

MN2000 RPI 11/27/67

Reaching People *with information...*

**press
publications
radio
television
visual aids**

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

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November 27, 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 AWARE HOW YOUR PAPERS ARE PRINTED? -- Are you aware of which papers in your counties are printed by letterpress and which by offset method? Make it your business to find out if you don't already know. The point is that when you would like papers to run pictures, papers printed by letterpress will need mats--or glossy pictures (if they're willing to make their own cuts). But offset papers will need either glossy pictures or reproduction proofs (of cuts).

Always be sure to identify any picture you send a newspaper--BUT write the identification at the bottom of the picture on the back--NEVER across the main section of the photograph. That imprint may show through. If you use paper clips on a photo (it's better not to), see that the clip does not come over the face of the individual. And of course if you mail photos, protect them with cardboard backing. --Jo Nelson

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WHILE WE'RE ON PICTURES -- We have on file glossy pictures and in some cases mats of state staff, and many non-extension faculty located on the St. Paul Campus. If you ever need pictures or mats of any of these people for publicity of an event, let us know what you need and we'll try our best to get it to you. When you send in such a request, please tell us: 1) which pictures you want; 2) how many mats you want for letterpress papers and how many photos or proofs you want for offset papers (see item above); and 3) when you need them. This is particularly helpful to us if we don't have some of the pictures you request. If we know when you need them, we can decide whether to have the picture taken and processed or to fill as much of your request as we can and let you know what is not available. Also, we would appreciate it if you would tell us what you will be using the pictures for. For best service send (or call) your request to Press Section, Department of Information and Agricultural Journalism, 107 Coffey Hall, Institute of Agriculture, University of Minnesota, St. Paul, Minnesota 55101. --Vern Keel

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WHAT ABOUT USING MATERIALS FROM OUT-OF PRINT PUBLICATIONS? -- This question was submitted at the question and answer session of the annual conference: "If bulletins are not in print at the time and we want them and plans are made not to print the bulletin again, can we copy information i. e. on 2 or 3 pages and use these materials? Is it legal? Or how can we get some out-of-print materials?"

Assuming that the question refers to a University of Minnesota Agricultural Extension Service or Agricultural Experiment Station publication, we recommend that you contact the author of the publication. Perhaps there is some logical reason for its going out of print--such as no longer of value or incorrect information.

After checking with the author and finding that the material is still valid and that he does not object to its being reprinted, there is no legal problem. When making copies of such material you should credit the source and state that it is no longer available.

Such requests to authors will probably encourage them to reprint, revise, or publish new materials. This approach may help get out-of-print materials back on the shelf. --Eldon Fredericks

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TAPES FOR HOME AGENTS FOR DECEMBER -- Short tapes for December will include interviews with Mrs. Shirley Munson on freezing foods for Christmas and on the new method of thawing the holiday turkey and with Mrs. Marian Bagley, assistant professor of related art, on teaching color through toys. The long tape will be an interview with Gerald McKay, extension visual aids specialist, on taking winter pictures --as well as pictures at holiday time. If you're not on the mailing list to get these tapes each month but would like any of those for December, let me know. --Jo Nelson

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FARM RADIO LISTENERSHIP REPORTED -- Seventy-seven percent of farm operators listen to radio between 5 and 7 a. m., while 66 percent listen between 10 a. m. and 1 p. m. A National Association of Farm Broadcasters' study report, The First Medium-Farm Radio, reveals that the most frequently-heard programs during the study were weather reports, farm market reports, and national, state and local news. Seventy-six percent of those interviewed were able to identify "their" farm director and his station call letters.

Don't expect to be heard after 10 p. m., the report indicates. Only 6 percent of the farmers listen to any radio after 10 p. m. Before 5 a. m. you will only reach 5 percent of the farmers.

"Farm operators tend to turn to farm radio for programs of special interest to them such as farm information and market reports," the report states.

The NAFB study claims that regular daily farm programs have a definite influence on farm operators' decisions in running their farms. Specialists in farm matters were high in popularity because of their "good information and new ideas" In this study, the term specialist refers to all extension staff and others who "specialize" in agriculture.

Speaking of program length, 92 percent said they liked specialists discussions to be between 5 and 10 minutes. The farmer does not like interviews that are long, boring, and repetitious or that do not apply to farming.

Interviews with other farmers are also ranked high as are discussions concerning farm youth and what the youth are doing in school and with on-farm projects. --Leo Fehlhafer

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ON ORDERING NEWSPAPER MATS - - When you write in requesting mats of University staff members who will be speaking at some event in your county, it will help us considerably if you will tell us the name and date of the event, exactly how many mats you want, and by what date. Also, if you know how many of the papers you will be contacting are printed offset, please let us know and we will send you reproduction proofs instead of mats for those papers. See our article on page 1 for further details. --Vern Keel

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DON'T OVERLOOK DIRECT MAIL - - If your objective is to get information to farmers or homemakers, not just to have meetings, you may be missing an opportunity by not including some of the subject matter in your meeting announcement.

This way you can share information with the hundreds who don't attend the meetings, and maybe get more people to attend. Give your audience enough subject matter from the program to interest them and include something to help them even if they don't attend.

If your meeting announcements contain just the dates, times, places, and a brief listing of topics and speakers, they may be junk mail to the many people who don't attend. But if you include useful information to help or inform every reader, your direct mail efforts may get more response.

Remember, the main advantage of direct mail is its unique ability to reach a specific audience with a message that meets a particular need. Used effectively, direct mail can be a most efficient way to reach and serve specialized audiences. --adapted from "It Says Here," University of Illinois.

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WORD CORNER: SHARPEN UP! - - One of our home agents has asked, "How should you write courthouse? Some of our county letterheads use it as one word, some as two--court house. Which is correct?"

Webster's unabridged Third New International Dictionary, the New College Dictionary, and Webster's New World Dictionary, college edition, all use courthouse as one word. --Jo Nelson

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DO YOUR WORDS WORK? -- As educators, we must communicate technical information to many different audiences. But are we always sure that we're understood?

Researchers have measured the understanding of words commonly used in educational literature by farmers and housewives. For my research at the University of Wisconsin, I sent a questionnaire to 150 dairy farmers considered above-average by their county agent. Respondents averaged 92 percent correct answers on a multiple choice test containing the following 14 terms: total digestible nutrients, digestibility, palatability, crude protein, gestation period, high energy feed, carotene, lead feeding, rickets, rumen, colostrum, lactation period, genetic trait, and conception rate. All of these terms are used extensively in educational literature.

But in other studies where "average" farmers were asked to identify words commonly used by educators and journalists, the understanding of certain terms has sometimes been much lower. For example, in another Wisconsin study so few farmers understood the meaning of pH the researcher recommended that some other term be used to communicate the meaning of soil acidity. Only 58 percent of a group of Georgia homemakers surveyed on their understanding of nutritional terms knew the carbohydrate food group was important to furnish energy. And in two other studies where "average" farmers were asked what lactating meant, only 60 percent knew. But 99 percent of the farmers in the above-average sample understood what lactating meant.

Whether a person understands a word or concept depends largely on education and past experience. Farmers with more formal education have scored consistently higher on terminology tests than their neighbors with less education. The following table shows how the test score increased for each higher level of education among farmers in the above-average sample:

<u>EDUCATION (Years)</u>	<u>TEST SCORE</u> <u>(Percent correct answers)</u>
1-8	86.7
8-12	88.8
12	92.7
Over 12	95.0

The better educated, more progressive farmers have a good understanding of terms commonly used by educators and journalists. We can use these terms freely when corresponding with this special group of farmers. But what about the general farm audience, are we sure they understand some of our words?

Knowing your audience is essential to good communication. And if there's any doubt about a certain word explain it. For example, instead of saying "palatability," say "how well the animal eats the feed."

--John Sperbeck

4-H TV SCIENCE SERIES SUCCESSFUL -- The 4-H TV Science Series which ends in December was highly successful. It is estimated that over 27,000 young people in Minnesota enrolled in the TV Club. --Ray Wolf

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NOW 4-H TV ACTION SERIES -- The 4-H TV Action Series dealing with emergencies caused by tornadoes, fires, floods, earthquakes, and atomic radiation will be carried on nine stations during January, February, and March 1968.

The schedule for the series is as follows:

KEYC (12) Monday, January 1 to March 4 -- 5 p. m.
KAUS (6) Saturday, January 6 to March 9 -- 1 p. m.
KROC (10) Sunday, January 7 to March 10 -- 1 p. m.
KTCA (2), WDSE (8), KWCM (10) Monday, January 8 to March 11 -- 5:30 p. m.
WTCN (11) Monday, January 13 to March 16 -- 9 a. m.
KCMT (7) and KNMT (12) -- to be announced

The 4-H TV Action Series is geared to 4th, 5th, and 6th graders and should be of interest to Boy Scouts and Girl Scouts as well as 4-H members. --Ray Wolf

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FOOD AND FIBER COMMISSION REPORT -- A special series of TV programs "Food And Fiber For The Future" will report on the findings and implications of the President's Food and Fiber Commission headed by Dean Sherwood O. Berg. Later these programs will be available to you as "kines" and could fit into many of your educational programs. Watch the programs which will feature some of the U. S. 's most prominent personalities and then consider using them locally at meetings, etc. Details of ordering will be included in a future Visual Aids Tip Sheet. Tentatively we will have short messages from President Johnson, Vice President Hubert Humphrey, and Secretary of Agriculture Orville Freeman as part of the first three programs.

The details on programs follow:

Program #1 -- Commercial Agriculture Policies -- (Level of price supports, direct payments, acreage allotments, land use programs, and food reserves.) Participants include: Sherwood O. Berg, dean, Institute of Agriculture; W. W. Cochrane, dean, International Programs; University of Minnesota; C. W. Cook, chairman, General Foods Corporation; and Ray Wolf, TV host and extension information specialist, University of Minnesota.

Program #2 -- Food Aid and Foreign Economics Development -- (Population explosion, technical assistance, food and fiber demands, and food aid programs.) Participants include: Sherwood O. Berg; D. Gale Johnson, dean, Division of Social Sciences, University of Chicago; George C. Cortwright, chairman of the Board of National Cotton Council; and Ray Wolf.

Program #3 -- Better Opportunities for Rural People -- (Full employment, equal protection of rural workers, improving economic climate in rural areas and minimum income opportunities.) Participants include: Sherwood O. Berg; William B. Murphy, president, Campbell Soup Company; Frank Fernback, assistant to the President, Special Projects, United Steelworkers of America; and Ray Wolf.

Program #4 -- Implications of the Food and Fiber Report -- (Review of commissions recommendations and implications for Minnesota and the upper Midwest.) Participants include: Vernon Ruttan, head, Department of Agricultural Economics; Paul Hasbargen, extension economist, Farm Management; James Hauck, Department of Agricultural Economics; and Arley Waldo, extension economist, Public Affairs, University of Minnesota.

The schedule of the programs follows:

KTCA (2), WDSE (8), and KWCM (10), Thursdays, December 7-28 -- 9:30 p. m.
WTCN (11) Saturdays, December 16-January 6 -- 9:00 a. m.
KSOO (13) Saturdays, December 23-January 13 -- 7:30 a. m.
KFME (13) Wednesdays, December 27-January 17 -- 7:30 p. m.

--Ray Wolf

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Publications and Direct Mail

NEW PUBLICATIONS

Testing Technical Training Methods in a Chilean Land Reform Colony, International Agriculture Series No. 8. Eugene F. Pilgram. This publication reports the results of a University of Minnesota program aimed at developing and testing methods for disseminating technical production information among Chilean farmers. 12 pages. Available early December.

Managing Our Future, Hog Outlook Information. Fall 1967, No. 7. Kenneth E. Egertson. Reviews the current hog production situation and describes the marketing outlook for 1968. 2 pages. Available.

Managing Our Future, Beef Outlook Information. Fall 1967, No. 7. Paul R. Hasbargen and Kenneth E. Egertson. Discusses cattle supplies and prices and beef imports. Contains management suggestions. 2 pages. Available.

Opportunities in Minnesota for Occupational Training and Retraining. Extension Pamphlet 226. What after high school? This pamphlet suggests channels of information on vocational technical schools; high school adult evening classes; special programs under Manpower Development and Training, Vocational Rehabilitation, Veterans Training, and the Economic Opportunity Act; private trade schools; junior college; state college; University facilities; University Extension; correspondence courses; apprenticeship; on-the-job training; work-study programs; and student loans. Also contains pointers for those who have left high school and want to earn a high school diploma. 8-page railroad folder. Available.

Minnesota Tourist Travel Notes. Volume 5, No. 3. Features highlights of Governor LeVander's address to delegates at the Conference on Tourism, held at St. Cloud, October 27 and 28. Reports on committee recommendations affecting all aspects of Minnesota's tourist and recreation industry. 8 pages. Available mid-December.

REVISED PUBLICATIONS

Green Manure Crops for Minnesota. Agronomy Fact Sheet 11. A. R. Schmid and H. J. Otto. Contains information on crops such as sweetclover and alfalfa which are grown to be plowed under for soil improvement. 2 pages. Available early December.

Safflower--An Oilseed Crop for Minnesota? Agronomy Fact Sheet 10. R. G. Robinson and H. J. Otto. Gives reasons safflower is a poor crop choice for Minnesota. Suggests sunflowers as a better local crop. Available early December.

How to Select and Install Electric Fans for Dairy Stable Ventilation. M-128.
D. W. Bates. Explains advantages of various types of electric fans used for dairy stable ventilation. Contains diagrams showing desired placement of fans. 4 pages. Available mid-December.

Family and Farm Defense Handbook (Emergency Preparedness for Family and Farm). Extension Bulletin 313. Clifton Halsey. This handbook covers all phases of civil defense for family and farm. 28 pages. Available mid-December.

REPRINTED PUBLICATIONS

Today's Fibers. Extension Folder 218. Athelene Scheid.

Criteria for Successful Meetings. Communications Bulletin 11.

Disposing of Empty Pesticide Containers. Agricultural Chemicals Fact Sheet 3.
John Lofgren and Gerald Miller.

How to Upholster Overstuffed and Occasional Chairs. Extension Bulletin 326.
Reprinted from a University of Missouri publication.

The Financial Management of Agribusiness Firms. Special Report 26. Frank J. Smith, Jr., and Ken Cooper. This book examines the financial management function and is intended primarily for use by extension educators in their programs to improve financial management skills in marketing and farm supply firms. The paperback edition sells for \$2.50 and the hard cover edition is \$4.50 plus 3 percent sales tax on non-educational orders. Supplies are limited but individual agents may request a personal copy from the Bulletin Room. Available.