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Reaching People *with information...*

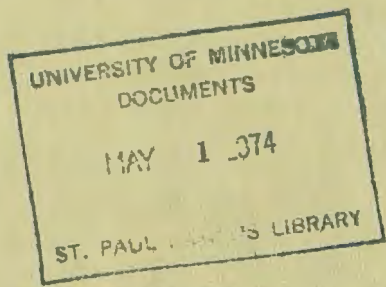
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AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

April 29, 1974



 * Please read, check, and circulate *
 * Extension Agent *
 * Extension Home Economist *
 * Assoc./Ass't. Extension Agent *
 * Other *
 * Secretary for Filing *

TIMELY 4-H PROJECTS --Please help us identify 4-H'ers and 4-H groups working on timely projects, particularly those dealing with energy conservation and community resource development. --Dave Zarkin

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GARDEN PACKET --The spring camera-ready garden packet has gone out to newspapers, magazines, and county extension offices. Send us garden sections from your local newspapers where our copy is used. Also, a followup from county offices works wonders in getting these articles into print. --Dave Zarkin

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YOUR INVESTMENT PAYS DIVIDENDS IN PEOPLE --That's the title of a new 8½ x 11 one-page handout from the National 4-H Foundation. The individual sheets highlight an interesting activity a 4-H'er has after returning from a Citizenship Course or similiar event at the National 4-H Center or the National 4-H Congress. These sheets are being used in contacting national and local donors and potential donors. Let us know what interesting projects your 4-H'ers initiate after returning from these events so we can plan photo coverage for "Your Investment Pays..." --Dave Zarkin

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COLUMN HEADS --By now, each county office should have received a 4-page folder with about two dozen sample column heads. We're not in the business of getting all of you to change your newspaper column heading overnight. But if you're just starting a new column or for some reason feel a change is necessary, this folder should help. Artist Karen Lilley used some of the basic designs that have been popular with many of you in the past. But please, if you're interested in a new column heading in the folder, completely fill out the form that was enclosed according to directions. --Jack Sperbeck

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HOW ILLINOIS FARMERS USE RADIO -- That is the title of a study of 400 Illinois farmers conducted in July 1973 by Walton Broadcasting Sales Corporation of Chicago.

The survey revealed these facts:

1. Seventy-three percent of the farmers listened to local stations for farm news. This confirms today's steadily changing situation: today's better-educated, better-trained "Business Man" farmer does not depend on farm radio personalities as his father did. In fact, three out of four farmers didn't name a radio man at all!
2. Seventy-seven percent of the farmers depend on their nearby, local stations for regular news and other information throughout the entire day as well as for farm news in the morning and at noon.
3. Of the 400 farms, 399 had radios, and 397 or 99 percent had AM sets; 353 or 88 percent had FM sets; and 355 or 89 percent had both AM and FM. (So the farmer values FM listening as well as AM listening.)
4. The total of 2,376 radios on 399 farms, for an average of 5.94 per farm is indeed noteworthy. (Also note that one-eighth of the farms had ten or more radios.)
5. Even more meaningful is the fact that 46.8 percent of all those radios were outside the farmhouse, staying with the farmer throughout his entire workday as an important business and management tool.
6. The large numbers of radios in barns, on tractors, on trucks, etc., certainly prove that today's farmer is an almost continuous listener to his local radio station for farm news and market reports to help him guide and run his business.
7. Responding farmers appeared to represent a true cross section of the state's farms in terms of size.
8. Finally, the things farmers themselves have told us indicate that radio listening is BIG on farms -- for farm news, for entertainment, for company (on a sometimes lonely job), for weather, and for market prices.

--Ray Wolf

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RADIO STATIONS -- 1974 -- That's the title of the long sheet attached to this month's issue. The list should be helpful when sending materials to stations or when driving in strange territory to get reports from the weatherman or from other county extension agents. --Ray Wolf

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RADIO STILL DOMINANT NEWS SOURCE FOR AMERICAN FARMERS -- Today despite the dominant role television plays in American mass communication, most American farmers still list radio as their main source of agricultural news. This was found in a recent study by the interdisciplinary graduate program in mass communication at California State University, Fresno, and the Fresno County Farm Bureau.

Subjects for the investigation were selected at random from official membership lists of the Fresno County Farm Bureau. Two qualifications were necessary for members to be considered as participants in the research: first, they had to be involved with agriculture in the practical sense, and second, they had to reside in Fresno County, thus being familiar with the sources of information available there.

Two separate surveys were conducted. The first was a telephone interview stage. This stage was followed by a personal interview plan. Results of the telephone study indicated that today's farmers gain their agricultural news and information from several sources, but that radio is used as a source more often than other medium.

The personal interview phase of the survey supported findings from the earlier telephone interview stage. Personal interviews also found that farmers are most available for agricultural broadcast programs during the early morning period from 6 a.m. to 8 a.m. and at noon hour from 12 noon to 1 p.m.

Radio was mentioned as a farm news source by 52.6 percent of the subjects in the survey. It was found that most farmers use more than one source, with radio being dominant.

--By: Donald K. Wright, Assistant Professor of Journalism, The University of Wyoming. Edited by: Promotion Department, Radio KAAZ, Little Rock, Arkansas.

--Submitted by Ray Wolf

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POSTAL OFFICIALS SAY ZIP NOW 55108 -- Although the University of Minnesota, St. Paul Campus mail will continue to be delivered from the downtown post office, not the neighborhood Como Station, the neighborhood zip, 55108, rather than the downtown, 55101, is the correct one to use. As other changes are made in revising or reprinting publications, the zip code change will be made. The post office assures us that mail with 55101 will continue to be delivered without delay.

--Eldon E. Fredericks

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HOME ECONOMICS RADIO TAPES --In an effort to give more and better service, the "long" tape service has been eliminated and the "short" tape service expanded. Ten programs will be mailed each month--five during the first of the month, five during the middle of the month. Home economists who have subscribed to the service will receive both Part I and Part II unless they specify that only one of the mailings is requested. All programs are 5 minutes.

Part I--"Silicone Treatment," Blanche Erkel, consumer affairs officer, Food and Drug Administration; "Care of Roses," Leon Snyder, director of landscape arboretum; "Sewing Men's Knit Slacks," Thelma Baierl, extension specialist clothing; "Open Dating," Mary Darling, extension nutritionist; "New Labels on Meat," Dick Epley, extension specialist, meats.

Part II--"Freezing Asparagus and Rhubarb," and "Freezing Pies," Shirley Munson, food technologist, University of Minnesota; "Baking Bread," Karel Strandness, assistant extension specialist, consumer information; "Planning Trees for Wet Areas," and "Planning Trees For Dry Areas," Jane McKinnon, extension horticulturist.

--Janet Macy

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Publications and Direct Mail

April 1974

NEW PUBLICATIONS

- Wild Rice Diseases in Minnesota. Miscellaneous Report 125. M. F. Kernkamp and R. Kroll. Describes the symptoms of several diseases that infect commercial wild rice paddies in Minnesota. Includes photos of healthy and infected plants. 8 pages. Available mid-May.
- Minnesota Tourist Travel Notes. Volume 12, Number 1, Spring 1974. Articles tell how to plan recreation programs despite the current energy shortage. Included are marketing strategies for 1974, developing local attractions, a checklist for energy control and conservation, and trends in leisure activities. Also reports results of a rate study of American plan resorts. Tells how Koochiching County set up public junkyards. 8 pages. Available.
- 4-H Humanities Program Is Opportunity For Human Development. Extension Program Report 58. Tells how 4-H program is developing youth's abilities and interest in the humanities. 2 pages. Available.
- Fertilizer for Potatoes in Minnesota's and North Dakota's Red River Basin. Extension Folder 296. Charles A. Simkins, William C. Dahnke, and Edwin S. Plissey. Goes into use of nitrogen, phosphorus, and potassium fertilizer and discusses methods of application. 8 pages. Available.
- Chemicals for Weed Control in Corn. Agricultural Chemicals Fact Sheet 6--April 1974. Gerald R. Miller. Supplements Extension Folder 212, Cultural and Chemical Weed Control in Field Crops (ask to see county agent's copy, not available from Bulletin Room). Destroy copies of this fact sheet that do not have April 1974 in heading. Information only for 1974 use. 2 pages. Available.
- Chemicals for Weed Control in Soybeans. Agricultural Chemicals Fact Sheet 7. Gerald R. Miller. Summarizes suggested alternative chemicals for weed control in soybeans. Information only for 1974 use. 2 pages. Available.
- New Labels on Fresh Meat. Food Science and Nutrition Fact Sheet 19. Isabel D. Wolf and Richard J. Epley. New regulations in Minnesota put emphasis on standardized names for retail cuts of meat on the price/weight meat cut label. If fanciful names for cuts appear, it cannot be on this label but can be elsewhere on the packaging. Also diagrams cuts of beef and gives cooking instructions. 2 pages. Available.
- Pasteurization of Milk. Food Science and Nutrition Fact Sheet 21. Edmund Zottola. Explains pasteurization techniques, state regulations, and effects upon nutritive values. 2 pages. Available.
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- ## REVISED PUBLICATIONS
- Radio for City and Country. April-June 1974. Quarterly list of topics for "Highlights in Homemaking" and "Scope" on KUOM radio. 8-page folder. Available.
- Planting Trees in Minnesota. Extension Bulletin 350. William R. Miles, Marvin E. Smith, and Dayton M. Larsen. Discusses selection of planting stock, site preparation, planting methods, and care of tree plantations. 12 pages. Available mid-May.
- Home Canning Fruits and Vegetables. Extension Folder 100. Isabel Wolf. Gives safe home canning tips for the pressure canner method and the boiling water bath method and includes detailed charts of times and techniques for many fruits and vegetables. 8-page folder. Available.
- The Dutch Elm Disease. Extension Folder 211. David W. French, Ward C. Stienstra, and David M. Noetzel. Describes in words, photos, and diagrams pertinent identification and control information. 16 pages. Available.

Using Microwave Ovens (2450 MHz). Extension Folder 293. Wanda Olson, Isabel Wolf, and Robert Olson. Updates information on uses of microwaves, cooking methods, and foods suited to microwave cooking. 4 pages. Available.

Selecting a Refrigerator. Home Economics Consumer Information Family Living Fact Sheet 5. Wanda Olson. Describes different types of refrigerators, capacities, defrosting methods, installation, and special features. 2 pages. Available.

Central and Southern Minnesota Potato Variety Demonstrations. Horticulture Fact Sheet 4. Orrin C. Turnquist. Based on demonstration trials conducted at 12 locations in 1973, gives yield, specific gravity, dry matter content and U. S. No. 1 size of many potato varieties in seven tables and one chart. 2 pages. Available.

Descriptions of Potato Varieties. Horticulture Fact Sheet 7. Orrin C. Turnquist. Names new and old varieties (47) and how well adapted to Minnesota growth, disease resistance, and suited to certain uses (baking, french frying, etc.). 2 pages. Available.

Red River Valley Potato Variety Demonstrations. Horticulture Fact Sheet 28. Orrin C. Turnquist. Tables describe results of demonstration trials and assist growers in evaluating varieties for use in certain areas of state. 2 pages. Available.

Raising Ducks. Poultry Fact Sheet 43. Melvin L. Hamre. Describes breeds of ducks and strong and weak points of each. Gives breeder flock management suggestions. 2 pages. Available.

REPRINTED PUBLICATIONS

Finishing and Refinishing Wood Furniture. Extension Bulletin 332. Myra Zabel.

Living with Wood. Extension Bulletin 347. Myra Zabel.

Natural, Organic and Health Foods. Extension Folder 280. Mary Darling.

How to--Calculate Herbicide Rates --Calibrate Herbicide Applicators. Agricultural Chemicals Fact Sheet 5. Gerald R. Miller and John A. True.

Revised Pork Carcass Grade Standards. Animal Husbandry Fact Sheet 10. Charles Christians.

Nutrition of Bred Sows and Gilts. Animal Science Fact Sheet 14. J. D. Hawton and R. J. Meade

Buying a Side of Beef. Animal Science Fact Sheet 18. Richard Epley.

Buying Meat by Cost Per Serving. Animal Science Fact Sheet 24. Richard Epley and Isabel Wolf.

High Lysine Corn for Swine. Animal Science Fact Sheet 25. J. D. Hawton and R. J. Meade.

Controlling Insects in the Home Vegetable Garden. Entomology Fact Sheet 11. David Noetzel.

Flies in the Home. Entomology Fact Sheet 39. David Noetzel and Laurence Cutkomp.

Care of Milk in the Home. Food Science and Nutrition Fact Sheet 13. V. S. Packard.

Yeasts and Molds. Food Science and Nutrition Fact Sheet 14. Edmund Zottola.

Dwarf Apple Trees. Horticulture Fact Sheet 21. Leonard Hertz.

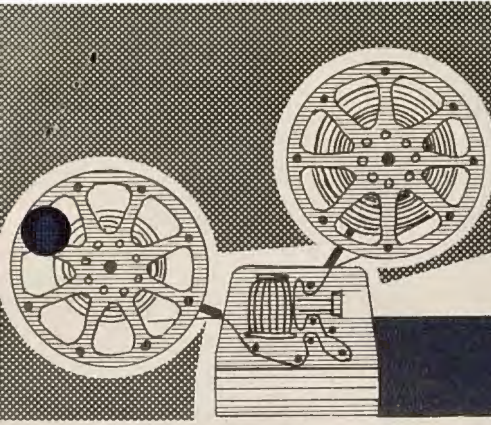
Nonparasitic Disorders of Tomato. Plant Pathology Fact Sheet 14. H. G. Johnson.

Building a Compost Heap. Soils Fact Sheet 12. Curtis Overdahl and Lowell Hanson.

Care Guide for Clothing. HC-63. Thelma Baierl.

Meat and Meat Foods. HS-12. Verna Mikesh and Leona Nelson.

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



visual aids

TIP SHEET

Minnesota Agricultural Extension Service

April 1974

NEW SLIDE SETS ADDED TO AGRICULTURAL EXTENSION AUDIO-VISUAL LIBRARY

- #913 FITTING AND SHOWING SHEEP--45 slides, Color, double frame, University of Minnesota (Chas. J. Christians). This slide presentation is about getting sheep ready for the show ring. It includes trimming feet, blocking, shearing, washing, carding, and all the other things a good sheep showman needs to know. Suitable for 4-H and FFA members. 1974
- #915 HOME CANNING OF FRUITS AND VEGETABLES--80 slides, Color, double frame, University of Minnesota (Isabel Wolf). Home canners in Minnesota would appreciate this slide set. It gives a brief history of canning since 1917, dispels ideas of some old World War I canning methods, and explains and illustrates safe procedures for today's canners. 1974
- #916 EVALUATING 4-H DRESS REVUE--70 slides, Color, double frame, University of Minnesota (Lois Ingels). These slides assist 4-H members and judges in understanding evaluation criteria for dress revue contests. Emphasis in 4-H dress revue evaluation is in three areas: the total look created by the garment on the individual; the individual's poise, posture and grooming; and construction of the garment as it affects the appearance when worn. Details to consider in each of the three areas are covered. 1974
- #917 THE WAY WE LIVE--THE WAY WE DRESS--31 slides, Color, double frame, University of Minnesota (Thelma Baierl). Fashion in dress reflects what is going on in society; in politics, economics, technology, religion, and the arts. It's how we live that tells us how we'll dress. Examples of dress beginning with the Puritans, through the Victorian age, the 1920's and to the present are shown. The slides and script relate the values and beliefs of people to the dress they wore, and the social aspects of dress. The slide set is suitable for audiences of older teens and adults, both men and women. 1974
- #918 SEWING THE NEWER FABRICS--14 slides, Color, double frame, University of Minnesota (Thelma Baierl). This is a teaching materials kit containing 13 fabric swatches of about 15 x 24 inches of double knits, sweater knits, single knits, fake fur, vinyl and fake suede; 7 posters designed for table top use showing seam construction and hems of some of the above fabrics; and 14 slides with brief explanation of techniques for handling the newer fabrics. County extension home economists would find these visuals suitable for meetings with older 4-H members, 4-H leaders, homemakers, and special interest groups. They were used in a series of telelectures prior to releasing them. 1974
- #919 PULL OF THE MARKET PLACE--224 slides, Color, double frame, USDA. This slide set deals with economic growth around the world. The slides show how more people in country after country are earning more money and spending it to upgrade their diets--hence increased demand for exporting U. S. production. 1974

MINNESOTA SLIDE SET USED IN FLORIDA

A note from Mary Fran Lamison tells us that our slide set #732 "It Takes More Than Money" was used in a series of extension meetings in Florida where it was seen by 53,000 young people. This is a set on planning and management and has been popular in Minnesota as well.

PLANNING IS THE KEY TO SUCCESSFUL SLIDE SETS

A good slide presentation should be planned well in advance of when it is used. Before taking pictures or trying to put the set "physically" together, ask yourself three important questions: 1. What is the slide set trying to accomplish? 2. Who is the audience? 3. Where and how will the slide set be used?

--Adapted from "It Says Here"--Illinois Newsletter

DON'T CUT UP YOUR 35 MM NEGATIVE STRIPS

Normally, negatives from 135-, 126-, or 110-size films are returned from processors in strips of four or more frames each. These negatives, either black and white or color, should always remain in the original strip form in which you receive them. They should never be cut apart because keeping them in strips makes them easier to print and reduces the possibility of physical damage. Furthermore, the strips are easier to keep track of and less likely to be lost than individual frames would be.

CAMERA NOTES by Don Breneman

Warning! Do not use silicone treated eye glass cleaning tissue for cleaning your camera lens or other valuable optical instruments. The silicone in the treated tissue will react with the anti-reflection coating on your camera lens and in time form a cloudy film over the lens surface. The silicone treated cloths that come with field glasses are not made for lens cleaning either and will do the same damage.

Untreated lens cleaning tissue and lens cleaning fluid designed for cleaning camera lenses are available from camera stores at reasonable cost.

SPECIAL DISPLAY OF AUDIO VISUAL EQUIPMENT May 16

A special display of audio visual equipment including cameras, audio and video tape recorders, 2 x 2, overhead, and 16 mm projectors will be set up on May 16 for those who are on the St. Paul Campus for the professional development courses.

The display will be in the Instructional Resources Center (Temporary South of Coffey) from 10:00 AM to 4:00 PM. All Extension agents are invited to see this exhibit of new equipment.