

3 Reaching People with information...

press
publications
radio
television
visual aids

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

November 30, 1970

 * Please read, check, and circulate *
 * Extension Agent ☐ *
 * Extension Home Economist ☐ *
 * Assoc./Ass't. Extension Agent ☐ *
 * Other ☐ *
 * Secretary for Filing ☐ *

WHY SHOULD PEOPLE BELONG TO YOUR GROUP? --Extension has long been organization minded. It works with, and often offers a guiding hand to, a wide variety of groups. Communicating to individuals in these groups reasons why they should continue (or possibly discontinue) their participation is difficult. Vice President Paul Cashman, speaking to the Minnesota Adult Education Association, stressed several points that affect all our organization efforts.

To be successful any group must reward its members, Cashman said. Four major ways to do this are by offering:

1. Material rewards--Although often reluctant to admit it, every member wants something material and personal from group membership. This may be a new job, improvement of present job, expense accounts, more security in present job, etc.

2. Social rewards--Groups can give the feeling of acceptance, an end to loneliness, the chance for new experiences and new friends, and many other social rewards.

3. Esteem--prestige rewards--These can include offices, recognition of power, prestige of belonging to an important group, etc.

4. Achievement rewards--Such personal satisfaction as becoming a better leader and reaching goals for society are important.

Cashman indicated that these may give a too personal or material approach to motivation in holding group membership, but they are extremely important. Altruistic goals, of course, are important.

But meeting these needs of people and providing them rewards are not enough, Cashman said. To be successful, the group must also prevent people from feeling rejected or from rejecting the organization. He listed some reasons people reject group membership and participation as these:

1. Unacceptable sanctions--Often a group puts up too many restraints that are unacceptable to its members.

2. Personality conflicts--Name calling and animosity between a few can wreck entire group.

3. Call for too much commitment of time.

4. Boredom with meetings where unnecessary rules and regulations, too much attention to Robert's Rules, too many long reports, or too little participation are factors.

5. Negative rituals such as outmoded initiations, etc., are practiced. Cashman also referred to outmoded, overused, or unpopular practices. Some people may not like "buzz" sessions, songfests, etc. Others may.

6. Lack of material reward.

7. Loss of face.

8. Personal problems outside the group.

9. Group pressure.

10. Outgroup relationship or the feeling of being ignored or being segregated into an "out" group.

Cashman concluded that if a group is losing cohesiveness and attraction to its members it can do one of three things:

1. Change its reward system.

2. Look for rejection factors.

3. Consider "doing-the-group-in."

--Harold B. Swanson

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FOR BETTER RADIO DELIVERY--Practice your radio presentation occasionally, with someone listening who will be frank in criticizing your delivery as well as the content. Also, listen critically to tape recordings of your delivery.

Speak clearly in your normal, conversational, friendly tone. Think of yourself as talking to one person close by, not to a big crowd. Your aim should be to talk to the listener; don't read to him. Project your personality. Sell your audience on the points you're making. Be persuasive. Enthusiasm and sincerity will help to convince the listener you believe what you're saying.

Talk at natural speed, but change occasionally to avoid monotony. Vary the pitch and volume of your voice to get variety, emphasis, and attention.

Breathe between units of thought; otherwise, you'll sound choppy. Make your voice pleasant; a smile on your face will put a smile in your voice.

Be chatty.

Be yourself.

Be at ease.

Be enthusiastic.

--Ray Wolf

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A WORD ABOUT TELEVISION--Two Extension sponsored TV programs have recent developments of significance to all staff.

KROC-TV, Rochester, has asked to re-run the 4-H TV Science series immediately after its regular schedule run ends December 12. The second-time-around schedule will be from December 19-February 20. Agents in that broadcast area should be aware the program is on and be able to provide the necessary support materials. We at this point are not making any concerted effort to promote it.

4-H Photo Fun Club--the new TV series for nationwide distribution--has been previewed by a committee of agents, communications specialists, 4-H leaders, and a school superintendent. The series has been recommended for use and is being scheduled on stations beginning around February 20, 1971.

This series will not have as direct an application to classroom supplementation as the Science series, but will be approached as a technique to be used in the school enrichment program. Girl Scouts, Boy Scouts, and camera clubs may have a more direct interest in the series and these groups will be included in contacts for promotion. More complete information on schedules, times, etc., will follow at a later date. --Norman Engle

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DECEMBER TAPES FOR COUNTY EXTENSION HOME ECONOMISTS--Two of the short interviews for December are interviews with Roberta Ehrlich, food publicist for the American Dairy Association: Variations in Butter Cookies (4 minutes) and Holiday Dips (3:30). The third short tape is an interview on Care of Christmas Plants with Harold Wilkins, associate professor of horticultural science. The long tape runs 6½ minutes and is an interview with Sandra Brookover, meats specialist for the U. S. Department of Agriculture, on Meats for the Holidays. --Jo Nelson

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SARAH SHOPPER--Last month you received a copy of the comic strip, SARAH SHOPPER. Fifty-one newspapers in Minnesota have indicated their interest in getting the cartoon on a regular basis--so you should be seeing it in some of your local papers each week. If you have a particular use for the monthly issue (of four strips) yourself, let me know and we'll add your name to the mailing list for a proof. --Jo Nelson

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THE 1970 YEARBOOK OF AGRICULTURE has as its theme--"Contours of Change." The book takes a look at the technical revolution in agriculture and how it has affected all Americans, both rural residents and urbanites. The yearbook always provides good information for radio and TV. --Ray Wolf

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TAX MATERIAL HITS NEWS--Most of the news packet the week of November 23 consisted of tax management material, including a number of "briefs" on changes in the new tax law. We hope you can make use of these during the next few months. A few more items on taxes will be coming to you from time to time. --Jack Sperbeck

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FEATURES ON STATE AND NATIONAL 4-H WINNERS--We hope you are using the opportunity to feature the winners from your county who have won state or national awards. You may want to write a personality feature yourself or suggest it to your papers. Tell how 4-H has helped the winner, as well as what he has done. Get action pictures if possible. This is the time of year--with county, state and national winners in the limelight--you can create interest in the 4-H program. It's also an opportunity to tell about new and creative projects 4-H has to offer. --Jo Nelson

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TELETEACHING SESSIONS BEING RECORDED--Two of the telelecture series are being recorded on audio and video tape. Jane McKinnon's Landscape Design and Ron Pitzer's Drugs series will be available in these two formats for use in the counties.

The video tapes were recorded on a Sony 3000, $\frac{1}{2}$ -inch machine. If your school system, CATV facility, or Vocational Technical School has this type of equipment available you can use the tapes. The audio tapes were recorded on half hour tapes at $7\frac{1}{2}$ ips. Each program runs about an hour and a half. There are two programs on Landscape Design, and Drugs will be three programs long. Contact me for more information and scheduling procedures.

--Norman Engle

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WORD CORNER--Sometime ago in this corner I mentioned the importance of watching the position of words and phrases in a sentence so they stand close to the words they modify. Some really humorous implications result otherwise! Here's an example picked up recently from a Sunday paper in the Twin Cities: "Former First Lady Mrs. Lyndon Baines Johnson visits 'The David Frost Show' tonight at 11 p.m. on Channel 5 for a discussion of her years in the White House with Frost." --Jo Nelson

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Publications and Direct Mail

NEW PUBLICATIONS

Publications Provide Information. Extension Program Report 28. Discusses the information provided by the Extension Service through publications. 2 pages. Available. *here*

Golden Jubilee, A New Garden Chrysanthemum for 1971. Miscellaneous Report 101. R. E. Widmer and R. A. Phillips. Introduces the 50th garden chrysanthemum from the Department of Horticultural Science. Discusses planting time and other cultural practices as well as describing the new introduction. Includes full color photo. 2 pages. Available early December. *not here*

Fertilizer for Alfalfa. Extension Folder 255. C. A. Simkins, C. J. Overdahl, and J. Grava. Discusses the fertilizer requirements for alfalfa, including sulfur and boron and other micronutrients. 6-page railroad folder. Available early December. *not here*

U of M Horticulturists Serve Metro Areas. Extension Program Report 29. Describes ways in which city dwellers receive horticultural information and assistance through such projects as the University's horticultural information center, Landscape Arboretum, short courses, and other means. 2 pages. Available. *here*

Credit Cards: 30 Days to Reality. HM-3. Edna Jordahl. Discusses the advantages and liabilities of using credit cards. Includes personal credit card inventory sheet. 16 pages. Available early December. *here*

Sewing with Double Knits. HC-10. Thelma Baiert and Marie Henriksen. Suggests guidelines from selecting fabric and pattern to planning and executing details. 4 pages. Available. *not here*

European Corn Borer Control in Field Corn. Entomology Fact Sheet 40. J. A. Lofgren. Describes habits and life cycle and suggests control measures for the European corn borer, which causes some of the most costly insect damage to corn. 2 pages. Available. *here*

Bronze Birch Borer. Entomology Fact Sheet 41. J. A. Lofgren. Describes and pictures the damage done by the borer and suggests planting locations and sprays that may lessen this damage. 2 pages. Available. *here*

Meeting the Needs of the Metropolitan Consumer. Extension Program Report 31. Describes various programs the University of Minnesota's Agricultural Extension Service offers metropolitan residents. 2 pages. Available mid-December. *here*

Community Population Changes, 1940-1970. Minnesota Economic Data 18. John S. Hoyt, Jr. Lists new census population data for each community in the state and relates this information to growth factors and rates of population change. 20 pages. Available early December. *here*

The Minnesota Fertilizer Industry: Trends and Prospects. Miscellaneous Report 76. Dale C. Dahl, William G. Bursch, and Robert A. Rathjen. Details patterns of fertilizer usage, fertilizer production and distribution, and future prospects for the fertilizer industry. 44 pages. Available mid-December. *here*

Government Regulation of the Farm Supply Industries. Station Bulletin 492. Brian G. Gnauck and Dale C. Dahl. Summarizes the state and federal laws governing the manufacture and distribution to farmers of feed, seed, fertilizer, pesticides, and petroleum. 28 pages. Available. *here*

Minnesota Tourist Travel Notes. Vol. 8, No. 3. Contains articles on the new Minnesota Zoological Garden, low-cost home and cabin construction, one resort owner's correspondence program, the role of the resort owner as "minister," and a comparison of Rocky Mountain and Minnesota tourism problems and opportunities. 6 pages. Available. *here*

Evergreen and Woody Ground Covers. Arboretum Review No. 2. Leon C. Snyder. Describes characteristics and applications for the various types of ground cover suited to local climatic conditions. 2 pages. Available. *here*

Rural Development and the Welfare of Rural People. Staff Paper P70-15. Arley D. Waldo. 12 pages. *here*

NOTE: Copies of the last publication are not available from the Bulletin Room. Order them from: Department of Agricultural and Applied Economics, 212 Haecker Hall, University of Minnesota, St. Paul, Minnesota 55101.

REVISED PUBLICATIONS

Summer Care of Vegetable Gardens. Extension Folder 167. O.C. Turnquist. This revision deletes recommendations that included DDT. PLEASE REPLACE ALL PREVIOUS EDITIONS IN YOUR FILES. 10-page railroad folder. Available mid-December. *here*

Home Fruit Spray Guide. Extension Pamphlet 184. L.B. Hertz, J.A. Lofgren, and H.G. Johnson. Provides basic instructions and spray guide tables to aid in producing healthy fruit. 8-page railroad folder. Available mid-December. *here*

Technical Publications List of the Agricultural Experiment Station. Lists all technical bulletins currently in print and available from the Bulletin Room. Please destroy any previous lists you have. 12 pages. Available. *here*

Care of House Plants. Extension Bulletin 274. Richard E. Widmer, L.K. Cutkomp, and Herbert G. Johnson. Explains general plant culture and insect and disease control. Gives specific instructions on caring for many varieties of flowering, fruiting, and foliage plants and cacti and succulents. Contains over 50 photographs. 52 pages. Available. *here*

Oak Wilt and Its Control. Plant Pathology Fact Sheet 5. Herbert G. Johnson. Explains oak wilt symptoms and how to control the disease. 2 pages. Available. *here*

Feeding the Dairy Herd. Extension Bulletin 218. R.W. Wayne, J.D. Donker, J.W. Mudge, and D.E. Otterby. Explains factors to be considered in feeding a dairy herd. Includes tables to aid in selecting the most profitable ration. 64 pages. Available. *here*

REPRINTED PUBLICATIONS

Complete Rations for Growing and Finishing Swine. Animal Husbandry Fact Sheet 7. R.J. Meade, R.L. Arthaud, R.E. Jacobs, and I.T. Omtvedt.

Revised Pork Carcass Grade Standards. Animal Husbandry Fact Sheet 10. C.J. Christians, R.L. Arthaud, C.E. Allen, and W.R. Usborne.

Special Cleaning Preparations and Methods. Home Economics-Family Living Fact Sheet 19. Beverly Lundgren and Mary Frances Lamison.

Cleaning Products. Home Economics-Family Living Fact Sheet 20. Sharon Gilsrud and Mary Frances Lamison.

Easy Dishwashing. HS-1. Mary L. Muller and Leona S. Nelson.

Rid Your Home of Rubbish. HS-2. Mary L. Muller and Leona S. Nelson.

Cleaning Sink, Tub, and Toilet. HS-3. Mary L. Muller and Leona S. Nelson.

Dry Milk in Every Meal. HS-4. Verna A. Mikesch and Leona S. Nelson.

Better Bedmaking. HS-5. Mary L. Muller, Mary F. Lamison, and Leona S. Nelson.

Daily Food Guide. HS-9. Grace D. Brill and Leona S. Nelson.

Fruits and Vegetables. HS-10. Grace D. Brill and Leona S. Nelson.

Breads and Cereals. HS-11. Grace D. Brill and Leona S. Nelson.

Meat and Meat Foods. HS-12. Verna A. Mikesch and Leona S. Nelson.

Milk. HS-14. Verna A. Mikesch and Leona S. Nelson.

Should You Buy on Time? HS-15. Mary F. Lamison and Leona S. Nelson.

Pots and Pans. HS-16. Wanda W. Olson and Leona S. Nelson.

Hair Care. HS-19. Athelene H. Scheid and Leona S. Nelson.

Hair Styling. HS-20. Athelene H. Scheid and Leona S. Nelson.

Removing Spots and Stains. HS-24. Thelma Baierl and Leona S. Nelson.