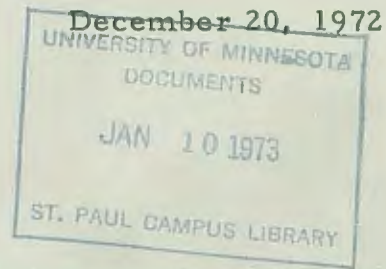


MN2000RPI 12/20/72

⑤ **Reaching People**
with information...

**press
publications
radio
television
visual aids**

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA



Dear Colleagues

All of us in the Department of Information and Agricultural Journalism join in wishing all of our colleagues at the University of Minnesota and in other cooperating groups a most festive holiday season.

We're pleased to be a member of the University team that helps bring to adults and youth the educational opportunities offered by our great institution. We appreciate the gratifying and rewarding experiences made possible by the cooperation and the good will we share with you.

As we look forward to 1973, we know that we will have another year of fine cooperation and pleasant relationships in both our collegiate and continuing education activities. By continuing to work together on many projects we can accomplish much for the state and for the University.

Again from all of us to all of you, A Merry Christmas and a Happy New Year.

Sincerely

The Staff

The Staff
Department of Information
and Agricultural Journalism

MERRY CHRISTMAS ^{and} a HAPPY NEW YEAR

MAKE THOSE FIRST WORDS WORK FOR YOU! --Take a look at how you start your paragraphs, your letters, your news stories, and your radio programs. Do they start with a bang? Odds are that they don't! There's no foolproof way or easy formula to give those beginning words more zip, more sales appeal, or more persuasive ability. But try a trick I've found useful. It's THE RULE OF SIX, which simply says, "make those first six words have impact, a message." Don't start with prepositions, long phrases, or clauses that eventually may lead to the meat of your message. Start your sentences, paragraphs, and letters with significant, meaningful words, and you'll improve your readership and listenership.

Try it with the items in your column or in the first paragraph in your letters. You'll like it and so will your readers and listeners.

--Harold B. Swanson

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FAMILY FOOD SERIES AVAILABLE IN SPANISH--The entire Family Food Series is now available in Spanish. This series is part of the HS (Home Economics Special) publications. This has been a combined effort of many persons: Susan MacDonnell, VISTA Volunteer; Eba Hernandez, South Central Community Action Migrant Center; former Program Assistants in the Expanded Food and Nutrition Program in Ramsey County: Gudelia Diaz and Adelaida Mills; Alix Nelson, Office of International Agricultural Programs at the University of Minnesota, and Kathy Wolter, editor in the Department of Information and Agricultural Journalism. (NOTE: The HS series is written for those with limited experiences, finances, and education and should be used with this group only.)

HS-9	Family Food Guide	HS-9-S	Guia Para La Comida Diaria
HS-10	Fruits and Vegetables	HS-10-S	Fruitas y Verduras
HS-11	Breads and Cereals	HS-11-S	Panes y Cereales
HS-12	Meat and Meat Foods	HS-12-S	Carne y Derivados de Carne
HS-13	Hamburger	HS-13-S	La Carne Molida (Hamburger)
HS-14	Milk	HS-14-S	Leche

--Lee Nelson

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IMPROVE YOUR COMMUNICATIONS VIA TV--Each quarter KTCA-TV, (Twin Cities); WDSE-TV, (Duluth); KWCM-TV, (Appleton); and KFME-TV, (Fargo) offer several courses that will help improve communications and management skills. They are:

- * Effective Writing--Thursday, 3 p.m. and repeat Friday, 6 p.m.; starts January 4, Harold Alford, instructor.
- * Success Through Word Power--Monday, 3 p.m. and repeat Tuesday, 6 p.m.; starts January 1, James I. Brown, instructor.

- more -

- * Management--A Joint Venture--Tuesday, 3 p.m. and repeat Wednesday, 6 p.m.; starts January 2, Francis W. Hayes, instructor.
- * The Teaching Role--Wednesday, 3 p.m. and repeat Thursday; starts January 3.

Course fees vary and include a participant guide or other material. For more information write to W. W. Kemmerer, Director, KTCA-TV, 1640 Como Avenue, St. Paul, Minnesota 55108. --Harold B. Swanson

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SERVING MINNESOTA CITIZENS --That's the title of the recent publication that reviews the importance of the agricultural industry to Minnesota and tells about the Institute's contributions to both producers and consumers. You'll find, each page has a separate message you can use on radio, in your news columns, in your newsletters, or as a basis for short talks. Some of the visuals will be available later. A small supply of the publication will reach you soon. The publication has been used by Institute Dean Sherwood O. Berg and Extension Director Roland Abraham in their meetings with legislators set up by agents and district directors.

--Harold B. Swanson

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DO YOU WANT AIR TIME? --"The broadcasting industry offers unparalleled opportunities for organizations working for the public good. Broadcasting is under no obligation to grant time to any specific group. There is no law which says a station must devote a fixed amount of time to community organizations. But stations pride themselves on being alert to their community needs and on their record of service in the public interest.

"How do you go about getting your message on radio and television? Like most everything else, there is a right way and a wrong way.

"To be successful, you should be acquainted with the various ways a station can be of assistance. Basically, public service programming falls into two broad categories: specials: Interviews, panel, or group discussions and demonstrations in either a series or in a one-time-only presentation; and segments: Similar but shorter presentations inserted as 'participating' features of other programs.

Other on-air exposures include spots: Brief announcements made at various times during a broadcast day; personality spots: Announcements by on-the-air personalities such as disc jockeys, farm directors, or directors of women's features; news items: Short stories which are included in regular local newscasts and give briefly the who, what, when, where, and why of a newsworthy event; editorials: Statements prepared at the station which present the station management's viewpoint on community programs and projects.

"A necessary first step--Time and available facilities vary widely from station to station. Call on the program director and find out if public service time is available, and if so, the types of programming the station offers.

"Here's a good basic rule to follow: Know your stations and their programs. Listen to or watch local shows first so you will know what you are talking about when you call.

"What... Who... How--If your public service appeal is to be effective, you should have the answers to these key questions even before you contact your local station:

"What is your message? Are you sure of the basic idea you want to get across?

"Who should receive your message? Is it of general interest to a large segment of the listening and viewing audience? Can it be tailored to those you want most to reach?

"How can you best put your message across? Does it have enough general interest for a special program? Would a brief announcement serve just as well?

"Your answers on these three questions, particularly on the what of your message, will determine largely your success in getting free air time." --From "If You Want Air Time," a handbook for publicity chairmen published by the National Association of Broadcasters.

--Ray Wolf

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LEARNERS TELL US WHAT TO DO ABOUT MEETINGS --Learners tell us a lot about what they like and don't like:

1. They always rate high their interaction with each other, especially in heterogeneous groups. They learn their problems aren't unique; they find solutions to problems; they learn from each other.
2. They like time to digest, reflect, internalize, and to be left alone.
3. They like "bull sessions."
4. They like to have some recreation to release some of their physical and emotional energy.
5. They get a lot out of talking in pairs to react, clarify, and give and get feedback--even if we set it up and force them to do so.
6. Especially with better educated groups, giving them time for reading relevant books, articles, etc., pays off.
7. Groups where most participants have about the same level of knowledge about the subject matter to be covered may be helpful. If so, using preliminary reading or programmed instruction to get people to a common level may help.

If learners tell us these things constantly, why don't we take their desires into account more often in the meetings and conferences we plan?
--From Ed-Tek, Michigan State University --Harold B. Swanson

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Publications and Direct Mail

NEW PUBLICATIONS

Extension Work in Olmsted County. Extension Program Report 48. Reviews the county extension program accomplishments and goals. 2 pages. Available.

Extension Leads the Way in Recycling County's Litter. Extension Program Report 51. A description of the Waseca County 4-H'ers recycling program. 2 pages. Available early January.

Extension Work in Hennepin County. Extension Program Report 53. Reviews the county extension program accomplishments and goals. 2 pages. Available.

Effect of Zinc on the Yield and Quality of Sugarbeets in the Red River Valley. Miscellaneous Report 113. Olaf C. Soine. Reports results of research. Suggests that zinc did not significantly affect percentage of sugar, impurity index, or sugar yield. 8 pages. Available.

A Review of the Parasites of Predators of Tent Caterpillars in North America. Technical Bulletin 289. J. A. Witter and H. M. Kulman. Brings together all available information on the parasites and predators of tent caterpillars. Technical lists of species. 48 pages. Available mid-January.

Particleboard from Aspen Flakes and Sunflower Hulls. Technical Bulletin 290. R. O. Gertjeansen, J. G. Haygreen, and D. W. French. Describes the development of a procedure to use an agricultural waste product, sunflower hulls, as a commercially acceptable building material when combined with aspen flakes. 6 pages. Available early January.

Minnesota Tourist Travel Notes. Vol. 10, No. 3. Dayton Larsen and Larry Simonson. Describes the gopher mound sewage disposal system, how to make a chamber of commerce responsive to vacationers and resort owners, how to handle a group business, and which sports (sailing, tennis, and bicycling) to make available to resort guests. 6 pages. Available.

Sampling and Testing Forages for Feeding Value. Agronomy Fact Sheet 25. O. E. Strand and M. J. Hutjens. Explains the importance of forage evaluation, number of samples needed, how to take samples, kind of forage tests needed, and using the forage and feed analysis. 2 pages. Available.

Site Selection for your Mobile Home. Extension Folder 265. William Angell. Lists items to consider when selecting a site for a mobile home. 4 pages. Available.

Selection Guide for Mobile Homes. Extension Folder 266. William Angell. Explains financial and other considerations that must be weighed when buying a mobile home. 8 pages. Available.

Balancing Your Housing Needs and Resources. Extension Folder 267. William Angell. Checklist of items that must be considered for anyone thinking of buying a new or used home or otherwise changing living arrangements. 8 pages. Available.

Thoughts on Remodeling. Extension Folder 268. William Angell. Discusses why, how, and when remodeling should take place. Includes a checklist of considerations. 4 pages. Available.

House Planning Worksheet. Extension Folder 270. Reprinted from the University of Illinois. A worksheet to aid in planning for remodeling existing space, an addition to your present home, or building a new home. 12 pages. Available.

REVISED PUBLICATIONS

Chemical and Cultural Weed Control. Extension Folder 212. G. R. Miller, O. E. Strand, A. G. Dexter, and others. Summarizes research in Minnesota and elsewhere and lists chemical application rates to control weeds in various crops. 28 pages. Available early January.

Varietal Trials of Farm Crops. Miscellaneous Report 24. R. G. Robinson, et. al.
Lists recommended varieties, varieties not adequately tested, and other varieties for 1973 of barley, oats, spring and winter wheat, rye, millet, grain sorghum, peas, dry beans, sunflowers, soybeans, alfalfa, birdsfoot trefoil, red clover, brome grass, reed canarygrass, and timothy. 28 pages. Available early January.

European Corn Borer and Corn Earworm Control on Sweet Corn. Entomology Fact Sheet 1. L. K. Cutkomp and J. A. Lofgren. Gives information on materials and equipment needed for control as well as instructions on number and timing of treatment applications. 2 pages. Available.

Clover Mites. Entomology Fact Sheet 15. J. A. Lofgren and E. F. Cook. Explains what clover mites are, where they are most likely to be found, and how to control them. 2 pages. Available.

Protecting Honey Bees from Insecticides. Entomology Fact Sheet 44. David M. Noetzel. Includes a summary list of commonly used insecticides and information on their toxicity to honey bees. 2 pages. Available.

Cleaning and Sanitizing on the Dairy Farm. Food Science and Industries Fact Sheet No. 9. V. S. Packard. Gives instructions for proper cleaning of metal milker unit parts, inflations and other rubber parts, vacuum lines, pipeline milkers, bulk tanks, and plastic tubing. 2 pages. Available early January.

Hydrolytic Rancidity--Cause and Control. Food Science and Industries Fact Sheet 16. V. S. Packard. Gives definition of and information on causes of hydrolytic rancidity, control measures on the farm and at the plant, and characteristics of rancidity reactions. 2 pages. Available early January.

Extension Programs Stress the Proper Use of Pesticides. Extension Program Report 3. Phillip K. Harein. Describes extension program efforts in several different areas stressing the proper use of pesticides. 2 pages. Available early January.

Home Fruit Spray Guide. Extension Pamphlet 184. L. B. Hertz, H. G. Johnson, and J. A. Lofgren. Prescribes a control spray program to combat insect and disease problems in noncommercial or home orchards. 8-page railroad folder. Available.

Minnesota Retail Dealer's Conference 1973. Special Report 12. Extension specialists in Agronomy, Entomology, Plant Pathology, and Soils. 184 pages. Available early January.

Soils, Soil Management and Fertilizer Monographs. Revised 1973. Special Report 24. Extension, USDA soils experts. 160 pages. Available early January.

Town and Country. January-March 1973. Quarterly list of topics for "Town and Country" on KTCA-TV and several other educational and commercial stations throughout the state and in neighboring states. 4-page railroad folder. Available mid-January.

Radio for City and Country. January-March 1973. Quarterly list of topics for "Highlights in Homemaking" and "Scope" on KUOM radio. 10-page railroad folder. Available mid-January.

REPRINTED PUBLICATIONS

Feeding and Managing Sows at Farrowing and During Lactation. Animal Husbandry Fact Sheet 15. J. D. Hawton and R. J. Meade.

Your Milking Machine. Dairy Husbandry Fact Sheet 5. J. William Mudge.

Bedbugs. Entomology Fact Sheet 37. D. M. Noetzel.

Selecting and Using a Portable Microwave Oven. Home Economics Fact Sheet 29. Wanda Olson.

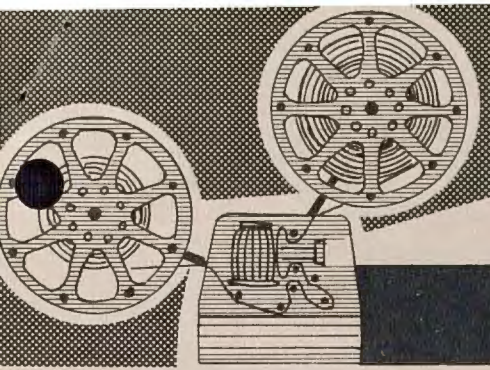
Sugar Beet Leaf Spot Symptoms. Plant Pathology Fact Sheet 18. H. G. Johnson and H. L. Bissonnette.

Pattern--Figure Types and Sizes. Extension Folder 238. Athelene Scheid.

Common Small Grain Insects. Extension Folder 241.

Pants for Women. Extension Bulletin 375.

Warm Mittens for Minnesota Winters. HC-28. Athelene Scheid.



visual aids TIP SHEET

Minnesota Agricultural Extension Service

December 1972

NEW FILMS IN AGRICULTURAL EXTENSION LIBRARY

PARTNERS WITH YOUTH--25 minutes--color--Cornell University--Service Charge \$4.50--1972--TV

This film shows volunteer adult leaders using many different teaching methods with groups of young people. But much more than that, it illustrates personal satisfaction of being a volunteer leader in many different roles.

It would be appropriate for leader training, recruitment of leaders, and public relations with general audiences. A discussion guide is provided.

I KNOW I BELONG--8 minutes--color--Elanco--Service Charge \$1.00--1972--TV

An interesting film that would be good to use for public relations in behalf of the farmer. Can be shown to farm and non-farm groups. The film deals with the role of the farmer in the nation's economy.

It would be an excellent film to use in the instruction of making films.

NEW SLIDE SETS AVAILABLE

#843 4-H INTERNATIONAL CARAVAN--27 slides--color--double frame--National 4-H Foundation--1972

The excitement of living with a family in Austria, working with them, learning songs, dances, new foods, a new language and new friends, is what this slide set is all about. It's an excellent description of what the 4-H Caravan is and will help teens get acquainted with this international opportunity.

#844 PIG STRESS AND PORK QUALITY--62 slides--color--double frame--University of Wisconsin/National Pork Producers Council--1972

Illustrates visual symptoms of the stress-prone pig and shows pigs that are afflicted with the porcine stress syndrome (PSS). Economic losses to the industry because of death losses of PSS pigs is illustrated. Possible preventative measures against PSS are illustrated, including: 1) genetic selection, 2) blood assay techniques and 3) proper handling of pigs during finishing, mixing and moving. Pale, soft, exudative (PSE) pork is also illustrated along with the consumer implications regarding PSE pork, both fresh and cured. Suitable for purebred breeders, commercial producers, and if certain slides are sorted out, suitable for vocational agriculture students.

#845 VENEZUELAN EQUINE ENCEPHALOMYELITIS (VEE)--24 slides--color--double frame--USDA--1972

Historical interest of the VEE problem in the United States. These slides could be of interest to anyone interested in horses and their care.

LETTER SIZE ON POSTERS

How high should letters on posters be? A general rule says that they should be one inch high for each 25 feet of distance to the viewer. We're assuming that the person has 20-20 vision. Style and shape of letters also affect their readability. Bold, well-spaced letters are usually easier to read. And, don't print your words vertically. Words are easier to read when they're horizontal despite the current fad of vertical words.

CAROUSEL 2 X 2 SLIDE PROJECTORS HAVE NEW 140-SIZE TRAYS

If you buy a new Carousel projector, you'll probably get one of the new 140-size trays. We still like the older Universal model trays better for the work we're doing because they'll accommodate slides of almost any thickness. The new 140-size trays were designed primarily for cardboard mounted slides. If that's the only kind you use, then the new trays are okay.

WARM YOUR AUDIO VISUAL EQUIPMENT UP IN COLD WEATHER

If you leave a tape recorder or projector in the trunk of your car overnight in zero weather, the equipment will be pretty cold when you take it in to the meeting the next morning. If you plug in the power cord and turn on the switch, you're likely to get the same response that your automobile engine gives in zero weather. You can burn out a motor or worse than that, burn out your whole machine if it isn't warmed up to near room temperature first.

CAMERA NOTES BY DON BRENEMAN

Cold Weather Photography

Now that cold weather is here, many of us tend to leave our camera on the shelf and wait for spring. Cold weather photography does present problems but most can be overcome with a little planning. Here are some suggestions:

- * When taking pictures outside, carry your camera on its neckstrap under your coat, and take it out only when actually making an exposure.
- * Keep extra film in an inside coat pocket where it will keep warm.
- * If your camera does become extremely cold, the shutter may slow down and the film will lose its light sensitivity. To insure a good picture, bracket your exposure by shooting one picture at what you think is the correct exposure, another overexposing by one stop, and another underexposing by one stop.
- * Wind the film in a cold camera very carefully and don't force it. Cold film is extremely brittle and will break very easily.

If you bring a cold camera indoors, the lens probably will fog. If the lens is fogged, don't wipe it off with an old handkerchief or other coarse cloth. Carry a small package of lens tissue for this purpose. If you don't have any lens tissue, place the camera near something warm and let the moisture evaporate as the camera warms.

Polaroid cameras are more sensitive to temperature than conventional cameras because the processing chemicals are part of the film. In cold weather, use only black and white film and keep the developing film as warm as possible--after you pull it out of the camera. If the film is extremely cold, don't process the picture on the spot. Bring the entire camera in and let it warm up before you pull the film out of the camera.