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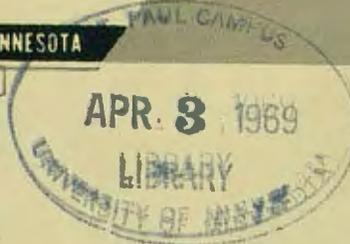
Reaching People ⁽³⁾ with information...

**press
publications
radio
television
visual aids**

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

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(4)
March 31, 1969

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

COMMUNICATIONS TRAINING VIA TELEVISION -- Three educational stations are offering a series of training sessions on communications that could be most useful to both state and county Extension staff. The three stations are KTCA-TV (2), WDSE-TV (8), and KWCM-TV (10).

The programs that Extension staff will find useful and which will start immediately are these:

1. Success Through Effective Writing -- Harold Alford -- Mondays at 3:00 p.m. and Tuesdays at 6:30 p.m.
2. Success Through Practical Speech Making -- Ronald Brown -- Mondays at 6:30 p.m. and Fridays at 3:00 p.m. --Harold B. Swanson

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APRIL TAPES FOR HOME AGENTS -- We trust you will receive the April tapes in time to use the first interview with Verna Mikesh, extension nutritionist, on "Turkey for Easter." The other two interviews on the short tape are with Thelma Baierl, extension clothing specialist, on accessories for spring and some sewing tips for summer sheers -- specifically on hems and seams.

The long tape is the fifth in the series on "A Child's World" -- this one on "His Conscience." Length is about 14 minutes. --Jo Nelson

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MORE ON IMPROVING 4-H REPORTING -- Anoka County gives its 4-H reporters a sheet with information on the steps in writing news stories. On the other side of the sheet is a large inverted pyramid with room for writing the lead paragraph, then discussing lead facts, adding more facts and finally the minor details.

We'd like to hear what other counties are doing to improve their 4-H reporting. --Jo Nelson

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RADIO RAMBLINGS

Dick Herman (S. St. Louis) has added a daily, live-from-office, radio program on WDSM to his busy mass media efforts. Dick is convinced that with a low budget he can and must reach more people by the electronic media.

Barbara Muesing (Stearns) did a beeper-phone interview with me to promote the women's program at the recent Farm Material's Handling Exhibition. The taped interview along with one from our agricultural engineer was sent to 20 stations. --Ray Wolf

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HOW MUCH DOES YOUR LETTER COST? -- Are you aware that every business letter you write costs at least \$2.54? According to Letter Logic published by the Connecticut Mutual Life Insurance Company, the figure of \$2.54 a letter is based on medium-range salaries. The higher a man's salary, the greater the cost of each letter he writes. And, obviously, wordiness and unclear writing will increase the cost.

You can improve your own business letter writing by using an easy, natural tone, avoiding the stilted formality and jargon of the old-style letter. Here are a very few suggestions. You can think of many others:

AVOID

Earliest convenience -- at an early date

Advise

Please find enclosed
Self-addressed envelope

This is to inform you
For your information

Replying to your letter
Thanking you
Trusting, hoping, etc.

MODERNIZE!

Say soon or immediately.
Better still, give the exact time.

Use sparingly. Tell, say, inform are preferable.

Why not say: Enclosed is
There's no such thing. Omit the self.

Unnecessary. Everything in the letter is for your information.

Participial openings and closings are poor usage in letter writing.
Eliminate them.

Remember that a good business letter is concise. It does not smother its meaning under a blanket of words. It's the careless writers who use padding and increase that cost of \$2.54 for each letter. --Jo Nelson

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WHAT TO WEAR FOR COLOR TV? -- This question is answered in a soon-to-be-published USDA handbook for color TV.

In planning for your presentation or guest appearance on television make it a point to ask the director what color background or set he will use for the show. If it is to be light you will want to wear something dark in contrast. The emphasis is on contrast. A red shirt against a blue background is not good. The variation of brightness between strong red and equally strong blue will diffuse the transition between the shirt and the background and the edges of the shirt will look ragged and smeared. A yellow shirt will look fine.

The ladies will also want to keep in mind that on television, "redheads" look more vivid when they dress in light or medium grey or faded pink. But they need to avoid yellow for it gives their skin a green tint.

Brunettes look best in bright dark blue. And they, too, should avoid yellow and light grey.

Dark blue is good for blondes. No yellow or grey.

White haired people look fine in rose or subdued pink. Dark blue has a tendency to make them look sallow.

And men -- we'll still have to avoid the white shirt.

Curiously, jewelry which is shunned for black and white television does not produce distracting reflections and clutter before the color camera. In like manner, jewelry in a color production does not reflect when it is received in black and white. --Ray Wolf

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TV DEMONSTRATION -- "DO'S AND DON'TS:"

Stand erect -- equal weight on both feet. Viewers don't want to see the top of your head.

Make hand movements slower on close-ups.

Don't call your shots. Example: "Today I'm going to show you...."

The material is the subject, not you. Wrong example: "Now I'm going to place the flour in the bowl." Right: "The flour is poured into the bowl."

Avoid possessive pronouns. Example: "Now we place our chicken legs in the flour."

Don't wear bright red nail polish. It has been known to come off in pie dough.

The noisy charm bracelet is out.

So are buttons that rattle against a neck mike.

Plan in detail. Measuring spoons in a bunch distract the viewer.

--Selected from Extension Handbook for Color TV. --by Ray Wolf

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TELEVISION FOR APRIL, MAY AND JUNE -- Television and "Structured Teaching," which was discussed at the recent District Conferences, go hand-in-hand. So in case you want to start applying some of the things you learned, you'll find below a list of topics to be discussed this spring on 7 Minnesota TV stations.

Topics	KTCA WDSE KWCM 9:30 p. m.	WTCN 9:30 a. m.	KSOO 7:30 a. m.	KCMT KNMT 7:30 a. m.
Finding a job (high school level)	4/3	4/5	4/26	5/4
Effects of Serc on blood flow	4/10	4/12	5/31	6/8
Fire fighting is everybody's business	4/17	4/19	5/24	6/1
Library Week -- Read	4/24	4/26	5/3	5/11
The why and where to fish	5/1	5/3	5/10	5/18
Pesticides: sprays and spraying	5/8	5/10	5/17	5/25
Regional development systems	5/15	5/17	6/1	6/8
Regional research center	5/22	5/24	6/14	6/22
June Dairy Month	5/29	5/31	6/7	6/15
Red Pine	6/5	6/7	--	6/29
Home Economics Careers I	6/12	6/14	6/21	7/6
Home Economics Careers II	6/19	6/21	6/28	7/13
Home yard beautification	6/26	6/28	7/5	--

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REMEMBER N. A. C. A. A. PUBLIC INFO. AWARDS -- Glen Chambers, Wilkin County agent, has asked us to remind all agricultural agents of the second annual N. A. C. A. A. information contest. You've received your entry blanks. Remember that entries must be in the hands of your state chairman by May 15. We in the Department feel that agents can benefit from the contest and the evaluations presented. We join Glen in urging your entries. --Harold B. Swanson

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Publications and Direct Mail

NEW PUBLICATIONS

Horse Care and Management. Extension Bulletin 358. Robert Jordan. Includes information on genetics, diseases, hoof care and shoeing, horsemanship, and equitation. 24 pages. Available.

Sparkler Flowering Crab. Miscellaneous Report 84. R. Mullin and L. C. Snyder. Describes this new University of Minnesota introduction. Includes four color photos of the tree. 2 pages. Available.

A Good Projection Screen Helps Your Presentation. Information Service Series 30. Gerald R. McKay. Discusses screen material, size, construction, placement, and use. 2 pages. Available.

Processing Costs in Butter-Nonfat Dry Milk Plants. Station Bulletin 491. J. William Hanlon and E. Fred Koller. The objectives of this study were to estimate the shortrun and longrun average cost curves for Minnesota butter-nonfat dry milk plants within the size range of 140 to 470 million pounds of annual whole milk capacity. Relationships between plant size and cost were of primary concern. 48 pages. Available early April.

Hair Care. HS-19. Athelene H. Scheid and Leona S. Nelson. (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.) Explains proper hair care, how to make shampoo, and how to get rid of dandruff and lice. 8 pages. Available.

REVISED PUBLICATIONS

1969 Weed, Insect, and Disease Control Guide for Commercial Fruit Growers. Special Report 6. Leonard B. Hertz, Howard L. Bissonnette, and Phillip K. Harein. Includes information on application rates, precautions, and general recommendations for commercial fruit growers. Tables list chemicals for use on crops. 20 pages. Available mid-April.

Using Plastic and Dikes to Prevent Minor Surface Flooding. RCD-7. Clifton F. Halsey. Explains how to prepare a site for a dike and how to fill and lap sandbags for the dike. 2 pages. Available.

Descriptions of Potato Varieties. Horticulture Fact Sheet 7. Orrin C. Turnquist. Describes new and old varieties tested in Minnesota plots during 1968. 2 pages. Available.

Custom Rates for Farm Operations. Extension Pamphlet 134. T. R. Nodland and C. H. Cuykendall. Shows the custom rates in effect in Minnesota in 1968. Data were collected through a questionnaire study. 8-page railroad folder. Available early April.

REPRINTED PUBLICATIONS

Should You Buy on Time? HS-15. Mary F. Lamison and Leona S. Nelson.

Cutting Up and Cooking a Chicken. HS-18. Verna A. Mikesh and Leona S. Nelson.

Check Up on Your Communication Skills. Communications Bulletin 4. Harold B. Swanson.

Test Your Discussion Leadership. Communications Bulletin 14. Paul Cashman.

The Visit As a Teaching Method. Communications Bulletin 18. Harold B. Swanson and Frank W. Forbes.

Decisions to Make -- Before You Visualize. Communications Bulletin 23. Gerald R. McKay.

Exhibits -- Do They Help Us Communicate Efficiently? Communications Bulletin 27. Gerald R. McKay.

Tree Damage Caused by Nonliving Agents. Plant Pathology Fact Sheet 12. Herbert G. Johnson.

Economies of Size in Minnesota Dairy Farming. Station Bulletin 488. Boyd M. Buxton and Harald R. Jensen.

Breads and Cereals. HS-11. Grace D. Brill and Leona S. Nelson.

Meat and Meat Foods. HS-12. Verna A. Mikesh and Leona S. Nelson.

Hamburger. HS-13. Verna A. Mikesh and Leona S. Nelson.

Milk. HS-14. Verna A. Mikesh and Leona S. Nelson.

Potassium Problems. Soils Fact Sheet 6. C. J. Overdahl.

How to Upholster Overstuffed and Occasional Chairs. Extension Bulletin 326.

Judging Dairy Cattle. Dairy Husbandry Fact Sheet 2. J. W. Mudge, R. W. Wayne, and C. L. Wilcox.

Chart for Determining Joist and Beam Sizes. M-121.

Beef for the Freezer. Home Economics Fact Sheet 12. Verna Mikesh, Mary Ryan, and Kenneth Egertson.