

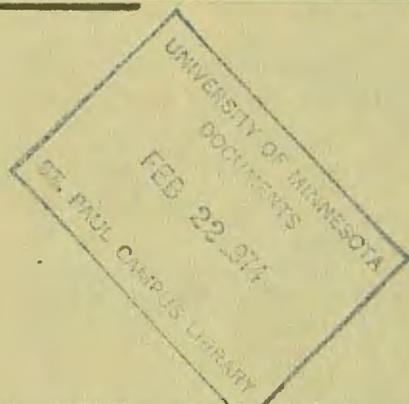
MN 2000 RPI 1/25/74

# ③ Reaching People with information...

**press  
publications  
radio  
television  
visual aids**

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

④ January 25, 1974



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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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ENTER THE 1974 PUBLIC INFORMATION AWARDS PROGRAM -- South St. Louis County's Dick Herman has sent all agents copies of the Amchem Public Information Contest. His instructions will tell you how and where and when to submit your entries. Here is a chance to have your information efforts appraised and to improve your communications. So I join Dick in urging you to enter. --Harold B. Swanson

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NEWSPAPER SURVEY CAN PAY --Recently we issued to state and some county staff a "Metro Newspaper Guide for 4-H Publicity." Its aim is to improve exposure of urban 4-H programs in the metro area papers, particularly the metro dailies. We devised a fairly short survey form we sent to the papers, based on a similar report done by an area agent in Upstate New York. That 1-page survey form could be a valuable tool to agents throughout the state in finding out requirements of their local papers. Let me know if you're interested and I'll send you a copy of the survey form. You can send it to your papers with a cover letter or, since it's so brief, you might survey the editor over the phone when he's not pressed for time. --Dave Zarkin

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PUBLICATIONS FOR LOW INCOME CLIENTELE --The present hold order on printing new or reprinting present publications applies to the low income publications, so use them carefully. HS-34 Clean Upholstered Furniture is the first in the Clean House series (and may be the last for a time). The Clean House series is from ES USDA but very hard to obtain, so specialists adapted them to Minnesota and printed them in HS format. --Lee Nelson

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LOCALIZE STORIES --Taking just a minute or two to localize the stories we send you avoids the "canned" slant. Witness this example, where the original item was an "in brief" from our office, the slight re-write Francis Januschka's version for his newspaper column:

- more -

We wrote:

High Lysine Corn. A new fact sheet entitled "High Lysine Corn for Swine" is available from the local county extension office. The new publication says that, "Unquestionably, high lysine corn is nutritionally superior to normal corn for swine feeding because of its increased lysine content. Copies also are available from the Bulletin Room, University of Minnesota, St. Paul, Minnesota 55101. Ask for Animal Science Fact Sheet No. 25.

He paraphrased:

We also have a new fact sheet on high lysine corn for swine. This is available at either the County Extension Office or the Sauk Centre City Hall. This new publication says that unquestionably high lysine corn is nutritionally superior to normal corn for swine feeding because of its increased lysine content. This is not the case; however, for general livestock feeding.

You can see how Francis lifted the essential subject matter, but gave the item a local angle just by changing a few words and adding a sentence of his own at the end. --Jack Sperbeck

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HOME ECONOMICS RADIO TAPES -- Long Radio Transcriptions: Food Prices (7:00), Consumption Patterns (7:00), Outlook for 1974 (7:00), and Energy Conservation (7:00) -- all by Edna Jordahl, extension specialist, home management (information from Outlook Conference in Washington, D. C.).

Short Radio Transcriptions: Winter Care of Carpets (5:00), Ruth Ann McKeown, home economist, Johnson Wax; Current Concerns of the Food and Drug Administration (5:00), Blanche Erkel, consumer affairs officer, FDA; Freezer Food Plans (5:00), and Cost of Operating Freezer (5:00), Edna Jordahl. --Janet Macy

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RADIO SCHEDULE ISSUED -- The January-March radio schedule has been mailed. It lists the topics and speakers for Janet Macy's "Highlights in Homemaking" program and Ray Wolf's "Scope: The Extension Hour." Janet's program is at 11 a. m. and Ray's portion of "Scope" starts about 12:30 p. m., Monday through Friday on KUOM -- 770 on the dial.

Many of the discussions are taped and sent to radio stations -- possibly in your community.

Some of the topics to be discussed in February, which may give you ideas for programs, follow: Soybean diseases for 1974, Opportunities in hog production, Partnerships, Shelterbelts, New fruit varieties, Efficient use of fuels, Dutch Elm Disease, Oak Wilt, Environmental Pesticide Control Act of 1972, and the 4-H Speaking Contest. --Ray Wolf

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FARMER SPORTSMAN AWARD OFFERED AGAIN THIS YEAR --

A few days ago you received entry blanks for the 26th annual Farmer-Sportsman Award and for the Frank Blair (youth) Conservation Award. We think this is a good program that stimulates better farming, better conservation, and better relations. We need to show our continued interest by submitting entries. Remember past regional winners are still eligible.

--Harold B. Swanson

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SAFETY GOOD NEWS PEG FOR ALL MEDIA --A Safety Emphasis for each month of 1974 makes a good news 'peg' for radio programs, news stories, newsletters, and meetings. Here's the story: The Farm Section of the National Safety Council in cooperation with the USDA has established safety topics to be emphasized each month during 1974. The Agricultural Extension Safety Committee and the Ag Division of the Minnesota Safety Council urge that you keep the following topics in mind throughout the year:

January--Winter Time Safety	September--Harvest Safety
February--Hand and Power Tools	October--Fire Safety and Hunting Safety
March--Agricultural Chemicals	November--Safety Planning on the Farm
April--Power and Machinery Safety	December--Home and Holiday Safety
May--Lawn and Garden Equipment	
June--Summertime Safety	
July--Preventing Falls	
August--Roadway Safety	--Ray Wolf

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DON PETMAN GETS COVERED --The Rainy Lake Chronicle recently covered a speech by Koochiching County's Don Petman. Here are some quotes from the article.

"Speaker is amiable Don Petman who identifies self to scholarly press as Extension Agent with three bosses including County of Koochiching, University of Minnesota and United States Department of Agriculture. Says gets pay checks from County and University and no pay check from USDA. Speaker well equipped with projector and slides and exhibits of soil and septic field equipment.

"Guest speaker gives throng quick shocker to clear decks. Reports that nearby dump plays host to eight garbage trucks that dump 160 cubic yards of waste there a day. Also reports 1,659 old cars thrown away in big sweep. Offers general opinion that there's hell of a mess out there in garbage game and says state has told City of International Falls to stop burning its garbage.

"Speaker does snappy drawing of septic tank and explains how bugs do big janitor job on waste. At 9:30 Don Petman says throng will now look at slides and then everybody can go home. Audience hooked on subject now and slides wake everybody up...

"Meeting ended at 10:50 p. m. and small nub of lingerers helped speaker carry vast sanitation exhibits to waiting automobile."

In spite of the kidding or at least unique way the editor describes Don's presentation, there's no question it went over well. I like to think it's because Extension people use change of pace, visuals, humor, and other communications techniques well and that they relate to people's problems.

--Harold B. Swanson

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## RAMSEY COUNTY TELLS EXTENSION STORY ON ITS PROGRAMS

--The following reprint is the back page of a program for one of Ramsey County's extension offerings. The copy is changed slightly for home economics and 4-H programs. Many other counties do the same thing. Others may find it a useful device to explain Extension programs. --Harold B. Swanson

Your Ramsey County Extension Service  
2020 White Bear Avenue, St. Paul--Telephone 777-1327

Since its beginning nearly 60 years ago, the Ramsey County Cooperative Extension program has grown as a partnership between the county government, the University of Minnesota, and the U.S. Department of Agriculture. Extension is recognized as a unique contribution to education. It is an organized, out-of-school, problem-oriented, educational movement, rapidly adjusting to meet problems of a changing world.

The County Extension Office is the public's focus of contact and source of information on a variety of topics from the University of Minnesota. The office disseminates this information to the public in person, by phone, by mail, at meetings, etc.

This series of informational programs is an example of the cooperative effort between the Ramsey County Extension Service and the University of Minnesota and, furthermore, is proof that the University is interested and involved in the affairs and concerns of the community.

The priority needs of the people in Ramsey County influence the program priorities for the Extension Service. Programs such as horticulture, home economics (family living, consumer education, etc.). 4-H youth development, community and resource development have been expanded and other programs implemented to meet the needs of the people in our community.

The Extension Service welcomes your suggestions and directions for future educational programs.

Agricultural Extension Service . University of Minnesota

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# Publications and Direct Mail

January 1974

## NEW PUBLICATIONS

Metrics in the Kitchen. Extension Folder 294. Mary Darling. Discusses worldwide use of the metric system, steps toward adoption in the U.S., and how it will affect the consumer. 4 pages. Available.

Farming In Northern Minnesota/Opportunities and Requirements. Extension Folder 295. Provides facts and figures to help answer questions about part-and full-time farming in the upper portion of the state. 4 pages. Available.

Minnesota Agricultural Economist. No. 553, Jan.-Feb. 1974. Eight authors describes the economic implications for Minnesota Agriculture of the Agriculture and Consumer Protection Act of 1973. 8 pages. Available February. *file*

Care Guide for Clothing. HC-63. Adapted from a guide by the American Apparel Manufacturers Association by Thelma Baierl. A laundry room chart keyed to home care instructions found in new garments. 1 page. Available.

Minnesota Soil Atlas--St. Paul Sheet. Miscellaneous Report 120. Described in December 1973 listing, repeated here because of price change to \$2 per copy. Two earlier publications in the series, Miscellaneous Report 90--Brainerd Sheet and Miscellaneous Report 110--Hibbing Sheet, also have revised prices: \$2 per copy. Available.

Home Insulation and Heat Loss. Ag Engineering Fact Sheet 18. D. W. Bates and H. A. Cloud. Discusses types of insulation to use to reduce heat loss from a house. 2 pages. Available.

Controlling Household Humidity. Ag Engineering Fact Sheet 19. H. A. Cloud and D. W. Bates. Offers suggestions for solving problems caused by too much or too little humidity in a house. 2 pages. Available early February. *order*

Energy Consumption of Refrigerators, Freezers, and Ranges. Home Economics-Family Living-Consumer Information Fact Sheet 31. Wanda Olson. Explains that size, maintenance, room temperature are just a few items to consider in energy consumption of these appliances. Gives questions and answers on energy consumption of ranges and portable cooking appliances. 2 pages. Available.

The Small Flock for Poultry Meat. Poultry Fact Sheet 42. Melvin L. Hamre. Discusses the breeds for the most economical meat production, housing and equipment, brooding methods, and management recommendations. Pictures a suggested brooding area arrangement. 2 pages. Available.

## REVISED PUBLICATIONS

Some Important Adult Beetle Pests of Stored Grain. Extension Folder 285. Norman T. Baker, Ronald A. Hellenthal, Phillip K. Harein. Illustrates and describes beetle pests of stored grain. 4 pages. Available.

Crop Production Guide for Minnesota. Extension Pamphlet 194. Harley J. Otto, et al. Correlates variety, seeding rate, date of seeding, weed control, and fertilizer needs for major crops in Minnesota. 1 page. Available.

Laundry Supplies. HS-22.\* Wanda W. Olson and Leona S. Nelson. Includes new information on fabric softener in this basic discussion of supplies needed for clean clothes. 8 pages. Available.

Laundry--Doing the Wash. HS-23.\* Wanda W. Olson and Leona S. Nelson. Explains different methods of washing, rinsing, and drying. Notes that less electricity or gas is used to dry one large load (in an automatic dryer) than several smaller loads. 8 pages. Available.

Buying a Side of Beef. Animal Science Fact Sheet 18. Richard J. Epley. Helps consumers determine yield grade vs. price to assure savings in purchasing a side of beef. 2 pages. Available. *order now*

European Corn Borer and Corn Earworm Control on Sweet Corn. Entomology Fact Sheet 1. L. K. Cutkomp and J. A. Lofgren. Suggests materials for controlling these sweet corn problems. Includes diagrams showing nozzle arrangement for first-brood borer and second-brood borer and earworm. 2 pages. Available.

Insect Control on Forage Crops. John Lofgren. Entomology Fact Sheet 4. Lists various insecticides and the limitations of each and discusses specific insect problems. 2 pages. Available. *order new*

European Corn Borer Control in Field Corn. Entomology Fact Sheet 40. J. A. Lofgren. Describes the damage caused and the controls and how and when to apply them. 2 pages. Available. *order new*

Fruits for Minnesota, 1974. Horticulture Fact Sheet 3. Lists varieties of fruits recommended as suitable in the four fruit zones of the state. 2 pages. Available.

Raspberries for the Home Garden. Horticulture Fact Sheet 20. Leonard B. Hertz. Discusses planting sites, recommended varieties, planting, pruning and training, thinning, fertilizing, preventing winter injury, insects and diseases, and cultivation and herbicides. 2 pages. Available. *order new*

Dwarf Apple Trees. Horticulture Fact Sheet 21. Leonard B. Hertz. Details how to control the size of an apple tree and mentions specific rootstocks. Difference in tree sizes depicted in drawing. 2 pages. Available. *order new*

#### REPRINTED PUBLICATIONS

Chemical Application Record. Agricultural Chemicals Fact Sheet 2.

Breeding Management of Sows and Gilts. Animal Husbandry Fact Sheet 13. J. D. Hawton, R. J. Meade, and C. J. Christians.

Boxelder Bugs. Entomology Fact Sheet 10. L. K. Cutkomp.

Food-Borne Disease. Food Science and Nutrition Fact Sheet 2. E. A. Zottola.

Bacteria in Milk. Food Science and Nutrition Fact Sheet 10. V. S. Packard.

Using Colostrum to Raise Dairy Calves. Dairy Husbandry Fact Sheet 9. R. D. Appleman and D. E. Otterby.

Milk Replacers in Raising Dairy Calves. Dairy Husbandry Fact Sheet 10. R. D. Appleman.

Fertilizing Alfalfa. Soils Fact Sheet 16. C. J. Overdahl.

Fertilizer--Facts vs. Opinions. Soils Fact Sheet 19. C. J. Overdahl, W. E. Fenster, and C. A. Simkins.

Minnesota Dairy Ration Balancer. Extension Folder 292. Michael Hutjens and Gerald Steuernagel.

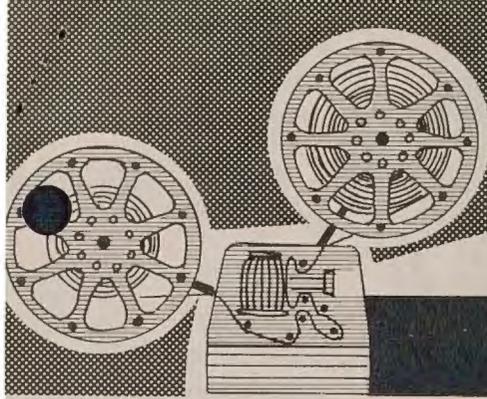
Parental Influence and the Child. Extension Bulletin 321-2.

Handling Misbehavior. Extension Bulletin 321-7.

Television and the Child. Extension Bulletin 321-8.

Managing Your Corn Harvesting. Special Report 45.

\*HS publications are short, elementary publications written for audiences with limited experiences, finances, and education.



# visual aids TIP SHEET

## Minnesota Agricultural Extension Service

January 1974

### NEW FILMS IN VISUAL AIDS LIBRARY

COUNT-DOWN... 4 4 3 2 (Mulligan Stew)--28 $\frac{1}{2}$  min., Color, USDA. (TV--\$6.00)

The Mulligans get help from our astronauts at NASA as well as famous research scientists when their mission involves saving their pal, Wilbur Dooright, from a life or death fight with the elements of old Mother Nature. 1972

GETTING IT ALL TOGETHER (Mulligan Stew)--28 $\frac{1}{2}$  min., Color, USDA. (TV--\$6.00)

Maggie, Mike, Manny, Micki, and Mulligan (the Mulligan Stews) plan, shop, and prepare a dinner for a world population. Hundreds of guests in native costume offer their kind of entertainment and fun. 1972

FLIM FLAM MAN, THE (Mulligan Stew)--28 $\frac{1}{2}$  min., Color, USDA. (TV--\$6.00) A

culprit is foiled by Wilbur Dooright when he tries to sell fad diets and food pills to the Mulligan Stews. The mission has intrigue and physical competition as the far-out diets are proven taboo and lose-out. 1972

RACER THAT LOST HIS EDGE, THE (Mulligan Stew)--28 $\frac{1}{2}$  min., Color, USDA. (TV

--\$6.00) A fat race car driver (who keeps on losing) and his new bride, who keeps stuffing him with "goodies," learn why a healthy body is for champions. They learn what you eat...and ya gotta plan right, buy right, and prepare right. 1972

LOOK INSIDE YOURSELF (Mulligan Stew)--28 $\frac{1}{2}$  min., Color, USDA. (TV--\$6.00)

The Mulligan's rock music and songs beat out why "ya gotta eat breakfast." A high school gal is no longer "up-tight" and gets lots of dates, while her brother again becomes a star athlete after being revived. 1972

GREAT NUTRITION TURN ON, THE (Mulligan Stew)--28 $\frac{1}{2}$  min., Color, USDA. (TV

--\$6.00) Mulligan Stew tackles a "Mission Impossible"--waking up a sleeping town--moms and dads, firemen, mailman, barber, bank robber and a cop (lucky for the robber the cop was sleeping), and, would you believe, a cow too tired to give milk? 1972

ON THE FIFTH DAY--20 min., Color, American Quarterhorse Association. (TV--

\$3.00) The excellent photography, fine art work, and good narration by Lorne Greene make the history of the American Quarterhorse come alive. Recommended for all age groups as an informative, interesting, entertaining film. 1973

QUARTER HORSE: THE HORSE AMERICA MADE, THE--30 min., Color, American

Quarterhorse Association. (TV--\$3.00) A very well done film describing the versatility of the quarterhorse: racing, trail riding, rodeo events, and pure pleasure. Recommended for all ages as an entertaining film. 1973

THREAT OF THE CATTLE FEVER TICK--14 $\frac{1}{2}$  min., Color, USDA. (TV--\$3.00)

A historical and practical account of Cattle Tick Fever (Texas fever) and its eradication from our country. Control of the tick and its entry from Mexico are discussed. 1954

PSOROPTIC SHEEP AND CATTLE SCABIES--12 min., Color, USDA. (TV--\$3.00)

A presentation of clinical scabies as seen in sheep and cattle before eradication programs were initiated. Clinical signs, diagnostic procedures and control measures are discussed. 1956

TWO NEW FILMSTRIPS ADDED TO LIBRARY

F-31 REFLECTIONS OF MYSELF--96 frames (part 1), 99 frames (part 2); Color, sf., Guidance Associates. (\$1.75) This filmstrip in two parts stresses the tremendous significance of adolescence as a stage in life. Personal expressions of youth today are illustrated and described through original prose and poetry. Would be useful in helping teens look at themselves as well as for adult leader training. Discussion guide and script are included. 1973

F-32 INFLATION: PRICES, AND WAGES AND RUNNING AMOK--98 frames, Color, sf., Cost of Living Council. (\$1.75) This filmstrip is designed as a beginning level educational unit in economics. The strip shows and explains what causes inflation, effects of inflation, and what consumers can do about inflation. It's geared for older teens, but would also be appropriate for adult audiences. 1973

FILM "FUTURE SHOCK" IS AVAILABLE FROM UNIVERSITY

The film "FUTURE SHOCK" which we used at the annual extension conference last October is available to you on a rental basis from Audio Visual Library Service, University of Minnesota, 3300 University Avenue S.E., Minneapolis, Minnesota 55455.

Code number of the film is 9S1059. Order by this number. Rental fee is \$24.00.

WHEN YOU PLAN PHOTOS FOR ILLUSTRATING NEWS STORIES OR PUBLICATIONS . . .

Be sure that the photo relates clearly to the subject matter in your text.

See that the photo has informational value of its own. Otherwise you might as well use words only.

Check the finished print for clarity and sharpness. And make sure it has good contrast (good solid blacks and whites).

Photos can be worth the proverbial 10,000 words to your story if they meet the above criteria.

. . . . . Gerald McKay and Karen Annexstad