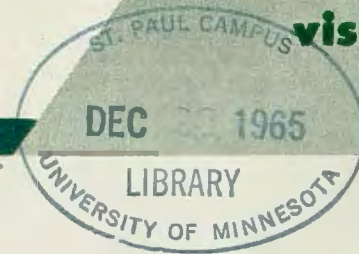


MN2000 RPI 12/17/65

**press  
publications  
radio  
television  
visual aids**

③ **Reaching People**  
*with information...*

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA



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④ December 17, 1965

Dear Colleagues

The holiday season offers us the opportunity once more to extend our sincere wishes for the very best to all of you. We regard it a privilege to be working with you on a team devoted to bringing both youth and adults the educational opportunities offered by a great University. And we look forward to another fruitful year of cooperation and pleasant relationships as we continue our joint efforts in both college and continuing education.

From all of us to all of you, a Merry Christmas and a Happy New Year.

Sincerely

*The Staff*

The Staff  
Department of Information  
and Agricultural Journalism

**MERRY CHRISTMAS <sup>and</sup> <sub>a</sub> HAPPY NEW YEAR**

INSERT YOUR NAME IN NEWS RELEASES AS YOU SEE FIT --

Several of you have remarked about the fact that most of the stories we send you in the release packet each week contain no reference to the county agent. Please feel free to insert your name in the lead paragraph, and if you wish, substitute your name elsewhere in the story. Doing this yourself will make you more at ease with having your name included in the story and avoid situations where your name is automatically included in every release by your secretary even if you are not familiar with the exact subject matter. --Harold B. Swanson

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WORD CORNER: SHARPEN UP! -- Beside is often incorrectly used for besides. At one time these words could be used interchangeably, but today they have quite different meanings. Beside should be used only for the meaning next to or close to: He stood beside me. Besides means in addition to or except: What does he do besides work? --Jo Nelson

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JANUARY TAPES ON WHITE SALES -- The January tapes for home agents will be interviews on buying bed linens at white sales. Since most of you indicated in the questionnaire that you'd prefer 4-or 5-minute tapes to shorter lengths, in January you'll be getting three interviews from 4-5-minutes long on one tape. In addition, a 9-minute (approx) tape will be available to you on shopping at white sales. If you're still on the mailing list for the tapes, you'll get the 4-5-minute tapes automatically. However, I'll have to set up a new list for the 9-10-minute tapes. So--if you want the latter, will you please drop me a card, telling me whether you want to get such a tape regularly each month or only upon request. Whether we'll continue the short and the long tapes will depend entirely on the number of requests that come for them.

When you return the tapes, P-L-E-A-S-E don't forget your enclosure slip. Since penalty mail is often not postmarked, I have no idea who has returned the tape if you don't use your enclosure slip--and consequently tapes are charged against you. Incidentally, the flood of tapes coming in about conference time must indicate guilty consciences or the desire to clean house before the new year! Won't you please return the tapes as soon as you've used them? We re-use them for each mailing--but when you don't return yours, it's necessary to buy new tapes. --Jo Nelson

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WHAT IS PUBLIC RELATIONS? -- Herrel De Graff, president of the American Meat Institute, gave this definition of public relations at the meeting of the American Association of Agricultural College Editors this summer: "Public relations is the organized effort of an institution or organization to integrate itself effectively into the society in which it must operate."

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JET-AGE HOME SERIES TO START -- The "It's a Jet-Age Home" TV series starts January 7 at 9:30 p. m. on KTCA-TV, Channel 2. It'll be re-run on KFME-TV, Channel 13 (Fargo), starting January 20 at 8:00 p. m.

Mary Ryan and Barbara Killen, extension consumer marketing specialists, with the assistance of five Twin City families, will present the first four programs on the theme "The Family in a Money World." A special packet of material, costing \$2.00, will be offered for sale in connection with the series. Sales will be through the Bulletin Room. We, of course, will supply you a free set.

Each of the shows will be put on film so you can use them at local meetings later in the year.

In addition to stories to newspapers, home agents, and TV magazines, 60,000 folders are being distributed through 30 Red Owl Stores in Twin City area. Your cooperation in publicizing the series--if it reaches your county --will be appreciated. --Ray Wolf

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FOOD AND AG ACT OF 1965 RADIO TAPES -- "The Food and Agricultural Act of 1965" will be discussed by six agricultural economists for a series of radio programs which will be distributed through 54 radio stations in January. Watch for them. You already have stories from our news section and the special issue of Minnesota Farm Business Notes. --Ray Wolf

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HOW WELL ARE INSECTICIDE TERMS UNDERSTOOD? -- How well do people understand terms used on insecticide labels? The University of Wisconsin Department of Agricultural Journalism made a study of many words we use regularly in pesticide information efforts. The terms came from actual labels of pesticides used in the state. Three groups were tested: vocational agricultural students, rural homemakers, and farmers.

Fungicides: More than half of the farmers, one-third of the students, and 12 percent of the homemakers completely confused fungicide and fungus. They thought a fungicide was something that causes plant disease.

Hazardous: About one-fourth of the farmers missed this; the homemakers and students did well.

Toxic: About one-third of the farmers missed this one, and students didn't do much better. Many farmers thought that a toxic substance would kill insects but not people.

Herbicide: The most popular answer among homemakers was that herbicides control plant disease. The majority of the farmers thought herbicides controlled insects. Only 22 percent of the farmers chose the right answer for herbicide. Twenty percent of the farmers and 14 percent of the homemakers even had the word confused with fertilizer.

Prolonged contact: This common term on a label phrased "avoid prolonged contact" was misunderstood by one-fourth of the farmers and half of the students.



Larvae: About one-fourth of the farmers, 16 percent of the students, and 8 percent of the homemakers didn't know what larvae were. Some regarded larvae as a sudden outbreak of insects in a crop. And others thought they were parts of plants which had been damaged by insects.

Careful usage of words and possibly defining words in an unobtrusive way will help us do a better job in communicating in this very important field. Let's not assume that people know what some of the terms we use mean. Sometimes they don't and may even have a very erroneous impression of them. --Harold B. Swanson

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RADIO-TV PROGRAM IDEAS - - For coming months include: 4-H Club Congress winners, 4-H Radio Speaking contest, Red River Valley Winter Shows (February 19-25), winter safety, winter care of livestock, new varieties of crops and vegetables for 1966, winter recreation, pork promotion, and, of course, the agricultural act of 1965. --Ray Wolf

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#### BEFORE PRESENTING YOUR PROGRAM

A. Ask yourself these questions:

1. Would I like to hear this program presented by someone else?
2. Do I believe what I plan to say?
3. Are my facts accurate and authentic?
4. Have I prepared to present my program with sincerity, at the correct pace and within the allotted time?
5. Have I used descriptive words wherever possible to create the desired images within the minds of my listeners?
6. Is my program brief and to the point?
7. Have I used too much detail?
8. Will this program fit my audience?
9. Have I emphasized important points by repeating them?
10. Have I left my audience with something to do, such as a meeting to attend or a place to get more details?

B. Don't forget . . . .

1. A smile can be heard a thousand miles away.
2. Appropriate sounds can add realism.
3. Be enthusiastic. . . . . it's contagious.
4. You're talking to one or two people.
5. Don't use sugar. It's sticky.
6. Vary your tempo. Pause for effect.
7. Read the program aloud. . . . . several times.
8. Don't rock from side to side or to and fro in front of the microphone. It's distracting.
9. Ask for criticism from "experts."
10. Don't try to be professional. Be yourself.

--Ray Wolf

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## Publications and Direct Mail

### NEW PUBLICATIONS

Effects of Policy Programs and Capital Availability on Red River Valley Farms. Sta. Bull. 480. J. S. Holt and H. R. Jensen. The general objective of this study was to provide information on organizing Red River Valley farms to improve incomes. Variables tested were effects of:

1. Different government wheat programs in combination with compliance or non-compliance in the 1964 Feed Grain Program.
2. Various capital availabilities per acre.
3. Different acre sizes of farms and various machinery complements.

40 pages. Available mid-January.

"The Food and Agriculture Act of 1965--its Implications for Minnesota." Minnesota Farm Business Notes. Special issue. This report explains the Food and Agriculture Act of 1965 and the effects it will have on Minnesota farmers, consumers, and taxpayers. 6 pages. Now available.

Adult Programming for City and Country. January-March 1966. Quarterly list of topics for "Highlights in Homemaking" and the "University Farm Hour" on KUOM radio and "Town and Country" on KTCA-TV. Also lists topics for a special television series, "It's a Jet-Age Home," to be presented by extension home economists. 10-page railroad folder. Available early January.

Chicken Rations. Special Report 20. David C. Snetsinger, Paul E. Waibel, and Elton L. Johnson. The chicken rations given in this brochure have been formulated to meet nutrient requirements for specific ages and purposes. Information on formula modifications and a feed ingredients analysis chart are also included. 12 pages. Available mid-January.

Fire Hazards of Stored Pesticides. Agricultural Chemicals F. S. 1. John A. Lofgren and Gerald R. Miller. The first in a new series, this fact sheet explains the fire hazards associated with stored chemicals. Includes a list of safety precautions for preventing chemical storage fires or injuries in case of fire. Available mid-January.

Do You Expect Too Much? Ext. Bull 321-3. A discussion of the developmental tasks young children experience and a look at the reasonableness of parental expectations. 2 pages. Now available.

### REVISED PUBLICATIONS

Varietal Trials of Farm Crops. Misc. Rpt. 24. Department of Agronomy and Plant Genetics Staff. Considerable revision in "Alfalfa" section; no longer lists varieties as "satisfactory" or "unsatisfactory," but contains description of varieties available and gives their performance data. 20 pages. Available first week in January.

Cultural and Chemical Weed Control in Field Crops. Ext. F. 212, R. Behrens, G. R. Miller, J. R. Justin, H. J. Otto, R. G. Robinson, and R. N. Andersen. Extensive revision. 16 pages. Available first week in January.

Crop Production Guide for Minnesota. Ext. P. 194. Harley J. Otto, Gerald R. Miller, Curtis J. Overdahl, Lowell D. Hanson, and James R. Justin. Recommendations on variety, seeding rate, date of seeding, weed control, and fertilizer needs. Available first week in January.

Free-Stall Housing for Dairy Cattle. M-138. D. W. Bates. Revision includes more information on ventilation and handling liquid manure. 8 pages.

The Retail Dealers Conference Handbook, 1966. Special Report 12. Prepared by extension specialists in entomology, plant pathology, soils, and agronomy. Discusses everything from fertilizer applications to recommended crop varieties. 68 pages. Available early January.

## REGIONAL PUBLICATIONS

Identifying the Community Power Structure. NCR Extension Publication No. 19. Ronald C. Powers. Draws upon research and experience in presenting a technique for identifying the key influentials or power actors in a community. Includes several generalizations about social power or power actors in order to provide a better understanding of the role they play in community decision-making. Limited quantities available.

## SPECIAL REPORT SERIES

Special reports 15 through 19 were prepared under a cooperative agreement between the University of Minnesota Agricultural Extension Service and the U. S. Department of Agriculture. They are available only at \$4.50 per set, except that each county may order one information copy of each title without cost. (order from the Bulletin Room). Information No. 15 will give you a good background knowledge of the farm supply, and No. 16 will be of interest to you because of its application to management generally. Material in numbers 17, 18, and 19 is specialized.

The Farm Supply Industry--a Report on Opportunities and Problems. Special Report 15. Frank J. Smith, Jr., Robert A. Willson, Robert J. Moeller, John M. Foschia, Jr., and Henry Hwang. An assessment of the current status of the farm supply industry, an appraisal of management skills, and an outline of a relatively simple financial control system. 102 pages.

Managing the Farm Supply Business--Ten Areas. Robert A. Willson and Frank J. Smith, Jr. Special Report 16. Covers ten aspects of the farm supply industry: (1) processes of management, (2) manager-board relationships, (3) creativity, (4) making the most effective use of time, (5) planning for the farm supply business, (6) the case for capital budgeting, (7) pricing in the farm supply business, (8) marketing, (9) records, -- checkpoints for decisions, and (10) accounts receivable. 128 pages.

Financial Analysis and Control of the Farm Supply Business. Special Report 17. Robert J. Moeller and Frank J. Smith, Jr. Provides basic analytical tools to assist managers and boards of directors of farm supply firms in appraising their businesses. Part 1 deals with interpretation of balance sheets and operating statements, and common financial ratios that derive from them. Part two presents a control system that moves step by step from basic general ledger information, through simple calculations, to a two-page graphic summary of the major control points in the farm supply operation. 32 pages.



Budgeting for the Farm Supply Business. Special Report 18. Frank J. Smith, Jr., and James G. Gresham. Focused on developing an operating budget for the farm supply business. 32 pages.

Warehouse Operations in the Farm Supply Business. John M. Foschia, Jr. Analysis and appraisal of the operation of a representative wholesale farm supply warehouse to determine methods of increasing efficiency applicable to farm supply wholesalers in general. Based on observational and survey procedures and time studies to determine labor efficiencies for order selection operations. 34 pages.

MINNESOTA TOURIST-TRAVEL NOTES--December issue is in press, but probably won't reach you until early January. Articles on comprehensive planning and the resorter, new regulations for reporting water used for commercial purposes, campground development information, etc.

MINNESOTA FEED SERVICE--Current issue contains reprint of "The Food and Agriculture Act of 1965--its Implications for Agriculture" from the special issue of Minnesota Farm Business Notes. Edition out early January will contain summary field crop varieties recommended for 1966, uncommon field crops, a summary of changes in chemical and cultural weed control practices, etc.

OUT OF PRINT

Make Your Writing Human. Info. Serv. Series No. 23.

--Harlan Stoehr  
Rochelle Elliott