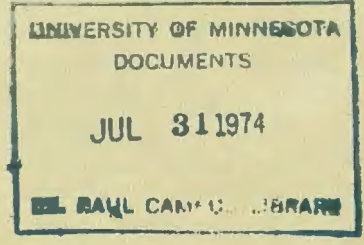


MN2000 RPL 7/24/74

# ③ Reaching People *with information...*

press  
publications  
radio  
television  
visual aids

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA



July 24, 1974

```

*****
* Please read, check, and circulate *
* Extension Agent _____ *
* Extension Home Economist _____ *
* Assoc./Ass't. Extension Agent _____ *
* Other _____ *
* Secretary for Filing _____ *
*****

```

AAACE MEETING -- Our Department of Information and Agricultural Journalism was represented by eight members of the staff at the 58th annual meeting of the American Association of Agricultural College Editors. Gerald McKay, retired staff member, and Sue Donato, home economics student and president of the Minnesota Chapter of Agricultural Communicators of Tomorrow, also represented Minnesota at the meeting.

The 3-day meeting held on the campus of Purdue University considered the theme, "Communicating with urban audiences."

Minnesota communications entries in 17 classes received 3 blue, 3 red, and 4 white ribbons. These communications efforts were judged in competition with entries from other land grant universities, the USDA, and Canada departments of agriculture.

Mary Kay O'Hearn, Diane Grayden, Janet Macy, Jack Sperbeck, Norm Engle, Dean Kruckeberg, Al Balmer, and Eldon Fredericks attended. Gerald McKay received a lifetime membership in AAACE.

--Eldon Fredericks

\* \* \* \*

MINNESOTA SCIENCE -- Phillip E. Miller has joined the staff of the Department of Information and Agricultural Journalism as assistant professor and science writer-editor. Phil will be responsible for the publication of Minnesota Science.

Since 1968 he has been at Michigan State University teaching and writing and in 1970 he became science editor for the MSU News Bureau. His B.A. in 1961 is from the University of Northern Iowa and M.A. in 1964 from the University of Iowa.

You may contact Phil by letter at 456 Coffey Hall, or by phone at 373-1785.  
--Eldon Fredericks

\* \* \* \*

THE KENTUCKY STORY -- Even though the 113 families were enrolled in the Expanded Food and Nutrition Education Program in central Kentucky, The Kentucky Story may have implications for anyone working with the disadvantaged.

The objectives of this study follow:

1. To study the decision-making patterns of EFNEP families as these patterns relate to the acceptance or rejection of nutrition knowledge and its application.
2. To determine the nature and variation of the linkage between program aides and families with whom they work, as the decision-making patterns of the homemakers vary.
3. To draw implications from these data for the training of extension aides and the design and operation of nutrition programs.

The following items are taken from the summary:

- \* According to the homemakers and their husbands, the male in the EFNEP family affects his family's food habits by virtue of his influence in decisions concerning control of food-purchasing and eating habits. Influence in family decisions appears to be greater for rural white males, while urban males were influential to a lesser degree.

The aides perceived their client family decision-making pattern in a similar manner. They were quite conscious of the male's influence on family food habits. Rural aides in particular stressed the need to involve the husbands in their work with the homemakers.

- \* Both the homemakers and their husbands expressed positive reaction to the aides and their visits. They indicated that they felt the EFNEP information was helpful and they desired continuation of the visits.

It was noted that the aides have established good relationships with their clients and that the homemakers have a basic knowledge of the concept of nutrition.

Thus, it appears that the initial impact of the EFNEP in a selected area of Kentucky has been positive. There are indications that more such studies need to be conducted in relation to male decision-making with a larger audience and more young low-income families.

---

(A copy of The Kentucky Story is available from the Information and Agricultural Journalism Library.)

-- Lee Nelson

\* \* \* \*

RADIO TAPE SERVICE--

Part I

"Food Labeling Proposals," Blanche Erkel, consumer affairs officer, FDA; "Canning Low Acid Foods," Isabel Wolf, extension specialist, foods and nutrition; "Recycle Clothing," Lois Ingels, extension specialist, clothing; "Selecting Quality Day Care," Barbara Beatt, assistant extension specialist, family life; "Buying A House--Hedge Against Inflation?", William Angell, extension specialist, housing.

Part II

"Arboretum Library," Jane McKinnon, extension specialist, horticulture; "Buying Ground Beef," Richard Epley, extension specialist, meats; "New Products At Supermarket," Isabel Wolf; "Garden Care," Jane McKinnon; "Antacids," Blanche Erkel.

All the tapes are 5 to 7 minute length.

--Janet Macy

\* \* \* \*

4 - H STATE FAIR PUBLICITY --As soon as the county fair is behind you, take time to look closely at the projects, demonstrations and exhibits your county's 4-H'ers will be bringing to the 1974 State Fair. I am interested in knowing in ADVANCE about projects dealing with energy conservation, the environment, and community development. Let us also know about family 4-H'ers doing vegetable gardening projects this year who plan to attend the State Fair.

--Dave Zarkin

\* \* \* \*

## Publications and Direct Mail

July 1974

### NEW PUBLICATIONS

Stone Fruits for the Home Fruit Garden. Horticulture Fact Sheet 42. Leonard B. Hertz. Explains site selection, planting, pruning, fertilization, and pest control for fruits suitable for Minnesota gardens. 2 pages. Available.

Stone Fruit Varieties for the Home Fruit Garden. Horticulture Fact Sheet 43. Leonard B. Hertz. Describes winter hardy varieties of hybrid plums, cherry plums, pie cherries, apricots, and bush cherries that can be successfully grown in Minnesota. 2 pages. Available.

Making Jelly. Food Science and Nutrition Fact Sheet 23. Isabel D. Wolf. Describes the standard or long boil method and the short boil or pectin-added jelly. Chart notes water to fruit proportions to obtain juice. Includes recipes. 2 pages. Available early August.

Making Jams, Marmalades, Preserves, and Conserves. Food Science and Nutrition Fact Sheet 24. Isabel D. Wolf. Gives the differences in the four types of fruit products preserved with sugar. Includes recipes. 2 pages. Available early August.

Using Minnesota's Wild Fruits. Food Science and Nutrition Fact Sheet 25. Isabel D. Wolf. Suggests proper methods of processing wild fruits to retain delicate flavors and the amount of juice to expect per pound of fruit. Includes recipes. 2 pages. Available early August.

Making Fresh Pack Pickle Products. Food Science and Nutrition Fact Sheet 26. Isabel D. Wolf. Explains that these products are easily prepared by inexperienced pickle makers who follow directions given. Fermented pickles and sauerkraut require more skill and time. Includes recipes. 2 pages. Available mid-August.

Making Fermented Pickles and Sauerkraut. Food Science and Nutrition Fact Sheet 27. Isabel D. Wolf. Gives directions for making fully fermented dill pickles, partially fermented or half dills, sweet gerkins pickles, and sauerkraut. 2 pages. Available mid-August.

### REVISED PUBLICATIONS

Radio for City and Country. July-September 1974. Quarterly list of topics for "Highlights in Homemaking" and "Scope" on KUOM radio. 8-page folder. Available.

Selecting a Mobile Home. Extension Folder 266. William J. Angell. Includes a discussion of various considerations to keep in mind when buying a mobile home and a checklist to help buyers compare various options. 12 pages. Available.

Establishing Small-Seeded Forages. Agronomy Fact Sheet 19. O. E. Strand and H. J. Otto. Discusses seeding, soil testing, fertilizers, and weed control. 2 pages. Available.

#### REPRINTED PUBLICATIONS

Determining Moisture Content of Forages. Agronomy Fact Sheet 24. Harley Otto and Harold Cloud.

Arboretum Nut Trees. Arboretum Review 12. Leon Snyder.

Controlling Insects in the Home Vegetable Garden. Entomology Fact Sheet 11. D. M. Noetzel.

Minnesota Ticks and Their Control. Entomology Fact Sheet 27. L. K. Cutkomp and J. C. Schlotthauer.

Controlling Insect Pests of Shade and Ornamental Trees. Entomology Fact Sheet 28. J. A. Lofgren.

Nuisance Wasps and Bees. Entomology Fact Sheet 32. D. M. Noetzel and Basil Furgala.

Detergent Decision Guide to Minimize Water Pollution. Environmental Quality 1. Lowell Hanson, Wanda Olson, and Roger Machmeier.

Azalea and Rhododendron Culture in Minnesota. Horticulture Fact Sheet 8. Leon Snyder and C. Gustav Hard.

Terrariums. Horticulture Fact Sheet 29. Mervin Eisel.

Oak Wilt and Its Control. Plant Pathology Fact Sheet 5. David W. French and Ward C. Stienstra.

Summary of Health Regulations for Livestock and Poultry Shows. Veterinary Science Fact Sheet 3. Raymond B. Solac.

Tips on Tapes. Information Service Series 8. Ray Wolf.

An Overhead or an Opaque Projector. Information Service Series 27. Gerald McKay.

Backstrap Weaving. Extension Bulletin 362.

Hog Farrowing Houses. M-144. Dennis Ryan.

Home Canning Fruits and Vegetables. Extension Folder 100. Isabel Wolf.

Freezing Fruits and Vegetables. Extension Folder 156. Grace Brill and Shirley Munson.

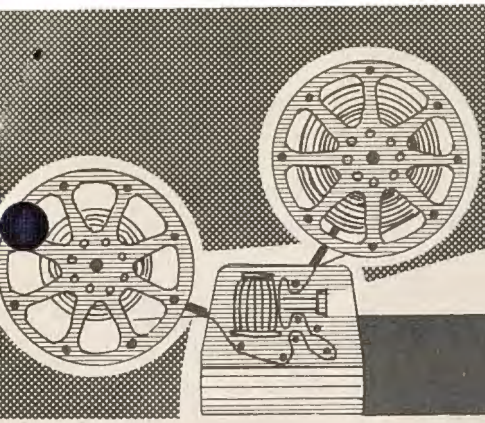
Harvesting and Storing Garden Vegetables. Extension Folder 172. Orrin C. Turnquist.

Fertilizer for Alfalfa. Extension Folder 255. Charles Simkins, Curtis Overdahl, and Janis Grava.

How to Run a Percolation Test. Extension Folder 261. Roger Machmeier.

Selection Guide for Factory Built Housing. Extension Folder 286. William Angell.

Fitting Trees and Shrubs into the Landscape. Extension Folder 298. Mervin Eisel.



# visual aids TIP SHEET

## Minnesota Agricultural Extension Service

July 1974

### NEW FILMS ADDED TO AGRICULTURAL EXTENSION LIBRARY

WHEAT MARKETING--20 min., Color, Farm Film Foundation. (TV--\$3.00) This film discusses classes of wheat, location of production of each class and marketing alternatives facing farmers. These include sale at harvest, store for later sale, forward contracting, hedging, and collective bargaining. A very good film suitable for consumers and farm groups. 1974

The following four films are provided through the courtesy of the Fire Service Information, University of Minnesota. They are part of the Minnesota Fire Service Memorial Fund Library:

ANALYSIS OF A BULK PLANT FIRE--24 min., Color. (TV--\$3.00) This is a film story of a spectacular and disastrous bulk gasoline plant fire in Kansas City. The film starts with a 7 minute sequence of events leading up to and during the fire, then follows an analysis of the incredible chain of events which made this disaster possible.

HELP PREVENT FIRES--12 min., Color. (TV--\$3.00) Produced in Switzerland, this unique unforgettable film is suited to every audience, young and old. It is one of the most outstanding fire prevention films made. There is French commentary, but the visuals speak for themselves. 1963

HOLY ANGEL SCHOOL FIRE--24 min., Color. (TV--\$3.00) This film describes the fatal delays in reporting the blaze that triggered the tragic fire that took nearly 100 lives. Describes the firefighting and rescue efforts.

OPERATION SCHOOL BURNING--24 min., Color. (TV--\$3.00) Filmed recording of fire tests conducted on a three-story school building by the Los Angeles Fire Department. The tests show effectiveness of fire curtains in corridors, roof vents over stairways and complete and partial automatic sprinkler protection. 1958

### NEW SLIDE SETS ADDED TO LIBRARY

#932 IDEAS FOR IMPROVING HORTICULTURAL EXHIBITS AT COUNTY FAIRS--31 slides, Color, df., University of Minnesota (O. C. Turnquist and Merv Eisel). This slide set, presented at the 1974 County Fair Managers' Short Courses, gives ideas for improving fruit and vegetable displays at county fairs. 1974

#933 4-H CARAVAN TO SWITZERLAND--69 slides, Color, df., University of Minnesota (Bill Tabberson, 1973 IFYE-Caravan to Switzerland). Join Bill Tabberson for an arm chair tour of Switzerland as he takes a look at Swiss industry, farming, and food. 1974

#934 PARAGUAY: A LAND OF LEGEND AND LACE--60 slides, Color, df., University of Minnesota (Janet Sydness, 1972-73 IFYE-YDP to Paraguay) Be a part of the history, beauty, and especially the family life of Paraguay as Janet Sydness tells of the South American country that was her home for a year and a half. 1974

NOTE: Slide set #867, FFA PROGRAMS OF ACTIVITIES should be ordered as one whole set. Each part cannot be ordered separately.

CAMERA NOTES

This time of the year many of us get involved in making landscape photographs either to record crop production or document our vacation travels. Here are some tips that might help make your landscape photography more effective.

- To show the contour and texture of the landscape shoot during the early morning or late afternoon rather than at noon. The shadows created by the low angle of the sun will reveal all changes in elevation that are present. The color quality of the light when the sun is low is also more yellowish than at noon and will give your color pictures a pleasant warm look.
- When making a picture of a field or test plot, try to get up on something like a tractor seat, a car roof, or a step ladder to get a higher camera angle. This will enable you to look down on the field and get more in your picture than just the front row of plants.
- To add a feeling of depth in scenery pictures try to include something in the foreground such as an overhanging tree branch. This will give the viewer a feeling of looking into a picture rather than at a picture.
- With black and white film a medium yellow (K2) filter will darken the blue sky and make clouds appear more natural.

. . . . .Don Breneman & Karen Annexstad