

MN2000 RPI 9/26/66

# Reaching People

with information...



press  
publications  
radio  
television  
visual aids

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

September 26, 1966

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 \* 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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4 - H RELEASES ON STATE WINNERS: PLEASE NOTE! -- Because it's absolutely necessary for us to have a time schedule of some kind for press releases to the daily papers and radio-TV stations on state 4-H winners, we have decided, with concurrence of the 4-H office, upon these release weeks (stories to be sent probably Tuesday or Thursday during the week mentioned):

- Oct. 3 - Achievement, leadership, citizenship
- Oct. 10 - Home economics (home ec girl, clothing, dress revue, food-nutrition, home improvement-family living, etc.)
- Oct. 17 - Livestock (beef, dairy, poultry, sheep, swine)
- Oct. 24 - Mechanical (electric, shop, tractor)
- Oct. 31 - Plant sciences (agronomy, conservation, entomology, forestry, horticulture, home yard improvement)
- Nov. 7 - Miscellaneous (health, photography, safety, dog care)
- Nov. 15 - Alumni recognition and general announcement of all 4-H'ers going to National Club Congress
- Nov. 22 - National 4-H Conference and Camp Miniwanca delegates
- Nov. 29 - Special awards in health, safety, community beautification, automotive, electric (clubs and countywide)

Feel free to announce your own winners as you wish. If you have any violent objections to our announcing winners according to the schedule above, you'll have to let us know well in advance so we can make some changes. Unfortunately, we can't save all these announcements until after your achievement days! We'll send agents copies of the releases that concern their 4-H'ers. We'll not be sending these stories to weekly papers.

--Jo Nelson

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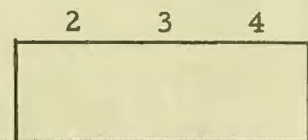
CONGRATULATIONS TO KDAL, Duluth, for outstanding service to agricultural extension work. October 1 marks the tenth anniversary of their contribution to radio and their fifth year of providing TV time to county agents. County Agent Richard Herman is making special efforts to show Extension's appreciation. --Ray Wolf

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IT MAKES A DIFFERENCE WHERE YOU SIT --

Which chair would you occupy in a panel discussion at the table to the right if you had the choice?



People with "take charge" personalities tend to choose 1, 3, and 5. Also a given person is most apt to talk most with: someone sitting opposite himself or persons far away from him. This holds as long as the group sticks to business rather than socializing.

A. Paul Hare and Robert Bales reported these conclusions in an article "Seating Position and Small Group Interaction" in the December 1963, issue of Sociometry. In their experiment they randomly assigned 60 Harvard undergraduates to 12 five-man groups. Groups discussed a variety of topics while researchers observed through a one-way mirror, recording all conversation. Students first took a battery of personality tests. Then they chose seats for actual discussions. Dominant, take-charge persons, and those with low personal anxiety, tended to choose seats 1, 3, and 5. The typical discussion-group member tended to talk to persons opposite or at least far away from himself. In informal social groups, individuals often talked to their immediate neighbors.

Respondents were asked why they chose their particular seats. Those in seat 3 tended to be socializers concerned with coordinating and relieving tension in the group. They often wanted to participate a lot. Individuals in seats 1 and 5 wanted to stick to the discussion task.

Remember that these were new groups and mostly task-oriented. Also, members sat on both ends and only one side of the table. Hare and Bales suggested two different factors--communicative position of a particular chair and personality of the occupant. If we hold personality constant, how does position alone influence discussion? Unfortunately for our purposes the study doesn't separate these two factors very clearly. In particular, it doesn't investigate such questions as what happens to communication when you have two "take charge" guys in a group and one is seated in positions 1 or 5.

What does this mean to Extension?

In arranging a discussion meeting, you may want to make sure persons sit in chairs that fit their roles in the discussion and their personalities. You may want to try bringing out some individuals by putting their name cards in the more communicative positions. Or you may want to give some individuals experience with a new role through moving them to a less communicative position. Also, when you go to a meeting, do you sit in the correct position for the role you wish to fill?

This analysis was taken from Action Abstract No. 28 prepared by Galen A. Driver, Hugh M. Culbertson and Mason E. Miller for the Institute for Extension Personnel Development, Michigan State University.

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WORD CORNER: SHARPEN UP! -- Frequently we hear people speak of a "new innovation"--a good example of redundancy to avoid. Innovation means the introduction of something new. New is built into the word, since the root is from the Latin novus, meaning new. --Jo Nelson

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**RADIO TAPES FOR HOME AGENTS** -- October radio tapes will be concerned with the extension home program. Here's a good chance to publicize the home program in your county!

The three short tapes discuss the nationwide and statewide scope of the program, but place emphasis on the local aspect of the program to meet the needs of local people and tell what the program has to offer. The long tape covers almost the same material. I interview Minerva Jensen.

If you're not getting the tapes now and if you'd like this issue of short or long tapes, let me know very soon. Also--if you're on the mailing list to receive the tapes and no longer want them, be sure to notify me.

November tapes will be devoted to the county extension office as a source of consumer information.

By the way, some of you have been returning tapes without the box in which they're sent to you. One of the best ways to break a tape reel is to send it unprotected in the mail. A word to the wise...--Jo Nelson

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**TV TOPICS FOR OCTOBER** -- The following topics will be discussed on channels 2, 8, and 10 Thursday at 9:30 p. m. and on channel 11 on Saturdays at 9:30 a. m.: "Metropolitan-urban Development," "Using Forest Products," "Minnesota Apples," and "Leisure-a Promise or a Problem."

The television (and radio) schedule for fall quarter will reach you soon with further details.

A two-minute script with seven photos is available for the asking on the Centennial of Crop and Livestock Reporting System--as are photos on many other TV topics.--Ray Wolf

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**RATE YOUR RADIO PROGRAMS** by noting the following factors: Did the program have a good opening and close? Was it of the right length, delivered at a pleasing rate, with proper inflections and pronunciations? Was the talk enthusiastic and friendly with flowing delivery without long pauses? Did you make a good choice of subject matter, get an idea across and summarize the presentation? If you can answer "yes" to all or most of the above questions you should be doing a good job of reaching people.--Ray Wolf

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**EDITORS, BROADCASTERS, LEGISLATORS TO VISIT UNIVERSITY** -- The annual Editors', Legislators' and Broadcasters' day will be held on the Minneapolis Campus of the University this Saturday, October 1. Visitors will view exhibits in the Fieldhouse in the morning, enjoy a "Block and Bridle Club" luncheon, and then take in the football game. The Institute of Agriculture, including the Agricultural Extension Service, will be involved with more than a dozen exhibits. We'll be looking forward to seeing many of the people with whom you work so closely and effectively.--Harold B. Swanson

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TEN COMMANDMENTS OF FARM BROADCASTERS -- From M. L. N. Iyengar, secretary of the Agricultural Information Communicators' Association, India, writing in the AICA Bulletin, we pass along his Ten Commandments for Farm Broadcasters.

- "1. Thou shall always remember who thy listeners are. If thou forget them, thy words are just lost to the air.
2. Thou shalt forget at thy peril that to bore thy listeners is an original sin.
3. Thou shall always converse with and not harangue thy listeners.
4. Thou shall bear in mind that in simplicity and brevity lies thy virtue.
5. Thou shall always act on the belief that the worst broadcaster is one who has lost his enthusiasm.
6. Thou shall not confuse thy listeners with statistics and details.
7. Thou shall not cover the fruits of research with the dust of technical, difficult words.
8. Thou shall be always human.
9. Thou shall be thyself and sincere.
10. Thou shall promise that thou shall use the radio to suggest, motivate and educate, not to teach, philosophize, specify or qualify."

To which we say, "Amen, Brother." (Mr. Iyengar is farm radio officer of the Farm Information Unit of the Directorate of Extension, Ministry of Agriculture, New Delhi). --Ray Wolf

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"YOU TOO CAN WRITE!?" -- That's the title of a class on the University of Minnesota Television Hour, to be taught by Associate Professor Harold Alford, who is also director of correspondence study and of special classes for the General Extension Division. It will be shown over KTCA-TV, channel 2, from 9 to 10 p. m. Tuesdays beginning Tuesday, September 27.

Viewers are encouraged to participate by subscribing to the weekly readings, sending in weekly writing exercises, and telephoning questions to the station while the class is in progress. To receive the weekly mailings, send \$2 to "Yôu Too Can Write," University Television, Minneapolis 55455.

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## Publications and Direct Mail

### NEW PUBLICATIONS

Use of a Producer Panel to Estimate Changes in Agricultural Production in Minnesota's Dairy Belt. Tech. Bull. 251. Paul E. Tix and W. B. Sundquist. Objectives of this study were: (1) to consider briefly the merits and problems of the two conventional procedures for predicting agricultural supply --profit-maximizing analysis and time-series analysis--and (2) to investigate the potential use of a third procedure, a producer panel, as an independent estimator of supply and as a supplement to other procedures. Main focus of the study was on estimating milk supplies in Minnesota's dairy belt. 20 pages. Available. *hne*

Radio-Television for City and Country. Oct. -Dec. 1966. Quarterly list of topics for "Highlights in Homemaking" and the "University Farm Hour" on KUOM radio and "Town and Country" on KTCA and KWCM-TV. 8-page railroad folder. Available mid-October.

The Law and The Market. Misc. Rpt. 75. A collection of seminar papers edited by Dale C. Dahl. Papers in this collection draw upon the varied professional experiences of economists and lawyers who have dealt with legal-economic problems rising out of the regulation of the marketing of agricultural products. 56 pages. Available mid-October.

Profitable Farm Adjustments in Southwestern Minnesota. Sta. Bull. 484. D. C. Taylor and H. R. Jensen. This study was made to provide information on alternative income-improving organizations for various farm situations. Study covered a 12-county area in southwestern Minnesota. 36 pages. Available early October.

### REVISED PUBLICATIONS

The Roaster Turkey. Home Ec. F. S. 9. Verna A. Mikesh and Robert W. Berg. Information on selecting, storing, and preparing roaster turkeys. Includes a revised timetable for roasting turkey. 2 pages. Available mid-October.

Standby Electric Generators. Ag. Eng. F. S. 3. Compares tractor-driven and engine-driven units, describes and illustrates wiring of a transfer switch. Available about October 1.

Controlling White Grubs in Lawns. Ent. F. S. 22. J. A. Lofgren. The chemical recommendations for controlling white grubs have been changed so please discard all old copies. 2 pages. Now available.



### REPRINTED PUBLICATIONS

Beef Cattle Rations. Animal Husbandry F. S. 6. Robert Jacobs and R. L. Arthaud.

Let's Build A Window Display. Info.Serv. Series 5. Gerald R. McKay.

Controlling Diseases in the Home Vegetable Garden. Plant Path. F. S. 9. Herbert G. Johnson.

Galls. Ent. F. S. 23. T. M. Peters.

Tips on Tapes. Info. Serv. Series 8. Ray Wolf.

Stalk Rot and Lodging of Corn. Plant Path. F. S. 3. Herbert G. Johnson

Losses From Weeds. Special Rpt. 13. R. S. Dunham. 48 pages.

### FARM MANAGEMENT REPORTS

Single copies of the following are available from the Bulletin Room as long as the supply lasts:

1965 Annual Report, Southwestern Minnesota Farm Management Service.  
Ag. Econ. Report 285, T. R. Nodland.

1965 Annual Report, Southeastern Minnesota Farm Management Service.  
Ag. Econ. Report 286. T. R. Nodland.

Cost and Return From Feeding Cattle, 1964-65. Ag. Econ. Report 287.  
H. N. Walch and T. R. Nodland. A study of costs and returns on 51 lots of feeder cattle on southern Minnesota farms. Three different programs are represented: long-fed calves and short-fed and long-fed yearlings.

### MINNESOTA FORESTRY NOTES

Markets Available for Minnesota Aspen Lumber. No. 172. Robert D. Thompson and Harold F. Rathbun. Net annual growth of aspen in Minnesota is about 273 billion board feet while the cut is only 82 million board feet. This sheet gives background and implications.

Construction of a Local Aerial Stand Volume Table From the Photo Measurements of One Interpreter. No. 173. Garry W. Fritz and Merle P. Meyer.

Check List of Major North American Tree Species Native in Minnesota. No. 175. Scott S. Pauley and Albert G. Johnson.

The Effects of Fuel Oil Applications on the Summer Burning of Jack Pine Slash. No. 174. D. E. Nelson and F. D. Irving.