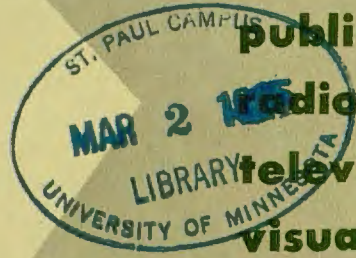


MN 2000 RPI 2/25/65

3

# Reaching People with information...



press  
publications  
radio  
television  
visual aids

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

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

### ACROSS THE EDITOR'S DESK

What do you see as your principal communications problem?

What are the main communications problems you feel face your colleagues and the clientele with whom you work?

We'll be asking these same questions, in a more formal way of all new staff participating in the "Communications Conference," March 22-26, here on the St. Paul Campus. So if you're in the group give it some thought, please.

Those of you who were in Extension work 5 years ago will remember, we hope, the communications conferences we held over a period of several years. Now we have brought them up to date and are offering them to those joining us recently.

Some of the topics we'll discuss are:

- \* Learning principles and communications
- \* Interpersonal communications
- \* Mass media and communications
- \* Organizing your speech
- \* Ceremonial speeches
- \* Group techniques
- \* More effective meetings
- \* Planning visuals
- \* Photography
- \* Radio programming, interviewing
- \* Television programming

(Now please turn to the Press Section).

February 25, 1965  
TO H. A.'S AND 4-H AGENTS

### Home Agents on the Air

Replies to the letter I sent to home agents recently indicate that 40 of you have radio programs for a total of more than 8 hours of air time each week. Most common program length is 5 minutes, though some of you have 10 to 14 minutes. Frequency ranges from once a month to every day. Seven home agents have daily shows.

Soon we hope to institute a plan of sending tapes to you once a month, since most of you indicated some interest in getting transcriptions at least for occasional use. More about that later.

### It's Penalty Mail

It seems that I misused the terms "frank" and "franking privilege" in my December column. After the tip sheet came out I was informed--and should have known--that members of Congress have the franking privilege; Extension personnel have the penalty mailing privilege. Instead of speaking of the "frank," we should talk about "indicia." So, to get our terminology straight, we--and you--use penalty mail, not franked mail.

### Ilene: Good Neighbor

Some of you may not know that the president of the Minnesota Association of Extension Home Economists (remember the new name?), Ilene Naley, was saluted as a Good Neighbor on WCCO on January 7. Congratulations!

### Radio Tip

Treat the microphone as you would a person's ear... not like a megaphone.

### Word Corner

Duplicity means deceit or deception; so don't use this word when you actually mean duplication, the process of doubling.

--Jo Nelson





## OFF THE PRESS

Are there any budding young journalists, especially interested in agriculture, agri-industry, or specialized journalism among your

club members and others? We'll be glad to review the field with them when they're on campus, or send them pertinent information.

\* \* \* \*

As you wind up your annual reports don't overlook the opportunity to report to the public. Your report can be a newsworthy story for your local paper or a good subject for your radio program or a visual presentation for important board meetings and other events.

\* \* \* \*

Your University Reports and You and Your University, columns by Kittson County's Samuel Bigger and Glenice Rugland, caught my eye while I was judging the Minnesota Newspaper Association annual competition recently. Here's an intriguing way to call attention to the agent's connection with the University.

\* \* \* \*

Advancer of progress could be another name for county extension workers to go along with such terms as educator, change agent, etc. Years ago Glenn Frank, one-time president of the University of Wisconsin, said, "The future of America is in the hands of two men--the investigator and the interpreter. . . . The practical value of every social invention or material discovery depends on how it will be interpreted to the masses. The investigator advances knowledge--the interpreter advances progress."

\* \* \* \*

F. L. Ballard's article "Public Relations in Extension" in the Winter '64 issue of your Journal of Cooperative Extension advances many ideas for thought. Here are a couple:

"Effective programming under the leadership of competent personnel becomes the basis for meaningful public relations.

"Public relations is a partnership between Extension and the publics with which it functions.

"Good public relations is not a goal but a pathway."

--Harold B. Swanson



## ACROSS THE MIKE

TV penetration has climbed to 93 percent of the nation's households. Color sets are increasing rapidly and now make up nearly 10 percent of total.

In Minnesota, Anoka leads the counties in percentage of TV homes--namely 98 percent; Most counties are in the upper 80's--lower 90's with the lowest one at 57 percent of households. A total of 970,000 Minnesota homes have TV--many with two or more sets. Moral: Use TV to reach people not otherwise served. Note: Our information office increased TV programming 90 percent in 1964 over 1963.

### Be "Reel" Safe

Don't use recording reels with cracked or broken edges. Buy new empty reels or, if the tape is old and spliced, buy new reels of tape. Broken reels cut tape edges and can slice fingers. Three-, five-, and seven-inch empty or full reels are available from our audio-visual department. If you wish, place your order through me and I'll have your county billed.

"Radio-active counties" are increasing. Tim Main (N. St. Louis) just added a 15-minute Saturday program to his schedule. The county continues its 10-minute 4-H program that Mabel Smilanich has been doing and two Monday 10-minute programs--one at Virginia and one at Eveleth.

Who else has increased radio (or TV) programming during the past year?

Howard Balk (Big Stone) who retired December 30, kept active in radio right to the end. He did a daily 5-minute show at 7:30 a.m. and a 15-minute program at 1 p.m. each Saturday. Good luck, Howard, and many happy hours listening to radio.

Radio Topics for spring include: 4-H radio speaking contest, winter show at Crookston, annual wool growers' meeting at Lancaster, ag short courses, seed treating, care of baby pigs, planning the vegetable garden, landscaping, career opportunities, tourist opportunities, making maple syrup, good food buys, all kinds of consumer information and you can think of a dozen more!

--Ray Wolf



## Publications and Direct Mail

### NEW PUBLICATIONS

Your Furniture Selection Series: Before You Buy. Ext. Bull. 317. Adapted by Myra Zabel. 4 pages. Available.

Your Furniture Selection Series: Upholstered Furniture. Ext. Bull. 318. Adapted by Myra Zabel. 8 pages. Available.

Your Furniture Selection Series: Wood Furniture. Ext. Bull. 319. Adapted by Myra Zabel. 8 pages. Available.

Malting Barley Grade Factors. Ext. F. 230. C. M. Christensen, Harold C. Pederson, John A. Lofgren, and H. W. Herbison, extension agricultural economist, marketing, University of North Dakota. Includes color reproductions of sound and damaged kernels. 4 pages. Do not order until you receive notification copies.

Spring Wheat Grade Factors. Ext. F. 231. C. M. Christensen, Harold C. Pederson, John A. Lofgren, and H. W. Herbison, extension agricultural economist, marketing, University of North Dakota. Includes color reproductions of sound and damaged kernels. Do not order until you receive notification copies.

Anoka, a New Potato Variety. Misc. Rept. 59. Orrin C. Turnquist and Florian I. Lauer. Describes this new potato introduced by the University in cooperation with USDA. 2 pages. Available.

Principles of Learning... Make Communications Effective in Adult Education. Communications Bulletin No. 25. Harold Swanson. Summarizes some learning and communications principles that can help make adult education work effective. 4 pages. Available early March.

Tree Injuries Caused by Nonliving Agents. Plant Pathology Fact Sheet No. 12. Herbert G. Johnson and James D. Froyd. Describes some common tree injuries in Minnesota resulting from unfavorable weather and other nonliving or inanimate agents. Available late February.

Sorghum-Sudangrass Hybrids. Agron. Fact Sheet No. 15. A. R. Schmid and J. R. Justin. Reprint from winter issue of Minnesota Feed Service.

### REVISED PUBLICATIONS

Garden Information. Ext. P. 207. C. Gustav Hard, Orrin C. Turnquist, John A. Lofgren, and Herbert G. Johnson. Outlines two methods for winter protection of roses. Contains additional information on garden and lawn problems. 24" x 25" broadside. Available mid-March.

1965 Vegetable Varieties. Ext. F. 154. Orrin C. Turnquist. Summarizes information concerning vegetable varieties tested in Minnesota in 1964. Available mid-March.

Armyworms. Entomology Fact Sheet No. 12. John Lofgren. Tells what they are, where they live, and how to control them. Discard all old copies; chemical recommendations are changed. Available early March.

Controlling Corn Rootworms. Entomology Fact Sheet No. 14. John Lofgren. Describes the northern and western corn rootworms; lists various control methods. Discard all old copies; chemical recommendations are changed. Available late February.

REPRINTED PUBLICATIONS

Improving Swine Through Breeding.  
Ext. Bull 306. I. T. Omtvedt, R. L.  
Arthaud, and R. E. Jacobs.

Woody Plants for Minnesota. Ext.  
Bull. 267. C. Gustav Hard and Marvin  
E. Smith.

Feeder Pig Production Guide. Ext.  
F. 223, I. T. Omtvedt, et. al.

The Home Lawn. Ext. F. 165.  
Donald White.

Items in press include four new 4-H  
gardening bulletins (lawn, flower, vege-  
table, and indoor); they'll be coming out  
beginning in March.

Matt Metz says he found several Mis-  
cellaneous Report 24's with pages 5 to 12  
missing; the report is assembled from 2  
printed sheets through an automatic folder,  
gatherer, stitcher, and trimmer. The  
missing pages amount to 1 sheet and indi-  
cate that something went wrong for a sec-  
ond or two and a few booklets got through.  
You might check a few random copies of  
your supply--we'll replace any that are  
defective.

During 1965 you'll see more and more  
extension service and experiment station  
publications issued in 8½ x 11 format.  
They're generally more economical in  
terms of both time and production costs.

--Harlan Stoehr  
Shelly Elliott