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Reaching People with information...

press
publications
radio
television
visual aids

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

June 24, 1977

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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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A VISIT TO NEVER, NEVER LAND -- The Colorado State University communications staff at Fort Collins published an "Extension News Handbook" with valuable tips for Extension field staff. They venture into never, never land this way:

Never ... Editorialize or express your opinion of the facts in a news story. Just report the facts. Don't slant the story by ignoring or glossing over details pertinent to the story.

Never ... Use personal pronouns--I, we, you, your, or our-- in a news release unless it's a bylined story (or column) or unless the sentence containing such pronouns is a direct quote within quotation marks. News releases are written in the third person.

Never ... End a sentence with a preposition.

Never ... Start a sentence with figures unless they are spelled out.

Never ... Contact an editor or news director with a chip on your shoulder.

Never ... Answer a question if you are not sure of the answer. Tell the questioner you will find the answer and report back. Don't let a "credibility gap" develop between you and the media.

Never ... Mention door prizes, raffles or lotteries in a news release, especially under the franking privilege. --Harold B. Swanson.

HARD TO BELIEVE? -- Preschoolers spend more waking hours watching television than on any other activity. By the time they reach 18, they will have logged 15,000 hours in front of the set compared to 11,000 hours in school!

Extension's television activity for the coming year is being geared to support county efforts toward "Food Issues." Materials produced will assist counties doing local TV programs and provide spots for public awareness.

We currently have scripts and slides for 60, 1-minute "commercials" that ES has provided. They are available from the radio-TV unit on a check out basis. See the list on page 3 for topics.

Most of the radio services offered through the years are being continued. Ray Wolf's retirement and Janet Macy's leave puts us a little shorthanded at present. Other members of the department are serving "double duty" to maintain output as best we can until replacements for Ray and Mike are found. Norm is handling Ray's chores and Lee Nelson has some of Jan's duties. --Norm Engle, Radio-TV.

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WHAT FUNCTIONS, PR? -- All of us in land-grant colleges have responsibilities for public relations. What we do and say weighs heavily on the attitude, acceptance, and understanding our clients--the public--have of us.

Fred Jones, one of the practitioners in the field from the advertising area, says the key word today in public relations (and other areas, too) is accountability. Fred, a former extension worker, is vice president of Burson-Marsteller, a large advertising and public relations firm in Chicago and other large cities.

Jones says that a person engaged in public relations must:

1. Act as an early warner to management about trends and troubles, must provide feedback.
2. Be the conscience of the organization, recognizing that the organization is accountable to the public it serves.
3. Be an internal monitor of the organization so that it does meet its external or public obligations.
4. Foster external communication, presenting important information to the public, not on a take-it-or-leave-it basis and not by puffery. Obviously this function is self-promoting. Obviously, too, it must convey the idea that an organization does think of its public.

Note that even though Jones works for private organizations and for major agricultural companies, he emphasizes the public responsibility these companies have. He recognizes that public responsibility and accountability are part of public relations. For those of us who work for the public, the responsibility is even more marked. --Harold B. Swanson.

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PUBLIC SERVICE ANNOUNCEMENTS--This is a list of the 1-minute spots available from Extension TV. They can be obtained from Mary Willie, 490 Coffey Hall, 1420 Eckles Avenue, University of Minnesota, St. Paul, Minnesota, NOT from Visual Aids. Her phone number is 373-1661 if you are phoning from the Twin Cities area.

Each is a separate numbered listing. Indenting the list was an experiment to see if single spacing is easier to read this way.

1. Identify Household Goods
2. Writing a Will
3. Copying Credit Cards
4. Household Inventory
5. Credit Rating for Women
6. Flash Freezing
7. Pickles
8. What To Do When Your Canning Lids Don't Seal
9. Pressure Canner
10. Selecting Canning Jars
11. Why's Behind Canning Recommendations
12. Freezing Materials
13. Freezing Strawberries
14. Check Home Canned Goods
15. Storing Cheese
16. What To Do When Your Freezer Goes Off
17. Picnic Safety
18. Refrigerating Meats
19. Care of Live Christmas Trees
20. Pruning Roses
21. Decorating With Plants
22. Cooking With Herbs
23. In A Stew
24. Non-Meat Meals
25. Stir-Fry Cooking Methods
26. Buying A Thanksgiving Turkey
27. Cooking A Turkey
28. Selecting an Easter Ham
29. Mailing Food
30. Freezing Turkey Leftovers
31. Hard Cooking an Egg
32. Eating Habits of Toddlers
33. Weight Control
34. Safety With Tools
35. Is Your Child Visible?
36. Lawnmower Safety
37. Bike Riding Safety
38. Buying Safe Toys
39. Care for Leather, Suede, and Fur
40. A Sewing Place
41. Stretching Your Wardrobe
42. Shrinkage of Polyester Knits
43. Eliminating Static Electricity
44. Clothes for Camping
45. Making Halloween Costumes
46. Buying A Scissors
47. Buying A Blouse
48. Care of Wood Flowers
49. Repairing Window Screens
50. Cleaning Electric Blankets
51. Types of Lamp Bulbs
52. Conserving Hot Water in the Kitchen
53. Care of Electric Fry Pan
54. Cleaning Air Conditioning Filters
55. Wise Use of Ovens
56. Wise Use of Dishwasher
57. Changing Heat Filters
58. Care of Cast Iron Cookware
59. Odors in the Freezer
60. Shampoo Carpet

--Norm Engle

KNOW YOUR DEADLINES -- Are the papers in your county weekly, afternoon or morning publications? Does the local television station have a 5 or 6 or 10 p. m. local news broadcast? What is the deadline for developing film for that day's local news program? How often does your local radio station air local news programs? What are those deadlines?

Knowing the answers to these questions could mean the difference between your being a good news source and a pest. No reporter wants to talk about next week's 4-H picnic when it's 30 minutes from deadline and the local bank has just been robbed. No one likes a source that regularly drops routine news stories at the desk just before deadline.

A deadline is exactly what it means: after a certain time, if the story isn't in, it's dead. It does not imply you can wait until the last minute to get routine stories in. That time is reserved for the "breaking" story. Editors and reporters become irritable and rude at deadline, because they are under pressure. It is no time to ask about getting a picture of the new Home Ec Council president.

Generally, staffs of morning papers start their workday in the afternoon. Staffs of afternoon papers generally begin their shift early and don't have free time until after that day's paper has been assembled, usually by noon. The crunch for weekly papers comes the day before and day of publication.

Radio station deadlines are flexible, but most stations do not have enough staff to send out reporters on short notice, especially for routine stores. Mornings and early afternoons are usually best times to schedule interviews and stories for television news crews.

Acquaint yourself with the working schedule and deadlines of your media contacts and keep a list of them for ready reference.

You probably will not have many emergency stories that require working on a deadline. Do not drop the routine story at the last minute. Plan ahead and make sure the paper has it early in the week or workday. Editors need time to evaluate it and assign it to copy editors or reporters.

Making contacts and scheduling the routine stories when a reporter or editor is off deadline helps build good relationships. It allows the reporter to take more time with you and establishes you as an understanding news source. --Adapted from Chuck Hardwick, University of Illinois.

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ART TIPS -- From time to time county extension personnel tell us they could really use some illustrations and help with production of visual materials. In this newsletter the Extension Art Service will contribute a page with simple art and ideas for you to produce your own art. The goal is having you produce attractive visuals with a minimum of equipment, materials, and talent. If you have specific requests or questions, send them to Karen Lilley, Information and Agricultural Journalism, 440 Coffey Hall, 1420 Eckles Avenue, University of Minnesota, St. Paul, MN 55108.

CLIP ART FILE -- If you haven't a file of artwork, start one now with the art on this page. It is an indispensable resource. Start small; a few file folders will do. Label them in categories according to your needs. You might need only "agriculture," "home ec," and "4-H" or some of the following:

Animals and Wildlife
Buildings
Clothing & Grooming
Communications
Design
Economics

Foods
4-H
Gardening
Health & Safety
Home Management
Insects

Machinery & Equipment
Miscellaneous
Outdoor Living
People
Plants
Soil Conservation



As the file grows, some categories may need to be subdivided. For example, the "people" folder might become "men," "women," "children," "elderly," and "groups" folders. Also mark a folder "Art Tips" for the instructional parts of these sheets. Drawings on the tip sheets will be blank on the back for easier tracing and so it can be cut apart for filing without losing other information. Everyone in your office should make it a habit to clip appropriate illustrations from magazines and newspapers as tracing tools.

I've been asked about the copyright law and using illustrations from magazines and newspapers. As far as I can tell, Extension purposes constitute "fair use" which says, "It is not an infringement of copyright if the work is (used) (reproduced) for...teaching (including multiple copies for classroom use), and scholarship in research, provided that: The use is not of a commercial nature but is of a nonprofit educational nature..."

ENLARGING ART -- Drawings we'll send can easily be enlarged to poster or overhead size through use of an overhead projector. First, trace the art directly onto a sheet of acetate (the kind used for making overheads) using a transparency marking pen. Next, use masking tape to hang a sheet of poster board or another acetate to an untextured wall. Project your tracing onto the poster or overhead, moving the projector forward, backward, or sideways, and focusing until the image is the needed size and location. Then trace it. Add color if desired and you have a very professional-looking illustration. --Karen Lilley.

NEW PUBLICATIONS

How to Buy a Tree. Minnesota Tree Line 1. Jane P. McKinnon. Outlines methods of choosing the best size and transplanting method for various nursery-grown trees. 2 pages. Available.

Choosing Fans for Your Livestock Ventilation System. Agricultural Engineering Fact Sheet 22. Larry D. Jacobson and Kenneth A. Jordan. Discusses fan capacity, ratings, and differences. 2 pages. Available.

Soil Water Management in Western Minnesota. Soils Fact Sheet 28. James B. Swan. Describes possible ways of increasing soil water. 2 pages. Available.

REVISED PUBLICATIONS

Insecticide Suggestions to Control Greenhouse and Floriculture Pests in 1977. Extension Bulletin 392. Mark E. Ascerno, J. A. Lofgren, D. M. Noetzel, P. K. Harein, L. K. Cutkomp. Brings pesticides, dosages, and uses up to date. 12 pages. Available.

Home Canning Fruits and Vegetables. Extension Folder 100. Isabel D. Wolf, Edmund A. Zottola. Outlines safe home canning methods for both pressure canner and boiling water bath. 16 pages. Available.

Improving the Staff Conference. Communications Bulletin 21. Gerald R. McKay. Discusses objectives and planning as well as how to pretest helps. 2 pages. Available.

Pesticide Storage and Formulation Shed. Agricultural Chemicals Fact Sheet 4. Phillip K. Harein, Donald F. Herron, and Maurice W. Tipcke. Describes and diagrams an adequate shed facility for storage and formulation of pesticides. 2 pages. Available.

Carpet Beetles and Clothes Moths. Entomology Fact Sheet 18. D. M. Noetzel. Describes potential trouble spots in the home and ways to prevent infestation. 2 pages. Available.

What to Do About Ants. Entomology Fact Sheet 19. Mark E. Ascerno. Describes common household ant pests and ways to control them. 2 pages. Available.

Growing Grapes. Horticulture Fact Sheet 1. Leonard B. Hertz. Maps Minnesota fruit zones and varieties recommended for each. 2 pages. Available.

Garden Chrysanthemums. Horticulture Fact Sheet 38. R. E. Widmer. Lists newest Minnesota cultivars available with planting, growing, and overwintering tips. 2 pages. Available.

Fertilizing Alfalfa on Sandy Loams and Coarser Soils. Soils Fact Sheet 16. Curtis J. Overdahl. Reports on field trials in Morrison County. 2 pages. Available.

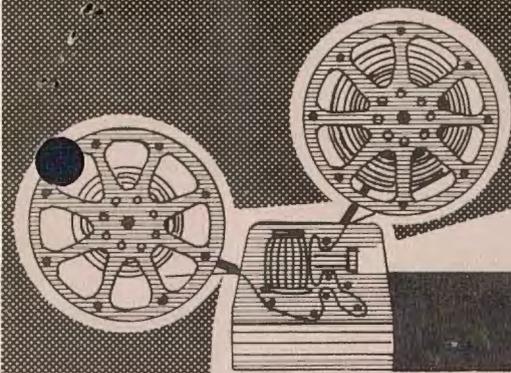
REPRINTED PUBLICATIONS

Selecting a Mobile Home. Extension Folder 266. William Angell.

Fitting Trees and Shrubs into the Land. Extension Folder 298. Mervin Eisel.

Oak Wilt Disease. Extension Folder 310. David French, Ward Stienstra.

- Pruning Trees and Shrubs. Extension Folder 317. Mervin Eisel.
- Salmonellosis. Extension Bulletin 339. Edmund Zottola.
- The Home Lawn. Extension Bulletin 366. Donald White.
- Nature Trails. Extension Bulletin 368. Dayton Larsen, William Miles.
- Insecticide Suggestions to Control Household Insects. Extension Bulletin 389. David Noetzel.
- Names of Retail Meat Cuts. Extension Bulletin 393. Richard Epley, Isabel Wolf.
- Building Layouts for Confined Beef Finishing. M-Sheet 139. Dennis Ryan.
- Guide to Computer Programmed Soil Test. Special Report 1. Bill Fenster.
- How to Calculate Herbicide Rates. Agricultural Chemicals Fact Sheet 5. Gerald Miller.
- Consumer Tips for Buying and Serving Ham. Animal Science Fact Sheet 27. Richard Epley.
- Milk Replacers in Raising Dairy Calves. Dairy Husbandry Fact Sheet 10. Robert Appleman.
- Boxelder Bugs. Entomology Fact Sheet 10. Laurence Cutkomp.
- Sowbugs, Millipedes and Centipedes in the Home. Entomology Fact Sheet 38. Laurence Cutkomp, David Noetzel.
- Chemical Control of Bee Diseases. Entomology Fact Sheet 45. Basil Furgala.
- Home Canning Tomatoes. Food Science and Nutrition Fact Sheet 33. Edmund Zottola, Isabel Wolf.
- Strawberries for the Home Garden. Horticulture Fact Sheet 19. Leonard Hertz.
- Terrariums. Horticulture Fact Sheet 29. Mervin Eisel.
- Noninfectious Diseases of Trees. Plant Pathology Fact Sheet 12. Ward Stienstra.
- Fertilizing the Home Lawn and Landscape Materials. Soils Fact Sheet 7. Lowell Hanson, C. G. Hard, Curt Overdahl.
- Comparison of Na-Churs Fertilizer with a Conventional Fertilizer. Soils Fact Sheet 23. Curt Overdahl.
- Fertilizing Corn. Soils Fact Sheet 24. Curt Overdahl.
- Fertilizing Soybeans. Soils Fact Sheet 26. Curt Overdahl, George Ham.
- Formal Hedge Plants. Arboretum Review No. 8. Leon Snyder.



visual aids TIP SHEET

Minnesota Agricultural Extension Service

June 1977

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

NEW FILMS ADDED TO THE AGRICULTURAL EXTENSION LIBRARY

- #3553 CATTLE CORRALS--18 min., color, Western Regional Agricultural Engineering Service (WRAES). (TV-\$4.50) Filmed on site during cow/calf handling operations on two western ranches, this film illustrates safe, efficient corral designs and facilities. Shows two corral designs adaptable to various herd sizes. Design plans for all facilities are available from WRAES. 1976

- #3553 SORRY, NO VACANCY--27 min., color, Malibu Films, Inc. (not TV-\$6.00) Examines the relationship between population growth and food production, economic prosperity, resource consumption, environmental deterioration, and quality of life. Shows how the consequences of our present living standards are already being felt--food and energy shortages, pollution, unemployment, and increasing violence. For adolescent or adult audience. 1974

....Don Breneman and Gail Tischler