

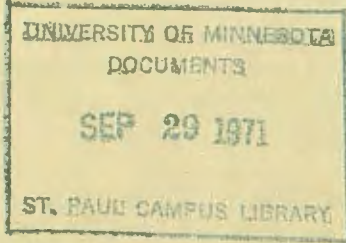
press
publications
radio
television
visual aids

Reaching People

with information...

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

September 27, 1971



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

MAC'S LAST COLUMN--Several days before his death, Kandiyohi County Extension Agent Ronald McCamus wrote his regular column for the West Central Daily Tribune. That column was printed after Mac had passed away, with this editor's note, "The Tribune is publishing the column due to the nature of his comments and in the belief that this is the way Mac would have wanted it."

A few quotes from Mac's column will show how he used the personal approach to make his column an interesting and worthwhile feature for so many years.

"Time and tide wait for no man. As I start my 39th year as Kandiyohi County Agent, I'd like to run a short score sheet of what has happened-- some we worked on and some happened in spite of us.

"You were broke and so was I as we worked together on the original government programs. You've been urged to take an annual Net Worth Statement to measure steps up and down the ladder. If you own more than you owe, you have a net worth.

"Kandiyohi County had some farsighted people and almost literally looted empty tills to keep a 4-H program going without an Extension Service. We brag together about the large number of people-- rural and city-- who put in hundreds of thousands of hours of donated time.

"Believe it or not you couldn't buy a pound of fertilizer in Kandiyohi County in 1939. T.V.A. offered us fertilizer for demonstrations and ASC offered to pay two-thirds of the cost of fertilizer applied to hay and pasture land.

"Hybrid corn and soybeans were innovations. DHIA showed us we had good cows and poor cows, and hog shows helped lead us to leaner, meatier hogs.

"Hope you think of other things. Thanks for your help through the years. I add extra thanks to the news medium that has given us such wonderful communication."

Yes, Mac's writing had that human touch that made his column one of the best in the state. --Harold B. Swanson

WEEKLY PACKET MAILING CHECKED --If you still have trouble getting the weekly news packet on time, let me know. The recent survey you cooperated on showed that most of you--over 90 percent--received it by Wednesday that particular week. However, I'm inclined to think the U.S. Post Office was quite efficient that week compared to times past.

The packet is mailed Monday afternoon, so you should have it by Thursday at the very latest. If you don't get it by then, drop me a postcard or call. We won't promise to improve mail service, but we'll at least contact the St. Paul Post Office and register a complaint. --Jack Sperbeck

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WORD CORNER: SHARPEN UP! --One of the most frequent editorial changes I make is to substitute that for which. Of course, no one can insist that using which is incorrect. But you can clarify your writing by following this rule: use that in a restrictive clause; use which in a nonrestrictive clause.

The difference between the two is obvious from these sentences:

Lilies, which come in many colors, grow best in a sandy loam soil.

Lilies that are not hardy in Minnesota will give unsatisfactory results.

The first sentence is nonrestrictive. It speaks of all lilies and includes a which clause merely to describe another characteristic of lilies. The thought between the commas is relevant but not essential; the main clause would still have meaning without it.

The second sentence is restrictive. The that clause cuts down, or restricts, the kind of lilies that will give unsatisfactory results. Without the restrictive clause the sentence "Lilies...will give unsatisfactory results" is false. The that clause is indispensable.

The omission of commas, then, is the sign of a restrictive clause. And modern usage recommends substituting that for which in introducing a restrictive idea.

If a phrase does not restrict the meaning of a sentence, introduce it with which and separate it from the rest of the sentence with commas. If a phrase defines (restricts) the meaning of a sentence, introduce it with that.
--Kathy Wolter

Editor's Note--Kathy Wolter has been our assistant bulletin editor for several years. Long interested in proper usage and the derivation of words, Kathy has agreed to continue the worthwhile "Word Corner: Sharpen Up" notes that Jo Nelson started many years ago.

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It was great to see and visit with so many of you at the Minnesota State Fair. Thanks for your help in rounding up guests for the daily Highlights in Homemaking radio program over KUOM. Eight adults and 11 4-H'ers were guests on the program. --Lee Nelson

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TV VIEWERSHIP HIGH--Vern Keel has given me some figures from his suburban horticulture information study.

He surveyed three different audiences: a random sample of the general audience, members of the Horticulture Society, and a sample of people who had phoned in questions to the University.

The random sample represents the Twin Cities urban area of 515,000 households representing 1,704,423 people. Results are biased in that interviews were conducted with the person in the household who did the gardening or took care of the yard work.

These are some of the preliminary results:

	<u>Random</u>	<u>Hort. Soc.</u>	<u>Phone- ins</u>
Have working TV set (percent)	98.3	94.0	97.3
Hours/week actually watching TV	18	16	13
Watch Town and Country (percent)			
Never	82.9	66.0	78.7
Less than once/month	6.9	6.0	8.0
Once-twice/month	5.2	18.0	8.0
Almost every week	3.2	4.0	2.7
Watch Yard 'n' Garden (percent)			
Never	88.3	58.0	78.7
Less than once/month	4.0	14.0	8.0
Once-twice/month	3.4	18.0	8.0
Almost every week	2.3	4.0	2.7

These figures indicate several things.

1. We do have a sizable audience in the Twin Cities area for Extension programs: Town and Country is watched in about 77,000 homes at least once a month and in 15,000 homes every week. Yard 'n' Garden is watched in about 50,000 homes once a month and in over 10,000 homes every week.

2. We may not be adequately promoting programs. This question was asked: "If you were to hear about a new series of television programs that dealt with flowers, plants, gardening or yard care, how likely would you be to watch it?" The answers resulted in these percentages:

	<u>Random</u>	<u>Hort. Soc.</u>	<u>Phone- ins</u>
Not at all likely	22.0	4.0	9.3
Not very likely	14.3	4.0	10.7
Probably	31.7	38.0	28.0
Very likely	30.0	48.0	49.3

These figures will not total 100 percent because some were eliminated for brevity. Further analysis of data will yield demographics--where people live, age, income, etc.

3. We're reaching a good audience, but better produced shows and more publicity would likely yield more viewers.

--Norm Engle

RADIO-TV PROGRAMS CONTINUE POPULARITY--The number of radio broadcasts participated in by county agents and other Extension workers in the states climbed sharply and steadily from 142,000 in 1950 to 945,000 in 1968. Participation in television programs climbed from 4,000 in 1950 to 62,000 in 1964 and then leveled off at an average of about 50,000 a year.

These 1968 figures will be the last available on these types of participation in news output. The EMIS-SEMIS management system of reporting, which was started by many of the states in 1969, does not include these items.

Those figures in thousands and millions stand as a monument to the success of Extension information programs. Now we need to build still more effective methods of public communication and better systems of reporting their results. --Ray Wolf

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LOW-INCOME STORIES AVAILABLE--Extra copies of the weekly home economics low-income story are available. The story comes in the weekly packet and is on russet EF&NP letterhead. Some EF&NP areas receive one for each program assistant, but they are available for everyone to use. Write Lee Nelson, 453 Coffey Hall, if you're interested in receiving more than one copy. --Lee Nelson

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RADIO TOPICS--For October these might include Annual Conference highlights, Co-op Month, Fire Prevention Week and National 4-H Week--October 3-9, safe corn harvest, fall garden cleanup, preparing winter shelter for livestock, storing farm machinery and, of course, 4-H enrollment campaign. --Ray Wolf

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OCTOBER RADIO TAPES FOR EXTENSION HOME ECONOMISTS--The long program (12:30) is an interview with Mary Darling, extension nutritionist, on the controversial topic "Organic Foods." A listener said, "Her discussion seemed fair and practical." The short programs are interviews with Shirley Munson, horticulturist, on "Freezing Apples" (5:07); Sheryl Nefstead, extension consumer information, on "Canning Tomatoes--What Happened?" (5:06); Wanda Olson, extension household equipment, on "Match Pan to the Surface" (5:05); Ruth Thomas, home economist, Turkey Growers Association, on "Roasting Turkey" (5:00).

A questionnaire survey was sent with the tapes. Please fill out the cards enclosed in the tapes to indicate your programming preferences. Return them immediately. Thanks. --Janet Macy

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AGENTS ACTIVE IN MASS MEDIA--South St. Louis County extension agents have used mass media more in 1971 than in any other year. Richard Herman, extension agent, reports that the current mass media programs include: two half hour TV shows a week with periodic appearances on a third station; a two minute live radio broadcast each morning at 9:45; and four columns a week.

The county will soon be starting a series of four half hour "special" TV shows on funerals, wills and related money management problems.

--Ray Wolf

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Publications and Direct Mail

NEW PUBLICATIONS

Chlorination of Private Water Supplies. M-156. Roger E. Machmeier. Discusses the use of chlorine in a private water supply and suggests procedures to use when chlorinating. 6 pages. Available.

You're an In-law, too! Living With People No. 1. Sue Meyers. Makes suggestions on in-law problems of newlyweds, such as where to visit on the holidays and what to call your new in-laws. 2 pages. Available.

Minnesota Science. Volume 27, No. 4. Offers an in-depth look at poverty in Minnesota--with emphasis on housing, employment, and health care. Shorter articles on a new cubic bale haying system and latest research on roughage substitutes. 16 pages. Available.

Culture of Iris. Horticulture Fact Sheet 26. Leon C. Snyder. Describes the types of irises suitable for culture in this area. Explains how to plant and care for irises. 2 pages. Available.

REVISED PUBLICATIONS

Cold Hog Finishing Houses with Either Slats or Bedding. M-146. Dennis M. Ryan. Updates the 1970 issue of this publication with new drawings. Includes a water treater arrangement. 12 pages. Available mid-October.

Housing and Feeding for Gestating Sows. M-143. Dennis M. Ryan. Updates the 1968 issue of this publication with new drawings and revised text. 12 pages. Available mid-October.

REPRINTED PUBLICATIONS

Landscape Arboretum Investigates, Evaluates, Educates. Extension Program Report 33.

Herbaceous Ground Covers. Arboretum Review 1. Leon C. Snyder.

Hardy and Nonhardy Maples. Arboretum Review 4. Leon C. Snyder.

Woodland Wildflowers. Arboretum Review 7. Leon C. Snyder.

Clover Mites. Entomology Fact Sheet 15. J. A. Lofgren and E. F. Cook.

Carpet Beetles and Clothes Moths. Entomology Fact Sheet 18. J. A. Lofgren and D. M. Noetzel.

Controlling Insect Pests of Shade and Ornamental Trees. Entomology Fact Sheet 28. John A. Lofgren.

Fleas. Entomology Fact Sheet 31. L. K. Cutkomp and D. M. Noetzel.

Gladiolus Diseases. Plant Pathology Fact Sheet 11. Herbert G. Johnson.

Lime Needs in Minnesota. Soils Fact Sheet 10. W. E. Fenster, C. J. Overdahl, and J. Grava.

Oak Wilt and Its Control. Plant Pathology Fact Sheet 5. Herbert G. Johnson.

Raspberries for the Home Garden. Horticulture Fact Sheet 20. Leonard B. Hertz.

Good Meals Every Day. Extension Bulletin 360. Grace Brill.

Fruits and Vegetables. HS-10. Grace D. Brill and Leona S. Nelson.

Breads and Cereals. HS-11. Grace D. Brill and Leona S. Nelson.

Meat and Meat Foods. HS-12. Verna A. Mikesh and Leona S. Nelson.

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

Hair Care. HS-19. Athelene H. Scheid and Leona S. Nelson.