

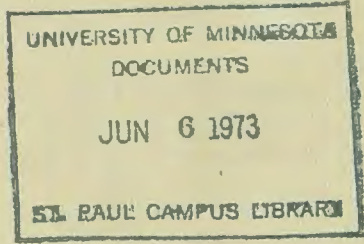
MN2000 R01 5/31/73

# 3 Reaching People with information...

press  
publications  
radio  
television  
visual aids

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

May 31, 1973



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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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COUNTY RADIO PROGRAMS GO OVER BIG --Over 90 percent of the counties which returned the recent radio questionnaire have regular radio programs. Actually there were 77 counties reporting and 72 were "on the air." Eighteen of the counties have programs that are sponsored.

Nearly 30 counties (or more) have daily radio programs and more than 50 counties have twice a week or weekly programs.

The total air time of the reporting counties is more than 25 hours a week.

About 1/3 of the counties do all or part of their programs live. The rest do it by tape or live by telephone.

Agent comments regarding their radio programing include:

"Radio (and TV) is probably the only contact many people have with the Extension Office and the University.

"The 4-H On The Air show helped increase our membership (about 100 over last year) but is excellent training and experience for 4-H members.

"We get numerous requests for information mentioned on the air.

"We are very well received. Local people, especially, listen to the program.

"We have many dairymen listening while doing morning chores.

"The reception has been good from the radio station. They are more than willing to have our news come.

"We average 20 programs a month. Even at the early hour we have good response.

"We do get a lot of people saying, 'I heard you this morning;' we think we have a lot of fans.

"We receive many comments on our program. The station has a good listening audience.

"I received the most comments (5) when I missed one program.

"Several people ask for more information on the topic discussed.

"Our radio-TV programs have a very good audience. We receive numerous office calls as a result of interest aroused by our programs.

"We have excellent cooperation with our radio station.

"Good use of our time.

"Radio is very effective in special cases such as armyworm infestations.

"We have offers for more mass media than we can do.

"Attendance at our meetings indicates that people are listening to the program. The radio station seems to like the program.

"I have had many farmers report continuous listenership. Calls come from out of county as well as within county.

"I feel I get better response from radio than the newspaper weekly column. At any rate, there are more calls regarding bulletins and meetings that I speak about on the radio.

"We think the radio programs are worth the time we spend. We gauge the value of a program by the comment we get back. We think we get as much feedback from a radio program well done as we do from a face-to-face meeting."  
--Ray Wolf

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SEQUEL TO DIRECT MAIL NACAA STATE CONTEST ENTRIES--  
Judges had some comments all of us might profit from reading. Several letters inviting producers to attend a meeting or take some action beneficial to their farming operations got off to turtle starts. An example: "I would like to take this space to tell you about Extension programs you will be interested in" could use an acetylene torch treatment to hang it together faster. Why not, "Please join us for the following programs:" It's a bit presumptive to say "programs you will be interested in." Perhaps he or she may not be. Give your reader the titles and the information and let him or her decide. Several counties suggested alternate dates for programs, either in the body of an announcement or in a p. s., where it really stands out. If it is possible to set up more than one training session, this is a good method. It makes the reader believe what you have to offer is too good to miss. If something is difficult to draw or doesn't come across well in a drawing--when in doubt leave it out--might be a good motto. The world needs humor--good humor. Some of you used it in your newsletters to advantage. A good joke (no raunchy ones, please) can brighten someone's day. After you've written a letter of invitation or one with facts you want to get across and it's all very clear to you, ask someone (maybe a courthouse colleague or your husband or wife) to read it for clarity. Maybe there's something left out that they can spot immediately. Perhaps they'll have an unanswered question after reading it. It will save you lots of phone calls. Rereading your own copy is something like looking at a word misspelled several times in the same article. After looking at it long enough, it looks correct. --Mary Kay O'Hearn

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JUNE RADIO TAPES --Long tapes include "Imitation Food?" (7:10), Blanche Erkel, consumer information specialist, Food and Drug Administration; "Freeze Fish" (6:00), Karel Strandness, assistant extension consumer information specialist; "Buying Poultry" (7:00), Mel Hamre, extension poultry specialist; and "Freezing Strawberries" (7:00), Shirley Munson, food scientist, Department of Horticultural Science.

Short tapes include "Fortified-Synthetic--Food" (5:00), Blanche Erkel, consumer information specialist, Food and Drug Administration; "Safe Foods on Picnics" (5:00), Muriel Brink, extension nutritionist; "Freezing Beans" (5:00), Shirley Munson, food scientist, Department of Horticultural Science; and "Geraniums" (5:12), Jane McKinnon, extension horticulturist.

--Janet Macy

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MINNESOTA WOMEN PUBLISHERS GIVE VIEWS --The views of some of our Minnesota women publishers can give us a clue to better relationships with our newspaper colleagues. In Minnesota, 34 of the state's 318 publishers are women. Here are some of their views as published by The Minnesota Press. Note how closely they relate to the type of work we do in Extension.

"Most people don't realize the amount of time, energy, tension, and frustration that hangs over one's head during the hectic days before press day," said Lois Hayenga, Eagle Bend News. "If only they'd praise as often as they criticize!"

To Mary Kyle, Twin City Courier, the least rewarding effort made for her newspaper is "rewriting (or having rewritten) poorly drafted PR releases, especially when pertinent information is omitted from the original, requiring more follow-up than said release usually justified."

"Trying to put facts on paper when you get different answers from public officials --and closed door meetings" are the unpleasant factors in Joyce Lockhart's, Williams Northern Light publishing business, while Mary Tange-man of the Verndale Sun finds unpleasantness in "putting in 60 or more hours per week and then have readers complain about some unimportant thing such as misspelling a name, or leaving their gossipy news out because of lack of space."

"The work is hard, the hours are long; the money is not that great, and the responsibilities are staggering," said Veda Ponikvar, Chisholm Tribune Press.

"Be straight with everyone," suggested Joyce Clay, Dakota County Tribune. "If they can trust you, they will respect you!"

"The biggest lesson I've learned is that you must be very accurate in every aspect of publishing a newspaper," said Lucilla Olson, Gibbon Gazette. "People seem to see every mistake. They are prone to accept everything that is correct without comment. You have to learn the customer is right-- even if you don't concur."

"Be willing and able to take the criticism that is sure to be leveled toward you at times because of items printed," said Patricia Will, Lake Region Times.

"Listen to the criticism and learn from it."

--Harold B. Swanson

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KEEP HEADS CLEAN --Weak recordings and failure to erase? Answer may be dirty heads on your tape recorder.

Oxide residue, dust, and material from splices can combine to build up a layer of "gook" on the recorder heads. As a result of buildup, the head cannot make perfect contact with the tape.

Buy prepared head cleaner sold in most radio and record stores. Dip a cotton swab into this fluid. Squeeze out excess liquid so it will not run down into the machine and dissolve the insulation. Scrub heads briskly until the dirty deposit disappears. Clean recording heads at least once each month.

--From "Inside Information," University of Vermont.

--Ray Wolf

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SYNTAX, SEMANTICS, AND SUCH--Bjorn Bjornson writes a column each month under the title for The Minnesota Press. You may enjoy the following from a recent column.

"It can hardly be said that the Scandinavians are quick to take umbrage. For years they have patiently borne with that stock phrase of the book publishers who boast that some volume has been translated into 57 languages 'including the Scandinavian.' One gets the impression that the Scandinavian languages are outlandish dialects or some freak offshoot of Lower Slobbovian in which books rarely appear.

"The accent of the Scandinavian, it seems, never fails to amuse people, again 'including the Scandinavian.' Gales of laughter greet such sallies as 'my name is Yon Yonsson and aye comes from Wisconsin,' or 'Yest ven I learn to say Yelly they start calling it Yam.' All accents reflect the native tongue of the speaker and in the Scandinavian languages the letter 'J' is sounded as 'Y.' Thus, when the Scandinavian refers to Christmas, he writes, 'Jul,' but says 'Yule.' He is only 'doing what comes naturally' when he gives a 'Y' sound to a 'J.'

"There seems to be a great difference in the social acceptance of languages, however. Compare, for instance, the Spanish 'J' and the Scandinavian 'J.' Someone who would never dream of trying to pronounce the Scandinavian name 'Jon' as it should be--Yone--would never dare pronounce LaJolla in any other way than 'LaHoya,' or San Jose anything but 'San Ho-say.'

"Speaking Spanish words correctly is commendable and a compliment to the Spaniard. Don't the Scandinavians deserve as much?"

--Harold B. Swanson

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## Publications and Direct Mail

### NEW PUBLICATIONS

Organic Gardening. Extension Bulletin 377. Adapted from The Ohio State University Cooperative Extension Service. Covers compost and composting, use of sewage sludge in gardening, plant nutrition, diseases and their control, insects and their control, definition of organic foods, and food additives. 20 pages. Available.

Integrated Control Prospects of Major Cabbage Insect Pests in Minnesota--Based on the Faunistic, Host Varietal, and Trophic Relationships. Technical Bulletin 291. R. W. Weires and H. C. Chiang. Recommends control methods for Minnesota cabbage pests. 44 pages. Available.

The Camper in Minnesota State Parks and Forests. Station Bulletin 510. Forestry Series 12. L. C. Merriam, et. al. Describes findings of a five-year study determining campers' characteristics and preferences. 20 pages. Available.

Surplus Pesticide and Container Disposal. Extension Folder 281. Phillip A. Harein and Gerald R. Miller. (Replacement for Agricultural Chemicals Fact Sheet 3 of the same title.) Details, by county, where to dispose of pesticides. Sites have approval of Minnesota Pollution Control Agency. 10-page railroad folder. Available.

Feedlot Regulations for the Poultry and Livestock Industries. Agricultural Engineering Fact Sheet 17. Philip R. Goodrich. Gives quick facts and provides questions and answers about Minnesota feedlot regulations. 2 pages. Available.

Minnesota Tourist Travel Notes. Volume 11, No. 2. Reports Bemidji's Project Pride; planning a printed brochure for resorts; building individual sewage disposal systems for resorts; why resorters attend hospitality industry trade shows; and how to plan good lighting for guest facilities. 8 pages. Available June.

### REVISED PUBLICATIONS

Landscape Arboretum. Miscellaneous Report 111--Revised 1973. Reports annual activities, events, and contributions to the Landscape Arboretum of the University of Minnesota. 56 pages. Available June.

Is Your Housekeeping Adequate? HM-55. Mary Frances Lamison. Discusses housekeeping guidelines. 8 pages. Available.

Home Canning Fruits and Vegetables. Extension Folder 100. Isabel Wolf. Explains the difference between acid and low-acid foods and includes a timetable on how each should be processed. Gives information on preliminary canning details, how to pack glass jars, common types of closures, processing methods, and syrups and sauces to use. 14 pages. Available.

The Alfalfa Weevil. Entomology Fact Sheet 42. J. A. Lofgren. Gives latest information on chemicals to use for control. 2 pages. Available.

Gladiolus. Plant Pathology Fact Sheet 11. Ward C. Stienstra and Herbert G. Johnson. Pictures infected corms, describes diseases and treatment together with summer care of plants. 2 pages. Available.

Judging and Grading Live Market and Ready-to-Cook Poultry. Poultry Fact Sheet 33. Melvin L. Hamre. Gives latest information on this topic. 2 pages. Available.

Summary of Health Regulations for Livestock and Poultry Shows. Veterinary Science Fact Sheet 3. Raymond B. Solac. Updates testing required for cattle, horses, goats, swine, dogs, sheep, poultry, and performing livestock. 2 pages. Available.

The following may be obtained by writing Arley D. Waldo, 115 Temporary South of Coffey, University of Minnesota, St. Paul, Minnesota 55101:

Four National Public Policy Education Publications Circulars on financing state and local government. 32 pages total.

- No. 1, Problems Identified; Guidelines for Policy Decisions (8 pages)
- No. 2, Strategies for Local Government (8 pages)
- No. 3, Strengthening State Tax Structures (4 pages)
- No. 4, Federal Participation in Financing State and Local Public Services (12 pages).

Should be ordered as sets.

#### REPRINTED PUBLICATIONS

Outdoor Cookery for the Family. Extension Bulletin 293.

Pants for Women. Extension Bulletin 375.

Pruning Fruit Trees. Extension Folder 161. T. S. Weir and L. C. Snyder.

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

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

Know the Best Buys in Fruits and Vegetables. Extension Folder 197. Grace Brill.

Using Electric Heat Lamps on the Farm. Agricultural Engineering Fact Sheet 2. Donald W. Bates.

Standby Electric Generators. Agricultural Engineering Fact Sheet 3. Donald W. Bates.

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

Arboretum Juniper Varieties. Arboretum Review 9. Leon C. Snyder.

Ferns in the Arboretum. Arboretum Review 15. Leon C. Snyder.

What To Do About Ants. Entomology Fact Sheet 19. John Luhman.

Cankerworms. Entomology Fact Sheet 21. A. C. Hodson and J. A. Lofgren.

Plant Galls. Entomology Fact Sheet 23. D. M. Noetzel.

Measuring the Steepness of Land. Environmental Education Activity Sheet 2. Clifton Halsey.

Determining Soil Textures. Environmental Education Activity Sheet 3. Clifton Halsey.

The Great Rainfall Runoff Race. Environmental Education Activity Sheet 4. Clifton Halsey.

Chemical Control of Woody Weeds. Forestry Fact Sheet 5. William R. Miles and Henry L. Hansen.

Hostas in Minnesota Gardens. Horticulture Fact Sheet 16. Mervin Eisel.

Ground Covers for Rough Sites. Horticulture Fact Sheet 27. Margaret H. Smithberg and Albert G. Johnson.

Fire Blight. Plant Pathology Fact Sheet 17. Herbert G. Johnson.

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

Food-Borne Disease. Food Science and Industries Fact Sheet 2. E. A. Zottola.

Tuberous Begonias. Horticulture Fact Sheet 5. C. Gustav Hard.

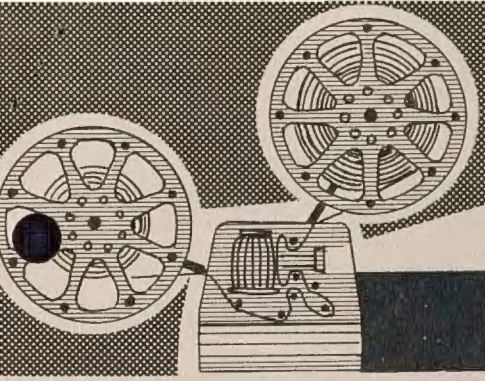
Judging Egg Production Classes. Poultry Fact Sheet 32. Melvin L. Hamre.

Sulfur for Minnesota Soils. Soils Fact Sheet 5. C. J. Overdahl, A. C. Caldwell, J. Grava and W. E. Fenster.

Potassium Problems. Soils Fact Sheet 6. C. J. Overdahl.

Lawn and Garden Fertilizer and Pollution Problems. Soils Fact Sheet 15. Lowell D. Hanson.

Cation Exchange Capacity of Soils (C.E.C.) Soils Fact Sheet 17. C. A. Simkins, John Grava, C. J. Overdahl and W. E. Fenster.



# visual aids TIP SHEET

## Minnesota Agricultural Extension Service

May 1973

### NEW FILMS IN AGRICULTURAL EXTENSION LIBRARY

STEPS TOWARD MATURITY AND HEALTH--10 minutes--color--Walt Disney--Service Charge \$1.75

As the body matures, responsibility for caring for it passes first from nature to parents and finally to the individual himself. Now the individual must recognize that his own health is like an equilateral triangle with his social, mental, and physical health each representing one side.

UNDERSTANDING STRESSES AND STRAINS--10 minutes--color--Walt Disney--Service Charge \$1.75

A discussion of one side of the health triangle--this time the mental side--with emphasis on the pressures and worries of everyday life which can damage man's health.

THE SOCIAL SIDE OF HEALTH--10 minutes--color--Walt Disney--Service Charge \$1.75

Man, by nature is a social creature. His ability to adjust to the group, without losing his right to individuality, and his need to make a contribution to society represent another side of the health triangle.

PHYSICAL FITNESS AND GOOD HEALTH--10 minutes--color--Walt Disney--Service Charge \$1.75

The third side of the health triangle deals with the importance of keeping the body physically fit and stresses the value of exercise to keep the heart and other muscles and organs functioning properly.

### NEW OVERHEAD TRANSPARENCIES IN LIBRARY

#O-18 SAFE FARM MACHINERY OPERATION--set of 32 overhead transparencies--National Farmers Union Organization (CENEX)--Service Charge \$1.00

These transparencies cover the operator's manual, machine care, and safe operation of machines with specific mention of combine, loader, grinder-mixers, and elevators. Instructor's notes and activity suggestions are included. These would be especially appropriate for youth safety training programs, short talks to youth groups, or adult farmer groups.

### NEW SLIDE SETS AVAILABLE

#858 "SVENSKA MAT"--SWEDISH FOOD--30 slides--color--double frame--University of Minnesota (Nancy Tish, 1972 IFYE to Sweden)--Service Charge \$1.00

Do you know what a "cloud" berry is? Smoked mussel or tunnbröd? Or have you ever eaten spettekaka? If not, you must see "svenska mat." Food is one way you can bring to reality a cross-cultural experience for both young and old alike. This set would be especially good to use as the start or finish of a 4-H international night. So, grab a glass of milk or a strong cup of coffee, and let your mind and tastebuds work overtime as you view this delightful slide/tape set. "If you observe a Swedish smorgasbord in this manner, you'll not gain a pound."

#859 SWEDEN: MY SECOND HOMELAND--45 slides--color--double frame--University of Minnesota (Nancy Tish, 1972 IFYE to Sweden)--Service Charge \$1.00

Family traditions, birthday celebrations, family outings to enjoy and appreciate nature; mountain climbing, canoe rides, the festival of the midnight sun; a Swedish 4-H camp, and a 70 mile bicycle ride are all a part of being accepted as a family member in Sweden. Watch and listen as Nancy Tish becomes involved in the work and play of several IFYE host families in Sweden.

Note: Both cassettes and reel-to-reel tapes are available for #858 and #859.

#867 FFA PROGRAMS OF ACTIVITIES SERIES--12 separate sets--color--double frame--National FFA Center--1972--Service Charge \$1.00

A series of slide sets that gives many excellent ideas on how to develop and promote the total FFA program. Each one is accompanied by a tape.

- 867A The New FFA--Relevant, Flexible
- 867B Supervised Experience
- 867C Cooperation
- 867D Community Service
- 867E Leadership
- 867F Earnings And Savings
- 867G Conduct Of Meetings
- 867H Scholarship
- 867I Recreation
- 867J Public Relations
- 867K State And National Activities
- 867L A Close Look At FFA National

#868 YOUTH WITH A PURPOSE--183 color slides--double frame--National FFA Center--1972--Service Charge \$1.00

A fast moving slide presentation of FFA and agriculture showing youth with a purpose. Scenes begin with the pioneer days of American agriculture and moves to the complex agriculture of today. Shows the historical activities of FFA and the emergence of present FFA and vocational agriculture programs. Excellent to show how youth can become involved in FFA and vocational agriculture.

#871 CENTER STAGE FOR DRESS REVUE COURT OF HONOR--34 slides--color--double frame--University of Minnesota (Thelma Baierl)--Service Charge \$1.00--1973

Individual pictures of the 29 4-H Dress Revue girls who make up the 1972 State Fair Courts of Honor are the subject of this slide set. The script comments briefly on each girl's outfit and includes a summary of how the Courts of Honor are chosen. It would be of interest to 4-H Club members, parents, and leaders.

#872 TRIM--THE INDIVIDUAL TOUCH--17 slides--color--double frame--University of Minnesota (Thelma Baierl)--Service Charge \$1.00--1973

A creative seamstress uses trimming to express her individuality in dress. This slide set shows how some girls at the 1972 State Fair Dress Revues used trimming to add attractiveness and individuality to an outfit. Top stitching, bias, bands, lace, pockets, and smocking are shown with comments on their placement and handling. This slide set is of particular interest to girls who are choosing pattern, fabric, and trimming for home sewing.

#873 4-H GIRLS PUT IT ALL TOGETHER--29 slides--color--double frame--University of Minnesota (Thelma Baierl)--Service Charge \$1.00--1973

"Putting it all together" for good appearance includes grooming, posture, poise, becoming selections, and skill in construction, fitting and pressing. Slides and commentary show 4-H Club girls at the 1972 State Fair Dress Revues who did a good job of putting it all together. The slide set is suitable for girls ages 10 through teens who are interested in home sewing.

#870 NATURAL FOODS: GOOD, BAD, OR DIFFERENT?--29 slides--color--double frame--Cornell University--Service Charge \$1.00--1972

A new type of retail food store has become popular during the past few years--the natural or organic food store. Alert consumers want to know more about these retail stores and the claims made about their produce. This slide/tape set attempts to answer some of the questions by taking the viewer into several specialty shops for a closer look at the stores and the products they sell.