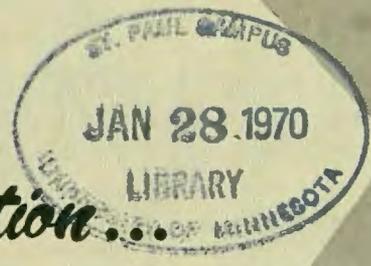


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# Reaching People

with information...



press  
publications  
radio  
television  
visual aids

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

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4 January 26, 1970

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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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## WHERE DO YOUNG HOMEMAKERS GET THEIR INFORMATION?

-- A study made in the Spokane, Washington, area by a graduate student indicated from which sources young homemakers get most homemaking information. (A third of the women had been married less than a year, not quite a third had been married four to five years. A little more than half of the women had children. Half of the women had ended their formal education with high school graduation.)

In ranking sources of homemaking information as to general helpfulness and usability, the women rated neighbors, friends and relatives at the top. That category received over half of the first choices. Women's magazines received the greatest proportion of second choices. Newspapers, TV and women's magazines received about a fourth of the third choices.

In radio, one popular music station catering to the teenage adult received the largest number of preferences. Most of the homemakers preferring this station had heard the 1-minute shorts recorded by the county home agent. (Note: Many county extension home economists throughout the country have had great success with recording 1-minute spots on local stations.) --Jo Nelson

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JOHN PETERSON, BURTON OLSON WIN CONTEST -- Our congratulations to Sibley County Extension Agent John Peterson and Benton County Extension Agent Burton Olson. They were Minnesota winners in a feature story contest sponsored by Specialized Agricultural Publications, Inc.

They wrote features on corn production which will bring them \$100.00 each. We've always maintained that agents can write good features. Here's additional proof. --Harold B. Swanson

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ADAPT WEEKLY PACKET FOR DIRECT MAIL -- If you're looking for material to use in direct mail pieces, including newsletters, don't overlook the weekly news packet we send to you. By localizing some of the releases a bit, you can have a plentiful supply of material ready to go in a short period of time.

Don't hesitate to use the weekly news packet in any way you see fit. If you think that some of the material would be more effective in direct mail campaigns than as news releases in your particular county situation, use it this way instead. --Jack Sperbeck

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FEBRUARY TAPES FOR EXTENSION HOME ECONOMISTS -- The short tapes will be interviews with Thelma Baierl, extension clothing specialist, on Fabrics for the '70's, including one on knits, another on bonded fabrics, possibly a third on durable press. There will also be a short tape on the Town/Country Art Show, inviting amateur artists to enter. The long tape will be another in the hobby series on collecting -- this one an interview with Helen Ludwig, associate professor emeritus of home economics, on collecting dolls. --Jo Nelson

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RADIO-TV TOPICS FOR FEBRUARY INCLUDE -- 4-H Speaking Contest; snowmobiling safety, laws for operating and training; Spring Barrow Show and other events; quality environment; inflation; protection during winter storms; care of house plants and making maple syrup. --Ray Wolf

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RESOLVE TO IMPROVE YOUR COUNTY DIRECT MAIL IN 1970  
-- You can improve the effectiveness of your direct mail program by:

1. knowing who is on each mailing list -- are they corn producers, working wives, parents of young children, or low-income clientele?
2. knowing their current problem -- is it an outbreak of corn borer, getting dinner on time, jealousy between children, or how to serve hamburger in a different way?
3. finding the answers to their problems just as you find the answers for an office or telephone caller.

Because of your day-to-day contact with members of your audience you have firsthand knowledge of their relevant problems. These problems can become the basis for your direct mail program. Knowing the problems permits you to select the answers and come off looking like an expert because you answered questions before they were asked.

Once you have isolated the problems, the answers may come from your own experience or knowledge; your reference file on the subject; textbooks, library references, or periodicals; or from the news releases and publications provided by the University's Agricultural Extension Service and Experiment Station.

You receive weekly press packets, new and revised publications as they are issued, and other printed material as well as radio tapes and visual aids. All of these items can be sources of information for answering the questions posed by the audience for your direct mail. Just make sure you combine the right answer with the right question and the right audience.

--Eldon E. Fredericks

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TOP STORIES IN HOME ECONOMICS -- Sometime ago you were sent a copy of each of the publications TOP STORIES IN HOME ECONOMICS and TOP STORIES IN HOME ECONOMICS: FOOD AND NUTRITION. If you have any use for further copies, let me know and I'll be glad to send them to you. --Jo Nelson

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TELECASTING RESUMED -- KEYC-TV (12) Mankato will resume telecasting Agricultural Extension's "Town and Country" program on Sundays at 12:30 p.m. starting February 8. The date and time listed in the January-March Radio-TV Schedule thus becomes obsolete. --Ray Wolf

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DISCARD PUBLICATIONS LISTED BELOW -- These University of Minnesota publications and any others containing reference to use of DDT on shade trees; on tobacco; in or around the home; or on lakes, marshes, wetlands, and adjacent areas must be discarded immediately.

Fact Sheet

Entomology 11 Controlling Insects in the Home Vegetable Garden  
Entomology 13 Pantry Pests  
Entomology 21 Cankerworms  
Entomology 27 Minnesota Ticks and Their Control  
Entomology 28 Controlling Pests of Trees and Shrubs  
Entomology 29 Outdoor Mosquito Control

Folder

81 Fleas as Household Pests  
207 Recognition and Control of Scale Insects on Trees and Shrubs  
211 The Dutch Elm Disease  
192 Fly Control for Livestock

Pamphlet

184 Home Fruit Spray Guide (1969)

Special Report

5 Weed, Insect, and Disease Control Guide for Commercial Vegetable Growers (1969)  
6 Weed, Insect, and Disease Control Guide for Commercial Fruit Growers (1969)

Bulletin

263 Insecticides and their Uses in Minnesota (1969)

These University publications plus all USDA material listed in the January 13, 1970 letter from P. K. Harein must be discarded immediately. Harein's letter listed some, but not all, of the University publications noted above.

Revised publications will be provided to you as they become available. --Eldon E. Fredericks

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THE QUESTION - ANSWER CORNER -- Last issue we said we would try to answer some of the more common questions posed to us by both new and experienced agents. Before we look at a couple more, let's look at a tip from Judy Nord, extension home economist at Fergus Falls. Judy, answering the question on how long should you wait before starting a meeting, quotes one of her leaders and one-time president of the Home Council, Mrs. W. H. Dewey of Western Township. Mrs. Dewey says, "It is as important to close a meeting on time as it is to start it on time." With such limits set and information to cover, starting on time also becomes a habit. Good communications advice.

Now let's take a look at a couple of tough questions. Again we'd appreciate any ideas you have.

Q. My communication problem seems to evolve around the title our Extension Service uses. As a suburban county, I have many clientele with little or no agricultural background. I have found that these people (especially the homemakers) are misled by the term "Agricultural Extension Service" and do not show an interest in our services. Please suggest how we can change the rural image without dropping the title we are required to use.

A. Wow! That's a big order. Let me make a couple of points.

First, where you already have an audience, use the opportunity to explain the broad scope of the work of our Agricultural Extension Service. Explain that serving agricultural or rural areas is an important part of Extension's job but that agriculture itself encompasses much more than farming, agribusiness, agri-industry. Point out that Extension is dedicated to education and taking knowledge and science -- biology, physical sciences, behavioral sciences -- to all citizens.

Agriculture and many other pursuits use these sciences as foundations. Work in an explanation of the Extension family living - home economics and youth development program. So take advantage of the misunderstanding where you can to tell your story. You can use the "rural" image to advantage this way.

Second, if you can, use the words "Cooperative Extension Work -- University of Minnesota" in many instances. In fact, there is a symbol we use frequently on some of our publications that display these words prominently. In any Extension publication you, of course, have to identify our organization as the Agricultural Extension Service -- University of Minnesota, but you can use the symbol prominently, too.

Third, image changing is a big, long-time job. In the long run, images people have of you or any other group depend on what you are. . . not what you tell people what you are. Frankly I can't prove it, but I think agriculture has a lot better image with the many publics it encounters than most people believe. Every industry I know of is concerned with its image and is looking for simple, easy ways to change it. They would like some magic elixir using communications ingredients to alter their image. In the long run, though, it's a matter of doing a good job and telling people about it that will pay off.

--Harold B. Swanson

Q. Is it wise to have a special radio tape concerning "coming events" or is it better to include this in newspaper articles?

A. There are several answers to this:

1. Use coming events in both, where possible.
2. Publicize "coming events" in special radio programs only if these events involve a substantial number of people in your county or radio coverage area. Ordinarily don't use special, separate programs for regular monthly 4-H meetings.
3. Combine "events" in your regular radio program unless it is a really big event or program like achievement day, county fair, etc.
4. Be sure to have a follow-up of meetings, major talks, on both radio and in press. --Ray Wolf

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Q. How do you handle newsmen who might ask your comment on some issue but then misquote you when their papers come out in print?

A. That's a good question. I'm tempted to drop it with that because there isn't any one good answer. At least if there is one, I don't have it.

First, we must make one assumption, and it's a valid one. Most newspapermen, especially those we deal with, are ethical professionals. If they misquote you, it's not deliberate. It's due to misunderstanding or taking what you said out of context. Sometimes it is due to inexperience. Remember the newspaperman does not have the same background as you have. Thus he is interpreting your words in light of his own experience and understanding. Actually he may be hearing what you say in the same way most of your audiences hear it. If that's true, "the monkey is on your back" because your statement might not have been clear.

Okay, what do you do?

On controversial issues think out your statements carefully so less likelihood of misinterpretation. Be ready. Often you can anticipate these kinds of situations and even can have answers written out in advance. You wouldn't give the newspaperman this written statement but at least you would have formulated your ideas on paper so you could communicate them better later.

If the situation is right, you might talk to the newspaperman involved but not in a critical way. Even say "I probably didn't make myself clear enough. Here's what I meant." Usually it isn't a good idea to ask to have the statement corrected. It probably isn't that important. If it is important talk it over with the newspaperman and see if you can't work out another story, presenting the idea in a better way.

In rare cases you might be justified in talking to the editor or publisher.

That's not a very satisfactory answer I know. I'd appreciate comments from agents on how they have handled this situation in the past.

--Harold B. Swanson

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WORD CORNER: SHARPEN UP! -- Who -- that -- which: these are relative pronouns that are often incorrectly used both in speech and in writing. Who is used in speaking of persons only, not of things. Here are two examples I came upon using who incorrectly: "It was the school who played a major role." "Many of the volunteer organizations who prepare home-cooked meals..." In both cases the pronoun should be which or that. (Next month's Word Corner will hold forth on which and that.) --Jo Nelson

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## RADIO HELPS FOR 1970

- I. Four Rules for Every Program
    - A. Get attention.
    - B. Hold attention.
    - C. Get the message across.
    - D. Call for action.
  
  - II. Know your audience
    - A. Ask the station manager "who listens" and "when."
    - B. Know coverage area of your station.
    - C. Time your program for the audience you want to reach.
    - D. "Localize" your program to the coverage area.
    - E. Use names of people and places.
    - F. Adapt material to get everyone interested.
    - G. Be conversational.
    - H. Use the "you" and "I" approach.
    - I. Be enthusiastic. Believe what you say.
  
  - III. Repeat the Important
    - A. Listen to a typical commercial and see how much repetition is used.
    - B. Repeat names, addresses, etc., when write-in requests are involved.
  
  - IV. Make Your Program Authentic
    - A. Be sure of your facts.
    - B. Quote authorities.
    - C. Use authorities as guests.
    - D. Be prepared.
  
  - V. Radio Supplements Other Media
    - A. It makes people attend meetings.
    - B. It makes them visit sales.
    - C. It tells them where to find things.
    - D. It tells them what to look at, who to see and what to read.
    - E. It reminds them when to act.
  
  - VI. Microphone Manners
    - A. Keep microphone away from recorder -- not on same table.
    - B. Keep your hand off your chin and away from your mouth.
    - C. Keep your script from rubbing against the mike or mike stand.
    - D. Don't tap the mike or table with pen or fingers.
    - E. Don't twist the microphone cord.
    - F. Don't take the mike away from the master of ceremonies.
    - G. Don't chew gum or candy while on the air.
    - H. Watch for signals from the director to start talking, stop, or speed up.
    - I. Remain quiet a few seconds before and after the program. Save that sigh of relief or exclamation until certain you're off the air.
- Ray Wolf

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## Publications and Direct Mail

### NEW PUBLICATIONS

Alter the Pattern to Fit Your Figure. Extension Folder 245. Athelene Scheid. Explains how to alter a pattern to allow for figure irregularities. Contains drawings and detailed descriptions. 8 pages. Available early February. *here*

A Multidisciplinary Analysis of Children's Food Consumption Behavior. Technical Bulletin 265. Lois A. Lund and Marguerite C. Burk. The objectives of this study were to explore the nature of the food consumption behavior of 9- to 11-year-old children using previously collected data and to implement and execute a pilot study based on a conceptual framework for investigating certain hypotheses about children's food consumption behavior. 224 pages. Available. *here*

Food Expenditures by Upper-Income Families: An Analysis of Factors Related to Their Changing Importance in the U.S. Food Market. Technical Bulletin 269. Marguerite C. Burk. Information presented relates to a special study of upper-income families in the metropolitan area of Minneapolis-St. Paul and appraises the relative significance of a variety of social, economic, and psychological factors to variations in rates of food expenditures. 328 pages. Available early February. *here*

Minnesota Tourist Travel Notes. Volume 8, Number 1. Includes articles on the Summit III tourism conference, Minnesota's new trail system, preparation of lodgings for the summer season, and the future of tourism in the state. 6 pages. Available mid-February.

Feeder Pig Grading Standards. Animal Husbandry Fact Sheet 11. C. J. Christians and R. L. Arthaud. Explains criteria used in determining grades for feeder pigs, with comparative descriptions of each grade. 2 pages. Available mid-February. *here*

Common Soybean Insects. Extension Folder 247. Describes 15 insects and suggests control measures on the reverse side of a color picture sheet prepared by extension entomologists in the north-central states. 2 pages. Available. *here*

Common Fruit Insects. Extension Folder 248. Describes 12 fruit insects and presents cultural and control information on the reverse side of a color picture sheet prepared by extension entomologists in the north-central states. 2 pages. Available. *here*

Sources of Agricultural Productivity Differences Among Countries: Resource Accumulation, Technical Inputs and Human Capital. Staff Paper P69-24. Yujiro Hayami and V. W. Ruttan. NOTE: This publication is not available from the Bulletin Room. Order copies from: Department of Agricultural Economics, 212 Haecker Hall, University of Minnesota, St. Paul, Minnesota 55101. *ordered 1-28-76 here*

REVISED PUBLICATIONS

*here*  
Warm Hog Finishing Houses with Slatted Floors. M-145. Dennis M. Ryan. Includes three revised drawings and additional information about summer ventilation. 16 pages. Available early February.

*here*  
Cold Hog Finishing Houses with Either Slats or Bedding. M-146. Dennis M. Ryan. Two drawings have been revised and additional information added. 12 pages. Available mid-February.

Facts About Minnesota Agriculture. Presents information related to agricultural activities in the state, including sections on farming, related businesses, topography, soils, climate, forests, horticulture, the Institute of Agriculture, and the Minnesota Department of Agriculture. 20 pages. Available mid-February.

REPRINTED PUBLICATIONS

Criteria for Successful Meetings. Communications Bulletin 11.

Test Your Discussion Leadership. Communications Bulletin 14. Paul Cashman.

Discussion Traps: Avoid Them. Communications Bulletin 15. Paul Cashman and Ron Brown.

The Social Action Process: Organizing and Putting Programs to Work. Communications Bulletin 17.

Let's Build a Window Display. Information Service Series 5. Gerald R. McKay.

Planning Visuals for Television. Information Service Series 16. Gerald McKay, Raymond Wolf, and John Fuchs.

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.

Raising Geese. Poultry Fact Sheet 44. Melvin L. Hamre.

Ropework: Practical Knots, Hitches, and Splices. Extension Bulletin 192.

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