

MN 2000
RPI 9/78

Reaching People

Department of
Information and Agricultural
Journalism

press
publications
radio
television
visual aids

Agricultural Extension Service

University of Minnesota

September 27, 1978



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

CHANGING MEDIA IN A CHANGING SOCIETY--That was the headline on a recent editorial in the Minneapolis Tribune. The "Trib" pointed out that a new Citizens League report gives media in the Twin Cities a high mark on keeping people informed on public issues.

But the report and the editorial notes that recent surveys document what many of us have long suspected. There is a difference between what people say they read and watch and what they actually do read and watch. People say they want more information on public affairs, but what they actually read most are the advice columns, e.g. "Dear Abby," Gardening, extension home economics or agriculture material, etc...I'd speculate that the same thing applies to what meetings people attend. They would be those efforts that have a direct effect on people's everyday life, either the more controversial issue or the more "practical" aspects of our teaching, our communication. I won't comment on whether this is right or wrong, desirable or undesirable. I'll just leave it up in the air.--Harold B. Swanson.

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RADIO SERVICES EXPANDED--A recently completed survey of Minnesota radio stations resulted in an increase in the number of stations using radio programs from the Agricultural Extension Service. Seventy-four stations completed the survey. The following programs were increased in total numbers of stations:

	<u>Total (Aug. 1, 1978)</u>
1) Agribusiness Reports--11 more stations	68
2) Home Economics Tapes--16 more stations	72
3) Yard and Garden--19 more stations	66
4) Point of Interest--37 stations	37
5) Public Service Announcements	39
6) News Actualities	49

With the increased interest in Extension Radio Services, a new tabulation of stations using any or all of our services was initiated. A total of 130 Minnesota AM and FM stations use at least one of our programs. There are a total of 176 stations in the state. Approximately 74 percent of all the stations are currently using materials sent from the St. Paul campus as part of their programming

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schedule. In addition, 17 stations in Iowa, Wisconsin, North Dakota, and South Dakota also subscribe to our services. As a result, every square foot of Minnesota is covered by the radio services now being used by stations. Combined with regular programs offered by county extension agents, the programs should be reaching a majority of the people of the state.

Our survey also revealed when stations are airing our various programs:

	6-7 a.m.	7-8 a.m.	8-12 noon	12-1 p.m.	Other
1) Agribusiness Reports	50%	7%	5%	21%	17%
2) Home Economics Tapes	4%	8%	47%	41%	
3) Yard and Garden	20%	10%	20%	50%	

As a result of these findings, we are much more aware of our audiences when preparing various programs. Agribusiness Reports is aimed directly at farmers. Stations for the most part are scheduling the program from 6 a.m. to 7 a.m. and again during the noon hour. These statistics correspond closely with reports issued by Doanes regarding listening patterns of farmers. Home economics tapes are being aired during more traditional homemaker listening times--from 8 a.m. to 1 p.m.--with many from 10 a.m. through the noon hour. Yard and Garden, which is devoted to the home gardener, is apparently being used at a variety of times. However, half the stations using the program are programming it during their noon hours.--Sam Swan

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WHAT KIND OF SEEKERS ARE WE? OUR AUDIENCES?--Different kinds of people seek information in different ways. Our audiences have many styles of seeking information. Mason Miller, director of Information, Cooperative Research, USDA, made this statement in Research Information Letter.

"The best thing education can do for you is to teach you how to effectively and efficiently seek and find information." But, Miller says, this tells us little about how people's "styles" affect their decision making. He quotes research by Lewis Donohew reported in Journalism Quarterly, spring '78. Donohew's research was on college freshman in connection with horse racing decisions."

Ah, you may say, this doesn't concern us in education. Our connection with horses, if any, is of another kind.

True enough but Donohew's conclusions or categories are strikingly similar to the categories we've been talking about for years--innovator, early adopter, early and late majority, and late adopter. Donohew and his associates identify four kinds of information seekers or strategies:

1. The loners. They knew less about the subject and interacted less with others in giving and receiving information.
2. Risk seekers.--They were at the other end of the continuum from the loners. They had the most knowledge of the subject and were more willing to take risks. They seem to seek information more rapidly but often sought only information on part of the situation.
3. Formal seekers. They consistently sought more information before making a decision. They waited longer, they did more comparison. They shopped around for information.

4. Informal seekers. They had the highest need for a variety of information and sources. They had more interpersonal communication. They received and gave more information.

We have them all in our audience (and among us, too).

Note that these various groups seek their information in different ways. And all of this reinforces, Miller says, the idea that we cannot do the educational communication job via one channel. We must make information available through a variety of means. Mass media is only one.--Harold B. Swanson
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DO NICE 'GUYS' OR 'GALS' FINISH LAST?--What does that question have to do with communication or with Extension or with other academic affairs, teaching and management generally? I'd guess plenty. Here's what the August 22 issue of the Wall Street Journal had to say in its column, "Labor Letter A Special News Report on People and Their Jobs in Offices, Fields and Factories."

"'Nice Guys' in high corporate positions get the best results from subordinates.

"That's one conclusion from a study of 16,000 executives by Teleometrics International...a research organization...The firm identified 13 percent of those surveyed as high achievers. It discovered that they tended to care about people as well as profits. But the average achievers concentrated on production, while low achievers were obsessed with their own security.

"For example, the study indicated that low achievers displayed a basic distrust of subordinates' abilities; high achievers viewed them optimistically. High achievers sought advice from underlings; low achievers didn't. High achievers were listeners; moderate achievers listened only to superiors, and low achievers avoided communications, relying on policy manuals.

"Teleometrics believe high achievers are made, not born; the key is fostering in young execs proper views toward work and workers."

Note the emphasis on communications on listening and openness. And indirectly there is emphasis on the professionalism we value so much in Extension and other academic and educational pursuits.--Harold B. Swanson.

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COUNTY EXTENSION AGENTS SURVEYED ON RADIO-TV EFFORTS--County extension directors received a survey (May 1978) from Sam Swan, extension electronic media leader, about their present efforts in the use of radio and television to disseminate Extension information. Seventy-three surveys were returned and will help determine answers to the following questions:

1. What regular program commitments county extension staff maintain for county radio stations?
2. What TV programs emanate from extension offices?
3. Are extension offices aware of the services being sent from the St. Paul campus directly to radio stations?
4. What suggestions would extension agents make regarding future directions of radio and television in the Agricultural Extension Service?

RESULTS--The surveys revealed that extension agents continue to provide regular programs to county radio stations. However, the regular commitments vary from one county to another: daily program, 25%; 1 program per week, 40%; 2 programs per week, 5%; 3 programs per week, 10%, 1 program every other week, 5%; 1 program monthly; 10%; and occasional programs, 5%.

Programs varied from 2-3 minutes to 30 minutes. However, more than 50 percent of the agents reported 5 minute programs. In general, the following pattern emerged:

Weekly programs--15 minutes, some 30 minutes

Monthly program--30 minutes

Daily program--2-5 minutes

2-3 programs per week--2-5 minutes each

TV PROGRAMS--Regular TV commitments for area stations were minimal. The following commitments were reported:

1. Welcome Inn--KCMT-TV, Alexandria. 8-10 Home Economists in Central Minnesota participate on program. Rotating schedule. Program length--5-7 minutes, format--interviews with visuals, some demonstrations.
2. Coffee Break--KEYC-TV, Mankato. 5-6 Home Economists in Southern Minnesota. Rotating schedule. 8 minute time slots. Format--interviews or demonstrations.
3. Rural Roundup--KCMT-TV, Alexandria. 6-8 Agriculture agents participate on rotating schedule. 6 minute time slots. Format--interview or narrative with slides or charts.
4. Duluth--Live interview each Monday on noon program. 5-7 minutes.
5. Two reports of Cable TV use.

THE FOLLOWING SUGGESTIONS AND NEEDS WERE RECEIVED FROM COUNTY EXTENSION AGENTS:

- .Radio scripts which agents could use (11).
- .Special programs for Northern Minnesota (1).
- .Help improve relations with radio stations (1).
- .TV News clips for commercial TV stations (3).
- .Agents need to be kept informed of programs being sent to radio stations (8).
- .We need more training (7).
- .Need special programs for urban area (3).
- .Reproduce radio programs on cassette for agent use (2)

THANKS--to all county extension agents who completed and returned surveys. The information will aid us in future radio and television planning.--Sam Swan

(In the next issue of Reaching People Sam Swan will explain how these suggestions are being implemented.)

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Publications and Direct Mail

September 1978

NEW PUBLICATIONS

GENERAL PUBLIC--Energy and Environment (p. 14)*

Interested in Solar? Extension Folder 383. Roger Peterson. Who should consider heating their house with solar energy? This publication poses some questions and suggests some answers. 6 pages. Available.

A List of Terms in Residential Energy (Including Solar). Extension Folder 384. Roger Peterson. A glossary of terms on the subject of residential energy, including solar energy. 8 pages. Available.

Residential Energy Information Source List. Extension Folder 385. Roger Peterson. A list of question areas with useful references for information and services. 4 pages. Available.

First Things First. Extension Folder 386. Roger Peterson. Information on how to weatherize your house. Roger Peterson. 6 pages. Available.

Minnesota Energy Prices. Extension Folder 387. Roger Peterson. Prices of energy in Minnesota for 1977. Can be used to compare energy-saving improvements or deciding if a different energy source is advantageous. 4 pages. Available.

Hot Water and Your Home Energy Budget. Extension Folder 388. Roger Peterson. A step-by-step worksheet to determine your energy usage and your annual cost for hot water heating. 8 pages. Available.

Understanding Heat Loss and Energy Conservation Codes. Extension Folder 389. Roger Peterson. Because heat loss from houses is a major use of energy in Minnesota, the state has established some minimum standard for new house construction. The codes are also useful to plan improvements to older houses. 16 pages, plus two worksheets for planning energy improvements. Available.

Air Conditioner Efficiency. Extension Folder 394. Roger Peterson. Tips on how to save air conditioner electricity and other facts about air conditioning. 4 pages. Available.

GENERAL PUBLIC--Foods, Nutrition, Health--Food Preparation (p. 16)*

Measuring Ingredients. HS 63.⁺ Mary E. Darling. Simplified directions for measuring ingredients; well illustrated. Planned for the beginning cook. 4 pages. Available.

*Indicates placement in publications list.

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

AGRICULTURE AND OTHER BUSINESSES--Farm and Business Management (p. 35)*

The Role of Cooperatives in the American Economy. Extension Folder 419. Reynold Dahl. Examines the kinds of businesses in the American economy and explains the role of cooperatives within this framework. Gives examples of various cooperatives. 4 pages. Available.

NEW PUBLICATIONS (Experiment Station)

AGRICULTURAL EXPERIMENT STATION PROGRAMS--Public Policy and Resource Management (p. 47)*

Bibliography of Agricultural and Food Law. Station Bulletin 523 (NC-117 Special Report 1). Winston W. Grant and Dale C. Dahl. A bibliography of publications dealing with the status and economic impact of selected areas of the law as it relates to the organization, control, and performance of the U.S. food system. 145 pages. Available.

Building a Nonmetropolitan Input-Output Model: Minnesota's Region Six East. Technical Bulletin 313. Robert Hoppe. A comprehensive study focusing on the impact of changes in regional economic activity for Minnesota Development Region Six East (Kandiyohi, McLeod, Meeker, and Renville counties). 68 pages. Available.

REVISED PUBLICATIONS

GENERAL PUBLIC--Housing--Construction and Maintenance (p. 24)*

Evaluating Wiring in Older Minnesota Homes. Extension Folder 300. William Angell. Explains the basics of electrical wiring, electrical standards, adequacy of wiring capacity, types and methods, and a wiring considerations checklist. 8 pages. Available.

GENERAL PUBLIC--Family Life--Children, Child Care (p. 15)*

Setting the Stage for Discipline. Family Development Fact Sheet No. 6. Ronald Pitzer. Informally discusses the difference between discipline and punishment. Gives positive suggestions for setting the stage for discipline. 2 pages. Available.

GENERAL PUBLIC--Communication and Education--Visual Education (p. 14)*

Selecting a Camera. Information Service Series 19. Donald L. Breneman. Gives information on selecting a camera and explains the different kinds of cameras and advantages and disadvantages of each. 2 pages. Available.

GENERAL PUBLIC--Housing--Household Pests (p. 25)*

Boxelder Bugs. Entomology Fact Sheet 10. L. K. Cutkomp. Explores the life and habits of this bug and explains control measures, including sprays and tree destruction. 2 pages. Available.

GENERAL PUBLIC--Foods, Nutrition, Health--Food Preparation (p. 16)*

Home Processing of Poultry. Extension Folder 411 (formerly Extension Bulletin 385). Melvin L. Hamre. Covers selecting, killing, dressing, eviscerating, chilling and packing, splitting broilers or fryers. Six additional photos. 8 pages. Available.

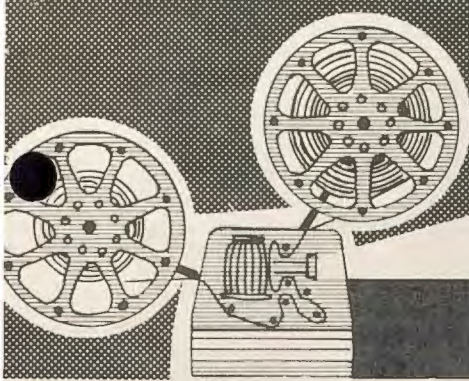
AGRICULTURE AND OTHER BUSINESSES--Farm Animals--Beef (p. 31)*

Minnesota Central Bull Testing Program. Animal Science Fact Sheet 21. C. J. Christians and Herman Vossen. Explains the purpose of this program, eligibility procedure, care of animals, costs of testing, test bull sale, and application blank. 2 pages. Available. (ESS=eliminate shelf stock)

PLEASE MAKE THE FOLLOWING CHANGES AND ADDITIONS TO PUBLICATIONS LISTS YOU HAVE:

- p. 24 (6 inches down page) Town and Country Sewage Treatment B304 (68 p.)
p. 34 add as second entry under Sheep and Goats--Caring for Dairy Goats F319 (4 p.)

* Indicates placement in publications list.



visual aids TIP SHEET

Minnesota Agricultural Extension Service

INSERT IN AUDIOVISUAL TEACHING MATERIALS CATALOG FOR FUTURE REFERENCE

September 1978

Artwork-----	(612) 373-0712
Emergency Bookings-----	(612) 373-1252
Equipment-----	(612) 373-1254
Purchase Information	
About Visuals-----	(612) 373-1252

New Film Added to the Agricultural Extension Library

#3114 The Homer Formby Show
 Covers refinishing furniture, paint removal, cleaning furniture, staining woods, and care of wood in the home. Gives hints on removing chewing gum, candle wax, white rings, and scratches on furniture. Shows use of Formby's products.

47 min., color, Formby's Refinishing Products, Inc., not TV. 1978.
 (\$10.00 rental)

New Slide Sets Added to Library

#135 Fight the Fire--If You Can
 Tells how and when it is appropriate to fight fires in the home. Explains the principles of fire and what steps are necessary to extinguish common home fires. Also explains the use of most common fire extinguishers kept for home fire protection. For adolescent audience.

52 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 3:30), Robert A. Aherin, extension safety program specialist, Thomas A. Powell, extension specialist, 4-H Youth Development, and John Rukavina, F.I.R.E. Center, University of Minnesota. 1978. (\$3.00 rental)

#136 Get Out--Now!
 Gives information on the dangers of household fires and smoke detectors. Discusses ideas on how to organize a family to plan and practice "Operation Edith," an exit drill from the home. Designed to support the 4-H Home Fires Safety project, the intended audience is 9 to 14-year-olds.

43 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 7:00), Robert A. Aherin, extension safety program specialist, Thomas A. Powell, extension specialist, 4-H Youth Development, and John Rukavina, F.I.R.E. Center, University of Minnesota. 1978. (\$3.00 rental)

#217 A Look Into the Home Furnishings Industry

Consists of three parts. Part I, "Home Furnishings, an Idea Industry," explains what happens behind the scenes in home furnishings. Part II, "Fashions in Home Furnishings...Views and Viewpoints," describes what things influence fashions in decorating. Part III, "Setting Yourself Up in Style, Your Own," tells how to choose your style with considerations given to cost, comfort, and energy.

251 slides, color, 3 cassette tapes (automatic, inaudible 1000 Hz pulses, time 12:00--Part I, 8:30--Part II, and 12:00--Part III), Larimi, Communications Associates, Ltd. 1975. (\$3.00 rental)

#218 Active Citizenship

Useful for promotion of or orientation to Citizenship program opportunities at the National 4-H Center, this slide set reviews the feelings and experiences young people have in Washington, D.C. It covers aspects of American history, heritage and culture including the structure and function of our system of government.

67 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 8:00), National 4-H Council. 1977. (\$3.00 rental)

#222 Ideas for County Fairs - 1977

Presents ideas and programs for county fairs in Minnesota. Slides were taken at ten county fairs in south central, southwest, west central, and northwest Minnesota.

78 slides, color, Wayne H. Hanson, assistant to the Director, University of Minnesota. 1977. (\$3.00 rental)

#249 The Key to the Mysterious Code (Nutrition Labeling)

In response to consumer requests for more specific nutrient information, the Food and Drug Administration established nutrition labeling on food products in 1973. This slide set is adapted from a 4-H Foods Project demonstration given by Debbie Salo, a 4-H'er, at the 1977 McLeod County and Minnesota State Fairs. It identifies and describes the information which must be included on labels, presents nutrient information, and suggests ways viewers can use the information.

52 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 12:00), Muriel S. Brink, extension nutritionist, University of Minnesota and Debbie Salo, member of Stewart Troopers 4-H Club, McLeod County, Stewart, Minnesota. 1978. (\$3.00 rental)

#250

How to Apply Asphalt Shingles

Covers the recommendations of the Asphalt Roofing Manufacturers Association on these topics, primarily as they relate to new construction, although some reroofing pointers are included: deck preparation, drip edges and flashing; nailing, application methods including hip, ridge and valley application procedures; low slope and mansard applications; and materials handling and storage.

72 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 20:00), The Asphalt Roofing Manufacturers Assn. 1977? (\$3.00 rental)

New Video Tape Added to Library

#7069

Home Smoke Detector Technology, A Seminar for the Fire Service

Gives information on how smoke detectors work; power sources...battery and electric; optional features...advantages and disadvantages; which type detector is fast enough to save lives; life safety and the number of smoke detectors; placement of detectors...good and bad; and correct use of smoke and heat detection.

37:00, color, 3/4" cassette, National Fire Prevention Assn. and The Hartford (insurance agency), TV. 1978. (\$7.50 rental)

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

September 1978

THE LATEST ON THE CLIP ART BOOK (see July *Art Tips*) Those who sent checks by August 15 should have received their books, or will shortly. Those who sent checks by September 15 can expect to receive them in a month or so. The low price of \$7.80 is still in effect. Orders are still being accepted. Half the counties have made requests so far. Please let us know reactions to the book.

PRODUCING SLIDE SETS Last month's *Art Tips* explained the equipment needed to make your own title or art slides. This month, lettering for slides will be covered; in October, art for slides.

PROPORTIONS OF SLIDES are 3 x 2, and copy for slides should fit these inch proportions ($1\frac{1}{2}$ x 1, 2 x $1\frac{5}{16}$, $2\frac{1}{2}$ x $1\frac{11}{16}$, 3 x 2 , $3\frac{1}{2}$ x $2\frac{5}{16}$, etc.) to make maximum use of the small slide area. For example, a 12-word sentence should be broken into 3 lines of 4 words each. Running it in one line across the width of the slide would make the type smaller when projected and more difficult to see, and waste space above and below the type. (See information at the end of *Art Tips* for ordering a slide proportion guide.)

WORDING on slides should be brief, edited down to key words. Use incomplete sentences. Be sure no more than one idea is presented per slide. Remember that teaching slides should not have to stand alone; the instructor will fill in the details. Although as many as 100 words on a slide could be read, it's unlikely an audience would bother to read that much. Ten to twenty words per slide is optimum and 50 should be maximum. If a slide held up to the light can be read easily, without magnification, people in the back of the audience will probably be able to read it when it's projected.

LOWER CASE LETTERING is easier to read than all-capitals because words are recognized by their shapes as much as by letters. CAPITAL WORDS HAVE THE SAME SHAPES . Lower case words have different shapes .

TYPED SLIDES are the easiest to produce with a minimum of equipment. (The close-up attachment should allow the camera to get close enough for the copy to fill the frame.) Type on white (non-watermarked) paper can be made more attractive by using colored pencil for bullets (large dots) or to underline titles. Type on smooth colored paper gives the slide a colored background, and using different colors for each slide provides variety. Another way to achieve the effect of a colored background is to type on white and cover it with a sheet of colored overhead material when photographing.

(over)

TRANSFER LETTERING or rub-on type is excellent for title slides containing a few words. This is available in a variety of styles, sizes, and sometimes colors. Choose a simple, not ornate, type style. Twenty-four point type is probably the best size to buy because it's large enough to work with easily, combines well with typewriter type, and a large quantity of letters comes on a sheet so it is economical.

The letters are made of a very thin waxy material attached to the back of a clear plastic sheet. To use, position the needed letter on the background paper and rub the front of the sheet gently. The letter will loosen from the sheet and attach to the paper. More detailed instructions come with the lettering or catalogs. Some brands to ask for are Chartpak, Zipatone, Presstype, or Lettraset.

Transfer lettering opens all kinds of possibilities: black lettering on white or colored paper, white lettering on black or dark colored paper, or colored lettering on any background. The effect of colored letters on a black background is obtained by using white letters on black paper and placing a piece of colored overhead material over them. Lettering rubbed onto a sheet of clear overhead material can be placed over a textured background or an uncluttered part of a photo (such as a cloudless sky). Be sure the type is readable and the background visible.

The disadvantage of transfer lettering is that it can only be used once.

CUT-OUT OR 3-D LETTERS are reusable, made of paper, cardboard, or plastic, and available in white, black, and sometimes colors. Often a set contains only capitals, so look for one that includes lower case. Letter size usually varies from 3/4 inch to 6 inches. Some have an adhesive back for permanent application.

HANDLETTERING can be done on colored poster board using felt markers, lettering pens or brushes. Practice will be needed to produce letters of high enough quality for slides. Books are available describing how to letter in different styles with different pens and markers. Choose a simple, plain gothic style for ease in lettering and reading. Calligraphy or ornate styles are usually unsuitable for slides.

SCRIBER SETS, often called Leroy, are a mechanical but easy method of lettering often used by architects and people who do drafting. From a single template letter height, line width, letter width and slant can be changed.

FOR MORE INFORMATION on any of these materials, write Karen Lilley, Extension Art Service, University of Minnesota, 440 Coffey Hall, 1420 Eckles, St. Paul, MN 55108. Ask for a free copy of:

- a list of inexpensive art supplies helpful for making teaching visuals and how to purchase them
- a lettering guide for lettering with felt markers
- a tracing alphabet in three sizes for lettering slides and overheads
- a slide proportion guide to place under slide type or art to check correctness of proportions.

The information given in this publication is for educational purposes only. Reference to commercial products or trade names is made with the understanding that no discrimination is intended and no endorsement implied.