

MN2000 RPI 2/29/68

Reaching People

with information...

press
publications
radio
television
visual aids



AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

February 29, 1968

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WHAT IS THE BEST MEDIUM TO USE? -- We'd all like an answer to that question. Unfortunately there is no one answer. It all depends... on your intended audience, your specific message, your timing, your situation, and many other factors. The fact is that any communicator who favors one medium for all his communication efforts is in trouble. Research may demonstrate that one medium is better than another to reach a specific audience with a certain message. This doesn't mean that this same medium is best for another message and another audience.

We need to recognize, too, that there is no such thing as a mass audience. We're a nation of 200,000,000 individuals. If we try to reach a mythical mass, we fail because our message has meaning for no one. We need to ask ourselves with every message, "Just what do I expect my intended audience to do if my message is received as I wish" and "Am I reasonable in my expectations or am I just kidding myself?" Really when we use mass media we are beaming our messages at individuals in that audience who might have common motives, likes, dislikes, needs.

--Harold B. Swanson

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WORD CORNER: SHARPEN UP! -- Have you ever been impatient with an older person because he repeats himself? But did you ever stop to analyze yourself and count the times you repeat yourself in a different kind of way? I'm talking now about redundancy. A good example is close proximity. Since proximity means nearness in place, time or relation, using close with proximity simply means you're repeating yourself. Another example of redundancy to avoid is new innovation. Innovation means the introduction of something new. New is built into the word, since the root is from Latin novus, meaning new. So forget about saying new when you use innovation. --Jo Nelson

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HOME AGENT RADIO TAPES FOR MARCH -- These will include four short spots and one long interview. The first three spots are voiced entirely by Mary Frances Lamison, extension home management specialist, on: furnishing that first apartment; buying a houseful of trouble; and seasonal cleaning. (I'll be interested in knowing how you like spots of this kind voiced by the subject matter specialist alone. You might comment on your enclosure when you return the tape.)

On the same tape is an interview with Russell Barton, coordinator of the Town/Country Art Show, on the special short course program the last week of the show.

The long tape--12 minutes--is an interview with Mrs. Edna Jordahl, extension home management specialist, on use of credit. If you are having consumer credit workshops, this will be a good tape to support your program. --Jo Nelson

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FOOD AND FIBER FOR THE FUTURE -- This four-part series featuring Dean Sherwood O. Berg and several faculty from the Department of Agricultural Economics may be seen on KEYC-TV, Mankato at 4:30 p. m. on Mondays, March 11 through April 1. The January Visual Aids Tip Sheet gives program details.

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HOME AGENTS ACTIVE ON TV -- Mary Weyrens, Stearns County Home Agent, and Dianne Corrin, Benton County Home Agent, have appeared several times on the "Focus 45 Program" heard daily on WJON, St. Cloud. This is evidently similar to the "Open Mike Program" where the people call in with their questions or their comments. Mary and Dianne have done this on food freezing, canning, getting ready for Christmas, baking problems, and other topics.

The two home agents were kept busy answering questions for 20 minutes after one of their shows. The station would like to have them appear on a monthly basis. The girls say that the program calls considerable attention to the County Extension Office but warn that it's difficult to answer all the questions especially with one's notes and bulletins at the office.

Susan Hecht, Douglas County Home Agent, reports doing a "Holiday Breads" program in December on KCMT-TV's Extension News and Views show. Recipes were given, and viewers were asked to write for a copy. Susan says, "It was interesting to see the number of requests for recipes and how large a geographical area the program covers."

Elaine Karstad, Kittson County Home Agent, is doing regular programs on KCND-TV, Pembina, North Dakota. She would like to share ideas and visuals with other home agents who are doing TV. So, if you have slides, posters, charts, mailable materials, and cue sheets that worked well for you, let Elaine know. --Ray Wolf

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TV AUDIENCE PROFILE -- The Census Bureau (June 1967) reports that 96 percent of St. Paul-Minneapolis households have one or more TV sets; that 19 percent of the households with TV have color sets, and that 35 percent of TV households can receive UHF programs.

NOTE: KTCI-TV, Channel 17, St. Paul, is the only UHF station in Minnesota. It telecasts Monday through Friday. Watch it sometime if you can!

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THOSE QUALIFYING WORDS -- In an article in THE QUILL, James J. Kilpatrick gives this advice: "Beware the little qualifying words: rather, somewhat, pretty, very.... These are the leeches that suck the meaning out of the language. Pluck them from your copy."

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COMMUNICATIONS CONFERENCE FOR NEW STAFF SCHEDULED -- Our annual communications conference for new agents has been set for April 1-5. We'll be looking forward to seeing you then, and we'll be contacting you before the conference for samples and for ideas on what your communication problems may be. --Harold B. Swanson

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THE CHALLENGE OF REACHING PEOPLE THROUGH RADIO -- There are many research reports indicating the effectiveness of radio in reaching people. The question is which radio station or stations are most effective? Your clientele has a choice of radio stations to listen to. You need to know what that choice is. Knowing this, you can work toward getting the cooperation from that station. But, remember that people don't all choose the same station. Therefore you need to get your message on more than one station. Your clientele listen to different stations at different times so be time selective as well as station selective. How do you accomplish all this. 1. Learn what station selections you must make. 2. Know what the stations will use. 3. Design your material to appeal to the listener according to the form the station will want to use.
--Leo Fehlhafer

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TOWN AND COUNTRY -- Topics to be discussed by Ray Wolf and guests during March on the four ETV stations, WTCN-TV (11), and KSOO-TV (13) all in color are:

"Backyard Vegetable Gardening" (two programs), O. C. Turnquist, extension horticulturist.

"You Can Grow White Pine." Guests are two foresters.

"Spring Townscaping," Mrs. Jane McKinnon, extension horticulturist.

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County Extension workers from Northeast Minnesota take turns doing a 15-minute program on KDAL-TV each Saturday morning. Hope you watch it.

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PEOPLE WHO KNOW YOU WILL BELIEVE YOU -- When people read or listen to others, they want to know just who is talking. A recent study by Leslie W. Sargent suggests it pays to stress your name--perhaps along with a picture or other personal touch--in writing and speaking for the mass media. Sargent had about 350 university students read four news articles and then rate the source of each article on "credibility." Half of the students got versions attributed to personal sources and the other had read the same articles attributed to impersonal sources. In general, respondents rated personal sources (attributed) on a higher ethical dimension of credibility. However, just using a person's name doesn't insure high ethical ratings where the person named is unknown.

Also what happens to credibility when a respected source advocates an unpopular view? Readers who agreed with the source tended to rate him especially high on the ethical dimension. Readers who disagreed often saw him as capable but prejudiced.

Implications for Extension -- Regular newspaper columns and radio shows afford plenty of chances of personalizing. One may sometimes slip a little humor and human interest into his own column or show or like Drew Pearson use profile pictures to help identify themselves to the public. Also, don't forget the local angle and be especially careful to appear fair in your reporting.

One final point. Personalizing may not help unless you yourself have built respect and credibility. --Adapted from Leslie W. Sargent, "Communicator Image and News Reception," Journalism Quarterly 32 (1): 35-42, winter, 1965.

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Publications and Direct Mail

NEW PUBLICATIONS

Paints and Painting Interiors. Extension Bulletin 351. Myra Zabel. Information on different types of paints and where to use them, together with suggestions for brushes, rollers, and tools needed in painting and preparation of surfaces before applying paint. 6-page railroad folder. Available.

Pattern Figure Types and Sizes. Extension Folder 238. Athelene Scheid. Dress pattern sizing was revised in November by the four major pattern companies. This folder gives details on finding the correct pattern size for individual figures and contains charts comparing sizes. 4 pages. Available.

Developing Replacement Pullets. Poultry Fact Sheet 37. John L. Skinner, University of Wisconsin. (One of series jointly published by the University of Minnesota and University of Wisconsin.) This fact sheet describes proper starting and growing of pullets. 2 pages. Available.

Principal Stored Grain Insects. Extension Folder 233. Colored picture sheet of 10 insects, prepared by extension entomologists of the North Central States in cooperation with the Federal Extension Service, U. S. Department of Agriculture, with descriptions and suggested control measures by University of Minnesota entomologists. 2 pages. Available.

Common Household Pests. Extension Folder 234. Colored picture sheet of 15 insects, prepared by extension entomologists of the North Central States in cooperation with the Federal Extension Service, U. S. Department of Agriculture, with descriptions and suggested control measures written by University of Minnesota entomologists. 2 pages. Available.

Common Tree and Shrub Pests. Extension Folder 235. Colored picture sheet of 11 pests, prepared by extension entomologists of the North Central States in cooperation with the Federal Extension Service, U. S. Department of Agriculture, with descriptions and current control measures recommended by University of Minnesota entomologists. 2 pages. Available.

Corn Insects--Above Ground. Extension Folder 236. Colored picture sheet of seven enemies of corn, prepared by extension entomologists of the North Central States in cooperation with the Federal Extension Service, U. S. Department of Agriculture, with current control information and descriptions by University of Minnesota entomologists. 2 pages. Available.

Corn Insects--Below Ground. Extension Folder 237. Colored picture sheet of 11 enemies of corn, prepared by extension entomologists of the North Central States in cooperation with the Federal Extension Service, U. S. Department of Agriculture, with descriptions and current control information by University of Minnesota entomologists. 2 pages. Available.

Firm Growth Processes and Structural Changes in the Grain Industries of the North Central Region. N. C. Regional Research Publication 177. L. B. Fletcher and D. D. Kramer. Analyzes and describes changes in grain marketing and processing industries from 1954-1960. 44 pages. Limited copies available.

Some Factors Influencing Populations of the European Corn Borer in the North Central States: Resistance of Corn, Time of Planting and Weather Conditions Part II, 1958-1962. N. C. Regional Research Publication 180. A. N. Sparks, H. C. Chiang, C. A. Triplehorn, W. D. Duthrie, and T. A. Brindley. Provides detailed tables, graphs, and text on the subject. 104 pages. Available.

Grain Drying Tables. Ronald Kaldenberg. Extension Folder 239. Contains grain shrinkage tables and net dry grain tables to compute the amount of water and fines lost when drying grain. 24 pages. Available.

Minnesota Tourist Travel Notes. Volume 6, No. 1. Explores the problems of expanding Negro tourism. Offers tips on building cabins, developing snowmobile trails, and promoting year-round recreation complexes. 8 pages. Available mid-March.

Pesticide Program Stresses Safety. Extension Program Report 3. Outlines the proper methods for using and disposing of pesticides. 2 pages. Available.

Many Programs Aid Unique Clientele. Extension Program Report 9. Describes extension's many programs with unique clientele. 4 pages. Available.

Living With Wood. Extension Bulletin 347. Myra Zabel. Describes woods for furniture, home interiors, and floors. Gives details on commonly used types of woods. 12 pages. Available.

Public Schools. Minnesota Economic Data No. 9. Darwin Burda and John S. Hoyt, Jr. Outlines consolidation changes in Minnesota schools. 6-page railroad folder. Available mid-March.

Managing Our Future, Hog Outlook Information. Winter 1968, No. 8. Kenneth E. Egertson and Paul R. Hasbargen. Reviews economic conditions in the hog industry in 1967 and describes supply prospects and the outlook for the coming year. 2 pages. Available.

(Folders in the HS-series are not to be placed on racks for general distribution. They are written for those with limited experiences, finances, and education and should be used with this group only.)

Hamburger. HS-13. Verna A. Mikesh and Leona S. Nelson. Contains information on buying, storing, freezing, and cooking hamburger. Includes recipes. 8 pages. Available.

Milk. HS-14. Verna A. Mikesh and Leona S. Nelson. Describes the nutritive value of milk and the kinds of milk and cheese. Includes information on caring for and cooking with milk and milk products. 8 pages. Available.

Pots and Pans. HS-16. Glenda M. Humphries and Leona S. Nelson. Contains information on selecting and caring for pots and pans. 8 pages. Available.

REVISED PUBLICATIONS

Weed, Insect, and Disease Control Guide for Commercial Vegetable Growers. Special Report 5. Orrin C. Turnquist, John A. Lofgren, and Herbert Johnson. Contains details on chemicals for controlling weeds, insects, and diseases in commercially grown vegetables. 24 pages. Available.

Weed, Insect, and Disease Control Guide for Commercial Fruit Growers. Special Report 6. L. B. Hertz, J. A. Lofgren, and H. G. Johnson. Contains details on chemicals for controlling weeds, insects, and diseases on commercially grown fruit. 24 pages. Available mid-March.

Home Fruit Spray Guide. Extension Pamphlet 184. L. B. Hertz, J. A. Lofgren, and H. G. Johnson. Contains information on controlling insect and disease problems on home-grown fruit through a spray program. 8-page railroad folder. Available mid-March.

Fruit for the Home. Extension Bulletin 255. L. B. Hertz and C. Stushnoff. Contains detailed information on site selection, planting plans, and fruit culture. 36 pages. Available.

1967 Minnesota Hybrid Corn Performance Trials. Miscellaneous Report 28. R. H. Peterson and W. A. Compton. Presents comparative performance information on commercially available hybrids. The data comes from locations representing seven districts. 16 pages. Available.

Say It With a Column! Information Service Series 12. Jo Nelson and Vern Keel. Gives ideas on how agricultural and home agents can interest newspaper editors in a weekly column. Also has information on what to write about and examples of column headings. 2 pages. Available.

REPRINTED PUBLICATIONS

Improving Family Protection Areas in Basements. RCD-9. Clifton F. Halsey.

Complete Rations for Growing and Finishing Swine. Animal Husbandry Fact Sheet 7. R. J. Meade, R. L. Arthaud, R. E. Jacobs, and I. T. Omtvedt.

Check Up On Your Communication Skills. Communications Bulletin 4. Harold B. Swanson.

Criteria for Successful Meetings. Communications Bulletin 11. Harold B. Swanson.

The Social Action Process: Organizing and Putting Programs to Work. Communications Bulletin 17. Harold B. Swanson.

You Can Write Better Letters. Communications Bulletin 20. Harold B. Swanson.

Improving The Staff Conference. Communications Bulletin 21. Gerald R. McKay.

Decisions to Make Before You Visualize. Communications Bulletin 23. Gerald R. McKay.

Objectives and Role of Mass Media in Adult Education. Communications Bulletin 24. Harold B. Swanson and Willie Strain.

Visuals--Do They Help Us Communicate Efficiently? Communications Bulletin 27. Gerald R. McKay.

So You're Going On Television. Information Service Series 2. Jo Nelson and Ray Wolf.

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

Preparing Materials for the Overhead Projector. Information Service Series 28. Gerald R. McKay.