

MN2000 RPI 4/29/67



Reaching People

③ *with information...*

**press
publications
radio
television
visual aids**

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

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April 29, 1967

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

DISTRIBUTION OF MINNESOTA ECONOMIC DATA -- Some time ago you received letters from Director Pickrel and John Hoyt, Jr. on the distribution of "Minnesota Economic Data, Counties and Regions." You receive 25 copies of the publication. The distribution we'd like you to handle includes your Extension Committee, agribusiness leaders, weekly press, and the officers of farm organizations in your county. The latter group was not clearly indicated to you in earlier correspondence. From here we will mail directly to mayors in towns over 1,500, the county board of commissioners, the county auditors, daily press and radio, vo-ag departments, and chambers of commerce. Ordinarily you handle many of these groups so this does constitute a special arrangement for a special purpose. Thanks for your help. --Harold B. Swanson

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MINNESOTA'S FUTURE -- The new column "Minnesota's Future," is being distributed directly to all weekly and daily press. Copies are being sent to you for information so please don't send your copy on to the papers. On the other hand, you are perfectly free to use the material in internal organs, special newsletters, and on radio and TV... in fact anywhere, except to weekly and daily press. --Vern Keel

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RADIO TAPES FOR HOME AGENTS FOR MAY -- Because USDA has asked us to promote the use of eggs, the short tapes for May feature Verna Mikesh, extension nutritionist, on egg dishes--Perfect Scrambled Eggs, 3:00; Custard Pie, 3:30; Versatile Hard-Cooked Eggs, 3:20.

Those on the list to get the long tape will receive instead two interviews with Mrs. Shirley Munson: Getting the Freezer Ready for Spring and Summer Fruits and Vegetables, 6:00, and Freezing for Special Summer Occasions, 3:20.

Agents in non-home-agent counties are welcome to use any of these tapes or to be placed on the regular mailing list for them. Write me if you're interested in getting them. --Jo Nelson

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WORD CORNER: SHARPEN UP! -- When you are making a series of statements, a good rule to remember is to express parallel ideas in parallel form. Suppose you are giving directions for extending the bloom of flowering pot plants, here is a good example of failing to express parallel ideas in parallel form:

Water the plants when the soil is dry to the touch.
They should be kept in bright light.
The night temperature should be kept low.

Notice how much more smoothly the copy reads when these three parallel ideas are all expressed in parallel form, in this case in the imperative:

Water the plants when the soil is dry to the touch.
Keep them in bright light.
Keep the night temperature low. --Jo Nelson

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AG - EXTENSION'S TV PROGRAMS -- WDIO-TV (10) Duluth and KSOO-TV (13) Sioux Falls will be using films from our ag-library each Sunday and Monday, respectively, starting in May.

KEYC-TV (12) Mankato will rerun Gus Hard's "Landscape Ideas" series each Monday at 5:00 p.m. from May 8 through July 31. This series originates on KTCA, KWCM, and WDSE on Friday nights at 9:00 and is rerun on WTCN on Saturday mornings at 9:30.

Hope you and your "people" can watch some of the programs.
--Ray Wolf

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HOME ECONOMICS CAREER SERIES - - We hope you will be able to use the stories on home economics careers which you will be getting in the regular weekly packet through the week of June 19. Each weekly story features a different career in home economics. We felt that the timing is good, especially for high school seniors who have not made up their minds about a career choice. You may want to make a special point of calling the attention of your editors to this career exploration series.

Incidentally, the long tape for June will be a discussion of the variety of careers open in home economics. --Jo Nelson

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COUNTY RADIO PROGRAMS - - County extension workers continue to be heavy users of radio to reach their clientele.

In checking the March monthly reports that were in the Director's office on April 24, I found that one agent in Aitkin County and one agent in Stearns County each did 27 programs--to lead the "pack." Other counties with one agent reporting 20 or more programs included Hubbard, Mower, and Olmsted.

Steele County with two agents reporting did 47 programs in March. Other "high" (two agent reporting counties) were: Big Stone and West Polk with 46 programs; Benton with 40; Sherburne with 37; Itasca with 31; and Todd with 27.

The top three counties with three agents reporting radio programs in March were: Kandiyohi with 44 shows; Becker with 41; and Meeker with 22 programs. CONGRATULATIONS. --Ray Wolf

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MASS MEDIA EFFECTIVE - - A study conducted by Arkansas Agricultural Extension Service food marketing specialist Mrs. Mescal Johnston showed that three mass media methods used in the metropolitan area of Little Rock were effective in two important ways:

1. As a means of reaching large masses.
2. As a means of increasing levels of knowledge of homemakers in the area in specific subject matter.

Of 288 homemakers interviewed in the survey in one month, 65 percent were reached through at least one of three mass media methods-- a newspaper column, a weekly TV show, a weekly radio program.

Homemakers reached by two or more media had greater increases in level of knowledge than those reached by only one medium.--Jo Nelson

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TV POINTERS -- FOR ONE AND ALL -- Please be on time. In producing a television show many things must be accomplished in a short period of time and each minute is planned.

Listen carefully to the director and floor manager. They are there to make you look and sound your best.

We welcome visual aids that contribute to your presentation but check with the producer and director in advance of the show so that the technicians can be prepared for them.

Before the program goes on the air, ask the director any questions about the show that you do not understand.

If you're all nerves before the show--and almost everyone has program jitters--you can relax your throat muscles by yawning or stretching.

Avoid unnecessary movements and gestures. They distract from what you're trying to say and do.

Quick hand and body movements are difficult for the camera to follow--so move more slowly than you normally would.

If you are being interviewed--look, listen, and speak to the person talking to you unless you have something you wish to address directly to the television audience, in which case look at the camera with the red light on it.

Imagine a good friend is in place of the television camera and talk in ordinary conversational tones with all the enthusiasm and sincerity that you have for your subject.

Don't worry about the "role" you are to play. You are appearing on the program not as an actor or actress but rather as an interesting person in your own right.

Resist the temptation to look at yourself on the TV screen in the studio because it is distracting to the viewer. --Taken from National Association of Broadcasters booklet, "So You're Going on Television."
--Ray Wolf

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Publications and Direct Mail

NEW PUBLICATIONS

Extra Money by Improving Reproductive Performance. Extension Pamphlet 219 (Dairy Reproduction Series 1). J. B. Conlin gives tips on increasing profits through breeding efficiency. 6-page railroad folder. Available.

Managing Our Future. Hog Outlook Information. Spring 1967. No. 6. Kenneth E. Egertson. Reviews the present hog market situation and gives outlook projections for the coming marketing quarters. Also lists some management and marketing implications. 2 pages. Available.

The Landscape Arboretum. Miscellaneous Report 78. Reports progress made at the University of Minnesota Landscape Arboretum during 1966 and lists arboretum members and contributors. 36 pages. Available.

Costs and Margins in Minnesota Fluid Milk Plants. Station Bulletin 483. R. D. Knutson and E. F. Koller. Provides information on the level of, variation in, and factors affecting costs and margins of Minnesota fluid milk plants located outside the Minneapolis-St. Paul and Duluth federal order marketing areas. 28 pages. Available.

Sweetclover Weevil Resistance in Melilotus Adans., Medicago L., and Trigonella L. Technical Bulletin 255. Edward B. Radcliffe and Frederick G. Holdaway. Reports the field performance of sweetclover with respect to sweetclover weevil resistance. Also presents additional data obtained in laboratory experiments. 29 pages. Available early May.

Recent Publications of the Agricultural Experiment Station. Lists the new publications available from the Bulletin Room of the Institute of Agriculture. Postcard. Available.

Recent Publications of the Agricultural Extension Service. Lists the new publications available from the Bulletin Room of the Institute of Agriculture. Postcard. Available.

REVISED PUBLICATIONS

1967 Vegetable Varieties. Extension Folder 154. Orrin C. Turnquist. Summarizes information concerning vegetable varieties tested in Minnesota in 1966. Also lists varieties that have been found suitable for Minnesota conditions. 16 pages. Available.

The Sunflower Crop in Minnesota. Extension Bulletin 299. R. G. Robinson, F. K. Johnson, and O. C. Soine. Gives updated information on the adaptation, production, harvesting, and uses of sunflowers. 32 pages. Available.

Buying and Caring for Blankets. Extension Bulletin 301. Suzanne Davison and Myra Zabel. Presents facts about blankets and their construction; also gives tips on selecting and caring for blankets. 16 pages. Available.

REPRINTED PUBLICATIONS

Hydrolytic Rancidity --Cause and Control. Dairy Industries Fact Sheet 5. V. S. Packard, Jr.

Controlling White Grubs in Lawns. Entomology Fact Sheet 22. John Lofgren.

Fertilizing the Home Lawn and Landscape Materials. Soils Fact Sheet 7. L. D. Hanson and C. G. Hard.

The Cost of Convenience--Which Food to Buy. Extension Folder 222. Grace Brill and Mary Ryan.

Custom Rates for Farm Operations. Extension Pamphlet 134. T. R. Nodland and P. R. Hasbargen.

Woody Plants for Minnesota. Extension Bulletin 267. C. Gustav Hard and Marvin E. Smith.

Care of House Plants. Extension Bulletin 274. Richard E. Widmer.

Here's How to Make Step-by-Step Slipcovers. Extension Bulletin 316. 16 pages.

Your Furniture Selection Series. I. Before You Buy. Extension Bulletin 317. 4 pages.

Your Furniture Selection Series. II. Upholstered Furniture. Extension Bulletin 318. 8 pages.

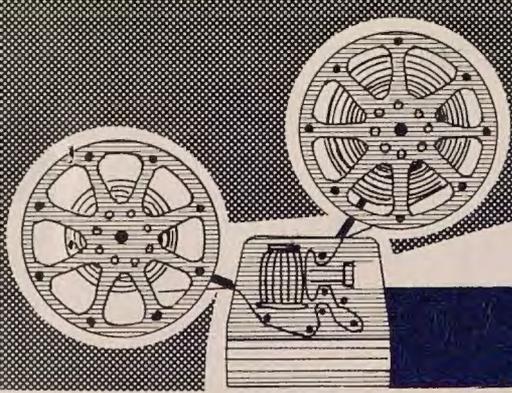
Your Furniture Selection Series. III. Wood Furniture. Extension Bulletin 319. 8 pages.

Check Up On Your Communication Skills. Communications Bulletin 4. 2 pages.

Speakers, Get The Facts and File Them. Communications Bulletin 5. Ron Brown. 2 pages.

How Individuals Work in a Group. Communications Bulletin 16. 2 pages.

The Social Action Process: Organizing and Putting Programs to Work. Communications Bulletin 17. 4 pages.



visual aids TIP SHEET

Minnesota Agricultural Extension Service

April 1967

New Films in Agricultural Extension Library

CO-RAL - 20 min. - Color - Chemagro Corp. - Serv. Chg. \$2.00

A film on the cattle grub life cycle. Shows control methods of lice and screw-worms and materials used. Also covers the economics of parasite control.

LANDSCAPE IDEAS #1 - GETTING STARTED - 28 min. - Black and White - Kinescope - University of Minnesota - C. Gustav Hard - TV - Serv. Chg. \$1.00

Shows the starting, planting, and disbudding of begonias. Also covers starting annual flowers from seeds, right kind of soil, and transplanting and growing under artificial light. Good for elementary grades and up.

LANDSCAPE IDEAS #2 - HOME LAWN - 26 min. - Black and White - Kinescope - University of Minnesota - C. Gustav Hard - TV - Serv. Chg. \$1.00

Shows the value of the home lawn, its uses, drainage problems, methods of soil test, selecting seed and proper mowing height. Also covers the sodding of lawns, renovation, weed and toadstool control.

LANDSCAPE IDEAS #3 - SOIL SENSE - 28 min. - Black and White - Kinescope - University of Minnesota - C. Gustav Hard - TV - Serv. Chg. \$1.00

A discussion of the relationship of soil to plant growth. Discusses air, water, soil temperature and other relationships in a general way. Creates awareness of these factors so the viewer may seek more information if he feels he has a soil problem.

LANDSCAPE IDEAS #4 - LANDSCAPE PLAN - 28 min. - Black and White - Kinescope - University of Minnesota - C. Gustav Hard - TV - Serv. Chg. \$1.00

A discussion of the role of landscape planning including layout, areas for development, financing, plant materials, scheduling, and cost estimating. A graphic presentation of the planning process and some recommendations for sites.

LANDSCAPE IDEAS #5 - PLANTING - 28 min. - Black and White - Kinescope - University of Minnesota - C. Gustav Hard - TV - Serv. Chg. \$1.00

This film deals with major points to consider when planting nursery stock. Included are tips on planting, pruning, transplanting native plants, guying materials to make them grow erect, spacing, and watering.

LANDSCAPE IDEAS #6 - PRUNING EVERGREENS - 28 min. - Black and White -
Kinescope - University of Minnesota - C. Gustav Hard - TV - Serv. Chg. \$1.00

Demonstrates why evergreens should be pruned. Covers developing of form, evergreen type, growth type, tools and equipment needed, pruning of specific evergreens, and developing a new leader.

New Slide Sets in Library

#605 - FERTILIZE OATS FOR TOP PRODUCTION - 10 slides - double frame -
Color - Quacker Oats Company

Compares fertilized with unfertilized sections of oat fields, Shows Vo-Ag plots, discusses selection of variety and increased yields from fertilizer. Deposited in library for Vo-Ag teachers by W. J. Kortesmaki, State Department of Education.

#606 - FRIENDS YOU CAN DO WITHOUT - 57 slides - double frame - Color -
National Pest Control Association

Shows characteristics, damage, and control of several household pests including silverfish, cockroaches, ants, termites, rats, and mice. The set is designed for the homeowner and homemaker.

#608 - YOU AND THE PESTICIDE LABEL - 64 slides - double frame - Color -
University of Nebraska

An excellent slide set showing how to study the pesticide label. Good for audiences from high school to professional pesticide users.

#607 - JUDGING MARKET HOGS - 61 slides - double frame - Color - Univer-
sity of Minnesota and Texas A and M - Charles Christians

Covers procedures and steps in judging market hogs. Various classes of hogs are shown. Formal sets of reasons and complete carcass information are given for each class. Especially valuable for those engaged in judging practice.

New Filmstrips

F-4 - CHAIN SHARPENING - 111 single frames - Color - McCulloch Corporation

A well animated presentation of the proper method of using a chain saw, and keeping it sharp. A colorful series of slides showing the correct tension of the chain and recommended care of the teeth.

F-5 - PARTNERS IN CRIME - 99 single frames - Color - McCulloch Corporation

A clever presentation of the ways a chain saw blade may be misused. It illustrates the proper care and maintenance of a blade. Filmstrip is colorful and well-done.

.....Gerald McKay and Fred Heck