



Photo by Dave Bentz

Backyard Farmer panelists answer viewers' questions about their flora and fauna from the KUON-TV studios.

Farming show's popularity sprouts a spin-off program

By Chuck Jagoda

What television series has been broadcast longer than *Today*, *The Tonight Show*, and *Captain Kangaroo*?

Longer even than its own network? It's *Backyard Farmer* — the NU Cooperative Extension Service's live lawn and garden show.

Thirty years ago this season, agricultural experts began answering viewers' questions about everything from aphids to artichokes.

The show premiered on commercial television and two years later, when KUON-TV began operations, its folksy, phone-in format was moved to the new educational channel.

The program's longevity is something of a record in a medium where programs are lucky to last a single season. None of the national networks' prime time series have been on the air as long as this popular Tuesday night show.

It's not expensive stars or exotic locations or topical comedy that keeps the viewers tuned in. What's so interesting about watching a panel of agricultural experts answer homeowner questions? Bob Roselle, extension entomologist and a member of the panel from its first broadcast in 1952 attributes the show's appeal to three factors: "It's locally produced, audience participation has continued to grow, and the timeliness of the concerns. It deals with the problems that people have at that time."

Roselle and John Furrer, extension entomologist and

28-year veteran of *Backyard Farmer*, enjoy their co-workers and the satisfaction of helping people. As Furrer explains it, "We've gotten such terrific cooperation from everyone — the volunteers and garden center people who answer the phones. We (the panelists) do it as part of our jobs. And you make so many friends across the state. You go into any small town and you're recognized. That's why we do it: recognition and service."

Other panel members are Dave Wysong, extension plant pathologist, Don Steinegger, extension horticulturist and host Craig Derscheid, a mass communications specialist at the NU Department of Agricultural Communications. Derscheid comes to Lincoln from South Dakota where he's done everything in television and radio from sports anchor to news reporter, on educational and commercial television. *Backyard Farmer* is Derscheid's first host assignment but he said he's not worried. "The focus of the show is the panel members," he said. "And the panel members are very knowledgeable." Derscheid credits their expertise in handling the 200 or more phone calls that come in on a typical Tuesday night.

The show is so popular — in this year's Nebraska Public Television member survey it ranked third locally and ninth nationally in a list of 80 programs — that it has spawned a spin-off. *Backyard Farmer RFD*, pre-re-

corded an hour before the live show, invites viewers to send in samples of their problems — a diseased tree branch is a typical specimen. The panelists display the sample to the audience and answer the associated question.

This year's plans include some live audience programs and more pre-produced "how-to" and "when-to" segments on a wide variety of horticultural subjects, according to Jim Randall, extension communications specialist and producer of the series.

DOUGLAS 3
 5:15-7:30-9:45
BEST PICTURE
 CHARIOTS OF FIRE
 PG

5:25-7:35-9:45
WHO'LL DO IT? DEATH TRAP PG

5:20-7:25-9:30
 Neil Simon's **I OUGHT TO BE IN PICTURES** PG



THE CYCLE WORKS

FEATURING
UNIVEGA BICYCLES

We have an experienced bicycle service department.

**27th & VINE
 475-BIKE**



HEAR YE HEAR YE

Chicano, Native American, & Black Students

The University Program Council Culture Center are looking for you to fill positions in the Culture Center.

The Positions are:

- Chicano Special Events**
- Native American Special Events**
- Black Entertainment/Travel**
- Chicano Entertainment/Travel**
- Native American Entertainment/Travel**

Interviews will be held

Thursday, April 29, 1982

To apply see anyone at the CAP office and set up an appointment.

Or Call

472-2455

LOOKING FOR A JOB?

The Navy would like to talk with any **1982 GRADUATING SENIORS/ PG STUDENTS** interested in using his degree in the field of Nuclear Engineering or Engineering Management.

- Requirements:
- a. BA/BS in Physics or any Engineering degree
 - b. GPA - 2.7 and up
 - c. 26 years old or younger

Salary: \$22,000 first year,
 \$32,000 to \$40,000 after 4 years

Benefits: Health/dental care, no retirement fund, low cost life insurance, post-graduate education, much more.

Call: **1-800-642-8828**

or

stop by the Placement Office on the 28th/29th of April

and talk with a Navy Representative

ROFFLER
 FAMILY HAIR CENTER

Need a hairstyle?

Look your best with a visit to a newly redecorated and remodeled El Toro family hair center. 10 stylists waiting to serve you with professional care and Roffler Hair care products.

13th & P St.
 Lower Level
 Douglas III
 Building

El Toro

Phone For
 Appointment
 477-9555 or
 477-5221