

MN2000RPI 11/28/72

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# Reaching People *with information...*

**press  
publications  
radio  
television  
visual aids**

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

November 28, 1972

UNIVERSITY OF MINNESOTA  
DOCUMENTS  
  
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**SURE, LISTEN; BUT WATCH THEIR GESTURES, TOO--** People communicate more by nonverbal movements than by words, so get to know their "body language!" Nonverbal communication often speaks louder than words.

The average person speaks only 25 minutes a day in articulated speech (extension does more). The rest of the time we communicate by grimacing, smiling, frowning, tilting an eyebrow, winking, making a fist, hunching our shoulders, or resorting to any of a myriad of body language movements that say something in context.

The study and classification of body movements is called kinesis. Its founder, Dr. Ray Birdwhistle, an anthropologist, contends that words express only 30 to 35 percent of our meaning when we communicate.

Birdwhistle also believes that every culture has its own body language, which youngsters pick up much as they do spoken language. An Italian talks and moves in Italian.

Gestures cannot be taken out of context. A gesture may begin by being one thing and end up entirely different. The hand position with the index and middle fingers in a "V" formation, made famous by Sir Winston Churchill as a sign for victory during World War II, is often used today as a symbol for peace. Incidentally, the handshake also began as a symbol of peace. Since most people are right handed, a person would extend this hand to show he had no weapon and came in peace and to invite the other party to do the same.

The physical closeness of people that is considered acceptable also varies from culture to culture. In America, standing relatively close to another person is a sign of friendliness, but in some countries that same proximity would be a sign of open disdain.

Any exploration of body language would be incomplete if one did not consider eye behavior. In a normal day the eye moves about 100,000 times. It is one of the most expressive parts of the body and the meaning derived from eye movements of various types is limitless.

In North American culture, eye behavior is used as a conversation regulator, each person controlling his amount of speaking time by the various eye movements and signals given by the listener. A normal conversation lasts only about a second, then we glance away. The contact may assure the speaker that you are listening or that you understand. Because longer meeting of the eyes is uncommon, it can have special importance when it happens and can bring into focus a special meaning in the communication process.

Also, the movement of eyes as well as other body signs are frequently clues to inner feelings and emotions that the communicator of a message might be trying to hide. While his linguistic mode of behavior may send one message, his nonverbal mode may quite clearly subtly indicate the opposite. Sigmund Freud said: "He that has eyes to see and ears to hear may convince himself that no mortal can keep a secret. If his lips are silent, he chatters with his fingertips; betrayal oozes out at every pore." --Excerpts from article by Dr. William Savage, State University of New York at Albany, in Administrative Management, August 1972.  
--Harold B. Swanson

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CAREFUL TRANSITIONS MAKE PRESENTATIONS MORE PROFESSIONAL--While watching a University of California television presentation in a San Francisco station, I came to the following conclusion: It's easy to tell the pro from the non-pro. But, the latter can become the former with attention to transitions.

The TV show in question appeared at 8:30 Saturday morning. It involved an extensive use of slides. Although the slides were excellent, the entire show became monotonous because the guest repeatedly said, "Here you see.....," "Here we are.....," "Now....."

Transitions need to be smooth allowing an easy flow from slide to slide. Let the story carry the pictures. There's no need to "direct from the floor" about slide changes. A good director is listening and anticipating the change. This same smooth transition applies equally as well to our own local, individual slide presentations. --Janet Macy

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WHO LISTENS TO RADIO? --Just about everybody over 12. Results of a recent survey show that more than 96 percent of persons 12 years and older, or 153 million persons listen to or hear radio during the course of a week.

The study reveals that listeners average 3 hours and 17 minutes per day with radio and approximately 83 percent or 131 million people, listen to or hear radio during a typical individual day. --from July 1972 Broadcasting Magazine. --Ray Wolf

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DECEMBER RADIO TAPES --Short tapes are: "Toy Considerations" (5:04), Blanche Erkel, FDA; "Credit Users" (5:10), Edna Jordahl, extension specialist home management; "Gifts of Fruit" (5:10), Leonard Hertz, extension horticulturist; "Cooking Tips" (5:00), Janet Macy, extension information specialist.

Long tapes are: "Toy Safety" (7:11), Blanche Erkel, FDA; "Credit Use" (7:00), Edna Jordahl, extension specialist home management; "Holiday Customs" (7:19), Janet Macy, extension information specialist; "Planning Next Year's Holiday" (7:00), Sheryl Nefstead, assistant extension consumer information specialist. --Janet Macy

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NEW AND REVISED PUBLICATIONS AVAILABLE --To keep publications up-to-date revision is continuing on the HS (Home Economics Special) series of low income publications. The following are revised and available in the Bulletin Room:

HS-2 Rid Your Home of Rubbish (also new cover)  
HS-6 Broiling (also new cover)  
HS-15 Should You Buy on Time?

The following new Minne(sota) Cards are available:

#50 How To Substitute One Food For Another  
#51 Pizza Burgers  
#52 Granola

The following Minne Cards have been reprinted in the larger type:

#5-7-8-22-35.

The final 6 in a series of 10 special publications for youth work are now available. Evelyn Harne served on the national committee which developed these. Each idea consists of a Leader's Guide, at least one Fun Sheet, which is a member handout, and other ideas called a "Bag of Tricks." The sheets are color keyed to the food groups. Please check Reaching People, September 1972, for EF&NP #42-54. The following is new youth literature:

EF&NP-55 Bring In Breads and Cereals, Leaders' Guide 5  
EF&NP-56 Bring In Breads and Cereals, Funsheet No. 5  
EF&NP-57 Eat Your Way To Vitamin A, Leaders' Guide 6  
EF&NP-58 Eat Your Way To Vitamin A, Funsheet No. 6  
EF&NP-59 Build A Man--Bag of Tricks  
EF&NP-60 Milk Group Puzzle--Bag of Tricks  
EF&NP-61 Meat Group Puzzle--Bag of Tricks  
EF&NP-62 Breads and Cereals Group Puzzle--Bag of Tricks  
EF&NP-63 Fruits and Vegetables Group Puzzle--Bag of Tricks  
EF&NP-64 Milky Ways, Leaders' Guide 7  
EF&NP-65 Milky Ways, Funsheet No. 7  
EF&NP-66 Mulligan Stew--Bag of Tricks  
EF&NP-68 Meat and More, Leaders' Guide No. 8  
EF&NP-69 Meat and More, Funsheet No. 8  
EF&NP-70 Amazing Ways with Grains, Leaders' Guide No. 9  
EF&NP-71 Amazing Ways with Grains, Funsheet No. 9  
EF&NP-72 Get It All Together, Leaders' Guide No. 10  
EF&NP-73 Get It All Together, Funsheet No. 10

--Lee Nelson

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## PUBLICITY HELPS WASECA COUNTY RECYCLING PROGRAM--

Among the Minnesota winners in the environmental quality contest sponsored by the National Association of County Agricultural Agents was Roger Wilkowske, Waseca County extension agent. Roger's winning entry in the publicity section shows how good planning and execution of communications efforts help an extension program. The Waseca program centered on the establishment of a recycling center. A few of the things Roger did to focus on the Center follow:

1. Submitted a news story, with a picture, to one daily and two weeklies in the county each week for a month before opening of the Center.
2. Submitted each Monday for several weeks after the opening a news article and picture to the newspapers and provided copy for radio stations. Local news media were informed each week as to the organization in charge of pickup for the week.
3. Arranged for publicity, via newspapers, radio, and TV, of elementary school children bringing cans to the Center.
4. Gave names of local businessmen donating time, materials, and equipment in newspaper publicity.
5. Used transparencies and slides for a series of talks not only on the local but also on the area and statewide level.
6. Appeared on radio (via tape) on KDHL, Faribault, and live on noon programs on KOWO, Waseca, and live on WCCO radio, Minneapolis-St. Paul.
7. Used sound effects, smashing glass and crunching cans, as part of radio tapes.
8. Participated with 4-H leaders and elementary school principal on a live TV program over KTCA-TV and the educational network. This was taped for use on the Austin, Alexandria, Aberdeen, Mankato, Walker, Twin Cities, and Sioux Falls commercial TV stations.
9. Prepared a monthly newsletter sent to organizations involved.

Here's a good example how well-planned and executed communications can work. --Harold B. Swanson

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USE THE RIGHT WORD--Word pairs that look alike but have totally different meanings will often be interchanged by people who are normally fastidious about their writing. Two pairs that we have noted frequently in communications to this office are composed - comprised - appraised - apprised. We hope the following sentences will help make the distinction in your mind.

The committee is COMPOSED of five members; it COMPRISES all the department heads. All the department heads are COMPRISED by the committee that is COMPOSED of professors.

I have been APPRISED of the fact that the farm was APPRAISED at \$25,000. --Jack Owen in "Inside Information," University of Maryland.

--Harold B. Swanson

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## Publications and Direct Mail

### NEW PUBLICATIONS

- Pinto Bean Rust Control with Fungicides. Plant Pathology Fact Sheet 20. H. L. Bissonnette and H. G. Johnson. Guidelines for controlling pinto bean rust with fungicides. 2 pages. Available.
- Forcing Spring Bulbs for Winter Beauty Indoors. Horticulture Fact Sheet 32. Harold F. Wilkins. Describes procedure for growing spring bulbs indoors for winter flowering. 2 pages. Available early December.
- Hospitality and Food Service Management Extension Programs. Extension Program Report 46. Describes extension programs throughout Minnesota for members of the hospitality industry and food service management. 2 pages. Available early December.
- Extension Programs Stress Heritage. Extension Program Report 47. Interest in Scandinavian artistry and craftsmanship led to the Scandinavian Heritage Exhibition in Tyler. Local extension agent and others cooperated. 2 pages. Available.
- Technology Helps Develop Area. Extension Program Report 49. Sprinkler irrigation pumps new life into Bonanza Valley. Extension workers provided assistance and advice to local leaders. 2 pages. Available.
- Minnesota's Extension Horse Program. Extension Program Report 50. Describes the extension service's response to the growing interest in horses and the informational programs, bulletins, etc. it has developed. 2 pages. Available early December.
- Extension Workers Help Disaster Victims. Extension Program Report 52. Describes how the extension service and its employees met the needs of residents of Central Minnesota during the floods of the summer of 1972. 2 pages. Available early December.
- Land Forming in the Red River Valley. Station Bulletin 508. Olaf C. Soine. Reports research work started in 1965. Suggests that land smoothing is the most practical method in the Red River Valley. 16 pages. Available.

### REVISED PUBLICATIONS

- Expanded Food and Nutrition Program Aids Minnesotans. Extension Program Report 27. Describes how program assistants help homemakers, senior citizens and children find new ways to make food dollars stretch, improve nutrition, and gain new respect in their communities. 2 pages. Available early December.
- Selecting Suitable Uses for Land (step 1). Environmental Activity Sheet 1. Clifton F. Halsey. Describes, with tables and text, how to identify important land features and their variations, and how to choose suitable uses. 6 pages. Available.
- Nutrition and Reproductive Performance. Extension Pamphlet 223 (Dairy Reproduction Series 3). D. E. Otterby, B. J. Conlin, and M. Hutjens. Discusses energy, protein, vitamins, minerals, and other requirements for normal reproductive performance in the dairy cow. 8-page folder. Available mid-December.
- Horse Nutrition and Feeding. Extension Bulletin 348. R. M. Jordan. Gives information on how to formulate rations for horses. 12 pages. Available mid-December.
- Armyworms. Entomology Fact Sheet 12. John Lofgren. Explains what armyworms are, how they live, and how to control them. 2 pages. Available.
- Controlling Corn Rootworms. Entomology Fact Sheet 14. John Lofgren. Describes the damage corn rootworms can cause and explains how to prevent and control them. 2 pages. Available.
- European Corn Borer Control in Field Corn. Entomology Fact Sheet 40. John Lofgren. Describes the life cycle of the European corn borer and recommends control measures. 2 pages. Available.
- The Bronze Birch Borer. Entomology Fact Sheet 41. J. A. Lofgren. Explains characteristics of the birch borer and up-dates the control treatments. 2 pages. Available.
- Selecting and Using a Blender. Home Economics-Family Living Fact Sheet 23. Wanda Olson and Sheryl Nefstead. Describes uses for and kinds of blenders. Gives instructions for use with baby foods. 2 pages. Available.

Student Exchange Program. Extension Program Report 14. Describes the Institute of Agriculture's student exchange program and how it benefits participants. 2 pages. Available.

Rid Your Home of Rubbish. HS-2. Mary Frances Lamison and Leona S. Nelson. Explains proper ways of disposing of garbage, trash, waste paper, and dirty water. 4 pages. Available.

Broiling. HS-6. Mary E. Darling and Leona S. Nelson. Explains the use and care of range broilers. Includes recipes. 8 pages. Available.

Should You Buy On Time? HS-15. Mary Frances Lamison and Leona S. Nelson. Describes what to consider when deciding whether to buy on time. 8 pages. Available.

Removing Stains. HS-24. Thelma Baiert and Leona S. Nelson. Includes general and specific directions for getting out various kinds of stains. 8 pages. Available mid-December.

(NOTE: Brochures in the HS series are written for those with limited resources, finances, and education. They should be used with this group only.)

#### REPRINTED PUBLICATIONS

Culture of Iris. Horticulture Fact Sheet 26. Leon Snyder.

Terrariums. Horticulture Fact Sheet 29. Mervin C. Eisel.

Buying Rugs and Carpets. Home Economics Fact Sheet 16. Myra Zabel.

Lawn and Garden Fertilizer and Pollution Problems. Soils Fact Sheet 15. Lowell Hanson.

Organic Farming and Gardening. Soils Fact Sheet 21. C. J. Overdahl and W. P. Martin.

Keep Your Bacteria Count Down. Food Science and Industries Fact Sheet 11. V. S. Packard.

Warm Slippers for Minnesota Winters. HC-43. Athelene Scheid.

Pruning Fruit Trees. Extension Folder 161. T. S. Weir and L. C. Snyder.

The following are picture sheets with information supplied by extension entomologists and the USDA:

Common Household Pests. Extension Folder 234.

Common Tree and Shrub Pests. Extension Folder 235.

Common Forage Legume Insects. Extension Folder 240.

Common Vegetable Insects. Extension Folder 242.

Common Soybean Insects. Extension Folder 247.

Common Fruit Insects. Extension Folder 248.

Stinging and Biting Pests. Extension Folder 256.

Soil Management by Fall Tillage for Corn. Extension Folder 264. J. B. Swan, W. W. Nelson, and R. R. Allmaras.

Housing and Feeding for Gestating Sows. M-Sheet 143. Dennis Ryan.

Hog Farrowing Houses. M-Sheet 144. Dennis Ryan.

Be Prepared for Winter Storms. F- RCD-11. Clifton Halsey.

Shopping Notes--Curtains and Draperies. (U of Iowa) Extension Pamphlet 217.

Fruit for the Home. Extension Bulletin 255. Emil Anderson and L. C. Snyder.

Evergreens. Extension Bulletin 258. J. A. Lofgren, H. G. Johnson, M. C. Eisel, M. E. Smith and J. P. McKinnon.

Grafting Fruit Trees. Extension Bulletin 273. T. S. Weir.

Care of House Plants. Extension Bulletin 274. Richard E. Widmer.

Let's Have Eggs. Extension Bulletin 314. Verna Mikesh and Robert Berg.

Before You Buy. Extension Bulletin 317. Glinda B. Leach.

Upholstered Furniture. Extension Bulletin 318. Glinda B. Leach.

Selecting Pictures. Extension Bulletin 323. Myra B. Zabel and Rachel F. Munson.

Selecting Natural Wood Finishes. Extension Bulletin 338. Myra Zabel.

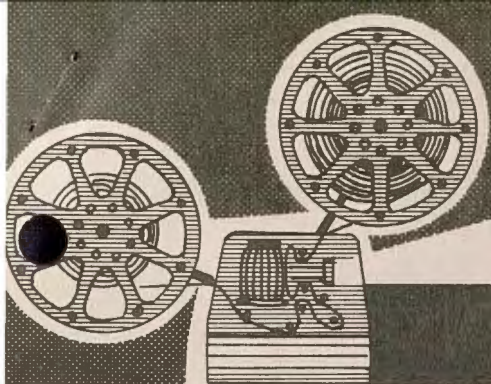
Salmonellosis. Extension Bulletin 354. Edmund A. Zottola.

Bread Basics. Extension Bulletin 342. Verna Mikesh.

Paints and Painting Interiors. Extension Bulletin 352. Myra Zabel.

Staphylococcus Food Poisoning. Extension Bulletin 354. Edmund A. Zottola.

Clostridium Perfringens Food Poisoning. Extension Bulletin 354. Edmund A. Zottola.



# visual aids TIP SHEET

Minnesota Agricultural Extension Service

November 1972

## NEW FILMS ADDED TO AGRICULTURAL EXTENSION LIBRARY

BOY IN THE SKY--9½ minutes--color--Xerox Films--\$2.40 Service Charge--1971

A silent story of a boy, a model airplane and an old man living alone. The toy airplane flies into an open window of the old man's house--and brings him life. For a moment the man and boy are together. An abstract film that could be used in a broad variety of ways--young and old alike--generation gap discussions, general communication. Multiple showings would probably be the most effective. Photography is excellent, so is the teaching guide which is enclosed with the film.

EROSION LEVELING THE LAND--14 minutes--color--Encyclopaedia Britannica--\$2.40 Service Charge--1971

Illustrates chemical and mechanical weathering and downstream deposition. Okay for 4-H clubs with older members or for adults.

EVIDENCE FOR THE ICE AGE--19 minutes--color--Encyclopaedia Britannica--\$3.60 Service Charge--1971

This film uses present mountain glacial activity to illustrate signs and former presence of continental glaciers. The leader or teacher should be sure to preview the film and prepare the audience by pointing out important parts. During the showing, he should point out Minnesota sites comparable to those shown in the film. Suitable for junior high and older.

LEO BEUERMAN--13 minutes--color--Centron Educational Films--\$2.40 Service Charge--1971

The story of one extremely handicapped man who adapted to his situation and has given himself much freedom under his handicap. He makes a living selling pencils and other simple items. People who are afraid of handicaps of any sort should view it. Although they may be repelled at first, they probably will get insight into themselves. Could be used in helping agents and youth understand physical handicaps and used as the basis for a discussion on personal development.

MINIGARDENS--15 minutes--color--Walter J. Klein Col. Ltd.--\$2.40 Service Charge--1970

This is an attractive and interesting presentation about gardening in very small spaces, mostly in pots, boxes, and other containers used out-of-doors. It discusses both flower and vegetable growing and management of soil, light, water, and fertility for plants in limited areas. Examples shown will be interesting to high-school age 4-H members, as well as garden clubs or senior citizen groups. Children and older people are featured in the film. Some of the containers shown are unexpected, but at least the point is made that expensive materials are not necessary to enjoy growing plants in apartments, group housing areas or small sunny spots near the house.

NEW SLIDE SETS ADDED TO LIBRARY

#839 FOOD DURING PREGNANCY--41 slides--color--double frame--National Health Films--1970

#840 YOUR BABY'S FOOD--34 slides--color--double frame--National Health Films --1970--Title of the series is "MATERNAL CHILD NUTRITION"

A two-part presentation of simple, easy to understand artwork that is acceptable to any cultural or economic group. The information agrees with the generally accepted practices. A discussion period would be needed after showing the slides to reinforce information given. Could be used with prenatal classes.

#841 4-H ART WORK-IN--69 slides--color--double frame--University of Minnesota --1972

Need ideas for developing a county art work-in? This slide set is developed for use with adults and teens who may know young people who are interested in art and would be interested in attending this kind of 4-H event. Objectives of the event are reviewed and pictures taken at the 1972 Art Work-In are used to illustrate the tempo and spirit of the program.

#842 THE NATIONAL 4-H FOUNDATION STORY--53 slides--color--double frame --National 4-H Foundation--1972

Here's a look into the National 4-H Foundation--not only into its physical facilities but also its history, the many programs for serving adult and youth leaders, and its plans for the future. It would be good to show at 4-H meetings to give members and adults an insight to the many functions of their national headquarters. It can also give community groups and businessmen an idea of the broad range of 4-H activities.

DOUBLE EXPOSURE

If you are showing a series of "before and after" slides, try using two projectors and two screens set side by side. Show the "before" picture on one screen and the "after" picture on the other.

CAMERA NOTES--By Don Breneman

The new compact electronic flash units can be a real convenience for flash photography but they do have limitations.

Electronic flash synchronizes with camera shutters on the X setting and works at any shutter speed with cameras having a leaf type shutter. However, cameras with a focal plane shutter, the type used in most 35 mm single lens reflex cameras, you can usually only use a shutter speed of 1/60 sec. or slower. Check your camera instruction book for the exact speed.

Compared to flashbulbs the light output of these small electronic units is relatively low. Don't try to photograph large groups in an auditorium or a performance from the 60th row. These units are designed for amateur snapshot photography and work best in small- to medium-sized rooms at distances of four to fifteen feet.

Manufacturers of these flash units tend to overrate their light output so the advertising looks more impressive. Consequently if you follow the exposure recommendation they suggest your pictures will likely be dark. Until you are experienced with your electronic flash unit, try a few pictures with your lens open about one stop more than the manufacturer recommends.