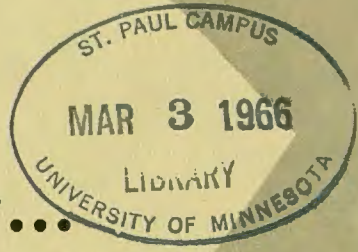


MN2000RPI 2/28/66

# Reaching People with information...



press  
publications  
radio  
television  
visual aids

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

February 28, 1966

\*\*\*\*\*  
 \* Please read, check, and circulate \*  
 \* County Agricultural Agent  \*  
 \* County Home Agent  \*  
 \* County 4-H Agent  \*  
 \* County Ass't. Agent  \*  
 \* Secretary for Filing  \*  
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YOUR ANNUAL REPORT MAKES GOOD COPY -- As you complete your annual report, don't overlook the opportunity of telling the people of the county what your program accomplished the last year. Tie in the changing philosophy and programs of Extension, where feasible. Your public has the right to know what you're doing so why not give them a brief summary from your annual report in your special newsletters, your radio programs, your columns, and your news releases. --Harold B. Swanson

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RADIO TAPES AVAILABLE ON MEDICARE: USE BEFORE MARCH 31 -- Because Extension has a responsibility in getting out information on Medicare, several recordings will be available explaining who are eligible, how and when to enroll, and describing the hospitalization and medical portions of the program. All this information will be included on one tape, approximately 11 minutes long in which I interview Walter Holtan, district manager of the Social Security Administration, Minneapolis.

Included on the same tape are a message about Medicare from Walter Holtan (4 min., 40 sec.) and two short interviews (5-6 minutes each) with him--one on the hospitalization portion of Medicare, the other on the voluntary medical services. The message from Holtan includes no other voice--so you can introduce it yourself.

The tape will be sent to home agents on the mailing list to receive both the short and the long monthly tapes. However, the Medicare tape is AVAILABLE to anyone else requesting it. It's important to use these recordings BEFORE MARCH 31 to notify people of the deadline for enrolling for the voluntary part of Medicare. --Jo Nelson

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MARCH TAPES FOR HOME AGENTS ON NEW FABRICS -- Short tapes for home agents for March are three interviews with Thelma Baierl, extension clothing specialist, on new fabrics: 1. permanent press (5:09); 2. bonded fabrics (3:10); 3. stretch fabrics (5:35). The recordings on Medicare are extras. Please indicate when you return the Medicare tape which ones you have used. The long tape, as I mentioned above, is on Medicare. --Jo Nelson

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WORD CORNER: SHARPEN UP! -- How do you distinguish between percent and percentage? Perhaps it would be well to follow usage of the U. S. Bureau of Census, which uses percent in table headings but in the text of an article prefers percentage when the word is used without a numeral (as in the high percentage) and percent when it is used with a numeral, as in 10 percent. --Jo Nelson

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CARING FOR YOUR TAPES -- Here are a few rules to follow to protect the quality of your radio tape recordings.

1. Store them carefully. Always keep your tapes in boxes to protect them from dust. Store them on edge, vertically. Don't subject them to extreme heat or humidity.
2. Never store tapes where stray magnetic fields might spoil them --such as close to your power amplifier, for instance.
3. A new reel of tape should be erased before you first record with it since tape which has been stored for some time can take up stray magnetic signals which may show up as background noise.
4. Be careful in rewinding your tapes after playing. Many machines rewind too quickly and the edges become uneven. This allows dirt and moisture to get between the tape and will damage the recording.
5. In case one of your tapes should break, repair it with splicing tape. Always keep a roll on hand. Never use ordinary gum or pressure sensitive mending tape; the adhesive will damage the outside cording on your recording tape.
6. Listen for squeaks and squeals. These are danger signals, but quick action can save your tape. An intermittent squeak may mean a warped reel. A visual check will confirm whether or not this is the case. Transfer the tape immediately to a good reel.
7. Use care in labeling your reels and packages when mailing to a radio station. This will make it easier for the station to know which program to use and will insure that the tape is returned to you properly. --Ray Wolf

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COMMUNICATIONS REINFORCE -- "Communications are most likely to reinforce existing positions, then to activate latent positions, and least likely to change or counter existing or latent positions (i. e., to convert)," --Vernard Berelson and George A. Steiner, Human Behavior.

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"HORT' AND HOME ON THE AIR WAVES -- Garden Tips, five one-minute spots prepared by Gus Hard, extension horticulturist will be sent to 40 to 50 radio stations each week starting March 7 and continuing through September. You may wish to remind your garden club members and others about the series--after you know when your station is using them.

The Jet-Age Home TV series features Thelma Baierl, extension clothing specialist continues through March and on some stations into April. The programs can be seen on channels 2, St. Paul; 3, Duluth; 10, Appleton; 11, Minneapolis (starting March 13;) 12, Mankato (as of February 25) and Channel 13, Fargo. Be sure to alert your clientele regarding these programs. Refer to the station or the flyers that we've circulated for exact time and topic. --Ray Wolf

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WHAT CROSSES YOUR DESK? -- How much material passes over your desk as an agent? We don't know the answer, but the University of Illinois does. Illinois tabulated all mailing from its Extension Service to county Extension staffs for a 13-week period. In addition, eight county agents kept a careful record of all materials from all sources coming across their desks for the same period.

County agents received from the central office a weekly average of 9 items totally 15 pages for distribution to clients or media; 15 items totally 128 pages for information and reference; and about one item two pages long for requested action.

All of this makes up only 40 percent of all the material that crosses the Illinois county agent's desk.. Another 42 percent comes from other commercial organizations and 18 percent from commercial institutions and trade organizations.

That's a lot of material and we like Illinois, are beset with the problem of providing you adequate reference material and still not piling your desks high with unread material. A dilemma indeed. --Harold B. Swanson

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STILL TIME TO "AIR" U OF M MATERIAL -- University of Minnesota Week should have provided many opportunities for radio and TV programs. In fact, it's not too late to include University of Minnesota information and material from your annual report on your programs. Our radio department prepared four interviews featuring President O. M. Wilson, Dean S. O. Berg, Director H. J. Sloan and 4-H leader, Leonard Harkness and sent them to 53 stations for use February 20-26. I hope you heard some of them. --Ray Wolf

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NEW PENALTY MAILING RULES HELP -- Your self-addressed penalty privilege label may now be included with the tape you send to stations for their use in returning your tape recordings. --Ray Wolf

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4-H SPEAKING CONTEST TALKS TO BE TAPED -- The champion and reserve champion 4-H radio speaking contest talks will be mailed Monday, March 7 to the 17 radio stations which held district contests. I hope you had a winner and will alert your 4-H members to listen--after you learn when the station will use the programs. --Ray Wolf

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EXCELLENT COVERAGE FOR MOORHEAD CONSUMER FORUM -- A special bouquet goes to Ruth Johnson, Clay County home agent, for whatever arrangements she made for coverage of the consumer education forum in Moorhead. The entire first page of the Women's Section of the Sunday Fargo Forum February 6 was devoted to the event. Among those included in the three pictures on the page were Ruth and Mary Ryan, extension consumer marketing specialist. --Jo Nelson

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HELPS FOR HOME AGENTS, HOME AGENT STORIES EXCLUSIVE -- Some home agents have been asking whether any of the papers receive Helps for Home Agents or the stories designated for the home agents (on green) in the weekly packet. The answer is no. Occasionally the home agent stories used to go to some papers; now, however, they are exclusive to home agents, as is the case with Helps for Home Agents.  
--Jo Nelson

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LOCALIZE! LOCALIZE! -- Your county papers would be much more receptive to using the stories we send you in the weekly packet--whether designated 4-H, for home agents or agricultural agents--if you would localize them. Incidentally, feel perfectly free to add your name to a story or substitute your name for that of a specialist whenever you wish.

What is meant by localizing? Here is an explanation from Take Aim, Michigan State University's communication training letter: "Localizing amounts to this: Telling about the local situation, quoting what local people are saying, using pictures of local people doing the job....

"Most of the incidents used in localizing a story can be taken right out of your personal experiences. Two things: Try to use the better farmers who are extension-minded as examples; and if you think the farmer would object to having his name in the story, better check with him first. Localizing often is the key to getting stories printed."--Jo Nelson

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## Publications and Direct Mail

### NEW PUBLICATIONS

Soils of the Twin Cities Metropolitan Area (and their relation to urban use). Ext. Bull. 320. Lowell Hanson, Clement D. Springer, Rouse S. Farnham, Alex D. Robertson, and Evan R. Allred. Developed by Agricultural Extension Service in cooperation with the Twin Cities Metropolitan Planning Commission and the U. S. Department of Agriculture and issued as Extension Bulletin 320. Describes the major kinds of soils in the Twin Cities Metropolitan Area and interprets the significance of the differences of these soils for non-agricultural use, with emphasis on urban and residential use. 40 pages plus insert map. Available early March; do not order until you receive a notification copy.

Mower Adjustment. Ag. Engineering Fact Sheet 14. A. K. Solstad and D. W. Bates. Covers hitching, adjusting, knife sharpening. Available March 1.

Oat Production in Minnesota. Agron. Fact Sheet 17. H. J. Otto, C. J. Overdahl, and R. A. Kleese. Background information plus info on seedbed preparation; time, method, and rate of seeding; varieties; seed quality; seed treatment, weed control; fertilization; and harvest and storage. Available.

Descriptions of Potato Varieties. Hort. Fact Sheet 7. Orrin C. Turnquist. Comments on some varieties tested in 1965 at various locations in Minnesota. 2 pages. Available early March.

Beef Outlook Information. Newsletter No. 1. Paul R. Hasbargen and Kenneth E. Egertson. You have received this quarterly report before, but it will be printed instead of multilithed from now on. Distribution will continue through your normal channels while some special lists will receive copies also. 2 pages. Available late February.

### REVISED PUBLICATIONS

Hybrid Corn Performance Trials. Misc. Rpt. 28. R. H. Peterson, J. C. Sentz, and W. A. Compton. Comparative performance of 100 commercially available hybrids tested at 19 locations representing 7 districts. Available. 16 pages.

How to Plan Your Stall Dairy Barn. M-132. D. W. Bates. Completely revised and expanded; still 6 pages. Available about March 1.

Shortcuts in the Home. Ext. F. 188. Lucille Holaday. Tips on how to reduce the time and energy spent on household tasks. 8 pages, railroad fold. Available.

Commercial Vegetable Pest Control Guide, Special Rpt. 5. Orrin C. Turnquist, John A. Lofgren, and Herbert G. Johnson, et al. 24 pages. Available about March 4.

Methods of Pig Identification. Animal Husbandry Fact Sheet 2 (previously called "Ear Notching Systems for Pigs"). C. J. Christians, R. L. Arthaud, and R. E. Jacobs. Explains the various identification methods available to swine producers, including ear tatoos, eartags, and ear notching. 2 pages. Available late February.

European Corn Borer and Corn Earworm Control on Sweet Corn. Ent. Fact Sheet 1. L. K. Cutkomp and J. A. Lofgren. Discusses the material, equipment, and application times necessary for proper control. 2 pages. Available early March. Please discard all old copies--chemical recommendations have been revised.

Fruits for Minnesota, 1966. Hort. Fact Sheet 3. Lists varieties recommended on the basis of suitability for the four fruit-growing districts of Minnesota. 2 pages. Available early March.

1965 Minnesota Potato Variety Demonstrations. Hort Fact Sheet 4. Orrin C. Turnquist. Tables show the results of potato variety demonstration plantings conducted at nine locations in 1965. 2 pages. Available mid-March.

Notes on Floats. Information Service Series 7. Gerald R. McKay. Gives pointers on building floats and suggestions for covering materials. 2 pages. Available early March.

Planning Better Posters. Information Service Series 9. Earl K. Brigham, Gerald R. McKay, and John J. Fuchs. Describes the various materials, methods, and considerations involved in making effective posters. 2 pages. Available early March.

Telling the 4-H Story on the Air. Information Service Series 15. Jo. Nelson. Relates ideas on how to make 4-H radio programs effective. 2 pages. Available.

4-H'ers on the Air. Information Service Series 11. Jo Nelson and Ray Wolf. Contains tips on preparing your speech and yourself for participating in the 4-H Radio Speaking Contest or other radio program. 2 pages. Available early March.

**SERIES ON OCCUPATIONAL EDUCATION AND TRAINING OPPORTUNITIES** (by the North Central Extension Public Affairs Subcommittee). Six pamphlets on providing and financing facilities for Occupational Education and Training for Tomorrow's World of Work. Main purposes of this series are:

- a. To create awareness of a serious "educational gap" in our nation;
- b. To clarify the population, labor force, occupational and employment situation for students, parents, teachers and counselors, business and industrial leaders, workers and the general public, and;
- c. To review existing occupational education and training programs and suggest alternative patterns of organization, financing, and long-range planning for programs to bridge the gap between people and jobs.

No. 1. Square Pegs and Round Holes. James T. Horner, associate professor, vocational education, University of Nebraska, and Everett E. Peterson, Agricultural Economist, University of Nebraska. Covers first two objectives. 8 pages.

No. 2. High Schools. By John S. Bottum, agricultural economist, Ohio State University, and Robert E. Taylor, director, Center for Vocational and Technical Education, Ohio State University. 4 pages.

No. 3. Area Vocational Schools. By John O. Dunbar, extension economist, Purdue University. 4 pages.

No. 4. Community Colleges. By George L. Hall, director, College Leadership Program, University of Michigan, Michigan State University and Wayne State University. 4 pages.

No. 5. University Programs. By Martin T. Pond, agricultural economist, Purdue University. 4 pages.

No. 6. Business, Labor, and Other Private Programs. By Harvey Schweitzer, rural sociologist, University of Illinois.

#### REPRINTED PUBLICATIONS

Calibrating the Farm Sprayer. Agr. Eng. Fact Sheet 4. Donald W. Bates.

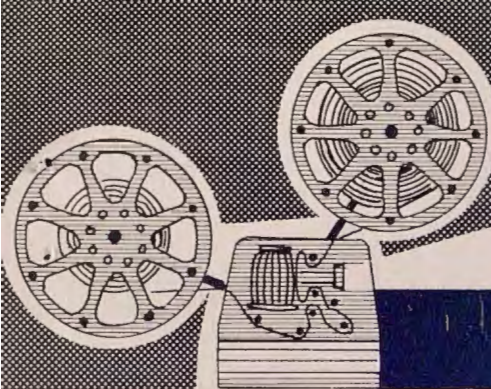
What to Do About Ants. Ent. Fact Sheet 19. J. A. Lofgren and A. C. Hodson

#### DO NOT DISTRIBUTE

Please discard all copies of Plant Pathology Fact Sheet 15, Cercospora Leaf Spot of Sugar Beets. The chemical recommendations have changed; a revision of this sheet now is being prepared.

#### CHANGES IN EXTENSION BULLETIN 263, "INSECTICIDES AND THEIR USES IN MINNESOTA"

Note that recommendations for aldrin and dieldrin on pages 13, 14, and 15 of the 1966 revision have been marked out; we received notice of changes in recommendations the day the bulletin was in the bindery. The only practical way to make the changes in printed copies was with strike-outs, as you'll see in the copies you receive.



# visual aids TIP SHEET

## Minnesota Agricultural Extension Service

February 1966

### New Films in Agricultural Extension Library

**FOREST PATTERNS: BEAUTY AND USE** - 20 min. - Color - USDA - Serv. Chg. \$1.00 - TV

Edward Cliff, chief of the U. S. Forest Service, describes various uses to which forests are put. Most of the scenes are from western forests and the practices shown are quite general.

This film would be most useful with adult or older youth audiences.

**THE ALEXANDRIA FFA DUCK RAISING PROGRAM** - 10 min. - Black and White - silent - Alexandria FFA Chapter - Serv. Chg. \$1.00

Shows young Mallard ducklings obtained by an FFA member, raised on his farm, and later released on Minnesota Conservation Department's wildlife areas that are open to hunting.

The film would be of interest to any audience interested in propagating wildlife. It should be of particular interest to FFA groups.

**SHEEP MEET THE CHALLENGE** - 28 min. - Color - Union Pacific Railroad - Serv. Chg. \$2.00 - TV.

A general film on all phases of the sheep enterprise. It includes specific information on carcass grading and merchandising of lamb. It also gives information on wool quality as it relates to processing and manufacturing of fabric.

The film is excellent for general audiences interested in sheep. It replaces Union Pacific's older film "Western Sheep."

**WHAT'S HAPPENING TO OUR LAKESHORES?** - 23 min. - Color - University of Wisconsin - Serv. Chg. \$4.80 - TV

Shows graphically what is happening to many of our lakeshores today. It points out the dangers of letting lake property evolve without intelligent planning. Discusses factors in planning that will discourage tourism around local lakes and covers neighborhood and area responsibilities in developing new lake shore property.

The film suggests sources of help for planning lake developments.

### FILMS AND SLIDE SETS ON VETERINARY MEDICINE

1. Healthier Livestock Through Research
2. DNA: Molecule of Heredity
3. Exposed
4. Epidemic, Foot and Mouth Disease in Canada
5. The Hidden Menace
6. In The Beginning
7. Inside A Cow's Udder
8. One Bug Too Many
9. Outbreak
10. Rabies Can Be Controlled
11. Reproduction Among Mammals
12. Stamp Out Hog Cholera
13. Triple Threat of Brucellosis
14. Vicious Circle
15. Blue Tongue
16. Radiation Effects on Animals
17. Scrapie
18. Diseases of Feeder Cattle (slides)
19. Hog Cholera Eradication (slides)
20. Sheep Scabies (slides)

You'll find complete descriptions of these visual aids on pages 86, 87, and 88 of your Audio-Visual Catalog.



e. g. INDIA - 23 min. - Color - International Minerals and Chemical Corporation - Serv. Chg. \$2.00 - TV

Film was produced for the National 4-H Club Foundation to tell the IFYE story. It shows young Americans in India as part of the International Farm Youth Exchange program. Explains how students learn needs and problems of the people of India. They learn of the tragic need for food in other parts of the world also.

Technical quality of the film is high. It would be suitable for recruiting new IFYE applicants or for any general audience of teen age or over.

New Slide Sets in Library

#545 - A NEW CHALLENGE IN VOCATIONAL AGRICULTURE - 30 slides - double frame - Color - Ohio State University

Shows a number of agriculture related careers for which students can be trained in either a high school vocational agriculture program or a college agriculture curriculum. Would be excellent in a unit in vocational guidance. It could also be used effectively as a recruiting device for high school vo-ag classes.

#546 - SONGS FOR 4-H OR FFA - 28 slides - double frame - Color and Black and White

These are typewritten slides with the words of common songs. Some of the slides have an art background to provide atmosphere appropriate for the song. As with other slides, these can be shown only in a location that is at least partially darkened. The songs include: A Plowing Song, If You're Happy, Taps, Kum Ba Yah, Cuckoo Song, Jingle Bells, My Gal Sal, Over Hill, Over Dale, In A Cavern, Campfire Lights, In the Shade of the Old Apple Tree.

#547 - ORGANIZATION OF THE U. S. DEPARTMENT OF AGRICULTURE - 26 slides - double frame - Color - USDA

A series of organization charts showing the various agencies of the USDA and their responsibilities. Reference is made to the early history of the USDA. This set of slides is not a complete lecture in itself; it merely provides some resource material.

Film "Fire Test" Available from Stewart Lumber Company, 421 N. E. Johnson St., Minneapolis

This 19-minute color film shows how lumber and plywood is treated to make it fire resistant. Write to Robert Herbkersman of Stewart Lumber Company. If you're involved in planning public buildings, this film might help you.

Ten Devices That Will Stop People at Your Exhibit

- |           |  |
|-----------|--|
| 1. Motion | 6. Live objects (animals, insects, plants) |
| 2. Sound  | 7. Pictures (photos or art work)           |
| 3. Light  | 8. Models and replicas                     |
| 4. Color  | 9. Demonstrations                          |
| 5. Design | 10. A catchy punch line                    |

. . . . . Gerald R. McKay and  
Fred Heck

## CURRICULA • CAREERS • RESEARCH • SERVICE

The disciplines of Soil Science may be divided into two major categories: those concerned with (1) the "earth" sciences and (2) soil-plant-climate relations. Research and teaching efforts in the Department are organized into four major and six sub-areas that serve one or both of the above aspects. These include: (1) soil classification and genesis, (2) soil chemistry, (3) soil physics, and (4) soil microbiology. The sub-areas which are interrelated include: (a) soil survey and land use, (b) forest soils, (c) microclimatology, (d) soil and plant testing, (e) soil fertility and management, and (f) soil and water conservation.

Specific research requires the combined efforts of staff members trained in one or more research areas. For example, classification of soils according to genesis and/or land use in one Department project. Such factors as climate, vegetation, and topography influence the chemical, physical, and biological development of a soil. Thus soil chemists and mineralogists, physicists, microbiologists, and microclimatologists are involved.

In soil-plant relations research studies of chemical transformations of the plant nutrient ions in soils, which include microbial transformations, are conducted. In addition hydrodynamic factors affecting water and nutrient movement must be considered. Here knowledge of soil chemistry, physics, and microbiology is necessary.

Besides the more basic studies just listed, Department soil scientists conduct many field experiments to evaluate soil tests, fertilizer needs, and soil management and water conservation practices. In all, more than 20 different major research projects are carried.

To prepare students for positions requiring soil science training the University of Minnesota offers a soil science major.

Many students return to the farm as operators or farm managers after completing a B. S. degree. Most students who take jobs off the farm find good positions in the Soil Conservation Service or other federal services or with the fertilizer and agricultural chemical industry. There are numerous opportunities for soil scientists in other business or industrial pursuits and with state institutions. Demand far exceeds the supply.

Many soil science majors enter graduate schools. An advanced degree provides opportunities that become ever more varied, challenging, and profitable. Students with M. S. or Ph. D. degrees find positions with the Extension Service; in research with the U. S. D. A., industry, or universities; in industrial or business management and sales; or teaching at the university level.

In addition to research and resident instruction, Department members are now responsible for soils Extension and continuing education programs. Each year a soils and fertilizer short course is offered, primarily for fertilizer dealers and sales personnel. The Extension area of the Department handles, in addition, meetings, dealer training courses, field plot demonstrations, and field days. An important Department service through its soil testing laboratory is testing soil samples (35,000 per year) as a basis for fertilizer recommendation.