



**press  
publications  
radio  
television  
visual aids**

# Reaching People

with information...

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

4 June 25, 1968

\*\*\*\*\*  
Please read, check, and circulate  
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County Agricultural Agent	<input type="checkbox"/>
County Home Agent	<input type="checkbox"/>
County 4-H Agent	<input type="checkbox"/>
County Ass't. Agent	<input type="checkbox"/>
Secretary for Filing	<input type="checkbox"/>

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**TIPS FOR REACHING PEOPLE -- Timing the Advance Meeting Story --**  
The question of how far ahead to submit the advance meeting story depends a lot on what outlet you're writing it for and your purpose in writing it. If an advance story is to attract people to the meeting or inform members of it, it should really be an advance--it should appear in time for readers who are interested to make plans to attend. Dailies should get such advance stories a week to ten days before the meeting. They can't always put it in the paper the day they get it, and a brief delay would still allow three or four days for the people to make their decision. The copy for a weekly should appear a week before the meeting and should get to the editor at least a week before its date of appearance. --Jack Sperbeck

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**WORDS THAT PERSUADE -- Psychology professors at Yale University have come up with an even dozen words which they say are the most "personal and persuasive" in the English language:**

- |      |        |           |
|------|--------|-----------|
| You  | Money  | Discovery |
| New  | Safety | Guarantee |
| Save | Proven | Health    |
| Easy | Love   | Results   |

--from Extension Editorial Office, University of Illinois College of Agriculture

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**TAPES FOR HOME AGENTS FOR JULY -- Interviews discussing Air Conditioners and Family Vacations are featured on the short tapes to home agents for July. Glenda Humphries, extension household equipment specialist, and Uel Blank, extension recreation specialist are the guests interviewed.**

- more -

The long tape, 14 minutes 25 seconds, is an interview with Mrs. Rosella Qualey, district supervisor of home economics extension, in a discussion of National Farm Safety Week which is scheduled for July 21-27. --Lee Nelson

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HIGHLIGHTS IN HOME MAKING -- The University's 15 minute "home" program on KUOM (770) conducted by Mrs. Josephine Nelson for many years at 10:45 a.m. (Monday through Friday) will be broadcast at 11:00 a.m. starting August 5. Program details for Highlights in Home-making as well as for the University Farm Hour (12:30 p.m.) and extension's TV programs will be found in the July-September Radio-TV schedule. --Ray Wolf

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SPONSORED RADIO-TV PROGRAMS -- are permissible and often result in better air time. However, if you're on a sponsored program, you should insist on "insulation" between your interview, speech, or newcast and the commercial. The insulation might be a brief bit of music or transitional talk by the announcer before he or someone else goes into the commercial. Your own good judgment will tell you how well you should be "insulated."

We do strongly recommend that commercials not be placed in the middle of your program, that the advertised product be reputable, and that you not appear on programs involving tobacco or alcoholic beverages. University policy precludes the latter two.

Rules are not hard and fast and admittedly nebulous. Your judgment is important. If you do have questions your district supervisors, Harold Swanson, Head, Department of Information and Agricultural Journalism or I will be glad to discuss them with you. --Ray Wolf

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YARD 'N' GARDEN - A NEW TV PROGRAM -- The Yard 'N' Garden title will be applied to a TV show starting in mid-July on TV stations covering much of the state. First showing of this 11 week series will be on Channels 2, 8, and 10 of the Twin Cities, Duluth and Appleton, respectively. On these three stations the program can be seen at 9 p.m. starting Thursday, July 18. The program will then be broadcast on Channel 11 of the Twin Cities at 9 a.m. and Channel 10 of Rochester at 12:30 p.m. starting Saturday, July 20. In the Alexandria-Walker area the program will be broadcast at 8:30 a.m. starting Sunday, July 28. Channel 12 Mankato, will present the program at 5 p.m. starting July 29.

The program will feature state staff and some county agents. The content will be determined by questions sent in by the listening audience.

Agents in the viewing areas have been alerted that promotional flyers will be sent to aid in alerting viewers to this program. 4-H horticultural project leaders and members should be alerted. --Leo Fehlhafer

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RADIO SPOTS FIND AIR TIME -- A survey of radio stations showed interest in spot announcements to help fill public service time commitments. Spot material provides the opportunity to present many single concept ideas and to get the extension service name before the public at times other than the usual county agent program.

Talk with your station manager to see if he has an interest in spots and if so, whether they should be written or recorded. Then send the station what it will use. --Leo Fehlhafer

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GARDEN TIPS -- (an example of radio spots) are being used on 44 radio stations. The "tips" are one minute talks given by University specialists at the rate of five per week. I hope you get to hear them on "your" station. --Leo Fehlhafer

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THE FUTURE OF RADIO AND TELEVISION -- Vince Wasilewski, President of the National Association of Broadcasters said recently:

"There are three areas of concern to broadcasters, first, that we face the possibility of satellite-to-home broadcasting; second, that TV may some day be carried directly into homes by wire, and finally that there is great concern over government control of what is being aired."

He added that each year there are 45 million radios sold and the total in this country is now 280 million!

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TV-SET OWNERSHIP IS DESCRIBED BELOW

Number Households	City	Percent Color	Percent Multi-set
691,500	Minneapolis-St. Paul*	23	32
44,400	Mankato	21	17
59,300	Alexandria	15	13
97,700	Austin, Rochester and Mason City	28	24
143,600	Duluth-Superior	26	25
135,600	Fargo	21	22
	Nationally	28	35

\* 48 percent of TV sets in Twin City area can receive UHF programs. --Ray Wolf

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EXTENSION'S TELEVISION PROGRAMS SET -- Following are programs set for July-September viewing and publicity:

<u>City</u>	<u>Station</u>	<u>Channel</u>	<u>Name of Program</u>	<u>Day</u>	<u>Time</u>
St. Paul	KTCA	2	"Yard 'N' Garden"	Thurs.	9:00 p.m.
St. Paul	KTCA	2	"Town & Country"	Thurs.	9:30 p.m.
Minneapolis	WTCN	11	"Yard 'N' Garden"	Sat.	9:00 a.m.
Minneapolis	WTCN	11	"Town & Country"	Sat.	9:30 a.m.
Appleton	KWCM	10	"Yard 'N' Garden"	Thurs.	9:00 p.m.
Appleton	KWCM	10	"Town & Country"	Thurs.	9:30 p.m.
Duluth	WDSE	8	"Yard 'N' Garden"	Thurs.	9:00 p.m.
Duluth	WDSE	8	"Town & Country"	Thurs.	9:30 p.m.
Alexandria*	KCMT	7	"News & Views"	Fri.	12:20 p.m.
Alexandria	KCMT	7	"Yard 'N' Garden"	Sun.	8:30 a.m.
Mankato**	KEYC	12	"RFD - 12"	Wed.	12:00 noon
Mankato	KEYC	12	"Town & Country"	Mon.	4:00 p.m.
Mankato	KEYC	12	"Yard 'N' Garden"	Mon.	5:00 p.m.
Rochester	KROC	10	"Yard 'N' Garden"	Sat.	12:30 p.m.
Sioux Falls, S. D.	KSOO	13	"Town & Country"	Sat.	7:30 a.m.
Sioux Falls, S. D.	KSOO	13	"Ag. Films"	Sat.	12:30 p.m.
Austin	KAUS	6	"Homemakers Limited"	Sat.	2:30 p.m.
Austin	KAUS	6	"Ag. Films"	Fri.	9:00 a.m.

\* This program done by county extension agents

\*\* This program is put on by Southern School and Experiment Station

--Ray Wolf

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THE 1968 RADIO-TV STATIONS -- for Minnesota and adjacent states are listed on an attached sheet. The listing contains 85 AM and 36 FM radio stations and 16 TV stations in Minnesota.

You should find the addresses helpful when making stories or announcements to stations and the frequency helpful in locating stations when driving through the state. --Ray Wolf

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## Publications and Direct Mail

### NEW PUBLICATIONS

Some Economic Guides for Alternative Uses of Aspen Logs. Technical Bulletin 260. Paul A. Noreen and Jay M. Hughes. Describes various uses of Aspen and the economic returns for the different products. 20 pages. Available mid-July.

Year-Round Sheep Nutrition and Feeding Programs. Station Bulletin 489. R. M. Jordan, H. E. Hanke, G. C. Marten, and J. W. Rust. This bulletin describes a comprehensive study of various sheep feeding programs. It contains suggestions for feeding sheep economically. 16 pages. Available mid-July.

Minnesota Tourist Travel Notes. Volume 6, Number 2. This issue offers timely suggestions for the summer tourist season, ranging from food management tips to improving visitor information service. 6-page railroad folder. Available mid-July.

Feeding the Growing Pullet. Poultry Fact Sheet 41. M. L. Sunde and J. L. Skinner. This fact sheet is one in a series produced jointly by the Universities of Minnesota and Wisconsin. This one describes the feeding program for growing pullets. 2 pages. Available mid-July.

Managing Our Future, Beef Outlook Information. Spring 1968, Number 9. Paul R. Hasbargen and Kenneth E. Egertson. Describes supply, demand, and price as they affect the beef calf crop. Includes management suggestions. 2 pages. Available.

Recent Publications of the Agricultural Experiment Station. Lists new and revised publications of the Agricultural Experiment Station that are available through the Bulletin Room. Postcard. Available.

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### REVISED PUBLICATIONS

Evergreens. Extension Bulletin 258. J. A. Lofgren, H. G. Johnson, M. C. Eisel, and J. P. McKinnon. Describes how to select, plant, and care for evergreens. Contains illustrative photographs and a descriptive list of evergreen species and varieties. 36 pages. Available.

Outdoor Mosquito Control. Entomology Fact Sheet 29. L. K. Cutkomp and J. A. Lofgren. Gives recommended chemical methods for controlling the adult and larval stages of the mosquito. Please discard all old copies--chemical recommendations have been changed. 2 pages. Available mid-July.

Radio-Television for City and Country. July-September 1968. Quarterly list of topics for "Highlights in Homemaking" and "University Farm Hour" on KUOM radio and "Town and Country" on KTCA, KWCM, and WDSE-TV. Also lists topics for two special programs, "The Many Faces of 4-H" and "Yard 'N' Garden," to be presented on the same TV stations. 10-page railroad folder. Available early July.

Oat Production in Minnesota. Agronomy Fact Sheet 17. H. J. Otto, C. J. Overdahl, and D. D. Stuthman. Includes information on seedbed preparation, variety selection, weed control, and fertilization in oat production. 2 pages. Available mid-July.

#### REPRINTED PUBLICATIONS

Freezing Foods for Home Use. Extension Bulletin 244. Shirley T. Munson, James D. Winter, Melvin L. Hamre, and C. Eugene Allen.

Oak Wilt and Its Control. Plant Pathology Fact Sheet 5. Herbert G. Johnson and David W. French.

Bacterial Food Poisoning. Food Microbiology Fact Sheet 1. E. A. Zottola.

Yeasts and Molds. Food Microbiology Fact Sheet 3. E. A. Zottola.