

Reaching People

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Department of
Information and Agricultural
Journalism

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Agricultural Extension Service

University of Minnesota

July 29, 1977

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TV PRODUCTION SCHEDULE CHANGES - - Because scheduling difficulties are pre-empting Yard 'n' Garden shows, that series will end in August. A new series of Perspective programs will air from September through December.

All of the programs through November have a special relationship to Extension programming. Since we are not printing program guides, you'll find a tentative program schedule for September in this issue. Note in particular the three shows on "Food Issues."

KTCA, Ch. 2, originates these 30-minute programs on Tuesday at 10:30 p.m. Other stations that have responded to date will continue to air them at the same time they've been airing our other programs. Check local listings to confirm that time.

And another change. At the end of the Perspective series we will no longer produce a weekly half hour extension program. We're buying portable video recording and editing equipment to produce spots for stations and to support television efforts by agents on local stations. From there we hope to build educational packages for agents to use in counties.

Our first activities will support the "Food Issues" effort. --Norman Engle

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PERSPECTIVE SEPTEMBER TV PROGRAMS - - September 6--1977-78
 Economic Outlook with Fred Post, economist, Minnesota Department of Finance, and Francis Boddy, University of Minnesota, Department of Economics.
September 13--Food Issues--Price Policy with Willard W. Cochrane, professor, Department of Agricultural and Applied Economics, University of Minnesota and Robbin S. Johnson, Cargill, assistant to the vice president. September 20--Food Issues--Nutrition Policy with James Gambone, state coordinator, Minnesota Nutrition Campaign; Jerry Moore, associate director, Corporate Research and Development, the Pillsbury Company and Lavell Henderson, professor, Biochemistry, University of Minnesota and president, American Institute of Nutrition. September 27--Food Issues--World Food Policy with Frank Busta and Margaret Doyle, both professors, Department of Food Science and Nutrition, University of Minnesota.

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DEPARTMENT STAFF WIN COMMUNICATION AWARDS -- Several Department of Information and Agricultural Journalism staff have won recognition for their communication work in national competition sponsored by AAACE (American Association of Agricultural College Editors). Those winning awards were:

Donald Breneman (superior rating) for series of black and white pictures. Karen Lilley (superior rating) for exhibit for Farmfest. Mary Kay O'Hearn (excellent rating) for editorial work, Minnesota Agricultural Economist. Jack Sperbeck (excellent rating) for feature story. Gail McClure (excellent rating) for editorial work on Swine Production Manual (Charles Christians, as author, shares credit). Leona Nelson (good rating) for Communique, a newsletter for the expanded food and nutrition program. David Zarkin (good rating) for news service to dailies.

--Harold B. Swanson

(Editor's note: Harold B. Swanson, though he is too modest to mention it, won the Professional AAACE award presented during the annual meeting held at Utah State University, Logan, Utah, July 11-14. It is the group's highest award and is for excellence and professionalism as an agricultural communicator. He received a plaque and \$500 from AAACE and the American Institute of Cooperation.)

* * * *

SEARCH FOR LOVE NOT WORTH MUCH IF "... If at the expense of production and a good job." That's the warning sounded by Bernard Brenner, UPI's (United Press International) national agricultural reporter, Washington, D. C. Brenner received the AAACE Reuben Brigham award for outstanding achievement in agricultural communications among professionals who are not members of the association.

Brenner contrasted his role as an independent reporter and newsman to that of Extension and Experiment station workers at colleges and USDA. He said that we cannot depend on professionals in his situation "to carry our message to the farmer."

"We're not colleagues and we're not volunteers to serve agriculture (specialized media does). We do not regard ourself as part of the industry... nor as an educational arm of departments or colleges or USDA." He said he should no more serve agriculture than reporters covering the Defense or State Departments should serve those departments or the industries connected with them.

Brenner emphasized that we cannot depend on the large mass media to use our agricultural and home economics research results. Unless the research represents a major breakthrough or has unusual human interest, it will not be used. If the news is accepted, however, the wire services and major dailies are likely to give it more depth reporting and interpretation than previously.

"It is not in the long run interest of your industry for us to become advocates," Brenner declared. "Soon we'd lose credibility as independent media. We must deal with you as arm's length friends."

Brenner suggested that agriculture and colleges not worry so much about being loved. He questioned the thesis that if people know you, they will love you and support you. He pointed out that labor, the oil industry, and many others are seeking public love and understanding, but that the capacity for the public to love and understand is limited.

Brenner expressed well the position of the independent professional journalist whose job is to report, not represent an industry. It's a position that is vital to a free press. --Harold B. Swanson

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THE COMMUNICATIONS SCENE

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

No. 60

AGRICULTURAL COMMUNICATIONS RESEARCH TODAY

by Harold B. Swanson, professor and
Extension Communications Specialist

Have you ever thought about communications and messages about cranky sows? Or how about faster gains for beef, or better control of weeds in soybeans, or about changing the make of machinery you use? How do you react to all the messages bombarding you through the media? Actually the how, when, where, why, and to whom these messages are sent are carefully studied by agricultural communicators. These professionals look at questions like these just as plant and animal scientists research and develop new varieties of crops or new feeds.

There are many similarities between agricultural communications research and research in many of the agricultural sciences. Though complex, some of the techniques are similar. However, others differ because in communications we are dealing with people, and people often are harder to understand than plants and animals. Then, too, humans may resist or resent being studied, often with good reason. There's another difference, too. Sometimes in agricultural communications we're looking for new facts, new ideas, new knowledge just as other researchers are doing. At other times we're trying to find out how well or how poorly we're doing... how we can improve. This type of research is often called evaluation research. Although we do a lot of evaluation, the need to do more is recognized by most agricultural communicators.

The mass media themselves conduct a great deal of research in agricultural communications. For example, radio and TV stations or their associations try to find out who listens or views what and when over what stations. Research long ago, for example, bore out what we have always thought--that farmers listen most in early morning or at noon. Other research has indicated that many farmers enjoy the Sunday afternoon football games so advertisers often place their ads at that time... if they can afford the high cost. Magazines often measure how well each ad and each article is read. From these readership studies, publishers, editors, and advertisers know better what subjects to cover and how to communicate them. They learn about their readers' interests and needs.

But back to the cranky sow. One advertising agency wanted to find out which ad for sow feed would sell the best. So it conducted a simple experiment. It prepared three ads and asked a panel of farmers which was the best, which one would be most likely to influence them to buy that certain brand. One ad featured a "cranky" sow. Another showed a large hand with a sow in it. That ad had the words, "Stop Hand Feeding". The third showed a few sows and featured a headline, "Now a Feed Sows Won't Eat". Farmers in the research liked the slogan and picture "Stop Hand Feeding".

-over-

Reprint from Radio Series--The Communications Scene

It attracted them, and it promised them a solution to a problem. It promised benefits. So the company successfully used this ad as part of its marketing program.

Industry also does a great deal of research before a new product is introduced to agriculture. Researchers carefully study farmers' preferences and needs; they try to discover where their product might have the best reception; and they study how they should present their message or pitch. Often they change both their product and their approach as a result. Incidentally some research indicates that many farmers place high priority on the service they can get once they've bought a new product or machine. You'll notice this becomes an important part of many promotional messages. Other researchers have studied what appeals might best sell farm products. Several years ago a psychologist studied consumers for the American Dairy Association. As a result, dairy product ads are now stressing health, the energy milk provides, convenience, and that extra "pizzazz" or attractiveness milk might give the consumer.

Land grant colleges also do agricultural communications research. Here in Minnesota we've carried many projects. We've looked at how well and why farmers and consumers like (or dislike) our publications. We've studied how effective TV has been in teaching nutrition to young people and how TV can be used to reach handicapped homemakers. Then, too, we've looked at such things as the use of illustrations in publications, how well tables are read, and what type of stories newspapers and radio stations prefer and will use. We've compared different teaching methods in our agricultural extension program. Then we've had studies on how researchers and extension staff regard the various media to give them clues on how they can improve the flow of information from the University to the public. Still other University researchers have looked at how local media handle controversial issues, such as power lines and environmental problems, or what leadership the media take in community affairs. Time today does not permit us to delve deeper into this complex subject or to report on many significant results. We'll do this on a later program.

The amount of agricultural communications research admittedly is small compared to other areas. Yet this research does give agricultural communicators a better picture of how they can be more effective in their everyday jobs and thus serve their publics better.

July 1977

Publications and Direct Mail

NEW PUBLICATIONS

July 1977

Insect Ecology. Technical Bulletin 310. Compiled by Herbert Kulman and H. C. Chiang. Contains papers present in the A. C. Hodson Ecology Lectures. 108 pages. Available early August.

Prospects for American Chestnut (*Castanea dentata*) Plantings in Minnesota and Neighboring Upper Mississippi Valley States. Miscellaneous Report 144. Frank H. Kaufert. Gives history of American chestnut and devastating blight of this century; describes condition of plantings in individual Upper Mississippi Valley states. 16 pages. Available.

Root Graft Spread of Dutch Elm Disease and its Control. Minnesota Tree Line 4. John Mizicko and Ward C. Stienstra. Describes root grafts and how Dutch elm disease spreads through them; explains methods of controlling root graft spread. 2 pages. Available.

Dutch Elm Disease--Community Experiences. Minnesota Tree Line 5. Ward C. Stienstra. Gives brief history of Dutch elm disease spread and compares cities with and without control programs. 2 pages. Available.

Dutch Elm Disease Detection. Minnesota Tree Line 6. John Mizicko and Ward C. Stienstra. Emphasizes importance of early detection and discusses both ground and aerial survey detection. 2 pages. Available.

Judging Dairy Cattle. Extension Folder 346. M. F. Hutjens, J. W. Mudge, and L. A. Tande. Replaces Dairy Husbandry Fact Sheet 2. Explains functional and comparative points in judging. Gives written samples of reasons and notes while judging. 4 pages. Available.

REVISED PUBLICATIONS

Irrigated Corn Production. Extension Folder 263. James B. Swan, Dale R. Hicks. Discusses fertilization, moisture stress, and growth stages. 6 pages. Available.

Using Nonphosphate Detergents in Machine Laundry. Home Economics-Family Living Fact Sheet 38. Wanda Olson. Outlines special considerations in hard water and on flame retardant garments. Discusses detergent ingredients. 2 pages. Available.

Buying a Side of Beef. Animal Science Fact Sheet 18. Richard J. Epley. New figures for calculating how to compare costs. Also explains why and how much yields vary. 2 pages. Available.

Buying a Used Refrigerator or Freezer. HS-30. Wanda Olson and Leona Nelson. Discusses what to look for when shopping for a used refrigerator or freezer. 8 pages. Available early August.

Town and Country Sewage Treatment. Extension Bulletin 304. Roger E. Machmeier. Gives new percolation rates and more information on the amount of trench bottom area required, pumping tank capacity, and sizing the soil treatment unit. 68 pages. Available early August.

How to Can Green Beans with 2-piece lids. HS-36. Isabel Wolf and Leona Nelson. Describes the raw pack and hot pack methods of pressure canning green beans. 4 pages. Available early August.

Owner-Built Housing. Special Report 53. Willam J. Angell, Phillip S. Olson, and M. Denise Beigbeder. Explains the home building process, gives case studies, lists sources of assistance, and also includes expanded list of literature resources. 32 pages. Available.

How to Run a Percolation Test. Extension Folder 261. Roger E. Machmeier. Updates figures used in locating a suitable area with soil borings, digging test holes, and measuring percolation rate. 8 pages. Available early August.

Organic Gardening. Extension Bulletin 377. Mark E. Ascerno, Gerald R. Miller, Curtis J. Overdahl, Vernal S. Packard, F. L. Pflieger, and Orrin C. Turnquist. Gives an integrated approach to organic gardening, which means subtle incorporation of scientific knowledge--not so-called "pure organic gardening." 20 pages. Available.

REPRINTED PUBLICATIONS

Home Insulation and Heat Loss. Agricultural Engineering Fact Sheet 18. Donald Bates and Harold Cloud.

Controlling Household Humidity. Agricultural Engineering Fact Sheet 19. Harold Cloud and Donald Bates.

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

Making Sausage at Home. Food Science and Nutrition Fact Sheet 32. Isabel Wolf.

Rose Diseases. Plant Pathology Fact Sheet 22. Ward Stienstra and Frank Pflieger.

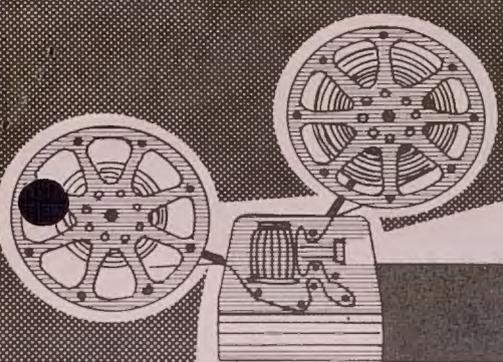
Soil Water Management in Western Minnesota. Soils Fact Sheet 28. James Swan.

Preparing Overhead Transparencies. Information Service Series 28. Al Balmer.

Eggs. HS-21. Verna Mikesh and Leona Nelson.

The Pressure Canner. HS-47. Isabel Wolf and Leona Nelson.

How to Upholster Overstuffed and Occasional Chairs. Extension Bulletin 326. Reprinted from University of Missouri Circular 690.



visual aids TIP SHEET

Minnesota Agricultural Extension Service

July 1977

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

LATE BOOKINGS

Book Audio Visual Library material by mail and at least 1 month in advance of desired booking date to allow for handling and mailing. Avoid telephoning for last minute requests as we can no longer mail any materials via first class mail due to the increase in postage. ALL materials now go by fourth class mail, or library rate, which takes longer so mail requests well in advance. Order forms for visuals can be obtained from Visual Aids, 442 Coffey Hall, 1420 Eckles Ave., University of Minnesota, St. Paul, MN 55108.

NEW FILMS ADDED TO THE AGRICULTURAL EXTENSION LIBRARY

- #3025 DAY IN COURT -- 24 min., color, International Harvester. (TV-\$3.00) Illustrates the principal failures on the part of automobile drivers, both male and female, which land them in court--or the cemetery. "Courtesy is contagious" is its basic lesson. 1976
- #3026 OUR AMERICAN HERITAGE -- 22 min., color, International Harvester. (TV-\$3.00) Takes viewer from primitive jungle farming to the American super agriculture of today. Stresses the fact that civilization has always been dependent on the bounty of the earth, whether harvested by a sickle or a self-propelled combine. For both farm and city audiences. 1977
- #3029 WHAT DO YOU WANT TO BE WHEN YOU GROW OLD? -- 27 min., color, Roerig Pfizer Co. (not TV-\$6.00) A realistic, positive film on growing older from the perspectives of older persons and gerontologists from Duke University and the Institute of Aging. Covers living alone by choice or force, living patterns, social needs, and the meaning of work. For adolescent or adult audience. 1976

NEW SLIDE SETS ADDED TO LIBRARY

- #122 LIFE CYCLE OF A CONSUMER PRODUCT--MILK -- 29 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 4:00) Mary Frances Lamison, extension specialist, home management, University of Minnesota. (\$1.75) Using milk as an example, the set illustrates the life cycle of a consumer product--a never ending circle of production, use, and disposal as enrichment or pollution to the environment. People, also, are part of the circle; some as consumers, others as workers producing the goods and services. Includes discussion questions about the interrelationship of the cycle stages and the consumer responsibilities in each stage. 1977

- #133 THE 4-H ARTS-IN -- 51 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 7:35), University of Minnesota. (\$1.75) Describes the activities and goals of the Minnesota 4-H Arts-In program. It is a 1-week concentrated course in the Arts for teens. Useful to define the program and to encourage participation. 1977

REVISED SLIDE SET

- #581 BEEF COW-CALF MANAGEMENT, BREEDING AND SELECTION PROGRAMS (MBCIA 1977) -- 66 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 20:00), Charles J. Christians, extension animal husbandman, University of Minnesota. (\$1.75) Presents and evaluates three beef cattle operations; a purebred Hereford, a purebred Polled Hereford, and a commercial breeding program. Includes discussions of each farm operation, use of performance records, accomplishments, and family participation. The three producers were recognized as 1977 Minnesota outstanding beef performance producers of the year. 1977

. . . Don Breneman and Gail Tischler

WORKING OUT THE BUGS -- Hopefully now, and in the future, you will find Art Tips here on the last page, printed on white (not yellow) paper. You can then tear it off without ruining the rest of the packet, file it in your art file, and trace it or use it with an electronic stencil maker. Always check the back for more tips.

MAKING OVERHEADS -- Are you aware of all the materials available to help make attractive, colorful overheads? You don't need expensive equipment to make use of the following audio visual products.

PLAIN ACETATE SHEETS provide the base for all overheads. They come in packages of 50 or 100 or in 50-foot rolls, and are sold by all the vendors listed at the end of this sheet.

FELT TIP PENS have replaced china markers, grease pencils, and crayons for writing on transparencies. They come in five-color packets or boxes of a dozen of one color. Permanent pens will not fade or rub off and non-permanent pens are water soluble. Not all felt tip pens write on acetate; brands that do include 3M or Chartpak. Permanent broad-tipped markers, such as Magic Marker or Marks-A-Lot, work well for large lettering, charts, graphs and colorful artwork.

COLORED ADHESIVE FILM is another way to add color to transparencies. This film is transparent and sticks to the overhead. Position it over the artwork, cut on the outline with a graphic arts knife (X-acto or Chartpak) and remove the extra film. Ask for Zipatone, Pantone, Letraset, Chartpak, and 3M brands of adhesive film. (over)



TRANSPARENT TRANSFER LETTERING, which makes your overheads professional looking and very readable, are waxy letters on an acetate sheet that are rubbed on to the transparency. They are available in several sizes, styles, and colors, but be sure to specify transparent letters. Some brands are 3M, Letraset, and Chartpak.

TRANSPARENT TAPES come in various widths and colors, some with dotted lines or patterns. They are excellent for charts and graphs or as accents or borders. Some manufacturers of tapes for overheads are Chartpak, 3M, and Letraset.

OTHER ACCESSORIES include cardboard mounting frames; layout guides; burnishers; and sheets of rub-on symbols, dots, or arrows. Both Chartpak and 3M sell kits containing a variety of overhead materials so you can become familiar with them without making a big investment.

SUPPLIERS OF AV MATERIALS will send a catalogue of their art materials as well as catalogues for specific brands (eg. Chartpak, Letraset, etc.). Suppliers listed below are located in Minneapolis but you may find others closer to you by checking the yellow pages under Artists' Materials and Supplies or Audio-Visual Equipment and Supplies.

Aldy Graphic Supply, Inc., 1115 Hennepin Avenue, Minneapolis, MN 55403, phone 339-7251 (Chartpak, Letraset)

Art Materials, 3018 Lyndale Ave. So., Mpls, MN 55408, phone 827-5301 (Zipatone)

Artsign, 2501 - 26th Ave. So., Mpls, MN 55406, phone 721-6421 (Chartpak, Zipatone, Letraset)

3M Business Products, 1620 E. 78th St., Mpls, MN 55423, phone 861-2211 (3M)

Trade names are sometimes used in this publication to clearly describe products. The use of a trade name does not imply endorsement by the Minnesota Agricultural Extension Service, nor does omission of other trade names imply nonapproval.