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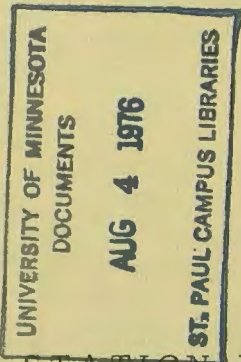
# 3 Reaching People with information...

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AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

July 28, 1976



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** Please Read, Check, and Circulate **
** County Extension Director           **
** County Extension Agent             **
** Associate County Extension Agent   **
** Other                               **
** Secretary for Filing                **
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NEW RADIO STATION LIST -- Attached to this issue of Reaching People is a new list of radio stations in Minnesota -- plus a few in nearby states.

This list includes phone numbers and contact persons as well as other useful information.

The list should be helpful for contacting stations or when driving in other parts of the state. --Ray Wolf

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HOTLINE HANDBOOK -- The "Self-Evaluation Handbook for Hotlines and Youth Crisis Centers," a 500-page looseleaf publication, is now available at no cost to hotline services and crisis centers. The handbook was funded with a grant from the National Institute of Mental Health. Persons with hotlines and crisis centers interested in this publication should write on their letter-head stationery to: Michael Baizerman, Center for Youth Development and Research, 48 McNeal Hall, University of Minnesota, St. Paul, Minnesota 55108. --Dave Zarkin

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PLEASE CHECK BULLETIN ROOM BEFORE RECOMMENDING -- Please check with the staff of the Bulletin Room, 3 Coffey Hall or phone them, 373-1614, to find out if publications are available, and in what quantities, before recommending any Extension publications in a newspaper column, on radio or TV. This will avoid public disappointment, the worst of public relations, when something sent for is unavailable.

--Mary Kay O'Hearn

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SEATING, DISCUSSION ARRANGEMENTS AFFECT COMMUNICATIONS--All of us have realized this for years. Now Elias Mahigel, lecturer, in the University of Minnesota Law School, gives us some hints that will give us better control of a situation (if we want it). Here are some of his suggestions if you are in a leadership situation.

1. Place overtalkers to the far right and far left of the person leading the discussion. There it will be harder to maintain eye contact and consequently discourage overtalkers.
2. If certain persons are dominating discussion, quickly summarize from time to time. Or you might try interrupting with questions that evoke simple yes or no answers. Merely touching a person may hold down talking.
3. Grab the discussion ball and send it to the undertalkers with open end questions. If you get a yes or no answer, continue to toss questions.
4. If you want to be a persuader, choose an end seat in a rectangular table arrangement. Place people whom you wish to persuade side by side.
5. For greater discussion participation, use square or round tables, not rectangular. At rectangular tables a greater amount of discussion comes from people across from each other as contrasted to those side by side.
6. Remember that theater or classroom-type seating results in less discussion and participation. In some cases, this may be what you want, however. And in these types of arrangements the people at the ends of the rows participate less in discussion.

Of course, you can turn all of this around and see if you are the one being controlled or urged to participate. And then there is a question of how far any leader should go in controlling the audience. That's up to you.

--Harold B. Swanson

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# THE COMMUNICATIONS SCENE

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

No. 38

## AND THAT'S THE WAY IT WAS IN AGRICULTURE--THE MEDIA VIEW

by Harold B. Swanson, Professor and  
Extension Communications Specialist

During America's bicentennial celebration we have often heard the expression, "And That's the Way it Was." A look at the media 100 or more years ago can give us a picture of how it was with agriculture then. We'll find, for example, that Horace Greeley's advice in the New York Tribune to "Go West, Young Man" was strenuously opposed by the fledging Farm Journal which warned farmers of the folly of migrating to Kansas.

As the basis for our "that's the way it was," we looked at old newspapers here in Minnesota in 1868 and 1876; we found a reprint of the first issue of the Farm Journal published in 1877; and we studied an early (1886) edition of the Northwest Farmer, the predecessor of The Farmer magazine.

The St. Paul Dispatch reported in 1868 that the U. S. Department of Agriculture was making disparaging remarks about Minnesota's ability to grow wheat. The USDA said that enthusiastic Minnesotans were claiming yields of 25 bushels per acre. The department predicted that in 1868 the yield would only be 12 bushels and that Minnesota farmers never again would reach 25 bushels per acre.

One hundred years ago New Ulm Herald reported on damage of wheat crops due to black-fly and rust in Iowa and Minnesota. Many farmers thought that "there was scarcely a field that would pay for harvesting."

Ninety years ago, the Sherburne County Star in Elk River, quoted a farmer who defended the use of steam threshing machines. He said, "It is folly for you and some of the old foggy farmers to condemn the use of steam power because there are a few losses by fire. The use of soft coal, instead of wood, has reduced the danger of fires. And any farmer would rather pay for the coal than feed the ten horses now required...We are not progressing with age, in this respect."

This farmer then asks, "Will you not help us and yourselves by introducing several steam threshing machines early this year?"

Another paper reported that "on the Dalrymple farms in Dakota they are turning furrows six miles in length. A team can make but two round trips a day."

In looking at magazines I was struck by the many differences in agriculture, then and now. At the same time, however, there were many similarities. Let's leaf through Vol. 1, No. 1 of the Farm Journal, published in March, 1877. The masthead itself was

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Reprint from Radio Series--The Communications Scene

interesting with a drawing of farm scenes and the line that the Journal was devoted to "farm, orchard, garden and rural economy." Then there was an additional statement "A nation's greatness depends on the virtue and intelligence of its farmers."

In its statement of advertising policy the editor said that "no lottery swindles, cheap jewelry announcements, quack medicine advertisements, nor Wall Street speculator's cards can find admittance at any price."

The type of articles that were included was illuminating. There were major articles on strawberries, sheep on farms, chicken runs, shade trees, the garden, and the orchard. Then there was a brief sketch and story of the "Model Coffee House" in Philadelphia which offered a pint of coffee and a roll for 5 cents.

Homemade fertilizer was a popular subject 100 years ago. The magazine pointed out that many farmers and truckers now manufacture their own chemical manure. But it said that many adhered to the old method of buying their manures from the manufacturers. What struck me especially was the way the magazine carried a "recipe" for making chemical manure. I won't repeat the recipe but it did include throwing old bones on a wood floor, adding water, then later adding oil vitroil, stirring, and finally coming up with superphosphate. Later other elements were added to make a complete fertilizer.

As today, the Farm Journal did have a section on farm markets. Corn sold for 55 cents, rye for 75 cents, and oats for 37 cents. I tried to translate the selling price of hay, and the best I could figure was that timothy was selling for around \$25.00 a ton in the Philadelphia areas where the Farm Journal was published. The Farm Journal, at that time, was anti-Western states and caustically pointed out that in Kansas, if grasshoppers did not overrun your soil, you could sell butter for 12 cents a pound, hay for \$3.50 a ton, corn for 25 cents a bushel, and oats for 17 cents a bushel. All of this was in reply to Horace Greeley's famous advice telling young men to go west.

It was interesting to note, too, the kind of advertising the Farm Journal carried. John Wanamaker, the great retailer, announced the opening of his new dry goods emporium in Philadelphia. There were several ads for fertilizer and lime, hatching eggs, garden seeds, trees, and seed potatoes. Then there was a column headed, "humorous." I hesitate to draw the groans of our listeners but here's one. "If there's no moonlight, will you meet me by the gaslight, dearest Juliana," asked he. "No Augustus, I won't; I'm no gas-meter," replied she.

The Farmer's predecessor, the Northwest Farmer also had many interesting items. The Northwest Farmer June-July issue of 1886 had gathered information from 500 reports that the drouth that year was so severe that it cut wheat yields 50 percent.

The editors pointed out in an editorial that "agriculture is at once a science, an art, and a business--a business in which there is the fiercest competition." They also called for rotating crops, they included a recipe for harness polish, and they published pictures of dairy cattle and hogs. Frankly to my inexperienced eye, cows looked about the same as today, but hogs were really different, much fatter in those days.

Ten years later in 1896 the magazine mentioned that visits to the University of Minnesota Agricultural Experiment Station were so constant that its popularity became a matter of comment in agricultural papers abroad. And incidentally advertisers were promoting windmills to create energy and books on "How to Eradicate Weeds."

"And That's the Way it Was" in Agriculture 110, 100, 90, and 80 years ago. Different, yes, but there are still many similarities to our agriculture today.

# THE COMMUNICATIONS SCENE

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

No. 39

## RADIO AND AGRICULTURE

by Harold B. Swanson, Professor and Extension Communications Specialist, and  
Raymond S. Wolf, Professor and Extension Information Specialist

Radio is everywhere in agriculture today. And that means farm, home, truck, tractor ...wherever the farmer and the farm family may be. Radio covers nearly 100 percent of our state and our farms. Farmers, with their great need to keep up-to-date, have 6-10 radios each. And nearly half of these are outside the farm home.

Radio not only reaches every Minnesota farm family but it also plays an extremely important role in making people aware of new ideas, practices, and developments. It serves, too, to stimulate their interest in what's going on in the world around them. And many times it serves to reinforce people after they have made important decisions about their home, farm, or business.

Generally speaking there are three major types of news that radio is especially capable of providing farmers and others interested in agriculture. That's the weather, the markets, and spot or fast-breaking news. Radio has been providing this type of information for more than a half century. Back in 1921 the U. S. Department of Agriculture started to send market reports to stations, and it has been doing so ever since. A year later the Department added weather reports warning farmers of impending cold weather, floods, and storms.

A recent University of Wisconsin nationwide study indicated that radio stations devote, on the average, nearly a half hour a day to agricultural news during week days. Nearly three-quarters of this time is spent on markets. The Wisconsin study also indicates that 90 percent of the stations in the Midwest have some kind of market reports plus other agricultural information. The figure nationwide is 75 percent. One Minnesota station has market reports every half hour, and others have frequent reports. One Nebraska station, owned by farmers, has a nearly continuous market report.

At the same time farmers look upon radio as a source of important farming information besides markets. For example, this University program is carried daily by over 50 stations in Minnesota and adjoining states. We're grateful for this support of our educational efforts for our agricultural industry.

How important farmers themselves regard radio is hard to say. Many studies have been conducted. Sometimes they are conflicting, mainly because farmers are responding to different questions. All indicate that radio is extremely important to agriculture. For example, in 1972 a Wisconsin study showed that 52 percent of the farmers regarded

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radio as an important source of information. Another state reported that farmers get agricultural news and information from radio more than any other source. State FFA presidents, representing our up-and-coming younger generation, indicate that 77 percent of them listen to radio daily for farm and other information. So we do know radio is an important source of news and information for farmers.

And where do stations get this information? That varies from station to station, of course. Much of it comes over the wire services such as United Press International or Associated Press. Other comes from news releases from farm groups, county agents, vo-ag instructors, USDA agencies, commercial concerns, and departments such as our Department of Information and Agricultural Journalism at the University of Minnesota. And then there is the fine personal coverage done by station personnel themselves when they attend field days, county fairs, dairy days, winter shows, 4-H and FFA get-togethers, to mention only a few of the many events they cover so well locally.

The University, as we mentioned earlier, provides stations with tapes such as this, directly from the campus. Probably more important though are the programs provided by our fellow University faculty members, county extension agents. Over 85 percent of the counties in Minnesota have regular radio programs indicating how important both they and the stations believe good reliable agricultural information is to the state. Extension home economists in 50 counties have their own programs, too, bringing other important extension information to homemakers everywhere. County Extension programming amounts to about 25 hours per week in Minnesota with some county extension offices having daily programs.

There are many others who also provide programs for stations. Let's hope we don't forget someone here. There are the vo-ag teachers, the Soil Conservation Service, the ASCS, banks, cooperatives, farm organizations, and many others. In fact, in Minnesota the Farm Bureau, the Farmers Union, and the NFO all have regular programs on many stations throughout the state. They have fine radio broadcasters working for them who keep not only their members but also others interested in agriculture informed on late breaking developments.

All in all, then we see that radio stations are doing a fine job in helping keep farmers up-to-date in many areas of agriculture. And well they might because we all know that agriculture is the base upon which so much of Minnesota economy depends. We in agriculture and in education owe these stations our thanks for their good work in reporting for and to agriculture.

July 1976

# Publications and Direct Mail

July 1976

## NEW PUBLICATIONS

- The Occupational Safety and Health Act (OSHA) and Agriculture. Extension Bulletin 398. Robert Aherin. Outlines, through a question and answer format, extent of OSHA regulations and the farmer's responsibilities to employees. 12 pages. Available.
- Minnesota's New Water Quality Management Program. Extension Folder 331. Roger Steinberg. Describes Section 208 which defines water pollution goals to be met throughout Minnesota. 4 pages. Available.
- Beef Cycles: A Clue to the Current Cattle Outlook. Minnesota Agricultural Economist No. 579. Paul R. Hasbargen and Kenneth E. Egertson. Describes and explains some patterns which cattle numbers and prices have followed in the past, helping to predict economic conditions during the next two years. 8 pages. Available.
- Geographical Variations in Jack Pine (Pinus banksiana). Technical Bulletin 304. Roland E. Schoenike. Details the variation throughout the North American continent. 52 pages. Available.
- Getting Started with Part-time or Hobby Rural Recreation Enterprises. Extension Folder 328. Uel Blank. Provides ideas and procedures for beginning such businesses. 4 pages. Available.

## REVISED PUBLICATIONS

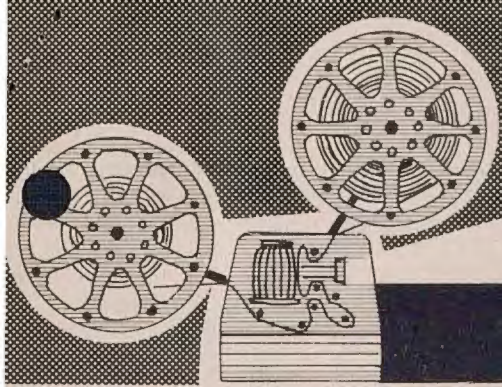
- Landscape Arboretum Annual Report. Miscellaneous Report 111. Leon C. Snyder, et al. Tells activities and projects at the arboretum in 1975. 68 pages. Available.
- Consumer Questions About Meat. Extension Bulletin 379. Richard J. Epley. Conforms to new legislation and research. 12 pages. Available early August.
- Consumer Tips for Buying and Serving Ham. Animal Science Fact Sheet 27. Richard J. Epley. Conforms to new laws which prohibit water gains in canned hams. 2 pages. Available.
- Silverfish and Firebrats and Their Control. Entomology Fact Sheet 33. L. K. Cutkomp. Recommends currently approved sprays and dosages. 2 pages. Available.

## REPRINTED PUBLICATIONS

- Chemicals for Weed Control in Corn. Agricultural Chemical Fact Sheet 6. Gerald Miller.
- Custom Rates in Southern Minnesota. Agricultural Economics Fact Sheet 13. Truman Nodland, Paul Hasbargen.
- Emergency Crops. Agronomy Fact Sheet 7. J. R. Justin, Harley Otto.
- Sorghum-Sudangrass Hybrids. Agronomy 15. Alois Schmid and Harley Otto.
- Date of Planting Corn. Agronomy Fact Sheet 23. Dale Hicks, R. H. Peterson.
- Preservation and Storage of High Moisture Grain with Propionic Acid. Agronomy Fact Sheet 29. Dale Hicks.
- Fresh Meat Color Changes. Animal Science Fact Sheet 19. Richard Epley.
- Buying Meat by Cost Per Serving. Animal Science Fact Sheet 24. Richard Epley, Isabel Wolf.
- High Lysine Corn for Swine. Animal Science Fact Sheet 25. Jerry Hawton, R. Meade.

- Nitrite in Meat. Animal Science Fact Sheet 28. Richard Epley, et al.
- Buying Forequarters and Hindquarters of Beef. Animal-Science Fact Sheet 29. Richard Epley.
- Evergreen and Woody Ground Covers. Arboretum Review 2. Leon Snyder.
- Rhododendrons and Azaleas. Arboretum Review 5. Leon Snyder.
- Woody Plants Attract Birds. Arboretum Review 13. Mervin Eisel.
- Shrub and Old Fashioned Roses. Arboretum Review 22. Leon Snyder.
- Bog Plants. Arboretum Review 23. Leon Snyder.
- Prunus. Arboretum Review 25. Leon Snyder.
- Portable Calf Hutch. Dairy Husbandry Fact Sheet 15.
- Classroom Full of Trees. Environmental Educational Activity Sheet 11. William Miles.
- Chemical Control of Soil Insect Pests of Corn. Entomology Fact Sheet 7. John Lofgren.
- Insects in Stored Grain. Entomology Fact Sheet 9. John Lofgren.
- Clover Mites. Entomology Fact Sheet 15. John Lofgren, E. Cook.
- Planting Trees for Farmstead Shelter. Extension Bulletin 196. William Miles and Marvin Smith.
- Pesky Plants. Extension Bulletin 287. Thor Kommedahl, Herbert Johnson.
- Horse Care and Management. Extension Bulletin 358. Robert Jordan.
- Alfalfa Analyst. Extension Bulletin 374. Bought from Alfalfa Seed Council.
- Growing Trees From Seed. Extension Folder 249. William Miles, James Smith.
- House Planning Worksheet. Extension Folder 270. William Angell.
- Storing Meat in Your Refrigerator. Extension Folder 278. Richard Epley.
- Plan for Retirement. Extension Folder 304. Edna Jordahl.
- Oak Wilt Disease. Extension Folder 310. David French, Ward Stienstra.
- Ability Not Disability with Clothing. Extension Folder 316-4. Harriet Meldahl, Joyce Wascoe.
- Ability Not Disability with Wheelchairs. Extension Folder 316-10. Harriet Meldahl, Joyce Wascoe.
- Ability Not Disability with Families. Extension Folder 316-11. Harriet Meldahl, Joyce Wascoe.
- Ability Not Disability with Acceptance. Extension Folder 316-12. Harriet Meldahl, Joyce Wascoe.
- Building a Small Incubator. Extension Folder 325. Melvin Hamre.
- Pruning Forest Trees. Forestry Fact Sheet 3. William Miles.
- The Pressure Canner. HS 47. Isabel Wolf, Leona Nelson.
- Growing Peonies. Horticulture Fact Sheet 2. C. Gus Hard.
- Growing Daylilies. Horticulture Fact Sheet 18. Mervin Eisel.
- Raspberries for the Home Garden. Horticulture Fact Sheet 20. Leonard Hertz.
- Garden Lilies in Minnesota. Horticulture Fact Sheet 25. Mervin Eisel.
- Ground Covers for Rough Sites. Horticulture Fact Sheet 27. Margaret Smithberg, Albert Johnson.
- Growing Dahlias. Horticulture Fact Sheet 31. Paul Read, Jane McKinnon.
- Outdoor-Indoor Geranium Culture. Horticulture Fact Sheet 34. Harold Wilkins.
- Sodding the Home Lawn. Horticulture Fact Sheet 35. Jane McKinnon.
- Currants and Gooseberries for the Home Fruit Garden. Horticulture Fact Sheet 39. Leonard Hertz.
- Irrigation Wells. M-sheet 158. Roger Machmeier.
- Annual Crops for Silage in Northern Minnesota. Miscellaneous Report 117. Alois Schmid.
- Sugar Beet Leaf Spot Symptoms. Plant Pathology Fact Sheet 18. Herbert Johnson, Howard Bissonnette.
- Cation Exchange Capacity of Soils. Soils Fact Sheet 17. Charles Simkins, Janis Grava, Curtis Overdahl, William Fenster.
- Organic Farming and Gardening. Soils Fact Sheet 21. Curtis Overdahl and William Martin.
- Pasteurella Bacteria in Cattle Pneumonia. Veterinary Science Fact Sheet 5. Jerry D. Hilgren.





# visual aids TIP SHEET

## Minnesota Agricultural Extension Service

July 1976

Artwork-----	(612) 373-0712
Emergency Bookings-----	(612) 373-1252
Equipment-----	(612) 373-1254

### 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, quality and educational value of the materials.

### NEW FILMS ADDED TO THE AGRICULTURAL EXTENSION LIBRARY

- #3139 REACHING OUT--22 minutes, Color, University of Minnesota. (TV--no charge)  
The point of REACHING OUT is that work at the University of Minnesota doesn't all happen under the fluorescent lights of the classroom. It can also happen within penitentiary walls. It can happen during calisthenics on the floor of a gymnasium, at a day care center, or at the control panel of University Hospitals' X-ray scanner machine. REACHING OUT tries to acquaint Minnesotans with where University work occurs--only a fraction of it occurs on the Twin Cities campuses --and with the ways University work affects, touches, and serves the people of the state and the rest of the world. 1976
- #3142 BEES AND HONEY--19½ minutes, Color, Farm Film Foundation. (TV--\$3.00)  
A commercial film from the Sioux Honey Cooperative that presents the story of the pollen-nectar relationship and the average Upper Midwest honey production season. Bee biology brief; photography and story excellent. ND

### NEW SLIDE SETS ADDED TO LIBRARY

- #70 COOL TURFGRASSES--46 slides, Color, df., cassette tape (inaudible, 14 min.), Henri E. Drews, commercial artist, University of Minnesota. (\$1.75) A cartoon crow is the instructor in this introductory level slide set on northern turf quality grasses. Identification of plants and seeds is emphasized. Suitable for audiences interested in turf management. 1976
- #79 CHECKING YOUR ENERGY I.Q.--48 slides, Color, df., cassette tape (inaudible, 8½ min.), University of Florida. (\$1.75) A short introduction to energy using questions and answers to present information about energy supplies, terms, efficiency, consumption, conservation practices, and new sources. (A few answers may be disputed.) ND
- #81 ENERGY SAVING HOMES FOR PROFIT AND COMFORT--80 slides, Color, df., cassette tape (audible, 25½ min.), U. S. League of Savings Association. (\$1.75) Contains information useful to anyone interested in building or improving homes to reduce energy costs. 1976
- #82 SOLVING THE ENERGY PROBLEM--A FAMILY AFFAIR--80 slides, Color, df., cassette tape (inaudible, 16 min.), University of Florida. (\$1.75) This slide set identifies ways in which members of a family can work together to reduce energy consumption. The subject matter was prepared by Extension home economics specialists at the University of Florida. Intended for homemaker groups, 4-H and older youth and adult audiences. ND

NEW VIDEO TAPES

LIVING MARRIED--Video Tape Series:

- #7001 THE MANY MEANINGS--#1--26:40, Color, 3/4" cassette (#7001), 1/2" reel (#6001), University of Minnesota. (\$6.00) Beginning with the premise that most people really do not understand marital processes or know what marriage entails and requires, this program explores some of the myths--both idealistic and cynical--about marriage and some of the many expectations and meanings that people have of marriage. The viewer is encouraged to examine his/her own "mental picture" of marriage. 1973
- #7002 IN A TIME OF CHANGE--#2--27:47, Color, 3/4" cassette (#7002), 1/2" reel (#6002), University of Minnesota. (\$6.00) Reviews the direction and significance of marriage and divorce trends. Considers marriage in social context, examining some of the major forces influencing marriage today--changes in the status and roles of women, social and geographical mobility, voluntary childlessness, the "getting ahead" syndrome. 1973
- #7003 TWO SELVES TOGETHER--#3--28:18, Color, 3/4" cassette (#7003), 1/2" reel (#6003), University of Minnesota. (\$6.00) Stresses the importance of maintaining individual identity and continued personal growth in marriage. Deals with: feelings of self-worth, individual and couple experiences and activities, privacy, rights and responsibilities of both partners, and interdependence. 1973
- #7004 DESIGNING OUR OWN STYLE--#4--28:16, Color, 3/4" cassette (#7004), 1/2" reel (#6004), University of Minnesota. (\$6.00) Considers some of the forces which have influenced a couple's expectations of "marital styles"--families, friends, community and societal norms--and the way couples begin developing their own style. Couples are encouraged to consciously develop or "invent" their own design for marriage--goals and means--given their circumstances and values. 1973
- #7005 I AM WOMAN, I AM MAN--#5--27:48, Color, 3/4" cassette (#7005), 1/2" reel (#6005), University of Minnesota. (\$6.00) Deals with the importance of couples developing their own design for marriage, focusing on sex-linked role expectations and behavior--sources, effects, and consequences. Couples are encouraged to develop their own "scripts" or designs regarding power, authority, and division of labor--both inside and outside the home. 1973
- #7006 HARD SPOTS, LITTLE THINGS--#6--28:05, Color, 3/4" cassette (#7006), 1/2" reel (#6006), University of Minnesota. (\$6.00) Looks at some of the commonly difficult areas of adjustment--sex, money, in-laws, friends and social/recreational activities--and at "tremendous trifles"--those objectively viewed, "little things" which can attain tremendous proportions in the intimate day-in day-out marital relationship. Regarding both the "hard spots" and the "little things," attention is given to their sources, their effects, and the modes of coping. 1973
- #7007 DISAGREEING AGREEABLY--#7--27:53, Color, 3/4" cassette (#7007), 1/2" reel (#6007), University of Minnesota. (\$6.00) Examines some of the reasons for and consequences of the inevitable disagreements and conflicts of a "live" marriage. Couples are invited to analyze their feelings about anger and conflict. Differences between destructive and constructive approaches to conflict management are presented. 1973
- #7008 WE CANNOT NOT COMMUNICATE--#8--27:47, Color, 3/4" cassette (#7008), University of Minnesota. (\$6.00) Emphasizes the importance of good communication in marriage. Considered are honesty, expression of feelings, listening, and problems in verbal communication and non-verbal communication. Some suggestions for improving communication are offered. 1973
- #7009 HAVE I GIVEN YOU A VALENTINE LATELY?--#9--28:27, Color, 3/4" cassette (#7009), 1/2" reel (#6009), University of Minnesota. (\$6.00) Acknowledging that many marriages are rather humdrum living arrangements characterized by little feeling for the spouse and a relatively small amount of interaction, the program examines the value of romance, shared activities, individual growth, new experiences, and playfulness. A variety of suggestions are offered for keeping the love relationship alive in marriage. 1973
- #7010 THE PLACE OF SEX--#10--28:03, Color, 3/4" cassette (#7010), 1/2" reel (#6010), University of Minnesota. (\$6.00) Encourages viewers to consider the meaning and importance of sex in their relationship, pointing out that sex means different things to different people and that sexuality can be expressed in many ways. Considers the sources of sexual attitudes, including experiences during the growing up years. Recognizing the difficulty some people have in talking about sex, the importance of talking frankly is stressed. Suggestions are offered for maintaining joy and spontaneity in sexual expression. 1973
- #7011 THE ART OF INTIMACY--#11--27:35, Color, 3/4" cassette (#7011), 1/2" reel (#6011), University of Minnesota. (\$6.00) Attention is given to the meaning of intimacy, emphasizing that the term means more than just sex. Stressed are closeness, interdependence, openness and the revealing of our total selves, sharing, touching, and the ability to give and receive love, jealousy and trust. 1973
- #7012 THE CHOICE IS OURS--#12--28:17, Color, 3/4" cassette (#7012), 1/2" reel (#6012), University of Minnesota. (\$6.00) Pointing out that marriage entails a constant series of decisions and choices, a six-stage process of decision-making is reviewed and illustrated--including a clear definition of the issue, alternative paths available, consequences of each, factors affecting a choice, and commitment or acceptance. Some of the considerations involved in one substantive decision--whether to have a child--are used to illustrate the process. 1973