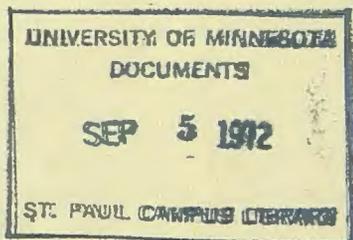


press
publications
radio
television
visual aids

Reaching People with information...

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

June 23, 1972



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

GRASS ROOTS GARDENING --Murray County Extension Agent Rueben M. Boxrud brought some local color into his yard/garden topics. Readers were referred to a Dr. Patterson in Slayton for a "great variety of wild flowers." It seems the good doctor has quite a few trees and flowers native to western Minnesota growing in the wooded area next to his home. Maybe you have a spot in your county worth mentioning? --Dave Zarkin

* * * *

WORD CORNER: SHARPEN UP! --Many commas are used in pairs, each partner useless without the other. Such commas enclose statements that are parenthetical to the sentence.

He admitted that, although some progress had been made, production was declining.

The best way to see Paris, unless you're pressed for time, is on foot.

Public protest, however flimsy, might still be effective.

It is frequently difficult to decide whether a single word or a short phrase is parenthetical. If the flow of the sentence is only slightly interrupted, you may safely omit the commas. But never omit one comma and leave the other.

Stan's uncle, Reverend Otis stopped by to see us.

Her spirits you will be happy to hear, are rising daily.

Names or titles in direct address are parenthetical and so must be set off by commas.

If you ask me, Carol, you've made a bad choice.

Now, Your Honor, we must consider the motive.

The abbreviations etc. and Jr. are always parenthetical.

Typing paper, pencils, etc., belong here.

John Williams, Jr., also attended the conference. --Kathy Wolter

* * * *

CONSUMER BRIEFS NOT FOR RADIO USE --Consumer Briefs are now being mailed to all county extension home economists. A note on the top of the 2-page release (printed on pink paper) specifies that these shorts are to be used in newspaper columns and newsletters exclusively. These same briefs have always been mailed to radio stations in your county, so you MAY NOT use them on radio. If this policy is adhered to strictly, I see no reason why we can't continue to mail the helpful briefs to both outlets. Duplication on radio would be a disservice to the stations. --Janet Macy

* * * *

RADIO AND TV STATION LIST --The 1972 list of radio stations in Minnesota and adjacent states is being sent to county extension agents. The listing contains 152 stations compared with 121 in Minnesota in 1968. Extra copies are available.

Broadcasting Magazine recently stated that this is a time of renewed interest in radio generally and that radio is growing stronger by the week. So keep up the good work during the coming year.

A listing of TV stations in Minnesota, North and South Dakota, Iowa, and Wisconsin is available from Norm Engle, extension TV coordinator. It gives network, call letter, address, contact person, and phone number. --Ray Wolf

* * * *

IS IT REALLY POSSIBLE TO "GET THROUGH" TO PEOPLE? -- In any gathering of people primarily concerned with communication between or among people, it is almost axiomatic that someone will suggest that it is virtually impossible these days to get messages through to people. This dogma is presented despite the daily evidence that some messages do get through to some people.

There has been, of course, a proliferation of media in this country. Television has not destroyed radio as radio did not destroy the printed media. In fact, the older media--radio, newspapers, and magazines--are growing just as television has been growing.

It's tougher to get messages through to people today because of this proliferation of media. Eyes and ears are subject to many more assaults because of this, and people are forced to be more and more selective in what they choose to see and hear. This selectivity may not be qualitative in many cases but merely quantitative. In other words, a person may choose to fall asleep watching old movies or reruns on television instead of stimulating himself with an intellectual discussion of the war in Viet Nam. The newspaper reader may choose the comics instead of the editorial page. But whatever the choice, people must make it.

Those people who, in their discouragement about getting messages delivered, orate that "Nobody reads anything any more" haven't really examined the society in which we live. Americans are buying more newspapers, more magazines, more books per capita than ever before. Obviously, they don't spend this money merely for show. People do read, and the growth in rapid reading courses in recent years is evidence in itself that people want to be able to read more.

Media Favoritism Is Dangerous--Although people are buying more of the printed media, this does not mean that the electronic media are becoming less important. Despite those studies that indicate some groups of people may be spending less time watching television, there is no doubt that radio and television today are playing major roles in changing the thinking and attitudes of many Americans.

The point is that any communicator who lets himself get caught in the trap of favoring one medium for all his communication efforts is in trouble. Careful research may well demonstrate that one medium is better than another to reach a specified target audience and to deliver a certain type of message, but this does not mean, then, that the same medium is the best necessarily for another message and another audience. --From "Public Relationships for Dairymen" --Ray Wolf

* * * *

COUNTY ENVIRONMENTAL CONTEST WINNERS GOOD PUBLICISTS --Minnesota county extension agents who were named state winners in the environmental quality contest sponsored by the National Association of County Agricultural Agents used many information techniques that could be useful to others. For example, Roger Wilkowske, Waseca county extension agent, winner in the publicity section, had a complete media program. Some of the things he did included: a taped radio recording on the opening of a recycling center featuring sounds of crushing glass and cans, a monthly newsletter on recycling, sponsorship of an ecology day, issuance of a conservation directory prepared jointly by SCS and extension, special live radio and TV programs, and extensive use of pictures for newspapers. --Harold B. Swanson

* * * *

HANDLING PROPS ON CAMERA --Movements on television should be definite and for a purpose. Frequently the novice feels he must point out items for the camera as he's apt to do in a demonstration.

Let the camera be the pointer; it singles out in an extreme close up. If you feel that you must handle an item (and frequently it's advisable so the human element is always present in the picture), do so with definiteness.

Pick up the item and handle it in a meaningful manner. (Turn an orange so the camera can get a good perspective, but be sure your hand does not hide the product you're showing.) Fingernails should be well-groomed, but not long or gaudy with nail polish. A clear or natural polish is best. A simple wedding band will not detract from the picture. Diamonds create reflection problems and the emphasis may be misplaced. --Janet Macy

* * * *

JULY RADIO TAPES --Short tapes for this month include: Food for Children (5:07) with Ron Pitzer, family life specialist; Darvon (5:05) with Blanche Erkel, consumer specialist, Food and Drug Administration; Lamb (5:02) with Richard Epley, extension meats specialist; and Keeping Meat Wholesomeness (5:00) with Sara Beck, consumer education specialist, Agricultural Marketing Service, USDA.

Long tapes include Fun or Fuss --Food for Children (6:57) with Ron Pitzer; Child Resistant Packaging (7:04) with Blanche Erkel; Freezing Meat (7:02) with Richard Epley; and Five Travel Blunders (7:10) with Lisa Drake, family travel adviser, Mobil Oil. --Janet Macy

* * * *

MEETING, DISCUSSION TECHNIQUE SECTION

MEETING FOLLOWUP --Any meeting worth having is worth following up. The media, for example, are perturbed when extension staff ask for a lot of pre-event publicity but never tell what happens at the event, meeting, or seminar. A good account of what significant things were said or what decisions were made may do more educational work than the event itself.

Yes, followup in the media is important. But let's not forget other followup, too.

"Meeting followup--may be as important as the meeting itself. Don't let the momentum from the meeting die. Take advantage of it to keep things going, growing, developing, moving.

"The problem is participants forget something like 85 percent of your presentation within seven days after the meeting. And the remaining 15 percent is affected by their recall and interpretations of what you said.

"How to help? Reinforce them after the meeting. Give them ways of recalling. Of learning again your main points. Of trying to apply what you presented. How?

"Notebooks. One way is to give them notebooks at the meeting. Organize them so the materials the participant gets can be organized in ways that will make it easy for him to find what he wants. But as part of that notebook, have a space for a personal plan of action to be developed and recorded.

"Questionnaires may help. Ask if you can help them now with materials or information. Or ask how they've applied anything they learned at the meeting.

"Cassettes. Can you put any portions of your meeting on audio cassettes. Or can you use some other audio or visual means of storing information from the meeting and making it available to participants later?

"Success stories can be helpful. Canvass participants for examples of their successful use of learning from the meeting. Spread these to other participants.

"Followup conferences. You may wish to see participants six months after, for example. No formal presentations may be necessary then--just reports of and examination of what has happened to participants in the interim. Each person is asked to give a case history report of his own experience and applications. Encourage them to keep a weekly diary as the basis for such a report-back session.

"Reminder mailings of key points or of new ideas of information related to your key ideas will help, too." --Adapted from Ed-Tek, Michigan State University --Harold B. Swanson

* * * *

Publications and Direct Mail

NEW PUBLICATIONS

The Flow of Funds Through the Commercial Banking System, Minnesota-North Dakota. Station Bulletin 506. Mathew D. Shane. Presents data on the importance of commercial banks as a financial intermediary in mobilizing funds and as a transfer agent of funds between the two states. 32 pages. Available. *here*

Irrigated Corn Production. Extension Folder 263. James B. Swan and Dale R. Hicks. Suggests practices for combating drought that seriously cuts corn yields. Pictures different stages in corn development. 6 pages. Available mid-July. *here*

Rural Accidents in Minnesota. Special Report 39. Wayne Hanson and Clarice Olien. Describes the findings of the Minnesota Farm Accident Study conducted from January through December 1970 in 17 randomly chosen Minnesota counties. Includes some safety hints. 4 pages. Available. *here*

Botulism. Extension Bulletin 372. Edmund A. Zottola. Describes the nature, cause, and control of botulinal food poisoning. Gives many examples of outbreaks and suggestions on how to prevent botulism in home canning of fruits and vegetables. 16 pages. Available early July. *here*

Minnesota Tourist Travel Notes. Vol. 10, No. 2. Dayton Larsen and Larry Simonson. Contains articles on governmental legislation affecting resort owners, the importance of advertising and marketing, using carpets, and controlling pollution by controlling human greed. 8 pages. Available mid-July.

Harvesting Minnesota's Sand Plain. Miscellaneous Report 114. Summarizes four years of research on sandy soils at the Elk River Sand Plain Experimental Field. Irrigation equipment and techniques, herbicides and pesticides, chemical growth regulators, asphalt barrier, and succession cropping are among projects reported. 56 pages. Available late July. *here*

REVISED PUBLICATIONS

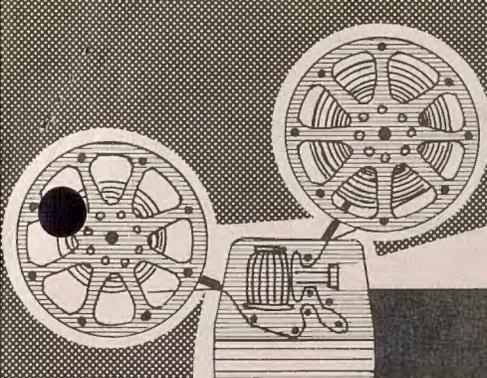
Radio for City and Country. July-September 1972. Quarterly list of topics for "Highlights in Homemaking" and "Scope" on KUOM radio. 10-page railroad folder. Available early July.

Town and Country. July-September 1972. Quarterly list of topics for "Town and Country" on KTCA-TV and several other educational and commercial stations throughout the state and in neighboring states. 4-page railroad folder. Available early July.

✓ Know the Poultry You Buy. Extension Folder 194. Melvin Hamre and Muriel Brink. Discusses amounts to buy, comparing prices, storing poultry, and preparing poultry for cooking. Includes information on number of servings you can get from various types of ready-to-cook poultry. 8 pages. Available. *31825 here*

REPRINTED PUBLICATIONS

- Oak Wilt and Its Control. Plant Pathology Fact Sheet 5. Herbert G. Johnson.
- Culture of Garden Roses. Horticulture Fact Sheet 17. Mervin C. Eisel.
- Controlling Insects in the Home Vegetable Garden. Entomology Fact Sheet 11.
John A. Lofgren.
- Selecting Pictures. Extension Bulletin 323. Myra B. Zabel and Rachel F. Munson.
- Buying Mattresses for Comfort. Extension Bulletin 330. Myra Zabel.
- Curtains and Draperies. Extension Pamphlet 217.
- Economic Comparisons of Hay Harvesting, Storing, and Feeding Systems for Beef Cow Herds. Extension Folder 246. L. J. Maish, et al.
- How to Reupholster Overstuffed and Occasional Chairs. Extension Bulletin 326.
- Heat Detection and Time to Breed. Extension Pamphlet 222.
- Food-Borne Disease. Food Science and Industries Fact Sheet 2. Edmund A. Zottola.
- Bacteria. Food Science and Industries Fact Sheet 15. Edmund A. Zottola.
- Salmonellosis. Extension Bulletin 339. Edmund A. Zottola.
- Staphylococcus Food Poisoning. Extension Bulletin 354. Edmund A. Zottola.
- Good Meals Every Day. Extension Bulletin 360. Grace Brill.
- Pesky Plants. Extension Bulletin 287. Thor Kommedahl and Herbert G. Johnson.
- 13 Questions When Buying Household Equipment. Extension Folder 252. Edna K. Jordahl.
- 30' x 44' Insulated Calf Barn with Individual and Group Pens. Donald W. Bates.
- Herbs and Spices. Extension Bulletin 367.
- Planning and Building Her Wardrobe. Extension Folder 224. Athelene Scheid.
- Clothes and Children. Extension Pamphlet 213. Thelma Baierl.
- Reporting 4-H Club News. Information Service Series 4. Harold B. Swanson and Jo B. Nelson.
- Make Your Point with Pictures. Information Service Series 14. Gerald R. McKay.
- Speakers, Get the Facts and File Them. Communications Bulletin 5. Ron Brown.
- Organizing Your Speech. Communications Bulletin 13. Ralph G. Nichols.
- How Individuals Work in a Group. Communications Bulletin 16.



visual aids TIP SHEET

Minnesota Agricultural Extension Service

June 1972

NEW SLIDE SET IN AGRICULTURAL EXTENSION LIBRARY

#817 WICKED WORLD OF WEEDS--75 slides--color--double frame--Vo-Ag Service--University of Illinois

Set of 75 color slides shows the importance of weed problems in the environment. Factors shown and discussed are: how plants are part of the environment; time, labor, expense of weeds in food production; kinds of seeds; effect of weeds on humans because of pollen and poisons; effect of weeds on fish and wildlife; and weed controls. Set is very elementary. Recommended for young 4-H members, elementary and junior high school youth.

#168 NUTRIENT DEFICIENCY SYMPTOMS IN LEGUMES--39 slides--color--double and single frame--Curtis Overdahl--University of Minnesota

Set formerly called "Hunger Signs in Legumes" was revised by Curtis Overdahl to include more up-to-date slides where possible. Slides will be helpful in identifying nutrient deficiency symptoms in soybeans, alfalfa, red clover, alsike clover, and ladino clover. The effects of shortages and proper supply of phosphorus, potassium, calcium, magnesium, boron, iron, and manganese are brought out by close-up and field color photos comparing affected and well-nourished plants. For county agents and vocational agriculture teachers.

#818 STAR FARMER OF AMERICA 1971-72--55 slides--color--double frame--National FFA Center

Set of 55 color slides telling how Lonney Eastvold, a young cattleman from Hartland, Minnesota became 1971-72 Star Farmer of America. He is the first FFA member from Minnesota to receive this honor. Slides show how Lonney made his beginning in farming with his supervised farming program in vocational agriculture and FFA. Management of his land, crops, livestock, labor, and finances is shown. His outstanding leadership in school, church, and community has been an important part of his life. Vocational agriculture teachers will find this set useful in stimulating enthusiasm in FFA members, especially since production of the Star Farmer Film has been discontinued.

FILM AVAILABLE FROM SOUTH DAKOTA

The National 4-H Service Committee, Inc. announces that the film "Because Of The Number Of Us" is available from Leland L. Sudlow, Visual Aids, Agricultural Extension Service, South Dakota State University, Brookings, South Dakota 57007. Service charge is \$2.00. It is a 20-minute, 16 mm color film developed by Union Oil of California. The film gives specific examples of the efforts and accomplishments of one oil company in protecting the environment while meeting increased energy requirements. Film is designed for both youth and adult audiences.

SUGGESTIONS FOR NEW EXTENSION AUDIO VISUAL CATALOG

During the coming year we will get out a new catalog to replace the "Audio Visual Teaching Materials Catalog" 1971-73. We'll appreciate your suggestions for change in the format, method of listing, and other aspects.

The catalog you now have lists films and slide sets alphabetically in the main body. In the subject matter index, however, they are grouped by subject. We thought this would expedite the locating of materials but there have been some suggestions that we go back to listing by subject in the main body. We'd like your reaction to this.

It has also been suggested that we give the production date of each item listed in the catalog. This date may be of some help in determining whether you want to use the material or not. We do remove materials from the library regularly as you will note elsewhere in the Tip Sheet but many of the older items are retained because there is nothing better available. We'd like your suggestions on including dates also.

FILMS WITHDRAWN FROM LIBRARY

The following films have been withdrawn because of being outdated or physically worn out:

- | | |
|--|-----------------------------------|
| Grasshoppers Can Be Controlled | Landscape Ideas #10--Patio Plants |
| Landscape Ideas #1--Getting Started | Landscape Ideas #11--Summer Care |
| Landscape Ideas #2--Home Lawn | The Medicine Man |
| Landscape Ideas #3--Soil Sense | Caring For The Newborn Calf |
| Landscape Ideas #4--Landscape Plan | Foreign Animal Diseases |
| Landscape Ideas #5--Planting | Steel Is A Farmer |
| Landscape Ideas #6--Pruning Evergreens | Trailer Sailor |
| Landscape Ideas #7--Direct Seeding | Young Citizens In Action |
| Landscape Ideas #8--Roses | Little Smokey |
| Landscape Ideas #9--Outdoor Living | |

SLIDE SETS WITHDRAWN FROM LIBRARY

The following slide sets have been withdrawn because of becoming outdated:

- | | |
|---|---|
| #367--Characteristics Of Good Home Management | #244--Better Milk Through Improved Practices |
| #119--Directing Your Dollars | #187--Let's Visit Our Forest |
| #426--Is There A Better Way | #473--Dodder |
| #323--New Look At Budgeting | #433--Perception Of Driving Hazards |
| #494--Records And Home Business Centers | #124--Are You Inviting Corn Picker Accidents |
| #325--Your Money's Worth In Shopping | #196--Are You Safe At Home |
| #387--The Story Of The Minneapolis Grain Exchange | #256--Youth Development |
| #293--But Believe Me Mister | #430--Wood Identification And Characteristics |
| #127--Live Safely--Prevent Home Accidents | #999--USDA Charts On Agricultural Outlook |
| #415--Safety With Machines--Power Mowers | #233--Potassium Deficiency Symptoms |
| #205--Take My Word For It | #276--Safe And Efficient Fertilizer Placement |
| #431--You And The Automobile | #224--Soil Fertility And Soybeans |
| #198--Ten Common Driving Emergencies And How To Meet Them | #373--Water--A Community Problem |
| | #255--Watersheds |
| | #399--Why We Need A Watershed |

CAMERA NOTES BY DON BRENEMAN

At the May professional improvement conference, many agents asked why their color slides and prints had a reddish cast when taken indoors without flash.

This is caused by a characteristic of color film known as color balance. Light from various sources differs considerably in color. For example, light from a tungsten (ordinary light bulb) is more red than daylight.

Our eyes unconsciously adjust for color changes of light so colors appear natural to us regardless of light source. Color film, however, is more selective in color perception than our eyes and registers any difference in the color of light from various sources. Consequently, film is manufactured (balanced) to produce naturally appearing color under specific lighting conditions. Conventional films are balanced either for daylight or for tungsten light.

If you expose daylight film under reddish tungsten light, the color balance will be off and your photograph will have a reddish cast. Conversely, tungsten film exposed in daylight will produce a photograph with a bluish cast.

If you use daylight film and want to shoot indoors, try to work near a window with daylight coming through, or use blue flash bulbs or electronic flash. If you use tungsten film, also called type B, to shoot outdoors, you can correct the color balance by placing an 85B filter over the camera lens.

Fluorescent lighting causes special problems because the tubes give no red light even though fluorescent light appears close to daylight in color. Color pictures taken by fluorescent light will have a greenish yellow cast, and there is no film balanced for this. If you want natural colors with fluorescent light, you're better off using flash.

.Gerald R. McKay and Gerald Wagner