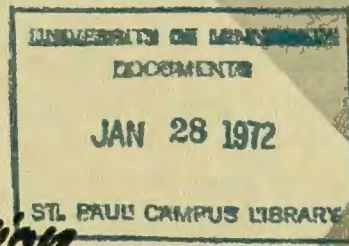


MN 2000 RPI 1/26/72

3 Reaching People with information...



press
publications
radio
television
visual aids

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

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January 26, 1972

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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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YES, HIGH SCHOOLERS DO KNOW ABOUT EXTENSION! --Gerald Sullivan, Itasca County Extension Agent, has evidence! Gerald spoke at a 12th grade government class at Grand Rapids recently and developed an informal questionnaire about what students know about extension. Gerald says that "It would appear that we are quite well known, but we have some educational work to do in regard to our function, activities, and university affiliations."

Here are the results of his informal survey:

1. Eighty-five percent of the class had heard about extension, mostly through the county radio programs.
2. Most of the students associated extension with public affairs and community development, as well as agriculture and forestry. Family living, however, did not have as large an association as might be expected.
3. Sixty percent of the students looked at extension as a county office, 30 percent as a state office, and 5 percent each as a federal or university office.
4. Sixty-five percent of the students regarded the office as service, 25 percent as technical, and 10 percent as educational.

The survey was informal and certainly not a profound, statistically reliable effort. However, many agents could ask the same questions as Gerald did at special meetings to find out what extension's image is with certain groups. Such informal efforts can be participation devices in your meetings. They add to your meeting and give valuable clues to your audience.

--Harold B. Swanson

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HAVE YOU FORGOTTEN SOMETHING, SOMEBODY? --We've been gently (?) needled by a couple of extension home economists because they weren't aware of some of the radio tapes and other material announced in Reaching People. So: agents, secretaries, mail openers, and others, please be sure to circulate our monthly missive. Better communication will result. Thanks. --Harold B. Swanson

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WORD CORNER: SHARPEN UP! --A basic rule of good writing or good speech is to be positive. One way is to avoid the word not. Instead, make a definite assertion.

She was not cheerful very often. She usually was glum.

He did not enjoy going to the movies. Movies bored him.

The conference was rather weak in spots. The speakers did not seem to know what they wanted to say, and the discussion sessions did not result in any new suggestions. The conference speakers were unprepared, the discussion sessions unproductive.

A reader would rather be told what is than what is not. Hence, it usually is better to express even a negative in positive form.

- | | |
|---------------------------------|-------------|
| not precise | indefinite |
| not decisive | irresolute |
| not important | trifling |
| did not tend to | neglected |
| did not approve of | disapproved |
| did not have much confidence in | distrusted |

--Kathy Wolter

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FEBRUARY RADIO TAPES --From now on, the long program tapes will be shorter and there will be more of them. Long programs will now be 7 minutes and I'll be sending four or five per month.

Short programs for February are: Cents Off Regulations (4:57) with Blanche Erkel, FDA; Forcing Bulbs (4:55) with Harold Wilkins, extension horticulturist; Range Use (5:00) with Wanda Olson, extension household equipment specialist; and Dried Apricots (2:20) with Beth Allen, California Apricot Advisory Council.

Long programs are: Over-the-Counter Drugs (6:52) with Blanche Erkel; Winter Care of House Plants (7:04) with Harold Wilkins; Family Formation (7:15) with Ron Pitzer, extension family life specialist; and Romance in Marriage (7:30) with Ron Pitzer. --Janet Macy

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COMIC BOOKS AVAILABLE --If you have need for a comic book with a nutrition message, order Food Facts and Fun with Butter and Boop from the Bulletin Room, St. Paul. This is a 15-page comic book in color about youth in the inner city. Black Light of Kansas City produced it for the Grocery Manufacturers of America in cooperation with USDA and Rutgers University. Extension purchased a million copies for EF&NP and bulk shipments were made to states. Bill Milbrath, coordinator for EF&NP, is making this available statewide. --Lee Nelson

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WILL THE U. JOIN EXTENSION? --Or when will the University join extension? No, that's not me talking but a prominent central administration University official who sees that continuing education will become increasingly important in the years ahead. If this turns out to be true, more of the University's educational program will be devoted to adult and continuing education. And faculty, until now unconcerned, may want to join extension in its program. --Harold B. Swanson

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4-H'ERS ON THE AIR -- Many counties had 4-H'ers on the air during National 4-H Week. Some of their ideas are usable throughout the year.

In Anoka County, four junior leaders got together and wrote 12 40-second spots that were taped at KANO. The station ran three or four every day during 4-H Week. Jenny Gish, one of the four junior leaders voicing the spots, wrote:

"The spots covered various aspects of 4-H. For example, we had one on the fun 4-H'ers have at county and State Fair, one on what 4-H stands for, and one on what it means to be in 4-H. We did a couple on 4-H projects like the automotive and arts-crafts projects. We told what they involved and how the listener could be a part of it. In each spot we told how you could join 4-H by calling the extension office or contacting a member in a local club. The spots were fun to do and I think they proved to be worthwhile. More 4-H'ers should be encouraged to do these."

Margaret McAndrews, extension home economist, Scott County, tells what Scott County 4-H'ers did for National 4-H Week promotion. Saturday, October 2, was declared 4-H Radio Day at radio station KTMF, New Prague. From sign on at 6:00 a.m. until sign off at 6:00 p.m., 4-H'ers handled the programming. An engineer was on hand all day to man the controls and to read the ads since the 4-H'ers were not involved in any selling or promoting.

"Before Radio Day the interested kids met several times and planned the air time by committee. Twelve groups met and each planned for 1 hour. Many of the shows followed the station's regular shows, such as news, weather, sports, homemakers' hints, etc. The kids were free to select music from the station's library and to invite guests to appear on 'their' show.

"The 4-H'ers had a great time. Those who came in the early morning hours for their show didn't go home until 6:00 p.m. Many parents, neighbors, and relatives spent most of the day listening to their 4-H'ers on the air. The youths told all of KTMF land about Scott County 4-H programs."

Glen Chambers, Wilkin County, in reporting his 4-H radio activities, said his material wasn't for "Reaching People," but it's so good, I must share it with everyone. Glen wrote:

"We do considerable work with the local radio station, KBMW. For the past 10 years or more, we have invited junior leaders to tape 1- to 3-minute comments about 4-H during National 4-H Week. We probably get 15 to 30 junior leaders with all these short talks on one tape. For one full week the station periodically uses these comments about a 4-H member. They use a dozen or more each day and when they're through they start over again. It gives good local and individual coverage. We cut the tapes at the extension office and catch a few at Fall Roundup and council meetings. We send extra information to the station for that week and devote all the information to 4-H on our first weekly broadcasts.

"We are starting a junior leader regular radio program once a week. It will be worked out in advance so that a club knows which week it is responsible for. We did this a few years ago and the junior leaders like the idea."

Cass County, too, used many radio spots to promote 4-H during National 4-H Club Week.

Don Vollman, extension agent, says, "What we're really proud of is the fact that two of our county's 4-H junior leaders prepared and presented a $\frac{1}{2}$ hour TV show over KNMT-TV, Channel 12, Walker, which covers most of our TV reception area up here. Viewer response was excellent."

This just proves that 4-H junior leaders can do an excellent job on their own with extension agents backing them up.

Benton County's Burton Olson and Diane Corrin include 4-H in their heavy radio schedule, too. These two agents have 14 radio broadcasts a week using both WJON and WVAL as outlets.

The state office (Department of Information and Agricultural Journalism) prepared a 4-H Chat each week for use on 48 radio stations. The topics and air dates are listed in the January-March issue of "Radio Programs for City and Country." --Ray Wolf

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SEW SMART TV ENROLLMENT PASSES 30,000 --This series has already surpassed our expectations: over 30,000 are now enrolled. The morning after the first program was shown on channel 2, our office received 300 calls, and metro area county offices were overwhelmed, too. One of the major concerns was that people were unable to find the phone number of their county home economist.

For showing on other stations and to accompany the second and third programs, I've developed a slide and copy for people to write to Sew Smart, University of Minnesota, St. Paul, for their materials. This may help speed up the procedure and make it simpler. We know this by-passes the county office initially, but we will be able to provide lists of people requesting materials for counties that want them.

As an alternative, stations could use their station address for enrollment and pass these names on to the county office.

Viewer comments about program content have been gratifying.

--Norm Engle

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COUNTY AGENT COLUMN SURVEY --Last month I wrote about how agents are using column heads. Now let's take a look at subject matter.

--Ray Palmby, Jackson County, wrote a complete column developing a single subject (soil management) by using an interesting comparison between the dry years of the 1930's and last season's drought. Considerable research and bringing together of facts into a cohesive piece were reflected here.

--Duane Schrader, Chisago County, focused on the specifics of why dairy cattle manure threatens the environment. He drew on a number of studies from various universities, going beyond just pasting together several items from the weekly packet.

--Erva Snyder produced another example of enterprising journalism in her column on census data for Todd County. She helped shed some light on socio-economic conditions in the county.

--Pat Maher must have surprised his readers with the census data for Renville County from the late 1800's. Who would have thought that information would be available now? Pat used some data from 1900 also. He could have had a complete column had he been able to round it out with 1970 census information.

--Dave Hart, Scott County, gave the computer-dairy ration program a novel twist: "When you next complain about your seven-digit telephone number, think of poor Synthia. Her number has 60 digits. Synthia, by the way, is a computer at the University of Michigan at East Lansing."

A reminder: Publications (magazines and newspapers) are good sources of ideas and information, but when you lift material from them be sure to give your source some credit in your column. --Dave Zarkin

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Editor's Note--With this issue of Reaching People, we are beginning a monthly feature on meeting and discussion techniques. Watch for them.

WHAT ABOUT MEETING THEMES? --A recent issue of Sales Meetings magazine devoted itself to articles on effective meetings. Our colleagues at Michigan State University have condensed these for us. So let's look at some of the ideas presented about one aspect of meetings, the meeting theme.

"To have a meeting theme or not? Some people like them. Some don't. But often we have themes. Themes can promote emotional involvement: 'Remember the Maine,' 'Remember Pearl Harbor,' 'Black Power.' And emotions can help change behavior.

"A good theme:

- "1. Considers audience needs and interests, as well as suggesting the goals of the agent, teacher, or planning committee.
- "2. Fits with the objective(s) of the meeting. Make it so when people recall the theme afterwards, it will lead them right to the key objective(s) of the meeting.
- "3. Is one way to unify a meeting and give continuity. There are many areas where a theme can tie in such as decorations, vocabulary, audio-visuals, and program content.
- "4. Is broad enough to hold everyone's interest. Know your audience--and fit the theme to their interests.
- "5. Excites the imagination. Gets people to thinking about the topic, hopefully in ways they usually don't about the topic.
- "6. Suggests action. Something to do or some change to be made.
- "7. Challenge the audience. But it should be a challenge that is logical to accept. Then provide the knowledge and skill practice in the meeting so that participants can take that challenge.
- "8. Can be hooked onto by other parts of the meeting.
- "9. Can be dramatized. It is easier to dramatize words that already suggest action, excitement.
- "10. Protects the dignity of the audience--not too frothy and silly.
- "11. Can act as a check against which every element of your program can be measured for relevance to the major objective(s)."

--Adapted from Ed-Tek, Michigan State University.

--Harold B. Swanson

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WHAT ABOUT PREMEETING INVOLVEMENT? --Sales Meetings magazine recently had this to say about premeeting involvement as a tool for improving meetings.

"Premeeting involvement is one way to get people to be active participants rather than be an audience to be entertained. It gives people a stake in the meeting's outcome.

"From the beginning--give people the message that your meeting means serious business, and that they'll get an important payoff from it. And give them a hand some way in planning--'Because I helped plan it, it was better!'

"Or give them advance assignments. Something specific to do. That is possible. And be sure they know that these assignments are part of the meeting's activities. You can:

- "1. Ask people what their problems are. Have them list difficult problems they've faced and perhaps solved. When you get these back look for general problems that ought to be covered in the meeting. Also look for interesting solutions--and maybe ask certain individuals to present their solutions during the meeting.
- "2. Send out questionnaires asking people to assess Extension's reputation in a variety of areas.
- "3. Give participants assignments on the program as speakers, panel members, chairmen, etc. Be sure to tell them you'll help out with coaching, visuals, etc., if you can. And if you can't, get so you can!
- "4. Send reprints of articles, books, pamphlets you intend to cover at the meeting. Or tell them the meeting will assume they've read the material and will start where that material leaves off.
- "5. Send written material to an individual and ask him to report on that at the meeting.
- "6. Ask participants what they'd like to have discussed at the meeting.
- "7. Ask participants to describe their most successful experience in relation to the topic of your meeting.

"But if you make assignments ahead of time--be sure to use them during the meeting!"

--Adapted from Ed-Tek, Michigan State University.

--Harold B. Swanson

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Publications and Direct Mail

NEW PUBLICATIONS

- Fall Versus Spring Plowing and Related Soil Heat Balance in the Western Corn Belt. Technical Bulletin 283. R. R. Allmaras, W. W. Nelson, and E. A. Hallauer. Summarizes various measurements of soil physical properties and plant response in comparisons of fall and spring plowing performed on fine-textured soils in western Minnesota and eastern South Dakota. 24 pages. Available mid-February.
- Breeding Management of Sows and Gilts. Animal Husbandry Fact Sheet 13. J. D. Hawton, R. J. Meade, and C. J. Christians. Describes proper management practices prior to and during breeding. 2 pages. Available.
- Nutrition of Bred Sows and Gilts. Animal Husbandry Fact Sheet 14. J. D. Hawton and R. J. Meade. Explains requirements in terms of energy nutrition, protein nutrition, vitamin nutrition, and mineral nutrition. Includes example diets for pregnant sows and gilts. 2 pages. Available.
- Feeding and Managing Sows at Farrowing and During Lactation. Animal Husbandry Fact Sheet 15. J. D. Hawton and R. J. Meade. Describes proper management prior to and during farrowing and proper feeding practices during farrowing and during lactation. 2 pages. Available.
- Red River Valley Potato Variety Demonstrations. Horticulture Fact Sheet 28. O. C. Turnquist. Presents data from potato plots located at Baker, Crookston, Grand Forks, Argyle, Fosston, and Grand Rapids. 2 pages. Available early February.
- Young Families. No. 2. Eileen Anderson. A newsletter with tips for young families in the metropolitan area. Contains articles on problem stains, the television series "Sew Smart," an easy low-cost hot dish, how to amuse your children and family during the cold winter, and the new state consumer laws. 2 pages. Available.
- Machine Laundry. Home Economics Fact Sheet 26. Wanda Olson. Describes how to select water temperature, length of washing time, agitation and spinning speeds, amounts of detergent, and types of detergent to do the best cleaning job. 2 pages. Available.
- On Weddings. HM-34. Edna K. Jordahl. Discusses traditional and more individual weddings, their planning and cost. Goes from the engagement to the honeymoon and includes a bibliography of current books and magazines that could prove additional help. 20 pages. Available early February.
- An Appraisal of Aphid Resistant Tuber-Bearing Solanum Germ Plasm. Technical Bulletin 286. E. B. Radcliffe and F. I. Lauer. Discusses resistance to aphids, potato classifications and breeding, and the methods and materials used to find study results. 24 pages. Available early February.

REVISED PUBLICATIONS

- Driving a Wellpoint. Agricultural Engineering Fact Sheet 16. Roger E. Machmeier. Describes materials and tools needed and explains the installation method. 2 pages. Available early February.
- Descriptions of Potato Varieties. Horticulture Fact Sheet 7. O. C. Turnquist. Describes market, culinary, and processing qualities of new and old potato varieties. 2 pages. Available early February.

- Central and Southern Minnesota Potato Variety Demonstrations. Horticulture Fact Sheet 4. O. C. Turnquist. Presents data from potato plots at Osseo, Elk River, Big Lake, and Hollandale. 2 pages. Available early February.
- Weed, Insect, and Disease Control Guide for Commercial Vegetable Growers. Special Report 5. O. C. Turnquist, J. A. Lofgren, and H. L. Bissonnette. Provides information regarding control methods for 1972. 24 pages. Available mid-February.

REPRINTED PUBLICATIONS

- Controlling Lawn and Turf Insects. Entomology Fact Sheet 22. John A. Lofgren.
- Control of Scale Insects on Trees and Shrubs. Entomology Fact Sheet 34. A. C. Hodson and J. A. Lofgren.
- You're An In-Law Too. Living With People Series 1.
- Build A Better Booth. Information Service Series 25. Gerald R. McKay.
- Check Up On Your Communication Skills. Communications Bulletin 4.
- The Social Action Process: Organizing and Putting Programs to Work. Communications Bulletin 17.
- Principles of Learning: Make Communications Effective in Adult Education. Communications Bulletin 25. Harold B. Swanson.
- Plants with Colored Foliage. Arboretum Review 6. Leon C. Snyder.
- Formal Hedge Plants. Arboretum Review 8. Leon C. Snyder.
- Variations in Butterfat Test--Cause and Control. Food Science and Industries Fact Sheet 3. V. S. Packard, Jr.
- To Produce Sediment-Free Milk. Food Science and Industries Fact Sheet 4. V. S. Packard, Jr.
- Stainless Steel Corrosion. Food Science and Industries Fact Sheet 12. V. S. Packard, Jr.
- Care of Milk in the Home. Food Science and Industries Fact Sheet 13. V. S. Packard, Jr.
- Special Cleaning Preparations and Methods. Home Economics-Family Living Fact Sheet 19. Beverly Lundgren and Mary Frances Lamison.
- Potassium Problems. Soils Fact Sheet 6. C. J. Overdahl.
- Building a Compost Heap. Soils Fact Sheet 12. C. J. Overdahl and L. D. Hanson.
- Fertilizing Alfalfa on Sandy Loams and Coarser Soils. Soils Fact Sheet 16. Curtis J. Overdahl.
- Evergreens. Extension Bulletin 258. J. A. Lofgren, H. G. Johnson, M. C. Eisel, M. E. Smith, and J. P. McKinnon.
- Pattern: Figure Types and Sizes. Extension Folder 238. Athelene Scheid.