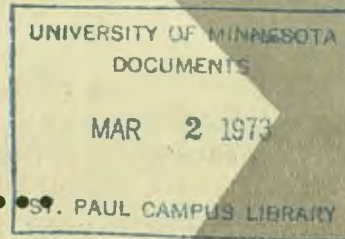


MN2000RPI 2/26/73

3. Reaching People with information.



press
publications
radio
television
visual aids

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

February 26, 1973

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*****
* Please read, check, and circulate
* Extension Agent
* Extension Home Economist
* Assoc./Ass't. Extension Agent
* Other
* Secretary for Filing
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IS A GIMMICK NECESSARY TO HIT MASS MEDIA? --Yes, no, it depends. That's about it. Yes, say Dave Moore, WCCO-TV personality, and Jack Morris, once in our department and now president of Peterson-Morris Advertising Agency. To get something on a news program on a large station you need real spot news significance or an angle or a gimmick, Moore says. For example, the University's forestry day wouldn't get a mention as news event, but hits TV because of gimmicks: the tobacco spitting and log splitting contest. Don't get me wrong. I'm not advocating spitting contests for extension events. I doubt if we could point to an educational objective and we'd have difficulty fitting it into MEMIS. But a different approach would help spice up some of our meetings. Jack Morris points out that to sell you need to get people's attention, stress short eye- or ear-catching ideas or a different angle. For example, in handling a political campaign, Jack once featured his candidate on a "Time" like cover on a short brochure. It was eye-catching and unusual.

But we know, too, that good solid information presented attractively will hit our local papers and radio and TV just because it is useful, timely, and meets people's needs, which, after all, is a major objective of extension education. --Harold B. Swanson

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WORD CORNER: SHARPEN UP! --Many staff members have trouble remembering how to spell Northrop Auditorium correctly, as I did for a long time. Mary Kay O'Hearn, extension information specialist on our staff, quotes a good mnemonic (from a Greek word meaning to remember) device to help all of us: Northrop Auditorium is the place where opera is given. (Think of o in opera, o in Northrop.)

Northrup (spelled with a u) is the seed company--and seeds grow up.

Another mnemonic device I use for the correct spelling of stationery, stationary is this one: letter: stationery; stand: stationary. --Jo Nelson

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MARCH HOME ECONOMICS RADIO TAPES -- Long tapes are: "Milk Legislation" (7:07), Blanche Erkel, consumer information specialist, Food and Drug Administration; "Changing Food Habits Affect Children" (7:06), Mary Darling, extension nutritionist; "Trees with Personality" (7:03), Jane McKinnon, extension horticulturist; "Home Economics at the University of Minnesota" (6:56), Keith McFarland, Acting Dean, College of Home Economics.

Short tapes are: "Cosmetics" (5:06), Blanche Erkel, consumer information specialist, Food and Drug Administration; "Mobility in Eating Patterns" (5:09), Mary Darling, extension nutritionist; "Seed Starter Kits" (5:10), Jane McKinnon, extension horticulturist; "Cost of Beef" (5:05), Dick Epley, extension specialist, meats. --Janet Macy

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POINTERS FOR RADIO REPORTING -- Here are some pointers for writing or reporting for radio.

Aim for "people talk." You do this by first understanding yourself what you are writing or talking about. Make certain you understand what you are saying, because you can never catch up with errors on the air. Read over your copy aloud and then read it again. This way you can spot the awkward phrase, the unanswered question, and the sentence that's too long.

Try for sentences in the 20 to 25 word range or less, but make that a guide, not an inflexible rule. When you check out those sentences and you find them running long, look for the connecting links and break them up. Remember that strings of too short sentences can be just as deadly as the overlong sentences--they produce a staccato effect.

Clauses can create problems and for that reason should usually be avoided. Verbs are your action words. Be precise and select the right one. Don't say "announced" if something was "reported." And don't use "declared" if something was simply "said." When you identify a person by his title, put the title first; that prepared the listener for who the person is. Do it this way: City Council President Mary Jones, Secretary of Commerce, John Jones, etc.

Numbers present problems in broadcasting or writing. So, the rule of thumb on those six-plus-digit figures is: round them off. Spell out all numbers from one through eleven and use figures for all numbers from that point up to 999. The exception to this rule is when two numbers occur in sequence like: The score was 130, thirteen under par. Whenever you can, convert like this: 5,000 feet can be made "almost one mile," 1,450 can be made 15-hundred, or almost 15-hundred. In writing dates, follow style and write them all out from first, through eleventh; after that it becomes 12th, 21st, 22nd, 23rd. Slang, dialect, and colloquialisms should not be used.

Never guess at the pronunciation of a person's name. Check it out first. The individual is the best possible source; failing that, try members of the family, business associates or someone who would know definitely.

Here are some other timely tips: Flags are flown half-staff on land, half-mast at sea. A person is unidentified, not unnamed; most persons have names. It should be young not small; a child could be large for his age. Plan usually is a better word than scheme. You can't love an inanimate object; use like. You compare something with not to. Businesses is too tough

for announcers, make it business firms. If you have red hair, you are red haired, not red headed. Nor should we call a just set record a new record; it is just record. But always remember, the careless listener is more careless than the careless reader--a listener can't "go back" to hear what he didn't hear the first time and for that reason avoid words like "former" and "latter."

This information was gathered from the 1972 Associated Press Broadcast News Style Book. I hope it is helpful to you. --Ray Wolf

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NEW AND REVISED PUBLICATIONS AVAILABLE --Get the old piano or guitar tuned up to sing out with 5 new song sheets, which go along with 6 new youth nutrition films available for use statewide.

	<u>Song Sheets</u>	<u>Films</u>
EF&NP 78	*Good Diet, I Dig It!	Good Diet, I Dig It
EF&NP 79	The Nutrient Song (Tune: Battle Hymn of the Republic)	Doc's Nutrient Computer New, New Nutrients
EF&NP 80	The Breakfast Song (Tune: Molly Malone)	That's Breakfast
EF&NP 81	The Snack Song (Tune: I've Been Working on the Railroad)	It's Snack Time
EF&NP 82	The Experiment Song (Tune: That Lucky Old Sun)	Questions

Extension Program Report No. 27 Expanded Food and Nutrition Program Aids Minnesotans has been revised and is available in the Bulletin Room. Revisions continue on other EPRs. --Lee Nelson

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

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COMPUTERIZED NUTRITION SHOPPING --A pilot program in computerized nutrition shopping will be conducted by the University of Minnesota, North Dakota State University, and Nash-Finch-owned Piggly Wiggly stores in the Fargo-Moorhead area on April 2-28. Nash-Finch is financing the educational venture which will be conducted under the direction of the cooperating extension services. The extension services are providing creative talent and subject matter expertise.

Home economists and volunteer helpers recruited by extension will be in charge of computer terminals in the four area stores. They will be trained by extension nutrition specialists. Training will also be held for in-store personnel.

The shopper's shopping list and family characteristics will be fed into the computer. The printout will indicate nutritional requirements for the family, based on the basic four food groups. Special emphasis will be given to Vitamin A and C rich foods.

Look for publicity on the event. If you're in the target area, incorporate the material into newspaper, radio, TV, and newsletter releases. This new technique of reaching people with educational information at point-of-purchase may be well worth a trip to Moorhead. Supplementary educational information will be provided in the booths and the EF&NP mobile unit will be in the area during the 4-week period. --Janet Macy

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AGENTS GET KUDOS FROM MASS MEDIA --During the past few weeks I've had the opportunity of meeting with newspaper editors, radio and TV broadcasters, and other mass media groups at their annual or other meetings. The one thing that struck me was the high regard and acceptance that county extension agents, extension home economists, and other extension personnel have with local media. Everyone I talked with was most complimentary of county staff efforts. Frankly one of the best "ins" my colleagues and I have with any of the media is that we know and work with county agents and home economists. Thanks. --Harold B. Swanson

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DEAN KRUCKEBERG JOINS DEPARTMENT STAFF --Dean Kruckeberg, who for the past 4 years has served on the public relations staff of Lutheran General Hospital, Park Ridge, Illinois has joined the Agricultural Extension Service and Department of Information and Agricultural Journalism staff. As an extension information specialist, Dean will be working with Eldon Fredericks in our publications section.

Dean is a native of Owatonna, Minnesota, where he was active in 4-H club work for 7 years with Russ Gute and Larry Tande. He is a graduate of Wartburg College, Iowa, and is completing his M.S. at Northern Illinois University. --Harold B. Swanson

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Publications and Direct Mail

NEW PUBLICATIONS

- Pork for You. Extension Bulletin 376. Richard Epley. Includes information on inspection and grading, how much meat to expect from a carcass, processing, retail cut identification, selecting pork, pricing, storage, cooking, eating characteristics, and nutritional value. Pictures different cuts of pork. 12 pages. Available mid-March.
- Storing Meat in Your Refrigerator. Extension Folder 278. Richard Epley. Explains why and how meat spoils, gives information about temperature control and other considerations. 4 pages. Available mid-March.
- Natural, Organic, and Health Foods. Extension Folder 280. Mary Darling. Discusses questions such as why the interest in organic, health, and natural foods; what does organic mean; what are organic foods; what about the use of pesticides and food additives; and what are enriched foods. Includes a glossary briefly describing certain foods in these categories. 16 pages. Available.
- Resort Management Education Programs. Extension Program Report 54. Describes extension educational programs relating to the recreation industry and how they work, together with extension staff involvement. 2 pages. Available.
- How to: Calculate Herbicide Rates and Calibrate Herbicide Application Equipment. Agricultural Chemicals Fact Sheet 5. G. R. Miller and J. A. True. Includes broadcast and band treatments and liquid and granular application equipment. 2 pages. Available.

REVISED PUBLICATIONS

- Beef for You. Extension Bulletin 369. Verna Mikesh and Richard Epley. Explains beef inspection methods, grading, eating characteristics, how to buy beef, and the various methods of preparing beef. Includes several recipes of basic beef dishes. 8 pages. Available mid-March.
- Turkey Fryer-Roasters--Planning for Fryer-Roaster Production. Poultry Fact Sheet 10. Robert W. Berg. Describes all-in, all-out and continuous method of raising poults with information on approximate costs. 2 pages. Available.
- Turkey Fryer-Roasters--Cost of Raising Fryer-Roasters. Poultry Fact Sheet 11. Robert W. Berg. Offers production cost analyses itemizing such things as cost of poults, feed, medicine, fuel, electricity, insurance, supplies, labor, and management. 2 pages. Available.
- Planning for Pullet Production. Poultry Fact Sheet 35. Robert W. Berg. Discusses profitable pullet production and the decisions today's farmer must make on use of land, labor, capital, and management. 2 pages. Available.
- Plant Galls. Entomology Fact Sheet 23. D. M. Noetzel. Text and 10 photos describe galls that appear on ornamentals and trees and can interfere with growth. 2 pages. Available.
- Outdoor Mosquito Management. Entomology Fact Sheet 29. L. K. Cutkomp, A. W. Buzicky, J. R. Sandve, and D. M. Noetzel. Describes the advent, behavior, and control practices for the most common pest mosquitoes in Minnesota. 2 pages. Available.
- Cedar-Apple Rust. Plant Pathology Fact Sheet 4. Herbert G. Johnson. Describes control on apple and cedar trees and pictures leaves and fruit affected. 2 pages. Available.

Exploring the Prairie and Forest. Environmental Activity Sheet 6. Clifton F. Halsey.

Explains with words and pictures how to set up an exploration in the forest or prairie for youngsters 9 or older. 2 pages. Available.

Handling Milk in Bulk. Food Science and Industries Fact Sheet 17. V. S. Packard.

Describes detailed operations for the successful bulk milk handler. Provides a guideline for haulers on pickup procedures and explains problems and need for cooperation among producer, hauler, and processor. 2 pages. Available.

1973 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 methods for commercial vegetable crops including potatoes. 26 pages. Available.

Minnesota Population Structure by Age and Sex 1970-1985-2000. John S. Hoyt, Jr. and Subbash Rastogi. 115 pages. NOT AVAILABLE THROUGH BULLETIN ROOM.

Obtain copies at \$3 each, plus 4 percent sales tax for Minnesota residents from Minnesota Analysis and Planning System, Room 415 Coffey Hall, University of Minnesota, St. Paul, Minnesota 55101.

REPRINTED PUBLICATIONS

Landscaping Your Home. Extension Bulletin 283. C. Gustav Hard.

Summer Care of Vegetable Gardens. Extension Folder 167. Orrin C. Turnquist.

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

Liming Minnesota Soils. Extension Folder 210. John Grava, C. J. Overdahl, and W. E. Fenster.

Are You Having Paint Trouble. Agricultural Engineering Fact Sheet 9. D. W. Bates.

Cockroaches. Entomology Fact Sheet 16. L. K. Cutkomp and J. A. Lofgren.

Carpenter Ants. Entomology Fact Sheet 30. John A. Lofgren.

Buying Carpet Padding. Home Economics Fact Sheet 18. Myra Zabel.

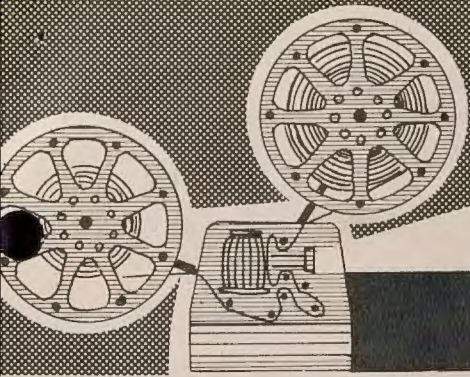
Cleaning Products. Home Economics Fact Sheet 20. Sharon Gilsrud and Mary Fran Lamison.

Growing Daylilies. Horticulture Fact Sheet 18. Mervin C. Eisel.

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

Fungicides for Lawn and Garden. Plant Pathology Fact Sheet 16. Herbert G. Johnson and Ward C. Stienstra.

Ten Steps to More Effective Writing. Information Service Series 22. Harold B. Swanson.



visual aids TIP SHEET

Minnesota Agricultural Extension Service

February 1973

NEW FILM IN AGRICULTURAL EXTENSION LIBRARY

4-H CITIZENSHIP SHORT COURSE--18 minutes--color--University of Minnesota (Don Breneman, Dan Olson, and Karen Annexstad)--Service Charge \$1.00--1972--TV

The story of the National 4-H Foundation's Citizenship Short Courses, starring Minnesota and other 4-H'ers. It's all there--the plane ride, Gettysburg, Dorothy Emerson, discussion groups, a riverboat trip down the Potomac to Mount Vernon, meeting with congressmen, monuments and memorials, and candlelighting. The film will stimulate others to participate in the 4-H Citizenship Short Course or Government Seminars as well as be of assistance in getting support from parents, leaders, school officials, teachers, extension agents, and businessmen. Three copies are available for exclusive use by Minnesota counties.

NEW SLIDE SETS AVAILABLE

#848 DUTCH MARKETS--32 slides--color--double frame--University of Minnesota (Mike Holmberg, 1971 IFYE to Holland)--Service Charge \$1.00--1972

When was the last time you attended an old fashioned antique farm sale, or a livestock auction? Attend one with Mike Holmberg and discover the interesting and unique way the Dutch conduct their sales in the old, traditional hand slapping between buyer and seller, or the ultra modern, electronically controlled, computerized sale board used in large markets of grain, fresh produce, and flowers.

#849 DUTCH LAND RECLAMATION--27 slides--color--double frame--University of Minnesota (Mike Holmberg, 1971 IFYE to Holland)--Service Charge \$1.00--1972

Rural community development is a vital concern and important process if a small country like Holland is to support her people. The Dutch are doing it, though, by reclaiming thousands of acres of land that were once covered with salty sea waters. This slide set tells that story.

#850 DUTCH DAIRYING AND CHEESEMAKING--GOUDA BORENKAAS--44 slides--color--double frame--University of Minnesota (Mike Holmberg, 1971 IFYE to Holland)--Service Charge \$1.00--1972

There are only a few farms in Holland which still practice that fine art of cheesemaking that the Dutch are famous for. Arnie and Nelie Hoogendoorn own one of those farms and they're glad to share their knowledge of the fine old Dutch art with visitors like Mike Holmberg and you.

#851 THE \$130 BILLION DOLLAR FOOD ASSEMBLY LINE--47 slides--color--double frame--USDA--Service Charge \$1.00--1972

A slide set that introduces the many people involved in getting food from the farm and to the table. It will help consumers understand the interrelationships of people within a community working to provide consumer goods and services to the trade area. The slide set would make a good introduction to such consumer topics as: "What's Behind The Price Tag?", and "Consumer Rights And Responsibilities."

#852 U.S. GRADES FOR BEEF CARCASSES--26 slides--color--double frame--USDA--Service Charge \$1.00

This slide set illustrates the application of quality and yield grade standards for beef carcasses. Suitable for any group, especially good for vocational agriculture groups and adult education classes.

#853 A JOURNEY TO SHANGRI-LA-NEPAL--89 slides--color--double frame--University of Minnesota (Carol Skelly, 1971 IFYE to Nepal)--Service Charge \$1.00--1972

Have you journeyed around the earth following the sun? Have you wandered through an open market and heard the sound of the barterers and the throngs of people? Or have you spent Christmas thousands of miles away from home where Bhuddists and Hindus worship? If not, then this slide-tape presentation will give you the sights and sounds of such places and offer you the opportunity to share in the lives of the people of a small, enchanting, and developing nation. This slide set comes complete with a fact sheet on NEPAL and its culture, several recipes, and a leader's guide.

#854 TILLAGE ALTERNATIVES--48 slides--color--double frame--USDA--Service Charge \$1.00

A good discussion of no-till and minimum tillage system and methods of planting. Shows new developments in machinery and chemical weed control that permit a minimum of soil manipulation for planting seeds and also controlling erosion.

#855 SERVING MINNESOTA'S CONSUMERS AND PRODUCERS--15 slides--color--double frame --University of Minnesota (Craig Gannon)--1973

This set of slides was made to accompany the booklet "Serving Minnesota's Consumers and Producers." Purpose of the brochure is to point out the importance of agriculture to the state's economy in terms of jobs, income, exports, and cost of living. It explains how modern agriculture lowers the food costs for everyone and it points out how increased productivity helps both the consumer and producer.

The slides would be useful in an economics class or as a starter in any discussion on the value of agriculture to our economy.

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Slide sets numbers 848, 849, 850, and 853 would be very good to use with any age audience to illustrate an IFYE experience or learn of Dutch and Nepalese life and customs. These are available in cassettes as well as regular 5" reels.

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Harley Otto recommends a film he saw recently, NORTH DAKOTA WHEAT IN WORLD TRADE by the North Dakota Wheat Commission. It's 28 minutes long and "does a very good job depicting foreign marketing of wheat through research, selling, transportation, and financing of sales." The film can be ordered from the North Dakota Wheat Commission, P. O. Box 956, Bismark, North Dakota 58501.

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CAMERA NOTES--By Don Breneman

Color enlargements for displays and exhibits can successfully be made from 35mm color slides. There are two different processes for making enlargements, each with certain advantages.

A "type R" or chrome enlargement is made directly from the color slide, the other, called a "type C" enlargement involves making a color internegative from the slide before making the print.

The type R enlargement is less expensive, and when made from a good quality slide, will be quite satisfactory. A disadvantage of the type R process is that once the slide is damaged by handling or projecting you cannot get any more prints made.

The internegative for type C print will cost up to \$7.00 and an 11 x 14 inch print will cost from \$4.00 to \$40.00 depending on the quality. The type C process will produce a better quality enlargement than the type R process, if the slide is very dense or contrasty. The type C process also offers the advantage of a negative that can be saved for future use even though the original slide may be lost or damaged.

If you are planning an exhibit and want color enlargements the type R process will usually be adequate, but if you have a slide that you consider very valuable in your work and may want additional prints later, go to the type C process and have an internegative made.