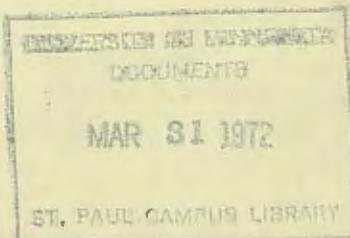


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3 Reaching People with information...

press
publications
radio
television
visual aids

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA



March 30, 1972

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

"COMMUNICATING" AGENT GOES BACK TO SCHOOL--Ossie Daellenbach, Clay County Extension Agent, believes that "communication is the name of the game." And to improve further that part of his work he took a quarter leave and enrolled in the tri-college program (Moorhead--Fargo) in January. Quotes from two articles, one in the Fargo Forum and the other in the Moorhead State College Newsletter, show Ossie's belief in the importance of communication in Extension work.

"The thing most people lack after graduating from college,' the 61-year-old Daellenbach said, 'is the ability to communicate effectively.'

"Continuing education has been a way of life for Daellenbach. Whenever he has had the time, he has availed himself of educational opportunities and has accumulated 36 credits by working piecemeal. 'After all,' he says, 'we tell the farmer he must keep up or technology will rapidly pass him by. We in the University of Minnesota Extension Service should be willing to put forth the same effort.'"

Ossie took a news writing and an advanced photography course at Moorhead and two agricultural and environmental courses at North Dakota State College. As a special project he produced a set of slides of weed seeds greatly enlarged through the use of the microscope and extension tubes.

Many other colleges offer similar opportunities, Ossie believes, for agents to improve their communications abilities. And we agree as we take our hats off to him. --Harold B. Swanson

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RADIO BRIEF PACKET --A Radio Brief packet is sent each week to local radio stations. These written scripts include consumer, farm, and yard/garden radio briefs. Check to see that your station is receiving the mailing. If they're not using them, ask to have them saved for your use. They can be identified by brown, green, and yellow color blocks, respectively. --Janet Macy

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BUSINESS CARDS AVAILABLE --

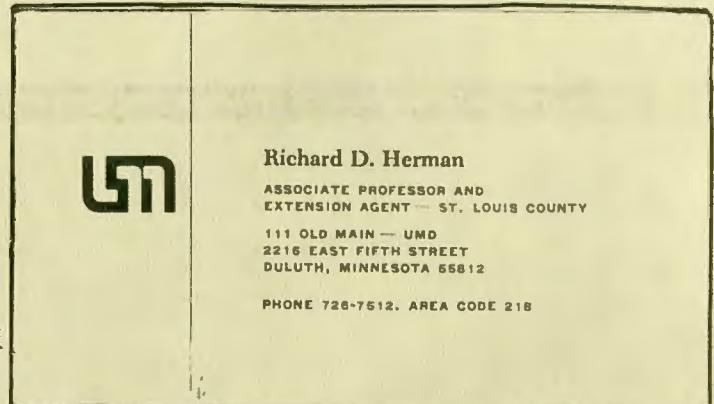
Agents, as well as state staff, may have business cards printed.

Agents, send your requests to your district supervisor. Include name, title, office address, and phone number.

The cost of 250 cards is \$10.10. The extension administrative office will bill your county for the cards after they are printed.

A sample of the newly designed card is shown. The UM symbol and the vertical rules are printed in gold on the cards. Consequently the cards will be more attractive than our reprint here.

--Eldon E. Fredericks



WORD CORNER: SHARPEN UP! --The abbreviations e.g. and i.e. are often misused. The first means for example (exempli gratia) and introduces an instance or short list of names or other items. The second means that is (id est) and introduces a repetition in different words of the ideas just discussed, or an amplification that would be appropriate after an ordinary that is in English. A good way to remember the difference is to think of here are (is) for e.g. and I mean for i.e.

Some people use etc. and et al. interchangeably. But et cetera (and the rest) is neuter and so can refer only to things. Et alli (and others) can only refer to persons. Do not end a list of persons' names with etc. In such a case, it is usually better to use and others than the legal et al. (Note that et does not require a period. It is a word, not an abbreviation.)

--Kathy Wolter

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APRIL RADIO TAPES --The short tapes extension home economists receive include: Influence of Friends on Children (5:00) with Ron Pitzer, Extension Family Life Specialist; TV and Its Effect on Children (4:55) with Ron Pitzer; Non-Verbal Communication (5:06) with Sue Meyers, Extension Family Life Specialist; and Marriage Disenchantment (5:00) with Sue Meyers.

The long tapes include: Current Concerns with Safety (7:15) with Blanche Erkel, Consumer Specialist, Food and Drug Administration; Oven Cooking Bags (7:03) with Shirley Potter, Product Development, General Foods; Freezer Inventory (6:55) with Shirley Munson, Food Scientist, Horticultural Science; and New Foods (7:18) with Shirley Potter.

--Janet Macy

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GOOD INTERVIEWS ARE YOUR JOB --Good interviews are made; they do not just happen. The person conducting the interview has the greatest responsibility to make the interview good. Here are some things the interviewer can do to improve his programs:

Discuss the broadcast with the guest. Explain the specific reason he is to be on the show. What has he accomplished? Just exactly how did he do it?

Tell him what you are going to ask him. Test these questions on him before the program goes on the air.

Keep all your questions short. The listener will want to hear your guest, not you.

Do not start with biographical questions. Introduce your guest. Tell where he is from and his relationship to the purpose of the program. Do this as soon as possible.

Begin your questions with HOW, WHAT, WHEN, WHERE, WHO, OR WHY. This is the first step in answer control. The purpose is to frame a question in such a way that it cannot be answered with a simple yes or no.

If you begin a question with do you or did you or a similar phrase, you automatically invite your guest to answer with yes or no. And such answers make you do most of the talking.

Always try to keep your guest thinking that he is on his farm or in his home.

Do not ask him what he thinks. Ask him what he has done; where, why, and how it was done; and what the results were.

Tell your guest to talk in terms of I, my, and mine.

Remember that ad-lib interviews usually are best. Jot down some notes, if you wish. It will help to get the most important points of the interview on the air. Write out a short opening and one for the closing.

Keep your guest on familiar ground. Don't surprise him. Control your questions. Be a good listener yourself.

Remember: Good interviewers make good interviews! --Ray Wolf

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ASKING QUESTIONS -- A GOOD DISCUSSION LEADER TECHNIQUE
--Asking questions or getting your audience to comment is a good way to get discussion started in a meeting, according to an article in Sales Meetings magazine recently. But be sure to ask questions that can't be answered "yes" or "no." Now let's look at some of the different kinds of questions that might be used.

"Overhead question, a broad question aimed at the entire group: 'What would you gentlemen say is the major problem here?' There'll be a long pause, but wait it out. Don't go on and confuse them with other questions.

"Directed question. Ask a specific individual something. Call him by name. Hearing his name first gives him time to get mentally set and begin generating something to say: 'Jack, what do you think about the lack of money for our project?'

"Hypothetical question. This can help clarify an issue. 'What if...?' or 'Let's suppose that...' You can use this when a direct question doesn't get a response.

"Personal experience question. If you know someone in the group who has had an experience pertinent to the topic, call on them to tell about it.

"Don't overdo the questions. Otherwise, the group will get the idea you are the schoolteacher and they're the pupils! Use questions to stimulate the group, certain shy individuals, and to interrupt a side discussion --but use them sparingly." --Adapted from Ed-Tek, Michigan State University. --Harold B. Swanson

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NEW PUBLICATIONS AVAILABLE --HS-26, More for Your Food Dollars, is off the press and available from the Bulletin Room. This is the first of four in a food buymanship series. HS-27, More for Your Meat Dollars, should be available by early summer.

Four new coloring books: Dan and Sue Meet the Vegetable and Fruit Family, meet the Milk Family, meet the Bread and Cereal Family, meet the Meat Family are now available. These four replace The Good Foods Coloring Book which is no longer available. However, we do have a good supply of El Libro, Colorante De Las Comidas, the Spanish version of the Good Foods Coloring Book. --Lee Nelson

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A LETTER TO AUNT SARAH BY TV? --Saw a demonstration the other day of how we likely will use television in a few years. It provided a way to figure income tax, located a doctor and scheduled an appointment, helped a youngster with his homework and even stored a letter from Aunt Sarah--until there was time to read it.

Through a computer connection on Cable TV it printed voter registration information, listed community meetings in progress, paid a dentist's bill and, probably most important of all, provided a method for more individual contact with a community and society than has ever before been available.

A new system such as this is being installed in the village of Jonathan, southwest of the Twin Cities, soon to be open for public inspection. If you have the chance I suggest you stop by sometime and look at the application. Gives us an idea of how Extension can better utilize some of the tools now available for education--and what we'll need to do to keep up with techniques in use tomorrow. Video cassettes, Cable TV and other approaches will be as commonplace as the slide projector, telephone and meetings, with a good chance they'll replace the latter--or do a much better job.

--Norm Engle

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MEETING, DISCUSSION TECHNIQUE SECTION

HANDLING THOSE MEETING CHARACTERS --Have you heard of Quiet Claude, Arguing Allen, Talking Tom, Flatterer Fred, Wandering Will, Bored Billie, Griping Gus, Heckling Harry, Superior Sam? They're characters we all meet from time-to-time in meetings where we may be discussion leaders. Maybe we're one of them. It's possible. But let's see what an article in Sales Meetings magazine has to say about these characters and how to handle them.

"Quiet Claude: Usually shy, but may have much to contribute. Call him by name, ask him direct, easy questions you're sure he can answer well.

"Arguing Allen: Keep your temper. Turn his arguments over to the group for discussion.

"Talking Tom: Be tactful. You want to slow him down but not turn him off. He contributes. Direct questions to others in the group. Interrupt him whenever he takes a breath and summarize what he has said. And quickly ask someone else for his opinion.

"Don't look at him. Otherwise with eye contact you'll have to call on him. Give him a job to do--keep minutes, write on the blackboard, etc.

"Announce to the group that they shouldn't make Tom do all the work and then quickly ask someone a question.

"If all else fails, try taking him aside at the break and asking him to help train the others by forcing them to think out answers for themselves instead of depending on him.

"Don't brush him off or use your authority to shut him up. That will cool off the rest of the group, too.

"Flatterer Fred: Continually agrees, even though he doesn't, really! Tries to guess what you think and agree with you. Bypass him as much as possible and call on others.

"Wandering Will: Gets the discussion off course continuously with extraneous comments and opinions. Be kind. Thank him for his comments. Then throw a question to the group that will get them back on course. Of course, be sure that you understand what Will is saying and that it really does seem to be off course. Another alternative is that he really is saying something important to the direct discussion, but you just aren't hearing it.

"If Will can't cut off his discourse, rush in at the first breath he takes and thank him, and suggest the group get back to the point under discussion.

"Bored Billie: Try to get him involved by questions, asking him to relate his experiences, etc.

"Griping Gus: Does he have a legitimate gripe? If so, turn it to the group. If it seems irrelevant, offer to discuss it with him privately. Don't dismiss him or his gripe. Just postpone it.

"Heckling Harry: He enjoys a good argument and so debates everything you say. Likes being the center of attention. Keep calm. Don't let the group get angry. You need debate, but don't let it get personal. Keep it on the topic.

"Superior Sam: He knows all the answers. He wonders why the rest of you are spending so much time discussing the obvious. He can make others feel foolish or resentful. Keep him involved. Maybe have him help at the blackboard, etc.

"No put downs. You have to keep the group atmosphere as open and productive and cooperative as possible, and on target." --Adapted from Ed-Tek, Michigan State University. --Harold B. Swanson

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Publications and Direct Mail

NEW PUBLICATIONS

Can Modern Dairy Farms Compete For Hired Labor? Station Bulletin 505. Boyd M. Buxton and Michael L. Homberg. Presents economics and dilemma faced by modern dairy farm operators in obtaining suitable help for their enterprise. Suggests ways to be more competitive in the labor market. 28 pages. Available mid-April.

Annual Catch of Yellow Perch from Red Lakes, Minnesota, in Relation to Growth Rate and Fishing Effort. Technical Bulletin 285. Eugene G. Heyerdahl and Lloyd L. Smith, Jr. Discusses the commercial fishery, materials and methods used in sampling, description of growth, age distribution, estimation of year class strength, length-frequency distribution in commercial catch, mortality rates, seasonal growth, fishing effort, catch, and implications for management. 52 pages. Available early April.

Minnesota Science, Volume 28, No. 2. Copies to be direct mailed to county subscribers under computerized mailing labels. Non-cooperating counties will receive regular mailing for redistribution. Featured are reports on a new milk fever drug for cattle, a short cycle harvesting system for aspen, a discussion of personalized rapid transit in the Metro area, a study of campers' attitudes on development in the Boundary Waters Canoe Area, results of efforts to survey crops for disease damage with infrared cameras mounted in airplanes high above fields, a report on the appearance of a new alfalfa pest in Minnesota, an interview with the Director of the Minnesota Agricultural Experiment Station, and other articles. 16 pages. Available mid- to late April.

Feeding and Managing Baby Pigs. Extension Bulletin 370. J. D. Hawton and R. J. Meade. Discusses general management practices and starters for pigs weaned at an early age. 6 pages. Available.

Terrariums. Horticulture Fact Sheet 29. Mervin C. Eisel. Explains how to design and plant a terrarium. Lists plants that are good choices for terrariums. 2 pages. Available.

Clematis for Minnesota Gardens. Horticulture Fact Sheet 30. Mervin C. Eisel. Describes site selection, planting, pruning, and summer care. Includes an extensive list describing clematis grown and evaluated at the University Landscape Arboretum. 2 pages. Available.

REVISED PUBLICATIONS

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

Town and Country. April-June 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. 4-page railroad folder. Available early April.

Genetic Improvement Through Swine Evaluation Stations. Extension Bulletin 349. C. J. Christians. Explains Minnesota's swine testing program. Includes charts for measuring age at 220 pounds and for making backfat probe adjustments. 6 pages. Available early April.

Selecting and Using a Blender. Home Economics--Family Living Fact Sheet 23. Wanda Olson and Sheryl Nefstead. Describes the points you should consider in selecting a blender that will give maximum performance. 2 pages. Available.

Stalk Rot and Lodging of Corn. Plant Pathology Fact Sheet 3. Herbert G. Johnson. Explains the factors affecting stalk rot and lodging, and recommends control methods. 2 pages. Available.

REPRINTED PUBLICATIONS

Harvesting and Storing Garden Vegetables. Extension Folder 172. Orrin C. Turnquist.

New Garments from Old. Extension Folder 262. Athelene Scheid.

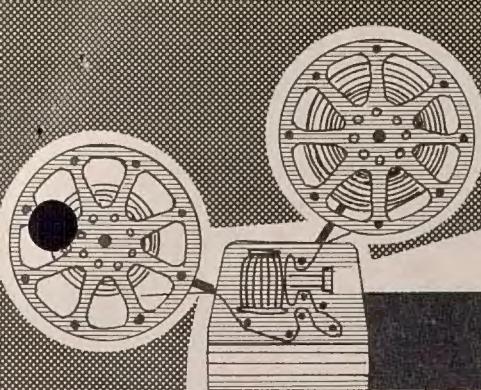
Home Canning Fruits and Vegetables. Extension Folder 100. Grace Brill.

Fungicides for Lawn and Garden Use. Plant Pathology Fact Sheet 16. Herbert G. Johnson.

Maintenance of Quality in Stored Grain and Seeds. Extension Folder 226. C. M. Christensen and H. H. Kaufmann.

Wild Rice: How It Grows, How to Cook It. Home Economics Fact Sheet 21. Verna Mikesh and Sheryl Nefstead.

Culture of Garden Roses. Horticulture Fact Sheet 17. Mervin C. Eisel.



visual aids TIP SHEET

Minnesota Agricultural Extension Service

March 1972

NEW FILMS IN AGRICULTURAL EXTENSION FILM LIBRARY

AMERICA THE BEAUTIFUL--3 min. --color--General Electric Education Films--
Service Charge \$2.40--TV

A short and strikingly effective film designed to arouse an awareness of the growing threat of pollution. The film uses no words--and needs none--to put across its point. To the tune of "America The Beautiful," the audience witnesses a parade of shockingly ugly scenes created by various types of pollutants. Excellent film to set the mood for discussion on pollution problems. For any audience interested in pollution.

NUTRITIONAL QUACKERY--20 min. --color--Aims Instructional Media--Service Charge \$4.80--TV

Film is built around a health quack expounding the favorite myths of nutritional quackery: that all diseases are due to faulty diets; that soil depletion causes mal-nutrition; that present processing practices rob us of most of the nutritional value of our foods; and that anyone suffering from that tired feeling or almost any other ache or pain is probably suffering from an undetectable vitamin deficiency and needs to supplement his diet. Each of these arguments is systematically and scientifically demolished. Areas covered are: chemical fertilizers, pesticides, food additives, and modern methods of food processing. Suitable for junior high to adult audiences in subject areas of consumer education, health education, and agriculture.

TO BE A PERSON--19 min. --color--Billy Budd Films--Service Charge \$4.80--Not TV

Who am I? What is important to me? This short film gives perceptive and spontaneous responses to these questions by youth and young adults seeking to know themselves. Many different ideas are presented in this film which can be a basis for a more detailed discussion of the role of a person. Designed for mid to late teens, but equally appropriate for adults looking at the human aspect of the self. Folk music highlights the fine photography.

INDOOR PLANTS--16 min. --color--Perennial Education, Inc.--Service Charge \$3.60--TV--Jane McKinnon

This excellent teaching film is prepared at the Chicago Botanic Gardens by a nationally known horticulturist. Environmental factors of light, temperature, and humidity are shown. Fundamentals of house plant culture, such as watering, plant hygiene, pest control, and repotting are presented in interesting and understandable language. Artificial light, aquatic plants, cacti, and succulents are also considered. Photography is clear and attractive. This will make a good introduction to a house plant program which could also include the new slide set #813--Selecting House Plants.

THE POTATO--24 min. --black and white--kinescope--O. C. Turnquist--University of Minnesota--Service Charge \$3.00--TV

Film is a kinescope of O. C. Turnquist showing different potato varieties. Varieties include those used for baking, frying, chipping, and mashing. Illustrated

are the purposes of the different varieties and how each should be prepared. There are other characteristics discussed such as nutritional qualities. A good film for 4-H clubs and homemakers groups.

NEW SLIDES SETS IN AGRICULTURAL EXTENSION FILM LIBRARY

#810 WHAT LIME DOES AND HOW IT WORKS--40 slides--color--double frame--
Curtis Overdahl--University of Minnesota

Slide set and script are prepared to help people understand the use of lime on Minnesota soils. Discusses crops needing lime most, benefits derived from lime use, effect on roots, effect of nitrogen on soil pH, effect of plowing depth, effect of irrigation on rate of lime reaction, quality, purity, and the use of buffers. For extension agents, vocational agriculture reachers, SCS personnel, lime producers and vendors.

#812 PREPARING A 4-H PHOTOGRAPHY EXHIBIT--53 slides--color--double frame--Donald Breneman--University of Minnesota

Set of 53 color slides and script shows how to prepare a 4-H photography exhibit for entry in county and State Fair. Set covers selecting the pictures for story telling ability, photographic quality, methods of mounting the photographs, and captioning. Examples of entries from the 1971 State Fair are used to illustrate various points. For 4-H members, junior leaders, leaders and county fair photography judges.

#813 SELECTING HOUSE PLANTS--53 slides--color--double frame--Jane McKinnon and Jane Starz--University of Minnesota

Set of 53 color slides and script points out some things to look for when selecting plants for in the home. Many different kinds of house plants are illustrated with narration explaining environmental and cultural methods needed for growing each. Points covered include lighting, watering, fertilizing, soil type needed, and use of plants in the home. For county extension agents, vocational agriculture teachers and groups interested in house plants.

#615 A PICTORIAL STORY OF NATIONAL 4-H CLUB CONGRESS, 1971--40 slides
--color--double frame--National 4-H Service Committee--replaces 1970 set

Pictorial story of 1971 National 4-H Congress. Slides show highlights of the Congress from the first day to the last. Some of them include the get-acquainted party, Central Church Service, President Nixon and 4-H members, luncheons, Art Institute, dress revue final, tours, museums, Miss America, informal groups, national winner group and others. Excellent to tell the story of the Congress and interest others in 4-H.

4-H PHOTOGRAPHY CORPS AT STATE FAIR

Last year three 4-H photography club members were selected to assist with photography at the State Fair. A similar group will be picked again for the 1972 fair. Room and board will be provided and film will be furnished for color slides and other photographs. A club member who is chosen will be expected to furnish his own camera. Write to Dave Pace of the State 4-H Office for further information.

. Gerald R. McKay and Gerald Wagner