

MN 2000 RPI 10/25/67



Reaching People

3 with information...

press
publications
radio
television
visual aids

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

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October 25, 1967

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

SEE YOU AT THE CONFERENCE -- We're looking forward to working and visiting with you again at the annual conference. We enjoy the opportunity of getting your ideas, suggestions, and experiences in communications. The Department of Information and Agricultural Journalism (or as it is known in Extension, Project II, Information and Educational Aids) will have several new staff members on hand. You'll want to meet Eldon Fredericks, new bulletin editor; Milton Morris, just returned from Chile where he worked with Charles Simkins, Eugene Pilgram, Herman Vossen, et al.; Jack Sperbeck, former Wisconsin 4-H agent now an information specialist on our staff; Mary Kay O'Hearn and Mary Hastings, assistant editors; and Robert Turner, our new Minnesota Science editor and science writer. --Harold B. Swanson

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ANNUAL CONFERENCE RECORDINGS -- We'll provide equipment at Nicollet Hotel. Bring your own tapes (if possible), arrange for guests (speakers or state staff) and schedule a time for recording in the Hiawatha room with Leo Fehlhafer or me. --Ray Wolf

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DON'T FORGET HEADING ON PRESS RELEASES -- Some county releases have found their way to our office recently with no identification as to their source. An important part of every press release--whether it goes to a newspaper or a radio or TV station--is the information in the upper left hand corner containing the name, address and phone number of the agent and county extension office and the date. (Note the heading for the releases we send you in the weekly packet for style.) This information on the top release in a packet isn't enough; it should be on each release. Then if the editor should want more information, he will know where to call. --Jo Nelson

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THE 4-H TV SCIENCE SERIES is being used on eight television stations. You've been notified of the day and time for each station. NOTE: WTCN-TV, Channel 11, Minneapolis, changes from 9:30 a. m. to 9:00 a. m., Saturdays starting November 4. Please notify your WTCN-TV viewers of this time change. At the same time my Saturday, "Farm Forum" program on WTCN-TV--a rerun of Thursday's 9:30 p. m. "Town and Country" program on KTCA-TV, Channel 2, will be off the air until February 3, 1968.
--Ray Wolf

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THE 4-H TV ACTION CLUB will be used on eight to ten TV stations starting first week of January, 1968. A listing of stations, days, and time will be sent as soon as scheduling is complete. We're attempting to get better hours on some of the stations. --Ray Wolf.

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NOVEMBER RADIO TAPES FOR HOME AGENTS -- November tapes are all slanted toward consumer education. The long tape -- about 13 minutes -- is an interview with Mary Frances Lamison, extension home management specialist, on use of credit: "Enjoy Now, Pay Later." The short tapes include an interview with extension clothing specialist Thelma Baierl on a major change in pattern sizing which home sewers should know about; and two interviews with Edna Jordahl, extension home management specialist, on credit cards and a cookless, checkless society. --Jo Nelson

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EXTENSION MYTHS KILLED -- From the University of Maryland comes the "killing of a myth." The myth was that radio and TV stations must provide public service to Extension. True, the Federal Communications Commission requires stations to devote a certain percentage of time to Public Service programming; however, FCC does not specify any agency, organization, or institution as the beneficiary of Public Service time. FCC requirements merely state that the station must operate in the public interest, convenience, and necessity.

Finally, there is one other myth to kill. Some of us may hold the myth that Extension is the only agency supplying agricultural material to radio and TV stations. There are many others constantly asking for time.

So, kill the myth and keep a constant watch on quality in your radio-TV productions. Also, keep up your relations with the station personnel.
--Leo Fehlhafer

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CONSUMER EDUCATION WEEK NOV. 6 - 10 -- We hope you'll use radio and press during Consumer Education Week to invite your public

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to use the county extension office as a Consumer Information Center. The two stories sent you Oct. 23 for use before and during Consumer Week can also be adapted for radio. . . And if you need more of the lists of publications, Information for Home and Family, you can order what you need from the Bulletin Room. --Jo Nelson

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PUT TAPE RECORDERS TO WORK -- That's the title of an interesting article in the October 1967 issue of National 4-H News. Be sure to read it. --Ray Wolf

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THE FIVE - MINUTE PROGRAM -- Many extension agents have five-minute radio programs on a regular basis. In such a program, mention special events if you like, but don't waste time elaborating on events that can be listed on the local station's regular calendar.

Do not stick to one single format. For example, give a straight talk on a topic or two one day. Interview someone another day. Use news features or latest research at another time. Make your show flexible and versatile. You will "build" your audience if your information is concise, timely, and interesting. -- Let "Mike" Help You!, South Dakota State University.

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WORD CORNER: SHARPEN UP! -- Can data ever be used as a singular construction? Actually, of course, it is the plural of datum. But according to Bergen and Cornelia Evans in A Dictionary of Contemporary American Usage, the form data is usually treated as a singular in the social sciences--a usage which is acceptable. The important point, though, is that when used as a singular form, such as in much data, the verb must also be singular. Also--any pronoun referring to data must be it--also singular--not they. On the other hand, whenever the word data is used in the plural, it should have plural qualifiers (these, many, few, not singulars like this, much, little), should be referred to with a plural pronoun (they) and should be used with a plural verb. --Jo Nelson

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SAVINGS BONDS is a good topic for radio and TV programs, says Ray Wolf, State Agriculture Chairman, Minnesota Savings Bonds Committee. Interviews with bankers, savings bonds volunteers, or 4-H'ers who have won bonds will do much to stimulate bond sales.

Printed materials and photos describing the many savings bonds plans are available in quantity from U. S. Savings Bonds Office, 408 Federal Building, 110 South Fourth Street, Minneapolis, Minnesota 55401--Tel-334-2311.

In addition to radio-TV programs, you could include stuffers in your regular mailing, and incorporate a Savings Bonds plug in your regular speeches.

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RADIO GROWS TALL IN THE CORN FIELDS -- The healthy posture of farm radio today, its reach and impact among the nation's commercial farm operators, have been carefully documented in a research study reported recently by the National Association of Farm Broadcasters.

Among the principal highlights of the study:

- . The combined penetration of the farm-radio stations "is very high." Of all farm operators, 81 percent listened to radio "last" week and of these "farm radio, with its 150 stations reached 83 percent."
- . Farm-radio (a station with a full-time farm director) penetration tends to be even higher for the higher-income operators and those owning the larger farms. Small-income operators listen least.
- . The average annual family income is considerably higher for farm operators than it is for the general population (\$8,300 vs. \$5,900). Farm-operator families "enjoy more of the luxuries of life than the typical American family" especially such things as autos, electric, dishwashers, freezers, clothes driers and washers and air conditioning.
- . Farm operators turn to farm radio for programs of special interest. Examples: farm market reports, farm news and information, weather reports.
- . Farm radio "Has a definite influence on the farm operators' decisions, as for example when to buy and sell." Regular daily programs for decision information were listed by 83 percent.
- . In a comparison of farm-radio stations to other radio stations, a majority of farm operators said they consider farm radio to be "most informative," "most useful," and "most reliable."
- . About 75 percent of the farm operators are able to identify at least one farm director at a station by name. Of those identifying a farm director "some three out of four can name the call letters of the station." Also, 46 percent of all farm operators reported they had seen or heard the farm director in person.
- . The majority of farm-operator wives listen to farm radio "and they exert considerable influence on purchasing decisions both for in-home items and farm items in general." --BROADCASTING, October 9, 1967.

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Publications and Direct Mail

NEW PUBLICATIONS

Protein Possibilities for a Hungry World. International Agriculture Series No. 7. Hazel M. Fox. Discusses possible solutions to providing our rapidly increasing population with adequate protein supplies. 20 pages. Available mid-November.

Records--Not Luck--For Good Reproductive Performance. Extension Pamphlet 225. Dairy Reproduction Series 5. V. G. Pursel, B. J. Conlin, and D. E. Otterby. Information on how a good record keeping system can help you realize high production, good breeding efficiency, and increased profit. 10-page railroad folder. Available early November.

Meat and Meat Foods. HS-12. Verna A. Mikesh and Leona S. Nelson. (Folders in the HS series are not to be placed on racks for general distribution. They are written for those with limited experiences, finances, and education and should be used with this group only.) Contains simple information on buying and preparing meat and meat foods. Contains recipes. 8 pages. Available.

Farm and Nonfarm Use of Citizen-Band Two-Way Radios in Three Minnesota Counties. Miscellaneous Report 79. Walter L. Fishel, Robert F. Deef, and Edward C. Frederick. Reports details on a survey of citizen-band two-way radio (CB-TWR) operators in Dodge, Pipestone, and Waseca Counties. Objectives of the survey were to obtain: (1) A general description of CB-TWR use by all operators, (2) An indication of the extent and nature of CB-TWR use by farmers and characteristics of farms whose owners have such equipment, and (3) A description of the general experience gained by farmers and businessmen through use of CB-TWR's. 24 pages. Available mid-November.

Sunny Glow and Minnwhite--New Garden Chrysanthemums for 1968. Miscellaneous Report 80. R. E. Widmer and R. A. Phillips. A description of two new varieties released by the Minnesota Agricultural Experiment Station. Include 4-color photos of the flowers. 2 pages. Available early November.

Minnesota Retail Trade: Changes in Retail Sales by Type of Trade, 1948-1963. Minnesota Economic Data No. 7. Richard C. Wagner, Surjit S. Sidhu, and John S. Hoyt, Jr. This issue of Minnesota Economic Data reports on the growth in all sectors of Minnesota's retail trade from 1948-1963. 6-page folder. Available mid-November.

Radio-Television for City and Country. October-December 1967. Quarterly list of topics for "Highlights in Homemaking" and University Farm Hour" on KUOM radio and "Town and Country" on KTCA and KWCM-TV. Also lists program topics for "4-H TV Science Club" on KTCA, KWCM, and WDSE-TV. 10-page folder. Available.

REVISED PUBLICATIONS

Calendar of Farm Practices for Minnesota. Extension Pamphlet 204. Milo J. Peterson and George Hammond. The calendar gives comprehensive instructions for efficient year-round farm management. 24 pages. Available early November.

Slatted Floors for Hogs. M-135. Dennis Ryan. Gives detailed instructions and plans for constructing slatted floors in hog houses. 12 pages. Available mid-November.

Welcome to the Twin Cities Campus/St. Paul. Map of campus together with data on program offerings of the Institute of Agriculture, College of Biological Sciences, College of Veterinary Medicine, and other campus bodies. Available mid-November.

Field Calf Record. A. H. 10. Charles J. Christians. Provides pocket record sheets for beef cow herdsman. Cattlemen enrolled in the Minnesota Beef Improvement Program may transfer information from this pocket book to their Calf Birth Record. 44 pages. Available.

Cut Early for Quality Forage. Agronomy Fact Sheet 8. William F. Hueg, Jr. An explanation of the importance of early forage cutting. 2 pages. Available.

Thinning Plantations and Natural Stands of Conifers. Forestry Fact Sheet 4. William R. Miles. Describes when and which trees to thin in a forest and gives descriptions of logging tools and methods. 2 pages. Available early November.

Metropolitan Growth: The Impact of Alternative Patterns. John S. Hoyt, Jr. and Robert Knepper. Discusses the University's role in the planning and organization of growth of the Twin Cities Metropolitan Area. 12 pages. Available mid-November.

✓ Shortcuts in the Home. Extension Folder 188. Marion Melrose. This folder outlines labor- and time-saving home management practices for homemakers with physical limitations. 8 pages. Available now.

REPRINTED PUBLICATIONS

Improving Family Protection Areas in Basements. RCD-9. Clifton Halsey.

Oxidized Flavors in Milk--Cause and Control. Dairy Industries Fact Sheet 9. V. S. Packard.

Keep Your Bacteria Count Down. Dairy Industries Fact Sheet 10. V. S. Packard.

✓ Conducting a Radio Interview. Information Service Series 13. Jo Nelson and Ray Wolf.

Make Your Point With Pictures. Information Service Series 14. Gerald McKay.

Telling the 4-H Story on the Air. Information Service Series 15. Jo Nelson.

✓ Planning Visuals for Television. Information Service Series 16. Gerald McKay, Ray Wolf, and John Fuchs.

✓ Popular Ways to Serve Vegetables. Extension Bulletin 294. Grace D. Brill.