

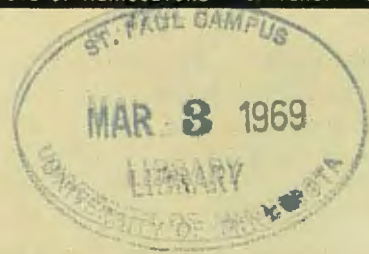
MN2000 RPI 2/27/69

Reaching People ⁽³⁾ with information...

**press
publications
radio
television
visual aids**

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

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February 27, 1969

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

IF THE FLOODS COME -- In case there are serious floods in your county this spring, we want you to know now that five tapes will be available to you upon request on flood precautions and suggested cleanup measures to take in flooded homes. The spots on the five tapes are voiced entirely by University of Minnesota extension specialists; hence it should be easy for you to work them into your programs. Or -- your radio station may want to use them if you can't. You may order these from me by number.

Each tape consists of from three to six spots, varying in length from 1 minute to just under 5 minutes. Here are the spots included on each tape:

- #1 Precautions in case of floods, salvaging food in flooded homes, food from the freezer (3 spots)
- #2 Flood cleanup (6 spots)
The electrical system, entering damaged buildings, drying and cleaning the flooded house, cleaning the basement, basement odors, care of books
- #3 Clothing - flood cleanup (5 spots)
Mildew, rust, shoes, the sewing machine, hand care
- #4 Floors, walls, furniture, rugs -- flood cleanup (5 spots)
Floors and woodwork, walls, wood furniture, upholstered furniture, carpets and rugs
- #5 Household equipment - flood cleanup (6 spots)
Reconditioning flood-damaged appliances, heating systems, cleaning pillows, cleaning household linens, cleaning wools, cleaning kitchen utensils.

Remember to order tapes by number. Also don't forget the news stories you already have on floods. --Jo Nelson

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WHO'S LISTENING TO YOU? -- If you are in doubt about who's listening to your radio programs, try a meeting poll. Have a simple show of hands for listenership for the strong signal stations for your county.

You may find that your youth clients are listening to an out-of-county station featuring rock and roll music, or your middle-age cooperators are listening to a metro or regional station with a strong news orientation.

Another guide to listenership is bulletin offers on the air or a simple questionnaire sent alone or with other material or collected at a meeting.

Finally, check with the radio station for any information it might have on listenership. Look at time of day, age of listener, sex, occupation, or any other categories which may interest you. This information will help you adapt material to the audience which listens to the particular station with which you're working.

Remember, though, that these methods will not necessarily give you a representative or "random" sample of the general public. So evaluate your results, taking into consideration the survey's limitations.

--Leo Fehlhafer

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NEWSLETTER PREFERRED MEDIUM -- A report from the Pennsylvania Extension Service of 10 studies on how people like to receive information shows the choices in order are: newsletter, radio, newspaper, TV, meeting, visit, and telephone.

The studies showed that not only do people prefer to receive information via newsletter but also that the newsletter was effective in reaching people with information. All the studies showed that the newsletter was the desired form for receiving information.

My comment is that a well prepared newsletter does reach a pinpointed audience, does insure the agent that his copy will appear as he prepared it, and does have more permanence than most media. Personally, I'm a believer in a media-mix, using the method best suited to a particular message. Thus radio may fit one situation, radio and press or press alone another, newsletters another, and so on. What that mix will be depends on local county situations -- something that agents who study their own situation know best. --Harold B. Swanson

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DON'T FORGET FOLLOW-UP STORIES -- A follow-up story on a meeting normally offers more newsworthy material than the advance story. So don't forget about a meeting after it has been held. Many editors feel that you "owe" them a follow-up if they've run an advance story on the meeting. And some people may learn more from reading a well written follow-up story than they would have learned by attending the meeting. --Jack Sperbeck

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MINNESOTA AGENTS ACTIVE IN RADIO-TV -- Twenty-three county agricultural agents reported doing one or more TV shows (150 total) during 1968. Richard Herman (S. St. Louis) and Terry Courneya (Pennington) lead the group in number of programs.

Dick Herman recently added a 30-minute program on channel 10 every other Sunday at 11:30 a.m. He reports that response is very good.

Terry Courneya is supplying the new CATV setup (2,000 subscribers) in the Thief River Falls area with much TV material.

Nineteen home agents did one or more TV shows in 1968, with Kay Klicker (S. St. Louis) far ahead of the others in number of programs. Kay, by the way, was my guest on a "recreational" program recently and did a great job.

All but five county agricultural agents and all but six home agents reported doing some radio during the year with 13 agricultural agents and three home agents doing over 200 radio programs each. --Ray Wolf

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MARCH TAPES FOR HOME AGENTS -- March radio tapes for home agents include the fourth in the series on "A Child's World: The Influence of His Peers," 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 available to others on request.

The short tape includes three interviews with: Cliff Halsey, extension conservationist, on precautions for March storms; Mrs. Beverly Lundgren, assistant extension specialist in home economics, on preventing carpet stains; and Russell Barton, coordinator for the Town/Country Art Show, discussing the program for the show which is open to the public March 9-28. --Jo Nelson

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HOW ONE COUNTY IMPROVES 4-H REPORTING -- In answer to the plea I made in the last issue that agents take steps to upgrade 4-H news reporting, Home Agent Barbara Muesing responded that Stearns County is doing something. The agents enlist the aid of the St. Cloud Times in training reporters, and to stimulate reporters further, the Times sponsors a reporter-of-the-year contest. At the officer training sessions, a staff member from the Times meets with the club reporters. Each reporter gets a fact sheet on the responsibilities of the reporter and printed suggestions from the Times on how to do the job -- along with rules for the contest. At the end of the club year the best reporter receives a trophy, based on stories he has submitted each month.

The training by people in the newspaper business has given status to the office of reporter and has resulted in better 4-H stories to the papers. And of course the contest adds incentives. --Jo Nelson

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REMEMBER AGENTS' 1969 INFORMATION AWARDS PROGRAM --
Illinois county agent Warren Myers asks that all county agents consider entering the 1969 Public Information Awards Program. There are classes for radio solo program, single news photo, series of colored slides, direct mail piece, news column, and feature news story. Minnesota, with many excellent county communicators, should bring home a few awards in this national program. --Harold B. Swanson

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HORSE MANAGEMENT AND NUTRITION SCHOOLS -- Extension is putting forward special efforts to help Robert Jordan, animal science department, make his series of schools a success again this year. Here, on a carefully developed basis, the University is trying telelecture as a vehicle of extension teaching for part of the series. We're interested in your reactions, ideas, and what you see as advantages and disadvantages. Except for the first meeting, all meetings are being held simultaneously at Luverne, Fairmont, Waseca, So. St. Paul, Fergus Falls, Hinckley, and Rogers, in late March and early April. --Harold B. Swanson

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M-SHEETS REVISED AND RENUMBERED -- Dennis Ryan, extension engineer, has renumbered some of the M-Sheets on swine plans during the latest revision.

M-133 "Cold Hog Finishing Houses with Either Slats or Bedding" is now M-146 with the same title.

M-134 will not be reprinted.

M-135 "Slatted Floors for Hogs" is now M-145 "Warm Hog Finishing Houses with Slatted Floors."

M-136 "Sow Herd Quarters and Farrowing Units" has been replaced with two publications--M-143 "Housing and Feeding for Gestating Sows," and M-144 "Hog Farrowing Houses." --Eldon E. Fredericks

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TV VIEWING -- ON-THE-GROW -- A total of 57.5 million homes or 96.9 percent of all U. S. homes were TV equipped as of September 1968, according to the A. C. Nielsen Company.

The TV stations which air Minnesota's Agricultural Extension programs now reach over $1\frac{1}{4}$ million TV homes.

TV viewing per home per day, based on Nielsen's 1968 Television Index, averages over $6\frac{1}{2}$ hours per day nationally.

TV viewing increases each hour of the day from 6 a.m. to 10 p.m. when 62.8 percent of the TV homes are tuned in.

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In 1968, more color TV sets were shipped by the manufacturers than black and white sets.

Over one third of U. S. homes have color TV sets. In Minnesota 28 percent of Twin City homes have color TV; 35 percent in Duluth; 34 percent in Mankato; 29 percent in Fargo; and 25 percent in Alexandria. Facts from 1969 Broadcasting Yearbook, assembled by Ray Wolf.

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OUTLOOK, ART, AND IRRIGATION FEATURE ON TV -- Agricultural Extension's TV programs for March will deal with agricultural outlook, Town and Country Art Show, and irrigation. The two irrigation programs will feature ag engineers, agronomists, ag economists, and soils specialists.

The programs may be seen on KTCA (2), WDSE (8), KWCM (10), at 9:30 p.m. on Thursdays; WTCN (11), at 9:30 a.m. on Saturdays; KSOO (13), at 7:30 a.m. on Saturdays; and on KCMT (7) and KMNT (12) on Sunday at 7:30 a.m.

For further details see "Radio-TV for City and Country." --Ray Wolf

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NOTES TO HOME AGENTS -- If you are on the list to receive the short or long radio tapes, will you please make a point of returning them as soon as you have used them? Our records show that some home agents have not returned the tapes for months. We depend upon the return of the tapes so we may reuse them. Won't you please check today and get used tapes back to me? --Jo Nelson

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STRUCTURED TEACHING, PROGRAMMED LEARNING, TECHNOLOGY -- These are days of greatly expanded demands for Extension programs and of limited funds. At the same time there have been remarkable breakthroughs in educational technology and in improving the way we structure our teaching and learning experiences.

Several of us recently attended a special national workshop on Extension communications. We'll be reviewing some of the new ideas with you at conferences later in March. Here are some things that have been tried involving county agents or other local leaders in structured teaching, using modern technology:

- * Nebraska combined ETV and telelecture in a swine series at five localities throughout the state.
- * Wisconsin is in the midst of a series of swine clinics via telelecture.
- * Iowa is training leaders with a series of self-instruction units by mail. The series was promoted by video tape.

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- * Several Minnesota agents have brushed up on their radio techniques via a packaged-learning tape produced in Pennsylvania.
- * Michigan used direct mail promotion in connection with its DHIA program.
- * A Texas firm had 35,000 enrollments for a course offered as a regular feature in an electronics-related magazine.
- * Iowa and southern Minnesota agents have been participating in a TV-direct mail-printed media program on "Families on the Grow."
- * Millions of youth throughout the U. S. participated in the TV Science Club, 4-H TV Action, and other series which involve elements of structured teaching.
- * Doctors in Ohio, Wisconsin, and New York keep up-to-date with noon seminars using FM multiplex radio. With this device they are able to question speakers at a central location, providing much needed feedback.

There's nothing new in these methods. They combine, however, careful planning for student reaction and feedback with modern technology. Some could bring educational resource people who might not be otherwise available to Minnesota counties. --Harold B. Swanson

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WE'RE EXCITED ABOUT WORKING WITH NEW STAFF -- Those of us connected with planning the "Communications Conference" for new Extension staff, May 5-9, are excited about the prospects of trying out new ideas. We'll be writing to you soon about some evaluation plans and how you can plan information support for an important component in your local program as part of this conference. --Harold B. Swanson

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Publications and Direct Mail

NEW PUBLICATIONS

Inbreeding Investigations with Dairy Cattle in the North Central Region of the United States. Technical Bulletin 266 and NCR 191. C. W. Young, W. J. Tyler, A. E. Freeman, H. H. Voelker, L. D. McGilliard, and T. M. Ludwick. Reviews inbreeding research conducted at the various experiment stations within the region. Brings together knowledge of the effects of inbreeding efforts to improve strains of dairy cattle. 16 pages. Available.

Estimating Water Flow Rate by the Trajectory Method. M-147. Roger E. Machmeier. Offers a simple method, requiring no special equipment, for measuring water flow rates such as the yield of an irrigation well, performance of an irrigation pump, or the amount of irrigation water applied. Detailed with drawings. 4 pages. Available.

Population and Employment Projections, 1960-85. Minnesota Economic Data No. 14. Robert W. Hiller and John S. Hoyt, Jr. Presents and compares two independently derived projections of statewide county population for Minnesota in 1985. Maps indicate regions and counties with population growth in 1960-67 and projections for 1968-85. 6 pages. Available.

Raising Geese. Poultry Fact Sheet 44. Melvin L. Hamre. Discusses brooding goslings, feeding geese, and breeder flock management with attention to distinguishing sex in geese. One of a series produced jointly by the University of Minnesota and the University of Wisconsin. 2 pages. Available.

Raspberries for the Home Garden. Horticulture Fact Sheet 20. Leonard B. Hertz. Offers information on site selection, recommended varieties, planting, and care of raspberry plants. 2 pages. Available.

Paddy Production of Wild Rice. Agronomy Fact Sheet 20. E. A. Oelke and W. A. Brun. Contains information on seed and site selection, land preparation, water management, and harvesting of wild rice. 2 pages. Available.

Solar Radiation and Sunshine Duration Relationships in the North-Central Region and Alaska: Basic Computation. Technical Bulletin 262 and NCR 195. Donald G. Baker and Donald A. Haines. Reports on a regionally scaled, detailed study utilizing all available data from both solar radiation and sunshine duration recording sources. Contains 348 tables with data for each of the 87 sunshine stations considered. Printed in limited quantity; this bulletin will not be generally distributed. 376 pages. Available mid-March.

REVISED PUBLICATIONS

Cold Hog Finishing Houses with Either Slats or Bedding. M-146. Dennis M. Ryan. Several plans have been revised and new ones added. This publication was formerly M-133. 12 pages. Available early March.

1969 Weed, Insect, and Disease Control Guide for Commercial Vegetable Growers.

Special Report 5. Orrin C. Turnquist, Howard L. Bissonette, and Phillip K. Harein. Recommends application rates, precautions, and other information for commercial vegetable producers. Tables list chemicals for use on crops grown. 24 pages. Available mid-March.

Helping Handicapped Homemakers. Extension Program Report No. 8. Describes work of two extension home economists in a program (Homemakers' Limited) to help retrain handicapped homemakers in the state. 2 pages. Available.

1968 Minnesota Hybrid Corn Performance Trials. Miscellaneous Report 28. R. H. Peterson, R. E. Stucker, and J. C. Sentz. Contains comparative performance information on commercially available hybrids tested during the past year. 16 pages. Available mid-March.

Crops and Soils Maps, Plans, Records: Soil Tests, Crop Yields, Fertilizer, Chemicals, and Field Fertility. S-37. Provides forms for keeping permanent records of crop and yield data, soil test results, corrective and maintenance recommendations, and information on fertilizer, herbicide, and insecticide applications. 44 pages. Available. For sale only (97 cents plus 3 cents sales tax).

Nitrogen Fertilizers Help Increase Yields. Soils Fact Sheet 1. John M. MacGregor. Explains proper use and application of nitrogen. 2 pages. Available.

Stalk Rot and Lodging of Corn. Plant Pathology Fact Sheet 3. Herbert G. Johnson. Contains information on the causes, results, and control of stalk rot and lodging. 2 pages. Available early March.

REPRINTED PUBLICATIONS

Winter Feeding Dairy Cows. Dairy Husbandry Fact Sheet 1. Ralph W. Wayne.

A 16 x 20 Milkhouse. M-140. D. W. Bates.

Speeches of Introduction and Presentation. Communications Bulletin 26. P. H. Cashman and H. B. Swanson

The Case Study Conference. Communications Bulletin 8. Harold B. Swanson.

You Can Write Better Letters. Communications Bulletin 20. Harold B. Swanson.

Landscaping Your Home. Extension Bulletin 283. C. Gustav Hard.

Dry Milk in Every Meal. HS-4. Verna A. Mikesh and Leona S. Nelson.

Broiling. HS-6. Verna A. Mikesh and Leona S. Nelson.

Making White Bread. HS-8. Verna A. Mikesh and Leona S. Nelson.

Daily Food Guide. HS-9. Grace D. Brill and Leona S. Nelson.

Fruits and Vegetables. HS-10. Grace D. Brill and Leona S. Nelson.