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Reaching People with information...

**press
publications
radio
television
visual aids**

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

January 27, 1977

UNIVERSITY OF MINNESOTA
DOCUMENTS

JAN 27 1977

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HEATING WITH WOOD -- That's the title of a recent special 12-page advertising section in the International Falls Daily Journal. Don Petman and his colleagues at the Koochiching Extension Office made real contributions to this issue and undoubtedly were behind making it a good vehicle for important educational messages. Gerald Eisler did something similar in Cook County. Newspapers are looking for special opportunities to serve their readers and to increase their advertising lineage. Often we can tie into those efforts as Don did. --Harold B. Swanson

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SAVING GAS, TRAVEL, ENERGY IN EXTENSION -- The northeast county Extension staffs recently brainstormed ideas that might save on energy and improve their programs. Meeting at Duluth, they listened to a cassette-synchronized slide presentation by the Department of Information and Agricultural Journalism. Next, five county Extension staffers -- Dick Herman and Bob Olen (So. St. Louis), Mary Weigand (Carlton), Cindy Veeder (Koochiching), and Gerald Eisler (Cook) brainstormed ideas. Then there was a telelecture hookup with the Department involving five communications staff and county staff. Here are some of the ideas presented:

- *Make greater use of local specialized publications such as labor papers in larger cities, company newsletters and publications.
- *Tie in programs with farm auctions.
- *Go where people go: community conferences and shopping centers with programs, exhibits, answering service.
- *Use athletic events where people come out in droves.
- *Tie in with noon hour activities in towns, cities.
- *Train leaders for several lessons at a time, either at training meetings or occasionally by mail.
- *Use the area bookmobile to display publications. Provide bookmobiles with small numbers of publications to lend.

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*Work closely with business leaders on special programs such as energy saving.

*Plan special sections with newspaper editors.

*Tie in telelecture with CATV. Use CATV more extensively.

*Work with radio stations broadcasting tours in county.

--Harold B. Swanson

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INVOLVE THE INTERVIEWER --The other day I found myself giving advice to a specialist about to appear on commercial radio--actually it applies to educational radio too--but it is an absolute necessity for commercial radio. The advice, which can apply to most situations is TO BE ENTHUSIASTIC. Be excited about your topic and be a stimulating person to be around.

When you are working with program hostesses/hosts, learn to play off the interviewer. I mean, include the interviewer in what you are saying. Ask for their involvement in the topic. If it is a television demonstration, include them in the preparation of the item. Give them work to do--whether cooking, sewing or whatever. The more they are involved in the project, the more appeal the project has for the audience.

Remember that the audience identifies with the regular host/hostess. Whatever you're doing will gain more acceptance by the audience if it has the endorsement of the show's personality. This does not distract from what you are saying. In fact, it enhances the statement. When I traveled for a commercial company and appeared on guest spots in radio and television, I discovered that if I involved the station personnel in what I was demonstrating that I was assured of a return invitation. I always point to Johnny Carson--but any time someone is doing karate or frying fish or whatever, they always have Johnny doing something.

It's the interplay between guest and host that makes the program exciting and fast moving. Expertise is valuable but the enthusiasm and warmth used in presenting the material is invaluable. I've heard interviewers say that they'd have some guests back again and again even if all they did was read the labels in their clothes. It takes a vivacious person to be able to do that, but sometimes those unique individuals are an asset to listenership regardless of what they say.--Janet Macy

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JANUARY HOME ECONOMICS RADIO TAPES --Buying Potatoes, Bob Ryker, Potato Commission; Cooking Fresh Fruits and Vegetables, Marie Rama, United Fresh Fruit Association; Adulteration of Food, Red #40, Food Colors, Cosmetic Labeling, Blanche Erkel, Food and Drug Administration; Beef Vs. Peanut Butter-Fat Content, Hamburger with Pork Traces, Dick Epley, extension specialist, Meats.--Janet Macy

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ON THEIR WAY TO YOU --End-of-the-year publications you've ordered will be arriving soon (if they haven't already) at your county office. It's a monumental project for the Bulletin Room and its largely student work force to get them all shipped out while handling daily business, too. Some quantities requested may have to be cut to give everyone some. Your cooperation is appreciated.--Mary Kay O'Hearn

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Publications and Direct Mail

January 1977

NEW PUBLICATIONS

Roof-Snow Behavior and Ice-Dam Prevention in Residential Housing. Extension Bulletin 399. Howard L. Grange and Lewis T. Hendricks. Explains why ice dams form, the extent and severity of damages they cause, the inadequate methods of dealing with ice dams, and some practical design concepts for snow-water damage prevention for new construction. 20 pages. Available.

Farm Business Arrangements: Which One for You? Extension Bulletin 401 (and NCR Extension Publication 50). Kenneth H. Thomas and Michael D. Boehlje. Discusses options and procedures involved in deciding on and trying a joint farming operation. 36 pages. Available.

Planning Your Estate. Special Report 63. Dale C. Dahl and Phillip R. Kunkel. For sale only--\$1.50. 144 pages. Available.

Molds, Mycotoxins and Mycotoxicoses. Miscellaneous Report 142. C.M. Christensen, C. J. Mirocha, and R.A. Meronuck. Contains sections on fusarium toxins and toxicoses, aflatoxin and aflaxicoses, slobber syndrome and facial eczema, ergot and ergotism, corn smut, diagnosis, and control. 12 pages. Available.

Raising the Replacement Heifer. Dairy Husbandry Fact Sheet 18. R.D. Appleman, M. F. Hutjens, and D. E. Otterby. Gives suggested rations and tells how to measure growth. 2 pages. Available.

REVISED PUBLICATIONS

Pork Improvement through Carcass Evaluation. Extension Bulletin 364. C. J. Christians, R. J. Epley, and J. D. Hawton. Information to help producers develop quality pork carcasses efficiently, to help identify superior lines of breeding stock. 6 pages. Available.

Know the Poultry You Buy. Extension Folder 194. Melvin Hamre and Muriel Brink. Discusses convenience and nutritive value of poultry, inspection and grading programs, what to buy, amount to buy, prices, and storage and preparation of poultry. 8 pages. Available.

Chemicals for Weed Control in Corn. Agricultural Chemicals Fact Sheet 6. Gerald R. Miller. Contains three tables: 1) Herbicide names and formulations, 2) Effectiveness of herbicides on weeds in corn, and 3) Suggestions for chemical control of weeds in corn. 2 pages. Available.

- Selecting a Corn Hybrid. Agronomy Fact Sheet 22. D.R. Hicks and R.E. Stucker. Describes the types of hybrids suitable for various regions of the state, insect and disease control, maturity, and yields. 2 pages. Available.
- Using Colostrum to Raise Dairy Calves. Dairy Husbandry Fact Sheet 9. R.D. Appleman, D.E. Otterby, and J.A. Foley. Explains why colostrum is important for newborn calves and how to store and use colostrum. 2 pages. Available.
- Milk Replacers in Raising Dairy Calves. Dairy Husbandry Fact Sheet 10. R.D. Appleman and D.E. Otterby. Describes the ingredients of a good milk replacer both in text and tables. Gives comparisons and choices. 2 pages. Available.
- Boxelder Bugs. Entomology Fact Sheet 10. L.K. Cutkomp. Discusses habitat and control. 2 pages. Available.
- Controlling Corn Rootworms. Entomology Fact Sheet 14. John Lofgren. Provides information on rootworm habits, damage, prevention, control and planting time treatments. 2 pages. Available.
- Pollen Substitutes and Supplements. Entomology Fact Sheet 24. Basil Furgala. Substitutes and supplements to be used with the supply of natural pollen is inadequate in late-winter and early-spring development of honey bee colonies.
- Minnesota Ticks and Their Control. Entomology Fact Sheet 27. L.K. Cutkomp and John C. Schlotthauer. Outlines types of ticks found in this area and removal and control methods. 2 pages. Available.
- Fleas. Entomology Fact Sheet 31. L.K. Cutkomp and D.M. Noetzel. Discusses where house fleas come from, how to recognize flea bites and how fleas can be controlled. 2 pages. Available.
- Nuisance Wasps and Bees. Entomology Fact Sheet 32. D.M. Noetzel and Basil Furgala. Discusses differences between wasps and bees. Contains information about stings, control of bees and wasps, and how to deal with nests or swarms. 2 pages. Available.
- Fly Control for Beef Animals. Entomology Fact Sheet 36. L.K. Cutkomp and D.M. Noetzel. Presents information on fly control in building and feedlots and on pasture or range land. 2 pages. Available.
- Chemical Control of Bee Diseases. Entomology Fact Sheet 45. Basil Furgala. Describes treatment methods, timing, and medication dosages. 2 pages. Available.
- Preserving Fish. Food Science and Nutrition Fact Sheet 22. Isabel D. Wolf. Describes safe processing methods and gives directions for pickling, smoking and freezing. 2 pages. Available.
- REPRINTED PUBLICATIONS
- Naughty Child or Annoying Behavior. Extension Bulletin 321-4. Sue Fisher.
- Edible Wild Mushrooms. Extension Bulletin 357. Clyde M. Christensen.
- Feeding and Managing Baby Pigs. Extension Bulletin 370. J.D. Hawton and R.J. Meade.
- The Home Seller's Guide. Extension Folder 288. W.J. Angell.
- Housing Costs. Extension Folder 315. W.J. Angell.
- Physical Fitness For You. Extension Folder 339. Florence Parker, Ora Neely & Carolyn Offutt.
- Records--Not Luck--for Good Reproductive Performance. Extension Pamphlet 225. V.G. Pursel, B.J. Conlin, and D.E. Otterby.
- The Potential For Irrigated Crop Production. 'DISC' Development of Irrigation and Specialty Crops. Miscellaneous Report 138. E.C. Bather coordinated the 10-unit contributions.
- Be Prepared for Winter Storms. RCD 11. Clifton Halsey.
- Culture of Garden Roses. Horticulture 17. Mervin C. Eisel.
- Terrariums. Horticulture 29. Mervin C. Eisel.

THE COMMUNICATIONS SCENE

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

No. 48

COMMUNICATIONS SPECIALISTS SERVE AS EXTENSION EDUCATORS

by Harold B. Swanson, Professor and Extension
Communications Specialist

The public and many lawmakers have often cast a jaundiced eye on public information workers in government, education, and public utilities. In fact, many state agencies are not allowed to hire professionals in what some people call publicity, promotion, or public relations positions. The reason is that they fear that such professionals will be used to unduly further the ambitions and expansion plans of individuals and agencies. That fear may have some valid grounds in certain areas. However, it does overlook important information responsibilities that government agencies and educational institutions have to the public.

Professional communicators do keep the public abreast of important services and information that it wouldn't otherwise have. They let people know where they can find help and what their agencies or institutions are doing. They help keep information flowing from their units to the public through mass media and many other channels.

There is still another function frequently overlooked, however. It's a function that a few communicators perform. These communicators literally help teach as part of the cooperative extension teaching team at Land Grant colleges. What they do is far removed from the publicity function so commonly attributed to most information workers.

To illustrate this point, let's look at communications and information specialists with the Agricultural Extension Service, University of Minnesota. They are a highly trained and skilled group of professionals. Most of them have education and experience in either journalism or education. In addition, many have a broad background in agriculture, forestry, or home economics. Some of them teach college classes and Extension workshops. Most of them counsel with their colleagues to help them be better communicators.

Actually only a small part (less than 5 percent) of their activities is devoted to publicity. Most of their time is spent in gathering, processing, and distributing useful information the public wants or needs. For example, when Dutch Elm disease became a major problem they helped gather information on what the disease means, how it might be controlled, and what has to be done to slow down its spread. To do this they worked with their faculty colleagues in preparing pamphlets, news stories, slide sets, pictures, TV programs, radio programs, and other communications aids. Thus the public was quickly provided the knowledge that the University had on this important subject.

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Reprint from Radio Series—The Communications Scene

In the same way they help marshall information during drought, storm, and other emergencies. And they help with regular programs of the Agricultural Extension Service. There are hundreds of situations in which communications specialists help move important information to the public.

These communications specialists perform many different functions. For example, some edit, revise, and rewrite bulletins, folders, and newsletters on a broad variety of subjects. They help make these publications more readable and more attractive. They see to it that they are distributed broadly. In fact, there are nearly 1,000 titles in the University of Minnesota list of publications intended for broad public use. Single copies of these are free. The subjects may deal with feeding dairy cattle, improving the diets of youth, protecting homes and forests against fires, planning a budget, controlling a plant or animal disease, raising fruits and vegetables, to mention only a few. Often these free publications provide the only service that many citizens receive from its University and the U.S. Department of Agriculture.

Other specialists help their colleagues prepare teaching materials such as slide sets, movies, special visuals, and the like. Here they combine their communications and educational expertise with the knowledge provided by specialists in other fields. The result is more interesting, stimulating meetings and workshops for the public.

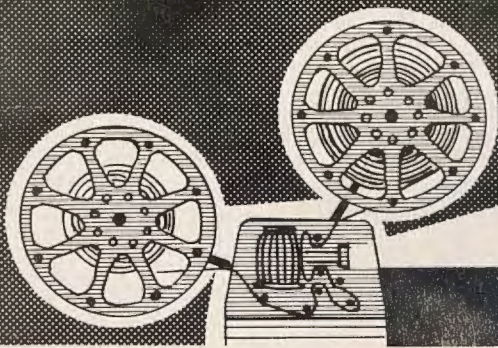
Information specialists in radio and TV provide leadership in bringing information rapidly to the public through the electronic media. For example, the Minnesota Agricultural Extension Service has regular daily programs on nearly 60 stations on agricultural, home economics, and youth topics. These are moderated and planned by information specialists. TV stations regularly feature programs developed on educational topics by University faculty on such topics as gardening, human nutrition, marriage, overcoming disabilities, etc. Both radio and TV stations provide the time as part of their public service responsibilities. This cooperation enables Extension and the University to keep up a stream of useful information to the entire state.

We hear a lot, too, about the volume of news releases that flow to our media from public information people. The University's Institute of Agriculture, Forestry, and Home Economics does provide information to the mass media in news form. Usually these stories relate to important problems and new developments and ideas that will be useful to the reader, listener, or viewer. Ordinarily, they are prepared to meet audience not University needs. Generally speaking, these "releases" are well received. If the information is of value and interest to the reader, the media are most cooperative in using it. They do so every day.

Studies have indicated that farmers do look to the mass media - newspapers, electronic media, magazines-for their first information on new ideas. Thus the mass media do play an important part in making them aware of and interested in the new developments that are constantly arising in the progressive and dynamic field of agriculture.

Communications specialists at Land Grant colleges play an important role in this job and enhance the effectiveness of University educational programs in agriculture, home economics, and forestry. They do this by being a part of the University teaching faculty. In this role they place major emphasis on providing the public information that it wants and requests and in meeting educational goals of both teachers and the public.

January, 1977



visual aids TIP SHEET

Minnesota Agricultural Extension Service

January 1977

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

NEW FILMS ADDED TO THE AGRICULTURAL EXTENSION LIBRARY

- #3235 POSTERS--15 min., color, ACI Media, Inc. (TV-\$4.50) Starting with the basic idea that a poster must communicate quickly and forcefully, the film shows how design principles may be applied to achieve striking results. The relationship between verbal and illustrative material and the importance of well-designed letters are two of the concepts presented. The film demonstrates poster-making techniques such as cut paper, collage, tempera paint, crayon resist and silkscreen. 1968
- #3237 SHORELAND DEVELOPMENT--A NEW APPROACH--17 min., color, Byron Motion Pictures, Inc. (TV-\$4.50) Suggests a cluster offshore design concept which preserves water quality and the beauty of shoreland areas--and also provides the developer a good profit margin. Intended for developers, planners, governmental officials and citizen groups. 1973

NEW SLIDE SETS ADDED TO LIBRARY

- #83 BIKE RIGHT--PEDAL POWER WORKSHOP--48 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 5:00), Tom Powell, extension specialist, 4-H youth development and Visual Aids, Agricultural Extension Service, University of Minnesota. (\$1.75) This slide set describes the purpose and the activities of the Pedal Power Workshop sponsored by the University of Minnesota Agricultural Extension Service and the Minnesota Department of Public Safety State Patrol Safety Education Troopers. It is designed as a tool to recruit Pedal Power participants and to explain the program to community groups. 1976
- #100 A CHRISTMAS TREE STORY--115 slides, color, cassette tape (both audible tone and automatic 1000 Hz pulses, time 12:00), Minnesota Instructional Materials Center and Minnesota Christmas Tree Growers Association. (\$1.75) Content traces the origins of the evergreen tree as a symbol of the Christmas observance. Shows how to identify the kinds of Christmas trees and how they are grown on managed tree farms and offers some hints on keeping a fresh tree in the home. 1976

#102 WEED CONTROL (Pesticide Applicator Training)--63 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 20:00), Paul E. Groneberg, assistant agronomist, pesticide training, University of Minnesota. (\$1.75) Three major sections in this slide set illustrate the classification and identification of common weeds in Minnesota, the types and the extent of losses in field crops due to weeds, and the factors to consider in setting up a weed control program for pesticide applicator training. 1976

#103 MINNESOTA 5TH ANNUAL DAIRY TOUR TO NEW ENGLAND--80 slides, color, William Mudge, extension dairyman, University of Minnesota. (\$1.75) The 1976 Minnesota dairy tour group visited 13 herds in Connecticut, Massachusetts and New York. This slide set shows dairy herd housing, management practices and scenery of that area. 1976

REVISED SLIDE SET

#615 A PICTORIAL STORY OF NATIONAL 4-H CONGRESS (1976)--45 slides, color, National 4-H Supply Service. (\$1.75) This slide set recalls the week of the 1976 National 4-H Congress in Chicago. Useful as a reporting device with 4-H and other groups, for orienting delegates planning to attend National 4-H Club Congress in the future, and to gain local support for 4-H. Delegates and leaders may have slides to add to the set to adapt it for a particular audience. 1976

.Don Breneman and Gail Tischler