

MN 2000 RPT 7/31/68



# Reaching People

with information...

**press  
publications  
radio  
television  
visual aids**

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

July 31, 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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INFORMATION EFFORTS HONORED - - The American Association of Agricultural Editors has awarded the Department of Information and Agricultural Journalism three excellent and five good ratings in national competition this year. This publication, "Reaching People With Information Tools," was given an excellent rating in the communications training letter category.

Other excellent ratings were given Minnesota in the popular bulletin and daily press service categories. The bulletin honored was "Bread Basics" by Extension home economist Verna Mikesh, with editing and art by the publications section. The press service was prepared by Jo Nelson, Vern Keel, and Jack Sperbeck.

Good ratings were given to the following:

1. Weekly news service. This includes the packet of releases county extension offices receive each week from Vernon Keel, Jo Nelson, and Jack Sperbeck,
2. Minnesota Science, edited by Robert Turner.
3. Technical Bulletin, "Domestic and Foreign Demand for U. S. Soybeans and Soybean Products," by J. P. Houck and J. S. Mann with editing and art by the publications section.
4. Taped Radio Spot Announcement, featuring Jane McKinnon and arranged by Leo Fehlhafer.
5. Set of Color Slides, "Mind Your Energy," prepared by Edna K. Jordahl, extension home economist, and William Kuykendall of the visual section.

--Harold B. Swanson

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AUGUST RADIO TAPES FOR HOME AGENTS -- Short tapes will include interviews with Dorothy Hutcheson, consumer director of the Rice Council, on rice in the diet (6 min., 5 sec.); E. A. Zottola, extension food microbiologist on safe food for camping (5 min., 5 sec.); and Mrs. Shirley Munson on freezing fruits and vegetables. The long tape, 15 min., 10 sec., features C. E. Allen, assistant professor of animal science, and Lee Nelson on barbecuing meats. Write me if you want either the short or long tape and are not on the regular mailing list for them. --Jo Nelson

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RADIO TAPES ON COMPUTERIZED SOIL TEST -- Three radio features have been recorded with Bill Fenster, extension soils specialist and will be sent to agents for use in August. In order to avoid repetition, the tapes will be sent to agents in counties where the radio stations are located. It is hoped that the features can be used within agent programing or be presented to station staff for their use. The features are 4 to 5 minutes in length. --Leo Fehlhafer

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WORD CORNER: SHARPEN UP! -- Counsel, council, counselor, councilor -- these words are always causing confusion. Yet, it's well to remember that they aren't to be used interchangeably.

Counsel may mean either advice or a legal adviser. A council, on the other hand, is an assembly of persons. (I could always rely on him to give good counsel. He was elected to the village council. She was a member of the home council.) A councilor is a member of a council.

A counselor is one who gives advice or counsel. This word is also used for a person working at a summer camp. (Mrs. X is a home councilor. Her son is a swimming counselor at Lake Hubert.) --Jo Nelson

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ABOUT THE STATE FAIR -- A letter will be going to you shortly explaining that we will not be sending stories this year to weeklies on 4-H winners at the fair; we'll expect you to provide the coverage for your own papers. We will, however, send stories on blue and purple winners to dailies and radio-TV stations which request such coverage.

Included with the letter you receive will be a request form to fill out if you want pictures taken during the fair. Be sure to mail the form to Gerald McKay or leave it at our office at the fair.

Again we'll have our Press-Radio-TV office across from the 4-H office in the 4-H Building on the fairgrounds. If you have 4-H'ers who would be good talent for radio or TV, or if you have others who have a good human interest story to tell, we'd like to know about them; so stop and tell us, won't you, please? Radio and TV stations and daily papers are constantly asking us for 4-H features.

A tape recorder will be available for your use in our KUOM studios in the 4-H Building after 1 p.m. in the afternoon or before 10:30 in the morning if you will sign up in our Press-Radio-TV office. See you at the fair.

--Jo Nelson

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## Publications and Direct Mail

### NEW PUBLICATIONS

- Genetic Improvement Through Swine Evaluation Stations. Extension Bulletin 349. C. J. Christians and R. L. Arthaud. Explains the program rules and benefits of Minnesota's two swine testing stations. Includes charts for measuring age at 200 pounds and for making backfat probe adjustments. 6-page railroad folder. Available mid-August.
- Land Uses and Their Fiscal Impact in the Twin Cities Metropolitan Area. Research Report 1 of the University of Minnesota Community Service Program "Metropolitan Growth: The Impact of Alternative Patterns." Jitendar S. Mann and David M. Nelson. Reports on an analysis of data concerning the effects of land uses and population characteristics upon the property tax base and public service expenditures of metropolitan communities. 32 pages. Available. For copies, write to: David M. Nelson, 131 Temporary South of Coffey, University of Minnesota, St. Paul, Minnesota 55101.
- Surplus Capacity in American Agriculture. Special Report 28. Vernon W. Ruttan and John H. Sanders. Discusses U. S. and international surplus commodities, feed grain, wheat, and soybeans, and the effectiveness of USDA control programs. 28 pages. Available mid-August.
- Revised Pork Carcass Grade Standards. Animal Husbandry Fact Sheet 10. C. J. Christians, R. L. Arthaud, C. E. Allen, and W. R. Osborne. Describes the major changes in pork grade standards that went into effect April 1, 1968. 2 pages. Available.
- Minnesota Swine Producers Improve Pork Through Evaluation Stations. Extension Program Report 11. Explains the details and requirements of Minnesota's swine testing program. 2 pages. Available.
- Extension Workers Assist Tornado Victims. Extension Program Report 12. Describes the actions of extension workers during a tornado disaster. 8 pages. Available mid-August.
- The World's Wood and Some Contemporary Issues. International Agriculture Series 9. Jack C. Westoby. This paper, delivered at the 1968 Minnesota Winter Seminar Series, describes the world's future wood needs and indicates some possible solutions. 20 pages. Available mid-August.

### REVISED PUBLICATIONS

- Maintenance of Quality in Stored Grains and Seeds. Extension Folder 226. C. M. Christensen and H. H. Kaufmann. Describes the storage conditions that lead to stored grain spoilage and shows, through colored pictures, the damage caused by fungi. 4 pages. Available.



Make DHIA Records Work For You. Extension Folder 225. Ralph W. Wayne, J. William Mudge, B. J. Conlin, and Russel W. Erickson. Explains how joining the Dairy Herd Improvement Association can put an end to guesswork through accurate records and how the dairyman can weed out unprofitable cows and increase his profits. 8-page railroad folder. Available.

REPRINTED PUBLICATIONS

Parental Influence and The Child. Extension Bulletin 321-2. Parents Newsletter No. 2.

Ropework: Practical Knots, Hitches, and Splices. Extension Bulletin 192. J. Grant Dent.

Good Dairy Cattle Deserve Good Pictures. Information Service Series 1. Howard T. Ryan and Gerald R. McKay.

Telling Your Story With A Booth. Information Service Series 6. Gerald R. McKay.

Notes on Floats. Information Service Series 7. Gerald R. McKay.

4-H'ers on the Air. Information Service Series 11. Jo Nelson and Ray Wolf.

Teaching With Flannelgraphs. Information Service Series 24. Gerald R. McKay.

Improving the Staff Conference. Communications Bulletin 21. Gerald R. McKay.

Speeches of Introduction and Presentation. Communications Bulletin 24. P. H. Cashman and H. B. Swanson.