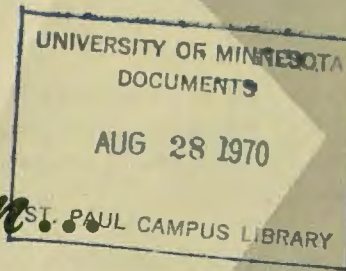


MNA 000 RPI 8/27/70

# Reaching People with information



**press  
publications  
radio  
television  
visual aids**

2 1  
AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

August 27, 1970

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* Please read, check, and circulate *
* Extension Agent *  *
* Extension Home Economist *  *
* Assoc./Ass't. Extension Agent *  *
* Other *  *
* Secretary for Filing *  *
*****

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SEND FEATURE TIPS -- We're in the process of searching for feature story ideas. Some examples of what I have in mind would be a dairyman who has an unusually good mastitis prevention program, a young farmer who has been unusually successful or any local persons or groups who have benefited from working with Extension. We're also interested in good feature stories relating to exhibitors at the 4-H Market Show in mid-September. Let me know if you have some ideas.

Stop in and see us at the State Fair. As usual, we're located in the 4-H publicity office in the 4-H building. During 4-H livestock judging on Saturday, we have a press room in the livestock superintendent's office, across from the 4-H livestock office. --Jack Sperbeck

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CONSUMER TIPS STARTED -- "Consumer Tips" is the title of a new series of 60-second spots to be offered to radio stations by the Minnesota Agricultural Extension Service starting September 1, 1970.

Specialists from a wide variety of subject matter fields will prepare and voice the spots.

Mrs. Jo Nelson and Ray Wolf, extension information specialists, will record, edit and distribute the spots at the rate of 6 per week to some 60 stations.

"Consumer Tips" replaces "Garden Tips" which will end its 22-week run August 31. --Harold B. Swanson

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WORTH THINKING ABOUT -- "One of the most hazardous and often dangerous journeys in life is the trip taken by an idea from one mind to another. The mortality is high. Many ideas never make it."

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CITY TO FARM PROGRAM -- If you took any good action pictures of city youngsters on the farm, I'd appreciate seeing them. Could you send me contact prints? I'll return them to you. --Jo Nelson

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WORD CORNER: SHARPEN UP! --Appraise and apprise are two different words with different meanings--yet you often hear appraise mistakenly used for apprise. Appraise means an act of estimating or evaluating; apprise is to inform or give oral or written notice, e. g., he was apprised of the danger.

Colombia, Columbia--Do you spell the name of the South American country correctly? It's Colombia, not Columbia (Columbia's in Missouri, remember?). --Jo Nelson

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#### SEPTEMBER RADIO TAPES FOR EXTENSION HOME ECONOMISTS

--The short tapes include three interviews with Thelma Baierl, extension clothing specialist, on fall fashions: lowered hemlines (3:30), accessories (3:40), color in fall fashions (1:00), and one with Mrs. Beverly Lundgren, assistant extension home economist, on getting variety into your breakfasts (4:20). (Don't forget that September is Better Breakfast Month.) The long tape (8 min.) is an interview with Verna Mikesh, extension nutritionist, on the contributions cereals make to the diet. (Have cereals been oversold?)

If you're interested in any tapes on water pollution, I have two interviews with Dr. Lloyd Smith, professor of entomology, fisheries and wildlife: "What is Happening to Our Lakes and Rivers?" and "What Can We Do to Stop Pollution of Our Lakes and Streams?" Each one runs about 14 minutes. You'll have to make a special request for these; they will not be sent to the tape mailing list. Write to me if you want them. --Jo Nelson

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CATV OFFERS EXTENSION OPPORTUNITIES--What do we do about television for education? FCC Commissioner Nicholas Johnson offers this nutshell answer: "It is not intellectually smart to ignore the most significant force in our society. Alert yourself to the medium. Determine what is worth communicating. Get thinkers together with creators. Team with professionals and make a program yourself. Make TV deliver."

Some Extension folks are doing just that--both county and specialist staff. Several do programs on local TV stations and we have regular programs from the state office. Terrance Courneya and Linda Amundson in Pennington County are on the local CATV system--at the same time they do their radio broadcasts. The radio station is assigned one of the channels on the local cable system. For news programs and other events they turn the TV camera on the performer in the studio while the radio broadcast is being made. The same signal goes out on radio and on CATV. Visualizing for TV then becomes a bit of a problem--more work is needed to develop visual materials to compensate for some equipment lacking in the studio--but think of the radio listeners' plight when an agent says, "Now look at this part right here." Word pictures have to be especially graphic in this instance.

Kathleen Lagerstrom, extension home economist in Rice County, has been working with management of the local CATV operation to begin a weekly program for the cable. Various problems have prevented initiation of the series. New ventures sometimes take a little to develop.

There are some 40 CATV operations in the state that could provide a lot of potential for extension. The FCC has ruled as of January 1, 1971, CATV systems serving 3,500 subscribers must do local programming. This substantial amount of locally originated programs means cable operators

will be looking for information and educational program material. Local and state Extension staffs should look at this opportunity. It offers an audience without getting people out to attend a meeting. Several limitations exist --most people on the cable live close to the town limits; those in the country are not on it. This means: consider the audience for topic selection.

When a cable program is considered, it could be combined with an "open mike" format where people could phone in questions. Combine it with a package presentation from specialists at the University and telelecture and there are infinite possibilities.

More work, you say? Aren't most things that offer a big potential return? --Norm Engle

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ADDITIONAL SPANISH- ENGLISH PUBLICATIONS AVAILABLE --

Ten new bilingual publications are available for those working with Spanish-speaking people. The English translation is printed directly beneath the Spanish. These are from the C&MS series from USDA. Recipes in both Spanish and English are on the reverse side of the sheet. You may order the following on the regular A-16 Order Form and send it to Leona Nelson, 453 Coffey Hall.

español 6	El Pescado (Fish)	
español 7	Pan y Cereales a Base de Grano Entero o Enriquecidos (Breads and Cereals whole grain or enriched)	
español 8	Frijoles Secos (Dry Beans)	
español 9	Arroz Enriquecido (Enriched Rice)	
español 10	Harina De Maiz Enriquecida (Enriched Cornmeal)	
español 11	Aves De Corral (Poultry)	
español 12	Frutas y Vegetales con Vitamina C (Fruits and Vegetables with Vitamin C)	
español 13	Una Variedad De Frutas Y Vegetales (A Variety of Fruits and Vegetables)	
español 14	Chicharos Partidos (Split Peas)	
español 15	Queso (Cheese)	--Lee Nelson

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DISCARD SPECIFIED PESTICIDE PUBLICATIONS --In a recent letter to Extension directors, Edwin L. Kirby, administrator of the Extension Service, USDA, requested that the following list of publications be withdrawn from circulation and existing stocks be destroyed.

Please destroy any copies of these publications in your office and post this list so that office visitors will be aware of publications that should be discarded.

The publications listed are being withdrawn from distribution because of actions cancelling or suspending the registrations of certain uses of 2,4,5-T, aldrin, dieldrin, and/or certain mercury compounds. You should discontinue distribution and destroy all existing stocks immediately of the following:

FB 1972	Poison Ivy, Poison Oak, and Poison Sumac
FB 2115	Culture and Varieties of Spring-Sown Red Oats
FB 2120	Rice Diseases
FB 2122	Growing Seed Flax in the North Central States
FB 2134	Culture of Oats in the Western States
FB 2158	Chemical Control of Brush and Trees
FB 2181	Water Weed Control on Farms and Ranches
FB 2183	Using Phenoxy Herbicides Effectively
FB 2200	Controlling Tomato Diseases
FB 2218	Wild Ducks on Farmland in the South
G 51	Better Lawns
G 61	Lawn Diseases
G 123	Lawn Weed Control With Herbicides
AH 216	Muskmelon Culture
AH 267	Commercial Potato Production
AH 269	Herbicide Manual for Noncropland Weeds
AH 289	Rice in the United States
AH 292	Weeds and Their Control in Rice Production
AH 298	Wild Garlic: Its Characteristics and Control
AH 332	Suggested Guide to Weed Control
AH 338	Barley: Origin, Botany, Culture, Winterhardiness, Genetics, Utilization, Pests
L 426	Scab of Cereals and How to Control It
L 515	Controlling Phony Disease of Peaches
L 517	Russian Olive for Wildlife and Other Conservation Uses
PA 839	3 Leaves Mean Poison Ivy
YS 3094	Seed Treatments for Control of Diseases (from 1961 Yearbook)

In addition, you should stop distribution and destroy all existing stocks immediately of the following publications which recommend cancelled or suspended uses of DDT, but which were not included in the two previous announcements (January 12, 1970 and April 1, 1970) ordering disposal of certain DDT publications:

FB 1893	Control of Grape Diseases and Insects in Eastern U. S. (slight revision dated June 1970, and all previous versions)
FB 2190	The European Corn Borer--How to Control It
FB 2220	Wireworms on Irrigated Lands in the West--How to Control Them
L 390	The House Fly--How to Control It
AIB 276	Pepper Production --Eldon Fredericks

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COMMUNICATIONS TRAINING ON TV--The Minnesota Industry School of the Air (MISOTA) again this year is offering a series of self-development programs that may be useful to county and state Extension staffs and to secretaries and office supervisors. The series are presented over educational channels 2, 8, and 10. Some of the courses are "Success Through Practical Speech Making" featuring Ron Brown; "Efficient Reading" with James Brown; "Modern Supervisory Practice" and "From Nine to Five," a course for secretaries; and several others. The courses, presented in both the afternoon and evening, start in late September. We are hoping to get complete announcements for you. For enrollment information write to MISOTA, KTCA-TV, St. Paul, Minnesota and watch your local TV columns. --Harold B. Swanson

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## Publications and Direct Mail

### NEW PUBLICATIONS

Fertilization of Bluegrass and Timothy Seed Production Fields. Soils Fact Sheet 14. John Grava. Discusses times and amounts of fertilizer to apply. 2 pages. Available.

Lawn and Garden Fertilizer Use and Pollution Problems. Soils Fact Sheet 15. Lowell D. Hanson. Describes the possible polluting effects of fertilizer. Offers suggestions for controlling runoff water and suggests using minimum applications. 2 pages. Available early September.

Psychrophilic Bacteria Cause Food Spoilage. Food Science and Industries Fact Sheet 5. E. A. Zottola. These cold-loving bacteria can grow at refrigerator temperature and are responsible for many strong and undesirable flavors in stored foods. Describes ways to prevent growth of these bacteria. 2 pages. Available early September.

Dairy Goats. Dairy Husbandry Fact Sheet 6. R. W. Wayne and D. E. Otterby. Provides information on the dairy goat's origin, location, breeds, type, production records, housing, breeding, feeding, management, diseases and health, milking and milk, and about organizations of people interested in dairy goats. 2 pages. Available early September.

Farm Operator Level of Living Indexes in the Midcontinent Region, 1950-64. Economic Study Report S70-3. Jerome M. Stam.

NOTE: Copies of the last publication are not available from the Bulletin Room. Order them from: Department of Agricultural and Applied Economics, 212 Haecker Hall, University of Minnesota, St. Paul, Minnesota 55101.

### REVISED PUBLICATIONS

Row Width for Corn and Soybeans. Agronomy Fact Sheet 16. Dale R. Hicks, Harley J. Otto, and Paul R. Hasbargen. Discusses effect on yield and operating costs with changes in row spacing. 2 pages. Available.

Chemical Control of Woody Weeds. Forestry Fact Sheet 5. William R. Miles and Henry L. Hansen. Describes herbicides and methods of application useful in controlling undesirable woody plants in forest, plantation, and woodland areas. 2 pages. Available.

Preparing for Poultry Judging Contests. Poultry Fact Sheet 30. Melvin L. Hamre. Updates judging rules for the National FFA Poultry Judging Contest in Kansas City, Missouri and the National 4-H Poultry Judging Contest in Chicago. 2 pages. Available late August.

Selecting Broiler Breeders. Poultry Fact Sheet 31. Melvin L. Hamre. Describes characteristics to look for in judging meat-type breeder female birds and egg production classes. Includes a sample set of poultry judging reasons. 2 pages. Available late August.

REPRINTED PUBLICATIONS

Sulfur for Minnesota Soils. Soils Fact Sheet 5. C. J. Overdahl, A. C. Caldwell, J. Grava, and W. E. Fenster.

Tree Damage Caused by Nonliving Agents. Plant Pathology Fact Sheet 12. Herbert G. Johnson.

How to Sample Soil for Testing. Soils Fact Sheet 4. J. Grava and W. E. Fenster.

Controlling Insect Pests of Shade and Ornamental Trees. Entomology Fact Sheet 28. John A. Lofgren.

Disinfection of Water Systems. Agricultural Engineering Fact Sheet 15. Roger Machmeier.

Planning Better Posters. Information Service Series 9. E. K. Brigham, G. R. McKay, and J. J. Fuchs.

Financial Planning. HM-8. Edna Jordahl.

Helping Children Understand Death. HM-20. Edna Jordahl.

Planning and Paying for Funerals. HM-72. Edna Jordahl.

Fruit for the Home. Extension Bulletin 255. L. B. Hertz and C. Stushnoff.

Controlling Cattle Lice. Entomology Fact Sheet 5. John Lofgren.

Sorghum-Sudangrass Hybrids. Agronomy Fact Sheet 15. A. R. Schmid and J. R. Justin.

The Babcock Test for Fat in Milk. Food Science and Industries Fact Sheet 6. V. S. Packard, E. L. Thomas, and R. W. Weik.

Oxidized Flavors in Milk--Cause and Control. Food Science and Industries Fact Sheet 7. V. S. Packard, Jr.

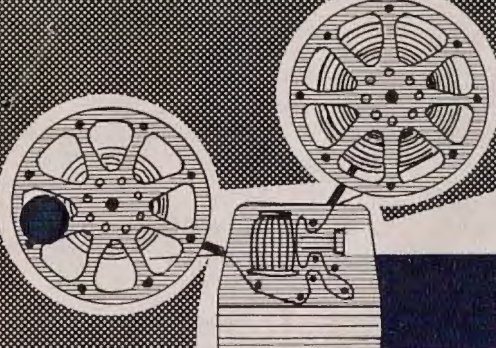
How to Upholster Overstuffed and Occasional Chairs. Extension Bulletin 326.

Perennials for Minnesota. Extension Bulletin 295. C. Gustav Hard.

Fertilization of Bluegrass and Timothy Seed Production Fields. Soils Fact Sheet 4. John Grava.

Nonparasitic Disorders of Tomato. Plant Pathology Fact Sheet 14. Herbert G. Johnson.

Extension Grading, Storage Courses. Extension Program Report 16.



# visual aids TIP SHEET

## Minnesota Agricultural Extension Service

August 1970

The following films, slide sets and filmstrips are new in the Agricultural Extension Library since the new Audio Visual Teaching Materials Catalog was assembled for printing. Descriptions of these are found in the March-July Tip Sheets.

### FILMS ADDED SINCE PRINTING OF CATALOG

ANATOMY OF INFLATION	ESCAPE TO WINTER
CALL IT A WEED	ETERNAL FOREST, THE
CONIFEROUS FOREST BIOME, THE	JENNY IS A GOOD THING
CURRENT FACTS ON FERTILIZER USE	MAKE TOMORROW HAPPEN
DOG ETIQUETTE	MAPLE SYRUP
ELEVENTH ROUND, AFTER 50 YEARS, THE	METROPOLITAN PLANNING
ELEVENTH ROUND, BARGAINING POWER, THE	MIGHTY WESTERN FOREST, THE
ELEVENTH ROUND, IMPORTS AND EXPORTS, THE	MIRACLE OF WOOD
ELEVENTH ROUND, SHAPE OF THE 70'S, THE	REGIONAL DEVELOPMENT
ELEVENTH ROUND, WHICH WAY NOW, THE	REGIONAL EDUCATION CENTERS
	REGIONAL SYSTEMS
	REWARDING CAREERS IN A DYNAMIC INDUSTRY
	WEED SPRAYER CALIBRATION
	WHAT'S GOOD TO EAT
	WHAT'S SO SPECIAL ABOUT PAPER

### SLIDE SETS ADDED SINCE PRINTING OF CATALOG

#721 BATHROOMS FOR YOUR HOME  
#722 CLOTHING AND PERSONAL ATTRACTIVENESS  
#723 WHEN YOU SEW--FIT THE FABRIC TO THE PATTERN  
#726 MAJOR APPLIANCES OF TODAY  
#727 BITS AND BITTING  
#728 WASHOUT--SEDIMENT IN THE SUBURBS  
#729 SHOPPING FOR CREDIT  
#730 DRIVE TO LIVE

### FILMSTRIPS ADDED SINCE PRINTING OF CATALOG

F-20 TRUTH-IN LENDING  
F-7 BREAKFAST AND THE BRIGHT LIFE  
F-21 YOUR FOOD--CHANCE OR CHOICE

### NEW FILM IN AGRICULTURAL EXTENSION LIBRARY

CREATING CLOTHING--THE WHY'S--15½ min. --Color--John Wiley and Sons--  
Service Charge \$1.00--TV

A young girl sees herself as a personality handling flat fabrics that move and have life as they are shaped for the body. As she watches a designer show the principles which underlie the manipulation of fabric, she realizes the importance of taking pains with grainline, cutting, stitching, and pressing. Artistic photography and good looking clothes against an exciting background describe the film. Recommended for older teens and growing homemakers.

FILM WITHDRAWN

POLLINATION OF ALFALFA

NEW SLIDE SETS AVAILABLE

#731 YOUR FUTURE--ONLY YOU CAN DECIDE--186 slides--double frame--Color--  
University of Minnesota

This is a set of 186 colored slides and tapes. It is designed to make high school students aware of the problems when they leave home for college or a job in the city and the services that are available to them at that time. Recommended for high school youth.

#732 IT TAKES MORE THAN MONEY--80 slides--double frame--Color--University  
of Minnesota

This is a set of 80 colored slides and a tape designed to make young people aware of their money management especially when they leave home and are on their own for the first time. Recommended for youth groups.

#733 MILK THE MAGNIFICENT--50 slides--double frame--Color--USDA

This slide set illustrates the nutrient value of milk in the diet as well as the different kinds of products made from milk. It shows how to care for dairy products and how to serve them. The narrative guide also includes information about milk, dietary allowances, and recipes. Recommended for training programs for youth, young mothers, and low-income families.

AGE AND SEEING

The older we get the more difficulty we have in seeing or hearing as well as we once did. Gary Dickinson, a lecturer in adult education at the University of British Columbia, says that 23 percent of adults have defective vision and 13 percent have defective hearing at age 20. The percentages keep going up as age increases, with 82 percent of the 60-year-olds having defective vision and 51 percent having defective hearing.

Dickinson says light needed for the same visual task is 100 watts for those who are 20 years old, compared with 230 watts required for the 60-year-olds.

Even in normal, healthy eyes, visual acuity declines steadily. The pupil of the average person at age 50 admits only half as much light as at age 20.

Dickinson has these suggestions for adult educators:

1. Provide plenty of light. Use individual light sources if trainees must pay visual attention to fine detail.
2. Watch for signs of visual fatigue--attention loss, frequent shifts in position of reading materials.
3. Avoid making trainees face direct light or requiring sudden or frequent changes of focus.
4. Charts, diagrams and pictures should be large. Make sure people sit close to them. Take plenty of time to present them.
5. Chalkboards should have maximum color contrast. Use large, legible writing. Only important and relevant items should appear.
6. All reading materials should be printed in large type on low-gloss paper. Typewritten material should be double spaced. (From Washington State University communications newsletter, via North Carolina State's "The Idea Distiller.")