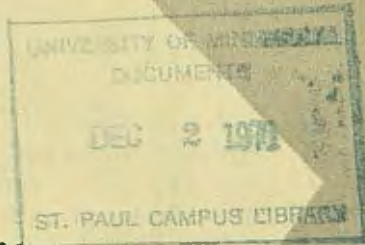


MN2000 RPI 11/30/71



press
publications
radio
television
visual aids

3 Reaching People with information ...

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

November 30, 1971

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*****
* Please read, check, and circulate
* Extension Agent
* Extension Home Economist
* Assoc./Ass't. Extension Agent
* Other
* Secretary for Filing
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INTER-STAFF COMMUNICATION, A FAILURE? --In most counties, communication among staff members, particularly between "senior" and "junior" members of the staff, could do with substantial improvement. Those were the words of George Bevard, an Illinois information specialist, in Illinois's regular communications letter to extension staff. In fact, those were George's parting words as he left Illinois for another position in Colorado.

George based his remarks on the results of an informal survey he did in connection with a mailing of a programmed instruction manual to county offices. Less than half of the extension advisors had seen it, indicating that this excellent manual had not been circulated--communications had broken down.

We realize that this couldn't happen here in Minnesota, of course. Incidentally, have you seen the "ACE Communications Handbook" and a "Self Instruction Manual for Newsletter Writing and Production?" Most counties should have copies. --Harold B. Swanson

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IS MATT METZ A REPORTER? --Walt Brovald, assistant professor of journalism on the Minneapolis campus, regularly comments on the shortcomings and achievements of weekly newspapers for the MNA (Minnesota Newspaper Association) in its MNA Bulletin. On November 17, he wrote, "...I don't know, is Matt Metz a reporter for the Wabasha County Herald or the county agent or what, but he wrote a story on 'Changes in Wabasha County Agriculture' in the past five years, based on the 1964 and 1969 census figures provided newspapers awhile ago that did a splendid job of building on that information..." (Walt, Metz is indeed the agricultural extension agent for Wabasha County.) --Dave Zarkin

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AGENTS MAKE LAST MINNESOTA SCIENCE MAILING -- We are asking agents to make one last mailing of Minnesota Science from their offices. Nearly all lists from the counties are in and during the next 4 weeks all names will be coded, sent to our computer center for punching, and placed on a master tape. If you have any changes to make on your list, mail them to Craig Forman, Editor, Minnesota Science, 456 Coffey Hall. --Craig Forman

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RADIO - CATV REINFORCE EACH OTHER -- As an indication of how radio and CATV (Cable Antenna TV) can reinforce each other, WJON, St. Cloud, broadcasts its radio shows on cable television. A noteworthy program is "Focus-45," a unique interview plus call-in combination from 10:30-11:30 a.m., Monday through Friday. The objective of the show is to inform. Benton County home economist Diane Corrin and Stearns County home economist Barbara Jessen-Klixbull have found the combination valuable in carrying out aspects of their home economics teaching program.

Guests are booked 2 weeks in advance by Fred Barry, news director. People in other areas may want to consider this double approach to extending program information. --Janet Macy

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WORD CORNER: SHARPEN UP! -- Many words can be used interchangeably. But most often one word is better than another. And sometimes using words interchangeably is simply incorrect.

Imply and infer are not interchangeable. The distinction is as clear as that between give and take. Imply is a word for the transmitting end, and infer a word for the receiving end. When you imply, you deliver. When you infer, you draw from. I implied that I didn't want to go. From his manner, I inferred that he didn't want to go.

Farther and further are commonly interchanged, but there is a distinction. Farther is best used to indicate distance, further to indicate degree. He ran farther than I. We discussed the program further.

Less and fewer are not interchangeable. Less refers to quantity, fewer to number. Not we hired less men this year, but we hired fewer men this year. --Kathy Wolter

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MINNESOTA LOW INCOME MATERIALS AVAILABLE STATEWIDE -- Frequently I hear that the EF&NP counties have publications that are not available statewide. But this is true for few publications now. If you check your Home Economics-Family Living Handbook, you will note that the low income printed materials are listed separately.

The HS (Home Economics-Special) publications have always been available. There are 40 Minne Cards available and others are in process. There are also materials listed in the household equipment, home management, and textiles and clothing sections, and there are Spanish-English publications.

We have English translations of all Minnesota Spanish language materials. Food for Young Families, a federal series, is available in Spanish. Simplified recipes and the Good Foods Coloring Book are available too. We have a good supply of the Spanish coloring books, but our supply of the English version is exhausted. A new series of "Dan and Sue" coloring books will be available soon.

Many of these materials are listed for your regular programs, so check these listings to help in your low income work. If you have specific questions, contact the specialist or write me at 453 Coffey Hall.

--Lee Nelson

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COLUMN HEADS ARE IMPORTANT --Have you ever stopped to think how important a column head can be? In the past year the Minneapolis Tribune re-did all its column heads in an attempt to update its newspaper and give it a modern, clean look.

A column head creates an impression. It may be the wrong impression, depending on the column head. A sports columnist doesn't want a column head that gives the readers the impression that he is writing about contract bridge. County extension staff should be concerned that their column heads identify their columns as dealing with homemaking (family life), 4-H, or agricultural production, depending on their speciality.

To say that a home economist is only concerned with "Sewing and Stitching" would not be true, yet when "Sewing and Stitching" is used as a column head, the readers identify her only with this area.

A column head that covers all contingencies and includes the entire county staff might be expedient, but ordinarily it's not the best way to use the newspaper. Specialized columns on family life, 4-H, homemaking and other areas identified by specialized column heads can be effective information tools. Can we help you with your column head? --Dave Zarkin

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MAIL PROBLEM SOLVED? --I wonder if you'll be getting better mail service with the weekly news packet since we've started stamping first class on the envelopes. A number of you, including John Peterson, Erwin Wamhoff, and Roger Larson, have reported poor mail service at times. If you get the packet later than Thursday (it's mailed Monday), mark the date you received it on the envelope and return it to me. --Jack Sperbeck

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AUDIENCE EVALUATION IMPORTANT --Take time to decide the make-up of the audience you'd like to reach. Identify that audience as to age, sex, occupation, education, income level, marital status, number of children, and so on.

Once you've identified your audience, list the things that interest the people in it: family health, housing, food, recreation, education, etc. Try to fit your message to your audience's interests.

Finally, you'll need to consider timeliness in getting your message across. The world is full of people who intend to clip and file items that contain information they want, but few of those people really get around to doing so. Most people lose information unless it is presented at the time they feel a need for it. --from Office of Agricultural Communications, University of Illinois --Ray Wolf

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THINK TANK TECHNIQUE -- Want to experiment with a different approach at one of your meetings? Try the think tank. Actually the think tank is not new. Most extension workers have used variations of it from time to time. Basically the steps are:

1. Select a panel of three to five people, briefing them in advance on both the technique and the subject matter area or ideas you'd like them to cover. Ask them to be positive and not to restrict themselves in any way.
2. Give each panel member an allotted time (2-3 or 5-10 minutes) to speak. Follow quickly with other panel members, not interrupting for questions or comments.
3. Ask panel members to chair a similar go-around with small groups in the audience.
4. Have panel members report their ideas to the entire audience.
5. Conduct a general discussion with the audience.

By restricting time, you'll find many new or unusual ideas brought before the audience. --Harold B. Swanson

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NEVER ON THURSDAY -- That's one of the ideas coming out of the central extension district. Think tank sessions have been aimed at coming up with new or revised promotional ideas. Renville County's Pat Maher never mails circular letters to arrive on Thursday. He thinks that local weeklies, which arrive that day, will offer too much competition. Pat also makes a countywide mailing in December, listing all planned programs for the coming months. He encloses a return card on which county residents can check the programs they're interested in. He sends follow-up reminders during the year. --Harold B. Swanson

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NOVEMBER RADIO TAPES FOR EXTENSION HOME ECONOMISTS -- The long program is long (14:14). Part two of a two-part series, it is an interview with Dr. Phil White, head of the foods and nutrition section of the American Medical Association. Dr. White speaks about chemicals and additives.

The short programs revolve pretty much around a holiday theme. The first, however, is a changed regulation on diethylstilbestrol (5:00) with Blanche Erkel of the Food and Drug Administration. The other programs concern a decorative topiary tree (5:00) and consumer information on maraschino cherries (4:46), both by Mary Jo Oakley, home economist, Cherry Growers, and entertaining (4:56) with Edna Jordahl, home management specialist. --Janet Macy

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Publications and Direct Mail

NEW PUBLICATIONS

Extension Works with Concerted Services. Extension Program Report 42. Describes the Concerted Services in Training and Education program in Todd, Otter Tail, and Wadena Counties. Includes information about agricultural, employment, and community development programs. 2 pages. Available early December.

Ground Covers for Rough Sites. Horticulture Fact Sheet 27. Margaret H. Smithberg and Albert G. Johnson. Describes ground covers that are appropriate for weedy, eroding banks and for sites where regular care is impossible. 2 pages. Available.

Sulfur Studies in the Field on a Sulfur-Deficient Minnesota Soil. Technical Bulletin 284. A. C. Caldwell, E. C. Seim, G. W. Rehm, and J. Grava. Describes field work on a sulfur-deficient soil on an experimental field near Grand Rapids. Field work included crop aspects such as S effects on legumes, small grains, corn, and potatoes. The effect of S on soil pH was determined, and some data were gathered on the movement of S in the soil. Information was obtained on the amount of S in the atmosphere and the amount brought down in precipitation. 44 pages. Available mid-December.

REVISED PUBLICATIONS

Warm Hog Finishing Houses with Slatted Floors. M-145. Dennis M. Ryan. Some drawings and copy have been revised in this publication, which includes construction details. 12 pages. Available.

Pests and Parasites of Hogs. Extension Folder 208. L. K. Cutkomp and R. B. Solac. Describes common external pests and internal parasites of hogs and suggests chemicals frequently used in controlling them. 6-page railroad folder. Available early December.

Pesky Plants. Extension Bulletin 287. Thor Kommedahl and Herbert G. Johnson. This bulletin provides information on identification, growth habits, and control measures for plants that cause skin irritations or are poisonous when eaten and for plants that are injurious because they have thorny fruits, leaves, or stems. Plants that cause hayfever or are bothersome at bathing beaches and on lakeshore property also are described. 60 pages. Available early December.

REPRINTED PUBLICATIONS

Pruning Fruit Trees. Extension Folder 161. T. S. Weir and L. C. Snyder.

Grafting Fruit Trees. Extension Bulletin 273. T. S. Weir.

Breeding Dairy Heifers. Extension Pamphlet 224.

Detergent Decision Guide to Minimize Water Pollution. Environmental Quality Fact Sheet 1. Lowell Hanson, Wanda Olson, and Roger Machmeier.

Raising Geese. Poultry Fact Sheet 44. Melvin L. Hamre.

Test Your Discussion Leadership. Communications Bulletin 14. Paul Cashman.