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Reaching People with information...

press
publications
radio
television
visual aids



AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

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March 28, 1973

Please read, check, and circulate

Extension Agent

Extension Home Economist

Assoc./Ass't. Extension Agent

Other

Secretary for Filing

EXTENSION SERVES -- That's the title of a series of small folders you have received in the last couple of months. There are five such folders already issued on Agriculture, Consumers, Youth, Environment, and Mass Media. There will be others on MAPS, Families, and Resource Development. You'll find them useful in explaining certain aspects of Extension work. In addition, you may wish to use them as the basis for your own local radio, news, and direct mail work, adding your own local figures, ideas.

--Harold B. Swanson

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RADIO TAPES FOR APRIL -- Short tapes... "Meat Substitutes" (5:02) Dick Epley, extension specialist, meats; "Microwave Ovens" (5:00) Blanche Erkel, consumer specialist, Food and Drug Administration; "Spring Carpet Care" (5:00) Linda Reece, extension specialist interior design-furnishings; and "The Family in the Future" (5:00) Ron Pitzer, extension specialist family life.

Long tapes... "Hams" (7:00) Dick Epley, extension specialist, meats; "Poison Prevention" (7:00) Blanche Erkel, consumer specialist, Food and Drug Administration; "Spring Home Care" (7:00) Linda Reece, extension specialist, interior design-furnishings; and "Preparing Children for the Future" (7:00) Ron Pitzer, extension specialist, family life.

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WORD CORNER: SHARPEN UP! -- How often have you heard someone say (or have seen it in a letter), "between you and I?" The correct form, of course, should be between you and me--since between is a preposition and me is the object--hence in the objective case. Following a preposition (such as between, with, for, of, on, over, under, etc.), a personal pronoun should always be in the objective case, assuming it is the object. (E. G., with her and me, NOT she and I, etc.) --Jo Nelson

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MINNESOTA'S ENVIRONMENT --A story series entitled "Minnesota's Environment" is being sent directly to weekly and daily newspapers plus the broadcast media. You're getting information copies--we've explained that in the cover letter accompanying the first mailing. This is an exception to the rule--see the following item. --Jack Sperbeck

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PACKET USUALLY EXCLUSIVE --A recent question from an Arrowhead Area agent prompts an explanation of our policy on mailing news releases directly to newspapers and the broadcast media. Most of the stories and column items you receive in the weekly current information packet go to county offices exclusively. Later we send some of the stories to magazines, other specialized publications, and occasionally to daily newspapers and the broadcast media.

Rarely do we send any of the stories directly to the news media before sending them to you, and when we do we point this out in the cover letter accompanying the packet. Recent examples of this include stories on the effects of the dollar devaluation and phasing out of support payments on farmers. Both of these stories were of such timely interest to the news media we wanted to get the information directly to editors and broadcasters as quickly as possible. You received information copies of both releases in the packet. Probably 98 percent of the material you get has not gone directly to the news media first. And when it has, we explain the situation to you. --Jack Sperbeck

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GARDEN TIPS AND OUTLOOK SERIES --The 60-second garden spots are now being sent to 60 radio stations. These replace the consumer tips. Each series runs for 6 months. Horticulturists, plant pathologists, or entomologists voice 6 spots a week. If you or your clientele don't hear them on "your" station, let me know or ask the station "why not."

The outlook series is a series of tape recordings that is being sent to 50 stations as a part of "Agribusiness Reports." The topics covered follow: Farm Income, Beef-Cow-Calf, Dairy, Hogs, Corn, Soybeans, and Wheat. Extension specialists in Agricultural and Applied Economics are interviewed.

If you'd like a tape of the discussion to listen to, drop me a card.
--Ray Wolf

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LIFE STYLES AND THE PROCESS OF MOTIVATION --That's the theme of the adult education Galaxy Conference being sponsored by four state adult education and community service organizations on May 2 at the Leamington Hotel, Minneapolis. Patrick Borich will give you more details. You can participate in a different kind of learning experience. And just as important you'll meet adult educators from public schools, colleges, volunteer organizations, state and federal agencies, business, and many more.
--Harold B. Swanson

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SHEEP, LAMB, AND WOOL WEEK --The week has been proclaimed by Governor Anderson for April 15-21, 1973. A tape containing interviews with Richard Epley, extension meats specialist, Bonnie McCarvel, Minnesota's Lamb Princess, and Bill Schulke, president, Minnesota Sheep Breeders Association, has been sent to 38 stations. Perhaps you'll want to do something on radio regarding lamb week. --Ray Wolf

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Publications and Direct Mail

NEW PUBLICATIONS

An Economic Analysis of the Lake of the Woods-Rainy Lake Region of Minnesota. Miscellaneous Report 115. Jerome Stam. Analyzes a 3-county area in Minnesota in terms of population, income, housing, wholesale and retail trade, school finance, employment, the economy, agriculture, the fishery, forestry, and tourism. 252 pages. Available.

Fishery Resources for Lake of the Woods, Minnesota. Technical Bulletin 288. Eugene Heyerdahl and Lloyd Smith, Jr. Describes the materials and methods for collecting samples, the commercial fishery, characteristics of the fishing gear, and status of the fish populations. Also includes implications for management and recommendations for optimum utilization of the fishery resource. 148 pages. Available.

Cleaning and Adjusting Your Sewing Machine. HC-59. Holmes and Stover, Kansas State University. This publication has been reprinted from Kansas and given a Minnesota number. If you have copies of the Kansas publication please continue to use them. 8 pages. Available.

Fresh Meat Color Changes. Animal Science Fact Sheet 19. Richard Epley. Explains the different color changes that occur when meat is exposed to certain conditions at the processing plant, the retail store, or the home. Gives tips on how to maintain meat in a "fresh" state. 2 pages. Available.

Oaks. Arboretum Review 17. Leon C. Snyder. Describes 15 different species of oak presently grown at the arboretum. 2 pages. Available.

Minnesota Relative Maturity Rating of Corn Hybrids. Agronomy Fact Sheet 27. R. H. Peterson and D. R. Hicks. Describes the Minnesota Relative Maturity Rating System of corn hybrids and explains the use of this system. Has map of five corn zones of adaptation. 2 pages. Available mid-April.

Minnesota Tourist Travel Notes. Volume 11, Number 1. Dayton Larsen and Larry Simonson. Describes plans for upcoming national conference of the Outdoor Writers Association of America scheduled June 10-15 in Grand Rapids and Resort Short Course in Detroit Lakes, March 26 and in Brainerd, March 27-28. Reports on two programs of park and recreational area management and resort management at the University of Minnesota Technical College, Crookston. Gives progress report on Eveleth's U.S. Hockey Hall of Fame and describes the Arrowhead Tourism Development Credit Corporation, which is now making loans to Arrowhead Region recreation-vacation businessmen.

REVISED PUBLICATIONS

Sewing the Newer Fabrics. HC-45. Thelma Baierl. Summarizes basic information and special techniques for working with today's fabrics. 3 pages. Available mid-April.

Recommendations for Greenhouse and Floricultural Pest Control--1973. Minnesota State Florists' Bulletin. L. K. Cutkomp. Lists the major crops and their major pests with control methods. Gives information about resistance of certain aphids and red spider mites; toxicity and hazard; smoke and fogging materials; aerosol bombs, diluting insecticides for greenhouse and garden sprays; compatibility chart for mixing insecticides and fungicides; respiratory devices for use with pesticides; shelf life of pesticides; and Minnesota poison information centers. 2 page wall chart. Available mid-April.

Are They Really Termites? Entomology Fact Sheet 6. John Lofgren. Describes the habits of termites and how to prevent and terminate infestations. 2 pages. Available.

Chemical Control of Soil Insect Pests of Corn. Entomology Fact Sheet 7. John Lofgren. Explains which insects attack corn and how to control and prevent crop ruin. 2 pages. Available.

Noninfectious Diseases of Trees. Plant Pathology Fact Sheet 12. Ward C. Stienstra. Explains how tree damage can be caused by high temperature, low temperature, water-related diseases, mechanical injuries or chemical damage. 2 pages. Available.

Dry Milk in Every Meal. HS-4.* Mary E. Darling and Leona S. Nelson. Explains economies of using instant nonfat dry milk. Gives five recipes using the product. 2 pages. Available mid-April.

REPRINTED PUBLICATIONS

How to Upholster Overstuffed and Occasional Chairs. Extension Bulletin 326.

Buying Mattresses for Comfort. Extension Bulletin 330. Myra Zabel.

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

Selecting Natural Wood Finishes. Extension Bulletin 338. Myra Zabel.

Living With Wood. Extension Bulletin 347. Myra Zabel.

Selecting Your Horse. Extension Bulletin 351. Robert M. Jordan.

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

Making White Bread. HS-8.*

Daily Food Guide. HS-9.*

Breads and Cereals. HS-11.*

Should You Buy on Time. HS-15.*

Small Electrical Appliances. HS-17.*

Dry Beans and Peas. HS-25.*

Psychrophilic Bacteria Cause Food Spoilage. Food Science and Industries Fact Sheet 5.
E. Zottola.

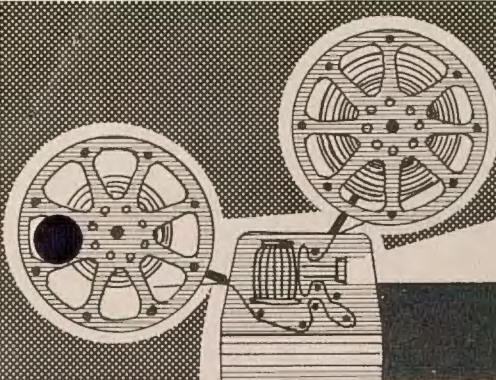
Growing Peonies. Horticulture Fact Sheet 2. C. Gustav Hard.

Fruits for Minnesota, 1973. Horticulture Fact Sheet 3.

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

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

*Note: Brochures in the HS series are written for those with limited resources, finances, and education.



visual aids TIP SHEET

Minnesota Agricultural Extension Service

March 1973

NEW FILMS IN AGRICULTURAL EXTENSION LIBRARY

LIFE IN THE WOODLOT--17 minutes--McGraw-Hill Book Company--Service Charge \$4.50

This superbly photographed film is narrated by a woodland owner who very skillfully blends a bit of forestry, biology, ecology, and natural history into an essay on the woodlot. Portrays the interdependence of all living things--animals, plants, and bird life in the woodlot.

ECOLOGY OF THE FOREST--8 minutes--color--Oxford Films--Service Charge \$3.00

A film of specific interest for 8 to 14 year olds, this film is a photographic study of elk and racoon life.

ECOLOGY OF THE PRAIRIE--7½ minutes--color--Oxford Films--Service Charge \$3.00

Like Ecology of the Forest, this film is a very good photographic study of buffalo, prairie dogs, and badgers--really, a study of prairie life that would interest 8 to 14 year olds.

FARMFEST USA--18 minutes--Midland Cooperatives, Inc.--Service Charge \$4.50

A report of the activities at the 19th World Plowing Contest held in September 1972, near Vernon Center, Minnesota. The film shows several of the actual contestants in action--using tractors as well as horses. Captures the highlights of the event including the appearance of Bob Hope, and shows many crowd activities.

The following six color films are a series of nutrition films for youth developed by the Cooperative Extension Service, University of Illinois. They are designed especially for 8 to 12 year olds. The setting for each film is a music store. Characters are: Willie, the store owner; a nutrition scientist named Dok; Phoebe, a female puppet, and George, a male puppet. Song sheets for each film contain the message of the film. One copy of the appropriate song is included with each film. Please request the number of extra song sheets you would like sent with each film by their EF&NP number. Each film runs approximately 11 minutes, service charge is \$3.00.

GOOD DIET, I DIG IT explains the reasons why people eat and why they establish certain food patterns. EF&NP #78, "Good Diet, I Dig It" is the coordinating song sheet.

NU-NU-NUTRIENTS tells about the specific nutrients that are found in foods--proteins, fats, carbohydrates, minerals, vitamins, and water. EF&NP #79, "The Nutrient Song" is the appropriate song sheet.

DOK'S NUTRIENT COMPUTER shows that nutrients are present in food and that the body utilizes them to perform the essential body functions. EF&NP #79 is also the appropriate song sheet for this film.

THAT'S BREAKFAST? !! gives a variety of foods that are appropriate for breakfast. EF&NP #80, "The Breakfast Song" is the coordinating song sheet.

IT'S SNACKTIME tells that snacks can make an important contribution to the total daily food intake. EF&NP #81, "The Snack Song," corresponds with this film.

EXPERIMENTS explains that in food and nutrition, one way youth can discover some answers to their questions is through experimentation. But, experiments require planning. EF&NP #82, "The Experiment Song," helps give the message.

NEW SLIDE SETS AVAILABLE

#856 TECHNICAL CONSIDERATIONS FOR STAGE PRESENTATION--4-H SHARE-THE-FUN--53 slides--color--double frame--University of Minnesota (Lianne Anderson)--Service Charge \$1.00--1973

Appropriate for adult and junior leaders working directly with members in local or county Share-The-Fun shows, this slide-tape presentation reviews the technical aspects of lighting, make-up, costuming, scenery and props, sound equipment, blocking and movement. It shows how technical aspects of the performance add the final touches to the show that contributes a great deal to audience acceptance. Examples used in the slide set are from the 1972 Minnesota State Fair Share-The-Fun Program.

#857 "MULLIGAN STEW"--promotional slide-tape set--140 slides--color--double frame--USDA--Service Charge \$1.00--1971

Mulligan Stew is a TV series, that very cleverly deals with nutrition, scheduled for airing on many Minnesota television stations in 1973. This slide-tape set presents an overview of the six filmed shows plus additional printed promotional pieces and the supplemental educational materials for both viewers and teacher-leaders. It is designed for use with extension staff, volunteer leaders, teachers, extension program assistants, and older youth. You may also find it useful to gain support from such groups as service clubs, PTA and parent groups, business and industry leaders, and extension audiences. A practice run is required to insure proper coordination of slides and narration.

#860 FRIENDSHIP VISITS--61 slides--color--double frame--Camelot Productions (revised by Dan Lindsey, State 4-H Staff)--Service Charge \$1.00--1973

"I is us and you is we." That's the thrust of this "Friendship Visits" slide-tape presentation which explains the purpose of the Friendship Visits Program. The background music and narrative on tape will help acquaint 4-H federations, home councils, businessmen with the program's goals and needs.

#861 WHEN THE PEN MEETS THE PAPER or GET TO THE POINT--42 slides--black and white and color--double frame--University of Minnesota (Mary Fran Lamison, Don Breneman, Dan Olson, Karen Annexstad, Chris Vice)--1973--Service Charge \$1.00

Through black and white stills of old movies (Keystone Kops vintage) and some modern, up-to-date color slides, this presentation introduces the importance of thinking before you sign your name.

Cassette tapes are available as well as reel-to-reel.

#863 THE DAY THE LION ROARED--36 slides--color--double frame--University of Minnesota (Muriel Brink)--1972

Developed especially for children, THE DAY THE LION ROARED is a puppet show that stresses the importance of eating breakfast, and also the variety of foods one can enjoy for breakfast.

Cassette tapes are available as well as reel-to-reel.

#615 NATIONAL 4-H CONGRESS--has been updated with slides from the 1972 Congress. It can be used not only as a descriptive set of 4-H Congress, but also can be used to explain the awards system or as a motivation stimulator for high achievement.

NEW EDUCATIONAL GAME ADDED TO LIBRARY

#G-2 GENERATION GAP--Western Publishing Company, Inc.--Sue Fisher--Service Charge \$1.00

GENERATION GAP is a simulation game involving its players in conflicts between superiors and subordinates--like parents and adolescents. The game simulates this relationship in five issues that are important to both groups but in different ways. It would be appropriate for teen groups or parent/teen groups. The length of the game varies, but in most circumstances it could be played in two hours. There are materials for six players--three teams--in the resource box. Others can observe and join in discussion. Preview and learn how to play this game before you use it.

STUDY PRINTS ADDED TO LIBRARY

Singer and the Society for Visual Education, Inc. has developed sets of study prints that Gwen Western suggests could be used in project groups or for general interest. Each set contains 8 pictures and story-lessons. Sets are:

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|------|---------------------|------|---------------------------------------|
| SP#1 | Common Insects | SP#5 | Broadleaf Trees |
| SP#2 | Spring Wild Flowers | SP#6 | Familiar Birds--Their Young And Nests |
| SP#3 | Wild Animals | SP#7 | Familiar Cloud Forms |
| SP#4 | Moths, Butterflies | SP#8 | Familiar Fresh Water Fish |

Pictures are 14 x 19 inches in size.

Service charge is \$1.00 per set.

.Gerald R. McKay and Karen Annexstad