

MN2000 RPE 8/31/67

Reaching People

with information...

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press
publications
radio
television
visual aids

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

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1

4 August 31, 1967

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

REACHING PEOPLE HONORED -- This monthly information letter has been given an "excellent" or top rating by the American Association of Agricultural College Editors in its annual information competition. Also receiving a top rating was the film, "Safe Use of Garden Pesticides." Several other efforts in news, radio, TV, and publications received "good" ratings. --Harold B. Swanson

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SEPTEMBER TAPES FOR HOME AGENTS -- The long tape for September is an interview with Thelma Baiert, extension clothing specialist, on durable press fabrics--emphasizing buying and care. This tape runs 9 minutes, 40 seconds.

The short tapes are interviews with Grace Brill, extension nutritionist, on better breakfasts, since September is Better Breakfast Month. --Jo Nelson

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MEET OUR NEW STAFF -- Several new faces are on the scene in the Department of Information and Agricultural Journalism. Meet ---

Eldon Fredericks, agricultural bulletin editor, succeeding Harlan Stoehr. Eldon had been on the Purdue information staff for the past eight years as bulletin editor.

Milton Morris, communications specialist--agricultural economics and international agriculture, who has returned from two years with the University's agricultural production team in Chile.

Robert Turner, science writer-editor, who started his career as a chemist and then went into journalism and has wide experience in industry and teaching. He will be in charge of Minnesota Science and will do special science reporting for the Agricultural Experiment Station.

John Sperbeck, extension information specialist. John is a former Wisconsin 4-H club agent who recently completed his M. S. in agricultural journalism at Wisconsin.

Mary Hastings and Mary Kay O'Hearn, assistants in bulletin and editing. Mary had worked for the School of Medicine and on newspapers and Mary Kay on Florida newspapers and on special projects for Augsburg College.
--Harold B. Swanson

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TAPE AVAILABLE FOR NATIONAL 4-H WEEK -- I have a taped interview with Eleanor Wilson, program leader 4-H youth development, Federal Extension Service, on trends and challenges in youth programs (specifically 4-H). You may be interested in using it during National 4-H Week. The tape runs almost 11 minutes. Write me if you want it. --Jo Nelson

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LAST CALL FOR MATS FOR NATIONAL 4-H WEEK! -- On July 26 I sent you proof sheets from which you could order mats for use during National 4-H Club Week. If you wish mats and haven't ordered them yet, by all means get your order to us immediately. You'll need to allow about two weeks for delivery--so if your order isn't in very soon, National 4-H Week will be upon us (Sept. 30 - Oct. 7)! --Jo Nelson

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CONSUMER EDUCATION WEEK -- Consumer Education Week has been scheduled for this year--Nov. 6-10. To give you plenty of ammunition, beginning with the Sept. 1 issue, Helps for Home Agents will feature consumer information. We'll also be sending you special consumer information stories for use before and during Consumer Education Week.

Also in the works now is a new list of consumer publications, Information for Home and Family, which you will receive in quantity before Consumer Education Week. We hope you have saved the table-top exhibits we sent you last year pointing up your county extension office as a consumer information center. --Jo Nelson

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SMV - TV SPOT -- All Minnesota TV stations received a 60-second spot on the Slow Moving Vehicle for use during Farm Safety Week and the month of August. The spot was produced at KTCA-TV in cooperation with the Department of Information and Agricultural Journalism and sponsored by the Minnesota Safety Council and the Minnesota Retail Farm Equipment Association. Hope you saw it and will heed the message. --Ray Wolf

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WORD CORNER: SHARPEN UP! -- In the last issue, I mentioned the proper pronunciation of comparable (COM'prable). A similar word that is frequently mispronounced is preferable. Even though the parent word prefer has the accent on the second syllable pre-FER', not so with preferable, preferably or preference. All three of these words are accented on the first syllable, and you slide over the second e as though it weren't there: PREF'able, PREF'rably, PREF'rence. --Jo Nelson

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HOW TO GET THE MESSAGE THROUGH THE MEDIA -- There has been a great proliferation of news media in the United States recently. Radio, television, magazines and newspapers have all grown rapidly. This development has made it more difficult than ever to reach audiences with messages. Because people have been subject to more and more assaults on the eyes and ears, they have become more and more selective about what they see and hear. Here are several hints which will help communicators to get messages across in this situation:

... One medium may not be best for getting across all messages. Research may demonstrate that one medium is better than another to reach a specified target audience and to deliver a certain type of message, but this does not mean that the same medium is best for getting other messages to other audiences. Both the printed and electronic media are playing major roles in changing the thinking and attitudes of Americans today. Both should be considered as vehicles for getting messages across.

... There is no such thing as a mass audience in America. In a nation of 200 million individuals, a concept of a mass audience with a similar set of ideas is a myth. Many communicators strive to develop a message that appeals to a mythical mass. The result is a product which appeals to no one because it aims at a mythical average which does not exist. Messages should be aimed at selected target groups among the mass.

... Communicators must understand their audience before developing their message. They must ask two key questions of their audience before trying to make their appeal; first, what do I expect my audience to do if they receive the message and, second, are these expectations reasonable? The receiver of a message is under no obligation to act on it; he may reject it entirely.

... To discover what expectations are reasonable it is necessary to do research on what an audience is thinking. Too much communications effort is based upon what the communicators--or their superiors--think the audience thinks. For this reason communicators often try to solve problems which do not exist. Sometimes the public is not aroused by what it is supposed to be aroused. Dairymen, through carefully conducted research, learned this about such problems as cholesterol and pesticides.

... In researching what the audience is thinking, special emphasis must be laid on the audiences interests and attitudes. A good deal of attitude research has been done in recent years, but even these techniques must now be greatly refined. People are likely to have attitudes about almost anything, and understanding these attitudes will help us get our point across.

... In short, getting messages through to people in this highly complex communications network is going to require much more careful preparation before the message is unleashed. Communicators of the future will probably spend more time being researchers than message senders.

Note--County and Extension staff, without doing formal research, are constantly studying their audiences, an essential to successful communications--Adapted from Public Relations Tips for Dairymen, May-June, 1967

WASECA HOME AGENT ADDS RADIO -- Mrs. Gloria Kennedy, Waseca County Home Agent, has just started a weekly radio program (live) on KDHL, Faribault, (studio at Waseca) on Wednesdays at 10:00 a. m. It's called "Kennedy's Corner" and runs about 5 minutes. The station says they receive several cards a week requesting information on topics Gloria discusses.

Congratulations! I'd appreciate hearing from other counties regarding new or expanded radio or TV programming to reach people. --Ray Wolf

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TV SLIDES AND SCRIPTS ARE AVAILABLE -- Several sets of color slides with scripts are available to enrich your television programs. The material prepared by USDA's Radio and Television Service is available on a short time loan basis from:

Extension Specialist in Visual Education
Agricultural Extension Service
Institute of Agriculture
St. Paul, Minnesota 55101

<u>No.</u>	<u>Title</u>	<u>No. of Slides</u>	<u>Script Length</u>
629	Death of a Giant (Dutch Elm Disease)	10	3½ min.
630	Don't Swap Pests (Fed. State Quarantines)	7	2 min.
631	Research in Insect Control	11	3½ min.
632	Poison Ivy (Identification and Control)	5	1½ min.
633	Keep America Beautiful (features Lassie)	5	1 min.
634	Fire Prevention (features "Smokey")	7	3 min.
635	Selecting and Caring for Christmas Trees	11	2¼ min.
636	World Food Crisis	33	7 min.
637	Buying and Preparing Beef	5	2 min.
638	Eggs (Grades and Uses)	11	3 min.
639	Calling Consumers	6	1 min.
640	Orange Juice (inspecting and using)	6	1 min.
641	Oranges and Grapefruit (buying and serving)	5	1½ min.
642	Food Shopping Tips (save \$5 a week)	6	3 min.
643	Barbecuing Turkey and Fish	10	3 min.
644	Summer Vegetables	5	2 min.
645	Sandwich Combinations	9	3 min.
646	Preparing Fresh Pineapple	5	1½ min.

I'll list other slide sets and tell you about 8 x 10 photos that are available in future issues of Reaching People. --Ray Wolf

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Publications and Direct Mail

NEW PUBLICATIONS

Bread Basics. Extension Bulletin 342. Verna Mikesh. Explains and illustrates basic breadmaking techniques. Includes recipes. 12 pages. Available early September.

Red Clover in Minnesota. Extension Bulletin 343. J. R. Justin, A. R. Schmid, R. D. Wilcoxson, A. G. Peterson, and C. J. Overdahl. Explains the varieties and types of red clover and explains establishing the crop, seed production, and harvesting. Includes sections on insects and diseases injurious to red clover. 16 pages. Available.

Stilbestrol Studies with Beef Cattle. Station Bulletin 486. R. D. Goodrich, J. C. Meiske, O. E. Kolari, A. L. Harvey, W. J. Aunan, and L. E. Hanson. A summarization of experiments conducted at the Rosemount and Crookston Agricultural Experiment Stations to: (1) evaluate the utility of stilbestrol for yearling cattle fed finishing rations, (2) compare feeding stilbestrol with implanting stilbestrol, and (3) measure the value of implants for steers grazing pastures, steers fed several kinds of finishing rations, growing calves, and growing calves suckling their dams. 20 pages. Available mid-September.

Improving Family Protection Areas in Basements. RCD 9. Clifton Halsey. Gives detailed information and diagrams for constructing various basement fallout and storm shelters. 6 pages. Available.

Minnesota Tourist Travel Notes. Volume 5, Number 2. Articles in this issue concern trends of the summer vacation season, Minnesota's new Division of Tourism, and 1967 legislative action affecting the tourist industry. 6 pages. Available early September.

Breeding Dairy Heifers. Extension Pamphlet 224. V. G. Pursel, B. J. Conlin, and D. E. Otterby. Explains how careful management can help you obtain early breeding, maximize or speed genetic progress, and ensure a long productive life for your dairy heifers. 6 pages. Available mid-September.

REPRINTED PUBLICATIONS

Weed Control in Shelterbelts and Forest Plantations. Forestry Fact Sheet No. 6. Marvin E. Smith.

Home Management. HM-18. Mary F. Lamison.