

Reaching People

press
publications
radio
television
visual aids

MN 2000
RPI 3/79

Department of
Information and Agricultural
Journalism

Agricultural Extension Service

University of Minnesota

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March 30, 1979

TALK OF MANY THINGS--The discussion/audience call-in show "Talk of Many Things" broadcast every Thursday morning 11-12:00 on KUOM is off to a good start. Because the first half hour discussions contain such a wealth of information that can be used in other learning situations, cassettes of the shows are available from the Radio-Television unit. If you'd like a copy for use in your county, contact me at 433 Coffey Hall, St. Paul, MN 55108.

- March 1: Stress - Edna Jordahl, Hamilton McCubbin, Ralph Underwager
- March 8: Weight Control - Mary Darling, Dixie Grace, Vikki Mullenbach
- March 15: Telephone Counseling - Mike Baizerman, Jim Brink, Virginia Rassieur (this program pertains to the Twin Cities)
- March 22: Anger - David Wark, Herdie Baisden, Tim Tillotson
- March 29: Powerline - George Donohue, Luther Gerlach, Mark Pearson
- April 5: Housing - Bill Angell
- April 12: Family and Single Lifestyles: Ron Pitzer, Linda Budd, Lois Fiedler
- April 19: Self Esteem - Susan Meyers, Jean Clark, Ted Bowman
- April 26: Volunteerism - Laurel Stulken, Laura Lee Geraghty

The editor has suggested that I share the trials and tribulations as well as the triumphs from "Talk of Many Things." We on the state staff also have our "technical difficulties." We've had live broadcasts where the telephone lines squealed, the control room teletype and squeaky chairs were unknowingly transmitted, crises ridden callers were cut off mid-stream for fear they'd tell too many family secrets, and there was a frenzy of note writing between engineer and broadcaster. Sound like you in the county have troubles and we don't have any? Guess again. However, there are some bonuses. Even though the first program on stress was done under a state of stress, Hamilton McCubbin, head of family social science, said the program, "was well done and well received." He offered his support to the show and the best support of all, said he would be honored and pleased to participate again. That is sweet music to our ears.--Janet Macy

NEWSPAPER CHANGES WILL HAVE IMPACT ON EXTENSION--

Major changes in community newspapers will be and are having an impact on county and state Extension programs. Two School of Journalism faculty, Jean Ward and Walter Brovald, made this apparent at an Agricultural Journalism seminar in March. Some changes will be helpful; others may limit the support newspapers can and will give to our educational messages.

Community newspapers in Minnesota could be entering a period of golden opportunity, especially in their service to the community, Brovald predicts. And this might well be reflected as an opportunity for Extension in its service to the community. Brovald pointed to several changes in rural community newspapers. Most county agents have witnessed and are aware of these changes, but we'll review them briefly.

1. Community newspapers have gone from letterpress to offset printing. Only two letterpress papers remain in Minnesota. Printers and people skilled in printing processes once were the backbone of the rural paper. Now more and more can be or are journalists and editors. They have more time for reporting, ad sales, and community service and maybe even golf. It also has often meant a greater net return to the publisher because of labor saved.
2. Newspapers can and are becoming more visual. This is the result of the shift to offset and from the old linotype (hot type) to cold type (typewriter-like composition). They can use more pictures, more art. Brovald believes this is an area where we in Extension can be of real service and can make a real impact. Most agents have photographic skills and, in addition, have a corps of 4-H photographic and other visual-minded club members who can be most helpful.
3. Community newspapers have gone to central printing. Many papers are printed in one plant in a few minutes to an hour. Thus your local paper more than likely is printed in another town. This, too, has freed time for the editor.
4. Consolidation of ownership is soaring. Until recently this was largely among dailies, but now weeklies are also entering the picture. This may mean that fewer owners will live in the community itself, and that there will be the opportunity for more specialization in group owned newspapers.

All of this may mean that there will be less use of the filler type and canned news release type of material we use in Extension, Brovald believes. This means we need to constantly emphasize the local angle and adapt information to local use.

It's more real to people if it is in print, Jean Ward points out. Dr. Ward based her statement on informal research she has been doing with community newspapers and her other background in communications. She refers especially to public service and public affairs. She wasn't minimizing the importance of oral communications in its many forms but merely pointing out that print (and I suspect pictures) gives more reality and certainly permanence to certain messages.

In a later issue of Reaching People we'll review Dr. Ward's study of the growth on a new and different type of journalism in urban areas, the growth of a new kind of community newspaper. Some of her conclusions have significance for both rural and urban Extension programs, especially in the area of resource development and public affairs.--Harold B. Swanson

Publications and Direct Mail

March 1979

NEW PUBLICATIONS

IMPORTANT NOTICE: Due to curtailment of printing funds there will be no more automatic distribution of publications to State Extension Specialists on the St. Paul Campus or to recipients of the Vo-Ag Newsletter. Please order any publications you personally want from the up-date (green) sheet sent with this newsletter. This format can serve as an order blank. The publications desired can be picked up from the Bulletin Room, 3 Coffey Hall or request mailing. AUTOMATIC DISTRIBUTION DISCONTINUED ON MARCH 15, 1979.

Name

Mailing Address

FOR PROFESSIONALS, ELECTED OFFICIALS, COMMUNITY LEADERS

Community Development (p. 39)

Know Your Community. Extension Folder 472. Dayton Larsen, Uel Blank, and Larry Simonson. Explains how businesspeople, sales personnel, and other citizens can use knowledge about their community to improve their tourist income. 8 pages. 20¢. Available.

FOR AGRICULTURE AND OTHER BUSINESSES

Farm and Business Management (p. 35)

Considerations in Formulating Dairy Import Policy. Agricultural Economics Fact Sheet 17. B.M. Buxton, M.K. Christiansen, and J.W. Hammond. Contains information aimed at Minnesota dairy farmers. Explains operation of the dairy import policy and its future. 2 pages. 5¢. Available.

Component Pricing of Producer Milk. Agricultural Economics Fact Sheet 18. J.W. Hammond, B.M. Buxton, and M.K. Christiansen. Describes pricing based on solids not fat (snf) components. 2 pages. 5¢. Available.

The Minnesota Dairy Unfair Trade Practices Act. Agricultural Economics Fact Sheet 19. J.W. Hammond, M.K. Christiansen, and B.M. Buxton. Describes how the Act regulates competitive practices of dairy distributors, processors, and manufacturers. Notes controversy over its effectiveness. 2 pages. 5¢. Available.

The Dairy Price Support Program. Agricultural Economics Fact Sheet 21. M.K. Christiansen, B.M. Buxton, and J.W. Hammond. Backgrounds the legal basis of the program and its operation today. 2 pages. 5¢. Available.

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EXPERIMENT STATION PUBLICATIONS

Energy and Environment (p. 45)

Public Policy and Resource Management

Climate of Minnesota, Part XI, The Availability and Dependability of Solar Radiation at St. Paul, Minnesota. Technical Bulletin 316. Donald G. Baker and John E. Enz. Reports on a study to provide more detailed information on radiation reception in Minnesota. 20 pages. 30¢. Available.

Public Policy and Resource Management (p. 47)

Social Costs of Regulating Railroad Grain Rates in the Upper Midwest. Technical Bulletin 319. Michael V. Martin and Reynold P. Dahl. Reports the results of research aimed at evaluating the impact of a change to cost-of-service rates on grain. Focus is on wheat and barley shipments in the Upper Midwest region. 24 pages. 30¢. Available.

Public Policy and Resource Management (p. 47)

Minnesota's Development Region Six East: Its Structure, Changes and Future Directions. Station Bulletin 528. Robert A. Hoppe, K. William Easter and Jerry E. Fruin. Reports on a 5-year study of the local economy of a Minnesota development region. 16 pages. 30¢. Available.

CORRECTION ON PREVIOUS LISTING IN JANUARY publications list, p. 2. This is the correct listing.

FOR PROFESSIONALS, ELECTED OFFICIALS, COMMUNITY LEADERS

Public Policy (p. 40)

Speaking of Trade--Its Effect on Agriculture. Special Report 72. A reference text in the agricultural trade and trade policy areas. Basic information which can serve as a prerequisite to study and understanding of more complex issues. 108 pages. \$1.50 - for sale only. Available.

REVISED PUBLICATIONS

FOR THE GENERAL PUBLIC

Energy and Environment (p. 14)

Heating the Home With Wood. Extension Bulletin 436. F. Thomas Milton, Lewis T. Hendricks, Theodore J. Brevik, John Jenkins, Richard Vacca, and Paul G. Stegmeir. Discusses procurement and preparation of wood, economics of burning wood, safety and wood heating systems, wood burners and chimneys and inspection checklist for the equipment. 32 pages. 60¢. Available.

Home Gardening, Crops--Disease and Pest Control (p. 20)

Home Fruit Spray Guide. Extension Folder 375. L.B. Hertz, J.A. Lofgren, and H.G. Johnson. Provides a simplified guide, designed around an all-purpose spray mixture, for the home gardener. 8 pages (pocket-size). 10¢ (toss old copies). Available.

Home Gardening--Fruits (p. 20)

Fruits for Minnesota, 1979. Horticulture Fact Sheet 3. Leonard B. Hertz. Lists recommended varieties of various fruits for planting in Minnesota. Chart and map show which species are appropriate for various parts of the state. 2 pages. 5¢. Available.

Home Grounds--Trees, Lawns, Ornaments, Plants (p. 21)

Landscaping Minnesota Homes. Extension Bulletin 283. C. Gustav Hard. Describes how to accomplish good landscape design for a homeowner's individual lifestyle. Includes color photos and lists of suggested plantings for Minnesota. 20 pages. 30¢. Available.

Housing--Appliances and Equipment (p. 23)

Hot Water and Your Home Energy Budget. Extension Folder 388. Revised 1979. Roger A. Peterson and Wanda W. Olson. Explains percent of energy used to heat water and suggests ways to cut this percent. Contains a worksheet for figuring hot water cost. 8 pages. 15¢. Available.

FOR AGRICULTURE AND OTHER BUSINESSES

Crops (p. 28)

Insect Control on Forage Crops. Entomology Fact Sheet 4. John Lofgren. Lists chemicals to control insects on forage crops and their limitations. Specific insect problems are discussed: grasshoppers, potato leafhoppers, pea aphid, spotted alfalfa aphid, plant bugs, cutworms, and alfalfa weevil. (Toss old copies.) 5¢. Available.

Engineering--Irrigation and Drainage (p. 31)

Irrigation Wells. M-158. Roger Machmeier and Hal Werner. Describes well construction and maintenance. 8 pages. 20¢. Available.

Farm Animals, Dairy (p. 32)

How to Plan Your Stall Dairy Barn. M-132. Donald Bates. Stall barns remain the favorite of Minnesota dairymen. Complete information given in this publication on how to build or remodel a stall dairy barn. 20 pages. 30¢. Available.

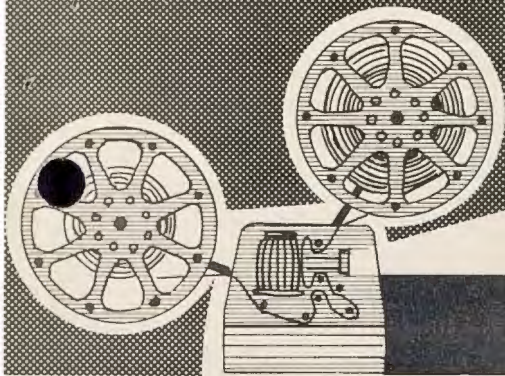
Fruits and Vegetables (p. 37)

Weed, Insect, and Disease Control Guide for Commercial Vegetable Growers. Extension Bulletin 421 (formerly Special Report 5). Luther Waters, Jr., John Lofgren, David Noetzel, F.L. Pflieger, and Howard Bissonnette. Provides

information on nematocides and a listing, by vegetable, of chemicals to use for weeds, insects, and diseases. Remarks on each chemical listed are included. 28 pages. (Toss old copies.) 60¢. Available.

REPRINTED PUBLICATIONS

- How to Can Peaches, Pears and Apricots. HS 46
- How to Can Fresh Pack Pickles. HS 48
- How to Prevent and Control Pantry Pests in Food Products. HS 49
- How to Replace a Jacket Zipper. HS 56
- How to Make a New Hem. HS 33
- Measuring Ingredients. HS 63
- You and Your Weight. HS 33
- Hog Farrowing and Nursery Buildings. M-Sheet 144
- Pesticide Applicators Manual. Extension Bulletin 428
- Cost Estimate of Beef by the Side. Extension Folder 289
- Minnesota Dairy Ration Balancer. Extension Folder 292
- Interpreting Forage Test Results. Extension Folder 297
- Truth-in-Menu. Extension Folder 400 (slight revision)
- Calorie Content of Common Foods. Extension Folder 448 (slight revision)
- Warm Mittens for Minnesota Winters. Extension Folder 473 (formerly HC 28)
- Warm Slippers for Minnesota Winters. Extension Folder 474 (formerly HC 43)
- Warm Caps for Minnesota Winters. Extension Folder 475 (formerly HC 67)
- Planning Visuals for Television. Information Service Series 16
- You're an In-Law Too. Family Development Fact Sheet 16 (formerly Living with People 1)
- Processing Meat in the Home. Animal Science Fact Sheet 26 (slight revision)
- Selected Rules and Regulations for Meat at Retail. Animal Science Fact Sheet 30
- Sampling and Testing Forages for Feeding Value. Agronomy Fact Sheet 25
- Neutral-to-Ground Voltage Problems with Dairy Cows. Dairy Husbandry Fact Sheet 21
- Choosing Fans for Your Livestock Ventilation System. Agricultural Engineering 22
- Crickets. Entomology Fact Sheet 26
- Carpenter Ants. Entomology Fact Sheet 30
- Using Minnesota's Wild Fruit. Food Science and Nutrition Fact Sheet 25
- Terrariums. Horticulture Fact Sheet 29
- Controlling Diseases in the Home Vegetable Garden. Plant Pathology Fact Sheet 9
- Raspberry Diseases. Plant Pathology Fact Sheet 8 (slight revision)
- Fire Blight. Plant Pathology Fact Sheet 17
- Fertilizing Corn. Soils Fact Sheet 24
- Fertilizing Soybeans. Soils Fact Sheet 26
- Agricultural Erosion Control Legislation. Soils Fact Sheet 30



visual aids TIP SHEET

Minnesota Agricultural Extension Service

INSERT IN AUDIOVISUAL TEACHING MATERIALS CATALOG FOR FUTURE REFERENCE

March 1979

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

Information to County Personnel

- Please return audiovisual material promptly. Many visuals have back-to-back bookings.
- If you want to extend the booking date on audiovisual material, please call (612) 373-1252. The people who answer this line are the only ones able to help you.
- Please fill out the comment card attached to the address card which accompanies all material, even if you have used the material before. The comment cards give us up-to-date information on the use, physical quality, and educational value of our materials.
- We have gotten some questions as to the meaning of the "F or P Rental" column on the Visual Material Request Form. When a copy of the request form is returned to you confirming your order, an "F" means the material can be mailed by franked mail and a "P" means that postage must be paid.

New Slide Sets Added to the Agricultural Extension Library

#251

Overview of African Cultural Heritage Program (African Cultural Heritage Series)

Gives an overview of all the slide sets included in the African Cultural Heritage Series. Covers the African market, clothing, hairstyles, adiré eleso (tie and dye craft), adiré eleko (batik), adinkera cloth, embroidery, weaving, and applique.

160 slides, color, cassettape (automatic, inaudible 1000 Hz pulses, time 22:00), Michigan State University. 1978. (\$3.00 rental)

- #252 Africa Escorted (African Cultural Heritage Series)
Takes a mini-trip of Africa introducing Africa and the African culture.
-
- 160 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 27:00), Michigan State University. 1978. (\$3.00 rental)
-
- #255 African Market (African Cultural Heritage Series)
Discusses the foods served and sold at an African market.
-
- 21 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 4:00), Michigan State University. 1978. (\$3.00 rental)
-
- #256 Nigerian Hairstyles (African Cultural Heritage Series)
Shows the traditional hairstyles worn by Nigerian women.
-
- 30 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 10:00), Michigan State University. 1978. (\$3.00 rental)
-
- #257 West African Dress (African Cultural Heritage Series)
Shows the traditional clothing worn in Nigeria by men and women.
-
- 28 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 13:00), Michigan State University. 1978. (\$3.00 rental)
-
- #258 Appliqué (African Cultural Heritage Series)
Describes the colorful appliqué banners done in Dahomey, a small country in Africa.
-
- 20 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 8:00), Michigan State University. 1978. (\$3.00 rental)
-
- #265 Weaving (African Cultural Heritage Series)
Describes traditional weaving in Africa including the "kente" cloth in Ghana, the "akwete" cloth in Nigeria, and rugs in Ethiopia.
-
- 28 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 10:00), Michigan State University. 1978. (\$3.00 rental)
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#266

Embroidery (African Cultural Heritage Series)

Shows how the Hausa people elaborately embroider their clothing.

20 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 10:00), Michigan State University. 1978. (\$3.00 rental)

#267

Adiré Eleso (Tie and Dye Craft) (African Cultural Heritage Series)

Designs in adiré eleso are created by pleating, folding and twisting cloth before tying it in place and dipping into dye. Examines methods of tie and dye and the materials and skills needed.

20 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 8:00), Michigan State University. 1978. (\$3.00 rental)

#268

Adiré Eleko (Batik) (African Cultural Heritage Series)

Adiré eleko, an African craft, is a resist process in which certain areas of cloth are covered with starch or wax which resists dye and forms designs or patterns. Explains the adiré eleko process, the use of dyes, and the meaning of some traditionally used symbols.

25 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 6:00), Michigan State University. 1978. (\$3.00 rental)

#269

Adinkera Cloth (African Cultural Heritage Series)

Adinkera, a form of stamping or printing on fabric, is a craft popular in Ghana. Describes the fabric used, the stamps made from gourds, and the stamping pigment or dye.

20 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 9:00), Michigan State University. 1978. (\$3.00 rental)

#286

4-H Camping

Gives examples of what young people do at a 4-H camp. It is a good promotional device for interesting 4-H'ers, leaders, and parents in 4-H camping. Use at 4-H leader councils, 4-H club meetings, and other 4-H gatherings. NO SCRIPT. Music is used to create a mood, and the words to the songs help tell the story.

80 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 7:00), Ron Johnson, 4-H camping assistant and Stanley R. Meinen, extension specialist, 4-H Youth Development. 1979. (\$3.00 rental)

#290

Memories of Japan

Describes the month-long stay in Japan of an 18-year-old girl under the Japan LABO/MN 4-H exchange program. Includes travel experiences; the girl's impressions of new food, housing, family relationships, and customs of another culture; and the warm friendships developed through such exchange experience.

74 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 10:00), Ivy Melander, Minnesota 4-H'er to Japan. 1979. (\$3.00 rental)

#291

Join the 4-H Bunch

A promotional slide set aimed at 3rd and 4th graders encouraging them to join 4-H. Gives a short overview of 4-H and why and how to join. Ideal for classroom presentations. Follow up by sending the brochure, JOIN THE 4-H BUNCH, M-156, home with the youth. The brochure is available from your local county extension office.

31 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 2:30), Dennis M. Crowley, Wabasha County extension agent and Laurel Stulken, extension specialist, 4-H Youth Development. 1979. (\$3.00 rental)

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

Tape Recorder Head Cleaning

Has your sync been clogged? Maybe you need your head cleaned. If you have had problems in playing one of our synchronized slide/tape presentations, when was the last time the tape recorder's heads were cleaned? The heads should be cleaned at regular intervals to maintain reliable audio and sync performance. Dust, dirt and magnetic oxide will collect on the tape heads over a period of time. By using a cotton swab slightly moistened with methyl alcohol, you can bring your heads and capstan back to life. For ease of cleaning on your Wollensak 2552 cassette recorder, push the START button which will expose the heads. Always slide the cotton swab back and forth following the same path as the tape. Never rub up and down on the head. A vertical scratch in the head could distort the entire recording. Cleaning the heads every three months is recommended. If problems occur, clean the heads more often.

...Neil Anderson

March 1979

ILLUSTRATED VISUALS NOT REQUIRING ART WORK may be what you need if you don't draw or find clip art you want. All you need is a creative mind and some basic photography skills to create object visuals. Think of actual objects you can photograph for slides to illustrate your talk. Don't be too literal; look for symbols and simplified concepts. The speaker can elaborate. For example, a watch can indicate time and a diamond ring, quality. A watch set at 12:20 could indicate a 20 minute wait in a process. A paper airplane could mean transportation, and a pencil, communication. Your house key can point to your key points. What other symbols would illustrate concepts you often teach?

COMBINE THESE OBJECTS WITH WORDS to convey more information. Transfer lettering on colored paper can serve as the background for an object. Small objects (less than 2 inches square) can illustrate messages when typed on white or colored paper. Objects with little dimension can be laid on the typed paper and photographed right on the copy stand. Be sure to stop down your lens so you'll have enough depth of field to keep both the object and the type in focus. And above all, keep it simple.

IF YOU WANT TO ILLUSTRATE WITH BIGGER OBJECTS, photograph them leaving a light-colored area (usually some clear sky or a light background) to be able to "sandwich" type. For example, photograph a diseased plant against a light background with the plant in the left half of the frame. On a sheet of white paper (without a watermark) type the symptoms for the disease (keep them brief) and photograph the words on the right half of a slide. When the slides are processed, ask for plastic mounts. Then you can carefully remove the type slide from its mount and slide it into the same frame with the plant slide. The opportunities are limitless for adding type to slides in this manner. This is what is called sandwiching.

CHECK YOUR CHILDREN'S toys for objects to use in illustrating your talk. You could build an entire talk around one object. A nature talk could use a teddy bear (give the bear a name and personality) walking in the woods, holding matches, pointing to a chart, etc. Slides like these needn't be used exclusively, but if interspersed with content slides can liven up the lecture.

To help make a point, toys and other objects can perform as the real thing cannot. A toy dairy cow can be shown giving money rather than milk, or standing next to a glass of milk its own size. Without being too cute you can elicit high interest, with the audience wondering what you'll do next. Because you have their attention, it'll be easier to get your message across.

IS YOUR SUBJECT MATTER PEOPLE-ORIENTED? Families, consumers, children, management situations and many more can all be illustrated by setting up shots with actual people and sandwiching type. Subjects are often more willing to ham it up for a camera than a live audience. Use exaggeration and humor to make a point; people can become living cartoon characters. Sandwiching can be done with two images as well as type. A closeup of an insect can be sandwiched next to a person who appears to be the same size to emphasize the seriousness of the insect-carried disease.

PERHAPS THE ACTUAL OBJECTS, rather than a slide might have more impact. Bring some dying plants. Look for opportunities to involve the audience. Pass out play money to persons in the front row and ask them the best way to spend their land (or equipment, or livestock) dollar. This can lead into your message.

Passing samples around to let the audience touch and inspect may be the most suitable visual. Be sure to label samples so those in the back rows know what they're inspecting.

ANY OF THESE OBJECT VISUALS can supplement the more typical charts, graphs, or word visuals, whether these are slides, overheads, or flipcharts. You'll still have a certain amount of data or dry material that can be conveyed no other way. But with object visuals as an appetizer, the rest can seem more palatable.