

MN2000 RPI 8/26/68

# Reaching People *with information*



**press  
publications  
radio  
television  
visual aids**

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

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August 26, 1968

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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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ONIONSKIN TO RADIO OR PRESS? NO! -- NOTE to agents and secretaries: Reserve that onionskin for carbon copies of your letters. Don't use it for releases to send to radio stations or newspapers!

At the recent 4-H Communications Conference, a radio farm director commented that if he had four stories announcing events and had time for only three, the one on onionskin would always be eliminated. You have only to rattle a sheet of onionskin before a mike and you know why onionskin is anathema to radio announcers. Use a good grade of 8½ x 11 mimeograph paper (white or colored) or yellow copy paper for your radio announcements.

Another point: Don't send carbons to radio stations! Originals or good quality mimeographed copy, yes; and always double or triple spaced--if you want your material used. --Jo Nelson

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WORD CORNER: SHARPEN UP! -- Ever hear people use the word "irregardless?" To quote A Dictionary of American-English Usage, "irregardless seldom gets into print, but is occasionally heard in speech from people who should know better." Not only is irregardless redundant (ir and less both meaning not, in this case), but it is actually a double negative. You'll find it listed in Webster's Third New International Dictionary as non-standard. So--forget about ir and say regardless! --Jo Nelson

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SEPTEMBER TAPES FOR HOME AGENTS -- The three short tapes are interviews with Thelma Baierl, extension clothing specialist, on fall fashions; Fashion Looks for Fall, 3 min., 8 sec.; Fashion Details (collars, sleeves, skirts), 5 min., 15 sec.; Accessories, 4 min. The longer tape runs 6 min., 48 sec., and is an interview with Mrs. Beverly Lundgren, assistant extension specialist in home economics, on garbage disposers.

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Note to new agents: If you want to be on the regular mailing list to receive the short or long tapes each month, let me know. Or if you don't want to be on the regular mailing list but want specific tapes, you may request them from me. --Jo Nelson

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A WORD TO THE WHYS -- "There's no magic formula for getting an editor to publish a meeting announcement story. But you can greatly increase the chances of getting the story used by including an explanation of WHY the meeting is called. Tell WHY this meeting will help the community or those who attend. Editors are interested in WHY. Readers are interested in WHY, too. That's what makes them come to the meeting! WHY not tell them WHY?" --Oregon State Newsletter

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YARD 'N' GARDEN TV FINDS EXPANDING LISTENER RESPONSE -- "Yard 'N' Garden," the question and answer TV show for the home gardener, continues to get a larger mail response each week. There is evidence of good listener acceptance of the series.

The show participants would be interested in the comments you get from local clientele. On some of the shows, we've encouraged that listeners ask the county agent for extension publications mentioned.

Yard 'N' Garden continues through September from TV stations at Appleton, Duluth, Rochester, the Twin Cities and through October 6 and 7 at Alexandria, Walker, and Mankato. --Leo R. Fehlhafer

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GIVE STATE SUPPLIED STORIES LOCAL ANGLE -- We can't adapt the stories we write to your local situation since we're writing for the entire state. But if you spend a few minutes localizing the articles, they'll be more interesting and helpful for your readers. Many times you can just add a comment or two based on your travels around the county to amplify a point. For example, with a story outlining the various corn drying systems, just add that John Jones from Centerville is installing a "layer" system.

This can be done with both the short "In Brief" items intended for your columns and for the longer stories. --Jack Sperbeck

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FARM AND HOME SAFETY, YEAR-ROUND JOB -- Safety messages of all kinds are good for radio, TV, and press.

In 1967, 62 of the county extension offices in Minnesota which responded to a questionnaire reported doing 456 radio programs, 44 TV shows, and 857 news stories on safety. Can we do better in 1968?

Remember--Fire Prevention Week is October 6-12. --Ray Wolf

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SINGLE CONCEPT RADIO SPOTS POPULAR -- A survey of Minnesota radio stations we conducted recently uncovered a strong interest in spot announcements. If you've had difficulty getting air time on a key station, try sending 30 second or one minute taped notes or short typed items. Stations tend to use these spots more than once so the total air time and the idea exposure can amount to more than one 5-minute feature show. --Leo R. Fehlhafer

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USE STATE WIDE RADIO BROADCAST -- Several agents are taking advantage of state wide and area wide radio station broadcast time to reach county and area audiences. If the subject in question needs immediate attention, a telephone call is appropriate. If more time is available, write a letter to the station, giving the necessary information on a separate page. --Leo R. Fehlhafer

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AUGUST HEAVY RADIO SPECIAL MONTH -- Many programs we sent out during August should complement your efforts. Programs sent to stations or agents in August included: 7 on Rural Banking School to 4-H stations; 6 on Forest Products Week to 53 stations; 2 on N. E. 4-H Market Livestock Show to 14 station; 5 spots on Institute of Agriculture's State Fair exhibit to 80 stations; 3 spots on Computerized Soil Testing to 70 agents; one 30-minute show on Program Report of Interim Commission on the Lake of the Woods and Rainy Lake area to 22 agents; 3 programs on Sulphur Experiments at Park Rapids to 10 agents; plus one regular eleven weekly features on youth, agriculture, horticulture, home economics, and veterinary medicine. Hope you get to hear some of these. --Ray Wolf and Leo R. Fehlhafer

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"TOWN AND COUNTRY" TV FOR SEPTEMBER -- These programs will feature Forestry Research in Upper Midwest; Minnesota's Resource Development--Problems, Assets, and Courses of Action; and Agricultural Outlook for 1969. These may be seen on the ETV network channels 2, 8, and 10; and on commercial channels 11, 12, and 13 in Minneapolis, Mankato, and Sioux Falls. --Ray Wolf

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DO YOU REALLY COMMUNICATE? A MESSAGE WORTH REPEATING -- In her recent "Home Agent Letter," state home economics leader Evelyn Quesenberry had these words of communication wisdom that are worth repeating.

Actions and appearance speak louder than words. Your physical appearance and the tone of your voice often communicate as much as what you say. The appearance of your office, or even an object on your desk, may influence your communication to another person.

As you work with new audiences (young homemakers, low income families, senior citizens, and various ethnic and nationality groups), you may need to change your communication pattern. These groups may have different training, values, experiences, and vocabularies, differences you must consider when attempting to communicate with them.



Take a look at your office operation. Do you and your staff return telephone calls promptly? Does your secretary answer the telephone in a pleasant manner? Telephone communication is important and should be handled carefully. Attention also should be given to letters and memos sent from your office. They should be brief and to the point and should be filed where you can find them easily.

Regular office conferences aid communication by providing an opportunity for explanation, interpretation, planning, and coordination of all Extension personnel efforts in your county. Staff conferences, regularly scheduled ahead of time, provide the opportunity to discuss present and future plans and to ask questions about organizational activities. These meetings should be carefully conducted to use staff time wisely.

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COLOR TV, AUTO RADIO SALES UP -- The sales of color TV sets and auto radios to dealers were up 13.7 percent and 17.2 percent respectively, for the January-May period over the same period last year. Black and white TV sales and home radio sales slumped slightly during the first 5 months of 1968. --Ray Wolf

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CARING FOR YOUR TAPES -- Here are a few rules to follow to protect the quality of your radio tape recordings.

1. Store them carefully. Always keep your tapes in boxes to protect them from dust. Store them on edge, vertically. Don't subject them to extreme heat or humidity.
2. Never store tapes where stray magnetic fields might spoil them--such as close to your power amplifier.
3. Be careful in rewinding your tapes after playing. Many machines rewind too quickly and the edges become uneven. This allows dirt and moisture to get between the tape and will damage the recording.
4. In case one of your tapes should break, repair it with splicing tape. Always keep a roll on hand. Never use ordinary gum or pressure sensitive tape; the adhesive will damage the recording tape.
5. Listen for squeaks and squeals. These are danger signals, but quick action can save your tape. An intermittent squeak may mean a warped reel. Transfer the tape immediately to a good reel.
6. Use care in labeling your reels and packages when mailing to a radio station. This will make it easier for the station to know which program to use and will insure that the tape is returned to you properly.

--Ray Wolf

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## Publications and Direct Mail

### NEW PUBLICATIONS

Common Small Grain Insects. Extension Folder 241. Contains descriptions of 11 pests by University of Minnesota entomologists printed on a 4-color picture sheet prepared by extension entomologists from the north-central region. 2 pages. Available.

Common Vegetable Pests. Extension Folder 242. Contains descriptions of 15 pests by University of Minnesota entomologists printed on a 4-color picture sheet prepared by extension entomologists from the north-central region. 2 pages. Available.

Minnesota Science. Volume 24, Number 3, Spring 1968. This issue, a special on the consumer, contains articles on how research findings affect our food, housing, and environment. 36 pages. Available.

Genetic Improvement Through Swine Selection. Extension Bulletin 353. C. J. Christians and R. L. Arthaud. Explains how on-the-farm testing can help swine producers select breeding stock that can produce prolific pigs that gain rapidly and efficiently. 8 pages. Available.

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Soil Resources in World Food and Fiber Production. International Agriculture Series 10. Roy W. Simonson. Describes the present situation and suggest possible solutions for making the world's soils more productive. 16 pages. Available.

A Young Child and a Growing Self. Extension Bulletin 321-9, Parents Newsletter No. 9. Explains how a young child learns to trust himself and relate to other people. 2 pages. Available.

A Young Child and Other Children. Extension Bulletin 321-10, Parents Newsletter No. 10. Explains the approaches little children use in learning to get along with others. 2 pages. Available.

First Aid for Emotions in Emergencies. HO-17. Clifton Halsey. Discusses possible ways of dealing with those who become emotionally upset during emergencies. 12 pages. Available mid-September.

### REVISED PUBLICATIONS

The Financial Management of Agribusiness Firms. Special Report 26. Frank J. Smith and Ken Cooper. Slight revisions have been made in this text, which provides a reasonably detailed outline of basic financial management principles. 212 pages. Available mid-September.



REPRINTED PUBLICATIONS

Sew for Washability. HC-1. Thelma Baierl.

Be a Better Buyer of Laundry Aids. Extension Folder 228.

Youth Go To Conservation Sites. Extension Program Report 2.

Pruning Forest Trees. Forestry Fact Sheet 3. William Miles

Cockroaches. Entomology Fact Sheet 16. L. K. Cutkomp and J. A. Lofgren.

Bacteria. Food Microbiology Fact Sheet 2. E. A. Zottola.

Entertaining at Buffets, Teas, and Luncheons. HN-3.

Weed Control in Shelterbelts and Forest Plantations. Forestry Fact Sheet 6. Marvin  
E. Smith.

Insects in Stored Grain. Entomology Fact Sheet 9. Phillip K. Harein and John A.  
Lofgren.

Organizing Your Speech. Communications Bulletin 13. Ralph Nichols.

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

Minnesota Apples for Tasty Treats. Horticulture Fact Sheet 15. Shirley T. Munson.

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

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

Meat and Meat Foods. HS-12. Verna Mikesh and Leona Nelson.

Be A Good Shopper. HM-131.