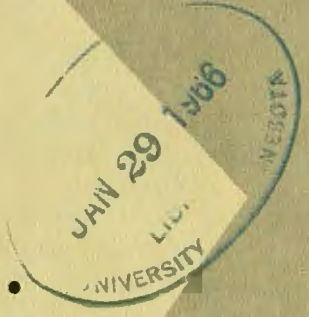


MN2000 RPI 1/25/66



press
publications
radio
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visual aids

3 Reaching People with information...

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

4 January 25, 1966

 * Please read, check, and circulate *
 * County Agricultural Agent *
 * County Home Agent *
 * County 4-H Agent *
 * County Ass't Agent *
 * Secretary for Filing *

USE U. OF M. WEEK, FEB. 20-26, TO TELL YOUR CONNECTION with the University of Minnesota. U. of M. week celebrates the University's 115th birthday. Its objective is to give the public a better understanding of the broad purposes and background of the University. Some of the things you may want to consider are:

- * Brief introductory comments in your talks in the county. Here you can say that Pres. Wilson, Dean Berg, and Director Pickrel, have asked you to extend the University's greetings and appreciation in connection with the week (they've okayed the idea). Explain in your own words the position all Extension staff have on the University faculty and how your position is a unique three-way partnership between the county, the University, and the USDA.
- * Brief mention in your personal column, again tying the week and the University to your work and telling how you are the representative of the University locally.
- * Special radio interviews perhaps between you and a local announcer or between you (as the interviewer) and a University regent, a member of the University Institute of Agriculture Advisory Council (see the list included in Director Luther Pickrel's current letter), or other person connected with University. Here's a chance to involve influential people in your program.
- * Where your local Junior Chamber of Commerce (a co-sponsor of the week along with the Minnesota Alumni Association) is interested and cooperating, a short TV or radio interview would be helpful.

We're sending you a complete speech packet about the entire University. It should provide you with good background material not only for the week but also for the rest of the year. --Harold B. Swanson

WORD CORNER: SHARPEN UP! -- What you write actually speaks twice, according to Paul J. Bringe. In one of the issues of his Direct Mail Briefs from Bringe, he wrote:

"Do you think you are artfully sneaking up on your reader when you write 'By the way...' or 'Incidentally...'? He knows it's ten to one what comes after that is the main reason for your letter. Are you fond of writing, 'Believe me...' or 'Frankly...' or 'To be perfectly honest...' or 'To tell the truth...'? This is the signal for your reader to raise his guard and carefully examine everything that follows.

"All of which should make you look twice at a preliminary clause or phrase intended to dispel doubt. You may be creating it."

How many of these phrases have become habitual with us? Bringe has a point worth considering. --Jo Nelson

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HOW MANY DO YOU NEED? -- When you write us for mats or pictures of extension specialists, it would save a lot of time for us if you'd tell us the exact number you want. Please? -- Jo Nelson

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AGENTS FEATURED IN THE MINNESOTAN -- We were pleased to note that 35 Minnesota county agricultural agents who had received the Distinguished Service award from NACAA were highlighted in the new Minnesotan feature, "We." You'll notice that the academic title of each was listed in another effort to make the University family more aware that agents are members of the faculty. Jo Nelson and Gerald McKay worked with Bill Nunn of University Relations in arrangements for the feature. The press of deadlines made it impossible to get your most recent photos. How about providing us with a couple of later portraits if you have them?

We've sent brief stories about the feature to your local paper. --Harold B. Swanson

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FARM FORUM SCHEDULED FOR MARCH 9 -- This year's Farm Forum with a star-studded cast of speakers, discussing the important topic "Agriculture in Transition--Opportunities Ahead" again is asking your help. The Minneapolis Chamber of Commerce will send you a poster announcing the event. We hope you will display it prominently and will urge local leaders to attend. Already scheduled for the program are Secretary of Agriculture Freeman, Dean S. O. Berg, South Dakota Senator George McGovern, F. H. Peavey's Ron Kennedy, and many others.

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FARMER-SPORTSMAN AND FRANK BLAIR JUNIOR CONSERVATIONIST COMPETITION will be held again this year. You've already received details. Remember that all nominations for the farmer-sportsman award must come through you and that the agent nominating the winner is also recognized by the Northwest Sports Show. Nominations of youth for the Junior Conservationist award may be made by you, by Vo-ag teachers, or by other youth workers and leaders. --Harold B. Swanson

MEAT IS SUBJECT OF FEBRUARY TAPES -- The tape prepared for home agents for February has three short interviews with two home economists, Madeline Streu and Sandra Sime, of the National Livestock and Meat Board, Chicago, on meat buying and preparation. They include: "Guides to Meat Buying" (4 min., 51 sec.), "Braising Meat" (4:44), and "Stretching Your Meat Dollar" (4:58). The longer tape (10 min., 5 sec.) is an interview with Sandra Sime on nutritional value and preparation of pork cuts and tips on buying.

Eighteen home agents are now getting the short tapes; eight receive the long one. A card to me will bring you either of these tapes or will put you on the mailing list to receive tapes regularly (in either case, specify whether you want the short interviews or the long).

Will you please tell your secretaries to be sure to put your enclosure slip in the package when the tape is returned to me? Because there is rarely a postmark on penalty mail we receive, I have no way of knowing who has returned a tape--except for the enclosure slip. Hence you may have tapes charged against you when you have actually returned them.
--Jo Nelson

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RAY'S RAMBLINGS REGARDING RADIO AND TELEVISION --

The Food and Agriculture Act of 1965 is featured in a 30-minute film (see Gerald McKay's "Visual Aids Tip Sheet" for details). It was used as a TV program on four stations and is now available for use at county meetings. The program features Vernon Ruttan, head, Department of Agricultural Economics, and seven of his colleagues in economics. The film deals with important ideas and philosophies. You'll find it helpful in explaining what this act is and what it means to Minnesotans.

TV workshops were held at Duluth on January 19 and at Alexandria on January 21 for agents in about 10 counties in each area. Instructors were Joe Tonkin, radio-TV specialist, Federal Extension Service; Leona Nelson, assistant information specialist on our staff; and myself. Maurice White, professor of agricultural journalism, University of Wisconsin, assisted with the Duluth workshop. A radio workshop was held in connection with the Alexandria meeting. If you need a radio-TV workshop in your area please let your district supervisor and me know, and we'll try to arrange one. Meantime, don't forget the Programmed Learning training kit that's available from our office through Mrs. Josephine Nelson. You'll find it most helpful for individual radio training.

The Jet-Age Home, a home economics TV series, is off to a good start. It is running now on channel 2, Twin Cities, on Friday nights at 9:30; channel 3, Duluth, each Sunday at 10:30 a. m.; and on channel 13, Fargo, each Thursday at 8:00 p. m. Beginning on February 25, the show will be carried on channel 12 at Mankato at 3:30 p. m. I hope you get a chance to see this series. We put a lot of effort into it, and we think it's a good one. All programs are being put on film and so will be available for your individual use at a later date.

University of Minnesota Week, as mentioned earlier, is February 20-26. This will provide you with lots of opportunities to talk about the University Agricultural Extension program and your relationship to it. Hope that you can arrange some radio and TV programs along with your regular talks on this particular topic.

Many of you do not have regular TV programs, but this doesn't mean that you can't use TV. Be sure to include the stations on your mailing list. Invite them or alert them to meetings and big events that you have. Volunteer your services for an occasional program. I'm sure you'll find the time and effort well spent. -- Ray Wolf.

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LIKE HAVING YOUR NAME MISSPELLED? -- The average individual is annoyed when his name is misspelled. Yet an enclosure slip came to me the other day with, of all things, the agent's name misspelled! It was the typist's error, of course, but apparently nobody bothered to proofread the stencil. And that same enclosure slip is still being used, for the second one came my way just the other day. The moral is self-evident. --Jo Nelson

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WE PERCEIVE WHAT WE NEED. . .OR, WHAT LOOKS BIG TO WHOM? -- In reviewing a segment of communications research, a classic piece of material by Bruner and Goodman has always amazed this writer.

The experiment went like this... Bruner and Goodman asked a group of 10-year-olds to estimate the sizes of pennies, nickels, dimes, quarters, and half-dollars by using a spotlight to indicate size. The children tended to estimate that all of the coins were larger than they actually were. And the size of these over-estimates increased successively for nickels, dimes, and quarters, but dropped somewhat for half-dollars.

To check these results, the experimenters used other groups of children. One group was required to estimate the size of cardboard disks instead of coins. In this instance, there were practically no overestimates! In another comparison, one group of children came from "rich" homes. The other group came from "poor" homes. It was found that children with less money made larger overestimates of coin size than did the rich children.

This study seems to emphasize that what an observer perceives is not solely determined by his physical capacities. Perception involves the needs of a person, his biases, his attitudes, his whole being.

The implication for communicators seems to be that we must realize that our messages will be interpreted in the light of needs and biases often quite different from those which condition the way we "see" things.

Hence, we are left with another rule of thumb to consider as we communicate... PEOPLE PERCEIVE WHAT THEY NEED. --Dan Hilleman, Colorado State University.