

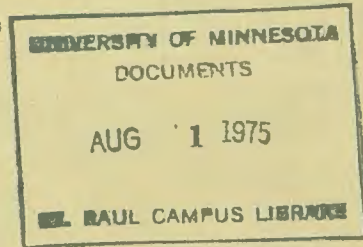
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3 Reaching People with information...

press
publications
radio
television
visual aids

2 AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

July 28, 1975



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

TELEPHONE EFFECTIVE? --Is the telephone an effective teaching tool? An article in the 1975 Reports and Studies Issue of the Extension Home Economists Reporter indicates it is. Here's part of the story.

Stasia Lonergan of Waukesha (Wisconsin) asked herself if all the time she spent answering home economics questions over the phone was a worthwhile teaching method. For 1 month she kept a record of all incoming telephone callers and questions. Six weeks later she called and gathered her data. One hundred percent of the callers remembered asking the question, 91 percent got the desired information, and 87 percent used the information. But, best of all, 82 percent shared the information they received with others.

Based on these results, Lonergan judged her telephone method valuable. She decided to retain her telephone teaching efforts as she was practicing them. Interestingly enough, her results were used by the extension chairperson to justify the time spent in the office. People can and do learn by telephoning an authority when they have problems.

Extension home economists, why not share your copy of this issue with your county colleagues? The article I quoted was written by Laverne Forest, a former county extension worker here in Minnesota.

--Harold B. Swanson

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STATE FAIR --This year the 4-H news bureau will be located in a trailer at the south end of the building. We hope to have capabilities there to develop film and print photos for mailing out during the fair to hometown newspapers of 4-H winners. Drop in and say hi-dee-ho. --Dave Zarkin

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ALL WE NEED IS SOME REPLACEMENT LIDS--Two new publications for both first-time canners and experienced ones are now available from the Bulletin Room:

HS-35 How To Can Tomatoes
HS-36 How To Can Green Beans

These publications are in a modified HS format. They are less expensive than HS's in the previous format and are printed in our duplicating department. They fit into the series written for those with limited education, finances, and experiences.

Several extension home economists have reported that replacement canning lids are not available in their counties. The word that we continue to receive from Nancy Steorts, Special Assistant to the Secretary of Agriculture for Consumer Affairs, is that replacement lids will be available in adequate numbers. Everyone is asked to buy only what can be used this year and not to hoard. --Lee Nelson

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MORE PROGRAM IDEAS--Last winter we discovered that Minnesota extension faculty have a multitude of ideas for improving their programs and making them more interesting. We recounted a few of the ideas in a previous issue of Reaching People. Here are more:

Contracts for Learning--Many Minnesota agents and specialists signed informal contracts to adopt new practices in their teaching. Now Mary K. Mahoney in the May-June issue of Extension Service Review talks about "Contracts For Can Do." Mary tells how a special 4-H project with disadvantaged boys and girls called for the youth to prepare performance contracts describing what they wanted to do and learn. The project was a success.

Tape-A-Message--A short (perhaps up to 5 minutes) message on a cassette or a tape can liven your meetings and bring important ideas from accepted leaders to your program. Why not tape statements and keep them for use in your programs. I've found this an effective device in classwork, making it possible to bring in "big" names to the class whenever needed. The taping can be done over the phone or in person (with permission, of course).

Ag Leader Tour--Many Minnesota agents use this device to acquaint their business and farm leaders with the work of extension and with the agricultural industry in the county. Francis Januschka of Stearns County is one of many agents who have found this an effective teaching and public relations technique.

Master Gardeners--The state of Washington was having a great deal of difficulty answering the deluge of gardening questions coming to the state and county offices. A special training session was set up for citizens (some retired) with backgrounds in gardening and horticulture. After "graduation" from the sessions, these volunteers were named "master gardeners" and staffed booths and phones for extension during peak demand times. Thus they received training and used the training to help others.

--Harold B. Swanson

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LANGUAGE CHANGES--How many times have you heard that the only constant in the world is change. So be it with our language. Recommendations for the elimination of sexist words in news writing have been made to the joint committee of the Associated Press and United Press International (now in the process of compiling a new stylebook) by Women in Communications, Inc. Says WICI, "It isn't necessary to be ungrammatical or to make up new words. It's very easy to do things like pluralizing in generalizations to get pronouns that include women, and using occupational instead of physical descriptions." Continues the WICI news release, "It's high time we all make an effort to eliminate sexist language from our writing...."

Suggestions to compilers of the AP-UPI stylebook included the following:

- . The use of social titles (Mr., Mrs., Miss or Ms.) only in obituaries and in social news involving husbands and wives.
- . Identification of gender only when pertinent to a story.
- . A switch from the use of policemen to police officers; firemen to firefighters; and congressmen and congresswomen to members of Congress.
- . A ban on the use of lawmen and lawwomen. --Mary Kay O'Hearn

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WORD CORNER: SHARPEN UP!--Knowing how to spell, pronounce, and use the three words council, counsel, and consul seems to puzzle even well educated people.

Remember first that consul is separate in pronunciation and meaning from the other two words. Think of the consular (con, not cown) service of the United States. Its consuls are persons working in consulates who deliver passports, compile statistics, and serve as business agents.

Counsel, as we know from camp or school counselors, marriage counselors, and lawyers in court, means advice or the giving of advice: You can always go to her for counsel. His doctor counseled him to take a long rest.

A council is a public body or committee of persons (councilors) set up to make policy or advise others about making it. Thus a council counsels and a consul may also counsel.

The three meanings are distinct: the City Council, a group sitting at home; the U.S. Consul, a person serving abroad; and the commodity (counsel) offered by doctors, lawyers, and the clergy. An annoying exception (isn't there always an exception) is that lawyers, singly or in groups, call themselves counsel. --Kathy Wolter

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HOME ECONOMICS TAPES --The entire series is on canning with Isabel Wolf, extension foods and nutrition specialist. The 3-minute tapes include: Canning Supplies, Canning Lids, Canning Tomatoes, Low Acid Tomatoes, Microwave Oven Canning, Tough Green Beans, Canning Fads, and Pickles.
--Janet Macy

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4-H YOUTH LEADERS --We sent out a fill-in-the-blank news release recently that we hope you'll use. Try to get some insight into your 4-H leaders (what motivates them and keeps them in the program). Even if you don't get a chance to write the story, send us your notes and we'll put together a feature for 4-H week. --Dave Zarkin

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READABLE COPY --You don't need to be a highly skilled writer to get good readership on the stories and newsletters you turn out in your public information programs. The key is picking out subjects that will interest your potential readers, says a Midwest farm magazine editor. "Subject matter is the key to high readership," says Frank Hill, managing editor of the Wisconsin Agriculturist. Once you've identified a topic with natural interest for your audience, stick to the basic writing skills of simple words, short sentences, and short paragraphs, Hill advises.

How does Hill's advice apply to extension agents? It means you work at identifying your audiences and finding out what their interests are. In your newsletters this is a relatively simple matter, since you control the mailing list. For newspaper columns and radio programs, your potential audience is more general. But informal checks with different people can give you clues about who's reading or listening. --Jack Sperbeck

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VERY, VERY, VERY --We all have the tendency to overuse the word very. In fact, very has little meaning and should be used sparingly. William Allen White, famous editor of the Emporia (Kansas) Gazette, once summoned a reporter and admonished him for using very tired in a story. Said White: "Whenever you write the word very in a news story, scratch it out and substitute the word damn. Then scratch out the damn."
--Harold B. Swanson

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Publications and Direct Mail

July 1975

NEW PUBLICATIONS

Keeping Dairy Calves Healthy. Extension Folder 313. D. W. Johnson and J. O. Hanson. Discusses management factors at birth, scours, respiratory diseases, and vaccinations. 6 pages. Available.

Fitting And Showing Beef Cattle. Extension Folder 312. Charles Christians and Cynthia Grass. Gives detailed information on how to ready an animal for showing. Includes numerous photographs of grooming techniques. 6 pages. Available.

Tips For Care And Cleaning: Appliances And Cookware. Home Economics-Family Living Fact Sheet 33. Mary Frances Lamison and Wanda Olson. Outlines routine care and cleaning methods for many household items. 2 pages. Available.

*How To Can Tomatoes. HS-35. Isabel Wolf and Leona Nelson. Discusses packing tomatoes, use of the boiling water bath canner, proper storage, and preparation of tomato juice. 4 pages. Available.

*How To Can Green Beans. HS-36. Isabel Wolf and Leona Nelson. Describes how to check and use a pressure canner and how to store canned beans. 4 pages. Available.

Heat Detection And Timing Of Breeding In The Mare. Veterinary Science Fact Sheet 9. John P. Hurtgen and James O. Hanson. Tells signs of heat and methods of heat detection and provides information on timing. 2 pages. Available.

Wild Oat Identification And Control. Agricultural Chemicals Fact Sheet 9. Oliver E. Strand. Tells how to identify wild oat and how to control it culturally and chemically. 2 pages. Available.

Selling Grain By Contract. Extension Folder 311. Willis Anthony. Explains the reasons and methods for setting up a contract and suggests what should be included in a grain contract. 6 pages. Available.

Salvaging A Resource--Minnesota's Native Wild Elms. Miscellaneous Report 131. F. H. Kaufert. Discusses distribution and volume of native elms, important properties of elm wood, present and potential uses, special considerations in harvesting disease-free elms, and information sources for owners of wild elms. 12 pages. Available.

*Brochures in the HS series are written for audiences with limited experiences, finances, and education.

REVISED PUBLICATIONS

ord Aphid Pests Of Small Grains. Entomology Fact Sheet 43. J. A. Lofgren. Describes reproductive habits of aphids and gives information on chemicals useful in spraying. 2 pages. Available.

REPRINTED PUBLICATIONS

Organizing Your Speech. Communications Bulletin 13. Ralph G. Nichols.

Sallmonellosis. Extension Bulletin 339. E. A. Zottola.

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

Barbecuing Poultry For Large Groups. Extension Folder 221. Robert Berg et al.

ord Tall Garden Phlox For Minnesota Gardens. Horticulture Fact Sheet 36. M. C. Eisel.

The Small Laying Flock. Poultry Fact Sheet 46. Melvin Hamre.

Inoculation Problems Of Soybeans. Soils Fact Sheet 9. William Fenster et al.

Summary Of Health Regulations For Livestock And Poultry Shows. Veterinary Science Fact Sheet 3. Raymond Solac.

Minnesota Agricultural Extension Service

July 1975

NEW FILMS ADDED TO THE AGRICULTURAL EXTENSION LIBRARYFOOD FROM FARM TO YOU--15 min., Color, Farm Film Foundation. (TV--\$3.00)

This film answers the question, "Where does food come from?" by describing different kinds of farming. Very basic information is given about farming techniques, crops, and animals. Recommended for people with little knowledge of farming. 1972

CLOSE-UP ON FIRE--54 min., Color, FIRE Center, University of Minnesota. (TV--

\$3.00) Visually shocking ABC news documentary featuring Jules Bergman examining the fire problem. Polyurethane insulation, high-rise building practices, flammability of children's clothing, auto manufacturers, and testing laboratories discussed and criticized. Effectively stimulates viewers' thinking on a subject of general interest...the lack of adequate laws, standards, and practices to provide for safety from fire. 1974

CONNECTING LINK, THE--9 min., Color, USDA. (TV--\$3.00) This film on the USDA's Beef Carcass Data Service gives cattle producers and feeders information on the quality and yield value of the carcasses their cattle produce. Also aimed at 4-H and FFA groups, the film points out benefits gained by using bright orange eartags which serve as the connecting link between the live animal and the carcass. Purchase the eartags from any beef breed association or contact Charles J. Christians, Animal Husbandry, 101 Peters Hall, University of Minnesota, St. Paul, Minnesota 55108. 1975

NEW SLIDE SETS IN LIBRARY

#2 FOOD CHOICES: MORE THAN A MATTER OF SURVIVAL--97 slides, Color, df., Guidance Associates. (\$1.75) Discusses the influence that customs, advertising, and changing, often contradictory information about food have on one's eating habits and one's approach to nutrition. A conversation among four adults in a supermarket reveals common ideas and practices. Appropriate for low-income young adults and older. 1974

#4 FOOD GROUPS: FOUR TO GO--74 slides, Color, df., Guidance Associates. (\$1.75) A male teacher uses the automobile to illustrate the importance of a variety of foods to a teenager and his friends. The specific functions of the various types of nutrients and the food sources of the nutrients are discussed including suggestions appropriate for a teenager's lifestyle. Appropriate for low-income teenagers. 1974

#3 FOOD HABITS: MORE THAN MEETS THE EYE--97 slides, Color, df., Guidance Associates. (\$1.75) Explores the ways in which eating satisfies physiological and psychological needs. Suggestions are made for improving eating habits. Appropriate for young adults and older. 1974

- #581 MBCIA 1975 OUTSTANDING PRODUCERS--69 slides, Color, df., Fred Causley, The Farmer. (\$1.75) Describes the beef management and performance practices used by the 1975 Minnesota Purebred, Commercial and Young Beef Producers of the Year. You will be introduced to the farming practices as well as to the whole family program and accomplishments. Ideal for beef association meetings, adult beef producer groups and youth groups interested in beef production. 1975
- #304 SWINE FITTING AND SHOWING--44 slides, Color, df., Cynthia A. Grass, agriculture student and Jerry D. Hawton and Robert E. Jacobs, extension specialists, animal husbandry, University of Minnesota (\$1.75) Current procedures for fitting a pig for a show are covered along with tips on how to exhibit a pig. This set would aid 4-H and FFA groups interested in preparing a pig for a show. 1975
- #961 USING MICROWAVE OVENS--59 slides, Color, df., Wanda W. Olson, extension specialist, household equipment, University of Minnesota. (\$1.75) This slide set describes and illustrates the basic principles of microwave heating of food. Selection of utensils and general use and care of microwave ovens are included. Extension bulletins that may be used as hand-outs:

Extension Folder 293--Using Microwave Ovens (2450 MHz)
Home Economics-Family Living Fact Sheet 29--Selecting Microwave Ovens (2450 MHz)
Home Economics-Family Living Fact Sheet 35--Heating With Microwaves (2450 MHz): Consumer Ovens

1975

SLIDE SET REVISED

- #243 MEAT TYPE HOG, THE--32 slides, Color, df., Charles J. Christians, extension specialist, animal husbandry, University of Minnesota. (\$1.75) Describes all the swine breeds currently used in Minnesota and compares litter size, production, and carcass merit. The Central Test Station results given review the changes and progress made. Various types of pigs are viewed for differences in muscle and fat. 1975

NEW TAPE CASSETTE

- T-9 ORAL LIVESTOCK JUDGING REASONS--45 min., Cassette Tape, John Reding, animal science student for C. J. Christians, University of Minnesota. (\$1.75) Members of the University's Livestock Judging team present their reasons for placing animals in a judging contest. The tape presents sets of the following classes: three market steers, four heifers, three ewes, three market lambs, four gilts, and three market hogs. Recommended for 4-H and other youth groups. 1975

. Don Breneman and Gail Tischler