

MN2000RPI 10/29/68

# 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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October 29, 1968

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Please read, check, and circulate

County Agricultural Agent	
County Home Agent	
County 4-H Agent	
County Ass't. Agent	
Secretary for Filing	

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TIPS FROM A LEGISLATOR ON COMMUNICATIONS - - Minnesota state legislator Jack Morris, a former Extension information staff member and now president of Peterson-Morris, a public relations - advertising firm, has these ten tips about working with mass media in information efforts.

1. Be fair, giving all media as equal break as possible and timing releases honestly.
2. Be skillful, using your communication abilities fully.
3. Be interesting, capturing both the interest of the newsman or radio man as well as the reader or listener. Appeal to what interests or motivates people, satisfying a need.
4. Be original, using new ideas, clever angles, and good gimmicks.
5. Be thorough, paying attention to necessary detail, not leaving out vital facts and covering subject carefully.
6. Be accurate, double checking all your facts and watching for hidden meanings.
7. Be practical, staying within your budget and remembering there is a limit to what you can expect from editors and radio men. Don't bite off more than you can handle.
8. Be helpful to the user of your material, being ready to furnish additional information.
9. Be flexible, being ready to adjust to suggestions of newsmen and radio men.
10. Be organized by
  - \*Determining your goals ahead of time
  - \*Developing your plan and timetable
  - \*Watching your timing throughout
  - \*Planning ahead
  - \*Selecting a theme and working around it

NOVEMBER TAPES FOR HOME AGENTS - - There's variety in the short tapes for November: Cleaning Carpets, interview with Myra Zabel, extension home furnishings specialist, 3:15; Cooking Venison, interview with Verna Mikesch, extension nutritionist, 4:55; and Thawing The Big Turkey, interview with Mrs. Shirley Munson, assistant professor, 4:55. The long tape, 13 min., 45 sec., is a discussion with Juliette Myren, associate professor of related art, on Antiques for the Modern Home. --Jo Nelson

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TIMING THE ADVANCE STORY - - The question of how far in advance to submit the advance meeting story to an editor depends a lot on what outlet you're writing it for and your purpose in writing it. If an advance story is to attract people to the meeting or inform members of it, it should really be an advance--it should appear in time for readers who are interested to make plans to attend. Dailies should get such advance stories a week to ten days before the meeting. They can't always put it in the paper the day they get it, and a brief delay would still allow three or four days for the people to make their decision. The copy for a weekly should appear a week before the meeting and should get to the editor at least a week before its date of appearance. If the event is a major one several advance stories may be needed. Then your schedule must start earlier, establishing the date several weeks ahead and giving more complete details later. --Jack Sperbeck

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WORD CORNER: SHARPEN UP! - - To my chagrin, a couple of typos appeared in last month's Word Corner--and only my own typewriter is to blame. "Pleasing the Fifth" should, of course, have read pleading, and "massive retaliation" contained one too many i's. Sorry!

Since the last issue of REACHING PEOPLE, I've noted these words misspelled in publications of one kind or another:

Foreword -- material preceding the text. (Often misspelled as forward.) The correct spelling should be easy to remember, since it means word going before.

Complement -- meaning to complete. This word is very often misspelled as compliment.

Site -- meaning location. (not sight!) --Jo Nelson

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TV PENETRATION CLIMBS - - It has increased to 99 percent of Anoka County households (one of four highest in nation) and to 95 percent for Minnesota and the United States.

Ninety-eight percent of the households in Dakota and Scott Counties have TV. They are two of 79 counties in the United States to rank that high.

The above American Research Bureau Survey, based on January 1, 1968 figures, credits Minnesota with 1,020,200 households with TV. --Ray Wolf

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## Publications and Direct Mail

### NEW PUBLICATIONS

Minnesota Population by Age Groups. Minnesota Economic Data 13. Surjit S. Sidhu and Jerome M. Stam. This publication describes the growth of various age groups in Minnesota's population. 6-page railroad folder. Available mid-November.

Helping Children Understand Death. HM-20. Edna K. Jordahl. Explores the problems confronting children of various age levels in adjusting to and accepting death. Explains psychological reactions and manifestations in layman's language. 12 pages. Available early November.

Alternative Dairy Technologies: A Comparison of Unit Cost, Net Return, and Investment. Station Bulletin 490. Boyd M. Buxton. This bulletin compares differences in dairy technology in the context of a total farm situation and the part new technology is playing in improving efficiency and farm income. 28 pages. Available.

Gloves for Fashion Wear. HC-36. Thelma Baierl. Describes and illustrates classic glove styles. Contains guidelines for the correct use of gloves and includes information about the history of wearing them. 16 pages. Available.

Dairy Plant Fieldman, Hauler, Grader, and Tester's Manual. Special Report 29. V. S. Packard. Includes information on trouble shooting, quality problems on the farm, and bacteria and other off-flavor problems on the farm. Includes a section on mastitis testing and control and sections on this quality tests applied to milk and the Babcock test for butterfat in milk. 36 pages. Available mid-November.

Small Electrical Appliances. HS-17. Glenda M. Humphries and Leona S. Nelson. Contains information on the selection, use, and care of hand mixers, coffee makers, frypans, irons, vacuum cleaners, and toasters. (Folders in the HS series are not to be placed on racks for general distribution. They are written for those with limited experiences, finances, and education and should be used with this group only.) 12 pages. Available early November.

Fresh Water Fish--Care and Cooking. Extension Bulletin 356. Verna Mikesh and Grace Brill. Contains information on cleaning and preparing fish. Includes illustrations, preparation tips, and recipes. 16 pages. Available.

Abortions and Calving Problems. Extension Pamphlet 227. M. L. Fahning, R. H. Schultz, and B. J. Conlin. Describes the possible causes for abortion and problems associated with calving and suggests methods for reducing such problems. 12 pages. Available.

Minnesota Science. Volume 25, No. 1, Fall 1968. Included in this issue are articles on mechanized logging in northern Minnesota, poinsettia research, soil factors contributing to atrazine carryover, and research on poultry diseases, edible mushrooms, and nematode control on roses. 20 pages. Available.

Yellow Glow and Royal Pomp. Miscellaneous Report 82. R. A. Phillips and R. E. Widmer. Describes these two new garden chrysanthemums for 1969. Includes color photographs of the flowers. 2 pages. Available.

#### REVISED PUBLICATION

Housing and Feeding for Gestating Sows. M-143. Dennis Ryan. Describes the various methods for housing and feeding gestating sows and gives plans and specifications for each method. 12 pages. Available mid-November.

#### REPRINTED PUBLICATIONS

Home Fruit Spray Guide. Extension Pamphlet 184. L. B. Hertz, J. A. Lofgren, and H. G. Johnson.

Some Economic Guides for Alternative Uses of Aspen Logs. Technical Bulletin 260. Paul A. Noreen and Jay M. Hughes.

Keep Your Bacteria Count Down. Dairy Industries Fact Sheet 10. V. S. Packard.

Chemical Application Record. Agricultural Chemicals Fact Sheet 2.

Disposing of Empty Pesticide Containers. Agricultural Chemicals Fact Sheet 3. John Lofgren and Gerald Miller.

To Produce Sediment-Free Milk. Dairy Industries Fact Sheet 11, V. S. Parkard, Jr.

Special 4-H Program Helps Retarded Children. Extension Program Report 1.

Her Wardrobe. Extension Folder 224. Athelene Scheid.

Be a Better Buyer of Laundry Aids. Extension Folder 228.

Be a Better Buyer of Bleaches. Extension Folder 229.

Improving Your Press, Radio, and TV Relations. Information Service Series 17. Harold B. Swanson.