



MN2000 RPL 1/27/69

Reaching - People ③

with information...

**press
publications
radio
television
visual aids**

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

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January 27, 1969

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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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EXTENSION EDUCATION PROGRAMS -- CHALLENGE AND RESPONSE -- The changing Extension program picture is portrayed in our new report, "Extension Education Programs--Challenge and Response." Not every program could be included in this report. Certainly important ones have been left out or covered only briefly. Certainly, too, the report does not reflect the program as it exists in any one county. It does, however, illustrate the rich variety of programs we in Extension carry out, and it does emphasize the changing nature of Extension as it serves the needs of people throughout the state.

Many agents may wish to include a one-sheet summary of their own activities with the publication. A major part of the distribution should be done through county offices. This does give each county the opportunity to emphasize local leadership in Extension programs. We hope that you will distribute the report to those you feel should be reached and that you will find ways to use material from the report in your local radio programs, columns, releases, and newsletters. --Harold B. Swanson

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SERIES ON YOUTH DEVELOPMENT AVAILABLE -- A year or so ago I recorded a series of eight 14-minute programs on youth with Charles E. Ramsey, professor of sociology at the University of Minnesota. All of these are available to you and are just as pertinent as they were when recorded. If you are planning meetings on teenage youth, any of these tapes used on your radio programs could serve to build interest. However, they would be appropriate at any time. If you are interested in securing any of the tapes, please write to me directly.

- more -

Here are the subjects:

1. Youth: Developmental Tasks
2. Youth: Marriage and Parent-hood
3. Youth: Occupational Choices
4. Youth's Search for Values
5. Problems of Youth in Other Cultures
6. Beatniks
7. Youth Delinquency
8. Youth Programs

--Jo Nelson

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BE PREPARED WITH FLOOD INFORMATION -- Even the experts aren't ready to predict what the flood situation will be in the state this year, but they all agree that the potential exists for a repeat of the devastating conditions of two years ago. Regardless of what results, remember that you have a copy of the special "Emergency Action Guide for Extension Workers." This guide was prepared two years ago by the state Extension staff to help you in your efforts related to natural emergencies, especially floods. It contains, among other useful items, news articles for home agents on subjects related to human health, the house, and the home during and after floods. For county agents, there are news releases on floods and agricultural production and property, finances and records. Why not dust off your "Emergency Action Guide" now and begin to familiarize yourself with its contents? In case your county is affected by floods this spring, it might be a good idea to start thinking about how you will get useful information to the people who need it. --Vern Keel and Jo Nelson

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STORY SERIES ON SOYBEANS COMING -- We'll soon be sending the first in a 10-part series of news stories on soybean production to those of you in areas where soybeans are grown. Topics covered in the series will include production information such as disease and weed control, recommended varieties, and fertility requirements. We'll also be covering soybeans in world trade and costs of raising soybeans, as well as harvesting and harvesting losses. This should be a good chance to cover an important subject matter area with an in-depth approach. Specialists tell us there's good potential for increasing average soybean yields in the state.

--Jack Sperbeck

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FEBRUARY TAPES FOR HOME AGENTS -- February tapes for home agents include the third in the series on A Child's World: "The Working Mother," a 14-minute interview with Ron Pitzer, extension specialist in family life education. This is the long tape for agents on that mailing list but is available to others on request. The short tapes are interviews with Russell Barton, coordinator for the Town/Country Art Show, encouraging participation and telling who are eligible (3:25); Mrs. Shirley Munson, home economist in the Department of Horticultural Science, on freezing cherry pies and other February desserts (5 min.); and Mrs. Beverly Lundgren, assistant specialist in home economics, on the safety of canned food that has frozen (3:20). --Jo Nelson

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EMOTIONS FOR EMERGENCIES TAPE -- Twelve spot announcements based on "First Aid for Emotions in Emergencies," HO-18, are being distributed to Minnesota radio stations. They carry a county agent plug as a source for HO-18.

These spots could be used to promote first aid or safety meetings. You could add a meeting announcement at the end of each spot or in place of the HO-18 promo. If you can use this tape, write to me. --Leo Fehlhafer

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ECONOMIC GROWTH AND MINNESOTA'S FOOD AND FIBER INDUSTRY -- Both slide sets and overhead transparencies (set of 19) are available to visualize the message included in the publication, "Economic Growth and Minnesota's Food and Fiber Industry." As indicated in the Visual Aids Tip Sheet, you may schedule either slides or overheads through the Extension Visual Library, 302 Coffey Hall, University of Minnesota, St. Paul, Minnesota 55101.

Generally the message in the booklet can be summarized this way:

1. Minnesota has been growing as indicated by its gross product, its growth rate, its income, and its employment. Yet we are not growing as fast as the national average in many respects.
2. Minnesota's food and fiber industry or agribusiness industry, in its broadest ramifications, has also been growing and at a faster rate than the rest of the state's economy. Thus this segment of our economy is becoming increasingly important and has a significant effect on our state's growth.
3. To improve economic growth in Minnesota and to "catch up" with the nation, it will be necessary to (a) improve the quality of our resources, both human and nonhuman, and (b) improve our technology.
4. This improvement in quality of resources and in technology can come only from improved research and education. The contributions of the Institute of Agriculture including the Agricultural Extension Service in research and education are significant. And they can continue to be increasingly significant with adequate support.

We hope that you will find this message useful and that the publication, visuals, news stories, and suggested mailing will be helpful in your educational program. --Harold B. Swanson

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UPGRADING 4-H CLUB NEWS -- For years we've made suggestions about upgrading the 4-H news which 4-H reporters send to their local papers. Yet in December some copies of such reports which came to my desk were nothing more than secretary's reports--certainly not deserving space in a newspaper.

Anyone in your 4-H club who is elected a reporter deserves training as much as another officer. Why not arrange a meeting for club reporters in the area and have a local editor talk to them about how to write news? And, please, won't you give every reporter in your club (as soon as he begins his duties) a copy of Information Service Series No. 4, "Reporting 4-H Club

News." That was written for the distinct purpose of improving the quality of your 4-H club news and avoiding the secretary's minutes-type of reports. The job of a club reporter can be a challenge and good training--but only if you help to make it so. --Jo Nelson

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TEACHERS AND EDUCATIONALIZERS -- C. Northcote Parkinson, British satirist, author and history professor, speaking in The University of Iowa Lecture Series, gave this explanation of the difference between a teacher and an educationalizer, according to the University of Iowa Spectator (November 1968):

"A teacher takes a difficult subject and makes it relatively simple. An educationalizer takes a relatively simple subject, which he may never have fully understood himself, and makes it almost completely incomprehensible."

--Jo Nelson

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THE MANY FACES OF 4-H -- which started January 22 on KTCA-TV and KWCM-TV and January 25 on WTCN-TV may be seen on KSOO-TV, February 1 at 7:30 a.m.; on KCMT-TV and KNMT-TV, February 9 at 7:30 a.m.; and on WDSE-TV, February 13 at 7:00 p.m.

The series runs from 5 to 7 weeks. See our latest Radio-TV Schedule for City and Country for further details. --Ray Wolf

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LET US HEAR FROM YOU -- We welcome comments from you concerning the news stories we send in the weekly packet. For example, if you could use more stories in a particular subject matter area or if you feel certain kinds of stories we've been sending have little use, let us know. Your constructive comments will help us do a better job. --Jack Sperbeck

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ORGANIZING A RADIO STORY -- The principles of organizing a radio story are very much the same for a one-minute spot as for a 5-, 9-, or 13-minute program.

The Content for a radio program should be chosen on the basis that the story would:

1. Contribute to the county Extension program.
2. Be a part of a multiple exposure approach.
3. Be an efficient way to get that story to the listeners involved.
4. Be effective if used on radio.
5. Be a good mass audience story.

Those are the criteria for selecting a radio story... Now you are ready to organize that material into an effective one-minute spot.

Do you want to increase the listener's knowledge, change his attitude, or increase his skill? In other words, what do you want him to know, to feel, or to do?

The first step in organizing a radio story is to write your aim for the story...and to keep it to one idea.

The second step is to get the listener's immediate attention.

It's one thing to get the listener's attention...but quite another to hold it. And so the next step in organizing a radio story is to consider how to HOLD ATTENTION.

The first point to consider in holding the listener's attention is to give the story a mass audience appeal.

To hold the listener's attention, the story must be important to him. It's your job to tell him why and how it's important.

Is it important to him because of money? Or status? Or personal feeling? Or some other need?

Your radio story will be much more likely to hold attention if you appeal to one of the listener's needs and tell him why or how this is so.

Most listeners will tend to keep on listening to messages in which they are interested, or which they find compatible with their existing attitudes. And the listener is likely to tune you out if your message is irritating, uninteresting, or not compatible with his own opinions.

Another way to make a story more important to the listeners, and thereby hold his attention longer, is to localize the story.

Giving a story a local angle might be done in several ways:

1. Tell about someone who had done this in the county...you know, the neighbor and friend approach.
2. Or you could suggest how this idea might apply in a local situation.
3. Or you could interpret some national or worldwide action, in the light of how this could affect the people in the county.

Another factor in holding the attention of a listener is to talk with him in conversational style.

Now this involves two things:

1. The You and I approach.
2. The use of contractions.

Contractions are natural in everyday conversation, and they are especially appropriate in radio. We say talk to people in radio as if you were meeting them on the street.

The You and I approach depends on whom you are talking to.

Get the listener involved. Get him to do something. Call for some kind of action on the part of the listener.

Perhaps you want him to get more information. So you suggest that he "call our office." Or "write to the station for more information."

There are people who don't know Extension and where your office is. But those folks will know to what station they are listening and can remember that longer; also... they often don't have a pencil in hand when you make the offer.

A few stations don't want to handle requests for publications, but most of them will.

So if you suggest that the listener write for a publication, you are getting him involved.

Maybe you want him to "come to the meeting." Or "get the material at your local supply store." These are examples of a call for action.

The above material was prepared by Cecil Herrell, associate agricultural editor, Department of Agricultural Information, New Mexico State University and slightly modified by Ray Wolf.

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Publications and Direct Mail

NEW PUBLICATIONS

Fababeans. Misc. Report 83. R. G. Robinson. Describes the types and varieties, uses, growing methods, harvesting, and pest control of this large-seed annual legume species. Fababeans are high in protein, low in oil, and of potential value for human food and livestock feed. 8 pages. Available.

Economic Growth and Minnesota's Food and Fiber Industry. This publication describes the production of goods and services and compares the Gross Minnesota Product (GMP) with the Gross National Product (GNP). 32 pages. Available.

Disinfection of Wells. Agricultural Engineering Fact Sheet 15. Roger E. Machmeier. Recommends treatment methods for both new and old water systems and wells. 2 pages. Available.

Attitudes of County Leaders Toward Expanding Adult Programs in Extension. Special Report 31. Duane A. Wilson, Howard J. Newell, and Charles E. Ramsey. IBM printout tables give data from questionnaires answered by county commissioners and county extension committee members in all Minnesota counties concerning many aspects of extension programs. Text interpolates. 68 pages. Available.

Strawberries for the Home Garden. Horticulture Fact Sheet 19. Leonard B. Hertz. Discusses site and plant selection, soil preparation, planting, and care of strawberry plants to help increase production of quality berries. 2 pages. Available mid-February.

Minnesota Tourist Travel Notes. Volume 7, No. 1. Offers brief commentary on last fall's Governor's Tourism Conference, reports resolutions adopted by state committees; other articles cover diverse topics such as building breakwaters to conserve shoreline, and attitudes that can improve your tourist business. 8 pages. Available mid-February.

The Impact of Milk Holding on Midwestern Markets. Station Bulletin 493. Martin K. Christiansen. Analyzes the impact of the NFO milk holding action of March 1967, using data from 19 federally regulated markets as a basis for comparing the effect on Midwestern markets. 12 pages. Available early February.

Management of Alfalfa to Conserve Soil Moisture. Station Bulletin 494. W. B. Voorhees and R. F. Holt. Reports results of research conducted at Morris, Minnesota, to determine water-use characteristics of alfalfa and to study the effectiveness of summer fallow on soil moisture recharge in the northwestern Corn Belt. 12 pages. Available early February.

REVISED PUBLICATIONS

Beef Feedlot Layouts. M-137. Dennis M. Ryan. Describes and gives plans for a complete beef feedlot. 16 pages. Available.

Warm Hog Finishing Houses With Slatted Floors. M-145. Dennis M. Ryan. Describes and gives detailed plans for construction of these hog finishing houses. 16 pages. Available.

Home Fruit Spray Guide. Extension Pamphlet 184. L. B. Hertz, J. A. Lofgren, and H. G. Johnson. Prescribes a complete spraying program for home fruit growers and updates list of recommended insecticides and fungicides. 8 pages. Available.

Building Layouts for Confined Beef Finishing. M-139. Dennis M. Ryan. Describes construction of a cold-open building with solid floor and bedding and with slatted floor and no bedding and a warm building with slatted floor and no bedding. Includes plans. 12 pages. Available.

REPRINTED PUBLICATIONS

So You're Going on Television. Information Service Series 2. Jo Nelson and Ray Wolf.

Telling Your Story With a Booth. Information Service Series 6. Gerald R. McKay.

Tips on Tapes. Information Service Series 8. Ray Wolf.

Planning Better Posters. Information Service Series 9. E. K. Brigham, G. R. McKay and J. J. Fuchs.

Visualizing With Graphs. Information Service Series 20. Gerald R. McKay and John J. Fuchs.