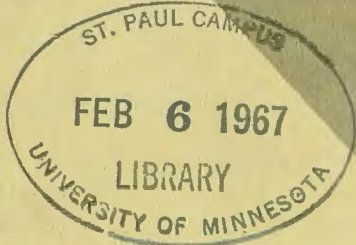


MN2000RPI 1/31/67



# 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 January 31, 1967

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 \* Please read, check, and circulate \*  
 \* County Agricultural Agent  \*  
 \* County Home Agent  \*  
 \* County 4-H Agent  \*  
 \* County Ass't Agent  \*  
 \* Secretary for Filing  \*  
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GERALD MC KAY ON LEAVE; HARLAN STOEHR LEAVES STAFF  
 - - The past month has marked two significant changes in the Department of Information and Agricultural Journalism Extension staff. Gerald R. McKay is on a quarter leave. He is studying the visual operations at about 10 other state universities, hoping to find ways in which our own visual operations can be further improved.

Harlan Stoehr, who has been in charge of our bulletin editing section for several years, has resigned to become vice president of Morris and Associates, a communications and public relations firm in St. Paul. The firm is headed by state representative Jack Morris, another former member of our staff. We will miss the expediting Harlan has done in making so many of our publications available to the public. A replacement for Harlan has not been found, so please bear with us. Meanwhile we'll pitch in to help his able associates, Rochelle Elliott, Kathy Wolter, and Nancy McDermott keep up the flow of publications to you. --Harold B. Swanson

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WORD CORNER: - - The fact that Minnesota Pork Week was January 17-28 reminds us how much "pig talk" there is in everyday language! Take the common expression "eating high off the hog." That, obviously, stems from the fact that loin chops and roasts come from the upper section of the animal. In years gone by, when a person switched from a standard diet of salt pork to loin roasts, he was living well, indeed, according to the American Meat Institute.

"Bring home the bacon" is a saying that probably came from the custom of awarding the pig to the winner of a greased-pig chase. The man who caught the slippery animal literally brought bacon home from the fair.

In America's early days, says the American Meat Institute, a 10-cent piece was called "a hog." A spendthrift who was willing to squander on entertainment was said to "go the whole hog." As for calling an actor a "ham," that expression is thought to have originated from actors' use of ham fat for removing makeup. These and other pork-like expressions add flavor to our language! --Jo Nelson

EDUCATIONAL TV PROGRAMS EXPANDED -- "People, Pests and Pesticides" is now being telecast on five TV stations--KTCA, WTCN, KWCM, WDSE, and KFME. Program numbers 6 and 7 are especially appropriate for women.

"Keys to Easier Homemaking" with Marion Melrose started February 1 at 11:15 a. m. and runs each Wednesday through March 22. It's especially designed for the handicapped but should be helpful for all home-makers. The series is on all ETC stations at the same time.

"Landscape Ideas" with C. Gustav Hard starts a 16-week run Friday, March 3, at 9 p. m. on KTCA-TV, Channel 2, and hopefully on several other stations. Details will be sent later.

The "4-H TV Science" or "Action" programs are being run in North and South Dakota and Wisconsin this month. Many Minnesota 4-H'ers are viewing these programs and are enrolling. --Ray Wolf

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UNIVERSITY WEEK COMING UP, FEBRUARY 19-25 -- Again we hope that many of you will use University Week, February 19-25, to call attention to the University and especially to your Extension staff's vital role as the University representatives in the county. The Department of University Relations will provide you with a poster or table-top exhibit. We'll be sending special programs to local radio stations and we'll provide you with special stories, column fillers, or radio shorts. --Harold B. Swanson

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TAPE RECORDINGS FOR HOME AGENTS -- The February short tapes will feature Mrs. Shirley Munson, in charge of the food processing laboratory in the Department of Horticultural Science, on freezing meat and fish, with a special note to ice fishermen on the care of their catch; what to do if the home freezer stops during a power failure; and freezing dinners for children (for your night out).

The longer tape, 11 min., 35 sec., is an interview with Charles Martin, extension family life education specialist, on how to prepare children for the hospital. Charles Martin leaves February 15 to join the University of Arizona staff.

Remember: the short and long tapes are available to any home agent on a regular monthly or occasional basis. Just let me know (if you're not on the regular list) when you want them. --Jo Nelson

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NOTE TO AG AGENTS -- If a home agent resigns who has been getting the regular monthly tape recordings, she will be taken off the mailing list. However, if you should wish to continue to get these monthly recordings, please let me know. --Jo Nelson

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"THE ROLE AND POTENTIAL OF MINNESOTA AGRICULTURE," the little blue publication district supervisors are sending you, should be an excellent source of copy for press, radio programs, speeches, etc. The material was prepared by Dale Dahl, assistant professor of agricultural economics, and has been used by Dean Sherwood Berg in his presentations to the Minnesota Legislature, to Twin City agri-business groups, and to farm organizations. Each of the illustrations has been reproduced as overhead transparencies and the entire set is available for your use on a first-come, first-served basis. Process your requests as you would for any other visuals through our Agricultural Extension Service Audio Visual Office.  
--Harold B. Swanson

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DON'T FORGET NOMINATIONS FOR FARMER-SPORTSMAN, FRANK BLAIR AWARDS -- You've already received information on the 19th annual Farmer-Sportsman award program and the Frank Blair Junior Conservationist award. Remember that all nominations for the farmer-sportsman award must come through the county Extension office (one per county). They then are to be sent to the Northwest Sports, Boat and Travel Show Office, Times Annex, Minneapolis, by March 1. Nominations of 4-H, FFA, or other youth for the Frank Blair award can be sent directly by anyone to Robert Rupp, Managing Editor, The Farmer, St. Paul, Minnesota. Both of these have proved to be worthwhile efforts and merit your continued support. --Harold B. Swanson

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NEED RADIO TRAINING? -- If you're taking on a radio program for the first time, you may have some qualms. Some of you newer agents may not know about our self-instructional unit on radio called "Make Radio Work for You." This unit is a quick way to get some radio training or a little refresher. We'll send you a copy on a loan basis for a month. Each unit consists of text, answer sheets and 60 minutes of tape-recorded program excerpts. If you're new on the job, "Make Radio Work for You" can help you over some rough spots!--Jo Nelson

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ENCOURAGE RADIO QUESTIONS -- Does your local radio station air programs which encourage listeners to call in and ask questions about the home, family, horticulture, or pets? If so, are you providing the answers to any of the questions? Answering these inquiries can make the audience more aware of the University's Agricultural Extension Service.

Start out by listening to local audience participation programs. Then call the station and answer some questions. Be sure the audience finds out who you are and whom you represent. Finally, let the station manager know that you'd be glad to be a guest on the program. You then may be able to direct the questions to areas where you can provide a great deal of information. The big payoff is the potential of reaching a new group of people who normally do not participate in Extension programs. You may also gain new clientele. --Leo Fehlhafer

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CAN YOU MAKE THE "TUNED OUT," "TUNE IN"? -- Recent studies suggest selective perception (tuning out messages you disagree with) need not always occur. Bradley Greenberg, reporting in the Journal of Communication, tells about his study of 142 political science students at a western U. S. college. His first step was to administer tests to see how much each student knew about fallout shelters and how strongly he avored or opposed them. Next, half the students read a government-produced information booklet promoting shelters. The other half got no article. A week later, the attitude and information tests were given once again to all students. Selective perception didn't appear to operate--people who initially opposed fallout shelters learned about as much as did those initially in favor of shelters. However, subjects were students who probably felt they had to learn the material.

People who favored shelters more after reading the booklet tended to learn a lot from it. About one-fourth of the respondents became more negative. Surprisingly, many learned a great deal--often even more than was learned by "positive changers." Also, the book led people to favor cooperatively owned and government-built shelters though the content dealt mostly with privately owned shelters. Greenberg speculates that knowledge and attitude change go hand in hand. Neither one is always the "cause" or the "effect."

Implications for Extension--In a number of its educational programs, Extension might sponsor discussion sessions where people have to present both or several sides of a question or a situation like the Kennedy-Nixon debates. However, remember putting people into this situation may tend to "set" their negative attitudes. Thus don't put such people in this situation until you want their attitudes more crystallized.

Messages supporting the stand of the reader also tend to make more extreme the positions of the positive readers. In public policy work, we may have to watch our messages to see that they aren't too supportive of a certain view.

The notion that attitude and knowledge change go together implies that educators need to attack on several fronts--to carry out continuing campaigns rather than one-shot meetings. Each step should be geared to "pick up" where the one before left off. And the contribution each step makes to attitude or information change should be assessed and planned for as much as possible.

Finally, the favorable attitude effects of learning about something may be more widespread than just toward the particular topic. For example, favorableness toward one aspect of Extension's work can be translated into favorableness toward other similar aspects of Extension --From Michigan State University Action Abstract No. 25 prepared by Louis-Phillipe Albert, Hugh M. Culbertson, and Mason E. Miller.

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## Publications and Direct Mail

### NEW PUBLICATIONS

Turkey Rations. Special Report 25. Paul E. Waibel, Kenneth E. Dunkelgod, Elton L. Johnson, and Robert W. Berg. A guide to ration formulations for fryer-roaster, market, and breeder turkeys. Complete rations are given for starting, growing, and breeding turkeys. Also included are supplement and concentrate feeding programs designed specifically for use with local grains. 12 pages. Available early February.

Mealtime--Happy or Hectic? Ext. Bull 321-5 (Parents Newsletter No. 5). Suggestions for making mealtime with little children more pleasant. Includes tips on introducing new foods to children and explains qualities children often dislike in food. 2 pages. Available.

Daily Food Guide. HS-9. Grace Brill and Lee Nelson. (One in a series of publications written for people with limited experiences, finances, and education. It should be used with this group only; it is not for general distribution.) An explanation of the kinds and amounts of food everyone needs daily. 6-page folder. Available.

Managing Our Future, Hog Outlook Information. Winter 1967. No. 5. Kenneth E. Egertson. Describes the present situation in the hog market and gives outlook information and management implications for the coming marketing quarters. 2 pages. Available.

Prunus Hybrids, Selections and Cultivars, at the University of Minnesota Fruit Breeding Farm. Tech. Bull. 252. E. T. Andersen and T. S. Weir. The search for hardy plums with fruit qualities superior to those of native species led to interspecies hybridization of many Prunus varieties and selection and propagation of improved plants. This report describes representative materials grown at the University of Minnesota Fruit Breeding Farm. 52 pages. Available mid-February.

The Role and Potential of Minnesota Agriculture. Miscellaneous series publication of the Institute of Agriculture. Limited supply. 32 pages.

### REVISED PUBLICATIONS

Insecticides and Their Uses in Minnesota. Ext. Bull. 263. J. Lofgren and L. Calkins. 32 pages. Do not order until you receive notification copies.

Commercial Vegetable Pest Control Guide. Special Report 5. O. C. Turnquist, J. A. Lofgren, and H. G. Johnson, et al. 24 pages. Do not order until you receive notification copies.

How Effective Are Your Visuals? Communications Bull. 22. Gerald R. McKay and Raymond Wolf. Discusses the numerous factors that affect the success of a visual in communication work. 4 pages. Now available.

REPRINTED PUBLICATIONS

- The Law and the Market. Misc. Rpt. 75. Dale C. Dahl, ed. 58 pages.
- How to Arrange Furniture. Ext. P. 216. 12 pages.
- Shopping Notes, Curtains and Draperies. Ext. P. 217. 12 pages.
- Perennials for Minnesota. Ext. Bull. 295. C. Gustav Hard. 36 pages.
- You and Protein. Ext. P. 209. Verna Mikesh. 6 pages.
- Minnesota Science, 23:1, September 1966. 16 pages.
- Oat Production in Minnesota. Agronomy Fact Sheet 17. H. J. Otto, C. J. Overdahl,  
and P. A. Kleese.
- Pasture Renovation. Agronomy Fact Sheet 18. J. R. Justin.
- Insects in Stored Grain. Entomology Fact Sheet 9. John Lofgren.
- Galls. Entomology Fact Sheet 23. T. M. Peters.
- So You're Going on Television. Info. Serv. Series No. 2. Jo Nelson and Ray Wolf.
- Notes on Floats. Info. Serv. Series No. 7. Gerald R. McKay.
- Telling the 4-H Story on the Air. Info. Serv. Series No. 15. Jo Nelson.
- The Social Action Process--Organizing and Putting Programs to Work. Communica-  
tions Bull. 17.

NORTH CENTRAL FOREST EXPERIMENT STATION PUBLICATIONS

- Single copies of the following are available from the North Central Forest Experiment Station, Folwell Avenue, St. Paul, Minnesota 55101.
- Forest Floor Fuels in Red and Jack Pine Stands. Res. Note NC-9. 4 pages.
- The Impact of Insects in the Northern Hardwoods Type. Res. Note NC-10. 4 pages.
- Seasonal Fluctuation in Moisture Content of Pine Foliage. Res. Note NC-11. 4 pages.
- Effect of Staining Caused by Sapstreak Disease on Sugar Maple Log and Lumber Values.  
Res. Note NC-12. 4 pages.
- Cordwood Yields From Thinnings in Young Oak Stands in the Missouri Ozarks. Res.  
Note NC-13. 4 pages.
- Hardwood Face Veneer and Plywood Mill Closures in Michigan and Wisconsin Since  
1950. Res. Note NC-14. 4 pages.
- Plywood Production and Consumption in the North Central Region by County, 1965.  
James E. Blyth. Res. Bulletin NC-2. 24 pages plus cover.