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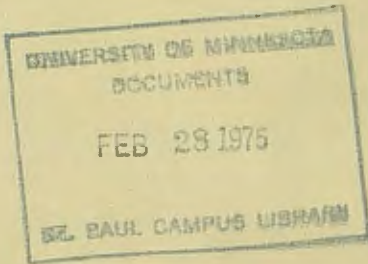
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# Reaching People with information...

press  
publications  
radio  
television  
visual aids

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

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1. February 27, 1975

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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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WHAT MAKES A GOOD TEACHER, ADULT EDUCATOR? --We all have our ideas, but now education researcher N. L. Gage has analyzed hundreds of pieces of literature in the field. He reported his findings in the book Teacher Effectiveness and Teacher Education, saying there seem to be four major factors present in effective teachers and adult educators.

1. Warmth (the most important). Effective teachers tend to be warmer or more empathetic with their audience.
2. Indirectness. Effective teachers do things that cause adults to learn indirectly. If lectures stimulate inquiry they can be effective. Otherwise, other methods may be better.
3. Cognitive organization. This factor is apart from how well the teacher knows his or her subject. Good teachers distinguish between what students or audiences know and do not know. And they have their subjects well categorized and well outlined.
4. Enthusiasm. Poor teachers, these studies show, are reserved and cautious.

Gage believes these findings should cause us to reevaluate our teaching to engage the learner more in learning plans. --Harold B. Swanson

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NEWS WRITING --Information Service Series 33, "Writing the Historical Feature," is available from the Bulletin Room. This fact sheet was prompted by the upcoming American Bicentennial Celebration and the need to provide some guidance on a useful but difficult kind of writing assignment. Much of your use of this publication probably will be for 4-H'ers in Community Resource Development projects who will be writing features for local papers. Don't let your 4-H'ers become discouraged by ambiguities and contradictions in historical data. I'm available for some over-the-phone consultation on these problems. --Dave Zarkin

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FARM FAMILY OF THE WEEK--Denzil Cooper, East Otter Tail County, working with the New York Mills Herald, has started a series of features to foster better relations between rural people, mostly farm families, and people living in towns, mostly professionals and business people. The paper is carrying a feature called "Farm Family of the Week." It includes a half dozen paragraphs of copy and several pictures attractively arranged in a three- or four-column box about 9 inches by 8 inches. One paragraph at the beginning states the purpose of the series:

"This series on area farmers will be devoted to showing the various types of farming enterprises in the area, stories about individuals and their efforts in farming, and interesting farmsteads through the area. The series is an effort to share ideas and better communicate farming to area readers."

We think Cooper's undertaking, which other extension agents have used successfully in the past, is an excellent one. --Harold B. Swanson

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PHOTOS EFFECTIVE, EDITOR SAYS--Donald Griswold, editor of the Sauk Centre Herald, says pictures are cheap and effective in small weeklies. He uses a 35mm camera and buys his film in 100-foot lots, cutting the cost per picture to a penny or two. Like so many editors, he prefers a picture plus a good caption and perhaps a short story to longer articles. County extension offices may prefer to use Polaroid cameras to get instant, correct size pictures rather than load their 35's with black and white film. The principle, however, is the same. Good pictures will illustrate your messages effectively and are well received by most weeklies. --Harold B. Swanson

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WORD CORNER: SHARPEN UP!--Affect and effect are frequently confused, but the two words actually have no meanings in common. The easiest way to keep them straight is to remember that in common usage affect is always a verb. (It is used as a noun only in psychology.) Affect means to influence (Rainfall affects production) or to make a show of or pretend (She affected cheerfulness to hide her concern).

Effect is most often used as a noun. It means result (Her warning had no effect). As a verb, effect means to bring about or accomplish (We can effect change only through compromise). --Kathy Wolter

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POSITIONING: A NEW COMMUNICATION IDEA--Madison Avenue, New York, and advertising agencies throughout the nation are advocating a new idea called "positioning" in their selling efforts. David Ogilvy of the agency of the same name has said, "Results of your campaign depend less on how we write your advertisement than how your product is positioned."

"Position recognizes that the human mind contains a 'product ladder' on whose rungs are hung competing products. The mind can usually handle only seven products and the object of the seller is to move his or her product up the ladder."

Oftentimes a new product or idea doesn't have a ladder. Some people say the product must be the "right product at the right time," but it takes more than that. It takes effective communication.

Positioning of a message--educational or sales--means establishing that product or idea so it is understood or purchased. Positioning means placing your product in the best position--psychologically or physically--so it will be accepted. Too often we forget how important it is to position our message in relation to others. --Harold B. Swanson

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GATEKEEPING--One of the reasons we try to send a variety of material to you in the weekly news packet is that we trust you'll select what to pass on to your local news media. Most of you do, but I've noticed that some counties pass on a lot of material every week.

What's a lot? I don't think you can expect most newspapers to carry 10-15 pages of copy every week. I think it's advisable to have an understanding with your local editors and broadcasters that you're giving them only what you deem important and newsworthy. --Jack Sperbeck

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RADIO SHORTS--Need to reach a broad spectrum of the metro population with a minimum of fuss and bother? Try sending a short message about your event or program on the back of a post card to these key radio stations: KRSI, KSTP-AM, KDWB, WAYL-FM, KEEY-AM-FM, and WCCO-AM. Be sure to include your name and phone number "for more information."

--Dave Zarkin

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OUR FACE IS RED--In the January Reaching People, I had an article about admitting mistakes. Now I must admit one: I spelled Pitney-Bowes incorrectly. So, to re-emphasize, when you err, admit it, especially if the error hurts someone or a program. --Harold B. Swanson

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COMMUNICATIONS SCENE--That's the title of a new radio series we've started to background the general public on the many aspects of communications. This twice-a-month feature is distributed with Ray Wolf's "Agri-Business Reports," a daily program on 60-70 Minnesota stations. We'll send you copies of the more pertinent reprints and list the others in the Publications and Direct Mail section of Reaching People each month. The first in the series pays tribute to our local radio stations and is included with this issue of Reaching People. --Harold B. Swanson

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HOW ABOUT A "CALENDAR OF EVENTS?"--If you're not already doing so, how about considering putting together a monthly calendar of events for use in the newspapers and on radio in your county. It usually doesn't take much time or effort and can be very helpful in creating awareness of what meetings and other events are coming up for the next month. Those of you who put out a calendar for a special audience might consider the possibility of sending it to the newspapers and radio and television stations in your county. A good calendar will contain at least the date, title, place, and time of each event. Any special information such as feature speakers, subject to be discussed, and intended audience can be included. Don't, however, clutter the calendar with unnecessary details. --Ray Wolf

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RADIO TOPICS FOR MARCH--Farm Forum (March 4), materials handling exhibition (March 11-13 at St. Cloud), farm and home chemical safety (theme for March), vegetable and field crop seeds (order if you haven't), machinery repair (for spring work), and care of young animals.

Ray Wolf's KUOM noon show topics will include small grain weed control, beef grades, maple sap harvest, feeding dogs, rations for horses, fertilizing pastures, feeding the dairy herd, and soil testing. --Ray Wolf

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HOME ECONOMICS TAPES --Part I--Starting Seed, Jane McKinnon, extension horticulturist; When To Start Flower Gardens, Jane McKinnon, extension horticulturist; Laundry Aids--Fabric Softeners, Karel Strandness, assistant extension specialist, consumer information; Use Of Bleach, Karel Strandness, assistant extension specialist, consumer information; Economy Of Sewing, Marilyn Reed, Kwik Sew Pattern Company; Fashions For Spring, Marilyn Reed, Kwik Sew Pattern Company; Snow On Evergreens--Don't Touch!, Jane McKinnon, extension horticulturist; Paths Affect Snow Covered Lawns, Jane McKinnon, extension horticulturist.

Part II--Food Safety, Patricia Kramm, assistant extension specialist, consumer information; Intimacy, Ron Pitzer, extension specialist, family life; Touching--A Form Of Intimacy, Ron Pitzer, extension specialist, family life; Jealousy, Ron Pitzer, extension specialist, family life; Providing Clothes For Children, Lois Ingels, extension specialist, clothing; Clothing Importance For Children, Lois Ingels, extension specialist, clothing; Frozen Canned Goods, Patricia Kramm, assistant extension specialist, consumer information; Frozen Foods--Refreezing?, Patricia Kramm, assistant extension specialist, consumer information. --Janet Macy

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OBTUSE WRITING--How's this for not asking a direct question? A recent customer (large company, actually) wrote us: "Please inform us of the current rate of anticipation which you are allowing. Also notify us of any future changes you make in this rate." We think the writer wants the price of a bulletin they buy from us. But there must be simpler ways.

--Mary Kay O'Hearn

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MINI-TOURS TO U OF M COLLEGE OF HOME ECONOMICS, ST. PAUL--Home economics teachers, extension home economists, parents, and others are invited to bring groups of prospective students to visit the College of Home Economics and tour the St. Paul Campus. Tours can be scheduled during fall, winter, and spring quarters on a very flexible schedule, but not on Saturdays, Sundays, or University holidays or at certain times that faculty and students are unavailable.

All reservations should be made well in advance by contacting the Visitor's Information Center, 101 Coffey Hall, University of Minnesota, St. Paul, Minnesota 55108. Telephone (612) 373-1099, 8:00 a.m. to 4:30 p.m. Allow  $1\frac{1}{2}$  hours for the program and tours in the Visitor's Information Center and the College of Home Economics. Forenoon and early afternoon tours provide the opportunity to see more home economics classes in action. Students in the college serve as guides.

The Visitor's Information Center has the schedule of available dates for the entire school year. --Janet Macy

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## Publications and Direct Mail

February 1975

### NEW PUBLICATIONS

Custom Rates in Southern Minnesota, 1974. Agricultural Economics Fact Sheet 13. Truman Nodland and Paul Hasbargen. Summarizes, in tabular form, custom rates in common use in southern Minnesota during 1974. 2 pages. Available early March.

Selling Your House Yourself. Extension Folder 302. William Angell. Tells the seller how to ready a home for market and how to handle the transaction. Includes a sample listing sheet and fact sheet. 12 pages. Available.

Selecting a Profitable Breed of Sheep. Extension Folder 307. Robert M. Jordan. Lists the most significant traits affecting sheep profits and tells which breeds excel in those traits. 4 pages. Available early March.

Shrub and Old-Fashioned Roses. Arboretum Review 22. Leon C. Snyder. Describes and reports winterhardiness of these roses. 6 pages. Available.

Feed Inventory. Dairy Fact Sheet 14. Mike Hutjens and Bob Appleman. Tells how to use a feed inventory worksheet to help make correct decisions and plan present and future feeding programs. 2 pages. Available early March.

Weed Control in Small Grains. Agricultural Chemicals Fact Sheet 8. Oliver E. Strand. Tells how to control most broad-leaved weeds growing among small grains. 2 pages. Available.

Prunus. Arboretum Review 25. Leon C. Snyder. Describes both the fruits and woody ornamentals in the genus Prunus. 2 pages. Available.

Economic and Management Considerations For Lamb Production With \$4 Corn. Extension Folder 306. Robert M. Jordan. Tells how to operate a profitable lamb enterprise under today's conditions. 4 pages. Available.

Peashrubs. Arboretum Review 24. Leon C. Snyder. Discusses shrubs of the pea family, Leguminosae. 2 pages. Available.

Ways to Lead Nature Hikes and Activities. Environmental Education Activity Sheet No. 14. Glenn Ray, Veta Bonnewell, and Clifton Halsey. Gives programming hints for nature hike and activity leaders. 4 pages. Available.

Writing the Historical Feature. Information Service Series 33. David A. Zarkin. In this bicentennial year, suggests ways to focus on small segments of community history for publications. Gives tips on researching. 2 pages. Available.

### REVISED PUBLICATIONS

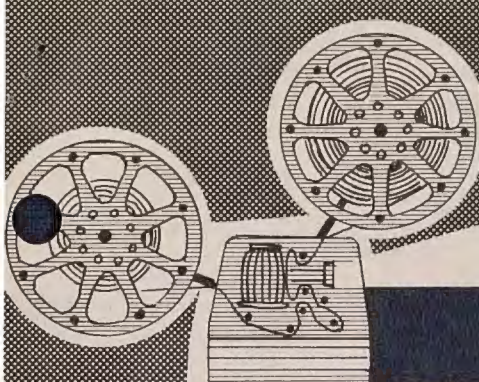
Environmental Education Workshops for Teachers, Leaders, and Counselors. Extension Program Report 43. Describes workshops conducted to provide background knowledge about managing Minnesota's environment and natural resources. 2 pages. Available.

Fruits for Minnesota. Horticulture Fact Sheet 3. Leonard B. Hertz. Lists and describes varieties suitable for growth in various state regions. 2 pages. Available.

- Damping-Off of Seedlings. Plant Pathology Fact Sheet 26. F. L. Pflieger. Discusses symptoms and control of this problem. 2 pages. Available.
- Home Fruit Spray Guide. Extension Pamphlet 184. L. B. Hertz, J. A. Lofgren, and H. G. Johnson. Presents information on a complete spray program, including recommended chemicals and application procedures. 8 pages. Available.
- Machine Laundry. Home Economics-Family Living Fact Sheet 26. Wanda Olson. Includes tips for the consumer on water temperature, detergents, and washing times. 2 pages. Available.
- Dark-Cutting Beef. Animal Science Fact Sheet 17. Richard Epley. Treats the causes and ways to prevent dark-cutting beef. 2 pages. Available.
- 1975 Commercial Fruit Spray Guide. Special Report 6. Leonard B. Hertz, Herbert G. Johnson, and John A. Lofgren. Reports this year's fruit spray recommendations. 20 pages. Available early March.
- Chemical Control of Woody Weed Plants. Forestry Fact Sheet 5. Tells how to use chemicals to remove undesirable woody plants in forests, plantations, and woodlots. 2 pages. Available.
- Selecting a Camera. Information Service Series 19. Provides information about three basic types of cameras and suggests guidelines for deciding which to buy. 2 pages. Available.

#### REPRINTED PUBLICATIONS

- Chemicals for Weed Control in Soybeans. Ag. Chem. 7. Gerald Miller.
- Home Insulation and Heat Loss. Ag. Eng. 18. Donald Bates and Harold Cloud.
- Breeding Management of Sows and Gilts. An. Science 13. J. D. Hawton.
- Trichinosis. An. Science 23. Richard Epley.
- Milk Replacers in Raising Dairy Calves. Dairy Husbandry 10. Robert Appleman.
- Customize Your Diet For Your Body Design. EFNP 87. Evelyn Harne.
- Customize Your Diet For An In-Look. EFNP 88. Evelyn Harne.
- Customize Your Diet--Are Food Fads In Tune With Your Style. EFNP 89. Evelyn Harne
- Water. EFNP 91. Evelyn Harne.
- Iron. EFNP 92. Evelyn Harne.
- Calcium. EFNP 93. Evelyn Harne.
- Control of Scale Insects on Trees and Shrubs. Entomology 21. John Lofgren.
- Cankerworms. Entomology 34. John Lofgren.
- Beekeeping in Minnesota. Ext. Bulletin 204. M. H. Haydak.
- Care of House Plants. Ext. Bulletin 274. R. Widmer and L. Snyder.
- Your Furniture Selection Series I--Before You Buy. Ext. Bulletin 317. Myra Zabel (adapted from U of Missouri).
- Your Furniture Selection Series II--Upholstered Furniture. Ext. Bulletin 318. Myra Zabel (adapted from U of Missouri).
- Your Furniture Selection Series III--Wood Furniture. Ext. Bulletin 319. Myra Zabel (adapted from U of Missouri).
- Framing Pictures. Ext. Bulletin 324. M. Zabel and R. Munson.
- Refinishing Wood Furniture. Ext. Bulletin 332. Myra Zabel.
- Floor Care. Ext. Bulletin 344. Myra Zabel.
- Planting Trees in Minnesota. Ext. Bulletin 350. D. Larsen, W. Miles, M. Smith.
- Some Important Insect Larvae Affecting Corn. Ext. Folder 259. John Lofgren.
- Food Borne Disease. FSN 2. Vern Packard.
- Making Fermented Pickles and Sauerkraut. FSN 27. Isabel Wolf.
- Growing Daylilies. Hort. 18. Merv Eisel.
- Know Your Minnesota Apples. Hort. 24. S. Munson, L. Hertz, C. Stushnoff.
- Corn Fertilization and Fertilizer Shortages. Soils 24. C. J. Overdahl.



# visual aids TIP SHEET

## Minnesota Agricultural Extension Service

February 1975

### NEW FILMS ADDED TO THE AGRICULTURAL EXTENSION LIBRARY

IT'S ALL WITHIN--9 min., Color, Agricultural Extension Service, University of Minnesota. (TV--\$3.50) A sharing of experiences involving Miss Dorothy Emerson and three junior leaders which aims at helping them to learn more about themselves... in order that they might be more effective junior leaders and persons. Good to use as part of a group discussion when training junior leaders, not for leadership skills but on interpersonal relationships.

RISING WATERS--14 min., Color, USDA. (TV--\$3.00) This film reviews advance preparation for anticipated and flash floods in homes and on the farm. It covers life-saving, immediate actions following announcements of impending floods. The film also reviews flood recovery or clean up actions and precautions. The damage scenes are very impressive. It is a good film for introducing a more detailed discussion. Suitable for use when floods are forecast.

STRANGERS ARE FRIENDS YOU HAVEN'T YET MET--12 min., Color, Agricultural Extension Service, University of Minnesota. (TV--\$3.50) A thought-provoking and stimulating presentation in the Dorothy Emerson style which has been her trademark of sincerity, honesty, and warmth. One gets the feeling of a one-to-one relationship with Miss Emerson as the dialogue progresses. Excellent for the purpose of stimulating discussion among groups of 4-H'ers, leaders, parents, etc. The film could also serve as a keynote or as a good summary of a conference on accepting self and others.

### NEW SLIDE SETS ADDED TO LIBRARY

#950 HOME PROCESSING OF POULTRY--35 slides, Color, df., Mel Hamre, Extension Poultry Specialist, University of Minnesota. (\$1.75) This slide set illustrates procedures to successfully process poultry on the farm or at home. It can be used in conjunction with Extension Bulletin #385 as the slide set is numbered to correspond with pictures in that bulletin. Audience: general. 1975

#963 MEAT IN A HUNGRY WORLD--52 slides, Color, df., American Meat Institute. (\$1.75) Is meat really an inefficient form of food production? Should the United States stop producing meat in an attempt to raise more grain to feed a hungry world? This slide set attempts to answer these questions and explain the steps in modern meat production. Audience: high school and adult. 1975

#935 WORLD FOOD SITUATION, THE--22 slides, Color, df., USDA. (\$1.75) This slide set uses a series of charts and graphs to explain why world food production has fallen behind supply. This set can be used as is or some slides could be incorporated into a larger presentation. Audience: adult. 1974

TIPS ON TELELECTURE

We are experimenting with using music at the beginning of some telelectures. Your thoughts and opinions on this are welcomed.

CAMERA NOTES

Do you need a dust proof, waterproof, and rugged case for your camera gear? An army surplus .50 caliber ammunition box, available at most surplus stores for under \$3.00 will do the job nicely. The boxes are practically indestructable and have a rubber gasket around the top to seal out dust and moisture. The only commercially available camera case that can do as well is the aluminum attaché type that is priced at \$50.00 or more.

Foam rubber or felt padding can be added to the inside of the box to further protect your equipment. Some agents have divided the cases into compartments using plywood and masonite for partitions. If you are working in the direct sun, paint the case white or silver to better reflect the heat.

Another advantage of the ammunition box is that it does not look attractive and is less likely to tempt a thief than a fancy leather or aluminum camera case.

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Information Service Series No. 19, "SELECTING A CAMERA," has been revised. It is available from the Bulletin Room, 3 Coffey Hall, St. Paul, Minnesota 55108.

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Gail Tischler joined our staff February 10 as an Extension Specialist in Audio Visual. She will work on the production of slide presentations and management of the Audio Visual Library.

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. . . . . Don Breneman and Gail Tischler