

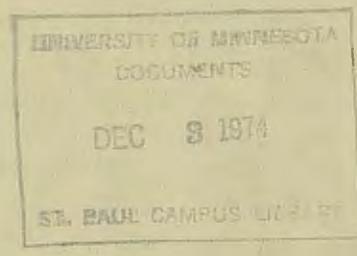
MN2000 RPL 11/25/74

3. Reaching People *with information...*

press
publications
radio
television
visual aids

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

4, November 25, 1974



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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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WHAT IS YOUR NEWSLETTER? --Over a decade ago some educational editors got together to talk about newsletters...what they are and what they are not. The editors apparently agreed that the newsletter, as an art form, is not a little newspaper, not a tabloid, not a little magazine, not an announcement sheet of past or future events. Rather, it is a distinctive communication from a dedicated person or dedicated organization, designed to reach the minds and hearts of an audience.

Instead of being a bulletin board, your newsletter should be a hybrid of newsnotes and information with comments exploring ideas about your particular subject.

Many direct mail authorities agree that the secret of success in direct mail (newsletters included) is to write it so that the receivers feel you had them and their individual needs in mind.

In communications workshops you've heard us say over and over, "remember your audience, answer their needs--not yours." --Eldon E. Fredericks adapted from Interim, American College Public Relations Association

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REACHING PEOPLE BY RADIO--This is an important aspect of many Extension workers' daily or weekly activities.

So, how do you do good radio programs? Well, first, I think you must love to tell the story. Remember the church song, "I love to tell the story for some have never heard?" This is certainly true of Extension's message.

Lyman Steil, assistant professor, Rhetoric, in a recent speech said that we must think of our audience as a "passing parade." He said, "Half of the people in the U. S. today were not alive at the end of World War II and 20 percent were not alive when Kennedy was assassinated."

A second point to keep in mind when you're planning a radio (or TV) program is to know where you're going--to have an objective in mind.

Larry Rood, an ad writer, in telling how to avoid ho-hum radio, reported in the November 11, 1974 issue of Broadcasting that--"a lot of words strung together won't do half the job of one cogent thought or phrase. Short sentences work better than long sentences. Some words sound better than

others. Remember you are writing (talking) to catch someone's ear. Alliteration works. Unexpected words help. Be specific rather than general. It makes you sound as though you know what you're talking about. It sets the scene."

"Once you have your copy," Rood continues, "read it out loud. Structure that looks all right on paper may not read well. Certain phrases may sound awkward. Certain words may be hard to read in sequence."

Rood closes with, "Good radio costs less than TV. It can sell as well. It's an important tool in our business and deserves to be treated like it."

Now comes a third point: promote your broadcasts. Promotion is particularly essential with educational programs. You have to make people want to hear what you have to say. There are many ways to do this.

The Communications Handbook, prepared by the American Association of College Editors, lists the following ways to promote broadcasts: word-of-mouth, posters, brochures, circular letters, rubber stamps, special seals, displays or exhibits, newspaper, radio and TV promotions, awards, certificates, celebrations, and transmittal slips.

The government penalty privilege requires that the user's name, title, and signature accompany official mailings. Rather than merely saying, "The enclosed is for your information" why not add the schedule of your regular radio (and TV) programs?

Francis Januschka, Stearns County extension agent, has added the following to his enclosure slip:

We are also on radio--listen to:

Information of Farm and Home

WJON-- 7:50 a.m. Sunday

WJON--12:30 p.m. Saturday

KFAM--12:50 p.m. Daily--Monday-Friday

WVAL--11:50 a.m. Wednesday and Friday

KASM--12:30 p.m. Saturday

KEYL-- 9:15 a.m. Friday

What are you doing to reach people by radio? Let me know.

--Ray Wolf

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RADIO LISTENING - - The National Association of Farm Broadcaster's recent survey shows that 5:30 to 7:30 a.m. and 11:30 to 1 p.m. continues to be the best time for farm programs. On dairy farms 60 percent listened between 6:30 and 7 a.m. and 48 percent listened from 12 to 12:30 p.m.

The study revealed that 86 percent of the autos and 51 percent of the farm trucks have radios in them and that farmers with higher income tend to listen more than those with lower income. --Ray Wolf

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HOW MUCH DOES AN EXTENSION VISIT COST? --Frankly we don't know. However, John Golle, an officer in a Twin Cities management and training firm, told agricultural marketers recently that a typical call in an agricultural marketing field would cost approximately \$76 per visit.

--Harold B. Swanson

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THE CLUES ARE THERE--Alertness in reading and listening can give clues to important trends and decisions in daily life. Robert Handschin of the Farmers' Union Grain Terminal Association, told a group of communicators how he learned of the Russian grain shortage well before most people. He read a short, buried 6-line newspaper item. It told that the Russian army was called out to fight bog fires caused by lack of rain and the hottest summer in recent Russian history. That short item was the inkling to the grain shortage, the clue that Russia might enter the world market seeking grain, and might buy American grain in large amounts.

--Harold B. Swanson

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OPENING SENTENCE MOST IMPORTANT--One of the great mail order men of the century, Maxwell Sackheim, once said, "Your opening sentence may make or break your letter, no matter what is said afterward."

And as Elmer ("Don't Sell the Steak--Sell the Sizzle") Wheeler wrote, "Your first 15 words are more important than your next 15,000."

It may help you shape your leads in stories, opening paragraphs in your letters, or even opening words in a talk by taking the following cues from Mark Wiseman in his book, Advertisements: How to Plan Them, Make Them, and Make Them Work:

1. News: If there is something about your story that really is news, use it. Example:

"Now You Can Broil a Steak in 3 Minutes--Electronically."

2. "How," "What," "Why:" Here we take off on the media's who, what, where, when, why, and how. It may help you write that first sentence. Example:

"Here's how to enjoy a millionaire's vacation on a county extension agent's (or farmer's) salary!"

3. "1-2-3 Ways."--This is often an effective way to get your letter started because it sets the stage for an organized presentation. Examples:

"Three ways to avoid drudgery of fixing our own meals!"

"Ten ways to save money on your income tax."

4. Command: If you can use a lead to command--without offense and with authority--it may motivate your reader to the action you desire. Example:

"Don't let lack of education hold you back in business."

5. Narrative: This is one of the more difficult types of opening sentences or leads to write, but it can be effective. Examples:

"There's a farmer (or housewife) out in _____ you ought to meet."

"Five years ago John Jones and his new wife started farming with \$_____."

6. Question: If you can ask a question which doesn't need a yes or no response or won't get a smart-alecky answer, it may set the right mood for your audience. Be sure, too, that the answer doesn't hurt your cause. Example:

"Would \$500 a month help you when you retire?" (This could be provocative and interesting.) Or, "How much is a farm wife worth?"

As a final suggestion keep those opening sentences (and paragraphs) down to two or three typewritten lines. --Harold B. Swanson

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HOME ECONOMICS RADIO TAPE SERVICE --Part II--"Extend Life of Appliance," Wanda Olson, extension specialist, household equipment; "Sprays and their Effect on Appliances," Wanda Olson; "Nitrates," Dick Epley, extension specialist, meats; "Cactus Gardens," Jane McKinnon, extension horticulturist; "Turkey," Patricia Kramm, assistant extension specialist, consumer information.

Part I for December--"Food Buying," Muriel Brink, extension nutritionist; "Building a Terrarium," Mervin Eisel, extension horticulturist; "Plant Materials for Terrariums," Mervin Eisel; "Horticulture Gifts for Christmas," Mervin Eisel; "Consumer Concerns," Blanche Erkel, consumer affairs officer, Food and Drug Administration. --Janet Macy

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COMPETING NEWS MEDIA --Al Page, Itasca County, says when they get something approaching "hot" news, they try to give it to the newspaper with enough lead time so they can get it printed about the same day it comes out on radio. Makes sense.

You can get in a bind if, in this case, the radio station was aggressive enough to seek out the news the day it "happened" (example would be 4-H awards). If two competing news media are really serious about getting the news first, you'll never be able to completely satisfy both of them.

But you need to try--and to come up with a solution something like Itasca County's. Many of you have. --Jack Sperbeck.

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COUNTY VISITS --I just spent three days working with agents on tax and farm safety stories in the northeast district (Dave Radford, Al Page, Arnie Heikkila). We can do this from time to time. If you have something you'd like to emphasize on an area basis, one of us may be able to spend a few days working with you on some news stories--as long as our travel funds hold out. --Jack Sperbeck

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TEN COMMANDMENTS OF COMMUNICATIONS --There are many "ten commandments" in communications. Here is what Gene Gresham, International Multifoods, lists from his commercial experience:

1. Clarify your ideas before communicating. Don't start talking before you start communicating.
2. Decide what you want to do. Do you want to change action, knowledge, or skill?
3. Consider the whole setting in which you communicate.
4. Consult with others when appropriate.
5. Be mindful of overtones your message may have.
6. Take opportunity to convey something useful to consumer.
7. Follow up your communication. Review results.
8. Communicate for tomorrow as well as today and plan with yesterday, tomorrow, and today in mind. A mistake in judging tomorrow's reaction can wreck a potential market.
9. Be sure actions support your communications.
10. Seek not only to be understood but also to understand.

--Harold B. Swanson

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WORD CORNER: SHARPEN UP! --Would you write:

I borrowed Charles' book

OR

I borrowed Charles's book?

The rule for forming singular possessives is to add 's. But words that end in s present difficulties. Many grammarians would say that Charles' book is the preferred form. I, however, would write Charles's book, because that is the way we say the word. One rule you might follow is to use 's with words of one syllable and the apostrophe alone with words of more than one syllable (Burns's poem, but Ms. McAndrews' car). Just remember that using 's with words that end in s is not incorrect. Listen to the way the word sounds best and write it that way.

Another problem people have with possessives is confusing them with plurals. All those apostrophes after names on mailboxes and Christmas cards are superfluous. When you sign The Andersons, you mean that there are several Andersons; no element of possession is involved.

Remember, too, that some pronouns are in themselves possessives: oneself, yours, hers, its, and theirs do not have apostrophes. (It's, of course, is a contraction of it is or it has, not a possessive.)

--Kathy Wolter

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NEW LOW INCOME PUBLICATIONS AVAILABLE --Eight new Minne (sota) cards are now available in the Home Furnishings area. These are salmon colored to distinguish them from the Minne cards in the Foods area, which are yellow, and Minne cards in the Clothing area, which are blue or hot pink. The following are in the Bulletin Room:

- 74 Shopping for a Chair (New or Used)
- 75 Shopping for Upholstered Furniture (New or Used)
- 76 Shopping for a Dresser, Chest, Desk (New or Used)
- 77 Measuring for Curtains
- 78 Shopping for Curtains
- 79 Shopping for Rugs and Carpets (New or Used)
- 80 Removing Spots and Stains from Carpets
- 81 Using Window Shades

--Lee Nelson

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GETTING THE WORD OUT --"University of Minnesota" were the first words from NBC's Don Blair at 9:30 a.m. November 13 when he opened his daily "Inflation Watch" program on NBC Radio coast-to-coast.

By a conservative estimate, we reached at least 22 million people with Janet Macy's comments on buying meat. Janet and Lee Nelson, both of the Department of Information and Agricultural Journalism staff, recorded 17 spots in the department's studio for the NBC program, which is being featured prominently in a national publicity campaign.

The program is new to NBC Radio and we began our brainstorming during its infancy. After deciding that we should plug into "Inflation Watch," Dave Zarkin, a rabid radio listener, contacted Blair in New York, telling him what we could offer. Blair was most encouraging and within a few days our tapes were on their way to him.

It pays to listen and think big. More University of Minnesota recordings are expected in future "Inflation Watch" broadcasts. NBC Radio affiliates are in every major U. S. market and smaller markets generally are covered by an NBC signal. In the red hot Twin Cities ratings sweepstakes, NBC Radio affiliate KFMX holds the number five spot, which isn't alfalfa. --Janet Macy, Lee Nelson, and Dave Zarkin.

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STATION RELATIONS IMPORTANT --Frequently Extension workers have an opportunity to use radio and television in their work. This time is usually provided by the stations because they have an interest in informing the public and extending the programs of the University of Minnesota.

Contrary to what some people think, stations do not have to provide this time to the Extension Service. They can fulfill their public service commitment by running a sermonette on Sunday morning or providing announcements for the local bake sale. Therefore, it behooves Extension personnel to be very appreciative of the time provided and to request time from stations as if they are doing our program a favor.

Certainly a well prepared show is an asset to a station and they are usually eager for our participation. However, it must be remembered that this is a courtesy that is provided, without cost. In other words, we have a mutual admiration society.

Whenever you appear on radio or television, consider yourself a guest at the station. It is good manners to thank the personnel and adhere to their broadcasting policy, if at all possible. If you find yourself in disagreement with the policy, usually the situation can be solved through discussion and understanding of each other's point of view.

If you find that the differences can not be resolved, perhaps another station would be advisable...or another staff member could be recruited. Stations are in business to make money and they tend to be sensitive about revenue making ventures (advertisements).

If you find yourself in a position of being asked to endorse a product, just reply that you are not in a position to make such endorsements. Sometimes before a broadcast you can indicate that there are certain areas to which you can not address yourself. Or, turn the controversial question back to the interviewer with, "That's an interesting question, what do you think?...or, "I'd rather not comment about that topic." It is better to ignore or evade any direct comments about a station's programming. Remember that Extension is a guest on the station and although we have a right to be represented correctly, we do not have a right to criticize the station or its advertisers. --Janet Macy

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Publications and Direct Mail

November 1974

NEW PUBLICATIONS

Pasteurella Bacteria In Cattle Pneumonia. Veterinary Science Fact Sheet 5. J. D. Hilgren. Discusses disease, symptoms, contributing factors, treatment, and prevention. 2 pages. Available.

Infectious Bovine Rhinotracheitis. Veterinary Science Fact Sheet 6. J. D. Hilgren. Discusses disease, symptoms, contributing factors, treatment, and prevention of this cattle disease. 2 pages. Available.

Bovine Virus Diarrhea. Veterinary Science Fact Sheet 7. J. D. Hilgren. Discusses disease, symptoms, contributing factors, treatment, and prevention of this cattle disease. 2 pages. Available.

Minnesota Dairyman. Volume 3, Issue 3. Articles discuss a solution to the high cost of grain, cite ways to use DHI records, describe alternative means to house calves, and announce the national mastitis conference, dairy days across the state, and a new research project in dairy management. 4 pages. Available in December.

Minnesota Agricultural Economist. No. 562. December 1974. Presents background in wide cost variations of Minnesota farm-to-plant milk assembly and gives recommendations to reduce these costs. 6 pages. Available.

REVISED PUBLICATIONS

Using Manure As A Fertilizer. Extension Folder 168. Curtis J. Overdahl. Discusses variability of nutrients in manures, compares manure to commercial fertilizer, compares solid manure to liquid manure, describes modern application methods, discusses pollution considerations, and tells how to conserve manure nutrients. 4 pages. Available.

House Planning Worksheet. Extension Folder 270. William Angell. Practical worksheet to help you plan your house. Provides area for a plot plan and actual drawing of a house plan. 8 pages. Available.

How to Sample Soil for Testing. Soils Fact Sheet 4. J. Grava and W. E. Fenster. Describes the best methods for collecting soil for testing at the University of Minnesota Soil Testing Laboratory. 2 pages. Available.

Corn Fertilization and Fertilizer Shortages. Soils Fact Sheet 24. C. J. Overdahl. Adds 1974 figures to previous data. 2 pages. Available.

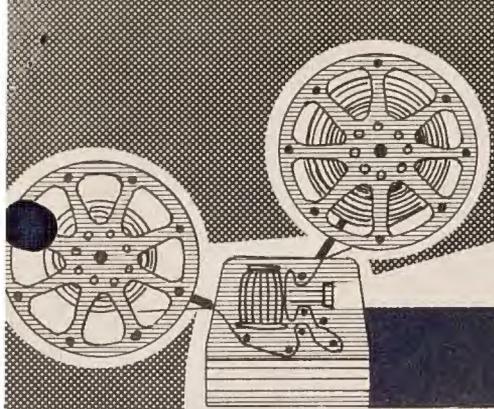
REPRINTED PUBLICATIONS

Haylage: Low Moisture Hay-Crop Silage. Agronomy Fact Sheet 12. J. R. Justin and G. C. Marten.

Pasture Renovation. Agronomy Fact Sheet 18. H. J. Otto and O. E. Strand.

- Plants for Winter Interest. Arboretum Review 3. Leon C. Snyder.
- Hardy and Nonhardy Maples. Arboretum Review 4. Leon C. Snyder.
- Are They Really Termites? Entomology Fact Sheet 6. John Lofgren.
- Beekeeping in Minnesota. Extension Bulletin 204. M. H. Haydak.
- Care of House Plants. Extension Bulletin 274. Richard Widmer and Leon Snyder.
- Town and Country Sewage Systems. Extension Bulletin 304. Dennis Ryan.
- The Importance of Play. Extension Bulletin 321-1. Sue Fisher.
- Mealtime--Happy or Hectic? Extension Bulletin 321-5. Sue Fisher.
- A Young Child and A Growing Self. Extension Bulletin 321-9. Sue Fisher.
- Selecting Natural Wood Finishes. Extension Bulletin 338. Myra Zabel.
- Testing the Pattern in Muslin. Extension Folder 244. Athelene Scheid.
- Minnesota Dairy Ration Balancer. Extension Folder 292. Mike Hutjens.
- Using Microwave Ovens (2450 MHz). Extension Folder 293. Wanda Olson.
- The Babcock Test for Fat in Milk. Food Science and Nutrition Fact Sheet 6. V. S. Packard, E. L. Thomas, and R. W. Weik.
- Preserving Fish. Food Science and Nutrition Fact Sheet 22. Isabel Wolf.
- Selecting a Microwave Oven (2450 MHz). Home Economics Fact Sheet 29. Wanda Olson and Robert Olson.
- Terrariums. Horticulture Fact Sheet 29. Mervin C. Eisel.
- Garden Chrysanthemums. Horticulture Fact Sheet 38. R. E. Widmer.
- Rid Your Home of Rubbish. HS 2.* Mary Fran Lamison and Lee Nelson.
- Fruits and Vegetables. HS-10.* Grace Brill and Lee Nelson.
- Removing Spots and Stains. HS-24.* Thelma Baierl and Lee Nelson.
- House Plant Problems. Plant Pathology Fact Sheet 25. Ward C. Stienstra.
- Organic Farming and Gardening. Soils Fact Sheet 21. C. J. Overdahl and W. P. Martin.

* Brochures in this series are short and elementary. They are written for audiences with limited experiences, finances, and education.



visual aids

TIP SHEET

Minnesota Agricultural Extension Service

November 1974

NEW FILM ADDED TO AGRICULTURAL EXTENSION LIBRARY

BEGINNING WESTERN PLEASURE--22 min., Color, Carleton Laboratory. (not TV--\$3.00) A very straight forward and basic film covering good and bad equipment (saddle and bridle) and dress. Also covers accepted protocol of each gait and showing of Western Pleasure Class.

NEW SLIDES ADDED TO LIBRARY

- #947 EVALUATING CONSTRUCTED GARMENTS--46 slides, Color, df., Iowa State University (Lois Ingels). These slides assist 4-H members and judges in understanding criteria for evaluating garments. Slide script emphasizes the possibility of achieving the standards of well-constructed garments in many ways. 1974
- #949 SPRING FLORA ON NORTHERN MINNESOTA'S BOGS--54 slides, Color, df., Douglas Hedman, Agricultural Journalism Photography student in consultation with Jane McKinnon, Extension Horticulturist, University of Minnesota. This set briefly describes the formation of the bog region of northern Minnesota and the unusual plant community found there. Closeup photographs reveal the delicate beauty of many species of early spring plants while the text describes their location and gives both their common and scientific names. 1974
- #951 EDUCATIONAL OPPORTUNITIES AT THE UNIVERSITY'S COLLEGE OF AGRICULTURE AND STATE COMMUNITY COLLEGES--65 slides, Color, df., University of Minnesota. This set is intended to be used with audiences which are interested in opportunities to study agriculture in a curriculum that will lead to a bachelor's degree. The University's College of Agriculture and the two year community colleges are included. The slides would be useful in vo-ag classes, 4-H groups, and with parents. A typed syllabus accompanies the set and a cassette tape is also available. Please indicate if you want the tape. Set #952 is somewhat similar except that it is limited to information relating to two-year programs in post high school agriculture. 1974
- #952 EDUCATION IN AGRICULTURE IN MINNESOTA THROUGH AREA VOCATIONAL TECHNICAL INSTITUTES AND TECHNICAL COLLEGES--133 slides, Color, df., Post Secondary Division of MVAIA. This set, like #951, is intended to be used with audiences interested in post high school education in agriculture--but are not interested in pursuing a four-year degree program. It shows the various kinds of training and type of instruction taking place at these schools and points out job opportunities for graduates. A cassette tape accompanies the set. The narration is also in typed format. Both #951 and #952 would be excellent in career orientation meetings. 1974

REVISED SLIDE SET IN LIBRARY

#303 FITTING AND SHOWING BEEF CATTLE--62 slides, Color, df., Robert Jacobs and Chuck Christians, University of Minnesota. Describes methods of fitting and showing beef animals at home and in the ring. Various breeds are shown by 4-H'ers and how they are fitted for the show ring. Closeups show how to trim hooves, wash and comb tails, and to prepare special parts of the calf for showing. Revised 1974.

PLEASE NOTE:

The following are corrections to the Subject Matter Index on pages 9-13 of the Audio Visual Teaching Materials Catalog.

The following films: "The Changing Forest," "Introduction to Forest Adventuring," "Land of the Prairie Ducks," and "Vision in the Forest" should have been cross indexed under Forestry as well as under Community Resource Management and Conservation Education.

Listings under Conservation Education not cross indexed under Forestry are "Ecology of the Forest" and "Before You Hunt."

CAMERA NOTES

According to the Life Library of photography more pictures are probably ruined by an unsteady hand than by any other single cause. While there is no one correct way to hold a camera that will guarantee a sharp picture every time, here are a few suggestions that should improve your results.

First, keep in mind that it takes very little force to trip the shutter and all you have to do is move your finger slightly, not your whole arm. Practice this until you can release the shutter with a smooth even motion and avoid quick jerky actions.

It's very important to relax, breathe normally, and stand comfortably when shooting pictures. If you tense up your muscles or try to hold your breath you will immediately begin to shake.

Most people can successfully hand hold a camera with the shutter speed set as slow as 1/30 of a second. This varies with the individual, however, and some can barely manage to get a sharp picture at 1/125th of a second while others can use 1/10 of a second or slower. The only way to determine how well you can do is to make a few exposures at various slow shutter speeds and examine them carefully with a magnifier or projector. You can recognize camera movement as a streaked appearance in your pictures and everything in the picture will be blurred or streaked in the same direction.

If you must use a slow shutter speed without a tripod you can improve your chances by making use of the natural camera supports you might find on location. You can brace yourself against a wall, tree or fence post, sit backward on a chair and place your camera on the chair back or set your camera on a table or rock to give it extra support. Some photographers carry a bean bag to place their camera on for low angle closeup shots when they can't get low enough using a tripod.

The sharpness of your photography will usually improve with practice as you become more familiar with your camera, and by learning to relax while taking pictures.

. Don Breneman