

MN2000 RPI 2/28/72

# 3 Reaching People with information



**press  
publications  
radio  
television  
visual aids**

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

February 28, 1972

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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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1972 PUBLIC INFORMATION AWARDS PROGRAM -- The National Association of County Agricultural Agents is again sponsoring its public information awards program. George Schwartz, Sibley County Associate Agent, is Minnesota chairman. District committee chairmen have sent you details. Don't miss this opportunity not only to "get in on the money," but also to have your material evaluated. Again this year there are six categories: radio, single news photo, series of colored slides, direct mail, personal column, and feature story. Schwartz, in emphasizing the importance of the program, said that agents have a real responsibility in supporting the program and justifying the support given it and other association programs by various interests. Send your entries to George Schwartz, Sibley County Extension Office, Gaylord, Minnesota 55334 by March 15. --Harold B. Swanson

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WORD CORNER: SHARPEN UP! --In his essay "Politics and the English Language," George Orwell states that any scrupulous writer asks himself six questions:

1. What am I trying to say?
2. What words will express it?
3. What image or idiom will make it clearer?
4. Is this image fresh enough to have an effect?
5. Could I put it more shortly?
6. Have I said anything that is avoidably ugly?

In the same essay, Orwell recommends six rules for effective writing:

1. Never use a metaphor, simile, or other figure of speech that you are used to seeing in print.
2. Never use a long word where a short one will do.
3. If it is possible to cut out a word, always cut it out.
4. Never use the passive where you can use the active.
5. Never use a foreign phrase, a scientific word, or a jargon word if you can think of an everyday English equivalent.
6. Break any of these rules sooner than say anything outright barbarous.

--Kathy Wolter

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4-H ONLY FOR FARM KIDS? --Do too many people in your county still think that 4-H is a program only for farm boys and girls? At the January district conference on 4-H for the 70's, Dick Walter said Goodhue County's extension staff tries to draw the attention of Red Wing newspaper reporters to nonagricultural exhibits at county fair time. That's a good point. Your county fair and other coverage in local papers should consist of more than pictures of livestock, cooking, and sewing exhibits if we're going to educate the general public about 4-H. --Jack Sperbeck

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MARCH RADIO TAPES --The short tapes extension home economists receive include: New Regulations on Hexachlorophene (5:00) with Blanche Erkel, consumer specialist, FDA; Fats in the Diet (5:20) with Mary Darling, extension nutritionist; Time vs. Quality in Child Rearing (5:09) with Ron Pitzer, extension family life specialist; and Men's Suits (4:42) with Bob Conners, garment industry, and Mike Harris.

The long tapes include: Saccharin and Iodized Salt (6:52) with Blanche Erkel; Vitamin C Overdose (7:00) with Mary Darling; Buying Beef (7:00) with Richard Epley, meats specialist; and Use of the Refrigerator (7:00) with Wanda Olson, household equipment specialist.

As I mentioned last month, the long tapes are shorter (7:00) than they were and you receive four rather than one each month. If this does not meet your needs, please let me know. --Janet Macy

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RADIO TOPICS FOR SPRING --Ideas include:

1970 census data for your county.  
Income tax helps and record keeping.  
Recommended seed and plant varieties for farm, yard, and garden.  
Soil testing and fertilizer recommendations.  
Care of newborn livestock.  
Repair of buildings and machinery.  
Safety in the home and on the farm and highway.  
Consumer buying and management hints.  
Progress report on county extension activities.

Other ideas for topics may be obtained from the "Radio Programs for City and Country" folder. --Ray Wolf

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RADIO USE IS INCREASING --Reasons for increasing use of radio and television by retail advertisers were outlined recently in a speech by Howard Abrams, retail specialist for the Cox Broadcasting Corporation.

Abrams said that many retailers are placing as much as 20 percent of their budgets in broadcast, along with investments in newspapers. Reasons for this more extensive use are the continuous movement of affluent customers to suburbs, the continuous decline in reading habits and increases in radio listening and TV watching; the need to reach the young market with its own medium of radio, and the realization that media mix can increase sales.

This partially edited excerpt from Broadcasting Magazine (February 7, 1972) seems to give us support for continuing our efforts to use and improve radio. --Ray Wolf

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REVISED PUBLICATIONS AVAILABLE --If you need inexpensive publications for your low income work, why not investigate the new FNS Series, Food For Thrifty Families, published by the Extension Service, USDA. These were formerly the C&MS series. They have been revised and improved, and there is a good supply in the Bulletin Room. Most are four pages, well illustrated, and contain recipes. Order from the following list:

- FNS 14 Cheese
- FNS 15 Evaporated Milk
- FNS 16 Instant Nonfat Dry Milk
- FNS 17 Nonfat Dry Milk (Non-Instant)
- FNS 18 Fruits
- FNS 20 A Variety Of Fruits And Vegetables
- FNS 21 Raisins
- FNS 22 Canned Chopped Meat Or Canned Luncheon Meat
- FNS 23 Dry Beans
- FNS 24 Beef And Pork
- FNS 25 Eggs
- FNS 26 Fish
- FNS 27 Peanut Butter
- FNS 28 Poultry
- FNS 29 Dry Split Peas
- FNS 30 All-Purpose Flour
- FNS 31 Cracked Wheat Bulgur
- FNS 32 Corn Grits
- FNS 33 Cornmeal
- FNS 34 Macaroni
- FNS 35 Rice
- FNS 36 Rolled Oats
- FNS 37 Rolled Wheat

--Lee Nelson

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GET RID OF THOSE ECHOES --Do your tape recordings sound as if you made them in an empty silo or barn? Good programs are sometimes ruined by cavelike echoes and reverberations.

You can reduce room noise and echoes by hanging draperies in the recording room. The room, however, shouldn't be "dead." Have just enough draping or acoustical tile to eliminate bouncing of the sound. Even talking toward a small screen covered with soft materials, instead of to a hard wall, cuts down on the bounce.

When recording in a room with poor acoustics, reduce the recording volume and work closer to the microphone. This helps to reduce echoes and eliminates much of the outside noise. --Ray Wolf

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METING, DISCUSSION TECHNIQUE SECTION

LEADING A GOOD DISCUSSION --An article in a recent issue of Sales Meetings magazine listed some of the jobs of a good discussion leader. This is a role that extension agents and specialists and local leaders frequently play. The article states that the discussion leader's job is to:

- "1. Understand your role. You're to aid and assist the group in reaching its own conclusions or recommendations. You must be as unobtrusive as possible. You help the group pool its knowledge and wisdom on the topic. You can't lay your 'answers' on everyone else.
- "2. Check the facilities. How can you arrange or set up the room so that the group will be most comfortable? Look at the lighting, ventilation, and temperature. Are there glasses, water, ash trays? Pads and pencils? Are the chairs set up for maximum eye contact? Blackboard and/or easel available?
- "3. Create a 'good' atmosphere. Get the members introduced. Push for free discussion. Be informal, usually first names only.
- "4. State the purpose of the conference and review the group's assignment in light of that purpose. Help the group set some kind of agenda.
- "5. Get agreement on ground rules.
- "6. Get the group started. A good way--ask for comments on any aspect of the topic they think are important. Put key words on the board. Ask questions.  
"Questions--don't ask questions that can be answered 'yes' or 'no.'
- "7. Keep the discussion going. A good chairman talks no more than 20 percent of the time. Be patient. Communication takes time, especially with new or complex topics. And people differ in the time it takes them to digest a new idea.
- "8. Handle problem people with tact and empathy.
- "9. Get a summary. Get members to help do this. Put it on the board as you work it out together.

"People need to leave a meeting knowing they've done something. This summary helps. Get commitment from people at this point for going beyond the efforts and effects of this one meeting, if possible." --Adapted from Ed-Tek, Michigan State University. --Harold B. Swanson

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## Publications and Direct Mail

### NEW PUBLICATIONS

New Garments From Old. Extension Folder 262. Athelene Scheid. Describes making over clothes for a younger or smaller member of the family. Old clothes or rummage purchases can be recycled this way. (Replaces HC-46, Make-Over Clothing.) 6 pages. Available.

Irrigation Wells. M-158. Roger Machmeier. Suggests steps to be taken to assure construction of a well that will provide a dependable source of water for many years. Advises having a professional to do the job and a lawyer draw the contract. 12 pages. Available.

Young Families. No. 3. Eileen Anderson. A newsletter with tips for young families in the metropolitan area, this issue contains articles on getting daily vitamins, making snowmobile suits and sleeping bags, preserving our environment, and keeping white things white. 2 pages. Available.

For Parents of Young Children--Consistency in Child Discipline. Extension Bulletin 321-13. Ron Pitzer. This newsletter advises parents to be consistent when disciplining a child so that the child understands the ground rules under which he must operate and to eliminate many of the child's frustrations. 2 pages. Available.

Tourist Travel Notes. Vol. 10, No. 1. Dayton Larsen and Larry Simonson. Contains articles on the upcoming resorter's short course in Brainerd, the six tourism regions' 1972 advertising plans, state legislation and how it affects resorters, and the Bay Lake Improvement Association. 8 pages. Available.

Arboretum Nut Trees. Arboretum Review No. 12. Leon Snyder. Lists and evaluates various nut trees grown in this area. 2 pages. Available in mid-March.

More for Your Food Dollars. HS-26. Grace D. Brill and Leona S. Nelson. Explains how to save money while grocery shopping. Lists some food bargains. (Brochures in the HS series are written for those with limited experiences, finances, and education. They should be used with this group only.) 8 pages. Available early March.

### REVISED PUBLICATIONS

Vegetable Varieties. Extension Folder 154. O. C. Turnquist. Lists and evaluates varieties of snap beans, beets, carrots, cress, cucumbers, lettuce, muskmelon, peas, pumpkin, radishes, squash, sweet corn, tomatoes, and watermelon for 1972 planting in Minnesota. 16 pages. Available.

Publications List. Lists all currently available popular and semi-popular publications of the Agricultural Extension Service and Agricultural Experiment Station. Please discard any old lists you have when you receive the new black and white ones. 40 pages. Available early March.

Genetic Improvement Through Swine Selection. Extension Bulletin 353. C. J. Christians, R. L. Arthaud, and J. D. Hawton. Explains selection methods and the traits to consider for maximum genetic gains. 8 pages. Available early March.

Selecting a Refrigerator. Home Economics Fact Sheet 5. Wanda Olson. Explains differences among refrigerators and describes installation requirements and features. 2 pages. Available.

Late Blight of Potatoes. Plant Pathology Fact Sheet 1. Howard L. Bissonnette. Describes conditions required for infection and explains control methods. 2 pages. Available.

The Social Action Process: Organizing and Putting Programs to Work. Communications Bulletin 17. Harold B. Swanson. Explains the steps that occur in most programs requiring community or group acceptance. 4 pages. Available.

#### REPRINTED PUBLICATIONS

Building Layouts for Confined Beef Finishing. M-139. Dennis M. Ryan.

The Importance of Play. Extension Bulletin 321-1.

A Young Child and a Growing Self. Extension Bulletin 321-9.

Fertilizer for Wheat. Extension Folder 254. Charles A. Simkins, John M. MacGregor, and Marlin O. Johnson.

How About Oats for Silage. Agronomy Fact Sheet 3. J. R. Justin.

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

Selecting a Corn Hybrid. Agronomy Fact Sheet 22. D. R. Hicks and R. E. Stucker.

Date of Planting Corn. Agronomy Fact Sheet 23. D. R. Hicks and R. H. Peterson.

Computer Analysis Highlights Soil Testing Program. Extension Program Report 21.

Haylage: Low Moisture and Hay-Crop Silage. Agronomy Fact Sheet 12. J. R. Justin and G. C. Marten.

Summer Care of Vegetable Gardens. Extension Folder 167. Orrin C. Turnquist.

Freezing Fruits and Vegetables. Extension Folder 156. Grace D. Brill and Shirley T. Munson.

Detergent Decision Guide to Minimize Water Pollution. Environmental Quality Fact Sheet 1. Lowell Hanson, Wanda Olson, and Roger Machmeier.

Beekeeping in Minnesota. Extension Bulletin 204.

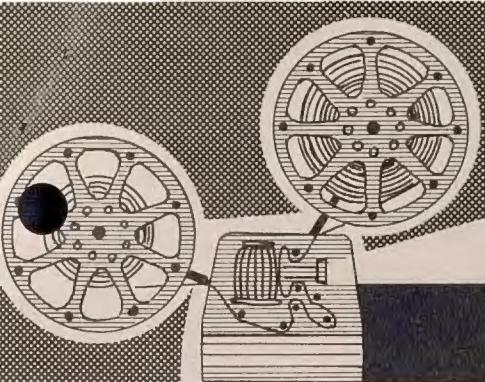
The Dutch Elm Disease. Extension Folder 211. D. W. French, J. A. Lofgren, and A. C. Hodson.

Edible Wild Mushrooms. Extension Bulletin 357. Clyde M. Christensen.

Records--Not Luck--for Good Reproductive Performance. Extension Pamphlet 225.

Abortions and Calving Problems. Extension Pamphlet 227.

Why Some Cows Don't Conceive. Extension Pamphlet 228.



# visual aids TIP SHEET

## Minnesota Agricultural Extension Service

February 1972

### NEW FILM IN AGRICULTURAL EXTENSION FILM LIBRARY

INLAND LAKE DEMONSTRATION PROJECT--28 min. --color--Byron Motion Pictures  
--Service Charge \$4.80--TV

Film shows a review of lake restoration and protection projects which have been carried out as experiments in Wisconsin. Lake bottom dredging, shoreline improvement, phosphorus precipitation and recreation development planning are some of the projects shown. An informative film on what can be done and what is being done. Good planning is emphasized. For groups interested in lakes and lakeshore development and reclamation.

### OVERHEAD TRANSPARENCIES ADDED TO LIBRARY

#O-16 HOME ECONOMICS NUTRITION--20 transparencies--color--DCA Educational Products--Service Charge \$2.00--TV

Content includes reasons why the body needs food; key nutrients, their functions and food sources, differences in protein quality; food energy sources, definition of a calorie, and body energy needs; and the basic four food groups. Transparencies show specific foods in each basic group, serving sizes and recommended number of servings to be eaten daily. A teacher's guide is included. For teaching of basic nutrition to Home Economics, Science, Health or other classes in middle and junior high school or as an introduction to nutrition for senior high or adults.

### NEW SLIDES IN AGRICULTURAL EXTENSION LIBRARY

#799 TEENS TALK ABOUT APPEARANCE--44 slides--color--double frame--Dave Pace--University of Minnesota

Color slides, tape and script about how teens feel about their appearance. Comments of teens are taped with slides illustrating how they feel about appearance and how clothing communicates. Can be used when teens are unavailable or are too hesitant to express themselves in public. Can be used in "Clothing Speaks," a short term youth development program.

#802 THIS UNIQUE BIT OF LIFE--80 slides--color--single frame--American Forest Institute

Set of 80 color slides with tape and script shows the effect of trees on our environment. Set illustrates how trees grow and produce oxygen and energy for man's use. Shows how trees slow water runoff from rains and therefore permit water to enter the earth to supply underground water. Other benefits shown include beauty, wind protection, temperature modification, recreation, plus the many products produced. An attempt to show the interrelationship between trees and man. For junior and senior high school.

#803 ORGANIC SOIL CONDITIONERS AND SOIL BUILDERS--10 slides--color--double frame--Curits Overdahl--University of Minnesota

Set of 10 color slides and script prepared to help people understand the practical application of organic soil conditioners and soil builders in the farming business. Series of slides were taken from an experiment at the Morris Experiment Station in 1971. Experiments also shown from the Lamberton Experiment Station with near similar results. For county agents and vocational agriculture teachers.

#804 FRIENDS--43 slides--color--double frame--Gwen Western--4-H--University of Minnesota

Set of 43 color slides and tape relate to the song "Friends" by John Denver. Slides illustrate the interpersonal relations, personal growth and social, political and community concerns of youth. May be used in planning youth meetings.

#805 ALFALFA WEEVIL--27 slides--color--double frame--University of Missouri-- Phillip K. Harein

Set of 27 color slides and tape on the life cycle of the alfalfa weevil. It describes the egg, larvae, pupae, and adult stages, the general life cycle and the damage to infested plants. Entomology Fact Sheet No. 42 entitled "The Alfalfa Weevil" will provide the necessary details pertinent to Minnesota environmental conditions. For county agents and vocational agriculture teachers.

#806 JUDGING BEEF--56 slides--color--double frame--American Hereford Association--Charles J. Christians--University of Minnesota

Revised set of color slides for judging beef. Includes one class each of horned Hereford junior bull calves, spring bull calves, and steers from original Hereford slide set #571. These show front, side, and rear views of each animal and each class. Added new are four classes of Simmental bulls, two classes of Charolais bulls, one class of Maine-Anjou bulls and one class of Limousin bulls. These new slides show one side view of each class. Placings and reasons are included for all classes.

#807 MEAT IDENTIFICATION--106 slides--color--double frame--University of Nebraska--Richard Epley

New set of 106 color slides and script of common retail cuts of beef, pork, and lamb. Size of cuts is indicated by ruler markings on the slide. Slide of a diagram of the carcass with the wholesale cut identified precede each group of retail cuts that come from the corresponding wholesale cut. Comparison slides of hard to differentiate cuts (T-bone versus porterhouse, fillet versus eye of round, etc.) are included. For youth and adults interested in meat identification.

#808 EDIBLE WILD MUSHROOMS--15 slides--color--double frame--from Extension Bulletin 357, "Edible Wild Mushrooms"--University of Minnesota

Set of 15 color slides taken from Extension Bulletin 357, "Edible Wild Mushrooms." The bulletin accompanies the set as an explanation for the slides. Nine different kinds of mushrooms are illustrated. For groups and individuals interested in mushrooms.

#809 WE'VE ONLY JUST BEGUN--80 slides--color--double frame--Tom Hovde, Don Breneman, and Karen Annexstad--University of Minnesota

Slide-tape presentation designed to explain the role of the 4-H leader and generate interest in leadership. Presentation contains statements by 4-H members and leaders why they joined 4-H and what they have received from the program. This fast moving and entertaining presentation is suitable for local civic groups, 4-H leaders recognition banquets, and other places there is a desire to create interest in the 4-H program.

#### FILM WITHDRAWN

European Corn Borer

#### SLIDE SETS WITHDRAWN

#157 Meat Identification

#557 This Is 4-H

#167 Hunger Signs In Corn

#571 Judging Herefords

#547 Organization Of USDA