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press
publications
radio
television
visual aids



3 Reaching People with information...

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

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* County Agricultural Agent *
* County Home Agent *
* County 4-H Agent *
* County Ass't Agent *
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ACROSS THE EDITOR'S DESK

We were glad to welcome Harold Swanson, head of the Department of Information and Agricultural Journalism, as he stopped for a day between second semester and summer session at the University of Wisconsin where he is continuing work on his Ph. D. Harold plans to be back here on the job October 1.

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Two books on agriculture and the public will interest you. TAXPAYER'S HAYRIDE by Julius Buscha is an effort to explain current agricultural problems and suggest some solutions. Duscha, now with the Washington Post, was formerly a member of the St. Paul Pioneer Press staff. His book is published by Little, Brown, and Company of Boston.

IMPROVING AGRICULTURE'S REPUTATION, by Dan Murphy, is a "do-it-yourself approach to better public relations" published by Garner Publishing Company of Des Moines. Murphy, currently public relations director for the Iowa Farm Bureau Federation, points out the need for our agricultural sector to solve its own problems.

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Are you using the 50th anniversary of the Smith-Lever act as a means of calling attention to your local program? It's an opportunity for you to explain how the University of Minnesota and U. S. Department of Agriculture work with your county government to solve local problems.

--Gerald McKay

1 4 June 30, 1964

TO H. A. 'S AND 4-H AGENTS

Home Stories Go Over Well

A survey taken by the Arizona Republic, Phoenix, revealed that home, food, fashion and family were the most important subjects of women's pages.

More People Listening to Radio

Don't let anyone tell you that people don't listen to radio any more.

A new study released by CBS Radio reports substantial gains in radio listening: a 31.1 percent gain in winter listening in 1963-4 over 1962-3, with summer listening up 12.7 percent in '63 over '62.

The study covered listening to plug-in, automobile and battery-portable sets.

Here are some of the findings:

. Monday through Friday a. m. listening continues to be radio's peak tune-in period.

. Peak period for weekday listening this past winter was 8-9 a. m. with an average of 15,934,000 families listening.

. Peak period for weekend listening this past winter was 1-2 p. m.

. The average family spent 24 hours, 45 minutes a week listening to radio from 6 a. m. to midnight last winter -- up from 19 hours, 3 minutes in '62-63. In the summer of '63 the average was 22 hours, 35 minutes.

. Biggest share of the listening gains is attributed to battery portable sets, now owned by nearly half of all radio families. The study also shows substantial gains in automobile listening. Listening to plug-in sets show the smallest degree of change.

Word Corner

Two words frequently misused are beside and besides. Beside means at the side of; besides means in addition to.

--Jo Nelson

OFF THE PRESS



One of the recent changes in the press operations from the St. Paul office has been a modification of the "Our Land" Column. This is part

of our shift toward more comprehensive information in press output of the Institute of Agriculture.

"Our Land" was begun well over a decade ago, as a joint venture with Soil Conservation Service and the Minnesota Newspaper Association. One intent was to show, through farmer experience anecdotes, the value of conservation practices, and to include educational material on the same subject.

With changing educational needs, both the Institute of Agriculture and SCS decided a change was due. The needs in soil use and management call for more thorough education on fundamental principles.

After consultation with soil science and soil extension personnel, and with SCS, we decided to shift "Our Land" to a feature article service--again with one article for release each week. But for the most part, we decided to do away with the short anecdotes used so frequently in the past.

It also seemed that "Our Land" had some limitations as a title. A new column heading was designed, with the principal title changed to "Minnesota's Soil Resources."

The column continues, then, as one of our few direct services to weekly newspapers. The content is deliberately broad in scope, and attempts to provide information within the context of state-wide soil and land problems.

Our clippings show that editor acceptance is at least equal to the old format, and probably better.

Agents should be getting information copies of this column. If you aren't, let us know.

--Phil Tichenor

ACROSS THE MIKE



"The fate of a product (or idea) may depend upon a single television commercial." These words point up the power of TV.

TV coverage is continually expanding in Minnesota. This summer the state Extension Service will be doing 2 hours of TV a week--all video-taped for use on at least 2 stations after the live shows on KTCA-TV, channel 2. Gus Hard's "Landscape Ideas" can be seen on KTCA at 9-10 p. m. each Wednesday, on WTCN at 11 a. m. on the following Wednesday and on KDAL (Duluth) on Saturday following the ballgame.

"Summertime About the Home" with Lee Nelson, assistant information specialist, will be on KTCA at 9-9:30 p. m. Thursdays, WTCN at 11 a. m. Mondays, and on KFME (Fargo) at 7:30 p. m. on Wednesdays.

"Town and Country," Ray Wolf's show, will continue at 9:30 p. m. on KTCA, and is rerun at 11 a. m. Sunday on WTCN and at 8:30 p. m. on Thursday on KFME.

The July-September radio-TV schedule will give you subject-matter details.

Agent radio programs increase. Janet Mericle (Stevens) recently began a daily program on KMRS (Morris). She says, "Judging from the number of phone calls, comments and requests, radio is an excellent way of reaching those familiar and those unfamiliar with extension work." Burton Olson (Benton) recently started a Saturday "4-H of the Air" show, which, Burt says "makes it possible to reach people who can't listen during the week." Burt now does 6 shows a week and the home agent one--usually direct from the office.

Ruth Spidahl (Grant) averages over 30 programs a month and Howard Balk (Big Stone) does a daily 5-minute show and a 15-minute one on Saturday. Howard finds radio very helpful in presenting information as well as announcing meetings.

Don Petman and Ellen Ayotte (Koochiching) do 3 and 5 programs, respectively, each week.

Experiment Station Field Days provide opportunities for radio and TV programs.

--Ray Wolf

Publications and Direct Mail

NEW PUBLICATIONS

Adult Programming for City and Country. Lists July-September programs on Highlights in Homemaking, University Farm Hour, Town and Country, Landscape Ideas, and Around the Home. 10-page railroad fold. Available early July.

Her Wardrobe. Ext. F. 224. Athelene Scheid. Gives details on how to plan and build your wardrobe for your greatest satisfaction. 8-page railroad fold. Available early July.

Seventieth Annual Report of the Agricultural Experiment Station. Lists faculty and publications of the Station for the fiscal year July 1, 1962--June 30, 1963. 48 pages. Available mid-July.

Feeder Pig Production Guide. Ext. F. 223. I. T. Omtvedt et al. Covers breeding management, feeding and management, farrowing and baby pig management, feeding during lactation, feeding the baby pig, selection of breeding stock, crossbreeding; has many simple tables of rations. Six-page 8½ x 11 folder; job has been okayed and should be delivered by mid-July but this time of year printing schedules are even more unpredictable than usual. So don't order till you receive notification copies.

REVISED PUBLICATIONS

Evergreens. Ext. Bull. 255. C. G. Hard, M. E. Smith, J. A. Lofgren, and H. G. Johnson. Contains brief descriptions of the many evergreens suitable for Minnesota plus cultural practices. 32 pages. Available mid-July

Oak Wilt and its Control. Plant Path. Fact Sheet No. 5. Herbert G. Johnson, and David W. French. Explains how the disease is caused and how it spreads and gives recommendations for control. Now available.

Recognition and Control of Scale Insects on Trees and Shrubs. Ext. F. 207. A. C. Hodson and J. A. Lofgren. Describes the various scale insects and tells how to control them. Eight-page railroad fold. Now available.

REPRINTS

Insecticides and their uses in Minnesota. Ext. Bull 263. J. A. Lofgren and L. K. Cutkomp.

Ropework. Ext. Bull. 192. J. Grant Dent.

Barbecuing Poultry for Large Groups. Ext. F. 221. Robert W. Berg and Milo H. Swanson.

REGIONAL PUBLICATIONS

Use of Farm Resources As Conditioned by Tenure Arrangements. North Central Regional Research Publication 151. Virgil L. Hurlburt (Nebraska) 40 pages. This study sought answers to the following questions: How do tenure arrangements affect organization and use of resources within farm firms? Do lease terms and arrangements affect quantities and kinds of inputs? Does the tenant and landlord each receive full earnings of the resources he contributes to the farm business? Which of the strictly tenure-oriented characteristics of farms, as contrasted with the general economic problems of all farms, help to explain differences between and within owner-operated, crop-share cash tenant-operated, and livestock-share tenant-operated farms? Single copies only.

--Harlan Stoehr
Shelly Elliott