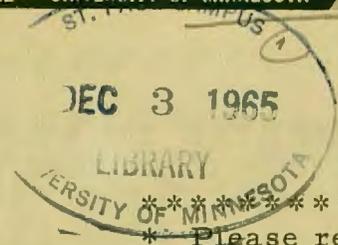


MN2000 RPI 11/26/65

# ③ Reaching People with information...

**press  
publications  
radio  
television  
visual aids**

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA



November 26, 1965 ④

\*\*\*\*\*  
 \* Please read, check, and circulate \*  
 \* County Agricultural Agent  \*  
 \* County Home Agent  \*  
 \* County 4-H Agent  \*  
 \* County Ass't Agent  \*  
 \* Secretary for Filing  \*  
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TAPES ON DECORATING FOR CHRISTMAS -- The four December tapes for home agents will be interviews on decorating for Christmas with Mrs. Myra Zabel, extension home furnishings specialist: (1) decorating the front door, (2) table centerpieces, (3) decorating the tree, and (4) other decorations for the home.

Some of you have indicated that you want longer tapes. With the December mailing of tapes, I'll include a slip asking what timing you prefer. Please return that to me, telling me what timing would suit your needs. Obviously, it's impossible to please everyone -- but I do want to tailor these tapes to suit the majority. And I'll try to offer longer tapes -- 9 minutes or so -- once in awhile, at least. --Jo Nelson

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AGRICULTURE RIGHT UP THERE -- Agriculture ranks third highest among 13 subjects receiving more daily newspaper coverage since the first Sputnik was launched in October, 1957. Satellites and outer space led the increased coverage (130 papers) followed by medicine (115) and agriculture (73). These are results from a survey by New York University journalism department among 400 daily editors of whom 166 replied--Ralph Fulghum, USDA Editor's Letter.

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CARLTON COUNTY PLANS HOUR TV-DOCUMENTARY -- Carlton County extension agents in cooperation with Department of Information and Agricultural Journalism and KDAL-TV Channel 3, Duluth, are working on a 1-hour documentary TV program on area development activities in Carlton County. --Ray Wolf

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WRITING WITH IMPACT -- How can you improve your writing techniques -- whether you're writing news stories or business letters? James A. Reynolds of the National Geographic staff suggests these 10 rules for writing with impact: stick to short, simple words; shun tongue-twisters; weed out wasted words; cultivate vivid, vigorous verbs; avoid the passive voice; strive for short, direct sentences; beware of comma clutter; translate "globbledy-gook"; woo with verbal imagery; dramatize statistics.

--Jo Nelson

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"JET-AGE HOME" TV SERIES TO START -- "It's a Jet-Age Home" is the title of a 12-week series of 30-minute programs that will be seen on many TV stations starting in January. The programs will originate on the University Hour on Channel 2, KTCA-TV, at 9:30 p.m. Friday. The programs will feature Mary Ryan, extension consumer marketing specialist; Verna Mikesh, extension nutritionist; and Thelma Baiertl, extension clothing specialist. Details on subject matter and stations carrying the series will be sent to you as soon as possible. --Ray Wolf

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NEW FEATURE ADDED TO REACHING PEOPLE -- We're attaching to each issue of "Reaching People" a new feature introducing the various units on the St. Paul Campus, with special emphasis on teaching functions and career opportunities. Last month you received the first in the series. It described activities of the School of Forestry. This month's attachment relates to the Department of Agronomy and Plant Genetics. We hope you'll keep these and show to parents, students, and 4-H club members interested in careers in agriculture, forestry, veterinary medicine, and a host of related industries. --Harold B. Swanson.

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INTERNATIONAL AGRICULTURAL PROGRAMS -- Four University of Minnesota faculty members are now or soon will be in Chile as part of the UM-Ford Foundation Production Education project. They are Charles Simkins, party chief and soils specialist; Myron Tumbleson, animal husbandry, specialist; county agent Eugene Pilgram who is serving as farm management specialist; and Milt Morris, communications specialist who recently joined the Information and Ag Journalism staff.

The objectives of the project can best be summarized as "extension for the extensionists." The Minnesota specialists, working with Chilean research and extension workers, will work to collect, evaluate, and communicate meaningful results of agricultural research to extension workers and farmers. Also included in the program will be short courses for extension workers and information people, production of information materials, and research projects aimed at finding more effective ways of using research results where they count most--at the farm level. John Blackmore, director of international agricultural programs at the University, has more information about the Chilean and other overseas projects if you are interested. --Milt Morris, enroute to Chile.

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CAREERS IN AGRIBUSINESS AND INDUSTRY -- That's the title of a book recommended for local libraries by Dean Keith Mc Farland. It is written by Archie A. Stone and published by Interstate Printers and Publishers, Inc. Danville, Illinois. The cost is \$4.75. It covers the broad range of career opportunities in agribusiness and industry and specifically refers to the food, dairy, grain, feed, meat and livestock, cotton, farm equipment, farm supplies, and ornamental horticulture industries as well as government service. --Harold B. Swanson

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WORD CORNER: SHARPEN UP! -- Some expressions we use are pretty illogical. One of these is first annual. How can a meeting or a banquet be an annual event when it's being held for the first time?

And the clichés we use--those trite, overworked and meaningless phrases that slip into everyday talk and writing! "First and foremost" is one of these redundant phrases that usually doesn't mean much of anything. As Bergen Evans says, "It's just a way of clearing the throat before you start to talk."

Here are a few other overworked phrases to avoid: by leaps and bounds, beam approval, foreseeable future, proves conclusively, justly deserved.

The most effective English is simple and direct. --Jo Nelson

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WHAT IS LEADERSHIP?

A leader is best  
When people barely know that he exists,  
Not so good when people obey and acclaim him,  
Worse when they despise him.  
Fail to honour people, they fail to honour you!  
But of a good leader, who talks little  
When his work is done, his aim fulfilled,  
They will all say, "We did this ourselves."

Chinese Classic--Dao Tel Ching--500 B. C.

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EFFECTS OF SOURCE ON READERS OF A WEEKLY NEWSPAPER  
-- Daniel Hillman, now extension editor at Colorado State University studied the effects of the source of a message on readers of weekly newspapers as part of his graduate work at Iowa State University. He did this as part of a series of studies in connection with Iowa's Rural Development Program.

Hillman wanted to test Carl Hovland's (Yale psychologist) "source creditability" hypothesis under field research conditions. This hypothesis states that an individual's tendency to accept a conclusion advocated by a communicator will depend on how well-informed and intelligent he believes the communicator to be. An important story on rural development was printed in such a way that one group of readers could regard the source as highly knowledgeable and prestigious and another separate group could regard the source as not having as much knowledge and prestige. He found, in a general way, that readers did tend to seek and retain more information when that information was perceived to come from a creditable source.

Hillman also found that readership of this public affairs type of article was not great. We might speculate, however, that the opinion-leader type of person might be the reader and thus be influential in gaining wider acceptance of the idea.

This study may again substantiate the idea that people are more likely to seek and read material that comes from persons they regard as sincere, trustworthy, expert, and having prestige. It also tends to substantiate the theory that learning is complemented when learning is placed in a frame of reference that the reader understands and relates himself to.

--Harold B. Swanson

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HERE'S AN IDEA -- Mrs. Jean Danley, home agent in Hickman County, Tennessee, found another way to get needed information to underprivileged families by tucking two or three bulletins into each of the 150 food baskets distributed at Christmas by the local Jaycees. She stamped her name and address on each bulletin. The subjects were low-cost meals and ways to prepare specific foods. --North Carolina Editors Letter.

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WE'RE INTERESTED IN YOUR COMMENTS, SUGGESTIONS -- Our efforts in the Department of Information and Agricultural Journalism are directed toward serving many of your needs for visuals, radio, news material, and publications. If you have suggestions as to what you like or don't like, let us know. We won't guarantee that we can always deliver or will always agree, but we will listen and do our best to help you. See you at annual conference--Harold B. Swanson

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## Publications and Direct Mail

### NEW PUBLICATIONS

Social Change and the Religious Organizations of Meeker County. Sta. Bull. 477.

Glenn I. Nelson. This study's central thesis was that open-country, town, and urban areas are so different in their social organization that these differences are reflected in characteristics of churches serving them. Meeker County was used as the study area. 56 pages. Available late November.

Technological and Market Forces Affecting Vertical Integration in the Hog Industry.

Tech. Bull. 249. Harlan J. Dirks and Darrell F. Fienup. The principal objective of this study was to discover whether changes occurring in pork production and marketing will result in a highly integrated market structure for hogs. 52 pages. Available mid-December.

Hanging Pictures. Ext. Bull. 325. Myra B. Zabel and Rachel F. Munson. Last in a series of three bulletins replacing Extension Bulletin 279, Pictures. How to hang pictures considering their size, the wall space, the background, and other room furnishings. Includes an explanation of the mechanics of picture hanging. 4 pages. Available now.

### REVISED PUBLICATIONS

Make Your Point With Pictures. Information Service Series No. 14. Gerald R. McKay. Gives information to help you plan, take, and use pictures wisely. 2 pages. Available late November.

Nitrogen Fertilizers Help Increase Yields. Soils Fact Sheet No. 1. John M. MacGregor. This sheet is aimed at helping a farmer answer the question, "Which is the most practical fertilizer for me to use?" 2 pages. Available early December.

How to Select and Install Electric Fans for Dairy Stable Ventilation. M-128. D. W. Bates. Revision includes a section on special requirements for free-stall or confined stall systems. 4 pages. Available early December; don't order until you receive notification copies.

### NORTH CENTRAL REGIONAL RESEARCH PUBLICATIONS

Coordinated Egg Production and Marketing in the North Central States (I. kinds of programs). NCR Research Pub. 160. Ralph L. Baker. First of a series of reports concerned with the economics of coordination in the egg industry in the North Central States. Research on which the report is based was undertaken as a part of the north central regional poultry marketing project. 48 pages. Limited number of single copies available.

Shipping Fever of Cattle. NCR Research Bull. 165. A. H. Hamdy, C. C. Morrill, and H. H. Hoyt. This publication represents the results of research conducted by the north central regional technical committee on shipping fever of cattle from 1957 to 1964. The project had four objectives: (1) to study the clinical characteristics of the disease, (2) to determine the etiological agent

or agents, (3) to study the pathogenesis and the epizootiology of the syndrome, and (4) to study and evolve methods whereby shipping fever can be controlled and prevented. Limited number of single copies available.

#### OTHER PUBLICATIONS

Beef-Grassland Field Day Report, 1965. Collection of papers presented at Rosemount Station Beef-Grassland Field Day in September. Single copies available from Extension Animal Husbandry, 101 Peters Hall, University of Minnesota, St. Paul 55101.

Pulpwood Production in Lake States Counties, 1964. U. S. Forest Service Resource Bull. LS-2. Arthur G. Horn. Single copies available on request from Lake States Forest Experiment Station, University of Minnesota, St. Paul 55101 24 pages.

#### OUT OF PRINT

Proper Care and Use of Speakers. Comm. Bull. 1.

Speech of Introduction. Comm. Bull. 2.

The Presentation Speech. Comm. Bull. 3.

Suggestions for Speakers. Comm. Bull. 7.

The Case Study Conference. Comm. Bull. 8.