

MNA000 RPI 6/20/66

③ Reaching People with information...

press
publications
radio
television
visual aids

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

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④ June 20, 1966



 * Please read, check, and circulate *
 * County Agricultural Agent *
 * County Home Agent *
 * County 4-H Agent *
 * County Ass't. Agent *
 * Secretary for Filing *

HAROLD SWANSON AT COLORADO U -- Harold Swanson, head of the Department of Information and Agricultural Journalism, is teaching a class in Extension Communications at the National Summer School for Extension Workers at Colorado State University, Fort Collins, June 13-July 1. Two other University of Minnesota staff members are teaching there this summer --W. L. Nunn, director of University Relations, and C. E. Ramsey, professor of sociology. --Jo Nelson

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EDUCATIONAL TV EXPANDS NETWORK -- Channel 9, Bemidji, has been reclassified from commercial to educational. It will be connected to KTCA-TV (channel 2) Twin Cities by microwave and thus will serve an additional 125,000 people in a 12-county area.

KFME-TV (channel 13), Fargo, within six months will be connected by microwave to KTCA-TV via KWCM-TV (channel 10) Appleton.

These additions--now five stations on the educational network--make it possible for the University to serve over 80 percent of the people in Minnesota simultaneously. --Ray Wolf

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WELCOME TO VERNON KEEL -- who has now joined the Department of Information and Agricultural Journalism as extension information specialist (news). Questions regarding agricultural news or ag column headings should be referred to him.

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YEARBOOK OF AGRICULTURE NOW IN PAPERBACK -- The 1965 Yearbook of Agriculture, Consumers All, proved to be so popular that it has now been issued in paperback. It was published in May by Pocket Books, Inc., with the new title The Official Consumers' Guide. Pocket Books, Inc., 830 Fifth Ave., New York, New York, 10020, sells it at \$1.50.

The 1966 Yearbook of Agriculture will also be of special interest to consumers. According to Harold Lewis, USDA's director of information, the '66 Yearbook will outline the basic measures taken from farm to table to insure consumers a safe and plentiful food supply. Tentative title of the volume is Protecting Our Food Supply. --Jo Nelson

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VARIETY OF TOPICS FEATURED ON TAPES FOR HOME AGENTS -- Food safety and barbecuing meat will be the subjects of the three short tapes for home agents in July:

#1 - Selecting meat for outdoor cookery, 4 minutes, 46 seconds. (Interview with Verna Mikesh, extension nutritionist)

#2 - Secret of outdoor meat cookery, 4 minutes, 30 seconds. (Interview with Verna Mikesh, extension nutritionist)

#3 - Summer food safety, 4 minutes, 15 seconds. (Interview with Grace Brill, extension nutritionist)

In connection with the first two, you may want to offer Extension Bulletin 293, Outdoor Cookery for the Family and Extension Folder 200, Barbecuing Poultry.

The longer tape is an interview with Dr. Lura Morse, professor of nutrition, on "When is a child's feeding problem not a problem?" Time: 9 minutes, 30 seconds. Dr. Morse discusses many of the problems that beset mothers of young children. Highly recommended. This tape will give you a good opportunity to plug Extension Folder 220, Food For Young Children. --Jo Nelson

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TWO NEW TV SERIES -- Two new educational TV series will start Wednesday, June 22, on channels 2 and 10 and run for six weeks.

"Marvelous Minnesota" hosted by Larry Simonson, extension specialist, tourist services (9:00 to 9:30 p. m.) will feature vacation opportunities in six areas of the state.

"Let Your Garden Grow" hosted by Neil Miles, extension horticulturist, (9:30-10:00 p. m.) will include use of pesticides and insecticides and other garden guides. Neil replaces Gus Hard until August 3, at which time Gus returns to the air with a full hour (9:00-10:00 p. m.) with his "Landscape Ideas" program.

The horticultural TV programs may also be seen on channels 3, 11, and 13. See local papers for time of showing.

Jo Nelson will send (or has sent) you fill-in stories for both of these new TV programs. --Ray Wolf

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TV TIPS you might find helpful for yourself, 4-H and FFA members:

1. Plan a program which has an important message.
2. Find out how long your program is to be. Time is important in planning a TV program. Practice until your program meets the time requirement.
3. Have action in your program; demonstrate and illustrate. People watch more television than they listen to. Use props to put your point across.
4. Learn your parts so well that you can talk in a conversational tone. Don't read, Don't recite. To convince people, your presentation must be spontaneous and not rote.
5. Start developing your program a long time in advance of your TV appearance. If possible, present your program to local groups beforehand. This will iron out rough spots and prepare you for appearing before the TV audience.

The above tips are from the June-July issue of the National Future Farmer magazine. --Ray Wolf

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HS (HOME ECONOMICS - SPECIAL) SERIES OF BULLETINS AVAILABLE -- Folders in a new series designated HS (Home Economics - Special) are available for those working with low-income groups. These folders are not to be placed on bulletin racks for general distribution. They are written for those with limited experiences, finances, and education and should be used with this group only. These titles are in stock:

- HS-1 Easy Dishwashing
- HS-2 Rid Your Home of Rubbish
- HS-3 Cleaning Sink, Tub, and Toilet
- HS-4 Dry Milk in Every Meal
- HS-5 Better Bedmaking
- HS-6 Broiling
- HS-7 Home Storage
- HS-8 Making White Bread

A Family Food Series is underway.

Distribution policies for the HS series are:

- (1) Single copies are free upon request.
- (2) Quantities are available at 3 cents each, with a 10 percent discount in quantities of 100 or more. Write for prices on orders of 1,000 or more.
- (3) Limited quantities are available without charge to nontax supported, nonprofit agencies.

All county and home agents will receive information copies of new titles as they are available. Send all orders directly to the Bulletin Room, University of Minnesota, St. Paul, Minnesota 55101. --Lee Nelson

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TAPE, REEL, RECORDING FACTS

Type of Tape	Reel Size (Inches):	Length (Feet),	Recording Speed		
			1 7/8 ips*	3 3/4 ips	7 1/2 ips
Standard Play 1.5 Mil Acetate	3	150	30 minutes	15 minutes	7 1/2 minutes
	5	600	2 hours	1 hour	30 minutes
	7	1200	4 hours	2 hours	1 hour
Long Play 1.0 Mil Acetate or Mylar	3	225	48 minutes	24 minutes	12 minutes
	5	900	3 hours	1 1/2 hours	45 minutes
	7	1800	6 hours	3 hours	1 1/2 hours

--Ray Wolf

* ips -- inches per second

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FLYERS AVAILABLE FOR FOOD STAMP COUPON COUNTIES --
 Extension has given special assistance to the Consumer Food Program Offices in Minnesota in preparing flyers that publicize the Food Stamp Plan. The flyers are available at the Duluth, Grand Rapids, St. Paul, and Willmar Consumer Food Program field offices. The Food Program office of USDA is responsible for setting up food stamp coupon offices in the state. --Lee Nelson

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WORD CORNER: SHARPEN UP! -- Why do so many people mispronounce preferable when they pronounce preference correctly? The accent is on the first syllable in both cases: PREF'erable, PREF'erence. --Jo Nelson

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Publications and Direct Mail

NEW PUBLICATIONS

Technical Publications List. Contains titles of all the available Agricultural Experiment Station technical bulletins. Please discard your old green lists when you receive the new brown and yellow copies. 12 pages. Available early July.

Adult Programming for City and Country. July-September 1966. Quarterly list of topics for "Highlights in Homemaking" and the "University Farm Hour" on KUOM radio and "Town and Country" on KTCA and KWCM-TV. Also lists topics for a special television series, "Landscape Ideas," to be presented by Gus Hard and Neil Miles, extension horticulturists, and for "Marvelous Minnesota," another TV series that will feature Larry Simonson, extension specialist tourist services. Both series will appear on KTCA and KWCM-TV. 10-page railroad folder. Available early July.

REVISED PUBLICATIONS

Last-Minute Preparation for Windstorms, Winter Storms, and Fallout. RCD-4. A poster listing the precautions you should take to protect your family during natural disasters. Contains tornado safety rules. Available mid-July.

An Overhead or an Opaque Projector? Information Service Series 27. Gerald R. McKay. Gives the pros and cons of both kinds of projectors. 2 pages. Available late June.

REPRINTED PUBLICATIONS

Notes on Floats. Information Service Series 7. Gerald R. McKay.

Principles of Learning... Make Communications Effective in Adult Education. Communications Bulletin 25. Harold B. Swanson.

Field Calf Record. A. H. 10. C. J. Christians.

Selecting and Constructing Upright Farm Silos. M-131. D. W. Bates and C. K. Otis. 6 pages.

MINNESOTA FEED SERVICE

Issue in press contains articles on Minnesota's Seed Industry, Salmonella in Feeds, Changes in Fertilizer Materials, etc.

MINNESOTA SCIENCE

Minnesota Farm and Home Science, now known as "Minnesota Science" will be out soon. Next issue has articles on Feeds, Fungi, and Animal Health; Animal Waste Disposal; Diseases Common to Dogs, Cats, and Man; Salmonellosis and Ornithosis, Porphyria in Cattle, Measuring Pesticide Residues, and others.

RURAL REAL ESTATE

A few copies of the Minnesota Rural Real Estate Market in 1965, Department of Agricultural Economics Report 529, by John C. English and Philip M. Raup, are still available from the Bulletin Room.

REGIONAL RESEARCH PUBLICATIONS

Probabilities of Sequences of Wet and Dry Days in Minnesota. NCR Research Publication 161. A. M. Feyerhern, L. Dean Bark, and W. C. Burrows. One of a series for each state in the north-central region published as a result of the NC-26 regional research project.

NORTH CENTRAL FOREST EXPERIMENT STATION PULIBICATIONS

A Third Look at Minnesota's Timber. U. S. Forest Service Resource Bulletin NC-1. Robert N. Stone. 64 pp.

Estimating Investment Returns from Growing Red Pine. U. S. Forest Service Research Paper NC-2. Allen L. Lundgren.

Forest Tree Improvement Research in the Lake States, 1965. U. S. Forest Service Research Paper NC-1. Paul O. Rudolf. 54 pp.

Order single copies directly from the North Central Forest Experiment Station, University of Minnesota, St. Paul, Minnesota 55101.