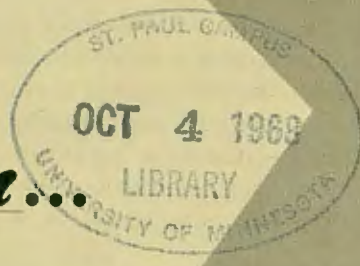


MN2000 RPL 9/30/68

Reaching People with information...

3



**press
publications
radio
television
visual aids**

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

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September 30, 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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WATCH THOSE INTRODUCTIONS -- No speech duties are more important, and unfortunately more abused, than the speeches we make to introduce a speaker or a panel. How well we do could well set the stage for the success or failure of the speaker. Such an introduction need not be a long recitation of a person's background and certainly should not be an attempt to review what the person will say. Yet the speaker deserves to be established with the group and his topic deserves to be introduced. So when you introduce a speaker:

1. Qualify the speaker -- Your audience will want assurance that the person has special training or background that enables him to talk about his subject. Select two or three or perhaps four items or incidents that will indicate these qualifications.
2. Humanize the speaker -- Select a couple items about the speaker that will convince listeners that the speaker has human characteristics.
3. Identify the speaker -- Usually you will identify him at the end of your introduction. When you do, be sure you have his name and title right.

And while you plan your introduction you may want to check with the speaker so that you are sure that the things you say will not embarrass him. --Harold B. Swanson

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OCTOBER TAPES FOR HOME AGENTS -- The three short tapes include a message from our state 4-H and youth development leader, Leonard Harkness, for National 4-H Week (3 min., 30 sec.), some tips from Verna Mikesh, extension nutritionist, on care and preparation of game birds (4:45) and an interview with Thelma Baiertl, extension clothing specialist, on bonded fabrics --standards of quality and improvements you can expect (3:40). The longer tape, 11 minutes, is an interview with Mrs. Myra Zabel, extension home furnishings specialist, on care of hard-surface floors. --Jo Nelson

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CAREER PRESS ACTIVITIES - - As most of you know the Department's press section has been heavily involved during the past few months in promoting food and fiber careers, and events and activities pertaining to careers. This includes publicizing the Institute's State Fair Exhibit, as well as the 12 career programs being held outstate this fall. A fill-in release was sent to the agents in host counties, since they are responsible for publicizing the meetings in their area. Also, we sent a news release to daily papers and farm magazines as a general announcement of the 12 programs.

We urge agents in counties concerned to invite press, radio and TV people to the meetings and to provide follow-up coverage of the meeting.

The major activity in career promotion, however, is the continuing newspaper column on "Careers in Food and Fiber." This column is being sent directly to all newspapers in the state. The copies you receive are for your information only. The column should run into early 1969. --Vern Keel

Jo Nelson

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WORD CORNER - - If you have any doubts about English being a viable language, think of all the words you can that have been introduced in the last few years. As an example, columnist Bill Ryan of the Hartford Times lists some words and expressions and names that grew familiar to us in the 50's: McCarthyism, pleasing the Fifth, Sputnik, stereo, lunar shot, massive retaliation, beatnik, orbiting, peaceful coexistence, population explosion, fallout, astronaut, UHF, Bamboo Curtain.

What new words will the decade of the 60's bring? --Jo Nelson

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"TOWN AND COUNTRY" - - TV for October will feature: farm surpluses, food and family living in India and South America, Minnesota apples, computerized soil testing and using wood in houses. The quarterly schedule for both radio and TV from the University of Minnesota--St. Paul should reach you soon. --Ray Wolf

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USE RADIO AND TV - - To tell the 4-H story during National 4-H Club week, you can include winners at State Fair, Market Livestock Show, etc.; trip awards to camps, conferences and congresses; special individual or club achievements; and recognition for junior and adult leaders.

Maynard Speece, WCCO radio, is putting together a "special" one-hour 4-H program for broadcast on Wednesday, October 9 at 8:05 p.m. Special guests will include: Secretary of Agriculture, Freeman, Norman Mindrum from National 4-H Committee, former 4-H'ers now on Minnesota professional athletic teams and University of Minnesota 4-H project specialists such as Robert Jordan, John Lofgren and Osgood Magnuson, and a Share-the-Fun number.

4-H adult leaders will be featured on Ray Wolf's 4-H Chats which go to 4-H stations for use September 23 to October 12.

"The Many Faces of 4-H" is the topic for two TV shows to be hosted by Juanita Fehlhafer. The shows may be seen October 3 and 10 on KTCA, WDSE, and KWCM at 9:00 p.m.; on WTCN October 5 and 12 at 9:00 a.m.; on KCMT and KNMT October 13 and 20 at 8:00 a.m., and possibly on KROC October 5 and 12 at 12:30 p.m. --Ray Wolf

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THANKS FOR COOPERATION DURING STATE FAIR -- Thanks to all the agents who cooperated in suggesting and helping to provide 4-H'ers for radio and TV programs during the State Fair. Close to 400 4-H'ers, IFYEs and 4-H staff members appeared on radio and TV on various Twin Cities and outstate stations. --Jo Nelson

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TEN COMMANDMENTS FOR BETTER PUBLIC SERVICE -- The Twin Cities Federal Executive Board has distributed these 10 commandments for better service.

1. Speak to people. There is nothing as nice as a cheerful word of greeting.
2. Smile at people. It takes 72 muscles to frown and only 14 to smile.
3. Call people by name. The sweetest music to anyone's ears is the sound of his own name.
4. Be friendly and helpful. If you would have friends, be friendly.
5. Be cordial. Speak and act as if everything you do were a real pleasure.
6. Be genuinely interested in people. You can like everyone if you try.
7. Be generous with praise, cautious with criticism.
8. Be considerate of the feelings of others. It will be appreciated.
9. Be thoughtful of the opinion of others. There are three sides to a controversy; yours, the other fellow's, and the right one.
10. Be alert to give service. What counts most in life is what we do for others.

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Publications and Direct Mail

NEW PUBLICATIONS

To Produce Sediment-Free Milk. Dairy Industries Fact Sheet 11. V. S. Packard, Jr. Explains how a sediment test can measure the amount of extraneous matter in milk and indicate the cleanliness of conditions that went into the production of the milk. Pointers for maintaining cleanliness are included. 2 pages. Available.

Voting in Minnesota. Agricultural Economics, Public Affairs, Fact Sheet 8. Digests the requirements for becoming a registered voter. Includes maps indicating legislative and congressional districts. 2 pages. Available early October.

Minnesota Tourist Travel Notes. Volume 6, Number 3. Articles in this issue offer views on the state of Minnesota's tourist industry, ranging from highway construction to regional promotion to a special study of the northern border region authorized by the state legislature. 8 pages. Available mid-October.

Water-Irrigation Impact on World Food Production. International Agriculture Series 11. Clyde E. Houston. Investigates the potentialities of increasing world food production through irrigation and efficient use of water supplies. 12 pages. Available.

Cutting Up and Cooking a Chicken. HS-18. Verna A. Mikesh, Melvin L. Hamre, and Leona S. Nelson. (Folders in the HS series are not to be placed on racks for general distribution. They are written for those with limited experiences, finances, and education and should be used with this group only.) Explains and illustrates with photographs how to cut up a whole chicken and how to prepare it in a number of ways. 8 pages. Available.

REVISED PUBLICATIONS

Radio-Television for City and Country. October-December 1968. Quarterly list of topics for "Highlights in Homemaking" and "University Farm Hour" on KUOM radio and "Town and Country" on KTCA, KWCM, and WDSE-TV. 8-page railroad folder. Available mid-October.

REPRINTED PUBLICATIONS

Wholesale and Retail Trade. Minnesota Economic Data 6. John S. Hoyt, Jr., and Surjit S. Sidhu.

Population. Minnesota Economic Data 5. John S. Hoyt, Jr., and James H. Hanson.

Nonagricultural Employment. Minnesota Economic Data 4. John S. Hoyt, Jr., Surjit S. Sidhu, and James H. Hanson.

- Farmland. Minnesota Economic Data 3. John S. Hoyt, Jr., and Sirjit S. Sidhu.
- Losses From Weeds. Special Report 13.
- Herbs and Spices. HN-8.
- The Importance of Play. Extension Bulletin 321-1, Parents Newsletter 1.
- Do You Expect Too Much? Extension Bulletin 321-3, Parents Newsletter 3.
- Naughty Child or Annoying Behavior? Extension Bulletin 321-4, Parents Newsletter 4.
- Setting the Stage for Discipline. Extension Bulletin 321-6, Parents Newsletter 6.
- Handling Misbehavior. Extension Bulletin 321-7, Parents Newsletter 7.
- Television and the Child. Extension Bulletin 321-8, Parents Newsletter 8.
- Fertilizing the Home Lawn and Landscape Materials. Soils Fact Sheet 7. L. D. Hanson and C. G. Hard.
- Maintenance of Quality in Stored Grain. Extension Folder 226. C. M. Christensen and H. H. Kaufmann.
- Game Birds from Field to Kitchen. Extension Bulletin 346. Verna Mikesh and Thomas Kean.
- Shortcuts in the Home. Extension Folder 188. Marion Melrose.
- Broiling. HS-6. Verna A. Mikesh and Leona S. Nelson.
- Hamburger. HS-13. Verna A. Mikesh and Leona S. Nelson.
- Pots and Pans. HS-16. Glenda M. Humphries and Leona S. Nelson.
- Make Your Point With Pictures. Information Service Series 14. Gerald R. McKay.