

Reaching People

press
publications
radio
television
visual aids

MN 2000
RPI - 12/78

Department of
Information and Agricultural
Journalism

December 1978

Agricultural Extension Service

University of Minnesota

UNIVERSITY OF MINNESOTA
DOCUMENTS
DEC 21 1978
ESTADU CAMPUS LIBRARY

*“Extending
our season’s
best to you”*



Department
of Information
and
Agricultural
Journalism

CAN COUNTY EXTENSION COMMITTEES HELP EXTENSION PUBLIC RELATIONS?--Yes, if there is planning and commitment on the part of us as Extension educators and by committee members. That's the conclusion Pat Borich (state leader, extension education and research) and I reached after meeting with committees from nine southwestern Minnesota counties and after having sessions with other agents at Marshall and Wadena.

We pointed out that public relations involves much more than media and publicity and pleasant relationships. Good public relations involves:

1. Understanding what the public wants and needs and reacting to those needs. (Sounds a lot like program planning, doesn't it?)
2. Performing all of our activities well (a good secretary's greeting to visitors or callers, the county extension committee's statements to their friends and neighbors, our own appearances before groups, to mention only a few).
3. Planning definite steps to enhance public understanding through a wide variety of methods ranging from person-to-person communication to mass media efforts.

In short, we're talking about good performance, publicly appreciated, based on two-way communications and relationships. And what can county extension committees do to help. They and agents have listed nearly 50 ideas including these:

1. Keep agents informed as to public reaction to Extension programs. This means reporting the good and letting Extension know of shortcomings before they become problems. In the latter situation, Extension committees can become warning systems and feedback sources.
2. Understand what Extension is and its background and understand what each agent does. In this way committee members can better communicate the Extension mission. The many meetings with extension committees is doing just that.
3. Be interviewed for radio, TV or newspapers at appropriate times.
4. Participate in Extension events and convince families to take part. This includes attending meetings, working with 4-H or home councils, even being part of Extension programs and presentations.
5. Talk about Extension in other organizations they belong to, especially when Extension can make an educational contribution.
6. Serve as a contact with legislators and other leaders.
7. Put up a county extension committee booth at a fair or other event.
8. Serve as host and hostesses for open houses for Extension.
9. Contact media about important Extension activities. For example, the added contact by a committee member in connection with 4-H activities will reinforce agent contacts.
10. Help recruit new members for Extension groups.

These are a few of the ideas that come forth. If you have additional ones please share them with us and your colleagues.--Harold B. Swanson

* * * *

VISITING WITH MEDIA--During the past few months I've had the opportunity to visit with several of the media in SW Minnesota, the Rochester area, and Alexandria. The thing that struck me was the high regard that all have for extension agents and their relationships with the media. Nice going.--Harold B. Swanson

Publications and Direct Mail

December 1978

NEW PUBLICATIONS

GENERAL PUBLIC--Home Grounds (Trees, Lawns, Ornamental Plants) (p. 21) Tree Section

Shade Trees for Northwestern Minnesota. Minnesota Tree Line 18. Jane McKinnon. Discusses tree species most appropriate for replanting in the Northwestern district of Minnesota. Includes detailed descriptions of each specie mentioned. 2 pages. 5¢. Available.

Shade Trees for South Central Minnesota. Minnesota Tree Line 23. Jane McKinnon. Discusses tree species most appropriate for replanting in the South Central district of Minnesota. Includes detailed descriptions of each specie mentioned. 2 pages. 5¢. Available.

AGRICULTURE AND OTHER BUSINESSES--Farm Animals (Health, Production, Marketing and Management) Swine (p.34)

Maintenance and Operation of Ventilation Fans for Hog Barns. Extension Folder 455. Pork Industry Handbook 41 (Purdue University). Tells how to obtain good performance from a hog barn ventilation system. 6 pages. 15¢. Available by the end of December.

Edema Disease. Extension Folder 457. Pork Industry Handbook 43. (Purdue University). Harold Kurtz, University of Minnesota, among authors. Describes symptoms, treatment and control of this disease which usually occurs soon after weaning. 2 pages. 10¢ Available by end of December.

Internal Parasites of Swine: Natural History and Control: Extension Folder 458. Pork Industry Handbook 44 (Purdue University). Describes worm problems in hogs and deworming with chemicals. 2 pages. 10¢. Available by end of December.

Economics of Reproductive Performance and Breeding Herd Management. Extension Folder 459. Pork Industry Handbook 45 (Purdue University). Explains with tables and worksheets the costs of production. 4 pages. 10¢. Available by end of December.

Care of the Sow During Farrowing and Lactation. Extension Folder 460. Pork Industry Handbook 46 (Purdue University). Jerry Hawton, among reviewers. Describes care needed to assure a large litter of healthy pigs. 4 pages. 10¢. Available by end of December.

AGRICULTURE AND OTHER BUSINESSES--Engineering or Farm Animals (Health, Production, Marketing and Management), Dairy. (p. 30 or 32, respectively)

Guidelines for the Installation, Maintenance, and Analysis of a Pipeline Milking System. Extension Bulletin 434. By R.D. Appleman, R. J. Farnsworth, J.W. Mudge, J.O. Hanson, and R.L. Sieber. Provides information the dairy farmer can use to make milking operations more efficient and productive. Detailed drawings of equipment and testing procedures for checking equipment included. 24 pages. 30¢. Available.

REVISED PUBLICATIONS

GENERAL PUBLIC--Housing--Appliances and Equipment (p. 24)

Using Microwave Ovens. Extension Folder 293. Wanda Olson, Isabel Wolf, Robert Olson.
Gives specific instructions for using a microwave oven and describes appearance, texture, and flavor of foods. Contains a handy chart showing kinds of food, requirements when using conventional heat sources, and suggestions when using microwaves. Available. 10¢.

REPRINTED PUBLICATIONS

Native Trees That Can Be Used for Landscaping. Arboretum Review 31. M. Eisel.

Plants for Winter Interest. Arboretum Review 3. L. Snyder.

Shade Trees for South Central Minnesota. Minnesota Tree Line 23.

Caring for House Plants in Northern Climates. Horticulture Fact Sheet 47. D. Brown.

Aging Beef. Animal Science Fact Sheet 20. R. Epley.

Minnesota's Dairy Industry--Present and Past. Extension Folder 425. V. Packard, Jr.

SLIGHT REVISIONS

Buying Meat by Cost Per Serving. Animal Science Fact Sheet 24. R. Epley, I. Wolf.

Making Fermented Pickles and Sauerkraut. Food Science and Nutrition Fact Sheet 27. I. Wolf.

Milk Replacers in Raising Dairy Calves. Dairy Husbandry Fact Sheet 10. R. Appleman, D. Otterby.

TWO MORE CHANGES OF SERIES AND NUMBER

Extension Pamphlet 228, Why Some Cows Don't Conceive has been changed to Extension Folder 391.

Extension Pamphlet 208, Heavier, Meatier Calves Through Beef Testing has been changed to Extension Folder 358.

Special Report 12, Minnesota Retail Dealers Conference has been changed to Extension Bulletin 440.

PLEASE MAKE THIS ADDITION TO THE PUBLICATIONS LIST YOU NOW HAVE

p. 39. Land Use Controls by Minnesota Counties. Extension Folder 291. (4 p.). 10¢.

December 1978

CENTERS FROM OVERHEAD FRAMES are available free to anyone who can find a use for them. Made from poster-weight cardboard, white on both sides, the dimensions are approximately 8 by 10 inches with rounded corners. Quantities are too heavy to be mailed, but you may take as many as you want from 436 Coffey Hall whenever you're on campus.

GRAPHIC AIDS that help spruce up visuals such as borders, lines, patterns, and symbols, are available from the same companies that make transfer lettering (Chartpak, Formatt, Lettraset, Presstype, Zipatone, etc.) (The cheapest supplier of these materials apparently is Pressure Graphics, Inc. Write them at 1725 Armitage Ct., Addison, Ill, 60101 for a catalog.) Printed in black on adhesive-backed film, the 10 by 15 inch sheets usually contain enough material for many visuals and cost from \$1-\$5 a sheet. Borders, lines, and symbols are also available on cellophane tapes which cost from \$1-\$5 a roll.

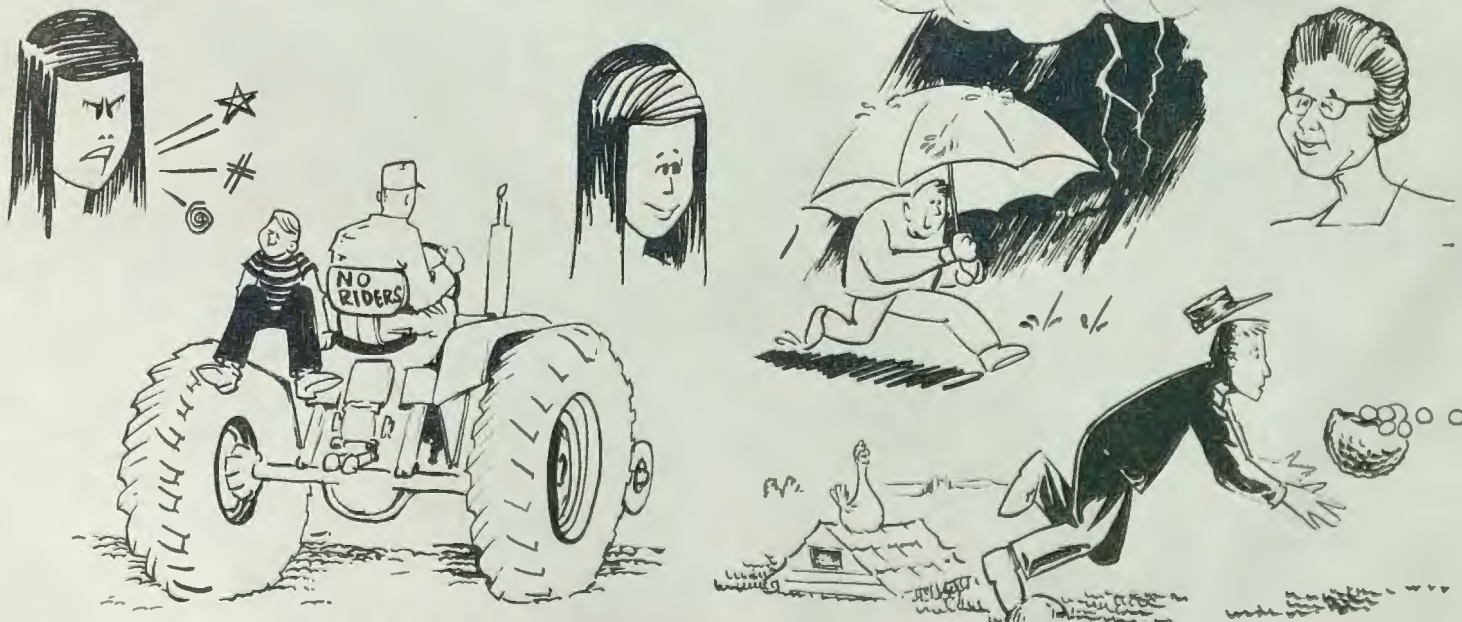
Decorative borders like those shown below can be used with type on program covers or title slides. A border could be used several times by cutting the center out and placing it over different copy. Dotted and dashed lines in various widths and patterns can be used for borders or line graphs.

Borders and lines:



Textures and patterns like those on the back can be added to clip art to give it a 3-D or more finished look, or to provide backgrounds. Just position the sheet over the art and "trace" with an X-acto knife, lift the pattern off the backing sheet and rub it down on the art.

-over-



Textures and patterns:



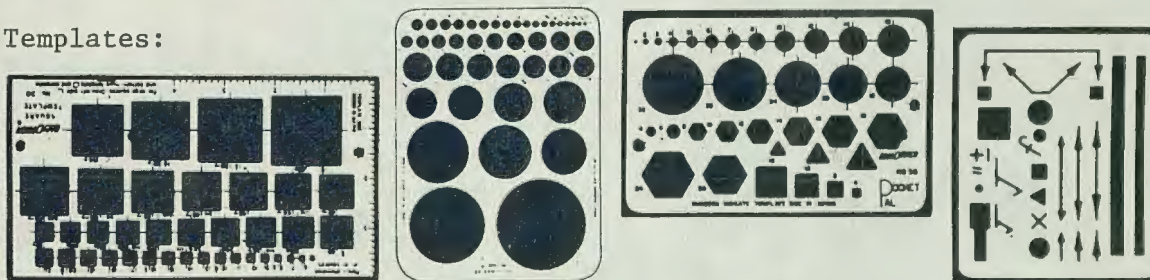
Other graphic sheets and tapes contain symbols that are extremely helpful for charts and graphs, especially flow charts and pictographs. General symbols, including arrows, dots, squares, triangles, stars, and asterisks are available in outline and solid in many sizes. Other symbols are available for more specific purposes, such as trees, cars, planes, people, electronics, money, etc.

Symbols:

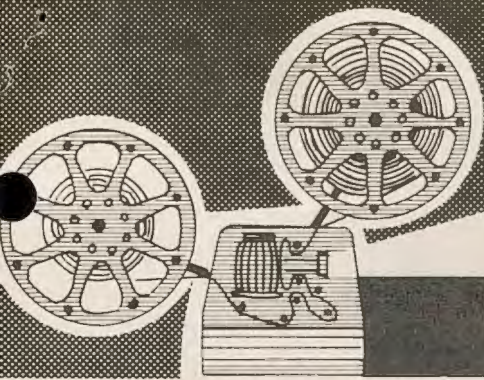


PLASTIC TEMPLATES (miniaturized below) similar to stencil letterguides, are also helpful tools and can be used repeatedly. Each one costs between \$2 and \$5. Each template usually contains one or two shapes or symbols in a dozen or more sizes. Circles, squares, ellipses, and arrows are most common but more specialized templates are also available for architectural, electrical, and engineering purposes.

Templates:



The information given in this publication is for educational purposes only. Reference to commercial products or trade names is made with the understanding that no discrimination is intended and no endorsement by the Minnesota Agricultural Extension Service is implied.



visual aids TIP SHEET

Minnesota Agricultural Extension Service

INSERT IN AUDIOVISUAL TEACHING MATERIALS CATALOG FOR FUTURE REFERENCE

DECEMBER 1978

Artwork-----	(612) 373-0712
Emergency Bookings-----	(612) 373-1252
Equipment-----	(612) 373-1254
Purchase Information	
About Visuals-----	(612) 373-1252

New Films Added to the Agricultural Extension Library

#3225 Home Heating With Wood

Covers several aspects of heating with wood, including fuel collection and preparation, different types of wood burning units, safety in operation, installation and maintenance. Stresses importance of using well-seasoned wood in (1) achieving maximum heat value, (2) preventing creosote buildup in flues and chimneys, and (3) eliminating destructive chimney fires. For adult audience.

23 min., color, Cornell University, TV. 1978. (\$7.50 rental)

#3226 The Plow That Broke the Plains

Acclaimed as the initial impetus to American documentary filmmaking, this film deals with the social and economic effects of the Depression and the dust bowl crisis. It traces the history of the Great Plains from the westward movement of farmers and cattlemen, to the agricultural boom created by World War I, to the chaotic advance of technology, the stock market crash, drought and dust storms...and the Depression. For adolescent or adult audience.

25 min., b/w, National Audiovisual Center, TV. 1936. (\$7.50 rental)

New Slide Sets Added to Library

#231 Living With Houseplants

Illustrates the use of plants in interior design. For adolescent or adult audience.

23 slides, color, Kansas State Extension Service. 1976. (\$3.00 rental)

#234

How To Dye Everything But the Kitchen Sink

Explains how to dye not only fabric, but such things as plastics and items made out of straw. Includes tie-dye, batik, and other techniques. A good source of project ideas for home furnishings, fashions, and crafts. For adolescent or adult audience.

80 slides, color, The Softness Group, Inc. 1978. (\$3.00 rental)

#275

Care of Your Horse's Feet (4-H Horse Project)

Describes the four common causes of lameness in horses: navicular disease or hoof dryness, improper trimming or shoeing, laminitis or founder, and excessive use of the horse. Explains how to handle a horse's feet safely. Suggests some techniques for corrective trimming of feet to relate to the activities of the horse.

72 slides, color, cassette tape (both audible tones and automatic, inaudible 1000 Hz pulses, time 22:00), National 4-H Council. 1978. (\$3.00 rental)

#276

Hot Horseshoeing (4 H Horse Project)

Discusses the situation requiring hot horseshoeing. Describes the people (skilled at both farriery and blacksmithing) who do the work and the tools, types of shoes, and the nails needed. Follows the hot horseshoer through the steps of studying the horse and the different conditions that require corrective shoeing; pulling the shoe; cleaning, nipping, and rasping the hoof; testing for lameness; working the shoe and fitting it to the horse's hoof; and setting and nailing the shoe.

68 slides, color, cassette tape (both audible tones and automatic, inaudible 1000 Hz pulses, time 16:00), National 4-H Council. 1978. (\$3.00 rental)

#277

An Information/Direction/Interpretation System for Minnesota Counties

Discusses eight parts of an information/direction/interpretation system in a community designed to aid travelers. Travelers need readily available information if the community is to serve them adequately. In turn, travelers serve the community by contributing to its tourism income. For adult audience, specifically service clubs, community organizations and local governments.

61 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 9:30), O. Uel Blank, extension economist, University of Minnesota. 1978. (\$3.00 rental)

...Neil Anderson, Don Breneman
and Gail Tischler Marko