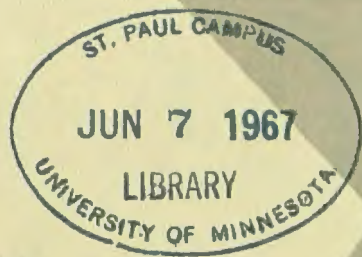


MN2000 RPI 5/3/67



Reaching People

with information...

press
publications
radio
television
visual aids

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

2

1

4

May 31, 1967

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

ARE YOU A PIONEER OR A LOSER? -- We don't think there are many, if any, of the latter in Extension work, but we thought you'd like to hear about the classification. The classification was worked out by Arden Burbidge, Park Ridge North Dakota farmer, who spoke at the Minneapolis Farm Forum this past winter. Note how close his categories are to those developed by rural sociologists and other behavioral scientists. Burbidge's four groups of farmers are:

1. The pioneers--a rather small group, with dedication and ability and vision, who pioneer practices which are forerunners of change.
2. The adaptors--those 15 percent of the farmers who sell two-thirds of food and fiber. They are analytical, positive, realistic. They move with audacity. They watch the pioneers and exploit the practices which are proven.
3. The imitators--perhaps the largest group. They move with less vigor and ability. They realize that change is an economic necessity but don't welcome change for itself.
4. The losers--this is a pathetic group. They are the farmers that don't know that anything is going on. They have failed to become students of either the present or the future.

Burbidge went on to say that "The successful groups don't talk the same language as the less successful ones, and there will probably never be a unified voice for agriculture. It is difficult for the confident to communicate with the anxious, and there is a great gulf between those with a positive approach and those with a negative approach." --Harold B. Swanson

JUNE TAPES FOR HOME AGENTS -- Appropriately we'll be featuring June Dairy Month in three of the short tapes, but we have added a fourth short interview with Cliff Halsey on tornado warnings. Verna Mikesh, extension nutritionist, discusses styles of milk (3:35), selecting cheese (3:20), and suggests a cheese-tasting party (2:50). Cliff Halsey, civil defense agent, tells what to do during a tornado watch or alert (3:30). Remember, this is tornado season.

Since some of you have asked for material on career opportunities in home economics, the long tape (8:30) is an interview with Marcia Kendall, counselor and instructor in home economics, on the variety of careers for which one can train in home economics. You might alert some of your high school girl graduates to listen to this one. It should be timely used shortly after high school graduation. --Jo Nelson

* * * *

NOT NEWS, BUT MINNESOTA SCIENCE MAILING SNAFUED -- We tried to rush along the special issue of Minnesota Science directly from the printers to you, skipping our Bulletin Room. The plan did speed up mailing, but many of you did receive collect express bills. This was contrary to our directions. We're sorry that this occurred. You may bill the Department of Information and Agricultural Journalism for the amount if you need to and if you think the billing amount is worth the paper work. Sorry about that! --Harold B. Swanson

* * * *

NOTE TO NEW AGENTS -- If you wish to be on the list to receive the short or long tapes regularly, or if you want a specific tape, just let me know. You're welcome to "join the club" anytime. Also--if you have ideas for subjects you'd like discussed, I'd appreciate suggestions. --Jo Nelson

* * * *

COUNTY RADIO PROGRAMS -- IMPORTANT EXTENSION TOOL -- Last month, I reported the number of radio programs of the high ranking counties. What I reported was true (naturally!) based on the reports that were in. I was reminded, however, that Rule Number 11 on Monthly Reports says that every piece of material (including news releases) given a radio station counts as a broadcast. So, my figures meant different things to different people, but my intent was to report actual broadcasts--taped or live.

Benton County, while admitting they had a late report, should get credit for an outstanding radio month in March. The ag agent did 49 programs and the home agent 12 for a total of 61 real programs. This is far more than any I reported last month. Congratulations and may I hear from other counties that do many programs in addition to sending printed material to stations. At the new agent conference, we found that 95 percent of them were doing some radio. A few of the new agents had daily shows. --Ray Wolf

* * * *

GATHERING COLUMN MATERIAL -- One of the main difficulties facing anyone who has committed himself to a regular newspaper column is finding enough good material to write about. Planning ahead is one of the best ways to overcome this difficulty. Here are some other suggestions that may help:

1. Get the other people in your office into the habit of supplying tips or ideas. They may be involved in events or activities or aware of problems or situations that could make good and useful copy for your column.
2. Prepare a file folder so you can toss in ideas, clippings, and news releases that may be useful sometime in the future.
3. Get into the habit of carrying and using a pocket notebook to jot down names, figures, questions asked, and observations. Don't rely on your memory alone.
4. Learn to skim through magazines and bulletins for ideas you can use now or later. Then add these ideas to your file. --Vern Keel

* * * *

ESPECIALLY FOR THE LADIES* -- TV -- Personal appearance on TV is important. Let the focus be on you, not on your clothes. Your clothing should be pleasing, never distracting. Here are some tips, based on the latest techniques, to help you look your best whether you're appearing on a program in color or in black and white.

Dresses: Wear a simple tailored dress or suit and blouse, free of fancy frills. Solid pastels, if not too light, produce the most attractive picture. Avoid white or very light colors (which make the face appear too dark in color, and tend to "halo" in black and white). Also avoid black, navy blue, or royal blue (which all look black to the color camera and lose detail). Garish patterns and stripes should be avoided since they appear "busy."

Hats: small hats may be worn if they make you feel more comfortable. Avoid hats with wide brims since they create sharp face shadows from overhead lights.

Shoes: Wear dark colored shoes. White and light colored shoes make the feet look larger.

Gloves: Avoid pure white or black. Tan, ecru, oyster white, or pastels are best.

Jewelry: Avoid large and sparkling jewelry. Rhinestones and highly-polished gold and silver reflect studio lights and tend to "flare" or distort the picture. Pearls or dull-finished metals are recommended.

Make-up: You'll look your best in regular street make-up in natural tones. Lipstick should be a clear red, lightly applied. Eye shadow may be used sparingly. Natural tone powder should be applied to all exposed skin area. --*Source: NAB "So You're Going On TV." --Ray Wolf

* * * *

A CAUTION WITH NEW TAPE LABELS -- If you've received any of our tapes this month, you couldn't escape seeing the attractive, bright new labels on the tape boxes. PLEASE -- please -- don't ruin these labels by pasting or scotch-taping the green enclosure on the box you send to the radio station! If you want the green enclosure attached to the box, perhaps you could tape it to the back of the box with a small piece of masking tape. --Jo Nelson

* * * *

WORD CORNER: SHARPEN UP! -- Whether you're writing a news release or your column or talking on radio, get into the habit of using the strong active voice rather than the weak passive. We often fall into the habit of using the passive voice in giving directions, e. g., "a complete fertilizer should be used..." How much more effective to use the active voice: "Use a complete fertilizer..." Instead of "it is suggested," or "it is recommended," say who does the recommending "we (or someone else) recommend..."--Jo Nelson

* * * *

DON'T IGNORE COVERAGE OR FOLLOWUP STORIES -- Nothing irritates good newsmen more than helping publicize an event widely and then receiving no followup or coverage story about the event. Not only that, but you're missing a real bet in your information effort if you don't take advantage of an educational event as a news peg around which to build an informative story for the benefit of those people who did not attend. You're well aware that only a fraction of the people you want to reach will attend most meetings you hold. Therefore, to reach the rest, you'll have to depend largely on followup or coverage stories. Here are some tips to keep in mind when writing a followup story:

* Don't merely tell what subjects were discussed without telling what was said and by whom.

* Don't report that election of officers was held without telling who was elected.

* Don't report simply that the event was held without saying what was accomplished.

In short, try to report the event as fully as you can so that people who did not attend know almost as much about what happened or what was said as those who were there. --Vern Keel

* * * *

Publications and Direct Mail

NEW PUBLICATIONS

Climate of Minnesota, Part V. Precipitation Facts, Normals, and Extremes.

Technical Bulletin 254. Donald G. Baker, Donald A. Haines, and Joseph H. Strub, Jr. Briefly describes types, sources, measurement, and the process of precipitation besides discussing precipitation falling within Minnesota. 44 pages. Available.

Setting the Stage for Discipline. Extension Bulletin 321-6. Parents Newsletter No. 6. Gives information on how to discipline your children effectively and fairly. 2 pages. Available mid-June.

Salmonellosis. Extension Bulletin 339. Edmund A. Zottola. Discusses the problem of salmonellosis--one of the major food-borne illnesses affecting man today. 16 pages. Available.

Minnesota Tourist Travel Notes. Volume 5, Number 1. Articles in this issue concern planning as it relates to the recreation industry. Included are articles on the businessman's role in recreation planning, sources of aid in recreation planning, and principles to follow in recreation planning. 6 pages. Available early June.

Managing Our Future. Beef Outlook Information. Spring 1967. No. 6. Paul R. Hasbargen and Kenneth E. Egertson. Reviews the cattle marketing situation and presents outlook material. Also lists some management implications. 2 pages. Available.

Pesticide Storage and Formulation Shed. Agricultural Chemicals Fact Sheet No. 4. Phillip K. Harein and Roger DeRoos. Gives detailed information for building a pesticide storage and formulation shed that meets requirements of large farms, pesticide retail dealers, pest control companies, and similar sized operations. 2 pages. Available early June.

Oxidized Flavors in Milk--Cause and Control. Dairy Industries Fact Sheet No. 9. V. S. Packard, Jr. Information on the factors that can encourage oxidized flavors. Suggestions for control are included. 2 pages. Available.

REVISED PUBLICATIONS

How About Oats for Silage? Agronomy Fact Sheet No. 3. J. R. Justin. Gives recommendations for growing oats for silage; tells about variety selection, fertilization, and harvesting. 2 pages. Available early June.

Sorghum-Sudangrass Hybrids. Agronomy Fact Sheet No. 15. A. R. Schmid and J. R. Justin. Gives information on the growth requirements and uses of sorghum-sudangrass hybrids. 2 pages. Available.

Pest Control Guide for Commercial Fruit Growers. Special Report 6. O. C. Turnquist, J. A. Lofgren, and H. G. Johnson. Gives information on the control of insects, diseases, and weeds in commercially produced fruit. 20 pages. Available.

Discussion Traps: Avoid Them. Communications Bulletin 15. Paul Cashman and Ron Brown. Presents material to help make any meeting or discussion both exciting and productive. 2 pages. Available.

REPRINTED PUBLICATIONS

Woody Plants for Minnesota. Extension Bulletin 267. C. Gustav Hard and Marvin E. Smith.

Controlling Insects in the Home Vegetable Garden. Entomology Fact Sheet No. 11. John A. Lofgren.

Bacterial Food Poisoning. Food Microbiology Fact Sheet No. 1. E. A. Zottola.

Bacteria. Food Microbiology Fact Sheet No. 2. E. A. Zottola.

Planning Visuals for Television. Information Service Series 16. Gerald McKay, Raymond Wolf, and John Fuchs.

OUT OF PRINT

All of the following publications have been replaced by Special Report 6, Pest Control Guide for Commercial Fruit Growers. Please discard all copies.

Controlling Mice in Commercial Orchards. Horticulture Fact Sheet No. 9.

Chemical Thinning and Stop-Drop Sprays for Apples. Horticulture Fact Sheet No. 10.

Pest Control Guide for Commercial Stone Fruit Growers. Horticulture Fact Sheet No. 11.

Pest Control Guide for Commercial Strawberry Growers. Horticulture Fact Sheet No. 12.

Pest Control Guide for Commercial Raspberry Growers. Horticulture Fact Sheet No. 13.

Using Herbicides on Commercial Fruit Crops. Horticulture Fact Sheet No. 14.

Pest Control Guide for Commercial Apple Growers. Special Report 21.



visual aids TIP SHEET

Minnesota Agricultural Extension Service

May 1967

Extension Secretaries Conference

We were glad to welcome these ladies to our office last week. Some asked about the clip art service we use. It is available from Harry Volk Company, Pleasantville, New Jersey.

New Films in Agricultural Extension Library

LANDSCAPE IDEAS #7 - DIRECT SEEDING - 28 min. - Black and White kinescope
- University of Minnesota - C. Gustav Hard - Serv. Chg. \$1.00

Shows how annual flowers can be used in developing flower border, compares formal and informal gardens, explains basic layout, border seeding, spacing, weeding, watering, cultivating and removing flowers.

LANDSCAPE IDEAS #8 - ROSES - 28 min. - Black and White kinescope - University of Minnesota - C. Gustav Hard - Serv. Chg. \$1.00

Points out the way roses can be used in a landscape plan, where to grow roses, using different types of stock, fertilizing and pest control. A complete story of roses for the average person.

LANDSCAPE IDEAS #9 - OUTDOOR LIVING - 28 min. - Black and White kinescope
- University of Minnesota - C. Gustav Hard - Serv. Chg. \$1.00

Emphasizes the use of out-of-door areas. Includes planning, locating a patio, patio surfaces, and building privacy.

LANDSCAPE IDEAS #10 - PATIO PLANTS - 28 min. - Black and White kinescope - University of Minnesota - C. Gustav Hard - Serv. Chg. \$1.00

Discusses kinds of plants for patios and the use of evergreens, flowering plants and shrubs. Mentions privacy, shade, fragrance and color. Also discusses containers and the use of variegated material. A planning and layout graph sheet is described.

LANDSCAPE IDEAS #11 - SUMMER CARE - 28 min. - Black and White kinescope - University of Minnesota - C. Gustav Hard - Serv. Chg. \$1.00

Deals with summer pruning and equipment, fertilizing, watering, edging, summer mulches, and weed and insect control.

SAFE USE OF GARDEN PESTICIDES - 18 min. - Color - University of Minnesota Horticulture and Entomology staff - Serv. Chg. \$1.00 - TV

Purpose of the film is to alert home gardeners to the dangers of irresponsible use of pesticides. The film discusses identification of the need for pesticide treatment, where to get advice, what to do about the problem and gives a number of suggestions for the safe use of pesticides.

The film would be excellent for garden clubs and older youth groups.

RESEARCH POINTS THE WAY - 27 min. - Color - USDA - Serv. Chg. \$1.00 - TV

This film shows the type of research being conducted at various points in our marketing system and effectively demonstrates the manner in which problems relating to major foods are attacked and solved. Good for use in extension programs in and around large cities.

NEW GUIDELINES FOR THE WELL-LANDSCAPED HOME - 14 min. - Color - USDA and American Association of Nurserymen - Serv. Chg. \$1.00 - TV

Covers the basic steps in landscaping, planning and design of the area, and finally preparing and constructing the landscaping. Animation is used to teach these basic concepts. Each step of proper landscaping is explained.

New Slide Sets in Library

#609 - CONSUMER COLOR CHARTS - 8 slides - double frame - Color - Agricultural Extension Service clothing specialists

Shows room arrangements and home furnishings materials. Each slide is an example of one of the color dimension types. These eight slides are intended only for use by home agents who have had training in consumer color workshops.

#610 - ALL ABOUT KNIVES - 65 slides - Color - single frame - Ecko Housewares Company, Verna Mikesh and Grace Brill

This slide set explains knife construction, care of cutlery, how to prepare fruits and vegetables, and how to carve meat, fish and poultry. The sections on carving can be adapted for use at meat or poultry meetings. Copies of student booklets to accompany the slides may be ordered from Ecko Housewares Company, Franklin Park, Illinois. Suitable for older youth and adult groups.

#611 - UPDATING A FAIRGROUNDS - 13 slides - double frame - Color - Wayne H. Hanson and Harold Pederson

This shows a county fair that improved its fairgrounds. The buildings were repaired and painted in pastel color combinations, an attractive entrance was built, a chain link fence was erected, the grounds were improved and some new buildings added.

This slide set would be helpful to fair boards, community leaders and others interested in painting, remodeling, or landscaping fairgrounds.

..... Gerald McKay and Fred Heck