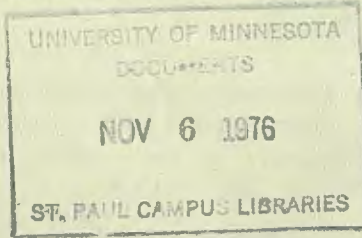


MN 2000
RPI - 11/76

Reaching People with information...

**press
publications
radio
television
visual aids**

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE, FORESTRY AND HOME ECONOMICS • UNIVERSITY OF MINNESOTA



November 30, 1976

 * Please read, check, and circulate *
 * _____ *
 * County Extension Director _____ *
 * County Extension Agent _____ *
 * Associate County Extension Agent _____ *
 * Other _____ *
 * Secretary for Filing _____ *

KIDS & ANIMALS--They're money in the bank for newspapers and have been since the early days of William Randolph Hearst and Joseph Pulitzer. The reader pulling power of kids and animals is no less today. And photographer Steve Woit of the New Ulm Journal recently was rewarded by the Inland Daily Press Association for his engaging photo of 9-year-old 4-H'er Theresa Martens of Route 1, Lafayette, at the 1976 Nicollet County Fair. Theresa is pictured wistfully leaning against her champion ewe, Wooly. Woit is a division winner in the 36th annual News Picture Contest sponsored by Indiana University School of Journalism. The winning photo is featured in the Oct. 23 Editor & Publisher, the journalism trade magazine. The point here is that our animal shows hold a good deal of promise for the news media. --Dave Zarkin

* * * *

'TELL ME QUICK, TELL ME TRUE OR CHRIST AS SALESMAN' (OR COMMUNICATOR, EDUCATOR)--These were the words of Ben Hall, sales trainer for Supersweet (International Multifood Corporation) at a session, "How Farmers Make Buying Decisions." Some of Hall's sales points apply equally well to Extension education and communications.

First, there is Hall's statement that Christ was the greatest salesman of all. Hall said that Christ:

- *Sold love, one of our most desirable products.
- *Made appointments by sending disciples ahead to announce Him.
- *Told His story and left.
- *Had customer empathy.
- *Lived up to His word.
- *Sold benefits.

-more-

It's easy to translate all these points into our teaching job in Extension.

Hall coined a commandment for sales people, "Know Thy Customer," just as in Extension we say, "Know Your Audience." Hall maintains that many sales people fail to do their homework before they attempt sales to farmers. And incidentally, Hall pointed to the value of visuals in communications and sales.--Harold B. Swanson

* * * *

EVEN THE PROS MAKE MISTAKES--If you were watching Johnny Carson on the Tonight Show recently you saw the great "to do" between the tie exchange. The beautiful new tie that Johnny was wearing made the cameras "dance." He exchanged ties with Ed McMahon and it brought to mind an interesting principle in telecasting.

Avoid jackets, shirts, dresses, blouses, ties or scarfs with fine detail or checks. The tie in question was a finely striped diagonal which shimmered on camera. The way fabric patterns interact with electronic signals making up the picture is referred to as the "screening" effect. Every time the fabric moves, the screen comes alive in a swaying, vibrating fashion. It gives the viewer the same effect that some optic art gives--dizziness.

In my experience, pin stripes, small plaids, fine checks, thin stripes, and closely spaced dots (dotted swiss also) may give the same effect. Another point to remember, avoid high contrast prints, as some appear too busy on camera. A white collar on a black dress or black tie with white shirt should always be avoided. It is usually best to avoid (if at all possible) white or black garments. Unless the lighting is spectacular, they do your complexion an injustice.--Janet Macy

* * * *

HOME ECONOMICS RADIO TAPES--The 3-minute tapes are available on the following topics: "Protein Requirements," "Functions of Proteins," "High Protein Diets," Mary Darling, extension nutritionist, Food Science and Nutrition; "Lamb," Dick Epley, extension specialist, Meats; Family Traditions, Sue Meyers, extension specialist, Family Life: "Prepare for Winter," "Winter Injury," "Damage to Plants During Winter," Mike Zins, area extension agent, Horticulture.--Janet Macy

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PUBLICATION FOR SPECIAL CLIENTELE--HS 44 Foods to Eat Each Day is the newest publication for those working with Minnesota Native Americans. Many individuals and agencies working with Native Americans had an input.--Lee Nelson

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Publications and Direct Mail

November 1976

NEW PUBLICATIONS

Smoke Detectors Save Lives. Extension Folder 340. Robert A. Aherin. Consumer information on selection, battery vs. house current, installation, and general fire safety. 6 pages. Available.

Foods to Eat Each Day. Home Economics Special 44.* Mary Darling, Leona Nelson. Includes illustrated chart of daily food guide and reasons for eating properly. Geared toward a Native American audience. 4 pages. Available.

Calculating Custom Rates for Forage Harvesting. Agricultural Economics Fact Sheet 14. Fred Benson, Lester "Bob" Miner, Craig Miller. Gives formulas for calculating ownership and operating costs and hourly rates for various machines. 2 pages. Available.

Dairy Herd Planning Guide. Dairy Husbandry Fact Sheet 16. R. D. Appleman, B. J. Conlin, M. F. Hutjens, J. W. Mudge, and G. R. Steuernagel. Explains use of Minnesota Dairy Herd Improvement (DHI) records and includes printout material from Herd Summary and Cow Report. 2 pages. Available.

Culling Dairy Cows. Dairy Husbandry Fact Sheet 17. B. Joseph Conlin. Gives specific information on replacing poor cows with better ones. 2 pages. Available.

Using Nonphosphate Detergents in Machine Laundry. Home Economics-Family Living Fact Sheet 38. Wanda Olson. Outlines general laundry procedures and ways to solve special problems brought about by the ban on phosphates. 2 pages. Available.

REVISED PUBLICATIONS

Fruit for the Home. Extension Bulletin 255. L. B. Hertz and C. Stushnoff. Selecting fruit for the garden or home orchard for fun and profit. Discusses general planning and the culture of tree fruits and small fruits. 36 pages. Available mid-December.

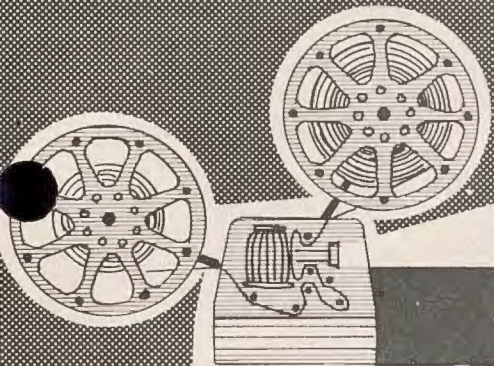
Pork Improvement Through Carcass Evaluation. Extension Bulletin 364. C. J. Christians, R. J. Epley and J. D. Hawton. Outlines pork carcass evaluation and the standards and procedures established for evaluation. 6 pages. Available mid-December.

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

- Making Cheese at Home. Extension Bulletin 395. Edmund A. Zottola. Discusses steps involved in making cheese at home. Points out trouble spots and ways to correct them and gives general methods for making various kinds of cheese. 24 pages. Available.
- How to Plan a Mechanical Ventilation System for the Dairy Barn. M-Sheet 128. Donald Bates. Detailed information on planning and constructing a good ventilation system for various types of dairy barns. 12 pages. Available.
- Hog Farrowing and Nursery Buildings. M-Sheet 144. Larry D. Jacobson and Kenneth A. Jordan. Discusses selection of farrowing and nursery facilities for hogs and gives construction details. 16 pages. Available.
- Studying Soil Erosion and Its Control. Environmental Education Activity Sheet No. 10. Clifton Halsey. Tells how to discern differences in amounts of runoff, infiltration, and erosion as they are influenced by raindrop splash, steepness, protective cover, and direction of tillage. 4 pages. Available.
- Selecting a Corn Hybrid. Agronomy Fact Sheet 22. D. R. Hicks, R. E. Stucker. Gives information about hybrid types, insect and disease resistance, growing zones within the state, and yields. 2 pages. Available.
- Controlling Corn Rootworms. Entomology Fact Sheet 14. John Lofgren. Discusses prevention and control, planting time treatments and insecticide handling precautions. 2 pages. Available.
- Chemical Control of Bee Diseases. Entomology Fact Sheet 45. Basil Furgala. Outlines formulations, treatment times and dosages for several chemicals. 2 pages. Available.
- Metric Measure for Home Recipes. Food Science and Nutrition Fact Sheet 28. Mary Darling, Debora Wardle. Compares customary and metric measures and discusses weight vs. volume measurement. 2 pages. Available.

REPRINTED PUBLICATIONS

- Minnesota Central Bull Testing Program. Animal Science Fact Sheet 21. C. Christians, R. L. Arthaud, H. J. Vossen.
- Caring For Dairy Goats. Extension Folder 319. M. Hutjens, D. E. Otterby, B. J. Conlin.
- Feeding and Managing Baby Pigs. Extension Bulletin 370. J. D. Hawton.
- Records Not Luck For Good Reproductive Performance. Extension Pamphlet 225. V. G. Pursel, B. J. Conlin.
- Terrariums. Horticulture Fact Sheet 29. Mervin Eisel.
- Peashrubs. Arboretum Review 24. Leon Snyder.
- Culture of Garden Roses. Horticulture Fact Sheet 17. Mervin Eisel.
- Exploring The Soil. Environmental Education Activity Sheet 8. Clifton Halsey.
- Be Prepared for Winter Storms. RCF 11. Clifton Halsey.
- How To Arrange Furniture. Extension Pamphlet 216. Myra Zabel, Linda Reece.
- Sow Housing and Feeding Gestating Sows. M-143. Dennis Ryan.



visual aids TIP SHEET

Minnesota Agricultural Extension Service

November 1976

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

NEW FILMS ADDED TO THE AGRICULTURAL EXTENSION LIBRARY

- #3198 COMBINE SAFETY--11 min., Color, International Harvester. (TV-\$3.50)
The purpose of this film is to convey basic principles of combine safety. It covers contact with moving parts, hydraulic lift elements, straw chopper and rear discharge, fire, overturns, transport accidents, and accidents to others. Designed for use by a dealer instructing a new owner or operator, it is equally appropriate for use in vo-ag classrooms and 4-H and FFA groups. 1976
- #3205 LAWN MOWER SAFETY--9½ min., Color, International Harvester. (TV-\$3.50) This film covers the major principles of safe operation of walking and riding rotary lawn mowers. The areas covered include blade precautions, thrown objects, use of guards and shields, hazards with children, back-up precautions, operation on slopes, and safe fuel handling. Designed for use by dealers in educating their customers, it is also appropriate for use in classrooms and for civic groups. 1976
- #3209 FARM TRACTOR SAFETY--10½ min., Color, International Harvester. (TV-\$3.50) This film is devoted to the positive aspects of tractor safety, the major common sense precautions the operator should observe, and the importance of a careful and well-informed operator in accident prevention. It includes several tractor overturn sequences and emphasizes the value of roll over protection structures. Also covered are principles of PTO safety, the hazards of allowing extra riders, fuel handling safety, and safety precautions for transport on public road. Designed for use by a dealer instructing a new owner, it is also appropriate for use in vo-ag classrooms and for 4-H and FFA groups. 1976

NEW SLIDE SETS ADDED TO LIBRARY

- #86 UNDERSTANDING THE ENERGY PROBLEM--101 slides, Color, df., cassette tape (automatic, inaudible 1000 Hz pulses, time 24:00), University of Florida. (\$1.75) As an aid to understanding energy conservation and management, this slide set deals with the energy problem, its causes, and possible solutions. The presentation is intended for general adult audiences and older youth groups. 1976
- #95 THE PRESCHOOL CHILD'S EATING AND GROWTH PATTERNS--44 slides Color, df., Michigan State University. (\$1.75) This slide set would help parents of preschool children understand the role of food in the lives of their children and the development of skills associated with eating. There are three sections: Children's Reactions to Food, Eating Skills of Preschool Children, and Growth and Development Through the Preschool Years. 1970

#96

MAKING BABY FOOD AT HOME (Feeding Baby)--61 slides, Color, df., Agricultural Extension Service, University of Minnesota. (\$1.75) This slide set is meant to help a mother decide whether to make baby food or to purchase ready-made. The set is divided into three sections: What to Consider, Food Guide As Baby Grows, and Preparing Your Own Baby Food. The bulletins FEEDING BABY--SOLID FOOD, HS-42, and MAKING BABY FOOD AT HOME, HS-51, are recommended for use with the slide set. They are available from your local county extension office or the Bulletin Room, Coffey Hall, University of Minnesota, St. Paul, MN 55108. 1976

CAMERA NOTES--TIPS FOR FILING PHOTOS

A well organized collection of good photographs can be a valuable addition to any extension office. Shooting good pictures of local activities is a good start, but all too often, the process ends there and you wind up with several shoe boxes filled with confusion.

It's generally accepted that the best way to organize a collection of prints or slides is by subject. If further refinement is needed, organize the material within each subject category into subcategories. A numerical code can be assigned to subject categories. Use whole numbers to designate general subject categories and decimals to classify subcategories. For example, the number 5 might designate the category of Agronomy and 5.1 the subcategory for small grain, 5.2 for corn, 5.3 for soybeans, etc. This code is then printed on all slide mounts, on the back of all prints and on negative envelopes with a smear proof marker. With this system, anyone can refile the photos or slides using the subject codes.

Black/white and color prints can be placed in a large manilla envelope along with the negatives. Caption information, the date, and subject code can be written on the outside of the envelope. This packet can then be filed in a standard file cabinet under the appropriate subject and subject code.

There are alternatives for storing slides ranging from the photo finisher's boxes to very elaborate light metal cabinets costing several thousand dollars. Projector trays are also good slide storage systems if you are using a series of slides repeatedly.

The system we prefer at the state office utilizes 8½ x 11 inch soft plastic transparent sheets. Each sheet has pockets for 20 slides and holes in the margin for a standard 3-ring binder. These sheets permit viewing 20 slides at one time which speeds up the process of looking for a slide. They also protect the slides from dust and fingerprints. The sheets can be filed in notebooks or in a standard file cabinet. These sheets are available from most photo dealers and cost about 35 cents each.

Remember, a good photo filing system is only effective if you keep it up. Here are some suggestions to make the job easier.

1. Keep the system as simple as possible so filing does not become a chore.
2. File pictures frequently.
3. File only your good pictures. Throw away the poor and mediocre shots.
4. Be sure to include date and caption information with your pictures.
5. Write the subject code on each print, negative envelope, and slide so anyone can refile the pictures.

. Don Breneman and Gail Tischler

NOTE: Please return visuals on time regardless of upcoming holiday vacations. Remember that the mail service is slower, and there are other bookings we need to honor.

THE COMMUNICATIONS SCENE

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

No. 45

GROUP DYNAMICS--HOW INDIVIDUALS WORK IN GROUPS

by Harold B. Swanson, Professor and Extension
Communications Specialist

America is a nation of organizations. Some are formal. Businesses and government are examples. Some are informal and voluntary. Most require that members work together for a common goal. That's true whether we are talking about government, business, churches, farm organizations, chambers of commerce, or other groups we associate with in our everyday life.

What happens in these groups is often called "group dynamics" by sociologists and psychologists. If we understand what happens, we can help our own group do a better job. It's especially important, however, for leaders to understand the dynamics of their groups. They need to recognize that in every group there are certain pressures and forces that affect the entire group. There are some aspects that we all recognize. For example, most of us will know what size the organization is. Often though we don't know what resources the group has. We may not know how expert certain members are on some subjects; we may not know what other help is available. For example, many people don't realize that county extension agents and directors have special skills in organizing and maintaining groups. Of course, they can't be closely involved in a large number of organizations. There just isn't time in their busy schedules. However, they can be very helpful to groups in pointing out how that group could operate better.

Then, too, we need to know how our group is organized, who makes decisions and how. And, we must know what our group's major purposes or objectives are. I've seen many groups fail because their members flounder over why they exist. It is well to realize, too, that an organization formed primarily for social purposes isn't useful for political or economic efforts.

I worked with one statewide group which couldn't get off the ground until it wrote and understood a simple list of objectives. Then it moved along to become a potent force in the state.

Another aspect of "group dynamics" is the role different people play in an organization. We're all interested in what part we play; why people do what they do; and what the group expects of us.

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Obviously the group has many jobs and different people help perform these tasks in different ways. Here are a few examples:

An initiator helps get the group started with new ideas.

An information giver tells about personal experiences or uses his or her own knowledge to help.

The information seeker tries to clarify points by asking questions.

A coordinator tries to pull together information and people.

A critic may pose questions that need to be considered. Or the critic may suggest that the group may be going the wrong direction.

Then there are opinion seekers, opinion givers, energizers, recorders to mention only a few others. The words themselves explain what these people do.

One person may have several of these roles. All the roles may be essential if the group is to be successful. Consequently, we should learn to tolerate and encourage these different roles people must play.

On the other hand, some individuals tend to disrupt a group's activities to satisfy their own needs. We have special terms or names for these people. For example, there may be the aggressor who deflates the status of others or questions the groups ends. Or there may be the special interest pleader who constantly looks to the interests of a group he or she represents. Then there is the playboy who becomes involved in horseplay or other disruptions. Then there are blockers, recognition seekers, dominators, and help seekers. Sometimes they help, but too often they are looking out for themselves and their interests.

Here, too, we need to recognize what's happening and possibly make these people less disruptive to our group.

Finally, there are others concerned with keeping the group going. Here, you'll find people we call encouragers, helping the group get what it wants. Then there may be harmonizers who put out fires or disputes or mediate problems. Others may act as compromisers or standard setters so the group can move ahead.

So you can see there are three different kinds of people often involved in an organization--those who help the group reach the goal, those who are seeking individual benefit sometimes at the expense of the group, and finally those who are helping build and maintain the group. The important thing is that the leaders in any organization understand what is happening and try to bring out the good contributions people can make and not allow the disruptive ones to overshadow others' contributions.

October 1976

THE COMMUNICATIONS SCENE

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

No. 46

DO WEEKS, SPECIAL DAYS, SERVE A COMMUNICATIONS PURPOSE?

by Harold B. Swanson, Professor and Extension
Communications Specialist

Hardly a week or even a day passes without a special day or week being proclaimed by a mayor or governor or even the President. An example is Farm-City Week celebrated every year at Thanksgiving time. This year the dates are November 19-25.

Farm-City Week has two catchy and meaningful themes, "Partners in Progress" and "A Declaration of Interdependence."

However, before we talk about Farm-City Week let's look at the whole subject of special weeks and days. There are a multitude of them. Are they justified, or are they merely a device to get people's attention and publicity for special causes? For all I know there may be and probably are national cat and dog weeks, weeks for the preservation of the barbership quartet, national can weeks to extoll the benefits of the can, national hot lunch week, and many, many others. We also know that many local mayors and others proclaim special days in their communities to honor doctors and others who have served the community long and faithfully.

At one time I was skeptical about the growing number of these special declarations. I wasn't alone. Many governors and even presidents have bravely said they wouldn't bother to proclaim these special events. However, most of them changed their minds and started "proclaiming." Only last winter I recall Governor Anderson of Minnesota setting aside a day to do little else than proclaim special days and weeks and give persons a chance to have their pictures taken with him and their proclamations.

The media are skeptical about these days and weeks. They feel that such proclamations are what the media call "made" or "staged" events. But they do go along with the idea frequently. I, too, have overcome some skepticism and am willing to accept most of these as useful parts of our community and state life for several reasons.

First, they do give many groups an opportunity to communicate special ideas and information. It gives them a "news peg" on which they can "hang" their stories. Here though I need to point out that it takes more than a proclamation to make a day or week newsworthy. The sponsors must develop additional creative ideas if they are to deserve and get media recognition.

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Reprint from Radio Series—The Communications Scene

Second, it gives people a chance to recognize and communicate the contributions other individuals and groups have made, to pay them a real and deserved tribute. That's why I see Farm-City Week as an important part of telling about the interdependence of farm and city. The sponsors, the Kiwanians, were imaginative when they chose their special slogans. Others who have similar ideas could well imitate them in "dreaming up" catchy slogans or ideas.

We could ask, of course, "Why do we call the week, 'Partners in Progress-- A Declaration of Interdependence'?" It's quite obvious that farmers and city people do depend more and more on each other. Let's look first at the contributions of the farmer.

Total food expenditures in the U.S. are close to 200 billion dollars a year. That figure is going up. Many people are concerned because rising food costs do affect their cost of living. However, too few people realize that the part of their disposable income they spend on food has generally decreased. Back in 1947-49 it was 25 percent. It fell to 22 percent in 1955 and now is around the 17-18 percent level. Food costs relative to income are down. In other words, one hour of labor buys considerably more food than it did 20 years ago.

One reason for this is the increased productivity of the American farmer. Today the farmer produces enough food for about 56 people. That's four times as much per man-hour as in 1950 and nine times as much as in 1930.

All of this means many jobs in other areas of our economy. It means roughly 16,000,000 jobs or about one fifth of our nation's total working force. And the figure may be much higher with others claiming that it is much nearer a third of the economy. Farmers, in turn, are dependent on town and city people to sell their products and to provide them with the machinery, fertilizers, chemicals, fuel, and other materials they need to produce so abundantly. Thus you can see that there is an interdependence between farm and city. Thanksgiving time is an appropriate time to celebrate such interdependence as we count our blessings for the abundance of food that America enjoys in a world torn by hunger and shortages.

November, 1976