

# Reaching People

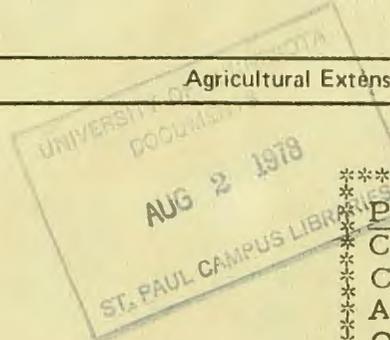
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University of Minnesota



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July 1978

**REACHING PEOPLE HONORED**--This monthly tip sheet, Harold B. Swanson's Reaching People, prepared as a joint effort of the entire Department of Information and Agricultural Journalism staff received an excellent rating in national competition of the now Agricultural Communicators in Education (formerly American Association of Agricultural College Editors) at the association's July annual meeting in Asheville, North Carolina.

Minnesota Science, edited by Vince Becker, was given the association's highest honor, and outstanding rating (blue ribbon).

Several other cooperative efforts by Department and other Institute of Agriculture, Forestry, and Home Economics faculty staff were also recognized.

Receiving excellent ratings were service for magazines (Jack Sperbeck), single direct mail piece (Cecil Nelson, Jr.), overhead transparencies (Henri Drews), popular Miscellaneous publication, "Town and Country Sewage Treatment," (Gail McClure, editor and Roger Machmeier, author).

Receiving good ratings were news releases for weeklies (Deedee Nagy) and technical research publication, "Sunflower Population," (Gail McClure, editor and, R.G. Robinson, et al., author)--Don Breneman

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**FLOOD -- SUBJECT OF NEWS CLIPS**--Janet Macy and Mel Kiser of the department's electronic media section visited the flood stricken area of Rochester during July to cover the story with an Extension-helps flavor. While Mel filmed damaged areas, Janet interviewed several people driven from their homes. The emphasis was on how to salvage flooded homes. It included advice from Extension specialists in the area on not pumping out basements too quickly before outside ground water had a chance to recede. A water-filled basement could help brace walls against outside pressures so only about a third of the water should be removed each day. Extension suggestions included precautions with the electricity, gas main, how to sanitize floors, walls, furniture, eating and cooking utensils and to dispose of flooded food unless commercially canned and still vacuum sealed. Residents were referred to local Extension offices for free publications on cleanup and restoration. The 2-minute video tape packaged story was processed on the St. Paul Campus and sent immediately by bus to 11 television stations out-

side the Twin Cities area. These included: Alexandria, Duluth, Fargo, Sioux Falls, and Austin. Phone calls were made to the stations alerting them to its arrival for use on local newscasts.

The section's video taped news clips (the goal is one a week) in previous weeks have included stories on cutworms, soil erosion, beef prices (implications of imports), farm safety, and a look at the Southern Experiment Station, Waseca.--Sam Swan

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T H E S T R E N G T H O F W E A K T I E S--Extension and colleges of agriculture have long been known for their ties and relationships with many groups outside their own circles. For example, agents work closely with many professional trade and community groups. State staff have close ties with trade groups, civic groups, marketing people to mention only a few.

By extending ourselves we're likely to be more innovative than if we keep ourselves restricted to our own little highly specialized colleagues or groups.

Now researchers have come up with a term called "The Strength of Weak Ties." They formally state their proposition as "The informational strength of dyadic communication relationships is inversely related to the degree of homophily (and strength of attraction) between the source and receiver. Or in other words an innovation reaches a larger number of people and travels a greater social distance when passed through weak ties rather than strong ones.

Usually as individuals we operate in an environment of friends and acquaintances and we discuss things with them. Usually these people are highly homophyletic (or similar) to us. Thus we and they make up an interlocking network of communications. This makes communications easier and more effective. But it also prevents new ideas from spreading or entering our network. To open communications up we need to get out among other groups, establish "weak ties" with them. These weak ties enable innovations to flow from group to group and clique to clique.

We've probably all have been aware of this need to get out with other groups, other people. It's part of Extension. Here is additional research that points out that it helps to transfer ideas, innovations.--Harold B. Swanson

## Publications and Direct Mail

July 1978

### NEW PUBLICATIONS

Home Canning Fruits, Vegetables, and Meats. Extension Bulletin 413. Isabel Wolf and Edmund Zottola. Gives background of home canning and includes information on equipment, the canning process, tables on yields and time, and step-by-step directions. 12 pages. Available.

Planting Landscape Trees. Extension Folder 402. Richard Rideout. A detailed discussion of the techniques for planting small shade trees. Describes ways trees are sold, pruning, staking, preparing the planting hole. Line drawings illustrate techniques. 6 pages. Available.

Apple Scab. Plant Pathology Fact Sheet 33. Herbert G. Johnson. Describes in text and 3 photos this fungus disease which takes its toll in leaves, reduced yields and inedible fruit. 2 pages. Available.

Five New Minne(sota) Cards. 99. Lemon Fluff-Fresh Strawberry Whip; 100. Grape Jelly; 101. Applesauce Cookies; 102. Banana Cream Pie; 103. Strawberry Jam; and 104. Turkey Hash. Mary Darling and Leona S. Nelson. Containing sugar free recipes and one other. Available.

### REVISED PUBLICATIONS

Consumer Questions About Meat. Extension Bulletin 379. Richard J. Epley. Answers questions about inspection, grading, processing, selection, storing, and cooking meat. 10 pages. Available.

Disease Control in the Flower Garden. Extension Bulletin 397. F. L. Pflieger. Discusses disease-causing agents, fungicide selection, handling, and application and lists various diseases of flowers, symptoms, and control. Illustrated. 20 pages. Available.

Growing Black Walnut in Minnesota. Extension Bulletin 396. Philip Splett, William Miles, and Marvin Smith. Gives cultivation information for the black walnut grower whether for lumber, nuts, or beauty. 16 pages. Available.

Liming Minnesota Soils. Extension Folder 210. John Grava, C.J. Overdahl and W.E. Fenster. Gives new descriptive material on liquid lime. 10 pages. Available.

Storing Meat in Your Refrigerator. Extension Folder 278. Richard Epley. Gives information about meat, why it spoils, temperature control, and other considerations in meat storage. 4 pages. Available.

Dark-Cutting Beef. Extension Folder 392. Richard J. Epley. Shows the difference in color of dark cutting meat, explains what it is, its incidence, cause, and prevention. 4 pages. Available.

Soils, Soil Management and Fertilizer Monographs. Special Report 24 (from now on will have number Extension Bulletin 431). A collection of articles on various aspects of soils, soil management. 100 pages. Available.

Landscape Arboretum Annual Report for 1977. Miscellaneous Report 111. Reports arboretum activities and financial information for the year. 80 pages. Available.

Molds, Mycotoxins and Mycotoxicoses. Miscellaneous Report 142. C.M. Christensen, C.J. Mirocha, and R.A. Meronuck. Reveals new research during the past year in text and an additional table. 12 pages. Available.

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- Grain Market Information. Agricultural Economics Fact Sheet 9. W.E. Anthony. Contains annotated list of sources of information about the grain market. 2 pages. Available.
- Pruning Forest Trees. Forestry Fact Sheet 3. Harold Scholten and William Miles. Furnishes information on species to prune, when, how many trees and at what height to prune, and methods and equipment for pruning. 2 pages. Available.
- Fertilization of Grass Seed Production Fields. Soils Fact Sheet 14. John Grava. Discusses the amount, nitrogen fertilizers, when to fertilize, and sulfur and micronutrients in fertilization of grass seed production fields. 2 pages. Available.

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

- Viburnums. Arboretum Review 30. L. Snyder
- Variations in Butterfat. Food Science and Nutrition Fact Sheet 3. V.S. Packard.
- Bacteria in Milk. Food Science and Nutrition Fact Sheet 10. V.S. Packard.
- Making Jams, Marmalades, Preserves and Conserves. Food Science and Nutrition Fact Sheet 24. I.D. Wolf.
- Using Minnesota's Wild Fruits. Food Science and Nutrition Fact Sheet 26. I.D. Wolf.
- Heating with Microwaves. Home Economics Fact Sheet 35. W.W. Olson, R.P. Olson.
- Fruits for Minnesota. Horticulture Fact Sheet 3. L.B. Hertz.
- Culture of Garden Roses. Horticulture Fact Sheet 17. M.C. Eisel.
- Ground Cover for Rough Sites. Horticulture Fact Sheet 27. M.H. Smithberg, A.G. Johnson.
- Growing Dahlias. Horticulture Fact Sheet 31. P.E. Read.
- Dry Milk in Every Meal. HS 4.\* M. Darling, L. Nelson.
- Laundry--Doing the Wash. HS 23.\* W. Olson, L. Nelson.
- Many Hands Make Housework Light. HS 38.\* M. Lamison, L. Nelson.
- Breast Feeding Bottle Feeding. HS 41.\* D. Wardle, M. Brink, L. Nelson.
- Preparing Baby Formulas. HS 50.\* D. Wardle, M. Brink, L. Nelson.
- Fungicides for the Home Garden. Plant Pathology Fact Sheet 16. W.C. Stienstra and F.L. Pflieger.
- House Plant Problems. Plant Pathology Fact Sheet 25. W.C. Stienstra.
- Tomato-Tobacco Mosaic Virus Disease. Plant Pathology Fact Sheet 27. F.L. Pflieger and R.J. Zeyen.
- Leaf Diseases of Foliage Plants. Plant Pathology Fact Sheet 30. S.J. Overend and W.C. Stienstra.
- Developing Replacement Pullets. Poultry Fact Sheet 37. J.L. Skinner.
- How Fertilizers Affect Soil Organic Matter. Soils Fact Sheet 20. C.J. Overdahl.
- What You Should Know About Western Equine Encephalitis. Veterinary Science Fact Sheet 13.

René Smith, J.O. Hanson.

If you receive publications on automatic distribution that you don't want to keep, please return them to the Bulletin Room, 3 Coffey Hall, 1420 Eckles Ave., University of Minnesota, St. Paul, MN 55108. Many of you have been doing this. Please continue it to prevent waste.

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

# THE COMMUNICATIONS SCENE

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

No. 83

## WORDS DON'T ALWAYS TELL THE STORY

By Harold B. Swanson, Professor and Extension  
Communications Specialist

We're living in an age of rapidly developing communications...of words and pictures and of many other modes of expression. Radio, TV, newspapers, magazines, frequent contact with neighbors make us aware of the world around us. Yet in our many contacts at farm and civic meetings, at church, in family conversations, we often overlook a basic communications principle--words don't always tell the story.

Whenever we're talking to people we really are transmitting many messages. Recently Dr. Charles Galloway, professor of education at Ohio State University, pointed out that we're always giving nonverbal leaks or cues to people when we talk. For example, there are gestures. These may be the waving of arms or the pointing of a finger. We may be talking in a quiet, subdued way, yet we may point an accusing or "bossy" finger at our communications partner. Our words may say one thing, but our pointing may say something like this, "I want you to understand this, get it?" Certainly pointing is okay, but how we do it may be another story.

Shifting from foot to foot or nervously twitching may be another clue that indicates that we're uneasy or want to break off conversation. Or the shrug of the shoulders may mean a lot. It may give a cue that we don't care. On the other hand, it may mean agreement and support of the other person's idea.

Eyes tell a lot of stories, too. On radio we can't see the other person's eyes, but certainly on television and in talking face-to-face or even to an audience, our eyes are important communications devices. When people have no eye contact we feel left out. But if people constantly are looking or staring at us in our conversations we may feel uneasy, too. If we're constantly glancing at other places or people, our conversation companions may well get the message that we're looking for someone else or are more interested in something across the room. Or if we're constantly looking at the floor, we give still another message.

Dr. Galloway mentioned another interesting aspect of communications. That's body rhythm. Apparently each of us has a certain body rhythm. The way we move or gesture, the rate we speak or our cadence often communicates a great deal. People with different body rhythms often have difficulty communicating with each other. If one person has a nervous fast pace and another a more slow, deliberate beat, the result may be upset or poor communications.

And what do all of our words and accompanying nonverbal cues or messages tell us? What messages do they give?

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Reprint from Radio Series--The Communications Scene

First, of course, our words, our communications usually have some substance. This may be something about the weather, family affairs, crops, prices, sports, budgets.

But we can go further. Nonverbal cues also tell others something about ourselves. It tells if we're interested in them or if we're bored and want to get away; it tells them whether we regard ourselves as superior or inferior. Our nonverbal cues may indeed expose us and our feelings when our words do not.

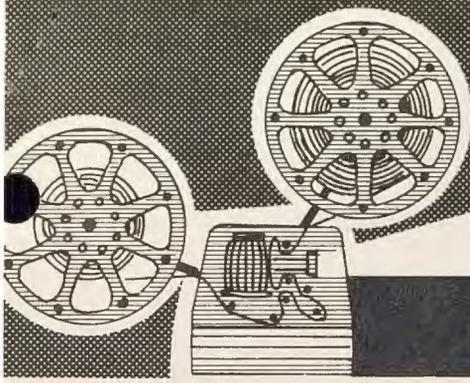
Finally our nonverbal cues reveal something about the person with whom we're communicating. If that person is defensive or assertive, brilliant or average, it will show in our cues, our gestures, our nonverbal language.

All of this leads to several tips that could lead to better communications. Dr. Galloway's first tip is to speak and use nonverbal language in such a way that makes people feel valued, appreciated. Failure to do this is one of our biggest communications blocks. Morale will go up, things will be rosier at home and at work, if people feel appreciated.

Closely related to this is the smile or greeting which acknowledges that we're interested in the other person. Dr. Galloway said that he had studied nonverbal communications for 16 years, and the best conclusion he could reach from his study is a simple one. A smile will do wonders for better communications.

Finally, he pointed out that getting involved is an important way to improve communications. Once involved we become less self-centered and more interested in the other fellow. Then both the words we say and all of the nonverbal signals we give start coming through more positively. They are better received.

July 1978



# visual aids TIP SHEET

## Minnesota Agricultural Extension Service

INSERT IN AUDIOVISUAL TEACHING MATERIALS CATALOG FOR FUTURE REFERENCE

July 1978

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

### New Slide Sets Added to the Agricultural Extension Library

- #183     The Purpose of Youth Programs (Passport to Leadership)  
Designed to help volunteers understand the reasons for and the need for youth programs.
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- 63 slides, color, cassette tape (both audible tones and automatic, inaudible 1000 Hz pulses, time 11:00), Wisconsin 4-H Foundation. 1968. (\$3.00)
- 
- #184     Growth and Development of Youth (Passport to Leadership)  
Explains the processes of growth and development and how to utilize this knowledge to develop effective programs for youth. Emphasizes physical, mental, social, emotional, and vocational development.
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- 71 slides, color, cassette tape (both audible tones and automatic, inaudible 1000 Hz pulses, time 12:00), Wisconsin 4-H Foundation. 1968. (\$3.00)
- 
- #185     Working With Youth (Passport to Leadership)  
Stresses adult-youth cooperation as an ideal type of leadership that works most effectively with youth. Explains the process of developing this type of leadership in the club.
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- 46 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 9:00), Wisconsin 4-H Foundation. 1968. (\$3.00)
- 
- #186     Values (Passport to Leadership)  
Explains the meaning of values, how values are developed, and the ways in which adults can assist youth in developing their own values.
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- 79 slides, color, cassette tape (both audible tones and automatic, inaudible 1000 Hz pulses, time 14:45), Wisconsin 4-H Foundation. 1968. (\$3.00)
-

#187 Designing Learning Experiences (Passport to Leadership)

Illustrates the decision making steps to designing learning experiences for youth. Three decision levels are emphasized: approach, method, and technique. Explains how the design of learning experiences is related to the concepts of goals, ways and means, and evaluation in program planning.

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66 slides, color, cassette tape (both audible tones and automatic, inaudible 1000 Hz pulses, time 13:30), Wisconsin 4-H Foundation. 1968. (\$3.00)

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#188 Using Community Resources (Passport to Leadership)

Designed to help volunteers assist youth with identifying, securing, and evaluating resources within the framework of the program planning process.

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71 slides, color, cassette tape (both audible tones and automatic, inaudible 1000 Hz pulses, time 11:00), Wisconsin 4-H Foundation. 1968. (\$3.00)

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#189 Chain Saw Safety

Improvements have been made in the manufacturing of chain saws, but they are still dangerous. Discusses accident prevention measures relating to kickbacks, noise, chain blades, and wood along with proper techniques on transporting, starting, handling, sawing, and maintenance. Emphasizes felling and bucking trees in field situations.

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30 slides, color, cassette tape (both audible tones and automatic, inaudible 1000 Hz pulses, time 12:00), National Safety Council. 1977. (\$3.00)

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#196 You're the Learning Link

Acquaints Extension volunteer leader-teachers with their role as learning facilitators and aids them in carrying out their teaching responsibilities with positive feelings. For use at leader training meetings of homemaker study groups, youth group leaders, garden clubs, and others. Appropriate for lecture, demonstration, and skill types of trainings.

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39 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 13:00), Shirley L. Barber and Lorilee R. Sandmann, county extension agents, Minnesota. 1978. (\$3.00)

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#200 Pesticides in the Environment (Pesticide Applicator Training, Show #9)

Explains how once a pesticide is applied, it might spread to other parts of the environment and affect many life forms including human life. Discusses buildup of pesticides in tissues, direct kills, carryover, and runoff.

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79 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 12:00), Colorado State University and U.S. Environmental Protection Agency. 1975. (\$3.00)

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#202 Skin, Eye, Lung Protection (Pesticide Applicator Training, Show #10)

Explains types and care of protective clothing and equipment that will keep pesticides from entering your body through skin, mouth, lungs, and eyes.

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59 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 10:00), Colorado State University and U.S. Environmental Protection Agency. 1975. (\$3.00)

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- #203 Handling, Storage, and Disposal of Pesticides (Pesticide Applicator Training, Show #11)  
Explains toxicity categories along with guidelines for protective clothing to be worn in various situations. Describes how to deal with emergency situations during handling, storage, and disposing of pesticides.
- 
- 38 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 5:00), Colorado State University and U.S. Environmental Protection Agency. 1975. (\$3.00)
- 
- #205 Calibration of Pesticide Application Equipment (Pesticide Applicator Training, Show #12)  
Discusses the process of adjusting equipment, calibration principles, and field condition usage. Calibration of a pesticide is essential to be safe, to prevent waste, and to do a good job.
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- 123 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 22:00), Colorado State University and U.S. Environmental Protection Agency. 1975. (\$3.00)
- 
- #206 Energy Use in Agriculture Now and in the Future  
Based on a report by CAST (Council for Agricultural Science and Technology), this slide set gives factual information on energy use in agriculture.
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- 77 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 25:00), Michigan State University. 1978. (\$3.00)
- 
- #215 Steps in 4-H Program Planning  
Outlines a six-step process to 4-H planning and emphasizes the importance of involvement in the 4-H planning process. Useful to help new organizational leaders see the importance of guiding the 4-H planning process.
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- 54 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 6:30), Wisconsin 4-H Foundation. 1977. (\$3.00)
- 
- #718 Arranging for Learning (Passport to Leadership)  
Will help the local 4-H leader plan learning experiences with the use of six principles of learning. They include creating an atmosphere of warmth and acceptance, helping youth express goals, motivating youth, involving youth in determining and finishing projects, giving consideration to special abilities, and fostering evaluation.
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- 67 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 12:00), Wisconsin 4-H Foundation. 1968. (\$3.00)
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...Neil Anderson, Don Breneman  
and Gail Tischler Marko

July 1978

GOOD NEWS!. For all of you who always need more artwork for newsletters, brochures, and teaching visuals, the new AAACE Clip Art Book #4 is hot off the press and I highly recommend it for all county offices. For those who may not be familiar with it, it is prepared by Agricultural Communicators in Education from art provided by extension information offices throughout the country. This is probably the most practical and inexpensive source of clip art on agriculture, home economics, 4-H and other extension-related subjects. With 200 8½x11" pages containing over 1,000 separate pieces of art, it's much bigger and better than previous issues. None of the work is copyrighted, so you may use it freely and as often as you wish for whatever you wish.

A real bargain too! List price for the first printing is \$9.75 but by submitting a quantity order through St. Paul from all interested county offices we realize a 20 percent savings. So your cost is just \$7.80 for 1,000 pictures. Send a check and the form at the bottom of the page by August 15 to take advantage of this price which is due to increase for the second printing. Please be sure to include your full mailing address; the book will be sent to you directly from the printers in Illinois. If you can't make the August 15 deadline, I'll submit another order September 15, but the price is expected to rise. Watch future issues of Art Tips for more information.

SPEAKING OF COPYRIGHTS If you have used pictures, cartoons or graphs from copyrighted materials for your own teaching visuals, you may have been breaking the new copyright law that became effective in January. A general test to apply when deciding whether or not to use something as a visual is to ask, "Am I depriving the artist (cartoonist, writer, etc.) of income if I reproduce this?" If the answer is "yes" or "maybe," you'd better not use it unless it could be described as "fair use."

THE FAIR USE GUIDELINES say that you may make a single copy for use in teaching, preparing lessons or scholarly research, or multiple copies not to exceed one per student in a course, of one graph, chart, diagram, drawing, cartoon or picture per book or periodical. Such copying must also be at the "instance and inspiration of the individual teacher" and its planned use timed so close that it would not be possible to write for copyright permission.

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## ORDER FORM

Please send \_\_\_\_\_ copies of the AAACE Clip Art Book #4 at \$7.80 each.

A check for \$ \_\_\_\_\_ is enclosed. (Orders not accompanied by a check will not be filled.)

Name \_\_\_\_\_

Complete mailing address \_\_\_\_\_

Make your check payable to the University of Minnesota. Those sending orders after August 15 may be notified of a price increase.

Send this form and your check to Karen Lilley, Extension Art Service, 440 Coffey Hall, 1420 Eckles Ave., University of Minnesota, St. Paul, MN 55108.

PERMISSION is not difficult to obtain and should be requested whenever possible.

Usually, a letter requesting permission describes the item to be copied, the number of copies to be made and the proposed use. Emphasize that your copying is for extension teaching and not of a commercial or profit-making nature. You should also ask how to word the credit of authorship and permission. Send requests through the publisher or artist's syndicate. The Extension Art Service has a form letter you may wish to use. Write to Hank Drews at the Coffey Hall address on the order form. There is also a form letter requesting permission to use written materials.

A charge for the use of the material can be expected if its use directly affects the marketability of the artist's work.

NONCOPYRIGHTED MATERIALS are always safe, and your county office has daily access to such art. All extension bulletins or any other government publications produced at taxpayers' expense are in the public domain and art may be borrowed freely. Other sources of noncopyrighted art which can be purchased besides the AAACE Clip Art Book #4, include:

Handbook of Agricultural Charts, Agricultural Handbook #524, U.S. Department of Agriculture. This book is published yearly by USDA and contains charts on almost any extension-related subjects. Order it and other information from: Popular Publications Group, ERS Information-1668-S. USDA, Washington, D.C., 20250. Slides and black and white prints of all the charts are also available at a minimal fee.

Volk Corporation, 1401 North Main St., Pleasantville, New Jersey 08232. Volk is a commercial producer of general clip art often subscribed to by art studios. Write for literature and costs. You can buy by the subject or order an entire library.

3M Visual Art Files, are general art prepared for overheads but helpful on any visuals. Ask for more information for 3M Business Products Sales, Inc., 1620 E. 78th St., Minneapolis, MN 55423.