

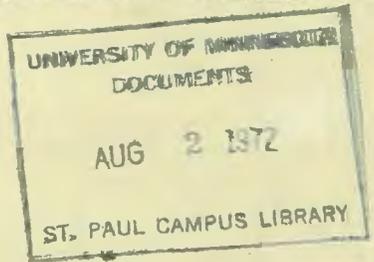
MN 2000 RPL 7/31/72

Reaching People with information...

press
publications
radio
television
visual aids

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

July 31, 1972



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

STATE FAIR: YOU HELP US, WE'LL HELP YOU --As usual, 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). Our job is to provide coverage of 4-H activities at the State Fair for metropolitan and out-state press, radio, and TV. One important aspect of this coverage is suggesting features to these media, so we'll appreciate your suggestions of 4-H'ers with special talents or human interest stories.

A tape recorder will be available for your use in the Press-Radio-TV Office if you need one, or you can make arrangements with us to use the recorder in our KUOM studios at the south end of the 4-H Building. Please reserve the recorder or recording time (if you want us to run the recorder in our sound proof studios) by signing in at the Press-Radio-TV Office.

Bring your own tape, if possible. If not, tape and mailing envelopes will be available for your use.

Remember: The State Fair provides many opportunities for good interviews for your regular or special programs. Why not make arrangements with your radio station before you come for "beeper" telephone calls from the fair?

Arrangements for photographs and slides can be made at our State Fair Office at the same rates as last year. Plan ahead by talking to your editor before you leave for the fair to find out what pictures (and size) he will use.
 --Jack Sperbeck, Ray Wolf, Gerald McKay, Janet Macy

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YOUTH STORIES FOR AUGUST --Your county agent packet beginning July 31 will contain fill-in stories each week on various aspects of State Fair in which some of your 4-H'ers will be involved--dress revue, demonstrations, the educational program, dairy and livestock judging team contests, livestock show, etc. --Jack Sperbeck

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U. S. FARM MARKETING MAN OF THE YEAR GIVES ADVICE -- Fred Stines, publisher of Successful Farming, recently was named the nation's farm marketing man of the year. His advice to advertisers and marketing men could apply equally well to extension educators. Fred sees the need to:

--Emphasize results: tell it, show it, prove it.

--Be totally informative: tell the why as well as the what and how.

--Be specific: provide more facts, fewer superlatives.

--Sell programs, not just products.

"Farm marketers need to get back to the basics in their advertising too," says Stines. Here you could substitute the words educators and education.

--Importance of frequency: "You can't gain maximum market impact with 'burp and belch' advertising," Stines emphasizes. (By that he means running an ad just now and then.) "While 'burp and belch' advertising may make some people in the company feel better, it just can't produce consistent market impact for the product...that requires a campaign continuity."

--Strive to achieve a "point of difference:" in too many cases, there's too much "look-alikeness" among feed ads, chemical ads, seed corn ads, etc. (and educational programs?), says Stines. "Just as you must have a point of difference for successful selling, you need a point of difference look in your ads."

--If you have a campaign that's working: "Don't change it the next marketing year just for the sake of change."

--If you have a good ad (program): "Don't be afraid to repeat it. It can often produce further impact and penetration the second time around. Besides, repeating good ads helps beat the high cost of creativity and production." --Harold B. Swanson

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WORD CORNER: SHARPEN UP! --The semi-colon has two main uses: to provide a fuller stop in one place because we've used a less full stop in another, and to separate thoughts that are connected in meaning but are not joined by a conjunction (connecting word).

From the day she arrives in the city, she senses alienation. She makes friends, she is competent at her job, she studies the activity around her; but she never can shake off her sense of bafflement.

The chief break occurs at but. Because we've used commas for the minor breaks, the semi-colon is required for the major one.

Semi-colons are often needed to separate items in a series when commas are required within any item in the series.

This year's program includes concerts; dance recitals by troupes from England, Spain, and Brazil; dramatic presentations by a national company, the University Theater, and three small theater groups; and several operas.

Indicating relationship between statements by using a semi-colon is a useful device. The relationship usually is one of cause or consequence.

Hemingway's first love was adventure; his books are full of it.

It is nearly midnight; we'll never reach the depot in time.

It would also be correct to replace the semi-colons with periods and make two sentences of each. But the semi-colon is the best means of indicating the special relationship between the thoughts. --Kathy Wolter

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FARM AND HOME SAFETY, A YEAR-ROUND JOB--July 25-31 was National Farm Safety Week. The theme--"protective equipment--your defense against injury"--suggests that, when appropriate, one should wear a hard hat, safety glasses, ear plugs, or safety shoes. The USDA has suggested a safety theme or topic for each month of the year:

August, vacation safety;
September, school safety;
October, harvest safety and fire prevention;
November, chore time safety;
December, home and holiday safety.

These suggestions for safety emphasis may be of help to you in planning your radio (press or TV) programs. --Ray Wolf

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PLAN RADIO FOR GREATER EFFECTIVENESS--You've been asked (or told) to do radio. And maybe you're in a quandary over what you'll do. Where will I get enough information to fill 5 or 15 minutes of air time, you ask. Radio work can be viewed as something fun to do, or another means of fulfilling the job, or both. Here are some review steps that should help you do both.

- . Review the main objectives of your job (plan of work, etc.).
- . Translate your objectives into specific causes you want to promote on radio.
- . Identify the audience you want to reach by radio.
- . Plan ahead. On the basis of your objectives, decide what subjects are to be covered on each broadcast.
- . Locate your source material (newsletters, bulletins, magazines, professional journals, speeches, case histories, public relations mailings).
- . Decide the purpose of the broadcast (persuade, inform, get action, stimulate thinking).
- . Determine a viewpoint or angle, your own personal approach to the material. Adapt illustrative material to your own experience, if possible. Be brief, however, as the listener's mind may wander to a matching personal experience and if it does, you've lost him.

Don't make the mistake of someone who recently said, "The reason the programs are so stiff is that they're over planned." Planning and stiffness shouldn't be equated. Some try to coast along without any planning and, if they're natural, they probably get by. But the program would be top notch if some planning went into it. Why kid yourself that network broadcasters don't plan. Their casualness and spontaneity stem from the assurance that everything is under control. --Janet Macy

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PUBLICATIONS POTPOURRI--

- (1) Comparison Cards on garden vegetables are available from the Bulletin Room: EF&NP 35, "Cucumber;" EF&NP 36, "Winter Squash;" EF&NP 37, "Summer Squash;" EF&NP 38, "Yellow Corn;" EF&NP 39, "Green Peas;" and EF&NP 40, "Onions."

The original Comparison Cards are from the Dairy Council. These new ones are the same size and can be added to your set.

- (2) EF&NP 41, "Ice Cream," is a recipe card that might be useful for a youth group. Making ice cream was a favorite activity at the recent metro day camp sessions held at the State Fair Grounds. Order from the Bulletin Room.

- (3) Several publications are available for those with visual handicaps. Order these from the Communication Center, State Services for the Blind, 1745 University Avenue, St. Paul, Minnesota 55104. When ordering, please send the name, address, and age of the person, and the State Services will send direct without charge to Minnesota residents. Brailled copies of the following national 4-H publications are available: "Meals for Today--the Easy Way," "The Normal Animal," "You and Your Dog," and "This is 4-H."

The following are available on loan from Mrs. Phyllis Worden, 360 Coffey Hall: "Picnics and Parties" and "Let's Bake." --Lee Nelson

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CARING FOR YOUR TAPES--Here are a few rules to follow to protect the quality of your radio tape recordings.

1. Store them carefully. Always keep your tapes in boxes to protect them from dust. Store them on edge, vertically. Don't subject them to extreme heat or humidity.
2. Never store tapes where stray magnetic fields might spoil them, such as close to a power amplifier.
3. Be careful in rewinding your tapes after playing. Many machines rewind too quickly, and the edges become uneven. This allows dirt and moisture to get between the tape and will damage the recording.
4. In case one of your tapes should break, repair it with splicing tape. Always keep a roll on hand. Never use ordinary gum or pressure sensitive tape; the adhesive will damage the recording tape.
5. Listen for squeaks and squeals. These are danger signals, but quick action can save your tape. An intermittent squeak may mean a warped reel or worn pressure pad. Transfer the tape immediately to a good reel or replace the pad.
6. Use care in labeling your reels and packages when mailing to a radio station. This will make it easier for the station to know which program to use and will insure that the tape is returned to you properly.

--Ray Wolf

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RADIO TAPES FOR AUGUST--Short tapes include: Freezer Ownership (5:15) with Wanda Olson, extension household equipment specialist; Additives in Food (5:00) with Blanche Erkel, consumer specialist, FDA; Freezing Corn (5:10) with Shirley Munson, food technologist; Tipping (5:00) with Louise Mullan, food service management; and Meat for the Freezer (5:05) with Dick Epley, extension specialist in meats.

Long tapes include: Listing of Ingredients (7:10) with Blanche Erkel; Freezing Peaches and Other Fruit (7:00) with Shirley Munson; Selecting a Restaurant (6:50) with Louise Mullan; and Comparative Shopping for Sides of Beef (7:05) with Dick Epley. --Janet Macy

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DEPARTMENT RECEIVES AWARDS --The Department of Information and Agricultural Journalism received 12 awards during national competition for its informational efforts. Excellent awards went to Minnesota Science and a table top exhibit for the "Sew Smart" series. Very good ratings went to the TV series "Sew Smart," a popular extension pamphlet, press service for weekly newspapers and county agents, and the radio script service. Good ratings went to a popular bulletin, a radio feature, a special radio feature, a series of black and white photographs, a set of color slides, and a set of overhead transparencies. --Harold B. Swanson

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NORM HAUGEN FEATURED IN REA PAPER --The entire front page of the July Mille Lacs Electric Outlet featured "A Day With Your County Agent." The agent was Norman Haugen of Aitkin County, and the article emphasized that a day with your county agent could never be considered typical. It described in work and picture Norm's activities and pointed out that the work of the agent has changed drastically in recent years. The article says that the agent is still helping farmers and 4-H members but now must also be concerned with economic and social development in the region. Such articles do much to inform people of the changing role of extension and its agents. --Harold B. Swanson

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MEETING, DISCUSSION TECHNIQUE SECTION

MEETING EVALUATION-- We talk a lot about evaluation of meetings but often do little. Evaluation helps you document how well a meeting went, what was learned, and how you can improve your next meeting. The Institute of Extension Personnel Development, Michigan State University, lists these meeting evaluation techniques.

1. Written evaluation, including reaction cards, questionnaires, suggestion boxes strategically placed in the meeting area, tests put together by speakers and given immediately after the presentation, and brief written essays covering the subject matter. A reaction card, for example, can be quite simple:

How did you like this session? (Check one) Excellent -- Good -- All right -- Mediocre -- Poor. Why?

How useful was this session to you in terms of back-home problems? (Check one) Excellent -- Good -- All right -- Mediocre -- Poor. Why?

What do you think we ought to discuss at the next meeting of the group?

2. Mechanical evaluation--using videotape or audiotape. Or you might use a "morale meter" or "meeting thermometer." Such a device is simply a large chart or cardboard sign left outside the meeting room. It has on it:

I thought this session was: Great -- Pretty good -- Okay -- Bearable -- Awful.

Under each descriptive word, fasten a counter, the kind doormen use to count attendance. As participants leave the meeting room, they can punch the counter under the term that describes their feeling.

3. Oral evaluation--using audio and videotape methods. Or you can just sit down with a representative sample (10 percent is enough) of your audience and talk with them about the program. Assign someone on the meeting team the responsibility of sitting down with groups of six attendees at a time to get a reading on their reactions to the meeting.

Put six or more tape recorders outside the door of the meeting room. Encourage participants to talk into them and make evaluations on what they thought of the meeting, etc.

Get in on after-lunch discussions or bull sessions or small conversation groups.

Or simply count heads at the beginning, middle, and end of the meeting. The "dwindle count" tells you something about your meeting!

Particularly where you collect evaluation information directly from the audience, it is imperative to feed back to them what you found out and how you are using that material.

4. After meeting measurements. Maybe several weeks after, you can call representative members of the audience and ask questions about their reactions to the meeting. Or maybe if you're working with an organization, you can call its officers or supervisors and talk with them about what they have seen that might result from the meeting.

Remember, with any evaluation procedure:

1. Keep it simple.
2. Process evaluations quickly, report back, and use them!
3. Stay with evaluation until you get results. Just because at first you don't get helpful information, don't give up.
4. If you can, get a professional to help you design your evaluation. Even if you can't, do the best job you can.

--Adapted from Ed-Tek, Michigan State University --Harold B. Swanson

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Publications and Direct Mail

NEW PUBLICATIONS

Fertilizers--Facts vs. Opinion. Soils Fact Sheet 19. C. J. Overdahl, W.E. Fenster, and C. A. Simkins. Explores some inaccurate and misleading statements on fertilizers and refutes them with research findings. 2 pages. Available.

Soil Management by Fall Tillage for Corn. Extension Folder 264. J. B. Swan, W.W. Nelson, and R. R. Allmaras. Describes research in southern and western Minnesota that strongly recommends fall plowing, which allows early spring planting of corn and increases yields. 8 pages. Available mid-August.

Determining Moisture Content of Forages. Agronomy Fact Sheet 24. Harley J. Otto and Harold A. Cloud. Details simple and more complex tests to determine moisture content, which must be known for successful preservation of quality hay and silage. 2 pages. Available early August.

Woody Plants That Attract Birds. Arboretum Review 13. Mervin Eisel. Describes plants and shrubs you could plant that will provide a habitat and food for birds. Explains which seasons the plants or shrubs provide the best food or shelter for birds. 4 pages. Available mid-August.

More for Your Meat Dollars. HS-27. Verna A. Mikesh, Muriel S. Brink, and Leona S. Nelson. Explains how to judge meat quality and includes tips on how to save money when buying meat. (Brochures in the HS series are written for those with limited experiences, finances, and education. They should be used with this group only.) 8 pages. Available early August.

REVISED PUBLICATIONS

Heavier, Meatier Calves Through Beef Testing. Extension Pamphlet 208. C. J. Christians, R. E. Jacobs, and R. L. Arthaud. Describes how testing can lead to better profits and to end products that are acceptable to the consumer. 6 pages. Available early August.

Making Cucumber Pickles. Home Economics Fact Sheet 8. Explains how to insure success when making pickles. Includes recipes for brined dills, freshpack dills, sweet gherkins, and short process pickles. 2 pages. Available early August.

Selecting a Dishwasher. Home Economics Fact Sheet 15. Wanda Olson. Explains installation requirements, capacity, washing and filtering action, and cycles of standard dishwashers. 2 pages. Available early August.

How to Run a Percolation Test. Extension Folder 261. Roger E. Machmeier. Describes all steps in running a percolation test. Includes forms for recording data on a percolation test. 8 pages. Available.

REPRINTED PUBLICATIONS

Last-Minute Preparations for Windstorms, Winter Storms, and Fallout. RCD 4.

Cultured Sod Production. Horticulture Fact Sheet 6. C. G. Hard.

Stawberries for the Home Garden. Horticulture Fact Sheet 19. Leonard B. Hertz.

Raspberries for the Home Garden. Horticulture Fact Sheet 20. Leonard B. Hertz.

Yeasts and Molds. Food Science and Industries Fact Sheet 14. E. A. Zottola.

Selecting Minnesota Wild Fruits. Home Economics Fact Sheet 27. Grace Brill
and Sheryl Nefstead.

Terrariums. Horticulture Fact Sheet 29. Mervin C. Eisel.

Meat and Meat Foods. HS-12. Verna A. Mikesh and Leona S. Nelson.

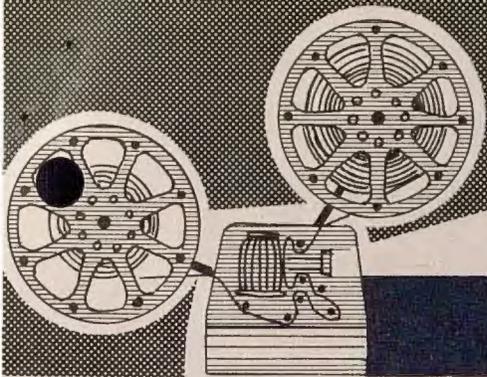
Cutting Up and Cooking a Chicken. HS-18. Verna A. Mikesh, Melvin L. Hamre,
and Leona S. Nelson.

More for Your Food Dollars. HS-26. Grace D. Brill and Leona S. Nelson

Bacteria. Food Science and Industries Fact Sheet 15. E. A. Zottola.

Breeding Management of Sows and Gilts. Animal Husbandry Fact Sheet 13. J. D.
Hawton, R. J. Meade, and C. J. Christians.

Rural Accidents in Minnesota. Special Report 39. Wayne Hanson and Clarice Olien.



visual aids TIP SHEET

Minnesota Agricultural Extension Service

July 1972

NEW FILMS IN AGRICULTURAL EXTENSION FILM LIBRARY

THE REST OF YOUR LIFE--25 min.--color--ADA-MAX Audio Visual--Service Charge \$4.80--TV--1972

Five people at various ages in a small company are observed in this film. Each begins looking at retirement because of the rapidly approaching retirement of one of them. Some of the stereotyped images of retirement are presented early in the film, with the myths being dispelled upon further study. Film emphasizes the necessity to plan ahead--even as much as 30 years--before actually committing oneself to retirement. One drawback to the film is that retiring wives are not handled in any depth. However, much of the film has ideas that can be applied to all family members. Good for an introduction into the topic for men and women 30 years and older. Probably of little help to the already retired.

PESTICIDES IN FOCUS--25 min.--color--Shell Oil Company--Service Charge \$1.00--TV--1972

Film attempts to answer questions on control and eradication of disease-bearing and crop-destroying insect pests. Shows examples of food production with current and future requirements for a rapidly expanding human population. Insect damage is expressed along with scientific methods to make available a safe, effective insecticide. Nonchemical controls are also portrayed. Current pest and pesticide needs and problems are illustrated. Film should be of interest to students as well as adults with or without knowledge of the subject. Useful for county agents and teachers of vocational agriculture.

AIR IS FOR BREATHING--29 min.--color--Shell Oil Company--Service Charge \$1.00--TV--1972

Film doesn't just describe the current pollution levels in our larger cities. It identifies the major pollutants. It shows the technological arsenal being assembled to make war on pollution. Research that is steadily broadening our technical capability is pointed out. An insight into the complexity of this man-created problem is provided. Shows that the cooperative effort of every one of us will be needed to overcome it. For high school classes, adults, service clubs and others concerned with air pollution problems.

UNDERSTANDING PREJUDICE--98 minutes--(on three spools)--color--USDA--Service Charge \$1.00--TV--1970

This is a color film recording of a series of meetings which was held for Extension Service personnel in 1970 on the subject of understanding prejudice. It is a film record of the presentations of Dr. James A. Bayton, Professor and Chairman of the Department of Psychology at Howard University. Film records audience reaction as well as the formal presentations by Dr. Bayton.

He points out various kinds of prejudice between minority groups that frequently result from lack of information on one side or both. Ways to avoid prejudice are suggested. These are training films and should be used only as a part of a meeting with a leader familiar with psychology and sociology. Be sure that you preview at least a part of one film before you show it to an audience.

The films would be useful in working with teen age or adult groups particularly as part of a workshop or seminar of more than a day's duration and where ample time for discussion is provided.

VENEZUELAN EQUINE ENCEPHALOMYELITIS (VEE)--10½ min. --color--USDA--Service Charge \$1.00--TV--1972

Film intended for the general public, treats VEE in a direct and clear manner. Covered are the history of VEE and its spread from Venezuela to Texas; the 1971 Texas epidemic; the national emergency; public health significance of VEE; control measures of quarantine, vaccination, and mosquito spraying; evaluation of the vaccine; signs of VEE; differential diagnosis (VEE vs. Eastern and Western equine encephalomyelitis;) and owner initiative and concern in continued control of the disease.

DISCOVERING CREATIVE PATTERN--17 min. --color--Film Associates--Service Charge \$3.60--TV--1965

Film explains that pattern is visual organization composed of five elements: line, darks and lights, colors, textures, and shapes. Pattern enriches surfaces and should never be more important than the object it is enriching. Pattern is visual movement as music is patterned sound. Film points out how man has incorporated natural pattern in all of his handiwork. Appropriate for youth and adult audiences interested in art appreciation as well as applied art, i. e., home furnishings and creative arts. A study guide is included.

DISCOVERING IDEAS FOR ART--15½ min. --color--Film Associates--Service Charge \$3.60--TV--1965

Film develops an awareness in the viewer of things around him that can lead to ideas for art. What are the things we need to look for? We look at varieties of the same object. We look at each part of an object, i. e., shape, color, line, texture, pattern, dark and light areas. Looking is only the beginning. We must develop inventive uses for what we see. Appropriate for adults and youth interested in the applied arts and looking for design ideas. A study guide is included.

#820 SOME GAME BIRDS OF NORTH AMERICA--48 slides--color--Photography Division--USDA

Set of 48 color slides present information on a popular group of wildlife--our game birds. Information on hunting, protection of birds, feeding and characteristics are presented. Methods for making land more attractive to these birds are also described. Both upland and migratory game birds are discussed. For 4-H members and other youth and adults.

#821 SOME SNAKES OF THE UNITED STATES--44 slides--color--Photography Division--USDA

Set of 44 color slides designed to inform 4-H members and other youth and adults about some of the snakes found in the United States. Many snakes are described as to their size, color, habits, and other characteristics. An attempt is made to clear up misinformation, legends, and myths surrounding these reptiles.

#822 WILDLIFE FOR ALL--40 slides--color--Photography Division--USDA

Set of 40 color slides presents a general overview to wildlife and suggests things we might do as individuals or groups to improve conditions for wildlife locally. Set discusses the importance of wildlife as a natural resource and how people must be constantly alert to properly manage and wisely use these resources for the benefit and enjoyment of all. For 4-H and other youth groups and adults.

#823 4-H WILDLIFE PROJECT AND DEMONSTRATION--49 slides--color--Photography Division--USDA

Set of 49 color slides designed to provide a better understanding of the 4-H wildlife project. Tips on giving a better demonstration or talk on wildlife subjects are described. Points out how wildlife form an important and vital part of our environment.

#824 HOW TO BUY EGGS--40 slides--color--double frame--USDA

Set of 40 color slides and script excellent for use by home economists in teaching information on buying eggs. Set shows and discusses the following: nutritive value, grades, sizes, prices, best buy, use of different grades of eggs, storage, and the many ways eggs may be used in cooking, baking, frying, etc.