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# Reaching People

Department of  
Information and Agricultural  
Journalism

press  
publications  
radio  
television  
visual aids

Agricultural Extension Service

University of Minnesota

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JUN 28 1979  
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Associate County Extension Agent  
Other  
Secretary for Filing  
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June 26, 1979

REACHING PEOPLE CHANGING FORMAT--Look for a new format beginning with the July issue of this Reaching People newsletter. Plans are for 8 pages four times a year (July, October, January, April) instead of a smaller newsletter each month.

Newsletter Purpose. We plan to keep you informed on new communication techniques plus give you additional ideas and information to help with your daily extension assignments and your newsletters. These will come from every section of the Department of Information and Agricultural Journalism: news, radio/TV, AV Notes, teaching and research (Communication Scene), and publications. There will be a word power column on usage.

Our Audience. The 92 county offices are our primary audience for Reaching People. It will go to on-campus specialists, too. Let us know if what we are providing is on target and/or what we can do to make it more so. If you have communication questions which we could answer in a newsletter, send them. We welcome any suggestions for topics you'd like to see covered.

July Topics. The July issue of Reaching People is not as involved as you will be with 4-H and the Fair, but it will contain some thoughts on both. There will also be results of a telephone survey on how county offices are using the publications list.

Tip Sheets. Because Reaching People's new format will no longer contain the usual lists of new audio-visual materials and new publications (to keep your notebook lists current), and clip art, these will come to you separately (beginning in August). These (we refer to them as tip sheets) will be in the weekly news packet--the one mailed from the department to you the first Monday of each month. Look for them on colored paper with the following designations: Publications Update, AV Update, and Clip Art.

Mailing: The mailing procedure is going to change a bit, too. Formerly just one copy of Reaching People went to each county office to be circulated. Now we are going to mail individuals copies according to current name lists available from the Director's office. (lists are up-to-date within 2 weeks). A single copy will still come addressed to the county office for secretaries to read, file, and retrieve as needed.

Reaching People will be thoroughly evaluated at the end of its first year. We are excited about its possibilities. --Reaching People Committee (Linda Camp, Karen Lilley, Deedee Nagy, Mary Kay O'Hearn, chair; Sam Swan, Harold B. Swanson)

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O V E R T H I R T Y Y E A R S O L D A N D R E B O R N--That's the story of Reaching People which was started just 30 years ago to keep county extension staff informed about developments in communications and exchanging ideas among agents on a regular, monthly basis. It was the first regular tip sheet of its kind in the U.S. and during that time has won over a dozen national awards for service to communications. It never missed an issue, and seldom a deadline.

I wrote the first paragraph introducing Reaching People, and we're arranging this issue so that I'll be writing the last paragraph, too (editor's note: for this newsletter in its present form).

Some of the names and some of the tips passed on 30 years ago may ring bells with you. In fact, some of the tips of that era strangely are still as good today. So let's take a look, first at the names.

Frank Forbes, now retired but at that time Marshall county agent, was one of our most frequent contributors of ideas helpful to other agents.

Glen McCleary, retired district director and then Washington county agent, was given a pat on the back for the good job in the Stillwater Post-Messenger for features on a dairy-egg quality show.

Ed Slettom, now manager, Minnesota Association of Cooperatives but then Rice county agent, was cited for his excellent bulletin rack display area.

Robert Rupp, now editor of the Farmer Magazine but then an extension information specialist, Gerald McKay, Ray Wolf, and Jo Nelson, all retired, were regular contributors.

Verna Mikesh, retired but then Lac Qui Parle HDA (old name meaning home demonstration agent) had developed a special 10 commandments for 4-H demonstrators.

Duane Wilson, then Sibley county agent and now secretary of the Board of Regents, had his 4-H health examination plan reported in a national magazine.

Jo Nelson introduced Helps for Home Agents.

Wayne Hanson, then Houston county agent, started a regular radio program.

Milt Hoberg, Fillmore county agent, and Director Paul Miller were featured on a special WCCO radio noon day program.

And how about tips then that may be good today?

An editor, Floyd Hockenhuil of Circulation Management gave these tips on direct mail:

1. Letters on colored paper are more effective in bringing action than letters on plain white paper.
2. Personalizing mimeo letters will get better results. For example, secretaries might check specific points in letters or might add a bit in large red letters such as "Dear Mrs. Smith."

And on the subject of column writing, Jim Eleazer, long time county agent and information specialist in South Carolina, said this about columns. "Brevity is the first essential. And variety is the next. Brevity gets read. And variety holds readers." He went on to say that he got ideas for his column from reading farm magazines, from visiting farmers, and by taking notes about calls, etc.

To this Bob Rupp added the advice, "Don't put your main news stories in your column."

Ray Wolf suggested back then that questions make stories, radio programs. "Some day write down every question you're asked. Then go over the list and see how many questions could be changed into good news articles, radio programs, etc. Here are some typical questions asked an agent in one day:

'Where can I rent a farm or some land?'

'What kind of fertilizer should I use?'

'What kind of silo is best?'

The list is endless. And every time one person asks a question there are hundreds who may have the same question." Ray said.

--Harold B. Swanson

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.



## Publications and Direct Mail

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 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

The next publications list, called Publications Update, will be mailed in August with the first Monday of the month weekly news packet (see the first page of this newsletter for complete details).

NEW PUBLICATIONS

June 1979

FOR AGRICULTURE AND OTHER BUSINESSES (Publications list categories)

Crops--Disease and Pest Control (p. 28)

Soybean Cyst Nematode. Plant Pathology Fact Sheet 35. H.G. Johnson and D.H. MacDonald. Discusses field symptoms to look for and describes the nematode and the damage it can do. Tells how SCN spreads to new areas and develops infestations and how to control this pest, first verified as present in Minnesota in 1978. 2 pages. 5¢. Available.

Crops--Forage and Pasture Crops ( p. 29)

Hay Preservation. Extension Folder 489. Craig C. Sheaffer and Neal P. Martin. Examines the management alternatives available to producers for preserving quality hay, with emphasis on the role of hay preservatives. 4 pages. 10¢. Available.

Crops--Grain Crops (p. 29)

Grassed Waterways--Construction and Maintenance. Extension Folder 480. Clifton Halsey and Kathryn Bolin. Describes building this type of drainage way which is protected by grass sod. Ten drawings illustrate how it should look. 4 pages. 10¢. Available.

Tillage Practices in South Central Minnesota. Extension Folder 492. J.W. Bauder, G.W. Randall, J.B. Swan, J.A. True, and C.F. Halsey. Discusses tillage and its influence on crop yields. Recommends practices for corn and soybeans. 4 pages. 10¢. Available.

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Crops--Weed Control (p. 30)

Weed Control in Small Grains and Flax. Extension Folder 493 (takes the place of old Agricultural Chemical Fact Sheets 8 and 10, which can be tossed). Oliver E. Strand. Summarizes herbicide treatments for controlling weeds in small grains and flax. 4 pages. 10¢. Available.

Weed Seedling Identification. Extension Folder 498. Oliver E. Strand and Gerald R. Miller. Describes in detail common grass weeds and broadleaf weeds at the seedling stage, to aid in accurate identification so that the best possible method of weed control can be selected. Detailed drawings also are included. 6 pages. 15¢. Available.

FOR THE GENERAL PUBLIC

Home Grounds--Disease and Pest Control (p. 21)

Leaf Spot Diseases of Deciduous Trees. Extension Folder 488. Asimina Gkinis. Describes leaf spot symptoms, causes, control measures. Includes color photos of leaf spot problems on several trees as well as a detailed chart describing leaf spot symptoms and control techniques for a wide variety of deciduous trees. 6 pages. 15¢. Available.

REVISED PUBLICATIONS

FOR THE GENERAL PUBLIC

Foods, Nutrition, Health (p. 18)

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. 4 pages. 10¢. Available.

FOR AGRICULTURE AND OTHER BUSINESSES

Fruits and Vegetables--Disease and Pest Control (p. 37)

Commercial Fruit Spray Guide. Extension Bulletin 422 (was Special Report 6). Leonard Hertz, Herbert Johnson, and John Lofgren. Provides information needed to control weeds, insects, and diseases for commercial growers. 20 pages. 30¢. Available.

REPRINTED

Minnesota Dairy Ration Balancer. Extension Folder 292.

Tools for Food Cost Comparison. Food Science and Nutrition Fact Sheet 30.

Setting the Stage for Discipline. Family Development Fact Sheet 6.

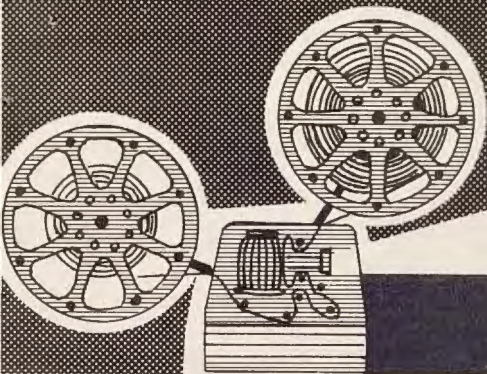
European Corn Borer Control in Field Corn. Entomology Fact Sheet 40.

House Plant Insect Control. Entomology Fact Sheet 47.

Controlling Cutworms in Field Crops. Entomology Fact Sheet 48.

Growing Daylilies. Horticulture Fact Sheet 18 (slight revision).





# visual aids TIP SHEET

## Minnesota Agricultural Extension Service

INSERT IN AUDIOVISUAL TEACHING MATERIALS CATALOG FOR FUTURE REFERENCE

June 1979

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

### IMPORTANT NOTICES

AS OF JULY, THE TIP SHEET WILL HAVE A NEW NAME---AV UPDATE---AND WILL BE MAILED WITH THE FIRST WEEKLY NEWS PACKET OF THE MONTH.

OUR BOOKING MACHINE AND FILES HAVE BEEN MOVED TO ROOM 1, COFFEY HALL. IF YOU ARE ON CAMPUS AND WANT TO BOOK VISUALS, SEE MARILYN OR DARCY IN ROOM 1.

### New Films Added to Agricultural Extension Library

#3265

#### Getting Involved

Promotes the 4-H Citizenship Program. Tells the story of four teens who have won their states' top citizenship awards, and gives the activities in which they were involved. Produced through the cooperation of the Coca-Cola Company, donor of the National 4-H Citizenship Program.

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15 min., color, National 4-H Council, not TV. 1978. (\$6.00 rental)

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#3267

#### Facts for Farming: Crop and Livestock Estimates

Gives a description of the crop and livestock reporting system of the USDA. Tries to deal with some of the criticism that some farmers have had about the program.

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14 min., color, USDA, TV. 1979. (\$6.00 rental)

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#3296

#### Delivery of Medical Services in Rural Areas

Describes ways that medical services are made available to small towns and rural areas. Explains the system of "satellite" clinics linked to clinics in La Crosse, Wisconsin, and La Crescent, Minnesota. Describes the part rural physicians play in this medical network. Gives solutions to problems that have worked well and those that have not.

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28 min., color, University of Wisconsin, not TV. 1979. (\$7.50 rental)

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(over)



New Slide Sets Added to Library

#292

Parenting: Fathers, Mothers and Others

Stresses the need for an environment of warm, dependable, healthy relationships called "parenting" to produce healthy people. Parenting relationships between human beings whatever their age or kinship, determine how a child's needs are met, how he approaches learning, people and opportunities, and his overall emotional stability. These relationships continue to be important throughout life.

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49 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 10:00), J.C. Penney Company, Inc. 1975. (\$3.00 rental)

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#299

The Firebug's Work...And Your Job

Intended to train employees to identify and prevent the causes of deliberate fires. Describes a series of simple but important things to look for which can reduce the possibilities of incendiarism. Employees and fire departments who use this training program can play a more active role in reducing the likelihood of deliberate fire loss in commerce and industry.

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115 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 20:00), Factory Mutual Engineering Corp. 1978. (\$2.50 rental)

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#308

Floriculture: Bringing Nature Closer

Introduces 4-H members to the wonders of the plant world. More than just a lesson on what plants are and how to grow them, the set shows how intricately our everyday lives are linked with those of the plants around us. The set also explores career opportunities connected with the growing and cultivation of plants.

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117 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 10:28), National 4-H Council. 1978? (\$3.00 rental)

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#309

Advanced Vegetable Gardening

Designed for home gardeners with experience in growing their own vegetables, the slide set gives suggestions to make it easier to produce more food from the same space, and with less effort.

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80 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 20:00), National Garden Bureau, Inc. 1979. (\$3.00 rental)

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#310

Midwest Rail Problems & Solutions

Highlights the development of transportation systems in the Midwest from 1860 to 1910, the development of an excellent system of paved roads, and the problems resulting from the overlap of the two systems. Discusses problems of unused rail lines and suggests ways to create optimum use of the rail system.

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86 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 27:00), Chicago & North Western Transportation Co. 1979. (\$3.00 rental)

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(more)

#312

Meat Identification Lessons

The nine lessons in this series are designed to briefly but systematically present all the common red meat cuts. Includes commentary on the significance of each cut and presents tips on identifying them. The lessons are: I - The Seven Basic Cuts, II - Wholesale Cuts of Beef, III - Retail Beef Cuts--Forequarter, IV - Retail Beef Cuts--Hindquarter, V - Wholesale Cuts of Lamb, VI - Retail Lamb Cuts, VII - Wholesale Cuts of Pork, VIII - Retail Pork Cuts, and IX - Variety Cuts--Beef, Pork, Lamb.

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202 slides, color, 9 cassette tapes (both audible tones and automatic 1000 Hz pulses, time 7:00--Lesson I, 6:30--Lesson II, 6:00--Lesson III, 10:00--Lesson IV, 2:30--Lesson V, 5:30--Lesson VI, 5:00--Lesson VII, 7:00--Lesson VIII, and 2:00--Lesson IX), Kansas State University. 1978. (\$3.75 rental)

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New Video Tape

#7076

Dairy Cattle Evaluation Techniques

Describes five classes of dairy cows (Jersey, Holstein, Ayrshire, Guernsey, and Milking Shorthorn) and includes seven sets of oral reasons presented by the University of Minnesota collegiate students. Gives official placings and cuts. Useful as a training program for youth (4-H and FFA) teams. Tape can be stopped after each class of cows to allow for classroom judging before reasons are given. Tape content has more depth than that of #7053, ORAL EVALUATION OF DAIRY CATTLE.

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39:00, color, 3/4" cassette, Michael F. Hutjens, extension dairyman, University of Minnesota and Media Resources, TV. 1979.

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



THIS IS THE LAST ISSUE OF ART TIPS in this format. Watch for similar tips in the AV Notes column of the new quarterly Reaching People. That column will also include photography and other audiovisual tips contributed by all members of the department's AV section. Also watch for the first newspacket of each month which periodically will contain a sheet of clip art like those in the old Art Tips.

AN INDEX of subjects covered in Art Tips since it first started in June 1977 follows this paragraph. Keep it in your Art Tips file. If you find you are missing issues, request copies from Karen Lilley, Extension Art Service, 440 Coffey Hall, 1420 Eckles Ave., St. Paul, MN 55108. Extra copies of recent issues are available, but older issues will have to be Xeroxed.

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