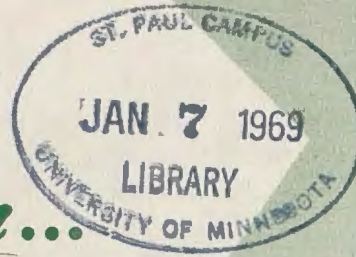


MN2000 RPI 12/23/68

# Reaching People with information...



press  
publications  
radio  
television  
visual aids

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

2

1

4

December 23, 1968

Dear Colleagues

All of us in the Department of Information and Agricultural Journalism join in extending to you our very best wishes for a festive holiday season.

It is a real privilege to work with you on a team devoted to serving the state by bringing both adults and youth the opportunities offered by our University. The climate of cooperation we have in our relationships with you make our joint efforts pleasant and rewarding.

We know that 1969 will be another year of meaningful cooperation and pleasant relationships as we continue our efforts in both college and continuing education.

Again from all of us to all of you, a Merry Christmas and a Happy New Year.

Sincerely

The Staff  
Department of Information  
and Agricultural Journalism

# MERRY CHRISTMAS <sup>and</sup> <sub>a</sub> HAPPY NEW YEAR

ANNUAL REPORTS PROVIDE OPPORTUNITIES FOR PUBLIC INFORMATION -- Many agents use their annual reports as the basis for stories, broadcasts, speeches, and slide presentations. Many bring together highlights of the year in slides for effective reports to Extension committees and other interested groups. Preparing an annual report represents a lot of work. Why not make the best use you can of it by telling people about Extension? --Harold B. Swanson

\* \* \* \*

DO OUR NEWS STORIES SEEM USEFUL IN YOUR COUNTY? -- Sometimes you may wonder why we send material to you that doesn't apply to the agricultural conditions in your county. For example, we may send a packet of material on corn or beef production to the northeastern area of the state, where there's little corn or beef. We realize this, but when we prepare material that applies to the majority of the counties, it's much easier for you to just discard releases you can't use than for us to go through the mailing list and alter it for each mailing.

In the weekly packet, we try to include a variety of material so there will be at least one or two items that will apply for every county. If you have some ideas or suggestions on news topics that would apply in your counties, feel free to drop us a line. --Jack Sperbeck

\* \* \* \*

1969 RECOMMENDATIONS -- Several revised publications containing various recommendations for the 1969 crop season are listed in the Publications and Direct Mail section of this issue. Please order these materials from the Bulletin Room. You will receive only a few copies until the Bulletin Room gets your order. --Eldon Fredericks

\* \* \* \*

ON PUBLICIZING MULTI-COUNTY EVENTS -- When an agent arranges an educational event in his county and for people in only his county, it's his responsibility to provide publicity and coverage to the local media. But what about multi-county events? Generally the rule is that the agent in the host county has responsibility for providing agents in the other counties concerned with information for publicity and coverage of the event. He should arrange to get pictures and biographical information on the speakers. And he should get enough pictures for agents in participating counties to use. He should arrange to get copies of talks or presentations, and make them available to agents in the other counties. In short, he should do everything he usually does for promoting and covering a single-county event, plus see to it that the agents in cooperating counties receive the information they need for local publicity. But unless arrangements have been made in advance, the host agent should never send material directly to media in other counties.

--Vern Keel

\* \* \* \*

PORK WEEK -- Minnesota Pork Week, January 21-28, is a good opportunity for you to disseminate educational material on pork and to plug two bulletins by Verna Mikesh--"Fresh Pork for Your Table," Extension Bulletin 336, and "Cured Pork for Your Table," Extension Bulletin 337. Mention these in your newspaper column and on the air. --Jo Nelson

\* \* \* \*

IS A QUIZ SHOW A POSSIBILITY IN YOUR COUNTY? -- Many agents are making use of simple quizzes to enliven their meetings and to acquaint people about important subjects. For example, a North Carolina county agent recognized that many of his town audiences knew little about the value of farm products in his county. So he gave them a quiz. We don't know whether he used a short mimeographed sheet or if he projected questions and then answers on the screen with an overhead projector. He did find out, however, that knowledge of the importance of agriculture was sadly lacking. The same idea, of course, could be used in or about 4-H and other youth programs, family living programs, or a wide variety of other subjects. --Harold B. Swanson

\* \* \* \*

JANUARY TAPES FOR HOME AGENTS -- Short tapes will include interviews on stain removal, aftermath of holiday entertaining (Beverly Lundgren, assistant extension specialist in home economics); what to do with the Christmas tree once the holidays are over (Marvin Smith, extension forester); and variety of pork cuts (Verna Mikesh, extension nutritionist).

If you use the tape on stain removal, I suggest that you plug the newly revised Home and Garden Bulletin 62, "Removing Stains from Fabrics," if you have enough copies.

Please use the tape on pork cuts either before or during Minnesota Pork Week, January 21-28.

The long tape (14 min.) is the second in the series, "A Child's World" --this one on "Dad's Place in the Family." The interview is with Ron Pitzer, extension specialist in family life education at the University.

--Jo Nelson

\* \* \* \*

#### UNIVERSITY OF MINNESOTA TELEVISION FOR 1969:

1. "Town and Country," hosted by Ray Wolf, continues on KTCA (2) and usually on WDSE (8) and KWCM (10) at 9:30 p.m. on Thursdays. The programs are rerun on WTCN (11) at 9:30 a.m. on Saturdays; sometimes on KSOO (13) at 7:30 a.m. on Saturdays; and on KCMT (7) at 8:00 a.m. on Sundays. Topics for January-February include: Careers in Household Equipment; How to be a Better Shopper; Creative Cookery with Pork; Minnesota Fruits--Pruning and Varieties; Skiing; and Air Pollution.
2. "The Many Faces of 4-H," a series of five 4-H TV programs, will be telecast on ETV (Channels 2, 8, and 10) starting January 22 at 9:30 p.m. Juanita Fehlhafer (4-H office) will host the series which will concern itself with family and home living, conservation, health and safety, ag-production, and careers. The 4-H programs will be rerun on WTCN (11) on Saturdays at 9:00 a.m.; on KSOO (13) on Saturdays at 7:30 a.m.; and on KCMT (7) and KNMT (12) at 8:00 a.m. on Sundays.
3. "Your Child's World" is the series of six shows done last year by Ron Pitzer, (family life). It will be rerun on the ETV stations (KTCA, WDSE, KWCM, and KFME) in Twin Cities, Duluth, Appleton, and Fargo-Moorhead on Tuesdays 8:00-8:30 p.m. from January 7 through February 11.
4. "The Farm and Home Show" on KDAL (3) Duluth now hits the air on Saturdays from 7:00 -7:15 a.m. The four Extension workers who take turns hosting the show are: Dick Herman, Kay Klicker, Dave Radford, and Dayton Larsen. Their guests come from Extension and community.

--Ray Wolf

\* \* \* \*

YOU AND THE EDITOR. . . AS PARTNERS -- As you prepare your packet of materials for newspapers in your county week after week after week, it's pretty easy to think of it as a routine obligation "to get something to the papers." And it's easy to think of yourself as "using" the papers in your county to get your material printed. Likewise, it's easy for the editor to consider that he's doing you a favor by printing any or all of your "stuff."

It's easy, that is, if the two of you don't work at developing and maintaining a proper relationship. . . a relationship that sees you as partners in a public information effort. You have information that can benefit some of the people in your county. You want to get it to them in the best way possible. The editor has a vehicle for reaching people. He also has an obligation to provide them with available beneficial information.

That's the partnership you're involved in. But it's a partnership that's easy to lose sight of. It's a partnership that has to be cultivated and encouraged. And one way to do it is to get to know the editors in your county better. Stop in and see them as regularly as you can. Talk to them about the problems of the people in their areas and about the information you have available to help them solve their problems. Find out what they consider to be particular problems in their area and what kind of information they think people need. Ask them what they think of the information you've been sending them and how you might improve your efforts.

In short, talk to them. Force the communication that you need in order to carry out your partnership responsibility of providing people in the county with the information they need, when they need it. The beginning of a new year is a good time to start improving your relationship. Stop in and see them soon, and then do it as regularly as you can.

--Vern Keel

\* \* \* \*

#### TOPICS FOR TV AND RADIO FOR JANUARY --

Pork Week -- January 21-28

4-H Radio Speaking Contests and Home Economics projects

Winter care of livestock

Planning 1969 crop and fruit varieties

Winter recreation and safety

Annual report summaries

--Ray Wolf

\* \* \* \*

## Publications and Direct Mail

### NEW PUBLICATIONS

Minnesota State Technical Services. Extension Program Report 13. Describes the activities and services of the University portion of the state technical services program. 2 pages. Available.

Raising Ducks. Poultry Fact Sheet 43. Melvin L. Hamre. Gives tips on success with ducks from incubation of eggs to market, with special emphasis on breeder flock management. 2 pages. Available.

Your Milking Machine. Dairy Husbandry Fact Sheet 5. J. William Mudge. Describes the operation of a milking machine and suggests correct maintenance to keep one operating efficiently. 2 pages. Available mid-January.

Extension Education Programs: Challenge and Response. A report on extending the University to the state through the Agricultural Extension Service. Explains the diversity of extension programs and the constant updating required to keep pace with the modern world. Includes introductory remarks from President Moos, Dean Berg, and Extension Director Abraham. 24 pages. Available mid-January.

Fire Training Programs Expanded. Extension Program Report 15. Reports on the Office of Special Programs' expanded responsibility in offering courses to meet the demands of expanding suburban and metropolitan fire service departments. 2 pages. Available mid-January.

A Holocoenotic Analysis of Environment-Plant Relationships. Technical Bulletin 264. Sherwood B. Idso. Presents a method for the study of environment-plant relationships. 148 pages. Available mid-January.

### REVISED PUBLICATIONS

Free-Stall Housing for Dairy Cattle. M-138. D. W. Bates. Describes and gives plans for warm and cold free-stall housing facilities. 12 pages. Available.

Fruits for Minnesota, 1969. Horticulture Fact Sheet 3. Lists recommended varieties for the four fruit growing districts in Minnesota. 2 pages. Available mid-January.

Retail Dealers' Conference Handbook. Special Report 12. Prepared by extension specialists in entomology, agronomy, plant pathology, and soils. Presents up-to-date information on agricultural chemicals, fertilizers, herbicides, and plant diseases. 72 pages. Available early January.

Cultural and Chemical Weed Control in Field Crops--1969. Extension Folder 212. G. R. Miller and R. Behrens. Summarizes research on weed control and lists application rates for various chemicals. 28 pages. Available.

Crop Production Guide for Minnesota. Extension Pamphlet 194. H. J. Otto, C. J. Overdahl, G. R. Miller, D. R. Hicks, W. E. Fenster, O. E. Strand, L. D. Hanson, and E. A. Oelke. Provides information on recommended varieties, seeding rates, weed control, and fertilizer rates. Wall chart. Available.

Varietal Trials of Farm Crops. Miscellaneous Report 24. Lists results of crop trials conducted at Minnesota's Agricultural Experiment Stations. Recommends important new varieties and proven, older varieties. 24 pages. Available.

Home Fruit Spray Guide. Extension Pamphlet 184. L. B. Hertz, H. G. Johnson, and J. A. Lofgren. Prescribes a control spray program to combat insect and disease problems in noncommercial or home orchards. 8-page railroad folder. Available mid-January.

Radio-Television for City and Country. January-March 1969. 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 early January.

#### REPRINTED PUBLICATIONS

Tips on Tapes. Information Service Series 8. Ray Wolf.

Visualizing With Graphs. Information Service Series 20. Gerald R. McKay and John J. Fuchs.

Pesticide Program Stresses Safety. Extension Program Report 3.

Helping Handicapped Homemakers. Extension Program Report 8.

Milk. HS-14. Verna A. Mikesh and Leona S. Nelson.

Salmonellosis. Extension Bulletin 339. Edmund A. Zottola.