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# Reaching People

Department of  
Information and Agricultural  
Journalism

press  
publications  
radio  
television  
visual aids

Agricultural Extension Service

University of Minnesota

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August 21, 1978

L I T T L E N U G G E T S C O M M U N I C A T E B I G I D E A S--A little notebook, published monthly by the National Foreman's Institute, features an interesting daily "saying." Many illustrate important communications and human relations principles. Some might be used as fillers for your columns or newsletters, as attention getters in speeches or programs, or as radio materials. Here are a few:

- Business goes where invited, and stays where well treated.
- If tact is in evidence, very few people notice it: if it is not, everybody notices it.
- People who sponge their way through life seldom wipe out their obligations.
- The best way to save face is to keep the lower part of it closed.
- Nothing seems impossible to the person who does not have to do it.
- Most of us know how to say nothing. Few of us know when.
  - Many a choice whine is the product of sour grapes.
  - No rewards are offered for finding fault.
  - Some people who get credit for being patient are just too lazy to start anything.
  - Nobody is too old to learn, but many people keep putting it off.
    - No one objects to how much you say, if you say it in a few words.
    - If it takes a lot of words to say what you have in mind, give it more thought.--Harold B. Swanson

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W R I T E A B O O K A W E E K?--That's what many of our weekly newspapers face every week, says Jon Haaven, editor, Alexandria Lake Region Press. Jon estimates that his weekly paper is the equivalent of a 100,000-word book. With most rural weeklies operating with small editorial staffs, it's easy to see why editors rely a great deal on clean, good copy such as provided by county Extension offices and why they cannot "cover" many events as much as people would like. Too often the public fails to recognize the pressure, volume, and time restrictions newspapers face.

My own observation (and that of people outside Extension) is that county Extension staffs are among the most competent in preparing material and presenting it to papers and other media in the right form at the right time. The fact that local media staffs are small makes it easier for groups such as ours to take advantage of the space and time available.

--Harold B. Swanson

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N O T E B O O K T O A C C O M P A N Y P U B L I C A T I O N S L I S T--Each county office will be receiving a 3-ring teak colored notebook binder with two copies of the new publications list, due off the press August 21. A pocket on the outside of the notebook will hold the new list. Inside space is for the new, revised, reprinted Publications and Direct Mail listing appearing in Reaching People each month. It will help keep it all together. Starting with the September Reaching People, cues will be given to help revised and new publications mesh with the newly published list which should be an easier format for counties and clientele. After both notebook and list are in use, the Publications Section of the Department of Information and Agricultural Journalism will appreciate knowing whether the changes are making sense and providing a faster method of finding what's needed. A survey is planned for fall.

(One change in the Publications and Direct Mail listings is in effect with this issue of Reaching People. The letters ESS at the end of a revised publication mean county offices should Eliminate Shelf Stock. Revisions include enough new material so that any old copies still around are out of date and should be tossed out. When ESS does not appear after a revision, old stock can be used up before ordering the new.)--Gail McClure

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## Publications and Direct Mail

August 1978

### NEW PUBLICATIONS

Buying a Minnesota Home. Extension Bulletin 414. William J. Angell. Provides a thorough view of the information needed to buy a home in Minnesota--also a sample purchase agreement and loan application form; forms to fill out when comparing and choosing professionals, such as attorneys and real estate agents; and a descriptive flow diagram, which analyzes purchase steps involved. 40 pages. Available.

So Your Community Wants Tourism? Extension Folder 379. Uel Blank, Larry Simonson, and Dayton Larsen. Provides guidelines explaining how nearly any community can increase its income from tourism. 12 pages. Available.

Truth-in-Menu Guidelines. Extension Folder 400. Barbara S. Himelfarb and O.P. Snyder. Provides restaurant owners with the information they need to accurately and truthfully represent food items on menus. 4 pages. Available.

Burning Wood Isn't As Easy As It Sounds. Extension Program Report 72. Reviews courses William J. Sliney is conducting on heating alternatives. Gives tips on heating with wood, safely and efficiently. 2 pages. Available.

Weed Control in Commercially Grown Strawberries. Horticulture Fact Sheet 48. Leonard Hertz. Discusses control of weeds in the preplant stage, in new plantings, and in established plantings of strawberries.

Northern Lights. Miscellaneous Report 155. Harold Pellett and Francis deVos. Describes in words and photos a new winter hardy azalea hybrid which will be marketed to Minnesotans through local nurseries in spring 1979. Developed by the late Albert G. Johnson. 2 pages. Available.

### REVISED PUBLICATIONS

Oak Wilt. Extension Folder 310. D.W. French and Ward C. Stienstra. Gives the symptoms, cause, spread, and control of oak wilt; includes pictures for identification of the disease. 6 pages. Available.

Breads and Cereals (Family Food Series). HS-11<sup>1</sup>. Mary E. Darling and Leona S. Nelson. Current nutrition information, nutrition labeling, and one new recipe added. 8 pages. Available. ESS.<sup>2</sup>

Calcium and Phosphorus for Dairy Cattle. Dairy Husbandry Fact Sheet 8. D.E. Otterby and M.F. Hutjens. Discusses the role of these two minerals in planning and formulating the dairy ration. 2 pages. Available.

1 Brochures in this series are short and elementary and are designed for audiences with limited experiences, finances, and education.

2 ESS stands for Eliminate Shelf Stock. See longer explanation on page 2 of this issue.

Use of High-Moisture Corn for Dairy Cattle. Dairy Husbandry Fact Sheet 19 (formerly Animal Science Fact Sheet 22). D.E. Otterby and M.F. Hutjens. Discusses such points as storage, harvesting, feeding value, shelled versus ear corn and methods of feeding. 2 pages. Available.

R E P R I N T E D P U B L I C A T I O N S

Feed Additives for Swine. Extension Folder 360. M. Whiteker, V. Hays, G. Parker. University of Kentucky.

Methods of Pig Identification. Animal Science Fact Sheet 2. C. Christians, J. Hawton, R. Arthaud, R. Jacobs.

Herbaceous Ground Covers. Arboretum Review 1. L. Snyder.

Clematis. Arboretum Review 18. J. Gilbert.

Are They Really Termites? Entomology Fact Sheet 6. J. Lofgren.

Controlling Insects in the Home Vegetable Garden. Entomology Fact Sheet 11. D. Noetzel, M. Ascerno.

Pantry Pests. Entomology Fact Sheet 13. M. Ascerno, D. Noetzel.

Food-Borne Disease. Food Science and Nutrition Fact Sheet 2. E. Zottola.

Protecting Trees from Animal Damage. Forestry Fact Sheet 8. W. Miles, M. Smith.

Cleaning Products. Home Economics Family Living Fact Sheet 20. M. Lamison.

Control Thatch in the Home Lawn. Horticulture Fact Sheet 40. D. Steinegger.

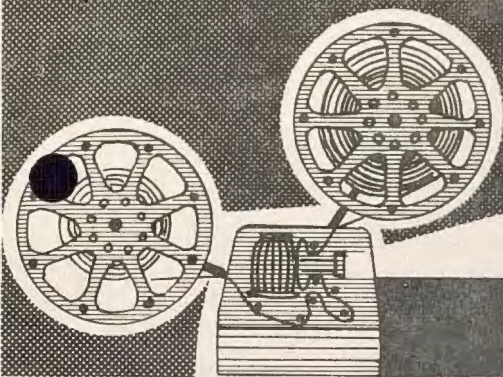
Rearing Chicks and Pullets--Small Laying Flock. Poultry Fact Sheet 45. M. Hamre.

P U B L I C A T I O N S N O L O N G E R A V A I L A B L E

Buying Rugs and Carpets. Home Economics Fact Sheet 16. Bulletin 409, Buying Carpet is its replacement.

Finishing and Refinishing Wood Furniture. Extension Bulletin 332 (Folder 432).





# visual aids TIP SHEET

## Minnesota Agricultural Extension Service

INSERT IN AUDIOVISUAL TEACHING MATERIALS CATALOG FOR FUTURE REFERENCE

August 1978

Artwork-----	(612) 373-0712
Emergency Bookings-----	(612) 373-1252
Equipment-----	(612) 373-1254

### New Films Added to the Agricultural Extension Library

3124 "Killer Bees"...Fact or Fantasy

Presents a factual analysis of USDA research on the African bee. Primary footage was shot in French Guiana at a USDA-sponsored research project. For adolescent or adult audience.

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14 min., color, Science and Education Administration, USDA, TV. 1978. (\$6.00)

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3132 Basic Search and Rescue

A course in basic search and rescue techniques designed to train and motivate fire fighters to drill and re-evaluate skills. Includes footage of actual operations. Covers logical search patterns, pre-planning, size-up, navigation in fire buildings, and search and rescue training techniques. Instructor's guide included.

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20 min., color, Fire Fighter Films, not TV. 1978. (\$3.75)

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3143 Breathing Apparatus - Why?

Demonstrates why breathing apparatus is such an important tool. Covers safety and emergency procedures, pressure demand equipment, buddy breathing, vital training procedures, communications, and smoke house drills. Recommended for "Fire Fighter I" training courses and fire fighter training in general. Instructor's guide included.

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20 min., color, Fire Fighter Films, not TV. 1978. (\$3.75)

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3156 Structural Fire Attack

Depicts up-to-date nozzle techniques including fire spread theory, fire extension in structures, techniques for confining and extinguishing fires, and pre-planning for structural fires. Vivid fire photography features rare footage of an actual backdraft condition being ventilated. Instructor's guide included.

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21 min., color, Fire Fighter Films, not TV. 1978. (\$3.75)

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New Slide Sets Added to Library

101 Choices for a Lifetime

Emphasizes the nutritional importance of breakfast, its changing characteristics, and the increasing role of quick-to-serve foods. Explains the interrelationships between food, nutrients, and calories. Describes the steps in processing and fortifying a breakfast cereal. Encourages junior high students to understand the relationship of decisions about food to their nutrition, appearance, and health.

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61 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 12:00), Cereal Institute, Inc. 1977. (\$3.00)

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142 It's Up to You

Deals in some detail with the major causes of home fires and how to spot potential electrical hazards and other potential fire dangers in the home. Also presents information on how to correct the major fire hazards after they have been identified. Designed to acquaint youth with the information they would need in doing a home safety fire hazard hunt.

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55 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 13:00), Robert A. Aherin, extension safety program specialist, Thomas A. Powell, extension specialist, 4-H Youth Development, and John Rukavina, F.I.R.E. Center, University of Minnesota. 1978. (\$3.00)

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198 Roaming Through the Rumen

A combination of cartoon drawings and photos illustrates and explains rumen structure, feed digestion, advantages of ruminants, microbial types and digestions, rumination processes, and how a fistulated cow is used in research. Designed for youth groups interested in ruminant function and digestion in dairy cows, beef cattle, sheep, and goats.

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40 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 13:00), Leslie B. Hansen, animal science student and Michael F. Hutjens, extension dairyman, University of Minnesota. 1978. (\$3.00)

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216 Colostrum, Crucial First Meal for Calves

Discusses the sources of calf disease and infection, the value of colostrum, how antibodies function, and early calf management principles. For adolescent or adult audience.

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80 slides, color, cassette tape (both audible tones and automatic, inaudible 1000 Hz pulses, time 9:30), National 4-H Supply Service. 1977. (\$3.00)

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223 Shade Trees for Minnesota

Suggests trees suitable for replacing lost elms in the differing regions of Minnesota. Gives examples of large, medium, and small trees and discusses whether they are appropriate for home landscaping purposes or better suited to parks, boulevards, and other public locations. Includes details on how trees are sold and on the care and placement of new trees. Set may be used in its entirety or in sections.

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80 slides, Jane P. McKinnon, extension horticulturist, University of Minnesota. 1977. (\$3.00)

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225 Exterior Finishes for Wood

Illustrates steps that should be taken to insure successful performance of paint and other types of finishes on commonly used wood siding materials. Will develop an understanding of the importance of selecting compatible wood finishes for wood siding materials, of the characteristics of both the penetrating type and film-forming type finishes, of the steps involved in successful application of finishes, and of essential safety precautions. Information given is based on work done by USDA Forest Service researchers at the Forest Products Laboratory in Madison, Wisconsin.

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65 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 22:30), Bureau of Audio Visual Instruction, Wisconsin. 1977. (\$3.00)

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Revised Slide Set

830 Your Food - Chance or Choice

Discusses food habits and the four food groups. For teenaged audience.

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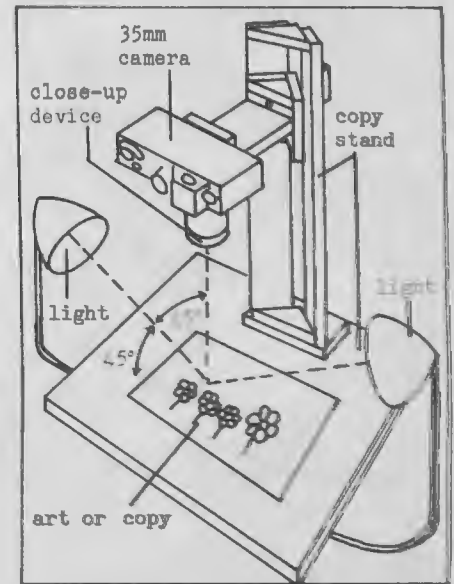
63 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 10:00), National Dairy Council. 1969, revised 1978. (\$3.00)

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....Neil Anderson, Don Breneman  
and Gail Tischler Marko

**PRODUCING SLIDE SETS** If you have a 35 mm camera and know how to use it, you probably have already found that slides make very useful teaching visuals. You also may have noticed that you have gaps in your presentations where word slides or charts or graphs are needed. Preparing slides to fill these gaps can be easy if you have the right equipment. You will need, in addition to the 35 mm camera, a close-up lens or attachments, a copy stand, proper lighting, and tungsten film.

**INFORMATION ON CLOSE-UP DEVICES** is available free in Information Service Series 18, *CLOSE-UP PHOTOGRAPHY*, by Don Breneman. Order it from the Bulletin Room, Room 3, Coffey Hall, 1420 Eckles Ave., St. Paul, MN 55108. Once you have chosen and become familiar with a close-up attachment, using it will be as easy as operating your camera. It will permit you to photograph small subjects, like typewritten word slides.



**THE COPY STAND** holds the camera firmly in a horizontal position, parallel to the art or copy placed on the base of the stand. A commercially made copy stand can be expensive, starting at \$100 to \$150 for a flimsy one that is a bad investment, up to \$400-\$500 for a good, solid stand. However, for less than \$10 in materials and a little time, you can make a very good, sturdy stand to serve your purposes (shown above). For free instructions write to Eastman Kodak Co., Dept. 641, 343 State St., Rochester, NY 14650.

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LIGHTING can be provided by a matched pair of any incandescent lights. Inexpensive portable clamp-on sockets with photo lights work best, but something as simple as a pair of gooseneck desk lamps (*not* fluorescent) would work, too. They should be placed at a 45° angle to the copy to prevent reflection.

TUNGSTEN FILM must be used because the lighting is incandescent. Such films are Ektachrome 50 Tungsten (EPY-135), Ektachrome 160 Tungsten (ET-135), or Kodachrome 40 (KPA-135).

ALTERNATIVE EQUIPMENT AND METHODS If you make title slides so rarely that you could not justify the expense of a copy stand or the time to make one, use a tripod, if you have one, instead. Tape the copy to a wall with the camera on the tripod in front of it. You'll still need the other equipment, including lights set at a 45° angle. Be sure the tape doesn't show on the slide.

An alternative way to illuminate copy for slides without the described light set-up is to photograph it outside using daylight film. However, because of the inconvenience of setting up the copy stand outside, the unpredictability of weather and the variability of light color depending on the time of day, this method is recommended only when no other lighting is available.

ONCE YOU HAVE EQUIPMENT--a 35 mm camera, a close-up device, a copy stand, lighting, and tungsten film, or one of the alternatives--you are ready to photograph titles, art, or other copy. The next issue of *Art Tips* will deal with how to prepare art and/or type for such slides. You may also order "Easy Ways to Make Still and Movie Titles" (pamphlet AC-60) for 15¢ from the Kodak address mentioned before.

ORDERS FOR THE AAACE CLIP ART BOOK have been forwarded to the publisher. I was glad to see the interest in it. More orders will be accepted and forwarded. See the July issue of *Art Tips* for more details and ordering instructions. So far the price still holds.

The information given in this publication is for educational purposes only. Reference to commercial products or trade names is made with the understanding that no discrimination is intended and no endorsement by the Minnesota Agricultural Extension Service is implied.