

# tools of the trade

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**Multi-Image Production** *The Multi-Image Production: A Path to Multi-Image and Audio-Visual Production. Robert E. Ertel. Laguna Niguel, California: WTI Corporation, 27324 Camino Capistrano, Suite 181, 1977. 90 pp. \$23.95.*

If you saw James Whitmore's solo presentation of Harry Truman or Will Rogers, you probably enjoyed the show for a variety of reasons. James Whitmore is a fine actor and a superb storyteller. Also, he's highly skilled in combining audio and visual images into an effective presentation. He's a brilliant salesman.

Perhaps we'd argue if anyone accused Extension of selling. But, it's a simple fact of life that part of our function is to extend the information developed by the universities. When we're effective in this endeavor, we've the proper knowledge, skills, and equipment plus plenty of enthusiasm. This brings me to the point of this review.

This book is a tool to help us expand our knowledge and sharpen our skills in effectively presenting concepts to audiences.

I believe we'd all agree that learning by doing is one of the preferred ways to acquire new knowledge and skills. Many times this method is neither practical nor possible. Combining audio and visual images is usually more effective than when either is used alone.

Ertel prepares his book much as a good contractor builds a house. He starts with a solid foundation by telling us why visuals amplify and reinforce the written and spoken word. His frame is plumb as he states his case for planning what we

expect to accomplish. The script, the storyboard, photography, graphics, and audio cover the frame nicely.

Then, as we stand back and review the product, we see that Ertel has produced a book that's useful. He adds a finishing touch by showing us how proper programming can make our message more effective.

**STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION (Act of August 12, 1970, Section 3685, Title 39, United States Code).**

1. Title of publication: JOURNAL OF EXTENSION.
2. Frequency of publication: Bi-monthly.
3. Location of known office of publication and business office: 619 Extension Building, 432 North Lake Street, Madison, Wisconsin 53706.
4. Names and addresses of publisher, editor, and business manager: Publisher: Extension Journal, Inc., 619 Extension Building, 432 North Lake Street, Madison, Wisconsin 53706. Editor: Joan S. Thomson, 323 Ag Administration Building, The Pennsylvania State University, University Park, Pennsylvania 16802. Business Manager: Richard S. Crowley, 619 Extension Building, 432 North Lake Street, Madison, Wisconsin 53706.
5. Bondholders, mortgages, and other security holders: none.
6. Extent and nature of circulation:

	Average no. copies each issue preceding 12 months	Actual no. copies of single issue published nearest filing date
A. Total number copies printed	5,000	5,000
B. Paid circulation		
Sales through dealers and carriers	none	none
Mail subscriptions	4,900	4,900
C. Total paid circulation	4,900	4,900
D. Free distribution by mail, carrier, or other means. Samples, complimentary, and other free copies	45	54
E. Total distribution	4,945	4,954
F. Office use, left-over, unaccounted, spoiled after printing	55	46
G. Total	5,000	5,000

I certify that the statements made above are correct and complete.  
(Signed: Richard S. Crowley, November 1, 1981, business manager.)