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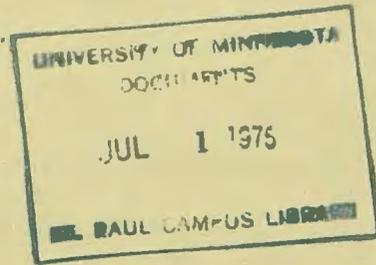
press  
publications  
radio  
television  
visual aids

# ② Reaching People

*with information...*

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

June 26, 1975



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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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WOMEN ADVISED TO SUPPORT ONE ANOTHER --During the Minnesota Home Economics Association annual meeting, many of you had the opportunity to hear keynoter Sharon Kirkman, management consultant and vice president of Boyle/Kirkman Associates, New York. Since there have been requests for her speech, here is a brief synopsis of it.

Kirkman advised those in her audience to prepare themselves and to help prepare young women for careers, discarding the limiting myth that "growing up female" imposes: that someone will take care of you for the rest of your life. The key thing for young women today, she said, is to get them to realize that they may one day have to support themselves and their children.

As background for her statements, Kirkman cited these statistics: 35 million women work, representing 40 percent of the labor force; 88 percent of these women are in clerical jobs, among the lowest paying positions; 70 percent of working women support themselves, and 12 million support their children without help; divorce has increased 20 percent, and alimony payments are down 27 percent.

Women, the consultant reminded, need to create changes. "You can't expect someone else to ask for your promotion. You'll need to be a little pushy," she said. "Let others know of your talent, intelligence, abilities, dedication, hard work, and sensitivity to human needs. If you are accused of being too career oriented, define your own femininity and don't let others define it for you." When top positions are filled, she reminded, "masculine" characteristics--being decisive, direct, and competitive--usually are stressed. So, if a woman is thought of as supportive, nurturant, unselfish, and tender, she obviously won't get the job.

Because women have a past history of being competitive with other women and afraid to work with each other, she said, they need to share their successes and failures and support and help each other. She described the "queen bee syndrome" as the attitude of a woman who, having reached a level of success, revels in the exclusivity of her position and looks down on others with the attitude that "I made it, so can you." --Janet Macy

AGENTS' INFORMATION EFFORTS RECOGNIZED --Six county extension agents recently received awards for their public information efforts in this year's competition sponsored by Amchem Products, Inc., in cooperation with the National Association of County Agricultural Agents.

Burton Olson, Benton County, won firsts for his radio program and his news column, and Chuck Schwartz, Dakota County, was first for his news photo, which also was named "best of show" winner as the most outstanding entry of the various winners.

Other winners were Warren Sifferath, Dakota County, series of colored slides; George Schwartz, Stevens County, direct mail piece; Roger Larson, Chippewa County, feature story, and Clayton Grabow, Mille Lacs County, newsletter. --Deedee Nagy

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RESEARCH WITH DISADVANTAGED --If you're working with the disadvantaged of the state, I recommend that you read two recent research reports on the subject. In the May/June 1975 issue of the Journal of Extension, see a report by Charles Ramsey and Mary Cloyd entitled "An Evaluation of EFNEP Side Effects." Those whose counties were involved in the study will be particularly interested.

Reported in the May 1975 Journal of Home Economics is research done by Patricia Sailor and Wilma Crumley of the University of Nebraska. The title of their report is "Self-Image: How Do The Poor See Themselves." --Lee Nelson

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BACK TO BASICS FOR TOP RADIO QUALITY --Proper recording and microphone techniques become especially important with the low cost, non-professional equipment used widely today. Noisy recording areas and poor acoustics, commonplace in most offices, increase your chances of making poor quality recordings.

Difficulty is likely if your recorder is not compatible with the station's. Most home-type recorders (Wollensak, VM, Revere, Webcor, etc.) are equipped with half-track recording and playback heads. Some even have quarter-track heads. The professional machines used at the station are usually equipped with full-track heads. They may sound incompatible, but they're not, if you take a few precautions, that is. The following procedures help and are basic to good recording regardless of the types of heads and models used:

--Start with a clean tape. Have the station erase the tape on a full-track machine or on a tape demagnetizer. As a poor alternative, you may run the tape through your half-track machine on record with the volume turned all the way down. Disconnect any microphone or other input. Both tracks on the tape must be cleaned. After this, record in one direction only.

--Check the recorder head alignment and speed (7 1/2 inches per second). Most radio engineers can make these checks for you with an alignment and timing tape.

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--Periodically clean the recorder heads, the capstan, and the rubber pressure roller with a cotton swab dipped in alcohol.

--Turn the tone control to full treble position if the control works when recording.

--Turn the monitor speaker off when recording with the mike.

--Record at the maximum volume at which no distortion occurs. For a half-track tape to have sufficient volume when played back on a full-track recorder, a high recording level is necessary. The higher volume on the recorded track helps cover up any noise that might be present on the unused half of the tape going over the full-track head.

Caution: Don't force the volume; the sound should be clear and undistorted when played back on your machine. Do a few test runs.

--Follow the recorder manufacturer's operation and maintenance procedures. Read and follow your instruction manual.

Remember, your recorder is an instrument; it takes a lot of practice to operate it well. The more you use your recorder, the better you'll be able to use it.

Treat your recorder as a valuable instrument. Don't bang it around. Underneath that rugged shell are delicate tubes and operating parts. Don't haul your recorder in the trunk or on the floor of your car. If possible, place it on the seat, on a cushion, or on a piece of foam rubber.

Your recorder will function better if it is warmed up first. Run the tape for a couple of minutes before starting to record. This is especially critical in the winter when the recorder has been in a cold car for several hours. If possible, bring it inside several hours before recording time.

--From Communications Handbook, American Association of Agricultural College Editors. --Ray Wolf

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NOT FOR WOMEN ONLY--Much of what Sharon Kirkman, management consultant, told home economists at the MHEA annual meeting is applicable to any of us who want to improve ourselves.

"Don't be an until'er," she advised. Instead of saying you will do something until you get married or until your children leave home, set a goal. Get in, find out what jobs are available, know where you want to go, and set yourself in that direction, she recommended. Don't rise to a certain level of expertise and then quit. Develop yourself by taking a hard look at what you're lacking. You may need to take a demotion to get the training and experience you need to perform the job you want.

Kirkman outlined several steps for reaching your goal: Determine where you can get experience and get it. Read professional magazines cover to cover every week. Sell yourself in an interview and then make your boss notice you on the job. Unless you play the game to win, she said, you may be your own worst enemy. --Janet Macy

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WORD CORNER: SHARPEN UP! --A recent exchange of letters to the editor in the Minneapolis papers over whether a fire hydrant shouldn't really be called a water hydrant reminded me of an expression I hear even well-educated people use: new innovation. Never use it! The root of the word innovate is the Latin word novus, meaning new. So saying "new innovation" is like saying "new new introduction." Using this expression shows that you don't know what innovation means.

The person who suggested that a fire hydrant really should be called a water hydrant likewise showed his ignorance of a word's meaning. Hydrant comes from the Greek word hudor, meaning water. Thus a "water hydrant" would be a "water water outlet." The moral: Be sure you know what a word means before you use it. --Kathy Wolter

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YOUNG PEOPLE LISTEN, WATCH, AND READ --FFA presidents from 35 states recently responded to a questionnaire. When asked, "Do you listen to radio?" the response was: daily 77 percent, frequently 20 percent, and sometimes 3 percent.

"How often do you watch television?" The response: sometimes 66 percent, frequently 20 percent, and daily 11 percent.

"Do you read a newspaper?" The responses were: daily 57 percent, frequently 31 percent, and sometimes 11 percent.

The moral: don't forget to include material of interest to teenagers when doing radio or TV programs or when preparing news articles.

--Ray Wolf

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YOUR TELEPHONE PERSONALITY --Most of us pride ourself in our ability to make others feel comfortable in our homes. Why should we treat our telephone visitors at the office any differently? That's the question posed by the Economics Press and by "It Says Here," a weekly letter to University of Illinois extension staff.

People calling us are guests, too. We all know how we feel when we're greeted by a curt, cold voice. And we're much more happy when we're greeted by a cheery, "I'm so glad you called," kind of voice.

One businessman said, "I want very much for ALL the people who call my organization to feel that special way--and so I smile whenever I answer the phone." That may sound foolish but the person at the other end of the line can feel that smile, that friendliness. It becomes a personal "red carpet" that can be rolled out for every caller.

After reading the article I've quoted, I sat down and repeated "good morning" again and again. I discovered that I could say "good morning" or "good afternoon" 60 times in a minute or that it took only one second to utter those friendly words on the telephone, to roll out the red carpet... The friendly voice on the phone says the right things about you and the University. --Harold B. Swanson

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# Publications and Direct Mail

June 1975

## NEW PUBLICATIONS

- Common Abnormalities and Reproductive Diseases in Mares. Veterinary Science Fact Sheet 8. John P. Hurtgen and James O. Hanson. Describes genital problems resulting in infertility and in bacterial and viral infections and ways to guard against them. 2 pages. Available.
- Replanting Corn and Soybeans after Hail Damage. Extension Folder 314. Dale Hicks and Gerald Miller. Discusses how plant population, leaf loss, weed control, and calendar date affect whether to replant corn or soybeans after hail damage. 8 pages. Available.
- Names of Retail Meat Cuts. Extension Bulletin 393. Richard Epley and Isabel Wolf. Lists commonly used names, their recommended versions, and cooking methods. 28 pages. Available.
- Use of Diseased Elm and Oak Trees. Forestry Fact Sheet 10. J. G. Hermann, D. W. French, and L. T. Hendricks. Suggests uses, precautions, and storage methods for wood from Dutch elm and oak wilt afflicted trees. 2 pages. Available.
- Owner-Built Housing. Special Report 53. William J. Angell and Phillip S. Olson. Explores the basic design and construction phases of the owner-built housing process, examines the experiences, problems, and suggestions of several owner-builders, and describes available sources of assistance (human) and information (literature) on specific aspects of the design and construction process. 32 pages. Available.

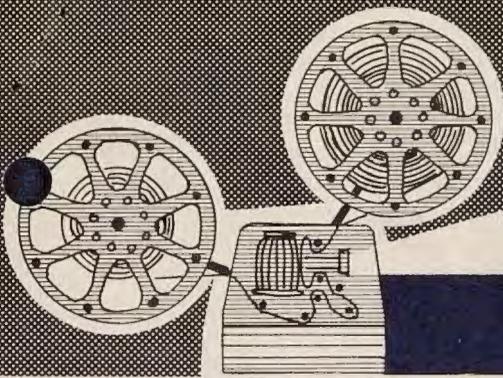
## REVISED PUBLICATIONS

- Buying Meat by Cost per Serving. Animal Science Fact Sheet 24. Richard Epley and Isabel Wolf. Explains to consumers how to use cost per serving figures to economize on meat purchases. 2 pages. Available early July.
- Driving A Wellpoint. Agricultural Engineering Fact Sheet 16. Roger E. Machmeier. Outlines why wellpoints are used, the materials and tools needed, and the installation method. 2 pages. Available early July.
- Selecting and Using a Food Freezer. Home Economics-Family Living Fact Sheet 28. Wanda Olson. Provides information on styles, capacity, installation, and defrosting methods. 2 pages. Available.
- Selecting a Refrigerator. Home Economics-Family Living Fact Sheet 5. Wanda Olson. Discusses defrosting, cost, capacity, cleaning and maintenance. 2 pages. Available.
- Freezing Fruits and Vegetables. Extension Folder 156. Grace D. Brill and Shirley T. Munson. Charts list recommended varieties and preparation techniques. 4 pages. Available.

## REPRINTED PUBLICATIONS

- Chemicals for Weed Control in Corn. Agriculture Chemical Fact Sheet 6. Gerald Miller.
- Oat Production in Minnesota. Agronomy Fact Sheet 17. H. J. Otto, C. J. Overdahl, and D. D. Stuthman.
- Woodland Wildflowers. Arboretum Review 7. Leon C. Snyder.
- Controlling Insects in the Home Vegetable Garden. Entomology Fact Sheet 11. D. M. Noetzel.
- What To Do About Ants. Entomology Fact Sheet 19. J. Lofgren and H. C. Hodson.
- Outdoor Mosquito Management. Entomology Fact Sheet 29. Dave Noetzel.
- Care of House Plants. Extension Bulletin 274. Richard Widmer and Leon Snyder.
- Floor Care. Extension Bulletin 344. Myra Zabel.
- Selecting Your Horse. Extension Bulletin 351. R. M. Jordan.
- The Home Lawn. Extension Bulletin 366. Donald B. White.
- Insecticide Suggestions to Control Livestock and Poultry Pests in 1975. Extension Bulletin 390. J. Lofgren.

- Mighty Milk--Funsheet No. 2. EF&NP 45.
- Celebration, People Are Sharing--Bag of Tricks. EF&NP 46.
- Captain Which Way--Bag of Tricks. EF&NP 47.
- Vitamin C for You and Me-- Leaders Guide EF&NP 48.
- Vitamin C for You and Me--Funsheet No. 3. EF&NP 49.
- Why Does It Taste Good?--Bag of Tricks. EF&NP 50.
- Where Does Food Come From--Bag of Tricks. EF&NP 51.
- Food Group Hopscotch--Bag of Tricks. EF&NP-52.
- Bring in Breads and Cereals--Funsheet No. 5. EF&NP 56.
- Eat Your Way to Vitamin A--Leaders Guide No. 6. EF&NP 57.
- Eat Your Way to Vitamin A--Funsheet No. 6. EF&NP 58.
- Build a Man--Bag of Tricks. EF&NP 59.
- Fruits and Vegetable Group Puzzle--Bag of Tricks. EF&NP 63.
- Milky Ways--Leaders Guide No. 7. EF&NP 64.
- Milky Ways--Funsheet No. 7. EF&NP 65.
- Mulligan Stew--Bag of Tricks. EF&NP 66.
- Meat and More--Leaders Guide No. 8. EF&NP 68.
- Meat and More--Funsheet No. 8. EF&NP 69.
- Amazing Ways With Grains--Leaders Guide No. 9. EF&NP 70.
- Amazing Ways With Grains--Funsheet No. 9. EF&NP 71.
- Get It All Together--Leaders Guide No. 10. EF&NP 72.
- Get It All Together--Funsheet No. 10. EF&NP 73.
- Customize Your Diet For In-Look. EF&NP-88.
- Customize Your Diet--Are Food Fads in Tune with Your Style. EF&NP 89.
- Custom Pack--Water. EF&NP 91.
- Custom Pack--Iron. EF&NP 92.
- Custom Pack--Calcium. EF&NP 93.
- Using Microwave Ovens (2450 MHz). Extension Folder 293. W. Olson, I. Wolf, and R. Olson.
- Metrics in the Kitchen. Extension Folder 294. Mary Darling.
- Farming in Northern Minnesota Opportunities and Requirements. Extension Folder 295. Paul Hasbargen.
- Fitting Trees and Shrubs into the Landscape. Extension Folder 298. Mervin C. Eisel.
- Young Lamb Nutrition and Management. Extension Folder 308. Robert Jordan.
- Selecting a Microwave Oven (2450 MHz). Home Economics Fact Sheet 29. W. Olson and R. Olson.
- Strawberries for the Home Garden. Horticulture Fact Sheet 19. Leonard Hertz.
- Frost-free Masonry Wall Construction. M-Sheet 122.
- Feed Bunks for Automatic Conveyors. M-Sheet 142. Dennis Ryan.
- Nonparasitic Disorders of Tomato. Plant Pathology Fact Sheet 14. Herbert Johnson.
- Fungicides for the Home Garden. Plant Pathology Fact Sheet 16. W. Stienstra and F. Pflieger.
- Rose Diseases. Plant Pathology Fact Sheet 22. W. Steinstra.
- Verticillium Wilt of Trees and Shrubs. Plant Pathology Fact Sheet 23. W. Stienstra.
- Fertilizing the Home Lawn and Landscape Materials. Soils Fact Sheet 7. L. D. Hanson, C. G. Hard, and C. J. Overdahl.
- Fertilizer--Fact vs. Opinions. Soils Fact Sheet 19. C. J. Overdahl, W. E. Fenster, and C. A. Simkins.
- Organic Farming and Gardening. Soils Fact Sheet 21. C. J. Overdahl and W. Martin.



# visual aids TIP SHEET

## Minnesota Agricultural Extension Service

June 1975

### NEW FILMS ADDED TO THE AGRICULTURAL EXTENSION LIBRARY

DRIVER IN COMMAND--10 min., Color, produced for 4-H by the Firestone Tire and Rubber Company. (TV--\$3.50) A visual resource developed at North Carolina State University by Firestone for the 4-H automotive project. The film explains how to prepare and conduct a 4-H automotive driving event for teens. The driving exercises are designed to foster healthy attitudes towards driving and safety, allowing the participants to evaluate his or her own skills. 1975

"...FOR THE REST OF YOUR LIFE"--15 min., Color, University of Iowa. (TV--\$4.50) Produced for the National Society for the Prevention of Blindness, this safety film conveys the dangers to sight posed by anhydrous ammonia, explains proper techniques for applying this fertilizer, describes first-aid measures in case of an accident and stresses the need for wearing proper eye and face protection when handling all ammonia fertilizers. 1973

### NEW SLIDE SETS IN LIBRARY

#971 HERBICIDE INJURY--CORN--45 slides, Color, df., produced by Gerald R. Miller, extension specialist, agronomy and plant genetics, University of Minnesota. (\$1.75) This slide set shows root and top injury symptoms from commonly used herbicides on corn. The injury symptoms were induced by applying excessive rates of chemicals. 1975

#972 HERBICIDE INJURY--SOYBEANS--50 slides, Color, df., produced by Gerald R. Miller, extension specialist, agronomy and plant genetics, University of Minnesota. (\$1.75) This slide set shows root and top injury symptoms from commonly used herbicides on soybeans. The injury symptoms were induced by applying excessive rates of chemicals. 1975

#699 MEASURING FOR PERFECT FIT--64 slides, Color, df., produced by Mary K. Sorensen, graduate student and Wanda C. Johnson, instructor, textiles and clothing, University of Minnesota. (\$1.75) These slides illustrate the Jan Minott method of marking a figure with tape and taking body measurements for use in selecting and adjusting commercial patterns. The slides can be used as a complete set or in units to adjust either bodices, skirts, sleeves or pants. Extension bulletins to be used as handouts:

Extension Bulletin 381 Fit Sew Well: Dresses

Extension Bulletin 382 Fit Sew Well: Pants

HC-68 and 69

Personal And Pattern Measurement Chart and Personal Pattern Code

HC-70

Personal Pants Pattern Adjustment Chart

#698 ENERGY: USE IT WISELY AROUND THE HOME--69 slides, Color, df., USDA.  
(\$1.75) Good basic household management practices are recommended in this new USDA slide set. These slides could be used either to teach energy conservation or to introduce a topic dealing with the consumer's responsibility in purchasing and using goods and services from scarce natural resources. 1975

PLEASE NOTE

Beginning July 1, we will be computerizing our records on film and slide set usage. The information for this system will come from the comment cards that accompany each booking. Therefore it is very important that you completely fill out the card when you return the material. We must have data on the times shown, total attendance, type of audience, educational value of the material, and the physical condition of the material.

. . . . . Don Breneman and Gail Tischler