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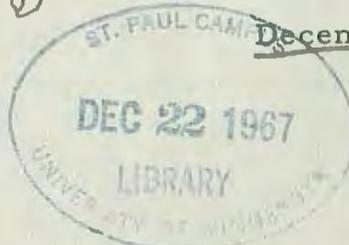
# Reaching People <sup>3</sup> with information...

press  
publications  
radio  
television  
visual aids

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

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December 21, 1967

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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 <sup>and</sup> HAPPY NEW YEAR

RADIO TAPES FOR HOME AGENTS - - Short tapes for January will include an interview with Glenda Humphries on good lighting for the study center (3:30), one or two interviews with Verna Mikesh, extension nutritionist, on pork--for use during Pork Week, January 16-23--and a 1½ minute feature voiced by Mary Frances Lamison, extension home management specialist, with tips to newlyweds on how to budget for housing or the new apartment. --Jo Nelson

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MINNESOTA'S FUTURE - - Just a reminder that the weekly column, "Minnesota's Future," is sent directly to all daily and weekly newspapers in the state. We send copies to county agents simply to let you know what papers in your counties are receiving from us for that weekly column. So don't send your copy on to the papers in your county unless you've made special arrangements with the editors to handle the column yourself. --Vern Keel

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DOWN WITH CARBON COPIES FOR RADIO - - Early results of the county agent radio use survey show a discouraging number of counties still sending carbon copies of news releases to radio stations. If you must use carbons for radio, at least make them on bond paper rather than onionskin. Make sure that they are no more than the second or third copy. Both radio stations and newspapers prefer mimeo releases to poor unintelligible carbons. --Leo Fehlhafer

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COUNTY AGENT COLUMNS - - Some of you have recently started your own column and have asked if we have any information on column writing. We have recently revised "Say It With a Column," Information Service Series No. 12. It should be off the press soon. Be sure to write for a copy when it is announced in Reaching People. --Jo Nelson

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AGENT - REPORTER OF THE MONTH - - One of the better pieces of journalism we've seen from county staffs recently was an article by Arnold Claassen in Lincoln County. The news story carried his byline and was a report on the Farm Price Forum held at Ivanhoe in November. It was a good story on the basis of style and clarity and state staff we've talked to who attended the Forum and read the release say it's an excellent report of what went on at the meeting. A copy of the story as it appeared in one of the Lincoln County papers came to us indirectly. We were glad to see it and would encourage county staffs to send us samples of any releases, clippings, brochures or the like they've prepared and are particularly proud of. We'd like to see them. --Vern Keel

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TAPE RECORDER REPAIR PROBLEMS -- Recorder breakdowns are sometimes difficult to find. One way to aid the repairman in his search for the problem is to supply a tape which demonstrates the problem. If the recordings have an unwanted "hum" the repairman may want to know about the condition of fluorescent room lighting or the existence of transformers in the recording room. Finally, you may not realize how loud the fan is or how much noise the desk lamp makes until its on tape and replayed in another room. --Leo Fehlhafer

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WORD CORNER -- It's true that the spelling of some English words isn't very logical--but since English is your language, it's your responsibility to spell these words correctly. Take the word corps. In the last month I've seen it misspelled corp a half dozen times--The Marine Corp, the Peace Corp. Makes you shudder, doesn't it? Corp is an abbreviation of corporal or corporation and, according to Mr. Webster, is also a dialectal variation of corpse. So don't forget that final s when you write press corps, Marine Corps, Peace Corps. The plural of corps, incidentally, is also corps, the same as the singular. --Jo Nelson

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WHO'S LISTENING??? -- RADAR (Radio's All-Dimension Audience Research) says that 95 percent of the population over age 12 listens to radio in the course of a week. This new national survey credits radio with three out of four adult listeners over 18 and four of five teenagers daily. --Leo Fehlhafer

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INTERESTED IN A DEEPER UNDERSTANDING OF EXTENSION EDUCATION METHODS? -- You are? Then you need to be one of those subscribing to the Journal of Cooperative Extension, the only journal aimed at Extension educators in the Agricultural Extension Service. Supporting the Journal by reading and subscribing will help the entire Extension Service grow in stature and understanding. If you do not have subscription blanks or have mislaid yours, send your check for \$5.00 directly to Frank Forbes, 190 Coffey Hall, Institute of Agriculture, University of Minnesota, St. Paul, Minnesota 55101. He'll do the rest. --Harold Swanson

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TV TOPICS STARTED -- The Department of Information and Agricultural Journalism has started a new service to TV stations. It's a series of TV spots, 20 seconds to 1 minute in length called TV Topics. The spots are prepared in cooperation with subject matter specialists, audio-visual office, and the TV editor. They will cover timely topics.

The December 15 mailing contained information on selecting Christmas trees. In January TV Topics will feature pork in honor of Minnesota's third "Pork Week" January 16-23. --Ray Wolf

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HOW DO YOU RATE AS A GUEST? -- Have you been invited to a friend's home lately? One of those invitations from your friends or neighbors to get together for bridge, viewing TV, some light refreshments, or just to visit? If you are to do a TV show, it's about the same thing as a visit to your friends or neighbors.

When you're on TV and a family tunes in your program, you are immediately a guest in their home. You may never see them, you probably don't know who they are, but you visit with them individually and as a family group. You hear none of their comments nor any of their questions, but in your planning and rehearsing you have made allowances for this. You have asked yourself what they will say, how they will react, is there a sure-fire way to keep them interested.

They are gracious hosts and will treat you as they treat other guests. Furthermore, you have tried to make this visit interesting. You have worked a day or more to bring along something new to show them, or you have at least tried to develop a new way to show them the timely, vital information you want them to see or know.

They should be appreciative, and they will be, if you are as considerate a guest as they are hosts. Of course, you will greet them in a friendly manner and converse with them about things in which they're interested, and understand. You won't dominate the conversation, talk about offensive things or become lost in statistics. You'll be your well-known friendly, informal self on your best behavior. After all, you want to be invited again to visit with this same family, don't you? --Cornell University, Video News

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UNIVERSITY OF MINNESOTA -- TV -- The "Town and Country" TV programs, prepared and hosted by Ray Wolf, may be seen on all 4 ETV stations (KTCA, WDSE, KWCM, and KFME) at the same time--(9:30-10:00 p. m. Thursday) starting January 4, 1968. KSOO-Sioux Falls, will carry the programs at 7:30 a. m. Saturday mornings 16 days later.

Topics for January are:

January 4: "Knowledge is Protection" with Cliff Halsey, civil defense agent;

January 11: "Employment Opportunities" with Dale Dahl, agricultural economist;

January 18: "Choose Your Pork and Cook it Right" with Verna Mikesh, extension nutritionist and C. E. Allen, assistant professor, animal science;

January 25: "Wheat and the Feed Grain Program" with Russel Johnson, Minnesota ASCS.

--Ray Wolf

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## Publications and Direct Mail

### NEW PUBLICATIONS

Periods With Temperatures Critical to Agriculture. N. C. Regional Research Publication 174. Wayne L. Decker. Contains technical information about temperatures that affect agriculture. 76 pages. Available.

Youth Go To Conservation Sites. Extension Program Report 2. Explains how elementary school youngsters gained firsthand knowledge about conservation. 2 pages. Available.

Computerized DHIA Program Increases Dairy Efficiency. Extension Program Report 4. Explains the Minnesota Dairy Herd Improvement Association's computerized program to increase herd efficiency on Minnesota dairy farms. 2 pages. Available.

Minneapolis Youngsters Discover World of Plants and Animals. Extension Program Report 5. Describes a Minneapolis schools-Agricultural Extension Service program that introduced Head Start'ers through pre-sixth graders to the plant and animal world. 2 pages. Available.

Minnesota's Twin Cities--Metropolis on the Move. Extension Program Report 6. Reports on the growth of the seven-county metro area and the roles of the University's Community Service Educational Program and the Agricultural Extension Service. 2 pages. Available.

City Youths Visit Farms Under Extension Program. Extension Program Report 7. Describes extension's City-to-Farm Program, now in its 4th year of operation. 2 pages. Available.

Floor Care. Extension Bulletin 344. Myra Zabel. Discusses cleaning, waxing, and other protective measures for various floor surfaces. 6 pages. Available early January.

Planning For Pullet Production. Poultry Fact Sheet 35. Robert W. Berg. Discusses financing, scheduling, pullet contracting, and flock size for year-round production of good quality eggs. 2 pages. Available.

Brooding Chicks. Poultry Fact Sheet 36. Melvin L. Hamre. Discusses proper rearing of chicks. 2 pages. Available.

Pullet Production Costs. Poultry Fact Sheet 38. Robert W. Berg. Information about feed, housing, equipment, labor, management, and risk as they pertain to the contract egg business. 2 pages. Available.

Light Management For Pullets. Poultry Fact Sheet 39. R. W. Berg and R. N. Shoffner. Discusses how light management can stimulate egg production. 2 pages. Available.

Glossary of Microbiological Terms, Food Microbiology Fact Sheet 4. E. A. Zottola. Defines terms essential to an understanding of basic microbiology. 2 pages. Available.

## REVISED PUBLICATIONS

Crop Production Guide for Minnesota. Extension Pamphlet 194. Harley J. Otto, Curtis J. Overdahl, Gerald R. Miller, Lowell D. Hanson, William E. Fenster, and Oliver E. Strand. This chart, suitable for displaying on a wall, contains 1968 recommendations for crop varieties, seeding rates and dates, weed control measures, and fertilizer suggestions. Broadsheet. Available.

Minnesota Retail Dealers Conference, 1968. Special Report 12. Minnesota specialists in agronomy, plant pathology, entomology, and soils give up-to-date information on varieties, fertilizers, crop diseases, and agricultural chemicals, needed by the retail dealer. 56 pages. Available.

Cultural and Chemical Weed Control in Field Crops--1968. Extension Folder 212. Summarizes research at the Minnesota Agricultural Experiment Station and elsewhere on the effectiveness of using chemicals for controlling weeds. 26 pages. Available.

Summer Care of Vegetable Gardens. Extension Folder 167. Orrin C. Turnquist. Explains garden care from planting to harvest. Contains a chart on insect and disease control. 10-page railroad folder. Available.

Care of Milk in the Home. Dairy Industries Fact Sheet 4. V. S. Packard, Jr. Explains the do's and don'ts of keeping milk fresh, safe, and free from off-flavors. 2 pages. Available.

Varietal Trials of Farm Crops. Miscellaneous Report 24. Presents results of comparative tests of farm crops conducted during 1967 at seven agricultural experiment stations. 20 pages. Available.

## REPRINTED PUBLICATIONS

Extra Money By Improving Reproductive Performance. Extension Pamphlet 219. B. J. Conlin.

Heat Detection and Time to Breed. Extension Pamphlet 222. A. G. Hunter and B. J. Conlin.

Nutrition and Reproductive Performance. Extension Pamphlet 223. D. E. Otterby and B. J. Conlin.

Records--Not Luck--for Good Reproductive Performance. Extension Pamphlet 224. B. J. Conlin.

Breeding Dairy Heifers. Extension Pamphlet 225. V. G. Pursel, B. J. Conlin, and D. E. Otterby.

Opportunities in Minnesota for Occupational Training and Retraining. Extension Pamphlet 226.

Your Furniture Selection Series: Before You Buy. Extension Bulletin 317.

Your Furniture Selection Series: Upholstered Furniture. Extension Bulletin 318.

Special 4-H Program Helps Retarded Children. Extension Program Report 1.

The Visit as a Teaching Method. Communications Bulletin 18. Harold B. Swanson and Frank W. Forbes.