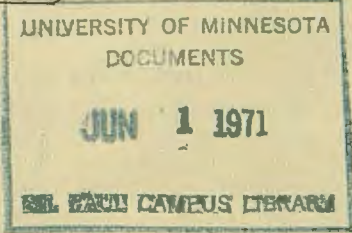


press
publications
radio
television
visual aids

3 Reaching People with information...

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA



May 27, 1971

 * Please read, check, and circulate *
 * Extension Agent *
 * Extension Home Economist *
 * Assoc./Ass't. Extension Agent *
 * Other *
 * Secretary for Filing *

THE CLASSIC CASE OF A BURIED LEAD -- The following story is said to have appeared in a Pennsylvania weekly. Surely it cannot be topped as an example of a buried lead.

"The PTA of Cornelia Banta School held its regular monthly meeting Tuesday evening in the school cafeteria for the election of officers for the coming year, with Mrs. Noah ten Flood, president, in the chair. The nominating committee proposed Mrs. Douwe Talema for president, Mrs. David Demarest for vice president, and Mrs. Laurens van Boschkerken for secretary-treasurer. It was moved and seconded that the nominations be closed.

"Mrs. Gianello Venutoieri arose and said that she wanted to nominate Mrs. Nuovo Cittadino, Mrs. Giuseppe Soffite, and Mrs. Salvatore del Vapore. Mrs. ten Flood ruled Mrs. Venutoieri out of order. Mrs. Venutoieri appealed to the parliamentarian, Miss Sarah Kierstad, who sustained the chair.

"Mrs. Venutoieri took a small automatic pistol from her handbag and shot Mrs. ten Flood between the eyes. Constable Abraham Brinkerhoff came and escorted Mrs. Venutoieri to the county jail. The body of Mrs. ten Flood was removed to Van Emburgh's Funeral Parlor.

"There being no further business the meeting adjourned for refreshments, which were served by Mrs. Adrian Blauvelt's committee. The next meeting will be held on Friday evening, September 9, for the installation of officers."
--Bob Lindsay, U of M School of Journalism and Mass Communication

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WRITING IS HARD WORK -- I don't know to what extent those of us who taught the writing sessions during the Professional Improvement Conference got across the point that good writing is never easy; it is plain hard work. That point is underscored by the novelist Katherine Anne Porter: "A writer may be inspired occasionally: that's his good luck; but he doesn't learn to write by inspiration: he works at it. In that sense the writer is a worker, a workingman, a workingwoman. Writing is not an elegant pastime, it is a sober and hard-worked trade, which gives great joy to the worker. The artist is first a worker. He must roll up his sleeves and get to work like a bricklayer." --Jo Nelson

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THE SECRET OF GOOD SPEECHMAKING--Somewhere I came across this quote, but unfortunately I can't tell you its source. Anyway, it's food for thought. "The secret of good speechmaking is simple: make your talk shorter than your audience expects. A short talk, no matter how dull, is never a disaster. But an oratorical masterpiece that exceeds a reasonable length of time is unforgivable...." --Jo Nelson

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1971 RADIO TRENDS--The general mass media are using more short, news-type capsules beamed to farmers...filling some of their needs but still short enough "not to drive away" the city audience, according to communications specialists at the University of Tennessee.

Radio has moved toward spot news service for farmers...alert service to arouse interest and send hearers to other sources for more detailed information.

Homemakers' programs are also far different from the 30-minute cooking or sewing programs of the past decade. Most stations now prefer to use talk features of two or three minutes and then return to music.

There are many research reports indicating the effectiveness of radio in reaching youth. The question is which radio stations in your area are most effective in reaching the young people? Remember that your clientele has a choice of radio stations, and most likely the teenagers are not listening to the same stations their parents enjoy. --Ray Wolf

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RADIO TAPES FOR COUNTY EXTENSION HOME ECONOMISTS FOR JUNE--These include the long tape (14 min.), the third in the series of three on "Children of the 70's." This is an interview with Ron Pitzer, extension family life specialist, on how children learn prejudice. The short tapes include an interview on June Dairy Month with Dairy Ann of the American Dairy Association of Minnesota, (Coni Braunschmidt), a report on the University's Landscape Arboretum from Lynne Cruise, informational representative and membership secretary for the Arboretum and an interview with Richard Epley, extension meats specialist, on barbecuing. --Jo Nelson

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WORD CORNER: SHARPEN UP!--One of the joys of doing Word Corner is the response it brings. One reader writes that one of his "pet peeves" is the use of "fuller." A number of adjectives, of course, cannot be compared. They name a characteristic which does not exist in degrees, such as full and empty. If a pail is full of water, how can you fill it fuller? (Or if it's empty, how can it be more empty?)

Another reader sent in this sentence (from a letter he had received): "Every congressman's mail is heavy with criticisms of our welfare procedures." This is a case of a misplaced modifier. (Congressman's is used here as an adjective. Every--also an adjective--can't modify another adjective.) What is meant is not every mail but the mail of every congressman. --Jo Nelson

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Publications and Direct Mail

NEW PUBLICATIONS

- Economic Analysis of U.S. Turkey Prices and Producer Income. Technical Bulletin 281. M. A. Soliman and C. R. Burbee. Investigates how increased output and expanded industry efforts affected turkey prices from 1960 to 1967, and the potential effects on producer income and price of a hypothetical market quota system, similar to the one defeated by referendum in 1962. 16 pages. Available.
- Irrigation--How Much and How Often? (NOTE: This folder replaces Soils Fact Sheet 8. Please destroy any copies you have.) Jim Swan, Don Baker, Roger Machmeier, and Dale Hicks. Extension Folder 257. Provides information on how to determine an irrigation schedule in Minnesota for different crop cover conditions and times of year. Must be used with the Minnesota Sprinkler Irrigation Guide. 6 pages. Available.
- Landscape Arboretum. Miscellaneous Report 104. Annual report of the University of Minnesota Landscape Arboretum at Chanhassen. 46 pages. Available.
- Mushroom Cookery. Home Economics--Family Living Fact Sheet 24. Grace Brill and Sheryl Nefstead. Describes storage, yield, and preparation of mushrooms. Includes recipes using mushrooms. 2 pages. Available.
- Know Your Minnesota Apples. Horticulture Fact Sheet 24. Shirley T. Munson, L. B. Hertz, and Cecil Stushnoff. Chart lists apple varieties, their season of use, apple characteristics, and whether they are best for fresh eating, cooking, pies, baking, sauce, freezing, lists crab apples, too. Includes five apples recipes for pie, cake, crunch, and cookies. 2 pages. Available.
- 1970 Census Final County and Community Population Data. Minnesota Economic Data 19. John S. Hoyt, Jr. Lists and explains final figures released by the Bureau of the Census by county and community. 24 pages. Available early June.
- The Cost of Capital in Minnesota Dairy Cooperatives. Station Bulletin 503. Thomas E. Snider and E. Fred Koller. Provides information on capital sources, the financial structure of dairy cooperatives, and methods of measuring the cost of capital. 52 pages. Available early June.
- Statistical Analysis of Cyclical Variations in the National Turkey Market. Technical Bulletin 276. M. A. Soliman. Major objectives of this study were: to determine the existence of cycles in the prices and production of turkeys; to determine the equilibrium path in the production and price of turkeys; and to investigate the nature of response of turkey producers to prices through time. 20 pages. Available.

REVISED PUBLICATIONS

- Fly Control for the Dairy Herd. Entomology Fact Sheet 35. L. K. Cutkomp and D. M. Noetzel. Updates treatment in barn and milking parlor, applications to animals, and mentions insect electrocutors. 2 pages. Available.
- Special 4-H Program Helps Retarded Children. Extension Program Report 1. Describes expansion of 4-H and acceptance and achievement attained by children in these special public school classes. 2 pages. Available.
- Psychrophilic Bacteria Cause Food Spoilage. Food Science and Industries Fact Sheet 5. E. A. Zottola. Explains how these bacteria grow in food and suggests how to prevent psychrophilic spoilage. 2 pages. Available.

Raspberry Diseases. Plant Pathology Fact Sheet 8. Herbert G. Johnson. Describes common diseases of raspberries and recommends control measures. 2 pages. Available.

Fire Blight. Plant Pathology Fact Sheet 17. Herbert G. Johnson. Describes the symptoms and control of this bacterial disease. 2 pages. Available.

REPRINTED PUBLICATIONS

Controlling Diseases in the Home Vegetable Garden. Plant Pathology Fact Sheet 9.

Conservation Education Assistance to Teachers. Extension Program Report 32.

Pruning Fruit Trees. Extension Folder 161.

Freezing Foods for Home Use. Extension Bulletin 244. Shirley T. Munson, James D. Winter, Melvin L. Hamre, and C. Eugene Allen.

Evergreens. Extension Bulletin 258. J. A. Lofgren, H. G. Johnson, M. C. Eisel, M. E. Smith, and J. P. McKinnon.

Fresh Water Fish--Care and Cooking. Extension Bulletin 356. Verna Mikesh and Grace Brill.

Summer Care of Vegetable Gardens. Extension Folder 167. Orrin C. Turnquist.

Azalea and Rhododendron Culture in Minnesota. Horticulture Fact Sheet 8. Leon C. Snyder and C. Gustav Hard.

Controlling Insects in the Home Vegetable Garden. Entomology Fact Sheet 11. John A. Lofgren.

Hog Futures Trading. Agricultural Economics Fact Sheet 4. Dale C. Dahl and Kenneth E. Egertson.

Judging Dairy Cattle. Dairy Husbandry Fact Sheet 2. J. W. Mudge, R. W. Wayne, and C. L. Wilcox.

Special Cleaning Preparations and Methods. Home Economics Fact Sheet 19. Beverly Lundgren and Mary Frances Lamison.

Keep Your Bacteria Count Down. Food Science and Industries Fact Sheet 11 (formerly Dairy Industries Fact Sheet 10). V. S. Packard.

Landscaping the Home. Extension Bulletin 283. C. Gustav Hard.

How to Build a Tree Planter from a Plow. Agricultural Engineering Fact Sheet 8. D. W. Bates, W. E. Dorsey, and M. E. Smith.

Selecting a Camera. Information Service Series 19. Gerald R. McKay.

Are You Having Paint Trouble? Agricultural Engineering Fact Sheet 9. D. W. Bates.

Paving Barnyards with Blacktop. Agricultural Engineering Fact Sheet 10. D. W. Bates.

Grafting Fruit Trees. Extension Bulletin 273. T. S. Weir.

Cleaning Products. Home Economics Fact Sheet 20. Sharon Gilsrud and Mary Frances Lamison.

Getting Started with Your Vegetable Garden. Extension Folder 164. Orrin C. Turnquist.

Harvesting and Storing Garden Vegetables. Extension Folder 172. Orrin C. Turnquist.

Outdoor Cookery for the Family. Extension Bulletin 293.

Finishing and Refinishing Wood Furniture. Extension Bulletin 332. Myra Zabel.

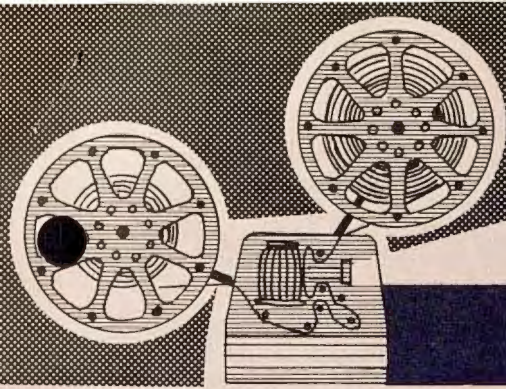
Some Tips on Writing Radio Copy. Information Service Series 29. Harold B. Swanson.

Cut Early for Quality Forages. Agronomy Fact Sheet 8. William F. Hueg, Jr.

Establishing Small-Seeded Forages. Agronomy Fact Sheet 19. J. R. Justin.

Building a Compost Heap. Soils Fact Sheet 12. C. J. Overdahl and L. D. Hanson.

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



visual aids

TIP SHEET

Minnesota Agricultural Extension Service

May 1971

NEW FILMS IN AGRICULTURAL EXTENSION LIBRARY

SMOKEY'S STORY--12 min.--color--USDA--Service Charge \$1.00--TV

In this film, Dennis Weaver meets a group of young campers in the woods. He sees that one boy is playing with a book of matches. He retells the true story of little Smokey, the cub who survived a forest fire. Mr. Weaver succeeds in convincing the boy that matches are not for play. It is especially appropriate for youth audiences, 4-H, Scouts, junior high school, etc. Good photography of wildlife and forest scenes.

THE AGING OF LAKES--14 min.--color--Encyclopedia Britannica--Service Charge \$3.60--Not TV

Film explains the process of natural aging and eventual death of lakes, called eutrophication. Newly formed lakes are clear and contain little algae but as time passes many lakes become rich in dissolved nutrients which encourage the growth of algae. Over thousands of years lakes become so choked with living and decaying plants that they evolve into marshes, meadows, and even forests. It shows how man's environmental interference has affected changes in lakes. The effects of domestic and industrial sewage on lakes is shown. Investigation is made of current efforts to retard eutrophication and to preserve and restore our lakes. Recommended for high school students and adults.

AN APPROACH TO SCHOOL SITE DEVELOPMENT--19 min.--color--International Film Bureau--Service Charge \$3.60--TV

Film shows how, with proper planning, school sites can be developed and utilized to help youth increase their interest, awareness, understanding, and respect for the environment. It emphasizes the importance of considering unique natural features as one of the criteria in the selection of a school site. Next considered is site development: blending beauty and utility, developing an outdoor laboratory of plant and animal life, and involving children in this development. The film clearly shows, by the example of Ann Arbor High School in Michigan, the advantages of a well-designed site to the total instructional progress of the school system (K-12). Recommended for teachers, school and city planners and conservation organizations.

NEW SLIDE SETS AVAILABLE

#777 EXPANDED FOOD AND NUTRITION PROGRAM--80 slides--double frame--color--Lee Nelson and Bill Milbrath--University of Minnesota

Set of 80 color slides and script explain how the Expanded Food and Nutrition Program is funded, how it operates, and shows the counties involved in the program. Glimpses of how program assistants are trained, how they teach, and some special training activities planned for them. Also shown are examples of the publications and visuals, exhibits, and newsletters used in the program. Various methods of teaching used by PAs are visualized, such as working on a one-to-one basis, working with groups, workshops, clinics, in the trailer, demonstrations, tours, etc. Suitable for a county anticipating coming into the program or showing a county already in the program how it functions and can be shown to community agencies interested in the program. Not suitable for general adult and youth audiences but rather for specialized audiences listed above.

#779 PARABLE OF MAN AND THE MESS HE MADE--46 slides--double frame--color
--Michigan State University

Set of 46 color slides with tape presentation illustrates the causes of pollution and suggests the need for action. It is narrated by Art Buchwald and is done in a satiric manner utilizing a theme from the bible. Recommended for use as a discussion piece with mature audiences.

LOOKING FOR A CORDLESS 4-SPEED RECORD PLAYER AND PUBLIC ADDRESS SYSTEM?

The new, all-transistor 300B operates from its own power supply of standard flashlight batteries. This fully-transistorized unit delivers 10 watts of power and has a PA circuit that lets you mix voice with recordings. It's even available with an underwater speaker. And because the unit is battery operated, it's absolutely shock-proof. The feedback-controlled, solid-state amplifier is big enough for all but the largest activities. A frequency response of 20 to 20,000 cps at all power levels means accurate, high-fidelity reproduction. It will provide flexibility and utility and you can take it with you anywhere and forget about electrical outlets and bothersome cords. The 300B battery powered all-transistor record player PA system is available from Audiometrics Corporation, 7428 Bellaire Avenue, North Hollywood, California 91605 for about \$80.00

SOME TIPS ON SHOWING FILMS

The Room

Good ventilation and fresh air are important. Darken the room enough to get a bright image on the screen and see to it that no glare hits the screen or reflects into the viewers' eyes. Locate light switches ahead of time. If possible, select a room that is acoustically good. Check the amount of sound reverberation by clapping your hands sharply.

Seating Arrangement

The first row should be two screen widths from the screen, and the last row not more than six screen widths back from the screen. Position chairs so the viewing angle is not more than 30 degrees to the side of the projection axis. Adjust the lower edge of the screen so it is at eye level.

Projector Location

To get an undistorted image, place the projector so the lens is on a line extending at right angles, vertically and horizontally, from the center of the screen. This means placing the projector on something higher than the average table. A projector with a two-inch lens should be about 26 feet back to fill a five-foot screen.

Loud-Speaker Location

Usually you will get the best sound quality if you place the loud-speaker near the screen and high enough to be seen by everyone. If acoustics are poor, try placing the speaker in a corner and turn the sound balance control to nearly maximum treble.

