

MN2000RPI 8/24/76

press  
publications  
radio  
television  
visual aids

# 3 Reaching People

with information...



AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

August 24, 1976

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 \* Please read, check, and circulate \*  
 \* County Extension Director \_\_\_\_\_ \*  
 \* County Extension Agent \_\_\_\_\_ \*  
 \* Associate County Extension Agent \_\_\_\_\_ \*  
 \* Other \_\_\_\_\_ \*  
 \* Secretary for Filing \_\_\_\_\_ \*  
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WHERE DO PEOPLE GET INFORMATION? --That's a question all of us hear and it's extremely important to us in the Extension education business. Ted Napier and his colleagues at Ohio State studied one rural Ohio county to find some of the answers. It was a county with primarily rural residents and occupationally oriented toward agricultural production. It was located within the influence of a major metropolitan center but was not dominated politically or economically by the city. We've reprinted one of the tables from AAACE (American Association of Agricultural College Editors), the quarterly journal of the association. Note that the study covers several areas of importance in Extension work such as new agricultural practices, occupation information, new community development programs, consumer information, and farm market prices. The table is worth studying.

The priority of Information Sources: Percent of the Respondents Ranking Each of the Information Categories As Most Important Source\*

Type of Information	Public Officials	Radio	County Extension Agent	Books	Newspapers	Neighbors	Special Interest Magazines	Extension Bulletins	Equipment Dealers	Train Elevator Operators	Family Members	Television	Other	Don't Seek This type of information
New Agricultural Practices (N-246)	0.0	5.7	17.8	2.8	6.5	3.2	20.7	3.6	3.2	2.8	0.8	1.2	0.4	31.3
Religious Information (N-242)	0.4	5.8	0.0	24.4	15.7	1.2	6.2	0.4	0.0	0.0	5.8	4.5	14.5	21.1
Weather Reports (N-257)	0.8	<b>58.4</b>	0.0	0.0	2.7	0.0	0.0	0.0	0.0	0.0	0.4	33.8	1.2	2.7
Information About Occupation (N-242)	1.7	4.1	2.1	18.2	10.3	0.8	25.8	3.3	2.1	0.8	1.2	1.7	9.5	18.6
New Community Development Programs (N-243)	9.1	6.2	2.5	0.0	47.3	6.2	0.0	0.8	0.0	0.0	1.2	1.2	0.8	24.7
Social Activities (N-247)	0.4	5.7	0.0	1.2	43.7	9.3	0.0	0.4	0.0	0.0	6.5	1.6	2.4	28.8
Consumer Information (N-244)	1.2	9.9	2.9	4.9	30.3	0.0	13.9	5.3	0.0	0.0	1.2	7.0	1.2	22.2
Entertainment (N-246)	0.0	7.3	0.0	2.8	35.4	0.4	1.6	0.0	0.0	0.0	5.3	33.8	1.6	11.8
Local School Issues (N-255)	7.8	7.5	0.0	0.4	62.8	2.7	1.2	0.0	0.0	0.0	4.3	0.4	3.9	9.8
General Community Problems (N-252)	11.1	11.9	0.8	1.2	50.0	10.7	0.0	0.4	0.0	0.4	3.2	1.2	1.2	7.9
Local News (N-263)	0.0	29.6	0.0	0.0	54.4	4.9	0.0	0.8	0.0	0.0	0.8	6.1	0.4	3.0
National News (N-258)	0.0	19.8	0.0	0.0	15.5	0.0	0.4	0.0	0.0	0.0	0.8	<b>60.8</b>	0.0	2.7
Farm Market Prices (N-259)	0.0	<b>43.8</b>	0.0	0.0	12.4	1.2	0.0	1.2	0.0	6.9	0.8	6.9	0.8	26.2
Taxing Issues (N-247)	13.8	7.7	1.2	0.0	53.0	0.8	0.8	0.8	0.8	0.0	1.6	8.9	0.8	10.6
Local Election Candidates (N-254)	7.5	7.1	0.0	0.0	64.6	3.9	0.0	0.0	0.0	0.0	2.0	3.1	2.0	9.8
National Election Candidates (N-253)	1.2	8.3	0.0	0.0	21.7	0.4	1.6	0.0	0.0	0.0	0.4	<b>58.1</b>	0.4	7.9
Sports (local) (N-250)	0.0	18.0	0.0	0.0	49.2	2.8	0.0	0.0	0.0	0.0	4.0	7.2	0.4	18.4
Sports (National) (N-243)	0.0	10.3	0.0	0.0	11.9	0.0	0.4	0.0	0.0	0.0	1.2	<b>55.8</b>	0.0	20.6

\*The numbers within the parentheses denote the number of respondents who elected to answer this portion of the questionnaire. Some people checked the appropriate response rather than ranking 1 through 3, therefore, no means existed to assess which of the designated sources was the most important and those cases were eliminated for this analysis. The percentage figures in bold face type indicate the most frequently mentioned first choice for the issue being evaluated.

Certainly this table and other evidence points to the importance of mass media. The researchers also ranked the importance of information sources based on replies of respondents seeking agricultural information. The order was farm magazines, newspapers, radio, neighbors, Extension bulletins, county Extension agents, books, and television. The reason that this latter ranking is not the same as in the table is that the choices were different and the rankings were based on average (mean) placings. --Harold B. Swanson

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COUNTY RADIO PROGRAMS--Most county Extension workers do some radio--some more, some less. Big Stone County does 520 programs a year. The "home economist" does 5/week, the Extension director 4/week on KDIO. The programs run 3-5 minutes. They have just started a weekly program on KMSD, Milbank, South Dakota.

Winona County Extension workers do 5-minute programs (Monday thru Friday) on KAGE and a 15 minute show, Saturdays, on KWNO.

Wright County does six programs a week and Waseca County has three shows a week plus special beeper phone programs.

Fourteen county Extension people have signed up for a staff development course in Radio Planning and Presentation which will be conducted by three of us in the Department of Information and Agricultural Journalism on the St. Paul Campus, Tuesday, September 28. There's room for a few more people, if you wish to brush up on your radio work.  
--Ray Wolf

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RADIO TOPICS FOR SEPTEMBER--The radio topics I'll be using on KUOM (12:30-1:00 p.m.) during September may give you some ideas for your programs or columns.

Topics include: tips on preventing harvest accidents, trees for lawn or boulevard, fall fertilization, D. H. I., home slaughter and meat processing, fall weed control, Minnesota's Farm Security Act, and vegetable harvesting and storage. You, of course, will think of many others that apply to your county. --Ray Wolf

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PUBLICATIONS FOR DISADVANTAGED AVAILABLE--The following Home Economics Special publications, in the new 4-page, single concept format in food preservation, are now available:

- HS 35 How to Can Tomatoes
- HS 36 How to Can Green Beans
- HS 45 How to Can Applesauce
- HS 46 How to Can Peaches, Pears, and Apricots
- HS 47 The Pressure Canner
- HS 48 How to Can Fresh Pack Dill Pickles

There are new HSEs in the regular format also:

- HS 43 Getting to Know the Vietnamese Food Habits and Culture
- HS 41 Feeding Baby--Breast Feeding/Bottle Feeding
- HS 42 Feeding Baby--Solid Food

There will be two more in the Infant Nutrition series. --Lee Nelson

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# THE COMMUNICATIONS SCENE

Department of Information and Agricultural Journalism  
Agricultural Extension Service  
University of Minnesota  
St. Paul, Minnesota 55108

No. 40

## A RISING VOICE FOR AGRICULTURE

by Harold B. Swanson, Professor and Extension Communications Specialist

There's a rising voice for agriculture today in the United States. That voice, however, doesn't come from any one group or one organization. In fact, there are many farm and agriculturally related groups raising their voices for and communicating about the industry.

Gale's Encyclopedia of Organizations lists more than 600 such organizations on a national basis in the U.S. And the number is going up. In 1960 there were about 450 and in 1970 about 550. Now there are over 600. That averages about 10 new organizations a year during the past two decades.

We can divide or classify these organizations in several ways.

First, there are the general farm organizations. In Minnesota that would include the Farm Bureau, the Farmers' Union, the Grange, and the NFO or National Farm Organization.

Then there are the livestock associations of various kinds with each breed or class of cattle, hogs, poultry, horses, and other livestock having its own organization.

Of course, there are similar groups for various classes of crops such as wheat, soybeans, cotton, sugar, rice.

Then there are groups that join together to promote the products of the farm such as milk, poultry, butter, various kinds of meat.

Still another group consists of associations who sell to farmers such as fertilizer dealers, machinery manufacturers and distributors, seed dealers.

Another large group are those who form associations of professionals serving agriculture such as the American Association of Agricultural College Editors, a group to which I belong. Many of my colleagues at the University and in industry belong to associations concerned with scientific areas of agriculture such as the crops, livestock, weeds, and other sciences. And finally, we can't forget such associations as the Flying Farmers or those special groups that represent women in the industry.

-over-

All of these groups have developed ways to communicate to their members and to the general public the important story of agriculture and its contributions to our economy. They use many ways to do this--radio, newspapers, TV, publications, meetings, special events, special promotional activities to mention only a few.

Today I'll mention briefly how the four general farm organizations in Minnesota communicate through and with the mass media.

The Minnesota Farm Bureau, for example, provides a monthly paper, Farm Bureau News, to all of its members (about 36,000). In addition, 1300 leaders and officers receive a weekly newsletter called Notes for County Leaders. Many Minnesota radio stations carry a weekly 15-minute program called Rural Roundup and a daily 5-minute program called Farm Bulletin. These are hosted by a former rural broadcaster, Dean Curtiss.

When important news breaks, the central office of Farm Bureau informs all media by sending releases or making calls or providing radio stations with short special interviews.

The Minnesota Farmers' Union provides its membership (about 24,000) with a weekly paper called Minnesota Agriculture. In addition, it sends a monthly memo to its officers and other leaders. This letter suggests issues that might be discussed at meetings and provides up-to-date information on developments that affect agriculture. The Farmers' Union also provides its younger members with News for the Modern Farm Family about every two months.

Many of our listeners, too, are familiar with the Minnesota Farm Report, a five-minute weekly program to 49 stations. This series is prepared by Robert Rumpza, who is Minnesota Farmers' Union Director of Communications.

As with Farm Bureau, Farmers' Union has a regular system of providing news to the mass media and providing spots for its officials on radio and television.

The NFO communications activities are organized on a somewhat different basis, with much of the material provided the mass media coming from the national headquarters in Corning, Iowa. Five-minute taped programs are provided from Corning to many of our local Minnesota radio stations. Nationwide about 600 stations carry these programs. Minnesota and Wisconsin NFO members do sponsor two five-minute programs every Sunday on a large metropolitan station. These feature some of the state's NFO leaders.

NFO does have a state public relations chairperson who provides a monthly newsletter to county chairmen to keep them updated on local developments. This person also handles some other media relationships.

The Grange is a smaller organization in Minnesota and does not have as broad a communications program. Its members do receive a monthly publication called Minnesota Grange Gleaner and leaders receive a national newsletter, From the Hill.

Much of what I have described thus far has to do with communications with members. But these organizations do much to keep the rest of the public informed. For example, their officials are easily accessible to the media and others. You see them frequently quoted or you hear them on radio or see them on TV, telling the story of agriculture. Names of the presidents such as Cy Carpenter (St. Paul) of the Farmers' Union, Carroll Wilson (Faribault) of the Farm Bureau, Robert Arndt (Echo) of the NFO, and Joseph Kelling (Brainerd) of the Grange are familiar ones to many Minnesotans.

Although I've specifically emphasized the media operations on the state level, farm organizations have national programs as well. These involve a broad variety of communications ranging from person to person contact with Congressmen and officials to extensive mass media efforts.

All these activities, I think, are beneficial for several reasons.

First, they point to the importance of agriculture--they are indeed part of the rising voice of agriculture.

Second, they bring out issues and result in better discussion and understanding of various points of view. They keep members informed.

Finally, they can bring about better understanding of agriculture and farmers and their opportunities and problems.

Thus a host of organizations and individuals are providing a rising voice for agriculture in a world beset with problems of food and living.

# THE COMMUNICATIONS SCENE

Department of Information and Agricultural Journalism  
Agricultural Extension Service  
University of Minnesota  
St. Paul, Minnesota 55108

No. 41

## SO YOU WANT PUBLICITY

By Harold B. Swanson, Professor and Extension  
Communications Specialist

Local radio stations and newspapers face a barrage of requests to publicize worthwhile local events--meetings, a carnival or charitable fund raiser, a D-Day or "don't smoke" campaign, to mention only a few. Most are worthwhile, and local media are happy to cooperate "if." And that "if" revolves around the publicity chairperson's or director's understanding of a few rules of the game. Here are a few tips that may be helpful, especially in nonmetropolitan areas.

First, recognize that our local media are in business. They're usually great supporters of local events and causes. At the same time they do have to make ends meet and come out with a profit to survive. That means they have to build and keep their local audiences. To do this they must provide interesting, worthwhile, entertaining material to their listeners or readers or viewers. Obviously, then, the person publicizing must have something that is worthwhile and interesting, to at least part of the community.

Second, get acquainted with the station manager or newsman or, in the case of newspaper, the editor or reporter. Tell that person what you have in mind, ask him or her what that media wants from the publicity chairman. At the same time, don't make a nuisance of yourself--media people are busy people, especially before deadlines. And deadlines are frequent.

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In this process of becoming better acquainted be aware of what is going on at the station or newspaper. Know what people working for the media are doing, and thinking. I remember a "boo-boo" I made several years ago at a small city in Minnesota. I was talking to a group that included a large number of teachers, about preparing material for a newspaper. I told them their best source of information on the subject was their local newspaper editor. Unfortunately I didn't know that just the previous week that editor had written a stinging editorial about teachers being overpaid in the community. The teachers were incensed, and the last person they would go to for advice was that editor. Luckily we had a coffee break and the local county agent told me about the situation. Then I was able to make a recovery later in the workshop.

Of course, there are many other hints a local publicity person should remember.

The president of a successful agricultural advertising agency in the Twin Cities Jack Morris, once told one of my classes that the most important thing he does in any advertising effort is to find an "angle" or a "theme" he can stress. Dave Moore, a Twin Cities TV personality, told this same class the same thing--find an angle or a "gimmick." Local radio people and editors repeat the same advice. Stress what is interesting, unusual or timely or significant in any publicity effort. Tell people what's in it for them to attend, to donate, to participate. That's called motivation, and it's newsworthy.

Admittedly it may be difficult at times to make publicity efforts newsworthy, but it's possible. Remember names, local names, make news; famous names make news; and local events make news. And when we talk about newsworthy, every publicity chairman should be aware of the media's deadlines. Weekly newspapers may want some material several days before they go to press; radio stations and daily newspapers can operate on closer deadlines. All want material when it's new, when it is fresh.

The form in which publicity is presented is important, too. I can't possibly tell in a few minutes on this radio program how to prepare or deliver material or put it on paper. We do need to start out every story or announcement with the most important or interesting idea or fact. Be sure that dates and names are accurate and provide details. The media can and will eliminate the less important material, if necessary.

It would be desirable if every publicity chairman would provide the media with neat, carefully typed material, double or triple spaced. We know that this isn't always possible or practical. If it must be hand-written, it must be legible with plenty of space between lines. If you use names and addresses, print them so there can be no mistake.

The one thing most publicity chairmen overlook is what we call "follow-up." Radio and newspaper people have told me repeatedly that they are glad to cooperate with local events and special promotions but that they are disappointed that the publicity chairperson fails to tell them what happened or what came out of the event. Often the media do not have enough staff to "cover" these events and must depend on the publicity person for further information. So do provide this information and do it right away, perhaps the day of the event or the next day. Don't suddenly decide a week or two later to bring the media a report of what's happened.

And finally, most media appreciate a thank you note or word for their cooperation. Sure, it may be their job, but "thank you's" always help. Too often media only hear the criticisms; too often they are told about their mistakes and not about their good, day-in day-out, year-in year-out community support.

## Publications and Direct Mail

August 1976

### NEW PUBLICATIONS

Breast Feeding, Bottle Feeding. Home Economics Special 41. \* Debora Wardle, Muriel Brink, Leona Nelson. Considers decisions on how to feed baby, sample menus for nursing mothers, and a discussion of formula types. 8 pages. Available.

Feeding Baby Solid Foods. Home Economics Special 42. \* Debora Wardle, Muriel Brink, Leona Nelson. Offers guidelines on when to begin various foods in baby's diet, buying versus making baby food at home, and foods to avoid. 8 pages. Available late August.

What You Should Know About Western Equine Encephalitis. Veterinary Science Fact Sheet 13. René Smith and James O. Hanson. In question and answer form, describes signs, symptoms, and prevention for Western Equine Encephalitis (also known as WEE and sleeping sickness). 2 pages. Available.

Public Opinion and Park Development. Station Bulletin 516. Allan S. Mills, Lawrence C. Merriam, Jr., and Charles E. Ramsey. Tells what campers want from Minnesota parks. 12 pages. Available.

### REVISED PUBLICATIONS

Home Canning Fruits and Vegetables. Extension Folder 100. Isabel D. Wolf and Edmund A. Zottola. Discusses safe home canning procedures. Includes charts on times for low-acid vegetables and for fruits, tomatoes, and pickled products. 16 pages. Available.

Selling Your House Yourself. Extension Folder 302. William J. Angell. Describes current practices homeowners should observe when wishing to sell on their own. 12 pages. Available early September.

Buying a Side of Beef. Animal Science Fact Sheet 18. Richard J. Epley. Reflects new prices per 100 pounds of hanging weight. 2 pages. Available.

### REPRINTED PUBLICATIONS

Herbaceous Ground Covers. Arboretum Review 1. Leon Snyder.

Hardy and Nonhardy Maples. Arboretum Review 4. Leon Snyder.

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\* Publications in this series are written for audiences with limited experiences, finances and education.

Exploring Gray Squirrel Environments. Environmental Education Activity  
Sheet 9. Clifton Halsey.

Woody Plants for Minnesota. Extension Bulletin 267. Marvin Smith, Gus Hard.

Planting Trees in Minnesota. Extension Bulletin 350. William Miles, Marvin  
Smith.

Dutch Elm Disease. Extension Folder 211. David French, Ward Stienstra,  
David Noetzel.

Cost Estimate of Beef by Side. Extension Folder 289. Richard Epley.

Selling Grain By Contract. Extension Folder 311. Willis Anthony.

Pruning Trees and Shrubs. Extension Folder 317. Mervin Eisel.

Minnesota New Water Quality Management Program. Extension Folder 331.  
Roger Steinberg.

Reducing Horse Feeding Costs. Extension Folder 327. Robert Jordan.

Partial and Complete Closure and Reopening of Homes During Freezing Weather.  
Emergency Fact Sheet 28. Clifton Halsey, Harold Cloud, William Angell.

Family Plans for Severe Weather Emergencies. HO-72 (Part 1 and 2).

You and Your Weight. HS-33. Mary Darling.

Buying Rugs and Carpets. Home Economics Fact Sheet 16. Myra Zabel.

Strawberries for the Home Garden. Horticulture Fact Sheet 19. Leonard Hertz.

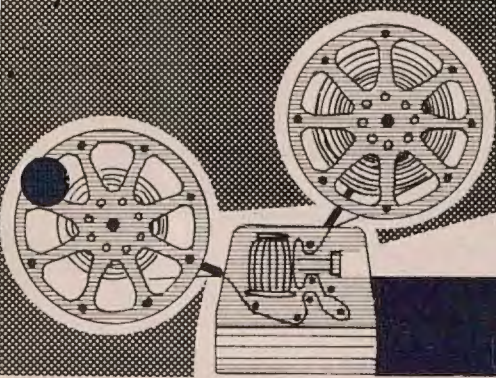
Potential for Irrigated Crop Production/Disc Development of Irrigated and  
Specialty Crops. Miscellaneous Report 138. E. C. Bather, project coordi-  
nator.

Non-Parasitic Disorders of Tomato. Plant Pathology Fact Sheet 14. Herbert  
Johnson, James Froyd.

Verticillium Wilt of Potatoes. Plant Pathology Fact Sheet 19. Howard Bisson-  
nette.

Last-Minute Preparation for Storms and Fallout. RCD-4. Clifton Halsey.





# visual aids TIP SHEET

## Minnesota Agricultural Extension Service

August 1976

Artwork - - - - -	(612) 373-0712
Emergency Bookings - - - - -	(612) 373-1252
Equipment - - - - -	(612) 373-1254

### NEW FILMS ADDED TO THE AGRICULTURAL EXTENSION LIBRARY

- #3162 EDITH (Exit Drills In The Home)--12 min., Color, F.I.R.E. Center, University of Minnesota. (TV-\$3.00) Many people who die in home fires could still be alive today if they had planned ahead how to leave their burning homes. The film EDITH--the title standing for exit drills in the home--will help the audience prepare for and deal with fire disasters in the home. 1975
  
- #3175 The BONDI STORY--12 min., Color, F.I.R.E. Center, University of Minnesota. (TV-\$3.00) THE BONDI STORY is an actual case history of the death of two adults and four children in a residence fire. It is also a complete course on home fire detectors. Jay Bondi, who is himself an electronics engineer, explains why they are needed, what types are available, what types are most effective, what features to look for, and where they should be placed to provide maximum safety and protection. This film has a strong emotional impact and an important message--every home should be equipped with an effective smoke detection device. 1976.

### NEW SLIDE SETS ADDED TO LIBRARY

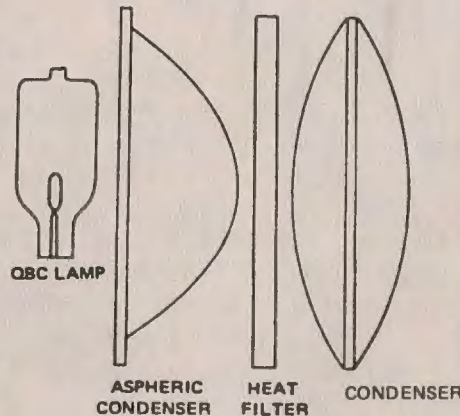
- #67 MINNESOTA'S LAND GRANT RESOURCE--122 slides, Color, df., cassette tape (inaudible, 16 min.), Department of Information and Agricultural Journalism, University of Minnesota. (\$1.75) The slide set explains and illustrates the organization and functions of the Institute of Agriculture, Forestry and Home Economics on the St. Paul Campus of the University of Minnesota. Use of a 140 slot carousel slide tray is recommended for presentation. 1976
  
- #71 MEANS FOR LIVING--50 slides, Color, df., cassette tape (inaudible, 12½ min.), Uel Blank, extension resource economist, University of Minnesota. (\$1.75) Designed to help viewers better understand Minnesota's economy, this slide set discusses agribusiness, manufacturing, forestry, mining and specialties such as snowmobile and hockey stick manufacture whereby Minnesotans make a living. 1976

#77 EXPLORING MINNESOTA'S COMMUNITIES--44 slides, Color, df., cassette tape (inaudible, 11 min.), Uel Blank, extension resource economist, University of Minnesota. (\$1.75) Featuring seventeen Minnesota communities from every part of the state, this slide set is designed to stimulate viewers to notice the highlights present in every community. Especially useful for those who will be traveling in Minnesota. 1976

CAMERA NOTES

If you are showing slides and the image appears to be severely buckling or melting while on the screen, stop and check the heat filter on your projector.

The heat filter is a flat sided glass disk located in front of the projector bulb and forms part of the condenser assembly. It can be distinguished from the condenser lens elements as they have convex sides.



The function of the heat filter is to absorb heat from the projector bulb and protect your slide. This filter naturally undergoes a great amount of stress from the extreme heat it must absorb and will eventually break. If it's not detected, your slides can be burned or melted beyond repair.

A fast way to check your heat filter is to simply grasp the projector firmly and shake it. If the heat filter is broken, you will hear the pieces rattling around the inside of your projector.

When you change projector bulbs, visually check the heat filter but avoid taking it out and handling it unnecessarily. The oil on your skin can cause the filter to break sooner than it normally would.

You can order a new heat filter from your dealer but be sure to state the make and model of your projector as the filter varies from model to model.

. . . . .Don Breneman and Gail Tischler