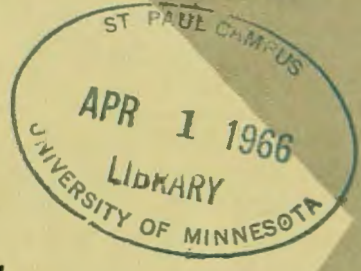


MN2000 RPI 3/28/66



Reaching People

with information...

**press
publications
radio
television
visual aids**

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

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March 28, 1966

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

COUNTIES USE MASS MEDIA -- Minnesota county extension agents conducted over 14,000 radio programs and 277 TV programs and sent more than 21,000 articles to newspapers and other media during 1965, according to reports submitted by district supervisors.

Eighty-four counties did some radio, with Goodhue County reporting 742 programs during the year. Close behind was West Polk, with 723. Others topping the 300 mark were Benton, Kandiyohi, Aitkin, Carlton, Itasca, Morrison, Becker, Roseau, Todd, Wilkin, Olmsted, Steele, Big Stone and Grant.

Thirty-one counties presented TV programs, with Carlton County doing 59 shows.

All counties provided newspapers and other outlets with stories. The range was from 34 articles from one county to 665 articles from Mower County.

The total value of time and space, if purchased, would amount to hundreds of thousands of dollars! Keep up the good work. --Ray Wolf

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4-H OPERATION EXPANSION -- in his letter to county extension agents on March 17, Leonard Harkness told you about Operation Expansion, in which Beltrami, Dakota and Redwood Counties are involved on a pilot basis. Dakota has been selected as one of the two counties in the nation in which an intensive promotional campaign will be carried on. Our office is committed to assist in that promotion--so from time to time you may be seeing articles about the short-term programs and the new approach to 4-H. --Jo Nelson

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A FARMER IS A PARADOX -- In preparing for a talk on images, public relations, and agriculture not long ago, I came across an interesting few paragraphs I thought worth passing on to you. I don't know their source, but they might provide you a filler for your column or radio program or as part of a speech. Here they are:

"A farmer is a paradox. He is an 'overalled' executive with his home his office; a scientist using fertilizer attachments; a purchasing agent in an old straw hat; a personnel director with grease under his fingernails; a dietitian with a passion for alfalfa, animals and antibiotics; a production expert faced with a surplus; and a manager battling the cost-price squeeze. He manages more capital than most of the businessmen in town.

"Farmers are found in fields plowing up, seeding down, returning from, planting to, fertilizing with, spraying for, and harvesting of, Wives help them, little boys follow them, the Agriculture Department confuses them, city relatives visit them, salesmen detain them, meals wait for them, weather can delay them, but it takes Heaven to stop them.

"When your car stalls along the road, a farmer has a considerate, courteous, inexpensive road service. When a farmer's wife suggests he buys a new suit, he can quote from memory every expense involved in operating the farm last year, plus the added expense he is certain will crop up this year. Or else he assumes the role of the indignant shopper impressing upon everyone within earshot the pounds of pork he must produce in order to pay for a suit of clothes at today's prices."
--Harold B. Swanson

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GARDENING COLUMN BEGINS -- Occasionally agents ask about the distribution of the garden column, "Yard 'n' Garden," written by Gus Hard and Clint Turnquist. Resumed this month, it is being sent to weekly papers on a request basis and to all dailies in the state. Thus far, more than 75 weeklies have requested it. The number usually runs about 100. The garden column, by the way, started back in '48 as "Garden and Table," written by Ina B. Rowe, then extension nutritionist, and Leon C. Snyder, then extension horticulturist. --Jo Nelson

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GARDEN FACT SHEET COMING IN APRIL -- Beginning in April you will receive each month the Garden Fact Sheet, written by extension horticulturists, for whatever use you wish to make of it--for your own information but also for radio and your columns, if appropriate.
--Jo Nelson

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TV AND RADIO SERIES BEGIN, END --

The "Jet-Age Home" TV series has ended its 12-week run on channels 2 (KTCA-TV, Twin Cities), 3 (KDAL-TV, Duluth), and 10 (KWCM-TV, Appleton), but it continues on channel 13 (KFME-TV, Fargo), till April 7, on channel 12 (KEYC-TV, Mankato), until May 13, and on channel 11, (WTCN-TV, Twin Cities), until May 29. To date nearly 1,500 requests have come in for "give away" material.

"Landscape Ideas," our annual TV series presented by C. Gustav Hard, will start on KTCA-TV (2) and KWCM-TV (10) on April 20 at 9:30 p. m. and continue through September. Special flyers with program topics for the first 12 shows will be sent to county extension offices in 45 counties for distribution. A "garden guide," offered on the series, will be ordered through the county extension offices. Details of distribution have not been completely worked out.

Other TV stations will start the series in May or June.

World Food Problems will be discussed by eminent scientists of world-wide renown on a series of four radio interviews to be distributed to 50 stations in April. Ray Wolf conducts the interviews.

"Garden Tips" are now being used by 45 radio stations. The "tips" are one-minute talks given by C. Gustav Hard at the rate of five per week. I hope you get to hear them on "your" station. --Ray Wolf

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WORD CORNER: SHARPEN UP! -- The other day I heard the word peer misused to mean superior. The proper meaning is equal (from the Latin par meaning equal). Webster's Third New International Dictionary (unabridged) defines peer as "one that is of the same or equal standing (as in law, rank, quality, age, ability) with another." Example: "Boys and girls in their teens form groups of their peers (equals)."

The error in using peer to mean superior stems from the fact that peer in Great Britain describes a nobleman--a member of one of the five ranks of British peerage: duke, marquis, earl, viscount or baron. --Jo Nelson

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"CARLTON COUNTY CLOSEUPS" is the title of a 30-minute documentary TV program which features the Carlton County extension staff and their work in rural development. The program, scripted by Phil Tichenor and directed by Earl Henton (KDAL-TV), will be telecast on KDAL-TV (channel 3) Duluth at 9:30 p. m. on Tuesday, April 19, and on KTCA-TV (2) Twin Cities and KWCM-TV (10) Appleton at 9:30 p. m. on Thursday, May 5. Watch it if you can. --Ray Wolf

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TV HOUSEHOLDS INCREASING - - Households in the United States, excluding Alaska, increased 1,166,850 during the period September 1964 to September 1965, according to county-by-county estimates made by A. C. Nielsen Company. Television ownership percentages in Minnesota vary from 62 percent of all households in Lake of the Woods County to 98 percent in Anoka; 97 percent in Dakota, Carver, Scott and Washington; and 96 percent in Ramsey, Hennepin, Freeborn, Carlton, Mower, Olmsted, and Rock. The study was reported in BROADCASTING for January 17.
--Jo Nelson

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RADIO TAPES FOR HOME AGENTS - - The longer tape (approximately 10:30) for home agents for April will be "Entertaining Sick Children." My guest is Mrs. Elizabeth Peterson, parent and family life coordinator, General Extension.

The tape of three short interviews (varying from about 2½ to 6 minutes) will include two with Mrs. Shirley Munson from the University food processing laboratory on freezing cooked and baked foods and on buying specials on frozen foods to store in the home freezer. The third cut will be an interview with Mary Ryan on aids to wise buying of electric and gas appliances.

NOTE: When you return the Medicare tape, won't you please indicate what you have been able to use? --Jo Nelson

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NOTES TO PASTE ON YOUR MIRROR - - You learn to write by thinking--especially by thinking about your reader.

Ask yourself, "Will my readers be comfortable with what I am writing?"

Remember, no one is obligated to read what you write. You have plenty of tough competition for time and attention.

Give your copy the "dumbell" test. See if someone new to your subject can understand what you have said.

Kathleen Norris, popular novelist, said: "Always write something you wish you were reading."--California Newsletter.

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Publications and Direct Mail

NEW PUBLICATIONS

Clothes and Money. Ext. P. 212. Thelma Baierl. Guides for buying wisely, evaluating sale items, comparing purchase versus home sewing.

Clothes and Children. Ext. P. 213. Thelma Baierl. What to consider in buying clothes for children, how to judge construction features.

Clothes and Teens. Ext. P. 214. Thelma Baierl. Covers social and emotional aspects of teen clothing, clothing practices, and wardrobe planning. Has a sample wardrobe worksheet to help teenagers develop a wardrobe plan on paper.

Clothes Today and Tomorrow. Ext. P. 215. Thelma Baierl. Covers fibers, fabrics, and finishes; explains labeling requirements, including the Textile Fiber Products Identification Act, the Wool Products Act, and the Fur Products Labeling Act; and assesses the effect of fashion.

Runoff, Soil Erosion, and Yield Studies on a Loessal Soil in Southeastern Minnesota, 1952-63. Misc. Rpt. 65. J. M. MacGregor. Report of a 12-year study on a rolling area of Port Byron silt loam at the Agricultural Experiment Station, Rosemount. 12 pages. Available early April, do not order until you receive notification copies.

Azalea and Rhododendron Culture in Minnesota. Horticulture Fact Sheet No. 8. Leon C. Snyder and C. Gustav Hard. Discussion of site selection, soil modification, planting, fertilization, spraying, and plant protection.

Climate of Minnesota. Part IV. Spring Soil Temperatures. Misc. Rpt. 67. Donald G. Baker and James B. Swan. A study based essentially on spring soil temperature data from four stations in southern Minnesota: Fairmont, Faribault, Lamberton, and St. Paul. 12 pages. Now available.

Social Change in Goodhue County, 1940-65. Sta. Bull. 482. Lowry Nelson and George Donohue. Deals with social change manifested in a representative area of Minnesota. Describes and analyzes some modifications in individual and collective behavior. 68 pages. Available early April.

The University of Minnesota Landscape Arboretum. Misc. Rpt. 69. A progress report concerning 1965 developments in the arboretum. 36 pages. Available early April.

Adult Programming for City and Country. April-June 1966. Quarterly list of topics for "Highlights in Homemaking" and the "University Farm Hour" on KUOM radio and "Town and Country" on KTCA-TV. Also lists topics for a special television series, "Landscape Ideas," to be presented by extension horticulturist Gus Hard, and for "Minnesota: Vacationland," another TV series that will feature Larry Simonson, extension specialist, tourist services. Both series will appear on KTCA and KWCM-TV. 10-page railroad folder. Available early April.

REVISED PUBLICATIONS

M-133. Open Growing-Finishing Hog House. Dennis M. Ryan. Complete revision, new drawings. 4 pages. Available.

M-135. Slatted Floors for Hogs. Dennis M. Ryan. Another complete revision, all new drawings, expanded text. 12 pages. Available.

M-136. Sow Herd Quarters and Farrowing Units. Dennis M. Ryan. Completely revised, drawings are all new and there are many of them; text is greatly expanded. 12 pages.

You Can Write Better Letters. Comm. Bull. No. 20. Harold B. Swanson. Tips on writing letters that are short, simple, strong, and sincere. 2 pages. Available mid-April.

Conducting a Radio Interview. Info. Serv. Series No. 13. Jo Nelson and Ray Wolf. Relates how to conduct good interviews and how to write and present radio scripts. 2 pages. Available mid-April.

Build a Better Booth. Info. Serv. Series No. 25. Gerald R. McKay. Gives tips on planning and constructing high scoring booths. 2 pages. Available mid-April.

1966 Vegetable Varieties. Ext. F. 154. Orrin C. Turnquist. Summarizes information concerning vegetable varieties tested in Minnesota in 1966. 16 pages. Available late March.

Organizing Your Speech. Comm. Bull. 13. Ralph G. Nichols. Explains how to apply the four part organization to your speech.

REPRINTED PUBLICATIONS

Chemical Control of Soil Insect Pests of Corn. Ent. Fact Sheet No. 7. John A. Lofgren.

Complete Rations for Growing and Finishing Swine. An. Hus. Fact Sheet No. 7. R. J. Meade, R. L. Arthaud, R. E. Jacobs, and I. T. Omtvedt.

Controlling Corn Rootworms. Ent. Fact Sheet No. 14. John A. Lofgren.

Fire Hazards of Stored Pesticides. Ag. Chem. Fact Sheet No. 1. John A. Lofgren and Gerald R. Miller.

Irrigation--How Much and How Often. Soils Fact Sheet No. 8. James B. Swan, Evan R. Allred, and Donald G. Baker.

Preparing for Floods. RCD 6.

Hybrid Corn Performance Trials. Misc. Rpt. 28. R. H. Peterson, et. al.

Chemical Application Record. Ag. Chem. Fact Sheet No. 2.

The Home Lawn. Ext. F. 165. Donald White. NOTE: This reprint is a small one, calculated to carry us through until a revision is completed. Supplying this folder may be a problem this spring. Copy on the revision is not yet in, so we're already off schedule. If the revision is minor we'll get it out quickly. If there's a lot to do--new drawings and a major reshuffling--we'll probably reprint more of the present folder to keep a supply for you. Expect changes in the chemical recommendations in the folder. So try to get your stock down, and if you order, please order as few as possible. We will keep you posted on the availability of this folder.

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By now you've received a copy of Soils of the Twin Cities Metropolitan Area, Ext. Bull. 320. Because we expect this bulletin will be widely used only in the seven-county metropolitan area, most county offices received only a single information copy. The basic publication policy holds: single copies are free to residents of Minnesota; quantities are available at cost.

"The Minnesota Program of Executive Training for Professional Persons in Foreign Agriculture" is the title of a 6-page folder explaining a program of graduate study offered jointly by the Institute of Agriculture and the Public Administration Center. You'll receive a copy. For more information, write to the office of International Agricultural Programs, 204 Coffey Hall, University of Minnesota, St. Paul, Minnesota 55101.

Selected Publications of the Lake States Forest Experiment Station:

Balsam Fir Dimension Lumber in Selected Minnesota Markets. Research Paper LS-21. E. M. Carpenter and D. N. Quinney. 16 pages plus cover.

Estimating Crown Fuel Weights of Red Pine and Jack Pine. Research Paper LS-20. James K. Brown. 12 pages plus cover.

NOTE: Because of recent reorganization within the Forest Service, the Lake States and the Central States Forest Experiment Stations have been closed out. They are replaced by the newly formed North Central Forest Experiment Station. The papers listed above terminate the Lake States Station's Research Paper series--if you're interested in copies, write directly to: North Central Forest Experiment Station, Folwell Avenue, St. Paul, Minnesota 55101.

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Ext. Pamphlet 207, Garden Information, won't be in stock for some time; author is out of town until mid-April and we have not received revised copy.

Special Report 6, "Commercial Fruit Pest Control Guide," it has been discontinued, will be replaced by Special Report 21, "Pest Control Guide for Commercial Apple Growers," a 6-page folder, and five fact sheets:

Guide for Using Herbicides on Commercial Fruit Crops
Pest Control Guide for Commercial Strawberry Growers
Pest Control Guide for Commercial Stone Fruit Growers
Pest Control Guide for Commercial Raspberry Growers
Commercial Thinning of Apple Fruits and Stop-Drop Sprays for Apples

Idea back of the change is to ultimately speed annual revision. Fact sheets can be revised quickly; so can a 6-page folder. Last of the copy came in this morning; you'll get info copies as soon as they're available.

March 1966