

MN2000 RPE 4/29/69

Reaching People ³ with information...

press
publications
radio
television
visual aids

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

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4 April 29, 1969



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

FINAL CALL -- NACAA PUBLIC INFORMATION CONTEST --
 Glen Chambers, Wilkin county agent, urges all county agricultural agents to enter the second annual public information award contest of the National Association of County Agricultural Agents. There are classes for radio solo program, single news photo, series of colored slides, direct mail piece, news column, and feature news story. Be sure your entries reach Glen by May 15. You have received the brochure announcing the contest. If you need another copy write directly to him. --Harold B. Swanson

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HE WHO LIVES IN AN IVORY TOWER LIVES ALONE -- "Pedantic writing is wasteful. It is selfish and it is vain. It is condescending. The man who condescends to others likes neither himself nor his fellows. Surely he cannot hope to influence people or to win them to his way of thinking....

"I am certain that there would be less disdain for intellectuals by the public if men who devote their lives to the pursuit of knowledge would put that knowledge in plain language when they speak and write...."

--From "Letter Logic," Connecticut Mutual Life Insurance Company

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TELEVISION PROGRAMING FOR MAY AND JUNE -- Yard 'n' Garden
 -- a 30-minute color TV program hosted by Leo Fehlhafer, extension information specialist, will start a 5-week run May 16. Guests will come from departments of horticulture, entomology, and plant pathology. Viewers will be asked to send in questions to be answered on the air.

The (partial) schedule for the Yard 'n' Garden series is:

KTCA - WDSE - KWCM -- 9:30 p.m. (Fridays) May 16 through June 13.

WTCN -- 9:00 a.m. (Saturdays) May 24 through June 21.

Other stations and dates will be announced as soon as schedule can be set up.

KSOO-TV has had to cancel our Saturday 7:30 a.m. programs for May and possibly longer. See the March issue of Reaching People (page 4) for details of Town and Country telecasts. --Ray Wolf

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MAY TAPES FOR HOME AGENTS - - The short tapes are interviews with Clifton Halsey, extension conservationist, on precautions for tornadoes (5:10); with Glenda Humphries, extension specialist in household equipment, on floor cleaning equipment (3:15); and with Bonita Bohnsack, home economist, National Livestock and Meat Board, on 10 points on meat cookery (5 min.).

The long tape (14 min.) is the sixth in the series on "A Child's World" with Ronald Pitzer, extension family life specialist, this one on the influence of brothers and sisters. --Jo Nelson

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A HANDBOOK FOR EFFECTIVE MEETINGS - - 4-H Extension Bulletin 71, although in the 4-H series, should be a useful tool for any organization concerned with effective meetings. It gives a good picture, too, of parliamentary procedure. It's well worth using in county Extension activities. --Harold B. Swanson

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WORD CORNER: SHARPEN UP! - - Weed out the wasted words in these expressions: absolutely complete, very latest, basic fundamentals, necessary requirements, cooperate together, consensus of opinion, ask the question, for a period of two weeks, factual information. How many of these redundancies are you in the habit of using? Probably every one of us could improve our speaking and writing by being more concise. --Jo Nelson

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THE TV INTERVIEW* - - At the heart of a good television interview is a visual conversation piece--an object that is related visually to what the interview is about. It can be real--fruits, vegetables, plants, etc.--a piece of equipment, clothing, a display of a nutritious lunch, a slide, etc.

The audience wants to hear what the guest has to say. The interviewer, therefore, does not dominate but gives direction to the material to be covered. He asks the "how-when-what-who-and-why" questions.

Function of the camera in the television interview is frequently that of an eavesdropper. In this case, eye contact with the camera lens is less important since interviewer and interviewee talk and look at each other.

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THE TV DEMONSTRATION* - - Today, there is more show "What" and less show "How" on television. This does not mean that the Extension method demonstration is out. But our objective is different. The television demonstration today does not attempt to transfer manual skill. Instead, we use it as the salesman of an idea: "That looks good. I'll try it." For this reason, the intricate and complicated manipulation in each routine step in a demonstration is not necessary. However, a finished product is the natural climax to the presentation.

Keep color in mind especially in the handling of fruits, vegetables, and other ingredients in food demonstrations. The color of table coverings, containers, and other backgrounds must receive additional consideration. Generally, the safest color is light blue because it makes bright colors in fruits and vegetables more vivid. The light blue is also kinder to skin tones when hands enter the picture on close-up shots.

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*Selected from Extension "Handbook for Color TV"

Publications and Direct Mail

NEW PUBLICATIONS

The Microscope and Milk Quality. Food Science and Industries Fact Sheet 1.

V. S. Packard, Jr. Shows examples of and discusses microscopic examination of improperly cooled milk and milk from dirty equipment, dusty or dirty environments, and cows with mastitis infections. 2 pages. Available.

B-Vitamin Supplementation of Conventional Diets for Growing Swine. Technical

Bulletin 263. R. J. Meade, L. E. Hanson, H. E. Hanke, K. P. Miller, J. W. Rust, R. S. Grant, and M. E. Tumbleson. Summarizes research from 14 experiments with more than 1,500 pigs conducted at five locations in Minnesota during 10 seasons. B vitamins included nicotinic acid, pantothenic acid, and riboflavin. 16 pages. Available mid-May.

Minnesota Natural Resources Teaching Guide. Special Report 30a. William Miles,

Roger Machmeier, and James Swan. Includes information about forests, wildlife management, water resources, and soil. Readings suggested for each subject. 32 pages. Available mid-May.

Minnesota Tourist Travel Notes. Volume 7, No. 2. Capsulizes proceedings of the Water Pollution Conference held at Alexandria, Minnesota in March.

Outlines extent of problem, consequences of inaction, and possible solutions and control methods. 8 pages. Available mid-May.

Attitudes of County Leaders Toward Expanding Youth Programs in Extension.

Special Report 32. Howard J. Newell, Charles E. Ramsey, and Duane A. Wilson. IBM printout tables give data from questionnaires answered by county leaders (including county commissioners and Extension committee members) in all Minnesota counties concerning many aspects of Extension programs for youth. 52 pages. Available.

The Landscape Arboretum. Miscellaneous Report 85. Annual report of the Uni-

versity of Minnesota Landscape Arboretum at Chaska, Minnesota. Articles written by Department of Horticultural Science staff members. 44 pages. Available mid-May.

Patterns of Firm Growth in Livestock Slaughtering. Technical Bulletin 261 and

NCR 190. Willis E. Anthony. Presents data on industry trends that constitute the demand for livestock. Data are annual slaughter figures of federally inspected plants during 1950-62. Firm size was measured in number of livestock slaughtered per year. 48 pages. Available.

REVISED PUBLICATIONS

- 1968 Minnesota Potato Variety Demonstrations. Horticulture Fact Sheet 4. Orrin C. Turnquist. Nine tables show results of nine potato variety demonstration plots and indicate which varieties grow best in certain areas of Minnesota. 2 pages. Available.
- Sulfur for Minnesota Soils. Soils Fact Sheet 5. C. J. Overdahl, A. C. Caldwell, J. Grava, and W. E. Fenster. Suggests methods of compensating for sulfur deficiencies that occur mainly in sandy, low-organic matter soils originally forested. 2 pages. Available.
- Radio-Television for City and Country. April-June 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. 10-page railroad folder. Available.
- Vegetable Varieties--1969. Extension Folder 154. Orrin C. Turnquist. Describes varieties and reports results of trials at several plot locations in Minnesota in 1968. 16 pages. Available.
- Disinfection of Water Systems. Agricultural Engineering Fact Sheet 15. Roger Machmeier. Discusses disinfection of wells and water systems. Recommends amounts of bleach to use for different size wells. 2 pages. Available.
- Controlling Corn Rootworms. Entomology Fact Sheet 14. John Lofgren. Supplies information on pre and postemergence treatments for controlling western and resistant northern corn rootworms. 2 pages. Available mid-May.

REPRINTED PUBLICATIONS

- Pantry Pests. Entomology Fact Sheet 13. J. A. Lofgren and L. K. Cutkomp.
- Discussion Traps: Avoid Them. Communications Bulletin 15. Paul Cashman and Ron Brown.
- How Individuals Work in a Group. Communications Bulletin 16.
- Getting Started with Your Vegetable Garden. Extension Folder 164. Orrin C. Turnquist.
- The Home Lawn. Extension Folder 165. Donald White.
- Grafting Fruit Trees. Extension Bulletin 273. T. S. Weir.
- Controlling Insect Pests of Trees and Shrubs. Entomology Fact Sheet 28. T. M. Peters.
- Summer Care of Vegetable Gardens. Extension Folder 167. Orrin C. Turnquist.
- Tuberous Begonias. Horticulture Fact Sheet 5. C. Gustav Hard.
- Controlling Insects in the Home Vegetable Garden. Entomology Fact Sheet 11. John A. Lofgren.
- Outdoor Mosquito Control. Entomology Fact Sheet 29. L. K. Cutkomp and J. A. Lofgren.