

3 Reaching People with information...

press
publications
radio
television
visual aids

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

June 29, 1970

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

ADVERTISING EXPERTS CAN HELP EXTENSION -- Several speakers at the recent 11th annual Farm Marketing Seminar in New York made observations that have real pertinence to us in Extension. Here are a few:

*No Fuzzy Objectives--A good job of communicating (educating) requires a clear statement of objectives. We need clear, not "fuzzy," objectives and then carry through. --Richard Jacob, director of magazine promotion, Farm Journal.

*1,500 Selling Messages Daily--Modern communications is subjecting people to 1,500 selling messages daily. We need to work if we are to make a few stick. So be different. --Sherwood W. Stumpf, account executive, McManus, John I. Adams, Inc., the ad agency handling Dow Chemical advertising.

*Average Farmer Not "HIP"--The average farmer is not "HIP." Any trips he takes will be with his wife. The average age of the influential farmer advertisers are trying to reach today is 39.2 years. The average age of all farmers is 51 today and will be 44 in 1980. These figures are important in communicating. Much of your audience isn't youth when you are speaking to farmers. --Louis A. Magnani, vice president and creative director, Marsteller, Inc. (ad agency), New York.

*Be Straight With Me--Younger farmers insist that communicators be straight with them. They want believable messages--not "groovy" copy. The best creativity is based on common sense. It can't be based on the latest fad--such as "opt" art, fade outs, etc. Your communications must be based on ideas not fads or styles. It must have honest appeal. --Magnani.

*Look at the Buyer--In planning communications, look at what the receiver takes away from your message, not what you put into it. The product or message is more important by "light years" than the way you deliver the message Today you can't make something and then market it. You must look first to people's needs, make the product, and then market it.--James McCaffrey, chief executive office, LaRoche, McCaffrey, McCall, Inc., New York.

*Don't Teach Your Grandmother--Many times communicators (and Extension educators) try to "teach" those who know the answers. Remember the old expression, "Don't try to teach your grandmother to suck eggs."--McCaffrey.

*CATV, Wave of Tomorrow?--New communications tools such as Cable Antenna TV (CATV) could change our communications methods overnight, especially in rural areas.--McCaffrey

*2,000 Farmers Produce One-half of Our Beef--Ray Goldberg, Harvard University. -- Harold B. Swanson

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TAPES FOR COUNTY EXTENSION HOME ECONOMISTS FOR JULY--

The long tape (15 min.) is the third interview in the series of four on "Society, Youth and Drugs" with Ron Pitzer, extension specialist in family life education. Subject of this tape is "Effects of Drug Use and Abuse."

The short tapes include two spots made by Verna Mikesh, extension nutritionist, on 1) using a meat thermometer, (1 min. and 10 sec.) and 2) freezer wraps for meat, (1 min., 20 sec.). The first is open-ended, with no identification of the speaker. At the end of the spot on freezer wraps, Verna identifies herself.

Two interviews complete the tape--one an interview on barbecuing chicken with Mel Hamre (3:55), the other with Eugene Allen on barbecuing red meats (5:30). Both men are associate professors of animal science.

And don't forget to send your tapes back as soon as you've used them, please!

-- Jo Nelson

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SUMMER RADIO LISTENING--Radio listening is particularly strong in the summer. Mobility allows it to go anywhere. People listen to more transistors and car radios during summer months. According to Radio Advertising Bureau, more than 62 million transistor radios were sold in the past two years, 80 million cars have radios and there's an average of more than four radios in American households. So make your summer programs good! Remember, broadcasts that notify and explain "why" seem to be more in keeping with the purpose of modern radio than the "how to do it" type of broadcast.

-- Ray Wolf

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TV TIPS--The recent TV programming trend toward use of a panel instead of detailed production has good and bad points. A panel of experts, well known individuals or those with interesting first hand knowledge or experience with a topic is fine. But individuals must fit these categories well before viewer interest can be sustained throughout a program.

What I'm trying to say is this: television utilizes sight, sound and motion to be effective. If panel members are not visually appealing (well known, knowledgeable, or enthusiastic) the program material might better be presented on radio.

Demonstrations--where you show procedure or techniques is excellent TV fare. Camera close-ups can offer more definition and insight than many face-to-face situations.

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Illustrated presentations are better than a straight talk or lecture on a topic. Use slides, photographs or movie film--if available. For visual variety, movement and the sake of interest, use from 4 to 6 slides per minute. Without variety, movement and interest you'll lose your audience.

Nothing beats the real object for an effective visual. If the real thing can't be brought into the studio, substitute with models, film (movies), slides, pictures or drawings.

Retain and use the two elements of TV that make it an effective educational-informational tool--sight and motion. --Norm Engle

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SOME TIPS ON RADIO SPEAKING--

1. Be your self--let your personality show.
2. Have an opening that'll be "ear catching."
3. Use a variety of material.
4. Keep heavy subject matter to a minimum.
5. Avoid difficult words and long sentences.
6. Try to stimulate interest in--not exhaust--a subject.
7. Present timely-localized material.
8. Remember your audience.

-- Ray Wolf

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SPANISH - ENGLISH PUBLICATIONS AVAILABLE-- Several bilingual publications are now available for those working with Spanish speaking people. In some cases the Spanish language publication is separate, and in other cases, both the Spanish and English are side-by-side. You may order the following on the regular A-16 Order Form and send it to Leona Nelson, 453 Coffey Hall.

Español 1	Leche (Milk)
Español 2	Buena Comida (Good Food)
Español 3	Ventas De Ropa Usada (Sales of Used Clothing)
Español 4	El Casamiento (Marriage Is a Partnership)
Español 5	Estimados Padres (Dear Parents)
PA 912	Good Foods Coloring Book
PA 912-S	El Libro Colorante De Las Comidas Buenas
FNS 5	You and Food Stamps
PA 691	Food For Young Families Series: Key Nutrients
PA 691-S	Elementos Nutritivos Esenciales
PA 692	Principles of Cookery
PA 692-S	Principios básicos en la preparación de alimentos
PA 693	Feeding Young Children
PA 693-S	Como alimentar a los niños
PA 694	Eat to Live Better
PA 694-S	Coma bien para vivir mejor
PA 695	Meal Planning Made Easy
PA 695-S	Cómo planear comidas fácilmente
PA 696	Selecting and Buying Food
PA 696-S	Selección y compra de alimentos

You will hear about other publications available this summer in future issues of Reaching People. -- Lee Nelson

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WORD CORNER -- SHARPEN UP! -- If you were to grade yourself on the business letters you write, would you rate an A--or a C or D? Have you weeded out of your letters such wordy and stilted phrases as: in reference to your letter, in reply to your letter please be informed, in compliance with your request, reference is made to your letter, yours of recent date, this will acknowledge receipt of your letter?

According to the Dartnell Institute of Business Research, each business letter you write costs \$2.74. Multiply that figure by the number of letters you write every working day or week--and you'll find that correspondence carries a high price tag!

Here are some comments worth noting from Ellis Gladwin, editor of Connecticut Mutual Life Insurance Company's Letter Logic: "There are two reasons why many letters cost more than they should: 1) the use of wordy . . . English and 2) carelessness. Once old-style business English becomes part of a writer's vocabulary, it is hard to stop using it.

"Carelessness causes letters to be written that should not have been necessary. I refer to the letters written because the first writer was not clear, or forgot to include requested information. This happens too often--even in the best places . . . roughly 15 percent of the letters written in many companies wouldn't have been written if the initiator of the correspondence had been careful.

"When word comes down the line that overhead must be cut, the people who write the letters can show the way. While saving money for the company, they'll be writing better letters."

-- Jo Nelson

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RADIO TOPICS FOR JULY -- Subjects discussed on the University Farm Hour (KUOM-770) during July may be helpful in your radio planning. They include: Farm Safety Week, July 19-25; preparing livestock for showing, summer garden care, shelter belt planning, soil moisture conditions, improving dairy and beef breeding practices, harvesting malting barley, seeding of forage crops, corn drying systems, fertilizing pastures, corn leaf diseases, and raising poultry as a hobby.

The printed schedule of topics for Highlights in Homemaking and Farm Hour for July-September should reach you soon--and may contain other ideas for programs.

-- Ray Wolf

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THE EFFECTS OF TELEVISION -- John W. Macy, Jr., President of the Corporation for Public Broadcasting, told management personnel at a recent meeting in the Twin Cities about the power of television.

He cited figures on youth's influence from the "electronic cyclops"--by the time a youngster graduates from high school he will have spent from 3 to 4 times as long in front of the TV set as he will have spent in the classroom.

Sponsors were encouraged to utilize their commercial messages and influence to direct programming toward enlightenment and information--especially for environmental and social concerns. Entertainment is demanded by the public, but look how Sesame Street has taken the country by storm. This is a prime example of using entertainment techniques for education.

-- Norm Engle

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Publications and Direct Mail

NEW PUBLICATIONS

Price-Quality Relationships in Spring Wheat. Technical Bulletin 267. John D. *here* Hyslop. Discusses (in two parts) measured quality factors determining official grades for wheat and the demand for hard wheat protein, the factor the market regards as primary to bread-making quality. 32 pages. Available.

Iron in Drinking Water. M-154. Roger E. Machmeier. Describes presence of iron in both ferrous and ferric forms and suggested treatments for eliminating these problems. 6-page railroad folder. Available early July.

Potato Fertilization on Irrigated Soils. Soils Fact Sheet 13. C. J. Overdahl and C. P. Klint. Discusses the application of potassium, magnesium, phosphorus, and nitrogen, and gives suggestions for quantities under various soil and seasonal conditions. 2 pages. Available early July.

Perspective on the 70's. Gives schedule for half-hour weekly television program that focuses on modern issues and problems. 6-page railroad folder. Available.

Forestry in Itasca County's Economy: An Input-Output Analysis. Miscellaneous Report 95. Jay M. Hughes. Describes, within an input-output framework, the interdependence of activities within the county and the rest of the world. A 39 by 39 sector input-output model of the county's economy in 1966 was constructed, and multipliers useful for estimating short-run impacts of possible changes were developed from it. Forestry-related sectors are emphasized. 100 pages. Available.

1969 Annual Report, Southwestern Minnesota Farm Management Association. Economic Information Report R70-2.

NOTE: Copies of the last publication 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

Carpet Beetles and Clothes Moths. Entomology Fact Sheet 18. J. A. Lofgren and D. M. Noetzel. Suggests control measures for troublesome household pests. 2 pages. Available late June. *here*

Radio for City and Country. July-September 1970. Quarterly list of topics for "Highlights in Homemaking" and "University Farm Hour" on KUOM radio. 8-page railroad folder. Available.

Town and Country. July-September 1970. Quarterly list of topics for "Town and Country" on KTCA-TV and several commercial stations throughout the state and in neighboring states. 6-page railroad folder. Available.

Fire Blight. Plant Pathology Fact Sheet 17. Herbert G. Johnson. Describes the symptoms of this bacterial disease and suggests control measures. 2 pages. Available. *here*

REPRINTED PUBLICATIONS

Broiling. HS-6. Verna A. Mikesh and Leona S. Nelson.

Home Storage. HS-7. Mary L. Mueller, Mary F. Lamison, and Leona S. Nelson.

Daily Food Guide. HS-9. Grace D. Brill and Leona S. Nelson.

Hamburger. HS-13. Verna A. Mikesh and Leona S. Nelson.

Milk. HS-14. Verna A. Mikesh and Leona S. Nelson.

Pots and Pans. HS-16. Wanda W. Olson and Leona S. Nelson.

Cutting Up and Cooking a Chicken. HS-18. Verna A. Mikesh, Melvin L. Hamre, and Leona S. Nelson.

Hair Styling. HS-20. Athelene H. Scheid and Leona S. Nelson.

Eggs. HS-21. Verna A. Mikesh and Leona S. Nelson.

Laundry Supplies. HS-22. Wanda W. Olson and Leona S. Nelson.

Doing the Wash. HS-23. Wanda W. Olson and Leona S. Nelson.

Popular Ways to Serve Vegetables. Extension Bulletin 294. Grace Brill.

Galls. Entomology Fact Sheet 28. T. M. Peters.

How Individuals Work in a Group. Communications Bulletin 16.

You Can Write Better Letters. Communications Bulletin 20. Harold B. Swanson.

Exhibits--Do They Help Us Communicate Efficiently? Communications Bulletin 27. Gerald R. McKay.

Alter the Pattern to Fit Your Figure. Extension Folder 245. Athelene Scheid.