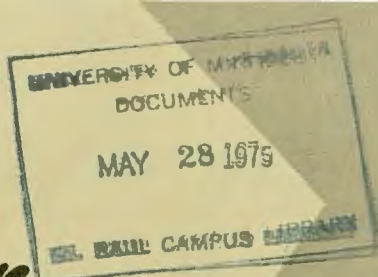


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3.

Reaching People

with information...



**press
publications
radio
television
visual aids**

2.

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

4. May 23, 1975

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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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ARE YOU A GOOD SOURCE OF INFORMATION FOR YOUNG FARMERS? --Gene Kroupa, at the University of Wisconsin, did a study recently on the differences between young farmers and their fathers when it comes to the use of information in farm management. The study reports several interesting ideas that affect county extension agents. His study involved a group of generally well educated farmers (50 percent had some college) from larger, higher income farms. Some of the study results were:

- * Young farmers don't always agree with their fathers about farm production and marketing decisions. They are in close agreement, however, when it comes to sizing up important sources for management information such as finances and taxes.
- * A farmer's own experience is the most important source for all kinds of management information. Experience is a good teacher, and farmers are willing to trust their own judgment before relying on information communicated from other sources.
- * For crop production information, these farmers relied heavily on University researchers, farm magazines, family members, bulletins and reports, and local cooperatives. Next in importance were friends and neighbors, county extension agents, local retailers and dealers, and farm organizations. The same general ranking was true for livestock management.
- * For marketing information, personal experience was the most important and farm radio programs were the next most important sources.
- * For more unfamiliar information related to land use (e.g., zoning and planning), the county extension agent, University researchers, and government or University bulletins and reports rated high and were seen to be as important as family members.
- * The greatest disagreement between fathers and sons was in the characteristics of county extension agents and of bulletins and reports:

--Fathers thought the county extension agent was more available, trustworthy, and approachable than the sons thought.

--Sons thought that bulletins and reports were more practical and up-to-date than their fathers thought.

Other aspects of the report deal with the importance of mass media and personal sources of information in farm management decisions.

--Harold B. Swanson

* * * *

OUT OF STOCK DOESN'T MEAN OUT OF PRINT --When your quantity order for a publication can't be filled in the Bulletin Room, you will receive a postcard (if it's the only item you ordered) or an enclosure slip (with the items you do receive) stating why your order couldn't be filled completely. If the item is temporarily out of stock, the expression used will be "out of stock." If the expression used is "out of print," this means that the publication has been discontinued altogether or that it may be revived sometime in the future but hasn't been on the Bulletin Room shelf for a long time. The expression "not stocked" means you have requested a publication the Bulletin Room does not handle.

With two exceptions, the Bulletin Room does not back order publications. If you are a specialist placing an order on an A-16 form or you are ordering a 4-H publication in quantity, the Bulletin Room will back order, supplying the publication when it becomes available (without your needing to reorder). Nothing else is back ordered.

The Bulletin Room relies on this newsletter to let you know when a publication is once again available. When you see it listed here as revised or reprinted, send in a new order requesting it. Do not, however, request a publication before it will be available. If a new or revised publication is listed as available in mid-June, for instance, do not order it before that time. --Mary Kay O'Hearn

* * * *

WORD CORNER: SHARPEN UP --Persons is one good everyday word that many of us absentmindedly replace with people. There is a distinction worth noting. When we say persons, we mean (or should mean) individuals with identities; when we say people, we should mean a large and anonymous mass.

People can be pushed only so far.

She was one of those persons who handle tense situations well.

Another tendency to avoid is the use of people with words of number in place of persons. If two of "three people" went away, how many "people" would be left? Answer: one people.

Wilson Follett, in Modern American Usage, has this to say:

The difference between people and persons is roughly parallel to that between the literary word folk and the colloquial word folks. The folk generates its folklore and folk songs and folk epics and, nameless and faceless, is expressed in them en masse; but a reporter out to record "what folks are thinking about" goes down the block interviewing Tom, Dick, and Harriet in order to quote them individually--that is, as persons representing people. --Kathy Wolter

* * * *

EVALUATE YOUR RADIO PROGRAMS --The good radio performer continually evaluates his/her programs. Some years ago, the American Association of College Editors prepared a radio score card for self evaluation. A copy of it is attached to this newsletter. Note that it asks for educational objectives, audience aimed for, and main idea(s) to be conveyed. The score sheet also lists 18 points on organization and 12 points on presentation. Use it often to improve your programs. --Ray Wolf

* * * *

PROGRAM IDEAS ABOUND --Both county and state faculty have come up with several ideas (new and old) that will make extension programs more creative and interesting. Those attending the creativity seminars may remember several of them. We'll recount the ideas in this and following issues of Reaching People. If you have more ideas, please send them in so we can pass them on to your colleagues.

Community Hospitality--Your Town, Minnesota--Larry Simonson, extension tourist specialist, and Uel Blank, extension economist, hand out a single sheet of questions and issues to groups in the audience. Group members brainstorm about their community today and tomorrow. They are asked to list the three most important attractions for community visitors; the three cultural, historical, scenic, or recreational advantages of their community; and the three things they like least about the community. Looking at the future, the groups list the three most needed improvements in the community and the steps that should be taken to get more visitors to come to the community. After about 20 minutes the groups come back together to report and discuss their ideas.

Similar surveys or group brainstorming exercises on other subjects should be easy to plan.

Interview Plus Questions--Dave Radford, Carlton County, and many others use this technique to draw out participants. Many people are shy about speaking about their accomplishments and ideas; others are just uneasy about appearing before an audience as a speaker. So Dave sets up an interview, drawing from the individual important ideas and suggestions. The audience, too, has questions, and the reluctant speaker is drawn out.

Pied Piper of Blank County--Many county agents have taken a radio audience along with their tours. They have done this by taping in advance several short spots about major stops on the tour. The local station cooperates by playing tapes at appropriate times during the tour. Thus those not attending know what's going on and those on the tour enjoy the spot news. Some stations have actually broadcast live from the tour. --Harold B. Swanson

* * * *

RADIO TOPICS FOR JUNE --Some ideas include: June Dairy Month and Dairy Days, Pork for Pop, 4-H conferences, camps and county fairs, summer care of livestock and poultry, vegetable and flower garden tips, control of crop and animal insects, care of lawn and shrubs, farm machinery safety, and the Agricultural Experiment Station field days. --Ray Wolf

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RETURN WHAT YOU DON'T NEED--If you have excess supplies of any current publications, please return them to the Bulletin Room. This way we can keep reprint costs to a minimum and we can fill county requests more efficiently. Please be sure, however, that you return only publications that are currently in print. Check your current annual order form for 4-H publications and the latest publications list (brown and white for 1974-75) for all other publications. Many counties box up extra copies and have their agents drop them off at the Bulletin Room when they are on campus; others return theirs by mail. --Kathy Wolter

* * * *

BOIL IT DOWN--Mel Hamre, poultry specialist, brought this poem to our attention. It applies to most any kind of writing, not just to writing that an editor will review.

EDITOR'S CREED

If you've got a thought that's happy--
Boil it down.

Make it short and crisp, and snappy--
Boil it down.

When your brain its coin has minted,
Down the page you pen has sprinted,
If you want your effort printed,
Boil it down.

Take out every surplus letter--
Boil it down.

Fewer syllables the better--
Boil it down.

Make your meaning plain--express it,
So we'll know--not merely guess it,
Then, my friend, ere you address it,
Boil it down.

Skim it well--then skim the skimmings--
Boil it down.

Trim it, then retrim the trimmings--
Boil it down.

When you're sure 'twould be a sin--to
Cut another sentence in two,
Send it in, and we'll begin to--
Boil it down.

* * * *

RADIO SCORE CARD

Educational objective:

Create awareness? _____ Information for decision making? _____

How-to-do-it? _____ Attitude change or reinforcement? _____

Audience aimed for: _____

Main idea(s) to be conveyed: _____

Organization-Content-Message

(Circle choice)

- | | | |
|--|-------------|------------------------|
| 1. Opening captured listeners attention immediately. | 6 5 4 3 2 1 | No attention getter |
| 2. Aroused interest in subject | 6 5 4 3 2 1 | Bored viewer |
| 3. Program had beginning, middle, ending | 6 5 4 3 2 1 | Rambled, fell apart |
| 4. Simple, direct, easily remembered points. | 6 5 4 3 2 1 | Confusing, evasive |
| 5. Developed content logically | 6 5 4 3 2 1 | Illogically |
| 6. Right number of points for air time available . . | 6 5 4 3 2 1 | Too many, too few |
| 7. Content closely related to listener needs | 6 5 4 3 2 1 | Irrelevant |
| 8. Held listeners interest through program | 6 5 4 3 2 1 | Lost interest |
| 9. Timely. | 6 5 4 3 2 1 | Outdated |
| 10. Accurate. | 6 5 4 3 2 1 | Inaccurate |
| 11. Based on scientific findings. | 6 5 4 3 2 1 | Opinions, guesses |
| 12. Repetitive emphasis was just right. | 6 5 4 3 2 1 | Omitted, belabored |
| 13. Close summarized important points | 6 5 4 3 2 1 | Program just stopped |
| 14. Objectives were clear | 6 5 4 3 2 1 | Ambiguous |
| 15. Motivated change in behavior. | 6 5 4 3 2 1 | No motivation |
| 16. Stimulated further interest in topic. | 6 5 4 3 2 1 | Discouraged |
| 17. Entertained as well as educated | 6 5 4 3 2 1 | No entertainment value |
| 18. Audio used effectively (music, sound effects, . .
on-location noises) | 6 5 4 3 2 1 | Poorly |

Presenter(s):

- | | | |
|---|-------------|---|
| 19. Confident, poised, at ease. | 6 5 4 3 2 1 | Uncertain, ill at ease |
| 20. Warm, pleasant, friendly | 6 5 4 3 2 1 | Harsh, unfriendly |
| 21. Articulate, enunciated well | 6 5 4 3 2 1 | Inarticulate |
| 22. Good breath control | 6 5 4 3 2 1 | Unnatural breathing |
| 23. Good voice inflection, emphasis | 6 5 4 3 2 1 | Artificial inflection,
poor emphasis |
| 24. Interested, sincere | 6 5 4 3 2 1 | Insincere, indifferent |
| 25. Good sense of humor | 6 5 4 3 2 1 | Humor lacking |
| 26. Enthused. | 6 5 4 3 2 1 | Bored |
| 27. Creative, imaginative | 6 5 4 3 2 1 | Routine, stereotyped |
| 28. Flexible. | 6 5 4 3 2 1 | Rigid |
| 29. Informed, knows subject | 6 5 4 3 2 1 | Lacks knowledge |
| 30. Vocabulary suitable | 6 5 4 3 2 1 | Unsuitable |

OVERALL EFFECTIVENESS (Points from 0 to 100) _____

NOTE TO JUDGE: Please write critique on back of this sheet.

held

Publications and Direct Mail

May 1975

NEW PUBLICATIONS

Minnesota's Dairy Industry: Present and Future. Special Report 52. V.S. Packard, Jr. Comprehensive report discusses present cow numbers, production per cow, price, herd size, and dynamics of dairy production in Minnesota and predicts trends in dairy production and processing, including geographical trends. 12 pages. Available.

Homemade Yogurt. Food Science and Nutrition Fact Sheet 29. Edmund A. Zottola. Gives directions for making yogurt at home beginning either with plain yogurt or a dry starter culture. Explains differences between using nonfat dry milk (instant or regular) or fresh milk. 2 pages. Available.

REVISED PUBLICATIONS

Fire Hazards of Stored Pesticides. Agricultural Chemicals Fact Sheet 1, Phillip K. Harein and Gerald R. Miller. Describes flammable or explosive chemicals and how to store them properly. Explains what to do in case of fire. 2 pages. Available.

Pesticide Storage and Formulation Shed. Agricultural Chemicals Fact Sheet 4. Phillip K. Harein et al. Describes how to build a pesticide storage and formulation shed that meets the requirements of large farms, pest control companies, pesticide retail dealers, commercial spray companies, University experiment stations, and similar sized operations. 2 pages. Available.

The Home Seller's Guide. Extension Folder 288. William J. Angell. Outlines potential expenses of the home seller; contains tips for selecting a real estate agent and information about selling a home oneself. Includes a checklist for preparing the house and a table comparing four different methods of listing a house for sale. 12 pages. Available.

Gladiolus Diseases. Plant Pathology Fact Sheet 11. Ward C. Stienstra and F. L. Pflieger. Discusses symptoms and treatment of common diseases. 2 pages. Available.

Diseases of Peony. Plant Pathology Fact Sheet 10. Ward C. Stienstra and F. L. Pflieger. Discusses symptoms and treatment of common diseases. 2 pages. Available.

Home Canning of Fruits and Vegetables. Extension Folder 100. Isabel Wolf. Gives new processing times for some products. 16 pages. Available.

Consumer Tips for Buying and Serving Ham. Animal Science Fact Sheet 27. Richard J. Epley. Includes additional information on the vitamin content of ham and suggests additional uses. 2 pages. Available.

Egg Grading. Poultry Fact Sheet 34. Melvin Hamre. Pictures candling operation and gives grading terms. 2 pages. Available.

Summary of Health Regulations for Livestock and Poultry Shows. Veterinary Science Fact Sheet 3. Raymond B. Solac. Updates information on exhibitions and performing livestock. 2 pages. Available.

REPRINTED PUBLICATIONS

How to Calculate Herbicide Rates, Calibrate Herbicide Applicators. Agricultural Chemicals Fact Sheet 5. G. R. Miller and J. A. True.

How Effective Are Your Visuals? Communications Bulletin 22. G. McKay.

Decisions to Make Before You Visualize. Communications Bulletin 23. G. McKay and R. Wolf.

Customize Your Diet for an In-Look. EF&NP-88.

Chemical Control of Bee Diseases. Entomology Fact Sheet 45. Basil Furgala.

Ropework. Extension Bulletin 192. J. Grant Dent.

Clostridium Perfringens Food Poisoning. Extension Bulletin 365. E. A. Zottola.

Feeding and Managing Baby Pigs. Extension Bulletin 370. J. D. Hawton and R. J. Meade.

Fertilizer for Alfalfa. Extension Folder 255. C. Simkins, C. Overdahl, and J. Grava.

Food-Borne Disease. Food Science and Nutrition Fact Sheet 2. E. A. Zottola.

Yeasts and Molds. Food Science and Nutrition Fact Sheet 14. E. A. Zottola.

Making Fermented Pickles and Sauerkraut. Food Science and Nutrition Fact Sheet 27. Isabel Wolf.

Mushroom Cookery. Home Economics Fact Sheet 24. G. Brill and S. Nefstead.

Heating with Microwaves (2450 MHz): Consumer Ovens. Home Economics Fact Sheet 35. W. Olson and R. Olson.

Cultured Sod Production. Horticulture Fact Sheet 6. C. Gustav Hard.

Control Thatch in the Home Lawn. Horticulture Fact Sheet 40. D. Steinegger.

A Good Projection Screen Helps Your Presentation. Information Service Series 30. G. McKay.

Strawberry Diseases. Plant Pathology Fact Sheet 2. H. Johnson.

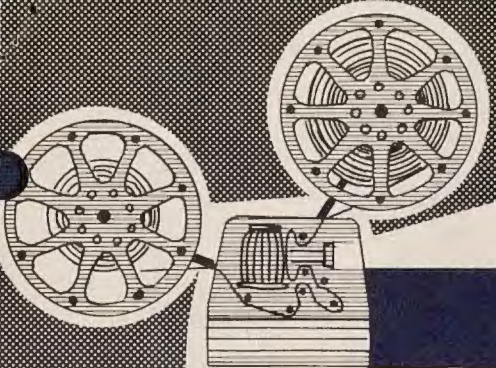
Cedar-Apple Rust. Plant Pathology Fact Sheet 4. H. Johnson.

Fire Blight. Plant Pathology Fact Sheet 17. H. Johnson.

House Plant Problems. Plant Pathology Fact Sheet 25. Ward C. Stienstra.

Rearing Chicks and Pullets for the Small Laying Flock. Poultry Fact Sheet 45. Mel Hamre.

Milkhouse and Milkroom Construction for Quality Milk Production. Special Report 9. V. S. Packard



visual aids TIP SHEET

Minnesota Agricultural Extension Service

May 1975

NEW FILMS ADDED TO THE AGRICULTURAL EXTENSION LIBRARY

MEECOLOGY--26 min., Color, Christopher Productions (a public service of McDonald's Family Restaurants). (TV--\$6.00) The film portrays children from varied surroundings (rural, suburban, urban, inner city) and how each child relates to his environment in an ecologically productive way. Teacher's guide and music and lyrics to "Meecology" song included. For children ages six through eleven. 1974

IF YOU HEAR THE EXPLOSION, THE DANGER HAS PASSED--9 1/2 min., Color, Xerox Films, Inc. (TV--\$3.50) Interweaving sound safety program philosophy with accident situations in the industrial environment, this film explains three accident factors: an individual's unsafe act, an unsafe facility or piece of equipment, and an unsafe procedure. Ideal for use in any vocational education program. 1971

BUYING AND PREPARING MEAT--30 min., Color, USDA. (TV--\$3.00) We have combined the following short films into one longer version:

1. The Quality Of Meat You Buy
2. Buying Meat For The Freezer
3. Buying And Preparing The Broiling Steak
4. Buying And Preparing Beef Steaks
5. Buying And Preparing Sirloin Steak
6. Buying And Preparing A Blade And Chuck Roast
7. Buying And Preparing Lamb Cuts

Adult audiences.

CAMERA NOTES

Here are some ideas Herb Gustafson of the Twin Cities Area Council of Camera Clubs passed along to us. You might find some of them useful.

The following equipment and accessories can be readily made and also obtained through the utilization of stock, non-photographic products.

1. Light weight, flexible monopod. Purchase six feet of 5/8" Tenso chain and a 1/4-20 thumb bolt. Cut thread end to depth of camera's tripod socket hole. Drill hole in flat and attach the chain. In use, step on loose end and pull (tension) lightly.

2. Sunshade. Cut hole the size of lens adapter ring in bottom of 8 ounce tomato sauce can. For lenses over 1 5/8" diameter, use a larger size container. Paint both surfaces flat black.
3. Lens cap. Many plastic covers on grocery products, such as on Pringles potato chips, can be adapted to this use. If the fit is sloppy, apply tape to inside lip until grip is snug.
4. Nature reflectors. Use crinkled aluminum foil or small type mirrors for real low-cost fill-in light.
5. Wet ground cover protection. For the nature photographer working in the field, use cheap plastic sheeting or plastic dry cleaner bags.
6. Slide files. Obtain cigar boxes from the tobacco shop or from your smoker friends, or shallow depth cardboard containers, such as National #45-404 analysis pad boxes, from your stationery supply house. Compartmentize the interior with heavy cardboard strips fastened down with masking tape.
7. Nature hold downs. Use non-hardening plastic clay for this purpose and bread ties, string or wire to hold back objectionable leaves, plant stems or small branches.
8. Combination multi-slide viewer and display box. Construct a wooden box with a diffused glass top and cover with 1/8" clear plastic held down with metal clips. Mount and wire one or two horizontal type porcelain light sockets or single upright plastic fixtures to box bottom. Build u-shaped folding legs from light aluminum and attach to bottom edge. To dissipate heat build-up, drill holes in front and back end pieces.

. Don Breneman and Gail Tischler