

MN2000 RPT 6/2/67



Reaching People

with information...

**press
publications
radio
television
visual aids**

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AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

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June 29, 1967

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

ARE YOU READING THE JOURNAL OF COOPERATIVE EXTENSION? -- Here's what it will do for you:

- * Show what Extension education of tomorrow will be.
- * Give the big picture in Extension and suggest what you need to do to adapt to that picture.
- * Predict your role as an agent in the future.
- * Keep you abreast of many current developments in the communication process.
- * Inform you on the current issues and problems in Extension.
- * Tell you about new publications relative to your work.
- * Digest for you current research in Extension and adult education.
- * Complement your reading in the professional journal of your special discipline.
- * Serve as a link with research and ideas on its use.
- * Give an opportunity to hear pros and cons of controversial subjects relevant to Extension. --Harold B. Swanson

JULY TAPES FOR HOME AGENTS -- This month three short tapes will be concerned with food preservation and will feature Verna Mikesh, extension nutritionist. Here are the subjects: 1. Canning - general tips, 3:37; 2. Making jellies and jams, 4:40; 3. Pickles and relishes, 5:40.

On the long tape (13 min.), Mrs. Myra Zabel, extension specialist in home furnishings, gives the pros and cons of carpeting for the kitchen.

Twenty-nine counties now request the short tapes (including a few agents in non-home agent counties) and 12 home agents are on the list for long tapes. --Jo Nelson

PLAIN CUES FOR BETTER INTERVIEWS -- Good radio or television interviews are made. They don't "just happen." Remember, more responsibility rests with the person who is doing the interviewing than with the guest. Here are some things the interviewer can do to make Extension interviews good:

1. Talk over the broadcast with the person you're going to interview. Explain the specific reason you have for wanting him on the show. What did he do? How did he do it?
2. Tell him what you are going to ask him. Try out those questions on him before the program goes on the air.
3. Keep all your questions short. The listener wants to hear your guest -- not you.
4. Don't start with biographical questions. Introduce your guest. Tell where he is from and his relationship to the purpose of the program. Do this as quickly as possible.
5. Begin your questions with "HOW, WHAT, WHEN, WHERE, WHO, or WHY." This is the first step in "answer control." The purpose is to frame a question in such a way that it cannot be answered by "yes or no."
6. To avoid the "yes or no" reply, begin with "Tell us about--." This puts your guest on his own. Do not back up a question to a perfectly good statement of fact such as "You're president of your 4-H club -- aren't you?"
7. Beginning a question with "DO YOU, DID YOU, ARE YOU, IS IT, WERE YOU, HAVE YOU" automatically invites a "yes or no" reply and forces you to do most of the talking.
8. Always try to keep your guest mentally on his farm or in his home.
9. Don't ask him what he thinks. Ask him what he has done. Where, why, and how it was done. And what the results were.
10. Stress the pronouns "your and you" in your questions and tell your guest to talk in terms of "I, my, and mine."
11. Make a special effort to show him that you are interested in what he has to say. Look at him while he is saying it. Be a good visible audience. It will do wonders for his confidence.
12. Usually, ad-lib interviews are best. Jot down some notes or questions. Write out a short opening and close. In that way, you'll introduce your guest quickly and bring the interview to an end easily and on time.

KEEP YOUR GUEST ON FAMILIAR GROUND. DON'T SURPRISE HIM. CONTROL YOUR QUESTIONS. BE A GOOD LISTENER YOURSELF. REMEMBER: GOOD INTERVIEWERS MAKE GOOD INTERVIEWS. --From North Carolina Extension Service --Ray Wolf

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WORD CORNER: SHARPEN UP! -- In an otherwise perfectly respectable news release that came from a federal agency the other day, the word accidentally was misspelled at least twice. The misspelled form, accidently, occurs far too often! Yet it should be easy to remember that accidentally is an adverb, formed simply by adding ly to the adjective accidental. The same rule holds true for incidentally.

Another frequently misspelled word is harass (consistently misspelled this past year in the MINNESOTA DAILY). Unlike embarrass, which has two r's, harass has only one. --Jo Nelson

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TEACHING WITH TELEVISION AND RADIO -- Crazy Over Horses is a 15-week series of TV programs being shown on KTCA - St. Paul; KWCM - Appleton; WDSE - Duluth; WTCN - Minneapolis and starting July 26 on KEYC - Mankato. Dr. George Mather, professor of veterinary medicine, is the host for the series which will be very useful for 4-H horse project members. The programs are on the 3 educational TV stations on Thursdays at 9:00 p.m.; on WTCN at 9:30 a.m. and on KEYC at 5:00 p.m. Hope you can watch and tell others about the programs.

"It's a Dog's Life" -- a good TV series for 4-H club members -- may be seen each Tuesday at 7:30 p.m. until August on KTCA (2); KWCM (10); and possibly WDSE (8).

Radio - TV Topics for July, August and September from the Institute of Agriculture will reach you soon. Maybe you can get some ideas for your programs from the listings. --Ray Wolf

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PLANNING A PUBLICITY PROGRAM? -- If you're planning to write a series of newspaper stories to publicize an event, take time to sit down and think through your schedule of articles. Write down the date when you plan to send out each story. But don't stop there. Decide for each story what new bit of information you will feature. The important thing to remember is not to "spill all the beans" in the first story. Keep a special feature for each story -- the announcement of event, time and place for one, the name of a keynote speaker for another and so on. --Jo Nelson

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PONDEROUS PROSE -- Do you write to impress your colleagues? It might be well to remember these words from Dean Edward W. Barrett of the Columbia Graduate School of Journalism: "Ponderous prose has become too much the hallmark of our great scholars and experts." --Jo Nelson

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THEY'RE GETTING SHORTER -- Sentences, like skirts, are getting shorter and shorter. We have learned that the average sentence in the early Elizabethan days ran about 45 words. The Victorian sentence averaged 29 words. Today's average sentence is about 20 words, and experts tell us that an average of 17 per sentence makes for easiest reading. --From FES Editor's Letter
--Jo Nelson

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FOR MEN ONLY* -- TV -- Suits: Wear a medium tone suit of grey, brown or blue in which you feel comfortable. Avoid stripes, checks or sharply-contrasting patterns. If a dark suit is worn, avoid light colored accessories.

Shirts: Off-white or pastel shirts should be worn. Grey gives the best results for shows in color or in black and white. Avoid pure white shirts which, in color, make the face appear too dark and, in black and white, produce a "halo" effect.

Neckties and Handkerchiefs: Muted colors are best. Avoid large-figured neckties which will appear too "busy" on the screen. Avoid pure-white breast-pocket handkerchiefs because of that "halo" effect.

Jewelry: Rings, tie clasps and cuff-links, if worn, should be of the non-sparkling variety to avoid distracting "flares."

Make-up: Make-up usually is unnecessary for black and white TV unless there is a shiny bald spot, a heavy beard shadow, blemishes, an exceptionally oily skin, etc. In such cases, a sun-tan shade of powder should be applied lightly to all exposed skin areas. * Source: NAB. "So You're Going on TV." --Ray Wolf

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NEWSPAPERS: BEST WAY TO FIND OUT -- The magazine EDITOR AND PUBLISHER (June 17) reports that a new survey shows that newspapers are the public's preferred medium as "the best way to find out" about advertising messages, news and other specific kinds of information. The survey was conducted among 2,000 adults by the Opinion Research Corporation.

Newspapers were chosen as "the best way to find out" in these categories of information: health, sports, business, community affairs, local personalities, accidents, crime, entertainment, culture and recreation. Magazines narrowly edged out newspapers on women's interest items and tied with newspapers on educational items.

Television was most often named as "the best way to find out" for items which identify with newsreel action shots: the news of war, space launchings, disasters and national political debates.

The study was based on the expressions of interest in 240 different items, equally selected from all four media -- newspapers, magazines, radio and television. -- Jo Nelson

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Publications and Direct Mail

NEW PUBLICATIONS

Radio-Television for City and Country. July-September 1967. Quarterly list of topics for "Highlights in Homemaking" and "University Farm Hour" on KUOM radio and "Town and Country" on KTCA, KWCM, and WDSE-TV. Also lists program topics for "Crazy Over Horses" on KTCA, KWCM, and WDSE-TV. 10-page railroad folder. Available early July.

Minnesota Economic Data, Counties and Regions. No. 5, "Population." John S. Hoyt, Jr., and James H. Hanson. Concerns the average annual rates of growth and decline in total population and population components in Minnesota counties and regions between 1940 and 1965. 6-page railroad folder. Available early July.

Hamburger. HS-13. Verna Mikesh and Leona Nelson. (One in a series of publications written for people with limited experience, finances, and education. It should be used with this group only; it is not for general distribution.) Tells how to buy, store, and cook hamburger. Contains recipes. 8 pages. Available mid-July.

Yeasts and Molds. Food Microbiology Fact Sheet 3. E. A. Zottola. Gives information on the characteristics, growth, and distribution of yeasts and molds. 2 pages. Available.

Fire Blight. Plant Pathology Fact Sheet 17. J. D. Froyd and H. G. Johnson. Describes the symptoms of fire blight on trees and gives recommendations for control. 2 pages. Available early July.

Heat Detection and Time to Breed. Extension Pamphlet 222. A. G. Hunter and B. J. Conlin. Gives recommendations for a good heat detection program for the dairy herd. 6 pages. Available.

REVISED PUBLICATIONS

Outdoor Mosquito Control. Entomology Fact Sheet 29. L. K. Cutkomp and J. A. Lofgren. Gives recommendations for chemical control of adult and larval stages of the pest mosquito. Please discard all old copies--chemical recommendations have been changed. 2 pages. Available.

REPRINTED PUBLICATIONS

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

Bacteria in Milk. Dairy Industries Fact Sheet 7. V. S. Packard.

REPRINTED PUBLICATIONS (cont.)

Soils of the Twin Cities Metropolitan Area. Extension Bulletin 320. Lowell D. Hanson, Clement D. Springer, Rouse S. Farnham, Alex S. Robertson, and Evan R. Allred.

Last-Minute Preparation for Windstorms, Winter Storms, and Fallout. RCD-4.

Interpretation of Minnesota Soil Tests for Fertilizer Use. Special Report 1. L. D. Hanson, C. J. Overdahl, M. V. Halverson, and J. Grava.

MINNESOTA FEED SERVICE. Spring-Summer 1967 issue. Includes articles on "Improving Livestock Through Breeding," "Corn Silage for Dairy Rations," "Alfalfa Dehydration for Rural Industrialization," and "Dairy Records in DHIA." 6 pages. Available.

OUT-OF-PRINT

Family Fallout Protection Rating Guide. RCD-3.