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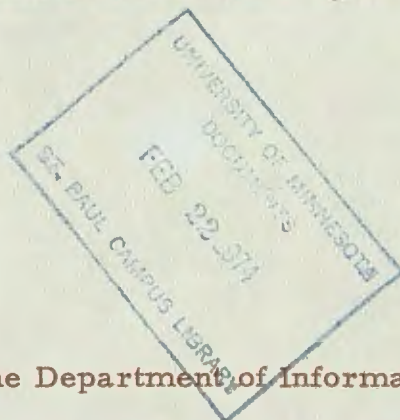
2. Reaching People with information...

press
publications
radio
television
visual aids

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

3. December 20, 1973

Dear Colleagues



All of us in the Department of Information and Agricultural Journalism join in wishing all of our colleagues at the University of Minnesota and in other cooperating groups the best for the holiday season.

We're pleased to be a member of the University team that helps bring to adults and youth the educational opportunities offered by our great institution. Your cooperation and good will make possible the gratifying and rewarding experiences offered by our association with the University.

In 1974, we know that we will have another year of fine cooperation and pleasant relationships in both our collegiate and continuing education activities. Working together on many projects will enable us to accomplish much for the state and for the University.

Again from all of us to all of you, A Merry Christmas and a Happy New Year.

Sincerely

The Staff

The Staff
Department of Information
and Agricultural Journalism

MERRY CHRISTMAS ^{and} HAPPY NEW YEAR

TV -- "DIGESTING THE STEW" -- Healthy appetites were served adequate portions of "Mulligan Stew" in most sections of the state, but like many smorgasbords there are those who want to eat more or are slower getting through the line. In some cases the pot just wasn't big enough to sate appetites.

Preliminary data show 2,546 school or classroom groups, 214 4-H clubs, and 112 "other" (scouts, campfire girls, etc.) groups participated. Since we distributed 110,000 comic books and have a count of 89,300 students, several thousand are missing from our tally. If you have unreported enrollments, please submit them so our figures can be more accurate.

The 9- and 10-year olds constituted our largest audience and there were slightly more girls than boys. The "outstate" area accounted for 54,513 participants with 31,738 from the metro category.

Several counties and schools are still using the films scheduled solid through January and February. The new KAVT-TV educational station in Austin will broadcast the series for school use in January.

Thanks to all the effort by county staff, "Mulligan Stew" has been a big success. We would appreciate reports on the various activities from your county on contacts, procedures, special projects and utilization that made it a worthwhile learning experience. We'll pass them along as suggestions that others may find helpful in the future and also use them in our final evaluation report. --Norm Engle

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REPORTING 4-H FOR THE MEDIA -- Too often reports of 4-H activities in hometown papers and on local radio stations are confined to who won what ribbon or who will participate in such-and-such event. Certainly there is a place for this type of reporting, but we ought to think about microscopic rather than macroscopic reporting of 4-H. Sound frightening? Actually it's more fun once you get into it.

Pick a project or event -- one that promises to really involve kids and/or adults -- then make a file folder for that project. File any notes, letters or descriptive material in this folder as the project proceeds from the planning stage to conclusion. This will be your "history" and will come in handy when you write your story. The project file will serve as background on how the program/project/event evolved.

So much for project development. How about human development? It's pretty difficult to keep tabs on every youngster in every 4-H club in the county. But you can pick out a few in your "target" project and try to learn as much about them as possible -- their family background, involvement in 4-H, interests, hobbies and interesting tidbits about brothers, sisters and other relatives' achievements in 4-H.

There may be a reluctance to single out one youngster for special treatment, but actually that's how we develop a feature story -- by taking one or two participants' personal development via a program. So we really have to be specific.

One way to get quick gut reactions to projects and programs from participants is to "survey" them, but take care that your survey is not exasperating. Ask them to write down what they got out of this project; how they feel about 4-H. You can pass out paper at a club meeting or put together a one-page mimeographed survey sheet. I find that the open ended survey is the best -- it gives the respondents an opportunity to say what they really feel. Tell them it's to help publicize 4-H in the county.

From these survey sheets and the information you have in your project file, you should be set to put together a pretty fair feature story. It's not necessary to come to any grand conclusions in your story. You can get "into it" by starting out with a "quote"--one of the better responses from one of your participants. Then bring in some of the background information on the participants, the program, etc. Wrap it up by giving some indication of how this program might proceed in the future.

Radio interviews are considerably easier--particularly if you are conducting the interview and have a willing subject. Some preplanning before you go into the interview generally helps so the person you are interviewing is not caught off guard. "Tell us about your project work. What did you find most interesting about this project? What did you personally come away with from your work on the...?" These are some of the things you can say to get the ball rolling. Hopefully, your listeners will get some indication of the impact of the project on this person's development.

It's not necessary to run around with a steno pad and tape recorder to get the story or interview that goes beyond who won what or who's going where. You can do it with a relatively small amount of planning and preparation. --Dave Zarkin

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STORY LENGTH--Russ Gute, Steele County, says shorter stories of a page or less get better reception by papers in his county. Others of you have said the same thing, although I've talked to some agents who would just as soon get a complete story with all the information and then boil it down. We realize the space limitation in papers and the newsprint shortage sometimes makes this especially acute. Don't feel obligated to use a 2-page story as is. We'll continue to send the short, 1 paragraph "in briefs" and make a special attempt to keep other stories in the weekly packet short. --Jack Sperbeck

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GUIDELINES FOR WRITING GOOD RADIO COPY--"Know what you are writing about." Dig out the facts about the product or service you are selling, even if you have to tour the client's plant or interview his customers in their native habitats.

"Talk about customer benefits."

"Write action words, rather than passive ones." Radio is right now. In fact, radio survived the onslaught of television because radio found imaginative ways to exploit the two areas that TV could not do better: instant transmission of news and continuous communication with the listener. Your commercial is a part of this active news milieu.

"Omit unnecessary words."

"Keep the message simple." The best commercials are built around a single believable idea. The tendency to try to crowd in more must be avoided like the proverbial plague. --The above material is from the August 20, 1973 issue of Broadcasting. --Ray Wolf

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NEW MINNE (SOTA) CARDS AVAILABLE --Eight new Minne Food Cards are available in the Bulletin Room:

- #66--Banana Oatmeal Cookies
 - #67--Turkey-Rice Casserole
 - #68--Curried Tuna Squares
 - #69--Hamburger-Green Bean Casserole
 - #70--Liver-Rice Casserole
 - #71--Liver Strips
 - #72--Crisp Baked Torsk or Cod
 - #73--Invent Your Own Casserole
- Lee Nelson

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RADIO TRANSCRIPTIONS FOR HOME ECONOMISTS--Several interviewers conducted the programs this month. My thanks to Lee Nelson, Ray Wolf, and Karen Annexstad...and in the past month, Mike Harris, for their great help.

Short transcriptions: Using The Dishwasher Today (3:50), Wanda Olson, extension specialist, household equipment; Temperature For House Plants (5:00), Jane McKinnon, extension horticulturist; Family Traditions (5:04), Sue Meyers, extension specialist, family life; and Handling Meat In The Home (4:35), Dick Epley, extension specialist, meats.

Long transcriptions: Care Of House Plants (7:00), Jane McKinnon, extension horticulturist; Self-fulfillment--Keeps On Giving (7:00), Sue Meyers, extension specialist, family life; Food Fad Boom (7:19), Joe Weishaar, Food and Drug Administration; and Home Ec Enrollment And Opportunities (6:05), Keith McFarland, Dean, College of Home Economics. --Janet Macy

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TABLE OF EXCUSES--There are at least 14 excuses for not doing whatever it is you are supposed to do. To save time, please give excuses by number.

1. That's the way we've always done it.
2. I didn't know you were in a hurry for it.
3. That's not in my department.
4. No one told me to go ahead.
5. I'm waiting for an OK.
6. How did I know this was different?
7. That's his job, not mine.
8. Wait 'til the boss comes back and ask him.
9. I forgot.
10. I didn't think it was very important.
11. I'm so busy, I just can't get around to it.
12. I thought I told you.
13. I wasn't hired to do that.
14. That's not my writing.

--New Mexico State University --Harold B. Swanson

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Publications and Direct Mail

December 1973

NEW PUBLICATIONS

- Selection Guide for Factory-Built Housing. Extension Folder 286. William Angell. Explains advantages and disadvantages of factory-built housing versus conventionally built housing. Also lists some things to look for if you have decided to buy factory-built housing. 12 pages. Available.
- Costs of Owning a Mobile Home. Extension Folder 287. William Angell. Outlines costs involved in home ownership, ranging from its special financing and park rent to the regular costs (utilities, insurance) that any homeowner pays. 4 pages. Available.
- Workmen's Compensation and Minnesota Farmers. Agricultural Economics Fact Sheet 12. Carole Yoho and Arley Waldo. Describes new law affecting Minnesota farmers and tells how they can comply with it. LAW TAKES EFFECT JANUARY 1, 1974! 2 pages. Available.
- High Lysine Corn for Swine. Animal Science Fact Sheet 25. Summarizes the characteristics and feeding values of high lysine corn for swine diets. 2 pages. Available.
- Processing Meat in the Home. Animal Science Fact Sheet 26. Richard Epley. Lists materials needed for home processing and formulations for several popular meat products. 2 pages. Available.
- Rearing Chicks and Pullets for the Small Laying Flock. Poultry Fact Sheet 45. Melvin L. Hamre. Explains economic considerations, brooding methods (includes diagrams), feeding, health and sanitation practices for a successful operation. 2 pages. Available.
- The Small Laying Flock. Poultry Fact Sheet 46. Melvin L. Hamre. Describes White Leghorn strains best for egg production. Illustrates feeders and nest sections, suggests feeding methods, culling, health and sanitation, and care of eggs. 2 pages. Available.
- Incubation and Embryology Workshops. Extension Program Report 57. Offers information on school workshops giving students opportunities to learn about animal life and social systems through egg incubation and embryology studies. Extension agents and University poultry specialists schedule and train. 2 pages. Available.
- Minnesota Soil Atlas--St. Paul Sheet. Miscellaneous Report 120. Soils scientists, together with Soil Conservation Service and Department of Geology. Third in a series (Brainerd Sheet--1969, Hibbing Sheet--1971) designed to cover the entire state's soils and landscape characteristics in detail. 60 pages. Available; \$1 for sale only.
- For a Clean House--Clean Upholstered Furniture. HS-34.* Adapted from USDA publication by Linda Reece and Mary Frances Lamison. Describes tools and supplies needed, a test for fading, and cleaning process for different types of furniture. 4 pages. Available.
- More Effective Posters. Information Service Series 32. Alden Balmer. Outlines principles for designing and executing successful posters. 2 pages. Available.
- Minnesota Agricultural Economist. No. 552, December 1973. Article "Consumption Trends in Whole, Skim, and Lowfat Milk" compares milk consumption trends of the Twin Cities and other metropolitan areas and discusses these trends' implications to people in the dairy industry. 6 pages. Available.
- Partial and Complete Closure and Reopening of Homes During Freezing Weather (in the event of an exhausted fuel supply, failing heating system, or seasonal occupancy). Emergency Fact Sheet 28. Details several means to close and open homes in case of loss of heating fuel in freezing weather. Clifton Halsey, Harold A. Cloud, William J. Angell. 2 pages. Available. ✓
- Minnesota Tourist Travel Notes. Vol. 11, No. 3, Winter 1974. Articles tell recreation businessmen how to use records to plan advertising; report rate structures of Minnesota Housekeeping Resorts; cite means to repair the finish on furniture; and explain a new recreation bookkeeping system available through the University of Minnesota Agricultural Extension Service. 6 pages. Available.

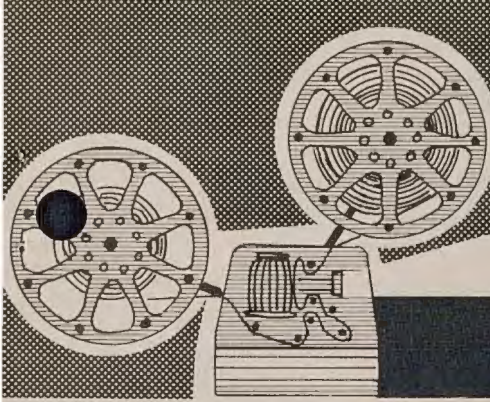
REVISED PUBLICATIONS

- Cultural and Chemical Weed Control in Field Crops--1974. Extension Folder 212. G. R. Miller and others. In tables and text recommends weed control methods. 28 pages. Available.
- Home Fruit Spray Guide. Extension Pamphlet 184. L. B. Hertz, H. G. Johnson, and J. A. Lofgren. Prescribes a control spray program to combat insect and disease problems in noncommercial or home orchards. 8-page railroad folder. Available mid-January.
- Varietal Trials of Farm Crops. Misc. Report 24. R. G. Robinson and others. Reports research results of various farm crop trials conducted by the Agricultural Experiment Station. 28 pages. Available early January.
- Chemical Control of Soil Insect Pests of Corn. Entomology Fact Sheet 7. John Lofgren. Provides details about chemical use to control insect pests of corn. 2 pages. Available mid-January.
- Controlling Corn Rootworms. Entomology Fact Sheet 14. John Lofgren. Details methods to control corn rootworms. 2 pages. Available in mid-January.
- Soy Proteins in Your Food. Food Science-Nutrition Fact Sheet 18. Isabel Wolf and Richard Epley. Discusses forms of soy protein and their nutritive values. 2 pages. Available.
- Decisionmaking. HM-5. Mary Frances Lamison. Tells how to make decisions in home management through the decisionmaking process. 6 pages. Available.
- Radio for City and Country. January -March 1974. Quarterly list of topics for "Highlights in Home-making" and "Scope" on KUOM radio. 10-page railroad folder. Available mid-January.

REPRINTED PUBLICATIONS

- Evergreens. Extension Bulletin 258. John Lofgren, et al.
- Care of House Plants. Extension Bulletin 274. Richard Widmer.
- How to Upholster Overstuffed and Occasional Chairs. Extension Bulletin 326.
- Staphylococcus Food Poisoning. Extension Bulletin 354. Edmund A. Zottola.
- Feeding and Managing Baby Pigs. Extension Bulletin 370. R. J. Meade and J. D. Hawton.
- Common Tree and Shrub Pests. Extension Folder 235.
- Corn Insects--Above Ground. Extension Folder 236.
- Corn Insects--Below Ground. Extension Folder 237.
- Common Forage Legume Insects. Extension Folder 240.
- Common Vegetable Insects. Extension Folder 242.
- Minnesota Dairy Ration Balancer. Extension Folder 292. Michael Hutjens and Gerald Steuernagel.
- Dry Milk in Every Meal. HS-4.*
- Daily Food Guide. HS-9.*
- Hair Styling. HS-20.*
- Test Your Discussion Leadership. Communications Bulletin 14. Paul Cashman.
- Outdoor-Indoor Geranium Culture. Horticulture Fact Sheet 34. H. F. Wilkins.
- Let's Build a Window Display. Information Service Series 5. G. R. McKay.
- Notes on Floats. Information Service Series 7. G. R. McKay.

*HS publications are short, elementary publications written for audiences with limited experiences, finances, and education.



visual aids TIP SHEET

Minnesota Agricultural Extension Service

December 1973

FILMS ADDED TO AGRICULTURAL EXTENSION LIBRARY

AN EASIER WAY--4 min. --color--USDA--Service Charge \$3.00--TV

Features a modern farmer cooperative which distributes formula feeds through relay bulk feed stations to farmers. The story contrasts old ways of handling feed and new methods which reduce costs and labor. 1964

DON'T BRING YOUR ENEMY HOME--17 min. --color--USDA--Service Charge \$3.00--TV

Shows reasons for agricultural quarantines and how these also apply to military personnel and movements of military cargo. Includes sequences showing several damaging plant pests and depicts the cost of the pests to U.S. farmers and consumers. 1964

EXTRA FOREST DOLLARS--13 1/2 min. --color--USDA--Service Charge \$3.00--TV

The national forests make an important contribution to the nation's economy aside from their production of timber. The film portrays sources of products not usually linked with the forests, such as stuffing for furniture, candy, cascara, and many other products. National forests in every part of the United States make their own extra contributions to the nation's welfare, happiness, and prosperity. Here is shown how wise use and protection of our forest resources, coupled with native American ingenuity and industry, can keep our forests growing their special products for extra dollars. 1952

THE FAMILY FOREST--12 min. --color--USDA--Service Charge \$3.00--TV

A documentary of the ceremonies honoring the first privately owned woodland in the nation to be officially designated a "Family Forest." The good management procedures used in this Maryland farm woodland have resulted in profit for the owners and helped the economy of the state and nation by conserving natural resources. 1963

FOREST IN A MUSEUM--11 min. --color--USDA--Service Charge \$3.00--TV

Features the 1 1/4 acre "Beaver National Forest" exposition at Ghost Ranch Museum in New Mexico. Tells the story of multiple use through small scale animals, people and fire towers, with real trees, grass and water. Living animals and birds on exhibit at the museum are shown also. Ideal for school children. 1962

THE FOREST SERVICE ENGINEER--24 1/2 min. --color--USDA--Service Charge \$3.00--TV

This is the story of the Forest Service engineers--men who share with forest rangers the responsibility of managing, protecting, and developing the resources of the national forests. They design and supervise the construction of all the roads and trails and other facilities necessary for the many activities in the national forests, and are responsible for surveying and mapping forest areas. Two engineers tell how they feel about the challenge of the job and the opportunity to work for their fellow Americans. 1959

THE GREATEST GOOD--11 min.--color--USDA--Service Charge \$3.00--TV

This film pays tribute to Gifford Pinchot, one of America's greatest conservationists and first foresters. It illustrates how the principles of forest conservation came into being and now influence the management of our national forests. 1950

HERITAGE OF THE PLAINS--19 min.--color--USDA--Service Charge \$3.00--TV

The story of how four families in the Great Plains have used special USDA help--through the Soil Conservation Service and in cooperation with the region's soil and water conservation districts--in making land and income more stable and their environment more livable. 1968

HERITAGE RESTORED--14 min.--color--USDA--Service Charge \$3.00--TV

Tells the story of early use and abuse of forest lands in eastern United States. The passage of the Weeks Law in 1911 put the first national forest lands in the east under protection. Today, these public lands, 20 million acres in all, are restored and productive. 1962

ISLANDS OF GREEN--24 min.--color--USDA--Service Charge \$3.00--TV

Sixty years ago, conservationists set aside the national forests as large islands of green for the American people. Today, increasing pressure for outdoor recreation and conservation education have created a need for small islands of green near urban communities. The National Audubon Society helped in the production of this film. 1965

HANDLING LIVESTOCK SAFELY--10 min.--color--USDA--Service Charge \$3.00--TV

Shows hazardous obstacles to avoid in handling and transporting livestock. 1965

THE DUST IS DYING--13½ min.--color--USDA--Service Charge \$3.00--TV

An on-the-plains report to the nation of a battle in which every American has a stake. Shows how farmers and ranchers of the Great Plains are preparing as never before to prevent disaster when the next drought comes. The dry years can't be predicted so the plainsman is nailing down the soil to keep it from going with the winds when the next drought comes--to prevent another Dust Bowl. This film tells, through the eyes of six farmers and ranchers, how we are winning the battle--against drought, dust, and disaster. 1961

HOG CHOLERA--ITS DIAGNOSIS--29 min.--color--USDA--Service Charge \$3.00--TV

This film is technical, designed for veterinary audiences and has been prepared as an aid for the professional man in understanding the hog cholera disease and its diagnosis. Diagnostically significant items are discussed under four general categories: herd history, clinical signs, post mortem lesions and laboratory findings. This film should be particularly useful to such groups as veterinary associations, regulatory workshops, and veterinary students and trainees. 1965

BEFORE YOU HUNT--30 min.--color--Federal Cartridge Corporation--Service Charge \$3.00--TV

This partially animated color film briefly outlines the history of hunting and support of game management and research by the sportsman. Good sportsmanship is emphasized throughout the film including knowledge and safe handling of firearms and ammunition. Respect for the out-of-doors, private property, hunting etiquette, and methods of hunting upland game, waterfowl and big game are all stressed. 1973

THE CHANGING RANGE--24 min.--color--Environmental Protection Agency--Service Charge \$3.00--TV

This film traces the animal feeding industry from the open range to the 100,000 head feedlots, the accompanying problems of waste management, and some of the solutions that have been found. It is especially geared to non-farm and ecology groups. 1973