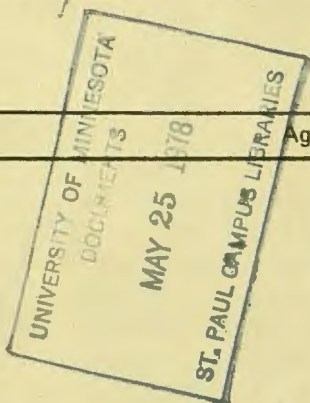


# Reaching People

press  
publications  
radio  
television  
visual aids

MN 2000  
RPI 5/78

Department of  
Information and Agricultural  
Journalism



Agricultural Extension Service

University of Minnesota

May 23, 1978

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 \*\* Please read, check, and circulate \*\*  
 \*\* County Extension Director  \*\*  
 \*\* County Extension Agent  \*\*  
 \*\* Associate County Extension Agent  \*\*  
 \*\* Other  \*\*  
 \*\* Secretary for Filing  \*\*  
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W H O ' S N E W ?--You may already have met four newcomers to the staff, but they should be officially introduced and welcomed in this publication.

Norman (Sam) Swan, media leader for electronic media and assistant professor of Information and Agricultural Journalism, assumed his new duties here March 1. He earned his Ph.D. in speech communication from the University of Missouri-Columbia in 1978. He has been a high school teacher, radio extension specialist and extension youth specialist, all in Missouri. In 1970 he was delegate to Sri Lanka (Ceylon) for International 4-H Youth Exchange. Sam's is a newly created position.

Melvin Kiser arrived February 1 from Florida where he has B.A. and M.S. degrees from Florida State University, Tallahassee. He succeeds Michael Harris as assistant TV specialist. Mel formerly was production director for the Center for Participant Education at FSU, a videographer for the Division of Archives, Department of State, Tallahassee, and news photographer for WTLV-TV, Jacksonville.

Linda J. Camp joined the staff December 12 as extension information specialist and instructor. She is also a member of the Shade Tree Committee. She has a B.S. and M.P.S. from Cornell University, Ithaca, N.Y. She was media specialist three years for the New York Sea Grant Advisory Service located at Cornell and served as a member of the New York State Cooperative Extension Video Project. The project planned and conducted video workshops for extension field staff throughout New York State.

Vincent A. Becker became experiment station editor and editor of Minnesota Science November 21, 1977 succeeding Phil Miller. He has a B.S. degree from Moorhead State University with a major in mass communications and a minor in sociology. Before coming to the University he was an agricultural account executive with Colle & McVoy Advertising Agency, Minneapolis. He also had been an editor and copywriter at Genex and has done freelance magazine, and newspaper writing.--Don Breneman

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B E S T W I S H E S T O N O R M E N G L E--After eight years with this department and Extension in Minnesota (a total of 21 years, 2 months, 28 days in Extension), Norm Engle, associate professor and extension television coordinator, has resigned effective May 31. Summer will find him at his resort, Edgewild on Fox Lake near Emily, MN, which he and his

family plan to make their permanent home. An Iowa native, Norm earned degrees at both Iowa State University and Michigan State University. He came to Minnesota from Pennsylvania and had been with Extension in Arkansas, too. Norm has made many contributions to Extension and he will be missed.--Don Breneman

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T H I S I S T H E C U R R E N T H U M A N R I G H T S S T A T E M E N T--  
County offices seem to be using a variety of wording on human rights statements. The wording has changed from time to time, but the following style is currently in use: "The University of Minnesota, including the Agricultural Extension Service, is committed to the policy that all persons shall have equal access to its programs, facilities, and employment without regard to race, creed, color, sex, national origin, or handicap." It is not used within quotation marks, that is merely to set it off here. If you have things typed up ahead, don't throw them away, just change to the new when you can.--Mary Kay O'Hearn

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R A D I O P R O G R A M I D E A--Dick Walter, Goodhue County, is toying with an interesting idea. It concerns topics for radio programs and goes roughly like this: go through the latest farm magazines, newspapers and other "non-Extension" publications and pick out interesting stories based on Extension, Land Grant type information. Examples could be stories quoting a University dairy specialist in THE FARMER or HOARD'S DAIRYMAN.

Call attention to a few of these articles in the radio program and hit some of the highlights. Casually mention the fact that this information is based on Extension, Land Grant resources. If Joe Conlin, extension dairy specialist, happens to be the specialist who is quoted in the story (he may have written it), mention that Joe is an EXTENSION specialist who also appears at meetings in Goodhue County.

Many times people may think they're not getting information from Extension (they get it "from a farm magazine") even though the story was made possible by Extension's resources.

The idea lets you plug some solid information and get in a bit of public relations for Extension at the same time. Dick is debating using the idea if he goes to daily radio programing as the local station requests.

--Jack Sperbeck

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C A P L E S O N C O P Y--John Caples is one of the nation's top advertising copywriters. He wrote what may be the most-quoted, best-known ad of all times. "They laughed when I sat down at the piano." The Wall Street Journal recently carried a full page ad headed, "Caples on Copy," to promote its own advertising pages. Although Caples is talking about advertising, his advice could just as well refer to the communication efforts of Extension, the Experiment Station, and our colleges through publications, news stories, and other information activities. Here's what he said, in part:

"On word power--Simple words are powerful words. Even the best educated people don't resent simple words...Sometimes you can change a word and increase the pulling power of a communication. Once I changed the word 'repair' to 'fix' and the ad pulled 20 percent more.

On directness--Get to the point. Direct writing outpulls cute writing by a big margin. Don't save your best benefit until the last. Start with it so you'll have a better chance of keeping your reader with you.

On humor--Avoid it. What's funny to one person isn't to millions of others. Copy should sell, (educate) not just entertain. Remember there is not one funny line in the two most influential books ever written: the Bible and Sears Catalog.

On headlines--Headlines make ads work. The best headlines appeal to people's self-interest, or give news.

On first drafts--Overwriting is the key. Then trim vigorously.

On changing times--Times change. People don't. Words like 'free' and 'new' are as potent as ever. Ads (communication) that appeal to a reader's self-interest still work. The subjects that are 'news' change, but human curiosity to know what's new doesn't. These appeals worked 50 years ago. They work today. They'll work 50 years hence.

On dealing with clients--Be honest. Tell your client what works and what doesn't. All of these tips have as much relevance in our communication as they do in advertising."--Harold Swanson

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P U B L I C R E L A T I O N S O N E L I N E R S A N D T I P S--Extension agents attending the professional development course, "Public Relations in Extension" early in May, heard several prominent leaders on public relations. Here's a sample of some of the things they said.

\*It's our Staff, not my staff. We need to emphasize the importance of all staff--secretaries, agents, directors, aides, etc.--to get the best cooperation and programs. This will help not only in public relations but on all of our work.--Bill Heug, deputy vice president, University of Minnesota.

\*The wrong people have inferiority complexes. Extension can be proud of its accomplishments. I know of no area where staff is more devoted, put out more for their publics than Extension--Elmer L. Andersen, former governor, legislator, and chairman of Board of Regents, University of Minnesota.

\*Involve legislators and other leaders early not just when they are voting on bills or are deciding major issues. Invite them to participate or benefit from Extension programs whenever feasible and long before issues arise--Elmer L. Andersen

\*Perform as people expect you to perform. Most agents are so well known that you cannot step out of your Extension role. Like clergy you work in a helping situation with people, and people have expectations as to your actions, dress, etc.--Roland Abraham, director, Agricultural Extension Service, University of Minnesota.

\*For conflict resolution, repeat back to the person what the problem is as that person sees it. Do this to the satisfaction of the person involved, not to your satisfaction and you've taken a big first step toward resolving conflict and better public relations.--Robert Provost, President, Minnesota Insurance Information Center.

\*"We goofed it" is the most difficult thing to say...but it could be one of our more effective public relations efforts when we've erred.--Robert Provost

\*Help us with an alert system. If you see editorials, stories, etc. (critical or complimentary) in your local papers or other publications that deal with the University please send us a copy. We need to be alert

to what the public is saying about us.--Russell Tall, director of University Relations, University of Minnesota, and president, Minnesota Chapter, Public Relations Society of America.

We'll deal with other aspects of public relations in future issues of Reaching People.--Harold Swanson

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P U B L I C A T I O N S D I S T R I B U T I O N S U R V E Y--Last December a survey went out to 92 county offices asking about the distribution and filing system of Extension publications. The information has been tabulated and the report is circulating among the program directors.

Eighty-six percent of the offices responded to the survey, and two-thirds of the offices sent in a photograph or sketch of their display area.

Of the 80 responses, 75 felt that publications arrived on time and in good condition. A majority (51' respondents) arranged their display rack by subject matter; 7 used a somewhat seasonal approach. Sixty-eight kept a current file of all publications and 74 disposed of out-of-date publications. A subject matter filing system was used by 48 respondents; 9 used the publication list as their basis for filing. Fifty-nine offices felt their filing system was an efficient means of keeping track of materials; 15 felt their system was not efficient.

Foods and nutrition, weed control, varietal trials, and horticulture were the subjects receiving the widest distribution. Lawn and garden, crops, house plants, and entomology were also popular.

Most offices included comments on various aspects of the distribution, display, and filing of extension publications. These comments and suggestions have been noted and will be passed anonymously on to the appropriate person.--Joan Torok

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S T I T C H & S A V E I T S E R I E S A V A I L A B L E--A series of 10 4-page publications gives explicit directions for solving common mending problems. The easy-to-follow illustrations provide help for the beginning sewer. The series is an outgrowth of an ECOP sponsored Textiles and Clothing Workshop for regional specialist, "Teaching Materials for the Disadvantaged Clientele." One subcommittee chaired by Lois Goering is responsible for this series. Other materials will be available soon from other subcommittees.

HS 52 How to Fix Torn Buttonholes; HS 53 How to Replace Torn Off Buttons; HS 54 How to Patch Knees in Pants; HS 55 How to Fix A Torn Loose Pocket; HS 56 How to Replace a Jacket Zipper; HS 57 How to Make a New Hem; HS 58 How to Replace Knit Collar and Cuffs on a Jacket; HS 59 How to Replace Elastic in Skirts or Pants; HS 60 How to Replace Elastic in Underpants, Half Slips, and Pajama Bottoms; HS 61 How to Replace a Broken Fly Front Zipper.

--Lee Nelson

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# Publications and Direct Mail

## NEW PUBLICATIONS

May 1978

- The Opinions of Minnesota Residents Toward Voyageurs National Park. Station Bulletin 522 (Forestry Series 26). Michael A. Loesch, L.C. Merriam, Jr., and T.B. Knopp. Gives a historical perspective of the establishment of Voyageurs National Park. Also discusses survey of opinions on the park which was taken in four Minnesota communities. 16 pages. Available.
- Effect of Nitrogen Fertilizer on Corn Yield and Soil Nitrates. Miscellaneous Report 153. W.E. Fenster, C.J. Overdahl, G.W. Randall, and R.P. Schoper. Describes the long-term effect of various nitrogen rates on continuous corn and corn grown on virgin land. Examines the effects of soil nitrates on ground water. Evaluates nitrogen recommendations so that maximum yields and profits can be achieved. 16 pages. Available.
- Irrigation Scheduling: Checkbook Method. M-160. Hal D. Werner. Suggests recording soil-water balance on a balance sheet just as a checkbook might be balanced. Publication patterned after one in North Dakota. Contains example of filled in balance sheet and several blanks. 12 pages. Available.
- Determining USDA Beef Carcass Grades. Extension Folder 376. Richard J. Epley. Gives step-by-step directions for quality grading and yield grading beef carcasses. 4 pages. Available.
- Food Additives. Extension Folder 378. V.S. Packard and Susan Myers. Defines types and categories of food additives. Gives major uses of intentional additives. Discusses assessing risk, testing procedure, and some additives that have been banned or are under suspicion. 4 pages. Available.
- Maize Dwarf Mosaic. Extension Folder 380. Herbert G. Johnson, Richard J. Zeyen, and Erik L. Stromberg. Describes in text and four-color photos the symptoms of this disease which first occurred on corn in the Ohio River Valley in the 1960's. Aphids transmit the virus. 2 pages. Available.
- Amount of Fat and Cholesterol in Meat. Extension Folder 382. Richard J. Epley and C. Eugene Allen. Points out how fat and cholesterol content varies among types of meat and meat products. Describes fat, fat type, and fat amount as well as cholesterol and cholesterol amount. 4 pages. Available June 1.
- Sod Seeding Legumes Into Grass Pastures. Agronomy Fact Sheet 34. Neal P. Martin and Oliver E. Strand. Explains methods of renovating the more than 3.5 million acres of unimproved grass pasture in the state to improve livestock production per acre. Mentions paraquat, a contact herbicide, which is sprayed on existing grass to retard grass growth until new seedlings are established. 2 pages. Available.
- Agricultural Erosion Control Legislation. Soils Fact Sheet 30. William Jokela and Clifton Halsey. Summarizes legislation pertaining to control of soil erosion on agricultural land. 2 pages. Available.
- \*HS 58 How to Replace Knit Collar and Cuffs On a Jacket  
\*HS 60 How to Replace Elastic in Underpants, Half Slips, and Pajama Bottoms  
\*HS 59 How to Replace Elastic in Skirts or Pants  
\*HS 61 How to Replace a Broken Fly Front Zipper  
Prepared by Textiles and Clothing Specialists as part of a North Central Region Project. These are the last 4 in a series of 10. Each contains easy directions and many illustrations to aid the home sewer. 4 pages. Available.

## REVISED PUBLICATIONS

- Daily Food Guide (Family Food Series) \*HS 9. Muriel S. Brink and Leona S. Nelson. Discusses the Basic Four Food Groups and puts the foods in sample meal patterns. 6 pages. Available.
- 1978 Commercial Fruit Spray Guide. Special Report 6. Leonard B. Hertz, Herbert G. Johnson, and John A. Lofgren. Brings chemical and insecticide application information up to date. 20 pages. Available.

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

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- Insecticide Suggestions to Control Greenhouse and Floriculture Pests in 1978. Extension Bulletin 392. Mark Ascerno, D.M. Noetzel, and L.K. Cutkomp. New recommendations for 1978. Includes listing of pests, type of pesticide, dosage, and remarks. 16 pages. Available.
- Pesticide Storage and Formulation Shed. Agricultural Chemicals Fact Sheet 4. Phillip K. Harein, Donald F. Herron, and Maurice W. Tipcke. Discusses adequate facility for the safe storage and formulation of pesticides. 2 pages. Available.
- Processing Meat in the Home. Animal Science Fact Sheet 26. Richard Epley, C. Eugene Allen, and Paul Addis. Gives current prices on bibliography included. 2 pages. 1 Available.
- Nitrite in Meat. Animal Science Fact Sheet 28. R.J. Epley, P.B. Addis, C.E. Allen, and J.J. Warthesen. Provides information about nitrite in cured meats--what nitrite does in the meat, amount used, toxicity, implications of nitrosamines, and the role of the FDA and USDA. 2 pages. Available.
- Fleas. Entomology Fact Sheet 31. L.K. Cutkomp and D.M. Noetzel. Contains information on the identification and control of fleas. 2 pages. Available.
- Nuisance Wasps and Bees. Entomology Fact Sheet 32. David M. Noetzel and Basil Furgala. Gives information on identifying wasps and bees and discusses control measures if these insects become a hazard or nuisance. 2 pages. Available.
- Fly Control for the Dairy Herd. Entomology Fact Sheet 35. L.K. Cutkomp and D.M. Noetzel. Discusses sanitation and management practices for insect control in the dairy. Lists pesticides. 2 pages. Available.
- Growing Grapes. Horticulture Fact Sheet 1. Leonard B. Hertz. Information on growing grapes in northern climate. 2 pages. Available.
- Dwarf Apple Trees. Horticulture Fact Sheet 21. Leonard B. Hertz. Gives information on growing dwarf apple trees in northern climate. 2 pages. Available.

#### R E P R I N T E D P U B L I C A T I O N S

- Woody Plants for Minnesota. Extension Bulletin 267. C.G. Hard and M.E. Smith.
- Landscaping Your Home. Extension Bulletin 283. C.G. Hard.
- Perennials for Minnesota. Extension Bulletin 295. C.G. Hard.
- Getting Started with Your Vegetable Garden. Extension Folder 164. O.C. Turnquist.
- Using Manure as a Fertilizer. Extension Folder 168. C.J. Overdahl.
- Harvesting and Storing Garden Vegetables. Extension Folder 172. O.C. Turnquist.
- Using Wood Stoves and Fireplaces Safely. Extension Folder 232. C. Halsey.
- Common Tree and Shrub Pests. Extension Folder 235. J. Lofgren.
- Stinging and Biting Insects. Extension Folder 256. J. Lofgren.
- Natural, Organic and Health Foods. Extension Folder 280. M. Darling.
- Cost Estimate of Beef by the Side. Extension Folder 289. R. Epley.
- Pruning Trees and Shrubs. Extension Folder 317. M. Eisel.
- Getting Started with Part-time or Hobby Rural Recreation Enterprises. Extension Folder 328. U. Blank.
- Choosing and Using Interfacing. Extension Folder 341. L. Goering.
- How to Patch Knees in Pants. HS 54. L. Nelson, L. Goering.
- How to Fix a Torn Loose Pocket. HS 55. L. Nelson, L. Goering.
- The Great Rainfall Runoff Race. Environmental Education Activity Sheet 4. C. Halsey.
- Preparing for Floods. RCD 6. C. Halsey.
- Using Plastic and Dikes to Prevent Minor Surface Flooding. RCD 7. C. Halsey.
- Controlling Household Humidity. Agricultural Engineering Fact Sheet 19. H.A. Cloud and D.W. Bates.
- Fresh Meat Color Changes. Animal Science Fact Sheet 19. R. Epley.

# THE COMMUNICATIONS SCENE

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

No. 79

## YOUTH TAKE TO THE PODIUM

by Harold B. Swanson, professor and  
extension communications specialist

Spring finds a flurry of speakers taking to the podium. There are commencement orations, valedictory addresses, declamatory and public speaking contests, and certainly a barrage of political speeches.

Today we'll look at how some youth are using their speech-making skills to communicate about agriculture and rural life. I never cease to be pleased and astonished at the skill and polish many of our young people develop under the guidance of their high school speech instructors, 4-H leaders, and FFA advisors (Future Farmers of America). I've seen the skill, for example, of 4-H ambassadors and FFA officers as they conduct their business and as they represent young people at important gatherings and special occasions.

Recently I was one of the judges of the annual state FFA speaking contest. The contestants' selection of topics gives us a clue as to rural youths' concerns of today. There were eight finalists. Three looked at the general situation in farming; three showed concern about the environment and conservation; one looked at the leadership and citizenship role of young people; and the final one spoke about the place of women in agriculture.

One of the youth, a girl, told about her experiences moving from the city and taking vocational agriculture in her rural high school. As the only girl, she learned to speak up in class and to do all the tasks the boys had to do. She emphasized that husbands and wives make good teams in the farming business--working side by side in the fields, with record keeping, and with the farm management decisions. She pointed to women who operate their own farms and others who take leadership in politics, in lobbying, and in public relations for agriculture. And she pointed to two organizations I must confess I hadn't heard of--Women for Agriculture and American Agri-Women.

Several of the contestants talked about the environment.

One pointed out that the average citizen, out driving his car, is the most significant cause of air and water pollution. He felt that agriculture was one of the minor causes of pollution but still an important one. Referring to the FFA's Owl symbol he maintained we "can give a hoot" and can make individual contributions to conservation. Joining one of the many conservation organizations and reading some of the special magazines and literature in the field would be one way. He felt that by spending time, money, and effort that our remaining environment can be protected.

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Reprint from Radio Series--The Communications Scene

Another youth emphasized the need for soil conservation and how it will save not only our land but also our wildlife and our streams. Still another was concerned about water pollution and how farmers can help by proper soil, crop, and waste management.

The family farm and its future was on the minds of several youth. One young girl was concerned that the family farm was endangered and suggested that restrictions be placed on corporate farming and on the size of farms.

Another speaker, a young man, however, took an opposite view-point and decried "quick-fix" solutions such as minimum prices and government control. He felt that such measures would be impossible to control and would damage our foreign market.

A third young man stressed the responsibility of farmers and agri-business to produce the food needed to forestall a starving world.

Finally, one of the young men felt that FFA would provide training and incentive for future leadership as the U.S. faced these problems of the environment, family farms, and conservation of our environment. All in all they not only spoke well but also gave us all fruit for thought in the future.

But let's look at other more strictly communication aspects of these speeches. They are organization and delivery.

We find that most speakers follow a standard pattern. They usually start out with a strong or interesting or unusual statement--something ear catching. Next they signal or tell what is going to be the focus or purpose or theme of their talk. Next they proceed to make their points--three is often a good number. Then they finally wind up with either a strong appeal or summary that could prompt action on the part of their audience.

As far as delivery is concerned, enthusiasm, directness and sincerity are musts. Most youth have these essential qualities. Most follow this type of approach and pattern good speech practice. Our young women and men are doing a good job speaking and those in FFA and 4-H are also rendering a real service by telling the story of their organizations and often about agriculture.

May 1978



# THE COMMUNICATIONS SCENE

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

No. 80

## DOES AGRICULTURE NEED PUBLIC RELATIONS?

by Harold B. Swanson, Professor and Extension  
Communications Specialist

Farmers and others in agriculture are concerned with their image, about how others view them. They realize that public opinion is important, that it directly affects their everyday life. Many feel that those in agriculture have to improve agriculture's public relations, have to sell agriculture, have to promote farm products, and in general have to keep farming and agriculture in the eyes of the public.

But does agriculture really need promotion or even a broad public relations program? I think so, but that need is no more acute for agriculture than for most other segments of our population. In fact, agriculture may be in better public relations shape than most special interest groups...than medicine, law, labor, education, to mention a few. Agriculture does enjoy a fairly good image today. It may be misunderstood, but it isn't the target of attacks that many other groups are!

As we talk about public relations we need to realize that most of us have different meanings for the term. Sometimes we use publicity, advertising, and promotion as being the same as public relations. They may be part of a public relations program, but not all of it by any means.

First, let's look at the term *publicity*. Many people confuse it with public relations. Publicity is information or news presented to promote the interests of an individual, an institution, or a group of people. Examples are the space or air time farm groups get for their meetings or for farm strikes, demonstrations, and the like. What many people forget is that to get publicity and recognition they must present something that is newsworthy. They must have something of interest to readers and listeners. Just because we feel our cause or ideas are the most important thing in life today doesn't mean that others regard our concerns and interests as important as we do. They simply may not care. The media reflect people's interests in many respects. Actually most of us have little to say about what gets on the air or is reported in the papers. We'll get publicity if we do or say something important, interesting, or unusual.

Next, let's turn to *advertising*. Here a person can control the message he or she sends through newspapers, publications, mailers, radio or TV. The advertiser decides what goes into the message. The advertiser gears the message to sell or present a view, and the advertiser pays for the space or time. Advertising is done effectively for many farm products. However, there is little paid advertising to plead the farmer's case. Perhaps there should be.

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Public relations includes much more than publicity, promotion, and even advertising. I like to think that public relations is maintaining favorable relationships with others to achieve our own goals. And these goals need to reflect the needs and relationships with people with whom we work. Often public relations means we must adjust our own activities...we must change. Public relations is more than "selling" a point of view, an image, It also is making our group or interest more in step with society.

Actually most organizations and groups do have public relations programs. We can look at our churches, our schools, our farm organizations or at labor, industry, government, and countless others and see how important it is for them to relate to the public. This is a legitimate and proper thing to do in our everyday life and activities.

There are two words that I feel are essential to good public relations. They are *relating* and *planning*. The first rule in public relations is to relate well to people. Recently former Governor Elmer Andersen spoke to one of our classes. He said relationship with people is the most important single factor in success. To relate well we have to have confidence in the good will and basic honesty of people. That means we need to trust and like them and act decently toward them. Being human is important. This requires listening--another important rule for good public relations.

We can relate and we can listen, but still our public relations may not succeed. We need to plan our activities in connection with public relations.

First, we have to decide what our problem is and what specifically we want to communicate to people. Saying that we'd like to improve the image of agriculture really isn't saying much. What image? There are thousands of them, and farmers won't agree on what they or it should be. For example, do we want to show that the farmer has an investment in his business as large as most small businessmen in America or is the question of subsidies and supports the area that needs to be understood by consumers? Do we want to say something else specific? To be successful, a public relation effort cannot be too broad in what it tries to accomplish. It has to "zero in" on a single idea to a specific audience.

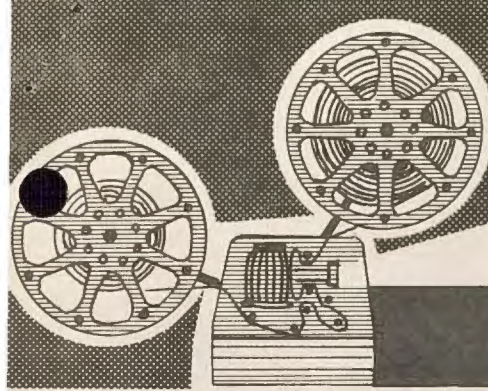
Second, we need to listen and look at the facts. Does the farmer have a bad image or is he or she generally regarded as skilled, hard working, and probably an underpaid person? What are the facts?

Third, as in every area of business and life, we may need to make some adjustments, change what we're saying or doing to better fit into what the public wants and expects.

Then finally we can initiate our program of public relations, communications, promotion, publicity, or advertising. Unfortunately most people start at this point.

Agriculture, like every other segment of our population, does need to practice good public relations. However, to succeed, it can't be either "defensive" or "overly aggressive" in its approach. It has to have a goal and work regularly, in a planned way, toward that goal.

May 1978



# visual aids TIP SHEET

## Minnesota Agricultural Extension Service

INSERT IN AUDIOVISUAL TEACHING MATERIALS CATALOG FOR FUTURE REFERENCE

May 1978

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

### NEW SLIDE SETS ADDED TO THE AGRICULTURAL EXTENSION LIBRARY

- # 85 TRASH TELLS A TALE -- 48 slides color, cassette tape (automatic, inaudible 1000 Hz pulses, time 8:00), Cornell University. (\$3.00) Focuses on food waste with primary emphasis on the University of Arizona's garbage study conducted in Tucson. Also covers a project done by grade school students in New York State. Creates an awareness of how we make use of our food resources. 1977
- #190 WHIP UP SOMETHING WILD -- 79 slides, color, Henri E. Drews, extension information specialist, University of Minnesota. (\$3.00) Divided into two parts, Part I shows the identification, gathering, and preparation of a few common wild-growing foods for use in a simple meal. Part II is a brief introduction to a few more wild edibles; covers where they grow and how certain parts are used in season. Also contains cautionary information on common poisonous plants that could be mistaken for edible. 1977
- #194 SOIL EROSION BY WIND -- 78 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 21:00), James B. Swan, extension specialist, soils and Clifton F. Halsey, extension conservationist, soils, University of Minnesota and Orville M. Gunderson, professor and area extension agent, West Central Experiment Station, Morris, Minnesota. (\$3.00) Describes the problems caused by wind erosion, the wind erosion process, four basic control methods, and erosion control practices. Emphasizes the use of conservation tillage to control wind erosion. Calculates soil losses by wind erosion for common crops and tillage systems. For adolescent or adult audience. 1978

### REVISED SLIDE SETS

- # 87 PRESENTING THE OOPSIES -- 28 slides, color, adapted from a 1963 slide set by Evelyn B. Spindler, nutritionist, Federal Extension Service, USDA. (\$3.00) Designed to help with weight control, this slide set tells why people get fat, why people are motivated to reduce, and what helps most in reducing. The humorous touch through the cartoon characters of Mark and Daisy Oopsie has wide appeal. 1978.
- #118 NUTRITION FOR SENIORS -- Cassette tape added to set: automatic, inaudible 1000 Hz pulses, time 15:00. (\$3.00)
- #120 DUTCH ELM DISEASE IN MINNESOTA -- 66 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 19:00), John R. Mizicko, assistant specialist, pesticide training, Ward C. Stienstra, extension plant pathologist and Mark E. Ascerno, extension entomologist, University of Minnesota. (\$3.00) Covers the development of Dutch elm disease in the U.S. and particularly in Minnesota. Includes it's cause, symptoms, spread, and control. Describes the life cycles of the fungus and elm bark beetles and explains their interaction with one another in the disease complex. Discusses all phases of disease control which are commonly practiced. For use with the general public but has enough detail to be useful in training tree inspectors and others involved in Dutch elm disease detection and control. 1978

### NEW VIDEO TAPES ADDED TO THE LIBRARY

- #7059 THE DREAMHOUSE NIGHTMARE (Consumer Survival Kit, Program 110) -- 29:00, color, 3/4" cassette, Maryland Center for Public Broadcasting. (not TV-\$7.50) Offers guidelines for home buying. Gives information on warranties and discusses the qualities of a good real estate agent. 1975
- #7060 PLEASURES AND PITFALLS: THE TRUTH ABOUT CONDOMINIUMS (Consumer Survival Kit, Program 118) --29:00, color, 3/4" cassette, Maryland Center for Public Broadcasting. (not TV-\$7.50) Gives information on the "real" costs of condominiums, condominium associations, and how to guard yourself against legal lingo. 1975

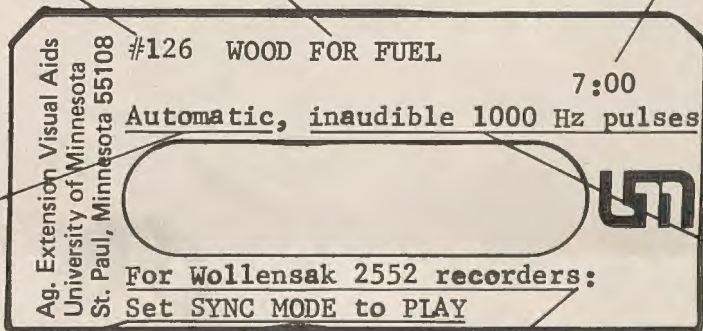
#7061 MY HOUSE HAS A FLAT: A LOOK AT MOBILE HOMES (Consumer Survival Kit, Program 124) -- 29:00, color, 3/4" cassette, Maryland Center for Public Broadcasting. (not TV-\$7.50) Gives information on playing the dealer-lot game. Tells what to look for in joist spacing, insulation, and manufacturer's certificates. 1975

#7062 HOME BUYING (Consumer Survival Kit, Program 312) -- 29:00, color, 3/4" cassette, Maryland Center for Public Broadcasting. (not TV-\$7.50) Gives information on mortgages, contracts, builders, and the merits of older vs. new homes. 1977

EXPLANATION OF CASSETTE TAPE LABELS

Library number.                      Library title.                      Approximate length of tape.

Type of operation of advancing slides (manual or automatic)



Indicates whether sync pulse is heard or not.

Number of Hertz (Hz), or cycles/second used to generate slide advance signal. Helpful in adapting to other equipment.

Set SYNC MODE lever on "PLAY" for automatic advancement of slides. The lever is located directly above RECORD MODE and to the upper right of the VOLUME control.

Type of recorder county offices have.

NOTE: Use "PLAY" setting to play back tapes you synchronize with 1000 Hz pulses on the Wollensak 2552 tape recorder. A label stating "Set SYNC MODE to OFF/50Hz" is for a tape with music or narrative on the other side of cassette. Example: tapes for pesticide applicator series. To record sync pulses, hold lever in record position. The lever should lock in position. Push green button when you want a slide to advance.

...Neil Anderson, Don Breneman and Gail Tischler Marko

