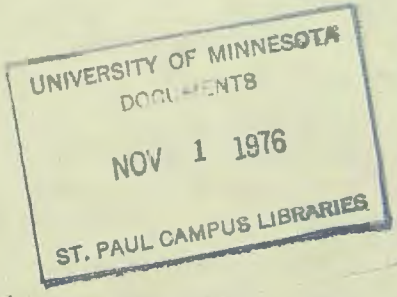


MN 2000
RPI - 10/76

Reaching People *with information...*

**press
publications
radio
television
visual aids**

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE, FORESTRY AND HOME ECONOMICS • UNIVERSITY OF MINNESOTA



October 26, 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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HOW WE GOOFED IT UP OR SOME MISTAKES WE WOULDN'T MAKE AGAIN -- Don't get your expectations up. We're not going to confess all the mistakes we've made. Time and space is too limited. But some of the mistakes leaders in advertising and marketing confessed to in a special seminar early this fall may give us some ideas. The seminar was put on by the north central chapter of NAMA (National Agricultural Marketing Association). Here are some of the goofs:

- * Producing an ad, beautifully and interestingly done, which didn't say what specific product was being sold. And then there was an ad that showed the product but didn't say who was selling it. In Extension, and other parts of the University as well, we sometimes neglect to identify ourselves in our talks, our direct mail, our publications or we hide our identity in small print or in an inconspicuous place or in weasel words. Should we gloss over our University or Extension ties? Certainly we're not ashamed of our connection.
- * Trying to make certain people happy rather than increasing the the company's market. Here the ad agency admitted that it handled ads in a certain way to make the president happy rather than to expand his market. There may be parallels in Extension and the University.
- * Forgetting that ads (in our case, communications methods) don't sell (or educate), only salespersons (agents, specialists) do. All our ads or special mass methods may do is to create awareness and interest and alert people. Personal contact often is a must.
- * Making judgments on how others would act based on how we would act. An ad agency head made a major mistake by assuming that if it wouldn't interest him it wouldn't interest his customers either. Just because we like something doesn't mean others will.
- * Stuffing a square client into a round hole. Too often marketers try to sell every potential client the same elaborate package when they should know that each advertiser has different needs. That's just like trying to sell a part-time farmer on an elaborate computer

management program designed for the big commercial operator. You can give other examples. As the ad agency president said, all we do is assume what others want and really all we accomplish is to make an ASS (of) U (and) ME.

- * Believing that distributors (professors, instructors, administrators, agents) who have the power of persuasion necessarily have all the wisdom, too.

And now for some positive ideas they told about or demonstrated:

- * Don't steamroller good ideas in a discussion or brainstorming session. Often the fear of embarrassment, especially by an new or younger staff, has killed good ideas.
- * Use contrast in communications. Some of the most successful advertising by Northrup King has been that which shows "before and after" or "good and bad."
- * A two-person presentation with plenty and frequent interchange can be effective. A company did this describing its marketing program. Perhaps the same thing can be done by Extension offices, reviewing their programs for many groups. We don't have to be a one-person show all the time. --Harold B. Swanson.

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HOME ECONOMICS TAPES --Buying Beef in Bulk, Beef Grades, Processing Meat at Home--Dick Epley, extension specialist, Meats; Plan a Wardrobe, Using a Basic Color, Buying Used Clothing, Children's Clothing--Kathleen Mangum, assistant extension specialist, Consumer Information; Aging--Sue Meyers, extension specialist, Family Life.

* * * *

HEIBS HEAR OF WOMEN'S PROGRESS--During the National Home Economists in Business meeting in Minneapolis, Malou Roth, senior consultant, Boyle Kirkman Associates, presented a 2-hour workshop on Women's Contribution to U. S. Business Growth--Are We Progressing? Actually she spoke to the under-utilization of women and described the problem as three-fold--the system, managers, and women themselves. According to Roth, 90 percent of women in business hold the lowest level jobs. The earnings difference between women and men is widening not narrowing. Some women are moving up in organizations but not nearly as fast as they should be, based on numbers, educations, and qualifications.

Another speech of interest was given by Connecticut Governor Ella Grasso. She spoke about the history of women's involvement in government and indicated current legislation. She quoted Eleanor Roosevelt who said, "Each of us must take personal responsibility for our country and our times. Each of us must do something about them. It is a responsibility we cannot and must not avoid."

If you'd like written copies of the transcripts of these two speeches, I made a deal with the HEIB group that I could reproduce just these two speeches for the state and county staffs. Send me a postcard or note and I'll send you the talks. Otherwise, HEIB sold copies of the proceedings for \$10. --Janet Macy.

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Publications and Direct Mail

October 1976

NEW PUBLICATIONS

New Mums for Minnesota '77. Miscellaneous Report 140. R. E. Widmer and P. D. Ascher. Describes Golden Star and Autumn varieties and includes a chart of popular local varieties. 2 pages. Available.

✓ Creative Communications and Teaching is For You. Communications Research and Paper Series 7. Harold B. Swanson and Warren Y. Gore. Describes creative ideas and suggests ways to adapt them to different programs. 6 pages. Available.

Keeping Cut Flowers Beautiful. Horticulture Fact Sheet 45. Harold Wilkins and Terry Gilbertson. Covers hardening, the use of floral preservatives, and proper placement away from drafts and hot areas. 2 pages. Available. (Fact sheet can be used with slide set 45, "How to Keep Cut Flowers Beautiful.")

✓ Bacterial Leaf Diseases of Foliage Plants. Plant Pathology Fact Sheet 30. Susan J. Overend and Ward C. Stienstra. Describes bacteria and bacterial diseases on foliage plants, and tells how to control this disease problem. 2 pages. Available.

REVISED PUBLICATIONS

Meeting the Mineral Requirements of Cattle and Sheep. Extension Bulletin 335. R. D. Goodrich, J. C. Meiske, R. E. Jacobs. Includes recommended minerals and practical methods of supplying them. 4 pages. Available.

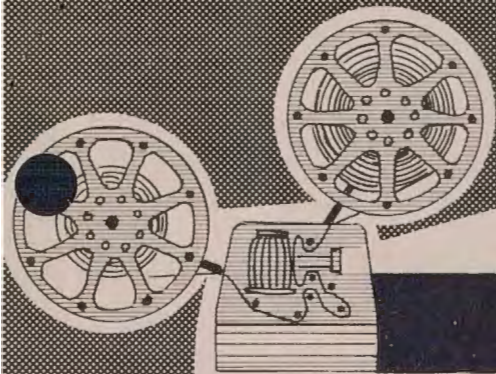
Processing Meat in the Home. Animal Science Fact Sheet 26. R. J. Epley, C. E. Allen, P. B. Addis. Outlines precautions for safe meat handling and gives several recipes. 2 pages. Available.

Selecting a Dishwasher. Home Economics-Family Living Fact Sheet 15. Wanda Olson. Gives information on costs, installation, washing action, and cycles. 2 pages. Available.

✓ Stalk Rot and Lodging of Corn. Plant Pathology Fact Sheet 3. Herbert Johnson. Discusses losses from stalk rot, the causes and methods of control.

REPRINTED PUBLICATIONS

- Nutrition and Reproductive Performance. Extension Pamphlet 223.
B. J. Conlin.
- Hatching and Breeding Small Number of Chicks. Extension Folder 324.
M. L. Hamre.
- You and Your Weight. HS-33. Mary Darling and Lee Nelson.
- Minnesota's Forest Trees. Extension Bulletin 363. Bill Miles and Bruce Fuller.
- Feeding and Managing Sows At Farrowing and During Lactation Animal Science Fact Sheet 15. J. D. Hawton.
- Comparison of a Soil Conditioner and A Specialty Fertilizer. Soils Fact Sheet 22. C. Overdahl.
- House Plant Problems. Plant Pathology Fact Sheet 25. Ward Stienstra.
- Comparison of Na-Churs Fertilizer With A Conventional Fertilizer. Soils Fact Sheet 23. C. Overdahl.
- Parasitic Diseases of Tomatoes and Their Control. Plant Pathology Fact Sheet 13. H. G. Johnson and J. D. Froyd.
- Determining Moisture Content of Forages. Agronomy Fact Sheet 24.
Harold A. Cloud.
- Metric Measure for Home Recipes. Food Science and Nutrition Fact Sheet 28.
Mary Darling and Deborah Wardle.
- Minnesota Dairy Ration Balance. Extension Folder 292. M. Hutjens.



visual aids

TIP SHEET

Minnesota Agricultural Extension Service

October 1976

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

NEW FILMS ADDED TO THE AGRICULTURAL EXTENSION LIBRARY

#3196 NUTRITION IS--26½ min., Color, Sugar Association, Inc. (TV-\$3.00)
 This film contains basic nutrition information and stresses balance, moderation and the individual's responsibility for food selection as cornerstones to good nutritional practice. It emphasizes sensible eating habits, the fact that malnutrition frequently strikes the rich and "well" fed, and the need to seek reputable sources of nutrition information. Fad diets, food supplements and other nutrition controversies are covered. Although produced by the Sugar Association, the film does not promote the use of sugar or products containing significant amounts of sugar. Appropriate for general adult audiences and youth of junior and senior high school age. 1976

NEW SLIDE SETS ADDED TO LIBRARY

#84 SOYBEAN PROBLEMS--152 slides, Color, df., University of Illinois. (\$1.75) The slide set illustrates the insects, diseases and other problems that interfere with the normal growth and development of the soybean plant. Divided into three sections, the first group of slides illustrates the problems that affect the plant between the time the seed is planted and the soybeans emerge. The second group illustrates the problems occurring between the time it emerges and it reaches the flowering stage. The third group covers from the beginning of pod set until the crop is physiologically mature. As some of the production problems are not experienced by Minnesota growers, the slide set should be reviewed before using. 1976

The following six slide sets are part of the 4-H HORSE PROJECT series.

#89 TECHNIQUES OF LINE DRIVING--57 slides, Color, df., cassette tape (audible tone, 14 min.), 4-H Service Department. (\$1.75) Line driving techniques are illustrated in detail. The set shows different types of equipment and adjustments and the details of grooming, preparing, and driving the horse. It suggests techniques of starting, stopping, turning, standing, and backing and correction of problems that may arise. This set can be useful for beginning drivers or those with some experience. 1975

- #90 WESTERN PLEASURE TRAIL RIDING--67 slides, Color, df., cassette tapes (audible tone, 15 min.), 4-H Service Department. (\$1.75) Illustrating trail riding by individuals and groups of all sizes and ages, the set suggests the "how" and "where" of locating a trail and preparation for the ride. Photographed on a saddle club trail ride and at earlier committee organization meetings, the slides show the mechanics of securing trails on which to ride, advertising the ride, meeting the group's food and drink needs, and leaving the trail in good condition. Safety on the ride is stressed. 1975
- #91 HORSE SAFETY FOR THE HUNT SEAT RIDER--59 slides, Color, df., cassette tape (audible tone, 16 min.), 4-H Service Department. (\$1.75) The objective of this slide set is to reduce accidents for both horse and rider. Safe clothing and tack are described. Safety in mounting and in riding are discussed. Horse management on the ride and safety over fences are emphasized. Safety procedures with "green" horses and with group riding are shown in fields and public places. 1975
- #92 COMPETITIVE TRAIL RIDING--80 slides, Color, df., cassette tape (audible tone, 16 min.), 4-H Service Department. (\$1.75) Narrated by Sharon Saare, a leading distance rider, the slide set describes the type of horse to select, the training program and the procedures in entering competitive rides. Different types of competitive rides are illustrated, and the type of equipment to use is shown. Care of the horse, especially checking pulse and respiration, is discussed. This slide set is excellent for the individual wishing to distance-ride and has enough detail for a group wanting to establish a competitive ride. 1975
- #93 PLAITING THE HUNTER'S MANE AND TAIL--59 slides, Color, df., cassette tape (audible tone, 12 min.), 4-H Service Department. (\$1.75) Detailing the major ways of preparing and braiding hunter's manes and tails, close-ups show how to thin and trim the mane and braid it. Includes techniques of sewing, taping, and using rubber bands. Two methods of preparing the hunter's tail are described in detail. The intent of this material is to help the beginner prepare his hunter and to offer more than one method in preparing the mane and tail of a hunter. 1975
- #94 LONGE LINE TRAINING--44 slides, Color, df., cassette tape (audible tone, 13 min.), 4-H Service Department. (\$1.75) This slide set is suggested for the new horse owner or the horse person inexperienced in longeing horses. It shows procedure and technique necessary for a beginning horse and those useful with an older horse. The set includes a description of equipment, the procedure in fitting it to the horse, and the techniques of working alone or with an assistant. Problems that may arise are illustrated and solutions suggested. 1975

REVISED SLIDE SET

- #543 CHEMICAL WEED CONTROL RESULTS IN CORN AND SOYBEANS--25 slides, Color, df., Gerald R. Miller, extension agronomist and Paul E. Groneberg, assistant extension agronomist, Agronomy and Plant Genetics, University of Minnesota. (\$1.75) This slide set gives results of county weed control demonstrations in corn and soybeans conducted by Minnesota Extension Agents. The script includes tables that give the relative crop tolerance and control of weed species for each herbicide. Extension Folder 212, CULTURAL AND CHEMICAL WEED CONTROL, is recommended for use with this slide set. Order copies from your local county extension office or from: Bulletin Room, Coffey Hall, University of Minnesota, St. Paul, MN 55108. 1976
- Don Breneman and Gail Tischler

THE COMMUNICATIONS SCENE

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

No. 44

COMMUNICATIONS--A BASIC 4-H THRUST

by Harold B. Swanson, Professor and Extension
Communications Specialist

The artistic ability of a Minnesota 4-H'er, 16-year-old Jeff LaRoche of Faribault, is featured on posters in every county of our nation this month. His work was selected, in competition, as the national poster in 4-H's National 4-H Club Week celebration.

Jeff, a member of the "Willing and Ready" 4-H Club, is a good example of the communications skills that 4-H helps build. Jeff's poster was one of many entered in local and state 4-H poster contests. Later, it was chosen to be used nationally. Jeff titled his poster "4-H, Room to Grow." He incorporated the idea of the earth, youth, and the rainbow to tell the story of the opportunities and rewards of 4-H club work.

This was not Jeff's only venture into the arts by any means. He has also painted a large mural on the walls of the printing plant where he works part-time. The mural shows various aspects of the printing trade. Jeff's interest and ability grew out of his hobby, and he hasn't had special formal training.

Jeff's abilities extend to other areas of artistic expression also. He was one of a few Minnesotans chosen to play in a specially formed bicentennial youth band at Philadelphia on July 4. That band later toured Europe as part of our nation's celebration.

There are other ways that 4-H club members communicate visually. Many help prepare exhibits, posters, and those many county and state fair booths. All provide young people valuable experience in visual communications. And, of course, there is the popular photography project that enrolls over 7,000 members in Minnesota each year. The best of this photography is displayed at the Minnesota State Fair and prompts wide interest from thousands of visitors.

Each summer, too, about 150 club members participate in the "4-H Arts-In." These young men and women completely redecorated the 4-H building at the State Fair. This year, in celebration of our bicentennial, they painted murals to depict 200 years of American history. Their portrayal of Charles Lindbergh gave all of us a thrill as we relived the days of Lindy's historic flight. For sports fans there were "Babe" Ruth and many other heroes of the past. Many presidents were featured including Teddy Roosevelt and John Kennedy, to mention only a few. Then there were the old time locomotives and other symbols of nostalgic significance, all colorfully done on what once were the drab walls of the 4-H building.

-over-

Other members served as photographers not only at the "Arts-In" but also during the State Fair. Many of their pictures appeared in papers throughout the state. Still other "Arts-In" participants published a newspaper called "Argosy" as part of their experience.

That paper, however, is only one example of how 4-H develops writing skills. Over 2500 members serve as club reporters, preparing news of their clubs for their local papers or publicizing their activities in many other ways. And if you were to read some of the reports club members must make of their activities, you'd realize that many of them will become excellent, imaginative writers in the future.

Thus far we've mentioned only visual and written communications. Certainly, we can't overlook the ability to speak because 4-H does place a lot of emphasis on oral communication. Practically every club member, at some time, will tell his fellow members about 4-H activities or participate in special educational demonstrations. Many of these experiences are informal, placing no stress on the young man or woman. Excellent demonstrations are seen first at county events, and then about 700 of the best are presented at the State Fair.

Another area is the speaking contests that each year attract 1500 young speakers. Over 25,000 young men and women have participated in the 27 years these contests have been sponsored as a public service by the Minnesota Jewish Community Relations Council.

Let me give you an example of the wide influence of some of these speeches. Last year, Bill Welschen, a 16-year-old from Caledonia, prepared a talk on "The Most Precious Gift--Peace." Bill went through the pictures his late father had collected while serving with the Navy. Most were of Nagasaki and Hiroshima. About the same time a young Japanese girl, Hisami, visited his cousins in an exchange program. It was in this setting that Bill wrote his speech, pointing to the need for exchange and understanding between nations--communications in the best sense. He called Hisami a peace messenger between our two countries. Bill did not win state honors with his speech, but we were all thrilled when we heard that his plea for peace was widely reprinted in Japan by the Labo International Exchange Foundation.

Bill's speech is still another example of the communications experiences afforded by 4-H. Some are formal. But perhaps more important are those personal relations that are built in 4-H club activities throughout the state and the nation. Communications is indeed a basic thrust of 4-H work, and the experience makes our young men and women in 4-H better communicators for the future.

October 1976