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Reaching People with information...

press
publications
radio
television
visual aids



AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

March 29, 1968

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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          [ ] **
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TELE-LECTURE, CAN IT HELP EXTENSION PROGRAMS? --
 Several Minnesota specialists have used the tele-lecture technique to minimize travel and make the best use of time. This device brings the speaker from his office or from campus to out-state meetings via amplified telephone. The question arises, "Does tele-lecture result in as much interest and learning by the listener as the traditional lecture?" We're not giving you the answer, but you can find out more about this important technique by reading the Spring 1968 issue of your professional journal, the Journal of Cooperative Extension. And while you are at it, take a look at Robert J. Havighurst's "Routes to Adulthood" in the same issue. This article is based on Dr. Havighurst's presentation to a recent annual Extension conference here in Minnesota.
 --Harold B. Swanson

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WORD CORNER: SHARPEN UP! -- Within the last month I've received a number of letters in which groups are incorrectly referred to as who: for example, "home extension councils who..." and "the Graduate Club who..." In each of the above cases the pronoun should be which. Who is properly used in reference to persons, which to a group. --Jo Nelson

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APRIL TAPES FOR HOME AGENTS -- There's considerable variety in the three short tapes for home agents for April: Accessories for spring (featuring Thelma Baiert, extension clothing specialist), 2 min., 23 sec.; color trends in home furnishings, 5 min., (Myra Zabel, extension home furnishings specialist); and pink in meat, 4 min. In the latter interview, Verna Mikesh, extension nutritionist, explains why pork and poultry meat may have a pinkish cast even when they're well cooked.

- more -

FITTING FASHION TO FABRIC FOR SPRING SEWING, an interview with Thelma Baierl, is the subject of the long tape--almost 14 min.

A reminder: these tapes are available to all home agents--so if you're not on the regular mailing list for them but would like specific interviews, write me. All three short interviews come together on one tape. --Jo Nelson

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RADIO - TV -- The Minnesota Agricultural Extension Service is serving nine stations this spring with eight hours of programming each week. The service includes: "Town and Country" to 6 stations, "Flower Gardening" to five stations and "Your Child's World" to four. Other programs include "Food and Fiber," "People, Pests, and Pesticides" and agricultural films. Each program runs 30 minutes and is distributed by video tape and kine or film. Ray Wolf produces and hosts one series and handles scheduling and distribution of the rest.

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WE'D LIKE YOUR COMMENTS -- During the past couple of months we have sent you three special series of newspaper articles. These were sent in addition to the regular weekly packet. The first series was on irrigation and went to agents in the central part of the state. Several weeks ago we sent a series on mastitis control to all agents. And last week we sent a special series on corn production to all counties. All three were special series and represented something a little different in our approach to providing support to your continuing information efforts. Therefore, we would be most anxious to hear your comments--good or bad--about any or all of the series. We'd like to know what you thought of the series, and more generally, what you think of this approach to providing you with more in-depth articles on specialized subjects. Let us hear your comments and criticisms.
--Vern Keel

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"YOUR CHILD'S WORLD" -- a 6-part TV series hosted by Ron Pitzer, extension family life specialist, is being rerun on 4 stations this spring.

The schedule is as follows:

KAUS-TV (6) Austin, Sunday, 4:00 p.m. March 17-April 21
WTCN-TV (11) Minneapolis, Saturday, 9:00 a.m. April 6-May 11
KEYC-TV (12) Mankato, Monday, 4:30 p.m. April 15-May 20
KSOO-TV (13) Sioux Falls, Saturday, 12:30 p.m. May 18-June 22

Mrs. Josephine Nelson has sent fill-in stories to home agents and Ron Pitzer has notified counties involved. TV viewing guides are available. Hope you will alert your "people" if the above stations cover your county.
--Ray Wolf

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RADIO AND TELEVISION MEDIA -- have increasingly been utilized to bring Extension to more people. One of the most effective techniques is to use television in conjunction with other means of communication to motivate and alert a potential audience. One county in Missouri has developed a long-range program centering around the family life cycle. For the past four years, short courses and Extension club programs have been built around the central theme of the program, with television, radio, and newspapers being used for promotion. --Arthur McArthur in Journal of Cooperative Extension, Volume 5, Number 4, page 235.

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TOWN AND COUNTRY -- The topics to be discussed by Ray Wolf and guests on his 11-year old "Town and Country" TV program for spring quarter include: Making Maple Syrup; Living in a Public Fallout Shelter; The University's New Technical Information Service, (3 programs); Consumer Credit, (4 programs); and Growing Small Fruit. Your printed schedule should reach you early in April.

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EUROPE IN MID-SIXTIES TV SERIES -- E. W. Ziebarth, dean, College of Liberal Arts, will host and coordinate a series of TV shows, featuring a team of University staff members, Wednesday evenings, 9:00-10:00, KTCA-TV, on "Europe in the Mid-Sixties," April 3-May 15. Programs include:

- April 3 -- Europe and the United States a Community of Interests? -- team members
- April 10 -- Stalemate in the Atlantic Alliance -- Harold Deutsch
- April 17 -- Economic Integration and the Challenge to U. S. Business -- John G. Turnbull, associate dean, CLA, and guests
- April 24 -- Unrest on the Farm: Old Symptom and a New Problem -- Philip Raup and James P. Houck, agricultural economics
- May 1 -- The Emergence of a "European" Education -- Robert H. Beck, education
- May 8 -- The Integration of Peoples -- Mrs. Arnold Rose, sociology
- May 15 -- The New Europe: A Vision -- all team members

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THOUGHT, THOUGHTS -- For the SELF-RENEWING MAN the development of his own potentialities and the process of self-discovery never end. It is a sad but unarguable fact that most human beings go through life only partially aware of the full range of their abilities. In our own society we could do much more than we now do to encourage self-development. We could, for example, drop the silly fiction that education is for youngsters, and devise many more arrangements for lifelong learning. --John W. Gardner

- more -

POSSIBLY THE GREATEST SERVICE a university can perform for society is to make that society humbly aware of how inadequate a university education really is; that the pursuit of education is but a never-ceasing process of which the traditional collegiate period is simply an early segment in the continuum; that the real bounds of education are coterminous with life itself. In brief, we must rid ourselves of what John Mason Brown declares is part of the American myth by which "We expect the skin of a dead sheep to kind the mind alive forever." --Lowell Eklund

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MINNEAPOLIS FARM FORUM - - The highlights of the Minneapolis Farm Forum (attended by 1,100 people) were recorded and edited to a 29-minute program for distribution to 18 towns through Chamber of Commerce for radio use. The tape is available for your use--or send a large tape for a copy. --Ray Wolf

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THE GARDEN CLUB AND THE TOWN SQUARE - - A series of four 14-minute tapes, is still available for use by ag or home agents. The series features Jane McKinnon, extension horticulturist, with suggestions on what garden clubs and other organizations can do to improve the appearance of their communities. Mrs. McKinnon has some excellent recommendations. --Jo Nelson

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HOW ABOUT A "CALENDAR OF EVENTS?" - - If you're not already doing so, how about considering putting together a monthly calendar of events for use in the newspapers and on radio in your county. It usually doesn't take much time or effort, and can be very helpful in creating awareness of what meetings and other events are coming up for the next month. Those of you who put out a calendar for a special audience might consider the possibility of sending it to the newspapers, radio and television stations in your county. A good calendar will contain at least the date, title, place and time of each event. Any special information like feature speakers, subject to be discussed and intended audience can be included with discretion. Don't clutter the calendar with unnecessary details. --Vern Keel

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Publications and Direct Mail

NEW PUBLICATIONS

Inoculation Problems of Soybeans. Soils Fact Sheet 9. G. E. Ham, W. E. Fenster, J. W. Lambert, H. J. Otto, and V. B. Cardwell. Discusses inoculation of soybeans. 2 pages. Available.

Game Animals From Field to Kitchen. Extension Bulletin 345. Verna Mikesh and Thomas Kean. Includes suggestions for field dressing game animals as well as cooking tips. 16 pages. Available mid-April.

Game Birds From Field to Kitchen. Extension Bulletin 346. Verna Mikesh and Thomas Kean. Suggestions for proper care in the field and cooking methods to enhance the distinctive flavors of game birds. 12 pages. Available mid-April.

Why Terrace? Extension Folder 232. J. B. Swan, R. L. Phillips, and R. E. Machmeier. Graphic and descriptive folder which presents the many advantages of establishing a modern terracing system. 8 pages. Available mid-April.

An Analysis of Domestic and Foreign Demand for U. S. Soybeans and Soybean Products. Technical Bulletin 256. J. P. Houck and J. S. Mann. Major objectives of the research underlying this report were to formulate and estimate the relevant demand, price, and market adjustment relationships for soybeans, soybean oil, and soybean meal in the United States and other important dollar markets. Using these estimated relationships, the quantity and value of soybeans and soybean products were projected into the 1970's on the basis of alternative assumed combinations of prices and government operations in the market. 60 pages. Available.

The Landscape Arboretum. Miscellaneous Report 81. Annual report of the University's Landscape Arboretum, located near Excelsior, Minnesota. 40 pages. Available mid-April.

Managing Our Future, Beef Outlook Information. No. 8, Winter 1968. Paul R. Hasbargen and Kenneth E. Egertson. Discusses meat consumption trends and concentration in cattle feeding. Includes management suggestions. 2 pages. Available.

Changes in Food and Kindred Products Manufacturing Employment. Minnesota Economic Data 10. Henry Hwang and John S. Hoyt, Jr. This special issue surveys the growth and decline of employment in state food and kindred products manufacturing industries. 12 pages. Available mid-April.

REVISED PUBLICATIONS

Radio-Television for City and Country. April-June 1968. Quarterly list of topics for "Highlights in Homemaking" and "University Farm Hour" on KUOM radio and "Town and Country" on KTCA, KFME, KWCM, and WDSE-TV. Also lists topics for a special program, "Flower Gardening," to be presented on the same TV stations. 10-page railroad folder. Available early April.

Pests and Parasites of Hogs. Extension Folder 208. John Lofgren and Raymond Solac. Describes external pests and internal parasites that attack hogs. 8-page railroad folder. Available.

1967 Minnesota Potato Variety Demonstrations. Horticulture Fact Sheet 4. Orrin C. Turnquist. Describes demonstration results at seven Minnesota locations. 2 pages. Available.

Descriptions of Potato Varieties. Horticulture Fact Sheet 7. Orrin C. Turnquist. Describes salient characteristics of new and old potato varieties. 2 pages. Available.

Retail Trade. Minnesota Economic Data 7. Richard C. Wagner, Surjit S. Sidhu, and John S. Hoyt, Jr. This issue outlines the growth and decline of retail trade throughout the state. 6-page railroad folder. Available.

Insecticides and Their Uses in Minnesota--1968. Extension Bulletin 263. J. A. Lofgren and L. K. Cutkomp. This bulletin describes the uses of various insecticides and precautions to take when using them. Detailed tables show amounts of pesticides to use in various situations. 36 pages. Available mid-April.

Controlling Indian Meal Moth in Stored Shelled Corn. Entomology Fact Sheet 8. John Lofgren. Includes information on how to recognize, prevent, and control infestations in binned grain. 2 pages. Available.

Freezing Foods for Home Use. Extension Bulletin 244. Shirley T. Munson, James D. Winter, Melvin L. Hamre, and C. Eugene Allen. Contains detailed descriptions of freezing fruits, vegetables, meats, poultry, game birds, fish, dairy products, and ready-to-eat foods. Also discusses refreezing foods, home freezers, and wrapping materials. Tables supplement text on matters such as recommended storage periods and thawing times. Fourteen photographs illustrate good and bad freezing techniques. 60 pages. Available early April.

Publication List of the Agricultural Extension Service and the Agricultural Experiment Station. Lists all general publications presently available through the Bulletin Room. Please discard all old copies upon receiving these new blue and white ones. 36 pages. Available.

REPRINTED PUBLICATIONS

Paints and Painting Interiors. Extension Bulletin 351. Myra Zabel.

Floor Care. Extension Bulletin 344. Myra Zabel.

Test Your Discussion Leadership. Communications Bulletin 14. Paul Cashman.

Cankerworms. Entomology Fact Sheet 21. J. A. Lofgren.

Chemical Application Record. Agricultural Chemicals Fact Sheet 2.

Special 4-H Program Helps Retarded Children. Extension Program Report 1.

Minneapolis Youngsters Discover World of Plants and Animals. Extension Program Report 5.

City Youths Visit Farms Under Extension Program. Extension Program Report 7.

Outdoor Mosquito Control. Entomology Fact Sheet 29. L. K. Cutkomp and J. A. Lofgren.

Cedar-Apple Rust. Plant Pathology Fact Sheet 4. Herbert G. Johnson.

Growing Peonies. Horticulture Fact Sheet 2. C. Gustav Hard.

Fire Hazards of Stored Pesticides. Agricultural Chemicals Fact Sheet 1. John A. Lofgren and Gerald R. Miller.

The Importance of Play. Extension Bulletin 321-1. For Parents of Young Children Newsletter.

Do You Expect Too Much? Extension Bulletin 321-3. For Parents of Young Children Newsletter.

Naughty Child or Annoying Behavior? Extension Bulletin 321-4. For Parents of Young Children Newsletter.

Daily Food Guide. HS-9. Grace D. Brill and Leona S. Nelson.

Fruits and Vegetables. HS-10. Grace D. Brill and Leona S. Nelson.