

LET'S COMMUNICATE
Agriculture Communication Newsletter
August 2009, No. 163

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Write the Right Word

Deciding whether to use “fewer” or “less” can be confusing.

The easy way to remember is to use “fewer” for individual items and “less” for bulk or quantity.

For example, “Fewer people attended the water carnival this year.” (You’re talking about individuals.) Or this: “The job opening attracted fewer than 10 applicants.” “I had fewer than 20 \$1 bills in my pocket.” (Again, you are talking about individuals or individual items.)

But if you are talking about an amount of money rather than individual bills, you would say, “I had less than \$20 in my pocket.”

Here are some other examples: “She was less than 20 years old.” (Years refers to a period of time, not individual years.) “The new computer could result in less work for everyone.”

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Add Your Events to the NDSU and Ag Calendars

The NDSU event calendar, which is linked from the NDSU home page at www.ndsu.edu, is available for major Agriculture and University Extension events. Send details (dates, times, locations, fees, URLs, contact people, etc.) to Linda for entry. The goal of the NDSU calendar is to publicize activities with broad appeal to a wide audience. The Ag Information Center calendar at <http://info.ag.ndsu.nodak.edu> publicizes these major activities but also local activities across the state and internal activities, such as trainings. Those can be entered by any Agriculture and University Extension staff or faculty on the password-protected site.

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Logo Identifies NDSU; Use It

The NDSU logo is a graphic image that identifies North Dakota State University. The logo always looks the same. Not stretched. Not a weird color. Always a specific graphic, not just typed letters that look kind of like the logo. Just like McDonald’s arches or the Nike swoosh, the NDSU graphic identifies our university to the public.

Please use the NDSU and related logos to market our institution. Have a logo on your office entry door. Project a logo as people enter the meeting room. Put a logo on posters and on brochure covers.

Downloadable logos in different formats are on the Web:

- NDSU -- http://vpur.ndsu.edu/ndsu_logo_usage/
- N.D. Agricultural Experiment Station -- <http://www.ag.ndsu.edu/research/logo.htm>
- NDSU Extension Service -- <http://www.ag.ndsu.nodak.edu/policy/newextlogo.htm>

Never use the old EXP or EXT logos, the staggered NDSU letters, the old snorting bison or the university seal. The new bison is to be used only for Athletics or with their permission.

August eXtension Professional Development

30-minute sessions, all at 1 p.m. Central Time via web conference at

<http://connect.extension.iastate.edu/learn>:

Aug. 11, the Ask eXtension Widget - Aaron Hundley, eXtension Software Engineer

Aug. 25, Repurposing Content for Moodle - Jennifer Jahedkar, Texas AgriLife Extension, Extension eLearning

Aug. 26, Getting Started Answering Ask an Expert Questions - Kevin Gamble, eXtension

Other Sessions:

2:00-3:00 Central Time, Aug. 11, Meet-up of Technology Trainers and anyone else interested in discussing the best way of teaching social media to staff in your state

1:00-2:30 Central Time, Aug. 28, Second Life Meetup -- Meet at the Virtual State Fair, Morrill Island, in Second Life <http://slurl.com/secondlife/Morrill/130/174/25> Topic: Cool Tools for Educators. See a demo of some useful scripted items used for teaching in SL. Many are free.

Let's Communicate

Past issues of Let's Communicate are at 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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