with the work of well known artists. 8 pages. Available mid-October.

How to Upholster Overstuffed and Occasional Chairs. Ext. Bull. 326. Replaces "Re-upholstering a Chair at Home," an Oregon reprint we've used for 9 years. 28 pages.

Agriculture and Food Chemicals Today. Ext. Bull. 327. Appraises the role of chemicals in producing and processing food and fiber. Prepared by the Extension Agricultural Chemical Committee. 12 pages. Available after October 15.

Adult Programming for City and Country. October-December 1965. Quarterly list of topics for "Highlights in Homemaking" and the "University Farm Hour" on KUOM radio and "Town and Country" on KTCA-TV. 8-page railroad folder. Available early October.

### REVISED PUBLICATIONS

Objectives and Role of Mass Media in Adult Education. Comm. Bull. 24. Harold B. Swanson and Willie Strain. An outline of the present role and future potential of the communications media in the field of adult education. 2 pages. Available mid-October.

### REPRINTED PUBLICATIONS

Landscaping the Home. Ext. Bull. 283. C. G. Hard. 16 pages.

Beef Cattle Rations. Animal Husbandry Fact Sheet No. 6. R. E. Jacobs and R. L. Arthaud. 2 pages.

Beef for the Freezer. Home Economics Fact Sheet No. 12. Verna Mikesh, Mary Ryan, and Kenneth Egertson. 2 pages.

Chemical Control of Soil Insect Pests of Corn. Entomology Fact Sheet No. 7. John Lofgren. 2 pages.

Corn Silage. Agronomy Fact Sheet No. 9. W. F. Hueg, Jr., H. J. Otto, D. W. Bates, and D. M. Ryan. 2 pages.

Criteria for Successful Meetings. Communications Bull. No. 11. 2 pages.

Decisions to Make...Before You Visualize. Communications Bull. No. 23. Gerald R. McKay. 2 pages.

Making Cucumber Pickles. Home Economics Fact Sheet No. 8. Verna Mikesh. 2 pages.

The Visit as a Teaching Method. Communication Bulletin No. 18. Harold B. Swanson and Frank W. Forbes. 2 pages.

#### OUT OF PRINT

Make Your Newsletter Better. Information Service Series No. 18. Maxine A. Larson.

More Mileage From Your Annual Report. Information Service Series No. 21. Harold B. Swanson and Phillip J. Tichenor.

Planning a Publicity Campaign. Information Service Series No. 10. Phillip J. Tichenor and Harold B. Swanson.

Judging Minnesota Land. Ext. Bull. 303. Replaced by a temporary 12-page multilith booklet, "Land Judging Scorecard Instructions," available from the Bulletin Room.

MINNESOTA FEED SERVICE--Issue out about the first of October will carry items on hog cholera eradication in Minnesota, growing alfalfa successfully on sandy soils, outlook information, and other items.

FEEDING AND MANAGING DAIRY CALVES AND HEIFERS--Ext. Bull. 305, is temporarily out of stock and being revised. Expect to have an improved version out around mid-September.

THE FIRST 60 YEARS OF FARM MANAGEMENT RESEARCH IN MINNESOTA, 1902-62--Dept. Ag. Econ. Report No. 283, by George A. Pond et al. is available on a single-copy basis from the Bulletin Room.

--Harlan Stoehr  
Shelly Elliott