

Extension Publications

Discussion Leader, DON ESSLINGER, MISSOURI

MASS MEDIA GATEKEEPERS

Who are gatekeepers for Extension publications?

1. Ourselves and our administrators have considerable control over what goes out.
2. County staffs manage much of the distribution of publications.
3. Specialists as authors decide mostly what will be printed.
4. Outside organizations (i.e. agencies, associations, or businesses such as nurseries) exercise gatekeeping power on popular publications.
5. News media are gatekeepers for releases on availability of publications.

Legislators, administrators, and committees become gatekeepers of publications through management of funds and attempting group consensus. Readers themselves may be gatekeepers in their selection of topics.

Some publications proposals are diverted to feature stories, in which case the magazine or newspaper editors become gatekeepers.

County staffs exercise control over which publications are ordered, stocked, and handed out from their office. This is a gatekeeping role.

Notes and ideas:

Several states (Oklahoma was mentioned) distribute a monthly list of new publications titles to all staff.

An author-editor-illustrator conference can help clear up author objectives, editor interpretation, and other possible misunderstandings and get all parties on the same track.

The group felt a need for some gatekeeping in determining needs and setting priorities of publications. This could bring input from authors, project leaders, department heads, editors, administrators, county staffs, and intended audience. States mentioned as doing some of this were Tennessee and Missouri.

Pretesting publications helps clear many gates. Kentucky has done some with Expanded Nutrition Program materials, Missouri

OPINION/POLICY LEADERS

We are directly involved with opinion leadership. The nutrition program, and many others, involves many opinion leaders.

We tend to select opinion leaders for a specific purpose and never change the group when in fact this leadership is constantly changing with different people becoming leaders. Many times our educational specialities don't fit the needs of the clientele.

The 18-year-old vote brings in a new segment of leadership we should consider. Women are opinion leaders but they don't show this role in sociometric studies. Minority groups and low income groups are opinion leaders important to our programming.

AGRIBUSINESS MEN AND WOMEN

Much of the work in the past with agribusiness people has been in response to their requests. Examples mentioned included farm structures plans, cooperation in seed production, and others. Oklahoma sold a rose bulletin to garden clubs and took orders prior to producing the bulletin.

The group felt that the image of extension should be improved with the agribusiness sector. However, they pointed out that most information is written for the producer, and that the producer should remain the primary audience. Much of the cooperation with agribusiness is with chemicals and pest control, and some marketing.

Work with agribusiness should be selective, thus a mailing list should be managed to better match the material distributed with the businessman's interest. Selected mailing lists would cut the amount of information going to each person.

Ohio has a book on pesticide use laws primarily intended for pesticide applicators. They produce the materials and make arrangements for training state department of agriculture people. Extension specialists also use the book in their work. It sells for \$5 to commercial applicators.

Texas has an air transportation conference because of the importance of air transportation to many of the state's commodities. Publications are also used with market research and development work on citrus, poultry, and nursery industries. Financing comes from the industry and about one-third of the time and money goes to helping producers understand agribusiness. Texas expects

many publication ideas to come from county commodity committees.

Farmers are served as agribusiness groups, because as they organize business for marketing such as feedlots and others, they become the agribusiness clientele.

Other agribusiness services include:

1. Fact sheets — topics for agribusinesses on management of advertising, marketing, bargaining, and others.
2. Publications on futures trading for producers.

Pennsylvania includes their agribusiness work in "special audience" work. They have literature on "Waitress Tips" for resort businesses. The state restaurant association has requested 5,000 copies of it. "Aids for Hotel and Motel Maids" has been well accepted by this clientele group.

YOUTH

The printed word is required in communicating with youth, but other forms are important. The group felt that we need to be aware of the limitations of using publications with youth programs.

One-sheet publications are heavily used where one concept or a single idea is needed. Using the "mod" 4-H clover is an example of something different.

North Carolina used "wild-colored" posters for enrollment promotion in 4-H.

Indiana is attempting to reach low income urban youth whose mothers are in the nutrition program. They have coloring books and a cartoon character, "Power Pete." The 4-H staff pretested a health manual with kids that has riddles, poems, and guides them in experiments. A new manual on creative dramatics was written by a group of work-study students. Also, a recruitment brochure for black members was written by a black student to better communicate with black people.

aaace

National Headquarters
Auburn University
Auburn, Alabama 36830

Non-Profit Org.
U.S. POSTAGE

PAID

Auburn, Ala.
Permit No. 127

MR. CHARLES N. VOYLES ACE
OKLAHOMA STATE UNIVERSITY
CLASSROOM BUILDING
STILLWATER, OKLAHOMA 74074

AMERICAN ASSOCIATION OF AGRICULTURAL COLLEGE EDITORS