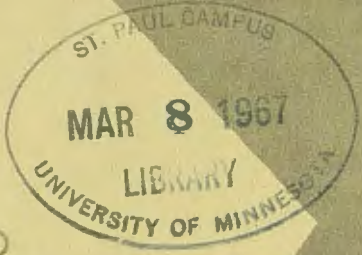
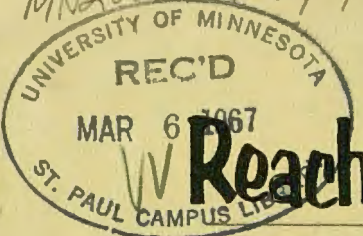


MN2000 RPI 2/28/67



press
publications
radio
television
visual aids

Reaching People

with information...

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

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February 28, 1967

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

OPEN DOORS TO LEARNING -- This new listing of Extension offerings, perhaps the first of its kind in the United States Agricultural Extension history, offers a real opportunity to tell the Extension story through personal contacts and mass media. As indicated at the district conferences, the publications will be a valuable tool in your program planning efforts.

The offerings in communications and educational aids constitute an initial effort to tie the art and science communications as a subject into Extension teaching. How many of these seminars we can conduct will depend largely on our staff situation and demands.

The entire publication "Open Doors to Learning" is one that will give you a chance to tell on radio and TV and in the press the wide scope of Extension teaching. You'll want to provide your mass media with copies.

Much of the credit for conceiving this publication goes to Hal Routhe, leader in Program Area III. --Harold B. Swanson

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EMPLOYED WIVES AND MOTHERS SUBJECT OF MARCH TAPES FOR HOME AGENTS -- The March short tapes will feature the employed wife and mother. I interview Mrs. Edna Jordahl, extension home management specialist. Subjects of the tapes are: (1) Shall I take a job outside the home? 5 min., 13 sec.; (2) Advantages to the wife and mother of working outside the home. 4 min., 45 sec.; and (3) Home management helps for the employed wife and mother. 4 min., 5 sec.

The longer tape is an interview with Glenda Humphries, extension specialist in household equipment, on what to look for in major household appliances. Length - 12 minutes.

- more -

Twenty-seven home agents are now getting the short tapes, 10 are on the mailing list for the longer tape. You're still welcome to get individual tapes on request or to be put on the regular mailing list to receive them monthly.

NOTE: Please address all requests and return all tapes to me, not to Visual Aids. --Jo Nelson

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SENSKE FEATURED IN SUNDAY PIONEER PRESS -- Eldon Senske, Freeborn County Extension agent, was featured in the St. Paul Pioneer Press Pictorial Magazine, February 12. The article, called "A Day With the County Agent," says "one of the busiest farmers in this area doesn't own a farm, a cow, or a hog. He is Eldon H. Senske." Pictures show Eldon in action with the Chamber of Commerce, Job's, Inc., a 4-H leadership conference, and on a farm. --Harold B. Swanson

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GOOD INTERVIEWS ARE YOUR JOB -- Good interviews are made; they do not just happen. To make an interview good, the one doing the interview has the greatest responsibility, not the guest. Here are some things the interviewer can do to improve his programs:

Discuss the broadcast with the guest. Explain the specific reason he is to be on the show. What has he accomplished? Just exactly how did he do it?

Tell him what you are going to ask him. Test these questions on him before the program goes on the air.

Keep all your questions short. The listener will want to hear your guest--not you.

Do not start with biographical questions. Introduce your guest. Tell where he is from and his relationship to the purpose of the program. Do this as soon as possible.

Begin your questions with "HOW, WHAT, WHEN, WHERE, WHO, OR WHY." This is the first step in "answer control." The purpose is to frame a question in such a way that it cannot be answered by "yes" or "no."

If you begin a question with "Do you" or "Did you" or a similar phrase, you automatically invite your guest to answer with a "yes" or a "no." These "yes" and "no" answers make you do most of the talking.

Always try to keep your guest thinking that he is on his farm or in his home.

Do not ask him what he thinks. Ask him what he has done. Where, why and how it was done. And what the results were.

Tell your guest to talk in terms of "I," "my," and "mine."

Usually, ad-lib interviews are best. Jot down some notes on questions, if you wish. It will help to get the most important points of the interview on the air. Write out a short opening and one for the closing.

Keep your guest on familiar ground. Don't surprise him. Control your questions. Be a good listener yourself.

Remember: Good Interviewers make good Interviews! --National Communique, November 1966.

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RADIO AND TV STATIONS operating in Minnesota in 1967 are listed on an attached sheet. You'll find it helpful when mailing news releases or when driving across the state to locate stations carrying county extension programs. --Ray Wolf

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WORD CORNER: SHARPEN UP! -- Some people have a penchant for tacking on -ize to a noun to make a verb--a tendency I happen to deplore. So, naturally, I was happy to read Roy Copperud's comments in his column, "Editorial Workshop" in Editor and Publisher December 17: "Tacking on -ize is a convenient method of making a needed verb from a noun. . . . but it should not be practiced when existing verbs will serve. Finalize is regarded by many as officialese for end, conclude, complete, finish."--Jo Nelson

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SPECIAL TAPE SERIES ON YOUTH AVAILABLE -- Can you use tapes as long as 14 minutes? If so, I have an interesting series of tapes on youth which you may order--singly or as a series. I have used them as a special weekly feature on my program on KUOM. I interview Charles E. Ramsey, University sociologist, and guests. Here are the subjects:

Youth: Developmental Tasks and Problems--Ramsey

Youth: Marriage and Parenthood--Ramsey and Ron Pitzer, extension family life specialist

Occupational Choices of Youth--Ramsey and Bill Zerman, sociologist

Youth: the Search for Values--Ramsey and Osgood Magnuson, 4-H

Beatniks--Ramsey and S. W. Pollock, research assistant, sociology

Youth: Delinquency--Treatment and Prevention--Ramsey and guest

Youth Programs--Ramsey and Marian Larson, 4-H

Youth Problems in Other Cultures--Ramsey and Carol Etheridge, England, graduate assistant, sociology

Remember that these tapes run 14 minutes--so if you can't use that long a tape, better not write for them. --Jo Nelson

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TV PROGRAMS SCHEDULED -- "Landscape Ideas," featuring C. Gustav Hard, extension horticulturist, will start March 3 at 9:00 p. m. on KTCA, Channel 2; WDSE, Channel 8; and KWCM, Channel 10, and continue each Friday night through June 16. Topics to be discussed include: starting plants, planning the flower garden, spring pruning, the home lawn, trees, shrubs and roses for the landscape and many other timely topics. WTCN-TV, Channel 11, will carry the series at 9:30 a. m. each Saturday beginning March 11. Special flyers will be sent to each county for distribution.

"Keys to Easier Homemaking," featuring Mrs. Marion Melrose, extension home economist in rehabilitation, began February 23 at 2:45 p. m. on Minnesota's educational network (channels 2, 8, 10, and 13) and continues each Thursday through April 13. The programs will be available on film about April 1 for use at meetings.

"Town and Country" with Ray Wolf continues its adult education programs on educational TV each Thursday on KTCA at 9:30 p. m., on KFME (Fargo) Wednesdays at 7:30 p. m., and (note change) WTCN (Twin Cities) Saturday at 9:00 a. m. --Ray Wolf

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GET RID OF THOSE ECHOES -- Do your tape recordings sound as if you made them in an empty silo or barn? Good programs are sometimes ruined by cavelike echoes and reverberations.

You can reduce room noise and echoes by using draperies in your recording. The room shouldn't be "dead," have just enough draping or acoustical tile to eliminate bouncing of the sound. Even talking toward a small screen covered with soft materials, instead of a hard wall, cuts down on the bounce.

When recording in a room with poor acoustics, it's a good idea to reduce the recording volume and work closer to the microphone. This helps to reduce echoes and eliminates much of the outside noise. --

International Communique, November 1966.

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Publications and Direct Mail

NEW PUBLICATIONS

Carpenter Ants. Entomology Fact Sheet 30. Edmund D. Olson. Tells how to identify, detect, and control carpenter ants. 2 pages. Available.

Hostas in Minnesota Gardens. Horticulture Fact Sheet 16. Mervin C. Eisel. Explains the planting, culture, and propagation of hostas. Includes a descriptive listing of common hostas. 2 pages. Available.

Managing Our Future, Beef Outlook Information. Winter 1967, No. 5. Paul R. Hasbargen and Kenneth E. Egertson. Discusses sources of forecasting errors and describes the marketing outlook for 1967. 2 pages. Available.

Minnesota Economic Data, Counties and Regions. No. 3. John S. Hoyt, Jr. and Sirjit Singh Sidhu. Discusses Minnesota's farm industry during the 25-year period from 1939 to 1964, with specific focus on major trends and changes in farmland size and number of farms in counties and general state regions. Accompanying comparative tables. 6 pages. Available early March.

REVISED PUBLICATIONS

Insect Control on Forage Crops. Entomology Fact Sheet 4. John Lofgren. Gives recommendations for controlling insects on forage crops and pastures. Please discard all old copies; chemical recommendations have been changed. 2 pages. Available.

Chemical Control of Soil Insect Pests of Corn. Entomology Fact Sheet 7. John Lofgren. Describes the various soil insects and gives control and prevention recommendations. Please discard all old copies; chemical recommendations have been changed. 2 pages. Available.

Controlling Corn Rootworms. Entomology Fact Sheet 14. John Lofgren. Gives control recommendations for both nonresistant northern rootworms and western and resistant northern corn rootworms. Please discard all old copies; chemical recommendations have been changed. 2 pages. Available.

Minnesota Potato Variety Demonstrations. Horticulture Fact Sheet 4. Orrin C. Turnquist. Gives results of potato variety demonstrations conducted at seven locations in 1966. 2 pages. Available.

Descriptions of Potato Varieties. Horticulture Fact Sheet 7. Orrin C. Turnquist. Describes many new and old potato varieties of interest to Minnesota growers. 2 pages. Available.

Know the Poultry You Buy. Ext. Folder 194. Verna Mikesh and Melvin Hamre. Gives information on the correct amount of poultry to buy, storing poultry, and preparing poultry for cooking. 8-page railroad folder. Available.

Planning Your Family's Meals. Ext. Folder 203. Grace Brill. Discusses the foods that everyone needs daily. Includes information on the yields of canned and frozen fruits and vegetables you can get from fresh fruits and vegetables. 8-page railroad folder. Available.

1966 Minnesota Hybrid Corn Performance Trials. Misc. Report 28. R. H. Peterson and W. A. Compton. Presents comparative performance information on 88 commercially available hybrids. The data come from 18 locations representing seven districts. 16 pages. Available.

REPRINTED PUBLICATIONS

Standby Electric Generators. Agricultural Engineering Fact Sheet 3. D. W. Bates.

Haylage: Low Moisture Hay-Crop Silage. Agronomy Fact Sheet 12. J. R. Justin and G. C. Martin.

Variations in Butterfat Test--Cause and Control. Dairy Industries Fact Sheet 3. V. S. Packard.

Minnesota Economic Data, Counties and Regions. No. 1. John S. Hoyt, Jr. Minnesota's changing population picture, 1940-1960. 6 pages.

Minnesota Economic Data, Counties and Regions. No. 2. John S. Hoyt, Jr. and David Severson. Changes in Minnesota employment patterns, including agriculture, 1940-1960. 6 pages.

Organizing Your Speech. Communications Bulletin 13. Ralph G. Nichols.

HOME ECONOMICS SPECIALS AVAILABLE

There are two new publications available in the special HS category (Home Economics-Special). They are in the Family Food series. These special publications are written for those with limited income, education and experiences.

HS 9 Daily Food Guide
HS 10 Fruits and Vegetables

The following three publications in the Family Food series will be available soon:

HS 11 Breads and Cereals
HS 12 Meat and Meat Foods
HS 13 Hamburger

The distribution of all HS publications is on a restricted basis. DO NOT place them on your general publications rack for the public.