

Reaching People

with information...

press
publications
radio
television
visual aids

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

January 29, 1971

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

FAKE IT OR DO IT! --The University, especially the Agricultural Extension Service, has been placing more and more emphasis on serving disadvantaged groups. The recent district conferences focused on this important aspect of our work. Similar conferences have been held with state staff.

George Strother, acting chancellor of University Extension at Wisconsin, in a "tongue-in-check" approach has challenged directors, program directors, and supervisors to meet the needs of disadvantaged in one of several ways. Let's look at what he has said.

Strother said that, after all, Extension is a middle-class organization so why change or engage in precarious undertakings? Some good reasons for not changing are these:

1. Our constituents don't want us to. Ask our farmers, homemaker's groups, youth if they want Extension to reallocate its resources.
2. We are an ill-equipped, "lily white" organization without the expertise.
3. Working with disadvantaged groups is expensive and the per capita cost for reaching people will be excessively high.
4. We will take a tremendous amount of risk of backfire.

Thus, Strother said, we should adopt a phony program. We do have to go along in some way. The steps he suggested were these:

1. Emphasize our position verbally or on paper or by calling more meetings. Good accounts in the newspapers or over radio are impressive.
2. Use the missionary approach, giving Indians, blacks, and other disadvantaged large doses of our middle class values. This will give us something to do and could reduce threats from minorities.
3. Use the new money approach. As soon as we get new staff money we will do something.

If by chance, however, you wish to do something else, Strother suggested these points:

1. Consider "gut-level" motivation for ourselves. It is in our self-interest to avoid major conflagrations.
2. Use swing groups to make a majority for Extension working more extensively with under-privileged. Some of these groups are now uncommitted.

3. Undertake an aggressive program of training and development.
4. Work with underprivileged in actual development of programs.

Or, in other words, either FAKE IT OR DO IT. --Harold B. Swanson

* * * *

TREND TO OFFSET CONTINUES--Over 60 percent of the newspapers in Minnesota are now printed by the offset method. Of the 403 legal newspapers in the state, 251 are offset, according to the Minnesota Newspaper Association. Of this number, there are 239 weeklies and 12 dailies. Many are printed in central printing plants shared by two or more newspapers.

Make sure you know which printing process is used by your county papers. And when ordering mats or proofs from us, be sure to specify reproduction proofs for the offset papers and mats for the papers printed by the letterpress method. --Jack Sperbeck

* * * *

FEBRUARY TAPES FOR EXTENSION HOME ECONOMIST--The three short tapes are interviews with Ron Pitzer, extension family life specialist:

Attitudes of Adults Toward Children (3:45)

Needed--A Closer Relationship Between Adults and Children (4:10)
Preparation for Parenthood (4 min.)

In the interviews he refers to the White House Conference on Children. The long tape, 14 min., is an interview with Mrs. Sue Meyers, extension family life specialist, on "Understanding the Aged."

When you're through with the tapes, will you please return them promptly? We need to re-use them for the next month's series. --Jo Nelson

* * * *

DO YOU SEE SARAH SHOPPER? --Have you seen Sarah Shopper in any of your county newspapers? The comic strip, with tips on better shopping, is now appearing in 54 newspapers in 43 counties. If you think this is a worthwhile feature, you might mention to your editors that it's still available. If you want copies yourself for your bulletin board or other use, let me know.

--Jo Nelson

* * * *

1971 RADIO TRENDS--The general mass media is using more short, news type capsules beamed to farmers--filling some of their needs but still short enough to "not drive away" the city audience.

Radio has moved toward spot news service for farmers--"alert service" to arouse interest and send them to other sources for more detailed information. Markets, weather and crisis type reports of floods, blizzards, pests, etc., are the kinds of topics covered, with emphasis on the short one or two minute capsule comment, says John Woods, formerly at University of Illinois.

The above statement is reinforced by the fact that the WCCO radio farm department as of January 18, 1971 is limited to 5-minute programs. This means that interviews or straight talks will have to be limited to 2½ minutes.

The University Farm Hour (770) 12:30 p.m. is really a half hour long but it consists of at least 10 parts. So, we, too, have shortened the segments to keep in step with popular trends. --Ray Wolf

* * * *

TAKE ADVANTAGE OF CATV --I'm wondering how many of you take advantage of the services of your local CATV? Most of them have an automated time, weather, and news channel. Others may devote a full channel to news and announcements.

Have you checked the possibility of using this outlet for announcements --or spot news? A contact with the local cable operator will acquaint you with their procedures. You can make suggestions on what could be provided. Might be a valuable addition to your information program within a county.
--Norm Engle

* * * *

YOUR CHILD'S WORLD --is the title of a new series of radio programs conducted by Mrs. Janice Albrecht, McLeod County extension home economist,

The 10 programs are being aired on KDUZ (1260) at 11:05 a.m. on Saturdays through March 20, 1971. Ron Pitzer, extension family life specialist, is Janice's guest for each of the 10-minute programs. --Ray Wolf

* * * *

WORD CORNER: SHARPEN UP! --The other day I heard someone talking about less specialists. That brings up the usage of fewer and less. The general rule is to use less for quantity and fewer for number; hence you speak of less floor space, but fewer people, employees, offices.

Have you noticed how some words creep into the language, are so over-used for a year or two that they become cliches, and then practically disappear? These are vogue words. Here's what Ellis Gladwin says about vogue words in a recent issue of LETTER LOGIC (Connecticut Mutual Life Insurance Company):

"'Viable' is a word that lay dormant for years; now overuse has made it a stereotype. 'Escalation,' a favorite of the military, is one of those euphemistic words that have dulled the sensitivities of many people. 'Input,' rated high in academic circles, is a real mod word. People no longer have conversations; they hold a 'dialogue.'

"During wars and economic depressions politicians search for ways to say unpleasant things in ways palatable to the public because they want to mask the truth. This is one way many vogue words get into circulation. But if you stay on guard, we can force men to be honest when soliciting our support."

And Gladwin adds: "Just as well dressed men and women avoid extreme styles, so do good writers avoid vogue words." --Jo Nelson

* * * *

POOR BUT NOT FORGOTTEN --That's the title of a research report by the University of Maryland about its Expanded Food and Nutrition Program. The carefully planned study brings out many conclusions that may have validity here in Minnesota:

1. The expanded nutrition program does change nutrition habits.
2. The program has a psychological effect in that it conveyed to homemakers a greater sense of hope for themselves and their families.
3. Teaching materials, appropriate for different literacy levels, need to be developed and made available to aides.
4. Cooperative Extension is uniquely placed to serve because it is free from stigma as charity to low income persons and is free from stigma as political within a broader society.

A copy of the research report, Monograph 7, is available from the University of Maryland, College Park, Maryland. --Harold B. Swanson

* * * *

SOUND EFFECTS FOR RADIO AND FUN--Remember the "golden days" of radio? The resourceful sound effects man was a key figure in the studio. For an evening of tape recorder fun or for a means of adding variety and effectiveness to your radio programs, try creating sound effects in the same manner as they were done in the early radio studios.

Brush Crackling: Work straws from broom between hands and close to mike--or use heavy cellophane.

Walking in Dead Leaves: Stir cornflakes in top of cardboard box.

Bubbling Brook: Blow gently through straw immersed in a glass of water.

Foot Steps in Snow: Grind thumbs in cigar box full of corn starch or fill two small sacks with corn starch and squeeze them near mike.

Chopping Wood: Tap large jack knife against branch of tree close to mike.

Crash: Use crash box--a wooden box filled with broken glass, light pieces of metal and tin cans.

Crashing Wood: Crush berry box by pushing thumb through bottom.

Fire: Crackle cellophane between hands or crunch heavy end of bundle of broom straws.

Forest Fire: Combine above with breaking of berry boxes.

Echo: Face microphone towards long fiber wastebasket, speak from behind mike so voice is projected at wastebasket and comes back to the microphone--as an echo.

Horses: Coconut shells are held in each hand and tapped in correct rhythm on rug.

Rain: Drop rice on metal.

Thunder: Rattle sheet of tin close to mike.

Pistol Shot: Puncture balloon near mike.

With a little experimentation you can create many interesting sound effects of your own so try them out either for fun or for use on an occasional special radio program.

These ideas were taken from the March 1970 Tape Recording Magazine by Ray Wolf.

* * * *

FARMER SPORTSMAN AWARD--Remember your entries for the Farmer Sportsman Award due at the Sports Show by March 1. You received details earlier. --Harold B. Swanson

* * * *

Over 43 percent of U.S. homes now have color TV sets...4 million more families made the purchase last year. --from October 70 Broadcasting

* * * *

"When your temper blows, it is ordinarily better not to have it in writing because sooner or later you may forgive or you may be proved to be in the wrong or the man you blow up at may turn out to be your new vice president." (from "The Intelligent Man's Guide To Letter Writing," published by Kimberly-Clark)

* * * *

Publications and Direct Mail

NEW PUBLICATIONS

Teleteaching--the Party Line Revived. Extension Program Report 30. G. R. McKay. Describes the use being made of the telephone in conducting group meetings by Agricultural Extension staff members. 2 pages. Available early February.

Conservation Education Assistance to Teachers. Extension Program Report 32. Reviews the kinds of help available for Minnesota teachers including sources of literature, local help, and in-service training. 2 pages. Available. *here*

Volunteer Program Serves Senior Citizens. Extension Program Report 34. Describes the experience gained in organizing volunteer programs in Wadena, Todd, and Otter Tail Counties. 2 pages. Available. *here*

Arboretum Review. Number 4. Leon C. Snyder. Describes hardy and nonhardy maple trees tested at the arboretum. 2 pages. Available. *here*

13 Questions When Buying Household Equipment. Extension Folder 252. Edna K. Jordahl. Suggests factors involved in intelligent consumer decision-making. Explains what is meant by various seals of approval. 16 pages. Available. *here*

Skin and Its Care. HO-24A. Athelene H. Scheid. Describes skin structure and needs. Describes purposes, types, and applications of cosmetics, creams, lotions, deodorants, and antiperspirants. 8 pages. Available.

The Use and Cost of Aerial Photographs in Land-Use Planning and Classification. Miscellaneous Report 98, Forestry Series No. 7. Joseph J. Ulliman. Describes value of aerial photography in wise use of natural resources. Gives cost factors and examples of aerial photography. 36 pages. Available. *here*

The Alfalfa Weevil. Entomology Fact Sheet 42. J.A. Lofgren. Explains the habits and control of this newcomer to Minnesota--just detected here in 1970. It has been an insect pest in the west and east previously. 2 pages. Available. *here*

Trees and Our Environment. Extension Folder 253. Philip J. Splett and William R. Miles. Explains the interrelationships of trees and the air, water, wildlife, and soil, as well as their aesthetic importance. 12 pages. Available. *here*

Wild Rice: How It Grows, How To Cook It. Home Economics-Family Living Fact Sheet 21. Verna Mikesh and Sheryl Nefstead. Describes how wild rice grows and is processed and explains basic preparation. Includes recipes. 2 pages. Available. *here*

Dry Beans and Peas. HS-22. Verna A. Mikesh and Leona S. Nelson. Explains how to prepare dry beans and peas properly. Includes recipes. (Folders in the HS series are not to be placed on racks for general distribution. They are written for those with limited experiences, finances, and education, and should be used with this group only.) 8 pages. Available early February.

Minnesota Science. Volume 27, No. 1. Features an unusual, point blank view of what a noted agricultural economist sees ahead for U.S. farm policy--possible changes in the acreage diversion programs, price supports, surplus commodities, and benefits for farm workers. Also reports on research in biochemistry, how frost affects spring flooding, the role of forestry in northern Minnesota's economy, how radio, TV, and newspapers shape our views, and the importance of sunlight in crop production. 24 pages. Available mid-February.

REVISED PUBLICATIONS

Selecting A Camera. Information Service Series 19. Gerald R. McKay. Explains the features of various cameras and discusses the considerations in buying a new or used camera. 2 pages. Available. *requested 2-5-75*

REPRINTED PUBLICATIONS

Iron in Drinking Water. M-154. Roger E. Machmeier.

Selecting Your Horse. Extension Bulletin 351. R.M. Jordan.

Pesticide Storage and Formulation Shed. Agricultural Chemicals Fact Sheet 4.
Phillip K. Harein and Roger DeRoos.

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

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

Buying Carpet Padding. Home Economics-Family Living Fact Sheet 18. Myra Zabel.

Ropework. Extension Bulletin 192.

Making White Bread. HS-8. Verna A. Mikesch and Leona S. Nelson.

Economic Comparisons of Hay Harvesting, Storing, and Feeding Systems for Beef Cow Herds. Extension Folder 246. L.J. Maish, C.H. Cuykendall, and P.R. Hasbargen.

Entertaining at Buffets, Teas, and Parties. HN-3.

You Don't Know How to Listen. Communications Bulletin 6. Ralph Nichols and Leonard A. Stevens.

Criteria for Successful Meetings. Communications Bulletin 11.

Discussion Traps: Avoid Them. Communications Bulletin 15. Paul Cashman and Ron Brown.

The Social Action Process: Organizing and Putting Programs to Work. Communications Bulletin 17.

How Effective Are Your Visuals? Communications Bulletin 22. Gerald R. McKay and Raymond S. Wolf.

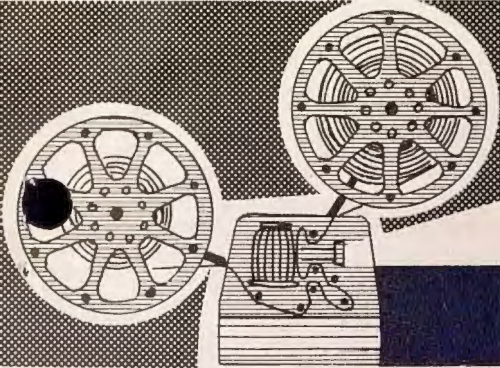
Objectives and Role of Mass Media in Adult Education. Communications Bulletin 24.
Harold B. Swanson and Willie Strain.

Planting Trees for Farmstead Shelter. Extension Bulletin 196. Marvin Smith and William Miles.

Nitrogen Fertilizers Help Increase Yields. Soils Fact Sheet 1. John M. MacGregor.

The Apple Maggot. Entomology Fact Sheet 20. J.A. Lofgren and A.C. Hodson.

Crickets in the House. Entomology Fact Sheet 26. D.M. Noetzel and L.K. Cutkomp.



visual aids TIP SHEET

Minnesota Agricultural Extension Service

January 1971

NEW FILM IN AGRICULTURAL EXTENSION LIBRARY

BEEF FOR ALL OCCASIONS--21 min.--color--National Livestock and Meat Board--
Service Charge \$3.00--TV

This color film is portrayed by a young married home economist. It focuses on the preparation of a variety of beef dishes, using all cuts of beef, including the more economical ones. Emphasis is placed on many different recipes used in preparation and cookery of beef for both meals and snacks. Nutrition value of beef is also mentioned. The film has excellent color with a relaxing musical background and, in general, is very appetite appealing. The film is suitable for showing to homemakers clubs, high school senior home economics classes, consumer groups and beef promotion audiences.

NEW SLIDE SETS AVAILABLE

#756 GROWTH HABITS OF WEEDS--52 slides--double frame--color--University of Minnesota--Oliver Strand

Set of 52 color slides and narration illustrates the growth habits of weeds by showing what a weed is, the losses due to weeds, identification by basic characteristics, and details of grasses and broadleaf weeds. Important annuals, biennials, and perennials are illustrated and described. Set concludes with control measures. Useful for high school youth and adults interested in weed identification and control.

#757 4-H PHASE 3--96 slides--double frame--color--University of Minnesota--Sue Fisher

This color slide presentation has three parts accompanied by a tape and script. Part A "Kids and Where We Find Them" is 38 slides of about 4 minutes. Part B "What is This Thing Called 4-H" is 31 slides of about 3 minutes. Part C "Learning in 4-H" is 27 slides of about 6 minutes. This presentation is planned to be used as an aid in discussion of program development and evaluation. Each part concludes with discussion questions. Time should be allowed for discussion.

#758 SHARING OUR LAND WITH WILDLIFE--58 slides--double frame--color--SCS
--Cliff Halsey

Set of 58 color slides shows how wildlife and American agriculture co-exist on 60 percent of the land area in the United States. Birds and small game benefit greatly by soil and water conservation measures established on the nation's farms and ranches. Conservation measures recommended by the United States Soil Conservation Service that mean better life for wildlife are described. Suitable for general youth and adult audiences.

#759 THE COUNTY CREATIVE ARTS PROGRAM--72 slides--double frame--color
--University of Minnesota--Sue Fisher

This is a color slide set of 72 slides, tape, and narration divided into four segments. Time for discussion and questions is suggested between segments. Set is an aid for creative arts county project chairmen in reviewing the component parts of a creative arts program and in setting the stage for program development and planning. Program is best used in small group program planning.

#760 MAKING PLASTER CASTS OF ANIMAL TRACKS--29 slides--double frame--color--USDA--Cliff Halsey

Set of 29 color slides suggests tips on studying animal tracks and outlines steps for making plaster casts of tracks. This makes an interesting hobby or project for anyone interested in wildlife, especially youth. Youth can learn more about wildlife by studying animal tracks.

#761 BISCUITS, PLAIN AND FANCY--65 slides--single frame--color--General Mills--Grace Brill

Set of 65 color slides shows how to make biscuits from basic ingredients as well as from a mix. It discusses the science "whys" in the selection of ingredients, and the making and baking of the biscuits. It gives a scorecard for judging biscuits. A biscuit mix can be used in making main dishes, snack ideas, and desserts. Recommended for 4-H and other youth programs interested in food preparation.

#762 HUNT SAFELY--34 slides--double frame--color--USDA--Wayne Hanson

This 34 color slide presentation provides basic information on safe gun handling practices both in the home and in the field. Following the safety measures outlined in this set will make hunting or other firearm sports a safer and more enjoyable pastime. Suitable for youth groups and sportsmen.

#763 HOW TO SELECT, PREPARE, AND STAGE CUT FLOWERS--43 slides--double frame--color--Purdue University--Mervin Eisel

Set of 43 color slides is intended for those unfamiliar with the technique of showing flowers. It shows how different kinds of flowers are prepared for showing. It calls attention to the merits and faults of the show specimens. The set should be useful to adults and youth interested in flower arrangements.

#764 LILIES FOR MINNESOTA--50 slides--double frame--color--University of Minnesota--Mervin Eisel

This set of 50 color slides with syllabus illustrates the use of lilies in floral arrangements, the use in landscape plantings, true lilies, flower types, and the culture of lilies. Majority of the slides show named lilies and species adapted to Minnesota conditions. The set was assembled for all gardeners interested in growing lilies.

DOUBLE EXPOSURE

If you are showing a series of "before and after" slides, try using two projectors and two screens set side by side. Show the "before" picture on one screen and the "after" picture on the other.

WHEN NOT TO USE CHARTS

1. When you have nothing worthwhile to say.
2. When the audience is too big.
3. When you have no way to display them properly.
4. When you can get your point across better without.
5. When you don't know how to create a telling chart.
6. When you don't know how and when to use a chart.
7. When you're utterly fed up with charts.

If you'll follow this simple advice--you can never go wrong.