

Reaching People

Department of
Information and Agricultural
Journalism

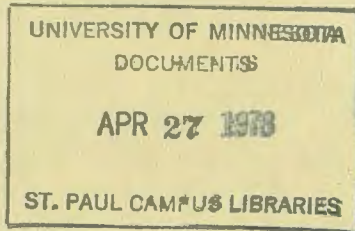
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radio
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visual aids

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Agricultural Extension Service

University of Minnesota

April 24, 1978



 * Please read, check, and circulate *
 * County Extension Director *
 * County Extension Agent *
 * Associate County Extension Agent *
 * Other *
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PLACES TO GO AND THINGS TO SEE--(within 50 miles of Gaylord)--Sibley County
 Extension Agent Ruth Klossner has put together an interesting 34-page booklet on places to go. With it she's prepared a complete slide set illustrating places of interest in Blue Earth, Carver, Cottonwood, Hennepin, Kandiyohi, Le Sueur, McLeod, Meeker, Nicollet, Redwood, Renville, Rice, Scott, Waseca, Watonwan, and Wright counties and, of course, Sibley, a very special county. A big job and a good one.--Harold B. Swanson

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GARDEN MERRY-GO-ROUND--That's a one-half hour TV program over KDAL-TV involving So. St. Louis County's Dick Herman from time to time. Dick has tied into this program in an interesting way. He and his colleagues have scheduled several Extension horticulture-related programs around Duluth. These programs involve several people with different presentations on different subjects. The presentations are given several times during the program. Participants go from room to room for the topics they'd like during an evening or afternoon. Dick is taking the most visual aspects of all the programs and packaging them into a half-hour TV program on Monday noon, May 22 on KDAL-TV, thus tying meetings and TV together.--Harold B. Swanson

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MAKE THE MOST OUT OF YOUR ADVERTISING--Think that's a silly statement to make to Extension and other educators? After all we're not in the advertising or promotion business! Yet some of the tips from our friends in advertising hit home in Extension and collegiate teaching. Paul C. Harper, an advertising agency executive, writing in Broadcasting, says there are seven preconditions to advertising success. None has a direct relationship to what the advertising itself says or looks like.

1. There must be a need for the product (or Extension program). This doesn't always mean the need for survival, but people must have some desire for the product.
2. The product must deliver what it is designed to do. Advertising and promotion can lead a horse to water but if the water is tainted or if the satisfaction is not there, there won't be repeat customers. Product quality is everything!
3. Advertising works best when the product is better than the competitors,

- more -

4. Advertising can't overcome gross price (or other) disparities.
 5. The product must be packaged attractively. If not, it may not be seen in the clutter of other packages (or programs). An invisible, confusing, or inconvenient package can abort good advertising or promotion plans.
 6. The sales force must be up, ready to go. We can translate that easily into our own experience. If the faculty--county or state, field or classroom--is not up, not convinced, not consulted, the program won't go well.
 7. The product must be accepted by the trade or in our case by county committees, the public or the educational system. So we can promote but the product must be there...as it is in Extension.
- Harold B. Swanson

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IDEAS FROM JACKSON COUNTY--Recently several of us had a pleasant visit with the Jackson County Extension staff. We got a lot of good ideas and will share a couple with you.

County Extension Director Roger Lind has a regular, well-received column on Energy in most of the county's weeklies. He's found the Cornell Bulletin "Save Energy-Save Dollars" that all counties received an excellent source of good column material.

Associate Agent Brian Brandt has an excellent 4-H newsletter mailed under privilege by the 4-H Council, a nonprofit organization. No franking restrictions there.--Harold B. Swanson

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YOUTHWORK BIBLIOGRAPHY PUBLISHED--The Center for Youth Development and Research at the University of Minnesota has completed a 2-year project to compile an exhaustive bibliography of films, film strips, newsletters, and journals on topics related to youth. The three major sections of the 112-page annotated bibliography reflect the topics of educational sessions sponsored by the Center: increasing understanding about adolescents, special problems adolescents present youthworkers, and aspects of youthwork practice. Under each theme there are several sub-topics, any one of which could be the focus of a workshop or training session. The cost of each book is \$1.75. Checks should be made payable to the Center for Youth Development and Research and sent to the Center, 48 McNeal Hall, 1985 Buford Avenue, St. Paul, MN 55108.

--Deedee Nagy

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LEON SNYDER WRITES GARDENING BOOK--Gardening in the Upper Midwest, a new book written by former Landscape Arboretum Director Leon Snyder and published by the University of Minnesota Press, is available in many bookstores or by mail from the University Press. The book offers detailed information about fruit, vegetable, landscape and flower gardening in this region. Chapters are devoted to plant pests, pruning, fruit, vegetables, landscaping, lawn care, trees, shrubs, vines, and flowers with helpful lists of appropriate species and notes on hardiness. The book is illustrated with color photographs and drawings and diagrams. If you wish to purchase a copy for reference or for horticulture lesson planning, send \$10.40 to University of Minnesota Press, 2037 University Avenue S.E., Minneapolis, MN 55455.

--Deedee Nagy

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Publications and Direct Mail

NEW PUBLICATIONS

April 1978

- Equipment and Methods for Radio Tracking Freshwater Fish. Miscellaneous Report 152. J.D. Winter, V.B. Kuechle, D.B. Siniff, and J.R. Tester. Discusses techniques and equipment that can be used in radio tracking freshwater fish. Photos illustrate placement of tracking equipment, on fish, types of equipment, such as yagi antennas. 18 pages. Available.
- Township Supervision and Land Use in Eight Minnesota Counties. Special Report 67. Arnold J. Heikkila. Township supervisors in 252 townships in northeast Minnesota were asked about their role in land-use planning. The data are reported by county; report should assist township officers in identifying and solving problems in land use and development. 28 pages. Available.
- Planning Visuals for Television. Information Service No. 16. Norman Engel and Henri Drews. Discusses importance of good visuals for television and gives details on various kinds of visuals possible. 2 pages. Available.
- Minnesota Farmstead Cheese Program Brings New Industry to the Farm. Extension Program Report 70. E.A. Zottola. Gives history of the program, describes cheese-making process, and gives examples of how program objectives are being achieved. 2 pages. Available.
- Tree Injection. Tree Line No. 8. Ward C. Stienstra, David W. French, and Mark Stennes. Discusses various aspects of tree injection and circumstances under which it is appropriate. Includes description of specific tree injection procedures with drawings to illustrate apparatus and techniques. 2 pages. Available.
- Shade Trees for North Central Minnesota. Tree Line No. 16. Jane McKinnon. Discusses tree species most appropriate for replanting in the North Central District of Minnesota. 2 pages. Available.

REVISED PUBLICATIONS

- For Parents of young children--The Importance of Play. Extension Bulletin 321-1
- For Parents of young children--Do You Expect Too Much. Extension Bulletin 321-3
- For Parents of young children--Mealtime--Happy or Hectic? Extension Bulletin 321-5
- For Parents of young children--A Young Child and Other Children. Extension Bulletin 321-10
- For Parents of young children--Consistency in Child Discipline. Extension Bulletin 321-13
(Formerly known as Parents Newsletters.) Ronald Pitzer. Examines problems of children in the home and offers suggestions for coping. 2 pages. Available.
- Selecting Your Horse. Extension Bulletin 351. R.M. Jordan. General guide describes breeds and use classification; breed relationship; special attributes of different breeds; appearance and conformation; judging; gaits and action; defects and peculiarities in gait; and unsoundnesses, blemishes, and ailments. 16 pages. Available.
- Insecticide Suggestions to Control Tree, Shrub, Lawn, and Turf Insects in 1978. Extension Bulletin 391. Mark Ascerno, J.A. Lofgren, D.M. Noetzel, P.K. Harein, and L.K. Cutkomp. New recommendations for 1978. Includes listing of pests, host/habitat; recommended insecticide/pesticide and dosage; timing and remarks. 8 pages. Available.
- Home Fruit Spray Guide. Extension Folder 375. L.B. Hertz, J.A. Lofgren, H.G. Johnson. New recommendations for 1978. Gives information on all-purpose spray mixture; using insecticides and fungicides safely; controlling apple maggot; chemicals for special problems; soil treatment for white grubs; and spray guides for apples and pears; stone fruits--apricots, cherries, plums; strawberries; raspberries; currants and gooseberries; and grapes. 8 pages. Available.

The Apple Maggot. Entomology Fact Sheet 20. John Lofgren. Gives information on the identification and treatment of this destructive orchard pest. 2 pages. Available.

Cacti and Succulents. Horticulture Fact Sheet 44. Deborah L. Brown and Harold F. Wilkins. Gives basic information on growing cacti and succulents in the home. 2 pages. Available.

REQUEST THE FOLLOWING PUBLICATION FROM AUDIOVISUAL SCHEDULING, ROOM 442, COFFEY HALL.

Audiovisual Teaching Materials. Annotated catalog listing of all visual aids materials available from the Agricultural Extension Service, University of Minnesota. 162 pages. (Give your title when requesting so that appropriate looseleaf pages can be sent.) Available.

REPRINTED PUBLICATIONS

How to Calculate Herbicide Rates. Agricultural Chemical Fact Sheet 5. G. Miller, J. True.

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

Effect of TIBA on Height, Lodging and Yield of Soybeans. Agronomy Fact Sheet 21. D. Hicks, V. Caldwell.

Nutrition of Bred Sows and Gilts. Animal Science Fact Sheet 14. J. Hawton, R. Meade.

Woodland Wildflowers. Arboretum Review 7. L. Snyder.

Birch--Species and Cultivars. Arboretum Review 11. L. Snyder.

Woody Plants that Attract Birds. Arboretum Review 13. M. Eisel.

Using Colostrum to Raise Dairy Calves. Dairy Husbandry Fact Sheet 9. R. Appleman, D. Otterby, J. Foley.

Raising the Replacement Heifer. Dairy Husbandry Fact Sheet 18. R. Appleman, M. Hutjens, D. Otterby.

Silverfish and Firebrats and Their Control. Entomology Fact Sheet 33. L. Cutkomp

Keep Your Bacteria Count Down. Food Science and Nutrition Fact Sheet 11. V. Packard.

Labels on Fresh Meat. Food Science and Nutrition Fact Sheet 19. I. Wolf, R. Epley.

A Guide for Planning Your Daily Food Needs. Food Science and Nutrition Fact Sheet 31. M. Brink, M. Darling.

Making Sausage at Home. Food Science and Nutrition Fact Sheet 32. I. Wolf.

Home Canning Tomatoes. Food Science and Nutrition Fact Sheet 33. E. Zottola, I. Wolf.

Growing Peonies. Horticulture Fact Sheet 2. C. Hard.

Street Trees for Minnesota. Horticulture Fact Sheet 22. M. Eisel.

Lilacs for Minnesota. Horticulture Fact Sheet 23. M. Eisel.

Know Your Minnesota Apples. Horticulture Fact Sheet 24. S. Munson, L. Hertz, C. Stushnoff.

Culture of Iris. Horticulture Fact Sheet 26. L. Snyder.

Clematis for Minnesota Gardens. Horticulture Fact Sheet 30. M. Eisel.

The Garden Petunia. Horticulture Fact Sheet 37. H. Wilkins.

Control Thatch in the Home Lawn. Horticulture Fact Sheet 40. D. Steinegger.

Keeping Cut Flowers and Flowering Plants Longer. Horticulture Fact Sheet 45. D. Brown.

Caring for Houseplants in Northern Climates. Horticulture Fact Sheet 47. D. Brown.

Strawberry Diseases. Plant Pathology Fact Sheet 2. H. Johnson.

Light Management for Pullets. Poultry Fact Sheet 39. R. Berg, R. Shoffner.

Potassium Problems. Soils Fact Sheet 6. C. Overdahl.

Fertilizing the Home Lawn and Landscaping Materials. Soils Fact Sheet 7. L. Hanson, C. Hard, C. Overdahl.

Building a Compost Heap. Soils Fact Sheet 12. R. Adams, C. Overdahl, L. Hanson.

Dutch Elm Disease Detection. Minnesota Tree Line 6. J. Mizicko, W. Stienstra.

Using Microwave Ovens. Extension Folder 293. W. Olson, I. Wolf, R. Olson.

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

THE COMMUNICATIONS SCENE

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

No. 77

FARMERS COMMUNICATE THE CONSERVATION-SPORTSMAN STORY

By Harold B. Swanson, Professor and Extension
Communications Specialist

Minnesota farmers have long been conservationists. Perhaps more than any other group they have been concerned with conserving the land and the life that abounds on it. Many, too, enjoy hunting, fishing, and many other outdoor sports activities. Their actions often communicate the story of their interest and commitment to both conservation and outdoor recreation. But there is more to communicating this story. It must be told in many ways. One such way is by honoring and publicizing farmer activities that enhance conservation and farmer-sportsmen relationships. For 30 years the Minnesota-Farmer Sportsman Committee has selected and honored Minnesota's Farmer-Sportsman of the Year.

This year the committee selected a person who should have been recognized years ago. He is 87-year-old Emil Schluter of Sedan out in Pope County in western Minnesota. He was honored at the Northwest Sports Show on April 2. His story is an interesting and touching one. Let me recount part of it in Emil's own words as he picked up a photograph of a young man in the dress uniform of a West Point cadet. Listen to what he said:

"My son had just graduated from West Point, and only a week before he had completed his training as a pilot in Nevada. That week he called home and asked me to buy an additional 80 acres around the farm where he had hunted since he was five years old."

"I did," Schluter said, although it wasn't particularly good farm land. "I told him that, but he said, 'Dad, I just want a place to hunt when I get back.'"

"The next day on a test refueling trip, his plane crashed. He never came back."

"I'll never sell that farm," Schluter said of the 400-acre farm of which 293 acres are dedicated to wetlands and wildlife."

That story does show devotion to both a son and to conservation. But there is more. Emil has had a long life of community service and farming. He has served as mayor of Sedan, as a member of the school board, as a member of the Glenwood sportsmen club, and as a cooperater in 4-H activities. He was an early participant in the Pope County Soil and Water Conservation District. He has planted over 30,000 trees on his farm. He has followed good conservation practices, he established recreation and nature trails, and he constructed wildlife ponds.

-over-

Working with local legislators, Emil was instrumental in getting conservation laws for the state. For example, he promoted the state law establishing muskrat farms and had the first muskrat farm in the state. All of these accomplishments add up to a remarkable farming and sportsman record.

The committee also selected four regional winners. All have made great contributions to farmer-sportsman relationships and to conservation.

For example, there's Merlyn Knudson of Kettle River. Merlyn has been a pioneer in the control of water pollution in his county. Then, too, he has allowed the use of his farm for a novel idea, "A Wildlife Development Field Day." And he's developed an "outdoor laboratory" for 4-H, school and other youth groups to use.

Winner in the Northwest was Denis Wensman of Sauk Centre. An outstanding farmer, Denis has been active in community affairs and a longtime president of his local sportsman club.

In the southwest there's James Schafer of Hector. I could say a lot of things about Mr. Schafer and his outstanding farm, sports, youth, and conservation activities. Especially interesting to me though are the names he has given his children. They are Dawn, Robin, Teal, Wren, and Spring. That's about as imaginative naming as I've heard. Those names communicate.

Finally in the Southeast there's Glendon Braun of Le Center. Like the others he has been active in sportsmen activities, youth work and is an outstanding farmer.

All of these are fine examples of farmers who have been active in promoting better agriculture and better sportsmen relationships and in helping youth. They all make telling the story of Farmer-Sportsman achievement easier and more meaningful. And it is a story that needs to be told as the Farmer-Sportsman committee and many others are doing.

April 1978

THE COMMUNICATIONS SCENE

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

No. 78

CAREERS IN AGRICULTURAL COMMUNICATIONS

by Harold B. Swanson, professor and extension
communications specialist

Most young people graduating from high school this spring are looking for careers. For those interested in agriculture, a career in agricultural communications could combine their interest in farming and rural life with their hopes to become writers, editors, broadcasters, photographers or teachers.

The electronic media, for example, offer a variety of opportunities. There are careers in the technical areas of broadcasting, the engineering aspects. Students find many technical schools that will help them learn the necessary skills.

On the other hand, others may wish to use their agricultural background or special training to break into the broadcasting or the sales side of radio and TV. Many larger stations have full-time professionals in agricultural broadcasting. Smaller stations, however, may look for young men and women who can handle a variety of announcing, writing or sales jobs. In either case a broadcaster in an agricultural area finds it of great value to understand farming and what farmers are interested in.

The kind of training needed for such work varies a lot between stations and specific jobs. Some may require broadcasting school or technical college education. Others are best served by youth with a college background in both agriculture and journalism. Any young person interested in a broadcast career should look at all the educational possibilities--technical schools to colleges and universities--before making a choice. He or she should not look for the education that takes the least training or time.

The print media, too, offer a wide variety of careers for agricultural communicators. For example, every state has a state farm paper like The Farmer magazine in Minnesota. Then there are hundreds of specialized magazines for beef, hogs, sugar beets, potatoes, wheat, corn to mention only a few. And there are the national and regional magazines like the Farm Journal or Successful Farming. Most farm organizations, too, have their own magazines or papers. Various livestock breeds publish magazines about their breeds. And then there are many company and cooperatives magazines. Thus the variety is wide and the opportunities many.

Most of the magazines and farm papers today want college graduates with a background or training in agriculture and with training in journalism or some other area of communications. They want young people with that special combination--an understanding of farming and farmers and the ability to express themselves well.

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Another related field in agricultural communications is advertising or, in a broader view, marketing.

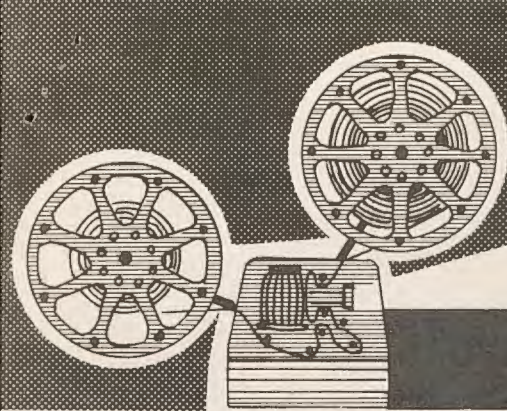
There's a good demand for young people who can sell and who understand farmers' problems and needs. Industry needs people who can promote, advertise and sell farm products. It needs young people who can sell to farmers the many goods they need each year to produce food and fiber valued in the billions of dollars.

In the marketing field young men and women might work for companies, cooperatives and industry, or they might work for advertising agencies. There are good jobs for those who will do an honest straightforward job of telling about and selling good products. Often I'm a little disturbed by those who feel that selling and advertising and marketing is something to avoid--something less than desirable. People in these fields are professionals who do serve the public as well as their own organization. There are many ways to get training in marketing and advertising. These vary from on-the-job training to community and vocational school studies to college and University degrees.

Finally we shouldn't forget about the professions many of us are in--education, information and public relations. Some of us work for government agencies, others for associations, and still others for Universities and colleges. Those of us with land-grant universities take pride in bringing the results of research in agriculture, home economics and forestry to the public. We do this in many ways--the electronic media such as this station, through the printed word, or through personal contacts. Jobs such as ours ordinarily require at least a college degree and most require experience plus advanced degrees.

Thus we see there are a variety of careers for young people in agricultural communications. Their training and experience needs to focus on both understanding agriculture and on developing communications skills. With that combination energetic, bright young people can look forward to successful and rewarding careers in agricultural communications.

April 1978



visual aids TIP SHEET

Minnesota Agricultural Extension Service

INSERT IN AUDIOVISUAL TEACHING MATERIALS CATALOG FOR FUTURE REFERENCE

April 1978

Artwork - - - - -	(612)	373-0712
Emergency Bookings- - - - -	(612)	373-1252
Equipment - - - - -	(612)	373-1254

NEW SLIDE SETS ADDED TO THE AGRICULTURAL EXTENSION LIBRARY

- #59 BASIC BEEF COOKERY -- 101 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 20:00), National Live Stock and Meat Board. (\$3.00) Develops, step-by-step, the basic cooking methods used to prepare beef and lists the beef cuts best suited for each method. For adolescent or adult audience. 1977

- #119 ROOM TO GROW -- 73 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 5:05), 1977 4-H Arts-In communication majors. (\$3.00) Shows the activities and involvement of teens during the 1977 4-H Arts-In. "Room to Grow" was the Arts-In theme and the national 4-H theme in 1977. Appropriate for former participants to use when reporting their experiences. Also useful when introducing Arts-In to teen and adult volunteer audience such as at Federation meetings. No script. 1977

- #121 WHERE THE ROADS COME TOGETHER -- 52 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 4:30), 1977 4-H Arts-In communication majors. (\$3.00) Illustrates a theme song used at the 1977 4-H Arts-In. Appropriate for mood-setting or reflective thinking times at camps or retreats. No script. 1977

- #134 COMPOSITION FOR VISUAL IMPACT -- 75 slides, color, Donald L. Breneman, extension audiovisual education specialist, University of Minnesota. (\$3.00) The difference between an exciting image and an ordinary snapshot is often only a matter of composition. This slide set explains the function and principles of visual composition including camera viewpoint, rule of thirds, perspective control, and selective focus. For adolescent or adult audience. 1978

- #209 HALTERING AND TYING (4-H Horse Project) -- 59 slides, color, cassette tape (both audible tones and automatic, inaudible 1000 Hz pulses, time 17:00), National 4-H Council. (\$3.00) Illustrates how to select, adjust, and use different types of halters. Shows how to condition new halters and how to put a halter on a horse adjusting it for proper fit. Concludes with how to tie a horse, how to choose proper tying areas, and how to insure an emergency release for a horse if needed. 1976

- #210 WOMEN ON HORSEBACK: A HISTORICAL REVIEW (4-H Horse Project) -- 80 slides, b/w, cassette tape (both audible tones and automatic, inaudible 1000 Hz pulses, time 25:00), National 4-H Council. (\$3.00) Gives a history of women on horseback from the mythical Amazons in Asia Minor and 8th Century Chinese polo players to the modern equestrian. The evolution of the side saddle and riding astride is shown along with various riding habits and costumes from over the centuries. 1976

- #211 CHOOSING, ASSEMBLING, AND USING BRIDLES (4-H Horse Project) -- 80 slides, color, cassette tape (both audible tones and automatic, inaudible 1000 Hz pulses, time 24:00), National 4-H Council. (\$3.00) Shows how to select a bridle to fit the type of performance expected from the horse. Discusses the parts of the bridle for both Western and English and the importance of proper fit. Covers the different types of reins and bits. Tips on bridling a horse and how to adjust the bridle are emphasized as well as the problems caused by improper bridling. Concludes with how to remove a bridle and general safety precautions to use in bridling horses. 1976

- #212 MISCELLANEOUS TACK AND EQUIPMENT (4-H Horse Project) -- 80 slides, color, cassette tape (both audible tones and automatic, inaudible 1000 Hz pulses, time 26:00), National 4-H Council. (\$3.00) Equipment used in handling horses involves more than bridles, saddles, halters, and lead ropes because of the varying needs of individual horses. Some of the items discussed are: saddle blankets or pads, stable clothing for horses, jowl hoods, sheepskin covers, neck cradles, muzzles, bibs, neck straps, cribbing straps, helmets or head bumpers, boots, bandages and leg wraps, hobbles, lip chains and straps, bit guards, breast collars and plates, saddle bags and pouches, stirrups, training equipment, bits and whips or crops. 1976
- #213 HORSEBACK PACKING -- I, EQUIPMENT, PLANNING, AND PREPARATION (4-H Horse Project) -- 75 slides, color, cassette tape (both audible tones and automatic, inaudible 1000 Hz pulses, time 20:00), National 4-H Council. (\$3.00) Emphasizes the importance of proper preparation for a trip including how to pack, carry, and provide the essentials for the horse and for the rider during this outing. Explains how to pack a load that is balanced and not overweight. Gives information on conditioning the horse for backpacking, choosing campsites, and care of equipment and horse while in camp. 1976
- #214 HORSEBACK PACKING -- II, SADDLING, LOADING, AND TRAVELING (4-H Horse Project) -- 79 slides, color, cassette tape (both audible tones and automatic, inaudible 1000 Hz pulses, time 16:00), National 4-H Council. (\$3.00) Explains the saddling and loading of a pack horse. Begins with the conditioning of the horse, choice of saddles, and positioning of saddles, breast collars and brichen. Includes selecting and loading the panniers for a balanced load, attaching the top pack, and securing it all with ropes and the proper knots and hitches. 1976

COMPLETED SLIDE SET

- #50 FIGHT FAT -- 177 slides, color, 6 cassette tapes (both audible tones and automatic, inaudible 1000 Hz pulses, total time 28:30), University of Illinois. (\$3.00) Part V, "Meal Planning," has been added and completes this set.

REVISED SLIDE SET

- #615 A PICTORIAL STORY OF NATIONAL 4-H CONGRESS (1977) -- 45 slides, color, National 4-H Supply Service. (\$3.00) Recalls the week of the 1977 National 4-H Congress in Chicago. Useful as a reporting device with 4-H and other groups, for orienting delegates planning to attend National 4-H Club Congress in the future, and to gain local support for 4-H. Delegates and leaders may have slides to add to the set to adapt it to a particular audience. 1977

NEW VIDEO TAPES ADDED TO THE LIBRARY

We now have the Mulligan Stew series in the 3/4" video cassette format. All six have the following information in common: 28:30, color, 3/4" cassette, produced by USDA, and \$7.50 rental fee.

- #7032 THE GREAT NUTRITION TURN ON (Mulligan Stew)
#7033 LOOK INSIDE YOURSELF (Mulligan Stew)
#7034 THE FLIM FLAM MAN (Mulligan Stew)
#7035 GETTING IT ALL TOGETHER (Mulligan Stew)
#7036 COUNTDOWN... 4 4 3 2 (Mulligan Stew)
#7037 THE RACER THAT LOST HIS EDGE (Mulligan Stew)

REVISED TAPE CASSETTE

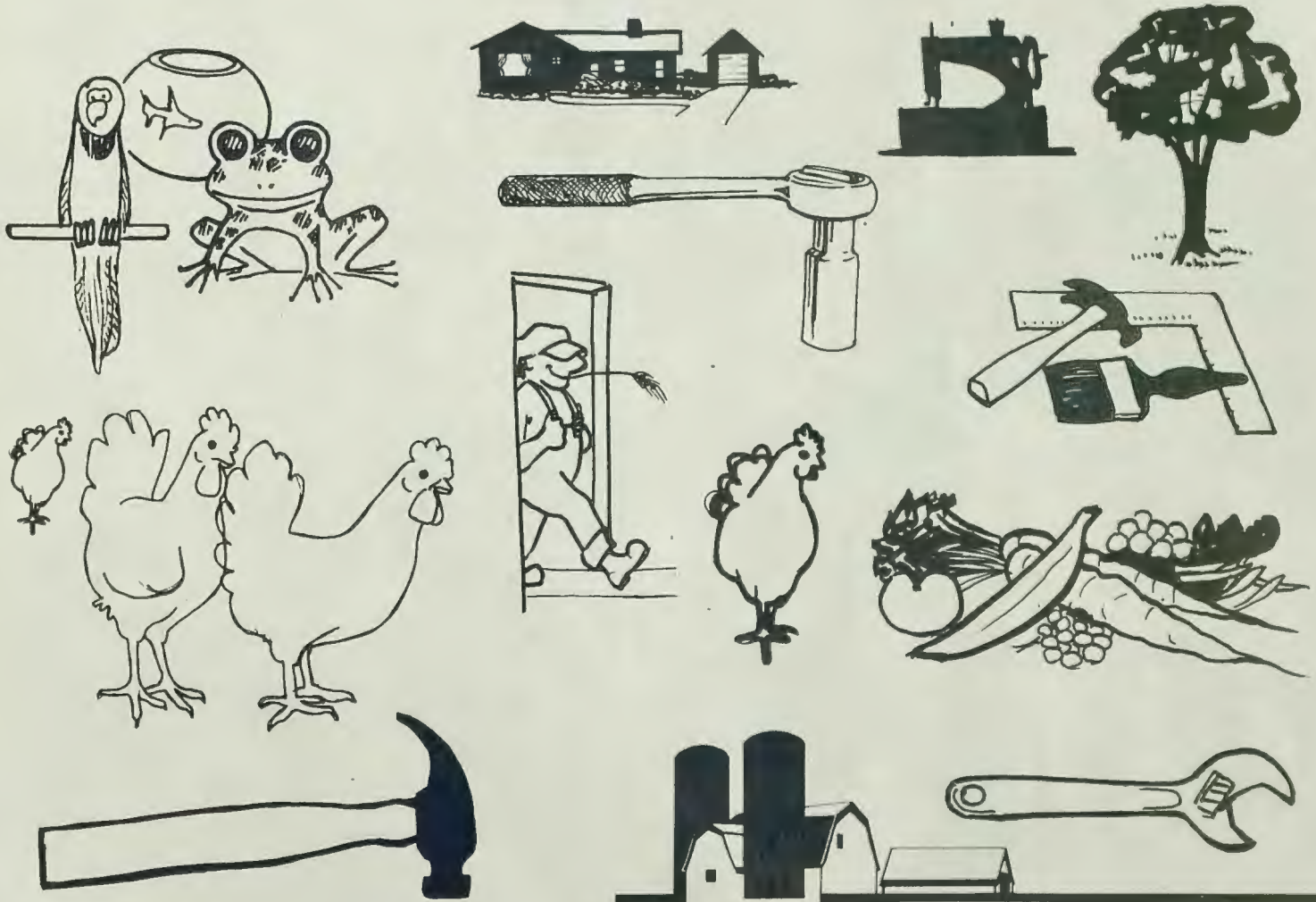
- #T-9 ORAL LIVESTOCK JUDGING REASONS -- 31:00, cassette, Wayne Bollum, student for Charles J. Christians, extension animal husbandman, University of Minnesota. (\$2.50) Members of the University's Livestock Judging team present their reasons for placing animals in a judging contest. The tape presents sets of the following classes: two bulls, two steers, two heifers, two market lambs, two ewes, two gilts, two market hogs, two geldings, and two mares. Recommended for 4-H and other youth groups. 1978

AVLS 16mm FILM RENTAL CATALOG -- County Extension offices will soon be receiving a catalog from the University of Minnesota's Audio Visual Library Service. This facility on the Minneapolis Campus offers over 10,000 titles on a wide variety of topics. The films are available to both extension and non-extension clientele on a rental basis. We hope you will find the material in this catalog useful.

April 1978

DECEMBER'S ART TIPS provided you with some standard newsletter nameplates. Below are two more as requested by agents.

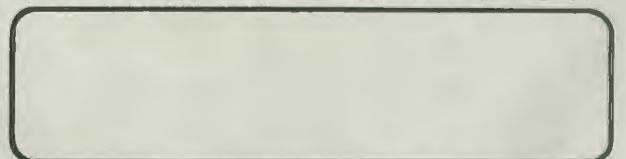
WE'D LIKE TO HEAR FROM YOU. What kinds of clip art do you need? What problems do you encounter in making visuals that we can help solve? Send your questions and suggestions to Art Tips, Extension Art Service, University of Minnesota, 440 Coffey Hall, 1420 Eckles Ave., St. Paul, MN 55108.



AGRICULTURAL EXTENSION SERVICE • UNIVERSITY OF MINNESOTA

Expanded Food and Nutrition Education Program

efnep
newsletter



AGRICULTURAL EXTENSION SERVICE • UNIVERSITY OF MINNESOTA

community resource
development newsletter

