

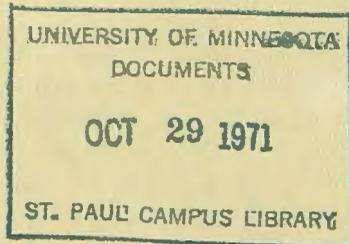
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press  
publications  
radio  
television  
visual aids

# 3 Reaching People with information...

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

October 27, 1971



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 Please read, check, and circulate  
 Extension Agent   
 Extension Home Economist   
 Assoc./Ass't. Extension Agent   
 Other   
 Secretary for Filing   
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THE UNIVERSITY AND THE PUBLIC--A recent conference of Institute of Agriculture administrators, other educators, and representatives of the mass media tried to analyze why the University suffered setbacks during the recent legislative sessions. Many thought that the University was treated well compared with other states and may be overselling the licking it took.

Paul White, analyst for the Minnesota Poll, gave these figures on state-wide attitudes toward the University:

	Percentage		
	Favorable	Unfavorable	No opinion
1964	85	11	4
1970	65	22	13
1971	69	20	11

Although the percentage of favorable attitudes is down, the University still has a good image, and the trend downward may have eased off or reversed itself, White pointed out.

Frank Premack, assistant managing editor of the Minneapolis Tribune, gave this advice to all of us who deal with the public and the press:

1. Be honest. Don't try to fool people.
2. Don't be stingy with information. Don't deluge people with information they don't want, but provide them with the information they want and need.
3. Don't be afraid to take leadership.
4. Participate in the community.

Duane Scribner, director of University Relations, said that the University and the private colleges are a much smaller factor in undergraduate education now than they were 10 years ago. During the last 10 years, the University's share of undergraduate students has fallen from half to a third. That change inevitably affects our relationships and leadership in the state.

--Harold B. Swanson

MAIL PROBLEMS, ANYONE?--If some of you are still having problems getting the weekly news packet on time, mark the date you received it on the envelope and return it to me. I'll pass it on to the Post Office Department. But I need the marked envelope before the post office people can do much checking. --Jack Sperbeck

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KEEP RECORDER HEADS CLEAN--If your tape recorder is giving you trouble, the problem may be dirty recording or erasing heads. Weak recordings and failure to erase properly often can be traced to dirty heads.

Sticky material from splices can combine with oxide residue and dust to gradually build up on the heads. This lifts the tape a tiny fraction so it doesn't make good contact, and the result is a poor recording or erase job.

You can easily remedy the situation by cleaning the heads with a prepared cleaner sold in most stores that service tape recorders. If there are no such stores in your area, try acetone, xylene, or typewriter solvent, all of which work just about as well.

Dip a cotton swab in the cleaning fluid. Be sure to squeeze out excess liquid so it won't run down into the recorder and dissolve the insulation. Scrub the heads briskly until the oxide deposit is gone.

Most commercial cleaners also contain a lubricant, swabs, and instructions for those who want to go all out in keeping their tape recorders in top condition.

Also keep the capstan and pulley assembly clean. Use cotton swabs and alcohol only for that job. --from Office of Agricultural Communications, University of Illinois --Ray Wolf

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WORD CORNER: SHARPEN UP!--We've all heard "tastes good like a cigarette should" a thousand times. Until the advertisers capitalized on their bad grammar for another ad, many people probably didn't know that the slogan should have been "tastes good as a cigarette should." These words are often misused, but usage doesn't become valid just because it enjoys a vogue. The late William Strunk, Jr., a fierce defender of good English, said, "If every word or device that achieved currency were immediately authenticated, simply on the grounds of popularity, the language would be as chaotic as a ball game with no foul lines."

If you're ever puzzled about when to use like and when to use as, remember these rules: use as to tell in what capacity or role a deed is done; use like to introduce a comparison. He has acted as a supervisor implies that he is a supervisor; he has acted like a supervisor compares him to one.

Comparisons involving a verb should be introduced with as or as if, not with like: not I don't sing like I once did, but I don't sing as I once did; not he carried on like he was crazy, but he carried on as if he were crazy.

Another clue is that like governs nouns and pronouns; before phrases and clauses the equivalent word is as. --Kathy Wolter

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SCOPE -- EXTENSION HOUR -- This is the title given to the newly revised University Farm Hour on KUOM.

For about 35 years, Ray Wolf, Maynard Speece, and Richard Hull conducted a farm program from 12:30 to 1:00 p.m. Now, in an attempt to streamline the program and to get and maintain more listeners, the material from the Institute of Agriculture (the old "Farm Hour") is being integrated with KUOM's news and events program. The new format runs from 12:00 to 1:00 p.m., Monday through Friday.

For a listing of topics to be discussed on Scope (and on Janet Macy's "Highlights in Homemaking" program at 11:00 a.m.) refer to the October-December issue of "Radio Programs for City and Country." --Ray Wolf

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NOVEMBER RADIO TAPES FOR EXTENSION HOME ECONOMISTS -- The long program (12:30) is an interview with Dr. Philip White, director of the foods and nutrition section of the American Medical Association. During Dr. White's visit to Minneapolis he discussed utilization of nutrients and other dietary concerns.

The short programs are interviews with Dr. Juan Gonzalus, Mayo Clinic, on Facial Reconstruction (3:54); Marg Warder, Bigelow Tea Company, on Brewing Tea and Recipes (4:30); Blanche Erkel, Food and Drug Administration, on Phosphates in Detergents (4:25); and Mrs. Amos Owen, Sioux Indian from Red Wing, on Indian Fry Bread (4:35).

Remember to send back the questionnaire cards. I'll be asking for additional information in a questionnaire to be mailed soon. Your cooperation will be helpful in designing the service to meet your needs.

--Janet Macy

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RADIO USED TO PROMOTE 4-H -- Many stations and agents used radio heavily in October to promote National 4-H Week.

For example, Joe Martinson at KWLM, Willmar, did 30 5-minute interviews by beeper-phone with 4-H'ers from Kandiyohi, Meeker, Renville, Stearns, and Swift Counties.

Jane Robbins at WCMP, Pine City, did a daily half-hour program on 4-H during the whole month.

Mrs. Maijaliisa Rudy, assistant extension agent in Carlton County, used many 4-H spots featuring personalities on WKLK, Cloquet.

May I hear from others who have done something special this year?  
--Ray Wolf

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POTATO RESEARCH TAPE AVAILABLE--County extension workers can obtain this 12 minute-45 second tape from Ray Wolf. It is an interview conducted by Jo Nelson, former extension information specialist, with Sharon Desborough, horticultural science, on a joint research project between Minnesota and South America to improve protein content and winter hardiness of potatoes. --Ray Wolf

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CHANGE THE LEAD, SAY EDITORS--An aggressive young editor complained to me the other day that editors in adjoining counties carry the same stories about county events that he gets locally from his agent. A veteran editor, Gene Johnson, of White Bear Lake and Olivia, said, "Why don't you merely rewrite the leads, localizing them to your needs." Perhaps this is what agents themselves ought to do. If you have a story with many names and local angles, changing the lead for papers in different areas or even counties may insure better acceptance.

--Harold B. Swanson

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SERENDIPITY--What an intriguing word! Let's let Edgar Dale, Ohio State educator, explain it in his own special way.

"Two teachers were walking beside a lake early one spring morning. One of them saw a flower and exclaimed with surprise: 'A serendipity!' 'No,' replied the other, 'it's a crocus.' They were both right.

"Horace Walpole coined the word 'serendipity' in 1754, basing it on a Persian fairy tale of the three princes of the Kingdom of Serendip. The legend held that when the princes of Serendip went on a journey something unexpected happened, and they found valuable things not sought for. A serendipity is a bonus that men and nature pay those who can see beyond their noses. And what you find may be far more useful or delightful than what you were looking for."

As we look at history, Dale points out, there are countless examples of serendipity. They include the discovery of penicillin by Fleming, the development of the telephone by Bell, the idea of the steam engine by Oliver Evans, the discovery of X-rays by Roentgen.

Dale then goes on to say, "Emerson once said that the attained good tends to become the enemy of the better. However, a mind set for serendipities can lead us to develop 'peripheral vision,' to expect the unexpected, to see with the third eye, the eye of imagination.

"The story of serendipity is a parable. Few can experience the serendipities of great discovery, but there are special rewards to the disciplined person whose peripheral vision includes what others miss. We can learn to see relevance in the irrelevant, the unusual in the commonplace, the ounces of radium in tons of pitchblende.

"Though we cannot work directly for serendipities, we can prepare for them and most certainly we can often make them available to others. The word of encouragement, the extra time given to a troubled student, the notes of appreciation are held dear and long remembered. Perhaps, too, the serendipity principle may be taken as a warning to those whose focus on life has been so narrowed that they do not see the flower at the side of the road or the beautiful vista just ahead." --Harold B. Swanson

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## Publications and Direct Mail

### NEW PUBLICATIONS

Some Important Chewing Insects Pests of Alfalfa. Extension Folder 260. John Lofgren. Describes seven alfalfa pests and their habits. Drawings of them appear on reverse side. 2 pages. Available early November.

Mounds for Beef Cattle. M-157. Dennis M. Ryan. Offers construction details in text and drawings for constructing mounds and windbreak for cattle lots. 4 pages. Available early November.

Minnglow and Minnyellow--New Cushion Mums for 1972. Miscellaneous Report 106. R. E. Widmer and P. D. Ascher. Describes growing habits of the 51st and 52nd garden chrysanthemums introduced by the University's Department of Horticultural Science. Includes full color photo of each variety. 2 pages. Available early November.

Ash--Species and Cultivars. Arboretum Review 10. Leon C. Snyder. Describes species and cultivars of this fast growing shade tree that has been tested at the arboretum. 2 pages. Available early November.

Nature Trails. Extension Bulletin 368. Dayton Larsen and William Miles. Describes how to plan for, construct, and maintain a nature trail. Includes many illustrations and photographs of equipment, attractions, and trails. 16 pages. Available mid-November.

Beef for You. Extension Bulletin 369. Verna Mikesh and Richard Epley. Explains beef inspection methods, grading, eating characteristics, how to buy beef, and the various methods of preparing beef. Includes several recipes of basic beef dishes. 12 pages. Available mid-November.

Manure Grate Design for Dairy Barns. M-155. D.W. Bates, J.A. Moore, G.D. Marx, and M.C. Jacobson. Explains results of an experiment with grates of seven different designs. Drawings of the basic construction details of the seven grates are included. 4 pages. Available.

Extension Cooperates in Food Stamp and Food Distribution Programs. Extension Program Report 40. Describes the two programs and explains extension's role in them. 2 pages. Available.

### REVISED PUBLICATIONS

Construction Details... Linings and Underlinings. HC-66. Thelma Baierl. Explains how to select materials for linings and underlinings for fashion fabrics, the differences between the two, and the proper sewing methods. 4 pages. Available early November.

Radio for City and Country. October-December 1971. Quarterly list of topics for "Highlights in Homemaking" and "Scope: Extension Hour" on KUOM radio. 10-page railroad folder. Available.

Town and Country. October-December 1971. Quarterly list of topics for "Town and Country" on KTCA-TV and several other educational and commercial stations throughout the state and in neighboring states. 4-page railroad folder. Available.

REPRINTED PUBLICATIONS

Care of House Plants. Extension Bulletin 274.

Outdoor Cookery. Extension Bulletin 293.

Town and Country Sewage Systems. Extension Bulletin 304. Dennis M. Ryan and Roger E. Machmeier.

Salmonellosis. Extension Bulletin 339. Edmund A. Zottola.

Livestock Judging. Extension Bulletin 340. Charles J. Christians.

Staphylococcus Food Poisoning. Extension Bulletin 354. Edmund A. Zottola.

Backstrap Weaving. Extension Bulletin 362.

Grain Drying Tables. Extension Folder 239. Ronald E. Kaldenberg.

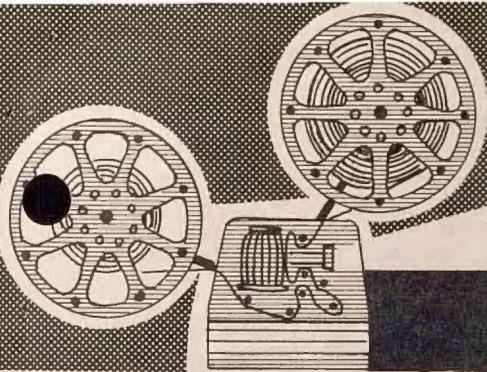
Today's Fibers. Extension Folder 218. Athelene Scheid.

Preparing for Poultry Judging Contests. Poultry Fact Sheet 30. Melvin L. Hamre.

Raising Ducks. Poultry Fact Sheet 43. Melvin L. Hamre.

Organic Soil Conditioners. Soils Fact Sheet 11. C.J. Overdahl and W.E. Fenster.

Improving Your Press, Radio, and TV Relations. Information Service Series 17. Harold B. Swanson.



# visual aids TIP SHEET

## Minnesota Agricultural Extension Service

October 1971

### NEW FILM IN AGRICULTURAL EXTENSION LIBRARY

A SECOND CHANCE--14 min. --color--Ontario Department of Agriculture--Service Charge \$2.40--TV

A farm father survives a PTO accident and reflects on many farm hazards and the importance of practicing farm safety as he recovers in the hospital and at home. He received a "second chance." Safety tips include shields and machine operating procedures, general "housekeeping" and safety around the barn. Good for mature audiences and "heads of the household." Usable with younger audiences, but not aimed at this age group.

### NEW SLIDE SET AVAILABLE

#579 JUDGING HORSES--50 slides--color--double frame--Cornell University

Five supplemental sets have been added to the original list in the catalog. This horse judging series now consists of a set of 25 captioned instructional slides, 1 to 25, and five supplemental sets each with five contest classes of four horses or ponies. The supplemental sets contain the classes that were used in eastern contests from 1967 to 1971 inclusive. Written reasons and a suggested scoring key are included.

### OVERHEAD TRANSPARENCIES AVAILABLE

#O-13 INTERPRETING A RECIPE--23 transparencies--color--3M Company--Service Charge \$2.00--TV

This set of transparencies has been produced to familiarize students with uses of recipes and principles of recipe interpretation. Visuals can be shown as a series, or can be used individually to teach areas which the teacher wishes to strengthen. For home economists, home economics classes, and program assistants.

#O-14 MEAT SELECTION AND PREPARATION--23 transparencies--color--3M Company--Service Charge \$2.00--TV

Transparencies are designed to give students a background in selection and care of meats as well as in methods of cookery. For home economists, home economics classes, and program assistants.

#O-15 FOOD SELECTION AND SERVICE--24 transparencies--color--3M Company--Service Charge \$2.00--TV

Unit is designed to supply the teacher with visuals and supplementary information for teaching students essential facts about how to select food and the fundamentals of basic table settings. For home economists, home economics classes, and program assistants.

### POLLUTION AND ENVIRONMENT FILMS AND SLIDE SETS

Because of many requests for films and slide sets on pollution and environment we are listing those we have available. More details are in the Extension catalog or Tip Sheets.

FILMS

- CRY OF THE MARSH--Shows what has happened to some of the best waterfowl producing wetlands of the central states as a result of draining, burning and plowing.
- PEOPLE ECO ACTION--Documents and analyzes some actual cases involving decision making problems in environmental quality maintenance.
- THE RIVER MUST LIVE--Defines the dimensions of water pollution and analyzes its causes.
- THE CONIFEROUS FOREST BIOME--Indicates some of the organisms which make up the forest food web among cone bearing trees.
- THE ETERNAL FOREST--Shows neglect of primeval forest and explains the awareness of resource depletion and the balance between use and protection in the future.
- AGRICULTURAL WASTE MANAGEMENT--Shows some of the newer techniques dairymen, poultrymen, hog producers, and duck farmers use in handling farm wastes.
- THE GARBAGE EXPLOSION--Shows the problems of solid waste disposal and how garbage can be disposed in landfills that can then be used for airports, parks, apartment sites, etc.
- LIFE IN A DECIDUOUS FOREST--Shows the ecology of the forest environment emphasizing the various effects on plant and animal life.
- THE PRAIRIE--Illustrates the prairie environment of grasses, other plants, soils, insects, birds, mammals, and reptiles and their interrelationships.
- THE BOREAL FOREST--Shows the coniferous forest biome as an ecological community with interrelated food chains.
- THE AGING OF LAKES--Explains the process of natural aging and eventual death of lakes and how man's environmental interference has affected changes in lakes.
- CONSERVATION AND THE BALANCE OF NATURE--Investigates the balance in natural ecological systems as related to the most critical question of our time--what man is doing to his environment.
- TO CLEAR THE AIR--Shows the many ways air is polluted from commercial, public and private sources and what some cities are doing to solve the problem.
- MUD--Shows problems of gully erosion and destructive lake siltation caused by the inept or careless developer, road builder or government agency.
- LATER...PERHAPS--Explores the compounding of pollution evils and advocates the inclusion of environmental material in all schools.
- NATION OF SPOILERS--Deals with vandalism, vulgarism and disfiguring monuments and scenic places and shows the effect of litter on wildlife and wild flowers.

SLIDE SETS

- A LOOK AT POLLUTION (54 slides)--Looks at some types of pollution and the effects on our world.
- WASHOUT...SEDIMENT IN THE SUBURBS (50 slides)--Explains how sediment that washes away from construction sites becomes a water pollutant.
- AGRICULTURE AND THE CHANGING ENVIRONMENT (78 slides)--Describes the problems involved in solving pollution and effects of good stewardship of natural resources.
- SHARING OUR LAND WITH WILDLIFE (58 slides)--Shows how birds and small game benefit by soil and water conservation measures established on the farms and ranches.
- CHARACTERISTICS OF GOOD FISHING LAKES (22 slides)--Shows the effect of lake size, depth, wave action, food sources, location, seasons, and spawning on fishing.
- PESTS OR PESTICIDES IN OUR ENVIRONMENT (36 slides)--Shows pollution by pests and pesticides and non-chemical insect controls as well as the benefits and hazards of pesticides.
- PARABLE OF MAN AND THE MESS HE MADE (46 slides)--Slide and tape illustrates the causes of pollution and suggests need for action.