

MN2000 RPI 5/25/65

Reaching People with information...

press
publications
radio
television
visual aids



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 *
- *****

ACROSS THE EDITOR'S DESK

Many of you have asked about the form your stationery should take for official Extension business. We've been working on several suggestions we hope we can send you fairly soon.

The letterhead situation is complicated by the dual nature of our work. Penalty mail, under federal regulations, must make the words Agricultural Extension Service or Cooperative Extension Service the most prominent on the page. On the other hand, with official University letterhead, using regular postage, the University of Minnesota must be most prominent and must follow the usual University form.

These regulations will not present real difficulty, but they do mean that we'll be using at least two different letterheads--one for penalty mail and one for regular mail. What we're trying to do is come up with a format that will make the two kinds fairly uniform and still meet requirements.

This along with some questions as to how to properly designate our work has caused the delay in providing samples of the official stationery you've requested.

The Fog Index

You may want to test your writing with the enclosed "Fog Index." The fog index measures readability in terms of the number of years of schooling needed to read it with ease. So take a look at your audiences, check some of your writing, and see how you come out. --Harold B. Swanson

④ May 25, 1965

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

Tapes on Food Preservation

The series of 3-minute (approx.) tapes to be sent to home agents June 15 will be: 1) freezing vegetables, 2) freezing fruits, 3) canning vegetables, 4) canning fruits. I interview Shirley Munson on freezing and Verna Mikesh on canning.

Let me know by June 7 if you want these --if you're not on the list to receive them.

And--please--return tapes just as soon as you've used them! I'll appreciate any suggestions or comments.

Are You a Good Listener?

One of the keys to successful radio interviewing is to be a good listener. It's amazing how much you can put your guest at ease merely by showing your interest in what he is saying, by looking him in the eye as he talks and by responding in a truly conversational manner. If you don't listen, you may miss a good opportunity to comment on some remark he makes or to ask a question you hadn't thought of. Besides, if your mind wanders, you may ask a question he has already answered.

Not Three... But Six Little Words...

"Six little words--make, take, give, hold, have, be--trap most writers into using roundabout phrases instead of direct verbs. Watch them steal the place of basic verbs: 'When we held the meeting (met), the committee made the decision (decided) that it should take action (act) on the matter.'" --North Carolina Distiller

Word Corner

Adverse, meaning hostile or antagonistic, is sometimes misused for averse, having a dislike for something and tending to avoid it as a result. (Correct: He was averse to giving adverse criticism.)

--Jo Nelson



OFF THE PRESS

One of the better summaries of the principles of persuasion has been brought together in Scott Cutlip's and Allen H. Center's new edition

of Effective Public Relations. Among the points they bring out are the following:

1. To accomplish attitude change, the suggestion must first be received and accepted. (When you're working through mass media, the mass media have to accept and use your message before the audience has a change to receive. We tend to forget this important point.)

2. A suggestion is more likely to be accepted if it meets existing personality needs and drives.

3. A suggestion is more likely to be accepted if it is in harmony with group norms and loyalties.

4. A suggestion is more likely to be accepted if it is perceived to come from from a trustworthy source.

5. A suggestion in mass media, coupled with face-to-face reinforcement is more likely to be accepted than either separately.

6. Usually there is more opinion change in desired direction if conclusions are explicitly stated rather than if audience is left to draw its own conclusions. (Here, however, it is well to remember the educational objectives of Extension before drawing too much on this principle.)

7. A strong threat is usually less effective than a mild one in inducing attitude change.

8. The people you want most in your audience are least likely to be there. Each individual gives attention to what he wants to hear or read.

They go on to list other principles that deal with the order of presentation that is most effective. We'll review these for you in a later issue of the Tip Sheet.

--Harold B. Swanson



ACROSS THE MIKE

Ten one-minute public service announcements on rural defense have been sent to Minnesota TV stations. A puppet serves as the central character and demonstrates in most of

the spots. Each film advises viewer to contact the county agent or local civil defense director. Hope you have some viewers and requests for information.

Guides for Using Radio

I. Four Rules for Every Program

- A. Get attention.
- B. Hold attention.
- C. Get the message across.
- D. Call for action.

II. Know Your Audience

- A. Ask the station manager "who listens" and "when."
- B. Design program for audience.
- C. Know coverage area of your station.
- D. Time your program for the audience you want to reach.
- E. "Localize" your program to the coverage area.
- F. Use names of people, places, things.
- G. Adapt material to your audience. Try to get everyone interested.
- H. Be conversational.
 - I. Use the "you" and "I" approach.
 - J. Be enthusiastic. Believe what you say.

III. Repeat the Important

- A. Listen to a typical commercial and see how much repetition is used.
- B. Repeat names, addresses, etc. when write-in requests are involved. Be brief.

IV. Make Your Program Authentic

- A. Be sure of your facts.
- B. Quote authorities.
- C. Use authorities.
- D. Be prepared.

V. Radio Supplements Other Media

- A. It makes people attend meetings.
- B. It makes them visit sales.
- C. It tells them where to find things.
- D. It tells them what to look at, who to see and what to read.
- E. It reminds them when to act.

--Ray Wolf

Publications and Direct Mail

NEW PUBLICATIONS

Nonparasitic Disorders of Tomato. Plant Path. F. S. 14. H. G. Johnson and J. D. Froyd. Describes common nonparasitic disorders of tomato and suggests control measures. Available late May.

Cercospora Leaf Spot of Sugar Beets. Plant Path. F. S. 15. H. G. Johnson and J. D. Froyd. Describes this disease and gives control recommendations. Available late May.

REVISED PUBLICATIONS

Milkhouse and Milkroom Construction for Quality Milk Production. Special Report 9. V. S. Packard. This booklet was prepared as a guideline for remodeling or constructing milkhouses and milkrooms for quality milk production. 8 pages. Available late May.

Controlling Insects in the Home Vegetable Garden. Ent. F. S. 11. John Lofgren. Describes some common insect pests and suggests effective chemical control measures. Available. Discard all copies dated prior to April 1965; chemical recommendations have been changed.

Cultured Sod Production. Hort F. S. 6. C. Gustav Hard. Destroy copies dated 1/65. Available now.

REPRINTED PUBLICATIONS

Evergreens. Ext. Bull. 258. C. G. Hard, et al. 32 pages.

Perennials for Minnesota. Ext. Bull. 295. C. G. Hard. 36 pages.

Be a Better Buyer of Starches. Ext. F. 227. Adapted by Mary L. Muller. 6 pages.

Be a Better Buyer of Laundry Aids. Ext. F. 228. Adapted by Mary L. Muller. 6 pages.

Be a Better Buyer of Bleaches. Ext. F. 229. Adapted by Mary L. Muller. 6 pages.

Extension Pamphlet 134, Custom Rates for Farm Operations, is being revised again; the revision will not carry table 2. Please do not order until you receive notification copies of the revised folder.

Minnesota Feed Service will be along soon. Contents include the growth of Minnesota's fertilizer industry, a summary of livestock numbers and feed utilization, a review of the 1964 NCR report on nutritional requirements of swine, and an article on tissue analysis of plants.

MAILING REQUIREMENTS

Use of direct mail calls for strict adherence to the Post Office Department's mailing requirements. Among important points to watch are:

Size--No mailing piece can be smaller than 3 inches wide or $4\frac{1}{4}$ inches long. It must be rectangular; the Post Office recommends a width-to-length ratio of 1.414 in order that the piece be longer than it is high. Odd shaped or completely square mailing pieces cannot be handled efficiently by postal employees, nor do they feed properly through automatic processing equipment. A piece less than 3 inches wide is unmailable though it may be proper in length--and vice versa. There is no official maximum size, although pieces much over 9 x 12 inches are classified as "not recommended" for obvious reasons.

Folding--More pieces are refused for improper folding than for any other reason. When reading the address on a self-mailer the fold must be across the top or down the right side. Reason is that postal clerks sort and case the mail with the right hand. If the fold is on the left or bottom edge the mailing piece will open and slow down the sorting job. Larger sheets folded twice may be stitched at the bottom with a single staple.

--Harlan Stoehr
Shelly Elliott