

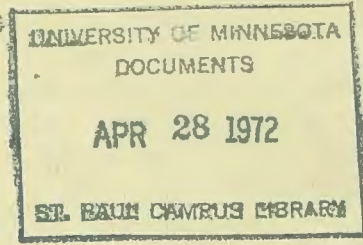
press
publications
radio
television
visual aids

3 Reaching People with information...

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

2

April 26, 1972



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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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DON'T FORGET THE "YOU" FACTOR --One of the most successful advertising efforts in this area has been that of Northrup King & Company. Marketing and advertising vice-president Kenneth Erickson attributes this success to emphasis on the you factor in the company's communications. Its messages always relate to what the product will do for the user.

Erickson, speaking to agricultural journalism students recently, maintained that all successful communications have the audience and its needs in mind at all times.

Specific product benefits should be clearly stated in every message, Erickson added. And the same advice could well apply to many extension messages. --Harold B. Swanson

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WORD CORNER: SHARPEN UP! --People who discount the importance of knowing how to punctuate miss a significant point: Punctuation is often inseparable from meaning. You can make yourself look ignorant through wrong punctuation as readily as through wrong words. Wilson Follett put it this way: "It is a frivolous abdication of responsibility for a writer... not to respect the means of making his writing clear." In the next several columns, I should like to point out the inseparability of correct punctuation and clear meaning.

The comma probably causes the most difficulty. How would you punctuate the phrases in parentheses?

- I commend him for his (wise far-sighted policy).
- She wore her (ragged old faded blue jeans).

The first phrase requires a comma between wise and far-sighted. You are speaking of a policy that has two attributes: it is wise and it is far-sighted. These adjectives are parallel and equal qualifiers of policy; they could be used with it separately and independently. The second phrase requires no punctuation. The adjectives are not parallel; they bear unequal relations to one another and to the noun jeans. Each modifier belongs to

everything that follows it. Think of the phrase as a chain in which each word is a link. The meaning is not complete unless each word is linked to the next. Separating the words with commas would destroy the meaning.

The rules are: Use commas between parallel adjectives that are independent of each other and separately modify a noun. Do not use commas between adjectives that are linked to each other and to the noun they modify. --Kathy Wolter

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YARD/GARDEN COLUMNS TO THE FRONT--Apparently spring will eventually gain a foothold in Minnesota, which means home gardeners will begin serious consideration of the tasks ahead. So you can expect your phone to be ringing off the hook with lawn and garden inquiries. Your yard/garden column can be a useful tool in bringing information to residents in your area. Please send us copies of these columns. We are interested in sharing novel approaches to this type of column, particularly when mention is made of local gardeners, local situations, and local examples of interesting plantings. --Dave Zarkin

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MOST ADULTS GET NEWS IN MORNING ON RADIO--Results of a survey announced by CBS radio last week show that radio is the main source of news in the morning for more than half of all Americans 18 years and older.

The study, conducted by Opinion Research Corporation, Princeton, New Jersey, among 2,003 persons last November and December, reveals that 52 percent of the sample turned to radio in the morning for news, compared with 20 percent each for television and newspapers.

George Arkedis, vice-president and general manager of CBS radio, which commissioned the survey, said the results paralleled another study made last summer by Opinion Research among business executives. That survey showed that 58 percent of the executives chose radio as their first source of morning news.

Revenues from radio advertising in 1971 increased over 1970, while TV revenues declined.

So you folks who have regular radio programs hang in there and take all the advantage you can of this medium. --Ray Wolf

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NEW AND REVISED PUBLICATIONS AVAILABLE --Five new Minne cards and three revised ones are now available in larger type:

Minne Card #41 Vanilla Cream Pudding
Minne Card #42 Carrot-Raisin Salad and Glazed Sweet Potatoes
Minne Card #43 Fish Chowder
Minne Card #44 Beef 'N Bean Burgers
Minne Card #45 Chili

Revised Minne Cards:

Minne Card #26 Instant Cocoa Mix
Minne Card #36 Roasted Chicken
Minne Card #33 Cereal Bars

If you need inexpensive Spanish language publications for your low income work, why not investigate the new FNS Series Food For Thrifty Families, published by the Extension Service, USDA? Most are four pages, well-illustrated, and contain recipes. Order from the following list:

- FNS 13 Una Guia Diaria Para Comer Bien (Daily Food Guide)
- FNS 38 Leche Donada En Polvo Sin Grasa (Non-Instant Nonfat Dry Milk)
- FNS 39 Leche Evaporada (Evaporated Milk)
- FNS 40 Leche En Polvo Sin Grasa (Instant Nonfat Dry Milk)
- FNS 41 Queso (Cheese)
- FNS 42 Frutas Y Vegetales Ricos En Vitamina A (Fruits and Vegetables Rich in Vitamin A)
- FNS 43 Frutas Y Vegetales Ricos En Vitamina C (Fruits and Vegetables Rich in Vitamin C)
- FNS 44 Pasas (Raisins)
- FNS 45 Una Variedad De Frutas Y De Vegetales (Variety of Fruits and Vegetables)
- FNS 46 Aves (Poultry)
- FNS 47 Carne De Res Y De Cerdo (Beef and Pork)
- FNS 48 Carne Desmenuzada Enlatada (Canned and Chopped Meat)
- FNS 49 Frijoles (Beans)
- FNS 50 Guisantes Partidos (Split Dry Peas)
- FNS 51 Huevos (Eggs)
- FNS 52 Mantequilla De Mani (Peanut Butter)
- FNS 53 Pescado (Fish)
- FNS 54 Arroz Enriquecido (Enriched Rice)
- FNS 55 Avena En Hojuelas (Rolled Oats)
- FNS 56 Bulgur Donado (Bulgur)
- FNS 57 Harina De Maiz Enriquecida (Enriched Cornmeal)
- FNS 58 Macarrones (Enriched Macaroni)
- FNS 59 Moyuela Enriquecida (Corn Grits)
- FNS 60 Panes Y Cereales (Bread and Cereals)
- FNS 61 Trigo En Hojuelas Donado (Donated Rolled Wheat)

--Lee Nelson

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AGRICULTURAL EXTENSION'S TAPE SERVICE--During the past year, the radio section of the Department of Information and Agricultural Journalism prepared and distributed 855 radio programs. These were sent to many stations (10-70) making a total of 45,574 station programs that provided 2,300 hours of air time.

The above tape time plus the state office's live time plus the hundreds of hours you county people provide adds up to a sizable amount of time devoted to reaching people by radio. Let's all try to do the best job possible so that radio stations will continue to provide us with broadcast time.

Ideas for radio programs or for self-enrichment can be found in our April-June issue of "Radio Programs for City and Country." Copies have been sent to your office for reference or distribution. --Ray Wolf

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MAY RADIO TAPES --Short tapes for this month include: Industry for Indians and Other Community Residents--Dakotah Handicrafts by Tract (5:44) with Bruce Renville, Community Action Program, Sisseton, South Dakota; Lead Poisoning, Ban on Lead in Paints (5:00) with Blanche Erkel, Food and Drug Administration; Open Dating of Foods (5:00) with Edna Jordahl, extension specialist, home management; and Unit Pricing in Food Stores (4:52) with Edna Jordahl.

The long tapes include: X-ray Machines Regulated (6:55) with Blanche Erkel; Vegetables on the Outdoor Grill (7:55) with Mary Ellen Jenks, Green Giant Company; Phosphates in Detergents (7:18) with Rossie Gibson, Colgate-Palmolive Company; and Aging (7:45) with Edna Jordahl. --Janet Macy

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MEETING, DISCUSSION TECHNIQUE SECTION

KEEPING DISCUSSION GOING IN A MEETING --A good chairman talks no more than 20 percent of the time in a discussion meeting. An article in Sales Meetings magazine has this to say about discussions.

"Never--well, seldom--agree or disagree with an answer. A negative response from you turns off the person who gave the answer to a question you pose. And it threatens others. A positive response can be interrupted as favoritism. And it may tend to make that participant relax and think he's made his contribution for the day!

"Keep alert to small differences of opinion that can further the discussion. Watch participants. When you see someone give a questioning or disapproving look during a statement, call on him next.

"Sometimes you may want to deliberately misinterpret someone's statement when you think it needs amplification or clarification. That'll make the speaker give a rebuttal that may help.

"Keep your questions short and simple. Ask participants to tell, describe, explain, give details, make clear, define, specify, compare, spell out, review, interpret, comment, contrast, discuss, consider, clarify, illustrate, verify, justify, summarize, and recap.

"Don't answer a direct question. You can throw the question open to the group, you can ask the questioner to give his own opinion, or you can direct the question to another member of the group.

"If you get backed against the wall--okay. Answer. But try to make it clear that you're only one individual answering. And throw the question open to others as quickly as possible.

"Summarize frequently. This allows you to emphasize points. It also will help clarify for the group where they've been. And it may point the direction they need to go next.

"Use blackboard or easel pad. Writing things down saves time, keeps people focused on the task, and serves as a 'progress market' as to how much of the task the group has accomplished. If you write down important conclusions, you've got the basis for the group's report already down."
--Adapted from Ed-Tek, Michigan State University. --Harold B. Swanson

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Publications and Direct Mail

NEW PUBLICATIONS

Fertilizer Experiments with Alfalfa on a Brainerd Sandy Loam Soil. Miscellaneous Report 107. C. J. Overdahl. Reports research conducted in Morrison County on soils similar to those generally found in north-central and northeast Minnesota. 28 pages. Available.

The Landscape Arboretum. Miscellaneous Report 111. (1972 annual report) Tells of activities during the year at the University's Arboretum, near Chaska, and lists members and donors. 56 pages. Available mid-May.

Field Beans: Comparison of Market Classes; Comparison with Soybeans; Comparison of Planting Dates. Miscellaneous Report 112. R. G. Robinson, W. W. Nelson, and D. D. Warnes. Objectives of the research published in this report were: (1) to compare dry bean market classes as potential Minnesota crops, (2) to compare dry beans and soybeans in yields and other characteristics, and (3) to learn the practical range of planting dates for dry beans. 6 pages. Available.

Growing Dahlias. Horticulture Fact Sheet 31. Paul E. Read. Explains propagation, planting, and care of dahlias. 2 pages. Available.

Alfalfa Hay: Evaluating its Quality by Performance of Dairy Animals and Laboratory Procedures. Technical Bulletin 287. J. D. Donker and G. C. Marten. In order to evaluate methods of measuring forage quality for milking cattle, the authors think it is ultimately necessary to relate forage quality values to production of milking cows fed different qualities of forage. They produced differences in forage quality and related these differences to performance by dairy cattle consuming the forage. 16 pages. Available.

REVISED PUBLICATIONS

Fungicides for Lawns and Gardens. Plant Pathology Fact Sheet 16. Ward Stienstra and Herbert G. Johnson. Discusses the safe use of these chemicals for home lawns and gardens. 2 pages. Available.

Controlling Corn Rootworms. Entomology Fact Sheet 14. John Lofgren. Explains prevention and control of infestations. Recommends planting time and cultivation treatments. 2 pages. Available.

European Corn Borer Control in Field Corn. Entomology Fact Sheet 40. J. A. Lofgren. Describes the borer's life cycle and explains control measures to minimize losses. 2 pages. Available.

Barley Smuts. Plant Pathology Fact Sheet 6. H. G. Johnson and H. L. Bissonnette. Describes the three species of barley smut and several measures for controlling them. 2 pages. Available.

Cercospora Leaf Spot of Sugar Beets. Plant Pathology Fact Sheet 15. H. G. Johnson and H. L. Bissonnette. Explains the life cycle of the leaf spot fungus and recommends spray programs for controlling the disease. 2 pages. Available.

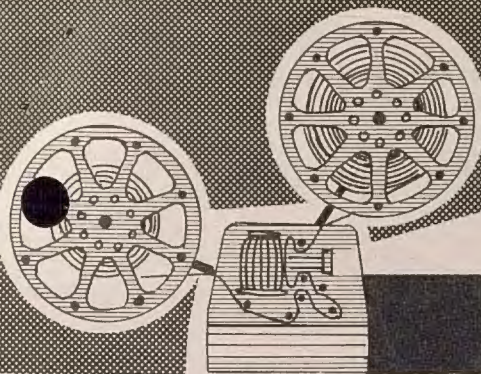
REPRINTED PUBLICATIONS

Revised Pork Carcass Grade Standards. Animal Husbandry Fact Sheet 10. C. J. Christians et al.

Feeder Pig Grading Standards. Animal Husbandry Fact Sheet 11. C. J. Christians and R. L. Arthaud.

Nutrition of Bred Sows and Gilts. Animal Husbandry Fact Sheet 14. J. D. Hawton and R. J. Meade.

- Feeding and Managing Sows at Farrowing and During Lactation. Animal Husbandry
Fact Sheet 15. J. D. Hawton and R. J. Meade.
- Commonly Used Cooking Equivalents. Home Economics Fact Sheet 22. Verna Mikesh
and Beverly Lundgren.
- Pantry Pests. Entomology Fact Sheet 13. J. A. Lofgren and L. K. Cutkomp.
- The Apple Maggot. Entomology Fact Sheet 20. J. A. Lofgren and A. C. Hodson.
- The Bronze Birch Borer. Entomology Fact Sheet 41. J. A. Lofgren.
- Sulfur for Minnesota Soils. Soils Fact Sheet 5. C. J. Overdahl et al.
- Surplus Pesticide and Container Disposal. Agricultural Chemicals Fact Sheet 3.
Phillip K. Harein and Gerald R. Miller.
- Glossary of Microbiological Terms. Food Science and Industries Fact Sheet 8. E. A.
Zottola.
- Protecting Trees from Animal Damage. Forestry Fact Sheet 8. William R. Miles.
- Growing Daylilies. Horticulture Fact Sheet 18. Mervin C. Eisel.
- Strawberry Diseases. Plant Pathology Fact Sheet 2. Herbert G. Johnson.
- Know Your Minnesota Apples. Horticulture Fact Sheet 24. Shirley T. Munson, L. B.
Hertz, and Cecil Stushnoff.
- Bread Basics. Extension Bulletin 342. Verna Mikesh.
- Keep Your Bacteria Count Down. Food Science and Industries Fact Sheet 11. V. S.
Packard.
- Carpenter Ants. Entomology Fact Sheet 30. Edmund D. Olson.
- Discussion Traps: Avoid Them. Communications Bulletin 15. Paul Cashman and
Ron Brown.
- You Can Write Better Letters. Communications Bulletin 20. Harold B. Swanson.
- Vegetable Varieties. Extension Folder 154. Orrin C. Turnquist.
- Some Important Insect Larvae Affecting Corn. Extension Folder 259. Norman T.
Baker and Ronald A. Hellenthal.
- Growing Peonies. Horticulture Fact Sheet 2. C. Gustav Hard.
- Hostas in Minnesota Gardens. Horticulture Fact Sheet 16. Mervin C. Eisel.
- Strawberries for the Home Garden. Horticulture Fact Sheet 19. Leonard B. Hertz.
- Lilacs for Minnesota. Horticulture Fact Sheet 23. Mervin C. Eisel.
- Controlling Insects in the Home Vegetable Garden. Entomology Fact Sheet 11. John
A. Lofgren.
- Cedar-Apple Rust. Plant Pathology Fact Sheet 4. Herbert G. Johnson.
- Pruning Fruit Trees. Extension Folder 161. T. S. Weir and L. C. Snyder.
- Getting Started with Your Vegetable Garden. Extension Folder 164. Orrin C. Turn-
quist.
- Summer Care of Vegetable Gardens. Extension Folder 167. Orrin C. Turnquist.
- Shortcuts in the Home. Extension Folder 188. Marion Melrose.
- The Sunflower Crop in Minnesota. Extension Bulletin 299. R. G. Robinson and O. C.
Soine.
- Food-Borne Disease. Food Science and Industries Fact Sheet 2. E. A. Zottola.
- Psychrophilic Bacteria Cause Food Spoilage. Food Science and Industries Fact Sheet
5. E. A. Zottola.
- Yeasts and Molds. Food Science and Industries Fact Sheet 14. E. A. Zottola.
- Cleaning Products. Home Economics Fact Sheet 20. Sharon Gilsrud and Mary Fran
Lamison.



visual aids TIP SHEET

Minnesota Agricultural Extension Service

April 1972

NEW FILM IN AGRICULTURAL EXTENSION FILM LIBRARY

TRAINING YOU TO TRAIN YOUR DOG--30 min. --color--Gaines Dog Research Center
--Service Charge \$4.80--TV

An instructive and entertaining presentation of the basic principles of obedience training, made by the internationally famous Blanche Saunders. Film follows the basic steps in novice training, and is narrated, in part by Miss Saunders. Excellent film for 4-H and other youth groups interested in learning how to train a dog.

NEW SLIDE SETS IN AGRICULTURAL EXTENSION LIBRARY

#814 THE MONARCH STORY--80 slides--color--double frame--Mark Kempenich--
Fargo

Set of 80 color slides and 23-minute tape describe the life cycle of the Monarch butterfly. Narration describes the metamorphosis in detail beginning with the adult and continues through each stage. Habits and characteristics are also explained. Excellent for science classes and youth interested in the life cycle of the Monarch butterfly.

#815 AGRICULTURAL AND SOCIAL CONDITIONS IN INDIA--60 slides--color--double
frame--Gwen Western--4-H--University of Minnesota

Set of 60 color slides with a 13-minute tape depicting a general overview of agricultural and social conditions in India such as rice planting and harvesting, methods of water transportation, and moving of goods to market. Social conditions are viewed through an appreciation of the historical tradition and need for improvement of the human environment. Life conditions of the rich and the poor, political diversity, family planning, schools, religion, and aborigine people are briefly described. For youth and adults interested in life in India.

FILM WITHDRAWN

NO TIME TO SPARE

SLIDE SETS WITHDRAWN

#77 HOUSE PLANT CULTURE

#209 SOIL EROSION

FILMS AVAILABLE FROM SOUTH DAKOTA

The National 4-H Service Committee, Inc. announces that the following Happy Holiday Films, developed by the American Oil Company are available from: Leland L. Sudlow, Visual Aids, Agricultural Extension Service, South Dakota State University, Brookings, South Dakota 57007. Service charge is \$2.00.

Note: They are not available from our film library. Each is a 16 mm, 28-minute color production. These films have been used on television. The following is a brief description of each film:

--"Happy Holidays in the Land of Lincoln"--Travel from America's second city through the historical settings where Honest Abe grew up to the antique shops along the Mighty Mississippi. A total view of Illinois diversity.

--"Happy Holidays Anywhere in Michigan"--You see the bustling industry of Detroit and the pleasure resorts of the upper peninsula--and everything in between.

--"Happy Holidays Camping in the Smokies"--Breathtaking scenery from Gatlinburg to the Blue Ridge mountains with action shots of animals native to the area.

--"Happy Holidays Along the Potomac"--Mt. Vernon, the FBI, the White House, monuments, museums and memorials are yours to see in this film about our Nation's Capitol.

BUYING A CASSETTE RECORDER?

The audio-cassettes are becoming very popular for educational purposes such as learning carrels, slide programs, and for home and office use. Characteristics of cassette recording determines the system's suitability for various purposes.

Cassette recorders are available in a variety of styles. The range is from small portable units to "home music systems" using stereo record and playback, AM-FM radio, and disc-playback capability. Consider several points when deciding which type of machine to buy. First, how is the machine going to be used--as a portable device for listening, taking notes at meetings, taping conferences, etc.? Second, what extra features do you want--automatic level control, rechargeable batteries, AC adapter, carrying case? Third, service--is there a local dealer who can make repairs and supply parts? And last, do you want mono or stereo? Mono is more portable, but stereo is necessary for automated slide shows and desirable for learning carrels and self-teaching units. Stereo is also needed to get two channel effect in playback of prerecorded stereo cassettes.

What kind of tapes should I buy? There is no substitute for quality in cassette tapes. Even good tapes can give trouble but the risk is much higher with bargain tapes. Generally with proper use, the standard brands such as Ampex, 3M/Scotch, and Sony should give trouble-free operations.

Tapes come in varying lengths up to two hours playing time (one hour per side). The longer tapes are thinner, more delicate, and should only be used for extended uninterrupted recording. Extremely thin tape may print through if stored for long periods, resulting in a garbled, echo effect.

CAMERA NOTES--by Don Breneman

You have probably noticed the red eyes in some color pictures taken indoors with a flash. This occurs when a flash is mounted on the camera in close proximity to the lens, such as a flash cube on an instamatic type camera. Light from the flash shines directly into the subject's eyes, reflects off the blood vessels on the retina of the eye and back into the camera lens.

To avoid the red eye effect, move your flash a few inches above or away from the camera lens. If the flashgun is removable try holding it in your hand above the camera or use a separate mounting bracket. Kodak makes a device called a flash cube extender for instamatic type cameras that increases the distance between the flash cube and the lens. This extender should be available in camera stores for less than \$5.00.

"Camera Notes" will be a regular feature of the Visual Aids Tip Sheet. If you have any suggestions or questions to contribute, please write to Don Breneman, Assistant Extension Specialist, Photography, Department of Information and Agricultural Journalism, 441 Coffey Hall, University of Minnesota, St. Paul, Minnesota 55101.

. Gerald R. McKay and Gerald Wagner