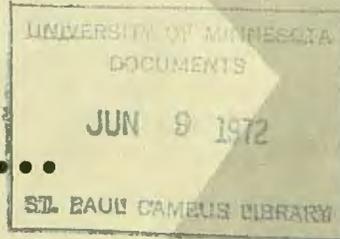


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3 Reaching People with information...



press
publications
radio
television
visual aids

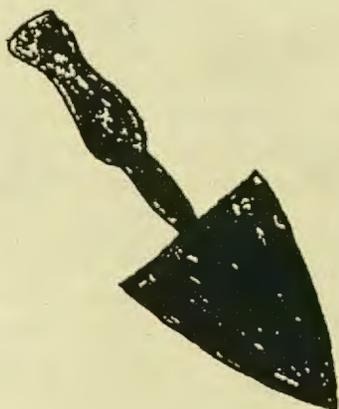
AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

May 26, 1972

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

AGENTS WIN PUBLIC INFORMATION AWARDS -- Entries from five Minnesota extension agents, winners in the state's 1972 public information awards program, are now being considered in national competition sponsored by the National Association of County Agricultural Agents. Overall winner was Benton County's Burton Olson for his column. First place winners in other categories were: Marvin Lee, Rice County associate agent, direct mail; John Peterson, Sibley County, slide set; Clayton Grabow, Mille Lacs County, news photo; Carroll Giesler, West St. Louis County, feature story; and Burton Olson, radio.

The winning entries provide some useful ideas for others as they communicate with their many publics. For example, take a look at how Marvin Lee, in a very neat letter (our compliments to the Rice County secretaries), announced a flower meeting:



Do YOU have the winter blues?
 Are YOU receiving colorful seed catalogs?
 Do YOU want to order everything?
 Were YOU happy with your flowers last year?
 Do YOU want to try something new?

YES

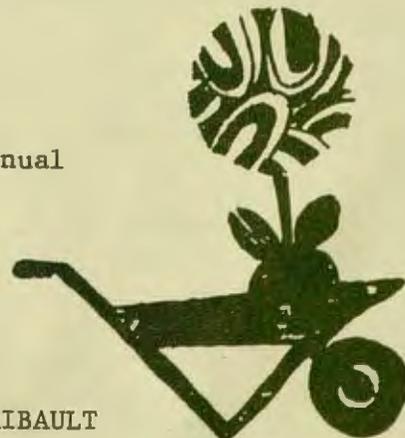
NO

Dig in and load up all your annual garden questions and bring to:

THE ANNUAL FLOWERS MEETING

FEBRUARY 29, at 8 P.M.

4-H BUILDING, ON FAIRGROUNDS IN FARIBAULT



John Peterson, in his slide set entitled "A Visit to Rush River Park," did an exceptionally good job on closeups of flowers like hepaticas, anemone, blood root, and dog-tooth violet. The purpose of his set was to make county residents aware of and visit the park. The set is used with 4-H Clubs, school classes, women's organizations, and civic and service clubs.

Clayton Grabow presented a good picture of Arthur Harms, who retired from the extension committee after 27 years of service, and Lawrence Nystrom, committee chairman. Not only was the picture well-posed but also it did a good public relations job for Clayton.

Carroll Giesler, in a byline article in the Hibbing Daily Tribune, showed how a 4-H Share-The-Fun event could be presented in an interesting and factual way.

Burton Olson, in both his winning column and his radio program, presented many ideas of value to others. His column consists of several short items. He uses dialogue effectively and has his own way of ending a column on a human and humorous note with sayings from Grandpa Dewey. Here are two examples: "There's nothing wrong with the younger generation that the older generation didn't outgrow." "He agrees that the women's place is in the home, that's where he wants his, just as soon as she gets off work."

Burton also uses the rule of six to begin many of his items. This means that the first six words or so are important words, often giving the meat of the paragraph. He goes right to the point and doesn't start with involved prepositional phrases or qualifying clauses.

All entries in the contest are being held here for possible use in an exhibit next fall. If you need yours back, please let us know.

--Harold B. Swanson

* * * *

TOPICS FOR JUNE RADIO--Some ideas include: June Dairy Month; 4-H conferences, camps, and county fairs; summer care of livestock and poultry; controlling pests in yard, garden, and fields; the Agricultural Experiment Station field days; and a 6-month progress report of your extension activities. --Ray Wolf

* * * *

BE READY TO ALERT MASS MEDIA--During the growing season, you need to be ready to alert mass media in your area of prevalent pest problems. This means alerting the media of the problem and giving recommendations for control. Do this as an extra even though you may have a column or radio show of your own. It will mean more complete coverage for the station's listeners and paper's readers.

Some of you may want to talk to your local radio news reporter about the procedure the station uses for "beeper" phone reports. Then in emergencies or even for routine but timely topics you will be ready for a special program. --Ray Wolf

* * * *

SEPARATE MAILINGS FOR WEEKLY, DAILY PAPERS--Russ Krech, Houston County, mails releases to weekly papers the Thursday of the week before publication (the papers come out the following Thursday). Releases on the same topic are mailed to daily papers the following Tuesday. That way the stories come out in both the weekly and daily papers on Thursday. Russ says that usage in weekly papers picked up considerably when he started timing mailings so weekly papers weren't scooped by the dailies.

--Jack Sperbeck

* * * *

WORD CORNER: SHARPEN UP! --Two punctuation marks have limited use in modern English. The dash (--) is a strong mark that should be used sparingly. It indicates a break in thought resulting from hesitation, suspense, ignorance, and so on. We can continue building up our supplies until--well, I don't know until when. Dashes are most often used in pairs to set off a thought that isn't an integral part of the sentence. They came to realize--strange they hadn't sensed it before--that he had no interest in them. The danger in using dashes is that you constantly interrupt your reader's train of thought. Rather than overuse them, rewrite your material using commas or, if necessary, parentheses. Reserve the dash for those few times when it will be effective.

Ellipses (...) are used to show where words have been omitted in quoting. They are followed by the word that resumes the quotation or by the punctuation that concludes the omitted passage. A second use is to suggest the trailing off of a thought or an unwillingness to finish it. All he could think was "After all I've done for them..." Using ellipses this way is rarely called for. As Wilson Follet said, "Writing that makes excessive use of this device, which is supposed to represent the normal workings of the mind, runs the risk of producing not lifelikeness but irritation." --Kathy Wolter

* * * *

BE YOURSELF ON RADIO AND TV --Recently I had the opportunity to give a few tips to a novice TV performer. The most important thing to remember is to BE YOURSELF. A director overhearing this said, "Write that down, underline it, and have it put in flashing lights." BE YOURSELF!

A direction could hardly be more simple, yet it is a difficult thing to achieve. Don't try to be sophisticated, worldly, or amusing if you're not. If there's a key to TV success, it's being yourself. The TV camera is so intimate that anything else comes off contrived. Don't mug or try to be coy. Being cute successfully takes a great deal of talent (like Cavett and Carson).

And remember, let yourself be human. Don't think that making a mistake or coming off as less than the absolute authority will do any damage. You'll simply be more approachable and identifiable for the audience.

The same goes for radio. Relate your information in terms that your audience can understand. As I said to Theodore Labuza last week, "Explain your research as you would tell your mother what you do." It works; even complicated research can be brought down to earth. --Janet Macy

* * * *

CRITICIZING COUNTY RADIO TAPES --Recently, I had the chance to listen to some of your radio tapes. In general, the voices were clear and conversational. The subject matter was timely and well-chosen. Some pointers for improvement are:

1. Reduce the number of times you fill pauses with ah's. Being well-prepared will help.
2. Plan for smooth transitions between topics, not just a long pause.
3. Watch pronunciation at all times. You might ask someone to check on you.
4. Be sure to let the tape run for 3 seconds before and after your talk so recorder and mike noises are not interfering.
5. Enclose a cue sheet with the tape to indicate tape length and topic.

--Ray Wolf

* * * *

LOW INCOME STORIES CONTINUE --Each week in the packet of information that goes to each county there is a story on a Food for Better Health Program letterhead printed on russet paper. It is usually referred to as the low income story. Several extension home economists have sent me copies of newspaper columns in which they've used these stories. I've also received some monthly newsletters that have used this information. If you have examples showing use of these stories or have suggestions for the series, please let me know. --Lee Nelson

* * * *

JUNE RADIO TAPES --Short tapes for this month include: Buying Meat for Barbecuing (4:58) with Richard Epley, extension specialist, meats; Freezing Strawberries and Rhubarb (5:05) with Shirley Munson, food scientist, Department of Horticultural Science; Controlling Dandelions in the Home Yard (4:42) with Jane McKinnon, extension horticulturist (Ray Wolf, extension information specialist, host); and Growing Strawberries (5:21) with Leonard Hertz, extension horticulturist (Ray Wolf, host).

The long tapes include: Meat Cuts for Barbecuing (7:00) with Richard Epley; Freezing Fish (7:03) with Shirley Munson; Gardening in the Shade (6:56) with Jane McKinnon (Ray Wolf, host); and Back Yard Tree Fruit (6:57) with Leonard Hertz (Ray Wolf, host). --Janet Macy

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GRASS ROOTS GARDENING --Last month I asked for some examples of local yard/garden items from agents' columns. I didn't receive an avalanche, but a couple of gems came my way. A novel way of trimming trees in St. George Township was reported by Benton County's Burton P. Olson. Felix Balder attacked the problem with a shot gun. "With one shot he clipped off the branch over an inch in diameter just as neat as you could do with a saw," Olson said. That's not all. Stearns County Agent Francis Januschka told Olson that the best way to control slugs is to bury a shallow pan at ground level and fill it with beer. Olson relayed this tidbit in his column. "This is a very humane method, as they (the slugs) die happy," he told his readers. --Dave Zarkin

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Publications and Direct Mail

NEW PUBLICATIONS

Swine Improvement through Crossbreeding. Extension Bulletin 371. C. J. Christians. Discusses the merits of various crossing systems. Suggests which breed crosses will likely result in the most improvement. 6 pages. Available mid-June.

Selecting Minnesota Wild Fruits. Home Economics-Family Living Fact Sheet 27. Grace Brill and Sheryl Nefstead. Pictorially describes for correct identification 12 wild fruits often used in making jam, jelly, sirup, and sauce. 2 pages. Available. *here*

Minnesota Population Trends: 1950-70. Agricultural Economics Fact Sheet 10. Arley D. Waldo. Lists population figures by county for 1950, 1960, and 1970, and lists percentage changes in population for 1950 to 1960 and for 1960 to 1970. 2 pages. Available. *here*

Farm Income--1929 and 1969. Minnesota Economic Data 20. Jitendar S. Mann and John S. Hoyt, Jr. Presents data showing trends in growth patterns in the farm sector to evaluate existing programs and formulate new plans. 12 pages. Available mid-June.

Personal Income and Earning by Minnesota Development Regions, 1950-69. Minnesota Economic Data 21. John S. Hoyt, Jr., Frank H. Lloyd, and William R. Alexander. Presents data, figures, and text showing personal income and earnings in each of Minnesota's 12 development regions. 20 pages. Available mid-June.

Perspective. John S. Hoyt, Jr. Lists programs to be presented on KTCA-TV by the Agricultural Extension Service in cooperation with the Twin City Area Educational Television Corporation. 6 pages. Available.

REVISED PUBLICATIONS

Easy Dishwashing. HS-1. Wanda W. Olson and Leona S. Nelson. Explains sanitary methods for doing the dishes and keeping the kitchen tidy. 4 pages. (Brochures in the HS series are written for those with limited experiences, finances, and education. They should be used with this group only.) Available.

Cleaning Sink, Tub, and Toilet. HS-3. Wanda W. Olson and Leona S. Nelson. Describes how to clean a bathroom and a kitchen sink properly. 4 pages. (Brochures in the HS series are written for those with limited experiences, finances, and education. They should be used with this group only.) Available.

The Home Lawn. Extension Bulletin 366. Donald B. White. Explains how to select appropriate grasses and how to start and maintain a lawn. 16 pages. Available. *here*

REPRINTED PUBLICATIONS

Fruit for the Home. Extension Bulletin 255. L. B. Hertz and C. Stushnoff.

Controlling Diseases in the Home Vegetable Garden. Plant Pathology Fact Sheet 9.
Herbert G. Johnson.

Woody Plants. Extension Bulletin 267. C. Gustav Hard and Marvin E. Smith.

Care of House Plants. Extension Bulletin 274.

Perennials. Extension Bulletin 295. C. Gustav Hard.

Home Fruit Spray Guide. Extension Pamphlet 184. L. B. Hertz, J. A. Lofgren,
and H. G. Johnson.

Garden Lilies in Minnesota. Horticulture Fact Sheet 25. Mervin C. Eisel.

Fruits for Minnesota, 1972. Horticulture Fact Sheet 3.

Pesticide Storage and Formulation Shed. Agricultural Chemicals Fact Sheet 4.
Phillip K. Harein and Roger DeRoos.

Energy Requirements of Electrical Equipment. Agricultural Engineering Fact Sheet
1. Donald W. Bates and Harold A. Cloud.

Pasture Renovation. Agronomy Fact Sheet 18. J. R. Justin.

Effect of TIBA on Height, Lodging, and Yield of Soybeans. Agronomy Fact Sheet 21.

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

What To Do About Ants. Entomology Fact Sheet 19. John Luhman.

Lawn and Garden Fertilizers and Pollution Problems. Soils Fact Sheet 15. Lowell
D. Hanson.

Pollen Substitutes. Entomology Fact Sheet 24. M. H. Haydak.

Arboretum Juniper Varieties. Arboretum Review 9. Leon C. Snyder.

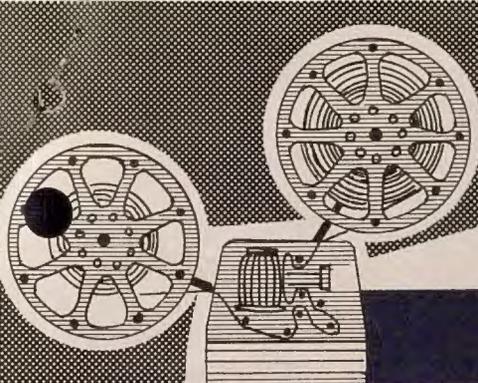
Controlling Insect Pests of Shade and Ornamental Trees. Entomology Fact Sheet 28.
John A. Lofgren.

Nuisance Wasps and Bees. Entomology Fact Sheet 32. David Noetzel and Basil
Furgala.

Vegetable Varieties. Extension Folder 154. Orrin C. Turnquist.

Branding Beef Cattle. Animal Husbandry Fact Sheet 9. C. J. Christians, R. E.
Jacobs, and R. B. Solac.

Controlling Lawn and Turf Insects. Entomology Fact Sheet 22. John A. Lofgren.



visual aids TIP SHEET

Minnesota Agricultural Extension Service

May 1972

NEW SLIDE SETS IN AGRICULTURAL EXTENSION FILM LIBRARY

#816 CAREERS IN RESOURCE CONSERVATION--58 slides--color--double frame--
Soil Conservation Society--Ankeny, Iowa

Set of 58 color slides, script and 9 minute cassette tape is designed to help young people make decisions for their future. Developed by the Soil Conservation Society of America for junior and senior high school use. Program shows technical and professional people at work in dozens of fields of resource conservation including air pollution, fish and wildlife, law, forestry, economics, soil, water and range conservation, pollution control of waterways and the landscape.

NEW FILM IN AGRICULTURAL EXTENSION FILM LIBRARY

MORE FOR LESS--28 min.--color--Allis-Chalmers--Service Charge \$1.00--TV

Film shows the various aspects of no-tillage planting of corn and soybeans, including equipment, weed control practices and the economics of no-tillage. A discussion of the advantages and the disadvantages of no-tillage is given by a panel of research and extension personnel from several states. Most of the film can be applied to Minnesota, however, parts dealing with double cropping have limited application. The film, developed by the University of Kentucky in cooperation with the Allis-Chalmers Farm Equipment Company, will be of interest to corn and soybean growers, agricultural chemical dealers, county agents, and vocational agriculture teachers.

INSECTS THAT HELP US--10 min.--color--Bailey Film Associates--Service Charge
--\$2.40--TV

Film shows that many of our insects are beneficial such as the pollination of plants and production of honey by bees. Ants are shown working the soil allowing air and water to enter. Food materials they carry underground decomposes into plant food. Other beneficial insects included in the film are the ladybird beetle and the silkworm. Film is designed for young 4-H and school audiences of junior high school and under.

FILMSTRIP WITHDRAWN

F-6 Community Action for Better Breakfasts

TIPS ON USING COLOR SLIDES AT A MEETING

These tips on using audio visual materials are for meetings where between 50 and 500 people attend.

Tip No. 1: Visit the site first.

Knowing about any problems in advance gives you time to solve them. Check facilities for the speaker--lectern, podium, microphone, etc. What visual aids will be used?...Location of projector?...Size and location of screen? Many screens are too small so can't do the job of communicating facts. The more you can surround the viewer with the visual the more he becomes emotionally involved. There is a difference between looking at a picture of a mountain and being "in the mountains."

Angle of the image is important. Measure it by sitting in a middle row and holding out your fist at arm's length. The screen should be somewhere between two and four fists wide.

Tip No. 2: Make visuals horizontal where possible.

The production job is simplified and eyes can cover a horizontal area easier.

Tip No. 3: Try working in reverse.

Printed pieces are designed to be read in the light while slides are designed to be viewed in darkness or subdued light. Instead of black on white, try slides that are white on black occasionally.

Tip No. 4: Set type photographically or with mechanical devices.

Usually this is better than hand lettering for slides.

Tip No. 5: Use no more than 60 words per slide.

Don't try to put everything on one slide. Use more than one if necessary. The speaker can communicate, footnote, or sidelight information rather than crowd a slide with too many words.

Tip No. 6: Stick to one format.

Don't confuse your audience by changing formats especially where you expect them to be concentrating on both what they see and hear.

Tip No. 7: Use pictures and illustrations.

Use more than just type alone. Interest fades and minds begin to wander if there is not a relevant picture to focus on. Many toys or models may be used as attractive props for slides.

Tip No. 8: Avoid ugly illustrations.

Unattractive visuals may turn the audience off. Be positive in your approach by using attractive situations.

Tip No. 9: Keep it simple.

Multiple screens, dissolve units, etc. sometimes cause problems and complicate the presentation. Keep each speaker's slides in a separate, marked tray.

Tip No. 10: Rehearse.

Many people will spend hours writing and organizing material for a presentation, travel several hours to get to the place and then object to 20 minutes time rehearsing. The text of the speaker should be integrated with his visuals.

These ten techniques relate to conventional 35 mm color slides which, for most meetings, have the greatest impact per dollar.

NOTE TO USERS OF CERTAIN HORSEMANSHIP FILMS

Certain of our horsemanship films may not seem to meet the needs of some users, therefore an explanation regarding their content and condition may be appropriate. Four horsemanship films produced by the military forces during World War II have been in our library for several years. They are: AIDS AND GAITS, JUMPING AND CROSS COUNTRY RIDING, MOUNTING AND DISMOUNTING, and SADDLING AND BRIDLING. Some people interested in horsemanship felt that the technical information in these films is useful and could be adapted to meet the needs of those interested in horsemanship. These films were not intended for 4-H groups. However, many 4-H'ers have used them because better ones were not available. We have been requested to keep the films for those who feel they can use them until others can be bought.

The series of nine films, "Crazy Over Horses," which was produced from kine-scopes about 1967 are black and white and are not of the best physical quality. A few parts of these are not current now.

We suggest users of these films preview them to know their specific content. It is a good practice to preview any film for that matter, to determine if it is exactly what you thought it was and to prepare the audience properly.

There are not many good new films on horses available. In November we added the film "Visual Defects Related To Unsoundness in Horses," at a cost of \$500 for just one print and, to get it, funds from several sources were pooled. Budget problems at the University are considerations, too.

.Gerald R. McKay and Gerald Wagner