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# Reaching People

Department of  
Information and Agricultural  
Journalism

press  
publications  
radio  
television  
visual aids

Agricultural Extension Service

University of Minnesota



May 23, 1979

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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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P R E S S T H A T H O T B U T T O N--That's the advice Candy Medd, Northwestern Bell Company marketer, gave participants in the recent professional development course on public relations. By the "hot button" marketers mean the appeal or promised benefit that affects people, gets them to act. That's the same principle that Extension has long used. We appeal to people on the basis of their needs.

She pointed out that in marketing as in public relations we should:

1. Set measurable, realistic goals. For example, NW Bell may set a 6 percent sales return from a specific campaign or the YWCA a 3 percent increase in enrollment in a specific course as result of a direct mail effort.
2. Define an audience that will fit your competencies or program and then appeal to that audience. Notice the difference. She suggests it is often wise to segment our audience so as to use our strengths rather than try to develop widely different programs in the hope of meeting a whole group of different needs.
3. Establish a common denominator with your audience.
4. Sell benefits (how you satisfy needs) not features of your program. For example, you sell how your program helps farm income not the fact that you are presenting the latest information on farm management systems.
5. Where possible adopt a theme. She pointed out that we may be critical of hearing the same thing over and over again. However, marketers have found that when the public is bored, tired of a theme, then it is sinking in...And in this connection she pointed to the credibility the 4-H symbol has as a public relations tool.
6. Use the multi-media approach when feasible. This gives greater exposure, visibility.
7. Maintain personal relationships with media and other supporters. Don't depend on the indirect.
8. Strike when the iron is hot or close the sale right here and now. If a young person is ready to join 4-H, have that person join now. Don't wait 3 weeks or a month until signup time during National 4-H Week...

--Harold B. Swanson

THOUGHTS ON AGING--The market for educational programs for those 55 and older may be more important than we realize. That statement doesn't come from those of us in the age group, but rather from an advertising agency interested in selling products. The Grey Advertising Agency has several things to say about this important matter.

The agency says many myths surrounding the elderly persist. So do dilettantish and patronizing attempts to market them. The agency reports that one out of five people in the U.S. is 55 or older. And the number in the over 65 category is greater than the entire black population of the U.S. or the entire population of Canada. Because so many older people live alone, those 55 and over constitute almost four of every 10 households.

Grey Advertising then discusses some of the myths about the elderly.

Myth #1: Most old people are poor people. It's true that income does tend to drop off as people get older. Depending on whose figures you believe, the percentage of older people living at the poverty level is anywhere from 9 percent (Department of Commerce) to 40 percent (lobbyist for elderly).

The 55 and older group and their households earn almost one third of total national earnings. What's more, their money is more available for discretionary spending than younger people's. This amounts to \$3 of each \$10 of income compared with \$1.50 per \$10 for those age 35 and younger.

Myth #2: If older people have money, they don't spend it. Not true. Older people probably are spending more per capita than younger groups.

Myth #3: Everyone wants to stay young: ergo, old people relate to young marketing. Attempts to attract the older audience with current advertising written by young men and women have been largely unsuccessful.

Myth #4: Old people's buying habits are ingrained and here to stay. Again not true, but we need to know more about this group. Grey says, "Their purposes are elusive; their needs, an enigma."

Of course, there is some truth to the myth that after 39 (my age), of course, people don't like to pinpoint their age. Words like "oldster," "senior citizen," and "elderly" are not acceptable labels. A major food manufacturer learned this the hard way when it tried to market a dietetic product called "senior foods" to the older generation and found that no one wanted to be seen eating the stuff.

And another point Grey makes is that households headed by persons over 55 buy over 35 percent of the lawn and garden products and 25 percent of the bath products and cosmetics.

According to a Harris poll in 1974, 96 percent of the people over 65 watch television, 87 percent read newspapers, 67 percent read magazines, and 57 percent read books.

And what does this mean to Extension? To me it means that this is a market for our educational programs we can't neglect.--Harold B. Swanson

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# Publications and Direct Mail

NEW PUBLICATIONS

May 1979

REMINDER: Due to curtailment of printing funds there is no longer automatic distribution of publications to State Extension Specialists. Please order any publications you personally want from this green sheet. This format can serve as an order blank. Publications desired can be picked up from the Bulletin Room, 3 Coffey Hall or request mailing.

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Name \_\_\_\_\_ Mailing address \_\_\_\_\_

FOR THE GENERAL PUBLIC (Publications list categories)

Textiles and Clothing (p. 26)

Care: Quick 'N Easy Stain Removal. Extension Bulletin 423. Sherri Johnson. Contains well-illustrated copy dealing with reading hang tags and care labels, fabric care problems and stain removal procedures. 24 pages. 30¢. Available.

FOR AGRICULTURE AND OTHER BUSINESSES

Energy and Environment (p. 30)

Production and Use of Fuel Ethanol from Corn or Wheat. Extension Folder 490. D.P. Thimsen, M.S. Litterman, V.R. Eidman and H. Jensen. A summary of the results of a study on the feasibility of blending grain alcohol (ethanol) with diesel oil and gasoline and using the blends as a motor fuel. 8 pages. 15¢. Available.

Minnesota and Western Coal: Requirements, Costs, and Implications. Extension Folder 451. Jerry E. Fruin and Thomas F. Stinson. Explores western (Montana, North Dakota, Wyoming) coal as a potential energy source in Minnesota. 12 pages. 20¢. Available.

Dairy (p. 32)

Federal Milk Marketing Orders. Agricultural Economics Fact Sheet 16. B.M. Buxton, M.K. Christiansen, and J.W. Hammond. Details major provisions of the orders, purposes and impact. 2 pages. 5¢. Available.

Forestry (p. 36)

Chemical Weed Control in Shelterbelts and Forest Plantations. Forestry Fact Sheet 13. Marvin E. Smith. Tells what herbicides may be used successfully to eliminate competition from broad-leaved weeds and grasses and when and how to apply them. 2 pages. 5¢. Available.

Soils (p. 38)

Estimating the Effects of Crop Residue Mulches on Soil Erosion by Water. Extension Folder 477. Clifton F. Halsey and James W. Bauder. Describes the effectiveness of crop residue and how to determine the amount of residue on the field. 4 pages. 10¢. Available.

Cropland Application of Filter Cake Sewage Sludge. Extension Folder 495. C.A. Simkins, L.D. Hanson and T.L. Wagar. Discusses the benefits of applying filter cake sludge from the Twin Cities Metropolitan Wastewater Treatment Plant, its nutrient content, soil requirements, crops on which it can be used and application rates. 6 pages. 10¢. Available late May.

Tillage and Wheel Traffic Affect Soil Compaction. Soils Fact Sheet 32. J.W. Bauder, G.R. Blake, W.W. Nelson and W.B. Voorhees. Describes the significance of soil compaction and tells how it affects crop yields. 2 pages. 5¢. Available.

REVISED PUBLICATIONS

FOR THE GENERAL PUBLIC

May 1979

Textiles and Clothing (p. 26)

Alteration: Pattern Alteration. Extension Bulletin 424. Lois Goering. A comprehensive discussion of kinds of patterns and how to alter a pattern. Contains 145 photos, many illustrations, and charts. 56 pages. \$1. Available.

Fit Sew Well Pants. Extension Bulletin 382. Lois Goering. New material has been added, as well as new illustrations and charts. Tells how to alter pants, taking into account many figure problems. 16 pages. 30¢. Available.

Nutrition and Health (p. 19)

LEAN (Learning about Eating, Activity and Nutrition) User's Guide. Extension Folder 452. Muriel Brink. Contains Extension Folders: 452A - Background Information, 10¢; 452B - Input Sheet Directions, 5¢; 452C - Input Sheet, 5¢; 452D - Dictionary of Food Items, 10¢; 452E - Activity Dictionary, 10¢. These folders can be ordered separately. Directions for using an interactive computer program designed to help individuals understand energy balance, that is, the relationship between one's food consumption and energy expenditure and one's resulting weight. Total, 24 pages. Complete packet, 30¢. Available.

FOR AGRICULTURE AND OTHER BUSINESSES

Crops--Disease Control and Pest Management (p. 42)

Armyworms. Entomology Fact Sheet 12. John Lofgren and David M. Noetzel. Discusses the life cycle of armyworms and tells how to control them. Discusses use of appropriate insecticides. 2 pages. 5¢. Available.

Preventing Stored Grain Insect Infestation. Entomology Fact Sheet 9. Phillip K. Harein. Discusses the conditions that encourage stored-grain insects and gives specific suggestions on how to prevent them, including the use of grain protectants and surface grain treatments. 2 pages. 5¢. Available.

REPRINTS

Chemical Application Record. Agricultural Chemicals Fact Sheet 2.

Chemicals for Weed Control in Corn. Agricultural Chemicals Fact Sheet 6.

Metric Measure for Home Recipes. Food Science and Nutrition Fact Sheet 28.

A Guide to Planning Your Daily Food Needs. Food Science and Nutrition Fact Sheet 31.

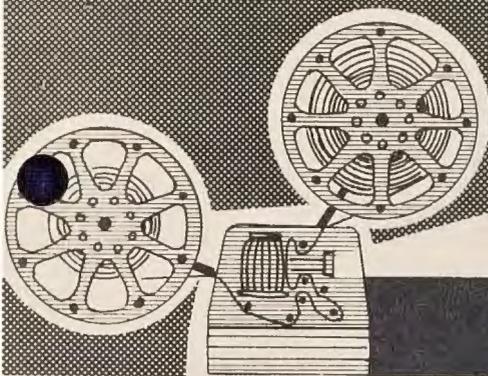
Ten Steps to More Effective Writing. Information Service Series 22.

More Effective Posters. Information Service Series 32.

Some Important Insect Larvae Affecting Corn. Extension Folder 259.

Dutch Elm Diseases. Extension Bulletin 415.

Insecticide Suggestions to Control Insect Pests in Field Crops 1979. Extension Bulletin 388.



# visual aids TIP SHEET

## Minnesota Agricultural Extension Service

INSERT IN AUDIOVISUAL TEACHING MATERIALS CATALOG FOR FUTURE REFERENCE

May 1979

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

### New Film Added to Agricultural Extension Library

#### #3264      Agricultural Tractor Safety

Explains that agricultural tractor accidents are the leading cause of death for farm and ranch workers and that most of these accidents can be prevented. Shows mannequins being crushed in accidents to make a strong case for rollover protective structures, seat belts, shields for U-joints and power-takeoff shafts, and excluding extra riders. Demonstrates safety procedures with four-wheel drive and articulated steering. Includes such safety topics as hitching, going up and down hill, turning with loads, getting out of mud, hand signals, SMV emblems, and the need for training. Excellent for use with the 14 to 15-year-old certification program and 4-H tractor project. Also, ideal for adult farm groups.

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22 min., color, Purdue University, TV. 1976. (\$7.50 rental)

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### New Slide Sets Added to Library

#### #226      Creating Personal Space (The Butterick Interior Design Series, Program IV)

Part I, "Putting it all Together," shows how a home environment can and should be a reflection of an individual's personality and lifestyle. Stresses the blending of good design, compatible furnishings, and self-knowledge. Part II, "Putting it all Together on a Budget," discusses the process of combining good design and your own imagination while working within the limitations of a budget. Includes alternative furnishing sources, furnishing priorities, and the importance of long-range planning when decorating your home.

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145 slides, color, 2 cassette tapes (both audible tones and automatic 1000 Hz pulses, time 8:00--Part I and 8:00--Part II), Butterick Publishing. 1977. (\$3.00 rental)

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#229

A Living Environment (The Butterick Interior Design Series,  
Program I)

Part I, "What Makes a Home?," develops a basic concept of "home" by looking at homes typical of different climates and cultures. Presents a broad definition of home as a shelter. Expresses the unique ways a home can reflect an individual family's personality and meet the needs of a particular lifestyle. Part II, "Organizing Space," draws attention to living space as a resource to be defined and organized. Examines factors such as the activities a home must accommodate and the personal feelings about space requirements. Presents guidelines to arranging living spaces by identifying space zones and traffic patterns; using furniture arrangements to define activity areas; and by examining floor plans created by professional architects.

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151 slides, color, 2 cassette tapes (both audible tones and automatic 1000 Hz pulses, time 10:00--Part I and 8:00--Part II), Butterick Publishing. 1977. (\$3.00 rental)

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#230

Working With Space (The Butterick Interior Design Series, Program II)

Part I, "Learning to Look," introduces the elements and principles of design and explains their application to home furnishings and furniture arrangement. The audience will begin to see how balance, rhythm, proportion, and scale are used in the organization of space and form. Part II, "Furniture...a Lesson in Form, Space and Line," presents an introduction to furniture identification, classification, historical development, and style. Discusses guidelines for arranging furniture to accommodate the purpose of a room, traffic patterns, architectural features, and environmental features.

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153 slides, color, 2 cassette tapes (both audible tones and automatic 1000 Hz pulses, time 12:00--Part I and 10:00--Part II), Butterick Publishing. 1977. (\$3.00 rental)

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#232

Fire, Fabrics and You

Gives information on the development of flammability legislation. Will increase knowledge and understanding of the intent, scope and significance of fabric flammability testing procedures. Will develop an awareness of fabric flammability testing procedures and of recommended emergency procedures if clothing catches fire. For adolescent or adult audience.

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55 slides, color, cassette tape (both audible tones and automatic 1000 Hz pulses, time 6:00), J.C. Penney Company, Inc. 1975. (\$3.00 rental)

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#236

Your Space and Mine

Illustrates how your physical and psychological environment influences your personal satisfaction with that environment.

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65 slides, color, cassette tape (both audible tones and automatic 1000 Hz pulses, time 16:00), J.C. Penney Company, Inc. 1975. (\$3.00 rental)

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#237

Careers in Housing: The Interior

Part I, "The Interior Environment and Design," describes the many kinds of interior designers and their job responsibilities. Part II, "Merchandising and Manufacturing," covers the career possibilities involved in producing any product such as a piece of furniture. Part III, "Service and Communication," explains service and communication jobs related to interior design. Part IV, "Getting From Here to There," discusses how to match yourself with the right career.

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282 slides, color, 4 cassette tapes (both audible tones and automatic 1000 Hz pulses, time 12:00--Part I, 10:00--Part II, 12:00--Part III and 10:00--Part IV), Butterick Publishing. 1974. (\$3.75 rental)

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#241

Working With Backgrounds (The Butterick Interior Design Series, Program III)

Part I, "Color, Light and Texture," discusses the importance of light as an element of design. Covers different kinds of lighting--general, task and decorative. Explains how light works with color and texture to enhance an environment. Part II, "Floors, Walls and Windows," describes floor, wall and window treatments to create a "landscape" to live in.

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160 slides, color, 2 cassette tapes (both audible tones and automatic 1000 Hz pulses, time 10:00--Part I and 8:00--Part II), Butterick Publishing. 1977. (\$3.00 rental)

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#288

Better Pictures by Existing Light

Opens the door to an exciting world of pictures taken in existing light. Explains how to take existing light photographs with simple inexpensive cameras as well as advanced 35 mm cameras. Covers exposure techniques, film and camera selection and operation, plus hints for unusual nighttime photographs.

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80 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 22:30), Eastman Kodak Co. 1978. (\$3.00 rental)

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#293 The Normal Animal (4-H Veterinary Science, Unit I)

This 8-part slide set supports the eight lessons of Unit I of the 4-H Veterinary Science member's manual. Suitable for independent study or project meetings, each part can be used as an individual lesson. Lesson topics are: Attitude and Behavior; The Skin, Membranes and Intestinal Discharges; Body Temperature, Pulse and Respiration Rate; Maintaining Animal Health; Cleaning and Disinfection; The Cells of the Animal Body; The Tissues of the Animal Body; and The Organs and Systems of the Animal Body.

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318 slides, color, National 4-H Service Committee. 1975.  
(\$3.75 rental)

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#294 Animal Disease (4-H Veterinary Science, Unit II)

This 9-part slide set supports the nine lessons of Unit II of the 4-H Veterinary Science member's manual. Suitable for independent study or project meetings, each part can be used as an individual lesson. Lesson topics are: Introduction to Disease; Bacteria and Disease; Viruses and Disease; External Parasites; Internal Parasites; Nutrition and Disease; Poisons and Disease; Stress and Disease; and Heredity and Disease.

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508 slides, color, National 4-H Service Committee. 1975.  
(\$3.75 rental)

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#295 Immunology, Zoonoses and Public Health (4-H Veterinary Science, Unit III)

This 9-part slide set supports the nine lessons of Unit III of the 4-H Veterinary Science member's manual. Suitable for independent study or project meetings, each part can be used as an individual lesson. Lesson topics are: Introduction to Immunology; Mechanism of Invasion by Pathogens; Development of Immunity; Immunization of Animals; The Allergin Theory; Introduction to Zoonoses; Environmental Health; Public Health; and Consumer Protection.

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418 slides, color, National 4-H Service Committee. 1975.  
(\$3.75 rental)

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#301 Fairs---How Others Do It

Gives ideas on how to get people involved in county fairs. Shows new types of building and equipment and suggests ideas for displays and promotion. The slides were taken at 1978 county fairs in northeast, northwest, central and southwest Minnesota.

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74 slides, color, Wayne H. Hanson, assistant to the Director, Agricultural Extension, University of Minnesota. 1979. (\$3.00 rental)

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#302

Ribbons, Medals and Smiles

Incentives are things that prompt people to act in a certain way. This slide set explains several incentives used in the 4-H program and asks the question, "What works?" Designed to be used with the lesson "What are Incentives?" introduced at the 4-H staff development series on Competition, Motivation, and Recognition. Contact Juanita J. Reed, extension specialist, 4-H Youth Development, for complete teaching materials.

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11 slides, color, National 4-H Council. 1978(?).  
(\$3.00 rental)

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#305

So---You're Buying a Sewing Machine

A sewing machine is a major purchase which most people expect to last for many years. This slide set points out features to look for when selecting a sewing machine. Emphasizes an analysis of individual needs before shopping. Includes suggestions for testing machines when shopping. Sewing machines courtesy of Round Bobbin Sewing Center, Falcon Heights, and Singer at Rosedale, Roseville. Extension Folder 381, SO---YOU'RE BUYING A SEWING MACHINE, is recommended for use with this slide set. Order from your local county agent or the Bulletin Room, Coffey Hall, 1420 Eckles Ave., University of Minnesota, St. Paul, MN 55108.

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67 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 15:00), Lois A. Goering, extension specialist, textiles and clothing, University of Minnesota. 1979. (\$3.00 rental)

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Slide Set Revised

#704

Demonstration Tips

Script and cassette tape added to set.

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32 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 9:00), North Dakota State University. 1969, revised 1979. (\$3.00 rental)

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WHY IT NEVER PAYS TO LEAP AT THOSE OH-SO-CHEAP PRICES

You've seen the ads in the newspapers--audio cassettes for less than a dollar that offer "lifetime guarantee," "prime quality," "ultra-high output," and "low-noise."

If these "cheapie" cassettes are so great, how come the same ads offer higher-price cassettes? Obviously, there has to be a difference.

"Cheapie" cassettes mean both mechanical problems and problems with electronic response. While they seem to be saving you a few pennies at the beginning, they'll drive you half-crazy and cost you more, not less, in the end.

When you look at how tape is made, you see what some of the problems can be.

The top tape manufacturers like 3M and BASF have invested millions of dollars in research to perfect exotic tape-coating and tape-splitting equipment. Sheets of polyethylene, coated with an adhesive that binds the magnetic oxide to it, are slit by knowing knives that never vary in their cutting precision. The tape never varies in width.

"Cheapie" manufacturers don't have the proper equipment, and they don't maintain the equipment they do have. Consequently, tape is seldom slit uniformly. Width varies all over the lot. This means the tape gets hung up the first time you try to use it. It won't move past the cassette posts. It won't track. Not always, but far too often, it's worthless to you.

That's not all. Cheap tape is also famous for inferior coating that causes variations in output level and unstable frequency response. Often, the oxide flakes off because it hasn't been properly adhered to the backing. If this happens, nothing gets recorded. Do you really want these problems?

The other ingredient of a cassette (which, if you never knew, means "little case") is the plastic shell. Here again, the ingenious mind of man has figured out how to make something too cheap--by using cheap labor and cheap materials.

The result is third-rate cassette shells that usually have no moving parts--no metal spring to keep tension against the head. All they have is two posts, and this is where the tape often gets snagged.

For these reasons, we buy only tape and shells of known quality and performance. We have no choice, since our equipment, like yours, simply can't handle anything else. One other point, even good tape that plays an hour on each side can have problems of eating itself just because it is too thin. Therefore, stick with good quality tape that runs 45 minutes per side or less. -- Neil Anderson

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

LETTERING AND TYPE has been a part of your life ever since you first learned to read. And now, you are not only a consumer of lettering, but a producer. Do you know that by making minor changes in lettering, you can greatly improve its readability? By making your newsletters, flyers, posters, signs, and teaching visuals easier to read, messages are more likely to be understood.

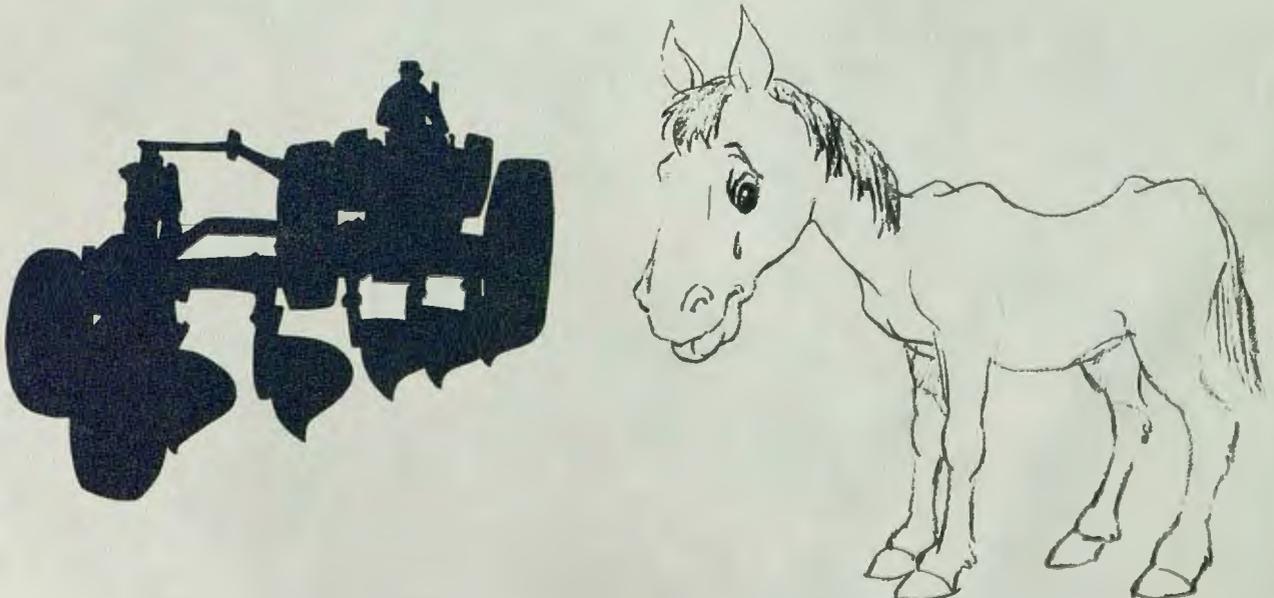
PROPER LETTERING SIZE, for example, can mean the difference between posters or signs being seen or overlooked. Estimate the distance from which people will most likely view your posters, and for every 25-30 feet, make your lettering 1-inch high. So for a sign in a grocery store window to be viewed from 50 feet across the parking lot, lettering should be at least 2-inches tall. If it is to be posted in a hallway that's only 10 feet wide, the smallest lettering need only be ½-inch tall.

For paragraphs of printed material (this means the reading text) lettering should be no smaller than newspaper type and no larger than a pica typewriter type. Quantities of larger type are uncomfortable to read at normal reading distances, and smaller type is hard to see. Headlines should be brief and proportional to the text type.

LETTERING IN ALL CAPITALS is harder to read than lower case, or small letters, which are a variety of sizes. Letters like a, c, or e are smallest; b, d, or f (with ascenders) that go above the line are taller; and g, j, and y have tails (descenders) that go below the line. These give words unique shapes that aid word recognition, since we read by word shapes as much as by individual letters. Lower case words have more distinct shapes than words that are all capitals. Letters all the same shape (SQUARE) aren't as readable as those that maintain their natural round (O, c, d), triangular (A, w, x), or rectangular (E, H, L) shapes.

Often all capitals (caps) are used when it's better to use lower case in a larger size to emphasize. If you must use all caps, use them in just a few words rather than a whole block of copy. Also, be careful not to mix capitals and lower case when hand lettering. SUCH LETTERING IS HARDER TO READ.

-over-



THE AMOUNT OF SPACE between lines can also affect readability. Too much space breaks up continuity and too little impedes the eye following a line to the end. Typed material should be single spaced. Hand lettered material should have a space about half the height of the capital between lines (a 3-inch-tall capital letter should have 1½-inches between it and the next line). Most important, the tails or descenders of some lower case letters (g, j, p, q, and y) should not bump into the capitals or tall letters on the line below.

SPACE BETWEEN LETTERS AND WORDS isn't a problem on a typewriter which spaces automatically. But hand lettering or transfer type can appear unevenly spaced, especially if you measure exactly between each letter, because letters are so many shapes. The most even and readable letter spacing is close but not touching. Go by what looks right, not what measures right. Word spacing is easier. Leave the amount of space needed to insert a lower case "i" between words: **Set i words i close.**

LINES OF TYPE THAT ARE TOO SHORT slow reading speed, and too long lines make it difficult to find the beginning of the next line. Avoid copy with lines of less than 25 characters (letters and punctuation and spaces) or more than 80. Ten to twelve words per line, or about 65 characters, is the optimum line length.

FANCY OR UNUSUAL LETTERING is always a temptation. It may attract attention, but it may also be difficult to read. Test a lettering style by asking someone who's never seen it to read a few words quickly and/or from a distance. If they stumble, or find it more difficult than a plainer style, don't use it. You'd be better off attracting attention with art or color and being sure the lettering is easily read. If you do choose a fancy style, use it sparingly--three or four words in the headline, for example, with the rest in a simpler lettering.

Don't use more than two or three styles on any one piece. It's better to achieve variety and emphasis by size, boldness, italic, or color. Just remember that if everything is emphasized, nothing is emphasized.

COLORED LETTERING can attract or detract, depending on use. Never alternate colors from one letter or word to the next; keep the whole block of copy or heading the same color. Choose colors with much contrast to the background. Black, dark blue or red, for example, are easily seen on a white or yellow background, but not yellow or turquoise lettering. Avoid colors that seem to clash or vibrate when next to each other, like red on a green background or blue on orange. They may attract attention, but they also create optical illusions that make reading difficult.

THESE ARE ONLY GUIDELINES to help you make judgments about lettering, not rules to follow blindly. Your ultimate goal should be to produce lettering that is read effortlessly and draws attention to the message rather than to itself.