Reaching People

Department of Information and Agricultural Journalism

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Agricultural Extension Service University of Minnesota

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November 28, 1978

T H E P R O P O S E D E X T E N S I O N L O G O--is now available for use. Each county office should have received copies of it in a variety of sizes for both offset and mimeo. If you have questions that aren't covered in the guidelines, direct those regarding editorial use appropriate to the guidelines to Gail McClure, publication editor, 454 Coffey Hall. If there are questions on size of the logo, placement, reproduction quality, color, these could be directed to Karen Lilley, artist, 440 Coffey. The rest of the address for Gail and Karen is the same, 1420 Eckles Ave., University of Minnesota, St. Paul, MN 55108.

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R E A D E R S W A N T T O K N O W M O R E A B O U T N U T R I T I O N--Editor and Publisher, weekly paper of the newspaper business, reports that there is increased interest in nutrition. The report is based on a major study sponsored by Woman's Day magazine and carried on by one of the nation's leading research companies, Yankelovich, Skelly & White. Some of the highlights of the study follow:

* Interest in nutrition is high--77 percent of the respondents indicated more interest now than a few years ago. Respondents said they want more information on how to eat well on less money (51%); how to avoid foods with harmful ingredients (40%); how to plan balanced meals (27%); ideas for healthful snacks (26%); and diet and weight control (24%).
* There's growing interest in nutrition for the dollar: 73 percent of the respondents pay a lot or some attention to nutritional labeling.
* Diets of two groups--the poor and teen-agers--have deteriorated.
* Many barriers to good nutrition turned up: 72 percent cited pleasing the family; 59 percent said budget; 55 percent said controversy over product safety; and 56 percent said they were in a rut as to what to cook.
* 44 percent cited newspaper and magazines as the major source of nutritional information.

So perhaps we can make even better use of the media to improve the public's knowledge about nutrition.--Harold B. Swanson

-over-

C O M M U N I C A T I O N S K I L L S A F F E C T J O B S A T I S F A C T I O N-- That's especially true when we're talking about supervisor's abilities and styles, according to a recent study reported in the Journal of Business Communication. The study was made by J. E. Baird of the University of Michigan and P. H. Bradley of Indiana University.

Much of what the authors say can apply to our relationships in a University whether it is in a county office or related to activities in a campus based office or concerned with relationships between supervisors and staff.

The results indicate that a supervisor can do more harm to employee's job satisfaction by his or her style than by the contents of what is communicated. Especially important is "listening carefully to others." The following table shows the communication content and style items listed in the order of their correlation with job satisfaction.

Communication Content	Correlation with Job Satisfaction
Emphasizes teamwork	.458
Stresses happy relationships	.421
Reinforces good performance	.396
Stresses company goals	.352
Stresses conflict avoidance	.340
Encourages effort	.327
Gives information	.182
Allows unsupervised work	.169
Solicits input from employees	.159
Tells workers what to do	.027*
Communication Style	
Listens carefully to others	.433
Attentive to others	.329
Friendly with others	.327
Shows concern	.323
Communicates comfortably	.215
Communicates actively	.037*
Communicates dramatically	−.087*
Is open with others	−.134*
Quick to disagree	−.199
"Comes on strong"	−.307

*Not "statistically significant".

The authors commented on the ranking of a couple of the factors.

Allowing unsupervised work had a low but positive correlation with job satisfaction, the authors indicate that a professional takes this for granted and therefore does not rank it as more important. On the other hand a professional who regards himself or herself oversupervised might find this a substantial negative factor in job satisfaction.

Note, too, the negative correlation between job satisfaction and a supervisor's style of being "quick to disagree" and "coming on strong."-- Harold B. Swanson

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December 1, 1978

ORDER FORM

TO: County Offices and Experiment Stations

FROM: Publications, Department of Information and Agricultural Journalism

To expedite speedy handling and mailing of the following publications when they are received by the Bulletin Room, please fill out this form and return it to Bulletin Room, 3 Coffey Hall, 1420 Eckles Avenue, University of Minnesota, St. Paul, MN 55108.

SUPPLIES ARE LIMITED. PLEASE CHECK YOUR NEEDS CLOSELY BEFORE ORDERING.

PLEASE SEND THE FOLLOWING PUBLICATIONS:		Quantity Requested
Miscellaneous Report 24	Varietal Trials of Farm Crops	_____
Extension Bulletin 400	Cultural and Chemical Weed Control in Field Crops	_____

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Publications and Direct Mail

November 1978

NEW PUBLICATIONS

GENERAL PUBLIC--Foods, Nutrition, Health--Nutrition and Health (p. 19)*

Food and Hunger Network Directory. Extension Bulletin 435, Gale Scott Troxler. Lists Minnesota firms and organizations involved in food concerns. 48 pages. Available. 60¢

Foods, Nutrition, Health (p. 19)*

How to Prevent and Control Pantry Pests (In Food Products). HS 49. David M. Noetzel and Leona S. Nelson. Easy-to-read and understand information on where pantry pests might be found and ways to prevent and control them. 4 pages. Available. 5¢

Home Grounds (Trees, Lawns, Ornamental Plants (p. 21)* Tree Section

Trees for Modifying Home Energy Consumption. Tree Line 20. Patrick J. Weicherding. Discusses how to plant trees around the home for maximum temperature control throughout the year. Includes description of the home heat exchange process, role of trees in heat exchange, and planting hints for homeowners for year-round energy conservation. 2 pages. 5¢

Protecting Shade Trees from Construction Damage. Tree Line 21. Patrick J. Weicherding. Describes the kinds of damage that typically occur to trees near areas where construction is underway. Tells how to diagnose construction damage and gives tips on preventing damage such as controlling traffic, caring for tree roots, watering and pruning. Detailed diagrams. 2 pages. Available. 5¢

GENERAL PUBLIC--Home Management (p. 23)*

Consumerism: Where to Complain and How to Get Results. Extension Folder 447. Edna K. Jordahl. Lists agencies to contact for consumer protection and techniques to use to get results on consumer problems. 4 pages. Available. 10¢

Textiles and Clothing (p. 27)*

So--You're Buying a Sewing Machine. Extension Folder 381. Lois Goering. Answers to questions one might have if wanting to buy a sewing machine. Includes a Sewing Machine Shopping Checklist. 8 pages Available. 15¢

Agriculture and Other Businesses--Crops--Disease and Pest Control (p. 28)*

Tests and Problems for Use in Private Pesticide Applicator Certification Training. Extension Bulletin 430. Questions which can be used for pre- and post- testing for pesticide applicator certification training. 24 pages. Available. 30¢

For Agriculture and Other Businesses--Farm Animals--Dairy (p. 33)*

Nutritional Management of the Dry Cow. Extension Folder 437. M. F. Hutjens and D. E. Otterby. Discusses dietary requirements, dry period, health considerations, and management at calving of the dry cow. 4 pages. Available. 10¢

Professionals, Elected Officials, Community Leaders (p. 40)* Resource Management

Shade Tree Evaluation. Extension Folder 445. Patrick J. Weicherding. Tells how to assess the economic value of various shade trees. Discussion is supplemented with step-by-step examples. Includes tables to help make calculations. Intended for professionals and not the general public. 4 pages. Available. 10¢

*Indicates placement in publications list.

Agricultural Experiment Station Programs--Horticulture (p. 47)*

Minnqueen and Royal Knight. Miscellaneous Report 161. R. E. Widmer and P. D. Ascher. Describes and pictures (4-color) two new varieties of chrysanthemums available for the 1979 gardening season. 2 pages. Available. 10¢

Agricultural Experiment Station Programs--Soils--Irrigation and Drainage Section (p. 48)*

Economic Impact of Irrigated Agriculture in Western Minnesota. Miscellaneous Report 151. Wilbur Maki, Leonard A. Laulainen, Jr., Mason Chen, Donald R. Newell. Gives information on such things as population increases due to irrigation growth, impact on business, and housing needs. 40 pages. Available. 60¢

REVISED PUBLICATIONS

Appliances and Equipment (p. 23)*

Using Microwave Ovens. Extension Folder 293. Discusses how microwave ovens work and gives suggestions when using microwave ovens for cooking various classes of foods. Illustrations in color show cooking results in a roast. 4 pages. Available. 10¢

Agriculture and Other Businesses--Crops--Disease and Pest Control (p. 28)*

Pesticide Applicator's Manual. Extension Bulletin 428. Contains the information on pesticides and pest control principles needed to meet the requirements for certification to use restricted pesticides in Minnesota. 24 pages. Available. 30¢

Agriculture and Other Businesses--Soils--Soil Management (p. 38)*

Sampling Soil for Fertilizer and Lime Recommendations (title change). Soils Fact Sheet 4. J. Grava and W. E. Fenster. Discusses when and how to take and submit soil samples for fertilizer and lime recommendations. 2 pages. Available. 5¢

REPRINTS

Selecting a Corn Hybrid. Agronomy Fact Sheet 22. D. R. Hicks, R. E. Stucker.

Minnesota Relative Maturity Rating of Corn. Agronomy Fact Sheet 27. R. H. Peterson, D. R. Hicks.

Plants with Colored Foliage. Arboretum Review 6. L. C. Snyder.

Hardy and Nonhardy Maples. Arboretum Review 4. L. C. Snyder.

Processing Meat in the Home. Animal Science Fact Sheet 26. R. J. Epley, C. E. Allen, P. B. Addis.

Psychrophilic Bacteria Cause Food Spoilage. Food Science and Nutrition Fact Sheet 5. E. A. Zottola.

Home Canning Tomatoes. Food Science and Nutrition Fact Sheet 33. Home Canning Tomatoes. E. A. Zottola, I. D. Wolf.

Cockroaches. Entomology Fact Sheet 16. M. E. Ascerno.

Parasitic Diseases of Tomato. Plant Pathology Fact Sheet 13. H. G. Johnson, H. L. Bissonnette, F. L. Pfleger.

Verticillium Wilt of Trees and Shrubs. Plant Pathology Fact Sheet 23, W. C. Stienstra.

Close-Up Photography. Information Service Series 18. D. Breneman.

Ten Steps to More Effective Writing. Information Service Series 22. H. Swanson.

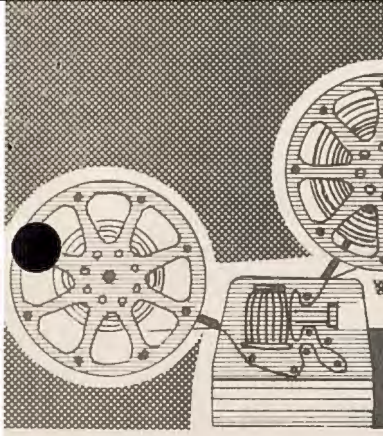
Social Action Process--Organizing and Putting Programs to Work. Communication Bulletin 17. H. Swanson

Selecting Your Horse. Extension Bulletin 351. R. Jordan.

Minnesota's Forest Trees. Extension Bulletin 363. W. Miles, B. Fuller.

Pruning Fruit Trees. Extension Folder 161. L. Hertz.

*Indicates placement in publications list.



visual aids TIP SHEET

Minnesota Agricultural Extension Service

INSERT IN AUDIOVISUAL TEACHING MATERIALS CATALOG FOR FUTURE REFERENCE November 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

#3176 Poisonous Plants

Deals with the relative toxicity and potential harmfulness of many plants found in the wild, the landscape, and even in the garden and the home. Each county in Minnesota should have received a small book of the same title from the extension horticulturists. Use the book as a companion reference. Because of the potentially controversial nature of this information, Deborah Brown, extension horticulturist, suggests that the film not be used without an extension representative or other qualified individual accompanying it to provide a calm, rational, educational framework for the film's message, namely, that no one need be poisoned by plants.

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27 min., color, MacMillan Films, Inc., not TV. 1976(?). ($7.50 rental)

#3183 Runoff: Land Use and Water Quality

Explores the way land use affects water quality. Contrasts the effect of rainfall on undisturbed forests with that of strip mined areas, plowed fields, and city streets, and the runoff from them. Includes vivid action shots of logging, strip mining, field tillage, urban development, river dredging, eutrophic lakes, and manure management. Ends with the question, "Who should pay for improving the quality of surface runoff?" For adolescent or adult audience.

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21 min., color, RK Motion Picture Laboratories, Inc., TV. 1978. ($7.50 rental)

#3190 Non-Point '83

Explains the nature of non-point, or diffuse, pollution. Illustrates some of the common "best management practices" being used by farmers and others. Examples include terraces, conservation tillage, contour strips, drip irrigation, diversions, sediment basins, grassed waterways, and animal waste management systems. Mention is made of cost-share programs and soil and water conservation districts. Filmed in several states including Minnesota. For adolescent or adult audience.

27½ min., color, NACD Environmental Film Service, not TV. 1978. ($7.50 rental)

#3197 Dairy Goat Basic Management

Discusses basic feeding, milking, management, and handling of dairy goats. For adolescent or adult audience specifically goat breeders, people interested in purchasing goats, 4-H and FFA, and educators.

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11 min., color, Genus Capra Films, not TV. 1978. ($4.50 rental)

#3199 Breeding and Kidding

Follows a doe (female goat) through her entire gestation period from breeding through birth of triplet kids. Includes heat detection, time to breed, and proper management and feeding of the pregnant doe. For adolescent or adult audience, specifically goat breeders, people interested in purchasing goats, 4-H and FFA, and educators.

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11 min., color, Genus Capra Films, not TV. 1977. ($4.50 rental)

#3201 Fitting and Showing

Discusses clipping, trimming, health and registration requirements, and show ring techniques. Aimed at the beginning showperson. For adolescent or adult audience, specifically goat breeders, people interested in purchasing goats, 4-H and FFA, and educators.

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11 min., color, Genus Capra Films, not TV. 1978. ($4.50 rental)

#3202 Dairy Goat A.I. Techniques

Demonstrates insemination techniques and gives information on the estrus cycle in dairy goats. For adolescent or adult audience, specifically goat breeders, people interested in purchasing goats, 4-H and FFA, and educators.

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11 min., color, Genus Capra Films, not TV. 1977. ($4.50 rental)

New Video Tapes Added to Library

#7070 Minnesota in the World Food Scheme (World Food Problems, #1)

Describes Minnesota as food producer, consumer, exporter, and agri-business center. Explains price, demand, and the world market. Explains interdependence--foreign energy on American farms.

28:07, color, 3/4" cassette, Extension TV, University of Minnesota, TV. 1978. ($7.50 rental)

#7071 Two More Every Second (World Food Problems, #2)

Covers the implications of unchecked population growth and the world food supply.

28:44, color, 3/4" cassette, University of Mid-America, TV. 1977. ($7.50 rental)

#7072 The Widening Gap (World Food Problems, #3)

Gives information on the gap between the world's poor and privileged in health care and food supply.

28:17, color, 3/4" cassette, University of Mid-America, TV. 1977. ($7.50 rental)

#7073 The Green Machine (World Food Problems, #4)

Covers supply and production and the potential for improvement among the poorer regions of the world.

29:32, color, 3/4" cassette, University of Mid-America, TV. 1977. ($7.50 rental)

#7074 Is the Party Over? (World Food Problems, #5)

Examines the complex nature of the world food problem and the need for changes in social attitudes, political philosophies, and economic systems.

29:00, color, 3/4" cassette, University of Mid-America, TV. 1977. ($7.50 rental)

#7075 World Hunger: What Can I Do? (World Food Problems, #6)

Describes malnutrition at home and abroad. Discusses private, business, and institutional roles; agricultural research; international politics; and conflicts and compromises.

29:04, color, 3/4" cassette, Extension TV, University of Minnesota, TV. 1978. ($7.50 rental)

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

Agricultural Extension Service, University of Minnesota

ArtTips

November 1978

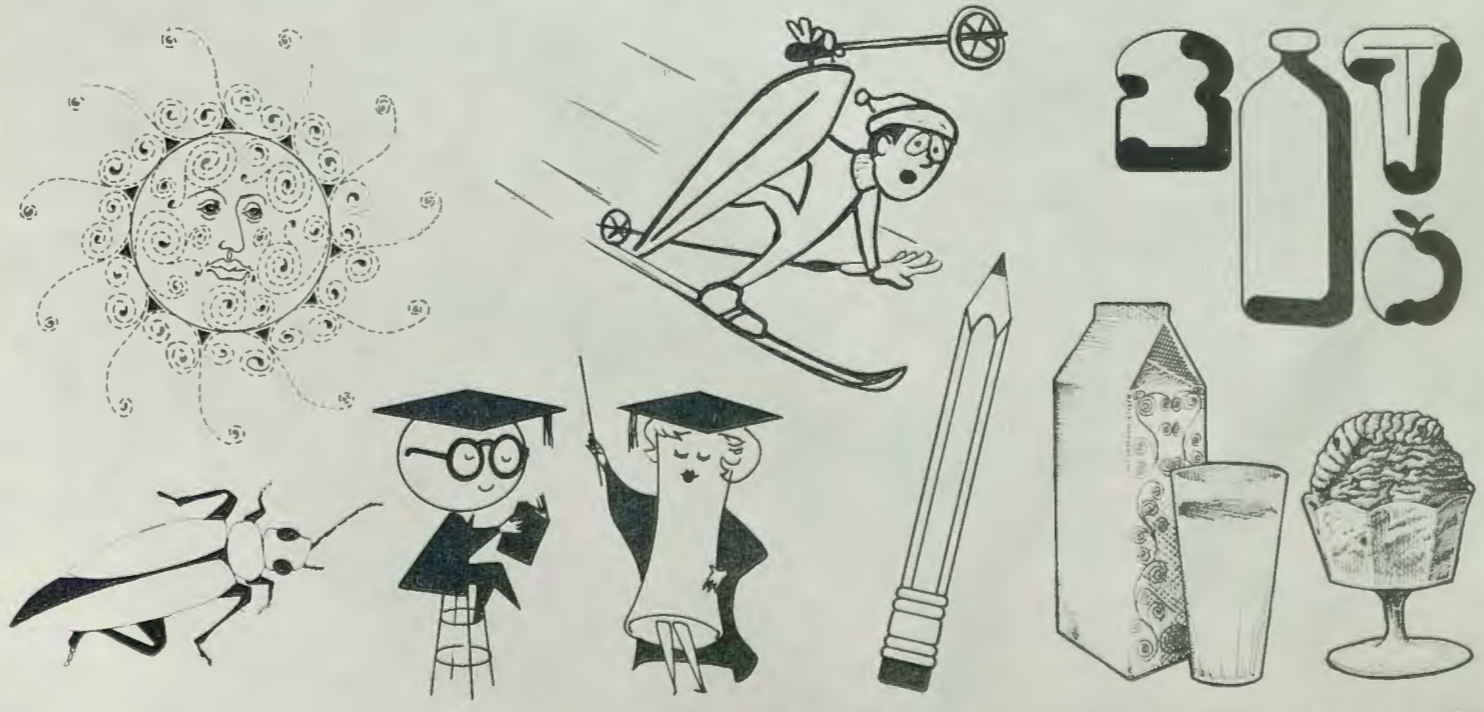
INEXPENSIVE ACCESSORIES for organizing and filing slides are available from the Extension Art Service, 440 Coffey Hall, 1420 Eckles Avenue, St. Paul, MN 55108. Plastic pages with pockets for 20 2x2 slides can be filed in loose-leaf binders or file folders. Slides are protected from dust and scratches, yet are easy to view for quick retrieval. Ask for *Skan-a-Page* at 31¢ a page.

If you don't have a light table for viewing and organizing slide presentations, the *Smith-Victor Slide Sorter (Model SS-41)* is a bargain at $12.03. A plastic screen with ridges to hold up to 40 slides is illuminated from behind by a single 60-watt bulb (not included). The sorter is self-contained in a sturdy metal case with a handle for carrying. Orders for this or *Skan-a-Page*s will be billed back to the county.

A free method of sorting slides is to use the stage of your overhead projector as a light table. This has the added advantage of enlarging and projecting the slides on the wall for easier viewing. (Thanks to Debbie Wolfangel for this clever idea!)

PHOTOGRAPHING CHARTS OR FIGURES out of books to use as slides for a lecture may be easy, but often makes a poor visual. Material in print can be inspected more closely for a longer time and repeat reference if needed. The same material presented as a slide will be viewed from a distance and for only as long as the instructor chooses to leave it on the screen. The viewer often has no opportunity to inspect the slide again. Because of the differing natures of print and visuals, rarely is the same art suitable for both. Usually a slide needs larger type and less of it. Charts and graphs need to be simplified. Sometimes two visuals are needed where one image conveys the same information in print.

(over)



IMPROVED OVERHEAD PRESENTATIONS begin with setting up the projector and screen correctly and testing an overhead before the audience arrives. Does it look like *figure A*? This is called keystoning and is corrected by tilting the screen so the bottom is farther from the projector than the top (see *figure B*). Or does it look like *figure C*? This occurs when the projector is not square in front of the screen.

figure A

figure B

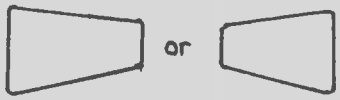


figure C

When the image is rectangular, the correct size, and centered on the screen, remove the test overhead, place a quarter on the stage and focus on the serrated edge.

During your presentation, do not "blind" the audience with a blank, bright screen between overheads. As you finish with one visual, place the next one on top of it and then remove the first one from underneath. One overhead will blend into the next without blinding the audience.

SLIDE PRESENTATIONS also often end with a blinding flash when the instructor doesn't realize he/she has reached the last slide. A good way to solve this is to make a last slide that simply says "Questions?" and is a clue to the instructor as well as an opportunity for the audience.