

MN2000 RPI 8/19/66

Reaching People

(3)

with information...



**press
publications
radio
television
visual aids**

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

(2)

(1)

(4)

August 19, 1966

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

REMINDEERS ABOUT INFORMATION HELPS FOR YOU DURING STATE FAIR -- Some of you have not yet returned the forms in response to the letter asking whether you want us to send stories on your blue and purple ribbon winners to your county papers and radio stations or want to take care of this news coverage yourselves. Those of you who want to do the coverage yourselves may feel free to stop in at the 4-H Press-Radio-TV Office (across from the 4-H office) and get copies of stories concerning your 4-H'ers. But we'd like to know what to do re: counties that haven't replied!

Remember that a tape recorder will be available in the Press-Radio-TV Office if you need one--or you can make arrangements there to use the recorder in the KUOM studios.

As for pictures, refer to Gerald McKay's comments in the Visual Aids section--but check in at the 4-H Press-Radio-TV Office to make your appointments.

And don't forget that we need tips from you about 4-H'ers for radio, TV and for newspaper features!

See you at the Fair! --Jo Nelson

* * * *

WANT A READY MADE TV SHOW? -- We have a script and 15 good visuals on cattle bloat. With a little preparation and/or a veterinarian as a guest, you could put together an 8-15-minute TV show. Drop me a card if you want the material sent. --Ray Wolf

* * * *

ORDERS FOR MATS FOR NATIONAL 4-H WEEK -- Thus far we have orders from very few counties for mats for National 4-H Week. If we're to get the order to Chicago, allow time for the National 4-H Service Committee to get them to us, and then in turn for us to send them to you, we'll need to hear from you immediately. So won't you please get that order form into the mail before you get bogged down with State Fair? --Jo Nelson

* * * *

MYTHS ABOUT YOUTH NEWS -- Young people often complain that more unfavorable than favorable news is printed about them--particularly about teenagers. Separate studies conducted by the Omaha World-Herald and a University of Nebraska journalism student, Marilyn Hoegemeyer, shatter that myth.

Editor and Publisher reports the studies in the July 30 issue.

A check by the journalism student of weekday editions of the Omaha World-Herald and the Lincoln Journal for two weeks showed more favorable than unfavorable statements about youths, even without counting the section or page devoted to teen news. On days the special teen section appeared, favorable statements far outnumbered the unfavorable.

The Omaha World-Herald's one-month study of its news columns showed that for every inch of unfavorable youth news, there were 26 inches of positive news. For each time a youth was mentioned unfavorably, 91 names were used favorably. Favorable youth items outnumbered unfavorable ones 638 to 64. On pictures, the score was 301 to 2. The month-long survey also showed that approximately 335 columns of space were devoted to positive youth articles compared with 12 columns on the negative side; 4, 121 names were used in a complimentary way and only 45 names with a negative connotation. --Jo Nelson

* * * *

TEENAGERS INTERESTED IN NEWS ABOUT THEMSELVES -- Teenagers are more interested in news about their own age group than any other kind. That was another finding in the survey of a representative sampling of students in nine Nebraska high schools. Journalism student Marilyn Hoegemeyer found that local news rated second place with the teenagers, foreign news third. Sixty percent of those responding thought names of teenagers should be included in stories about crimes they commit. --Jo Nelson

* * * *

LOW-INCOME PUBS -- Particularly useful in counties using the Food Stamp Program are the "low-income" publications with the designation HS (home economics-special). HS 4 "Dry Milk in Every Meal;" HS 6 "Broiling;" HS 8 "Making White Bread" are now available. HS 10 "Fruits and Vegetables" will be off the press soon. --Lee Nelson

* * * *

SELF-EVALUATION IN RADIO -- Self-evaluation of your radio show can sharpen your perspective of how others hear you. You can do a lot to improve this image by editing your recorder programs. If you or your guest tend to be slow in starting, write out the first few sentences or shorten the pauses between phrases and sentences by cutting out some of the pause on the tape.

Mispronounced words may have been corrected while recording, but you wouldn't send an important letter with typographic errors in it. Taking out these mispronunciations will make the recording better.

Your tools are either scissors or tape splicer and splicing tape (no tape substitutes, please). Work out a system for marking the tape with a grease pencil. Keep in mind that the sound comes from the portion of the tape directly over the playback head of your recorder. If you need to mark the tape at places other than the playback head, work out a measuring system so your cuts will be exact.

There are a few pitfalls to tape editing which you should watch for. First, practice on an old tape if you have not edited a tape for a while. Next, remember that all speeches have a rhythm, speed, mood and volume, and all four change constantly. When splicing, make sure you keep these as they were or provide some sort of bridge for the change. When adding bridge tape, use tape that has background sounds that are common to the rest of the recording. --Leo Fehlhafer.

* * * *

WORD CORNER: SHARPEN UP! -- Accommodate must be one of the most frequently misspelled words in the English language. How do you spell it? The word has two m's as well as two c's.

Have you ever received a letter with the complimentary close, Respectively yours instead of Respectfully yours, or the copy of a secretary's minutes with the closing phrase, Respectively submitted? The error, of course, is so obvious it should need no comment--yet you'd be surprised at how often it is made. --Jo Nelson

* * * *

WANT 8x10 PHOTOS TO ILLUSTRATE YOUR TV SHOW? -- We have hundreds of TV photos. Some are series with scripts, which you might like to borrow for your programs. They are broadly classified as follows:

Agronomy	Home Economics	Safety
Animal Science	Homes	Soils
Engineering	Historical	Tourism & recreation
Entomology	Horticulture	Transportation
Food Processing	People	Youth
Forestry	Plant Pathology	General Interest

Write and indicate subject area and number of photos you can use, and we'll send them to you - providing you'll return them! --Ray Wolf

* * * *

SEPTEMBER TAPES FOR HOME AGENTS FEATURE HOME FURNISHING TRENDS FOR FALL -- Three short tapes and one longer tape feature Mrs. Myra Zabel, extension home furnishings specialist. Interviewing her is Lee Nelson, of the University's Department of Information and Agricultural Journalism.

- #1 Colors for Fall, 4 minutes, 30 seconds
- #2 Floor Coverings for Fall, 5 minutes, 30 seconds
- #3 Coordinating the Old with the New, 4 minutes, 45 seconds

The longer tape is "Home Furnishing Trends for Fall." Time: 12 minutes. Begins: "Today our guest is Mrs. Myra Zabel...."

Each cut ends: "This is Lee Nelson from the University's Agricultural Extension Service."--Jo Nelson

* * * *

KEEP YOUR HEAD CLEAN -- Tape recorder acting up? Weak recordings and failure to erase properly are often the result of dirty recording and/or erasing heads. Sticky gunk from splices combines with oxide residue and dust to gradually build up on the heads. This lifts the tape a tiny fraction so it doesn't make good contact and the result is a poor recording or erase job.

Problem is easily remedied by cleaning the heads with a prepared cleaner sold by most music appliance stores that service tape recorders. (Acetone, alcohol, and typewriter solvent work just about as well.) Dip a cotton swab stick in the cleaning fluid, squeeze out any free liquid so it won't run down into the recorder and dissolve the insulation, scrub the heads briskly until the oxide deposit is gone. Most commercial cleaners also contain a lubricant that adds life to your tapes. There are kits of cleaner, lubricant, swabs, and instructions for those who want to go all out in keeping the tape recorder in tip top condition. --from Oregon Cooperative Extension Service--Ray Wolf

* * * *

Publications and Direct Mail

NEW PUBLICATIONS

- Forest Fires in Koochiching County: Prevention and Control. Misc. Rpt. 71.
Keith R. McCaffery and Frank D. Irving. A report of a study concerning the nature and extent of the fire problem and efforts made to prevent fires, prepare for them, and put them out. 16 pages. Available early September.
- Finishing and Refinishing Wood Furniture. Ext. Bull. 332. Myra Zabel. How to remove old finishes, sand surfaces, sand wood, and obtain a smooth finish. Includes a detailed table on kinds of finishes and how to apply them. 8 pages. Available mid-September.
- Urea and Other Nonprotein Nitrogen Compounds for Cattle and Sheep. Ext. Bull. 333. R. D. Goodrich, J. C. Meiske, and R. E. Jacobs. Thorough discussion of the place of nonprotein nitrogen in cattle and sheep rations. 4 pages. Available early September; do not order until you receive notification copies.
- Vitamin A and Carotene for Cattle and Sheep. Ext. Bull. 334. R. D. Goodrich et al. Background information on vitamin A and recommendations for its use in cattle and sheep rations. 4 pages. Available early September; do not order until you receive notification copies.
- Meeting the Mineral Requirements of Cattle and Sheep. Ext. Bull. 335. R. D. Goodrich et al. Thorough background on mineral needs and how to meet them in livestock rations. 4 pages. Available early September; do not order until you receive notification copies.
- Soybean Diseases in the Upper Midwest. Special Report 22. Published in Iowa for Upper Midwest states. Has process color photos to help identify soybean diseases and covers recommended practices that will help prevent soybean diseases. Will send each soybean-producing county 10 information copies as soon as we receive shipment; hope to have them to you early the week of August 22.
- Managing Our Future, Beef Outlook Information. Summer 1966. No. 3. Paul R. Hasbargen and Kenneth E. Egertson. Describes the present situation in the beef market and gives outlook information for coming marketing quarters. Also indicates some management implications. 2 pages. Available.
- Using Urea as a Protein Substitute in the Dairy Ration. R. W. Wayne and J. D. Donker. Dairy Husbandry Fact Sheet 4. Tells why protein is important in dairy rations, describes urea and its utilization in dairy rations, gives recommendations for feeding, and covers use of urea in corn silage. Available late August.

REVISED PUBLICATIONS

Ventilation of Hog-Finishing Units With a High Concentration of Hogs. M-134.
Dennis M. Ryan. Complete revision, new drawings, latest information.
Available late August.

How Individuals Work in a Group. Comm. Bull. 16. (National Project in Agricultural Communications adaptation.) An explanation of the group task, individual, and group maintenance roles performed by the members of any group. 2 pages. Available early September.

Teaching With Flannelgraphs. Info. Serv. Series 24. Gerald R. McKay. Information on making a flannelgraph and on using one effectively. 2 pages. Available early September.

REPRINTED PUBLICATIONS

Judging Sheep. Animal Husbandry Fact Sheet 4. R. E. Jacobs

Pruning Forest Trees. Forestry Fact Sheet 3. William Miles

Chemical Control of Woody Weeds. Forestry Fact Sheet 5. William R. Miles and Henry L. Hansen.

* * * *

NEW PUBLICATION

The First Issue of "Minnesota Economic Data, Counties and Regions" will reach you in a few days. Title of the topic is "Minnesota's Changing Population Picture 1940 to 1960," by John S. Hoyt, Jr. To eliminate chance of duplicating distribution in your county we will enclose a sheet indicating how the folder is distributed.

* * * *

REPRINTS AVAILABLE

Reprints of an article titled "Movement of Field Stones Toward the Surface" by A. J. Schwantes, professor emeritus, of agricultural engineering, are available on request from the Bulletin Room. A brief report of the study of field stone movement appeared in Minnesota Farm and Home Science about 2 years ago; the reprint is from the final report of the study published in the Transactions of the American Society of Agricultural Engineers.