

MN2000 RPI 1/25/68

# Reaching People

with information...

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press  
publications  
radio  
television  
visual aids

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

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9 January 25, 1968

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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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UNIVERSITY OF MINNESOTA WEEK, FEB. 25 - MARCH 2 --  
 University of Minnesota week will again give both state and county staff an opportunity to relate their activities in with those of the total University. We'll be sending you special news stories and speakers' packets. The packets will give you good information for talks, radio programs, meetings, and other communications efforts. Tying your program in with University Week will again reinforce the fact that agents are the University's local representative and will give you an opportunity to show your relationship to the rest of the University faculty and community. -- Harold B. Swanson

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MATS? GLOSSY PRINTS? -- We're still getting fuzzy requests from agents regarding mats and glossy prints of specialists for use in local papers. Will you please state specifically the number of mats and the number of glossy prints you want. Offset papers will want glossy prints; letterpress papers will want mats (except perhaps some of the letterpress dailies, which may prefer glossy prints). Be sure you know what each paper wants so you can tell us the definite number of mats and glossy prints. Ordering 6 glossy prints and/or mats doesn't tell us what you want! A specific order will save time for both of us. -- Jo Nelson

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YOUR CHILD'S WORLD -- Ron Pitzer, extension family life specialist, started his series of six TV programs on "Your Child's World" January 22 on KTCA, WDSE, and KWCM. The programs will be telecast at 8 p.m. each Monday through February. Hope you can watch it and will alert your people and group leaders to see it, too. -- Ray Wolf

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YOUTH OPPORTUNITIES IN AGRIBUSINESS -- The Peavey Company has done an outstanding job of preparing materials useful to Extension agents and teachers concerned with career exploration for youth. Peavey has prepared three sets of slides and a full packet of supplementary teaching material that tells about careers that may involve vocational or trade school, college, and graduate training. See the Visual Aids Tip Sheet for details.

-- Harold B. Swanson

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WORD CORNER: SHARPEN UP! -- We frequently get requests from state staff and from agents for the "bibliography" of a University staff member when what they mean is "biography." A bibliography, of course, is a list of books. It's easy to remember the distinction between the two if you'll keep in mind the meaning of prefix and suffix: bio - life, graph - write; biblio - book, graph - write. So if it's a bibliography you want, we'll be glad to give you a list of the books and articles a staff member has written.

-- Jo Nelson

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4-H ACTION TV SERIES -- This series is now being used on nine TV stations in Minnesota and South Dakota. The Blooming Prairie school system and two schools (60 youngsters) in Wabasha County will use the 10 programs after TV usage. You may want to use the programs for club meetings. The programs will be available in March through the Visual Aids library. -- Ray Wolf

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AGENT ON OPEN MIKE -- Tim Main, N. St. Louis County Agricultural agent, appeared on "Open Mike" on WHLB, Virginia, recently. During the hour program Tim received 25 phone calls regarding home beautification, lawns, and gardening. This is the first time Tim has had an opportunity to appear on "Open Mike," and it called considerable attention to the extension office. Nice going, Tim. Has any other agent had a similar experience? -- Ray Wolf via George Saksa

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TAPES FOR HOME AGENTS FOR FEBRUARY -- There's considerable variety in the short tapes we're sending you this month. The interviews are with Mrs. Beverly Lundgren, assistant extension home economist on excess humidity problems in winter; with Russ Barton, coordinator of the Town/Country Art Show, who urges rural Minnesotans to enter the annual exhibit and gives qualifications for entering; and with Mrs. Evelyn Quesenberry. The third interview introduces Mrs. Evelyn Quesenberry as state leader of the home economics extension program.

The long tape, 13 minutes, 25 seconds, is an interview with Caroline Fredrickson, district supervisor, on her work in Sierra Leone, West Africa, as a home economics educator.

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RADIO BULLETIN BOARD -- Radio broadcasts reaching into your county can be of value to you in promoting your county meetings just as can the local programs. One reason for lack of interest in county Extension activities may be that some people in your county listen to stations other than the local station. If so, they may not get your message.

A short letter to the farm director or the farm news reporter could give you new clientele. In the letter, include meeting title, date, time, place, and intended audience. Don't forget to invite the broadcaster to your meeting; it's good public relations and may get extra coverage for the meeting.

Your tape recorder can help, too. Cut a one-minute spot announcement giving details of the meeting to send along with the letter.

To clinch the relation with the station, send a follow-up written or taped report on the meeting. It is discouraging to vigorously promote a meeting and not be able to give some follow-up on the promoted meeting. Sometimes, you may be able to send out meeting reports a day ahead of the meeting. When sending reports in advance, be sure to stipulate a release time and date. -- Leo Fehlhafer

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FOOD AND FIBER FOR THE FUTURE -- The four TV programs reporting the findings of Dean Sherwood O. Berg's Food and Fiber Commission, used on seven TV stations. They are now available to all states and counties for further use. See Visual Aids Tip Sheet for ordering. -- Ray Wolf

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TOWN AND COUNTRY -- The topics to be discussed by Ray Wolf and guests during February on the four ETV stations WTCN (11) and KSOO (13) are:

"Food Additives," Blanche Erkel, consumer marketing specialist, FDA

"Consumer Credit in our National Economy," Dale Dahl, assistant professor, Agricultural Economics.

"The University of Minnesota, Then and Now," films and selected guests.

"Economics of Marketing," Harold Pederson, professor and program leader, extension marketing and utilization.

Town and Country Art Show, Russ Barton, show coordinator and Robert Forsythe, instructor, School of Home Economics.

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CRAZY OVER HORSES -- This series of TV programs geared to 4-H members and hosted by Dr. George Mather, College of Veterinary Medicine, on five stations last summer brought in 3200 requests for bulletins. The first 10 of the 15 programs are now being put on film (kine) and will be shown soon on TV in the Grand Forks, North Dakota area. After that it will be available from visual aids library for use at 4-H horse club meetings. -- Ray Wolf

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WHO VIEWS TELEVISION? -- A recent survey taken in 50 U. S. cities lists education and ages of TV viewers and how much they watch the "tube."

Education: 42.9 percent had high school education; 27.3 percent had elementary education; 15.6 percent had some college; 12.3 percent had college; and 1.9 percent gave no answer.

Age: 32.9 percent of viewers were 36 to 50 years old; 27.3 percent, 26-35; 25.3 percent, over 50; 12.9 percent, under 25; and 1.6 percent gave no answer.

Frequency of viewing: 50.1 percent are viewing more this season than in past years; 46.4 percent are viewing less; and 3.5 percent did not report.

TV Broadcasting Magazine reports (January 15, 1968) that 25 percent of U. S. households have color TV sets and that color set owners view TV 40 to 70 minutes more each day on the average than do black-and-white set owners. TVB puts the average television usage in U. S. TV households in 1967 at five hours 42 minutes. This is 10 minutes more than the 1966 record level. The above survey may give you some basis for your personal viewing, your TV participation, and the subject matter you choose for television. -- Ray Wolf

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THE GARDEN CLUB AND THE TOWN SQUARE -- This is the title of a series of four 14-minute tapes on what garden clubs and other organizations can do to improve the appearance of their communities. I interviewed Jane McKinnon, extension horticulturist. These tapes could be used for meetings or for radio. Write me if you want them.

-- Jo Nelson

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## Publications and Direct Mail

### NEW PUBLICATIONS

- Bovine Growth and Composition. N. C. Regional Research Publication 181. H. B. Hedrick. Provides a summary of most research reported since 1859 on growth and development of the beef animal and carcass composition. 96 pages. Available.
- Minnesota Science. Vol. 24, No. 1. Contains articles describing research at the Minnesota Agricultural Experiment Station. 24 pages. Available.
- Infertility of Cattle--East Polk, Pennington, and Red Lake Counties of Minnesota-1967. Special Report 27. R. Zemjanis, R. A. Wescott, and B. J. Conlin. Reports the findings of an investigation of infertility of cattle in those counties and a survey of feeding practices in dairy herds from which questionnaires were returned. 16 pages. Available early February.
- Horse Nutrition and Feeding. Extension Bulletin 348, Robert Jordan. This bulletin outlines the nutritional needs of horses and gives instructions for proper feeding of horses. 12 pages. Available early February.
- Minnesota's Farm Sales. Minnesota Economic Data No. 8. John S. Hoyt, Jr. and Surjit S. Sidhu. This issue of the series covers changes in Minnesota's agriculture in the past 25 years. 6 pages. Available early February.
- Developing Replacement Pullets. Poultry Fact Sheet No. 37. John L. Skinner, University of Wisconsin, cooperative series by Universities of Minnesota and Wisconsin. Contains information on care and management of growing pullets. 2 pages. Available early February.
- Helping Handicapped Homemakers. Extension Program Report No. 8. Explains how 2,000 Minnesota women have been helped to resume homemaking roles through Extension classes in rehabilitation. 2 pages. Available early February.
- Some Tips on Writing Radio Copy. Information Service Series No. 29. Harold B. Swanson. Contains basic information on preparation of radio copy for ease in handling at radio stations. 2 pages. Available early February.

### REVISED PUBLICATIONS

- Income Tax Management for Farmers. N. C. Regional Extension Publication 2. J. H. Coolidge, Phil Henderson. R. N. Weigle, and John Moore. Contains information farmers may find useful in making business decisions that could affect their income tax. 12 pages. Available.
- Fruits for Minnesota, 1968. Horticulture Fact Sheet 3. Gives varietal recommendations for Minnesota home fruit growers. 2 pages. Available early February.
- Beef for the Freezer. Home Economics Fact Sheet 12. Verna Mikesh. Gives information on selecting and preparing beef for freezer storage. 2 pages. Available early February.

REPRINTED PUBLICATIONS

Clothes and Money. Extension Pamphlet 212. Thelma Baierl.

Clothes and Children. Extension Pamphlet 213. Thelma Baierl.

Jeans and Wash Slacks for Children. Extension Pamphlet 220. Thelma Baierl.

Controlling Corn Rootworms. Entomology Fact Sheet 14. John Lofgren.

Paving Barnyards With Blacktop. Agricultural Engineering Fact Sheet 10. D. W. Bates.

Emergency Crops. Agronomy Fact Sheet 7. J. R. Justin and H. J. Otto.

Late Blight of Potatoes. Plant Pathology Fact Sheet 1. Herbert G. Johnson.

Variations in Butterfat Test--Cause and Control. Dairy Industries Fact Sheet 3. V. S. Packard, Jr.

Speakers, Get the Facts and File Them. Communications Bulletin 5. Ron Brown.

Principles of Learning--Make Communications Effective in Adult Education. Communications Bulletin 25. Harold B. Swanson.

Reporting 4-H Club News. Information Service Series 4. Harold B. Swanson and Jo B. Nelson.

Ten Steps to More Effective Writing. Information Service Series 22. Harold B. Swanson.

Build a Better Booth. Information Service Series 25. Gerald R. McKay.

Proper Milking Practices. Dairy Husbandry Fact Sheet 4. J. W. Mudge.