

# Reaching People

press  
publications  
radio  
television  
visual aids

Department of  
Information and Agricultural  
Journalism

MN 2006

RPI 10/78

Agricultural Extension Service

University of Minnesota

October 24, 1978



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 \* Please read, check, and circulate \*  
 \* County Extension Director \*   
 \* County Extension Agent \*   
 \* Associate County Extension Agent \*   
 \* Other \*   
 \* Secretary for Filing \*   
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WORD OF MOUTH -- NOW IT'S MEDIA YOU CAN BUY--That's the title of a 2-page ad in Agri Marketing for October 1978. We in extension have long realized the importance of word of mouth, of interpersonal communication. Now a commercial firm has come up with a system that marketing people can buy to sell products to the farmer.

Frankly I don't know what to think about it. It combines many things we've done for a long time in extension in a somewhat different and commercial form. I'd be interested to hear from any agent or specialist who has run into the program. Here's what it is:

Groups of about 10 farmers get together to discuss a selected specific topic such as chemicals, animal health, etc. Hundreds of similar groups get together on similar subjects. These groups share experiences, exchange ideas, getting all sides in an open session.

In this system each prospect participates from a phone over a specially engineered telephone conference system. The first session ends with a commitment to action where participants agree to a trial or demonstration. Followup session compare their findings. The company claims success with 4,000 Tele Sessions for over 20 major corporations selling to farmers over a period of years. Sounds a little like our teleteaching efforts doesn't it? And it does present another communication approach.--Harold B. Swanson

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ACTIONS RESULTING FROM COUNTY AGENT AND RADIO STATION SURVEYS--Last month's REACHING PEOPLE included two articles concerning radio programs emanating from the Minnesota Agricultural Extension Service. Many suggestions were received and tabulated from two surveys. As a result, a number of programing changes will take effect on January 1, 1979. The following suggestions are being implemented:

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- . A letter is being sent to all county extension offices alerting agents to programs sent to radio stations.
- . Staff Development opportunities in radio and television are being planned for 1979-80.
- . Relationships with Minnesota radio and television stations are improving. Extension Radio and Television maintains an associate membership in the Minnesota Broadcasters Association and the National Association of Farm Broadcasters and staff members regularly participate in their conferences and meetings. Periodic visits to stations are also being conducted.
- . More attention will be given to the use of radio and television in metropolitan areas. A new and different program offering, POINT OF INTEREST, will be made available to all stations and will focus on important issues and topics concerning all citizens.
- . Television News Clips are being sent to TV stations in an attempt to reach the mass audience with Extension information.
- . County Extension Agents requested help for their regularly scheduled local radio programs. Beginning January 1, a tape with selected interviews and features will be sent to each Minnesota extension office. These interviews are options for county extension agents to use in radio programs.
- . For those county extension agents desiring the service just mentioned, but who cannot use reel-to-reel tapes, cassettes will be sent provided the local radio station can also use cassettes in their programing.
- . Radio stations have very clearly indicated a need for extension information packaged in a "NEWS" format. As a result, we will initiate a daily news feed to stations via a phone line. The news "feed" will include 3-6 news reports per day.

The following is a complete listing of radio and television services effective January 1:

#### EXTENSION TELEVISION

- . NEWS CLIPS--Short news reports from all areas of Agricultural Extension Service, Agricultural Experiment Station, and the Institute of Agriculture, Forestry, and Home Economics. The clips will be 30-90 seconds and are prepared for use by TV stations on their daily news casts. Some would be used at noon and early morning while others may be used at 6 and 10 p.m. newcasts. All TV markets in Minnesota and surrounding states will be sent the news clips on a regular basis, perhaps a weekly feed.
- . FEATURETTES--Longer more in-depth stories (2-3 minutes) for use on some newscasts, but probably noon and morning programs. Production agriculture stories aimed at farmers could be produced for use on COUNTRY DAY and RURAL ROUNDUP, etc.
- . SERIES--Five-part analyses of single topics or issues. Each segment should average 90-120 seconds amounting to a maximum of 10 minutes of information on a given series topic. Stations could run one part each night for five nights.
- . PUBLIC SERVICE ANNOUNCEMENTS--Informational messages packaged in 30 and 60 second formats for optional use by stations. They are written and hosted by County Extension Agents using series of slides as visuals with animated extension logo open and close. Statewide PSA campaigns in each TV market. Additional PSA's for statewide use would also be produced.

EXTENSION RADIO PROGRAMS

(To be initiated January 1, 1979)

- . NEWSLINE--Call in line for radio station's access to extension news. The daily news feed will include 3-5 short stories for inclusion in radio news-casts throughout their broadcast day. Announcer report with specialist actuality. Toll free line. Tape changed daily at 4:30 p.m.
- . POINT OF INTEREST--Weekly tape service available to broadcast stations. Will include five programs each 4:30 in length. Interview format. Generally issue oriented with one or more guest. In-depth analyses of topics of interest to the general public. For use on KUOM to replace present programing. POI similar in format and topic to 5-part Series on Television. (75 tapes per week)
- . WEEKLY FEED TO EXTENSION AGENTS--5 or more interviews per week gleaned from news service interviews. To be used by Extension Agents as part of their regular on-going programs. (90 tapes per week)
- . PUBLIC SERVICE ANNOUNCEMENTS--Similar to TV PSA's, many written and voiced by County Extension Agents and produced at local radio stations. Additional PSA's will be produced for state-wide distribution.

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RADIO REACHES MORE ADULTS THAN OTHER MAJOR MEDIA

Radio is now the number-one reach medium--reaching more adults in a day or a week than any other major daily advertising medium, Richard J. Montesano, RAB Sr. V.P.-Marketing & Research, reported.

Mr. Montesano said Radio is ahead of TV in terms of reach among adults and substantially ahead of newspapers.

"This documentation is the latest indication to advertisers and agencies of Radio's ability to get their message out rapidly to more different consumers than newspapers or TV."

In a week, Radio reaches 95% of adults 18 plus; TV reaches 90%, and 84% of adults read a newspaper.

In a day, Radio is also well ahead of the other media. Radio reaches 81% of adults 18 plus in a day; TV reaches 76%, and newspapers 69%.

RAB said the sources for these findings were: RADAR, Spring '78; Nielsen Television Feb. '77; Newspaper Advertising Bureau March '77 Readership Project. Daily reach is based on weekday newspapers, and weekly reach based on five-day estimates which are consistent with other sources. (In each case, these are the latest available national reach data sources for the respective media.)

Radio is not only alive and doing well, but according to Radio Advertising Bureau (RAB), it's reaching more adults in the process.

(Visiting KWAD I came across this interesting article from RAB on their bulletin board.)--Janet Macy

MEDIA REACH: ADULTS 18 PLUS	
<b>DAILY REACH</b>	
RADIO	81%
Tv	76%
Newspapers	69%
<b>WEEKLY REACH</b>	
RADIO	95%
Tv	90%
Newspapers	84%

B E S E L F I S H : T H E R O A D T O B E T T E R C O M M U N I C A T I O N S --  
Sounds like bad advice, doesn't it? But let's think for a moment and perhaps we'll come up with a different conclusion.

Recently I attended a retreat and seminar for teachers in the College of Agriculture. Lyman "Manny" Steil, who has conducted many similar or related workshops for extension, was the leader. The topic was listening. "Manny" pointed out that listening is the most used of all our communications skills, yet we have the least training in it. We pay little heed to our listening skills.

And this is where selfishness enters in. If we set ourselves mentally to get as much information and as much use as we can out of the words of others, we gain. But so does the other fellow because we do become more attentive listeners, we help him or her at the same time. As teachers--classroom or extension--this then is one of the most important skills we can develop. As a group we listed some of the strengths we should acquire and some of the weaknesses we should recognize or correct if we're to be better listeners:

Strengths:

attentive  
interested, curious  
selfish  
enthusiastic  
tolerant, open minded  
sensitive to speaker  
empathy with speaker  
concerned  
ability to screen  
allowing speaker to  
finish  
good eye contact  
enthusiastic, and  
objective.

Weaknesses:

self-centered  
impatient  
interruptive  
talkative  
biased or cause-oriented  
critical or "picky"  
fail to ask for clarification  
closed minded-"pig headed"  
defensive  
over or under reactive  
poor organizer, and  
lack of background.

We could add many others. Being a good listener perhaps is selfish, but it helps others, too.--Harold B. Swanson

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# Publications and Direct Mail

October 1978

## NEW PUBLICATIONS

### GENERAL PUBLIC--Creative Arts and Crafts (p.14)\*

The Collection and Preservation of Moths, Butterflies and Other Insects. Extension Folder 434. C. Richard Biege and D.M. Noetzel. Details materials needed and explains procedure for collecting, mounting, and displaying insects. 4 pages. Available. 10¢

### GENERAL PUBLIC--Family Life--Children, Child Care (p.15)\*

Celebrating Family Life. Extension Folder 439. Jeanne Markell. Notes ways to strengthen families. (Reprint from June 1978 article in Marriage Encounter magazine.) 6 pages. Available. 15¢

### GENERAL PUBLIC--Foods, Nutrition, and Health--Nutrition and Health (p.19)\*

Trichinosis and Meat. Veterinary Science Fact Sheet 17. Michael Pullen and Richard Epley. Discusses sources, prevalence, and prevention of trichinosis. Traces the life cycle of the parasite, trichinella spiralis. (Replaces Animal Science Fact Sheet 23.) 2 pages. Available. 5¢

### GENERAL PUBLIC--Home Grounds--Trees (p.21)\*

Protecting Trees and Shrubs Against Winter Damage. Minnesota Tree Line 17. Richard Rideout. Describes types of winter damage and symptoms, including sun scald browning of evergreens, die back, root injury, heaving, and rodent damage. Gives details on how to protect trees. Diagrams. 2 pages. Available. 5¢

Minimizing Salt Injury to Shade Trees. Minnesota Tree Line 19. Patrick J. Weicherding. Describes how salt injures shade trees, symptoms of such injury, and ways to minimize damage. Includes a chart showing the relative salt tolerance of various shade and ornamental trees. 2 pages. Available. 5¢

### AGRICULTURE AND OTHER BUSINESSES--Soils--Soil Management (p.38)\*

Pocket Guide to Fertilizer Recommendations. Extension Bulletin 432. R.P. Schoper, C.J. Overdahl and C.A. Simkins. Discusses in text and maps, recommended use of fertilizers for economic yields. 24 pages. Available. 30¢

## REVISED PUBLICATIONS

### GENERAL PUBLIC--Home Gardening, Food Crops--Fruit (p.20)\*

Plum, Cherry, and Apricot Varieties for Minnesota. Horticulture Fact Sheet 43. Leonard B. Hertz. Discusses varieties of plum, cherry, and apricot trees, and where in Minnesota each grows best. 2 pages. Available late October. 5¢

### GENERAL PUBLIC--Home Grounds--Trees (p. 21)

Tree Line 22-Noninfectious Diseases of Trees. Ward C. Stienstra. (Formerly Plant Path, Fact Sheet 12). Describes different kinds of diseases, including those related to high temperatures, low temperatures, water-related, mechanical injury, and chemical damage. Useful for people who are involved in replanting efforts. 2 pages. Available. 5¢

### GENERAL PUBLIC--Home Grounds--Lawns and Landscaping (p. 22)

Landscape Arboretum Investigates, Evaluates, Educates. Extension Program Report 33. Conveys the importance of an arboretum (in its many facets) to the public. 2 pages. Available. 5¢

\* Indicates placement in publications list.

GENERAL PUBLIC--Home Grounds--Lawn and Landscaping (p. 22)\*

Sodding the Home Lawn. Horticulture Fact Sheet 35. Curtis Klint. Describes how to choose, lay, and maintain sod. 2 pages. Available. 5¢

AGRICULTURE AND OTHER BUSINESS--Fruits and Vegetables--Disease and Pest Control (p. 37)\*

Weed Control in Commercially Grown Strawberries. Horticulture Fact Sheet 48. Leonard Hertz. Discusses control of weeds in the preplant stage, in new plantings and in established plantings. This new version and distribution replaces the one printed in August. Destroy any copies of the old one you might have. 2 pages. Available. 5¢

A D D T O P U B L I C A T I O N S L I S T

(This item is available and we missed listing it--our error)

AGRICULTURE AND OTHER BUSINESSES--Engineering, and Dairy (pp. 31 and 33)\*

Treatment and Disposal of Milkhouse and Milking Parlor Wastes. M-159. Donald W. Bates and Roger E. Machmeier. 20¢

REQUEST FROM BULLETIN ROOM

ON THE ORDER BLANK WHEN ORDERING FROM THE BULLETIN ROOM, BE SURE TO INCLUDE YOUR RETURN ADDRESS (NAME OF COUNTY AND MAILING ADDRESS). ORDERS ARE BEING RECEIVED WITHOUT THAT IMPORTANT INFORMATION.

R E P R I N T E D P U B L I C A T I O N S

Horse Pastures. Animal Science Fact Sheet 16. R. Jordan, O. Strand.

Boxelder Bugs. Entomology Fact Sheet 10. L. Cutkomp.

To Produce Sediment-Free Milk. Food Science and Nutrition Fact Sheet 4. Vern Packard.

Making Jams, Marmalades, Preserves and Conserves. Food Science and Nutrition Fact Sheet 24. I. Wolf.

Making Fresh Pack Pickle Products. Food Science and Nutrition Fact Sheet 26. I. Wolf.

A Guide for Planning Your Daily Food Needs. Food Science and Nutrition Fact Sheet 31, M. Brink, M. Darling.

Growing Grapes. Horticulture Fact Sheet 1. L. Hertz.

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

Stalk Rot and Lodging of Corn. Plant Pathology Fact Sheet 3. H. G. Johnson.

Reporting Youth News. Information Service Series 4. H. Swanson, J. Nelson.

How Individuals Work in a Group. Communications Bulletin 16. H. Swanson.

How to Plan Your Dairy Farm Ventilation System. M-128. D. Bates.

Competitive and Endurance Trail Riding. Extension Folder 332. R. Jordan.

Food Additives. Extension Folder 378. V. Packard, S. Myers.

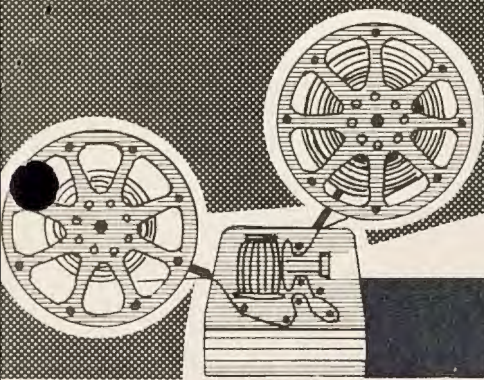
Livestock Judging. Extension Bulletin 340. C. Christians.

Edible Wild Mushrooms. Extension Bulletin 357. C. Christensen.

Restoring and Refinishing Old Trunks. Extension Bulletin 407. L. Reece.

Nutritional Labeling of Food Products. Extension Bulletin 427 (formerly Special Report 49) V. Packard.

\*Indicates placement in publications list.



# visual aids TIP SHEET

## Minnesota Agricultural Extension Service

INSERT IN AUDIOVISUAL TEACHING MATERIALS CATALOG FOR FUTURE REFERENCE

October 1978

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

### New Film Added to the Agricultural Extension Library

#3158      Fuel for the Food Machine

Government regulation of fuels will have an affect on agriculture. No horsepower, a shortage of fertilizer, and higher costs for fuel could mean a lot of hungry people. Farmers tell what government regulations would mean to them.

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30 min., color, The American Farm Bureau, not TV. ND. (\$7.50 rental)

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### New Slide Sets Added to Library

#242      Values and Value Clarification (The Impact Series, Part I)

Values are an important part of man. This slide set introduces the following concepts: what are values?; how do we know for sure what and whom we value?; what is a value system?; how can we rank values? Use with leader training for the self-management project and other value-clarifying programs with junior leaders.

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41 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 10:00), Purdue University. 1975. (\$3.00 rental)

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#244      Get Up and Go With Goal Power (The Impact Series, Part II)

Our values can be seen through our attitudes, opinions, and the goals we set in our life. This slide set defines goals; discusses the importance of setting goals; and explains the relationship of goals to one's values, needs, wants, interests, and the resources available. Useful for leader training in the self-management project or with junior leaders.

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46 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 10:00), Purdue University. 1975. (\$3.00 rental)

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#245

The Art of Choosing, Decision Making (The Impact Series, Part III)

Presents a five-step process to aid in decision making. Explains how values, goals, and resources influence the decisions made. Useful for leader training in the self-management project or to teach decision making in relation to other projects.

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42 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 10:00), Purdue University. 1975. (\$3.00 rental)

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#270

Serving You and Youth

Explains the programs and services of the National 4-H Council.

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139 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 15:00), National 4-H Council. 1978. (\$3.00 rental)

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#271

Leaders and the News

Shows how different types of 4-H leaders use the magazine, NATIONAL 4-H NEWS, as a tool in working with youth and in conducting club activities.

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115 slides, color, cassette tape (automatic, inaudible 1000 Hz pulses, time 11:00), National 4-H Council. 1978. (\$3.00 rental)

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

October 1978

THE END OF THE CLIP ART OFFER (see July Art Tips). Requests for the AAACE Clip Art Book have tapered off and the last order to be submitted for the \$7.80 discounted price will be made November 1. So far over 50 counties have taken advantage of the offer. Anyone wishing a copy after November 1 must order directly from Interstate Printers and Publishers, Inc., Danville, Ill. 61832. The cost then will be \$9.75.

PRODUCTING ART FOR SLIDE SETS can be easy even if you can't draw. Check your clip art books and files. You probably won't want to add color directly to the art, making it useless in the future. You could trace the art or make a good copying machine copy and color it with colored pencils or markers (being careful not to smear the black lines).

Adhesive-backed film (some brands are Bourges, Lettraset, Pantone or Zipatone) is available in many colors and is applied to the art for flat, even color. Place a sheet over the art and "trace" with a graphic arts knife (X-acto or Chartpak); lift the cutout piece off the backing paper, place it on the art and burnish (carefully rub it down).

If you have a Thermofax for making overheads, make one from the clip art and add the adhesive film for color. Or paint the back of the overhead film using opaque cartoon paints especially made not to crack or peel on film. Ask for designer gouache, Windsor and Newton designer colors, or Cel Vinyl. When you turn the art to front side again, the colors are brilliant and pure and the lines are nice and black. Lay the film on a colored sheet of paper for a background and apply lettering to either the film or paper background, whichever is easier.

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Silhouettes can make attractive slides. Trace the art (don't forget to use the non-copyrighted extension and government publications sources) with a black felt marker on colored paper and fill in the outline.

Try to get maximum use from art you prepare. For example, art on overhead film can be placed over several different colors of paper, each with different type. The art can then serve as a repeating theme (don't make it monotonous though).

PREPARING CHARTS AND GRAPHS can be fast and easy with inexpensive materials.

Drawing with colored felt markers is the cheapest method. The numbers on the axis can be added by typewriter and the title with transfer lettering. Charting tapes (Chartpak, Formaline, Lettraline and Zipaline) are a little faster when you become familiar with them and with using a graphic arts knife. Rolls of charting tape, available in a variety of widths, colors, and patterns in matte and gloss surfaces can be cut to the length of the bar or line needed.

If you standardize graphs (by making all bar graphs with  $\frac{1}{2}$ -inch wide bars and all line graphs with  $\frac{1}{16}$ -inch lines, for example) you would only have to purchase five or six colors of each width of tape. A roll of tape costs between \$1 and \$2 each and will make many years worth of charts.

A SLIDE SET entitled "Lettering and Artwork for Slides" shows examples of the methods and materials described in the last three Art Tips and some other techniques. It is in production now and will be available through the Extension Audiovisual library early in 1979. Watch Art Tips for more information.

IF YOU HAVE TROUBLE finding the materials mentioned in local stationery or art supply stores, the following Twin Cities stores will have them: Aldy Graphics, 1115 Hennepin Ave., Minneapolis 55403; Art Materials, 3018 Lyndale Ave. So., Minneapolis 55408; Artsign, 2501 26th Ave. So., Minneapolis 55406; and Northwest Graphic Supply Co., 4200 E. Lake St., Minneapolis.

The information given in this publication is for educational purposes only. Reference to commercial products or trade names is made with the understanding that no discrimination is intended and no endorsement implied.