

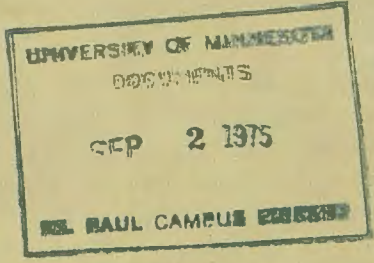
MN2000 RPI 8/27/75

press
publications
radio
television
visual aids

3 Reaching People with information...

2 AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA 1

August 27, 1975



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

RADIO HELPS IN SALUTE TO AGRICULTURE -- Dick Herman (South St. Louis County Extension Agent) writes "Following the article 'Pied Piper' in the Extension Service Review, we tried a variation using 10 stops on agriculture and agribusiness in northeastern Minnesota. The 3-minute interviews were played back on the day of our Dairy Princess Regional Contest here in Duluth."

KDAL radio used the following promotional announcement: "Is agriculture important to northeastern Minnesota? We will learn the importance of agriculture to our area this Wednesday when KDAL salutes agriculture and agribusiness in northeastern Minnesota."

"Come on along for a listening tour of farms and agriculture-related business in South St. Louis and Carlton Counties. Extension agents Dick Herman and Dave Radford will talk with farmers, on their farms, and point out the wide variety of farming that exists here."

"The listening tour starts at 8:45 a.m. with a stop at the Duluth Port Terminal--then we'll move on to dairy, egg, vegetable, tree, and beef farms. Stops also will be made at greenhouses, nurseries, and farm implement dealers. That's Wednesday, Salute to Agriculture Day in northeastern Minnesota."

For more information on this use of radio, contact Dick Herman.
--Ray Wolf

* * * *

HOME ECONOMICS TAPES -- Names of Retail Meats, Dick Epley, extension meats specialist; Western Beef, Dick Epley; Change as it Affects the Family, Ron Pitzer, family life specialist; Preparation for Parenthood, Ron Pitzer; Stages of Parenthood, Ron Pitzer; Safety with Packed Lunches, DeAnna Ebert, consumer answering student assistant; Freezing Lunches, DeAnna Ebert; Foods Used in Packed Lunches, DeAnna Ebert.

In September all of the tapes will contain information on metrics with Edna Jordahl, home management specialist. Jordahl attended an international meeting on metrics in Australia. --Janet Macy

* * * *

DEALER SCORES NO. 1--That's the title of an editorial from Emmet J. Hoffman in Farm Store Merchandising. Emmet points out that dealers, not agents, specialists, researchers, neighbors, or farm magazines, rank number one as a source of advice and counsel to large hog farmers.

To understand this conclusion, you need to know the background of the study conducted by Miller Publishing Company. The study was made earlier this year through questionnaires mailed to 1,000 Iowa hog producers who market 1,000-2,000 hogs per year. Note that this is a very specific, commercially oriented audience. They were asked to rank sources of information according to value and benefit. Such sources as dealers, salespeople, county agents, ag colleges, radio, television, magazines, and direct mail were listed.

The type of information studied was specific and technical. The topics included commercial feed, feed additives and antibiotics, annual sanitation and health products, feed mixing and handling equipment, and farrowing and confinement housing. On these topics the feed dealer ranked first, veterinarian second, ag college third, and magazines fourth. County agents were ranked separately and lower than ag colleges.

Other research by George Beal and Joe Bohlen of Iowa State University shows that dealers are ranked high as sources of information. The dealer, through training and performance, has become a highly credible source of information for farmers.

To me these results are not surprising. Dealers depend on college researchers and extension staff for information, and farmers depend on agents for confirmation or for pointing to specialized sources of information. The "big operator" has long gone directly to the source for information. --Harold B. Swanson

* * * *

END OF AN ERA--START OF ANOTHER--After 18 years of continuous broadcasting at the same day and time, the Agricultural Extension Service programs will soon be seen at a different time on educational television stations. "Town and Country" began airing at 9:30 p.m. Thursdays when the University of Minnesota first presented programs over KTCA. This year's "Yard 'n' Garden" series will conclude its Thursday evening broadcasts on September 18.

Extension programs will then be shifted to Tuesdays at 7:30 p.m. when "Fit Sew Well," an eight-program series on pattern alteration, airs. On October 30, a new series called "Ability--Not Disability," a six-program series on homemaking techniques for the handicapped, will be presented. These programs were developed through special funding from the Extension Service-USDA.

The December 30-March 16 schedule will see a re-run of the "Living Married" series that was introduced last year. From March 23 to June 1 the popular "Preparing Children for the 21st Century" will again be presented.

The broadcast time change was made to accommodate other program schedules and to allow more discussion group activity associated with extension programs. This change does not affect broadcast times on commercial stations, which are arranged separately.

Here's the schedule at a glance:

July 3-September 18	Yard 'n' Garden
September 23-November 11	Fit Sew Well
November 18-December 23	Ability--Not Disability
December 30-March 16	Living Married
March 23-June 1	Preparing Children for the 21st Century
June 15-June 29	Yard 'n' Garden

The changes apply to KTCA-Channel 2, Twin Cities; WDSE-Channel 8, Duluth; KWCM-Channel 10, Appleton; KFME-Channel 13, Fargo-Moorhead; and KGFE-Channel 2, Grand Forks. --Norm Engle

* * * *

RADIO PUBLICITY AIDS -- There are two types of printed material that may be of help in your radio work. (Some agents are already using them.)

One aid is a printed penalty card that you can send to radio stations (farm directors) to remind them of coming events.

The card (shown below) is easy for both the agent and station to use.

COOPERATIVE EXTENSION WORK IN AGRICULTURE AND HOME ECONOMICS
U.S. DEPARTMENT OF AGRICULTURE AND UNIVERSITY OF MINNESOTA COOPERATING
PLEASE GIVE THIS PUBLICITY

FROM (Name) _____

TITLE _____ COUNTY _____

EXT. EVENT _____

DAY _____ DATE _____ HOUR _____

WHERE _____

COMMENTS _____

_____ County _____ Agent

It is the policy of the Agricultural Extension Service of the University of Minnesota that all persons shall have equal opportunity and access to its programs and facilities without regard to race, creed, color, sex, or national origin.

The second aid is a preprinted sturdy penalty envelope for mailing tapes to and from radio stations. Two sizes are available, one for the 5-inch reel and one for the 7-inch reel. No stamps are needed. A return label can be enclosed with the tape so the station merely has to paste it over its address on the envelope, insert your enclosure slip, and mail it back to you. This system should insure a faster and more complete return of used tapes.

Both the publicity cards and the envelopes are available to extension staff from Special Secretarial Services, 495 Coffey Hall, Agricultural Extension Service, University of Minnesota, St. Paul, Minnesota 55108. Please specify small or large radio envelopes. --Ray Wolf

* * * *

WORD CORNER: SHARPEN UP! --Using words precisely is a key to clear writing. The precise meaning of the conjunction while is during the time that, yet many people use it indiscriminately to mean and, whereas, and although.

Writers frequently use while as a substitute for and, probably in an attempt to vary the connective.

INCORRECT

Enrollment has increased 10 percent in the past year alone, while in the next year this figure is expected to double.

CORRECT

Enrollment has increased 10 percent in the past year, and in the next year this figure is expected to double.

Many writers use while in sentences where a connective is unnecessary. In this case it is best replaced by a semi-colon.

The office is on the second floor, while the rest of the building is devoted to manufacturing.

The office is on the second floor; the rest of the building is devoted to manufacturing.

Using while to mean whereas is especially awkward because the element of contradiction is lost.

Six of the 15 regional winners were 4-H members, while the 85 national winners included only eight 4-H'ers.

Six of the 15 regional winners were 4-H members, whereas the 85 national winners included only eight 4-H'ers.

Using while for although is allowable in sentences where no ambiguity or absurdity arises, but a good writer uses this word only with strict literalness.

Compare:

While temperatures reach 100 degrees in the daytime, nights are often chilly.

Although temperatures reach 100 degrees in the daytime, nights are often chilly.

The paraphrase, temperatures reach 100 degrees in the daytime; at the same time the nights are often chilly, shows why the use of while is incorrect.

--Kathy Wolter

* * * *

CREATIVE CONFLICT AIDS COMMUNICATION --No two people have learned exactly alike. Each perceives and values differently. Therefore conflict is inevitable. Just because conflict in organizational and other settings is common doesn't mean it needs to be negative and destructive. The energy used to address conflict can produce positive and constructive results for both individuals and organizations.

"Conflict," according to Gordon Lippett and Leslie Tiers, social scientists, "is an absolutely predictable social phenomenon." It tends to increase in organizations as they become larger and more complex.

Never try to eliminate the threat that underlies conflict. It is this threat that is the basis for creative resolution. Minimize the threat to the point that those engaged in the conflict can operate on a rational level. To do this, surround the protagonists with an atmosphere conducive to dialogue. Replace resistance and aggression with expressions of respect, understanding, sharing, and a willingness to compromise.

Describe the boundaries of the conflict. If this is not done, what starts as a relatively insignificant disagreement can turn into wholesale animosity.

Depersonalize conflict. Get the disputants--including yourself--to avoid sitting in judgment of each other. Focus on the issues rather than the persons. This step limits conflict to manageable areas in which one can find basis for negotiation and accommodation.

Express empathy and equality but not neutrality. Neutrality recognizes nothing. It is damaging because it heightens the threat involved. It communicates that since there is no problem there need be no resolution. Empathy, on the other hand, recognizes the plight and ideas of both sides in the conflict. Equality simply means that neither party should be made to feel inferior. To do so would foster jealousy and increased competition.

Aim for a provisional try. To make one side winner and one side loser is inflammatory. See conflict as a healthy challenge for betterment. Don't join ranks with either those who passively refuse to engage in conflict or those who deliberately develop conflict as a battleground for hatred and greed. --from Staff Development --Janet Macy

* * * *

SOME TIPS ON RADIO SPEAKING --

- * Be yourself, let your personality show.
- * Have an opening that'll be "ear catching."
- * Use a variety of material.
- * Keep heavy subject matter to a minimum.
- * Avoid difficult words and long sentences.
- * Try to stimulate interest, don't exhaust a subject.
- * Present timely, localized material.
- * Remember who your audience is.
- * Pronounce your words correctly. Check your pronunciation of these words:

accessories--(the first c is hard: AK-sess-ories; never AS-sessories)
preparation--not PEP-aration
Worcestershire (sauce)--WOOSTER-sheer
temperature--pronounce all syllables; not temp-ature
probably--pronounce all syllables; not prob-ly
get--do you say git?
often--ofn--preferably without the t
just--not jest
February--note the r after the b and pronounce it; not FEB-yu-ary
column--not COL-yum
err--not air
percolator--not PERK-yu-lator
sewing, cooking--not sewin', cookin'
suggest--sug-jest (not suj-jest)
veterinary--vet-er-i-nary (pronounce all syllables)
library--pronounce the r after b (not library)
pumpkin--not punkin
adult--a-DULT'
data and status--preferably long a--dāta and stātus

--Ray Wolf

* * * *

HOW CAN EXTENSION LEARN FROM CONSUMER ADVERTISING? --

As extension educators, you'll find many of the conclusions reached by advertisers useful in motivating your clientele. Advertisers are selling products and services; educators are motivating people to learn. There are striking parallels. The ten conclusions listed here are adapted from Consumer Behavior, an American Management Association reprint.

SITUATION

1. Selective attention--People bring different motives, beliefs, and attitudes to a situation and pay attention to messages accordingly.
2. Selective perception--People perceive messages in accordance with their own beliefs and ideas.
3. Misindexing--People are diverted from the message if it is placed (or indexed) in the wrong category. For example, inappropriate attention getters may conflict with the receiver's beliefs or divert his attention.
4. Distortion--Even if properly indexed, the message may be distorted. The receiver may not believe it.
5. Selective recall--The immediate effect of a message may be misleading. Belief could increase or fade away over time (sleeper effect). "Overcrowding" can occur if you put too much in the message for the receiver to remember.
6. A single effort isn't likely to be believed. If a message requires a mind change, complete change may take months or years or may not take place at all.
7. Advertising or promotion may create only awareness, interest, or a tentative belief, not acceptance.
8. Opinion leaders are important.

Opinion leadership is informal. It does not go from class to class but is within social strata. There are different opinion leaders for different products or ideas. The first people to accept are not necessarily opinion leaders.
9. An audience may not see the connection between the message and its own motives, needs, and interests.
10. The consumer's experience is most important in changing attitudes and beliefs.

SOLUTION

Select a message that is quickly recognizable as in accordance with peoples' interests. Relate it to peoples' interests.

"Index" messages by using:

Product experience clues: sights or sounds like ones people experience in everyday affairs.

Across message clues: trademarks, slogans, symbols (4-H), a particular type or layout, etc. Attention getters should start people toward the message. Don't use an attention getter merely to get attention. Have it fit the message.

To effect an attitude change, make your message explicit so it won't be distorted.

To reinforce tentative beliefs:

- . Provide frequent exposure to the same or similar messages.
- . Communicate through compatible outlets: exhibits, mass media, direct mail, meetings.
- . Use messages that can be confirmed by those who have used the idea.

See selective recall.

Nudge people along to new ideas and products. Keep at it. Follow up with person-to-person contact.

Find, know, and contact opinion leaders.

Be explicit about how your message is congruent with these needs and interests. Do this early.

Make your message congruent with the client's experience, past or future.

Publications and Direct Mail

August 1975

NEW PUBLICATIONS

A Guide for Planning Your Daily Food Needs. Food Science and Nutrition Fact Sheet 31. Muriel S. Brink and Mary E. Darling. Discusses the daily food guide, serving sizes, and recommended daily allowances. 2 pages. Available.

Milk Fever in Dairy Cattle. Veterinary Science Fact Sheet 10. Jerry D. Hilgren. Describes signs and symptoms, diagnosis, complications, treatment, nursing care needs, and methods of prevention of milk fever. 2 pages. Available.

Energy Saving Tips for Drivers. Agricultural Engineering Fact Sheet 21. John A. True. An adaptation from a Federal Energy Administration folder, it suggests that the driving techniques of the person behind the wheel are the most important elements in conserving fuel. Encourages wise use and maintenance of a car. 2 pages. Available.

Caring for Dairy Goats. Extension Folder 319 (replaces Dairy Husbandry Fact Sheet 6). Michael F. Hutjens and Donald E. Otterby. Discusses habitat, breeds, housing, feeding, and other management topics. 4 pages. Available.

Strawberry-Raspberry-Grape Varieties for Minnesota. Extension Folder 320. Leonard B. Hertz. Recommends and discusses varieties for different areas of Minnesota. 4 pages. Available mid-September.

Broad-leaved Evergreens. Arboretum Review 26. Leon C. Snyder. Recommends and describes these plants for Minnesota use. 2 pages. Available mid-September.

Plants for Fall Color. Arboretum Review 27. Leon C. Snyder. Recommends and describes these plants for Minnesota use. 2 pages. Available mid-September.

Solar Radiation Reception, Probabilities, and Areal Distribution in the North-Central Region. Technical Bulletin 300 (North Central Regional Research Publication 225). Donald G. Baker and John C. Klink. Provides information on the statistical, temporal, and spatial characteristics of the solar radiation received in the 13 states of the north-central region. 56 pages. Available early September.

REVISED PUBLICATIONS

Selecting and Using A Food Freezer. Home Economics-Family Living Fact Sheet 28. Wanda Olson. Covers economy factors in freezer use, energy consumption, styles, defrosting methods, and operation. 2 pages. Available.

Selecting a Refrigerator. Home Economics-Family Living Fact Sheet 5. Wanda Olson. Describes points to consider before buying, including energy consumption, capacity, costs, installation, and maintenance. 2 pages. Available.

Raspberry Diseases. Plant Pathology Fact Sheet 8. Herbert G. Johnson. Suggests control measures for the blights, spots, rots, root diseases, and viruses affecting raspberries. 2 pages. Available.

Nitrite in Meat. Animal Science Fact Sheet 28. Richard J. Epley et al. Describes the purpose of nitrite in the meat curing process and explains the possible hazards it presents. 2 pages. Available.

REPRINTED PUBLICATIONS

Feeding and Managing Sows at Farrowing and During Lactation. Animal Science Fact Sheet 15. J. D. Hawton and R. J. Meade.

Horse Pastures. Animal Science Fact Sheet 16. R. Jordan and O. Strand.

Plants with Colored Foliage. Arboretum Review 6. Leon Snyder.

Clematis. Arboretum Review 18. James Gilbert.

Criteria for Successful Meetings. Communications Bulletin 11. Harold Swanson.

Corn Silage in Dairy Cattle Rations. Dairy Husbandry Fact Sheet 7. M. Hutjens, R. Orth, and D. Otterby.

Selecting Suitable Uses for Land. Environmental Education Activity Sheet 1. Clif Halsey.

Customize Your Diet For Your Kinds of Fitness. EF&NP 96.

Vitamin A. EF&NP-97.

B. Vitamins. EF&NP-98.

Vitamin C. EF&NP-99.

Minerals. EF&NP-100.

Leaders Guide--Customize Your Diet. EF&NP-103.

Minnesota Dairy Ration Balancer. Extension Folder 292. M. Hutjens.

Warm Mittens for Minnesota Winters. HC-28. Athelene Scheid.

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

Warm Caps for Minnesota Winters. HC-67. Athelene Scheid.

How to Can Tomatoes with 2-piece Lids. HS-35. I. Wolf and L. Nelson.

How to Can Green Beans with 2-piece Lids. HS-36. I. Wolf and L. Nelson.

Examine Your Buying Habits. Home Economics Fact Sheet 25. M. Lamison.

Raspberries for the Home Garden. Horticulture Fact Sheet 20. Leonard Hertz.

Know Your Minnesota Apples. Horticulture Fact Sheet 24. S. Munson et al.

Teaching with Flannelgraphs. Information Service Series 24. Gerald McKay.

More Effective Posters. Information Service Series 32. A. Balmer.

Parasitic Disorders of Tomato. Plant Pathology Fact Sheet 13. H. Johnson and H. Bissonnette.

THE COMMUNICATIONS SCENE

Department of Information and Agricultural Journalism
Agricultural Extension Service
University of Minnesota
St. Paul, Minnesota 55108

No. 15

THE SILENT LANGUAGE--CAN YOU RECOGNIZE IT?

by Harold B. Swanson, Professor and Extension
Communications Specialist

How we talk and how we act as we communicate with other people has an important effect on our own success. It may mean the difference between success and failure. We often regard what we say and how we say it as the most important part of communications. And it is important. However, we can't overlook the "silent" language that is an everyday part of our life.

Silent language is an intriguing term, but defining what it means is something like defining agriculture or communications. If you'd ask 10 farmers what farming is and means, you'd probably get 10 different answers. If you'd ask 10 communicators, such as a radio announcer, what communications is, you'd probably get 20 different answers; and if you'd ask a single college professor, you might get 20 answers from him or her alone.

For our purpose today, let's say that the silent language not only reflects the personal background we have as individuals and groups but also includes many other things which influence how people react to our conversation, speech, or other communications. Silent language represents the nonverbal or unspoken part of our communication that reflects our culture and background. This communication often is unconscious on our part.

A few examples might explain what we mean by silent language better than a definition.

From time to time we hear criticism of some of our TV commentators or newsmen because many people feel they are propagandizing rather than reporting the news. Often this criticism is not based on what they say but rather on how they say it.

I know at least one telecaster who has been accused of biased reporting because of the way he raised his eyebrows after reading part of the news. A good actor could indeed give a different slant to the news by his silent gestures. And, on radio, a good announcer could give different meanings to the same words by the way he or she says them, by the inflection in his or her voice.

-more-

Frankly, I don't believe this is a common practice among our broadcasters because they do feel the professional obligation to leave their own feelings out of the news they report. It does occur, however.

And we don't have to talk only about the media in this respect. We know that in our everyday conversation, gestures and inflections in our voice do impress different people in different ways. We need to realize that the way people hear us may depend as much on the silent language we may unconsciously use as it does in what we actually say.

Some people say the silent language refers more to our cultural background. If people get different meanings from what we as neighbors and friends say and do, imagine how much different it is when communications is between different cultures. Even in our own state we have many distinctive cultures--Indians, blacks, Scandinavians, southern Europeans, Englishmen, farmers, suburbanites, and many others. Even though we have lived together for years, these different backgrounds and experiences makes our silent languages different. Unfortunately we don't recognize that we're not communicating as well as we could because we don't realize our silent languages convey different messages than we intend.

We could give examples from Minnesota, but let's go far away to Indonesia for one example. Because of their religion, Indonesians try to avoid controlling nature. Thus to improve farming it isn't a good idea to suggest to Indonesians that they make their soil more productive. That would be controlling nature. A better way of accomplishing the same things is to suggest feeding the soil with fertilizer, thus helping or serving nature.

These days we're having extensive relationships with the Arab nations. Esquire Magazine recently had a short article on "How to Speak Arabic in Body Language." This article told a lot about the silent language or culture of Arabs. For example, normal conversation distance between Arabs is 13 to 14 inches, about half the distance we Americans maintain. Americans tend to flinch or become uneasy or laugh when people come that close to talk, but it is the natural and correct way in the Arab nations. Then, too, Arabs regard hands on hips as an aggressive gesture, and backslapping is grounds for murder. At least so the magazine says.

Different cultures also have different meanings for time, another aspect of the silent language. Take that invitation to dinner, for example. In Hawaii it might mean one hour later than stated, while here it might mean exactly that time or 10-15 minutes later. Or take the American insistence on coming to the point quickly. This is frustrating to Japanese who may not understand why we have to be so logical all the time. Many people brag about how-to-the-point they are, but maybe they're hindering communication and acceptance. It's too bad they don't know this.

So the words we speak are not the only important part of our communications. The silent language, which includes not only our gestures and actions but also reflects our culture and background, is also extremely important as we try to work and communicate with others. Being aware of this should help us be better communicators.

August 1975

THE COMMUNICATIONS SCENE

Department of Information and Agricultural Journalism
Agricultural Extension Service
University of Minnesota
St. Paul, Minnesota 55108

No. 16

FOR COMMUNICATIONS, IT MATTERS WHERE YOU SIT

by Harold B. Swanson, Professor and Extension
Communications Specialist

Where you stand or where you sit can make the difference between good and poor communications. We're not talking about where you stand on political issues but rather where you actually stand or sit when you're talking with others. Many studies have shown that it really does matter where you stand or sit when you talk or discuss matters with people. Thus, we know who is most likely to be a leader in a discussion, who is likely to talk most at a meeting, or how people react at those small, intimate get togethers in our homes.

A few examples of how people look at closeness in communications will illustrate this point. In one of our previous "Communications Scenes" I mentioned how Arabs regard being 14-16 inches from a person as normal and acceptable in conversation. Most of us, however, become uneasy when people get that close.

Japanese have a radically different idea of spacing than we do, too! They clump their furniture in the middle of the rooms rather than around the edges. To them the center is positive and the edges, negative. The Japanese, moreover, prefer crowding in certain circumstances.

Many Germans use heavy furniture so that it cannot be moved easily because some fear that people may move it and destroy the order of things. Most Americans, however, may not mind if the person moves his or her chair and comes closer.

Russians and Americans are alike in at least one communications respect. Both accept a kind of invisible boundary around two or three people in conversation which separates them from others. Normally voices are kept low to avoid intruding on others, and, if voices are heard, people will act as if they were not heard.

And space may have an effect on crime, too, according to a study made in France of the family life of the French worker. They discovered that when less than 8 to 10 meters of space was available per person, social and pathological problems developed. Crime increased.

All of this comes from a fairly well-developed area of knowledge, called "proxemics," which, in turn, comes from the word, proximity or closeness. Closely related to this is an important aspect of communications, seating arrangements. To many people this means who should sit next to whom when we have company. Admittedly a lot of

-more-

Reprint from Radio Series—The Communications Scene

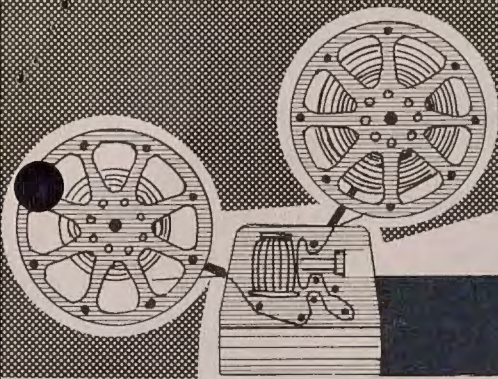
discretion often has to be used here. Then, too, how people arrange themselves, or are arranged by others, at such things as board meetings for churches, farm groups, and the like is important to the success or failure of communications.

Suppose you're having a meeting around a table. If the table isn't large enough, people who are reluctant to speak may use this as an excuse to withdraw from discussion. If the table is rectangular, people who want to take the leadership will do so by sitting at the head of the table. This is where people probably expect leaders to sit.

If the table is too large, it may serve as mental barrier to discussion. And sometimes a round or square table encourages more discussion. There is also some research that indicates that a relatively bare room is better than a lavishly furnished meeting room, as if any of us had such rooms in which to hold meetings. Overstuffed chairs and mahogany conference table are comfortable but they tend to separate members of the group from one another and distract people's attention. So if you're setting up a small meeting to discuss a community or farm problem, don't overdo the comfortable seating. Try to get people fairly close together around a table or in a circle.

So you see, seating and how close people are makes a difference. A lot of it's good common sense, but some of the rules we've mentioned will help make for better communications.

August 1975



visual aids TIP SHEET

Minnesota Agricultural Extension Service

August 1975

NEW FILMS ADDED TO THE AGRICULTURAL EXTENSION LIBRARY

TO BE ALONE--13 min., Color, Billy Budd Films, Inc. (TV--\$4.50) Well-produced treatment of a condition that affects a significant number of persons of all ages--loneliness. Distinguishes between aloneness and loneliness. Consists of observations and experiences about these matters by a variety of (mostly young) persons. Good photography and music. Quick-moving. Should be a useful discussion aid for adults or teens. 1975

CORRECTION ON FILM--

In the April 1975 Visual Aids Tip Sheet we announced the additions of a film entitled "The Safe Use of Crop-Harvesting Machinery" to our Visual Aids Library. That was a mistake on our part. The film that should have been announced was "The Safe Operation of Farm Tractors." A description of this film follows:

SAFE OPERATION OF FARM TRACTORS, THE--16½ min., Color, Cornell University. (TV--\$4.50) Reviews daily maintenance checks and proper operating procedures for tractor safety. Fits well with 14-15 year old certificate program and 4-H tractor project. 1975

NEW SLIDE SETS IN LIBRARY

#5 SHEEP JUDGING--39 slides, Color, df., Charles J. Christians, extension specialist, animal husbandry and Cynthia Grass, agriculture student, University of Minnesota. (\$1.75) This set illustrates the basic procedure of handling and judging sheep. Carcass differences are shown and related to desirability of yield grade and quality. Three market lamb, six ewe, and four ram classes are evaluated. Each class is discussed and formal set of reasons presented. Production data is incorporated into a class of ewes. 1975

#900 DESIGN PATTERNS--95 slides, Color, df., Joseph Ordos, associate professor, College of Home Economics, University of Minnesota. (\$1.75) Both beginning designers and their instructors face the problem of arriving at a suitable design for the creation of their work. This slide set looks at geometric forms used in other cultures (Morocco and Nigeria) for inspiration. 1975

OVERHEAD PROJECTOR MAY BE HAZARDOUS

The Department of Environmental Health and Safety, University Health Service, has been advised by other users that the projector bulb of the fanless 3M Model 0-88 overhead projector has on occasions exploded or imploded scattering hot glass fragments over a considerable area. This model uses a mirrored surface upon which the transparency is placed.

3M has available, for about two dollars, a protective bulb cover which will provide some protection if the bulb shatters. It is recommended this model projector not be used without the bulb guard.

PLEASE NOTE

We have made some minor changes in our telephone system.

Please use:

373-1252 for booking audio visual library material

373-1254 for requesting audio visual equipment

373-0712 for extension art service

373-0749 for Don Breneman

. Don Breneman and Gail Tischler