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AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

March 26, 1976

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SOUND EFFECTS FOR RADIO AND FUN -- Remember the "golden days" of radio? The resourceful sound effects man was a key figure in the studio. For an evening of tape recorder fun or for a means of adding variety and effectiveness to your radio programs, try creating sound effects in the same manner as they were done in the early radio studios.

Brush Crackling: Work straws from broom between hands and close to mike--or use heavy cellophane.

Walking in Dead Leaves: Stir cornflakes on top of cardboard box.

Bubbling Brook: Blow gently through straw immersed in a glass of water.

Footsteps in Snow: Grind thumbs in cigar box full of corn starch or fill two small sacks with corn starch and squeeze them near mike.

Chopping Wood: Tap large jack knife against branch of tree close to mike.

Crash: Use crash box--a wooden box filled with broken glass, light pieces of metal and tin cans.

Crashing Wood: Crush berry box by pushing thumb through bottom.

Fire: Crackle cellophane between hands or crunch heavy end of bundle of broom straws.

Forest Fire: Combine above with breaking of berry boxes.

Echo: Face microphone towards long fiber wastebasket, speak from behind mike so voice is projected at wastebasket and comes back to the microphone--as an echo.

Horses: Coconut shells are held in each hand and tapped in correct rhythm on rug.

Rain: Drop rice on metal.

Thunder: Rattle sheet of tin close to mike.

Pistol Shot: Puncture balloon near mike.

With a little experimentation you can create many interesting sound effects of your own so try them out either for fun or for use on an occasional special radio program. --Ray Wolf

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HOW DO YOU INTERACT? --How well a teacher and a student or agent and farmer or homemaker interact is the most important variable in learning. That's the conclusion of the brother team of Roger and David Johnson of the University of Minnesota. They based their statement on their own research and on an extensive review of other research.

The two conducted a workshop for St. Paul Campus teachers recently. Although most of their work has been with youngsters in school, it is easy to apply to both college students and to adults in extension education. In fact, many of their ideas and results are similar to Extension's discoveries through experience and research. Here are a few of the points they made but recouched for Extension situations:

1. We must interact well with our clientele if they are to learn most effectively. Here the Drs. Johnsons may be pointing to the audience-orientation and skill of empathizing and communicating with clients or students that Extension has always preached.
2. Cooperation rather than competition will give better learning results. Here the Johnsons advocate less attention to competition (but not elimination by any means) and more to working together in schools. Extension, especially in its adult programs, puts little stress on competition and more on solving problems and working together.
3. How our learning goals are structured greatly influences how well people learn and accept. Again in Extension the learner helps set up his or her own goals. That's part of program planning.
4. We need to see things from the other person's point of view to be most effective in helping them to learn.
5. Competition may foster hostility toward the teacher and may hinder learning. Again we see in Drs. Johnsons' presentations where communications and education principles cut across all areas of education.

--Harold B. Swanson

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TV - ING--A New York television producer has figured that if the average person continues to watch TV at the current rate (6 hours and 7 minutes per day), by the time they are 65 they will have devoted nine years of their life to watching the tube! --Norm Engle

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MORE YARD 'N' GARDEN --Karen Lilley has designed a super direct mail piece that publicizes the "Yard 'n' Garden" TV program. Several county extension offices are interested in mailing it out and distributing it to garden stores in their areas. If I haven't contacted you, let me know how many copies you want. The postage is prepaid. Also, don't forget to order Gardening, Etc., a listing of Extension gardening, canning and freezing publications, from the Bulletin Room. --Dave Zarkin

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WATCH ZINGERS --We often complain about the length of attribution in an article. Recently I came across what Texas A & M referred to as a "Zinger." The short item follows: "A prime stress for parents is children, Mrs. Ilene Miller, family life education specialist with the Texas Agricultural Extension Service, the Texas A & M University System, notes." So, what's new Ilene? I don't mean to pick on Texas because their news copy is always A-1, but I did think the short proved a point. Don't write or say anything if it isn't at least somewhat profound or informative. And, try to shorten attributions if they're longer than the message. --Janet Macy

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RADIO TAPES --Grade Changes and Sausage Recipes, Dick Epley, extension specialist, meats; New Textiles, Sherri Gahring, extension specialist, textiles/clothing; Plan Ahead to Decorate, Decorator Kit, Uncluttered Look in Decorating, Unusual Decorating Ideas, Linda Reece, extension specialist, interior design/furnishings; and Consumer Responsibility, Kathy Mangum, assistant extension specialist, consumer information. --Janet Macy

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TV SCHEDULE --The 21st Century series began on MET March 23 and on some of the commercial stations. WTCN, Twin Cities, and KAAL, Austin, will not air it. The new season of Yard 'n' Garden programs begins on March 26 on KTCA at 8:30 p.m.; March 27 at 7:30 a.m. on WTCN; and March 27, 2 p.m. on KEYC. Other station schedules are yet to be confirmed. --Norm Engle

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HOW MEDIUMS STACK UP --All mediums of human communications have their value, but the most important for communicating the day-to-day news and views of the community and the world continue to be radio, TV, newspapers and magazines, with the electronic mediums far ahead of print in terms of immediate impact. According to the Radio Advertising Bureau, the average person spends 47 percent of his/her media time with TV, 41 percent with radio, 8 percent with newspapers, and 4 percent with magazines. This translates into daily averages of 3 hours 48 minutes with TV; 3 hours 22 minutes with radio; 37 minutes with newspapers; and 20 minutes with magazines. For TV alone, the average viewing time per home is over 6 hours 15 minutes.

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During the daytime, the primary news source is radio; during the evening, TV. In the morning, however, radio outranks all other mediums as the first news source; more than 57 percent for adults 18 and older compared to 19 percent for TV and 18 percent for newspapers. On the other hand, according to the Television Bureau of Advertising, RAB's counterpart, television is the "most authoritative" medium for the same age group and the first preference for those mediums the public wants "most to keep." Latest figures indicate that the "most wanted" were TV (57 percent), newspapers (22 percent), radio (16 percent), magazines (5 percent), and 1 percent couldn't make up their minds.

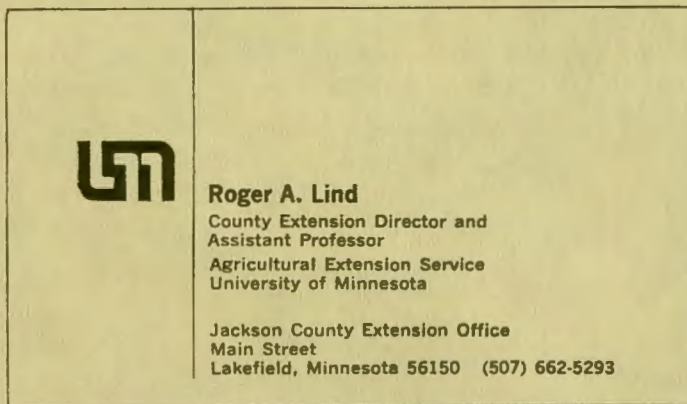
How does the public obtain access to these mediums? It's startling to imagine, but in the U.S. there are more than 401 million working radios, an average of 5.5 per household, covering 98.6 percent of our homes. Beaming to them are 7,828 radio stations, 4,436 of them AM, 2,657 FM, and 735 educational FM. There are also 112 million TV sets covering 97 percent of our homes, with 30.1 million homes having 2 or more. Serving them are 1,395 TV stations, 513 of them VHF and 184 UHF.

(Reprinted from Channels, publication of the National Public Relations Council, May 1, 1975.)

--Janet Macy

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BUSINESS CARDS --This is the format which has been approved by Ed Becker for business cards using new titles. When you run out and need to have new ones printed, please send them in typed to correspond with this format:



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CONGRATS TO MINNESOTA NATIONAL CONTEST WINNERS -- Belated congratulations to Ruth Klossner, county extension agent, Sibley County, and George Schwartz, county extension director, Stevens County. Both were national winners in their respective national agent association meetings last fall. Ruth's newsletter entry won her a certificate and a \$100 check, and George's direct mail entry won him a certificate and a \$25 check.

Judges for both entries in the state contest were members of the Information and Agricultural Journalism staff; neither had heard the news of the national winners until this month. In the future, will the state contest chairman, the president of the agents' association, or the individual winner please let our news section know of the honors? If we've missed any other national winners, let us know. "Blow-your-own-horn" or let us know so we can do it for you. --Lee Nelson

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THE COMMUNICATIONS SCENE

Department of Information and Agricultural Journalism
Agricultural Extension Service
University of Minnesota
St. Paul, Minnesota 55108

No. 29

A NEW LOOK AT COMMUNICATIONS CAREERS

by Harold B. Swanson, Professor and Extension
Communications Specialist

More and more young people are turning to communications careers for a stimulating and rewarding way of life. Reports from our colleges and technical schools indicate that enrollment in journalism and other areas of communications is increasing rapidly. But on the other side of the coin we hear that it is increasingly difficult for young people to get a good job in the field. Today we'll look at both sides of this situation. First, let's explore why there is this increased interest, why more young people are seeking careers in communications.

Watergate, and all the investigative reporting that went with it, has made journalism and communications more interesting, attractive, and glamorous. Watergate's effects are still very apparent as young people flock to the field.

Many young people in our colleges, too, feel that the more liberal or general education training may not train them immediately for a job. Consequently they are shifting to courses that have specific professional or vocational opportunities.

At the same time more and more colleges, technical schools, community colleges, and other post-high school institutions are adding special journalism or communications sequences to their offerings. Thus more students are trained or partially trained in some of the skills of communications. This, too, adds to the supply of communicators.

Enrollment in journalism schools--and they do only a part of the training--has reached 64,000 this year. This is an incredible increase over the 11,000 students in 1960 and a nearly 100 percent increase since 1970. Our School of Journalism at the University of Minnesota now is restricting enrollment and setting higher standards because it doesn't have the resources to meet fully the upward swing in enrollment.

The job outlook has also changed. We know that more youth are prepared for the field. The supply obviously has increased. At the same time economic conditions have cut down on the number of jobs or at least slowed their growth. Remember, though, we can say the same thing for many other areas today. The job market is rough for young men and women. In agricultural journalism the outlook is somewhat better. This is largely because of the agricultural connection, the additional training in agriculture. Food and agriculture are growth industries where the future looks bright.

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Reprint from Radio Series--The Communications Scene

Many employers in agri-business, agri-industry or agri-communications now ask that people they employ have a farm background. Why? Because young men and women from farms usually can relate better to farmers and others in industries serving agriculture than those who haven't experienced farm life.

For young people who aspire to careers in communications, let me make it clear that there are many opportunities even though competition is getting tougher. The field needs good, intelligent, imaginative, diligent young people who relate well to agriculture. In addition, training in communications helps in many other fields young people may choose.

We all have suggestions for youth looking toward careers in communications. First, look at the many different areas of communications. Seek advice from those who are in the communications business or profession now. Talk to people who are genuinely interested in the field and not only in building enrollments.

Second, as budding communicators, stress your English, communications, speech, and visual courses. And grab every opportunity to work or write or speak or even perform in school, in church, in youth groups.

Third, if you hope to become a communicator, read and listen broadly. Keep up with the world and show curiosity about a wide range of events and subjects.

Most people don't recognize the many different jobs there are in communications. Today we'll look at those in agricultural journalism or communications only, recognizing that this is a small, specialized field in the much larger area.

Many newspapers and general magazines hire reporters and editors who can relate to agriculture. Here young men and women write about what's happening in business related to agriculture, about spectacular new research that brings breakthroughs in our fight against hunger, about farmers.

Broadcasting offers opportunities that are exciting and rewarding. Radio and TV stations have much programming which serves agriculture.

Many young people are unaware of the opportunities in government and college work. Journalists bring the knowledge and research of Universities and governmental agencies to people when they want and need it. The variety of jobs include writing, editing, radio, speech writing, research, teaching, to mention only a few.

Today we're still seeing the expansion of specialized publications for every segment of agriculture. This, too, is a promising field for journalists. Closely related is the field of direct mail...those numerous publications, newsletters, and the like that serve our agri-industry with up-to-the-minute information.

Another big area is that of advertising and marketing. These fields help move the products of the farm to the consumer; they help bring the farmer the tools and goods he needs to produce abundantly for the people of the world.

Certainly another field we're interested in on the St. Paul Campus is that of technical communications. Here professionals prepare and communicate technical material in a variety of ways. They help many industries benefit from advances in knowledge and understanding. This type of career, too, appeals to many young people, especially those with a technical bent toward medicine, engineering, agriculture, etc.

In summary, communications is an exciting and promising field. The field will be more competitive, jobs will become harder to get, but there are opportunities galore for ambitious well-trained young people in the profession.

THE COMMUNICATIONS SCENE

Department of Information and Agricultural Journalism
Agricultural Extension Service
University of Minnesota
St. Paul, Minnesota 55108

No. 30

NATIONAL AGRICULTURE DAY HAILS FARMERS

by Harold B. Swanson, Professor and Extension
Communications Specialist

Every hour of every day all of us come in contact with food, fiber, and the many other products that all start on the farm. Meat, poultry, dairy products, fruits and vegetables, cotton, textiles, wool, corn and soybean oils, wheat, peanuts, leather, chemicals, pharmaceuticals...almost everything you can think of starts on or is connected with the farm in one way or another.

Across the nation, we celebrate American Agriculture Day the first Monday after the first day of spring. This year that day is March 22, according to the calendar at least. When is it more appropriate to celebrate Agriculture Day than the start of spring when plants are coming forth...in some parts of the country, at least... to yield nature's bountiful harvest?

Most people recognize the importance of agriculture and the vital role it does and must play in our country and in the world. People have come to respect the farmer and the tremendous job he is doing in feeding not only our nation but also many other areas of the world.

At the same time many people, especially in the cities, are not familiar with the contributions of the farmer. Recognizing this, agricultural communicators throughout the nation have joined to bring this message to the people of our country.

The idea was conceived by a group of agricultural communicators. About four years ago a few editors at Miller Publishing Co. in Minneapolis asked, "Why shouldn't there be an Agriculture Day to pay tribute to farmers just as there is a Labor Day to honor labor?" Thus the idea was born. Soon an organization called the National Agricultural Marketing Association took up the banner and sought to have Congress and governors proclaim the day. They are getting support, and I feel certain that it won't be too long before National Agriculture Day will be widely proclaimed.

Many things are being done to tell the story of agriculture around this day. For example, there are programs like this on radio throughout the nation. In some states there are essay contests for school children; in others, lesson plans are provided to grade schools. Coloring books are distributed. There'll be exhibits in shopping centers, and you may hear church sermons. There'll be radio and TV coverage and newspaper supplements, just to mention a few other things. These should and will largely be beamed at city folks. Of course, this particular program will be heard more widely in rural areas. That's important, too, even though we know rural Minnesota does appreciate the tremendous importance agriculture has for our state.

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Reprint from Radio Series—The Communications Scene

We've emphasized how important agriculture is. And we have some facts to back up our statements. The figures are approximate because they do change rapidly, but they do indicate the scope of agriculture's influence.

Let's back up a bit though. Over the centuries, the great conflicts that shaped history had names like The Battle of Hastings...Waterloo...and Trafalgar. Today there's another great worldwide battle that's gaining attention. And it's connected indirectly at least, with words like detente, third world, fourth world, communism, and the like. That battle is the battle to produce food.

The U.N. estimates that one-eighth or more of the world's 4 billion people are already seriously undernourished. And every day, Mother Earth gets another 217,000 new mouths to feed.

Who'll feed them? Who really will be in the forefront? Obviously American farmers, ranchers, and growers. Some years they produce around half the world's food supply. In a recent year, they produced 75 percent of all the food imported by countries who couldn't grow enough on their own. Besides contributing mightily to feeding people, this also gives our economy a shot in the arm, a 20 billion plus dollar shot that certainly helps our balance of trade.

We definitely are blessed, then, with the most efficient farmer in the world. One of the greatest strengths here in America is the abundant food and fiber supply raised by farmers and ranchers. Farmers play a leading part in making it possible for Americans to enjoy the highest standard of living in the world.

Fortunately, too, farmers are becoming increasingly efficient. Output per man hour on the farm is three times higher than just 20 years ago. One farmer produces enough food for about 50 people. That's three times as many as 20 years ago when there were twice as many farm workers. What's more, practically all of the production still remains on the family farm, preserving that important institution.

If you want to look at this from another point of view, we can say American farmers pump nearly 200 billion dollars back into the American economy each year.

American farmers have an investment of nearly 500 billion dollars (let me repeat, 500 billion) in their fertile land, buildings, machinery, livestock, bonds, cooperatives, etc. That's three-fifths of the total capital assets of all U.S. corporations combined.

Then, too, in spite of what many people regard as high food prices, the American consumer spends less of his or her income for food than any other consumer in the world. Food costs, for the most part, haven't gone up as much in the past two decades as wages and other income. So food still is a good buy, thanks to the productive American farmer.

So we join in saluting the American farmer on his special day, American Agriculture Day. We extend our thanks to him for a job well done.

March 1976

Publications and Direct Mail

March 1976

NEW PUBLICATIONS

- Making Miniature Soil Monoliths (Profiles). Environmental Education Activity Sheet No. 15. Clifton Halsey and Veta Bonnewell. Offers detailed instructions on making the necessary equipment to collect miniature soil samples and tells how to preserve and mount them once collected. 4 pages. Available.
- A Statistical Summary of State and Local Government Finances in the United States, 1967-1973. Special Report No. 55. John D. Helmberger and Arley D. Waldo. The report summarizes financial data on the revenue and expenditures of the nation's state and local governments. It contains a brief text and 75 tables. 84 pages. Available.
- Building a Small Incubator. Extension Folder 325. Melvin L. Hamre. Provides complete building instructions for farmers, teachers, and students. 4 pages. Available.
- Reducing Horse Feeding Costs. Extension Folder 327. R. M. Jordan. Tells how to determine feeding needs and assure proper nutrition. 4 pages. Available.
- Food Price Trends. Minnesota Agricultural Economist No. 577. Martin Christiansen, Kenneth Egertson, and Jerome Hammond. Describes the nature and causes of rising food prices. 8 pages. Available.
- Phosphorus and Potassium Experiments on Well-Managed Soils in South-Central Minnesota. Miscellaneous Report 135. C. J. Overdahl, W. E. Fenster, and G. W. Randall. Tells how to reduce broadcast applications, saving money. 28 pages. Available.
- Disease Control in the Flower Garden. Extension Bulletin 397. F. L. Pfleger. Detailed information on symptoms and treatment of various floral diseases and proper uses of fungicides. 20 pages. Available.
- Bibliography for Agricultural Journalism and Related Courses and Seminars. Research Paper Series 6. Harold B. Swanson. 36 pages. Available.
- The Effect of White-Tailed Deer and Snowshoe Hare Browsing on Trees and Shrubs in Northern Minnesota. Technical Bulletin 302. Laurits W. Krefting. Describes the impact these two animals have on flora. 44 pages. Available.

REVISED PUBLICATIONS

- Radio For City and Country. April-June 1976. Quarterly list of topics for "The Way We Live" and "Scope" on KUOM radio. 10-page folder. Available early April.
- Making Yeast Bread. Home Economics Special 8.* Isabel D. Wolf and Leona S. Nelson. Complete instructions with illustrations on how to make bread. Revised to include whole wheat bread, the publication was formerly called Making White Bread. 8 pages. Available early April.
- Selecting Minnesota Wild Fruits. Home Economics-Family Living Fact Sheet No. 27. Grace Brill and Sheryl Nestead with Isabel D. Wolf. Tells how to identify and select wild fruits in Minnesota and how they can be used in food products. 2 pages. Available.
- Making Fermented Pickles and Sauerkraut. Food Science and Nutrition Fact Sheet No. 27. Isabel D. Wolf. Gives directions on how to make fully fermented dill pickles, partially fermented or half dills, sweet gherkins pickles, and sauerkraut. 2 pages. Available.
- GUIDE to Computer Programmed Soil Test Recommendations in Minnesota--1976. Special Report 1. William E. Fenster, Curtis Overdahl, Charles Simkins, and John Grava. Report provides fertilizer and lime recommendations based on soil test analyses. 36 pages. Available.
- Insecticides. Extension Bulletin 387. J. A. Lofgren, et al. Provides general instructions in using insecticides. 20 pages. Available.
- Carpenter Ants. Entomology Fact Sheet 30. Mark E. Ascerno and John A. Lofgren. Tells how to identify, find, and control these pests. 2 pages. Available.
- Street Trees for Minnesota. Horticulture Fact Sheet 22. M. C. Eisel and L. C. Snyder. Describes trees recommended for specific zones in the state. 2 pages. Available.
- European Corn Borer and Corn Earworm Control on Sweet Corn. Entomology Fact Sheet No. 1. L. K. Cutkomp and J. A. Lofgren. Adds to the materials which can be used for control measures. 2 pages. Available.
- Sowbugs, Millipedes, and Centipedes in the Home. Entomology Fact Sheet No. 38. L. K. Cutkomp and D. M. Noetzel. Removes chlordane from the chemical treatment and adds diazinon to the list. 2 pages. Available.

*Publications in this series are written for audiences with limited experiences, finances, and education.

Potato Variety Demonstration Plots, Minnesota, 1975. Horticulture Fact Sheet No. 4. Orrin C. Turnquist. Gives results (in 5 tables) of 5 plots, 3 in irrigated central Minnesota and two on organic soil. 2 pages. Available.

Descriptions of Potato Varieties. Horticulture Fact Sheet No. 7. Orrin C. Turnquist. Comments on new and old potato varieties (35 in all). 2 pages. Available.

Red River Valley Potato Variety Demonstrations. Horticulture Fact Sheet No. 28. Orrin C. Turnquist. Reports outcome of testing on demonstration plots in this area (4 tables). 2 pages. Available.

REPRINTED PUBLICATIONS

Fire Hazards of Stored Pesticides. Agricultural Chemicals Fact Sheet 1. J. Lofgren and G. Miller.

Chemical Application Record. Agricultural Chemicals Fact Sheet 2.

Pesticide Storage and Formulation Shed. Agricultural Chemicals Fact Sheet 4. P. Harein and R. DeRoos.

How to Calculate Herbicide Rates--Calibrate Herbicide Application. Agricultural Chemicals Fact Sheet 5. G. Miller.

Minnesota Relative Maturity Rating of Corn Hybrids. Agronomy Fact Sheet 27. R. Peterson and D. Hicks.

Check Up on Your Communication Skills. Communication Bulletin 4. H. Swanson.

You Don't Know How to Listen. Communication Bulletin 6. R. Nichols.

Organizing and Putting Programs to Work. Communication Bulletin 17. H. Swanson.

Insect Control on Forage Crops. Entomology Fact Sheet 4. L. Cutkomp, A. Peterson, F. Holdaway, and J. Lofgren.

Outdoor Mosquito Management. Entomology Fact Sheet 29. L. Cutkomp, A. Buzicky, J. Sandue, and D. Noetzel.

Grafting Fruit Trees. Extension Bulletin 273. T. S. Weir.

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

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

Land Use Controls by Minnesota Counties. Extension Folder 291. J. Janetta and R. Snyder.

Celebration, People are Sharing, Bag of Tricks. EFNEP-46.

Captain Which Way? Bag of Tricks. EFNEP-47.

Why Does It Taste Good? Bag of Tricks. EFNEP-50.

Food Group Hopscotch. Bag of Tricks. EFNEP-52.

Build a Man. Bag of Tricks. EFNEP-59.

Tools for Food Cost Comparisons. Food Science and Nutrition Fact Sheet 30. M. Brink.

Warm Slippers for Minnesota Winters. HC-43. A. Scheid.

Warm Caps for Minnesota Winters. HC-67. A. Scheid.

Buying a Used Range. Home Economics Special 29.

Fruits for Minnesota. Horticulture Fact Sheet 3. L. Hertz.

Say it With a Column. Information Service Series 12. J. Nelson and V. Keel.

Selecting a Camera. Information Service Series 19. D. Breneman.

Writing the Historical Feature. Information Service Series 33. D. Zarkin.

Cedar-Apple Rust. Plant Pathology Fact Sheet 4. H. Johnson.

Controlling Diseases in the Home Vegetable Garden. Plant Pathology Fact Sheet 9. H. Bissonnette.

Parasitic Diseases of Tomato. Plant Pathology Fact Sheet 13. H. Johnson and J. Froyd.

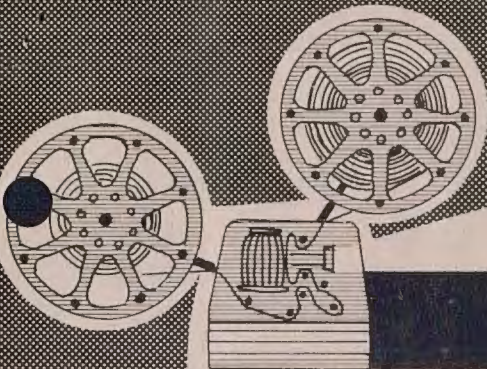
Fungicides for the Home Garden. Plant Pathology Fact Sheet 16. J. Froyd and H. Johnson.

Chemical Control of Cereal Leaf Diseases. Plant Pathology Fact Sheet 24. H. Bissonnette.

Damping-Off of Seedlings. Plant Pathology Fact Sheet 26. F. Pflieger.

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

Minnesota's Dairy Industry Present and Future. Special Report 52. V. Packard.



visual aids TIP SHEET

Minnesota Agricultural Extension Service

March 1976

TO BOOK VISUALS--PLEASE CALL (612) 373-1252

NEW SLIDE SETS IN AGRICULTURAL EXTENSION LIBRARY

- #52 HERE COME THE CAMPERS--76 slides, Color, df., cassette tape, Burton Laine, 4-H Camping Assistant. (\$1.75) A 10-minute slide-tape presentation that shows a variety of camp settings and program activities from 4-H summer camps. Appropriate for 4-H meetings or in orientation of junior counselors. 1976
- #57 BUYING BREADS AND CEREAL PRODUCTS--32 slides, Color, df., Isabel D. Wolf, extension specialist, foods and nutrition, University of Minnesota. (\$1.75) This slide set is intended to help consumers make wise purchases when selecting cereal group foods. Emphasis is on making use of nutritional labeling, ingredient statement information, standards of identity and cost per serving calculation when buying cereals. Products covered include ready-to-eat cereals, hot cereals, natural cereals, breads and bread products, rices and pasta products. Intended audience--consumer groups and youth of junior and senior high ages. 1976
- #60 BEEF CATTLE BREEDS--70 slides, Color, df., Charles J. Christians, extension animal husbandman, University of Minnesota. (\$1.75) The slide set takes a look at the history and the significance of beef cattle breeds in the United States. Included are British breeds of cattle which were the prominent breeds in the U.S. for a long time. Many other breeds are shown which have become important for their carcass quality and/or mothering ability. 1976
- #61 THE IALAC STORY--80 slides, Color, sf., cassette tape, Argus Communications. (\$1.75) Everyone wears a special sign. The sign reads: IALAC. And the letters stand for "I am lovable and capable." Everyone wants to feel lovable and capable but sometimes people and events tear away parts of the IALAC signs, making people feel hurt and rejected. This set is an allegory on the classical put-down. 1975
- #62 HOME CANNING--70 slides, Color, df., Isabel D. Wolf, extension specialist, foods and nutrition, University of Minnesota. (\$1.75) The slide set gives a basic understanding of the reasons for processing requirements of various types of home canned foods. The following areas are discussed in the slide set:
1. Microorganisms which cause food spoilage
 2. Canning acid foods
 3. Canning low acid foods
 4. Equipment and methods

The slide set is appropriate for all persons interested in home food preservation, particularly homemaker groups, 4-H members involved in food preservation projects, and advanced home economics classes. Accompanied by study guide-script to assist in presentation. 1976

#64 MAKING PICKLES AT HOME--41 slides, Color, df., Isabel D. Wolf, extension specialist, foods and nutrition, University of Minnesota. (\$1.75) This slide set explains the difference between fresh pack and fermented pickle products. The slide set discusses the ingredients required for both types of pickle making, steps in processing, and quality characteristics of many types of pickle products. It is intended for use by all persons interested in making pickle products, including 4-H members involved in the food preservation project, consumer audiences, and high school home economics classes. Accompanied by study guide-script to assist in presentation. 1976

#807 MEAT IDENTIFICATION SLIDE SET--136 slides, Color, df., National Livestock and Meat Board. (\$1.75) This slide set describes and illustrates 136 retail meat cuts. Names of the cuts are based on the Uniform Retail Meat Identity Standards (URMIS) system for beef, pork, lamb and veal. Under the URMIS system, each cut has a three-part label giving the species of the animal, the wholesale or primal name and the specific retail name. URMIS was developed and is coordinated by the National Livestock and Meat Board through the work of an Industry-wide Cooperative Meat Identification Standards Committee. 1975

NOTICE

COMMENT CARDS

We are now on a computerized system for recording the usage of our Audio Visual Library materials. It is very important that you fill out the comment cards accompanying all audio visual material as these cards are the basis for our information on usage of the materials.

LATE BOOKINGS

Please book Audio Visual Library material well in advance by mail, and restrict telephone requests to true emergency situations. Telephone requests have increased so dramatically in recent months that our clerical people are spending most of their time answering calls. This interferes with their other work and is a very inefficient use of both staff time and telephone expenses.

We have also been spending nearly \$100 per month on unnecessary postage to rush materials requested at the last minute to agents via first class mail rather than using the usual library rate. These expenditures are entirely unnecessary and could easily be eliminated by requesting material at least three weeks in advance.

We are now booking material for 1977 so please plan ahead and encourage your clientele to do the same.