

MN2000 RPI #25/75

3) Reaching People with information...



press
publications
radio
television
visual aids

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

April 25, 1975

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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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A CABLE TV PRIMER -- DID YOU KNOW:

- there are 3,240 operating cable TV systems in the U.S. serving some 6,980 communities.
- another 2,718 systems have been approved but not built.
- most systems offer between 8 and 12 channels.
- the average monthly subscriber fee is \$5.50.
- by 1977 all systems must have at least a 20-channel capacity.
- 629 systems originate programs in their own studios, averaging 13.5 hours of local origination weekly.

Minnesota has about 45 different cable companies operating systems in some 89 communities. Several companies operate a system in four or more separate towns across the state.

Vern Hoysler is doing programming on the Hutchinson CTV system. His two ½-hour programs are shown Fridays at 5 and 10:30 p.m., going to 900 subscribers. Terry Courneya and the Pennington agents have been using cable for several years. Barb Jessen-Klixbull and others have done programs on the St. Cloud system, and agents in other parts of the state have utilized CTV for educational efforts. It's an expanding area in which we'll see more activity in the near future. We're planning efforts in the state office to support it. If other agents are working with CTV, please let us know. --Norm Engle

A BARGAIN -- Free publicity is a bargain at twice the cost, even when you figure your time and production expenses. A case in point is our recent camera-ready garden packet that went to newspapers and county agents. Production costs -- typesetting, printing -- were about \$300. From February 24 through March 17, seven different stories from the packet were used in 24 different newspapers (22 weeklies, 2 dailies), reaching a combined readership of 129,390. Our costs were about one-eighth of what they would have been had we had to buy that newspaper space as advertising. All seven stories achieve teaching goals as well as tie in the Agricultural Extension Service and specialists as resources. A further example: Air time for 690 announcements on WLOL-AM and 85 announcements on WLOL-FM on energy conservation would have cost extension \$7,282.50 if we had to pay for it. As public service announcements, however, the stations gave us the time at no charge.

--Dave Zarkin

KEEPING INFORMED - - Roger Larson, Chippewa County, stopped in and we had a good discussion on news stories sent through county offices (our usual practice) vs. sending them directly to the news media. MOST of the time we send stories through you and rely on you to make appropriate changes and get them into the news media. There are times, however, when we send stories directly to weekly papers. We'll try to keep you informed about these times by sending information copies of the stories to you.

Many of you may have noticed a "Food for the Future" series appearing in your local newspapers. This is a special situation where we're doing a study of how newspapers in the state use pictures if they're sent along with the story. To insure accuracy of the survey, we had to mail directly to the papers to insure they all got the material.

Incidentally, Roger has a good relationship with county newspapers. They rely on his judgement for agricultural news and want everything to be screened through him. One key to his success: stopping in at the newspaper office from time to time to ask the editor's opinion of the material you're giving him. As Roger says, "even if you don't get an answer out of the editor, he at least knows you're interested." --Jack Sperbeck

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RADIO IS - - A wristwatch, an alarm clock, a security blanket--all those things and more. In fact, a 1974 Opinion Research Corp. poll conducted for CBS Radio showed radio to be the primary source of news in the morning for 57 percent of U.S. adults over 18. That's up 5 percent over 1971.

You have to get up early in the morning to get ahead of radio journalists (including farm broadcasters). This is because the medium has carved out its own prime time, roughly coinciding with the urban auto commuter period and with the farmer's chore time.

Radio stations in heavy commuter markets are also opting for p.m. drive time information/news blocks, generally from 4 to 6.

Radio journalism is generally associated with the AM band as well as the a.m. listener. Although there is a sprinkling of FM stations with strong news departments, many radio experts see the day when FM will be associated solely with music and AM with news/talk programs.

So whether your news and county extension programs are AM or FM, a.m. or p.m., they deserve your best effort and a thanks to the station for providing time.

NOTE: Most of the above material came from an article written by Leslie Fuller, staff writer, New York, and printed in the January 6, 1975 issue of Broadcasting magazine. --Ray Wolf

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UPDATE ON TV SERIES - - County offices may already have received copies of questionnaires to help evaluate the recent "Living Married" TV series. We are gathering information that will help develop additional support when the programs are aired again next January.

Preliminary efforts are underway to obtain donor support and develop support activity for the "Mulligan Stew" nutrition education programs. They will be scheduled to run in January also. --Norm Engle

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WORD CORNER: SHARPEN UP! - - This anecdote in a recent (March 22) issue of Editor and Publisher magazine caught my eye: "The Arizona Star in Tucson carried this headline question on the economy: 'Whom Should Be Laid Off First?' A reader's letter duly arrived observing: 'The answer is obvious. Whom wrote the headline? Him should be laid off first. Him doesn't know enough about English grammar for the position him has.'"

The story points out the difficulty most of us have with who and whom. And it points out a test you can employ when you're unsure of which to use. The rules are: Use who when it functions as the subject or as a predicate after some form of the verb be. Use whom as an object of a verb or preposition or as a subject of a complementary infinitive, as in the woman whom I took to be your sister. Now the test. When you're unsure which to use, try using he/him in the sentence instead. If he is correct, use who; if him is correct, use whom. --Kathy Wolter

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ADJUST YOUR PRESENTATIONS TO OLDER AUDIENCES - - There are both fallacies and facts about working with older audiences. There is no question that vision and hearing become poorer as we grow older. On the other hand, there is little decrease in ability to learn. "You can't teach an old dog new tricks" doesn't apply to humans. To me the expression "too old to learn" is a cop-out, an excuse.

William Carpenter, North Carolina State University, has spelled out eight recommended physically-related techniques for teaching adults.

1. Provide plenty of light. More than twice as much light is required at age 60 as at 20.
2. Avoid glare and strong lights that face your audience. For example, when you have breaks in slide sets, insert black slides (2-inch square pieces of cardboard about the thickness of slide mounts). When using an overhead projector, turn it off when you have a break between visuals.
3. Smooth out transitions and avoid sudden changes.
4. Make visuals large and simple with lots of contrast. Figure you'll need letters a minimum of 1 inch high for viewing 32 feet away. And limit the amount on each slide (no more than 15-20 words).

Use contrast when selecting colors. Among the better combinations in order of legibility are: black on yellow, green on white, red on white, blue on white, white on blue, black on white, and yellow on black.

5. Avoid clutter.
6. Print large.
7. Face the audience and stay in the same place.
8. Seat people properly for seeing and hearing. Don't put people at too much of an angle for projected visuals. Use no more than a 45-degree angle with matte white and lenticular screens and no more than a 25-degree angle for glass beaded screens. --Harold B. Swanson

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REVEALING SOURCES - - When one of her friends asked Beverly Echran, Detroit News columnist, to reveal what she puts in a special salad, her reply was, "Sorry, in the tradition of newspaperwomen, I cannot reveal a sauce."

--Harold B. Swanson

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4-H CLUB NEWSLETTERS - - 4-H adult leaders who have access to a mimeograph or ditto machines may want to consider putting out a one-page monthly newsletter. It's a good communication medium for keeping parents as well as 4-H'ers up-to-date on club happenings. Mabel Lohmann mimeographs a smart looking newsletter, "The Hum of the Zumbrota Busy Bees." It includes brief, pertinent facts on the upcoming meeting (date, speaker, demonstrators, program, recreation, and refreshments). The rest of the newsletter deals with upcoming events and reminders. --Dave Zarkin

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HOME ECONOMICS TAPES - - (Tapes are approximately 3 minutes long.)
April 15: Crock Pot--Nutrient Loss, Mary Darling, extension nutritionist; Conserve Nutrients, Mary Darling; New Grading on Beef, Richard Epley, extension meats specialist; Nitrates in Meat, Richard Epley; Check Canning Gauge, Pat Kramm, consumer information specialist; Canning Equipment, Pat Kramm; Honey Adulteration, Blanche Erkel, consumer affairs officer, Food and Drug Administration; Percentage Labeling, Blanche Erkel.
--Janet Macy

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INFLATION FIGHTERS - - Feed me ideas please on what individuals and groups working with extension programs are doing to fight inflation. We are working with people in the news media who can use these leads. --Dave Zarkin

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REVISED PUBLICATION AVAILABLE - - Revised copies of HS 16, Pots and Pans, are available in the Bulletin Room. Wanda Olson, household equipment specialist, has made extensive revision. New HS's in the food preservation area will be available in time for the canning season. --Lee Nelson

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YOUR COUNTY COMMUNICATOR-EDUCATOR - - Enclosed with this issue of Reaching People is a copy of the script used in the taped radio program sent to about 60 Minnesota stations. It points to the importance of communications in the county extension faculty's work. --Harold B. Swanson

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Publications and Direct Mail

April 1975

NEW PUBLICATIONS

Oak Wilt Disease. Extension Folder 310. D. W. French and W. C. Stienstra. Describes symptoms, causes, disease spread, and control measures. Color photographs show characteristics of diseased trees. 6 pages. Available early May.

Damping-Off of Seedlings. Plant Pathology Fact Sheet 26. F. L. Pflieger. Discusses symptoms, control, sterilization of soil, and seed treatment with various chemicals. 2 pages. Available.

Metric Measure: Converting Home Recipes. Food Science and Nutrition Fact Sheet 28. Mary Darling and Debora Wardle. A guide for the homemaker on volume versus weight measurement, weights of common ingredients, and recipe conversion. 2 pages. Available.

Selling Your House Yourself. Extension Folder 302. William Angell. Offers tips on readying a house, handling legal requirements, advertising, and negotiating with prospective buyers. Includes sample listing sheet and utility fact sheet. 12 pages. Available.

Young Lamb Nutrition And Management. Extension Folder 308. Robert M. Jordan. Describes nutrition and care requirements of day-old lamb and 6- to 8-week-old lamb. 4 pages. Available.

Close-up Photography. Information Service Series 18. Donald L. Breneman. Offers tips on the techniques and special equipment required for close-up photography. 2 pages. Available.

REVISED PUBLICATIONS

Planting Trees for Farmstead Shelter. Extension Bulletin 196. Marvin Smith and William Miles. Gives improved information on planting and maintaining a shelterbelt. Diagrams and photos give planting suggestions. 16 pages. Available.

Chemical Application Record. Agricultural Chemicals Fact Sheet 2. Updates a 19-point record, gives instructions for use, and includes pointers on pesticide safety. 2 pages. Available.

Preserving Fish. Food Science and Nutrition Fact Sheet 22. Isabel D. Wolf. Recommends heating fish to boiling temperatures for 10 minutes before tasting or serving after canning in the plain method or with seasoned tomato sauce. 2 pages. Available.

Fungicides for the Home Garden. Plant Pathology Fact Sheet 16. Ward Stienstra and F. L. Pflieger. Discusses selection, handling, application, and disposal of common garden fungicides. 2 pages. Available.

Selecting a Microwave Oven. Home Economics-Family Living Fact Sheet 29. Wanda Olson and Robert Olson. Updates information on operation, cooking uses, proper utensils, and power settings. 2 pages. Available early May.

Heating with Microwaves: Consumer Ovens. Home Economics-Family Living Fact Sheet 35. Wanda Olson and Robert Olson. Presents information on foods that are best suited to microwave cookery, usable dishes and utensils, and techniques for best results. 2 pages. Available early May.

Using Microwave Ovens. Extension Folder 293. Wanda Olson, Isabel Wolf, and Robert Olson. Explains what to expect in appearance of food, texture, and flavor. 4 pages. Available early May.

Buying A Side Of Beef. Animal Science Fact Sheet 18. Richard J. Epley. Tells how buying a side of beef can be a money-saving proposition by calculating retail yields and purchase cost. 2 pages. Available.

REPRINTED PUBLICATIONS

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.

Feeder Pig Grading Standards. Animal Science Fact Sheet 11. C. J. Christians and R. L. Arthaud.

Woody Plants That Attract Birds. Arboretum Review 13. M. Eisel.

Dwarf Shrubs. Arboretum Review 20. L. C. Snyder.

Pantry Pests. Entomology Fact Sheet 13. P. K. Harein and D. M. Noetzel.

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

Pesky Plants. Extension Bulletin 287. Thor Kommedahl and Herbert Johnson.

Selecting Pictures. Extension Bulletin 323. Myra Zabel and Rachel F. Munson.

Hanging Pictures. Extension Bulletin 325. Myra Zabel and Rachel F. Munson.

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

The Home Lawn. Extension Bulletin 366. Don White.

Home Processing of Poultry. Extension Bulletin 385. Mel Hamre.

Insecticide Suggestions to Control Household Insects in 1975. Extension Bulletin 389. J. Lofgren.

Insecticide Suggestions to Control Greenhouse and Floriculture Pests in 1975. Extension Bulletin 392. John Lofgren.

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

Harvesting and Storing Garden Vegetables. Extension Folder 172. O. C. Turnquist.

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

Selection Guide for Preowned Houses (Part I). Extension Folder 299. W. Angell.

Selection Guide for Preowned Houses (Part II). Extension Folder 300. W. Angell.

Selection Guide for Preowned Houses (Part III). Extension Folder 301. W. Angell.

Apple-Crabapple-Pear Varieties for Minnesota. Extension Folder 303. Leonard Hertz.

Economic and Management Consideration for Lamb Production with \$4 Corn. Extension Folder 306. Robert Jordan.

Selecting a Profitable Breed of Sheep. Extension Folder 307. Robert Jordan.

Customize Your Diet For Your Body Design. EFNP-87.

Customize Your Diet--Are Food Fads in Tune with Your Style? EFNP-89.

Water. EFNP-91.

Iron. EFNP-92.

Calcium. EFNP-93.

Glossary of Microbiological Terms. Food Science and Nutrition Fact Sheet 8. E. A. Zottola.

Bacteria. Food Science and Nutrition Fact Sheet 15. E. A. Zottola.

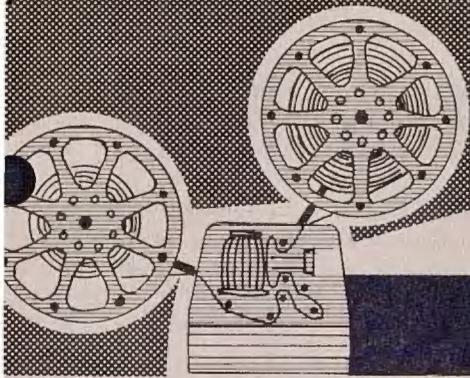
Growing Peonies. Horticulture Fact Sheet 2. C. Gustav Hard.

Ground Covers for Rough Sites. Horticulture Fact Sheet 27. M. H. Smithberg and A. G. Johnson.

Terrariums. Horticulture Fact Sheet 29. Mervin Eisel.

Outdoor-Indoor Geranium Culture. Horticulture Fact Sheet 34. H. F. Wilkins.

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



visual aids TIP SHEET

Minnesota Agricultural Extension Service

April 1975

NEW FILMS ADDED TO THE AGRICULTURAL EXTENSION LIBRARY

BE A PRO WITH PESTICIDES--22 min., Color, Department of Communication Arts, Cornell University. (TV--\$6.00) This film can be used as part of a training program for pesticide applicators, both commercial and individual farmers. Includes information on the selection of pesticides, the label, application, equipment, safety and records. 1974

SAFE USE OF CROP-HARVESTING MACHINERY, THE--16½ min., Color, Cornell University. (TV--\$4.50) The complex design of harvesting machinery requires both continuing maintenance and constant precautions for safety. This film points to the many danger areas with emphasis on preventive maintenance on costly, specialized equipment. Forage harvesting equipment and small grain combines are shown at work. Recommended for use by 4-H groups, Vo-Ag classes, adult farm employee (manpower) training classes and others interested in safety on the farm. 1975

SLIDES SETS ADDED TO THE LIBRARY

#877 IT'S GOOD FOOD, KEEP IT SAFE--65 slides, Color, df., USDA. (\$1.75) 65 slide cartoon illustrations are divided in four parts: The Invaders; Keep It Clean; Watch The Temperature; Every Minute Counts. Each part is 3-4 minutes long. The taped narration is a conversation between a good bacteria named Charlie and two bad bacteria named Sal and Staph. (Safety in home canning and botulism are not included.) They talk to the homemaker and her family. A typed copy of the narration is enclosed with the slide set. The slide set's effectiveness depends on the use of the tape. Homemakers and secondary home economics, science or health classes are appropriate audiences. 1973

#946 JUDGING BEEF STEERS--63 slides, Color, df., Charles Christians, extension specialist, animal husbandry, University of Minnesota. (\$1.75) A slide set developed for those who have little experience in judging beef cattle. Beef terms, retail yield and wholesale cuts are covered. A logical process of steer evaluation, handling and oral reasons is developed. Five market steer classes are included with written reasons on each class. 1975

#967 HOMEMAKERS WORKSHOP, MORRIS--52 slides, Color, df., Diane M. Ziegler, Stevens County extension home economist. (\$1.75) The Homemakers Workshop is an annual event open to homemakers throughout the state. The slide-tape set may be used by extension home economists in describing the workshop to their homemakers. 1975

#968 YOUR FAIR AND THE NATION'S BICENTENNIAL--52 slides, Color, df., O. Uel Blank, extension resource economist, University of Minnesota. (\$1.75) In 1976 the United States celebrates its 200th anniversary. Your community can join in this celebration, and your fair can provide a focal point for reviewing our heritage as well as serving as a springboard to shape your community's future. This presentation is intended not as a means of telling you everything you can do, but as a way of stimulating ideas for some of the programs and events that every Minnesota fair can adapt to their particular situation. 1975

REVISED SLIDE SET ENTERED IN LIBRARY

#806 JUDGING BEEF BULLS--41 slides, Color, df., Charles Christians, extension animal husbandman, University of Minnesota. (\$1.75) This slide set has been revised to include one class each of horned Herefords, junior and senior bull calves, and spring bull calves. Front, side and rear views of each animal and each class are shown. Also included are four classes of Simmental bulls, two classes of Charolais bulls, one class of Maine-Anjou bulls and one class of Limousin bulls. Placing and reasons for all classes. 1975 (revised)

PLEASE NOTE

Telelectures:

Effective immediately, we will be sending out a comment card with each tele-lecture. Please fill this in and return it to us with the telelecture materials just as you would with a film or slide set. Thank you.

Booking Procedures:

We charge all organizations except the county extension office for using our films. The rate schedule is on page 8 of our catalog for slides, overheads, etc. and after each description for films. You may request films for other organizations without charge if the films are shipped directly to the county office. The organization may return the films directly to us but the county office is ultimately responsible for getting it back to us on time.

.Don Breneman and Gail Tischler