

press
publications
radio
television
visual aids

3 Reaching People
with information...

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

UNIVERSITY OF MINNESOTA
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September 28, 1976

* Please read, check, and circulate *
* County Extension Director *
* County Extension Agent *
* Associate County Extension Agent *
* Other *
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REVISED COMMUNICATIONS HANDBOOK - - The American Association of Agricultural College Editors Communications Handbook has been revised. The 1976 edition includes updated material in nearly all chapters with complete revisions in television and photography. This third edition includes chapters on: Communications Concepts, Speaking, Writing, Radio, Television, Photography, Graphics, Exhibits, and Meetings. Originally prepared in 1967, the handbook is designed to help all those involved in communicating educational information. Supervision of the editorial revision was handled by the Department of Information and Agricultural Journalism, University of Minnesota. Copies may be obtained from the INTERSTATE PRINTERS AND PUBLISHERS, INC. Danville, Illinois 61832. Specify Order No. 1783. The price is \$7.50 per copy. Limited copies are available in the Coffey Hall Bookstore on the St. Paul Campus. --Eldon E. Fredericks

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PUBLICATIONS FOR SPECIAL CLIENTELE AVAILABLE - -
The last two publications in the Infant Nutrition Series are off the press:

- HS 50 Preparing Baby Formulas
- HS 51 Making Baby Food at Home

The other two in the series are:

- HS 41 Feeding Baby--Breast Feeding/Bottle Feeding
- HS 42 Feeding Baby--Solid Food

--Lee Nelson

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GEAR RADIO TO LISTENERS -- Radio broadcasters need an alert audience, not just an audience!

Researchers classify listeners in two groups: foreground listeners -- people who listen to radio for entertainment and information--and background listeners -- those who really don't listen at all, but regard radio as a pleasant accompaniment to whatever they are doing.

The objective of ag extension broadcasters is to get and hold as many foreground listeners as possible.

Radio can hold the listener, but it takes some thought and imagination. Make the listener wonder what you're going to do next. Give him "sounds" and the "feel" of the news.

The job of holding attention is a tough one. Radio is the only medium that leaves the eyes free to do other things, and it's difficult for the human voice to hold the attention of anyone when competing with anything that's colorful or moving.

Ask yourself this: can you hold the attention of that foreground audience, with or without competition from all the sights and sounds of today's hectic world? If not, let's get out and do something about it.

The general mass media are using more short, news-type capsules beamed to farmers... filling some of their needs but still short enough "not to drive away" the city audience, according to communications specialists at the University of Tennessee.

Radio has moved toward spot news service for farmers... alert service to around interest and send hearers to other sources for more detailed information.

Homemakers' programs are also far different from the 30-minute cooking or sewing programs of the past decade. Most stations now prefer to use talk features of two or three minutes and then return to music.

There are many research reports indicating the effectiveness of radio in reaching youth. The question is which radio stations in your area are most effective in reaching the young people? Remember that your clientele has a choice of radio stations and most likely the teenagers are not listening to the same stations their parents enjoy.

--Ray Wolf

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THE COMMUNICATIONS SCENE

Department of Information and Agricultural Journalism
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No. 42

PUBLIC RELATIONS IN TODAY 'S SOCIETY

by Harold B. Swanson, Professor and Extension Communications Specialist

The phrase, public relations, today arouses a variety of reactions among people. To some it implies cover-up, deceit, propaganda, and falsehoods. To others it evokes images of extravagant wining, dining, and entertainment. Still others look at public relations as a way to win friends and influence people.

Thus, as with so many words, public relations means different things to different people. Some of the meanings are unfavorable. And, of course, there have been abuses by a few that have given black eyes to many. But to me public relations, properly handled, is an important and legitimate part of the everyday activities of any business, organization, governmental agency, or school.

Not all of these groups have a planned public relations program. However, they are aware that what they do and how they act speaks loudly to their publics. Most of them try to keep the public informed about their major activities and contributions.

The number of organizations and companies that have people working specifically on public relations is much greater than we usually realize. Often they are involved in public relations, but use other terms such as public information, information and education, relationships, communications, to describe what they're doing.

For example, most church associations, farm organizations, consumer groups, professional associations such as medicine and law, larger businesses, labor unions, Universities and colleges, governmental agencies, the armed forces, larger hospitals, all have public relations departments often under some other name. And, of course, we're all familiar with the public relations committees in our local chambers, churches, P.T.A.'s etc.

What all these groups are doing is usually a legitimate attempt to reach and relate to their publics more effectively. In addition, many firms and groups hire outside counsellors to help them in some aspects of their public relations. Just recently, I looked in the yellow pages of the the Twin Cities telephone book and counted over 70 firms listed as public relations counsellors. And we know there are hundreds of other firms or individuals who advise or help in the field in Minnesota alone. Those of us at the University often serve unofficially as public relations counsellors for groups related to agriculture when we advise them on their communications efforts.

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Public relations in today's society is different from what it was a few decades ago. We've seen a gradual change in attitudes toward the many publics we communicate with. Several generations ago many organizations and firms adopted an attitude of "The Public Be Damned." That attitude spelled disaster.

Later we found that many people believed that public relations consisted mainly of getting a lot of space in the press or a lot of time on the air. They measured success by inches of space in newspapers or minutes on radio and TV. This still is an acceptable way of looking at publicity, but it is only a small part of public relations. Some of this smacks a little of Hollywood press agency which sometimes said, "I don't care what you say about me, just spell or pronounce my name right." That attitude has changed.

More recently many people have said that public relations is doing a good job and getting public recognition for that job. That is a step forward because it recognizes that a firm or organization has to do a good job to merit approval. You can't cover up unsatisfactory products or services for long with clever communications, promotion, and ballyhoo.

But there is a more modern view of public relations that gives it a newer and more respectable look. It still seeks good will, rapport, understanding, and acceptance as its chief end. In addition, this new look involves understanding what the public feels and wants and adjusting to public opinion. That change indicates more feeling of social responsibility. And it's good business, too, because the public won't "buy" many programs and products that may have unwanted effects. We've seen many examples of this adjustment among the utilities and big business, among farm organizations and cooperatives, among governmental agencies and schools, and among churches and other groups. Public opinion has brought about change. Thus, public relations today is a planned effort by management to adjust to legitimate public needs and opinions plus communicating its program and results to the public in many ways.

The methods used in communicating to the public are many. Here we see the more traditional ideas connected with public relations such as staging events, open houses, convocations, parades, festivals, meeting with groups and individuals, special brochures, radio, and TV programs, stories in newspapers, personal contacts, displays, movies, to mention only a few.

Let me summarize by saying that public relations is more than publicity or being nice to your audience or clientele. It means more than doing a good job and telling about it. It also means adjusting to an audience's needs and legitimate concerns and recognizing that we all have responsibilities to our fellowmen--the publics with whom we work.

September, 1976

THE COMMUNICATIONS SCENE

Department of Information and Agricultural Journalism
Agricultural Extension Service
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No. 43

THE AGRICULTURAL SCIENTIST AND THE MEDIA

by Harold B. Swanson, Professor and Extension
Communications Specialist

Hardly a day passes without touching stories about hunger, poor nutrition, and starvation somewhere in our world. At the same time we hear and read about tremendous strides and discoveries that will increase our food production. We hear about each American farmer producing enough food for more than 50 others. We hear about the knowledge explosion and its effects on our life. And we wonder how all this new knowledge in agriculture, for example, gets from the scientist to the farmers who can use it.

Today we'll look at one aspect of this question, how the agricultural scientist and the media work together.

The agricultural scientist uses many methods and works with many people to bring results of research to the farmer and others. The researcher may talk to farm groups. But this occurs only infrequently. He or she may appear on TV or radio or report through newspapers and popular magazines. Agricultural scientists, more than most researchers, do many of these things because they are so close to their audience, the farmer. However, the scientists regard--and rightly so--the research journal or scientific paper or bulletin as their first avenue of reporting. These media enable the scientist to bring results to his fellow scientists.

Many people will ask, however, "Doesn't reporting through journals slow up reporting of results?" And we must admit that it does occasionally. Fortunately, our scientists are also able to provide research results to farmers almost simultaneously through other means such as mass media.

I do want to emphasize that the scientific journal or research paper is very important and that both the public and the scientist benefit from this publishing. There are several reasons for this.

First, when a researcher publishes, his manuscript is usually reviewed by fellow scientists. They may look at the writing style. More importantly, however, they look at how the research was conducted and cast a "wary" eye on how the results were interpreted. Thus, the public, in the long run, is protected from poor research and hasty conclusions.

Second, publishing in journals helps share knowledge not only between researchers in our country but also between nations. Thus, an American farmer could benefit from a discovery made, say in Russia.

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Still another advantage--this time to the researcher--is that the researcher, by publishing, can establish that he or she was first to make a discovery, thus receiving merited credit. This may seem self-centered, but all of us are motivated when we receive credit due us.

Admittedly, if research results go no further than the scientific journal the public may suffer. Knowledge could stop in the laboratory or among researchers rather than being used by farmers for their own crops, livestock, or management decisions. Obviously this is not desirable.

Recently, I completed a study of attitudes of agricultural researchers in Minnesota. My study indicates that most scientists are anxious that their knowledge and discoveries be brought to farmers as quickly as possible. Many of them are skilled in communicating directly with farmers and others in the agricultural industry. They are doing it all the time. Still others provide needed information to extension specialists and agents, teachers, and others who work more directly with farmers. Over 95 percent of our Minnesota researchers regard this as an important part of their job. Then, too, many scientists report to farmers through publications like our fine farm magazines and a whole group of excellent specialized livestock, crops, soils, and other magazines. Two-thirds of our scientists regard this type of reporting as very or extremely important. Finally there are the mass media--radio, newspapers, television--which help move research results to farmers rapidly. Since this type of reporting is used less by scientists, we may get the idea that scientists and the mass media disagree on how research results should be reported.

This may be true to a certain extent, but my study indicates that most agricultural scientists do feel that it is important that the media and researchers work together even more than they do now. They feel that both scientists and the public can benefit from the media's information role. However, I feel that both the media and scientists need to know more about each other so they can understand their different points of view and philosophies.

For example, media have to move fast and cannot devote as much time or space to research results as scientists think they should. Also scientists often feel that media may emphasize the less important results or at times misinterpret the outcomes. Certainly this may be true at times.

On the other hand, the media and the public often criticize researchers because they use technical terms which many of us can't understand. Then, too, they may be impatient because the scientist needs to recheck and verify his results. This causes delays. The scientists feel these delays are justified, but they do irritate the public and media. Thus we have another point of view.

So there are tensions, of course, but my research indicates a very genuine interest among our scientists in agriculture here at the University of Minnesota, to work with the mass media. And I know that our agricultural publications, weekly newspapers, and rural area TV and radio stations are interested in expanding their coverage of scientific results from our researchers.

Certainly in radio, where my colleague Ray Wolf has been broadcasting for 28 years, we know rural stations, such as this one, have been cooperating splendidly in bringing research results to the public. This has been mutually beneficial to the researcher, the media, the farmer, and the public.

September, 1976

Publications and Direct Mail

September 1976

NEW PUBLICATIONS

Fertilizer Urea. Extension Folder 329. C. A. Simkins, H. L. Meredith, W. E. Fenster, C. J. Overdahl. Discusses urea as a fertilizer, its application, storage, and other factors of usage. 6 pages. Available.

Physical Fitness for You. Extension Folder 339. Drawings accompany descriptions of suggested exercises. Publication is reprinted from University of Kentucky Cooperative Extension Service Publication H. E. 5-609A. 12 pages. Available.

Home Canning Tomatoes. Food Science and Nutrition Fact Sheet 33. E. A. Zottola, I. D. Wolf. Discusses food acidity, water bath and pressure processing techniques and canning of tomato-vegetable mixtures. 2 pages. Available.

Preparing Baby Formulas. Home Economics Special 50.* Debora Wardle, Muriel Brink, Leona Nelson. Discusses formula types and methods of sterilization. 8 pages. Available.

Making Baby Food at Home. Home Economics Special 51.* Debora Wardle, Muriel Brink, Leona Nelson. Covers equipment needed, procedures, storage, and daily food guide. 8 pages. Available.

Cacti and Succulents. Horticulture Fact Sheet 44. D. Brown, H. Wilkins. Outlines recommended growing conditions and propagating from stem cuttings. 2 pages. Available.

REVISED PUBLICATIONS

Urea and Other Nonprotein Nitrogen Compounds for Cattle and Sheep. Extension Bulletin 333. R. D. Goodrich, J. C. Meiske, and R. E. Jacobs. Discusses feeding nonprotein nitrogen compounds utilized by bacteria in the rumen of cattle and sheep. 4 pages. Available.

Botulism. Extension Bulletin 372. Edmund A. Zottola. Outlines history of outbreaks of botulism, causes, and ways to prevent in home canned and commercially prepared foods. 16 pages. Available.

Herd Boar Management. Extension Folder 279. J. D. Hawton and C. J. Christians. Reflects changes in suggested guide for selection of boars and new adjustment policy adopted by the National Association of Swine Records. 8 pages. Available.

*Publications in this series are written for audiences with limited experiences, finances and education.

Guide to Environmental Education Resources in the Twin Cities Area.

Special Report 38. Debby Filler and Clifton Halsey. Aimed primarily at teachers, it lists resources and the type of assistance offered. 28 pages. Available.

Methods of Pig Identification. Animal Science Fact Sheet 2. C.J. Christians, J.D. Hawton, R.L. Arthaud, and R.E. Jacobs. Describes four methods used, giving advantages and disadvantages. Second page graphically describes how to notch. 2 pages. Available.

Minnesota Central Bull Testing Program. Animal Science Fact Sheet 21. C.J. Christians, R.L. Arthaud, and Herman Vossen. Explains purpose and procedure of the program. Outlines how animals are cared for and the costs of the program. Application blank included. 2 pages. Available.

Making Fresh Pack Pickle Products. Food Science and Nutrition Fact Sheet 26. Isabel D. Wolf. Tells how inexperienced pickle makers can quickly and easily prepare products like fresh pack dills and pickled fruit and relishes at home. 2 pages. Available.

Potato Fertilization on Irrigated Soils. Soils Fact Sheet 13. C.J. Overdahl and C.P. Klint. Outlines potassium, phosphorus, and nitrogen treatment effects on potatoes grown on irrigated soils. 2 pages. Available.

How Fertilizers Affect Soil Organic Matter. Soils Fact Sheet 20. C.J. Overdahl. Discusses organic and inorganic materials and fertilizers, runoff, and how plants take up nutrients. 2 pages. Available.

REPRINTED PUBLICATIONS

Carpenter Ants. Entomology 30. John Lofgren.

How to Upholster Overstuffed and Occasional Chairs. Extension Bulletin 326. Louise Woodruff and Alice Mae Alexander.

Seeding Dates for Small Grains and Flax. Agronomy 26. Ervin Oelke and Roy L. Thompson.

Meeting the Mineral Requirements of Cattle and Sheep. Extension Bulletin 335. Richard D. Goodrich, Jay C. Meiske, and Robert E. Jacobs.

Making Jelly. Food Science Nutrition Fact Sheet 23. Isabel Wolf.

Making Jams, Marmalades, Preserves and Conserves. Food Science Nutrition Fact Sheet 24. Isabel D. Wolf.

Raspberry Diseases. Plant Pathology Fact Sheet 8. Herbert G. Johnson and Thomas H. King.

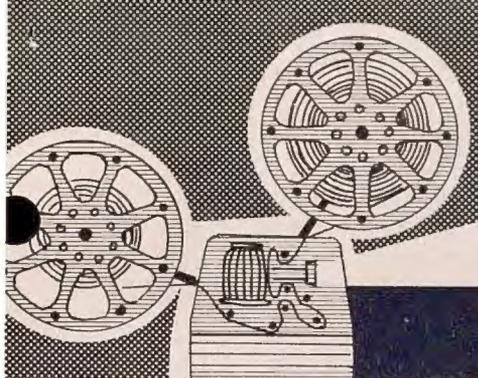
Feeder Pig Grading Standards. Animal Science Fact Sheet 11. Charles Christians.

Chlorination of Private Water Supplies. M-Sheet 156. Roger E. Machmeier.

The Use of Diseased Elm and Oak Trees. Forestry Fact Sheet 10. Lewis T. Hendricks, Jerome A. Hermann, and David W. French.

Minnesota's Forest Trees. Extension Bulletin 363. William Miles and Bruce Fuller.

Use Your DHI Records. Extension Folder 338. J. William Mudge, Bernard J. Conlin, Michael F. Hutjens, Robert D. Appleman, and Gerald R. Steuernagel.



visual aids TIP SHEET

Minnesota Agricultural Extension Service

September 1976

Artwork - - - - -	(612) 373-0712
Emergency Bookings - - - - -	(612) 373-1252
Equipment - - - - -	(612) 373-1254

NEW FILMS ADDED TO THE AGRICULTURAL EXTENSION LIBRARY

- #3181 THE REINING HORSE --27 min., Color, American Quarter Horse Association. (TV-\$3.00) General information on selecting and training a young reining horse. Shows all five approved AQHA reining patterns at both regular speed and slow motion. ND
- #3192 PHOTOGRAPHY - HOW IT WORKS --10½ min. Color, Eastman Kodak Company. (TV-\$3.50) Here's an attractive animated introduction to the basic principles of photography. The film takes a look at the camera and its basic parts. The interrelationship between the lens opening and shutter speed is clarified in a graphic explanation of how an automatic or adjustable camera compensates for various lighting conditions. 1973
- #3195 BLUEPRINT FOR HOME BUYING --14 min. Color, Minnesota Title Financial Corporation. (TV-\$3.00) This film takes the consumer through the basics on selecting, financing and closing with regard to purchase of a home. It is primarily an animated film. ND

NEW SLIDE SETS ADDED TO LIBRARY

- #63 BICYCLE SELECTION AND MAINTENANCE--110 slides, Color, df., cassette tape (inaudible, 17:14), National 4-H Service Committee and Tom Powell, extension specialist, 4-H Youth Development, University of Minnesota. (\$1.75) The slide set describes how to select and adjust a new bike to fit the rider. It also provides instruction in bike maintenance. Activities such as repairing flats, adjusting brake cables and lubricating wheel bearings are demonstrated. Useful for 4-Hers in the bike project. Because the slide set is not on an introductory level, a discussion or learning session is recommended before using the set. 1976

#78 MINNESOTA'S NATURAL WONDERS--38 slides, Color, df., cassette tape (inaudible, 11 min.), Uel Blank, extension resource economist, University of Minnesota. (\$1.75) Minnesota offers a wide variety of experiences to the traveling sightseer -- from primitive wilderness to sophisticated urban. This slide set gives an interesting background on Minnesota landforms. Useful for all age groups in helping to understand and appreciate the state's natural features. 1976

NEW VIDEO TAPES ADDED TO THE LIBRARY

#7052 APPLYING PESTICIDES PROPERLY-PRIVATE APPLICATOR SERIES, PARTS ONE AND TWO--each part 60 min., Color, 3/4" cassettes, Kansas State University. (\$12.00) Produced by Kansas State University for the training of private pesticide applicators, these two video tape cassettes contain the following eight lessons:

	<u>Topic</u>	<u>Time</u>
Part One	Introduction	5:25
	Pests and Damage	12:30
	Pest Control	4:30
	Pesticides	16:20
	Labels & Labeling	12:00
Part Two	Safety	24:10
	Application Equipment	16:40
	Summary of Laws & Regulations	6:30

These tapes could be used as a part of private applicator certification training if the proper closed circuit TV facilities are available. 1976

NOTE:

Horticulture Fact Sheet No. 45, Keeping Cut Flowers Beautiful, (5¢), is recommended for use with slide set #45, How To Keep Cut Flowers Beautiful. Order copies either from your local county extension office or from:

Bulletin Room
Coffey Hall
University of Minnesota
St. Paul, Minnesota 55108

. Don Breneman and Gail Tischler