

# 3 Reaching People with information...



**press  
publications  
radio  
television  
visual aids**

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

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February 24, 1971

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 \* Please read, check, and circulate \_\_\_\_\_  
 \* Extension Agent \_\_\_\_\_  
 \* Extension Home Economist \_\_\_\_\_  
 \* Assoc./Ass't. Extension Agent \_\_\_\_\_  
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WHAT ARE YOU DOING ABOUT CHANGE? --That's the challenging question Ron Brown, extension specialist and professor of rhetoric, is directing at many groups. Speaking to members of the Minnesota Adult Education Association recently, Brown pointed out that many problems in change are organizational. Many of them relate to communications.

These problems tend to divide into three distinct areas, he says. They are:

1. Disjunctiveness--Organizational units don't interrelate.
2. Lack of motivation--People can't relate individual enterprise to organizational enterprise.
3. Lack of identity--Managers (you could substitute agents, supervisors, department heads, etc.) don't understand their roles; others working in the organization don't understand their roles; and neither understand the other's role.

Brown pointed out that too often we fail to admit we don't have time or resources to do the job. Then we in Extension, the University and in other groups get caught between a restrictive base of resources and multiplying demands.

Many of the problems of communications and operation in an office or department or other organization revolve around failure to make clear an answer to several questions, Brown said. These include:

1. What are the values of the organization?
2. What are the priorities the organization places on these values and from what philosophical base does it operate?
3. What is the purpose of the organization?
4. What are the goals of the organization?
5. What are or should be the roles of each individual in the organization?
6. What are the objectives of the organization in terms of specific performance expected of each person? These must be referenced to the goals and values of the organization.

Can you answer each of these for your office, unit, etc.? The questions are not easy, are they?

Many of you are familiar with Ron's ideas as reported here. They have real implications for our activities. They are complex, involved, and difficult to communicate. To me it means that everyone has a responsibility to consider all aspects rather than be entirely immersed in individual ends.

--Harold B. Swanson

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**YOUTHS DO READ NEWSPAPERS**--If you've had the idea that young people don't read newspapers, a national survey of their media habits and attitudes shelves that notion. The study was conducted by Gilbert Youth Research for the Bureau of Advertising, ANPA, and reported in Editor and Publisher (January 9, 1971).

The study shows that today's typical youth spends 36 minutes with each paper read--just 60 seconds less time than the typical adult spends reading a newspaper. The survey of more than 1,600 youths 14 to 25 years of age showed that:

- Of all those surveyed 73 percent read one or more daily newspapers on the average weekday, compared with 78 percent for all adults.
- Young people typically spend almost as much time with each newspaper as the average adult, and they absorb the advertising as well as the editorial content.
- As young people grow up, they read newspapers more and watch television less. The average day readership rises to 86 percent for young married people out of school.
- Young people who are more mature, more responsible and more likely to attain future leadership are the most likely to read the newspaper on any given day. --Jo Nelson

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**MARCH TAPES FOR HOME ECONOMISTS**--The short tapes for March will give you a look at spring fashions: Fashions in Patterns for Home Sewing, 4 min.; Fabrics and Color for Spring, 4 min.; and Accessories for Spring, 2:57. The interviews are with Thelma Baierl, extension clothing specialist. The long tape, about 14 min., is a discussion with Ron Pitzer, extension family life specialist, on Quarreling Constructively. He explains the difference between constructive and destructive quarreling.

--Jo Nelson

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**WORD CORNER: SHARPEN UP!** --Since this is February, it seems appropriate to comment on the frequent mispronunciation of the word. It is not Feb-yu-ary. It is Feb-roo-ary. The r after Feb should be pronounced. Along with February, two other words are mistreated by many people in same way, omitting the r in pronunciation--secretary (sek-etary) and library (li-bary).

Sometimes one comes across etc. in a manuscript. What is meant, of course, is etc. It's easy to remember the right spelling when you realize that etc. is an abbreviation of the Latin et cetera--and so on. --Jo Nelson

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PHOTO FUN CLUB TV SERIES GROWING --The 4-H Photo Fun Club TV series is now scheduled to air on eight Minnesota stations.

A commitment to run the series on KCMT-KNMT, Alexandria-Walker may be forthcoming. As of now, the area these stations serve is the only part of the state that won't receive good coverage.

My letters to all the school librarians and audio/visual coordinators in the state has brought a good response. This may have made your contacts with these people easier and resulted in more people knowing the programs are available.

Pako, Inc. is sponsoring the program on four commercial stations and has announced a snapshot contest in conjunction with the series. This should be an interesting venture. Your assistance with this effort will help us evaluate the technique for possible use with future programs. Encourage 4-H photography members to participate and give us comments anyone may have.

Two more series in the nationwide TV effort for youth--Living in A Nuclear Age and the one on nutrition, Mulligan Stew--are in production and will likely be available this fall. --Norm Engle

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SOME STORIES GO DIRECT TO MEDIA --Sometimes we send stories directly to daily newspapers plus radio and television stations, then send information copies to you. Many times these stories are especially timely, so it's essential they reach the media quickly. Also, we're assured of getting the story to all dailies when we send it directly. In some cases, it appears that certain dailies (especially those which cover a number of counties) do not receive some of the stories which we send to agents. In many cases, this is appropriate--you know the local editors and have a good idea of the kinds of stories they're apt to use.

At any rate, there are times when we must send stories directly to the news media--the corn blight stories last summer were a good example. However, when we think the story is of interest to agents, we make sure you get a copy, along with a short letter explaining where the story has been sent.

Any reactions? Pass your comments along to me. --Jack Sperbeck

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SPECIAL STORIES FOR EXTENSION HOME ECONOMISTS --From now on one story in the weekly news packet from us to extension agents will be a release which you may find especially helpful in working with the disadvantaged. In many cases, this may be a story you could give to program assistants (if you are in the EF&N Program) for use in newsletters or community papers distributed to the disadvantaged. When the article concerns food or nutrition, it will be on brown paper with the heading FOOD FOR BETTER HEALTH PROGRAM. Otherwise, it will be on green paper. I'll be glad to get suggestions from you on topics to cover. --Jo Nelson

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TV -- A POWERFUL MEDIUM --Television is a powerful medium. It can change ideas and improve our quality of living. But many times it fails to do it because nobody is watching. James Day, president of National Educational Television (NET), in a recent New York Times article pointed out why our television efforts are many times wasted. "We fail to improve the

quality of life because our approach has been wordy, dark brown, and humorless. To improve the quality of life you need an audience; and to get an audience you must be entertaining. I don't care how earth-shattering the issues are...if nobody is watching, nobody can care about those issues."

If you are doing television, be it cable or via the airways, be creative. Television's strongest point is that it can show motion. Don't just tell your story, show it. --Mike Harris

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NEW HS SERIES AVAILABLE --HS-25 Dry Beans and Peas is now available. This is the newest in the HS (Home Economics-Special) series prepared for those with limited education, finances, and experiences. Verna Mikesh, former nutritionist, worked with Lee Nelson to produce this publication. Order all HS pubs on the regular A-16 Order Form and send it to Lee Nelson, 453 Coffey Hall. Orders are then sent to the Bulletin Room for their immediate attention. --Lee Nelson

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THE TELEPHONE: A PUBLIC RELATIONS TOOL--Your telephone manners reveal a lot about you to the person at the other end of the line. The telephone is such a taken-for-granted convenience, many of us forget that it is also a very important public relations tool in the professional and business world.

As a professional, are you businesslike but friendly when you answer the telephone? Do you give your full name when answering? (How do you react when someone answering the phone responds with: Yes? as though he or she were annoyed by the call?) When the secretary tells you that the person you are calling is not in, do you waste her time dilly-dallying about what you should do, or do you immediately leave your name and telephone number or say that you will call back? --Jo Nelson

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#### TALKING ABOUT MINNESOTA'S PEOPLE AND RESOURCES--

Recently you received copies of the publications, "Serving Minnesota's People and Major Resource Industries" and "People in Extension Care" with the request that you distribute copies to leaders in your communities. Slide sets are available to illustrate "Serving Minnesota People." This set was made from the visual presentation Dean Berg is making to many groups and to legislative committees. --Harold B. Swanson

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RADIO TOPICS FOR MARCH--Town and Country Art Show--March 14 to April 2; Farm Forum--March 3; Livestock Breeders Meeting, Waseca, March 13; Expanded Food and Nutrition Program; Materials Handling Exhibition, St. Cloud, March 9-11; The New Soil Testing Program; Maintaining Quality Environment; How Agricultural Research Aids Your County; New Extension Bulletins; Spring Crop Plans; Spring Care of Livestock; and 4-H Photo Fun Club. --Ray Wolf

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# Publications and Direct Mail

## NEW PUBLICATIONS

Selecting a Corn Hybrid. Agronomy Fact Sheet 22. D. R. Hicks and R. E. Stucker.

Discusses type of hybrid, insect and disease resistance, ear characteristics, maturity, plant population, and yield factors to consider when selecting corn hybrids. 2 pages. Available.

Sugar Beet Nutrition Studies in Southern and West Central Minnesota. Miscellaneous Report 102. R. D. Frazier, S. D. Evans, and L. E. Ahlrichs.

Reports on research conducted at Waseca, Morris, and Hollandale as well as trials on cooperators' farms in that area. Data are from 1965 through 1968. 16 pages. *Waseca*

Available.

Fertilizer for Wheat in Minnesota's Red River Basin. Extension Folder 254.

Charles A. Simkins, John M. MacGregor, Marlin O. Johnson in consultation with county agents of the Red River Valley. Explains why top yields usually need an application of nitrogen and phosphorus fertilizer, and describes importance of soil management in this area of the state. 8 pages. Available.

Cation Exchange Capacity of Soils. Soils Fact Sheet 17. C. A. Simkins, John

Grava, C. J. Overdahl, and W. E. Fenster. Describes soil testing at the University of Minnesota Soil Testing Laboratory that makes it unnecessary to use the cation exchange capacity as a guide to fertilizer application. 2 pages. *Waseca*

Available.

Commonly Used Cooking Equivalents. Home Economics--Family Living Fact Sheet

22. Verna Mikesh and Beverly Lundgren. Compares dry and cooked measure of cereals, flour and sweets. Describes U.S. units of measurement, metric-U.S. equivalents, and equivalents of common capacity units used in the kitchen. 2 pages. Available.

Aphid Pests of Small Grain. Entomology Fact Sheet 43. J. A. Lofgren. Describes, in body and wing drawings, four major aphids found on small grain in Minnesota. Suggests control measures. 2 pages. Available.

Protecting Honey Bees From Insecticides. Entomology Fact Sheet 44. David M.

Noetzel. Discusses history of honey bee losses from insecticides, lists highly, moderately, and relatively toxic insecticides, and presents precautions for the beekeeper and the insecticide user. 2 pages. Available.

The University of Minnesota Landscape Arboretum. Extension Program Report 33. Mervin Eisel. Presents an overview of the research and educational services at the landscape arboretum near Chaska. 2 pages. Available.

Date of Planting Corn. Agronomy Fact Sheet 23. D. R. Hicks and R. H. Peterson.

Discusses factors to consider in choosing a date to plant corn. Reports on research conducted at Lamberton, Morris, and Waseca from 1962 to 1966 and from 1968 to 1970. 2 pages. Available.

Rhododendrons and Azaleas. Arboretum Review 5. Leon C. Snyder. Discusses some of the 150 species, cultivars, and hybrid populations of rhododendrons and azaleas evaluated by the arboretum, and lists those that show promising results. 2 pages. Available.

Plants with Colored Foliage. Arboretum Review 6. Leon C. Snyder. Lists some of the deciduous trees and shrubs with colored or variegated foliage that are compatible with Minnesota's climate and soil conditions. 2 pages. Available.

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Educational Aspirations in Minnesota: Rural-Urban Comparisons. Station Bulletin 502. Joel I. Nelson. An initial examination of the relevance of access to opportunity; values and goals; and achievement potential as possible sources of explanation for rural-urban differences in college aspirations. 40 pages. Available.

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Pork Improvement through Carcass Evaluation. Extension Bulletin 364. C. J. Christians, R. J. Eppley, and J. D. Hawton. Describes evaluation and cutting procedures and pork quality considerations. Includes colored photos. 6 pages. Available.

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Lilacs for Minnesota. Horticulture Fact Sheet 23. Mervin C. Eisel. Explains how to plant and care for lilacs. Includes a list of recommended lilacs. 2 pages. Available.

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Minnesota Tourist Travel Notes. Vol. 9, No. 1. Contains articles on Minnesota's shoreland management program, flammable fabrics and carpets, choosing a theme for your resort, Tourist Travel Notes readership survey, and lists course offerings in resort management and upgrading, and guide training. 8 pages. Available.

#### REVISED PUBLICATIONS

Weed, Insect, and Disease Control Guide for Commercial Vegetable Growers. Special Report 5. O. C. Turnquist, J. A. Lofgren, and H. L. Bissonnette. Recommends control measures for commercial growers of vegetable crops including potatoes. 24 pages. Available.

Insect Control on Forage Crops. Entomology Fact Sheet 4. John Lofgren. Describes specific insect problems and suggests ways to control them. 2 pages. Available.

Controlling Corn Rootworms. Entomology Fact Sheet 14. John Lofgren. Describes corn rootworm problems in cornfields that were in corn the previous years, and suggests remedies. 2 pages. Available.

1970 Weed, Insect, and Disease Control Guide for Commercial Fruit Growers. Special Report 6. Leonard B. Hertz, Herbert G. Johnson, and John A. Lofgren. Recommends controls for weeds, insects, and diseases common in commercial apples, raspberries, and strawberries. 20 pages. Available early March.

Carpenter Ants. Entomology Fact Sheet 30. John Lofgren. Explains how to identify, detect, and control these ants. 2 pages. Available.

#### REPRINTED PUBLICATIONS

Patterns of Firm Growth in Livestock Slaughtering. Technical Bulletin 261. (North Central Regional Research Publication 190). Willis E. Anthony.

Selecting a Dishwasher. Home Economics--Family Living Fact Sheet 15. Wanda Olson

Alter the Pattern to Fit Your Figure. Extension Folder 245. Athelene H. Scheid.

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

Bread Basics. Extension Bulletin 342. Verna Mikesh.

Herbs and Spices. Extension Bulletin 367.

Hardy and Nonhardy Maples. Arboretum Review 5.

Shortcuts in the Home. Extension Folder 188.

Controlling Corn Rootworms. Entomology Fact Sheet 14. John Lofgren.

Common Household Pests. Extension Folder 234.

Common Tree and Shrub Pests. Extension Folder 235.

Corn Insects Above Ground. Extension Folder 236.

Corn Insects Below Ground. Extension Folder 237.

Common Small Grain Insects. Extension Folder 241.

Common Vegetable Insects. Extension Folder 242.

Common Fruit Insects. Extension Folder 248.