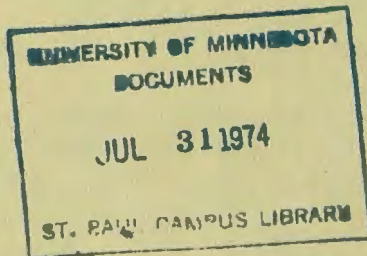


# 3 Reaching People with information...

**press**  
**publications**  
**radio**  
**television**  
**visual aids**

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

February 27, 1974



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

WHAT THE PUBLIC SAYS ABOUT FOOD, FARMERS, AND AGRICULTURE - - PACER, a corporation representing various agricultural communications organizations, recently made a study (fall 1973) of what the public thinks about agriculture. Results are generally favorable to agriculture. Here are some of them:

- \* Compared with "the average nonfarm person," farmers are seen as harder-working, more friendly and helpful, and more productive per man-hour. Dependability also is a strong element in the farmer's image.
- \* Compared with the average nonfarm person, 52 percent see the farmer as less prosperous, 20 percent more prosperous, and 28 percent the same.
- \* The increase in food costs is attributed, in the public's mind, to inflation (72 percent), to selling food to other countries (64 percent), and to higher production costs for farmers (50 percent).
- \* Farmers and farm organizations receive comparatively little blame for current food price levels. Only 9 percent listed "farm organizations are too powerful" as the main cause, 9 percent "farmers are getting too much for their crops," and 6 percent "farmers' incomes are too high."
- \* Looking ahead 10 years nearly half of the population foresees food shortages.

--Harold B. Swanson

\* \* \* \*

RADIO - TV SALES --The sale of automobile radios increased 22 percent in 1973 over 1972. Home receiver sales, however, dropped by 10.5 percent.

The sale of color TV sets increased 10.6 percent in '73 but black-and-white set sales declined 13.7 percent.

- more -



Broadcasting magazine (January 28, 1974) reports total radio set sales of  $48\frac{1}{4}$  million and TV set sales of  $16\frac{1}{4}$  million in 1973.

I hope agricultural extension's programs continue to be good enough to be listened to on these new sets!  
--Ray Wolf

\* \* \* \*

MAP YOUR COVERAGE--Judy Nord, West Otter Tail County, kept track of the requests for material she offered on one of the "Welcome Inn" TV presentations...plotted all 197 of them and drew a map of the counties represented. She says, "It gives a true feeling of coverage to see it mapped out."

Many times our efforts on broadcast seem so isolated--there isn't the feedback normally received with other educational methods. Soliciting response from the audience (through give-aways or other techniques) reassures that your broadcasts--radio or TV--are doing some good.

Judy's show reached persons in 24 counties, South Dakota, Louisiana, California, and Oregon (those distant friends were visiting--it wasn't a freak signal jump, which sometimes happens). Information like this can sometimes broaden your outlook, rejuvenate efforts and bring the realization that you share with others in multi-county education. --Norm Engle

\* \* \* \*

HOME ECONOMICS RADIO TAPES--Long radio tapes: "Cold Remedies" (7:12), Blanche Erkel, consumer affairs officer, Food and Drug Administration; "Lighting--What To Do With What You Have" (7:00), Wanda Olson, extension specialist, household equipment; "Processing Meat In Your Home" (7:00), Dick Epley, extension specialist, meats; "What To Consider Before Buying Freezer" (7:00), Pat Kramm, assistant extension specialist, consumer information.

Short radio tapes: "DES--The Status Now" (5:05), Blanche Erkel, Food and Drug Administration; "Additional Lighting" (5:00), Wanda Olson; "Hot Dog Labeling" (5:00), Dick Epley; "How To Use A Freezer" (5:00), Pat Kramm. --Janet Macy

\* \* \* \*

RESEARCH REPORT OFFERS TIPS TO REACH DISADVANTAGED HOMEMAKERS--A recent communications research report from the University of Illinois, "The Low Income Homemaker and Her Food Dollar: An Information Campaign" by Salcedo, Scherer, and Alison, has several implications for our Minnesota work.

A two-month mass media information campaign was conducted in Springfield and Peoria, Illinois. Joliet, Illinois, served as the control community. The purpose of the campaign was to improve audience knowledge of and attitudes toward certain specific food buying practices and nutrition information. The public service messages were disseminated through radio, television, and newspaper.



The authors report that the basic lesson from the study is two-fold:

First, under conditions of intense competition for free media time and space, a communicator who relies solely on public service outlets to disseminate a message is likely to get discouraging results if the purpose is persuasion--change in knowledge, attitudes, and behavior among the intended audience.

Second, public service campaigners should recognize and appreciate the tremendous pressure on the mass media for free time and space. Methodologically, the authors suggest that information campaigners not be satisfied with merely reporting how many times their campaign materials were used by the mass media and converting their free time into dollar equivalents. It should be evaluated in terms of its goal--cognitive, affective, or behavioral changes--not how many times the campaign materials were used by the media.

You may be interested in some information about their audience in Illinois. Here are brief excerpts:

1. "Typical" respondent was a 42-year-old homemaker, who did most of the family grocery shopping. She had at least some high school education. She knew about two foods which she can serve as alternates for meat (cheese and dried beans). She had not heard of the University of Illinois Expanded Food and Nutrition Program (EF&NP).
2. She had limited knowledge of basic nutrition.
3. She spent almost 4 hours "yesterday" watching daytime soap operas and nighttime comedy and adventure materials. She spent another 2 hours listening to the radio "yesterday."
4. She was not an avid reader. When she read newspapers she preferred sales ads, crime reports, local news, Ann Landers/Dear Abby, and world affairs.

A copy of this research report is on file in the Information and Agricultural Journalism library. --Lee Nelson

\* \* \* \*

KODACOLOR II COLOR PRINT FILM--It is now available in 126 (instamatic) and 35 mm sizes. This fine grained color film was originally designed by Eastman Kodak for use in their 110 format pocket instamatic camera. The high quality color print that the film produces is largely responsible for the wide acceptance of the pocket instamatic camera. Now that the film is available for the 126 and 35 mm format cameras you should notice a real improvement in the quality of your color prints if you switch to this film. --Don Breneman

\* \* \* \*



**STORY DISTRIBUTION**--Do you have questions about "other distribution" of stories that appear in the weekly county packet? Unless you see otherwise (through an accompanying cover letter or statement typed right on the release), the story has gone only to county extension offices initially. Some of the stories are later sent to magazines, or in some cases, daily newspapers. But these mailings are timed so you shouldn't be "scooped" by anyone if you use the story by the week following receipt. If you have questions or think you see inconsistencies in this, please contact us.

--Jack Sperbeck

\* \* \* \*

**STATISTICS DON'T MAKE NEWS**--A few statistics can strengthen an otherwise weak feature story or news column. Which brings us to MAPS (Minnesota Analysis and Planning System), which can be a real aid in your public information-education efforts. MAPS, a service of the University of Minnesota's Agricultural Extension Service, is one of the most exhaustive summary tape data centers in the country. MAPS can provide statistics on population, housing, education, employment, income and other areas from small enumeration districts to county and state levels. Contact MAPS at 376-7003 or 415 Coffey Hall, University of Minnesota, St. Paul, Minnesota 55101.

--Dave Zarkin

\* \* \* \*

**FOOD \$ENSE MAKES DEBUT**--Beginning Thursday, February 28 the first of 13 Food \$ense television programs on nutrition was telecast over KTCA, Channel 2, Twin Cities, 9:30-10 p.m. Each Thursday program will be repeated the following Saturday over WTCN, Channel 11, Twin Cities, 7:30-8 a.m. Homemakers, program assistants, doctors, nutritionists, extension home economists, specialists and others will be guests on various programs. Janet Macy, information specialist, is hostess for the series. Program topics include: A Matter of Taste, Consumers Choice, Dollar-Saving Protein, Controlling Calories, Beyond The Bottle, Conserving Food and Fuel, The Seven Ages of Nutrition, Label Language, Know The Meat You Buy, Cholesterol Review, So You're On a Diet, and To Can or Not To Can. The programs also will be telecast over KAUS, Austin; KCMT, Alexandria; KNMT, Walker; KEYC, Mankato; KSOO, Sioux Falls, and KCOO, Aberdeen. Check your local newspaper for telecast times.

--Lee Nelson

\* \* \* \*

# Publications and Direct Mail

February 1974

## NEW PUBLICATIONS

Interpreting Forage Test Results. Extension Folder 297. O. E. Strand and M. F. Hutjens. Gives detailed instructions and formulas to interpret forage test results and use them to improve forage crops. 4 pages. Available. *here*

Fitting Trees and Shrubs into the Landscape. Extension Folder 298. Mervin C. Eisel. Suggests knowing the eventual size of trees and shrubs for proper placement and something about growing season, temperature, light, water, soil type, and fertility, which all influence size. Lists plantings by height, color, tolerance to shade, tolerance to drought, fruits adhering into winter, and especially attractive bark. 6 pages. Available. *here*

Tax Benefits for Feedlot Pollution Control. Agricultural Engineering Fact Sheet 20. Philip R. Goodrich. Tells how feedlot operators can take advantage of tax benefits on state and federal income taxes. 2 pages. Available. *here*

Wood as a Fuel Resource. Forestry Fact Sheet 9. Lewis T. Hendricks. Lists characteristics of woods for fireplace use, heat value of cordwood, and urges precautions in disposing of wood having Dutch elm or oak wilt disease. 2 pages. Available.

The Garden Petunia. Horticulture Fact Sheet 37. Harold Wilkins. Discusses common garden varieties, seed germination, transplanting, and weed control. 2 pages. Available. *here*

Garden Chrysanthemums. Horticulture Fact Sheet 38. Richard E. Widmer. Describes conditions necessary for successful chrysanthemum growing, lists popular varieties, and pictures four different types. 2 pages. Available. *here*

Comparison of a Soil Conditioner and a Specialty Fertilizer with a Conventional Fertilizer. Soils Fact Sheet 22. G. D. Holcomb, S. D. Evans, O. M. Gunderson, W. W. Nelson, and C. J. Overdahl. Gives results of field trials at Morris and Lamberton experiment stations during 1971, 1972, and 1973. Study is still in progress. 2 pages. Available. *here*

Comparison of Na-Churs Fertilizer with a Conventional Fertilizer. Soils Fact Sheet 23. G. D. Holcomb, S. D. Evans, O. M. Gunderson, W. W. Nelson, and C. J. Overdahl. Compares a liquid fertilizer with a conventional fertilizer in testing at Morris and Lamberton experiment stations during 1971, 1972, and 1973. Three tables describe results of ongoing project. 2 pages. Available. *here*

Minnesota Dairyman. Volume 3, Issue 1. February 1974. Articles include Minnesota Food Animals Reporting System, a four-part section entitled The Energy Situation And You, Workmen's Compensation and Minnesota Farmers, and an article about dairy pricing in 1974 and beyond. 4 pages. Available. *here*

Minnesota Resort and Campground Rate Structures. Special Report 50. Dayton Larsen and Larry Simonson. Gives detailed accounting of rate structures for the state's resorts and campgrounds, broken down geographically, according to facilities and services and according to resort types. 12 pages. Available mid-March. *order*

## REVISED PUBLICATIONS

Insecticides and Their Uses in Minnesota 1974. Extension Bulletin 263. J. A. Lofgren, D. M. Noetzel, P. K. Harein, and L. K. Cutkomp. Lists chemicals that may be used to control insects on field crops, in the household, on livestock and poultry, for tree, shrub, lawn, and greenhouse as well as for stored grain insects. 48 pages. Available early March.

Weed, Insect, and Disease Control Guide for Commercial Vegetable Growers. Special Report 5-1974. Orrin C. Turnquist, John A. Lofgren, and Howard L. Bissonnette. Provides comprehensive guide to chemically controlling vegetables. 28 pages. Available mid-March. *order*



1974 Weed, Insect, and Disease Control Guide for Commercial Fruit Growers. Special Report 6. Leonard B. Hertz, Herbert G. Johnson, and John A. Lofgren. Recommends controls for weeds, insects, and diseases common in commercial apples, raspberries, and strawberries. 20 pages. Available early March. *see*

Planning and Building Her Wardrobe. Extension Folder 224. Athelene H. Scheid. Offers suggestions on building a basic color wardrobe to be well dressed and to save money. Includes an inventory chart to coordinate activities with clothing already owned or items which need to be purchased. 6 pages. Available. *see*

Inoculation Problems of Soybeans. Soils Fact Sheet 9. G. E. Ham, W. E. Fenster, J. W. Lambert, and D. R. Hicks. Describes the value of the soybean rhizobia (bacteria) which works with the soybean plant to make use of gaseous nitrogen from the atmosphere. Discusses seed inoculation and naturalized population of soybean rhizobia. 2 pages. Available. *see*

Consumer Information Answering Service Expands. Extension Program Report, Home Economics-Family Living No. 24. Describes subjects of some of the more than 2,700 queries received annually at the Answering Service on the St. Paul Campus. Notes that radio programs augment the answering service's response to the public. 2 pages. Available. *see*

#### REPRINTED PUBLICATIONS

Workmen's Compensation and Minnesota Farmers. Agricultural Economics Fact Sheet 12. Carole B. Yoho and Arley D. Waldo.

Energy Requirements for Electrical Equipment. Agricultural Engineering Fact Sheet 1. Donald Bates and Harold Cloud.

Methods of Pig Identification. Animal Husbandry Fact Sheet 2. Charles Christians, Raymond Arthaud, and Robert Jacobs.

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

Home Insulation and Heat Loss. Agricultural Engineering Fact Sheet 18. Donald Bates and Harold Cloud.

Preservation and Storage of High-Moisture Grain with Propionic Acid. Agronomy Fact Sheet 29. Dale Hicks, Herbert G. Johnson, Harold Cloud, and Clyde Christensen.

Ash--Species and Cultivars. Arboretum Review 10. Leon Snyder.

Rhododendrons and Azaleas. Arboretum Review 5. Leon Snyder.

Armyworms. Entomology Fact Sheet 12. John Lofgren.

Calcium and Phosphorus for Dairy Cattle. Dairy Husbandry Fact Sheet 8. Donald Otterby and Michael Hutjens.

Getting a Day's Supply of Milk. Home Economics Fact Sheet 14.

Buying Rugs and Carpets. Home Economics Fact Sheet 16. Myra Zabel.

Shop and Compare Flooring Costs. Home Economics Fact Sheet 17. Myra Zabel.

Buying Carpet Padding. Home Economics Fact Sheet 18. Myra Zabel.

Late Blight of Potatoes. Plant Pathology Fact Sheet 1. Howard L. Bissonnette.

Soy Proteins in Your Food. Food Science and Nutrition Fact Sheet 18. Isabel Wolf and Richard Epley.

Objectives and Role of Mass Media in Adult Education. Communications Bulletin 24. Harold Swanson and Willie Strain.

Column Beam Foundation. M Sheet 120.

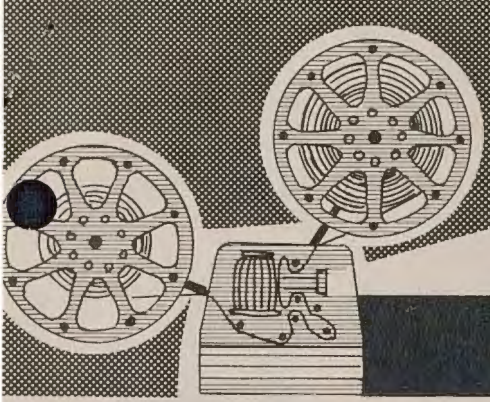
Getting Started with Your Vegetable Garden. Extension Folder 164. O. C. Turnquist.

Summer Care of Vegetable Gardens. Extension Folder 167. O. C. Turnquist.

Harvesting and Storing Garden Vegetables. Extension Folder 172. O. C. Turnquist.

Farming in Northern Minnesota--Opportunities and Requirements. Extension Folder 295. Paul Hasbargen.





# visual aids TIP SHEET

## Minnesota Agricultural Extension Service

February 1974

### NEW FILMS ADDED TO AGRICULTURAL EXTENSION LIBRARY

EGG GRADES--A MATTER OF QUALITY--12 min., Color, USDA. (TV--\$3.00) A factual, down-to-earth film showing a modern, mass egg production system at work from laying hen to market place, and highlighting the latest techniques used to assure consumers fresher and higher quality eggs. An excellent teaching device for home economics teachers, extension specialists, consumer affairs leaders, and institutional food service instructors who will also find it an informative guide to Federal-State egg grades and sizes and the quality assurance of work of USDA's graders. 1974

LAND OF HAWAII--13½ min., Color, USDA. (TV--\$3.00) A colorful story of the geological background of Hawaii, the formation of the soil and its importance to the economy of the islands. 1967

PLANTING GRASSES--4 min., Color, USDA. (TV--\$3.00) This film stresses the reasons for and importance of planning and planting grasses in the Great Plains area. 1963

PLANTING ISN'T ENOUGH--10 3/4 min., Color, USDA. (TV--\$3.00) The north country may be embarking on a new era because of tree plantations. But planting is not enough. This film shows that proper management, which is good business, can double annual growth. Values other than wood also increase, such as recreation, good water, and wildlife habitat. 1959

### SUPER-8 FILM NOW IN LIBRARY FOR 4-H CLUBS

HATCHING OF A CHICK, THE--12 min., (18 frames per second), Wendy Jones, (Sibley County), cassette or reel recording. This presentation would be a good example of the self-determined project area in 4-H. Wendy Jones, a Sibley County 4-H'er, did this for her self-determined project and won considerable recognition for it. You will need a super 8 projector which runs at 18 frames per second, and a tape recorder. Indicate whether you want cassette or round reel. 1972

### NEW SLIDE SETS IN LIBRARY

#901 FLAX PRODUCTION 1974--24 slides, double frame, Color, Roy Thompson, University of Minnesota. (\$1.75) This slide set is an appraisal of the flax production and marketing situation for 1974. It points out recommended production practices for higher yields and suggests adapted varieties for Minnesota, and North and South Dakota. Local data, including prices and production figures would make the set more meaningful for specific audiences. 1974

#902 WHO WILL CONTROL AGRICULTURE--150 slides, double frame, Illinois Cooperative Extension Service. (\$1.75) The future dictates change. This slide set presents problems American agriculture faces at this time in history, and the options to farmers: freedom, efficiency, security, or equality. It's appropriate for a wide variety of audiences giving a good overview of what is going on in agriculture. It would be especially good to use for discussion groups. 1973



#903 CONSERVATION OF NATURAL RESOURCES--37 slides, double frame, Color, National 4-H Service Committee and John Deere. (\$1.75) This slide set explains the natural resources of the conservation wheel: water, wildlife, grasslands, forests, and soil, and the importance of good conservation practices in each of those areas. 1973

CAMERA NOTES By Don Breneman

We have received many questions about Polaroid photography the last few months and thought you would be interested.

\* Will the new folding model SX-70 camera make black and white pictures?

No, there is no black and white film available for this camera and there is no evidence that any will be available soon. This makes the usefulness of the SX-70 camera somewhat limited for county extension work. One of the more conventional series 400 film pack cameras would be better.

\* Can Polaroid black and white or color prints be used by 4-H members for county and State Fair photo exhibit entries?

Yes, except in the category that requires contact prints made by the 4-H club member.

\* Why do Polaroid color prints sometimes have a reddish or greenish cast?

Polacolor film is very sensitive to proper developing time and temperature so follow the instructions closely to get the correct time and temperature combination. Developing the print too long will produce the greenish cast and not developing the print long enough will produce the reddish cast.

\* Is there any Polaroid film that will produce negatives for the conventional model 100, 200, 300, and 400 pack film cameras?

Polaroid is marketing a new film, type 105, that will produce both a print and negative at the same time. It is the same speed as the Polacolor film (ASA 75) and the negative must be washed if it is to be used later. We haven't been able to obtain any yet but will write more after we test it.

SIMPLE EXHIBITS CAN BE EFFECTIVE

People like to window shop. That's why such high rent is paid for choice locations where "foot traffic" is heaviest. Stores spend thousands of dollars for plate glass windows, and thousands more for effective displays and exhibits.

You have a product people want and need but sometimes they don't know how much they want it or how much they need it. Just as a merchant has to overcome natural resistance to spending money, you have to overcome resistance to spending time and energy to try out a new idea.

You have as great an opportunity to put your "product" on display as does the clothing merchant or hardware dealer. And your "sales return" can be as high. You may not have as much money to spend for expensive displays as some of the local merchants, but with a little imagination and planning, your work can be as effective. Simple displays and exhibits can help you do your job.

(From "It Says Here," Office of Agricultural Communications, University of Illinois)

. . . . .Gerald R. McKay and Karen Annexstad