

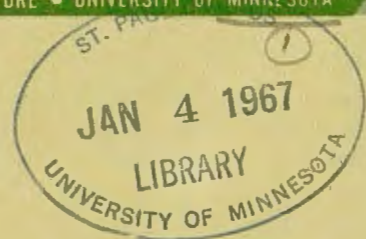
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Reaching People with information...

press
publications
radio
television
visual aids

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA



December 20, 1966

Dear Colleagues

Once again in this festive holiday season, all of us in the Department of Information and Agricultural Journalism wish to extend our sincere wishes for the very best to all of you.

We consider it a privilege to be working with you on a team devoted to bringing both youth and adults the educational opportunities offered by a great University. The climate of cooperation we are so fortunate to have in our relationships with you makes our joint efforts pleasant and rewarding.

We look forward to another fruitful year of cooperation and enjoyable relationships as we continue our efforts in both college and continuing education.

From all of us to all you, a Merry Christmas and a Happy New Year.

Sincerely

The Staff

The Staff
Department of Information
and Agricultural Journalism

MERRY CHRISTMAS ^{and} a HAPPY NEW YEAR

YEAR-END SUMMARY ESPECIALLY GOOD STORY, RADIO PROGRAM NOW -- Many Minnesota agents have long made it a practice of reporting on their past year activities in their local newspaper, over radio, and at January-February meetings. Many, for example, have developed special slide presentations. Now with Extension so prominently in the public eye, reader and listener interest should be high. This is a natural time to report your activities to the public. Why not give it a try? --Harold B. Swanson

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WORD CORNER: SHARPEN UP! -- In a news column I was reading recently, I came across a sentence that ran something like this: "This week is a good time to stop in and get acquainted with we agents." The pronoun form should, of course, be us--object of the preposition with. Occasionally we hear someone say, "I'd like to have him meet with you and I." This is a similar construction: use me instead of I, since it is the object of with.
--Jo Nelson

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EMPLOYMENT DATA GOOD COPY -- By now you should have received copies of the second in a series of publications dealing with Minnesota Economic Data, Counties and Regions. The recent issue concerns employment trends from 1940 to 1960. We will send copies to all daily newspapers and radio and television stations in the state. But would you please see to it that each weekly newspaper in your county receives a copy of the report. They may find it useful for either background information or possibly for a special release or editorial. Also, we will be sending you a news release based on this publication. You may want to localize it more by telling about employment trends in your county. --Vern Keel

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DON'T LOSE 'EM IN THE MIDDLE -- Yawn time during the middle of your radio program can be avoided by following a few simple points.

If you use a script, have it typed clearly and double spaced. Avoid crackly onion-skin paper. Number all pages. Don't staple pages together. Never split a sentence at the end of a page, or a word at the end of a line. Don't abbreviate any words. Underline words you want to emphasize. Don't read your script--say it conversationally.

Folks remember least what you say between the open and close of your program. So catch their attention with "Now get this" -- "Flash" -- "Here is the important thing."

Repeat your main points. Don't try to give the entire story on radio. Limit yourself to one or two main points. Use local names and local events. Explain uncommon or technical terms. Be enthusiastic about what you are saying. Offer a bulletin or a pamphlet. Ask people to write for it or stop by your office for a copy--from Footsteps to Communications University of Nebraska. --Leo Fehlhafer

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SALES SUBJECT OF TAPES TO HOME AGENTS -- January short tapes to home agents will concern sales in particular and buying in general--kinds of sales and an evaluation of their worth; how to be a better buyer; and some precautions to keep in mind when shopping. My guest is Edna Jordahl, extension home management specialist at the University of Minnesota. One tape runs 3 minutes, 40 seconds; two run 4 minutes, 40 seconds. If you're not on the list and want these tapes, drop me a note. And if you're on the list but not using the tapes, notify me, please, so I can take you off. County agents please note, too, if your home agent has left and we have neglected to take her off the list. --Jo Nelson

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MINNESOTA PORK WEEK AFFECTS HOME PROGRAM -- The dates for Minnesota Pork Week this year are January 17-28. Among the objectives are to stress the nutritive value and economy of pork as a high quality meat, to draw attention to new pork cuts and products and to improve the image of pork as an important food. We'll send you a story for use in local papers that week and some short items in Helps for Home Agents in January. These short items can be adapted in any way you like for your columns and for use on radio.

An extra bonus (in case you want it) for the January tape users will be a tape of several short interviews with Verna Mikesh, extension nutritionist, on ideas for using pork. This tape will go to the home agents who are on the list for short tapes. The long tape for January will also be on pork. This tape will go to the gals who are on the list to receive the longer tapes regularly. Any of the rest of you may get either or both tapes by writing me. Be sure to specify whether you want the longer tape with the one interview or the tape with several short interviews. --Jo Nelson

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CONSERVATION OF NATURAL RESOURCES COURSE ON RADIO -- Forestry 11, "Conservation of Natural Resources," will be broadcast for 11 weeks, starting Monday, January 16, at 11:00 a. m. on KUOM, 770. The broadcast will be heard every Monday, Wednesday, and Friday at this time. The course will be taught by Carl H. Reidel of the School of Forestry. This course might be very valuable to 4-H leaders and others interested in natural resources. You may wish to let some of your leaders know about the course. It promises to be an interesting one. --Harold B. Swanson

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"PESTS AND PESTICIDES" will hit the air over five TV stations in January and February. The special series of eight programs will be carried on KTCA (2), Twin Cities; WDSE (8), Duluth; KWCM (10), Appleton; each Thursday 9:30 p. m. starting January 5. The programs will be rerun on WTCN (11), Twin Cities; each Saturday 9:30 a. m. beginning January 7 and on KFME (13), Fargo; each Wednesday at 7:30 p. m. starting on January 18. A detailed list of topics and guests will be found under "Town and Country" in the new Radio-TV Schedule which will reach you soon. The material covered should be of interest to men and women, producers and consumers, in both rural and urban areas. --Ray Wolf

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TIMELY RADIO AND TV TOPICS FOR JANUARY --

- * Minnesota Pork Week - January 17-28
- * 4-H Radio Speaking Contest
- * The Agricultural Extension Service--An Open Door to Learning
- * Farm and home record keeping
- * Winter care of livestock
- * Crop varieties for 1967

--Ray Wolf

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TIP FOR NEW YEAR'S RESOLUTION -- I've already made one New Year's resolution: to clean out my files. Dare I suggest that you clear out your files of tapes that should be returned to me? And please include your enclosure slip so I know who returned the tape. --Jo Nelson

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MESSAGE EFFECTS ON SEEKERS AND NONSEEKERS OF INFORMATION -- Some people actively seek Extension information and advice by visiting or telephoning county and state offices. Others are more passive, seeing and hearing only Extension messages they chance to run across on radio or in the paper.

Here we report a study by Michigan State University researchers Verling C. Troidahl, Robert Van Dam and George Robech on the subject. Before this study, many people had called the Detroit Civil Defense office during the Cuban missile crisis for information on fallout shelters. Names and address of about 90 such callers, Information Seekers, were obtained. Then a representative sample of those who hadn't called (Nonseekers) was drawn. A one-page information sheet was mailed to half the seekers and nonseekers. Interviews followed.

The researchers expected seekers to read the message more carefully than the nonseekers. However, the message had little effect on seeker's information level. But it brought nonseekers up to the seekers' level.

The message made both seekers and nonseekers feel more strongly about opinions they had held to begin with. About 30 percent of all people who had received the information sheet in the mail reported having seen it. Seekers and nonseekers who had gotten the sheet didn't differ from each other in tendency to recall noticing it. Seekers may be fairly "heavy communicators," though evidence here wasn't very conclusive.

What Might This Mean to Extension? -- First, there's evidence a newsletter or leaflet can make existing attitudes stronger without changing them. People may move toward actual adoption of an already favorably-viewed practice. Don't forget that this can work the other way as well! Second, newsletters may not appear to have dramatic effects. Yet they may bring "passive consumers" up to date. Third, active information seekers can serve as "opinion leaders." It pays to be extra careful with such key people, since they might unwittingly spread misinformation just as fast as information. --Summarized Institute of Extension Personnel Development, Michigan State University Action Abstract No. 13.

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Publications and Direct Mail

NEW PUBLICATIONS

Fresh Pork for Your Table. Ext. Bull. 336. Verna Mikesh. How to choose, store, and cook fresh pork. Contains photos of the most common pork cuts and complete directions for roasting, braising, and simmering fresh pork. 12 pages. Available.

Cured Pork for Your Table. Ext. Bull. 337. Verna Mikesh. Information on selecting and preparing hams and related smoked products. Includes cooking timetables. 12 pages. Available.

Radio-Television for City and Country. January-March 1967. 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. 8-page railroad folder. Available early January.

Bacterial Food Poisoning. Food Microbiology Fact Sheet 1. E. A. Zottola. Describes the sources, symptoms, and preventive measures for common bacterial food poisoning. This publication replaces Home Economics Fact Sheet 11; please discard any old copies. 2 pages. Now available.

Consumer Concern With 1966 Food Prices. Agricultural Economics Fact Sheet 7. Dale C. Dahl and Mary E. Ryan. Discusses several questions concerning rising food prices. 2 pages. Now available.

A Survey of Aphid Resistance in the Tuber-Bearing Solanum (Tourn.) L. Species. Tech. Bull. 253. E. B. Radcliffe and F. I. Lauer. Gives data on resistance of an extensive sampling of the tuber-bearing Solanum species to both potato and green peach aphids. 24 pages. Now available.

Minnesota Economic Data, Counties and Regions. Number 2, Employment. John S. Hoyt, Jr. and David W. Severson. Analyzes total employment and agricultural employment for 1940, 1950, and 1960, and calculates the average rate of growth or decline. Figures are grouped by counties that are arranged in special economic regions.

REVISED PUBLICATIONS

Varietal Trials of Farm Crops. Misc. Rpt. 24. Department of Agronomy and Plant Genetics Staff. Description of varieties and performance data. 20 pages. Available first week in January.

Cultural and Chemical Weed Control in Field Crops. Ext. F. 212, R. Behrens, G. R. Miller, J. R. Justin, H. J. Otto, R. G. Robinson, O. R. Strand, and R. N. Andersen. Extensive revision. 16 pages. Available first week in January.

Crop Production Guide for Minnesota. Ext. P. 194. Harley J. Otto, Gerald R. Miller, Curtis J. Overdahl, Lowell D. Hanson, and James R. Justin. Recommendations on variety, seeding rate, date of seeding, weed control, and fertilizer needs. Available first week in January.

Retail Dealers' Conference Handbook, Special Report 12. Prepared by extension specialists in entomology, soils, agronomy, and plant pathology. Presents up to date information on agricultural chemicals, fertilizers, herbicides, and plant diseases. 64 pages. Available early January.

REPRINTED PUBLICATIONS

Are They Really Termites? Entomology Fact Sheet 6. John Lofgren.

Calibrating the Farm Sprayer. Agricultural Engineering Fact Sheet 4. D. W. Bates.

Chemical Application Record. Agricultural Chemicals Fact Sheet 2.

Controlling Cattle Lice. Entomology Fact Sheet 5. John Lofgren.

Controlling Insect Pests of Trees and Shrubs. Entomology Fact Sheet 28. T. M. Peters.

An Overhead or an Opaque Projector. Information Service Series 27. Gerald R. McKay.

Planning and Building Her Wardrobe. Ext. Folder 224. Athelene Schaid.

Knowledge for Emergencies. RCD-8.

Facts About Minnesota Agriculture and the Institute of Agriculture. Dale C. Dahl