

MN 2000 RPI 12/22/71

# 3 Reaching People with information...

press  
publications  
radio  
television  
visual aids

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

December 22, 1971

Dear Colleagues

Christmas time again gives all of us in the Department of Information and Agricultural Journalism the opportunity to wish all of our colleagues at the University of Minnesota a most festive holiday season.

We're pleased to be a member of the University team that has as its objective bringing adults and youth the educational opportunities offered by our great institution. Few experiences are more gratifying and rewarding than the cooperation and good will we share with you in our common goals.

As we look to 1972, we know we will have another year of fine cooperation and pleasant relationships as we continue in both collegiate and continuing education. Working together on many projects we can accomplish much for the state and the University.

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 <sup>and</sup> <sub>a</sub> HAPPY NEW YEAR

TIMELY TIPS FROM AGENTS -- Think tank sessions at recent area meetings in the central district produced several ideas that might be useful throughout the state. Undoubtedly many of the same ideas are used elsewhere, but they are worth repeating.

- \* Vern Hoysler and his McLeod County colleagues prepare 1-minute tapes on various events. The Hutchinson radio station, KDUZ, spots them at convenient times. The station reaches most of the people in the county.
- \* Junior leaders are responsible for publicizing most local 4-H Club events in McLeod County.
- \* Sibley County's Peg Green, Washington County's Marjorie Hamann, and many other extension home economists and other staff have found that churches will enclose flyers with their programs or will mention Extension events in their programs.
- \* Stearns County's Barbara Jessen-Klixbull plans to use inexpensive auction-bill type posters for laundry clinics promotion.

We appreciate your ideas. We'll pass them on to others. Ideas do help.  
--Harold B. Swanson

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COUNTY AGENT COLUMN SURVEY -- Only three counties are using the same column head for more than one agent, according to a 2-week survey of county agent columns that we started November 22. The clipping service helped us with this survey, but I can't be sure that all the columns that appeared during the 2 weeks were clipped. I received columns from 78 different agents. They were almost equally divided between home economists and agricultural agents. Only three columns dealt exclusively with 4-H.

Seven columns appeared without column heads in all newspapers clipped, while 70 columns appeared with a column head in at least one newspaper, which is an encouraging sign. Of course, many of those 70 appeared with column heads in all papers clipped.

Twenty-two agricultural agents and 19 home economists used their pictures in column heads.

Some of the column heads were fairly attractive, but others need work if county staff hope to compete successfully with other media for readership. I hope to report shortly on subject matter and individual enterprising in county agent columns. Meanwhile, our staff is available to help you with your column heads. --Dave Zarkin

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ENVIRONMENTAL QUALITY STORIES -- Our clipping service tells us that close to 40 newspapers carried at least part of the story series entitled "Man and His Environment." Arrowhead area agents requested the series. Although stories were localized for the Arrowhead area, they were sent statewide and about 30 papers outside the Arrowhead area (including three in the Twin Cities) used at least one. My thanks to Dave Radford, Gerry Sullivan, Carl Wegner, Dick Herman, and the rest of the Arrowhead area agents who suggested ideas and contacts. --Jack Sperbeck

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HOW DO YOU USE THE NEWSPAPER? --From You and Your Newspaper, New Mexico State University: "If you don't make full use of the newspapers available to you, you are curtailing the influence of your teaching effort.

"If there is money available for advertising events which you are involved in, don't expect free space for news stories about the event unless the paper also gets some of the advertising.

"'Publicity' is a bad word in newspaper offices. The paper isn't in business to provide a 'publicity' outlet for anyone or any organization. It's in business to make money by selling advertising and newspapers. As more papers are sold, more advertising can be sold and more money will be made." --Dave Zarkin

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JANUARY TAPES FOR HOME ECONOMISTS--The short programs this month are: Consumer Protection Agencies (5:00), Edna Jordahl, extension home management specialist; Bicycle Safety (4:40), Blanche Erkel, Food and Drug Administration; Dangers of Hexachlorophene (4:25), Blanche Erkel; and Buying Apricots (3:59), Beth Allen, California Apricot Advisory Board. The long program (14:20) is with Herbert Otto, psychologist and marriage counselor from the Center for the Exploration of Human Potential, La Jolla, California. It concerns family cluster living, a new approach to family communes. --Janet Macy

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WORD CORNER: SHARPEN UP!--The surest way to hold your reader's attention is to be specific. Any time you turn a vague and general statement into a definite and specific one, you strengthen your writing. Here are two examples from William Strunk's The Elements of Style.

A period of unfavorable weather set in.	It rained every day for a week.
He showed satisfaction as he took possession of his well-earned reward.	He grinned as he pocketed the coin.

Use particulars whenever you can; they call up pictures that generalities cannot. Compare these sentences from Herbert Spencer's Philosophy of Style.

In proportion as the manners, customs, and amusements of a nation are cruel and barbarous, the regulations of their penal code will be severe.	In proportion as men delight in battles, bull-fights, and combats of gladiators, will they punish by hanging, burning, and the rack.
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George Orwell once rewrote a passage from the Bible to show how vigorous writing can be destroyed. Orwell's translation is on the left; the verse from Ecclesiastes on the right.

Objective consideration of contemporary phenomena compels the conclusion that success or failure in competitive activities exhibits no tendency to be commensurate with innate capacity, but that a considerable element of the unpredictable must inevitably be taken into account.	I returned, and saw under the sun, that the race is not to the swift, nor the battle to the strong, neither yet bread to the wise, nor yet riches to men of understanding, nor yet favor to men of skill, but time and chance happeneth to them all.
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--Kathy Wolter

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SAY SOMETHING SENSIBLE --When asked to say a few words, most of us do a poor job. The main reason is that we feel obliged to be formal and to be someone other than ourself. Listed below are a few tips for correcting major speaking problems.

1. Bring your audience to life. The 30-second TV spot has about 10 seconds to grab its audience's attention. You have about a minute.
2. Make your subject important to your audience. Remove apathy by involving them.
3. Load your talk with examples. Make every one of your points clear by adding a for instance. Many things that are new need to be related to something old and familiar.
4. Make your talk simple and brief. The world's greatest speeches were all mercifully brief, so cut the needless details. It's not how long you talk but what you say that matters.
5. Forget the funny story. Most people are lousy comedians. If you insist on trying to be a comedian, be absolutely sure that your story is funny. Also, never tell a story that is the least bit off-color. You can only lose, no matter what your audience.
6. Use an outline in note form to keep your presentation on target and to relieve your own tensions about forgetting something. Notes may keep you from saying more than you should, too.
7. Get a grip on yourself on the platform. Stand comfortably still with your weight evenly distributed on both feet. Move about occasionally to keep yourself and your audience relaxed.
8. Speak up, but avoid yelling.
9. Talk with the audience, not to them or at them. When preparing a talk, ask yourself what you would want to hear if you were in the audience.
10. Use visuals. Used properly, they can do a lot of your work.
11. Fight fright! Get to know your audience in advance. Begin by saying or doing something that will get an immediate response. Demonstrate the product, process, or idea you're explaining. Use examples and stories that are germane. Involve your audience. Think of your audience as friends who want to hear what you have to say.
12. Expect the unexpected. Things can and will go wrong, but remember that audiences are forgiving.
13. Don't rest on your success or lack of it. After a talk, review it. What did the audience respond best to? When did they yawn? If you can't figure it out yourself, get professional advice.
14. Speak as often as you can. Practice may not make perfect, but experience leads to confidence and enjoyment.

--Adapted from an article by Joe A. Bailey, a member of the program development group at the Kodak Marketing Education Center, in the July 1, 1971 issue of Sales Management.

--Harold B. Swanson

## Publications and Direct Mail

### NEW PUBLICATIONS

- Extension Instigates Legal Affairs Seminars. Extension Program Report 41. Describes seminars on contracts or estate planning to be held statewide during 1971-72. Concentrates on problems frequently encountered by rural residents. 2 pages. Available.
- Minnesota Soil Atlas, Hibbing Sheet. Miscellaneous Report 110. Department of Soil Science, in cooperation with Soil Conservation Service, USDA, and Minnesota Geological Survey. This second in a series of 11 sheets covering the state gives detailed soil descriptions and includes climate, timber, and recreational information. 52 pages. Available.
- Three Decades of Minnesota Lamb Feeding Research. Station Bulletin 504. R. M. Jordan, H. E. Hanke, H. G. Croom, and Harvey F. Windels. Culminates research dealing with feedlot lambs since 1925 at West Central Experiment Station, Morris. 36 pages. Available.
- 84 Years of Weather in West Central Minnesota (Part I). Miscellaneous Report 108. D. D. Warnes, S. D. Evans, and E. A. Hallauer. A compilation of averages and extremes in precipitation, temperature, and degree days. Includes information on climatic trends. 60 pages. Available mid-January.
- Birch--Species and Cultivars. Arboretum Review 11. Leon C. Snyder. Offers descriptions and growing habits of various Birch trees for Minnesota. 2 pages. Available mid-January.
- Tourist Travel Notes. Vol. 9, No. 4. Larry Simonson. Offers suggestions for resorters. 6 pages. Available.
- Lamb Carcass Quality and Yield Grade Standards. C. J. Christians, R. J. Epley, and R. E. Jacobs. Describes grading standards in words, tables, and pictures. 2 pages. Available mid-January.
- Minnesota Science. Vol. 28, No. 1. Features research on frost-resistant potatoes, welfare reform proposals, mastitis, lamb nutrition, PCB's, sewage disposal, space food, and milk sugar. 16 pages. Available.

### REVISED PUBLICATIONS

- 1972 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 mid-January.
- Radio for City and Country. January-March 1972. Quarterly list of topics for "Highlights in Homemaking" and "Scope: Extension Hour" on KUOM radio. 10-page railroad folder. Available early January.

Town and Country. January-March 1972. 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 January.

Home Fruit Spray Guide. Extension Pamphlet 184. Leonard B. Hertz, Herbert G. Johnson, and John A. Lofgren. Recommends controls for weeds, insects, and diseases common in most fruits grown in home gardens. 8-page railroad folder. Available.

Insecticides and Their Uses in Minnesota--1972. Extension Bulletin 263. J. A. Lofgren, D. M. Noetzel, P. K. Harein, and L. K. Cutkomp. Contains suggestions for the use of insecticides for field crops; household insects; livestock and poultry pests; tree, shrub, and lawn insects; and greenhouse and floricultural pests. 44 pages. Available.

Crop Production Guide for Minnesota. Extension Pamphlet 194. Extension Specialists in Agronomy and Soils. Wall chart containing 1972 recommendations for varieties, seeding dates and rates, fertilizer needs, and weed control for major crops. Available.

Minnesota Retail Dealers Conference. Special Report 12. Extension specialists in Agronomy, Entomology, Plant Pathology, and Soils. Gives latest recommendations in each field. 74 pages. Available.

Varietal Trials of Farm Crops. Miscellaneous Report 24. Experiment station and extension agronomists. Contains varietal recommendations for small grains, soybeans, and other farm crops. 24 pages. Available.

Cultural and Chemical Control of Weeds in Field Crops--1972. Extension Folder 212. G. R. Miller, et al. Includes data on various chemicals evaluated for weed control. 28 pages. Available.

#### REPRINTED PUBLICATIONS

Pattern: Figure Type and Sizes. Extension Folder 238. Athelene Scheid.

Planning Better Posters. Information Service Series 9. E. K. Brigham, G. R. McKay, and J. J. Fuchs.

Conservation Education Assistance to Teachers. Extension Program Report 32.

Making White Bread. HS-8. Verna A. Mikesh and Leona S. Nelson.

Daily Food Guide. HS-9. Grace D. Brill and Leona S. Nelson.

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

Hair Styling. HS-20. Athelene H. Scheid and Leona S. Nelson.

Commonly Used Cooking Equivalents. Home Economics-Family Living Fact Sheet 22. Verna Mikesh and Beverly Lundgren.