

MN2000 RPI 5/30/74

Reaching People with information...

press
publications
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visual aids

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

May 30, 1974

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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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NATION'S TOP VISUAL AIDS SPECIALIST RETIRES -- When Gerald McKay retires June 30, after 29 years on the staff, it will mark the end of an era in Minnesota Extension history. To recount Gerald's many achievements would fill several newsletters such as this. To county agents and specialists it has meant:

- * The initiation of a visual library of films, slide sets, and other visuals that have been of incalculable value to both county extension agents and specialists in their educational programs. This library has been second to none in the nation.
- * Personal guidance on everyday visual and audio problems. We can all recall his willingness to help beyond the call of duty.
- * Leadership in making the use of visuals a major teaching aid in Extension work.
- * Initiation of the Visual Aids Tip Sheet, an innovation in newsletters over 25 years ago.
- * Leadership in getting telelecture underway as a teaching method.

Yes, Minnesota loses the nation's No. 1 visual specialist. He has received the Superior Service Award of the USDA, has served as president of the Minnesota Audio-Visual Communicators Association, vice president of the American Association of Agricultural College Editors, Man-Of-The-Year in St. Anthony Park, and president of several local professional associations. He has served as consultant for the Mutual Security Administration, has received the State FFA State Honorary Farmer Degree, and has received numerous other honors.

Above all, we'll miss Gerald because he represents the best in Extension mission-orientation and service. He has always willingly gone the second mile to serve all of us in Extension. Thanks, Gerald McKay, for bringing Minnesota the best in audio-visual education. Thanks for sharing your ideas and imagination so widely and serving so faithfully over the years. Each of us owes Gerald a personal debt of gratitude. --Harold B. Swanson

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RADIO LISTENING INCREASES --Radio listening has increased 36 percent since 1967 and the average adult spends 87 percent as much time with radio as with television. . . Okay, so it runs second. . . but for home economics and agricultural audiences it may be more effective. . . maybe, I said! Since I'm both radio and television, you won't catch me taking sides.

--Janet Macy

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TAPE SERVICE --Whoops. . . I hadn't figured on two mailings each month as affecting this announcement. I'll try to catch up next month or maybe eliminate the listing. . . Part II will be mailed in mid-June.

Part I (5:00) "Planting Tomatoes" Clint Turnquist, extension horticulturist; "Styles of Marriage" Ron Pitzer, extension specialist family life; "Foods for Boundary Water Camping" Karel Strandness, assistant extension specialist; "Vitamin Restrictions" Blanche Erkel, consumer affairs officer, Food and Drug Administration; "Summer Mulches" Leon Snyder, director of University of Minnesota Landscape Arboretum. --Janet Macy

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SPORTSCASTERS AND COUNTY EXTENSION FACULTY --There's more connection between the two than you may think. Let me tell you why. Irv Letofsky, who writes about the media in a professional way for the Minneapolis Tribune on Sunday, April 21, headed his article "On The Air, The Name Of The Game Is Always Enthusiasm." He tackles the problem of whether sports writers should be advocates or reporters. The point to me, however, is that the name of the game in Extension, in communications, must be ENTHUSIASM, a conviction that what we're teaching is important. That enthusiasm can be shown in our delivery in speeches, our introduction of speakers, our radio appearances, our columns. Of course, overdoing this--out-of-character--is ridiculous and can work against us. But Irv is right in sports and education, "The Name Of The Game Is Enthusiasm." --Harold B. Swanson

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KNOWING HOME GARDENERS --Get to know a few of your gardening callers this summer so we can follow their success and frustration. We are particularly interested in contacting the gardener who has found some clever scheme or been quite successful and at the same time made extensive use of information from the county extension office (publications, news articles or via telephone). Give me names and phone numbers of willing interviewees. --Dave Zarkin

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AGENT COMMUNICATION CONTEST --Judges for the direct mail entries in the annual county extension contest offer the general comment that most letters suffer from not considering the interest of the reader. Often your circular letters and meeting announcements could be improved by giving the reader something he or she wants to know in the first paragraph.

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Look over some of your recent letters. How many of them start with the place and date of the meeting being announced? That's terribly important to you the sender--but not the most important item to your readers. They must first be convinced that your meeting is something they are willing to invest their time in. Then, after making that decision, they will want to know when and where it will be held. --Eldon E. Fredericks

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GUIDELINES FOR WRITING BROADCAST SPOT ANNOUNCEMENTS--

1. DETERMINE PURPOSE OF MESSAGE. What are you trying to accomplish?
2. DETERMINE YOUR TARGET. To whom are you directing your message?
3. DIGEST INPUT FACTS from circulars, research material, your own notes.
4. REDUCE total input material to several key statements or facts including dates, times, places, etc., it's time to start getting specific.
5. WRITE THE MOST DIFFICULT SENTENCE...THE FIRST ONE. This is your lead and it's all-important. It can be a question, a statement your target can agree with, or consider a common objection. There are all kinds of possibilities. Allow your imagination to run free.
6. INVOLVE YOUR TARGET with supportive facts. Sprinkle in plenty of "YOU" words. Direct your message to one person, not an auditorium. ONE-TO-ONE writing is most important in broadcast. If you deliver your message yourself, try not to "announce." Speak directly to one person.
7. CALL FOR ACTION. Ask for "the sale" or whatever you're trying to get your target to do or not do. Build your message toward that end. Use verbs. "Don't miss..." "Plan to attend..." "Start planning..."
8. CONSTANTLY CHECK TO SEE IF YOU'RE WRITING CONVERSATIONALLY. Write as you would speak to one person. Use short sentences wherever possible.
9. READ IT ALOUD. After you have completed the first draft, read it aloud. Are there cumbersome phrases? Is there any part that could be said more simply? Are you getting to the point?
10. CHECK YOUR LENGTH. About 75 words for 30-second announcements, 150 words for 1-minute spots. If you're using music or sound effects, allow for these.
11. IT CAN BE EDITED. If you're not making your point in 75 or 150 words, your message is too long. Start crossing out and condensing. This is where you can create a really effective message. The more "to the point" you can make it, the more effective it will be.

12. RE-TYPE YOUR FINAL VERSION using both upper and lower case letters. It's simply not true that scripts typed in ALL CAPS are easier to read. Use CAPS for special emphasis. Underline key words sparingly.

NOTE: This material came from Jim Kenward, Electronic Media Specialist, North Dakota State University, Fargo, North Dakota.

Submitted by Ray Wolf

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AWARDS ANNOUNCED --In state-wide competition, some of Minnesota's 87 counties submitted a total of 45 entries in the 1974 Public Information Awards Program sponsored by AmChem Products, Inc. in cooperation with the National Association of County Agricultural Agents. Anoka County took three of the seven awards. Category winners: radio program, Burton P. Olson, extension agent, Benton County, Foley; single news photo, Dale R. Steussy, associate extension agent, Anoka County, Anoka; series of colored slides, John P. Peterson, extension agent, Sibley County, Gaylord; direct mail piece, Clayton E. Grabow, extension agent, Mille Lacs County, Milaca; news column, John I. Ankeny, extension agent, Watonwan County, St. James; and feature story, Dale R. Steussy. Steussy's single news photo also took "best-of-show" award. There were five entries in the radio program category, eight in news photo, one in colored slide series, 10 in direct mail, 14 in news column, and seven in feature story.
--Dayton M. Larsen, state chairman, Public Information Committee, and area extension agent, Forestry and Recreation, Duluth

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Publications and Direct Mail

May 1974

NEW PUBLICATIONS

Selecting a Preowned House: 1. Facts About Buying. Extension Folder 299. William J. Angell. Discusses the advantages and disadvantages of preowned houses and some of the things that should be considered carefully before making any firm commitments about buying a preowned house. 6 pages. Available.

Selecting a Preowned House: 2. Obtaining Financing and Professional Assistance. Extension Folder 300. William J. Angell. Includes a checklist of things to do to arrange for financing and professional assistance when buying a preowned house. 6 pages. Available.

Selecting a Preowned House: 3. Finding Your Best Buy. Extension Folder 301. William J. Angell. Includes a checklist that will help readers to evaluate the quality of houses they are looking at and know comparatively what they are buying. Designed to help readers determine if a house meets their needs. 12 pages. Available.

Nutritional Labeling of Food Products. Special Report 49. V. S. Packard. Designed to help small processors and specialty food products processors interpret how they will comply with 1973 food labeling regulations issued by the Federal Food and Drug Administration. 12 pages. Available.

Making Cheese at Home. Food Science and Nutrition Fact Sheet 20. Edmund Zottola. Explains procedures and proper safety precautions for making soft cheese. 2 pages. Available.

Preserving Fish. Food Science and Nutrition Fact Sheet 22. Isabel D. Wolf. Covers canning, pickling, smoking, and freezing--the four most popular methods of fish preservation. 2 pages. Available.

House Plant Problems. Plant Pathology Fact Sheet 25. Ward Stienstra. Outlines symptoms of common plant problems and their solutions. 2 pages. Available.

Minnesota Agricultural Economist. No. 555, May 1974. Maurice Mandale and Philip M. Raup. Reports findings of a statewide survey of Minnesota's 1973 rural real estate market. 6 pages. Available.

Minnesota Agricultural Economist. No. 556, June 1974. Discusses Minnesota Regional Development planning and the roles of regional commissions and the University. 6 pages. Available early June.

Population Growth--Is Enough, Enough? Staff Paper P74-5. John S. Hoyt, Jr. April 1974. 16 pages. Available at Agricultural and Applied Economics, 231 Classroom Office Building, University of Minnesota, St. Paul, Minnesota 55108. Not available from the Bulletin Room.

REVISED PUBLICATIONS

Safflower--An Oilseed Crop for Minnesota? Agronomy Fact Sheet 10. R. G. Robinson and H. J. Otto. Suggests sunflowers are a preferable crop to grow in Minnesota. 2 pages. Available.

Poultry Pest Control. Entomology Fact Sheet 17. David M. Noetzel and Phillip K. Harein. Updates information on control of houseflies, blowflies, lesser houseflies, lice, Northern fowl mite, and chicken mite. 2 pages. Available.

What to do About Ants. Entomology Fact Sheet 19. John Luhman. Describes perfumed yellow ants in addition to grease and sweet ants and suggests treating nests to obtain the best control. 2 pages. Available.

Controlling Lawn and Turf Insects. Entomology Fact Sheet 22. John A. Lofgren. Updates control measures and insecticides to use with pests such as white grubs, sod webworms, cutworms, armyworms, and leafhoppers. 2 pages. Available.

Fly Control for the Dairy Herd. Entomology Fact Sheet 35. L. K. Cutkomp and D. M. Noetzel. Reports effective methods for maintaining good sanitation and the importance of destroying the breeding places for house and stable flies. 2 pages. Available.

Fly Control for Beef Animals. Entomology Fact Sheet 36. L. K. Cutkomp and D. M. Noetzel. Discusses control in building and feedlots and pasture and range. Contains a drawing of a homemade backrubber and a table of insecticides and concentrations for use in animal sprays, on backrubbers, and in dust bags. 2 pages. Available.

Controlling Diseases in the Home Vegetable Garden. Plant Pathology Fact Sheet 9. Howard L. Bissonnette. Adds Bravo to the list of fungicides for spraying or dusting. 2 pages. Available.

Turkey Fryer Roasters: Management. Poultry Fact Sheet 13. Robert W. Berg. Suggests methods of ordering poults, brooding, temperature, pest and parasite control, daily management, light management, and debeaking. 2 pages. Available.

Light Management for Pullets. Poultry Fact Sheet 39. R. W. Berg and R. N. Shoffner. Light regulates egg formation and sexual maturity of pullets. Describes how to use this factor as a production advantage. Tables give specifics on light regulation. 2 pages. Available.

Corn Fertilization and Fertilizer Shortages. Soils Fact Sheet 24. C. J. Overdahl. Points out that crop prices have gone up in about the same proportion to fertilizer costs so what was good economics when fertilizer prices were low, still is. Discusses building soil nitrogen in detail. 2 pages. Available.

REPRINTED PUBLICATIONS

Evergreen and Woody Ground Covers. Arboretum Review 2. Leon Snyder.

Workmen's Compensation and Minnesota Farmers. Agricultural Economics Fact Sheet 12. Carole Yoho and Arley Waldo.

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

Selecting and Using a Food Freezer. Home Economics-Consumer Information Fact Sheet 28. Wanda Olson.

Tuberous Begonias. Horticulture Fact Sheet 5. C. Gustav Hard.

Parasitic Diseases of Tomato. Plant Pathology Fact Sheet 13. Herbert Johnson and Howard Bissonnette.

How Fertilizers Affect Soil Organic Matter. Soils Fact Sheet 20. C. J. Overdahl.

Town and Country Sewage Systems. Extension Bulletin 304. Dennis Ryan and Roger Machmeier.

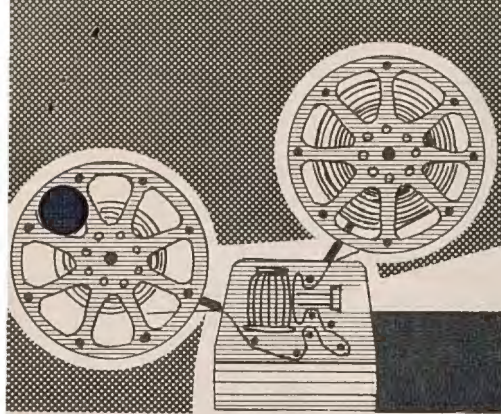
A Young Child and Other Children. Extension Bulletin 321-10.

Consistency in Child Discipline. Extension Bulletin 321-13.

Getting Started with Your Vegetable Garden. Extension Folder 164. O. C. Turnquist.

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

Facts About General Revenue Sharing. Special Report 46. Arley Waldo and Carole Yoho.



visual aids TIP SHEET

Minnesota Agricultural Extension Service

May 1974

FILMS ADDED TO AGRICULTURAL EXTENSION LIBRARY

LAND CHANGES, THE--13½ min., Color, USDA. (TV--\$3.00) A newspaperman unfolds a story of how wornout land, practically worthless, can become a real asset to the local community. The film shows how land was acquired for national forest purposes on the Shawnee, the Hoosier, and the Wayne National Forest in the Ohio Valley--how such land was improved by reforestation, protection, and proper management to help man and his community prosper. 1957

LONGER LIFE FOR WOOD--17 min., Color, USDA. (TV--\$3.00) Designed to show the average wood user the economic advantages of using treated wood in places where decay is likely to occur. Shows the value of good construction and how improper construction can lead to early decay in wood. Portrays treatment of wood with preservatives in commercial treating plants, as well as home treatments on the farm and in the city. 1954

PIECE OF WOOD, A--14½ min., Color, USDA. (TV--\$3.00) At the U. S. Forest Service Products Laboratory at Madison, Wisconsin, are chemists, physicists, botanists, pathologists, foresters, and engineers--all working toward one goal, to find out for the American people everything possible about wood; and through research, to determine better and more efficient uses of forest products. Wood, the oldest material used by man, is becoming the newest in many forms--through fabrics and chemicals, through low-grade lumber made first class by paper overlays, through tremendous laminated arches, and through many other modern developments--as forestry scientists and industry continue to work hand in hand to transform trees into a myriad of things in daily needs and uses. 1957

THEN IT HAPPENED--10 min., Color, USDA. (TV--\$3.00) A dramatic documentary of the great Maine forest fire of 1947 which destroyed much of that state's beautiful and valuable forests. There are breath-taking scenes of the raging fires that claimed human lives, destroyed farms and villages, and caused property damage of well over \$30 million. The need for forest-fire prevention and adequate fire-control measures everywhere is grimly portrayed. 1948

THERE COMES A TOMORROW--26 3/4 min., Color, USDA. (TV--\$3.00) This film demonstrates the need for stimulating communitywide concern for effective forest-fire prevention measures. A part-time farmer learns "the hard way" about the need for precaution in burning debris. His neighbors leave their own work to fight a forest fire started by his carelessness. Before the fire is controlled, it causes considerable damage to property, timber, and land. Some of the people in this forest community accept the responsibility of working together to control forest fires. They know that deterioration of land values threatens the community's economy. They get help from state and federal agencies in planning for protection and management of their farm woodlands. 1958

NEW SLIDE SETS ADDED TO EXTENSION LIBRARY

- #911 ENGLISH AND NORTH AMERICAN ROCK GARDENS--80 slides, Color, df., American Rock Garden Society--recommended by Jane McKinnon. This set tells what a rock garden is, the kinds of flowers to grow in one, and shows many beautiful views of both North American and English rock gardens. Cultural practices and materials recommended are pictured along with explanatory comments. 1974
- #921 MONEY RETURNS FROM AN EFFECTIVE MASTITIS CONTROL PROGRAM--47 slides, Color, df., National Mastitis Council, Inc. This slide set is geared to aid dairy farmers in better understanding the economic impact of mastitis, and gives specific suggestions for treatment and prevention of the disease. 1974
- #922 PROCEDURES FOR HANDLING THE MASTITIS PROBLEM HERD--78 slides, Color, df., National Mastitis Council, Inc. Suggests uniform guidelines and a systematic approach for defining the nature and extent of the mastitis herd problem, evaluating the management and environment of the herd to identify causes and to resolve the crisis as rapidly and efficiently as possible. Good to use for adult and older teen agriculture classes. 1974
- #923 MASTITIS TREATMENT GUIDELINES FOR DAIRYMEN--73 slides, Color, df., National Mastitis Council, Inc. This set gives step by step instructions in mastitis treatment in lactating cows, selection of remedies for treatment, duration of treatment, drug sensitivity, and basic steps in effective treatment of mastitis. 1974
- #924 RULES FOR GOOD MILKING TECHNIQUE--24 slides, Color, df., National Mastitis Council, Inc. Through this slide set milking machine operators might appreciate more fully the important relationship between good milking techniques, the efficient harvesting of milk, and the prevention of mastitis. 1974
- #925 BETTER BUYING WITH TEXTILE LEGISLATION--19 slides, Color, df., University of Minnesota (Thelma Baierl). Every American spent \$329.00 on the average for clothing and shoes in 1973, and each year the amount goes higher. For those dollars the shopper expects to buy clothing that is attractive and will perform in wear and care. This slide set explains government regulations for care tags and shows some examples of what has happened to garments following a manufacturer's mis-directions. 1974
- #926 NUTRITIONAL LABELING--29 slides, Color, df., Cornell University. Nutritional labeling of food products gives valuable information for consumers to use when buying food and/or planning meals. This slide set shows the different forms in which nutritional labeling appears on food products, when it must be on food products, and tells how consumers can use nutritional labeling information. The slide set also explains the US-RDA (recommended daily allowances) which is used in nutritional labeling. A good slide set to use with consumer groups, high school home economics classes and 4-H food and nutrition project members. 1974

PLEASE NOTE: Slide set number 918 that was mentioned in last month's tip sheet is much more than a slide set. It is a beautiful kit of teaching materials that contain 13 fabric swatches of double knits, sweater knits, single knits, fake fur, vinyl and fake suede, all about 15 x 24 inches. There are seven posters designed for table top use showing seam construction and hems of some of the above fabrics. The 14 slides merely give brief explanation of techniques for handling the newer fabrics. The kit is reserved for county home economists only. They will find it very helpful for meetings with older 4-H members, 4-H project leaders, homemakers, and special interest groups. Thelma Baierl used them for her telelectures in 1974. . . . Gerald R. McKay and Karen Annexstad