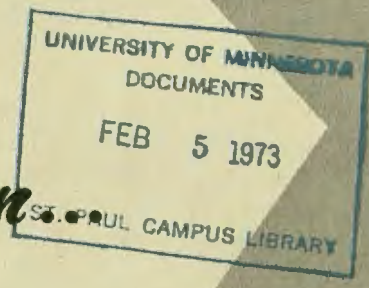


MN2000RPE 11/27/73

3

Reaching People with information



press
publications
radio
television
visual aids

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

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January 30, 1973

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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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MAKE YOUR IDENTIFICATION LOUD AND CLEAR -- That's the advice of Ken Erickson, vice president of marketing, Northrup King and Company. Sure he was talking about a commercial product. But he could have been talking about county extension faculty, specialists, and administrators. How clear do we make our identification with University, with Extension, and with local groups? If we are with an organization, let's not gloss over it. We don't need to be blatant about it, but at the same time let's not forget that our speeches, our publications, our radio programs, and our press releases should clearly identify ourselves and our connections. The public has a right to know to whom they are listening, whose articles they are reading, and who is being quoted. Not making the source clear is considered unethical in most circles. And it's poor public relations not to identify ourselves when we have so much to be proud of.

Then Ken will always remind us to sell or to educate, talk about and make clear the benefits to the user. After all that's the person who most interests the user. --Harold B. Swanson

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FEBRUARY RADIO TAPES -- Long tapes are: Organic Food and Vitamins A & D (7:04), Blanche Erkel, consumer information specialist, Food and Drug Administration; Meat Buying (7:01), Dick Epley, extension specialist, meats; Freezing Prepared Food and Staples (7:00), Shirley Munson, food technologist; Softening Water for Laundry (7:15), Karel Strandness, assistant extension consumer information specialist.

Short tapes are: Bottled Water, Is It Really Pure? (5:00), Blanche Erkel, consumer information specialist, FDA; Retail Meat Labeling (4:59), Dick Epley, extension specialist, meats; Freezing Sandwiches (5:05), Shirley Munson, food technologist; Starch and Fabric Finishes (4:56), Karel Strandness, assistant extension consumer information specialist.

--Janet Macy

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WORD CORNER: SHARPEN UP!--A look at the signatures on some of the Christmas cards you received (or sent yourself?) will tell you that many people don't understand the use of the apostrophe. The apostrophe has two principal uses: to show possession (except in the case of personal pronouns) and to indicate a contraction--that is, missing letters.

If you want to show, then, that a letter or card is from your entire family, you would sign it: the Smiths (or whatever your name is), not the Smiths'. The latter form would be possessive. You want to indicate the plural--so simply add s to your name without an apostrophe.

For the plural possessive, use the apostrophe after the s, which forms the plural: the Andersons' house. For the singular possessive, use the apostrophe before the s: Mary Anderson's book.

Possessive pronouns use no apostrophe: his, hers, its, theirs, ours, and yours. The dog wagged its tail (no apostrophe). It's (with the apostrophe) is a contraction of it is, not a possessive. It's a cloud day. Other contractions: They're (they are) leaving today. You're (you are) leaving tomorrow. --Jo Nelson

* * * *

NEW AND REVISED PUBLICATIONS AVAILABLE --Two new publications are available from the Bulletin Room for work with your unique clientele (those disadvantaged by lack of education, money, and experiences):

HS-31 Buying a Used Sewing Machine

How To Buy Food--Como Comprar LOS COMESTIBLES (PA-976) is a bilingual teaching aid which contains 31 reproducible source pieces for use as handouts. Pages are perforated so they may be easily removed and reproduced. Each sheet has information in both Spanish and English on facing pages. The following topics are covered: dairy products, fruits and vegetables, meat, poultry and eggs.

One revised publication is now available;

HS-24 Removing Spots and Stains

Please contact me if you have specific needs in the area of publications for working with this unique clientele. --Lee Nelson

* * * *

PUBLIC INFORMATION CONTEST --Again this year the National Association of County Agricultural Agents in cooperation with Amchem Products is sponsoring its annual public information awards program. This is an excellent opportunity to have your work evaluated and perhaps win a sizable prize. Roger Larson, Chippewa County extension agent, is state chairman.

Entry blanks and background information will or has been sent to you by one of the following members of the public information committee: Gregory Luehr, Jared Smalley, Gordon Stobb, Dale Steussy, Otto Lee, and Floyd Bellin. Larson should receive your stories by April 1.

--Harold B. Swanson

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SEW SMART TV SERIES ON AGAIN --"Sew Smart" is joining the popular reruns on many Minnesota television stations. This is the same 13-week series that had such widespread acceptance last year. Requests for the mailed materials should go to the Bulletin Room in Coffey Hall. The following stations will run "Sew Smart" weekly:

<u>STATION</u>	<u>CITY</u>	<u>TIME</u>	<u>BEGINNING DATE</u>
KTCA-TV	Twin Cities	8:30 p. m.	March 27
KWCM-TV	Appleton	8:30 p. m.	March 27
KFME-TV	Fargo	8:30 p. m.	March 27
WDSE-TV	Duluth	8:30 p. m.	March 27
KEYC-TV	Mankato	4:00 p. m.	March 6
KSOO-TV	Sioux Falls	5:00 p. m.	February 17
KSOO-TV	Aberdeen	5:00 p. m.	February 17
KAUS-TV	Austin	2:00 p. m.	March 3
WTCN-TV	Twin Cities	9:30 a. m.	March 31

--Mike Harris and Norm Engle

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PHOTO FUN TV SERIES TO BE RERUN --We are also rerunning "Photo Fun." As a reminder, here are the dates and times the different stations are airing the program.

<u>STATION</u>	<u>CITY</u>	<u>TIME</u>	<u>BEGINNING DATE</u>
KTCA-TV	Twin Cities	6:30 p. m.	January 23
KWCM-TV	Appleton	6:30 p. m.	January 23
KFME-TV	Fargo	6:30 p. m.	January 23
WDSE-TV	Duluth	6:30 p. m.	January 23
KEYC-TV	Mankato	4:00 p. m.	January 23
KAUS-TV	Austin	1:00 p. m.	January 27

--Mike Harris

* * * *

WHO IS YOUR FARMER-SPORTSMAN OF THE YEAR? --All counties have received announcements concerning the 25th annual competition for Minnesota's "Outstanding Farmer-Sportsman Award" and for the "Frank Blair Junior Conservationist Award." We did not send you a fill-in story for announcing the contests, but would hope you mention them in your column, news stories, radio programs, and other outlets. Especially important will be the followup and recognition you can give to county winners. All of them present an interesting, significant story meriting media recognition. All farmer-sportsman entries are due at the Sports Show by March 1 and to you about February 20. Thanks for your cooperation in this important recognition program. --Harold B. Swanson

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RADIO FACTS --Radio listening between 6 a. m. and midnight by adults has increased 36 percent since 1967 and is far larger than most people think, reports Maurie Webster, vice president of CBS Radio Division, in Broadcast Management Engineering.

Hitting other "myths" about radio's audience, Webster says that car radios do not furnish most drive-time listening, but only 14 percent in the morning and 24 percent in the afternoon; that the 10 a. m. to 3 p. m. audience is not almost all female, but more than 43 percent male; that the male audience during that same period is 97 percent as large as during drive-time. He said that currently, on a 24-hour basis, the average adult spends 87 percent as much time on radio as he does on television.

Sounds as if extension home economics programing should begin to cater to the men as well as the women. --Janet Macy

* * * *

COMMITTEES TO PLAN CONFERENCES--One good man (Ed's note-- person!)--skilled in conference and meeting planning--can conceive, develop, organize a meeting with less frustration and far more effectiveness than is possible for any group of volunteers.

That is one view of conference and meeting planning. While we also see strengths in having a committee involved, what the extreme view stated above does is remind us to look very carefully at what any committee might best be able to contribute.

Effective ways to use a conference committee:

1. As a sounding board. To check subject ideas and meeting design. They can be the devil's advocates to help you find and remedy many problems before they happen. They can evaluate title, subjects, grouping of sessions, and speakers.
2. As a means of getting speakers.
3. As a help in promoting the meeting or conference.
4. As hosts for speakers and as chairmen for specific sessions.

--From Ed-Tek, Michigan State University --Harold B. Swanson

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'HORSE SENSE,' ANOTHER TV SERIES--There has been a heavy request for more horse material on "Town and Country." So "Horse Sense" is being scheduled for seven programs as follows:

February 15--"Foaling and Care of New Born Foal and Dam." Guests: Dr. R. Zemjanis, head, veterinary obstetrics and gynecology, and staff. Dr. George Mather, head, small animal hospital, host.

February 22--"Wounds, Management and Prevention." Dr. Victor S. Myers, Jr., head, large animal hospital. Dr. George Mather, host.

March 1--"Proper Foot Care and Shoeing." Larry Oatman, instructor of farrier science, Anoka Technical Educational Center, and Dr. Victor S. Myers, Jr. Dr. George Mather, host.

March 8--"Front Leg Lameness." Dr. Victor S. Myers, Jr. Dr. George Mather, host.

March 15--"Rear Leg Lameness." Dr. Victor S. Myers, Jr. Dr. George Mather, host.

March 22--"Parasites of the Horse." Dr. John C. Schlotthauer, associate professor, department of pathology and parasitology. Dr. George Mather, host.

March 29--"Immunization Programs for the Horse." Dr. Donald W. Johnson, professor, department of veterinary medicine, Dr. Vaughn Larson, associate professor, department of veterinary medicine, and Dr. Victor S. Myers, Jr. Dr. George Mather, host.

--Mike Harris

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Publications and Direct Mail

NEW PUBLICATIONS

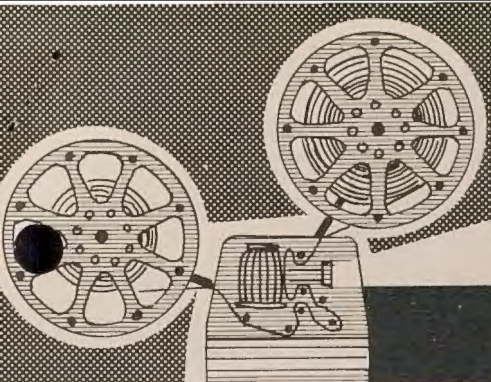
- Thumb Rules for Dairy Cow Feeding. Extension Folder 269. Michael J. Hutjens and Donald E. Otterby. Tells how to formulate least cost dairy rations according to body weight and production. A worksheet is included. 4 pages plus worksheet. Available mid-February.
- Herd Boar Management. Extension Folder 279. J. D. Hawton and C. J. Christians. Gives information on selecting, transporting, handling, feeding, and housing a new boar; health precautions; breeding systems; and general management. Includes a boar record. Available mid-February.
- Annual Crops for Silage in Northern Minnesota. Miscellaneous Report 117. A. R. Schmid, R. H. Anderson, and D. L. Rabas. Summary of a study conducted at Grand Rapids, Minnesota from 1969 to 1971 to determine the relative performance of several annual crops grown for silage at northern locations. 8 pages. Available.
- Dark-Cutting Beef. Animal Husbandry Fact Sheet 17. Richard J. Epley. Describes dark-colored beef and discusses the probable causes and how producers can prevent or reduce the incidence. Stress before slaughter apparently causes dark-cutting beef. 2 pages. Available.
- Buying a Side of Beef. Animal Husbandry Fact Sheet 18. Richard J. Epley. Explains why yields vary, how much they vary, and how to compare costs with information on quality considerations and storage. 2 pages. Available.
- Verticillium Wilt of Potatoes. Plant Pathology Fact Sheet 19. Howard L. Bissonette. Describes the disease and shows photos of infected tubers. Control involves prevention. North Dakota State University plant pathologists, Fargo, cooperated in preparation of this fact sheet. 2 pages. Available.
- Ergot of Cereals and Grasses. Plant Pathology Fact Sheet 21. Howard L. Bissonette. Describes and pictures ergot and its damage to cereals (rye particularly). Crop rotation with a noncereal for one year at least will help reduce the disease. 2 pages. Available.
- Storing Tender Bulbs and Bulblike Structures. Horticulture Fact Sheet 33. Paul Read and Jane McKinnon. Gives information on harvest techniques, cleaning, curing, pest control, and storing of plants with tender bulbs, corms, tubers, and roots that must be taken indoors during the winter. 2 pages. Available mid-February.
- Ferns in the Arboretum. Arboretum Review 15. Leon C. Snyder. Describes ferns now growing in the arboretum and their habitats. The collection includes ferns from throughout the state and some from the Ozarks and the Pacific Northwest. 2 pages. Available.
- Small Trees. Arboretum Review 16. Leon C. Snyder. Describes a special collection of small trees in the arboretum that are appropriate for small yards and one-story homes. 2 pages. Available mid-February.
- 4-H Community Pride Program Promotes Environmental Awareness. Extension Program Report 45. Describes 4-H'ers involvement in community improvement projects as part of the Community Pride program. 2 pages. Available.
- Sewing the Newer Fabrics. HC-45. Thelma Baierl. Summarizes basic information and special techniques for working with today's fabrics. 3 pages. Available.

REVISED PUBLICATIONS

- Insecticides and their Uses in Minnesota--1973. Extension Bulletin 263. J. A. Lofgren, D. M. Noetzel, P. K. Harein, L. K. Cutkomp, Discusses use of and proper handling of insecticides for field crop, household, tree, shrub, lawn, and stored grain insects; livestock and poultry pests; and greenhouse and floricultural pest control. 46 pages. Available.
- Pests and Parasites of Hogs. Extension Folder 208. D. M. Noetzel and R. B. Solac. Updates chemical control information. 8 pages. Available.
- 1973 Crop Production Guide for Minnesota. Extension Pamphlet 194. Harley J. Otto, Curtis J. Overdahl, Gerald R. Miller, Dale R. Hicks, William E. Fenster, Oliver E. Strand, Charles A. Simkins, and Roy L. Thompson. Contains 1973 recommendations for varieties, seeding dates and rates, weed control, and fertilizer needs for major crops. Broadside. Available.
- Potato Variety Demonstration Plots, Minnesota, 1972. Horticulture Fact Sheet 4. Orrin C. Turnquist. Reports results of potato plots at 11 locations. Includes nine detailed tables. 2 pages. Available.
- Descriptions of Potato Varieties. Horticulture Fact Sheet 7. Orrin C. Turnquist. Explains Minnesota tests with old and new potato varieties. 2 pages. Available.
- 1973 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.
- Perspective. Gives schedule for weekly television program that focuses mainly on governmental issues and problems. 6-page railroad folder. Available.

REPRINTED PUBLICATIONS

- Finishing and Refinishing Wood Furniture. Extension Bulletin 332. Myra Zabel.
- Planning and Paying for Funerals. HM-72. Edna K. Jordahl.
- Chemical Application Record. Agricultural Chemicals Fact Sheet 2.
- Green Manure Crops for Minnesota. Agronomy Fact Sheet 11. A. R. Schmid and H. J. Otto.
- Oat Production in Minnesota. Agronomy Fact Sheet 17. H. J. Otto, C. J. Overdahl, and D. D. Stuthman.
- Nutrition of Bred Sows and Gilts. Animal Husbandry Fact Sheet 14. J. D. Hawton and R. J. Meade.
- Judging Dairy Cattle. Dairy Husbandry Fact Sheet 2. J. W. Mudge, R. W. Wayne, and C. L. Wilcox.
- Thinning Plantations and Natural Stands of Conifers. Forestry Fact Sheet 4. William R. Miles.
- Protecting Trees from Animal Damage. Forestry Fact Sheet 8. William R. Miles.
- Lilacs for Minnesota. Horticulture Fact Sheet 23. Mervin C. Eisel.
- Nonparasitic Disorders of Tomato. Plant Pathology Fact Sheet 14. Herbert G. Johnson.
- How to Sample Soil for Testing. Soils Fact Sheet 4. J. Grava and W. E. Fenster.



visual aids TIP SHEET

Minnesota Agricultural Extension Service

January 1973

NEW FILMS IN AGRICULTURAL EXTENSION LIBRARY

FREEDOM RIVER--8 minutes--color--Stephen Bosustow Productions--Service Charge \$3.00--1972

A brisk allegory with many sub-messages point up the fact that sometimes if freedom is sustained, maintained, and protected too closely, freedom dies, we wither, and life departs. Good focus for discussion and issues relating to the first amendment. Late teenagers and adults would be interested in it.

FAMILIES GET ANGRY--9 minutes--color--Oxford Films, Inc.--Service Charge \$3.00--1972

A young boy looks at what the family fight does to him. The message can be both good and bad. The boy finds that the fight has little to do with him (good), but the impression given is that families should never fight (bad). With discussion, these points could be covered. The film would be useful for both adolescent and parent audiences.

NEW SLIDE SETS AVAILABLE

#846 THE FEDERAL ENVIRONMENTAL PESTICIDE CONTROL ACT OF 1972--26 slides--color--double frame--University of Minnesota (Phil Harein)--1972

The subject of this slide set, with a script and background information, emphasizes the major components of the federal law that became effective October 21, 1972. First, the future restrictions and requirements on the use of pesticides and on all persons using pesticides are explained. Other components include definitions of unlawful acts, criminal and civil penalties, indemnity payments, and the authority granted to state agencies. The final item presented is the anticipated timetable for implementing each of the required regulations.

#847 4-H GEOLOGY PROJECT PROMOTION INFORMATION--29 slides--color--double frame--University of Minnesota (Wayne Carlson)--1972

A very good overview of geology as a science and as a 4-H project. Talks about everything from field trips to elephant teeth to a lapidarist (one who cuts, polishes, or engraves stones). This slide set would be useful for all age 4-H'ers and adult leaders.

FILMS PLACED IN LIBRARY SINCE PRINTING OF OCTOBER 1972 TIP SHEET

ABC OF THE AUTOMOBILE ENGINE
AIR IS FOR BREATHING
AMERICA THE BEAUTIFUL
BOY IN THE SKY
BUYING AND PREPARING BEEF ROASTS
BUYING AND PREPARING BEEF STEAK
BUYING AND PREPARING A BLADE
CHUCK ROAST
BUYING AND PREPARING THE BROILING STEAKS
BUYING AND PREPARING LAMB CUTS
BUYING AND PREPARING A SIRLOIN STEAK

BUYING MEAT FOR THE FREEZER
DIESEL DECISIONS
DISCOVERING CREATIVE PATTERNS
DISCOVERING IDEAS FOR ART
ECONOMICS OF CATTLE FEEDING:
CONTROLLING FEED COSTS I
ECONOMICS OF CATTLE FEEDING:
CONTROLLING NON-FEED COSTS II
ECONOMICS OF CATTLE FEEDING:
SELECTING FEEDER CATTLE III
ENVIRONMENT
EPIDEMIOLOGY OF PESTICIDE POISONING

FILMS (Continued)

EROSION LEVELING THE LAND
 EVIDENCE FOR THE ICE AGE
 FABLE
 FEEDLOT POLLUTION
 FOLIAGE PLANTS FOR INTERIORS
 I KNOW I BELONG
 INDOOR PLANTS
 INLAND LAKE DEMONSTRATION
 PROJECT
 INSECTS THAT HELP US
 IS IT ALWAYS RIGHT TO BE RIGHT
 LEO BEUERMAN
 MINIGARDENS
 MORE FOR LESS
 NORMAN BORLAUG: REVOLUTIONARY
 NUTRITIONAL QUACKERY
 PARTNERS WITH YOUTH
 PESTICIDES IN FOCUS
 PLANTING AND TRANSPLANTING

THE POTATO
 PROBLEMS OF CONSERVATION--THE
 SOIL
 QUALITY OF MEAT YOU BUY
 THE REST OF YOUR LIFE
 SAVE THAT LIFE
 THE TALK WAS OF ENERGY
 TO BE A PARENT
 TO BE A PERSON
 TRAINING YOU TO TRAIN YOUR DOG
 UNDERSTANDING PREJUDICE
 VENEZUELAN EQUINE ENCEPHALO-
 MYELITIS (VEE--A NATIONAL
 EMERGENCY)
 VISUAL DEFECTS RELATED TO UN-
 SOUNDNESS IN HORSES
 WISCONSIN FACES THE SOLID WASTE
 PROBLEM

CAMERA NOTES--by Don Breneman

The discount prices on photographic equipment advertised by large eastern camera stores in photography magazines sound tempting, but as one specialist found, the bargains are not quite as good as they seem.

The specialist ordered an expensive lens from a camera store in New York that was offered at 40 percent discount. The lens was advertised as new and the latest model, but when it came, it didn't look like the latest model illustrated in the manufacturer's brochure. We wrote the manufacturer enclosing a picture of the lens and the serial number. The manufacturer replied that the lens was about 14 years old and of quality inferior to their current model. The manufacturer also contacted the camera store demanding that they exchange the lens for a current model.

It all worked out satisfactorily for the specialist, but he had to go through considerable letter writing and waiting before he got the lens he wanted.

If you are considering purchasing a camera or lens from a mail order dealer, here are some suggestions.

1. Check with a reputable local camera dealer to see if he can match or come close to the mail order price on the same or similar equipment.
2. If you decide to order the equipment by mail, make sure you know exactly what the current model looks like. Obtain the manufacturer's brochure to compare it with.
3. When you receive the equipment, examine it closely for scratches or wear marks that would identify it as a used item. The equipment should be packed in the manufacturer's carton and accompanied by an instruction booklet and warranty card.
4. If you don't receive the equipment in 2 weeks, call the store and let them know so they can start tracing the order. Camera equipment is a prime target for mail thieves.