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Reaching People with information...

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AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

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4 April 26, 1968



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

THE PEOPLE LEFT BEHIND -- The long tape for home agents for May (14 min.), called "The People Left Behind," is an interview on rural poverty with C. E. Bishop, vice president of the University of North Carolina, who was executive director of the National Advisory Commission on Rural Poverty.

If any of you who are not on the mailing list for the long tapes would like this tape for use on your radio programs or for playing at a meeting, I'll be glad to send it to you. --Jo Nelson

MAY TAPES FOR HOME AGENTS -- Short tapes include a 1-minute spot on home economics careers; trends in meat marketing, an interview with Shari Gruits, home service, Wilson & Co.; laundry problems, Mrs. Beverly Lundgren, ass't. extension specialist in home economics; and a discussion of the newly revised bulletin on freezing food with one of the authors, Mrs. Shirley Munson. The latter tape will give you a chance to plug the bulletin. --Jo Nelson

DIRECT MAIL HELPS AVAILABLE -- During the direct mail session of the recent Communications Conference several items were discussed that may be of interest.

Where can you get materials to make drawings on mimeograph stencils? University publications (Extension Bulletins, 4-H publications, fact sheets) -- national magazines, advertisements -- all are sources for ideas and may be helpful in illustrating your stencils.

Extension letterheads on stencil for penalty mailing slips and other mimeographed materials can be made by major mimeograph suppliers. They are referred to as electronic stencils. To produce a letterhead on a stencil the company will need a copy of your printed letterhead.

When you have questions about mimeograph quality, what kind of paper or ink to use, or something is not working properly--call the local sales representative of the company. They want their machines to produce the best material possible. --Eldon Fredericks

COUNTY SAFETY EDUCATIONAL WORK CONTINUES -- In their reports, 62 of our 91 counties indicated they had done safety educational work through the mass media. Agents reported 456 radio programs, 44 television programs, and 857 news stories on safety during 1967. In the audio area, agents reported 401 movies and 181 slide sets used at meetings, 163 booths exhibited, and 85 window displays constructed on safety in 1967. This is an impressive list of safety activities. Let's try to do even more in 1968 -- especially in radio and television. Remember: Farm Safety Week is July 21-27. --Ray Wolf

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WORDS WORTH REPEATING -- For better relations consider these:

The five most important words are - "I am proud of you."

The four most important words are - "What is your opinion?"

The three most important words are - "IF you please."

The two most important words are - "Thank you."

The least important single word is "I" -- From Texas Department of Corrections Newsletter

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STATIONS RECEIVE SPECIAL TAPES -- Fifty-five radio stations have received a tape featuring Gerald Miller discussing weed control for corn and soybeans. Several stations have also received the first of two tapes on irrigation in early April. The second tape will be sent for use during May.

--Leo Fehlhafer

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FLOWER GARDENING ON TV -- A 13-week TV series produced in color by the Minnesota Agricultural Extension Service and presented by Robert A. Phillips, horticultural science, is being well received.

The series is being carried on the ETV network on Thursdays at 9:00 p.m. and rerun (partially at least) on KSOO (13) Sioux Falls, Saturdays at 7:30 a.m., WTCN (11) Minneapolis, Saturdays at 9:00 a.m. and KCMT (7) Alexandria, Sundays at 8:30 a.m.

Topics for May include: Roses-types, planting, and culture; direct seeding of flowers; planting transplants; and garden mums. June topics will be: tulips and narcissi; summer care of roses; and summer care of lawn and flower garden. --Ray Wolf

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WORD CORNER: SHARPEN UP! -- The feminine dirndl skirt is again in fashion -- so you'll be writing about it and talking about it at your dress revues. Be sure you both spell and pronounce the word correctly. It's pronounced DERN-dl (dern rhymes with fern).

While we're on the subject of clothing and dress revues, two other words frequently mispronounced are Dacron and accessories. It's DAY-kron (not DAK-ron) and AK-sessories (not AS-sessories). A word to the wise?

--Jo Nelson

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FAMILIES WITHOUT FATHERS -- This is a series of 14-minute radio tapes featuring C. E. Ramsey, professor of sociology at the University of Minnesota, and other guests on some of the problems facing AFDC families. These are available to you on request. Here is the rundown:

Families without fathers: the situation
Families without fathers: preschoolers
Families without fathers: the school and the welfare child
Families without fathers: education for the adult
Families without fathers: health problems
Families without fathers: employment and the welfare child
Families without fathers: the father's role in child development

--Jo Nelson

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TIMELY TIPS FOR BETTER RADIO -- When you have a guest on your radio program, ask a question only when needed to bridge, to bring out new information, to keep him on the subject, or to "rescue" him. Call your guests by name from time to time during the conversation. This will be helpful to the listener who tuned in after your introduction. --University of Illinois

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FAMOUS LAST WORDS -- "I see my time is up!" These last words of the TV badman, as the vigilantes string him up, are hardly appropriate for ending a radio program. And yet, a good many Extension broadcasters insist on using them as an excuse for bringing their program to a close. Sort of sounds like the clock was to blame for stopping the program. Next time, completely write out the closing paragraph to your broadcast--include the reminders or summary of key points, and your own identification if it is appropriate. Then, use this statement instead of lapsing into the villain's lament-- "I see my time is up!" --University of Illinois

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IMPROVE YOUR RADIO COPY -- Since you use contractions in your natural speech, use them in your radio copy. It will read easier and sound more natural.

Write sentences and paragraphs so that when you read them aloud, you can breathe naturally. Keep words and terms simple. Repeat important ideas and amounts. Work on a conversational style of writing and reading your copy.

Even though radio is a mass medium, your message should be on a person-to-person basis with your audience. Check Information Service Series 8, 11, 13, 15, and the recently issued "Some Tips in Writing Radio Copy," Information Series 29, for more tips on improving your radio programs.

--Ray Wolf

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DOES YOUR STORY HAVE TIMELINESS? -- Without timeliness a news story would be history or a wild prediction. To decide if the facts are timely enough to justify writing a news story, consider these questions. Has the idea just been announced? Has the event just happened or will it be held in the near future? Was this the situation yesterday, the situation today, or will it be the situation in the near future?

As an example, a meeting held last night is news today for a daily newspaper, radio and television. Tomorrow it will be too old for the daily media. A weekly newspaper editor will probably consider the event newsworthy for only the first issue published after the meeting.

--Jack Sperbeck

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WEED CONTROL TAPES FOR YOU ON REQUEST -- The Weed Science Society of America has produced four straight talk discussions ranging in length from 2 to 4 minutes on weed control. If you would like a copy for your radio shows, drop me a line. --Leo Fehlhafer

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WHO'S WATCHING TV -- The average household in 1967 had a TV set on 5 hours and 42 minutes each day. That was up 10 minutes from the 1966 average. Color sets now account for one-fourth of those in use. And color set owners watch more -- 40 to 70 minutes more per day. That is the information pulled together from TV viewer studies in 50 cities. --Ray Wolf

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WELL-UNDERSTOOD AND POORLY-UNDERSTOOD WORDS -- Some 150 Wisconsin hog farmers were surveyed by W. Neal Baxter to determine what agricultural terms they understood well or poorly. At the top of the well-understood group were well-fortified, heritable trait, grade and yield, feed efficiency, and three-way cross. At the bottom of the list in being understood were hog futures, SPF, amino acids, atrophic rhinitis research, hemoglobin. Surprisingly, crude protein and hybrid vigor were well down the list in being understood.

W. Neal Baxter is a veteran Nebraska county agent who returned to school at the University of Wisconsin to receive his M.S. and become an information specialist. --Harold B. Swanson

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Publications and Direct Mail

NEW PUBLICATIONS

The Management Factor in Farming--An Evaluation and Summary of Research. Technical Bulletin 258 and North Central Regional Bulletin 184. Edited by Fred Justus and J. C. Headley. Summarizes farm management research conducted throughout the region. 32 pages. Available late May.

✓ Minnesota Science. Vol. 24, Number 2, Winter 1968. Reports of research in progress at the Agricultural Experiment Station. 24 pages. Available.

Planting Trees in Minnesota. Extension Bulletin 350. Dayton Larsen, William Miles, and Marvin Smith. A guide for tree planting and care with special emphasis on Minnesota's soil types and climate. 12 pages. Available.

Improving Fallout Protection in Basement Ceilings. RCD 10. Allan Quick and Clifton Halsey. Contains detailed instructions and drawings showing how to reinforce basement ceilings to increase fallout protection. 6-page railroad folder. Available mid-May.

Economic Aspects of Flexible Dairy Manufacturing Plants. Station Bulletin 487. Orval G. Kerchner. The primary purpose of this study was to determine whether it is more profitable to equip and operate a flexible dairy manufacturing plant than a specialized plant. The general conclusion was that for the period 1959-66, the specialized butter and nonfat dry milk plant would have yielded higher average yearly net returns than the flexible plant but that the flexible plant would have yielded higher net returns than the specialized cheese and dry whey plant. 64 pages. Available mid-May.

Television and the Child. Extension Bulletin 321-8, Parents Newsletter No. 8. Discusses what television can do for a child and what television can do to a child. 2 pages. Available.

REVISED PUBLICATIONS

Feed Bunks for Automatic Conveyors. M-142. Dennis Ryan. This M-sheet gives detailed plans for constructing feed bunks for automatic conveyors. 4 pages. Available.

✓ Vegetable Varieties--1968. Extension Folder 154. Orrin C. Turnquist. Summarizes information concerning vegetable varieties tested in Minnesota in 1967. 16 pages. Available.

REPRINTED PUBLICATIONS

Beekeeping in Minnesota. Extension Bulletin 204. M. H. Haydak.

Radio-Television for City and Country. April-June 1968.

Barley Smuts. Plant Pathology Fact Sheet 6. H. G. Johnson and K. D. Fezer.

Shaping Conifers for Christmas Trees. Forestry Fact Sheet 2. Marvin E. Smith.

Summer Care of Vegetable Gardens. Extension Folder 167. Orrin C. Turnquist.

Planting Trees for Farmstead Shelter. Extension Bulletin 196. Marvin Smith
and William Miles.

Controlling Diseases in the Home Vegetable Garden. Plant Pathology Fact Sheet 9.

Herbert G. Johnson.

The Home Lawn. Extension Folder 165. Donald White.

Working with Church and Community. Extension Program Report 10.

Let's Have Eggs. Extension Bulletin 314. Verna Mikesh and Robert Berg.

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

Clothes and Teens. Extension Pamphlet 214. Thelma Baierl.

Speakers, Get the Facts and File Them. Communications Bulletin 5. Ron Brown.

Culture of Garden Roses. Horticulture Fact Sheet 17. Mervin C. Eisel.

Breads and Cereals. HS-11. Grace D. Brill and Leona S. Nelson.

Hamburger. HS-13. Verna A. Mikesh and Leona S. Nelson.