

MN2000 RPI 7/26/67



# Reaching People

with information...

press  
publications  
radio  
television  
visual aids

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

2

1

4 July 26, 1967

\*\*\*\*\*  
 \* Please read, check, and circulate \*  
 \* County Agricultural Agent  \*  
 \* County Home Agent  \*  
 \* County 4-H Agent  \*  
 \* County Ass't. Agent  \*  
 \* Secretary for Filing  \*  
 \*\*\*\*\*

STATE FAIR: YOU HELP US, WE'LL HELP YOU -- As usual, 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). Our job is to provide coverage of 4-H activities at the State Fair for metropolitan and out-state press, radio, and TV. One important aspect of this coverage is suggesting features to these media; so we'll appreciate your suggestions of 4-H'ers with special talents or human interest stories.

A tape recorder will be available for your use in the Press-Radio-TV office if you need one, or you can make arrangements with us to use the recorder in our new KUOM studios at the south end of the 4-H Building. Please reserve the recorder or recording time (if you want us to run the recorder in our sound proof studios) by signing in at the Press-Radio-TV office.

Bring your own tape, if possible, If not, tape and mailing envelopes will be available for your use.

Remember: the State Fair provides many opportunities for good interviews for your regular or special programs. Why not make arrangements with your radio station before you come for "beeper" telephone calls from the fair?

Arrangements for photographs and slides can be made at our State Fair office at the same rates as last year. Plan ahead by talking to your editor before you leave for the fair to find out what pictures (and size) he will use. --Jo Nelson, Ray Wolf, Gerald McKay, Leo Fehlhafer, Vern Keel

\* \* \* \*



YOUTH STORIES FOR AUGUST -- Your county agent packet beginning July 31 will contain fill-in stories each week on various aspects of State Fair in which some of your 4-H'ers will be involved--dress revue, demonstrations, the educational program, dairy and livestock judging team contests, livestock show, etc. --Jo Nelson

\* \* \* \*

STATE FAIR COMING UP! PLEASE NOTE OUR COVERAGE PLANS -- You may remember that last year we sent stories on your blue and purple ribbon winners directly to your county papers and radio stations--UNLESS you notified us that you wanted to take care of the coverage yourselves. Our reason for our doing the coverage was that some papers had complained that they had to wait too long to get the news from the agents. We plan to follow the same procedure this year. We'll send stories several times during the week on your blue and purple winners to daily papers and radio stations in your counties; the stories to weeklies will go twice--the first Monday and the second Sunday. If this plan is NOT satisfactory with you--in other words, if you want to do your own coverage--be sure to let us know BEFORE State Fair so we can take papers and radio stations from your county off our mailing list. You're welcome to stop in at our State Fair office for copies of the stories.

We do not include red and white ribbon winners in our stories. On the second Sunday, however, we'll include in our packet to weekly papers the computer sheet of livestock and other exhibit winners--blues, reds and whites. The computer sheets do not include demonstration winners. --Jo Nelson and Vern Keel

\* \* \* \*

MAKE IT LEGIBLE -- Most of you, I'm sure, read your news releases, and I hope, some specially written material to the radio and TV stations which cover your area. But, is the copy legible?

Several stations have complained to me recently that the copy they get is a fourth or fifth carbon copy, often on onionskin paper and very difficult to read. So be sure to send legible copy--to all the media. --Ray Wolf

\* \* \* \*

WORD CORNER: SHARPEN UP! -- I've brought this one up before, but hardly a week goes by that I don't hear someone mispronounce comparable, comparably or comparability. Unlike their parent word compare, which has the accent on the second syllable--com-PARE', the three words to which I refer are all pronounced with the accent on the first syllable, and you slide over that first a as though it's not there at all: COM'-prable, COM'-prably, COM'-prability. A word to the wise... --Jo Nelson

\* \* \* \*



AUGUST TAPES FOR HOME AGENTS - - The long tape for August is an interview with Gerald Bloedow, executive secretary of the Governor's Citizens Council on Aging on "Senior Citizens: Some Needs and Problems in Minnesota." We're giving you variety on the short tapes: one on scalding vegetables for freezing, another on whether you can refreeze foods that have thawed, the third on canning tomatoes.

One request: please don't run these short tapes one right after the other on the radio show; they were designed to be used at different times --or at least with some cushion between them. --Jo Nelson

\* \* \* \*

MILLE LACS COUNTY HITS THE AIR! - - Clayton Grabow (agent) and Ed Ziemer (assistant agent of Mille Lacs County) have been doing a 5-minute radio program each Saturday at 10:30 a. m. since April 8 on the new Princeton Station (WKMP) 1300 on the dial. Mr. Grabow recently got an additional spot for Mondays at 6:30 a. m. --Ray Wolf

\* \* \* \*

IS YOUR SELF-STARTER WORKING? - - In almost any occupation, half the battle is getting started. This is easier for some people than for those who don't have a built-in self-starter.

One expert, Dr. John R. Briggs of the New York Life Insurance Co., researched the subject and came up with these suggestions to help you do a more effective job:

Begin each day with a success. Do the easiest task first and rev up your enthusiasm.

Start by doing at least 2 percent of the job. You'll be eager to finish it, once you have polished off part of it.

Act as if it were impossible to fail. Act confident. Feel confident.

Make yourself more adequate. Boost your competence by increasing your knowledge and skill.

Borrow inspiration from others. Make it a habit to associate with successful, enthusiastic people. --Jo Nelson - From "It Says Here" by University of Ill. Extension Editorial Office.

\* \* \* \*

## Publications and Direct Mail

### NEW PUBLICATIONS

Nutrition and Reproductive Performance. Extension Pamphlet 223, Dairy Reproduction Series 3. D. E. Otterby and B. J. Conlin. Discusses how you can prevent reproductive problems in dairy cows due to faulty nutrition. 8 pages. Available early August.

Handling Misbehavior. Extension Bulletin 321-7. Parents Newsletter No. 7. Discusses various disciplinary tools and how to use them. 2 pages. Available early August.

Freeze Branding Cattle. Extension Bulletin 341. C. J. Christians, R. E. Jacobs, R. L. Arthaud, and C. D. Peterson. Describes materials needed and freeze branding procedure. 4 pages. Available.

Animal Agriculture and the World's Food Supply. International Agriculture Series 6. Ralph W. Phillips. Discusses population trends, changing land availabilities, present food supplies and future food demands, production potentials, and the availability of water. Also explores problems surrounding protein supplies and animal production. 24 pages. Available.

Culture of Garden Roses. Horticulture Fact Sheet 17. Mervin C. Eisel. Tells how to select, plant, prune, and care for roses. 2 pages. Available.

Minnesota Economic Data, Wholesale and Retail Trade. No. 6. John Hoyt, Jr., and Surjit Sidhu. Describes growth of wholesale and retail trade in Minnesota regions for the period 1948-1963. 6 pages. Available early August.

Exhibits--Do They Help Us Communicate Efficiently? Communications Bulletin 27. Gerald R. McKay. Discusses when to use an exhibit and explains how to design an effective one. 2 pages.

### REPRINTED PUBLICATIONS

How to Arrange Furniture. Extension Pamphlet 216.

Curtains and Draperies. Extension Pamphlet 217.

The Home Lawn. Extension Folder 165. Donald White.

Outdoor Cookery for the Family. Extension Bulletin 293.

Row Width for Corn and Soybeans. Agronomy Fact Sheet 16. Paul R. Hasbargen and Harley J. Otto.



REPRINTED PUBLICATIONS (CONTINUED)

Insect Pests of Poultry. Entomology Fact Sheet 17. J. A. Lofgren.

Controlling Insect Pests of Trees and Shrubs. Entomology Fact Sheet 28. T. M. Peters.

Decorating With House Plants. Home Economics Fact Sheet 10. Myra Zabel.

Raspberry Diseases. Plant Pathology Fact Sheet 8. H. G. Johnson and T. H. King.

Turkey Marketing: Classes and Grades. Poultry Fact Sheet 16. Melvin L. Hamre.

How To Take a Good Soil Sample. Soil Fact Sheet 4. J. Grava and C. A. Simkins.

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

Telling Your Story With a Booth. Information Service Series 6. Gerald R. McKay.

Improving Your Press, Radio, and TV Relations. Information Service Series 17. Harold B. Swanson.

Rid Your Home of Rubbish. HS-12. Mary L. Muller and Leona S. Nelson.

OUT - OF - PRINT

Please discard all copies of the following publications:

Hay Finishing With Forced Air. Agricultural Engineering Fact Sheet 5.

New Farm Wiring Materials. Agricultural Engineering Fact Sheet 7.