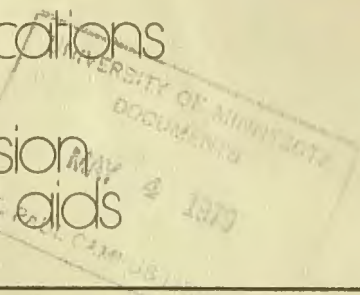


MN 2000
RPI 479

Reaching People

Department of
Information and Agricultural
Journalism

press
publications
radio
television
visual aids



Agricultural Extension Service

University of Minnesota

 * Please read, check, and circulate
 * County Extension Director
 * County Extension Agent
 * Associate County Extension Agent
 * Other
 * Secretary for Filing

S U N S H I N E--That's the name of a column written by Richard Chamberlin, editor of Home and Garden Supply Merchandiser. A couple of his sunshine thoughts have application to our Extension work and might even be useful in your columns or newsletters for fillers. Here they are:

- * Do you know a good approach to customer relations? Well, one good one is to treat each person who enters your store (office) as if he/she is the only person in the world. Or how about treating that person as if he/she is paying your salary or feeding your children (which is true).
- * A classic advertising story concerns the late William Wrigley, the chewing gum magnate, who attributed his success to advertising. While traveling on a train, a friend asked him why he continued his million dollar advertising when his gum was so well known. Wrigley thought for a minute and asked, "How fast is this train moving?" He was told 60 miles an hour. "Then why doesn't the railroad remove the engine and let the train travel on its own momentum?"...We don't advertise as such, but we do need to keep our work before the public all the time. We can't travel on momentum.--
Harold B. Swanson

M O T I V A T I N G F O R T H E E N E R G Y W A R--How do you motivate people to save energy? That question may well be an important part of Extension's educational job in the future. A recent issue of Psychology Today dealt with this question in a special section of the magazine.

John M. Darley, Princeton University psychologist, in one article said:

- * When people are told regularly how they are doing on a task, their performance generally improves.
- * Paying attention to individual attitudes is more useful than upbraiding energy hogs.

Paul Stern, Yale University sociologist, says: "People used less energy when their intention to conserve was reported in the newspaper." (The same thing applies in other areas when a 4-H leader makes a promise or statement reported by the press.)

Jan Hamlin, an ecologist with the California Energy Extension Service, says her studies on housing energy conservation reach the same conclusions that Everett Rogers, Stanford sociologist, reached in his diffusion studies. Rogers says:

"In order to convince people to try something new, it is important to build in as much reinforcement in the situation as possible. Immediate feedback of results, peer approval, community support, public recognition accomplishment--all contribute to getting people to change their minds."--Harold B. Swanson

HOW PERSUASIVE IS YOUR MESSAGE?--William Howell, professor of speech at the University of Minnesota, sees three (and perhaps more) important ingredients of a persuasive message:

1. The structure of the message.
2. The credibility of the source.
3. How well-liked the source is.

The structure of a message varies, of course, with what we hope to do. If we think people may be opposed, we arrange our message one way. If they're supportive, we structure it another way. There's a lot of research and a lot of books and articles on the subject. Often our problem is that we forget that this order of presentation is important.

The credibility of the source, too, is important and apparent. Again there is much research on this, too. Credible sources, for the most part, do add to the persuasiveness of a message. All of us with the University usually do have credibility, especially in our specialties. Certainly county agents with the Agricultural Extension Service have long had and earned that reputation.

How well-liked the source is a new angle in persuasion that seems logical. Personally I haven't seen much evidence one way or the other. Now Howell, who is a leader in the field, has explored the idea and has more than a "hunch" to back up the idea. I don't know if this means we should go out and seek to be well-liked in order to get our messages accepted. However, it's a thought to ponder.--Harold B. Swanson

#

TRUMAN TRIBUNE LIKES COLUMN--In a letter to Floyd Bellin, Martin County extension director (Fairmont), Steve Briggs, Truman Tribune editor, asks to use Jean Hatch's (county extension agent) homemaking column each week. He writes Bellin: "I doubt there is any other columnist in Martin County whose writings are read more faithfully than the Jean Hatch column...of the five newspapers for which I've worked, her column is by far the best. It goes beyond household hints and recipes. Her writing style and personal touches make it unique."--Jack M. Sperbeck

* * * *

Publications and Direct Mail

NEW PUBLICATIONS

April 1979

REMINDER: Due to curtailment of printing funds there is no longer any automatic distribution of publications to State Extension Specialists or recipients of the Vo-Ag Newsletter. Please order any publications you personally want from this green sheet. This format can serve as an order blank. Publications desired can be picked up from the Bulletin Room, 3 Coffey Hall or request mailing.

Name

Mailing address

FOR AGRICULTURE AND OTHER BUSINESSES--Crops--Disease and Pest Control (p.28)

Diseases of Potatoes. Extension Folder 481. Howard Bissonnette and Fred Morgan. Describes diseases; color photographs show symptoms. 2 pages. 10¢. Available.

FOR AGRICULTURE AND OTHER BUSINESSES--Crops--Grain Crops (p. 29)

Diseases of Corn. Extension Folder 482. Herbert G. Johnson and Fred Morgan. Describes diseases; color photographs show symptoms. 2 pages. 10¢. Available.

FOR AGRICULTURE AND OTHER BUSINESSES--Crops--Weed Control (p. 30)

Annual Broadleaf Weed Identification. Extension Folder 483. Oliver E. Strand and Gerald R. Miller. Describes weeds; color photographs illustrate. 2 pages. 10¢. Available.

Annual Broadleaf Weed Seedling Identification. Extension Folder 484. Oliver E. Strand and Gerald R. Miller. Describes weed seedlings; color photographs illustrate. 2 pages. 10¢. Available.

Annual Grass and Perennial Weed Identification. Extension Folder 485. Oliver E. Strand and Gerald R. Miller. Describes weed seedlings; color photographs illustrate. 2 pages. 10¢. Available.

Annual Grass and Perennial Weed Seedling Identification. Extension Folder 486. Oliver E. Strand and Gerald R. Miller. Describes weed seedlings; color photographs illustrate. 2 pages. 10¢. Available.

Herbicide Symptoms in Corn. Extension Folder 487. Gerald R. Miller, Donald Breneman, and Richard Behrens. Discusses injury symptoms; color photographs illustrate. 4 pages. 10¢. Available.

Identification and Control of Wild Proso Millet. Agronomy Fact Sheet 35. Oliver E. Strand and Richard Behrens. Provides a detailed description of wild proso millet and control recommendations when planting corn, soybeans, small grains, sunflowers, dry edible beans, and flax. 2 pages. 5¢. Available end of April.

Farms Animals (Health, Production, Marketing and Management)--Sheep and Goats (p. 34)

Mastitis in Sheep. Veterinary Science Fact Sheet 18. Raymond B. Solac. Discusses the disease, its control and prevention. 2 pages. 5¢. Available.

Farm and Business Management (p. 35)

Market Trends and Outlook. Agricultural Economics Fact Sheet 20. M. K. Christiansen, J. W. Hammond, and B. M. Buxton. Notes trends in consumer use of milk, especially in an expanding cheese market. 2 pages. 5¢. Available.

FOR THE GENERAL PUBLIC--Animals (p. 13)

Bats. Natural Resources-Wildlife Fact Sheet 4. James R. Kitts. Describes habits of bats, how to control them and recommends not killing them (since they are beneficial) if another solution is possible. 2 pages. 5¢. Available.

-over-

Moles. Natural Resources-Wildlife Fact Sheet 2. James R. Kitts. Describes moles' burrowing habits and pictures choker and scissorjaw and harpoon traps and how to use them. 2 pages. 5¢. Available.

Rabbits and Hares. Natural Resources-Wildlife Fact Sheet 1. James R. Kitts. Explains control by fencing and repellents and cautions that rabbits and hares in Minnesota are considered protected species so local conservation officer should be consulted before removing them. 2 pages. 5¢. Available.

Shrews. Natural Resources-Wildlife Fact Sheet 3. James R. Kitts. Explains that the thick coated animal caught in a mouse trap may be a shrew instead of a mouse. The presence of shrews (six species of them in Minnesota) may indicate there are other household pests around such as mice and large insects. 1 page. 5¢. Available.

HOME GROUNDS--Disease and Pest Control (p. 21)

Identifying Elm Firewood. Minnesota Tree Line #25. William Phillipson and Harlan Petersen. Describes the role of elm firewood piles in the spread of Dutch elm disease and how to identify elm logs in a wood pile. Photos illustrate characteristics of elm wood. 2 pages. 5¢. Available.

TEXTILES AND CLOTHING--Selection (p. 27)

Dressing Children for Winter. HS 69. Sherri A. Johnson and Leona S. Nelson. Planned for anyone responsible for dressing children for winter weather in Minnesota. Also ideas for saving money when purchasing children's clothing at the end of a season in preparation for another season. Tells how to keep in body heat and how to select the best fabric and style. 4 pages. 5¢. Available.

REVISED PUBLICATIONS

FOR THE GENERAL PUBLIC--Home Grounds (Trees, Lawns, Ornamentals, Plants)--Trees (p. 22)

Budding and Grafting Fruit Trees. Extension Bulletin 437 (replaces Extension Bulletin 273 Grafting Fruit Trees). Leonard B. Hertz. Describes various budding techniques and grafting methods. 16 pages. 30¢. Available.

HOUSING--Appliances and Equipment (p. 23)

Cooking Foods in Microwave Ovens. Extension Folder 293. Wanda Olson, Isabel Wolf, Robert Olson. Former title: Using Microwave Ovens. Slightly revised. Explains principles of microwave cooking. Lists food items, giving requirements when using conventional heat sources and suggestions when using microwaves. 4 pages. 10¢. Available. Now listed also as NCR 70. (North Central Region publication)

Selecting a Microwave Appliance. Extension Folder 353. Wanda Olson and Robert Olson. Hints for selection, use, and care of a microwave appliance. Also, there is a discussion of energy and time considerations. 4 pages. 10¢. Available. Now listed also as NCR 71.

Heating Prepared Foods in Microwave Ovens. Extension Folder 478. Wanda Olson and Robert Olson. Formerly HEFL Fact Sheet #35 Heating with Microwaves (2450) MHz: Consumer Ovens. Explains factors that determine heating times in microwave ovens, and there is a discussion of the special features of microwave ovens. There is a chart listing food items with suggested techniques for avoiding problems. 4 pages. 10¢. Available. Now listed also as NCR 72.

REPRINTED PUBLICATIONS

Oak Wilt. Extension Folder 310.

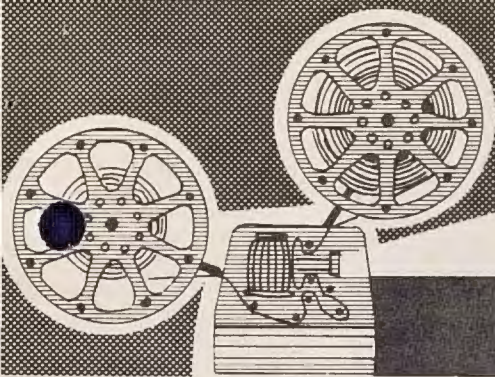
Fire Hazards of Stored Pesticides. Agricultural Chemicals Fact Sheet 1.

Sampling Soil for Fertilizer and Lime. Soils Fact Sheet 4.

How to Plant a Tree. Minnesota Tree Line 3.

Root Graft Spread of Dutch Elm Disease. Minnesota Tree Line 4.

Dutch Elm Disease Protection. Minnesota Tree Line 6.



visual aids TIP SHEET

Minnesota Agricultural Extension Service

INSERT IN AUDIOVISUAL TEACHING MATERIALS CATALOG FOR FUTURE REFERENCE

April 1979

Artwork-----	(612) 373-0712
Emergency Bookings-----	(612) 373-1252
Equipment-----	(612) 373-1254
Purchase Information About Visuals-----	(612) 373-1252

New Films Added to the Agricultural Extension Library

#3253 The Missing Forest

Gives a brief historical review of how the U.S. used its forest resources. Follows with the story of modern forestry and how the scientific management of trees and their utilization is protecting our forests and supplying us with the wood products we need.

26 min., color, Georgia-Pacific Corp., not TV. 1977(?). (\$7.50 rental)

#3263 Agricultural Hand Signals

Introduces the American Society of Agricultural Engineers (ASAE) uniform hand signals and shows agricultural workers how to use them. Reminds farm and ranch machinery operators and crew members of the various dangerous situations they face daily. Depicts many farm machine processes for which these hand signals can be used to provide safer, more effective two-way communications.

18 min., color, Occupational Safety and Health Administration, U.S. Dept. of Labor and Purdue University, TV. 1976. (\$6.00 rental)

New Slide Sets Added to Library

#273 Dirt, Who Needs It?

A student gives a report to her classmates on her observations about soil erosion and conservation in Minnesota. The set was prepared by the education committee of the Minnesota Association of Soil and Water Conservation Districts. The committee included representatives from the Minnesota Soil and Water Conservation Board, the Soil Conservation Service, the Minnesota Department of Education, the Minnesota Pollution Control Agency, and the Agricultural Extension Service. Each soil and water conservation district in Minnesota has a set for its supervisors to use with elementary school students. For adolescent audience.

80 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 12:00), Minnesota Association of Soil and Water Conservation Districts in cooperation with Agricultural Extension Service, Department of Education, Pollution Control Agency, Soil Conservation Service, and Soil and Water Conservation Board. 1979. (\$3.00 rental)

#284 Minnesota Dairy Tour to Seattle

Highlights the 1978 Minnesota Dairy Study Tour to Washington State. Tour participants can adapt the set to present talks at dairy meetings or banquets, youth sessions, and community affairs.

80 slides, color, Robert D. Appleman, extension dairyman, University of Minnesota. 1978. (\$3.00 rental)

#289 Northeastern Area State and Private Forestry

Describes the work of the State and Private Forestry (S&PF), a branch of the Forest Service that does most of its work with state forestry employees and private forest landowners. Covers the nine functional staff units under which S&PF administers its programs.

49 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 13:30), Arnold B. Irvine, forester, U.S. Forest Service. 1979. (\$3.00 rental)

#296 Look Your Best While Losing Weight

Briefly describes body changes during weight loss. Explains how to plan clothing purchases for men and women while losing weight. Illustrates how to create illusions with clothing. Clothing courtesy of Donaldson Company, Inc. and J.C. Penney Company, Inc. Extension Folder 433, LOOK YOUR BEST WHILE LOSING WEIGHT, is recommended for use with this slide set. Order from your local county agent or the Bulletin Room, Coffey Hall, 1420 Eckles Avenue, University of Minnesota, St. Paul, MN 55108.

46 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 10:00), Lois A. Goering, extension specialist, textiles and clothing, University of Minnesota. 1978. (\$3.00 rental)

#298 Herbs in Minnesota Gardens

Describes and illustrates a small part of the many herbs that can be grown in Minnesota. Covers culinary, fragrant and ornamental herbs. Slides assembled with the assistance of the Minnesota Herb Society.

46 slides, color, Mervin C. Eisel, extension horticulturist, University of Minnesota Arboretum. 1978. (\$3.00 rental)

Revised Slide Set

#134 Composition for Visual Impact

Cassette tape added to set: automatic, inaudible 1000 Hz pulses,
time 21:00. (\$3.00 rental)

New Tape Cassettes Added to Library

#T-2 The Woman's Guide to Financial Planning

This is a set of four cassette tapes, a workbook and a reading list designed to help women take their place as financial adults. Married women often avoid family money talk but find themselves at a loss when they are in charge as after a death or a divorce. This review of finances by Marilyn J. Nichols of money matters, inc., will help the individual or family evaluate past and present money activities and set more clear and precise goals for the future.

Tape 1 includes Introduction, Elements of a Financial Plan, Women and Finance, and Determining Your Life Insurance Needs; Tape 2 includes The Nature of Life Insurance, Types, Costs, and Life Insurance--Conclusion, Saving Interest on a Home Mortgage; Tape 3 includes Savings and Investments, and IRS Qualified Tax-Sheltered Plans; Tape 4 includes Probate, Joint Ownership, Estate Taxes, Wills, Getting Credit, and Summary.

4 cassettes, 60:00 each, money matters, inc. 1978. (\$3.00 rental)

...Neil Anderson, Don Breneman
and Gail Tischler Marko

