Reaching People

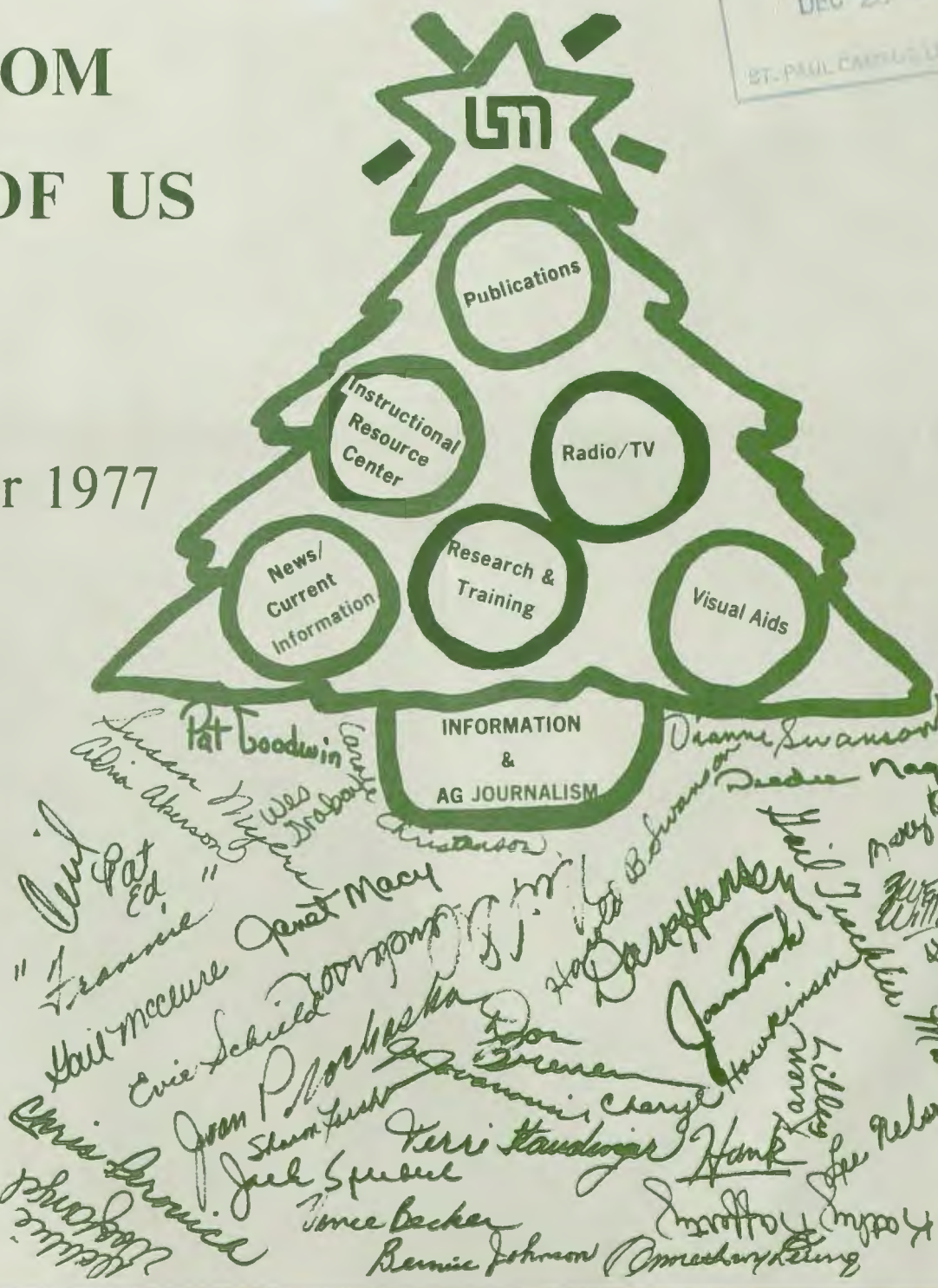
Department of Information and Agricultural Journalism

press
publications
radio
television
visual aids

Agricultural Extension Service University of Minnesota

HAPPY HOLIDAYS FROM ALL OF US

December 1977



A N D T H E A N G E L L I S S U E C O N T I N U E S--Last month we reported that Bill Angell felt, on the basis of his survey, radio was not effective for communicating housing information or for program promotion. A classmate from Bill's college days disagrees. She's Linda Benedict, communications specialist in home economics at Iowa State University. Here's what she says:

"Within the last year we have started putting out releases on housing on a fairly regular basis and have gotten fantastic response. We've done no research. But the feedback from our housing releases has been greater than from any other subject we've been concentrating on. The interest in energy, of course, is one of the main reasons for all the attention. Plus the fact that building starts are up all over the state." Linda describes Iowa State housing specialist as pleased, too, with the response.

Linda makes an especially good point that interest in housing and energy is high. Now is the teachable moment for this subject. In communications parlance we say the subject is newsworthy, timely, and significant.--Harold B. Swanson

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C H E C K O U T I T S A G E--This is a "no, no" in most areas today, but take a look at your dictionary. How old is the one you are using at the office? Someone's survey said that most dictionaries in use are at least 10 years old. This is when the Publications Section in this department began looking around at office dictionaries. They were all at least 10 years old--some much older. Many of today's words just weren't there (that can be both good and bad).

After checking with other editors on the campus, asking their preferences, and looking the books over individually, some new ones were purchased. The old ones (except for the most disheveled) were packed up and sent to a Peace Corps group in South America which had use for them.

If you don't know what dictionary to purchase and need a new one for your office, you might borrow several from the local library, use each for a time, compare, decide, and then purchase. If your office has several dictionaries, it may be a good idea not to get the same "brand" for everyone so that you will have several sources to check. You'll like certain things about each. Buying them in different years is a good plan, too. They are never all old at once and the budget suffers less. You might check your at-home dictionary, too. If you decide it's time for a replacement, visit the 1978 sales and give yourself a gift. (Caution: Be sure to check the copyright and revision dates in the front of the dictionary. A new looking book isn't always an up-to-date book.)--Mary Kay O'Hearn

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P R O B L E M S O L V I N G, N O T I M A G E B U I L D I N G--That's the role of public relations today, according to James Porterfield, executive vice president, Carl Byoir and Associates, Inc., New York. Back in the forties, public relations meant publicity. Now public relations must deal with the issues facing management and the organization whatever these might be. And one of the biggest problems is to whittle these issues down to handling size.

Porterfield continued saying public relations is an entrenched function of all enlightened management not the ego trip it used to be for top management.

Another public relations leader, Robert Provost, 1977 president of the Minnesota Chapter of the Public Relations Society of America, says that a public relations person, in a sense, represents the public with his or her organization. The PR person brings the reactions of the public to the organization and tries to help work out solutions to the problems that may arise--communicating ideas and viewpoints effectively.

Sometimes representing the public by bringing its reactions to management can be dangerous to the individual bringing the bad news. There is an old Greek saying (Sophocles-Antigone) that "the bearer of dread tidings needs must quake." Often punishment resulted from bringing bad news.

And how does all this relate to the county Extension team, to the College Department, or to any other unit in the University? Here's how I look at it. We all have public relations responsibilities. For some it may mean meeting and working with people in a responsible, courteous way. For others it may mean taking positive steps to meet problems.

Whatever our responsibilities we can't take on the adversary role either within our organization or with people outside. We must be part of the team and help solve the problem, often with changes in our own activities and organization. And we must continue to do the good job we've been doing, with all the integrity we've developed.--Harold B. Swanson

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Publications and Direct Mail

December 1977

NEW PUBLICATIONS

Implications of Water Quality Regulations for Minnesota Dairy Processing Plants. Station Bulletin 520. Boyd M. Buxton, Stephen J. Ziegler, and James A. Moore. Discusses the impact of new federal regulations on dairy processing plants. Explains alternative waste treatment systems and provides cost comparisons. 16 pages. Available.

Marketing of Purebred Livestock in the United States. Station Bulletin 521. Nasser A. Aulaqi. Discusses purebred production and its contribution to upgrading the quality of commercial livestock. 28 pages. Available.

Tailoring for Today. Extension Bulletin 403. Lois Goering. Gives suggestions for selecting pattern, fabrics, and notions and preparing the pattern and fabrics. Details time-saving alternative techniques for fusing and machine pad stitching appropriate interfacings to create the permanent shaping needed in tailored garments. Includes 114 detailed photos. 32 pages. Available.

Put It All Together. Extension Bulletin 406. Lois Goering. Suggests questions to consider for personal and design analysis in choosing patterns and fabric. Describes fabric weight and crispness as well as pattern design and silhouette. Includes charts for coordinating fabrics and patterns based on pattern design, fabric crispness, and fabric design. 12 pages. Available.

*Daily Needs--Nutrition for Seniors. Extension Folder 348. Mary Darling, Janet Wesselman. Discusses daily food needs for older persons and ways to limit calories and tempt appetites. 4 pages. Available.

*Periodic Maintenance--Nutrition for Seniors. Extension Folder 349. Mary Darling, Janet Wesselman. Discusses the aging process and changes in the body that can affect digestion. 4 pages. Available.

*Keeping Mobile--Nutrition for Seniors. Extension Folder 350. Mary Darling, Janet Wesselman. Gives ideas for healthful exercise and diet for seniors. 4 pages. Available.

*The Importance of Dental Care--Nutrition for Seniors. Extension Folder 351. Mary Darling, Janet Wesselman. Discusses how diet and dental health relate. Gives tips for dental hygiene and healthful snacking. 4 pages. Available.

NPN in the Dairy Ration. Extension Folder 354. D. E. Otterby, J. G. Linn, and M. F. Hutjens. Describes methods of meeting the cow's protein requirements without increasing costs. 4 pages. Available.

REVISED PUBLICATIONS

Planting Trees in Minnesota. Extension Bulletin 350. William R. Miles, Marvin E. Smith, and Dayton M. Larsen. Discusses methods of planting, choice and care of species, and reasons for planting trees. 12 pages. Available.

Minnesota's Forest Trees. Extension Bulletin 363. William R. Miles, Bruce L. Fuller. Publication describes the more common trees found in Minnesota's forests and windbreaks, and indicates characteristics and how to identify. 24 pages. Available.

*Folders in this series accompany the slide set, "Nutrition for Seniors," available through the Agricultural Extension Library.

Cultural and Chemical Weed Control in Farm Crops 1978. Extension Bulletin 400. Gerald R. Miller (coordinator) et al. Brings up-to-date information on treatment with herbicides. 28 pages. Available December 30.

Varietal Trials of Farm Crops 1978. Miscellaneous Report 24. Robert Robinson (coordinator) et al. Gives latest information on varieties to plant based on information gained from experiments in the field. 32 pages. Available December 30.

Minnesota Retail Dealers Conference. 1978. Special Report 12. Specialists in entomology, soils, agronomy, and plant pathology. Highlights vital information in each of these specialties. 102 pages. Available December 30.

Use Your DHI Records. Extension Folder 338. J. W. Mudge, B. J. Conlin, M. F. Hutjens, R. D. Appleman, and G. R. Steuernagel. Explains how to interpret information on DHI records. 6 pages. Available.

Corn Silage in Dairy Cattle Rations. Dairy Husbandry Fact Sheet 7. M. F. Hutjens, D. E. Otterby, N. P. Martin, and J. G. Linn. Explains how to use corn silage effectively as forage for dairy animals, how to produce quality silage, how to achieve nutritional balance using corn silage. 2 pages. Available.

Chemical Control of Soil Insect Pests of Corn. Entomology Fact Sheet 7. John Lofgren. Provides information on several kinds of soil insects which affect corn, along with the chemical control and prevention treatments. 2 pages. Available.

Controlling Corn Rootworms. Entomology Fact Sheet 14. John Lofgren. Discusses habits and damage of the corn rootworm, as well as prevention and control. 2 pages. Available.

Outdoor-Indoor Geranium Culture. Horticulture Fact Sheet 34. H. F. Wilkins. Describes outdoor and indoor methods of producing geraniums. 2 pages. Available.

REPRINTED PUBLICATIONS

Poplars and Willows. Arboretum Review 28. Leon Snyder.

Home Insulation and Heat Loss. Agricultural Engineering Fact Sheet 18. Donald Bates and Harold Cloud.

Culling Dairy Cows. Dairy Husbandry Fact Sheet 17. B. Joseph Conlin.

Cleaning and Sanitizing on the Dairy Farm. Food Science and Nutrition Fact Sheet 9. V. S. Packard.

Tips for Care and Cleaning: Appliances and Cookware. Home Economics Fact Sheet 33. Mary Fran Lamison and Wanda Olson.

Using Nonphosphate Detergents in Machine Laundry. Home Economics Fact Sheet 38. Wanda Olson.

Cedar-Apple Rust. Plant Pathology Fact Sheet 4. Herbert G. Johnson.

Diseases of Cole Crops. Plant Pathology Fact Sheet 28. Frank Pfleger.

Judging Egg Production Classes. Poultry Fact Sheet 32. Mel Hamre.

Egg Grading. Poultry Fact Sheet 34. Mel Hamre.

Determining Soil Texture. Environmental Education Activity Sheet 3. Clifton Halsey.

Fertilizer for Wheat. Extension Folder 254. C. A. Simkins, A. C. Caldwell, and M. O. Johnson.

Farm Business Arrangements: Which One for You? Extension Bulletin 401. K. Thomas and M. Boehile.

THE COMMUNICATIONS SCENE

Department of Information and Agricultural Journalism
Agricultural Extension Service
University of Minnesota
St. Paul, Minnesota 55108

No. 69

COMMUNICATION PLACES THE WORLD AT YOUR FINGERTIPS

by Harold B. Swanson, professor and extension communications specialist

Many experts predict that we'll push a button or reach for a freshly printed piece of paper to get that latest information we want, the moment we need it. The capability to move information fast is with us now. For example, we see Anwar Sadat and Menahem Begin when they meet. We get an instant report or impression of their reactions. We see man land on the moon, and we witness revolutions and hunger as they occur. And, if the flow of news were entirely free, we would know how much wheat Russia is raising and what this might mean in demand and prices for farmers.

Indeed communications today and even more so in the future will place the world at our finger tips. One reason is that America's communications media are in the throes of a technological revolution. Enormous changes are coming in the business of keeping us informed. The new electronics--the "mini-cams," the miniaturization of newsgathering gear, communications satellites, computers, and many other innovations are revolutionizing our information and news methods. Many of these developments will affect agriculture and rural America more than we now believe possible.

Many farmers, for example, have miniature computers in their homes or at their disposal. Even more have access by phone or by letter to a host of answers to their questions. For example, the University of Minnesota has dozens of programs farmers can use or "hook into." These programs go by names such as FIN, FLO, FIAN, F-BEEF, BES CROP, to mention only a few. Given the right information, the data bank can give a farmer several long-range farming alternatives, or it can tell him which crop might be the most profitable to raise under certain circumstances. The computer, tied to a communications system, provides agriculture with immediate information.

With many of these innovations we really don't know what to expect. But we can dream, and often the impossible will come true.

Futurists see a <u>supersmart</u> television set in our living rooms or our offices. In addition to showing conventional programs, the TV set of the future will be able to send as well as receive signals. It will serve as a computer link with a vast array of information banks. These will be maintained by TV stations, newspapers, radio stations, libraries, and Universities. Farmers will be able to get an analysis of their dairy herd production right in their own homes by attachments to their TV set. And that supersmart TV set will produce printed documents transmitted by these remote computers or other information sources. Today we see this being done in some parts of the world on an experimental basis.

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Some say that our phones of tomorrow will be two-way picture phones with all the implications that has. Incidentally I'm not sure I'd like my callers to see me at all times. Others maintain that the homemaker will be able to go shopping without leaving home. He or she will see everything sold, and will order on the basis of this display.

These are remarkable developments. And the means of using many of them are realities already. For example, most of us are familiar with the "mini-cam." This remarkable lightweight portable TV camera can be carried on a shoulder and can beam a signal back to the studio via-microwave. Thus we have on-the-spot news at the exact time it's made.

Let's digress a moment, to talk about changes in technology as it affects rural communities and agriculture in developing nations. The literacy rate is low in these countries. Thus farmers are best reached with personal contacts, or visuals or radio. The transistor radio has made radio easily accessible. And the satellite has made TV a distinct possibility. India, for example, has conducted major experiments getting information to farm groups in villages via TV.

Returning to the more developed nations we know there'll be facsimile newspapers and even facsimile color magazines transmitted to our homes by wire. A gadget attached to our communications consoles-a fancier name for the supersmart TV set-will activate the messages we want while we sleep. Our console will fill blank paper with text, headlines, pictures and ads at a furious pace.

Many media too, have been packaging news for our own personal use. We see adaptations of this idea by our local radio stations, weekly papers, and other media. And they'll be packaged even more in the future.

One of the many technological developments which will make all this possible is fiber optics. Personally I find the engineering in this idea hard to understand, but how it works sounds simple. The day is coming when we no longer will receive television signals over the air. Rather they will come through this revolutionary new transmission process, fiber optics. These hair thin fibers will be placed in cables and will transmit every conceivable kind of electronic signal. Within 20 years a fiber optics line no larger than your present TV antenna lead wire will bring us TV, telephone, facsimile newspapers, computer linkages, pay TV, and countless other communications we've never dreamed of.

Communication indeed is placing the world at our fingertips, making information, education, and news immediately available. It's up to us to use these new devices effectively.

December 1977

THE COMMUNICATIONS SCENE

Department of Information and Agricultural Journalism
Agricultural Extension Service
University of Minnesota
St. Paul, Minnesota 55108

No. 70

SPECIALIZED COMMUNICATIONS SERVE AGRICULTURE, RURAL COMMUNITY

by Harold B. Swanson, Professor and Extension
Communications Specialist

We live in an age of specialization. That specialization extends to agriculture and the many industries serving agriculture and rural communities. For example, there are veterinarians, custom sprayers, machinery dealers, a variety of fertilizer, feed and seed dealers and many more too numerous to mention. There is similar specialization in communications as it relates to agriculture and the rural community.

First let's look at radio. Ordinarily we don't think about radio as directed specifically to any one audience or group of people or devoting its time largely to one subject. But when you get right down to it, most of our rural radio stations in Minnesota do concentrate on one general purpose. That purpose is to serve their own, specific local community. By doing this they're able to compete with the larger metropolitan stations. They're able to provide that special local community touch, that neighborliness, so valued in rural America.

This specialization applies to farm and agriculture programming, too, on these stations. The most recent issue of Agri-Marketing lists many of the Minnesota stations who have extensive farm radio programs. With one exception, all of them are in rural farm-oriented areas. How much these stations serve agriculture can be seen, too, by the many programs they carry from their local county extension office, vo-ag departments, The University of Minnesota, SCS (Soil Conservation Service), ASCS (Agricultural Stabilization and Conservation Service), Farmers Union, Farm Bureau, NFO, Grange, and many others. Obviously, then, rural radio stations do specialize in community service and in agriculture.

Many radio stations, of course, do feature certain types of programming. Examples are Top 40 Tunes, western music, country music, all news, and the like. This is true in both rural and urban areas, but it is especially marked in the Twin Cities area. Here stations definitely aim at a very select part of the audience and program accordingly.

What we've said about local radio applies equally to newspapers. The weekly newspaper in Minnesota specializes in serving its community. Many people call this community journalism. Providing the local touch enables these weeklies to compete with the metropolitan press with its emphasis on city, state, national, and international news.

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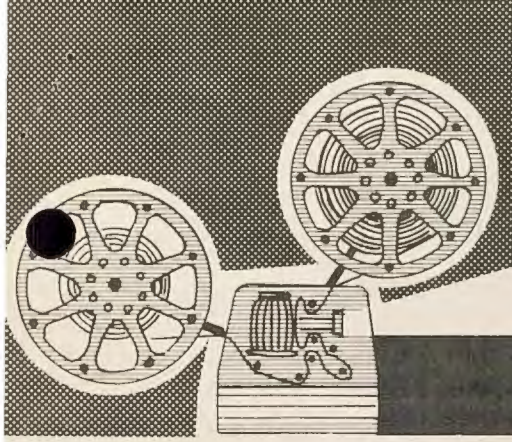
Much of what we've said about radio and newspapers is also true of TV. However, there is less agricultural and community coverage, except for stations outside large cities. Even these stations rely heavily on national network programming and entertainment.

The greatest degree of specialization in agriculture and farming is by publications. One of the most noticeable trends in recent years has been the growth of specialized magazines, newsletters, and other publications aimed at special groups of farmers.

I recently heard an estimate that every farm family has an average of 10 such publications entering the farm home every month. The farmer subscribes to many magazines, such as The Farmer, Farm Journal, Successful Farming, to mention only a few. Others come to the farmer free and are entirely financed by advertising revenue. Some people may fear that these "free" publications are dominated by the advertiser. This is not true. Most are prepared by leading agricultural publishers. They are written for a very specialized audience. For example, only hog producers with 300 pigs or 50 milk cows or 100 beef cattle may receive certain of these magazines. The editors see to it that their mailing lists are checked frequently, and they write exclusively for a certain kind of producer. Doing this, the magazine can tell the advertiser exactly what kind of farmer it reaches--how big an operation he runs. The articles in most of these magazines are written from the point of view of the farmers' needs and not the advertisers'.

In general, then, we've seen an increase in specialized communications, and this increase has been marked in our rural and farm communities. This is desirable because it does insure these groups of the kind of service and attention they deserve. It is only by specialization in communications that they can get the specific information they want.

December 1977



visual aids TIP SHEET

Minnesota Agricultural Extension Service

December 1977

Artwork- - - - - - - - - - - - - - - - -	(612) 373-0712
Emergency Bookings - - - - - - - - - - -	(612) 373-1252
Equipment- - - - - - - - - - - - - - - -	(612) 373-1254

N E W F I L M S A D D E D T O T H E A G R I C U L T U R A L E X T E N S I O N L I B R A R Y

#3019 REFINISHING TECHNIQUES BY HOMER FORMBY -- 2 reels (each 25:00), color, Formby's Refinishing Products, Inc. (not TV-$10.00) Covers refinishing techniques including removing old finish, applying new finish, bleaching of wood, cleaning of metals, and care of wood in the home. Shows use of Formby's products. 1970's

N E W S L I D E S E T S A D D E D T O L I B R A R Y

#16 HOUSEPLANT NEEDS -- 66 slides, color, Virginia Lerch, graduate student in horticulture, University of Minnesota. ($1.75) Explains the basic factors of plant growth that will enable potted plants to survive and grow indoors. 1977

#129 STRAIGHT TALK ABOUT PREGNANCY AND PRENATAL CARE -- 132 slides, color, three cassette tapes (both audible tones and automatic, inaudible 1000 Hz pulses; time 16:45--Part I, 7:39--Part II, and 10:47--Part III), The National Foundation--March of Dimes. ($1.75) Gives the facts on pregnancy and emphasizes the importance of the total health of the mother and child. Describes the health care services available and encourages mothers-to-be to attend a prenatal clinic regularly. For adolescent or adult audience. 1976

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The following four new slide sets are part of the training design in the 4-H leader training manual, HELPING LEADERS HELP YOUTH.

#161 THE 4-H MEETING--A TEACHING TOOL (Helping Leaders Help Youth) -- 79 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 13:00), University of Illinois. ($1.75) Describes the 4-H club meeting as an opportunity for members to learn skills, attitudes, and behaviors. Covers the importance of belonging, the agendas and rules of business and of courtesy, ways to have fun, the duties of officers, and shared leadership. 1975

#162 THE WORLD OF 4-H PROJECTS AND ACTIVITIES (Helping Leaders Help Youth) -- 77 slides (Part I, "Projects") and 57 slides (Part II, "Activities"), color, two cassette tapes (automatic, inaudible 1000 Hz pulses, time 9:00--Part I and 7:00--Part II), University of Illinois. ($1.75) Part I, "Projects," is an overview of the projects available to 4-H members. Emphasizes setting personal goals, demonstrating skills, and developing a sense of personal progress. Part II, "Activities," takes a look at activities which might be planned by a 4-H group. Emphasis is on real-life experiences which provide opportunities for learning. 1975

#163 GROWING UP (Helping Leaders Help Youth) -- 56 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 10:00), University of Illinois. ($1.75) A simple introduction to the developmental characteristics of middle childhood, early adolescence, and late adolescence. Shows how 4-H can influence personal development and help boys and girls to become well-adjusted human beings. 1975

#165 A DESIRE TO DO--A DESIRE TO GUIDE (Helping Leaders Help Youth) -- 41 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 10:00), University of Illinois. ($1.75) Discusses leadership in the local club and support from the county leadership structure. Leadership is understood as a shared responsibility, a rewarding experience, and an opportunity for growth and for service. 1975

Below are supplementary sets also useful for a variety of 4-H leadership-training settings.

#114 THE EVOLVING PERSON--GROWING FROM 13 to 19 -- 80 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 9:00), Shari Mentzer in cooperation with Juanita Reed, State 4-H Office, University of Minnesota. ($1.75) Expresses the feelings of a teenager through the writings in a diary. Looks at some psychological and social challenges for teens and reminds the audience that teens struggle with challenges common to any age--developing self confidence, responsibility, and personal relationships. 1977

#158 PARENTS IN 4-H (Helping Leaders Help Youth) -- 51 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 11:00), University of Minnesota. ($1.75) Recognizes the importance of parents in 4-H, and explains how to involve them. 1975

#159 TEACHING TOOLS AND TECHNIQUES (Helping Leaders Help Youth) -- 63 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 12:30), University of Illinois. ($1.75) Emphasizes the role of the 4-H leader as a teacher, and explains a range of teaching techniques. 1975

#160 PUBLICIZING 4-H (Helping Leaders Help Youth) -- 41 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 9:00), University of Illinois. ($1.75) Explains how members, working individually or in a group, can tell the 4-H story. 1975

#164 AWARDS AND INCENTIVES (Helping Leaders Help Youth) -- 47 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 9:00), University of Illinois. ($1.75) Discusses the role of incentives in the 4-H program and the program's award system. 1975

R E V I S E D S L I D E S E T

#788 CONSUMER PROTECTION -- 79 slides, color, Edna K. Jordahl, extension specialist, home management, University of Minnesota. ($1.75) Illustrates the various kinds of frauds experienced by consumers. Summarizes the federal and Minnesota state and local protection agencies. Protection agencies, Minnesota law, and heads of various state departments are current for the fall of 1977. For adolescent or adult audience. 1977

NOTE: Avoid confusion!

A film in the library with the title of WHY METRICS, library no. 3121, is often mistakenly ordered under the title of DISCOVER...WHY METRICS. Please use the correct title so your order is not misunderstood.

Neil Anderson, Don Breneman and Gail Tischler Marko

Agricultural Extension Service, University of Minnesota

Art Tips

HAPPY HOLIDAYS!--Here's a gift I hope you can use: some standard nameplates for the top of your newsletters using the official format. Just put your county name, address and phone number in the right-hand box. The bottom line of the first page of a newsletter should always be the same as the bottom line of this page.

If I missed a newsletter topic that you need and that other counties might also want, let me know and I'll do this again in a later issue of Art Tips. Also let me know if there are other visual problems that Art Tips can help you solve.

Karen Lilley

AGRICULTURAL EXTENSION SERVICE · UNIVERSITY OF MINNESOTA

homemakers' newsletter

AGRICULTURAL EXTENSION SERVICE · UNIVERSITY OF MINNESOTA

4H newsletter

AGRICULTURAL EXTENSION SERVICE · UNIVERSITY OF MINNESOTA

agriculture newsletter

AGRICULTURAL EXTENSION SERVICE · UNIVERSITY OF MINNESOTA

forestry newsletter

AGRICULTURAL EXTENSION SERVICE · UNIVERSITY OF MINNESOTA

yard 'n' garden newsletter

AGRICULTURAL EXTENSION SERVICE · UNIVERSITY OF MINNESOTA

senior citizens' newsletter