

MN2000 RPI 10/27/65



3 Reaching People with information...

press
publications
radio
television
visual aids

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

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October 27, 1965

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

WHERE AND HOW DO FARM PEOPLE GET INFORMATION? -- That's the title of a publication by Eugene Pilgram, Chippewa County agent on leave to the University's Chile project. The publication reviews Pilgram's M. S. thesis. Copies of Extension Studies Series No. 7 will reach you soon.

Pilgram looked at Extension as an information source for Chippewa County farm families. Of 12 general information sources used, those mentioned most frequently were, in order; farm magazines; newspapers; neighbors, friends, and relatives; and the Agricultural Extension Service. Extension was used by 53 percent of those surveyed. (Editor's note--Remember that the sources mentioned ahead of the Extension Service probably relied heavily on extension and the agricultural experiment station for their information).

Pilgram also reports that of the 14 extension methods used to carry out an information program, the county agent's weekly news column was read by a high of 84 percent of the respondents and a farm visit by an extension agent was reported by a low of 8 percent. However, the three methods rated "most helpful" were: farm visits, phone calls, and office calls.

You'll want to read Pilgram's short summary carefully and evaluate its results and applicability to your situation. --Harold B. Swanson

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On any radio station at any time you'll have a mass audience--so to give your radio story mass audience appeal, make your story appealing to as many people as possible.

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TAPES ON BUYING TOYS -- The four November tapes for home agents will be interviews with Charles Martin on buying toys for children. If you're not on the mailing list to get the tapes and would like this series, please let me know at once.

A couple of reminders: If you no longer care to be on the regular mailing list for the tapes, notify me immediately, please, so I can send the tape to someone else. And please--the tapes are sent to you in boxes to protect the reels and should be returned in boxes with your enclosure. Several tapes have been mailed without boxes in envelopes with the result that the reels have been broken. I welcome suggestions for topics, format, and timing--so pass on your ideas.--

Jo Nelson

NATIONAL 4-H WEEK PRESS COVERAGE EXCELLENT -- Congratulations on a job well done in your promotion of 4-H Week! Our clippings show really remarkable newspaper coverage, including excellent use of the poster mats we sent you (also of the group pictures taken at State Fair) and wide usage of ads saluting 4-H'ers and their leaders. Of particular interest were the many editorials making favorable comments on the 4-H program and calling attention to special 4-H exhibits. There were also some good bylined articles by 4-H members and extension agents.--Jo Nelson

EDITORIAL SALUTES 4-H -- An example of the many fine editorials that appeared during 4-H Week was one in the St. James Plaindealer the week of September 20. Here it is in part:

"...Helping to train the farmer-businessman of tomorrow is the 4-H of today.

"It would be difficult to praise the 4-H movement too highly. Because of it, great numbers of our boys and girls on farms and in the towns are helped to learn the fundamentals of better farm business...

"They carry on well meaning traditions--pride of purpose, fair dealing, leadership, independence, consideration for others--character traits so vital to the development of better Americans.

"...We salute the boys and girls in the 4-H program and the many willing adult assistants and wish them continued success in developing better rural Americans."--Jo Nelson

WORD CORNER: SHARPEN UP! --Affect and effect are frequently confused. In common usage affect is always a verb. The exception (we must have an exception!) is a special use as a noun in psychology to denote a feeling or emotion. As a verb affect means to produce a change in, to influence (The amount of sunshine affects the growth of certain flowers). It may also mean to make a show of or pretend (She affected a youthful air).

As a noun, effect means result of consequence (His advice had no effect). As a verb, effect means to bring about or produce as a result (Road repairs were effected during the summer). --Jo Nelson

BAD PRESS, BAD PUBLIC RELATIONS? -- Does agriculture have a bad press and bad public relations? We hear this question frequently among professional agricultural workers and other educators in the field who are concerned about the image of agriculture projected to the public.

Mrs. Gene Smith Moody, formerly associate extension editor at Virginia Polytechnic Institute, studied the image of agriculture in Virginia as seen by daily newspaper publishers and as projected on their editorial pages. Generally, she found that newspaper publishers in her state had no hostility toward agriculture and that the cry of "bad press" didn't seem to hold up. If any concern is warranted about the attitudes of the publishers, she said, it centers on their

lack of editorial comment or sketchy knowledge of agriculture. When all is said and done, she found agriculture seems to get a fair share of space and attention in the newspapers.

Mrs. Moody also looked at the knowledge of the publishers regarding the functions of the university, the state department of agriculture, and the U.S. Department of Agriculture. She felt that the newspaper publishers were better informed about the functions of the university than about these of the state department of agriculture and USDA.

Following her report, Mrs. Moody raised several questions that might well be the basis for a discussion. They included the following:

"Just how do mass media reflect or affect public opinion? Is the day of the crusading newspaper past? Are the mass media 'leading' or 'lagging'?"
What do you think? --Harold B. Swanson

PROGRAMMED LEARNING UNIT ON RADIO REALLY HELPS --
We've been promoting the programmed learning unit on radio as particularly helpful to new agents just starting to use radio. But Harriet Bakehouse, Steele County home agent, who is an old hand at radio, borrowed the unit recently to give herself a refresher course. Here are some of her comments:

"The material is excellent help, extremely well written and honestly lots of fun to study. It took me approximately 4 hours and 20 minutes...."

"Any extension agent with the responsibility of a radio program would be smart to put this... on the 'must' list."

And she adds, "I felt that even my last two programs were an improvement after this learning unit." --Jo Nelson

WHO SAID TEENAGERS DON'T READ? -- By 1970, one of every two Americans will be under 25. Ted Barash, creative director for the Bureau of Advertising, made these comments in his column, "Creatively Speaking," in Editor and Publisher, September 25: "At the Bureau of Advertising, we've given considerable thought to the creative problems of reaching and influencing this group through newspapers. We know that teenagers read the newspapers. We know that they are not exclusively TV watchers. The latest Nielsen study shows 72 percent of the 15- to 20-year-old read a newspaper on an average day--approximately 14 million readers." Barash went on to say that for advertisers the real problem is to flag down the teenager's attention and communicate convincingly in teenage terms.

Do the above facts have some implication for extension workers? --
Jo Nelson

RADIO AND TV FOR CITY AND COUNTRY -- "Adult programming for city and country" is the quarterly schedule of radio and television programs planned, produced, and voiced by the Department of Information and Agricultural Journalism. Each county gets several copies and more may be ordered for mailing to your clientele. The material covered in the programs should be of value to you as well as the public. --Ray Wolf

PUBLICIZE YOUR RADIO - TV PROGRAMS -- Richard Brand (Todd County agent) and many other agents indicate station call letters, station frequency, and day and time of their radio programs on the office enclosure slip. More should do it! --Ray Wolf

The 10 counties that have produced programs on KCMT-TV Alexandria for 5 years have a new day and time--Wednesdays at 4:30 p. m. This provides an opportunity for these counties to alert the public--not only on enclosure slips but also on radio, through columns, and at meetings.--Ray Wolf

LIVESTOCK OUTLOOK a 30-minute TV program that originated on Ray Wolf's "Town and Country" show on KTCA-TV was or will be carried on eight additional stations. People interested in the program featuring Paul Hasbargen and Kenneth Egertson, extension economists, can still see it on:

KCMT - Alexandria	-	October 30 at 3:30 p. m.
KSOO - Sioux Falls	-	November 6 at 6:30 or 7:00 a. m.
KEYC - Mankato	-	November 24 at 10:30 p. m.

PESTICIDES TO BE BROADCAST, on radio and TV. Leo Fehlhafer, assistant information specialist working with farm radio, attended a recent regional pesticide conference and recorded several interviews on the topic that will be sent soon to 50 radio stations. The Minnesota Agricultural Extension Service was recently granted federal money to produce eight half-hour documentary TV programs on pesticides. When completed in 1966, the series will be used in Minnesota and offered for distribution in the Midwest states.--Ray Wolf

1965 YEARBOOK OF AGRICULTURE provides a wide range of material for radio-TV programs and for newspaper columns. The 500-page book tells us--consumers all--many things about buying, using, or making food, clothing, household furnishings and equipment; managing money, caring for yards, gardens, and houses; bettering communities; using leisure time; and staying healthy.--Ray Wolf

THE CITY MAN'S GUIDE TO THE FARM PROBLEM -- The City Man's Guide to the Farm Problem is Dean Willard W. Cochrane's (recently he was named the University's Dean of International Programs, succeeding Will Myers) most recent book. Published by the University Press, the book sells for \$4.95. In the book he reviews the four sectors of modern agriculture--(1) supply, (2) farming, (3) marketing, and (4) government services--and tells about the two worlds of farming, commercial and noncommercial. He maintains that farmers are on an agricultural treadmill and are the instruments of technological advance through which cost and price reductions are passed on back to consumers. He discusses the potential of domestic and foreign market and maintains that excess capacity is the basic problem of agriculture.

Looking at solutions he discusses (1) free market, (2) production control, and (3) optimum allocation of research and development resources. Although an advocate of supply control, Cochrane points out that both free market and production control solutions are politically difficult to put into effect.

His third proposal "optimum allocation of research and development resources" has definite implications to Extension educators, university researchers, vo-ag teachers, and others. "The time has come," he says "to stop regarding research and development as magic, heaven sent, and always representing progress." He maintains that you can have too many resources devoted to one area and not enough to another and that the control the federal government has over funds could be used to adjust research and education efforts so that agriculture's capacity could be controlled.--Harold B. Swanson

Publications and Direct Mail

NEW PUBLICATIONS

Adolescent Girl's Skirts. Part II. Laboratory Evaluation of Skirt Fabrics. Agr. Exp. Sta. Bull. 479. NCR Research Pub. 170. This study reports a laboratory evaluation of wool and wool-like fabrics conducted to determine laundering and drycleaning effects on the physical characteristics of such fabrics. 28 pages. Now available.

Your Home Business Center. Ext. Bull. 307. Adapted from Kansas State University C-344. A guide toward organizing and planning all aspects of a home business center so that it will be comfortable, convenient, attractive, and efficient. Suggests location of the business center in a home, and the types of desks, files, chairs, and other office equipment needed. Suggests filing systems for farm and nonfarm use. Filing systems are set up alphabetically and are easily adaptable to present and ever-changing needs. Also provides information on storage and safekeeping of valuable family papers and other permanent records. 24 pages. Available about November 1. Do not order until you receive notification copies.

Framing Pictures. Ext. Bull. 324. Myra B. Zabel and Rachel F. Munson. See and in a series of three bulletins replacing Extension Bulletin 279, Pictures. Covers the selection of appropriate matting, frame style, and finish. Includes a step-by-step explanation of how to mat and frame a picture. 8 pages. Available mid-November.

Two New Fruits for 1966. Misc. Rept. 65. E. T. Andersen, T. S. Weir, W. R. Andersen, and Shirley T. Munson. The University's Department of Horticultural Science is introducing Deep Purple Cherry Plum and Itasca Raspberry. This report tells about their performance in past trials and describes their characteristics. 2 pages. Available early November.

Where and How Farm People Get Information. Ext. Studies Series 7. Eugene F. Pilgram. Evaluation of general information sources and their use by farm families in Chippewa County in 1962. Purposes were to discover: (1) where farm people get helpful information, (2) how and how much they use their Agricultural Extension Service, and (3) how they evaluate methods used in extension work. 6 pages. Now available.

REPRINTED PUBLICATIONS

Gasoline--Facts and Fallacies. Agr. Eng. Fact Sheet 11. Donald W. Bates. 2 pages.

Milkhouse and Milkroom Construction for Quality Milk Production. Spec. Rept. 9. V. S. Packard. 8 pages.

Planning and Building Her Wardrobe. Ext. F. 224. Athelene Scheid. 8-page railroad folder.

Using Electric Heat Lamps on the Farm. Agr. Eng. Fact Sheet 2. Donald W. Bates. 2 pages.

REVISED PUBLICATIONS

How to Choose, How to Cook Beef. Ext. Bull. 297. Verna Mikesh. Contains a new section on selecting quality beef and one on meat tenderizing methods. A beef recipe section has been added. 20 pages. Now available.

Freezing Fruits and Vegetables. Ext. F. 156. Grace D. Brill and Shirley T. Munson. A detailed guide to the preparation and freezing of numerous fruits and vegetables. 4 pages. Now available.

Speakers, Get the Facts and File Them. Comm. Bull. 5. Ron Brown. Outlines the questions a speaker should answer about the speaking occasion, his audience, and himself before preparing his speech. Reproduces an actual size "speaker fact card" and explains its use. Available mid-November.

Improving Your Press, Radio, and TV Relations. Info. Serv. 17. Harold B. Swanson. Looks at the business of reporting news and providing entertainment and education from the professional newspaper, radio, and TV man's point of view. Includes definitions of common mass media terms. Available mid-November.

Ten Steps to More Effective Writing. Info. Serv. 22. Harold B. Swanson. A detailed outline of techniques you can use to make your writing interesting and to-the-point. Available mid-November.

NORTH CENTRAL REGIONAL RESEARCH BULLETINS

Spatial Structure of the Livestock Economy--II. Spatial Analyses of the Flows of Slaughter Livestock in 1955 and 1960. NCR Regional Research Bull. 159. Technical Report of regional price differentials and the volume and direction of regional imports and exports consistent with minimizing the total cost of moving livestock from production to slaughter. Limited supply; single copies available on request. 56 pages.

ODDS AND ENDS

Feeding and Managing Dairy Calves and Heifers, Ext. Bull. 305, is due out in revised form by late December, not September as indicated last time.

OUT OF PRINT

When You Buy a Washer, Home Economics Fact Sheet 3.

When You Buy an Automatic Clothes Dryer, Home Economics Fact Sheet 4.