

Reaching People

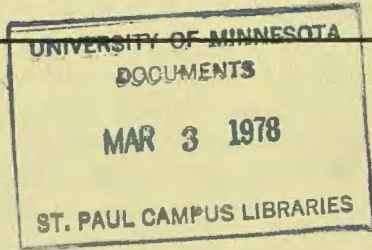
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Agricultural Extension Service

University of Minnesota



February 24, 1978

 ** Please read, check, and circulate
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A R E Y O U A 'T E R M D R O P P E R'--We've heard a lot about name droppers but now our colleague, Wesley Grabow, director of the Instructional Resources Center, St. Paul Campus, has come up with a new concept, "term dropper." In an article in the NACTA (National Agricultural College Teachers' Association) Journal he talks about a new barrier to understanding. It's the use of shortcut terminology or jargon that springs from our various fields of study. This language is fine and really a timesaver when we're talking to others in our own profession. However, it is a real turn off for people who are outside our own group. They can accuse us of "term" dropping.

Let's drop a few terms here--stet, flush left, p.s.a.'s, critical mass, psychographics, offset, 30, heterophily, market segmentation. All are familiar to professional communicators but mean little to others.

Or how about MEMIS, thrust, objectives, Extension committee, humanizing, professional development. Sure they're common to Extension but to whom else?

As Wes asks, "how many times have you heard a colleague state, it's Greek to me" after trying to decipher the language we use with fellow professionals. Our communications are usually not meant to be top secret, but we certainly code them as such at times.--Harold B. Swanson

F O O D S H O P P I N G B E H A V I O R--An analysis of data from a 1976 consumer survey (1,100 shoppers interviewed) by USDA's Economic Research Service has identified three basic profiles of food shoppers. Which is you?

Of those questioned, the largest group, 39 percent, is generally satisfied with the entire process of buying and preparing food: buying favorite brands although they cost more; generally liking food shopping activities and experimenting with different food products and recipes; spending more time in food preparation simply because they enjoy it.

The second largest group, 32 percent, is primarily concerned with the efficient use of time and money: shopping is necessary but not a particularly enjoyable chore; spending minimum time and effort in shopping; operating within a budget and buying extra food at lower prices to save time and money; using price as the dominant factor for purchases.

The third group, 18 percent, earns the image of careful shoppers by planning menus in advance, making out shopping lists; taking advantage of advertised specials; comparing prices between brands; considering nutritional labeling, food additives, and preservatives in making selections.

Or perhaps, you're in the remaining 11 percent who did not fit clearly into any of the three groups.--Lee Nelson

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N A C A A S P O N S O R S P U B L I C I N F O R M A T I O N A W A R D S--

Again this year the National Association of County Agricultural Agents and Rohm and Haas Company are sponsoring the annual information contest. Members of the national association are eligible to enter. Dick Herman, South St. Louis County extension director, has supplied counties with entry blanks. Entries are due March 15. Here's an opportunity to have your work in radio, news, photography, TV, and direct mail evaluated and recognized.--Harold B. Swanson

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F A R M E R S P O R T S M A N E N T R I E S D U E S O O N--

If you haven't already sent in your county's entry for Minnesota Farmer-Sportsman award for 1978, only a few days remain. They are due at the Farmer-Sportsman Committee, General Sports Show, 3539 Hennepin Ave. S., Minneapolis, Minnesota 55408, March 6.--Harold B. Swanson

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I N S T I T U T E T O H O N O R M A Y N A R D S P E E C E--

The Institute of Agriculture, Forestry, and Home Economics is taking the lead in planning a special retirement party for Maynard Speece, longtime WCCO radio personality and friend of Extension. Maynard was former Anoka county agent and later Extension radio specialist on the state staff. The party will be held Friday, April 21 at the Marriott Inn, Twin Cities. Details will follow.--Harold B. Swanson

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A T I P F R O M T H E W O R L D ' S G R E A T E S T S A L E S M A N--

The Guinness Book of World Records identifies Joe Girard of Detroit as the World's Greatest Salesman. He's the author of "How to Sell Anything to Anybody." One story about his career illustrates the importance of one communication technique every educator knows but sometimes fails to follow.

At one point in his climb to the top, Girard telephoned customers he had failed to sell to find what he did that turned them off. Often he found that he had failed to listen to the customer.

"One man told me that when he mentioned that he had a son in college I paid absolutely no attention to that information which he regarded as important," Girard said. "From then on I listened."--Harold B. Swanson

Publications and Direct Mail

February 1978

NEW PUBLICATIONS

Buying Farmland. What is it Worth? Can I Afford It? Extension Bulletin 404. Paul R. Hasbargen and Kenneth H. Thomas. Suggests questions for prospective buyers and sellers to ask before proceeding. Includes worksheets for figuring actual costs. 16 pages. Available.

Caring for House Plants in Northern Climates. Horticulture Fact Sheet 47. Deborah Brown. Describes the specifics of caring for plants in areas where there are vast seasonal variations in light and temperature. Includes details such as amounts of light, food, and humidity needed for healthy plants. 2 pages. Available.

Shade Trees for West Central Minnesota. Minnesota Tree Line Fact Sheet 13. Jane McKinnon. Discusses tree species most appropriate for replanting in the West Central District of Minnesota. Includes detailed descriptions of each species mentioned. 2 pages. Available.

Spring Wheat Production on Irrigated Sandy Soils. Soils Fact Sheet 29. A. C. Caldwell, R. L. Thompson, R. P. Schoper and C. A. Simkins. Describes the production of spring wheat on sandy soil in Minnesota--land preparation, seeding, weed control, irrigation, and soil testing. 2 pages. Available.

Infectious Canine Hepatitis. Veterinary Science Fact Sheet 14. Michael Pullen. Describes symptoms and treatment of the disease, plus immunization schedule. 2 pages. Available.

Rabies in Minnesota. Veterinary Science Fact Sheet 15. Michael Pullen. Describes symptoms, control and prevention, and other information about this disease in Minnesota. 2 pages. Available.

Canine Distemper. Veterinary Science Fact Sheet 16. Michael Pullen. Describes symptoms, treatment, and immunization schedule for this disease. 2 pages. Available.

REVISED PUBLICATIONS

Horse Nutrition and Feeding. Extension Bulletin 348. R. M. Jordan. Discusses nutritional requirements of horses, along with tips on how to visually evaluate feeds and how to formulate a horse ration. Pictures and tables. 12 pages. Available.

Insecticide Suggestions to Control Insect Pests of Field Crops. Extension Bulletin 388. J. A. Lofgren, D. M. Noetzel, P. K. Harein, L. K. Cutkomp. Gives 1978 recommendations for insecticides. 12 pages. Available.

Shoreland Sewage Treatment. Extension Bulletin 394. Roger E. Machmeier. Gives recommendations for identifying and eliminating nonconforming systems. Discusses Shoreland Management Act, nonconforming sewage systems, action programs, and possible solutions. 32 pages. Available.

Remodeling Older Minnesota Homes. Extension Folder 268. William Angell. Discusses advantages and disadvantages of remodeling, basic types of remodeling, dwelling assessment, design considerations, cost and financing, effects of property taxes, plus construction and permit considerations. Includes a flow diagram insert with detailed explanation. 20 pages plus insert. Available March 1.

Weed, Insect, and Disease Control Guide for Commercial Vegetable Growers 1978. Special Report 5. O. C. Turnquist, J. A. Lofgren, D. M. Noetzel, F. L. Pflieger, H. L. Bissonnette. Lists 1978 herbicide, insecticide, and fungicide recommendations for vegetable crops. 28 pages. Available.

Pesticide Applicator's Manual. Special Report 51. Describes pest control principles for weeds, insects, plant diseases and discusses pesticide application, formulation, application, control, toxicity, and safety. 56 pages. Available end of February.

Identifying Types of Wetlands for Waterfowl. Environmental Education Activity Sheet 17. Clifton Halsey. 4 pages. Available.

Creative Communications and Teaching are for You. Communications Research and Paper Series 7. Harold B. Swanson and Warren Y. Gore. Discusses creativity and suggests ways of increasing creativity. 6 pages. Available.

Tax Benefits for Animal Pollution Control. Agricultural Engineering Fact Sheet No. 20. Philip R. Goodrich. New information on Minnesota income tax credit for pollution control equipment. 2 pages. Available March 1.

Fruit for Minnesota, 1978. Horticulture Fact Sheet 3. Leonard B. Hertz. 2 pages. Available.

Potato Variety Demonstration Plots 1977. Horticulture Fact Sheet 4. O. C. Turnquist. Charts potato development in plots in Minnesota. 2 pages. Available.

Descriptions of Potato Varieties. Horticulture Fact Sheet 7. O. C. Turnquist. Adds Atlantic and Centennial Russet to the familiar listing of varieties. 2 pages. Available.

R E P R I N T E D P U B L I C A T I O N S

Controlling Household Humidity. Agricultural Engineering Fact Sheet 19. H. A. Cloud, D. W. Bates.

You and Your Weight. HS 33.* Mary Darling, Leona Nelson.

Minnesota Dairy Ration Balancer. Extension Folder 292. M. F. Hutjens, G. R. Steuernagel.

* Brochures in this series are short and elementary. Designed for audiences with limited experiences, finances, and education.

THE COMMUNICATIONS SCENE

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

No. 73

THE COMMUNICATIONS SPECIALIST SERVES YOU

by Harold B. Swanson, Professor and Extension
Communications Specialist

For many years radio audiences have heard University Extension communications or information specialists on programs such as this. And some of you may have wondered what our job is. It's easy to understand what a home economics or swine or dairy or crops specialist is and does. It's harder to understand what a communications specialist does. We know because our kids, spouses and neighbors ask us frequently with a quizzical look in their eyes.

One reason for this is that the word, communicate, itself means different things to different people. The dictionary itself has several definitions. One, for example, is to make known or impart; another is to transmit; and still another is to have an interexchange, as of thoughts or ideas. To some people communications means speech, to others writing; others see it as relationships between husband and wife or between children. Then there are those who may regard it as reading or conversation or painting or the theater. Yes, all are ways of communications. So communications is a broad term, with many different meanings.

But let's look at what we Extension communications specialists do, how we serve the public and the University. We're University employees, faculty. My own assignment, for example, is to help others be better communicators. That's part of education. Here's an example. A county extension agent or other University faculty at our University may ask for help in writing better letters and publications, conducting improved meetings, "polishing" their radio broadcast or columns in local newspapers, making a better speech, or deciding what's the best way to reach people in their own county, city or town. We help by counseling, providing material, or conducting short courses or seminars for them.

Thus, one of our jobs as communications specialists is to help colleagues--to give them professional communications advice. Then, too, as Extension staff we work with many agricultural and home economics or consumer groups, perhaps helping them with these same communications problems. Many of us also are involved in teaching college students the many communications skills they need so they will be better communicators when they go to work in their own profession.

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But let's look at another function of the information specialist. Many communications specialists who work in agricultural Extension services throughout the U.S. specialize in one area of communications--radio, TV, news, photography, audio-visual presentations, editing. Thus people who conduct radio and TV programs, such as this, have a distinct job. Since this is a radio program, we'll spend most of our time talking about Extension radio and TV specialists. First, they do many of the things we've already mentioned, working with county Extension agents or with faculty here on campus.

Second, one of their principle jobs is to actively conduct radio programs heard throughout the state--hundreds each year. It's through these programs that they perform one of their most important responsibilities. That's to make sure that the results of research and knowledge at Universities and government agencies are brought to the farmer, the consumer, and the public. Radio stations like this one help us a great deal in communicating important information that the public wants and can use.

In a way the radio specialists are people in the middle - middlemen or women. On the one hand they find out what information people want and need. Then they get people, usually from their own University staff, to provide that information through interviews like this or by short public service programs on radio. This means that they have to keep up to date on what's new in agriculture, forestry, and home economics. Without this they can't ask intelligent questions or relay important information. Without this they can't relate to their audiences.

These radio programs, of course, fit directly into what the Extension service teaches. However, we do need to realize that Extension has been asked to help in many areas sometimes beyond the traditional agriculture and family living or home economics programs. Thus you'll hear programs about youth development, resources development, and even communications.

There are many other jobs that communications specialists tackle. And there are many kinds of Extension communications specialists. Each has specific jobs. For example, a visual specialist may conduct workshops of nature photography for the public or may help other faculty visualize their messages more effectively.

A publications specialist will help authors make their bulletins and pamphlets more readable, more understandable, and more attractive. A news specialist will help prepare material on better crops, farm management, nutrition, the use of chemicals and the like in a form newspapers, magazines and radio and TV will use. And we could go on and list specialists in speech, personal communications, and many others who perform valuable services. Time doesn't permit on this program.

My general point, then, is that communications specialists serve the public well by helping get important information to the public quickly and in an understandable way and by helping others be better communicators.

February 1978

THE COMMUNICATIONS SCENE

Department of Information and Agricultural Journalism
Agricultural Extension Service
University of Minnesota
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No. 74

ABRACADABRA! IS THERE MAGIC IN OUR NEW LANGUAGES?

By Harold B. Swanson, Professor and Extension
Communications Specialist

There's a new language on the communications scene affecting all of us-- farmer, homemaker, business person, laborer, educator, student, or whatever our place in society may be. This new language is understood by only a few people, and yet we all find it a part of our every day communications.

In reality this new language has three distinct aspects; it revolves around the use of initials, abbreviations, and acronyms. In agriculture, for example, we use initials such as SCS or FHA instead of these organizations' full names, Soil Conservation Service and Farmers' Home Administration. Most farmers know what these initials mean, but other people may be lost in the government "gobbledygook" made up of either initials or abbreviations.

Acronyms, on the other hand, are pronouncable words made up of letters in a series of words. Usually an acronym consists of the first letter in each word. Let's make this clearer by citing a couple of examples. Right now Minnesota's attention is turned to the power controversy. Among the organizations involved are CURE AND GASP. CURE comes from the words, Citizens United for Responsible Energy, and GASP from General Assemble to Stop Power Line. GASP also stands for Greater Alliance to Stop Pollution. Recently, too, many farmers visited Washington, D.C. seeking 100 percent of parity. Some belong to the American Agriculture Movement. Others belong to a group called NORM, National Organization for Raw Materials. All these terms are acronyms, words created from a series of words.

The number of words in this new language is growing faster than we realize. Fifteen or 20 years ago an enterprising company started a dictionary listing all the common abbreviations, initials, and acronyms used in the United States. That list included 12,000 terms. The latest edition lists 130,000 terms. You can imagine how lost most of us are when we encounter this mass of strange terms.

We must realize, however, that these terms are shortcuts that make it easier for those in the know to communicate among themselves. The problem is that those in the know often use the words with those of us who don't understand.

Bert Lance, President Carter's former budget director, recently said, "I've sat through a lot of cabinet meetings where a cabinet member is giving a report and is using a lot of acronyms. It's obvious no one knows what he is talking about. If cabinet secretaries can't understand it, how about the rest of the American public?"

-more-

Reprint from Radio Series--The Communications Scene

The army has one expert, Michael Yoponka, who arbitrates all requests for use of abbreviations and acronyms in the army. Right now he has a card file of 10,000 such terms.

The navy adds a bit of magic by using the term ABRACADABRA in its language of acronyms. Many times our kids, with their lively imaginations, use that term to create a magic "spell" or change. It's a word some people once felt had some supernatural power to ward off problems and disaster or turn feats of magic. In the Navy ABRACADABRA stands for Abbreviations and Related Acronyms Associated with Defense, Business and Radio Electronics, a contraction that violates the KISS rule (Keep it Simple Stupid).

In agriculture, farmers have used parts of this language for a long time. Old-timers will recall the old AAA, (or triple A) which stood for Agricultural Adjustment Act or Administration. In fact, many of us still slip and use the term for our ASCS program. That stands for Agricultural Stabilization and Conservation Service. And farmers have their share of other initials, too. NFO or National Farm Organizations is a common one. However, Farm Bureau hasn't started calling itself F. B., or Farmers Unions F. U., or American Agriculture Movement AAM.

The use of these new words becomes even more confusing when the same acronyms are used by many different organizations. For example, NOW, stands for National Organization for Women. But our latest lists also indicate it also stands for Neighbors of Woodcraft and, in banking, Negotiable Instrument of Withdrawal. Then there's the organization NOWL standing for National Order of Women Legislators.

CURE includes not only Citizens United for Responsible Energy but also for Citizens (or Catholics) United for Racial Unity, Christians United for Research and Education, Council for Unified Research and Education, and many more.

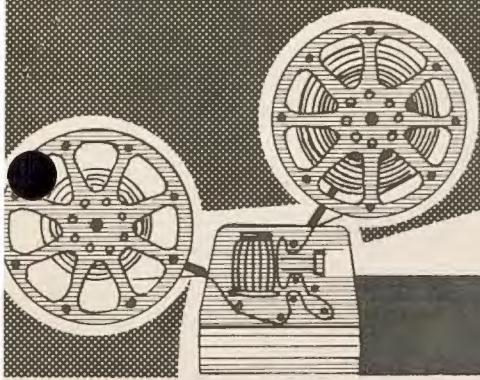
A study of the long list of acronyms reveals many other interesting names. There's ADEPT standing for Agriculture and Dairy Educational Political Trust; CAST, Council for Agriculture and Technology; AIM, American Indian Movement (and several others); ERA, Equal Rights Amendment; and many more.

Frequently, in choosing a name or slogan, new organizations, ad hoc groups, or colorful action groups, select a catchy acronym first and then fill in the words they hope will express their philosophy. The latest dictionary of this new language says the use of acronyms is common with ecology-minded groups, feminist movements, consumer interest groups, and countless other topical coalitions.

Finally, there's even an organization called GOOD EGGS. It's not an egg producer group. This tongue-in-cheek acronym developed by a group of older teachers stands for Geriatric Orders of Old Dolls Encouraging the Generation Gap.

I'm not condemning these new languages at all. I'm merely saying that when we use initials, abbreviations, and acronyms we should be sure that people know what we're talking about. They can be shortcuts in communications, but they can also be "gibberish" or a foreign language to many of us.

February 1978



visual aids TIP SHEET

Minnesota Agricultural Extension Service

February 1978

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

NEW SLIDE SETS ADDED TO THE AGRICULTURAL EXTENSION LIBRARY

- #74 RECRUITING VOLUNTEERS -- 62 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 14:30), Washington State University. (\$3.00) Provides a model for planning a volunteer recruitment program. Useful for training and working with program assistants who will be recruiting volunteers from limited income families. 1975
- #75 AN ORIENTATION TO LOW INCOME POPULATIONS -- 142 slides, color, 3 cassette tapes (automatic, inaudible 1000 Hz pulses; time 10:00--Part I, 15:00--Part II, and 12:00--Part III), Washington State University. (\$3.00) Defines the terms "low income," "disadvantaged," "poverty," etc., and explains the life-style of low income people. 1975
- #76 TRAINING VOLUNTEERS, Parts I and II -- 145 slides, color, 2 cassette tapes (automatic, inaudible 1000 Hz pulses; time 15:00--Part I and 15:00--Part II), Washington State University. (\$3.00) Presents a framework for developing training programs for volunteers. Useful for training and working with program assistants who will be recruiting and training volunteers from limited income families. 1975
- #112 YOU CAN PLAN AND BUILD AN EXHIBIT -- 78 slides, color, Henri E. Drews, extension information specialist, University of Minnesota. (\$3.00) Covers steps in building an exhibit including setting up the committee, planning and building the exhibit, and finally, based on the effective use of the information, how to judge booths. The slide set is aimed particularly at building 4-H booths but could apply to any display situation. 1977
- #123 REFLECTIONS OF THE AMERICAN WOMAN: 1776-1976 -- 80 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 25:00), Cornell University. (\$3.00) This slide set provides an opportunity to reflect on women's past achievements through the eyes of fashion. Useful in a discussion on the varied roles in society of the American woman. For adolescent or adult audience. 1976
- #155 WEED IDENTIFICATION AND CONTROL IN SOYBEANS -- 50 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 13:00), Paul E. Groneberg, assistant agronomist, pesticide training and Gerald R. Miller and Oliver E. Strand, extension agronomists, University of Minnesota. (\$3.00) Shows characteristics of common grassy and broadleaf weeds in soybean fields in Minnesota. Discusses herbicides used for weed control in soybeans and their effectiveness on specific weed species. 1977
- #157 WEED IDENTIFICATION AND CONTROL IN CORN -- 62 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 18:30), Paul E. Groneberg, assistant agronomist, pesticide training and Gerald R. Miller and Oliver E. Strand, extension agronomists, University of Minnesota. (\$3.00) Shows characteristics of common grassy and broadleaf weeds in corn fields in Minnesota. Discusses herbicides used for weed control in corn and their effectiveness on specific weed species. 1977
- #167 EVALUATION OF BEEF QUALITY AND YIELD GRADES -- 58 slides, color, Charles J. Christians, extension animal husbandman, University of Minnesota. (\$3.00) Reviews beef cattle quality and cutability. Uses animal sketches to describe various quality and yield grade standards. Shows carcass rib eye sections which display the amounts of marbling required for various quality grades. Presents feedlot steers and carcasses to demonstrate differences of quality

grade and composition. The carcass cross sections of two steers demonstrate differences in carcass composition. For adolescent or adult audience. 1977

- #168 EVALUATING LAMB CARCASS QUALITY AND YIELD GRADE -- 61 slides, color, Charles J. Christians, extension animal husbandman, University of Minnesota. (\$3.00) Presents current examples of lamb quality and yield grade standards. Uses carcasses to demonstrate how graders determine quality grade. Various lambs and their carcasses show common differences in the market. A lamb carcass is shown in frozen stand position to demonstrate differences in body composition. For adolescent or adult audience. 1977
- #169 PERFORMING: FROM BEGINNING TO END -- 126 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 16:30), Lianne Anderson, extension specialist, 4-H Youth Development, University of Minnesota. (\$3.00) Covers performing from beginning to end and all parts in between. Deals with general organization, master of ceremony, technical operations including lighting and sound effects, props, and ideas for presentations. 1977
- #171 GROWING HOUSEPLANTS -- 59 slides, color, Deborah L. Brown, assistant extension horticulturist, University of Minnesota. (\$3.00) Explains how to keep houseplants healthy indoors. Includes identification of common houseplant insects and tips on keeping cut flowers fresh. Horticulture Fact Sheet 47, CARING FOR HOUSEPLANTS IN NORTHERN CLIMATES, is recommended for use with this slide set. Additional extension publications referred to in script: Plant Pathology Fact Sheet 25, HOUSE PLANT PROBLEMS; Horticulture Fact Sheets 29, TERRARIUMS, 46, ORCHIDS FOR THE HOME ENVIRONMENT, 44, CACTI AND SUCCULENTS, and 45, KEEPING CUT FLOWERS AND FLOWERING PLANTS LONGER; and Entomology Fact Sheet 47, HOUSE PLANT INSECT CONTROL. Order from your local county agent or the Bulletin Room, Coffey Hall, 1420 Eckles Ave., U. of M., St. Paul, MN 55108. For adolescent or adult audience. 1977
- #174 YOUR FOOD: WILL THERE BE ENOUGH? -- 69 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 7:00), Ohio Cooperative Extension Service. (\$3.00) Discusses differences in calorie intake, diets, productions, and supplies around the world. Optimistic and pessimistic views on the world food situation are looked at. 1976
- #175 YOUR FOOD: WHO WILL GET IT? -- 77 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 8:00), Ohio Cooperative Extension Service. (\$3.00) Estimates U.S. production figures for grain and shows the distribution going to livestock, abroad, and for our own use. Discusses prices, possible expansion of production, and export policies. 1976.
- #176 YOUR FOOD: HOW WILL IT BE SHARED? -- 80 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 8:00), Ohio Cooperative Extension Service. (\$3.00) The market system, which is the main method for sharing food, is explained along with food aid programs in this country and reasons for sharing food abroad. Our assistance to other nations is discussed. 1976
- #177 YOUR FOOD: WILL IT BE GOOD AND GOOD FOR YOU? -- 78 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 8:00), Ohio Cooperative Extension Service. (\$3.00) Discusses food additives, pesticides, inspection standards, and labeling--the extras that can make food cheaper, safer, and more nutritious. Brings up many questions regarding the above practices and how they relate to your food habits. Recommended for use with the overhead transparency set #0-1, TEACHING GUIDE FOR YOUR FOOD: WILL IT BE GOOD AND GOOD FOR YOU? 1976
- #178 YOUR FOOD: WHO WILL CONTROL IT? -- 93 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 9:00), Ohio Cooperative Extension Service. (\$3.00) Discusses the changes involved in turning small, family-owned and operated food distribution centers of the 1920's into a giant machine called the U.S. food system. The consumers and farmers do have an important part in controlling it. 1976
- #179 YOUR FOOD: POLITICS AND FOOD POLICY -- 65 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 6:00), Ohio Cooperative Extension Service. (\$3.00) Food policy changes constantly to meet current needs. The policy is a product of the political system which is explained along with how you can work to add your input to that policy. 1976

NEW OVERHEAD TRANSPARENCY SET

- #0-1 TEACHING GUIDE FOR YOUR FOOD: WILL IT BE GOOD AND GOOD FOR YOU? -- 29 color transparencies, Ohio Cooperative Extension Service. (\$3.00) An in-depth study covering nutrition, quality, safety, responsibility for food protection, and policy alternatives regarding your food. 1976

. . . Neil Anderson, Don Breneman
and Gail Tischler Marko

February 1978

SYMBOLS sometimes carry a message more graphically than a photo or illustration. Symbols like the ones below can take on various meanings, depending on their use. The first one, for example, could represent general horticulture, gardening, flower arranging, landscape design, or care of cut flowers. The one below it was designed for soil science, which could also include fertilizers, drainage, or geology in general. The third one in the third row is Swiss cheese, representing dairy farming and its products. It could also relate to nutrition. Let me know of subjects for which you can use similar symbols.

