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AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

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December 22, 1969

Dear Colleagues

The holiday season again gives us the special opportunity to wish our friends the very best for the coming year. We hope, too, that each and every one of you has a most festive holiday season.

We regard it a privilege to work with you on a team that has as its purpose bringing to both adults and youth the opportunities afforded by our University. The continued climate of cooperation and good will we have in our relationships with you make our joint efforts pleasant and rewarding.

We're looking forward to another year of meaningful cooperation and pleasant relationships as we continue our efforts in both college and continuing education.

Again, from all of us to all of you, a Merry Christmas and a Happy New Year.

Sincerely

The Staff

The Staff
Department of Information
and Agricultural Journalism

MERRY CHRISTMAS ^{and} a HAPPY NEW YEAR

MAKE YOUR NEWSLETTER WORTH READING -- Communicating information is not easy. Because people like to receive mail, a newsletter can be effective if the information relates to the audience.

That was one conclusion from a recent evaluation-study of the Bennington County (Vermont) newsletter, according to Patricia A. Malone, assistant editor, University of Vermont. Respondents suggested many ideas to make newsletters more appealing and readable. You may want to consider some of these suggestions for your newsletters:

1. Make your information relate directly to your readers' activities. This is the place for his business -- not yours. Write personally, talk directly to your reader to help him identify with the message.
2. Begin your letter with the most vital message. Many respondents suggested that the lead (first) item should be your most important message, story, or coming event. Always tell why this information will benefit the reader.
3. Dig for the unusual slant, and be sure the leads on your items tell the reader something. Catching his interest in your initial statements can make the difference in whether the letter is read or tossed aside.
4. Give your reader new ideas -- help him improve his life, increase his income, save money, protect his family, or be a more conscientious citizen.
5. Leave plenty of white space between separate items in the letter and in the margins. Respondents didn't like a lot of information crowded into a little space.
6. Use illustrations to clarify or explain your text -- not to decorate the page.

--From American Association of Agricultural College Editors Newsletter, December 1969

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NEWSLETTER MATERIAL FOR COUNTY EXTENSION HOME ECONOMISTS -- The USDA Weekly Consumer News is a source of informational items that can be used in newsletters, columns or on the air. If you're not on the mailing list, you might request it from Consumer and Marketing Service, 536 South Clark St., Chicago, Illinois 60605.

You may also be interested in getting copies of fact sheets from Land O' Lakes on: dry milk, eggs, butter, etc. Write to: Mrs. Matilda Rupp, Land O' Lakes, 2215 Kennedy Street N.E., Minneapolis, Minnesota 55413.

--Jo Nelson

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A YEARLY REMINDER -- It's time again to give the public a review of your activities for the past year. Your annual report or other summaries you prepare will give you ample material for several news stories, radio programs and reports in your newsletters. --Harold B. Swanson

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THE QUESTION - ANSWER CORNER -- County Extension agents and other faculty frequently pose communications questions to our staff. Several new agents attending the fall conference presented us some "dillies." We'll attempt to answer some of these questions the best we can, recognizing that for many there are no "pat" or definitive answers.

Q. How long should you wait for a group before beginning a meeting? I would like to start promptly in hopes that they would also learn to be on time.

A. The easy answer is to say start on time. And that should be our goal. Remember though that if you or other agents have tolerated late starts over the years, if your starting time is unrealistic, or if the "custom" of the community is easy-going in this respect, your job will be much harder.

To paraphrase an ad, "My advice, sir, is use de-icer." In communications terms start on time, but "de-ice" the audience up with introductory remarks, participation devices, general comments. You need this time to settle your audience down, get their interest, and allow for the initial scuffling around. Yet you start on time.

Frankly, I'd be interested in how Extension agents do insure starting meetings on time. It is done very successfully by several agents. But how? Tell us and we'll pass your comments on to your colleagues.

Q. How do you increase attendance at a meeting through communication media?

A. Before you can sell people on coming to a meeting, you have to have a product to sell. We all ask "What is there in this meeting for me? How will I benefit? Who else will be there? What's my obligation?" So as you use communications media, try to point out the benefits or high points rather than just announce the meeting. Many times you cannot expect the mass media to entice a large crowd. Other times it will. People will become aware of and interested in the event through mass media. But you may have to use direct mail, calls and personal contacts to supplement your mass approach. Other times radio announcements, new stories, items in your column, etc. will do the job. They should be used regularly and supplemented as needed.

--Harold B. Swanson

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WORD CORNER: SHARPEN UP! -- One way of sharpening our speech and writing is by eliminating redundancies. Pre, meaning before, often becomes attached to words where it is redundant, e. g., precondition, pre-testing. Roy Copperud, who writes "Editorial Workshop" for Editor and Publisher, makes this pungent comment: "Preplanning is another pompous asininity; planning can never be anything but pre-." --Jo Nelson

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RADIO-TV TOPICS for early '70's include annual reports, food stamp program, winter safety (driving, skiing, skating, snowmobiling), winter feeding and care of livestock, income tax -- (deductions, record keeping), pork week, crop and vegetable varieties for 1970, persistent pesticides and the 1969 agricultural census. --Ray Wolf

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FAMILIES ON THE GROW -- A series of four 15-minute programs on nutrition for the growing family will be telecast on all four ETV stations at 2:45 p.m. on January 7, 14, 21, and 28.

The series will also be carried on:

- * WTCN-TV (11) Twin Cities at 8:30 a.m. January 10-31
- * WDAY-TV (6) Fargo and WDAZ-TV (8) Grand Forks, North Dakota at 3:30 p.m. January 17-February 7
- * KCND-TV (12) Pembina, North Dakota at 12 noon February 4-25
- * KELO-TV (11) Sioux Falls and KDLO-TV (3) Florence, South Dakota at 4:30 p.m. January 31-February 21
- * KXAB-TV (9) Aberdeen, South Dakota at 12 noon January 31-February 21

In addition to the above 11 stations, Alexandria and Walker may use the series about mid-February.

Extension home economists have been supplied news stories, viewing guides and suggestions for enrollment and for ordering certificates.

--Ray Wolf

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EXTENSION HOME ECONOMIST TAPES FOR JANUARY -- The long tape for January is an interview with Juliette Myren, associate professor of home economics, on collecting glass. It runs about 14 minutes.

The short tapes include interviews with Myra Zabel, extension home furnishings specialist, on what's new in fabrics for home furnishings and what's new in bedding (the latter appropriate for white sales month). The third interview will be either on Pork Week or on white sales. --Jo Nelson

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TOWN AND COUNTRY TV for January and February on ETV network and some commercial stations include: Watershed Research, Flower Gardening Around The World, A Rat Race Against Time (rat control), and Anatomy of Inflation.

The two programs on Home Economics Careers will be re-run as will several other recent "good" programs.

Watch for the January-March issue of "Radio and Television for City and Country" for station dates and air time. --Ray Wolf

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Publications and Direct Mail

NEW PUBLICATIONS

Decorating Clinics Spread Over State. Extension Program Report 18. Describes grassroots community interest from International Falls which generated a series of statewide home decorating clinics. 2 pages. Available.

Consumption of Dairy Products: An Analysis of Trends, Variability, and Prospects. Technical Bulletin 268. Marguerite C. Burk. Contains a summary of existing knowledge about dairy products consumption in the United States, together with new data on the present and future market for Minnesota's milk. 130 pages. Available.

Food Expenditures by Upper-Income Families: An Analysis of Their Changing Importance in the U. S. Food Market. Technical Bulletin 269. Marguerite C. Burk. Analyzes food buying patterns of upper-income urban families and relates them to the overall trends and variations in U. S. food expenditures. 324 pages. Available mid-January.

Minnesota Science. Volume 26, No. 2, Winter 1970. Reports on recent research activities at the University's Agricultural Experiment Station. Environmental quality, animal fertility studies, energy requirements of high-producing dairy cows, animal waste disposal problems, regional research on insect dissemination, and the role of forestry in Central America's economy are discussed in this issue. 16 pages. Available early January.

Livestock Feed Concentrate Consumption by County. Technical Bulletin 270. R. Clyde Greer and Dale C. Dahl. Contains estimation procedures and statistical data for use in determining feed consumption rates, by county, for Minnesota's major livestock species. 24 pages. Available mid-January.

Computer Analysis Highlights Soil Testing Program. Extension Program Report 21. Describes a computerized fertilizer and lime recommendation program developed for Minnesota's field and vegetable crops. 2 pages. Available.

Eggs. HS-21. Verna A. Mikesh and Leona S. Nelson. Includes information on how to select, store, and prepare eggs. Includes recipes. (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.) 8 pages. Available early January.

Prospects for U. S. Consumption of Dairy Products. Economic Study Report S69-4. Marguerite C. Burk. 24 pages. Available.

Economic Comparisons of Hay Harvesting, Storing and Feeding Systems for Beef Cow Herds. Economic Study Report S69-5. L. J. Maish, C. H. Cuykendall, and P. R. Hasbargen. 49 pages. Available.

Minnesota's Regional Systems. P69-23. John S. Hoyt, Jr. 25 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

1970 Crop Production Guide for Minnesota. Extension Pamphlet 194. Harley J. Otto, Curtis J. Overdahl, Gerald R. Miller, William E. Fenster, Oliver E. Strand, and Lowell D. Hanson. Lists recommended varieties, sowing rates and dates, and weed control methods. Includes fertilizer suggestions. Broadside. Available early January.

Radio-Television for City and Country. January-March 1970. Quarterly list of topics for "Highlights in Homemaking" and "University Farm Hour" on KUOM radio and "Town and Country" on KTCA, KWCM, and WDSE-TV. 10 pages. Available early January.

Minnesota Retail Dealers Conference Handbook, 1970. Special Report 12. Prepared by extension specialists in entomology, agronomy, plant pathology. The publication presents up-to-date information on agricultural chemicals, fertilizers, herbicides, and plant diseases. Also has policy statement on use of insecticides from Department of Entomology, Fisheries, and Wildlife. 64 pages. Available early January.

Today's Fibers. Extension Folder 218. Athelene Scheid. NOTE: THIS REPLACES THE REVISION YOU RECEIVED TWO MONTHS AGO.

Cultural and Chemical Weed Control in Field Crops, 1970. Extension Folder 212. G. R. Miller, et al. Reports on the effectiveness of using chemicals and cultural practices for controlling weeds. Gives recommended application rates. 28 pages. Available early January.

Varietal Trials of Farm Crops. Miscellaneous Report 24. R. G. Robinson, et al. Contains comparative results of Minnesota farm crop trials for the year, and lists recommended, new, and some nonrecommended varieties based on Minnesota Agricultural Experiment Station tests. Also gives statistical information on yields and other characteristics based on previous tests. 20 pages. Available early January.

REPRINTED PUBLICATIONS

Strawberries for the Home Garden. Horticulture Fact Sheet 19. Leonard B. Hertz.

Raspberries for the Home Garden. Horticulture Fact Sheet 20. Leonard B. Hertz.

Jeans and Wash Slacks for Children. Extension Pamphlet 220. Thelma Baierl.

Town and Country Sewage Systems. Extension Bulletin 304. Dennis Ryan and Roger Machmeier.

Some Tips on Writing Radio Copy. Information Service Series 29. Harold B. Swanson.

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