

MN 2000 RPT 6/26/73

# ③ Reaching People *with information...*

press  
publications  
radio  
television  
visual aids



② AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

① June 26, 1973

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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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COMMUNICATING WITH LOW-INCOME ADULTS--That was the topic of a day-long seminar sponsored by the Department of Information and Agricultural Journalism in May on the St. Paul Campus. Boris Frank, director of the experimental Rural Family Development Project in the Madison, Wisconsin area was the main speaker. The project showed how a system of television, radio, home study, and home contact could serve the needs of low-income adults.

While the project began with a rural emphasis, the information developed was of equal interest to individuals in urban areas, and the techniques developed were applicable to urban areas as well.

The first phase consisted of a survey of disadvantaged adults in the target area to determine their information needs. Then a core of "life-coping skills information" was assembled, the delivery system was developed, and the project was implemented. This involved a complex information delivery system of weekly television shows, bulletins by mail, a telephone question-answering service, a monthly almanac, weekly radio programs, and weekly personal contacts by home visitors.

Some of the highlight statements made by Boris Frank follow:

- \* How we say something is as important as what we say.
- \* We must involve participants in what we teach.
- \* The term disadvantaged means different things to different people.
- \* A prescriptive (traditional) curriculum or teaching sequence sets up barriers to learning among low-income or disadvantaged groups. They feel "here we go again toward failure" and they will not accept.
- \* Blackboards, tests, and classrooms are threatening to the group.
- \* Professionals cannot predict accurately what low-income people want.

Boris Frank reported these research results:

Best Way Of Learning--The group felt that the best way of learning facts was as follows: 38 percent by doing it themselves; 13 percent by trial and error; 11 percent from neighbors and friends; and 8 percent through professionals.

Radio--98 percent of the low-income group listened to radio with 20 percent using it for music and 68 percent for news. The type of music preferred was country and western, 68 percent; polka, 23 percent; and pop, 6 percent.

Television--Here 100 percent had television. Unless promoted, the educational stations had little or no listenership in this group. The favorite programs were news, 38 percent; comedy, 16 percent; western, 15 percent; and sports, 15 percent.

While viewing TV, 58 percent devoted their entire time to it while 42 percent did other things, too.

The best times for the groups were Sunday p. m. and Monday a. m. and 7-10 p. m. Remember this was family and homemaker oriented information.

School--Asked if they had a chance, would they want to go back to school, 41 percent said "yes" and 48 percent said "too old" or "not at my age."

Newspapers--Ninety-three percent read newspapers and 80 percent had a daily newspaper delivered.

Letters--About one third never wrote a letter of any kind and 36 percent one or less a month. --Harold B. Swanson

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SUMMER RADIO LISTENING--Radio listening is particularly strong in the summer. Mobility allows it to go anywhere. People listen to more transistors and car radios during summer months. So make your summer programs good! Remember, broadcasts that notify and explain "why" seem to be more in keeping with the purpose of modern radio than the "how to do it" type.  
--Ray Wolf

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GAINING LARGER RADIO AUDIENCES--Gaining and maintaining a large radio audience is desirable but not easy.

We have a challenge, as never before, to interpret the news. We're in the midst of a flood of information and there's a need for quality broadcasting in telling agriculture's story.

S. S. Wittever, Director of Michigan State University Agricultural Experiment Station, said, "We have two major audiences--the agricultural producers and supporting industries, and the non-agricultural public. Reaching the latter audience is the more challenging assignment. We are still aiming our efforts too much toward the agricultural audience. We need a total, coordinated public information program about what agriculture is doing."

One way to get and hold a radio audience is to dramatize, to glamorize, and to popularize our message. --Ray Wolf

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### SOME TIPS ON RADIO SPEAKING--

1. Be yourself--let your personality show.
2. Have an opening that'll be "ear catching."
3. Use a variety of material.
4. Keep heavy subject matter to a minimum.
5. Avoid difficult words and long sentences.
6. Try to stimulate interest in--not exhaust--a subject.
7. Present timely-localized material.
8. Remember your audience.

--Ray Wolf

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RADIO TOPICS FOR JULY--Subjects discussed on "Scope: The Extension Hour" by University specialists on (KUOM-770) during July may be helpful in your radio planning. They include: Farm Safety Week, July 25-31; preparing and judging show animals; care of lawn, shrubs, and flowers; community resource development activities; managing animal wastes; Station Field Days; 4-H activities; wildlife management; summer care of livestock; and grain harvesting hints.

The printed schedule for Scope and Highlights in Homemaking (with Janet Macy) for July, August, and September should reach you soon--and it may contain other ideas for your radio (or TV) programs. --Ray Wolf

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FARM RADIO BROADCASTERS: LIKES AND DISLIKES--The Agricultural Communications Department of the Pennsylvania State University recently conducted a survey of farm broadcasters to find out what they liked and disliked about Extension's radio programs. Sixty-nine of the 172 farm broadcasters surveyed said they preferred 3 minutes for length and over half of them said they could use more material.

When the farm broadcasters were asked what they wanted, they said: less garden, more hard farm stuff; more technical information; better editing--take out miscellaneous chatter; tapes consistent in length; and better quality of tapes.

When the broadcasters were asked what they liked most they said: well planned, informative discussions; brief statements from specialists (no gimmicks); enthusiasm; more news on winners of contests, judging teams and scholarships; items pertaining to the listening area--localized; new developments; news and researchers' comments; and stories of general interest to farmers in their area.

Here's what these broadcasters said they liked the least: technical reports, and stories recommending rations; canned monologues; a poor interviewer; the hardsell; drawn out questions; long introductions; small reels that don't fit professional equipment; poor timing of the tape; not timely enough; and chatter about everything but the subject.

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What material should Extension agents emphasize? The broadcasters rated them this way: 88 percent said the material should emphasize research findings, 63 percent timely topics, 48 percent events, 43 percent human interests, 40 percent how to do it, 32 percent helpful hints, 26 percent government policy, and 11 percent personality. Obviously, this is way over 100 percent, but it does give an indication of the interest of farm broadcasters.

If we keep these points in mind, we should all be able to do a better job of radio during the coming year. --Ray Wolf

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4-H TV SHOW DRAWS STATION PRAISE --Tim Arneson, South St. Louis County assistant extension agent, received this note from Odin S. Ramsland, general manager, KDAL radio-TV.

"We greatly enjoy working with the Extension Service of the University and are particularly happy that your efforts through the use of KDAL facilities resulted in the motivation of at least one person who might have been lost to society." Ramsland made his remarks in regard to the TV show, "Our Song" which was organized, produced, and directed by South St. Louis County 4-H'ers. --Norm Engle

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JULY HOME EC RADIO TAPES --Long tapes include: "Loving Service" (7:06), Mary Frances Lamison, extension specialist, home management; "Freezing Corn and Peaches" (7:05), Shirley Munson, food scientist, Department of Horticultural Science; "Feminine Products" (7:00), Blanche Erkel, consumer information specialist, Food and Drug Administration; and "Jam and Jelly Making" (6:58), Karel Strandness, assistant extension consumer information specialist.

Short tapes include: "Roses" (5:05), Jane McKinnon, extension horticulturist; "Price of Homemaking" (5:53), Mary Frances Lamison, extension specialist, home management; "Freezing Tomatoes" (5:04); Shirley Munson, food scientist, Department of Horticultural Science; and "Supreme Court Ruling on Drugs" (5:00), Blanche Erkel, consumer information specialist, Food and Drug Administration. --Janet Macy

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MULLIGAN STEW --is on the stove, simmering. Still no word from stations on dates and times; we should have information from them next month as soon as they firm schedules.

We now have copies of a 5-minute 34-second promotional film, based on program number 2. Order them from the Visual Aids Library. Four copies are available. --Norm Engle

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## Publications and Direct Mail

### NEW PUBLICATIONS

Minnesota Regulations for Animal Waste Control. Special Report 41, Agricultural Engineering, Philip R. Goodrich. Quotes and interprets waste control regulations for the state's livestock and poultry industries. 12 pages. Available.

Minnesota Agricultural Economist. No. 547, July 1973. Two articles tell how the changes in government programs affect grain marketing and how futures markets are becoming increasingly important to grain marketing. Provides easy-to-understand directions to "hedging," an important marketing tool. 12 pages. Available.

Oak Wilt in Minnesota, 1972. Miscellaneous Report 118. D. W. French and Dale Bergdahl. Details the spread of oak wilt in Minnesota, showing its northward advance. 8 pages. Available.

Weed Control in Grass Seed Fields. Agronomy Fact Sheet 28. Oliver Strand and Richard Behrens. Discusses identification and treatment of weeds in grass seed fields. Weeds covered include white cockle, nightflowering catchfly, quackgrass, Canada thistle, perennial sowthistle, and other broadleaved weeds. 2 pages. Available.

Verticillium Wilt of Trees and Shrubs. Plant Pathology Fact Sheet 23. Ward C. Stienstra. Names shrubs and trees susceptible to this fungus, tells what to do when an infection is discovered and how to prevent reinfection when replacements are planted. 2 pages. Available.

Warm Caps for Minnesota Winters. HC-67. Athelene H. Scheid. Describes construction of fashionable caps from no longer used knit garments. 10 explicit instructions together with foldout pattern. 8 pages. Available mid-July.

Population Projections, 1975-2000. Minnesota Economic Data 22. John S. Hoyt, Jr., David M. Nelson, Scott Robbins. Compares future population projections (by county and development region) based on different criteria. 28 pages. Available.

Regional Trade Centers and Community Populations Changes in Outstate Minnesota, 1950-1970. Minnesota Economic Data 23. John S. Hoyt, Jr. and Maurice Mandale. Discusses outstate migration patterns and how they affect regional trade centers. 12 pages. Available early July.

### REVISED PUBLICATIONS

Radio for City and Country. July-September 1973. Quarterly list of topics for "Highlights in Homemaking" and "Scope" on KUOM radio. 10-page railroad folder. Available early July.

Fire Hazards of Stored Pesticides. Agricultural Chemicals Fact Sheet 1. Phillip K. Harein and Gerald R. Miller. Updates information on safe storage and gives information on Chemical Transportation Emergency Center that maintains 24 hour phone answering service on safety measures. 2 pages. Available.

Controlling Cattle Lice. Entomology Fact Sheet 5. David M. Noetzel and John A. Lofgren. Suggests treatment for milk cows and beef cattle and lists compounds that can be used in an oil solution as backrubber. 2 pages. Available.

Fly Control for the Dairy Herd. Entomology Fact Sheet 35. L. K. Cutkomp and David M. Noetzel. Updates information on materials to use for wall residuals and baited sprays for good sanitation and insect control which are essential to the dairy program. 2 pages. Available.

#### REPRINTED PUBLICATIONS

Freezing Foods for Home Use. Extension Bulletin 244. Shirley T. Munson, James D. Winter, Melvin L. Hamre, Richard J. Epley.

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

Landscaping Your Home. Extension Bulletin 283. C. Gustav Hard.

Culinary Herbs. Extension Bulletin 284. Arthur E. Hutchins, Orrin C. Turnquist, Verna Mikesh.

Perennials for Minnesota. Extension Bulletin 295. C. Gustav Hard.

Here's How to Make Slip Covers. Extension Bulletin 316.

Fresh Water Fish. Extension Bulletin 356. Verna Mikesh, Grace Brill.

Edible Wild Mushrooms. Extension Bulletin 357. Clyde M. Christensen.

Good Meals Every Day. Extension Bulletin 360. Grace Brill.

Home Canning Fruit and Vegetables. Extension Folder 100. Isabel Wolf.

Shortcuts in the Home. Extension Folder 188. Marion Melrose.

Barbecuing Poultry. Extension Folder 200. Milo H. Swanson.

Pests and Parasites of Hogs. Extension Folder 208. D. M. Noetzel and R. B. Solac.

Sawed Gothic Rafters. M-125.

Woodland Wildflowers. Arboretum Review 7. Leon C. Snyder.

The Apple Maggot. Entomology Fact Sheet 20. John A. Lofgren and A. C. Hodson.

Silverfish and Firebrats. Entomology Fact Sheet 33. L. K. Cutkomp.

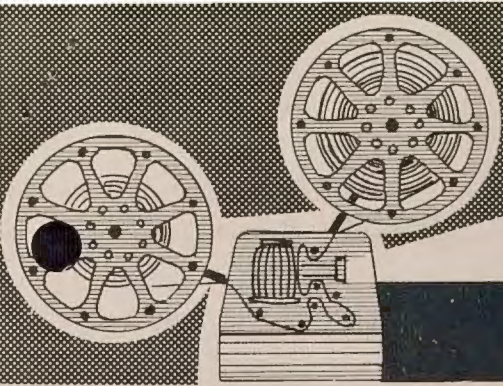
Mushroom Cookery. Home Economics Fact Sheet 24. Grace Brill and Sheryl Nefstead.

Selecting Minnesota Wild Fruits. Home Economics Fact Sheet 27. Grace Brill and Sheryl Nefstead.

Strawberries for the Home Garden. Horticulture Fact Sheet 19. Leonard B. Hertz.

Growing Dahlias. Horticulture Fact Sheet 31. Paul E. Read.

Lime Needs in Minnesota. Soils Fact Sheet 10. W. E. Fenster, C. J. Overdahl, J. Grava.



visual aids

# TIP SHEET

Minnesota Agricultural Extension Service

June 1973

## NEW FILM IN AGRICULTURAL EXTENSION LIBRARY

THE LIVING FILTER--Pennsylvania State University--color--sound--17 minutes--  
Service Charge \$4.50

This film reports on a successful experiment that proved that treated sewage can be made fit to drink by use of the soil as a natural filter. It shows how, in the face of severe eutrophication and the resulting pollution of waters, Penn State scientists began experimenting with spray irrigation in 1963. It shows how the system works, advantages obtained in enriched crop and tree growth, effects on animals, and laboratory techniques used to analyze water samples. A spin-off of the project demonstrates that the living filter can rejuvenate strip-mine spoil, getting lush growth of grasses and trees in one growing season on the worst soil in the world.

## NEW SLIDE SET IN LIBRARY

#875 4-H IN JAMAICA--81 slides--color--double frame--University of Minnesota  
(Wayne Odegaard, 1971 YDP-IFYE to Jamaica)--Service Charge \$1.00

What does a Minnesota county extension agent, born and raised on a dairy and sugar beet farm in Minnesota have in common with sugar cane and dairy farmers in Jamaica? Wayne Odegaard is just that man and in this slide-tape presentation, he describes his year's work in Jamaica as he helped strengthen their dairy industry, worked with 4-H programs, set up judging clinics, conducted graduation exercises, and according to Wayne, "gained much more than I contributed." Cassettes and 5-inch reels are available.

## NEW GAME IN LIBRARY

#G-3 The Game of SACRIFICE--Education Ventures, Inc.--Service Charge \$1.00

SACRIFICE is a game for junior leaders, designed to increase their knowledge in community decision making. It divides the community decision makers (players) into ten different interest groups which must negotiate decisions on the best alternative basis. The degree of skill is measured on how successful each interest group is in making the appropriate decisions which, when combined, benefit the community most. This experience, according to Tom Powell (State 4-H Staff), would be a great educational tool to use in federation meetings or with junior leaders involved in Community Pride or CRD projects.

## CAMERA NOTES

If you have ever tried to photograph wild flowers or small plants outside on a windy day, you know how well mother nature can try your patience. Here are a couple of techniques that will make the job a little easier.

A windbreak can be made from almost any rigid material. I prefer a large sheet of plexiglass about 20 x 30 inches. The plexiglass is fairly light and durable. It can easily be propped up against a tree or held by an assistant. Its best quality is that plexiglass is transparent so you can place it very close to the subject and not cast a shadow.

A small electronic flash unit is another useful accessory. The duration of the flash from an electronic unit is short enough to freeze any motion in the subject and produce a very sharp photograph. The flash unit is also very useful when working in shaded areas. You'll probably have to make a few test shots to get the flash exposure correct for close-ups, but once you do, the operation becomes routine.

There are many beautiful wild flowers blooming this time of year and they are challenging subjects to photograph. You might try making a portfolio of wild flowers in your county to use with local garden clubs and other groups this winter.

--Don Breneman

## THIS MAY HELP YOU DECIDE

### USE OVERHEAD TRANSPARENCIES INSTEAD OF SLIDES IF:

1. You want to uncover only part of your message at a time.
2. Overlays can help you build the message or arrange parts of it in a particular way.
3. Part of your story is already on overheads.
4. You want to write or draw additional material on the original.
5. You want to present work your audience made at the time.
6. Your message doesn't involve photographic material.
7. You must use a room that can't be darkened.

### USE 2 X 2 SLIDES INSTEAD OF OVERHEAD TRANSPARENCIES IF:

1. You're reporting information pictorially.
2. Most of your material is already on slides.
3. You need to show accurate reproductions of color.
4. You must enlarge or reduce drawings or pictorial material.
5. You're showing activities involving people.
6. You don't need to manipulate the material on the screen as you present it.

. . . . .Gerald R. McKay and Karen Annexstad