

MN2000 RPI 9/28/72

press
publications
radio
television
visual aids

③ **Reaching People**
with information...

OCT 6 1972



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AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

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September 28, 1972

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* Please read, check, and circulate *
* Extension Agent  *
* Extension Home Economist  *
* Assoc. /Ass't. Extension Agent  *
* Other  *
* Secretary for Filing  *
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WE'LL BE SEEING YOU, WE HOPE - - We in the Department of Information and Agricultural Journalism would like to sit down and discuss any communications problems, questions, ideas, suggestions you have for us at the annual Extension conference, Wednesday afternoon, October 18. We'll be on hand for consultations in these areas:

Publications--printing, offset, direct mail, letters--Eldon Fredericks, Mary Kay O'Hearn, Diane Grayden, Thomas Pearsall (rhetoric), Craig Forman (Minnesota Science).

Radio and TV--Norman Engle, Raymond Wolf, Michael Harris
Visual aids, photography, art--Gerald McKay, Don Breneman, Al Balmer, Wes Grabow

Home economics information--Janet Macy, Leona Nelson
Research and graduate work in communications--Vernon Keel
Speech, discussion techniques--Warren Gore (rhetoric)
Writing, press--Jack Sperbeck, David Zarkin
General--Harold B. Swanson

We're looking forward to working with you, helping you with your questions, and receiving your suggestions --Harold B. Swanson

NEW COUNTY EXTENSION LETTERHEAD - - Many counties have ordered quantities of the new extension letterhead or the proofs to have the stationery printed locally. We have contacted a representative of the A. B. Dick Co. regarding a precut stencil with your individual county letterhead on the stencils. These could be used for circular letters and newsletters. Initial plate charge and setup would cost you from \$25 to \$30. After that one-time outlay you could purchase the letterhead stencils in quantities of 10 quires for a cost of 55 cents above the regular price for blank stencils. Your local A. B. Dick representatives should be able to take care of your needs. If you have another brand of duplicating equipment, contact that company's representative.
--Eldon E. Fredericks

HOME ECONOMICS RADIO TRANSCRIPTIONS FOR OCTOBER - -

The short tapes include Wild Flowers--the Laws Protecting (5:10), Jane McKinnon, horticulturist; Use of Drugs (5:20), Blanche Erkel, consumer specialist, FDA; TV--Its Effect on Children (5:10), Ronald Pitzer, family life specialist; Apples--Select and Store (5:00), Shirley Munson, food technologist.

The long tapes including Planting Wild Flowers (7:41), Jane McKinnon, horticulturist; Nutrition Labeling (7:10), Blanche Erkel, consumer specialist, FDA; Apples (6:00), Shirley Munson, food technologist; Education & Children (7:00), Ronald Pitzer, family life specialist. --Janet Macy

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MAKE FOLLOW-UP STORIES SAY SOMETHING - - A follow-up story on a meeting can be one of your most valuable communications techniques.

But don't just say that the meeting was held, state how successful it was and give the attendance. If you're hosting an agricultural outlook meeting, report the most significant things specialists said. And don't think you have to cram everything that was said at the meeting into your story--just give the most important highlights. --Jack Sperbeck

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LOOKING FORWARD TO TV FOR 73 - 74 - - Several TV offerings are being planned for the coming years. Many of these will be coordinated with and supplement county plans. Among the plans are:

"Preparing Children for Life in the 21st Century"--This 11 part series of one-half hour programs by Ron Pitzer will be aired January 9-March 20, 8:30 p.m. on ETV stations. Arrangements for commercial stations are yet to be made. The intended audience is parents of young children and Day Care Center parents. This course will be offered for college credit through the University Evening classes. Supplemental program materials will be offered for a fee of \$1-3.

"Sew Smart" is scheduled for rerun on the educational network following the 21st century series--March 27-June 19, 8:30 p.m. Arrangements are yet to be made for commercial stations.

"Photo Fun," six one-half hour programs on 4-H Photography, last run in 1971, will be scheduled on stations starting the week of January 22.

"Mulligan Stew," an exciting new TV series, teaches nutrition to 4, 5, and 6 graders. It will be aired in the Fall, 1973. This much lead time is necessary for proper development and support. We'll make every effort to let agents preview some of the programs before that time so they are familiar with the "product" you're selling. And, it's one that will sell!

"Living in a Nuclear Age" is a series of six half-hour programs aimed at young teens. We're in the process of previewing some of the programs and developing coordination with several of the Civil Defense and education offices. --Norman Engle

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WORD CORNER: SHARPEN UP! - - Vigorous writing is concise; every word tells. Many expressions in common use violate this principle.

with reference to
at the present time
for the purpose of
rectangular in shape
there is no doubt but that
the fact that he had not succeeded
she is a woman who
used for feed purposes
owing to the fact that
whether or not
in order to
in a hasty manner
call your attention to the fact that

about
presently, now
for
rectangular
no doubt, doubtless
his failure
she
used for feed
since, because
whether
to
hastily
remind you

To strengthen your writing, eliminate words that do not add to meaning. --Kathy Wolter

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TAPES FREQUENTLY LACK LUSTER - - The usual criticism of many extension radio tapes is that they "lack luster." Some talk fast, some slow. Don't be as concerned about your rate of speech as you are about the variation in your style. Vary the pace enough so there isn't a definite cadence which sounds monotonous.

Unless you're an exceptional reader... don't read a script. Pauses and after thoughts are characteristic of every day speech. If you read too perfectly, the result will sound read and stilted. Professionals deliberately hesitate in their speech so it doesn't sound "perfect."

Be enthusiastic about the subject. A sigh is a dead giveaway of boredom. I heard a researcher narrate a slide set on a management inventory. The instrument was fascinating, but he wasn't. The few sighs that escaped appeared as if he were bored with the very thing he was promoting... and to add insult to injury, his comments were on tape. Surely he could have re-cut the narrative. --Janet Macy

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SEVERAL NEW SPECIAL PUBLICATIONS AVAILABLE - - This section reviews some of the most recent material prepared in areas especially related to the Expanded Food and Nutrition Program.

(1) HS-27 More for Your Meat Dollars is the second in the food buymanship series. HS-26 More for Your Food Dollars is the first one.

(2) Three of the Family Food Series in the HS publications are now available in Spanish. Eventually all of this Family Food Series will be available in Spanish.

HS-9-S Guia Para La Comida Diaria (Daily Food Guide)
HS-10-S Frutas y Verduras (Fruits and Vegetables)
HS-11-S Panes y Cereales (Breads and Cereals)

- (3) New Minne Cards include:
46. Garden Vegetable Gelatin Salad
 47. Gypsy or Russian Tea
 48. Calories in Milk and Milk Desserts
 49. Calories in Cheese, Cream and Related Products

(4) The first 4 of a series of 10 special publications for youth work are now available. Evelyn Harne served on the national committee which developed these. Each idea consists of a Leader's Guide, at least one Fun Sheet, which is a member handout, and other ideas called a "Bag of Tricks."

The sheets are color keyed to the food groups.

- EF&NP-42 Super Snacks (Leader's Guide #1)
- 43 Super Snacks (Funsheet #1)
- 44 Mighty Milk(Leader's Guide #2)
- 45 Mighty Milk (Funsheet #2)
- 46 Bag of Tricks (Celebration, People or Sharing)
- 47 Bag of Tricks (Captain, Which Way?)
- 48 Vitamin C for you and me (Leader's Guide #3)
- 49 Vitamin C (Funsheet #3)
- 50 Bag of Tricks (Why Does It Taste Good?)
- 51 Bag of Tricks (Where Does Food Come From?)
- 52 Bag of Tricks (Food Group Hopscotch)
- 53 Meet the Meat Group (Leader's Guide #4)
- 54 Meet the Meat Group (Funsheet #4)

Common Sense Fish Cookery and the Spanish translation Arte De Cocinar Pescado Con Sentido Comun, Fishery Market Development Series No. 13. The Bulletin Room has single copies. For quantities write: Mr. Robert Ruben, U.S. Department of Commerce, 316 North Robert, St. Paul, Minnesota 55101. --Lee Nelson

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ADVERTISING GIVES TIPS TO EDUCATORS -- Fred Stines, publisher of Successful Farming and 1972 winner of the "Farmmarketing Man of the Year Award," could have been talking about educators, not advertisers, recently in the words in the next paragraph. Note how we could substitute educational words for his advertising words.

1. We tend to gloss over fundamentals of advertising (teaching). The purpose of advertising is sales.
2. Advertising (mass media) can't guarantee a sale. Except for direct mail, sales must be made face to face.
3. Advertising (mass media) creates an awareness and an interest.
4. Advertising (education) must be done by objectives. Too often we want to relate what we have to sell (teach) not what the customer wants and needs.
5. Too often we are carried away by gimmicks.
6. We must ask "Is the message clear and does it relate to the customer (student or audience)."
7. You've got to know your territory. Get inside the frame of reference of your customer. If you're selling (teaching) to farmers, get out in the country and talk to the customers.
8. Don't buy "belch" or one-time advertising (education). You have to repeat (just as in education). "Repetition makes reputation." --Harold B. Swanson

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PERSONALIZING LARGE MEETINGS -- Getting the "personal touch" in a large group meeting isn't always easy. But it is worth the effort--in that people may learn better and more if they have a chance to get involved via small groups.

Small groups can be formed out of a large group in most situations. You might set up a discussion question or area for them to talk over--one related to a speech they've just heard, or a topic they are about to here someone talk about.

Some of the outcomes of such small groups within a large audience are clarification of the speech just given, idea exchange, problem solving.

So don't say it can't be done just because you have a large meeting!
--From Ed-Tek, Michigan State University. --Harold B. Swanson

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Publications and Direct Mail

NEW PUBLICATIONS

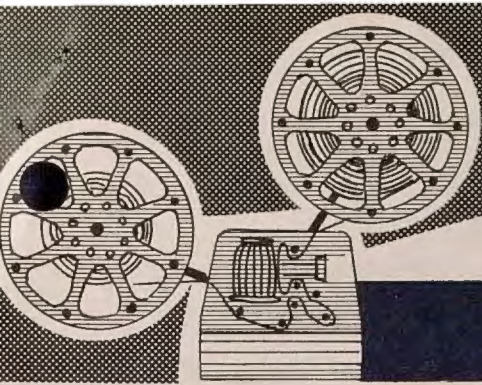
- Land Forming in the Red River Valley. Station Bulletin 508. Olaf C. Soine. Reports experiments started in 1965 to determine effects of different methods of land forming on crop yields and per acre cost. Most practical method of land forming in the Red River area appeared to be the land smoothing method. 16 pages. Available.
- Pants for Women. Extension Bulletin 375. (Reprint of a Washington State University bulletin.) Describes and shows how to alter pants for different figures. 12 pages. Available early October.
- The Great Rainfall Runoff Race. Environmental Education Activity Sheet 4. Clifton Halsey. Shows how to set up a demonstration for young people 10 years and older to illustrate how soil erodes and affects the environment. 4 pages. Available.
- Building a New Town. Environmental Education Activity Sheet 5. Clifton Halsey. Designed to show young people some of the problems and conflicts that may develop when land and space must be allocated to various uses. 4 pages. Available.
- Selecting and Using a Portable Microwave Oven. Home Economics Fact Sheet 29. Wanda Olson and Robert Olson. Explains details of this special electrical appliance designed for fast cooking and heating of foods. 2 pages. Available.
- You and Rural Zoning, Part 1. Extension Bulletin 373. Robert W. Snyder. Describes in words and pictures how rural zoning can affect communities and how local citizens can become part of the process to obtain zoning they can live with. 24 pages. Available.
- Minnesota Science. Volume 27, No. 3. Articles on corporate farming, trading stamps and food prices, new soybean harvest system, high-lysine research, sunflower-aspen particleboard, DDT tests, protein fortification, bald eagle study, soybean response to nitrogen, biological control of sawflies, two new cushion mums, the contribution of crops to Minnesota's economy, and an interview with Experiment Station Director Hueg on recent reorganization of ARS, the major research arm of USDA. 16 pages. Available.

REVISED PUBLICATIONS

- Radio for City and Country. October-December 1972. Quarterly list of topics for "Highlights in Homemaking" and "Scope" on KUOM radio. 10-page railroad folder. Available mid-October.
- Town and Country. October-December 1972. 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 pages. Available mid-October.
- How to Plan Your Stall Dairy Barn. M-132. D.W. Bates. Discusses considerations to make when building a new stall barn or remodeling an existing one. Includes detailed plans. 20 pages. Available.

REPRINTED PUBLICATIONS

- Insecticides and Their Uses in Minnesota. Extension Bulletin 263. J. A. Lofgren, D. M. Noetzel, P. K. Harein, and L. K. Cutkomp.
- Pantry Pests. Entomology Fact Sheet 13. J. A. Lofgren and L. K. Cutkomp.
- Nuisance Wasps and Bees. Entomology Fact Sheet 32. D. Noetzel and Basil Furgala.
- Examine Your Buying Habits. Home Economics Fact Sheet 25. Mary Frances Lamison.
- Controlling Lawn and Turf Insects. Entomology Fact Sheet 22. John A. Lofgren.
- Machine Laundry. Home Economics Fact Sheet 26. Wanda Olson.
- Raising Ducks. Poultry Fact Sheet 43. Melvin L. Hamre.
- Special Cleaning Preparations and Methods. Home Economics Fact Sheet 19. Beverly Lundgren and Mary Frances Lamison.
- Know Your Minnesota Apples. Horticulture Fact Sheet 24. Shirley T. Munson, L. B. Hertz, and Cecil Stushnoff.
- Public Schools. MED-9. John S. Hoyt, Jr., and Darwin Burda.
- Manufacturing. MED-12. John S. Hoyt, Jr., and Surjit Singh Sidhu.
- Popular Ways to Serve Vegetables. Extension Bulletin 294. Grace Brill.
- Your Home Business Center. Extension Bulletin 307.
- Landscape Arboretum Investigates, Evaluates, Educates. Extension Program Report 33.
- Street Trees for Minnesota. Horticulture Fact Sheet 22. M. C. Eisel and L. C. Snyder.
- Garden Lilies in Minnesota. Horticulture Fact Sheet 25. M. C. Eisel.
- Organic Soil Conditioners. Soils Fact Sheet 11. C. J. Overdahl and W. E. Fenster.
- Building A Compost Heap. Soils Fact Sheet 12. C. J. Overdahl and L. D. Hanson.
- Sowbugs, Millipedes, and Centipedes in the Home. Entomology Fact Sheet 38. L. K. Cutkomp and D. M. Noetzel.
- Inventory of Personal Possessions. HM-7.
- Naughty Child or Annoying Behavior? Extension Bulletin 321-4.
- Mealtime--Happy or Hectic? Extension Bulletin 321-5.
- Setting the Stage for Discipline. Extension Bulletin 321-6.
- Milkhouse and Milkroom Construction for Quality Milk Production. Special Report 9. V. S. Packard.
- Principal Stored Grain Insects. Extension Folder 233.
- Common Household Pests. Extension Folder 234.
- Common Tree and Shrub Pests. Extension Folder 235.
- Common Forage Legume Insects. Extension Folder 240.
- Common Vegetable Insects. Extension Folder 242.
- Common Soybean Insects. Extension Folder 247.
- Common Fruit Insects. Extension Folder 248.
- Stinging and Biting Pests. Extension Folder 256.



visual aids TIP SHEET

Minnesota Agricultural Extension Service

September 1972

NEW FILMS ADDED TO AGRICULTURAL EXTENSION LIBRARY

A FABLE--17 minutes--color--Xeros Films--Service Charge \$3.50--Not TV--1968

This film can be enjoyed by people of all ages. It stars Marcel Marceau, who masterfully mimes the story of a man who builds a wall around his bit of paradise only to discover that his paradise has become a prison. There are no words or spoken narration. Musical score is played by the London Royal Orchestra. The film can be used for 4-H Federation meetings as a discussion starter, for youth planning international exchange trips, and for 4-H Junior Leader Workshops. Film should be previewed and ideas about its specific use outlined to be most effective.

FOLIAGE PLANTS FOR INTERIORS--16 minutes--color--Rutgers University--Service Charge \$3.60--TV--1972

An up-to-date discussion of the use of green plants indoors, not only in homes, but in larger settings. Several of the most popular plants are identified, and their care and placement is discussed. Design qualities of foliage, size, shape and texture of plants, with emphasis on artistic effect as well as function is included. Choice of containers and methods of potting are explained. Watering, training and propagation are included, but not detailed. Suitable for senior high school classes, advanced 4-H gardening project instruction, homemakers' and garden clubs, men's groups such as Kiwanis, Rotary or any professional association.

IS IT ALWAYS RIGHT TO BE RIGHT--8 minutes--color cartoon--Stephen Bosustow Productions--Service Charge \$2.40--TV--1969

A fast-moving color film designed to provoke discussion without alienating any group. Highlights the centers of divisiveness in our society--the generation gap, poverty, and more. Narrated by Orson Welles. The 8 minute film can be used with youth, college, community organizations. "...exceptionally perceptive evaluation of current misunderstandings in human relationships."

NEW SLIDE SETS ADDED TO LIBRARY

#831 GETTING THE THINGS YOU WANT--30 slides--color--double frame--USDA--1972

Set of 30 color slides and narrative on tape introduces the beginner in management to the important area of resources and goals. A discussion guide is included to make it a beginning lesson for any age group, although it is developed for the 9-11 year old. The materials are important to any project area.

#832 ARTWORK FOR SLIDES--78 slides--color--double frame--Al Balmer--University of Minnesota--1972

Set of 78 self-teaching color slides prepared by artist Al Balmer demonstrates basic principles and techniques used in preparing titles, graphs, and illustrations for 2x2 slides. Techniques range from the most simple to the most complex with sophisticated equipment. Set is intended to help county agents, education specialists, and others prepare artwork for their slide sets. Audio-visual specialists, photographers, and artists also can benefit from it. The user should have access to a 35mm single-lens reflex camera and a copy stand.

#833 WHY WORK AT ALL--43 slides--color--double frame--Phyllis Worden--University of Minnesota--1972

Set of 43 color slides and script for use with teens interested in exploring careers and work. Set shows three students "rapping" with their teacher about work. They discuss the role work plays in their own fathers' lives and with the help of their teacher become aware of the various factors which may be involved in their future work. Good for discussion starter as it raises questions and presents ideas about work in a challenging way. A set of discussion questions is included at the end of the script.

NEW TAPE ADDED TO LIBRARY

T-6 FRAUDS AND DECEIT--18 minutes--7½ ips--Edna K. Jordahl--University of Minnesota

An 18 minute tape on common practices of deceit used in the marketplace by the professional seller to entice the unsophisticated consumer. An audience interested in improving skills in buymanship will find this helpful.

FILMS--TWICE BETTER THAN ONCE

When possible, it's a good idea to show educational films twice--once at the beginning of your session to get the discussion and learning started, and then again after the discussion, to let people see what else they can see in the film.

Usually viewers gain more insight from the second time around than they did from the first--partly because of the intervening discussion. That discussion tends to highlight different things for us and to give us a broader perspective on the film itself. (From Michigan State University "ED-TEK.")

CATALOG OF COLOR FILMSTRIPS AND SLIDE SETS OF USDA

A new catalog, "MP-1107, Color Filmstrips and Slide Sets of the U. S. Department of Agriculture," is available free by writing to: Photography Division, Office of Information, U. S. Department of Agriculture, Washington, D. C. 20250. All the presentations listed are written by experts. They have studied the research turned in by USDA specialists and adapted it to slide and filmstrip form.

Instructors who are interested can use the catalog to order filmstrips and slide sets and present their students with results of research by teams of experts in conservation, nutrition, housing, home economics, and many other subjects. The catalog is free as long as the supply lasts. The filmstrips and slide sets are for sale only. No loans or rentals.

FILMS WITHDRAWN FROM LIBRARY

CARLTON COUNTY CLOSEUPS
MRS. HAZARD'S HOUSE
DON'T BRING YOUR ENEMY HOME
GOODBYE FLY
ONE-DAY'S POISON
ROUNDUP
WANTED: PLANT DETECTIVES

EUROPEAN COMMON MARKET I, II, III,
AND IV
MEN, MONEY AND MACHINES
MORE FUN FOR YOUR MONEY
POLICY ALTERNATIVES FOR CONTROL-
LING CROP SURPLUSES
PROVIDERS OF PLENTY
RESEARCH POINTS THE WAY

SLIDE SETS WITHDRAWN FROM LIBRARY

85 LET'S KEEP A GOOD EGG GOOD
#350 HOW TO PLAN A HOME STUDY
CENTER
#351 A DAY IN THE LIFE OF J. OKER

#374 MINIMUM COST OF ATTRACTIVE
LIGHTING
#452 PLANNING THE FAMILY WORK-
ROOM