

MN2000 RPI 10/31/66



# Reaching People

*with information...*

**press  
publications  
radio  
television  
visual aids**

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

October 31, 1966

\*\*\*\*\*  
 \* 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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NATIONAL 4-H WEEK PRESS COVERAGE -- Our clippings indicate excellent coverage of National 4-H Week by the local press out in the state. Agents are to be congratulated for the part they played in providing the press with stories, pictures, and mats and suggesting material for editorials.

You may be interested in some of the ways agents got the 4-H message to readers through the press:

- . A variety of articles, some written by agents, some provided by us, many used with the poster mats.
- . By-lined articles on 4-H by 4-H'ers and agents.
- . Editorials.
- . Special releases saying thank you for leadership and guidance, for financial support, and for interest in 4-H work and activity. (Example: story in St. Peter Herald.)
- . Announcements of window displays.
- . Story on special projects during 4-H Week, such as distribution of litter bags to cars in the county in the interest of a beautiful America (Wadena County).
- . Listing of all clubs in the county with their organizational leaders, along with an invitation to join.
- . Notice of free coffee and cookies served to the community in appreciation of cooperation and help (Fulda).
- . Many, many advertisements saluting 4-H and featuring special mats.



Special pictures, including: county agent looking at 4-H banner on courthouse (Becker County); 4-H members presenting decorated cake to Anoka County Board; 4-H'ers presenting subscription of National 4-H News to librarian at public library (Brown County); Mayor of Willmar signing proclamation for 4-H Week in the presence of two 4-H'ers; window displays; tea table flanked by Kandiyohi County commissioners who are being served coffee by 4-H Leader's Council; and 4-H'ers at work on projects.

No doubt there were special sections devoted to 4-H in many papers, as in the Litchfield Independent Review. We trust these efforts pay off in increased membership and understanding. Certainly the public has been made more aware of the opportunities for youth in 4-H. --Jo Nelson

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TAPES FOR HOME AGENTS - - November tapes are devoted to consumer education as part of the effort to alert the public to the county extension office as a source of consumer information.

The first two short tapes are interviews with Mary Ryan, extension economist on what various seals of approval actually mean. The third short tape and the long tape are interviews with Dorothea Riemann, district supervisor, on the types of consumer information available from county extension offices. --Jo Nelson

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WORD CORNER: SHARPEN UP! - - Occasionally you see the word till (meaning until) used with an apostrophe before it ('till or 'til). This is incorrect. Till is not an abbreviation; it is a word in its own right. In fact, till is an older form than until, but the two forms can be used interchangeably. --Jo Nelson

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ANNUAL CONFERENCE TAPES ARE AVAILABLE - - The major speeches and the reactors' comments at the Annual Extension Conference, October 24-28, were taped and will be available for your use. We can dub the speeches on your tapes (we'll need four 1,200-foot tapes to do the entire job recording at 3 3/4 inches per second--not broadcast speed nor quality) or we can provide you new tapes at cost and bill you later. --Ray Wolf

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CALLING ALL HOARDERS! - - By now some of you must have quite a collection of tapes I've sent you each month. Please return them as soon as you've used them! If you don't include your enclosure slip with the tapes, I have no way of knowing who is returning them. --Jo Nelson

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GIVE CREDIT WHERE IT'S DUE -- When you copy material from an extension bulletin from another state (or from this state, for that matter), extend the courtesy of giving credit to the original author. And always remember that to reproduce any material that is copyrighted, you must get permission from the publishers. --Jo Nelson

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TESTING ALL COMMUNICATORS -- Principles and concepts play an important part in effective communications. Test yourself on the questions asked during annual conference at the "Communication in Resource Development" seminar. Match the concepts on the left with the statements on the right. Don't use the same term twice.

Concepts	Statements
1. Selective exposure	_____ Awareness-interest-evaluation-trial-adoption (rejection)
2. Cosmopolites	_____ A buyer of a Buick reads ads stressing value of Buicks
3. Selective perception	_____ A person whose approval is usually necessary for an idea to be accepted
4. Localites	_____ Mass media to opinion leaders to public
5. Cognitive dissonance	_____ Striving to reach one's own potential
6. Two-step-flow	_____ People tend to seek or look at certain messages or certain media
7. Legitimazer	_____ People "see" messages in light of their own backgrounds, attitudes
8. Adoption process	_____ Opinion leaders whose interests, contacts, roots are away from local scene
9. Self-actualization	_____ Well-accepted people whose ideas on general changes are well accepted in the community but who may not be in positions of leadership in technical ideas, practices.
10. Reinforcement	_____ Theory that says people strive for consistency, to eliminate or deny things in life that upset their mental equilibrium.

(See next page for answers)



RADIO FARM DIRECTORS WANT MORE COUNTY AGENT MATERIAL -- A recent coast-to-coast survey of leading radio farm directors shows not only that county agents are among the most popular guests on programs but also that most farm directors would like to have county agents provide more material. The survey was made by Shell Chemical and reported in its publication SCAN, July 1966.

Radio farm director comments ranged from:

"I know all the county agents within 100 miles. They're my eyes and ears."

"We depend on telephone 'beep' reports from agents in surrounding counties when a serious problem arises."

"We do a regular series with 12 county agents, featuring each one in a two-week period."

Services provided by county agents nationwide to these leading farm broadcasters in order of frequency were: 78 percent appear in person; 52 percent send bulletins; 42 percent record telephone "beep" reports; and 28 percent tape special features.

Here's what farm broadcasters want more of: 50 percent, more "beep" reports; 47 percent, personal appearances; 42 percent, more written material; and 33 percent, more tips on "hot stories."

The hot stories farm broadcasters are looking for include: tips on how farm operations are growing; an unusual success story; new techniques in farm management; use of computers; information on pest control; and many others (see next issue of Reaching People).

County agents are among the top "hits" on the radio farm directors' popularity parade and the thing they want more of most is "beep" reports. So, your phone is really a radio station!

As a county agent, this survey gives reassurance to you that you can count on radio to help with day to day operations and emergencies, such as frost warnings, insect invasions, outbreaks of disease, livestock problems, and other crises. --Ray Wolf

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ANSWERS TO TEST -- The blanks should be filled in order as follows: 8, 10, 7, 6, 9, 1, 3, 2, 4, 5. For example, "A buyer of a Buick reads ads stressing value of Buicks," is an example of "reinforcement." Even though a person has made a decision he seeks further information to bear out his decision. Or a person attending a meeting seeks the story in the newspaper about the meeting, reinforcing his attendance.

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## Publications and Direct Mail

### NEW PUBLICATIONS

Fifty Years of Weather at the Northwest Experiment Station. Misc. Rpt. 72. Olaf C. Soine. Summarizes weather records kept for over 50 years at the Northwest School and Experiment Station, Crookston, 16 pages.

Managing Our Future, Hog Outlook Information. Fall 1966. No. 4. Kenneth E. Egertson. Describes the present situation in the hog market and gives outlook information and management implications for coming marketing quarters. 2 pages.

Minnesota Lamb Consumption Patterns. Agricultural Economics Fact Sheet 6. D. C. Dahl and K. E. Egertson. Reports study findings on consumer preference for lamb in Minnesota and its availability at retail. 2 pages.

Recent Publications of the Agricultural Experiment Station. 1966. No. 40. Announcement postcard listing recent Station and Technical Bulletins.

Recent Publications of the Agricultural Extension Service. Announcement postcard listing recent publications.

A Survey of Alfalfa Fields in Winona County Minnesota. Station Bulletin 485. John Grava, O. E. Strand, and G. W. Randall. Presents data on: (1) chemical properties of four major soil types, (2) alfalfa production practices followed, and (3) chemical composition of alfalfa on 82 fields in Winona County. Main objective was to investigate which soil fertility factors were primarily responsible for relatively low alfalfa yields. 16 pages.

U. S. Lamb Consumption Patterns. Agricultural Economics Fact Sheet 5. K. E. Egertson and D. C. Dahl. Describes some important consumption and price patterns in the U. S. sheep industry. 2 pages.

Buying Mattresses for Comfort. Ext. Bulletin 330. Myra Zabel. Information on the construction and quality indications of mattresses, springs, and dual-purpose bedding. Includes sections on the cost and care of sleep equipment. 12 pages. Available mid-November.

Editors and Extension Agents--How They View Rural Issues in Minnesota. Misc. Rpt. 74. P. J. Tichenor, C. N. Olien, and G. H. Donohue. Report of a recent study. 16 pp.

How to Arrange Furniture. Ext. P. 216. Tells how to skillfully and tastefully arrange your rooms to suit your needs and desires. 16 pages.

Shopping Notes--Curtains and Draperies. Ext. P. 217. Describes ways to measure windows, figure yardage, and determine fabric quality necessary for different window locations; also lists properties of various fabrics. 16 pages.



Fruits and Vegetables. HS-10 Grace Brill and Lee Nelson. (One in a series of special publications written for people with limited experiences, finances, and education.) It should be used with this group only, not for general distribution. An explanation of the nutritional value of fruits and vegetables and step-by-step information on how to prepare them.

### REPRINTED PUBLICATIONS

Beef Futures Trading. Agricultural Economics Fact Sheet 3. Dale C. Dahl and Kenneth E. Egertson.

Build a Better Booth. Information Service Series 25. Gerald R. McKay.

Cleaning and Sanitizing on the Dairy Farm. Dairy Industries Fact Sheet 6. V. S. Packard.

Criteria for Successful Meetings. Communications Bulletin 11.

Make Your Point With Pictures. Information Service Series 14. Gerald R. McKay.

Milkhouse and Milkroom Construction for Quality Milk Production. Special Rpt. 9. V. S. Packard.

Objectives and Role of Mass Media in Adult Education. Communications Bulletin 24. Harold B. Swanson and Willie Strain.

Reporting 4-H Club News. Information Service Series 4. Harold B. Swanson and Jo B. Nelson.

Speeches of Introduction and Presentation. Communications Bulletin 26. Paul H. Cashman and Harold B. Swanson.

Telling Your Story With a Booth. Information Service Series 6. Gerald R. McKay.

The Home Lawn. Ext. F. 165. Donald White. 10 pages.

Silage Production and Preservation. Ext. Bulletin 308. L. H. Smith, H. J. Otto, and W. W. Brookins. 28 pages.

Easy Dishwashing. HS-1. Mary Muller and Lee Nelson.

Rid Your Home of Rubbish. HS-2. Mary Muller and Lee Nelson.

Cleaning Sink, Tub, and Toilet. HS-3. Mary Muller and Lee Nelson.

Dry Milk in Every Meal. HS-4. Verna Mikesh and Lee Nelson.

Better Bedmaking. HS-5. Mary Muller and Lee Nelson

Broiling. HS-6. Verna Mikesh and Lee Nelson.

Home Storage. HS-7. Mary Muller, Mary Lamison, and Lee Nelson.

Making White Bread. HS-8. Verna Mikesh and Lee Nelson.

REVISED PUBLICATIONS

Publications List of the Agricultural Extension Service and the Agricultural Experiment Station. Lists all general publications presently available through the Bulletin Room. Please discard all old copies upon receiving these new red and white folders. 28 pages. Available early November.

Today's Fibers; Ext. F. 218. Athelene Scheid. Detailed information on the advantages and limitations of natural and manmade fibers. Manmade fibers are divided by generic family name, and trade names are given for each. 8-page folder.

How to Build a Tree Planter from a Plow. Agricultural Engineering Fact Sheet 8. D. W. Bates, W. E. Dorsey, and M. E. Smith. Photos and directions explaining how to convert a plow into a tree planter. Available early November.

Are You Having Paint Trouble? Agricultural Engineering Fact Sheet 9. D. W. Bates. Information on preventing and removing the interior moisture that can cause outside paint to peel. Available mid-November.