

MN2000 RPI 12/75

3 | **Reaching People**
with information...

**press
publications
radio
television
visual aids**

2 | **AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA** | 1

Happy Holidays

UNIVERSITY OF MINNESOTA
DOCUMENTS
December 1975
JAN 20 1976
ST. PAUL CAMPUS LIBRARIES

Dear Colleagues

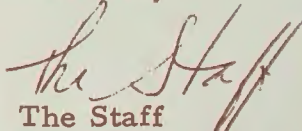
Members of the Department of Information and Agricultural Journalism join in wishing you the best for the holiday season.

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.

We hope that 1976 will be 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
Department of Information
and Agricultural Journalism



GET THE MOST MILEAGE FROM YOUR MESSAGE WITH USP--
New York's The Sales Executive magazine recently suggested several ways to get the most mileage from ads. These same ideas can be used to get better mileage from your letters, circulars, and other direct mail.

1. Make your headline or opening paragraph grab your readers. The head should be short, strong, and commanding. But if it is too clever, you'll probably attract the wrong readers or make the people you want to reach distrust your idea.
2. Make the copy natural, specific, benefit-directed, and succinct, but long enough to tell your story. In Extension, as in business, the reader or listener must know how the message is going to benefit him or her. Make it clear.
3. Use active words with a punch, but be careful not to be too creative, too general, or too overpersuasive. In education we usually don't oversell or aren't overpersuasive. Often, though, we're too general. It's hard to sell generality.
4. Be sure your ad (in our case, message) has a USP (Unique Selling Point) but don't fudge it by selling it too much.
5. Use illustrations only if they are the right ones. If a picture isn't relevant to the copy or headline, it will distract from the message.

--Harold B. Swanson

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FOR 4-H, YOUTH WORKERS --A new Information Service Series, No. 35, "Reporting Youth News: A Guide to Extension Workers and Adult Youth Leaders," is aimed at getting people organized to do a better job. Some practices I have found useful through the years and some examples of story types that make good news are included. Whether you are just getting started or are a veteran in youth work, you should find something new in this publication. --Dave Zarkin

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NEW LOW INCOME PUBLICATIONS AVAILABLE --The following new Minne food cards are available from the Bulletin Room:

90. Butterscotch Bread Pudding
91. Easy Cup Custard
92. Almost Instant Oatmeal Cookies
93. Texas Hash
94. Whipped Topping/Vanilla Sauce
95. Chinese Chicken and Vegetables
96. Dinner-In-A-Skillet
97. Lemon Butter/Salad Dressing (Salt Restricted)

--Lee Nelson

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HOME ECONOMICS TAPES --Voluntary Labeling on Appliances, Wanda Olson, extension specialist, household equipment; Refrigerators--Careful Shopping Necessary, Wanda Olson; Energy Consumption of Range, Wanda Olson; Microwave Oven Use, Wanda Olson; Care of Microwave Oven, Wanda Olson; Party Preparations, Pat Kramm, assistant extension specialist, consumer information; Storing Leftovers in Freezer, Pat Kramm; Freezing Pies and Cakes, Pat Kramm. --Janet Macy

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WRITING FOR RADIO --Why don't you make a New Year's resolution to send written material to your radio station? This should be done from time to time even though you do "live" programs.

Here are some tips that will help you do a better job:

1. Use short, simple sentences with short, common words.
2. Place titles before names unless the titles are extremely long.
YES: University of Minnesota Extension Agronomist Gerald Miller...
NO: Gerald Miller, Extension Agronomist...
3. Attributions should be at the beginning of sentences, not in the middle or at the end.
YES: "Lofgren reports the situation is serious."
NO: "The situation is serious, Lofgren reports."
EXCEPTION: "Although the situation is serious, Lofgren says..."
4. Mention a person's name often in the story--your listeners can't look back to see who is saying all of this.
5. Use dots and dashes freely. There's no rule here--just use them when they help the reading of a story.
6. If something is important and it shouldn't be missed, don't put it in the first sentence or at the beginning of other sentences. Build up to it with related information.
7. Use dashes in abbreviations: F-F-A, Y-M-C-A, and U-S-D-A.
8. Round out numbers whenever possible. Write out numbers from one to ten. Use numerals from 11 to 999. Write out numbers above one-thousand.
9. Never abbreviate names of states, cities, countries, days or months.
10. Add phonetic spelling in parenthesis to names that are difficult to pronounce.
11. Personalize radio copy when possible.
12. Repeat phone numbers, circular numbers, and important addresses you want listeners to use.

--Adapted from "It Says Here" University of Illinois by Ray Wolf

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INTERNAL RELATIONS IMPORTANT TO COMMUNICATIONS, SUCCESS--Here's a little test you and your colleagues may find useful in identifying communications problems in your office or unit. Originally it was used with business and industry groups, but Manny Steil, extension communications specialist, has passed it on to us for use in Extension and other parts of the University. In fact, we've tried it in a couple of counties to see if it will bring out discussion and identify possible problem points. There are 40 points in the original questionnaire, but we've narrowed this down to 15. Try these out and perhaps have a discussion with your colleagues on the implications. --Harold B. Swanson

Strongly
Agree
Agree
No
Reaction
Disagree
Strongly
Disagree

- 1. I feel that I understand the objectives of the Extension organization.
- 2. Only the top people in the organization can make decisions.
- 3. I feel that I'm the only one trying to get something done in this unit.
- 4. When there is a crisis, the first step is to find someone to blame.
- 5. Most of the conflicts in running Extension are open and honest conflicts.
- 6. I seldom get much feedback on my performance.
- 7. Much of what is said about the reason for things in the organization is not really true.
- 8. I feel that my boss understands me as a person.
- 9. I seldom know what has happened to a request for action in solving a problem.
- 10. If I had to make a choice, I would continue doing the job I'm doing.
- 11. The management doesn't want me to take any chances.
- 12. There is only one way to do everything around here.
- 13. A staff meeting is one of the duller ways I know to waste time.
- 14. In our organization, we work well together as a team.
- 15. We may have our problems, but I think we are getting to be a stronger and better organization.

	Strongly Agree	Agree	No Reaction	Disagree	Strongly Disagree
1. I feel that I understand the objectives of the Extension organization.					
2. Only the top people in the organization can make decisions.					
3. I feel that I'm the only one trying to get something done in this unit.					
4. When there is a crisis, the first step is to find someone to blame.					
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15. We may have our problems, but I think we are getting to be a stronger and better organization.					

COMMUNICATORS AND SCIENTISTS --I dug through my file and came across a speech given by S. H. Wittwer, Director, Michigan Agricultural Experiment Station, in 1972, titled, "Communicate Effectively or Perish on the Vine."

In speaking to the scientists, Wittwer had these suggestions to information specialists:

"Gain the confidence of scientists. Perhaps scientists cannot be educated to seek more intensive use of present information services but they should be encouraged to write for the public as well as for those in their discipline and get credit for doing it. Many investigators are reluctant to give information to communicators until it has been published in their professional journals. They often, however, discuss this same information at a field day, in a radio interview or a telecast.

"And, to the scientists, Wittwer said: Information people ought to be used in writing the story and having it proofed by the scientist, rather than having the material picked up by an outside reporter and released without being checked.

"Keep an open-door policy with our information people. Get their opinions on projects and programs. Hit the good stories and eliminate the rest. Consider the news editor as the gate keeper. You also must appeal to editors, or they won't use your material.

"Most of us think we know something about communications. That goes for scientists, administrators, politicians, garbage collectors, and housewives. But... your information specialist knows more about mass media communication than you do. Don't tell the information person how to do the job any more than the information specialist should tell you how to do research.

"Researchers should prepare popular articles for the mass media at the same time they submit papers to scientific journals and their professional societies."

--Janet Macy

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RADIO-TV TOPICS FOR JANUARY --include annual report summaries, winter care of livestock, crop and vegetable varieties for 1976, income tax--(deductions, record keeping), repair of farm machinery and winter recreation and safety. --Ray Wolf

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MONTHLY SAFETY EMPHASIS FOR 1976 --as suggested by the National Safety Council and the U. S. Department of Agriculture are as follows:

JANUARY	Preventing Work Falls
FEBRUARY	Farm Shop
MARCH	Ag. Chemicals
APRIL	Rural Health
MAY	Tractor Safety
JUNE	Water Safety
JULY	Educate for Safety
AUGUST	Bike Safety
SEPTEMBER	Prevent Harvest Accidents
OCTOBER	Fire Safety
NOVEMBER	Safe Winter Driving
DECEMBER	Holiday Safety

--Ray Wolf

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THE COMMUNICATIONS SCENE

Department of Information and Agricultural Journalism
Agricultural Extension Service
University of Minnesota
St. Paul, Minnesota 55108

No. 23

ADVERTISING--ONE COMMUNICATOR'S VIEWPOINT

by Harold B. Swanson, Professor and Extension
Communications Specialist

The program you are about to hear is broadcasting at its very best. No other broadcast has ever attempted, in a few short minutes, to cover such an important topic in such a concise, yet meaningful way, as we will today on the "Communications Scene."

I'd be embarrassed by such an introduction of me or this program if people didn't know that I prepared it as an example of "puffery." Obviously this program won't live up to that short over-glamorized promise. Some advertising, too, is guilty of such puffery. However, most of us would laugh at or disregard promotion or advertising when it's so overdone. Thus today we'll look at some of the more serious aspects of advertising, not the puffery that too often catches our attention.

One thing we should remember is that advertising may be one of the most open ways of persuading people to accept a new idea or buy a product or service. When you read an ad or hear a commercial, you know that there is a sales objective. Other types of communications can be more devious, with their purposes hidden. Often we may not realize that we are being persuaded by speeches, articles, movies, and other media. This is not to say that there aren't hidden persuaders in some of our advertising, but at least we know the purpose behind the effort.

We should remember, too, that we in the United States enjoy our commercial radio and TV, our newspapers, and our magazines because advertisers pay a substantial part of the bill. Nearly all of commercial radio and TV and about two-thirds or more of the cost of your local newspaper is covered by advertising revenues. Without advertising many of us would not enjoy some of our favorite programs, newspapers, and magazines.

Advertising is important as an industry. In the United States we spend about 25 to 30 billion dollars a year on advertising. This amounts to about 2 percent of our national gross product. The biggest amount of advertising, about 30 percent of the total, goes to newspapers. Another 20 percent goes to television where advertisers pay up to \$50,000 for one minute of time.

-over-

Another common outlet for advertising is direct mail--the letters and other materials we receive through the mails. Direct mail absorbs about 15 percent of the money spent on advertising. Radio, the medium we're on now, receives about 6 percent of the total advertising dollar, and magazines receive a little more.

Since it is an important business, advertising is closely scrutinized by the public. With the growth of consumerism, there has been increased attention and criticism, merited or not. And, as with so many other things, there are those who abuse their freedom in their communications. But there are many more who are honest and straightforward in their advertising. At the same time there are many truth in advertising laws, and the Federal Trade Commission and other agencies have cracked down on untruthful advertising. Consumer groups, state consumer agencies, Better Business Bureaus, and others are all attempting to curtail dishonest or inflated claims. The alert consumer can find many helpful hints from these groups.

Most of us have accepted advertising as part of our life. And advertising has made many important contributions to our way of life. Let's look at some of the beneficial results.

First, advertising may lower the cost of consumer products by enabling producers to get the economies of larger scale production. Advertising creates a bigger market, making this possible.

Second, it encourages new and improved products.

Third, advertising gives the consumer an idea of what's available.

And finally, as we indicated earlier, it supports our free press, radio, television, and magazines. Some people say, of course, that these media are dominated by their advertisers, but there is plenty of evidence that this is not true. We could devote several programs to this discussion alone.

On the other hand, we do know that advertising may have undesirable effects. It may persuade people to buy what they don't need or can't afford. It may lead to immoderate use of some products. And it may, in some cases, lead to the poor distribution of our natural resources.

In the final analysis all of us who are buyers need to ask ourselves several questions as we look at ads or listen to commercials. What does the ad really promise? Does the product or service promoted really deliver something that I need or want? Is the advertiser reputable? Where can I get further information?

In general, I feel that the benefits from advertising far override some of the misuses; that advertising is an important and essential part of our way of life; that most of it is honest and above board; and that we as consumers--with the protection offered by various laws, agencies, and groups--can make wise decisions as and if we deliberate about ads and commercials.

December 1975

THE COMMUNICATIONS SCENE



Department of Information and Agricultural Journalism
Agricultural Extension Service
University of Minnesota
St. Paul, Minnesota 55108

No. 24

ROLL OUT THE RED CARPET ON THE PHONE

by Harold B. Swanson, Professor and Extension
Communications Specialist

Most of us pride ourselves on our ability to make others feel comfortable and welcome in our homes or our offices. But do we take the same pride in our telephone manners? Or is it really necessary to be pleasant and polite as well as business like on the phone? We all know how irritated we become waiting for the phone while others have long and involved discussions. Why not get on, say what we have to say, and then get off?

Before answering that last question, however, let's compare a bit the phone call and home visit. We know how much a relaxed atmosphere and tempting refreshments help to make visitors feel at home. Every host and hostess knows that a smile is the most effective greeting; it bestows warmth and says "thank you for coming." So it is with our telephone manners.

To me, good telephone manners are necessary for all of our calls. They are a must for a business to keep its customers. Certainly they are essential for those of us who work in education and in government because our callers--the public--often are our employers. Even more important, they're the guests of the organizations for whom we work. Answering their calls places us in the unique position of hosts and hostesses. Why shouldn't we offer them the same friendly hospitality we give in our homes?

Many of us have placed calls to a company or school or a governmental agency and received a curt, cold response. I'm sure it didn't make a favorable impression. Most of us don't look forward to future calls, and you can be sure that company or institution won't get our business in the future if we can avoid it.

Economic Press recently ran an article on telephone personality that struck me as especially pertinent. I've used the ideas in that article for this broadcast.

The article points out that having to maneuver your way past unfriendly telephone personality can be a grim experience. A cold reception frankly turns us off. Unfortunately behind or beyond the phone may be a delightful, friendly, and efficient organization, company, or family.

-over-

Regardless of where or whom we're calling--business firm, doctor, department store, a government agency--or even our local legislators or congressmen--we like to feel that there's a welcome mat out for us. We long to believe that our call matters a great deal to the people on the other end of the phone. When we're greeted with a cheery good morning or good afternoon in an "I'm so glad you called" kind of voice, it makes us happy we're doing business with the firm or organization.

The Economic Press article told about a businessman who said, "I want very much for all the people who call my organization to feel special--and so I smile whenever I answer the phone. Maybe, at first, that sounds a bit foolish. It really isn't because people can sense that smile. It travels through the endless wire and greets the person on the other end with a feeling of friendliness. It's a personal 'Red Carpet' and you roll it out for every caller."

The businessman in this story says that we can literally smile into the telephone, even though it may sound a little unconventional. After reminding ourselves a few times, our voice may have the smile we need in it...and it does say that we're an interested and a courteous host on the phone.

Certainly the smile and friendly approach isn't everything in telephone communications, whether in business, government, education, or what have you. But it is a good start toward establishing better relationships with the people we work with, serve, or who are just friends. The smile in your voice and courteous treatment are easy to provide and will pay dividends in friendships and understanding and business.

December 1975

Publications and Direct Mail

December 1975

NEW PUBLICATIONS

- Buying Forequarters and Hindquarters of Beef. Animal Science Fact Sheet 29.
R. J. Epley. 2 pages. Available.
- Meeting the News Media in Your Community. Information Service Series 34.
David Zarkin. 2 pages. Available.
- Reporting Youth News--A Guide to Extension Workers and Adult Youth Leaders.
Information Service Series 35. David Zarkin. 2 pages. Available.
- Antitrust and Agriculture. Minnesota Agricultural Economist 574. Backgrounds
antitrust law as it affects agriculture and discusses whether the co-op exemp-
tion should be revised or repealed. 8 pages. Available.
- Hatching and Brooding Small Numbers of Chicks. Extension Folder 324. Melvin
L. Hamre. Designed to help science teachers, students, and farmers per-
form incubation using minimum facilities. 4 pages. Available early January.
- Physical Properties of Drought-Hazard Soils in Central Minnesota. Miscellane-
ous Report 133. A. S. Dylla, D. E. DeMartelaere, C. K. Sutton. Reports
a study of the physical properties of drought-hazard soils (principally the
Estherville series) in the Bonanza Valley. 16 pages. Available mid-Janu-
ary.
- Poplars and Willows. Arboretum Review 28. Leon C. Snyder. Describes trees
suitable for Minnesota. 4 pages. Available.
- Miscellaneous Shade Trees. Arboretum Review 29. Leon C. Snyder. Provides
guidelines and descriptions for assorted trees suitable for Minnesota. 4
pages. Available.
- Viburnums. Arboretum Review 30. Leon C. Snyder. Provides descriptions of
various viburnums suitable for growth in the state. 2 pages. Available.
- CMT, Your Tool for Detecting Subclinical Mastitis. Extension Folder 322. R. D.
Appleman and R. J. Farnsworth. Full-color publication shows how to use
this test designed for besides-the-cow testing. 4 pages. Available.
- Effect of Six 4-Year Rotations on Yield, Quality, and Monetary Return in the Red
River Valley (1971-74). Station Bulletin 514. Shows the effect of commercial
nitrogen fertilizer on yield and quality of sugarbeets. 12 pages. Available.
- Housing Costs. Extension Folder 315. William J. Angell. Details costs involved
in purchasing and maintaining a house. 16 pages. Available.
- Effect of Deicing Salts on Woody Vegetation Along Minnesota Roads. Technical
Bulletin 303--Forestry Series 20. Edward Sucoff. Discusses effects that
soil, salt, and salt spray have on highway and street trees. 50 pages.
Available.

Minnesota Turkey Research 1975. Miscellaneous Report 134. Includes articles on diseases, nutrition, housing conditions, and breeding of turkeys. 132 pages. Available.

REVISED PUBLICATIONS

Varietal Trials of Farm Crops. Miscellaneous Report 24. Bob Robinson, et al. Reports on crop varieties tested at the University Experiment Station plots. 32 pages. Available January 1.

Reporting Youth News--A Guide for Club and Chapter Reporters. Information Service Series 4. Harold Swanson and Jo Nelson. 2 pages. Available.

Cost Estimate of Beef by the Side. Extension Folder 289. R. J. Epley. 2 pages. Available.

Radio for City and Country. January-March 1976. Quarterly list of topics for "Home Economics Today" and "Scope" on KUOM radio. 10-page folder. Available early January.

Cultural and Chemical Weed Control in Field Crops--1976. Extension Folder 212. G. R. Miller and others. In tables and text recommends weed control methods. 28 pages. Available early January.

Crop Production Guide for Minnesota. Extension Pamphlet 194. Curt Overdahl, et al. Gives complete information for sowing, fertilizing, and placement for crops usually grown in Minnesota. 2 pages. Available.

Insecticide Suggestions to Control Insect Pests of Field Crops in 1976. Extension Bulletin 388. John Lofgren, et al. Gives information for crops commonly grown in Minnesota. 12 pages. Available.

Trees and Our Environment. Extension Folder 253. Philip J. Splett and William R. Miles. In easily understood terms, tells how trees benefit the state. 12 pages. Available.

1976 Minnesota Retail Dealer's Conference. Special Report 12. Presents updated information on topics within the fields of agronomy, plant pathology, entomology, and soils. 92 pages. Available.

REPRINTED PUBLICATIONS

Home Insulation and Heat Loss. Agricultural Engineering Fact Sheet 18. D. Bates and H. Cloud.

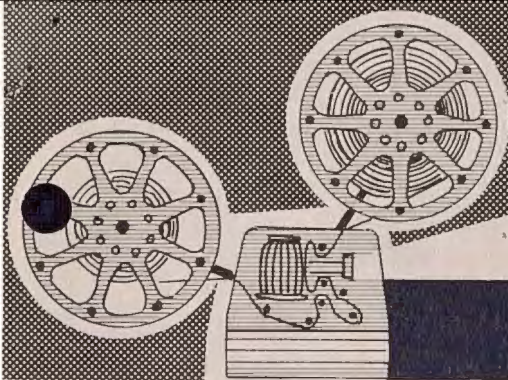
Milk Replacers in Raising Dairy Calves. Dairy Husbandry Fact Sheet 10. R. Appleman.

Feeding the Dry Cow. Dairy Husbandry Fact Sheet 11. M. Hutjens and D. Otterby.

Pollen Substitutes and Supplements. Entomology Fact Sheet 24. M. Haydak and D. Noetzel.

Minnesota Dairy Ration Balancer. Extension Folder 292. M. Hutjens.

Nutritional Labeling of Food. Special Report 49. V. Packard.



visual aids TIP SHEET

Minnesota Agricultural Extension Service

December 1975

NEW FILMS IN AGRICULTURAL EXTENSION LIBRARY

#3703 CONSERVATION TILLAGE--8 minutes, Color, University of Illinois. (TV --\$3.50) Illustrates the effectiveness of conservation tillage in controlling soil erosion due to water. Appropriate for young adult and older. 1975

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ABILITY, NOT DISABILITY--film series:

Abilities--not disabilities of the physically limited are stressed in this series of educational programs. They emphasize techniques and devices enabling a handicapped person to enjoy homemaking once again.

The programs are designed to assist recent patients and those who have had limitations for years. Useful for persons returning home after suffering from multiple sclerosis, rheumatoid arthritis, a stroke, heart disease, or an accident.

Produced by Michael W. Harris, extension information specialist, Department of Information and Agricultural Journalism, University of Minnesota and Harriet E. Meldahl, extension specialist in rehabilitation, Duluth.

#3688 RHEUMATOID ARTHRITIS --Part I--13:36 minutes, Color. (TV--\$4.50) Covers homemaking techniques including storage and equipment. 1975

#3689 RHEUMATOID ARTHRITIS --Part II--12:47 minutes, Color. (TV--\$4.50) Covers homemaking techniques including storage and equipment. 1975

#3690 RHEUMATOID ARTHRITIS-- 12:08 minutes, Color. (TV--\$4.50) Techniques for shopping, laundry, bed making, and brushing teeth are shown. 1975

#3691 CLOTHING--16:25 minutes, Color. (TV--\$4.50) Special clothing adaptations for all handicaps are shown. 1975

#3692 RHEUMATOID ARTHRITIS--14:29 minutes, Color. (TV--\$4.50) Discusses homemaking techniques including storage, equipment, and cleaning. 1975

#3693 BATHROOMS--12:51 minutes, Color. (TV--\$4.50) Presents grab bars, non-skid flooring and other special equipment for adapting bathrooms for all handicaps. 1975

#3694 WITH ONE ARM--14:38 minutes, Color. (TV--\$4.50) Illustrates homemaking techniques in the kitchen and the use of special equipment. 1975

- #3695 STROKE--14:45 minutes, Color. (TV--\$4.50) Illustrates special techniques for the kitchen, for vacuuming, and for entertaining. 1975
- #3696 LOW ENERGY--14:33 minutes, Color. (TV--\$4.50) Covers storage and energy saving techniques for those with limited energy whatever their handicap. 1975
- #3967 WHEELCHAIRS--14:47 minutes, Color. (TV--\$4.50) Presents practical tips on rearranging the kitchen laundry area and other parts of the home. 1975
- #3698 FAMILIES--14:43 minutes, Color. (TV--\$4.50) Discusses how to get family members to cooperate. Includes creative activities for young children with disabled mothers. 1975
- #3699 ACCEPTANCE--17:21 minutes, Color. (TV--\$4.50) Discusses how a person comes to accept his disability and how it affects the family. 1975

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NEW SLIDE SETS IN LIBRARY

- #21 HINTS FOR LEADING NATURE HIKES AND ACTIVITIES--59 slides, Color, df., Clifton F. Halsey, extension conservationist, University of Minnesota. (\$1.75) The set depicts a great variety of things to look for--plant and animal life, animal signs, and inter-relationships--on nature hikes and hunts. Intended for leaders to use in preparing themselves to lead nature hikes and activities. It may be used with Environmental Education Activity Sheet No. 14, WAYS TO LEAD NATURE HIKES AND ACTIVITIES. 1975

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4-H HORSE PROJECT Slide Set Series:

- #27 GENETICS OF COAT COLOR--49 slides, Color, df., Brantner's Arabians, Moorhead, Minnesota. (\$1.75) This set shows most of the different colors of horses. It explains in a very basic way some genetic principles and suggests which crosses to use or not to use to get certain colors. Head and feet markings are also shown. 1975
- #28 HORSE SAFETY--CATCHING, LEADING, GROOMING--60 slides, Color, df., Brantner's Arabians, Moorhead, Minnesota. (\$1.75) Shows catching, leading, and grooming in detail. Safe and unsafe ways of horse handling are included. Youngsters and inexperienced horse people will find this set most useful, but experienced horse handlers will find some of the ideas presented helpful, too. 1975
- #29 HORSE SAFETY--SADDLING, BRIDLING, RIDING WESTERN--71 slides, Color, df., Brantner's Arabians, Moorhead, Minnesota. (\$1.75) These slides show safety in saddling and unsaddling a horse, as well as bridling, mounting, and riding Western. They include trailering a horse to and from shows, unloading and safety practices at the show. Some trail riding and fun riding are dealt with, including riding double. 1975

- #30 WHAT A JUDGE LOOKS FOR IN EQUITATION CLASSES--71 slides, Color, df., Brantner's Arabians, Moorhead, Minnesota. (\$1.75) These slides deal with western stock seat, saddle seat, and hunt seat equitation. They show correct and incorrect ways to perform in these events. The lesson was prepared by Jim Kiser of Iowa State University, who judges a number of horse shows. He shares his knowledge of equitation riders' troubles and what it takes in the winner's circle. 1975
- #31 INTERMEDIATE TRAIL RIDING--71 slides, Color, df., Brantner's Arabians, Moorhead, Minnesota. (\$1.75) These slides were made on the scenic trails of Missouri. They deal with preparation for a ride, equipment to take, loading and hauling, location in camp, feeding and management of the horse in camp, and recreational opportunities offered, other than trail riding, while in camp. Although much of the material would be useful for a one day ride, this set assumes the rider will be gone overnight. 1975
- #32 INTERNAL PARASITES OF HORSES--43 slides, Color, df., Brantner's Arabians, Moorhead, Minnesota. (\$1.75) These slides deal with the major internal parasites of horses. They show clinical and postmortem conditions. The slides suggest three management programs based on horse population and age. They bring an awareness to the horse owner of the danger of internal parasites and what to do about them. 1975
- #33 PRACTICAL HORSE PSYCHOLOGY--57 slides, Color, df., Brantner's Arabians, Moorhead, Minnesota. (\$1.75) These slides combine art with actual horse pictures in an effort to understand why horses act and react as they do under different conditions. The 60-million-year evolution of the horse relates to some of his senses and responses under varied riding and training conditions. Problems of loading, training, riding, seeing, hearing, and becoming barn-sour are discussed. 1975
- #34 PRE-BIT HACKAMORE TRAINING--40 slides, Color, df., Brantner's Arabians, Moorhead, Minnesota. (\$1.75) These slides describe history and use of the hackamore and show a young horse being trained with it. They show adjustment, usage, turns, stops, and rollbacks; and describe how to effect them. 1975
- #35 HEALTH HINTS FOR YOUR HORSE--61 slides, Color, df., Brantner's Arabians, Moorhead, Minnesota. (\$1.75) These slides deal with health management of the home-owned horse. Attention is given to laminitis, wire cuts, navicular disease, nail pricks, colic, internal parasites, and immunization programs. 1975
- #36 BASIC PRINCIPLES OF FOOT CARE AND COLD SHOENING--71 slides, Color, df., Brantner's Arabians, Moorhead, Minnesota. (\$1.75) These slides show basic principles of how to trim a horse's feet, correct crooked feet, and how to evaluate a good horseshoeing job. The purpose of the set is to help those who wish to trim their horse's feet and to give information to horse owners so they can identify a good horseshoeing job. 1975
- #37 SADDLE SELECTION--52 slides, Color, df., Brantner's Arabians, Moorhead, Minnesota. (\$1.75) These slides cover Western, English, and forward seat saddles. They show different types of trees and different uses of saddles. Some detail is pointed out on center of gravity of a horse for different types of riding. The slides should be useful in selecting and using a saddle for any type of riding. 1975

- #38 HORSE TRAINING BY DRIVING--54 slides, Color, df., Brantner's Arabians, Moorhead, Minnesota. (\$1.75) The slides show a colt being led, a young horse being saddled, and some detail on riding and training a young horse. It describes how to avoid problems and how to deal with some of them if they do occur. 1975

- #39 WESTERN SADDLE CONSTRUCTION--65 slides, Color, df., Brantner's Arabians, Moorhead, Minnesota. (\$1.75) The slides show details of constructing a Western saddle, both by hand and on an assembly line. Its purpose is to help a prospective buyer identify some points of quality and weaknesses in saddles he observes when purchasing one. It goes into some detail on leather quality, trees, and styles. 1975

- #40 BUY A HORSE--NOT TROUBLE--52 slides, Color, df., Brantner's Arabians, Moorhead, Minnesota. (\$1.75) Through animated slides the subject of buying a horse is thoroughly discussed. The set raises questions for the prospective buyer, offers suggestions for obtaining assistance, and sources of animals. It also points out clues to look for in evaluating a horse's behavior and quality. 1975

- #41 ENGLISH SADDLE CONSTRUCTION--41 slides, Color, df., Brantner's Arabians, Moorhead, Minnesota. (\$1.75) These slides show the step by step construction of the popular English saddle. The variations in prices and quality of English saddles make it necessary for the prospective purchaser to be familiar with construction techniques. The set shows the tools used, trees, saddlemaking techniques and the marks of quality. 1975

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