

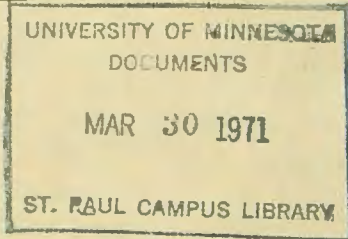
3 Reaching People with information...

press
publications
radio
television
visual aids

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

March 26, 1971

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 * Please read, check, and circulate *
 * Extension Agent *
 * Extension Home Economist *
 * Assoc./Ass't. Extension Agent *
 * Other *
 * Secretary for Filing *

DON'T MAKE UP YOUR MIND TO MAKE UP YOUR MIND -- Sounds incongruous, doesn't it? But read that statement over and apply it to one of our most rapidly developing communications mediums, CATV (Cable Antenna TV). In fact, the term CATV may be out in favor of wide band communications. Thus far CATV has been a factor in smaller cities but not in the Twin Cities. Brainerd, for example, can receive nine stations through CATV. The Twin Cities receive only five or six.

Communicators and educators everywhere are looking at CATV. You've frequently heard from Norm Engle and Gerald McKay about it. Here we report the thinking of a businessman, Frank Thompson, who started the first CATV operation in Minnesota at Brainerd 15 years ago. Many of his statements were made in answer to questions by country newspapermen at the 105th annual meeting of the Minnesota Newspaper Association. Your local newspaper regards CATV as one of the more important concerns before it today. Some regard it as a formidable threat in news and for advertising. Others look on it as an ally. There's no question that CATV is going to affect Extension greatly in the near future.

Thompson recently moved to El Paso, Texas, from Rochester, where he was a prime mover for CATV for Rochester, Winona, La Crosse, and other southern Minnesota operations. Here are some of his statements and predictions:

1. Today's cable technology is changing so fast that before present services are accepted as routine, they will be made obsolete by next week's innovations.
2. Scientists and engineers are incurable optimists. Many have not learned that laboratory demonstration is not equivalent to using the system effectively.
3. CATV is heading into a fast growth era.
4. CATV is only the "tip of an iceberg" of an emerging communications medium. It interrelates with domestic satellites, long and short haul microwave, two-way communication devices, computers, radio cassettes, electronic mail service, and newspapers.
5. Hearings and action by Congress may open a huge area to CATV. Today the 100 major markets (90 percent of the market) cannot install CATV. That's why Brainerd, St. Cloud, and Rochester have more

TV channels available than the Twin Cities. If Congress opens the markets, engineers are ready to make giant strides with improved technology to overcome many CATV problems.

6. We need to get television out of our cable thinking. Television is basically entertainment, he believes. CATV offers information and education.
7. One half of the population will have CATV in the immediate future.
8. A new system of microwave (amplitude modulation link) will be able to serve all people in a 25-mile radius of a CATV operation. This will take care of the problems of reaching farms and other areas away from town.

In other words, Thompson thinks CATV will be with us soon. It will bring new opportunities for educators such as Extension to get in on the ground floor of a new technology. --Harold B. Swanson

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LOOKING FORWARD TO A CAREER -- HOME ECONOMICS -- Mrs. Jo Nelson's new book, "Looking Forward to A Career -- Home Economics," may be useful to many 4-H Club members and other youth as they plan their careers. The book is written for junior high age youth in their early teens. Attractively packaged, Jo's book would be a good addition to many libraries. Copies are on sale at the Coffey Hall Book Store or directly from the Dillon Press, 106 Washington Avenue North, Minneapolis, Minnesota 55401. The cost...\$3.95. --Harold B. Swanson

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BUILD GOOD NEWS RELATIONS -- If a reporter from the local paper covers your office in his regular beat, you've got a good thing going for you. By the same token, if reporters cover your meetings you're almost assured of getting a coverage story. But be realistic -- most small dailies and weekly newspapers are understaffed and their people appreciate a night or two at home just like you do. Many times you can write a short coverage story yourself which the paper will use -- if there's a good local news angle. --Jack Sperbeck

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APRIL RADIO TAPES FOR EXTENSION HOME ECONOMISTS -- The long tape this month is the first in a series of tapes I'll be sending you through June on "Children of the 70's" -- all of them interviews with Ronald Pitzer, extension family life specialist. These may be useful for meetings as well as radio. The April tape (14:40), on learning and creativity, stresses the part parents can play in the development of creativity and in the learning process. Scheduled for May will be a tape on children's values and for June one on how children develop prejudice.

The short tapes include interviews with Coni Braunschmidt, food publicist for the Minnesota Dairy Association, on an Easter dinner menu; Mrs. Beverly Lundgren, assistant extension specialist in home economics on spring cleaning; and one with Mrs. Sue Meyers, extension family life specialist on in-laws.

If you'd like any of these tapes -- and aren't on the mailing list for them -- write me.

One reminder: please return the tapes in the same envelopes (if they're still intact) in which they came -- or in other franked envelopes. One tape was returned recently in a plain envelope (first class) with no postage! (42 cents postage due at this end!) --Jo Nelson

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TRAILER TO HENNEPIN COUNTY --The Food for Better Health trailer, the newest teaching tool of the Expanded Food and Nutrition Program, will be located in Hennepin County April 6 to May 14. Future stops will be out state in EF&NP areas. The new classroom on wheels was on exhibit at the St. Paul Campus for state staff and media representatives to visit before going on two locations in Ramsey County. A press packet was available to tell the trailer story.

The exhibit trailer for nutrition education is a 10 by 30-foot unit with a full line of audio visual and other teaching equipment inside. It accommodates 20 people comfortably, is carpeted, and has air conditioning and heating facilities. There are no water or sewer connections. However, the kitchen unit is equipped with a refrigerator, sink, and a small tank for water sufficient for making coffee and washing hands.

Facilities are available for showing 2 x 2 slides, filmstrips, motion pictures in 16 mm and super 8 size, and overhead transparencies. It has a public address system and can play audio tapes and records. There is also a complete conference center with chalkboard, flannelboard, paper pad, magnetboard, and projection screen.

Program assistants who live in the community will man the trailer with an extension home economist supervising the activities. Hopefully it can be parked adjacent to supermarkets, neighborhood houses, schools, or wherever a target audience can be found. --Lee Nelson and Gerald McKay

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75,000,000 WATCHERS --Paul Klein, former vice president of audience measurement for NBC and a man who has spent almost 20 years "watching people watch television," insists that irrespective of the programs carried by networks in prime time--be they strong, weak or so-so--approximately 75 million people in the U.S. will be viewing them at any given moment.

Mr. Klein has a theory to explain why people keep watching TV even though they profess not to like what is on the air. "I call it the theory of the least objectionable program. You watch television...you turn the set on because it's there--you can't resist and then settle down to watch the program among those offered at a given time which can be endured with the least pain and suffering."

I concur with Mr. Klein's theory and ask, "How much pain and suffering are inherent in Extension's programs?" Are we doing enough to reduce this pain level to attract people to our presentations? Simply, are they purposeful, meeting intended goals, well produced and well presented? --Norm Engle

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EDUCATION'S FAIR SHARE--I recently attended a seminar on "CATV--Education's Fair Share" that had many implications for Extension. The meeting centered on the prospects of Cable TV moving into more communities and the infinite possibilities using cable networks. The prime concerns were: obtaining sufficient channels for use by educators; utilizing these facilities for both classroom and supplementary instruction; and providing a wider distribution into the community of educational materials. Possible uses of CATV include explaining new techniques in the classroom to parents, student presentations of what they are learning and even covering school board meetings.

One important concern was working with other agencies within that community--the library, Extension, and others with an educational mission--to provide program material to fully utilize outlets.

A recently demonstrated portable cassette video tape recorder and camera has great promise for use in Extension. Development of program material for distribution, use and how to get the \$1,400 to buy the units would be the biggest concern at present. This model was extremely good quality and foolproof to operate. --Norm Engle

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APPEARANCE COUNTS A LOT --The appearance of the copy you send to the mass media may make a lot of difference in its acceptance. Le Sueur and Stearns County extension agents are among those who send clean, neat mimeographed copy to their papers--copy that's easy to read and edit. No doubt many other county extension agents mimeograph their copy, too.

On the other hand, some extension agents apparently send to the media copy that's typed on onionskin on legal-sized sheets--even carbons that are hard to read. Editors find it difficult to handle onionskin--and who likes legal-size sheets? If your copy is worth sending to the mass media, it's worth taking office time to make it presentable and easy to edit. Mimeographing (good, clean mimeographing) isn't that expensive or time-consuming! --Jo Nelson

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TEN COMMANDMENTS OF FARM BROADCASTERS --From M. L. N. Iyengar, secretary of the Agricultural Information Communicators' Association, India, writing in the AICA Bulletin, we pass along his Ten Commandments for Farm Broadcasters.

1. Thou shalt always remember who thy listeners are. If thou forget them, thy words are just lost to the air.
2. Thou shalt forget at thy peril that to bore thy listeners is an original sin.
3. Thou shalt always converse with and not harangue thy listeners.
4. Thou shalt bear in mind that in simplicity and brevity lies thy virtue.
5. Thou shalt always act on the belief that the worst broadcaster is one who has lost his enthusiasm.
6. Thou shalt not confuse thy listeners with statistics and details.
7. Thou shalt not cover the fruits of research with the dust of technical difficult words.
8. Thou shalt be always human.
9. Thou shalt be thyself and sincere.
10. Thou shalt promise that thou shall use the radio to suggest, motivate and educate, not to teach, philosophize, specify or qualify."

--Ray Wolf

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RATE YOUR RADIO PROGRAMS by noting the following factors: Did the program have a good opening and close? Was it of the right length, delivered at a pleasing rate, with proper inflections and pronunciations? Was the talk enthusiastic and friendly with flowing delivery without long pauses? Did you make a good choice of subject matter, get an idea across and summarize the presentation? If you can answer "yes" to all or most of the above questions you should be doing a good job of reaching people. --Ray Wolf

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TELESESSIONS HIT TIME --Time Magazine on January 12 featured "Telesessions" as a new startling development. Yet, in education, we in Minnesota and many other states have used teleteaching or telelecture successfully for several years. But there are ideas we can gain from "Telesessions," an organization whose purpose is to bring together strangers with similar interests on a large, huge party line for information. Subscribers call a specific number at an appointed hour and talk with other subscribers on common subjects. No moderator is necessary, the organization has discovered.

--Harold B. Swanson

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WORD CORNER: SHARPEN UP! --"Remember that the popular word or expression today may be a cliché tomorrow," Ellis Gladwin, former editor of Letter Logic, reminds us.

One of the expressions that has certainly become a cliché is "more importantly." Count the number of times you hear it and see it, speech and print within a week! Like the cliché "hopefully," it is usually a dangling adverb; it doesn't modify a thing.

To quote Gladwin again: "Without words...there would be no communication. Those who understand the power of words are not misunderstood. Man can soar with words. Yet the careless use of words can cause more destruction than the most powerful bomb ever built. There is no limit to the force of words." --Jo Nelson

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FEEL LIKE SCOFFING AT NEW IDEAS? --If you feel like scoffing at new developments, remember what a committee set up by Western Union nearly a century ago said about A. G. Bell's new invention, the telephone:

"Bell's proposal to put his instruments in almost every home and business place is fantastic in view of costs of installing it.

"He expects that the public will use his instruments without the aid of trained operators...the public cannot be trusted to handle the technical communication equipment.

"We must advise against any investment whatever in Bell's scheme. We do not doubt that it will find a few users in special circumstances such as between the bridge of a ship and the engine rooms, but any development of the kind and scale which Bell so fondly imagines is utterly out of the question."

--Harold B. Swanson

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MATERIAL ON CLEANUP AFTER FLOODS --If there are threats of floods in your county this spring, be prepared with material for news stories, your column, newsletters and your radio programs. The maroon notebook, Emergency Action Guide, sent to every county several years ago, contains 18 news articles concerned with health, house and home after floods (cleanup, renovating tips, etc.) and 15 news articles relating to agricultural production and property, finances and records in flood situations. Look these up now so you will have them as you need them.

Radio tapes are also available from me on cleanup after floods. These are spots done by extension specialists. --Jo Nelson

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PLEASE DISPOSE OF ALL COPIES OF S.D. 4-H 25 "Sheep Production Guide." This bulletin was purchased from South Dakota State University. It contains references to chemicals which are no longer permitted in Minnesota. Do not use this bulletin in your 4-H programs. Ask your project leaders to inform their members. --Eldon E. Fredericks

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TAPE RECORDING ON EF & NEP --Recently I taped a 14-minute interview with Bill Milbrath, coordinator, on the Expanded Food and Nutrition Education Program and the use of the Food for Better Health Trailer. If any of you have occasion to use such a tape, I'll be glad to send it to you. --Jo Nelson

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USING THE EDITORIAL WE --Mark Twain once said that only editors, the President, and people with tapeworm should use the editorial "we" in their writing and speaking. What do you think?

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PALMBY USES VO-TECH FACILITIES--Ray Palmby, Jackson County agent, is working closely with the vocational-technical school personnel in several efforts. The school's video equipment has offered another hardware format for software material (programs). They've used the video tapes on drugs, and Ray is now going to use the facility for a service club presentation.
--Norm Engle

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SIX USED FOR RADIO--Illinois county agents at a recent seminar reported six major uses of radio: (1) receiving late news reports; (2) developing awareness and reminding of events; (3) reporting activities in the counties; (4) reaching new audiences; (5) previewing coming events; and (6) stimulating interest in Extension programs. Are you using all of them? Can you think of more uses? --Ray Wolf

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TIPS FOR RADIO--

Get some radio training...even if by book.

Get to know radio station personnel.

Get time on the station that covers your county.

Get a good tape recorder.

Give the listeners what they want and need.

Use variety. It adds life to any program.

Use human interest material, seasonal topics.

Use names and success stories.

Keep it friendly, moving, entertaining, and educational.

Keep interviews short and cover several items.

Don't read...talk it up.

Don't be academic...say it simply.

Listeners have lazy ears...beware of numbers...round off and make numbers easy to hear.

Use a You and I approach.

Timing is important...fill up, but don't spill over.

--Ray Wolf

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Publications and Direct Mail

NEW PUBLICATIONS

Teleteaching--the Party Line Revived. Extension Program Report 30. Reviews the use made of telelecture facilities by the Agricultural Extension Service. 2 pages. Available. *here*

Cooperative Extension Work in Ramsey County. Extension Program Report 35. Depicts the broad-based, varied programs intended to have something to interest everyone. 2 pages. Available. *here*

Programs on Environmental Quality. Extension Program Report 36. Reviews contributions of extension workers to improvement of environmental quality. 2 pages. Available. *here*

Extension Clinics, Workshops Serve Consumers. Extension Program Report 37. Describes the overall consumer education program of extension, with special emphasis on the "Calling All Consumers" workshop, consumer credit workshop, and the consumer clothing clinic. 2 pages. Available. *here*

Grain Market Information. Agricultural Economics Fact Sheet 9. W. E. Anthony. Lists sources of information about the grain market. 2 pages. Available.

Minnesota's Forest Trees. Extension Bulletin 363. William R. Miles and Bruce L. Fuller. Describes summer and winter tree identification. Includes detailed drawings of twigs, cones, and leaves. 24 pages. Available. *2 copies here*

Minnesota Science. Volume 27, No. 2. Offers a potpourri of research--from selecting carpeting to a study of the nesting habits of grouse or a new explanation for the cause of aster yellows, a disease that attacks garden vegetables. 16 pages. Available mid-April. *here*

Selecting and Using a Blender. Home Economics Fact Sheet 23. Wanda Olson and Sheryl Nefstead. Describes what features to watch for in selecting a blender, lists several blender uses, and provides a "quantity yield" chart on some foods processed in a blender. 2 pages. Available. *here*

The Home Lawn. Extension Bulletin 366. Donald B. White. Explains grass selection and how to start and maintain a lawn. 16 pages. Available. *here*

Recent Publications of the Agricultural Experiment Station. Postcard describing recent station, technical, and miscellaneous reports of the experiment station. Available.

Recent Publications of the Agricultural Extension Service. Postcard describing new and revised publications of the extension service. Available.

REVISED PUBLICATIONS

Insecticides and Their Uses in Minnesota--1971. Extension Bulletin 263. P. K. Harein, D. M. Noetzel, J. A. Lofgren, and L. K. Cutkomp. Contains descriptions and general uses of insecticides as well as recommended safety precautions. 44 pages. Available mid-April. *here*

Controlling Diseases in the Home Vegetable Garden. Plant Pathology Fact Sheet 9. Herbert G. Johnson. Discusses general practices as well as seed treatment and individual crop treatments for home gardeners. 2 pages. Available.

Cankerworms. Entomology Fact Sheet 21. A. C. Hodson and J. A. Lofgren. Describes spring and fall infestations and suggested control measures. 2 pages. Available. *here*

- What to Do About Ants. Entomology Fact Sheet 19. John Luhman. Discusses pest control both inside and outside the house. 2 pages. Available. *here*
- Minnesota Ticks and Their Control. Entomology Fact Sheet 27. L. K. Cutkomp. Describes the American dog tick or wood tick, brown dog tick, and bat tick. Suggests removal and control measures. 2 pages. Available. *here*
- Cockroaches. Entomology Fact Sheet 16. L. K. Cutkomp and J. A. Lofgren. Describes and pictures five kinds of cockroach and suggests controls. 2 pages. Available. *here*
- Silverfish and Firebrats and Their Control. Entomology Fact Sheet 33. L. K. Cutkomp. Describes life history and behavior of these household pests and suggests controls. 2 pages. Available. *here*
- Radio for City and Country. April-June 1971. Quarterly list of topics for "Highlights in Homemaking" and "University Farm Hour" on KUOM radio. 10-page railroad folder. Available early April.
- Town and Country. April-June 1971. Quarterly list of topics for "Town and Country" on KTCA-TV and several other educational and commercial stations throughout the state and in neighboring states. 6-page railroad folder. Available early April.
- Publications List. Lists all popular and semipopular titles published by the Agricultural Extension Service and Agricultural Experiment Station. Please destroy all old copies when you receive the new red and white ones. 40 pages. Available early April. *here*
- How to Plan Your Dairy Barn Ventilation System. M-128. D. W. Bates. Explains how to select and locate fans for ventilating dairy barns. 8 pages. Available. *here*
- Know Your Farm Business. Extension Pamphlet 138. Truman R. Nodland. Supplies some forms and methods for keeping accurate farm records. (To be used with an account book.) 6 pages. Available early April. *here*
- Controlling Indian-Meal Moths in Stored Shelled Corn. Entomology Fact Sheet 8. P. K. Harein. Describes how to recognize and prevent and control Indian-meal moths. 2 pages. Available. *here*
- Pantry Pests. Entomology Fact Sheet 13. J. A. Lofgren and L. K. Cutkomp. Describes pests that infest food and explains how to prevent infestations. 2 pages. Available. *here*
- Fire Hazards of Stored Pesticides. Agricultural Chemicals Fact Sheet 1. Explains the hazards associated with agricultural chemical fires, and describes firefighting procedures and cleanup and disposal methods. 2 pages. Available.
- REPRINTED PUBLICATIONS *here*
- Managing the Agribusiness Firm--Ten Area. Special Report 16. Robert A. Willson and Frank J. Smith, Jr.
- Fertilizer for Alfalfa. Extension Folder 255. C. A. Simkins, C. J. Overdahl, and J. Grava.
- Before You Buy. Extension Bulletin 317. Furniture Selection Series.
- Let's Have Eggs. Extension Bulletin 314. Verna Mikesh and Robert Berg.
- Cured Pork for Your Table. Extension Bulletin 337. Verna Mikesh.
- Commonly Used Cooking Equivalents. Home Economics Fact Sheet 22. Verna Mikesh and Beverly Lundgren.
- Growing Grapes. Horticulture Fact Sheet 1. Orrin C. Turnquist and Leonard B. Hertz.
- Growing Daylilies. Horticulture Fact Sheet 18. Mervin C. Eisel.
- How to Arrange Furniture. Extension Pamphlet 216.