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FACT SHEET

# HOW TO PREPARE A FACT SHEET



MAXINE A. LARSON

The Extension Service issues several publication series: bulletins, folders, pamphlets, 4-H Club bulletins, special series, and fact sheets. All except fact sheets need authorization by the Extension Bulletin Committee. However, the Information Service does edit and approve all fact sheets.

Fact sheets are 1 page, front and back, $8\frac{1}{2}$ x 11-inch multilithed publications. They were started as an experiment to give a quick, short means of getting out information. They've been extremely successful. At present, 12 subject matter areas are represented in over 100 titles.

Fact sheets are classified by subject--Entomology, Home Economics, etc. The Extension specialist decides what goes into the series with which he is connected. However, authors may come from any unit of the Institute or, in special cases, from other Universities and the U.S. Department of Agriculture.

## ADVANTAGES

The use of fact sheets offers you several distinct advantages:

*They are faster and more economical to print than a folder or bulletin. Printing costs are about 1 cent a copy and less than $\frac{1}{2}$ cent for a reprint. Editions run to 5,000 copies.

*They have more prestige than a mimeographed publication.

*They can be used to answer a letter.

*They are a good means of presenting subject matter to a small, specific audience.

*They can cover a limited aspect of a subject.

*They allow you to use photos or detailed artwork. This isn't possible in mimeographed work.

*They can include any copy that can be reproduced--the printed page, artwork, or photographs.

*They don't have to be permanent material and they can be revised easily and economically.

*They can be a stepping stone to a more permanent publication. You can determine need and popularity of the subject.

*They can be reprinted automatically when supply gets low. Every summer each author is asked to reexamine his fact sheets and determine if they should be (1) automatically reprinted for another year, (2) revised, or (3) withdrawn from circulation.

## DISADVANTAGES

Of course, there are disadvantages to using fact sheets:

*They don't carry as much prestige as a printe folder or bulletin. Prestige is often important to the acceptance of your messages.

*They are not as attractive as a printed publication.

*They are not as permanent as a printed publication.

*They cannot go into as much detail as longer publications.

*They are sometimes not written and organized as carefully as larger publications.

## PROCEDURE

1. Check with the Information Service on the title and the general area of your fact sheet.

2. Prepare a simple (brief) outline of your topic. List the pictures and photos you'll use.

3. Write your fact sheet! Write it as you would talk it. Stick to short sentences and paragraphs. See Information Service Series Nos. 3, 22, and 23.



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4. Check your material with your colleagues before--not after-- it is printed.

5. Have your material typed 48 characters wide. Then count the number of lines. The maximum number of lines you can have is 245. From this total, deduct:

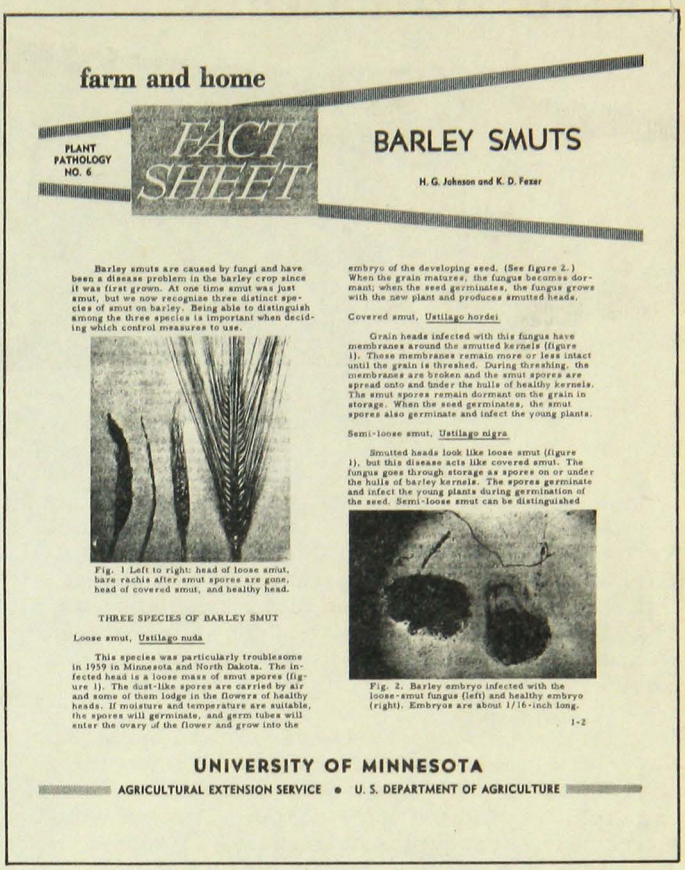
*Lines for artwork and the space around artwork. Figure on six lines of type for each vertical inch.

*One line between each paragraph.

*Three lines of space around each subhead.

6. Check and edit your copy. See if there is anything you can say more briefly. Then, it's ready (almost) for publication.

7. Now, it's ready for you to bring to the Information Service.



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PLANT PATHOLOGY NO. 6

FACT SHEET

BARLEY SMUTS

H. G. Johnson and K. D. Fezer

Barley smuts are caused by fungi and have been a disease problem in the barley crop since it was first grown. At one time smut was just smut, but we now recognize three distinct species of smut on barley. Being able to distinguish among the three species is important when deciding which control measures to use.

Fig. 1 Left to right: head of loose smut, bare rachis after smut spores are gone, head of covered smut, and healthy head.

THREE SPECIES OF BARLEY SMUT

Loose smut, Ustilago nuda

This species was particularly troublesome in 1959 in Minnesota and North Dakota. The infected head is a loose mass of smut spores (figure 1). The dust-like spores are carried by air and some of them lodge in the flowers of healthy heads. If moisture and temperature are suitable, the spores will germinate, and germ tubes will enter the ovary of the flower and grow into the embryo of the developing seed. (See figure 2.) When the grain matures, the fungus becomes dormant; when the seed germinates, the fungus grows with the new plant and produces smutted heads.

Covered smut, Ustilago hordei

Grain heads infected with this fungus have membranes around the smutted kernels (figure 1). These membranes remain more or less intact until the grain is threshed. During threshing, the membranes are broken and the smut spores are spread onto and under the hulls of healthy kernels. The smut spores remain dormant on the grain in storage. When the seed germinates, the smut spores also germinate and infect the young plants.

Semi-loose smut, Ustilago nigra

Smutted heads look like loose smut (figure 1), but this disease acts like covered smut. The fungus goes through storage as spores on or under the hulls of barley kernels. The spores germinate and infect the young plants during germination of the seed. Semi-loose smut can be distinguished

Fig. 2. Barley embryo infected with the loose-smut fungus (left) and healthy embryo (right). Embryos are about 1/16-inch long.

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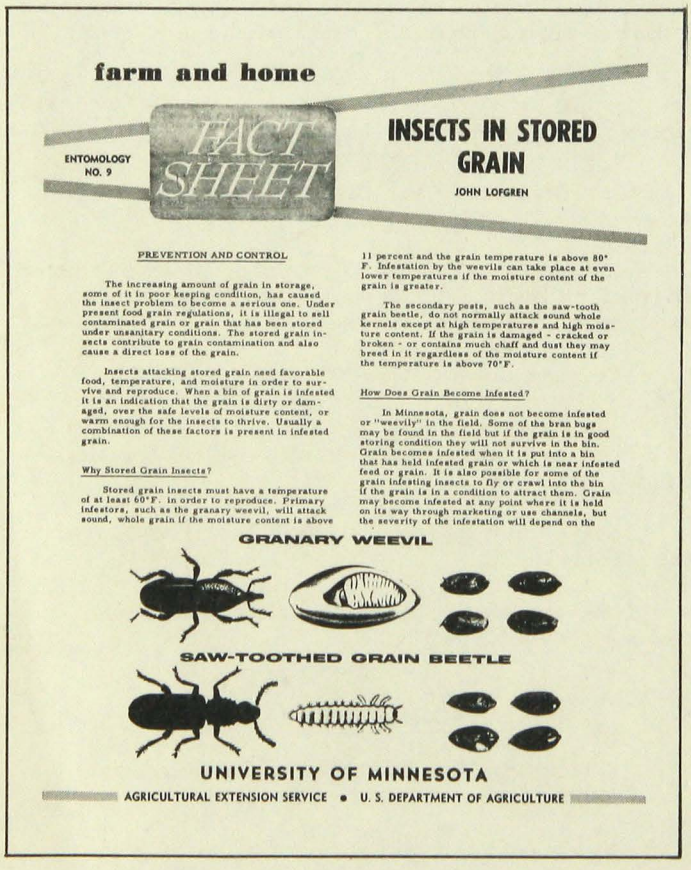

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ENTOMOLOGY NO. 9

FACT SHEET

INSECTS IN STORED GRAIN

JOHN LOFGREN

PREVENTION AND CONTROL

The increasing amount of grain in storage, some of it in poor keeping condition, has caused the insect problem to become a serious one. Under present food grain regulations, it is illegal to sell contaminated grain or grain that has been stored under unsanitary conditions. The stored grain insects contribute to grain contamination and also cause a direct loss of the grain.

Insects attacking stored grain need favorable food, temperature, and moisture in order to survive and reproduce. When a bin of grain is infested it is an indication that the grain is dirty or damaged, over the safe levels of moisture content, or warm enough for the insects to thrive. Usually a combination of these factors is present in infested grain.

Why Stored Grain Insects?

Stored grain insects must have a temperature of at least 60°F. in order to reproduce. Primary infestors, such as the granary weevil, will attack sound, whole grain if the moisture content is above 11 percent and the grain temperature is above 80° F. Infestation by the weevils can take place at even lower temperatures if the moisture content of the grain is greater.

The secondary pests, such as the saw-tooth grain beetle, do not normally attack sound whole kernels except at high temperatures and high moisture content. If the grain is damaged - cracked or broken - or contains much chaff and dust they may breed in it regardless of the moisture content if the temperature is above 70°F.

How Does Grain Become Infested?

In Minnesota, grain does not become infested or "weevily" in the field. Some of the bran bugs may be found in the field but if the grain is in good storing condition they will not survive in the bin. Grain becomes infested when it is put into a bin that has held infested grain or which is near infested feed or grain. It is also possible for some of the grain infesting insects to fly or crawl into the bin if the grain is in a condition to attract them. Grain may become infested at any point where it is held on its way through marketing or use channels, but the severity of the infestation will depend on the

GRANARY WEEVIL

SAW-TOOTHED GRAIN BEETLE

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BUT...

Allow at least 2 to 3 weeks to get a fact sheet out. Allow at least 3 weeks if you need artwork. During these 2 to 3 weeks, several steps have to be taken:

1. The copy must be edited and sometimes rewritten. At the same time, the artist must complete his work.

2. The author must check the editing and rewriting.

3. The typists have to recopy the manuscript in final form.

4. The Bulletin Room has to order negatives and plates from outside the University.

5. The Bulletin Room has to run the job.

You can see that a hitch anywhere along the way can well mean a delay.

But, the authors all agree that the rewards reaped from fact sheets are far greater than the time spent preparing them.

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Cooperative Extension work in Agriculture and Home Economics, University of Minnesota, Agricultural Extension Service and United States Department of Agriculture Cooperating, Skuli Rutford, Director. Published in furtherance of Agricultural Extension Acts of May 8 and June 30, 1914.

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