

MN2000 RPI 7/31/69

# Reaching People <sup>3</sup> with information...



press  
publications  
radio  
television  
visual aids

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

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July 31, 1969

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** Please read, check, and circulate **
** Extension Agent _____ **
** Extension Home Economist _____ **
** Assoc./Ass't. Extension Agent _____ **
** Other _____ **
** Secretary for Filing _____ **
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STATE FAIR 1969 -- ALL AGENTS, PLEASE NOTE -- Once again the Department of Information and Agricultural Journalism will have its Press-Radio-TV Office in the 4-H Building (across from the 4-H Office).

### Press Coverage

We shall be sending stories on the 4-H purple and blue award winners at State Fair only to Twin Cities media and outstate daily papers, radio and TV stations that request them. Therefore, it will be up to county agents to supply information on their 4-H'ers to their local papers. To help you, a computerized list of all county 4-H placings will be in your mailbox at the fair on Sunday, August 31.

An important aspect of our coverage of 4-H activities is suggesting features to the various media; so we'll appreciate your suggestions of 4-H'ers with special talents or human interest stories. We'll also be grateful if you'll line up 4-H'ers from your counties when we or your local radio reporters want to interview them. We'll put notices in your mailbox when we need help from you -- or buttonhole you when we can find you.

### Tape Recordings

If you wish to record interviews with your 4-H'ers, the KUOM studio facilities in the 4-H Building will be available in the afternoons (after 1:00 p.m.) or before 10:30 a.m. Please sign up in our office in the 4-H Building for the time you would like.

--Jo Nelson, Ray Wolf, Jack Sperbeck

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DEPARTMENT COMMUNICATIONS EFFORTS HONORED -- The Department of Information and Agricultural Journalism (Extension Information and Educational Aids) received national honors in 12 different categories at the annual conference of Agricultural College Editors at Columbia, Missouri, July 13-16. Top honors went to a color slide set "The 4-H Girl Plans a Wardrobe," a series of black and white photos, a series of radio spots on home economics careers, and the Extension Bulletin "Edible Wild Mushrooms."

Good ratings went to an exhibit on "Family Living Program Focuses on The Future," two other extension publications "Alternative Suburban Land Uses" and "Maintenance of Quality in Stored Grains and Seeds," a radio tape, the magazine press service, a TV video tape, a black and white photo, and a radio tape feature. --Harold B. Swanson

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SELF-EVALUATION CAN MAKE YOU BETTER COMMUNICATOR -- In early July, I had the privilege of participating in a Cross-Cultural Communications Workshop at the University of Missouri. One of the speakers, Mrs. Virginia Brown of McGraw Hill Book Company, emphasized the importance of self-evaluation as a step toward establishing a climate for better communication with others.

Here's what she suggested: On a blank sheet of paper draw a line down the middle. On the left side, list your communications assets -- the characteristics and skills which help you in communicating effectively with people. Can you include initiative, creativity, perception, understanding, good judgment, empathy, sensitivity?

On the right side, list characteristics you possess which are obstacles to interacting with other people. Did you include as obstacles: dogmatic, hostile, temperamental, irritable, dislike talking to others, most often disagree with others, get angry easily?

Now think about your assets and obstacles. Everyone should have enough assets to balance the obstacles.

Such self-evaluation should make each one of us a better communicator. --Jo Nelson

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LETTERS THAT COMMUNICATE -- Edward N. Mayer, Jr., educational director, Direct Mail Advertising Association, New York, recently told college editors about some of the tricks of the trade he found useful in his work. Many of these apply to the everyday work we do in Extension, both on the state and county level. Here are some of his tips:

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1. Define what you want to do (objectives) and stick to one specific topic in a letter if at all possible. Usually you'll need to answer the famous 5 W's and H of journalism (who, what, where, when, why, and how) in the process.
2. Analyze or review your mailing lists regularly.
3. Use conversational writing style. ....
4. Create an interest in the reader by telling him about the benefits of your message and by "putting a hook" into your appeal (e. g., act now, limited time only, special benefits, available, etc.).

He pointed out, too, that the most important part of the letter may be the postscript (P.S.). In a gaze test using a hidden camera, researchers found that people look first at the heading at the top, then the salutation, then at who signs, and then horizontally across the bottom and up at right angles. Consequently the P.S. is seen before the body of the letter.

Commenting on writing short messages in handwriting versus typing, he said that handwriting a note or addition to a letter up to 25 words worked well but above that typing would be better. --Harold B. Swanson

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YOUR PLAN OF WORK AS NEWS -- Your county plan of work can serve a number of useful functions, but have you ever thought of it as a source of news? That's what it is, or can be, as far as the people in your county are concerned. It's news because it tells what you, your staff, and your county committee have identified as priority problems in the area. It's news because it tells what kinds of action are considered necessary to help alleviate these problems, and to prevent others. It's news because it is a report of what you and your staff are planning to do during the next year. And finally, it's news because you, the people in the county office, and the county committee are all local people. And, as the saying goes, "local names make local news." So if you're presently limiting your plan of work to internal use, you might consider doing something with it that can help tell the extension story in your county.

If you have the time, try to visit with the editors in the county. Tell them a little about the report, the situations and problems it identifies and how and why what you are proposing to do should be done. You might also try to write a story or two about the plan of work, or write a bit about it for your weekly newspaper column, if you have one. There are a number of other things you can do to get more "mileage" out of the annual plan of work. Give it some thought. --Vern Keel

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COLOR TV NOW IN NEARLY THIRD OF HOMES -- Color TV increased to 35 percent of households in the United States, according to June 2 Broadcasting magazine. In Minnesota, Duluth reports 34 percent, Mankato 30 percent, Twin Cities 27 percent, and Alexandria 25 percent of TV households have color receivers. Hope you can see "Town and Country" and "Yard 'n' Garden" (our Agricultural Extension programs) in color on the Educational TV Network or on one of the five commercial stations which carry the shows. --Ray Wolf

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"YARD 'n' GARDEN" -- COLOR TV PROGRAMS CONTINUE --  
"Yard 'n' Garden" with Leo Fehlhafer and Ray Wolf will continue through August on Fridays at 9 p.m. on educational channels 2, 8, and 10; on Saturdays at 9:30 a.m. on channel 11, Minneapolis; and on Fridays at 3:30 p.m. on channel 12, Mankato. --Ray Wolf

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"TOWN AND COUNTRY" -- TV PROGRAMS SCHEDULED --  
"Town and Country" programs for August and September include: Identification and Control of Crop Land Weeds, Pollution, Conflicting Uses of Water, 4-H'ers at State Fair, Identification and Control of Poisonous Plants, National Economic Problems, and A Sound Look at Fertilizer. Watch for them! --Ray Wolf

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EXTENSION HOME ECONOMISTS' TAPES FOR AUGUST -- The three short interviews for August will be with Thelma Baierl, extension clothing specialist, on fall fashions: 4, 2:08 and 2:10 minutes.

Instead of the final tape in the series A Child's World this month, I'm sending you a 14-minute tape on family vacations, an interview with Ron Pitzer, extension family life education specialist. The last tape in the Child's World series (the influence of grandparents) will be sent you in September. --Jo Nelson

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WORD CORNER: SHARPEN UP! -- Dangling and misplaced modifiers can be funny as well as ridiculous. Here's an example: "Highly thought of by his local extension committee, Mr. Joe Blow's salary has been advanced rapidly in his five years to keep him in the county." Moral: watch your modifiers! --Jo Nelson

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## Publications and Direct Mail

### NEW PUBLICATIONS

Understanding the Water Quality Controversy in Minnesota. Extension Bulletin 359. John J. Waelti. Offers basic explanations of some of the more important aspects of water pollution to improve communications between citizen and government on this vital issue. 28 pages. Available.

*new*  
Study of Prices for Milk in Manufacturing Uses. Technical Bulletin 497. Jerome W. Hammond and Truman F. Graf. Describes and evaluates various milk price series used in administered price programs for fluid milk markets. Factors that affect the level of reported prices also are evaluated. 36 pages. Available mid-August.

*new*  
Honeygold and Red Baron -- Two New Hardy Minnesota Apples. Miscellaneous Report 87. C. Stushnoff, Shirley T. Munson, L. B. Hertz, and H. N. Pellett. Describes these two new varieties. Includes four-color photographs. 2 pages. Available mid-August.

Portable Cone Silage Bunk. M-148. Donald W. Bates. Provides a plan and instructions for building this silage feeder. 4 pages. Available early August.

A Young Child and His Parents. Extension Bulletin 321-11 (Parents Newsletter 11). Explains how parents can affect their child's social acceptance. 2 pages. Available.

A Young Child and His Grandparents. Extension Bulletin 321-12 (Parents Newsletter 12). Describes how grandparents can act in a supporting role in raising their grandchildren. 2 pages. Available.

### REVISED PUBLICATIONS

Gladiolus Diseases. Plant Pathology Fact Sheet 11. Herbert G. Johnson. Describes control of gladiolus diseases caused by fungi, bacteria, and viruses. 2 pages. Available.

How to Sample Soil for Testing. Soils Fact Sheet 4. J. Grava and W. E. Fenster. Summarizes the correct methods of taking soil samples that are representative of the fields they come from. 2 pages. Available.

REPRINTED PUBLICATIONS

Complete Rations for Growing and Finishing Swine. Animal Husbandry Fact Sheet  
7. R. J. Meade, R. L. Arthaud, R. E. Jacobs, and I. T. Omtvedt.

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

Evergreens. Extension Bulletin 258. J. A. Lofgren, H. G. Johnson, M. C.  
Eisel, M. E. Smith, and J. P. McKinnon.

Cupboard Storage Devices. HM-71.

Corn Insects -- Above Ground. Extension Folder 236.

Corn Insects -- Below Ground. Extension Folder 237.