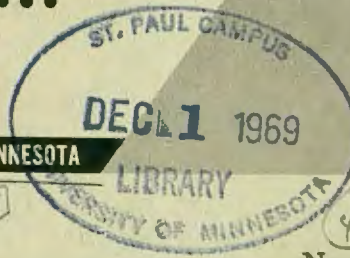


MN2000RPI 11/25/69

Reaching People ³ with information...

press
publications
radio
television
visual aids

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA



November 25, 1969

 Please read, check, and circulate
 Extension Agent
 Extension Home Economist
 Assoc./Ass't. Extension Agent
 Other
 Secretary for Filing

TELL IT LIKE IT IS -- No that's not a statement from a group of dissident students or from a militant minority group. It's what four leading Minnesota farmers told advertising and marketing men (North Central Chapter, National Agricultural Advertising and Marketing Association) at a special "farmer panel" recently in Minneapolis. The farmers were Gene Holst, Austin; Ben Zweber, Elko; Charles Berg, Chokio; and Dale Duncanson, Mapleton. Each represented a special type of agriculture. Their wives appeared with them on the panel. In social science terminology, they would be classified as "innovators."

The farmers were unanimous that they want the facts, quickly and to the point, without a lot of "extra" background or embellishing of the written or spoken word. They want advertising to be factual, not over glamorized. They want their research and new developments reported rapidly and to the point. One spoke of the lag or gap between the research of universities and other institutions and the current needs of farmers, a concern that affects all of us at the University of Minnesota.

When asked "Where do you first hear about new developments in farming?", they mentioned direct personal contacts with universities or industry and specialized publications. Radio and general farm press were mentioned less frequently. It was evident, too, that these farmers were looking for ideas. They then will do their own exploration and decision making.

The women were also asked about their communications habits as far as agriculture is concerned. Most indicated that they, too, read the farm and specialized magazines and were, in general, interested in understanding the farm business. They did not feel, however, that wives were deeply involved in management and other business decisions on the farm.

--Harold B. Swanson

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HOW ARE YOUR INTRODUCTIONS? -- How would you rate yourself at introducing speakers at your meetings? Extension specialists report that agents sometimes give cursory introductions that tell nothing about the speaker -- who he is, what his particular specialty is, why he has been asked to speak. Such introductions amount to "Here's Peter Pickle to talk to us."

A reminder: We have biographical sketches of all extension specialists and of many of the resident staff. Write us for them so you'll have some information about your speakers. And it might be well, also, to get a copy of Communications Bulletin No. 26, "Speeches of Introduction and Presentation," for information on how to make an effective introduction. Get a copy from Bulletin Room or from our office. --Jo Nelson

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TOP STORIES IN HOME ECONOMICS -- You have now received two copies of TOP STORIES -- one devoted to foods and nutrition, the other to other areas of home economics. You are free to use any of these stories in any way you wish. --Jo Nelson

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RADIO PROMOTES COUNTY MEETINGS -- When you call a meeting, plan also how to promote attendance. But make sure the meeting is worth promoting; don't build it up in such glowing terms that you disappoint those taking the time and trouble to attend.

If radio is available to you, short, catchy announcements throughout the week are especially effective. If you have your own show, you can make your own announcements; if you don't, check with the station manager. Many stations are glad to make these "public service" announcements. Even if you have your own show, the station may plug your meeting at other times.

Start radio promotion 2 weeks ahead of the meeting, but save most details for the last week. Interpret the program in terms of audience interest; point out what the audience can learn and why it will benefit.

Live or taped radio interviews aid promotion; they might feature a speaker or, if promoting a tour, a farmer whose farm is one of the stops.

Once the meeting is over, one task remains -- follow-up coverage for the benefit of those who did not attend but who need the information presented. If the newspaper, radio and TV news people attend, chances are this job will be done. If they don't, you'll need to sit down and write the story yourself. Make copies for all your papers and stations. Your own radio program and newspaper column are also good places to report the highlights. --Adapted from "It Says Here" from University of Illinois, 9/16/69. --Ray Wolf

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THE 1969 YEARBOOK OF AGRICULTURE is off the press and rated as one of the best in years. The book should give you many ideas and material for radio-TV programs and for newspaper columns. --Ray Wolf

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WHAT MAKES A "NEWSWORTHY" STORY? -- Perhaps you've sent material to the newspapers or radio stations that wasn't used. Or, maybe you've given story suggestions to newsmen, but have yet to see the story in the paper or hear it on the air. Keep in mind the news components, or the types of ideas, events or situations that make news. These can be summarized under the human interest, unusualness, progress, and conflict categories. Progress covers improvements made by man. Extension workers have a wealth of information on better production methods, special techniques, labor-saving devices, marketing, financial gains and improvements in the standard of living. Unusualness is the news component covering the rare, or out of the ordinary event or situation. Some farm stories with the unusualness component might include reports of 300-bushel per acre corn yields, triplet calves, and freak plants and animals. Examples of human interest stories are an 80-year-old man with a roadside market, a 4-H boy winning an award with his first project and stories about hobbies, pets or amusements. Much agricultural news has an element of conflict. The battle against the weather, insects, and diseases is an example. Remember how extensively last summer's armyworm infestation was carried by the news media?

Few stories consist of only one component -- most often two or more components are involved. --Jack Sperbeck

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WANT TO TRY SELF-INSTRUCTION IN COMMUNICATIONS? -- We've asked the agents who were with us for the New Agents' Conference in mid-November to try out three self-instruction units prepared by communications specialists in other states. We thought these units might be helpful to them. However, we're also interested in knowing if agents think these specific units are helpful and if this type of in-service communications training might be useful in the future. Frankly we're evaluating the units. The units were:

1. "Principles of Effective Communications" by Dr. William L. Carpenter, Department of Agricultural Communications, North Carolina State University.
2. "Self-Instruction Manual for Newsletter Writing and Production" by James Johnson, Extension Editor, Idaho State University.
3. Supplement to "Self-Instruction Manual for Newsletter Writing and Production" by Donald E. Gregg, Extension Publications Editor, Michigan State University.

If you would like to try your hand at these self-instruction units, drop us a line. We'll send you a copy that you can keep as a reference.

And while we are at it remember we do have another self-instruction unit we think is very valuable. It involves "Improving Your Radio Presentation" prepared by Elton Tait and Cordell Hatch of Pennsylvania State University. Many agents have found it most useful. You may wish to try it. --Harold B. Swanson

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DECEMBER TAPES TO EXTENSION HOME ECONOMISTS -- The long tape for December is one in the series I mentioned in the last issue of REACHING PEOPLE -- "Collecting Christmas Ornaments." It runs about 14 minutes. I interview Joseph Ordos, assistant professor of related art at the University of Minnesota. The short tapes include interviews with C. G. Hard, extension horticulturist, on "Indoor Gardens for Children;" with Mrs. Shirley Munson, home economist, Department of Horticultural Science, on "Freezing Nationality Breads for the Holidays;" and with Robert Berg, extension poultry specialist, on "Buying the Holiday Turkey." Time varies from 3½ to 4½ minutes. --Jo Nelson

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THE WAY YOU SAY IT -- "Don't ever answer a letter in anger. Take a breather. Put the letter aside. Try to picture the writer. Try to put yourself in his place. He may think he has good reason to be mad. Answer him as you would like to be answered." From -- LETTER LOGIC, Connecticut Mutual Insurance Company.

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WORD CORNER: SHARPEN UP! -- The other day a release came to my desk with this sentence: "It's important that every adult have a test for glaucoma included in their yearly examination by their eye physician." (The underlining is mine.) Since every adult is singular, the pronouns referring to adult should also be singular: "Every adult... included in his yearly examination by his eye physician."

A similar example in a letter was called to my attention: "Have each person give their name and home town." That sentence should have read, of course, "Have each person give his name and home town." The pronoun should always agree with its antecedent in number (that is, it should be singular or plural depending upon the antecedent). --Jo Nelson

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YOU'RE ON CAMERA, IN COLOR -- A few years back, in the salad days of television, Joe Tonkin of the Federal Extension Service co-authored a booklet on simple ways to be more effective in front of the camera. That was before color. Now, Joe's new edition, called "You're on Camera in Color," is off the press. A copy will reach you soon.

Technically it's a handbook for extension and it gets into combinations, how to avoid having blue hands, black cucumbers, glowing oranges, etc. It tells how to move, how to be made up, deals with the interview, the TV report, organization of material, choosing a topic, how to make a run-down sheet, how to recognize on-air directions (pictures here), use of films, promotion, management relations, organizations to know, evaluation sheets and a glossary of TV terms (such as "aspect ratio," "story board," "super," etc.). It's a worthy 22-page work and will be useful for years. --Ray Wolf

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TV OUTLOOK SERIES -- Four programs on beef and corn featuring extension agricultural economists have just been completed on KTCA, WDSE, KWCM, and WTCN. They will be carried soon on KEYC, KCMT, KNMT, and KAUS-TV. The programs have been made into films (kines) and should be useful for extension or vo-ag meetings. See the (pink) Visual Aids Tip Sheet attached for program descriptions. --Ray Wolf

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Publications and Direct Mail

NEW PUBLICATIONS

Starting Farming in South Central Minnesota... Guidelines, Financial Rewards, Requirements. Station Bulletin 499. Kenneth H. Thomas and Harald R. Jensen. Presents a total picture for prospective young farmers. Discusses farm business growth patterns and financial results over a 10-year period for three levels of management -- excellent, good, and average. 24 pages. Available.

Youth Food and Nutrition Programs. Extension Program Report 17. Describes some of the interesting 4-H projects taking place in nutrition and how they might be started in other areas of the state. 2 pages. Available.

Urbanization. Minnesota Economic Data, Counties, and Regions, Number 15, November 1969. John S. Hoyt, Jr. and Peter K. Pollak. Discusses population growth and decline in Minnesota counties using the urbanization coefficient. 8 pages. Available mid-December.

Changing Market Structure of the Minnesota Dairy Manufacturing Industry. Station Bulletin 498. James W. Gruebele and E. Fred Koller. Uses statistics on past changes of the industry's market structure, conduct, and performance to project future developments. 52 pages. Available mid-December.

Hay Harvesting, Handling, and Storage Systems for Beef Cow Herds. Extension Folder 246. L. J. Maish, C. H. Cuykendall, and P. R. Hasbargen. Reports study of six different systems of hay handling including baled, loose, and haylage. 6-page railroad folder. Available.

List of Faculty Publications in Agricultural Economics, July 1968-July 1969. Economic Information Report R69-6. 20 pages. Available.

The Place of Beef Cow Herds on Southern Minnesota Farms. Economic Information Report R-69-8. H. N. Walch, S. A. Engene, and T. R. Nodland. Provides information to help farmers decide if a beef cow herd is a feasible enterprise for their farms and what size herds they should have. 32 pages. Available.

NOTE: Copies of the last two publications are not available from the Bulletin Room. Order them from: Department of Agricultural Economics, 212 Haecker Hall, University of Minnesota, St. Paul, Minnesota 55101.

REVISED PUBLICATIONS

Planning and Paying For Funerals. HM-72. Edna K. Jordahl. Contains information on the economic and social aspects of arranging funerals, with new material on the University of Minnesota organ donor program. 32 pages. Available mid-December.

Boxelder Bugs. Entomology Fact Sheet 10. Describes the habits and patterns of boxelder bugs, and gives recommendations for control. Includes latest spray material recommendations. 2 pages. Available mid-December.

Fruits for Minnesota, 1970. Horticulture Fact Sheet 3. Lists fruit common to Minnesota, and recommends areas in the state best suited to the growth of each variety. 2 pages. Available mid-December.

Horse Nutrition and Feeding. Extension Bulletin 348. R. M. Jordan. Explains nutritional needs of horses and how these needs can be met. 12 pages. Available early December.

Energy Requirements of Electrical Equipment. Agricultural Engineering Fact Sheet 1. Donald W. Bates and Harold A. Cloud, Presents a tabular summary of the energy requirements of individual equipment and how they contribute to the total electric bill. 2 pages. Available.

REPRINTED PUBLICATIONS

Understanding the Water Quality Controversy in Minnesota. Extension Bulletin 359. John J. Waelti.

You Don't Know How To Listen. Communications Bulletin 6. Ralph Nichols and Leonard A. Stevens.

Lime Needs in Minnesota. Soils Fact Sheet 10. W. E. Fenster, C. J. Overdahl, and J. Grava.

Food for Young Children. Extension Folder 220. Grace Brill and Charles Martin.

Notes on Floats. Information Service Series 7. Gerald R. McKay.

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

How to Upholster Overstuffed and Occasional Chairs. Extension Bulletin 326.

Christmas in an Envelope. EC 65-533.