

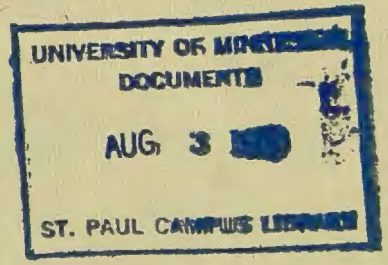
MN2000 RPI 7/30/70

3 Reaching People with information...

**press
publications
radio
television
visual aids**

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

July 30, 1970



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

DEPARTMENT HONORED IN NATIONAL COMPETITION --The Department of Information and Agricultural Journalism has won 13 awards in national competition in connection with the national meeting of the American Association of Agricultural College Editors. This ranked Minnesota near the top in information efforts.

Milton Morris, associate professor and extension communications specialist, received one of the five "Pioneer ACE" awards as one of the outstanding young communicators in the nation. The award was presented at the national meeting at Cornell University. --Harold B. Swanson

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AGRICULTURE'S POOR IMAGE MAY BE A "MYTH" --That's right. The long-held view that agriculture has an unfavorable image may be a myth. That's the consensus of speakers at the national meeting of Gamma Sigma Delta, national honorary agricultural society, on the St. Paul Campus recently. Most speakers said, however, that those in agriculture must continue to keep our image good and to improve on it wherever possible. Their general conclusions were:

- * There is no one image of agriculture.
- * The general image of agriculture and agribusiness is good.
- * There is a general lack of information about agriculture and the opportunities it presents, especially in urban areas and among young people.
- * Instead of worrying excessively about image, agricultural leaders need to make greater use of their leadership ability to help communities and other areas develop, thus earning and meriting a better image.

- more -

The Minneapolis Tribune's Minnesota Poll, at the request of the Department of Information and Agricultural Journalism, recently included six questions in its regular statewide opinion survey regarding attitudes toward agriculture and the farmer. Urban attitudes on these questions follow:

	<u>Agree</u>	<u>Disagree</u>	<u>No Opinion</u>
Farmers rely too much on the government to solve their problems	42%	49%	9%
Agriculture plays a vital role in Minnesota's economy	93	4	3
Farmers have contributed substantially to the increase in food prices	21	75	4
Farmers are not as well informed on state and national issues as people living in cities	20	74	6
Farmers pay a larger share of general taxes than they should	17	53	30
Farmers get too much of their income from government subsidy payments	36	44	20

Strangely, rural residents indicated about the same opinion with one exception, taxation.

We'll bring you further information on this valuable conference in future issues of Reaching People. --Harold B. Swanson

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AUGUST RADIO TAPES FOR EXTENSION HOME ECONOMISTS--

Outdoor cooking of pork, an interview with Verna Mikesch, extension nutritionist, 5 min., 10 sec.; freezing corn, interview with Mrs. Shirley Munson, home economist in the Department of Horticultural Science; and safe use of electrical appliances, an interview with Mrs. Wanda Olson, extension household equipment specialist. Accompanying the short tape will be a mimeographed sheet of recipes, "Let's Have a Porkecue," which you can reproduce and plug on your radio program. The long tape will be the last in the series on drug use and abuse: Symptoms of drug use; how can parents know? The interview is with Ron Pitzer, extension specialist in family life education, and runs about 15 minutes. This tape might be useful for meetings.

Note to new extension home economists: Three short and one long tape are sent each month to extension home economists who wish them, for use on their radio programs. Separate mailing lists are maintained for the long and the short interviews. If you wish to get the tapes on a regular basis or if you want particular tapes occasionally, let me know. --Jo Nelson

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OUTSTATE NEWSPAPER CIRCULATION--A decline in the circulation of Minnesota's non-metropolitan, general circulation newspapers has been sharply reversed and for the first time in history the average circulation of the state's hometown weeklies has exceeded the 2,000 level. This was among the findings announced by the University of Minnesota's School of Journalism and Mass Communications in its annual survey, based on information in the 1970 Minnesota Newspaper Association directory and other sources.

Total circulation increase was seven percent over the previous year. Total circulation--1,075,134--represents a new record for state newspaper circulation, up almost 57,000 from the previous market set in 1967. The 313 hometown weeklies and semi-weeklies led the reversal of the circulation trend with a 61,105 increase. The average circulation per newspaper outside the state's metropolitan areas is 2,913 compared with 2,694 a year ago. --Vern Keel

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WORD CORNER: SHARPEN UP!--A common error that accompanies the phrase as far as (or so far as) is omission of the verb in the clause the phrase introduces. This error is probably more common in speech than in writing. Example: As far as the art exhibit, he entered two paintings. The sentence should read: As far as the art exhibit is concerned, he entered... The words here constitute a conjunction introducing a clause and, therefore, should be followed by both subject and verb. --Jo Nelson

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RADIO STILL STRONG-- "Radio 50 years old and still strong of voice" is the title of a special report in the June 29 issue of BROADCASTING. "Radio is here, alive and doing quite well--and despite a tendency of much of the public to take it for granted, it appears to be doing more public-service programming, editorializing, and investigative and on-the-spot news reporting than ever before," according to the article. The report goes on to summarize some of the national awards won by radio stations for speaking out emphatically on issues and problems facing the community, nation and world. Among the stations listed as receiving awards was KDUZ-AM-FM, Hutchinson, recipient of an Alfred P. Sloan Award for a series of one-minute episodes emphasizing safe driving, and a Freedoms Foundation award for a program called "Let Freedom Ring" and an editorial on freedom. --Jo Nelson

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THOUGHTS WHILE TRAVELLING--Travelling through the state to field days, seminars, and other events gives one a chance to flip the radio dial, talk to agents, and visit with radio and newsmen. Here are some of the thoughts that come to mind:

- * Rural newspapers are facing many of the same problems farmers face. Many editors face help shortages; others face technological change. For example, the older letterpress equipment may wear out. The result is that many join forces with other editors to share new offset equipment.

These changes mean that smaller papers find it difficult or impossible to cover all the "extension" events they'd like to. At the same time they will be able to use more pictures. This means that the aggressive camera-minded agent or other person simply will get the space in our papers.

- * Many agents, especially in the southwest, are issuing simple short folders on their Extension programs for county-wide distribution. Up in the northeast, Clearwater County Extension Agent Robert Tervola issued an attractive, yet simple folder. It served not only to tell about the county but also to make "Bob" better known in the county.
- * Local radio stations are major users of Extension news. At certain times of the day one can flip from station to station and hear county extension news. Often stories are aired several times.

--Harold B. Swanson

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STATE FAIR 1970 -- ALL AGENTS, PLEASE NOTE -- Once again the Department of Information and Agricultural Journalism will have its Press-Radio-TV Office in the 4-H Building (across from the 4-H Office).

Press Coverage--We shall be sending stories on the 4-H purple and blue award winners at State Fair only to Twin Cities media and outstate daily papers, radio and TV stations that request them. Therefore, it will be up to county agents to supply information on their 4-H'ers to their local papers. To help you, a computerized list of all county 4-H placings will be in your mailbox at the fair on Sunday, September 6.

An important aspect of our coverage of 4-H activities is suggesting features to the various media; so we'll appreciate your suggestions of 4-H'er's with special talents or human interest stories. We'll also be grateful if you'll line up 4-H'ers from your counties when we or your local radio reporters want to interview them. We'll put notices in your mailbox when we need help from you--or buttonhole you when we can find you.

Tape Recordings--If you wish to record interviews with your 4-H'ers, the KUOM studio facilities in the 4-H Building will be available in the afternoons (after 1:00 p.m.) or before 10:30 a.m. Please sign up in our office in the 4-H Building for the time you would like.

Pictures--We will again be able to take pictures upon request. The cost is \$1.25 for 8" x 10" black and white, 75¢ for polaroids, and 50¢ per colored slide. Please sign up in advance to insure availability of a photographer and equipment. --Jo Nelson, Ray Wolf, Jack Sperbeck, Gerald McKay

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S. O. S. -- EXTENSION HOME ECONOMISTS! -- Each month we run short of tapes because those we send you are not returned promptly after they have been used. Will you take time now to see if you have a backlog of tapes? And please do return them as soon as you're through with them!

--Jo Nelson

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Publications and Direct Mail

NEW PUBLICATIONS

Bedbugs. Entomology Fact Sheet 37. D. M. Noetzel. Discusses appearance, feeding habits, life cycle, and control of these night feeders. Includes illustration. 2 pages. Available.

Sowbugs, Millipedes, and Centipedes in the Home. Entomology Fact Sheet 38. L. K. Cutkomp and D. M. Noetzel. Describes characteristics, habitat, and control. Illustrated. 2 pages. Available.

Flies in the Home. Entomology Fact Sheet 39. D. M. Noetzel and L. K. Cutkomp. Describes habits of summer and winter flies and suggests controls. 2 pages. Available.

Tourist Travel Notes. Vol. 8, No. 2. Contains articles on environmental maintenance, interior decorating for resorts, the future of tourism, and business trips for resort owners. 6 pages. Available early August. *not here*

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1970 Population Census. Minnesota Economic Data 17. John S. Hoyt, Jr. and David M. Nelson. Presents county population data for the 1940, 1950, 1960, and 1970 censuses. Also includes revised 1980 and 1985 population projections for Minnesota counties. 6 pages. Available.

REVISED PUBLICATIONS

Ten Steps To More Effective Writing. Information Service Series 22. Harold B. Swanson. Suggests ways in which newsletters, information sheets, and other writing can be made more effective. 2 pages. Available early August. *not here*

Late Blight of Potatoes. Plant Pathology Fact Sheet 1. Howard L. Bissonnette. Explains how this disease starts and how to prevent and control it. 2 pages. Available early August.

REPRINTED PUBLICATIONS

Finishing and Refinishing Wood Furniture. Extension Bulletin 332. Myra Zabel.

Floor Care. Extension Bulletin 344. Myra Zabel.

Living with Wood. Extension Bulletin 347. Myra Zabel.

Edible Wild Mushrooms. Extension Bulletin 357. Clyde M. Christensen.

Last-Minute Preparation for Windstorms, Winter Storms, and Fallout. RCD-4

What to Do About Ants. Entomology Fact Sheet 19. J. A. Lofgren and A. C. Hodson.

Check Up on Your Communication Skill. Communications Bulletin 4. Harold B. Swanson.

Speakers, Get the Facts and File Them. Communications Bulletin 5. Ron Brown.

The Visit as a Teaching Method. Communications Bulletin 18. Harold B. Swanson and Frank W. Forbes.

Fruits and Vegetables. HS-10. Grace D. Brill and Leona S. Nelson.

Reporting 4-H Club News. Information Service Series 4. Harold B. Swanson and Jo B. Nelson.

Teaching with Flannelgraphs. Information Service Series. Gerald R. McKay.