

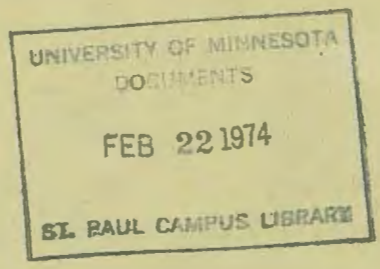
MN 2000 RPI 11/30/73

# 3. Reaching People with information...

press  
publications  
radio  
television  
visual aids

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

4 November 30, 1973



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

**EDITORS PRAISE AGENT EFFORTS**--Every year the University hosts editors, legislators, and broadcasters at a fall get-together. The work of county extension agents always gives those of us who attend these activities a special opportunity to relate to local situations. This year Bill Paulson of the Butterfield Advocate had special praise for Watonwan County's John Ankeny's column; Sam Clasen of the Coon Rapids Herald commended a talk that Anoka County's Dick Swanson made to a local civic club about the scope of Extension work; Jack Mills of the Montevideo American News was complimentary concerning contributions of Roger Larson, Elizabeth Russell, and a new agent Terry Salmela; Pearl Flahave of the St. Cloud Times remarked about the good coverage she received from Francis Januschka, Barbara Jessen-Klixbull, and the rest of the Stearns County staff. And whenever I talk to local editors I get the same reaction about all of our agents. As our senior senator, HHH, would say it makes us "proud as punch" to be part of a team that has such a good record of service and local acceptance and makes such important contributions to education. --Harold B. Swanson

\* \* \* \*

**HOME ECONOMICS RADIO TAPES**--The home economics tapes, at the request of extension home economists and radio stations, will be continued. We now send 30 short and 13 longer tapes each month. Two-thirds of the tapes are used quite regularly on radio and most home economists listen to them for information and some are used at meetings.

The December topics, guests and hosts for the short (under 5 minutes) tapes follow: "Homemade Tree Decorations" (4:45) Linda Reece, extension specialist, interior design-furnishings and Lee Nelson; "Enrichment of Bread and Cereal Products" (5:00) Blanche Erkel, Consumer Affairs Officer, Food and Drug Administration and Janet Macy; "Making Tree Ornaments" (4:30) Linda Reece and Lee Nelson; "Pantry Pests" (4:10) David Noetzel, extension entomologist and Ray Wolf; and "Prescription for Growing House Plants" (4:55) Ward Stienstra, extension plant pathologist and Ray Wolf.

The longer tapes (6-7 minutes) include: "Saving Energy in the Kitchen" (6:30) Wanda Olson, extension specialist, household equipment with Lee Nelson; "Changes in the American Diet" (7:00) Blanche Erkel and Janet Macy; "Food Fads, Facts and Fancy" (5:50) Howard Morris, extension specialist, food processing with Ray Wolf; and "Food Additives" (6:07) Howard Morris with Ray Wolf. --Ray Wolf

\* \* \* \*

GUTE FEATURED IN LOCAL PAPER--J. Russell Gute was featured in a special 35th anniversary issue of the Owatonna Photo News, November 15. Gute, Steele County extension agent for 32 years, was saluted as the "citizen of the week" because of his long service to Owatonna area residents.

The newspaper recognized Gute's contributions to both rural and urban residents. It paralleled his length of service to that of the Photo News, which became the state's first offset newspaper in 1938.

Since January 1941 when Gute became Steele County's extension agent he has seen:

\* The county's corn yield double from 50 to an average 100 bushels per acre.

\* Cropland acres on a typical 160-acre farm increase from 110 with two men working it to 150 with one man and his family working it.

\* Hay production increase from 1-1/2 to 4 tons per acre.

\* Milk production rise from 7,000 to 11,000 pounds per cow.

\* 4-H grow from 300 members to 1,000 with many clubs now urban.

"Gute sees his job as providing a link between the research and new ideas developed at the University of Minnesota and the farmer," the newspaper reported.

"Simply stated, Gute's job is to bring new agricultural information to the people. He doesn't tell them to implement the new ideas. He advises. 'I'm glad it's a voluntary thing,' he said. 'I'm just not that smart to be ordering people around... My real interest... is in seeing people develop self-confidence, pride and become part of the community.'" --Dean Kruckeberg

\* \* \* \*

CONSUMER ADVERTISING GIVES HINTS TO EXTENSION--Advertisers and marketers have many ideas that can be valuable to Extension educators as they attempt to motivate people to learn. Marketers, in fact, use many of the principles and research Extension has been familiar with for years. James F. Engel in the book, Consumer Behavior, points to several of these principles or ideas including:

\* Selective attention--People bring different beliefs, interests, attitudes, and motives with them to a situation. The result is that they pay attention to messages that are recognizable and in accordance with their interests. They don't even hear or see the other messages. Consequently advertisers try to present their messages so people quickly recognize that these messages apply directly to them.

\* Selective perception--People perceive messages in the light of their own beliefs, ideas, and not in accordance with our beliefs or what we think we are saying. Advertisers "index" their messages by giving clues such as "across message" clues such as trademarks, symbols (e.g. 4-H), slogans, or by "product experience clues." The letters are clues that connect people's experiences with the product.

\* Misindexing--People often are diverted from the main message because the communicator places it (or indexes it) in the wrong category. Examples are:

--Too "addy" or gaudy presentations may distract attention from the main theme, idea, or message.

--Presentations that remind the receiver of competitor's product.

--Inappropriate attention getters that conflict with receiver's beliefs or divert attention.

--"Mee-tooism" which puts your message in same category with another's even though it is different.

Later we'll review other advertising problems such as distortion, selective recall, sleeper effect, etc. that also affect Extension education.

--Harold B. Swanson

\* \* \* \*

ADVANTAGES OF USING RADIO --Let's take a fast look at six of the advantages of using radio and see if you don't agree.

First, radio has a low cost-per-thousand. And when you use radio and TV in combination, you get far more awareness than when you use TV alone.

Second, radio is on target. And broadly selective. The advertiser can pick specific markets and even pin-point segments within segments of any market. This means you can reach, say, teen-age girls if they are the best market for your product. Radio is personal, and that's why good radio writers have one person in mind when they write.

Third, radio is ubiquitous. There are approximately 7,000 radio stations in this country. There are almost 369 million radios in the U.S., that's about two radios each, or four per home. More than 99 percent of all homes have a radio, which is more homes than have inside plumbing. You can send your "commercial" after your predetermined target group any place they are, and that includes the kitchen, bedroom, office desk, factory work table, shirt pocket, on the tractor seat or in your car.

Fourth, radio is fast. This doesn't always delight copywriters, but radio is quick to get on the air. You can sell foreign cars the day the dock strike ends, antifreeze the hour the mercury hits freezing, or pesticides when the insect count rises.

Fifth, radio costs less to produce. You can produce a radio commercial for one-fourth the cost of producing a TV commercial--so you can go all out when you're writing for radio.

Last, radio is versatile. There are no stage or scenery costs. The actors can be as ugly as sin and there are no costume or make-up costs. The radio commercial is limited only by the boundaries of imagination. If you can think of it, you can do it. With a 10-second sound effect of a crowd roaring, you can picture 80,000 people at the Super Bowl game. You can conjure up visual images--colors, shapes, places, people, events, emotions --everything from Adam and Eve to the end of the world. By the same token, you can invoke sensations of smell, taste, and touch. You can show colors more vividly because no other color competes for the listener's attention. Radio is not an audio medium--it's visual. The audience "sees" whatever you want them to. The better you know your craft, the more they'll "see."

This material is an advertising commentary adapted from Alan W. Cundall which was printed in August 20, 1973 issue of Broadcasting. --Ray Wolf

\* \* \* \*

JOURNALISM PROF PRAISES ROCK COUNTY EFFORTS --National 4-H Week can be the opportunity you've been looking for to publicize your local 4-H program. But you need to set goals and work closely with local media as the Rock County Extension staff did this year. UM journalism Professor Walt Brovald made special note of this effort in a recent Minnesota Newspaper Association Bulletin: "Congratulations to the Star-Herald, Luverne, for outstanding coverage in connection with National 4-H Week. The newspaper carried a series of articles and photos in its October 10 issue, focusing on 4-H activities being carried out by Rock County youths and featuring the young people's own observations about 4-H programs." The Star-Herald effort gave the local 4-H staff an opportunity to get publicity for 4-H programs that they had listed as priorities. --Dave Zarkin

\* \* \* \*

LOW-INCOME HOMEMAKERS RESPOND TO MASS MEDIA --"Opinion Leadership in Family Living Among Low-Income Homemakers in the Expanded Nutrition Program in Ohio" by Doris H. Steele and Clarence J. Cunningham was one of the research studies reported at the annual meeting of the American Home Economics Association in Atlantic City in June 1973.

The purpose of this study was to identify selected personal and social characteristics of those from whom low-income homemakers sought advice and information in family living.

Of particular interest was conclusion number 7 from the general findings of the study: Regardless of age, education, or income, homemakers do use mass media as a source of homemaking information. Implication number 7: Homemakers do learn information from the mass media that helps them in homemaking. A knowledge of the sources of mass media would be helpful in planning and implementing programs for low-income homemakers. It was apparent the mass media influenced the homemakers in this study.

Some specific conclusions and attendant implications were made: Conclusion number 4: Magazines and radio were utilized more by opinion leaders than the homemakers, but television and newspapers were utilized similarly by both groups. Implication number 4: Since both groups used mass media, it might be well to consider programs that could be presented by mass media to be shared by opinion leaders and homemakers. (A complete copy of the condensed research can be found in the Information and Agricultural Journalism Library, 433 Coffey Hall.) --Lee Nelson

\* \* \* \*

# Publications and Direct Mail

November 1973

## NEW PUBLICATIONS

- Children and the Santa Myth. Extension Bulletin 321-15. Ronald Pitzer. A guide for parents on how to answer children's questions about Santa Claus. 2 pages. Available.
- The Home Seller's Guide. Extension Folder 288. William Angell. Gives step-by-step instructions on what to consider when selling your home and compares types of home listings. 12 pages. Available.
- Using Colostrum to Raise Dairy Calves. Dairy Husbandry Fact Sheet 9. Robert D. Appleman and Donald E. Otterby. Discusses feeding and storing of colostrum for calves. 2 pages. Available.
- Organizational Arrangements for County Planning. Special Report 48. James Jannetta and Robert Snyder. Summarizes the local organizational arrangements being used to develop county land use planning in Minnesota. 12 pages. Available. *order*
- Milk Replacers for Raising Dairy Calves. Dairy Husbandry Fact Sheet 10. Robert Appleman. Outlines essential ingredients in milk replacers and suggests feeding schedules. 2 pages. Available.
- Newly Developed Campsites in the Boundary Waters Canoe Area. L. C. Merriam, Jr., C. K. Smith, D. E. Miller, Ching tiao Huang, J. C. Tappeiner, II, Kent Goeckermann, J. A. Bloemendal, and T. M. Costello. Station Bulletin 511, Forestry Series 14. This is a 5 years' use study (1968 through 1972). 28 pages. Available.

## REVISED PUBLICATIONS

- Preparing Materials for the Overhead Projector. Information Service Series 28. *order*  
Gerald R. McKay. Tells how to make visuals and use various copying machines. 2 pages. Available.
- A Good Projection Screen Helps Your Presentation. Information Service Series 30.  
Gerald R. McKay. Discusses the advantages of different screen types for many uses and audience sizes. 2 pages. Available. *order*
- Site Selection for your Mobile Home. Extension Folder 265. William Angell. Lists items to consider when selecting a site for a mobile home. 4 pages. Available.
- Selection Guide for Mobile Homes. Extension Folder 266. William Angell. Explains financial and other considerations that must be weighed when buying a mobile home. 12 pages. Available mid-December. *order later*
- Balancing Your Housing Needs and Resources. Extension Folder 267. William Angell. Checklist of items that must be considered for anyone thinking of buying a new or used home or otherwise changing living arrangements. 8 pages. Available. *order*

Thoughts on Remodeling. Extension Folder 268. William Angell. Discusses why, how, and when remodeling should take place. Includes a checklist of considerations. 4 pages. Available. ~~\_\_\_\_\_~~

The Roaster Turkey. Home Economics Fact Sheet 9. Muriel S. Brink. Gives guides to turkey roasting, defrosting, and storage. 2 pages. Available.

REPRINTED PUBLICATIONS ~~\_\_\_\_\_~~

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

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

Oxidized Flavors in Milk. Food Science and Nutrition Fact Sheet 7. V. S. Packard.

Glossary of Microbiological Terms. Food Science and Nutrition Fact Sheet 8. E. A. Zottola.

Wild Rice. Home Economics Fact Sheet 21. Verna Mikesh and Sheryl Nefstead.

Descriptions of Potato Varieties. Horticulture Fact Sheet 7. Orrin C. Turnquist.

Forcing Spring Bulbs. Horticulture Fact Sheet 32. Harold F. Wilkins.

Cercospora Leaf Spot of Sugar Beets. Plant Pathology Fact Sheet 15. H. G. Johnson and H. L. Bissonette.

How to Sample Soil for Testing. Soils Fact Sheet 4. J. Grava and W. E. Fenster.

Discussion Traps. Communications Bulletin 15. Paul Cashman and Ronald Brown.

Selecting a Camera. Information Service Series 19. G. R. McKay.

Preparing Materials for the Overhead Projector. Information Service Series 28. G. R. McKay.

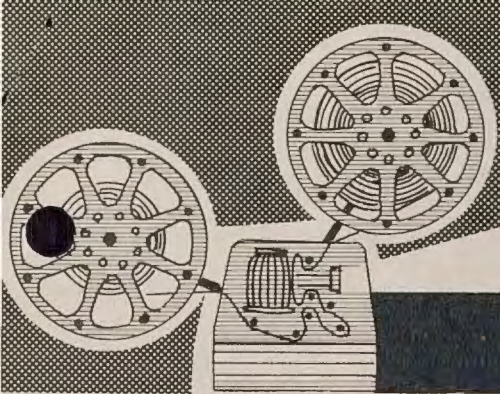
Some Tips on Writing Radio Copy. Information Service Series 29. H. B. Swanson.

A Good Projection Screen Helps Your Presentation. Information Service Series 30. G. R. McKay.

Getting Started With Your Vegetable Garden. Extension Folder 164. O. C. Turnquist.

Some Important Insect Larvae Affecting Corn. Extension Folder 259. John Lofgren.

Facts About General Revenue Sharing. Special Report 46.



# visual aids TIP SHEET

## Minnesota Agricultural Extension Service

November 1973

### NEW FILMS ADDED TO AGRICULTURAL EXTENSION LIBRARY

TO TOUCH THE SKY--27 min. --color--Weyerhaeuser Company--Service Charge \$6.00  
--TV--1973

An excellent film on the dynamics of harvesting, reforestation, culturing, and protecting the forest as seen from an industrial forestry organization's perspective. Shows the production of forest products in outstanding photographic sequences.

RIVER RUN--15 $\frac{1}{4}$  min. --color--USDA--Service Charge \$3.00--TV--1951

Too often, privately owned forests have brought only transient prosperity to owners and communities alike because of poor forestry practices. This picture shows that proper management of forests can bring continuing prosperity over the years, benefiting owners, the community, and the nation. Vividly portrayed is the once familiar log drive which has almost vanished from the American scene. Shows how the Machias River watershed in Maine has been supplying timber continuously for almost 200 years and how Machias River drives are still being made by the descendants of the river drivers of old.

PACKAGING FOOD FOR YOU--17 min. --color--USDA--Service Charge \$3.00--TV--1966

By improved packaging of foods, made possible through research by the USDA and private industry, we gain in economy, quality and freshness, and in convenience. Shows that today's packaging of meat and poultry, fruits and vegetables is seldom seen by the shopper--it's done behind the scenes at the point of production, in the field, at the processing plant, at the wholesale warehouse, and at the retail store.

FACE OF DISASTER, THE--10 min. --black and white--Office of Civil Defense--Service Charge \$3.00--1965

This is an excellent film to use in motivating communities and local governments to be prepared for widespread natural disasters. Emphasizes the need for a good standby rural civil defense organization to be ready for floods, tornadoes, explosions, and fires. Covers emergency operations and coordination of repairs, food, and supplies.

WILDERNESS ENCAMPMENT--27 $\frac{1}{2}$  min. --color--USDA--Service Charge \$3.00--1961

Senior Girl Scouts from 41 states and 7 other countries establish a base camp by Todd Lake in Oregon. Backpacking into an area of great scenic beauty, the Three Sisters Wilderness Area, the girls spend 5 days without adult supervision and create their own outdoor enjoyment.

NEW SLIDE SET ADDED TO LIBRARY

#896 WHAT'S HAPPENING TO FOOD PRICES--153 slides--color--double frame--  
USDA (with tape)--1973

This slide set gives a very good, detailed insight into the situations that have led to the current high food prices. Geared to almost any audience, it tells especially well the story of the farmer's part in the food production chain.

CAMERA NOTES--by Don Breneman

The holiday season is upon us and you will probably be using your camera to record many of the season's activities. To ensure good results, why not give your camera and other photo equipment a Christmas present in the form of a new set of batteries.

Batteries that power your camera, light meter, and flash should last for a year under normal use and by making a habit of putting in a new set each Christmas, you will always remember how long they have been in and when you need a new set. Check your camera manual for the type of battery needed. These batteries are usually available at photo stores and most drug or variety stores where cameras are sold.

PICTURE-TAKING IN THE WILDFLOWER PATCH

If you have ever tried to photograph wild flowers or small plants outside on a windy day, you know how well Mother Nature can try your patience. Here are a couple of techniques that will make your job a little easier.

A windbreak can be made from almost any rigid material. A large sheet of plexiglass about 20 x 30 inches is good. It is fairly light and durable and can easily be propped up against a tree or held by an assistant. Its best quality is that plexiglass is transparent so you can place it close to the subject and not cast a shadow.

A small electronic flash unit is another useful accessory. The duration of the flash from an electronic unit is short enough to freeze any motion in the subject and produce a very sharp photograph. The flash unit is also very useful when working in shaded areas.



. . . . . Gerald R. McKay and Karen Annexstad