

**LET'S COMMUNICATE**  
**Agriculture Communication Newsletter**  
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**Electronic Media Unit Provides Variety of Production and Support**

The electronic media unit of Ag Communication can provide various services to faculty and staff under Agriculture and University Extension.

*Video:* Video is exploding on the Web and on DVDs, and Bruce Sundeen and Scott Swanson can work with you to develop a script, shoot high-definition video, edit the piece, create graphics, develop DVDs and more.

Costs for video projects vary greatly. For example, one of the 13-minute flood videos at [www.ag.ndsu.edu/flood](http://www.ag.ndsu.edu/flood) cost about \$1,000 total. Bruce and Scott shot the content but didn't do much editing for a mid-level final product. The goal was to get good-quality information out quickly without lots of editing and graphics. High-end productions with more script development, on-site shooting, editing and graphics will cost more but will still be much less than commercial rates.

Some staff are shooting their own video with pocket cameras, and Bruce and Scott can edit that footage, maybe just adding characters and logos. However, the quality of the initial footage obviously largely determines the quality of the end product.

See recent high-quality Ag Com videos on the NDSU Extension Service YouTube channel at [www.youtube.com/ndsuextension](http://www.youtube.com/ndsuextension), and contact Bruce or Scott about adding your videos.

*Still Photography:* For high-quality still photos, contact Bruce. Cost is \$50 per hour.

*Audio:* Need a radio PSA recorded or PowerPoint narrated? Contact Bruce and Scott about how they can help you. Support is free, but production work is billed.

*Wimba Support:* Contact Scott to learn how to communicate via webconferencing. Again, support is free to Agriculture and University Extension.

*DVD and CD Duplication:* Contact the Distribution Center at (701) 231-7883 or [ndsudistributioncenter@ndsu.edu](mailto:ndsudistributioncenter@ndsu.edu) to duplicate copies of your DVDs (\$3) and CDs (\$2). This price

includes a color “label” printed on the disk and a paper sleeve. Sales of DVDs and CDs must come through the Distribution Center to collect sales tax.

Use your expertise and time efficiently, and let the Ag Com electronic media staff use their skills to provide you with video, photo, audio and Wimba work.

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### **Guidelines for NDSU Agriculture and University Extension Videos**

If you’re shooting your own video, here are some guidelines to follow to make sure NDSU Agriculture and University Extension provides good-quality video to the public.

#### *Before Shooting:*

- \*Think about the story you’re trying to tell before shooting. Who’s your target audience? What do you want them to know or do as a result of your video?
- \*Outline the story. What comes first, second, etc.? How will you conclude the video?
- \*Coach speakers on your goals for the video and on how they should present themselves.

#### *Shooting:*

- \*Lighting is important. Light your subject so there’s enough contrast with the background and viewers can see the focus. Avoid backlight. Try to get light coming from the side. For outside, early morning and evening are better than midday when the sun is high.
- \*Try to avoid wind, loud noises and other distractions for good audio.
- \*Look through the viewfinder and compose the shot before starting to shoot. Are there any distractions in the background?
- \*Get up close. Step closer rather than zoom in for the best quality video.
- \*Pan and zoom slowly. Don’t move too quickly through images or the final video may blur, especially online.

#### *Editing:*

- \*Include an easy-to-read title at the beginning.
- \*Identify each speaker.
- \*At the end, include an NDSU Extension Service, N.D. Agricultural Experiment Station or NDSU logo ([www.ag.ndsu.nodak.edu/policy/](http://www.ag.ndsu.nodak.edu/policy/)) on a solid background.
- \*Include a URL and/or name, phone, e-mail at the end for a contact or more information.
- \*Include a date but not copyright information.

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### **When Google Isn’t All of Google**

Most people now search for information rather than navigate for it, even on individual websites. When you search for information using Google, you receive a gazillion options, but Google Custom Search looks only at specified servers to narrow your search. For example, the Google Custom Search boxes at [www.ag.ndsu.edu](http://www.ag.ndsu.edu) and [www.ag.ndsu.edu/extension](http://www.ag.ndsu.edu/extension) search only the 10 servers in Agriculture and

University Extension. Ag Communication takes advantage of Google's power, but narrows down the search to NDSU Ag sites. The NDSU website searches also include the Ag servers.

The eXtension search at [www.extension.org/search](http://www.extension.org/search) searches more than 1,100 servers at land-grant institutions across the country so faculty, staff and the public can narrow their searches to information only on Extension Service sites.

### **Wimba Classroom Upgraded to Version 6.1**

If you haven't been on Wimba Classroom recently, here are a few changes you will notice with the upgrade :

- Archive feature – A box will ask if you want to record the session. Just click yes or no.
- Hand raise chime – Each time someone raises their hand, you hear a chime.
- The URL for the guest access link is shorter.
- You will notice improved video quality and one-to-one video when only two people are using Wimba Classroom.
- If a webcam works with your computer, it should work with Wimba.
- You can disable the Lobby feature. If you do this, you can automatically enter the room created without going to the lobby first.

The archive reminder is visible in newly created rooms since that's the default setting for new rooms. For rooms created prior to the upgrade, to see the reminder box, the setting needs to be changed in the Admin site. I will be updating Agriculture and University Extension rooms as time permits, but if you have administrator access for a particular room, feel free to change the setting yourself.

Also, make sure when using Wimba Classroom to have the latest version of Java (Java 6) running on your computer with any version of Internet Explorer or Firefox 3.6 or higher. If you are having problems with one browser, try switching to another.

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### **NDSU Featured in July 8 Wimba Webinar**

The July 8 Wimba Distinguished Lecture Series will feature Scott Swanson who will present information on how the NDSU Extension Service has been using Wimba Classroom extensively to reach outlying offices and consumers. Randy Wald with NDUS's Advanced Learning Technologies will explain how the North Dakota University System provides Wimba products to its 11 campuses. The webinar will be at 11 a.m. Central Time Thursday.

To register, go to <http://www.wimba.com/company/events/1771-connecting-multiple-campuses-via-collaborative-software>.

An article about the NDSU Extension Service's use of Wimba is on the company's website at [http://www.wimba.com/company/newsroom/archive/ndsu\\_extension\\_service\\_saving\\_money\\_with\\_wimba](http://www.wimba.com/company/newsroom/archive/ndsu_extension_service_saving_money_with_wimba).

## **Write the Right Word**

Ag Communication does follow a style guide when editing publications, newsletters, brochures and other educational materials. It's called the Associated Press Stylebook.

We use it when we write or edit news releases because it's what newspaper editors follow. To be consistent, we follow it for everything we edit.

Consistency isn't the only reason we use it, however.

Despite its name, the AP Stylebook is not just for newspapers. It's more than a collection of rules. Since it came out in 1953, it has become part dictionary, part encyclopedia and part textbook. It has evolved into an eclectic source of information for writers and editors of any publication and an essential tool for anyone who cares about good writing.

It is not a set of arbitrary rules. It's designed to make the written word more understandable anywhere. So if it works for newspapers, which reach billions of readers around the world every day, it should be able to help us make our messages clear.

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## **Who Ag Com Can – and Can't – Do Work For**

If people ask why Ag Communication staff can't design somebody's Christmas letter or print a graduation banner or copy their lake association newsletter, we refer them to [www.ndsu.edu/policy/700.htm](http://www.ndsu.edu/policy/700.htm) on Services and Facilities Usage that says, "As a general rule, campus services may be used only by: 1) University employees for purposes related to their official responsibilities, or 2) off-campus organizations for non-profit, nonpolitical purposes, provided that the specific use of a campus service is sponsored by a University department or University-related organization as a part of its official function."

Ag Communication can do work for other state agencies and other NDUS campuses. However, the second definition in the policy doesn't necessarily include all the organizations NDSU works with. The general guideline is that if there's an NDSU logo on the piece, it's probably OK. However, if you're working with an organization but not truly a cooperator, contact Ag Com first to discuss the situation and, if the work is allowable, how to bill it.

## **Ag Com Staff Receive ACE Awards**

Ag Communication staff brought home multiple awards from the international Association for Communication Excellence (ACE) conference recently in St. Louis.

Gold:

Bob Bertsch, Technology Education for Ag CMS Training Project

Silver:

Becky Koch and Bruce Sundeen, Educational Project/Credit for Basic Radio 101: An Emergency Responder's Guide to Effective Radio Communication

Bruce Sundeen, Becky Koch and Scott Swanson, Non-credit Educational Video Production for Ready Business: Are You Ready?

Bronze:

Becky Koch, Bruce Sundeen, Scott Swanson, Ellen Crawford, Rich Mattern and Bob Bertsch, Educational Package for North Dakota Flood Preparedness, Response and Recovery Education

## **Publications Update from the Distribution Center**

### **New Publications**

\*E823 Banded Sunflower Moth by Janet Knodel and Laurence Charlet

This revised full-color publication explains the life cycle of the Banded Sunflower Moth, the damage done to crops as well as field monitoring and estimating damage potential.

\*E1479 Integrated Pest Management of Wheat Stem Sawfly in North Dakota by Janet Knodel, Thomas Shanower and Patrick Beauzay

N.D. wheat producers lost between \$25 million and \$70 million in 2009 from the Wheat Stem Sawfly. Identification, life cycle, hosts and Integrated Pest Management (IPM) strategies are covered in this full-color eight-page publication.

\*AE1480 Best Methods for Applying Fungicide to Grain Heads Using Air-assist Sprayers by Scott Halley, Vern Hofman, Gary Van Ee and Kevin Misek

Fusarium head blight has caused considerable crop loss in small grains during the past two decades. This publication covers the most effective operating parameters of air-assist sprayers.

\*FN1472 Week 1: Cooking 101: Equipping Your Kitchen by Julie Garden-Robinson, Katie Myrold, Leah Gramlow and Joan Nagel

You don't need a gourmet kitchen to be a good cook. Week 1 of Cooking 101 describes the equipment essentials that can make cooking a breeze. Each publication in the series also includes menus, menu planners and grocery lists.

\*FN1473 Week 2: Cooking 101: Hot Tips About Food Storage by Julie Garden-Robinson, Katie Myrold, Leah Gramlow and Joan Nagel

Week 2 covers the basics of thawing frozen foods, tips on freezing and ideas for choosing pantry storage space wisely.

\*FN1474 Week 3: Cooking 101: Healthy Eating on the Run by Julie Garden-Robinson, Katie Myrold, Leah Gramlow and Joan Nagel

Food provides your body with the energy it needs to function and the nutrients it needs to perform well. This publication points out the neglected nutrients and how MyPyramid can be your new best friend.

### **Discontinued Publications** (pulled from inventory and from our Web listing)

H1034 Looking Over Lawn Mowers

H784 Christmas Decorations Made with Fresh Evergreens

See all the publications at [www.ag.ndsu.edu/pubs/](http://www.ag.ndsu.edu/pubs/).

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## **Let's Communicate**

Past issues of Let's Communicate are at [www.ag.ndsu.edu/agcomm/letscomm/letscomm.htm](http://www.ag.ndsu.edu/agcomm/letscomm/letscomm.htm). If you have questions or comments, or would like to submit information or make a suggestion for Let's Communicate, please contact me.

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