

MN2000 RPI 6/25/69

Reaching People with information.



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AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

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June 25, 1969

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

THE KEY TO EFFECTIVE PUBLIC RELATIONS -- The Personnel Management Division of ASCS has prepared a special publication, "The Key to Effective Public Relations in ASCS," for its employees. Many of the tips apply equally well to Extension, especially in connection with relations by direct contact, by letter, and over the telephone. Let's look at those suggestions on face-to-face communication.

- A. Know your program and your agency.
- B. Maintain a neat appearance.
- C. Follow these public relations techniques:
 1. Give the other fellow your undivided attention. Make him feel that your mind is strictly on him and his problem or proposal.
 2. Conduct your business quietly.
 3. Allow your listener to finish his statement. Express an interest in the other fellow's problem or point of view. Respect for his views will, as the Golden Rule suggests, result in his respect for yours.
 4. If a disagreement arises, take time to respond.
 5. Use the other person's name in the conversation.
 6. If you make a mistake, admit it. Don't cover up.
 7. Don't complain about other agencies or persons in your business dealings.

Next month we'll cover other points brought out in the ASCS publication. --Harold B. Swanson

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RADIO - TV TOPICS

1. June 29 to July 5 - Safe Boating Week
2. July 1, 10, 16, and 17 - Experiment Station Days
3. July 20 to 26 - Farm Safety Week
4. January to July - Program Report on Your Extension Activities
5. County Fairs and 4-H Demonstration Days
6. Summer Care of Livestock --Ray Wolf

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YARD 'N' GARDEN TV SHOW CHANGES - - The time for the program has been changed and new stations have been added.

From Friday, June 20, through August, Yard 'n' Garden will be seen on KTCA-TV, St. Paul, WDSE-TV, Duluth, and KWCM-TV, Appleton, at 9:00 p.m. instead of 9:30 p.m.

Other stations carrying the program are: WTCN-TV, Minneapolis, Saturdays at 9:00 a.m.; KFME-TV, Fargo-Moorhead, Wednesdays at 7:00 p.m.; and KEYC-TV, Mankato, Mondays at 3:30 p.m. from June 6 through July 7 and then on Fridays at 3:30 p.m. from July 11 through September 5.

Yard 'n' Garden is a program designed to assist homeowners and gardeners with plant, tree and lawn problems. The series features University of Minnesota extension specialists from horticulture, entomology, and plant pathology with Leo Fehlhafer, extension information specialist as host.

Listeners wishing answers to questions about insects, diseases, weeds and general gardening should send their questions to Yard 'n' Garden, University of Minnesota, St. Paul, Minnesota 55101. --Ray Wolf

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MASS MEDIA USED HEAVILY IN EXTENSION - - Tabulation of Extension's 1968 reports from all the states show continued heavy use of mass media, with publications, circular letters, and radio on the increase. The 77-1/4 million publications distributed was 1-1/2 million more than 1967 and 6-1/2 million more than 1966.

The number of direct mail circular letters remained about the same (around 2,850,000) but the total number of copies mailed rose from 86 million in 1966 to 88 million in 1967 and 90 million in 1968. Radio broadcasts increased from 857,000 in 1967 to 945,000 in 1968. The 819,000 news releases and nearly 53,000 TV broadcasts in 1968 were about the same as in 1967. --From June 4, 1969 Editor's Letter - FES. --Ray Wolf

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TIPS ON TAPES - - If you want the greatest mileage from your recordings, buy high-quality tape, keep it neatly wound and boxed, avoid temperature and humidity extremes, avoid magnetic fields and keep the recorder in good working order. --Ray Wolf

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JULY TAPES FOR HOME AGENTS -- Lee Nelson, assistant extension information specialist, interviews Claire Metkowski, University student, about Youth Power in Minnesota on the first of the short tapes (5 min., 15 sec.). The other two tapes are interviews with Helen Gerken, home economist with the American Dairy Association, on dairy foods for picnics (3:35) and with Mrs. Shirley Munson, frozen foods specialist, on freezing strawberries (4 min.).

The long tape is the eighth in the series of interviews with Ron Pitzer, extension family life education specialist, on "A Child's World" -- this one on the influence of heroes on a child's development. Time is 14 minutes. --Jo Nelson

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THE RADIO-TV SCHEDULE FOR JULY-SEPTEMBER will reach you soon. It lists the topics and speakers for Highlights in Homemaking and University Farm Hour radio programs on KUOM and for Town and Country and Yard 'n' Garden TV programs on KTCA and several commercial stations. Extra copies of the schedule for distribution are available from the Bulletin Room. --Ray Wolf

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WORD CORNER -- SHARPEN UP! -- How often have you heard "I" misused for "me" in a simple sentence such as "He invited Elizabeth and I for dinner"? "I," of course, is the nominative form--to use as the subject--"me" the form to use for the object. So simple it's amazing how many people put their "I's" in the wrong place! --Jo Nelson

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NO ONION SKIN, PLEASE! -- We still receive carbon copies of some county agents' press releases typed on onion skin, on legal-size sheets. If you want to improve your relations with editors (or radio stations), you will never use onion skin. Also avoid legal size paper. -- Jo Nelson

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DON'T TELL ALL YOU KNOW -- The other day I read a report written by a man recognized as an authority in his work. The report was complete and comprehensive. It bulged with facts and figures. It was confusing. It wasn't clear and concise.

The writer was so anxious to share his knowledge, he held back nothing. He blew a sandstorm of details at his reader.

Macaulay, the great historian, was too wise to write everything he knew about a subject. He said the way to let readers grasp the whole was to put down only the essential parts of the truth.

Before you write your next report, get all the facts you can find. Spare yourself no effort. But spare your reader by omitting details. Men who make decisions base them on essential facts. -- From Letter Logic, Connecticut Mutual Life Insurance Company

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Publications and Direct Mail

NEW PUBLICATIONS

Minnesota Science. Volume 25, No. 3. This special issue on international trade and development includes articles on sheep imported from Finland, wheat rusts, U.S. food aid export programs, the protein gap, and horticultural research around the world. 32 pages. Available.

Organization and Structure of the Red River Valley Potato Industry. Economic Study Report S68-3. John K. Hanes. Describes and provides measures of the Red River Valley potato industry to assist public agencies and those in the industry in adjusting to changing economic conditions. 146 pages. Available.

Determinants of Tax Revenues and Current Expenditures of Suburban Communities in the Twin Cities Metropolitan Area. Economic Study Report S69-2. David M. Nelson. Explores relationships between land uses and land taxation and their effects on community economic growth. The seven-county metropolitan area and 61 suburban communities are the bases of the study. 28 pages. Available.

The Allocation of Research, Teaching, and Extension Personnel in U.S. Colleges of Agriculture. Professional Journal Paper J69-1. Willis L. Peterson. Inventories extension personnel by departments and identifies and measures factors that appear to influence this allocation. 16 pages. Available.

NOTE: Copies of the last three publications are not available from the Bulletin Room. Order them from: Department of Agricultural Economics, 212 Haecker Hall, University of Minnesota, St. Paul, Minnesota 55101.

REVISED PUBLICATIONS

Insecticides and Their Uses in Minnesota -- 1969. Extension Bulletin 263. P. K. Harein and L. K. Cutkomp. Updates information on insecticides, both in descriptive material and in tables suggesting dosages for field crop insects; household, livestock, and poultry pests; tree, shrub, and lawn insects; stored grain insects; and greenhouse and floricultural pests. Recommendations should not be used beyond 1969. 40 pages. Available mid-July.

Guide to Computer Programmed Soil Test Recommendations in Minnesota. Special Report 1. William E. Fenster, Curtis J. Overdahl, and John Grava. Offers new computer soil treatment findings. Explains procedures for developing recommendations. 36 pages. Available mid-July.

Radio-Television for City and Country. July-September 1969. Quarterly list of topics for "Highlights in Homemaking" and "University Farm Hour" on KUOM radio and "Town and Country" and "Yard 'N' Garden" on KTCA, KWCM, and WDSE-TV. 10-page railroad folder. Available early July.

Know the Best Buys in Fruits and Vegetables. Extension Folder 197. Grace Brill. Provides shopping tips and describes characteristics of top quality fruits and vegetables. 6-page railroad folder. Available mid-July.

Feeder Pig Production Guide. Extension Folder 223. I. T. Omtvedt, R. J. Meade, R. E. Jacobs, R. L. Arthaud, L. E. Hanson, and W. E. Rempel. Provides information on feeding and management, selection of breeding stock, and crossbreeding. 6-page railroad folder. Available mid-July.

REPRINTED PUBLICATIONS

Grain Drying Tables. Extension Folder 239. Ronald K. Kaldenberg.

Controlling White Grubs in Lawns. Entomology Fact Sheet 22. John A. Lofgren.

Galls. Entomology Fact Sheet 23. T. M. Peters.

Protecting Trees from Animal Damage. Forestry Fact Sheet 8. William R. Miles.

Planning Your Family's Food. Extension Folder 203. Grace Brill.

Heat Detection and Time to Breed. Extension Pamphlet 222. A. G. Hunter and B. J. Conlin.

Nutrition and Reproductive Performance. Extension Pamphlet 223. D. E. Otterby and B. J. Conlin.

Barbecuing Poultry. Extension Folder 200. Milo H. Swanson.