

Radio-TV

Discussion Leader, SUE KLEEN, USDA

GATEKEEPERS — *John Philpot, Arkansas*

In Arkansas we decided that one of the greatest opportunities we had in information dissemination was through the use of media general news, particularly commercial television and radio. Information contained in one 6:00 p.m. TV newscast reaches an audience of between 60,000 and 100,000 people. Before energizing our "hard news" approach to information, it was necessary to analyze these media as well as our own capability and to establish liaison with the "Media Gatekeepers."

I arranged for a brief visit with each of our TV news directors. Let me emphasize "brief." These people simply do not have a great deal of time. I supplied each news director with a packet of material, a most important part of which was a list of our specialist staff and my calling card. From the list I gave a quick description of each specialist's area of work and an overall evaluation of the specialist as a news source. I then explained that the station was welcome to call me at any time there was a need for information in any of these areas.

In every case the news director asked me to remain a little longer for further discussion. They expressed sincere appreciation and assured me that news items which we prepared would be aired. With very few exceptions, this has been the case.

It is apparent that general news departments, usually having limited expertise in agricultural information, appreciate the assistance of an information office such as that found in extension. When approaching a general news department with an item for their use, we must make sure that it is "hard news."

MASS-MEDIA GATEKEEPERS — *Denny Godfrey, West Virginia*

The Cooperative Extension Service of West Virginia University has the responsibility of disseminating information of a public affairs nature throughout the state. During the past two years, we have revised our approach of packaging information for use by the nine commercial and three educational stations in the state.

Because station newscasts attract the highest number of local

viewers of any locally produced show, we've begun producing in depth, investigative news reports for use by the stations on their evening newscast programs. These reports are never longer than 3½ minutes, produced in color on film, consisting of both interview and voice over film segments. A copy is made for each station (it's vitally important not to favor one station over another because of the competitiveness of TV stations).

The biggest limitation with this approach is that only newsworthy items can be packaged for use on legitimate news programs. However, we've attained good use of these reports because we've dealt with issues such as proposed constitutional amendments, the statewide nutrition program, a proposed series of dams, and other statewide issues where we could contribute to the citizen's understanding of problems affecting his daily life.

MASS-MEDIA GATEKEEPERS — *Clifford Sherer, Illinois*

The media gatekeeper may be the prime consideration in trying to reach low income homemakers via television. No matter how well suited the material may be to the target audience, the spot must fit the station format and the station's image of its audience. For example, if a PSA were produced exclusively for the low income audience, we might be tempted to incorporate as many elements as possible from the daily experience of the low income individual. And since the gatekeepers are not trying to serve the low income audience exclusively, the spot may run little chance of getting used.

Rather than producing TV spots incorporating as many elements as possible from the low income experience, we are trying to produce spots incorporating only the critical elements—i.e., foods popular with the low income family and problems common in the low income community (such as the need to cut costs), with the remainder of the elements remaining "TV middle class" oriented. For example, we utilize: (1) low cost foods, (2) foods popular in low income homes, (3) physical activities available to low income families, (4) **real** low income talent instead of professional talent.

By dealing with broader problems, such as breakfast skipping, and incorporating a few elements into the spots common to low income audiences, we can honestly talk to the TV broadcaster about the spots being important to his total audience, rather than

only one segment. Hopefully as a result, our spots are useful to the station, and effectively get an educational message to the low income audience.

HOMEMAKERS — *Norma Simpson, Wisconsin*

We produce a daily half-hour program over the Wisconsin State broadcasting network called "Accent on Living." Our audience survey shows that homemakers today are more mobile, have fewer children, and listen to radio more than three hours per day. They like in-depth programs, varied and long. Such subjects as proteins in the marketing of fruits and vegetables, stretching the space of your home, roofing, new pork products, etc. are used. Messages vary from day to day—from the above topics to "the art of filmmaking through Scandinavian eyes."

The purpose is to build better understanding between consumers and commercial businesses.

REACHING THE YOUTH AND WOMEN AUDIENCES WITH RADIO-TV
— *Norman E. Engle, Minnesota*

Radio employs a somewhat standard approach. Regular programs on the University Station, KUOM. "Highlights in Home-making" and "University Farm Hour," daily live programs, form the basis for taped material developed as 1 to 4½ minute features sent to regular stations across the state. "Highlights" is aimed at the homemaker—"Farm Hour" to agriculture. Both carry features for youth and 4-H.

Some programs are offered with public service announcements that stations may substitute with commercials. Some series and special programs are used to attract potential sponsors. We're actively selling, working through companies and agencies for buyers. Extension is spending a lot of money for TV production. We look for someone to cooperate in buying the air time to get a better audience.

A couple of examples: the 4-H Photo Fun series was bought on four commercial stations as a package by a local photo finisher. Their campaign involved merchandising with reduced film and processing costs, lower prices on cameras and a special photo contest for Photo Fun members. Their commercials emphasized these points and promoted enrollment in the series. Target audience was 5, 6, 7th grade youngsters.

A new series is in production aimed at homemakers. "Sew Smart," combining Penn State programs and Minnesota production will result in 13 half hours available for winter scheduling. We're working with fabric centers and others to acquire sponsorship on commercial stations. Some help is needed through commercial sponsorship. We can't hope to break the "soaps," but can maybe wiggle in next to them.

Supplementary printed material will be offered with the series.

Local home economists are appearing on more of the outstate stations with good results. There had been a lull in local extension TV shows, but it seems to be regaining some interest.

HOMEMAKERS — *Clifford Scherer, Illinois*

"Good Diet—I Dig It" is a series of seven 16mm color SOF films, 10 to 60 seconds long. The audience is young homemakers who influence or control the growing family's food intake and food attitudes.

We hope to create awareness that good nutrition need not be complicated or expensive—and it can help life be more enjoyable.

For visuals we use a series of fast-moving scenes of people enjoying good food and its benefits. For audio, an upbeat original song "Good Diet—I Dig It" performed by one female and one male voice accompanied by piano, string bass, and drums.

Production costs: (Includes: talent costs, sound track recording, film, processing, workprinting, optical sound track, internegative, answer print, and release print costs.) :10 second—\$3.00; :20 second—5.00; :30 second—6.60; :60 second—13.30.

RURAL DISADVANTAGED LOW INCOME HOMEMAKER TAPE SERVICE — *Lorraine B. Kingdon, Delaware*

For three years, a two-minute, once a week tape service aimed at center city low income homemakers was aired over a local r and r station. About a year ago, the service was expanded to include stations in rural Delaware, Maryland, Pennsylvania, and New Jersey.

Radio was chosen as an auxiliary method to supplement personal contacts of the nutrition aides although, of course, many additional homemakers are reached by this mass media. For this reason, topics are not limited to nutrition but range from house-keeping to child care.

Topics are chosen and scripts written by information specialists in the Editor's Office. A black ghetto resident who has worked with welfare families for many years does the voicing. Major problems have been selecting topics of real interest to the audience—not topics in which they **should** be interested, but those **they** feel they need. Contacts with nutrition aides and Mrs. H., who does the voicing, have been helpful.

Another problem is using understandable language without resorting to dialects which change drastically from area to area.

No formal attempts have been made to measure effectiveness but informal feedback has been quite favorable.

RURAL DISADVANTAGED — *George Mays, Tennessee*

An audience study was made for testing the effectiveness of teaching the nutrition concepts by selected mass media. A comprehensive survey of 150 "food stamp recipient" families, selected at random, was taken before and after the teaching effort to establish a bench mark and determine changes in food buying practices.

Six basic lessons were used that emphasized the four nutrition concepts. The nutrition concepts served to unify the information taught and give the messages meaning.

The three mass media methods used were radio broadcasts, direct mail, and a combination of direct mail and radio. Each method was used in a different county. There were notable differences between the effectiveness of radio broadcasts and direct mail with the latter method being superior. The combined direct mail and radio method showed a slight advantage over direct mail alone. A re-survey of the same respondents, after a time span, would be advisable. This would allow changes in use of practices to be more accurately measured.

These findings have been valuable in providing the nutrition specialists an insight into the attitudes, ways of learning, beliefs, and practices followed by the food stamp recipients.

REACHING LOW-INCOME HOMEMAKERS WITH TELEVISION — *Vernon C. Bice, Alabama*

Surveys have shown that most low-income families have television sets and watch them many hours each day. With this in mind, the Auburn University Cooperative Extension Service, in

cooperation with the Alabama Educational TV studio at Auburn University, produced two series of TV programs designed to reach low-income homemakers.

"Katie's Place," which consisted of 30 fifteen-minute shows, was planned to give homemakers practical information on a variety of basic and most important home economics topics. Preparation of foods was emphasized on several shows. The extension specialist in housing and equipment was in charge of this series.

The second series, "Nellie's Way," which consisted of 20 fifteen-minute shows, was patterned closely after "Katie's Place," but dealt mainly with tips on improving the home and its furnishings. The extension home furnishings specialist took the lead in this series.

Both series involved role playing. The setting for most of the shows was the homemaker's home, and the discussion was centered around a visit to her home by a program aide or extension home agent. The homemaker and the visitor would then discuss (and show visually) an important and timely topic. In some shows, a visitor such as a carpenter would do a simple job such as putting screen wire on a window.

The programs were promoted by extension home agents and program aides who were working with the families in Alabama. Following the showing of the programs by the Alabama ETV network, some follow-up visits were made to reinforce the information presented on TV.

Size of audience and effectiveness of the programs were difficult to accurately judge. Feedback from homemakers, however, did indicate interest in the programs. Estimated audience of "Nellie's Way" was about 60,000 viewers.

REACHING A SPECIFIC AGRIBUSINESS AUDIENCE — *James K. Randall, Utah*

Last spring Utah State University was called upon by sheepmen of the state to provide them with information about Halogeton.

Rather than sending a team of six specialists to each of the eight area offices in the state our Extension Range Specialist decided to provide a half-hour television program that could be broadcast over the states educational and commercial channels.

The sheepmen were invited to view the program in the extension area office nearest their home.

The area offices were tied to the University for conference calls after the television presentation.

The sheepmen of the state were happy with this method because they had a chance to exchange ideas with specialists and other sheepmen around the state about the subject.

The program was broadcast over the commercial and educational channels because there was state-wide interest in Halogton and its recent high death toll in one area.

COMMUNICATING WITH YOUTH — *Ron Scherer, Illinois*

"Town Kids, Country Kids . . . 4-H Is For All Kids!" is a series of 12 radio spot announcements, 10 seconds to 60 seconds in length.

Audience: Primary audience is young people (age 9 to 19) in both rural and urban areas. Secondary audience is parents.

Message: Create awareness that 4-H isn't just for farm kids, but also for urban kids.

Format: Designed to appeal to young, fast-moving youth and to portray 4-H as an exciting youth organization. A slower, more conservative format is used on some spots, to appeal to that audience segment.

Production costs: (Includes all costs from conception to mailing.) Approximately one dollar per tape of 12 spots. Series mailed to 150 stations—total cost of \$150.—assume that each station uses only one of the 12 spots once, on the average—assume that only 1,000 households (very conservative estimate) will be exposed to each use—the cost per household exposure, 1/100 of a cent, lessens, of course, as the audience increases and number of spots used increases.

NATIONAL 4-H TELEVISION SERIES ON NUTRITION — *Sue Kleen, Washington, D.C.*

Audience: 9 to 11-year-old children—especially urban disadvantaged.

Message: Eating the right combination of foods in the right amounts makes you look good, feel good, and gives you energy. You have to eat right to do right—it's up to you.

Technique: This series is built around five inner-city kids between 9 and 14 of various ethnic backgrounds. These kids are a musical rock group, a crisis solving group, and just real kids. The

nutrition story is told through song, activity, adventure, animation, comedy, and repetition. It's a very fast paced, colorful thing. The name is "Mulligan Stew."

Presentation: Six half-hour programs on 16mm color. Planned to be ready for sale to the states in late fall.

Educational materials: Materials to be used by teachers, adult leaders, parents, and the young people are also being produced.

REACHING SENIOR CITIZENS VIA TELEVISION — *James K. Randall, Utah*

Under a grant from the Utah Division of Aging, Utah State University produced 10 programs aimed specifically at senior citizens.

From a preliminary survey of persons over 65, several basic areas were discovered that interested senior citizens, such as: physical health, activities of organizations concerned with old people, food and nutrition, and music.

The 10 programs contained information about each of these areas plus a special feature.

The post survey indicated that the old people enjoyed the music and entertainment sections of the programs best of all.

The basic problem with the series was promotion. Promotion was conducted through county extension offices, organizations working with senior citizens, and telephone calls.

The senior citizen has a very short memory. There should have been many more programs and presented daily to get these folks in the "viewing habit."

SENIOR CITIZENS — *Ruth Sheehan, North Carolina*

North Carolina Farm Management Extension Specialists R. C. Wells and D. G. Harwood, Jr., and Extension Home Management Specialist Mrs. Justine Rozier used the University's educational television network to present a three-part series on "Estate Planning" in January 1970. Each show was aired at 7:30 p.m. (prime time) on successive Wednesday evenings. The first presentation was entitled "Why Make a Will;" The second, "Property Transfer Methods;" and the third, "Estate Settlement and Death Taxes." County agricultural and home economics agents publicized the TV series in their respective counties and encouraged persons to view the series in their homes. And people watched the series—

a total of 310 written requests for additional information were received from viewers!

The impact of the initial television efforts is still in evidence. Since the series was presented, requests for specialist assistance with estate planning information have led to presentations at the western N.C. Homemakers Conference, the North Carolina Farm Credit Conference, a symposium for Forest Consultants, N.C. FHA Supervisors, two North Carolina 4-H Leadership Conferences, and various farm and home demonstration audiences.

To date, requests for the publication, "Estate Planning for North Carolina Farm Families," has exceeded 5,000 copies.

Our experience with mass media, especially television, in this particular educational effort leads us to believe that mass media can be effectively used to create an interest in and disseminate management information to a broad spectrum of clientele. The public seems eager for this type of information.

RADIO PROGRAMMING FOR COMMERCIAL AGRICULTURE — *Lorraine B. Kingdon, Delaware*

Farmers need up-to-the-minute information on crop, insect, and disease problems. A Delaware team of plant pathologists and entomologists has, for a number of years, toured the state checking for such problems each week. However, results were reported in a newsletter reaching farmers nearly a week later.

A short radio report (between 30 seconds and one minute) of the insect and disease problems has been developed. Reports of the team tour are received the morning after the trip along with recommendations. They are written for radio and taped that same morning and sent over phone line to all Delaware stations immediately.

The reports have been enthusiastically received by all stations. No audience feedback has yet been measured.

A second short radio service offered over phone lines has also been inaugurated. Specific research projects of agriculture college staff are reported on weekly, one project per 45-second spot. Projects are chosen for their implications for farmers or the general public. In this case, the studies themselves are pertinent, not necessarily results.

The purpose is to acquaint the public with the uses being made of their tax money and to create a favorable impression of agri-

cultural research. Detailed news stories are also prepared when justified.

COMMERCIAL AGRICULTURE — *John Philpot, Arkansas*

In communicating with commercial agriculture, my field of television should be a part of an overall information program which relies heavily on farm magazines and radio-TV farm directors.

In a recent statewide soybean referendum we made good use of television by recognizing the limitations and working accordingly to fit it into a multi-media effort. Our commercial TV newscasters were quite cooperative in using our information. The economic value of Arkansas' agricultural production gave the story magnitude. The material we sent to TV fit their format, or they prepared their own from our information.

Though we did not consider TV to be our most important medium in this effort, it was beneficial. It created an awareness, supplied limited information, and lent prestige to the overall information program.

COMMERCIAL AGRICULTURE — *Dana Ulloth, Missouri*

Technique: Farmers talking to farmers through interviews conducted on feedlot tour used as part of farm and home program.

Message: Some of the problems facing the feedlot farmers; different techniques of operation; and overview of feedlot operation.

Purpose: Give farmers interested in starting feedlots some general information about the operation and pass along operation techniques to those already in the business.

EDUCATIONAL TV WORKSHOPS FOR COMMERCIAL PORK PRODUCERS — *Thomas Bare, Nebraska*

University of Nebraska Cooperative Extension Service administrators were concerned that only half of the requests for the extension swine specialist could be fulfilled in any one year. Limited human and financial resources and the availability of a statewide educational television system stimulated interest in using television to serve swine producers with a TV workshop.

"Pork Spotlight," a five half-hour series in color, centering on commercial pork production, was produced and broadcast on the

Nebraska Educational Television Network. Outstate extension county agents were called upon to promote, coordinate, and enroll pork producers in this workshop. Approximately 1,000 enrolled for the initial broadcasts.

A study was made to determine which of three television techniques was the most effective in promoting achievement and attitude of the program's objectives. Those enrolled were divided into three groups.

Group 1 or "at home-treatment-group." This group had no formally organized discussion following the workshop telecast.

Group 2 or "county extension agent leading discussion treatment group." The telecast was followed by a discussion which was outlined by the specialists conducting the workshop and led by the county agent.

Group 3 or "telelecture group." Telelecture is designed to bring a speaker to an audience through the use of an amplified phone call. This enables the counties involved with the telelecture treatment to be joined together with a conference call arrangement which enabled all comments by the specialists and participants to be heard equally well and simultaneously in all counties involved. From the study, two major conclusions were drawn:

1. Television workshop participants organized into groups with "live" leaders demonstrate better achievement than participants who view at home on an individual basis.

2. County agents accept television as a successful means of instruction. They must be involved in their respective localities to help ensure adequate attendance and attention to necessary coordination.

OPINION/POLICY LEADERS — *Dana Ulloth, Missouri*

We prepared a 30-minute documentary interview with two men of differing viewpoints.

The message concerned the broadcast media and pressing issues facing it; criticisms of various critics against broadcasting; comments on Vice President's comments; and a discussion on news bias and degree of freedom.

In this presentation we hoped to make the public aware of two views on the broadcasting media so they might be able to make their own judgment.