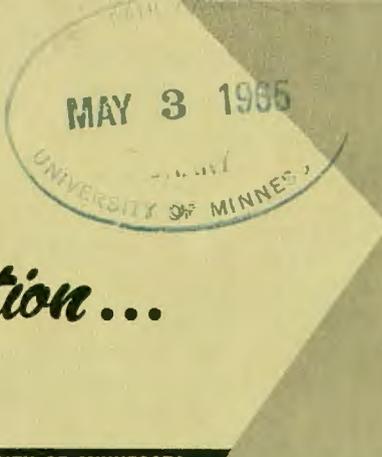


MN2000RPI 4/19/65



press
publications
radio
television
visual aids

3 Reaching People with information...

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

 * Please read, check, and circulate *
 * County Agricultural Agent *
 * County Home Agent *
 * County 4-H Agent *
 * County Ass't. Agent *
 * Secretary for Filing *

4 April 29, 1965

1 TO H. A. 'S AND 4-H AGENTS

Next Series of Tapes

The next series of short home economics radio tapes will be on buying furniture: What to consider before you buy and tips on selecting wood furniture. Rachel Munson will be the specialist interviewed.

If you are not among the counties that have requested these tapes regularly and if you think you would like this particular one --to go out the middle of May--drop me a card.

Tapes on Flood Cleanup

Last week I sent to nine home agents three tapes with a total of 17 transcriptions on flood cleanup--including clothing, furniture, carpets, etc. If you were not among the nine and think you could use these tapes, let me know.

Stories on Flood Cleanup

Two stories were sent to 34 counties April 26 on how to hasten drying of walls and floors in flooded homes. Recommendations came from U foresters. If we missed you, we'll send you copies as soon as we hear from you--if it's not too late.

Self-Training in Radio

Newly hired county extension agents are frequently asked to do radio when they have had neither training nor previous experience. We now have a self-instructional unit--a programmed learning device--called Make Radio Work for You that should prove very valuable. The unit consists of text, answer sheets and 60 minutes of tape-recorded radio program excerpts to supplement the printed materials.

We have six copies of the unit. If you could use some radio training, we'll send you a copy of the unit on a loan basis for a definite period of time. The self-instructional unit, prepared by radio specialists at Pennsylvania State, has proved very successful as a training method. --Jo Nelson

ACROSS THE EDITOR'S DESK

J. Paul Leagans in his bulletin, "The Communications Process in Rural Development," issued by Cornell University has packed some important points into his 20-page review of communications principles. Most of us will say, "why, of course, that's important," but sometimes we forget these basic ideas in our everyday operations.

One simple sentence from Leagan's bulletin says, "The environment created by the communicator influences his effectiveness." Some of the essential ingredients of such an environment include:

*Physical facilities--A poor room for a meeting, a cluttered or inaccessible desk, poor lighting, and interruptions are just a few of the environmental blocks to effective communications.

*An atmosphere of friendliness can improve the flow of communications between two people and erase barriers.

*Respect for others' views--It's easy to show our impatience or our absorption with our own views and block that essential two-way flow with an unconscious rejection or lack of respect for others' views.

*Recognition of others' accomplishments will often smooth the way to better understanding.

*Permissiveness--Here we find a controversial word, perhaps, but the ability to listen, to permit others to express their ideas adds to the effectiveness and two-way flow of information.

*General rapport--This is that intangible something that Extension workers develop through experience and a real empathy with their audiences.

--Harold B. Swanson



OFF THE PRESS

ILLUSTRATING THE NEWS

The camera is as essential to present-day reporting as the typewriter. Pictures sometimes tell the story better than words. In many cases they add meaning to words. They save words, space, and time for the journalist. Pictures are rarely used by a news medium however, unless accompanied by words. So the job of illustrating the news becomes one of coordinating illustrations and words in a manner that will best tell the story.

Pictures have two main uses--to tell a part of the story or to attract attention to a story that is told mostly with words. Magazines frequently use pictures largely for the first reason, newspapers for the second reason. Newspapers and television stations are more interested in the most recent happenings.

Pictures help tell a story better because they can show such human emotions as skepticism, incredulity, pain, anger, grief, and happiness--all difficult to describe with words. Pictures can show equipment, devices or steps in less space than it might take to describe them with words. Pictures therefore add depth, accuracy, and credibility, and permit the reader to get the story with less effort.

Like words, however, pictures can be misused in reporting. A picture can be used out of context or to overemphasize a point in the story. Persons may be shown in unflattering poses. Backgrounds or situations may not be typical or authentic and consequently the picture is misleading. Editorializing is as possible with a camera as with a typewriter so that the visual editing of a publication is as important as the editing of the text. The news photographer should keep this point in mind when taking pictures.

You'll find more on news photography in "Agricultural News Writing" by Burnett, Powers, and Ross of the University of Wisconsin. It would be a valuable addition to any library. You can get a copy from Coffey Hall Bookstore, Institute of Agriculture, St. Paul, 55101.



ACROSS THE MIKE

The April-June radio-TV schedule should be in your office. Note the "Landscape Ideas" TV programs carried on the same stations that get "Town and Country" shows.

The landscape series is being put on film so will be available later for your use at garden clubs, 4-H meetings, etc.

Practice Makes Perfect

Once you've written a spot announcement for your radio program read it aloud. Does it sound natural? Did you find yourself gasping for breath?

In conversation, our tone of voice and inflection often indicate differences in emphasis which aren't always apparent in the printed word. So, if you find that you stress with your voice certain words in the sentence, maybe you'd better look at it again. It may be that the listener won't understand your meaning.

Remember, also, to time your spots and write them so that they sound as if you are saying them, not reading them.

Timely Topics for April and May include:

Flood, flood, flood and all the problems that it created, soil preparation, fertilizer, Arbor Day, lawns and landscaping, National 4-H Conference, spring care of chickens, pigs, calves, and lambs, civil defense, safety with machinery, recommended varieties, and painting.

Microphone Manners -- squeezed out last month.

- . Keep your hand off your chin and away from your mouth.
- . Keep your script from rubbing against the mike or mike stand, and don't tap the mike or table.
- . Don't twist the microphone cord.
- . Don't take the mike away from the master of ceremonies.
- . Don't chew gum or candy while on the air.
- . Watch for signals from the director to start talking, stop, etc.
- . Remain quiet a few seconds before and after the program. Save that sigh of relief or exclamation until certain you're off the air.

--Ray Wolf

Publications and Direct Mail

NEW PUBLICATIONS

Climate of Minnesota. Part III. Temperature and Its Application. Tech. Bull. 248. Donald G. Baker and Joseph H. Strub, Jr. This bulletin is the third in a series dealing with Minnesota's climate. It describes the state's normal and extreme temperatures, growing and heating degree days, and effective day and night temperatures. 64 pages. Available mid-May.

Soil Fertility Investigations With Corn on the Fayette Silt Loam and Associated Soils of Southeastern Minnesota. Misc. Rpt. 60. John Grava and Lowell D. Hanson. Covers evaluation of corn response to different rates of commercial nitrogen, phosphorus, and potassium; compares effectiveness of broadcast and row placements of phosphorus and potassium when applied directly to corn; and relates effects of fertilization on corn yields and chemical composition of corn leaf with soil test values. 24 pages plus cover; available by mid-May--don't order until you receive notification copies.

Zinc Deficiency of Corn in Minnesota. Ext. Bull. 322. Orville Gunderson, David Bezdicek, and John MacGregor. Discussion of zinc deficiencies appearing on some high-lime soils in Minnesota. Color plates show characteristic zinc-deficiency symptoms. 4 pages; available about April 30.

Recent Publications of the Agricultural Extension Service. Lists the new and revised publications printed within the last year. Oversized postcard. Available.

Parasitic Diseases of Tomato. Plant Pathology Fact Sheet No. 13. H. G. Johnson and J. D. Froyd. Describes some parasitic diseases of tomato and gives recommended control measures. Available late April.

Laying Sandbags for Flood Control. RCD 7. 1 page.

REVISED PUBLICATIONS

Custom Rates for Farm Operations. Ext. Pamphlet 134. T. R. Nodland and Paul Hasbargen. Brought up to date with 1964 data. Now has tables for northwestern, northeastern, southeastern and southwestern Minnesota 10 pages. Discard copies not dated 1965.

Commercial Vegetable Pest Control Guide. Special Report 5. Orrin C. Turnquist, John A. Lofgren, and Herbert G. Johnson, et al. Annual revision. 20 pages.

Commercial Fruit Pest Control Guide. Special Report 6. Turnquist, Lofgren, Johnson, et al. Annual revision. 24 pages.

REPRINTED PUBLICATIONS

Outdoor Cookery for the Family. Ext. Bull. 293.

Barbecuing Poultry. Ext. F. 200. Milo H. Swanson.

Summer Care of the Vegetable Garden. Ext. F. 167. Orrin C. Turnquist.

Home Fruit Spray Guide. Ext. Pamphlet 184. Orrin C. Turnquist, et al.

MINNESOTA FARM AND HOME SCIENCE

Issue out in early May has the following: Using the Model Technique in Farmstead Planning, Goodhue County Then and Now, Current Research on Baby Pig Diseases, The Effect of Laundering and Drycleaning on Laminated Fabrics, Research on Corn Rootworms, Variation in Jack Pine Seed Source, Winter Injury on Evergreens, and New Developments in Soil Conservation Practices. Also has brief articles on Traverse soybean, Superior chrysanthemum, Early Fireball tomato, and Anoka potato.

--Harlan Stoehr
Shelly Elliott