

Reaching People

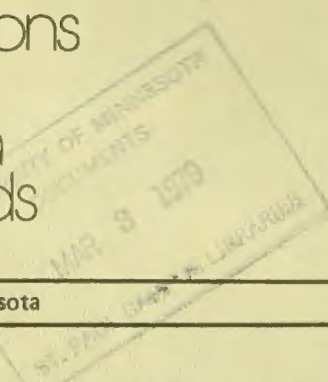
press
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Department of
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Journalism

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Agricultural Extension Service

University of Minnesota



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February 23, 1979

W I I O' S L A W S O F C O M M U N I C A T I O N--Professor Wiio is director of the Institute of Communication and Research at the University of Helsinki and a member of the Finnish Parliament. His laws are interesting and have more than a grain of truth to them. And he admits that he is indebted to the unknown originator of Murphy's Law: "If something can go wrong it will." Professor Wiio explains that he has named these laws after himself out of modesty because "he doesn't want to blame anyone else." So here they are for your study and reactions:

1. Communication usually fails--except by chance. And the corollary... "If you're satisfied that your communication is bound to succeed, then the communication is bound to fail."
2. If a message can be understood in different ways it will be understood in just the way which does most harm.
3. There is always someone who knows better than you what you meant by your message.
4. The more communication there is the more difficult it is for communication to succeed. And as a corollary..."The more communication there is the more misunderstanding will occur."
5. In mass communication it is not important how things are, the important thing is how things seem to be.
6. The importance of a news item is inversely correlated with the square of distance.

Wiio says his laws may seem paradoxical and exaggerated. This was not his intention. He has been frustrated by hearing again and again about the power of the mass media, manipulation of people by advertising, and the helpless common man. He maintains that the "little man or lady of the village or street" has efficient mental processes and will react against too persuasive or manipulative communications.

Wiio's remarks were carried by a new publication, World Paper, which is a quarterly supplement to several daily newspapers.--Harold B. Swanson

TALK OF MANY THINGS BEGINS--A live audience call-in program, "Talk of Many Things", begins March 1 at 11 a.m. on radio station KUOM 770 am.

Experts in such topics as personal, family and community development will discuss their ideas and answer listeners' questions. Janet Macy, Agricultural Extension Service, University of Minnesota, will moderate the weekly hour-long show.--Janet Macy

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DO PEOPLE READ OR WATCH WHAT THEY SAY THEY DO?--Probably not according to a recent Citizen's League report. The League made a study in the Twin Cities area and documents what many editors and news directors have long suspected. People say "they want information about public affairs. What they actually read most is advice columns and features."

The report points out that many organizations are setting up their own media to report on their own actions and decisions and to offer their opinions directly. The list includes neighborhoods, businesses, and government. Such groups understandably seek to promote their own causes and protect their own images. They are no longer disinterested media, the report states.

And what does this mean to Extension? It's hard to say. But it indicates why some kinds of Extension material, such as the self-help and advice type may get more attention than the broader issue oriented coverage--Harold B. Swanson

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NATIONAL AG DAY SET, MARCH 19--National Agriculture Day has been set for the first Monday nearest the first day of spring. This year the date is March 19. The day is sponsored by the National Ag Day Foundation and was originated by the National Agricultural Marketing Association. Its purpose is to call urban population's attention to the contributions of farmers and agriculture in our major metropolitan centers. However, it would be a good opportunity for anyone in Extension to call to the attention of our town and city audiences the contributions of farmers to the economy. Hopefully we'll get material we can send you that will be useful in your columns and on radio--Harold B. Swanson

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AGENTS CONTRIBUTE TO PRIZE WINNING SPECIAL EDITION--The New Ulm Daily Journal was one of the big winners at the 1979 annual meeting of the Minnesota Newspaper Association in mid-February. Among other honors it was recognized as having the best special section, its Agribusiness Progress Edition (Aug. 28, 1978). Bill Macklin, editor of the Journal, pointed out to me that county extension agents in the New Ulm area are most cooperative and provide good reliable sources of material. Many did contribute copy and ideas that were used in the prize winning edition. And while on the subject of newspaper editors, it was a real pleasure to visit with many of them at the convention and hear the universal high regard they have for agents as reliable sources of copy and newsworthy information. Good work.--Harold B. Swanson

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JARED SMALLEY CONTRIBUTES TO YEARBOOK OF AGRICULTURE--Acting assistant district director, Jared Smalley contributed both a feature story and picture to the new Yearbook of Agriculture, Living on a Few Acres. Take a look at them. Jared's article is a good model for a feature story.--Harold B. Swanson

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Publications and Direct Mail

February 1979

NEW PUBLICATIONS

IMPORTANT NOTICE TO ST. PAUL CAMPUS EXTENSION SPECIALISTS: Due to curtailment of printing funds, beginning with this issue of Reaching People, you will no longer automatically receive single copies of all new and revised publications. Instead, if you would like a copy of a publication, X or check mark, the _____ in the margin. The publications may be picked up from the Bulletin Room, 3 Coffey Hall. Be sure to indicate your name and campus location if you want them sent to you and send your request to the Bulletin Room, 3 Coffey Hall, St. Paul Campus.

Specialist's Name	St. Paul Campus Address
<u>FOR THE GENERAL PUBLIC--Housing--Construction and Maintenance (p. 24)</u>	
<u>Preventing Ice Dams on Minnesota Homes.</u> Forestry Fact Sheet 12. Howard Grange, Lewis Hendricks and Linda J. Camp. Describes ice-dams, their causes and typical damage. Includes recommendations on preventing ice-dams as well as temporary and emergency measures. 2 pages. 5¢. Available.	
<u>FOR THE GENERAL PUBLIC--Home Management--Housing--Household Pests (p. 25)</u>	
<u>Spiders.</u> Entomology Fact Sheet 49. C. Richard Biege and Mark E. Ascerno. Describes (with illustrations) spiders commonly found in the home and how to control them. 2 pages. 5¢. Available.	
<u>AGRICULTURE AND OTHER BUSINESSES--Farm Animals (Health, Production, Marketing and Management) Beef (p. 31)</u>	
<u>The Minnesota Beef Cow-Calf Industry and Analysis of Management Practices.</u> Extension Bulletin 438. Gene Pilgram. Describes results of a 1977 survey of beef cow-calf enterprises then valued at over \$130 million. 28 pages. 60¢. Available.	
<u>AGRICULTURE AND OTHER BUSINESSES--Farm Animals (Health, Production, Marketing and Management) Swine (p. 34)</u>	
<u>External Parasite Control.</u> Extension Folder 471. Pork Industry Handbook 40 (Purdue University). Covers mange mites and lice of hogs. Table gives external parasite control products. 4 pages. 10¢. Available.	
<u>AGRICULTURE AND OTHER BUSINESSES--Farm and Business Management (p. 35)</u>	
<u>Food and Agriculture Policy Issues.</u> Special Report 71. Luther Pickrel, general program chairman and editor. Reports on 6-day seminar on agricultural policy issues held in 1978 at Spring Hill Center, Wayzata. 308 pages. \$6 for sale only. Available.	

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AGRICULTURAL EXPERIMENT STATION PROGRAMS--Dairy, Livestock, Poultry--
Production (p. 44)

Minnesota Turkey Research 1978. Miscellaneous Report 165. Contains a series of 20 research articles by many different authors on the following subjects: disease, nutrition, physiology, engineering, food science and environment. 123 pages. \$1.75. Available.

AGRICULTURAL EXPERIMENT STATION PROGRAMS--Forestry (p. 46)

The Kettle--Minnesota's First Wild River--Its Use and User Preferences.

Miscellaneous Report 160, Forestry Series No. 28. T.B. Knopp, L.C. Merriam, Jr., G.E. Ballman and P. Grumstrup. Reports on a 3-year study of the river and includes a survey questionnaire and sampling system in 1977. 36 pages. 60¢. Available.

REVISED PUBLICATIONS

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

Clostridium Perfringens Food Poisoning. Extension Bulletin 365. Edmund A. Zottola. Describes the problem which can occur at home or restaurant, and ways to avoid it. 16 pages. 30¢. Available.

FOR THE GENERAL PUBLIC--Home Gardening, Food Crops--Fruits (p. 20)

Raspberries. Horticulture Fact Sheet 20. Leonard Hertz. Describes how to grow and care for raspberries in Minnesota; also which varieties grow best. 2 pages. 5¢. Available.

Blueberries. Horticulture Fact Sheet 41. Leonard Hertz. Describes how to grow blueberries and care for the blueberry bushes; also, which varieties grow best in Minnesota. 2 pages. 5¢. Available.

FOR THE GENERAL PUBLIC--Home Grounds--Disease and Pest Control (p. 21)

The Bronze Birch Borer. Tree Line 24 (formerly Entomology Fact Sheet 41). Mark E. Ascerno. Discusses the bronze birch borer and the damage it causes to birch trees. Describes symptoms of damage and preventive measures. Photos illustrate insect and its typical damage. 2 pages. 5¢. Available late February.

FOR THE GENERAL PUBLIC--Home Ground (Trees, Lawns, Ornamental Plants)
Lawns and Landscaping (p. 22)

Landscaping Minnesota Homes. Extension Bulletin 283. C. Gustav Hard. Gives homeowners ideas for blending landscaping with the lifestyle chosen. Helps make the best use of the site. 20 pages. 30¢. Available.

FOR THE GENERAL PUBLIC--Home Grounds--Flowers (p. 22)

Indoor-Outdoor Geranium Culture. Horticulture Fact Sheet 34. H.F. Wilkins and Deborah L. Brown. Tells how to raise geraniums indoors or outdoors. 2 pages. 5¢. Available end of February.

FOR THE GENERAL PUBLIC--Home Management--Housing--Household Pests (p. 25)

Carpet Beetles and Clothes Moths. Entomology Fact Sheet 18. D.M. Noetzel. Describes the activities of these household pests and how to control and prevent them. 2 pages. 5¢. Available end of February.

AGRICULTURE AND OTHER BUSINESSES--Crops--Disease and Pest Control (p. 28)

European Corn Borer and Corn Earworm Control on Sweet Corn. Entomology Fact Sheet 1. J.A. Lofgren and L.K. Cutkomp. Describes the two insect pests and the chemical treatment to control them. 2 pages. 5¢. Available end of February. (Toss old copies)

Chemical Control of Soil Insect Pests of Corn. Entomology Fact Sheet 7. J.A. Lofgren. Describes the various insect pests of corn and treatments for control and prevention. 2 pages. 5¢. Available end of February. (Toss old copies).

Controlling Corn Rootworms. Entomology Fact Sheet 14. J.A. Lofgren. Describes the corn rootworm's habits and how to prevent and control this insect pest. 2 pages. 5¢. Available end of February. (Toss old copies).

European Corn Borer Control in Field Corn. Entomology Fact Sheet 40. J.A. Lofgren. Discusses the life cycle and control of the European corn borer in Minnesota. 2 pages. 5¢. Available. (Toss old copies).

REPRINTED PUBLICATIONS

Good Grain Storage. Extension Folder 226. C. Christensen, H. Kaufmann.

Common Tree and Shrub Pests. Extension Folder 235.

Corn Insects--Above Ground. Extension Folder 236.

Corn Insects--Below Ground. Extension Folder 237.

Common Small Grain Insects. Extension Folder 241.

Common Vegetable Insects. Extension Folder 242.

Pruning Trees and Shrubs. Extension Folder 317. M. Eisel.

Judging Dairy Cattle. Extension Folder 346. M. Hutjens, J. Mudge, L. Tande.

Principles of Balancing a Ration. Extension Folder 370. Purdue University/Pork Industry Handbook 7.

Interested in Solar? Extension Folder 383. R. Peterson.

First Things First. Extension Folder 386. R. Peterson. Adapted from University of Wisconsin publication.

Understanding Heat Loss. Extension Folder 389. R. Peterson.

Making Jelly. Extension Folder 390. I. Wolf.

Feeding and Managing Baby Pigs. Extension Folder 409 (formerly Extension Bulletin 370). J. Hawton, R. Meade.

Celebrating Family Life. Extension Folder 439. J. Markell.

Feeding the Dairy Herd. Extension Bulletin 218. M. Hutjens, D. Otterby,
R. Appleman.

Farm Business Arrangements. Extension Bulletin 401. K. Thomas, M. Boehlje.

Guide to Soil Test Recommendations in Minnesota. Extension Bulletin 416 (formerly
Special Report 1). W. Fenster, C. Overdahl, C. Simkins, J. Grava, R. Schoper.

Iron in Drinking Water. M-Sheet 154. R. Machmeier.

Breeding Management of Sows and Gilts. Animal Science Fact Sheet 13. J. Hawton,
R. Meade, C. Christians.

Feeding and Managing Sows at Farrowing and During Lactation. Animal Science Fact
Sheet 15. J. Hawton, R. Meade.

Nitrite in Meat. Animal Science Fact Sheet 28. R. Epley, P. Addis, C. Allen,
J. Warthesen.

Home Insulation and Heat Loss. Agricultural Engineering Fact Sheet 18. D. Bates,
H. Cloud.

Controlling Household Humidity. Agricultural Engineering Fact Sheet 19. H. Cloud,
D. Bates.

Raising the Replacement Heifer. Dairy Husbandry Fact Sheet 18. R. Appleman,
M. Hutjens, D. Otterby.

Pollen Substitutes and Supplements. Entomology Fact Sheet 24. B. Furgala.

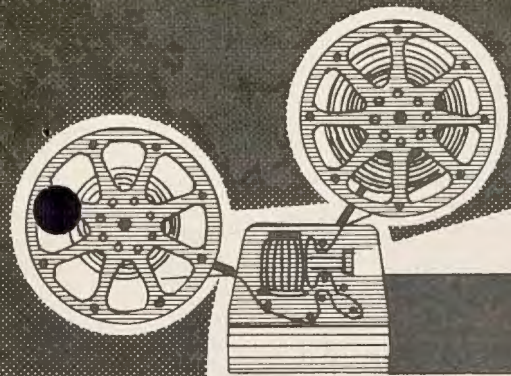
Nonparasitic Disorders of Tomato. Plant Pathology Fact Sheet 14. H.G. Johnson,
F.L. Pflieger.

Fertilizer Use and the Environment. Soils Fact Sheet 18. C. Simkins, C. Overdahl,
W. Fenster.

Measuring the Steepness of Land. Environmental Education Activity Sheet 2.
C. Halsey.

Chemicals for Weed Control in Corn. Agricultural Chemicals Fact Sheet 6. G. Miller.

Chemicals for Weed Control in Soybeans. Agricultural Chemicals Fact Sheet 7.
G. Miller.



visual aids TIP SHEET

Minnesota Agricultural Extension Service

INSERT IN AUDIOVISUAL TEACHING MATERIALS CATALOG FOR FUTURE REFERENCE

January 1979

Artwork-----	(612) 373-0712
Emergency Bookings-----	(612) 373-1252
Equipment-----	(612) 373-1254
Purchase Information About Visuals-----	(612) 373-1252

New Film Added to the Agricultural Extension Library

#3242 The River

Tells the story of the people, land, water, and crops that depend on the Mississippi River and its tributaries. It is an early conservationist plea for the proper use of our natural resources--demonstrating the harsh consequences of sharecropping, soil exhaustion, unchecked erosion, and floods. For adolescent or adult audience.

32 min., b/w, National Audiovisual Center, TV. 1937. (\$7.50 rental)

New Slide Sets Added to Library

#274 Soil Testing

Explains the use of soil testing as a diagnostic tool on which recommendations for fertilizer and lime use are based. For adult audience.

39 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 7:00), Janis Grava, extension specialist, soils, University of Minnesota. 1978. (\$3.00 rental)

#278 Alternative Mortgage Instruments

Develops an understanding of the alternatives to the conventional mortgages that are currently being used. Covers the following: a review of principal, interest rate, repayment period and how these create monthly payments; conventional mortgages; variable-rate mortgages; graduated-payment mortgages; roll-over mortgages, indexed (price-level-adjusted) mortgages; contingent appreciation participation (shared equity) mortgages; and reverse annuity mortgages. Useful for college or adult audiences.

51 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 11:08), Cornell University. 1978. (\$3.00 rental)

#279 Financing Your Home

The objective of the slide set is to develop an understanding of the words and processes used in the purchase of a home. Subjects covered are: determining housing expenses; purchase contracts; important points of a mortgage (principal, interest rate, payment period); conventional and insured mortgages; arranging financing; closing procedures and costs; legal rights and responsibilities; other types of financing; and financing alternative housing. Useful with high school, college, or prospective home buyer audiences.

65 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 13:29), Cornell University. 1978. (\$3.00 rental)

#280 4-H Food Education Exhibits

Food education exhibits are one method of 4-H'ers communicating what they have learned in their food and nutrition project at a competitive event. Covers evaluation criteria and gathering of information and materials for construction, and gives subject matter ideas. Includes eight exhibits that illustrate the areas of food preparation, preservation, buying, eating habits, food issues, food safety, and nutrition.

40 slides, color, Mary E. Darling, extension nutritionist, University of Minnesota. 1978. (\$3.00 rental)

Revised Slide Sets

#543 Chemical Weed Control Results in Corn and Soybeans

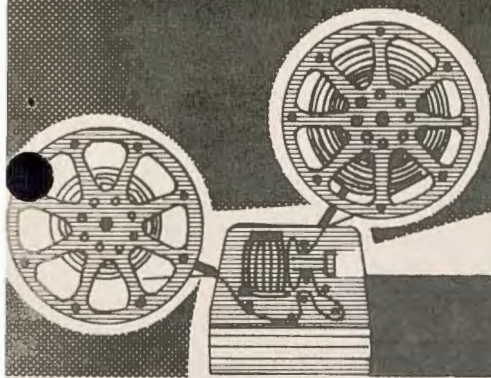
Gives results of county weed control demonstrations in corn and soybeans conducted by Minnesota extension agents. Includes tables that give the relative crop tolerance and control of weed species for each herbicide. Extension Bulletin 400, CULTURAL AND CHEMICAL WEED CONTROL, is recommended for use with this slide set. Order copies from your local county extension office or from the Bulletin Room, Coffey Hall, 1420 Eckles Ave., University of Minnesota. St. Paul, MN 55108.

25 slides, color, Gerald R. Miller, extension agronomist, University of Minnesota. 1979. (\$3.00 rental)

#615 A Pictorial Story of National 4-H Congress

Recalls the week of the 1978 National 4-H Congress in Chicago. Useful as a reporting device with 4-H and other groups, for orienting delegates planning to attend National 4-H Congress in the future, and to gain local support for 4-H. Delegates and leaders may have slides to add to the set to adapt it for a particular audience.

45 slides, color, National 4-H Supply Service. 1978. (\$3.00 rental)



visual aids TIP SHEET

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About Visuals-----	(612) 373-1252

New Films Added to the Agricultural Extension Library

#3037 Electrical Safety Around the Farm

Discusses how to work safely around overhead power lines on farms. Gives safety advice on moving high implements, machines equipped with CB antennas, irrigation pipe, ladders, and buildings. Also covers the locating of buildings, bins, antennas, and stacks. Covers emergency procedures, including mouth-to-mouth resuscitation. Stresses the importance of communicating with the local utility about line clearances and downed wires. For adolescent or adult audience.

23 min., color, Bortnick Film Productions Ltd., not TV. 1977.
(\$7.50 rental)

#3252 Because You Care

Offers a look at the fire fighters school routine of Ranger Insurance of Houston, Texas, a company widely known for its LP-gas fire control schools for fire fighters. Includes classroom instruction, "burnoff" drill footage, and actual incident scenes.

20 min., color, Ranger Insurance, donated by Capital City Regional Firefighters Assn., TV. 1978. (\$3.75 rental)

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New Slide Sets Added to Library

#228

Home Vegetable Gardening

Covers the steps necessary to ensure a successful gardening experience from planning to planting, maintenance to harvest. Gives general gardening information as well as specifics for several commonly grown vegetable crops.

79 slides, color, Deborah J. Brown, assistant extension horticulturist, University of Minnesota; Arvo Kallio, extension horticulturist, University of Minnesota, Duluth; Robert J. Mugaas, associate county extension agent, Hennepin County; Joseph C. Peterson, county extension agent, Ramsey County; John Preece, Department of Horticulture and Landscape Architecture, University of Minnesota; and Michael Zins, area extension agent, horticulture, Ramsey County. 1978. (\$3.00 rental)

#233

Furniture: Your Home Environment

Gives general information on furniture buying basics. Offers background information on products, decorating, budgeting, safety, and buying considerations. Consists of three parts: Part I, "Casegoods"; Part II, "Styles for You"; and Part III, "Upholstered Furniture."

250 slides, color, 3 cassette tapes (both audible tones and automatic 1000 Hz pulses, time 14:00--Part I, 15:00--Part II, and 15:00--Part III), Southern Furniture Manufacturers Assn. 1977(?). (\$3.00 rental)

#235

Housing and Home Furnishings: Your Personal Environment

Describes time and labor saving techniques for cleaning and repairing a home. Stresses planning and organizing tasks to make housekeeping easier. Discusses when to undertake simple household repairs on your own and when and how to find reliable servicing. Consists of four parts: Part I, "Different People, Different Homes"; Part II, "You and Your Living Space"; Part III, "Housekeeping Up Keep"; and Part IV, "Spending Your Housing Dollars." For adolescent or adult audience.

288 slides, color, 4 cassette tapes (both audible tones and automatic 1000 Hz pulses, time 13:00--Part I, 13:00--Part II, 12:00--Part III, and 13:00--Part IV), Butterick Publishing. 1975. (\$3.00 rental)

#272

A Child and You (People Caring Through 4-H)

A 4-H promotional slide set that talks about the important relationship between the child and the older youth and/or adult.

68 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 10:00), Donna Hastings, county extension agent, Carver County. 1978. (\$3.00 rental)

#281

Vegetable Varieties for Home Gardeners

Illustrates and describes varieties of many vegetables commonly grown in home gardens in Minnesota. The script suggests other suitable varieties besides the ones pictured. In addition, the "1979 Vegetable Variety Suggestions for Minnesota" listing is attached to the script.

40 slides, color, Arvo Kallio, extension horticulturist, University of Minnesota, Duluth and Robert Olen, county extension agent, South St. Louis County. 1978. (\$3.00 rental)

#282

1978 Census of Agriculture, History and Preparation

Presents a brief history of the census of agriculture. Includes the type of information that has come out of census reports, a discussion of how the 1978 census form was developed, what information is being requested and the cooperation needed, and the use that will be made of the information collected.

52 slides, color, cassette tape (both audible tones and automatic 1000 Hz pulses, time 12:00), Bureau of the Census. 1978. (\$3.00 rental)

#283

Planning and Planting a Vegetable Garden

Designed for beginning gardeners, the slide set gives good basic information about planning and planting a garden. For adolescent or adult audiences with little or no previous gardening experience.

80 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 20:00), National Garden Bureau, Inc. 1978. (\$3.00 rental)

Revised Slide Set

#950

Home Processing of Poultry

Illustrates the procedures to successfully process poultry on the farm or at home. Extension Folder 411, HOME PROCESSING OF POULTRY (formerly B385), is recommended for use with this slide set. Order from your local county agent or the Bulletin Room, Coffey Hall, 1420 Eckles Ave., University of Minnesota, St. Paul, MN 55108.

46 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 20:00), Melvin L. Hamre, extension specialist, poultry, University of Minnesota. 1978. (\$3.00 rental)

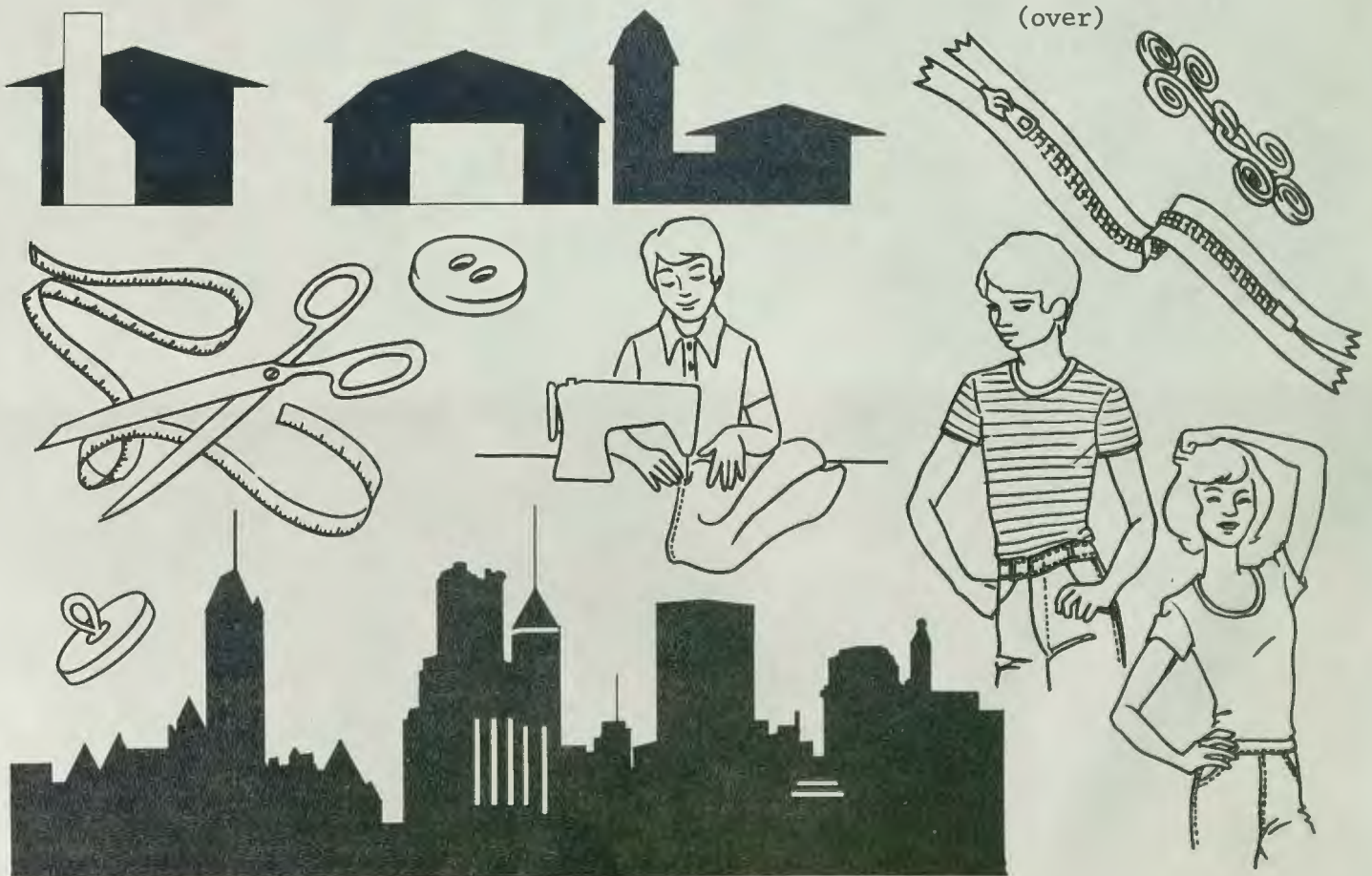
...Neil Anderson, Don Breneman,
and Gail Tischler Marko

February 1979

"I DON'T HAVE TIME to make visuals to go with my talk. They're really not necessary. I can get along without them." How often have you thought, or expressed this? Next time you're tempted, remember that only 10 percent of learning is through hearing alone. Naturally you want your audiences to learn and remember as much of what you say as possible. And by using well-made visuals, you greatly increase their retention. Approximately 83 percent of learning is through sight, and only that 10 percent through hearing.

Seeing aids retention as well as learning. We remember 50-55 percent of what we hear and see (instructor and visuals) as opposed to only 20 percent of what we hear only (instructor talking without visuals), or 30 percent of what we see only (visuals without narration, posters).

Class participation aids retention even more than visuals. We remember 70 percent of what we say (reciting, discussing) and 90 percent of what we say while doing something (actually running equipment rather than just being shown how). When combined with reading, class discussion, and other teaching methods, as the November 1978 AV Communications put it, visuals "create a synergistic effect--every element increases the effectiveness of the others."



PRINTED VISUAL HANDOUTS CAN BE VERY HELPFUL WHEN USED CORRECTLY. In conjunction with a well-planned talk and well-made visuals, handouts can be the final touch to assure audience understanding. The audience can read them later and keep them for accurate reference when a detail of the lecture needs to be recalled. Handouts can also contain more detailed information than a fleeting visual. If you have a chart or diagram that is too detailed, but want the audience to receive all the information, prepare a simplified visual with a matching printed visual handout containing the extra details.

Handouts fail when they're misused. They should supplement not replace visuals. Written material doesn't have the same impact and students distracted with them are not hearing the instructor's talk. In addition, handouts should not simply repeat the content of the talk, and eliminate the need for students to take notes. Note taking is a form of participation, requires the use of more senses, and employs repetition, all elements that reinforce remembering.

Finally, you never know what happens to a handout after the presentation. Students' intentions may be very good, but time may not permit them to read the material later. Large quantities of material are even less likely to be read because they appear to be so time consuming. Materials filed for reference may be forgotten when a need arises. You want information to get into people's heads not just into their hands.

Even if the material is read, remember only 10 percent of it is retained. One study reported 2.61 hours of reading was less effective than 20 minutes of audio-visual material. Isn't that reason enough to put forth the extra effort it takes to make visuals?