3.

Reaching People *with information...*

press
publications
radio
television
visual aids

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AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

June 24, 1974

Please read, check, and circulate

Extension Agent	
Extension Home Economist	
Assoc./Ass't. Extension Agent	
Other_____	
Secretary for Filing	

PROJECT II LEADERSHIP TO CHANGE--After 26 years as program director, communications and educational aids, and head, Department of Information and Agricultural Journalism, I've resigned my position to become professor and extension communications specialist, effective June 30.

This position has included leadership and coordination of all printed material, current information, visual aids, TV, radio, and teaching and training for the unit.

Eldon Fredericks (Fred), who has so capably served as bulletin editor for 7 years, has been named acting program director and head. Later the regular search procedure will be followed for a successor.

To all county extension agents and state staff, I wish to express my thanks for your support and cooperation over the years. It's been great working with you both as students in college and as colleagues. I'll continue to work just as closely with you in a different capacity--as a consultant, a trainer, a teacher in communications skills. Perhaps there will be even more time to help you in any professional development plans or problems you may have in the broad communications field. --Harold B. Swanson

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WHY REACHING PEOPLE? --It's appropriate, as I leave the position of leadership which includes this monthly newsletter (over 25 years without a missed issue) to review why we issue it. I see four major objectives:

1. To keep agents and others aware of what teaching material is forthcoming. This was done especially through the Visual Aids Tip Sheet and the Bulletin Board (now Publications and Direct Mail). This is an information flow function.

2. To share ideas that will improve the communications of all of our teaching staff (county and state). This is really a teaching objective.

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3. To inspire our readers to make better use of mass media and teaching aids in their programs, to become better communicators and teachers.

4. To help or force ourselves (Project II and Department of Information and Agricultural Journalism) to up-date. I've often said that the best way to learn is to teach. Reaching People forces us to keep up-to-date and alert to new developments. If we don't, Reaching People will not be useful.
--Harold B. Swanson

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RADIO TOPICS FOR JULY--The topics discussed on "Scope: The Extension Hour" 12:30 p.m. on KUOM-770 by University specialists may be helpful in your radio planning or listening. The July topics include: perennial borders, landscape ideas, meat cookery, use of household humidifiers, irrigating corn, Dutch Elm and Oak Wilt Disease, dairy judging, warm weather poultry production, bovine leukemia, weed control, and, of course, farm safety.

National Farm Safety Week is July 25-31. The theme is, "The ABC's of Avoiding Falls--Alertness, Balance, And Care." It's a good time also to stress safety with farm machinery, power mowers, fire, boating, swimming, ag-chemicals, livestock, and highway safety.

The printed schedule for Scope and Highlights in Homemaking (with Janet Macy) for July, August, and September should reach you soon. It may contain other ideas for radio (or TV) programs. Extra copies of the schedule (if you want them) are available from the Bulletin Room, University of Minnesota, St. Paul, Minnesota 55108. --Ray Wolf

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HOME ECONOMICS TAPES--Part II--June 15, 1974

"BBQ Poultry," Mel Hamre, extension specialist, poultry; "Freezing," Shirley Munson, assistant professor, Horticultural Science; "Handling Meat," Richard Epley, extension specialist, meats; "Canning Acid Foods," Isabel Wolf, extension specialist, foods and nutrition; "Teenagers Become Parents," Barbara Beatt, assistant extension specialist, family life, 4-H youth development.

Part I--July 1, 1974

"Food Labeling Proposals," Blanche Erkel, consumer affairs officer, Food and Drug Administration; "Canning Low Acid Foods," Isabel Wolf; "Recycle Clothing," Lois Ingels, extension specialist, clothing; "Selecting Quality Day Care," Barbara Beatt; "Buying A House--Hedge Against Inflation?" Bill Angell, extension specialist, housing. --Janet Macy

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MINNESOTA SCIENCE MAILING LISTS were sent to those counties that have elected to have the publication mailed directly from the University to individuals in the county. Please make needed corrections to your mailing list and return it as soon as possible. --Eldon Fredericks

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CHANGES IN AG JOURNALISM--Harold Swanson, as you read earlier, has decided to resign his administrative duties as head of the Department of Information and Agricultural Journalism and as program director of Extension Communications and Educational Aids. Eldon Fredericks, publication editor, has been appointed acting head and acting program director. During this period, Mary Kay O'Hearn will take over most of the publication responsibilities. Kathy Wolter will return to work part-time in publications.

With the retirement of Gerald McKay, Donald Breneman, photographer, and Al Balmer, artist, will share the supervision of the visual aids section of the department until a visual aids specialist is found.

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PACKET TIMELINESS--If some of you think the material you receive in the weekly news packet could be more timely, you'll probably find that we agree with you. It's tough for us to know what story is hot in different parts of the state in any one week. One possible remedy: phone calls from our office to representative agents in the state just before we prepare the weekly packet material. Some of you in the radio course at the recent May Conference were interested in this. How about the rest of you? Let's hear from you. --Jack Sperbeck

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HAVE YOU READ? --The story "Real Amigo" found in the Idea Corner of the spring 1974 issue of Journal of Extension is good reading for all who work with disadvantaged persons. It tells how a program assistant in the Indiana Expanded Food and Nutrition Education Program worked with migrant families. In conclusion, the article states: "As they moved they took with them:

1. The memory of Irene Timberlake who befriended them in their armed camp surrounded by a community of dissenting citizens.

2. Renewed vitality resulting from learning more about the American diet.

3. Increased knowledge about adjusting to living conditions in the American way of life.

4. Improved skills in interpersonal, social, and cultural relationships.

5. Pride in their own social heritage.

6. An ability to live in dignity in a land foreign to their birth."

--Lee Nelson

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Publications and Direct Mail

NEW PUBLICATIONS

June 1974

Minnesota Agricultural Economist. No. 557, July 1974. Two articles discuss the increasing amounts of U.S. exports to Japan, Korea, and Taiwan and how country elevator prices are determined for corn and soybeans. 8 pages. Available mid-July.

Minnesota Science. Vol. 30, No. 2. Includes articles on using manure as a mulch to control runoff, refeeding of manure to beef cattle, and a story of new "exotic" beef breeds. 16 pages. Available.

Fitting and Showing Dairy Cattle. Dairy Husbandry Fact Sheet 13. M. F. Hutjens. Pointers for the successful exhibitors including tips on clipping, trimming hooves, washing, showing and leading and what to anticipate before the show. 2 pages. Available.

Currants and Gooseberries for the Home Fruit Garden. Horticulture Fact Sheet 39. Leonard B. Hertz. Explains the best varieties and growing methods for Minnesota. Pictures two varieties. 2 pages. Available.

Control Thatch in the Home Lawn. Horticulture Fact Sheet 40. Donald Steinegger. Tells how to determine if you have thatch and how to control the problem. 2 pages. Available.

Blueberries for the Home Fruit Garden. Horticulture Fact Sheet 41. Leonard B. Hertz. Tells the proper temperatures and types of land for good blueberry culture. Notes bush pruning methods. 2 pages. Available.

REVISED PUBLICATIONS

Soil Absorption Sewage Disposal Systems for Resorts. Extension Folder 290. Roger E. Machmeier. Discusses and gives criteria for resort sewage systems meeting requirements of the Shorelands Standards Act. 4 pages. Available mid-July.

Sowbugs, Millipedes, and Centipedes in the Home. Entomology Fact Sheet 38. L. K. Cutkomp and D. M. Noetzel. Suggests control measures, notes habits and pictures the three arthropods. 2 pages. Available.

Stalk Rot and Lodging of Corn. Plant Pathology Fact Sheet 3. Herbert G. Johnson. Describes how to reduce losses which cause an annual loss of 5-10 percent of a crop--19-38 million bushels of grain. 2 pages. Available.

Rose Diseases. Plant Pathology Fact Sheet 22. Ward C. Stienstra. Describes black spot, powdery mildew and Botrytis Blight symptoms, disease cycle, and control with fungicide applications. 2 pages. Available.

Fertilizing the Home Lawn and Landscape Materials. Soils Fact Sheet 7. L. D. Hanson, C. G. Hard, and C. J. Overdahl. Gives fertilizer grades and rates for lawns, flowers, and trees. 2 pages. Available.

REPRINTED PUBLICATIONS

Home Insulation and Heat Loss. Agricultural Engineering Fact Sheet 18. Donald Bates and Harold Cloud.

Emergency Crops. Agronomy Fact Sheet 7. J. R. Justin and H. J. Otto.

Fresh Meat Color Changes. Animal Science Fact Sheet 19. R. J. Epley.

Milk Replacers in Raising Dairy Calves. Dairy Husbandry Fact Sheet 10. R. D. Appleman.

Crickets in the House. Entomology Fact Sheet 26. David M. Noetzel and Laurence K. Cutkomp.

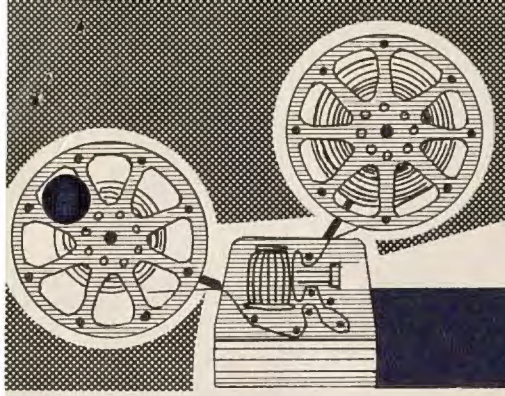
Preserving Fish. Food Science and Nutrition Fact Sheet 22. Isabel D. Wolf.

Culture of Iris. Horticulture Fact Sheet 26. Leon C. Snyder.

Noninfectious Diseases of Trees. Plant Pathology Fact Sheet 12. Ward C. Stienstra.

Selecting Broiler Breeders; Giving Production Reasons. Poultry Fact Sheet 31. Melvin L. Hamre.

Care of House Plants. Extension Bulletin 274. Richard Widmer.



visual aids TIP SHEET

Minnesota Agricultural Extension Service

June 1974

THANK YOU AND BEST WISHES

In September, 1945, I greeted you through the first item in "The Visual Aids Tip Sheet" and said "we'd like to get acquainted." Our acquaintance has meant a lot to me these past 29 years. This is likely the last official item I'll write in the "Tip Sheet" since I will be retiring at the end of June. Through the cooperation of our departmental staff, we have been in touch with you every month since that first issue of the "Tip Sheet."

The years have gone by like a fast express. They have been filled with excitement, challenging assignments, and many opportunities to discuss your audio visual questions and help you solve some of the related problems. Hopefully, the work we have done together has made your teaching more effective, helped you reach more people who understood you better and remembered longer than they otherwise might have.

You have been an inspiration to me professionally, and through our contacts, I have developed a high regard for the work you are doing in each office and classroom. I doubt if the average layman realizes the impact you have in your community.

We have seen many changes in teaching methods and materials over the years. These have come about largely because you have shown that you will adapt your ways of doing things to new technology and are always alert and willing to try new ideas. Your eagerness and continued interest in improving your effectiveness has made my job most satisfying. I have enjoyed it immensely.

The education field continues to grow in many ways as it has for the past 29 years. Technological changes are coming even faster than ever. As we go down the road ahead, I'm sure you will continue to be alert to new ideas and technology which will make you more effective teachers. Whoever fills the position I'm leaving will have a challenging assignment of working with a top quality, responsive and appreciative audience.

Thank you for the privilege of being a member of your team, and best wishes in the important work you are doing for the people of our state.

Gerald R. McKay

. . . . . Gerald R. McKay

NEW FILMS IN AGRICULTURAL EXTENSION LIBRARY

BURNING ISSUES--14 min., Color, USDA. (TV--$3.00) The provocative story of a magazine writer covering a major forest fire in the South. His angle. . .to make his public understand just how important their forests are, and why they must be saved. Many dramatic fires and firefighting scenes. A highly effective film produced with the cooperation of the Southern States Forestry Departments. 1962

JUST LIKE A CAR--11 min., Color, Film Loops, Inc. (TV--$3.50) A very well done film that explains why you have to be a defensive bike rider, and all the similarities there are to driving a car and riding a bike. 1974

THE PUBLIC WILL--20 min., Color, Oxford Films, Inc. (TV--$4.50) This film presents a very good view of city government attitudes and changes needed to meet the complex needs of all the people in a city. Best suited to older teens and adult audiences. 1974

NEW SLIDE SETS ADDED TO LIBRARY

#909 DECISION MAKING--46 slides, Color, df., University of Illinois (recommended by Mary Fran Lamison). This slide set presents 10 steps in the decision making process. It is especially designed for 13-18 year olds. 1974

#931 RECYCLE YOUR WAY TO A NEW FAMILY WARDROBE--17 slides, Color, df., Iowa State University (recommended by Lois Ingels). Instead of throwing away children's out of date or outgrown clothing, recycle it. The slide set gives ideas for doing simple restyling of children's clothing to help stretch the clothing dollar. 1973.

#928 FUEL FOR FOOD--94 slides, Color, df., USDA. An explanation of why the fuel needs of the farmer are so critical and so important to the entire American population. 1974

#929 UNDERSTANDING THE AGING--80 slides, Color, df., University of Minnesota (Sue Meyers). A very sensitive slide presentation that gives the viewer some real insights into problems people have as they grow older. 1974

#930 RECYCLE YOUR WARDROBE--45 slides, Color, df., Iowa State University (recommended by Lois Ingels). Out of date sweaters and jumpers can be converted into smart looking outfits with some imagination and a little time. This slide set suggests places to find ideas for recycling garments and gives tips for doing the sewing to avoid problems. The garments illustrate updating of women's clothing. 1973

NEW FILMSTRIP ADDED TO VISUAL AIDS LIBRARY

F-34 A DOING AND A BECOMING--96 frames--single frame--Minnesota Home Economics Association (recommended by Margueriete Green). This is a career information filmstrip seeking to interest secondary school students and college freshmen in investigating the limitless possibilities in Home Economics degree programs. 1974

CAMERA NOTES--Don Breneman

Eastman Kodak is replacing Kodachrome X, (ASA 64), and Kodachrome II, (ASA 25), with two new films called Kodachrome 64 (ASA 64), and Kodachrome 25, (ASA 25). Kodak claims both new films offer significant improvements in sharpness, contrast, and color quality over the older films.

We have obtained some of the Kodachrome 64 and are very pleased with the results, especially the slightly lower contrast.

The new films require a different development process and commercial processors are now converting to this new chemistry. You will still be able to have Kodachrome II and X processed for about a year, but plan to use up all that you have on hand within that time.

. . . . . .Gerald R. McKay and Karen Annexstad