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RADIO LISTENING ANALYSIS

Based on a Survey of Reaction to Agricultural Extension
Programs in St. Louis County, Minnesota

October, 1946

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AGRICULTURAL EXTENSION SERVICE
UNIVERSITY OF MINNESOTA - U. S. DEPARTMENT OF AGRICULTURE
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THE EXTENSION RADIO PROGRAM IN ST. LOUIS COUNTY, MINNESOTA

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1946

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THE EXTENSION RADIO PROGRAM IN ST. LOUIS COUNTY, MINNESOTA, 1946

The St. Louis County Extension Program

St. Louis County is divided into three agricultural extension divisions or districts, each having its own county agricultural agent. The agent in the western section is located at Hibbing and in the northern section at Virginia. The agents in the two districts, north and west St. Louis, comprising about two thirds of the county, nearly 15 years ago cooperated to sponsor a joint extension radio program. During the entire time, the north St. Louis county agent, August Neubauer, and 4-H club agent, H. J. Aase, have appeared regularly on the program. J. J. McCann, West St. Louis county agent, has participated in the program since he went to the county in 1940. The present home demonstration agent, Mrs. Hestor McKinnon, has served in the county for about one year. Her predecessor, Miss Elizabeth Spriestersbach, was in the county when the radio programs were started and appeared on them regularly until she resigned in September of 1945. The agent in south St. Louis county has taken no active part in this radio program and had no part in the survey.

Currently the program is presented over both the Hibbing and Virginia stations every Saturday from nine to ten in the morning. Different sections of the program originate from each station. During its existence the program has been shifted from hour to hour Saturday mornings so the time never was permanently established. In 1946 it was presented from eight to nine o'clock every Saturday morning.

Actually the St. Louis County Extension Hour consists of five different 12-minute programs, sometimes with and sometimes without a bridge of music between them. County agent August Neubauer presents the first part of the program from Virginia, followed usually by 4-H club agent H. J. Aase, and home demonstration agent Mrs. Hestor McKinnon. County agent J. J. McCann and the home demonstration agent from Itasca county follow with programs that are broadcast from Hibbing.

The Area Surveyed

The St. Louis county area was selected in part because it long has had an extension radio program. Mainly, however, it was chosen for the reason that its extension workers were anxious to analyze their program and radio audience because of the important part radio plays in their extension programs.

North and west St. Louis county is not a typical agricultural area for Minnesota. The farms are small, the size of the average farm business is small, there is relatively little mechanization and a substantial number of farmers spend a part of their time in mining and lumbering. The foreign born population is probably larger than in most farm areas in Minnesota. A considerable number speak English with difficulty.

Radio penetration from outside of the area is spasmodic, with the result that an extremely high percentage of radio listening in the area is to the local stations.

The survey included 223 farm families and 120 families in towns. The town families were included because of the belief on the part of the agents that a considerable number of them take some part in extension activities. This report presents data for the two groups separately.

Farms to be visited in the survey were selected on a random basis. County agent Neubauer divided the settled areas of the county into 248 areas, each two miles square. These were numbered consecutively from 1 to 248. From Tippet's

table of random numbers enough numbers were taken to include an estimated 200 families. When it became evident that there would be time for additional interviews, the numbers were increased to 231. All but 8 families in the areas selected were interviewed.

In selecting the 128 families in the towns an attempt was made to secure a cross section of the population by cutting across the town from outskirts to outskirts, taking one or two houses in the same relative position in each block.

The Mechanics of the Survey

Two hundred and thirty-one farms and one hundred and twenty town families were visited. Answers to the questionnaires were obtained from 223 farm families with eight families either away from home or unable to speak English. The questionnaire was divided into three sections, one for the farmer, one for the homemaker and the other for the children. If the children were not at home, the parents were asked to supply the information as accurately as they could. Although this method of getting information on the 4-H club program is not entirely satisfactory, the information gathered appears to be quite reliable.

The questions were prepared by the county extension workers involved, the Publications office of the University Department of Agriculture, the radio specialist and the extension specialist in the extension service in charge of studies. The questions and the methods to be employed in making the survey were checked by Lucinda Crile, extension analyst, Division of Field Studies and Training of the Federal Extension Service.

Eight extension staff specialists from University Farm and the five county extension agents made the house to house canvass of the selected areas. Six two-man teams worked independently of each other, with one local agent and one specialist in each of five teams, leaving two specialists for the other team. One of these specialists was raised in the county so he was quite familiar with the general area. In most cases only one interviewer stopped at a farm. The driver went on to the next farm and after completion of his interview returned for his team mate. The extension staff members from University Farm included Miss Josephine Björnson, C. E. Bublitz, H. P. Hanson, in charge of the survey, J. B. McNulty, H. L. Parten, Maynard Speece, Amy Wessel and R. J. Wood. The survey was made in October, 1946.

PART I - SURVEY OF FARM FAMILIES

The potential audience that might be reached by agricultural, home economics and 4-H club programs in farm areas naturally is limited by the number of families having radio sets. However, with rural electrification becoming widespread and with radios readily available on the market, the potential listening audience may soon include every farm family within listening radius of local stations. If frequency modulation should become widespread, agricultural information programs based on local experiences would open up a broadened medium by which county agents and other extension workers could reach farm audiences.

In St. Louis county, 90 per cent or 202 of the 223 families interviewed, have radios. (Table 1) The practical potential audience, however, is smaller because one out of every eight radios was out of order, leaving 79 per cent of the families interviewed with radios in working order. There were ten families that reported their radios had been out of order four months or more, leaving 192 that either were in working order, or only temporarily out of order. The interviews were completed as fully as possible with these 192 radio owners.

Table 1 - Families with radios and working condition of radio

	No. Families	Per cent of total Families (223)
Do not have radio	21	10
Have radio	202	90
In working order	177	79
Out of order - temporarily	15	7
Out of order - 4 months or more	10	4

Audiences and Reactions to Radio Programs

Participation of Farm Families in Extension Radio Programs

Extension agents are some of the best known agricultural figures in Minnesota today. More than that they are personally known by a majority of farmers and farmers' wives. As a result they have some decided advantages over more distant agricultural workers in obtaining a radio audience.

As shown in table 2 seven farmers out of eight know the county agricultural agent and are familiar with the work that he does. 55 per cent of the women know the home demonstration agent and 75 per cent know the work that she does. The 4-H club agent is known by 60 per cent of farm families and 70 per cent are acquainted in a general way with the nature of his work.

Table 2 - Numbers and Percentages of persons knowing agents and their work*

	Number	Percentage
Farmers Who Know County Agent	167	87
Farmers Who Know County Agent's Work	167	87
Homemakers Who Know Home Demonstration Agent	105	55
Homemakers Who Know Work of H.D.A.	143	75
Persons Who Know 4-H Club Agent	114	60
Persons Who Know Work of 4-H Club Agent	135	70

* Based on 192 interviews

Participation of farmers and their families in Extension activities is shown in the following table. The participation as reported does not include listening to the radio.

Table 3 - Participation in extension activities other than listening to the radio*

	Number	Per cent of Total
Farmers participating in extension work other than listening to radio		
Present	76	40
Past only	24	12
Total	100	52
Women participating in extension		
Present	52	27
Past only	31	16
Total	83	43
Families with children in 4-H clubs		
Present	29	15
Past only	34	18
Total	63	33

* Based on 192 interviews.

Not all of the people knowing the agents participate in extension activities. Forty per cent of farmers interviewed are cooperating in some activity at the present time, twenty-seven per cent of the farm women are participating and fifteen per cent of the families have one or more children in 4-H club work. The above table also shows past participation and the totals of past and present as reported by persons interviewed.

Persons listening to Extension Radio Program

The agents are able to reach a large audience through the radio. Based on the 223 families in the survey 63 per cent of the farmers had heard the county agent, 65 per cent of the homemakers had heard the home demonstration agent and the club agent had been heard by 57 per cent of the families. Some of the listening, especially by the farmers, is quite casual, nearly 11 per cent reporting that they had heard the county agent but that they had no habit of listening to him. The following table shows the listening habits as reported.

Table 4 - Extent of listening to Extension Radio Hour by farm families *

Program Listener	Co. Agt. program (Farmers)		H.D.A. program (Homemakers)		4-H Club program (Member of family)	
	No.	Per Cent	No.	Per Cent	No.	Per Cent
Have heard program	140	63	141	63	127	57
Frequency of listening						
Regularly	49	22	66	30	49	22
Occasionally	69	31	73	32	78	35
Specific Programs heard						
September 7	66	30	45	20	47	21
September 14	72	32	57	25	50	22
September 21	74	33	54	24	60	27
September 28	65	30	50	22	49	22

* Based on 223 farm families interviewed.

Twenty-two per cent of all farmers in the survey (223) listen regularly to the county agent's radio program, while another thirty-one per cent listen occa-

5
sionally. The corresponding figures for the home demonstration agent's program are thirty and thirty-two per cent, and for the 4-H club agent twenty-two and thirty-five.

In all St. Louis County there were 6853 farms reported in the 1945 agricultural census. Assuming that each of the three county agent areas has approximately the same number of farms, or more than 2280 per area, the figures indicate that the county agent has at least 500 regular farm listeners and over 700 occasional listeners. This makes a farmer listening audience ranging between 500 and 1200 for each program. Another 225 state that they have heard the county agents' radio program but do not consider themselves in the classes of regular or occasional listeners.

On the same basis the Home Demonstration Agent has a farm homemaker audience of about 680 regular listeners and 730 occasional listeners, making a total potential audience of more than 1400 persons in each county agent area.

The 4-H club agent, on the basis of the same assumption, reaches not less than 500 families regularly and another 800 who hear the program occasionally. The weekly range would fall somewhere between 500 and 1300 families in each county agent area.

In order to get some idea of the listening audience and the remembrance of specific programs, questions concerning the following items in programs during the month of September were included in the questionnaire.

County Agent's Programs

- September 7 - Winter Care of Strawberries
- September 14 - Building dairy herds from 4-H club calves
- September 21 - Pasture Management - Announcement of potato show at Bivabik
- September 28 - Land clearing as part of 1947 extension program

Homemaker Programs

- September 7 - Laundering nylons
- September 14 - Transcription "Color in the Home"
- September 21 - Milk House Construction
- September 28 - Announcement that home furnishing program is available to 4-H club girls

4-H Club Agent's Programs

- September 7 - Report on outstanding 4-H dairy club members
- September 14 - Talks on leaders serving long time
- September 21 - Report on enrollment - Barber shop quartette
- September 28 - Discussion of Junior Livestock Show

The amount of listening to the programs scheduled during September was quite uniform week by week for the various agents. Peculiarly the listening to, or at least the memory of the programs for those four weeks was greater for the county agents' programs than it was for either the home demonstration or the 4-H club agent. An average of 31 per cent of all farmers interviewed reported hearing the county agents' radio programs, about 23 per cent of the homemakers hearing the home demonstration agent's program. The 4-H club programs were heard by some member of the family in 23 per cent of the families interviewed. Incidentally, the number of farmers listening during this period was substantially more than that of farmers who reported that they listen regularly, while it was considerably lower for the homemakers and practically the same number of the 4-H club programs as the regular listeners.

The next table shows the extent to which farmers and farm homemakers listen to extension radio programs of their own volition and the extent to which they are reminded to listen.

Table 5 - Extent of voluntary and prompted listening by farmers and homemakers.

Program Listener	County Agent		Home Demonstration Agent	
	Farmer	Homemaker	Farmer	Homemaker
Reminded to listen by	Number		Number	
Nobody	107	131		
Newspapers	15	9		
Announcement at meetings	13	5		
members of family	10	9		

By far the largest number of listeners, whether men or women, listened of their own volition. The total number who were prompted to listen was comparatively small, inasmuch as several who admitted being reminded got reminders from two or more sources.

Although most of the programming problems of presenting agricultural and home economics information are taken up later in this report, both the farmers and homemakers appear to be well satisfied with the length of the programs (two 12 minute spots for each on a one hour show) as indicated in the following table.

Table 6 - Reactions as to length of Extension radio programs

Length of program preferred	County Agent		Home Demonstration Agent	
	No.	Per cent of total reporting	No.	Per cent of total reporting
Longer	10	7	11	8
Shorter	5	4	4	3
Same	99	70	102	77
No opinion	27	19	16	12

Of those who expressed opinions in regard to the length of programs the consensus was overwhelmingly in favor of leaving the programs the same length as they are at present. Approximately 87 per cent of both farmers and homemakers stated that they preferred programs the same as present or else had no opinion regarding desirable length. Of the 11 per cent who wanted changes, twice as many want longer programs as those who preferred shorter programs.

When asked if they had ever written, called by telephone or visited the agent's office for additional information as a result of radio programs, 55 of the 147 farmers reporting, or 38 per cent, replied in the affirmative, 35 of 137 homemakers or 26 per cent, and 22 out of 123 listeners or 18 per cent of listeners to the 4-H club programs had followed up the Extension radio programs with requests for more information. Forty-three per cent of the homemakers and nine per cent of families listening to 4-H club programs had taken notes on information given through the radio programs. It was noticeable that so far as the homemakers were concerned it was the younger women who took notes, particularly when recipes were given.

All Agricultural and Home Economics Information radio programs

The Extension Radio Hour is the most widely listened to program of agricultural and home economics information in St. Louis County. Although this situa-

tion may not prevail throughout all agricultural areas, it does indicate that county extension agents may have an advantage over commercial sponsors in presenting farm and home economics material.

As shown in the following table about 63 per cent of all farmers and homemakers interviewed have heard the county agents and home demonstration agents' radio programs, while 36 per cent have heard other radio programs carrying agricultural and home economics information. Fifty-seven per cent of these families have heard the 4-H club agents' program, and 6 per cent have heard other radio programs with 4-H club information.

Table 6 - Extent of listening to radio programs, other than extension, giving farm, home economics and 4-H club information.

Farmers	Total number hearing program	Per cent of total* hearing program
County Agent's Program	140	63
Other Agricultural Programs	80	36
<u>Homemakers</u>		
Home Demonstration Agent's Program	141	63
Other home economics programs	79	36
<u>Family listeners</u>		
4-H club agent's program	127	57
Other programs with 4-H club information	13	6

* Percentage is based on the 223 families interviewed.

The most popular of non-extension programs carrying agricultural, home economics and 4-H information is the Farm and Home Hour presented every Saturday at one o'clock, and the Betty Crocker show. No other programs of this general nature had any noticeable audience.

Farmers and homemakers often were uncertain as to the programs they had heard and sometimes may have identified the same program by two or more different names. For instance, two farmers identified the Farm and Home Hour only as the Edward Mitchell show from Chicago. Farm audiences in the area are somewhat limited in the programs they can hear because reception from points outside the range is poor. However, some Twin City farm programs were heard. Most popular was Larry Haeg's morning farm show over WCCO and his Saturday noon farm hour over the same station. The Land O'Lakes morning news had been heard by two farmers, and University Farm by one.

Table 7 - Programs giving agricultural, home economics and 4-H club information other than Extension Radio Hour heard by farmers, homemakers and families.

	Farmers No.	Homemakers No.	4-H Club No.
Farm & Home Hour	40	29	3
Betty Crocker Show	2	36	
Columbia Journal	8		
Farm Journal - Larry Haeg	9		2
Mark Thompson - Duluth	8		
Land O'Lakes News	2		
Swap Shop		2	
All other	17	12	8

Other than the Extension Radio Hour the most frequently heard farm and homemakers programs were those coming over local stations on a national network, and next those originating in one or another of the northeastern Minnesota cities.

Kinds of Agricultural and Home Economics information desired.

Farmers' first preference in agricultural programs is for timely farm advice. Fifty per cent of the farmers reporting indicated that timely farm advice was their choice for information broadcast as shown in the next table.

Topics specified	Per Cent Preferring	
Market	15	
Weather	28	
Timely Farm Advice	50	
Announcement of Meetings	7	

Topics suggested by listeners	Number		Number
Tips on gardening	4	Strawberries	1
Tips on farming	1	Total farm advice	10
Tips on poultry	1	Market reports on eggs	1
Raising beef cattle	1	More announcements	1
Dairy cattle	1	More Music	1
Flowers	1		

Weather reports rate number two on the farmers' list of preferences with 28 per cent indicating that they prefer weather reports above all other types of information. Market report, often thought to be the farmers' first concern and certainly stressed on many programs, ranked third in this survey, with only one out of seven stating that market reports were their first choice. With respect to market reports this area is so largely dependent on milk and butter-fat, and so little on livestock or crops that they are little concerned with day to day crop or livestock market fluctuations.

Few farmers indicated announcements of meetings as being their first choice for radio programs. Seven per cent want them included as a part of the program.

The questionnaire asked only for suggestions as to the kind of information homemakers want, and so the answers to the question were inconclusive. The few suggestions made, 18 in all, include 9 recipes, and 3 food preparation questions and answers, 1 more local news, 1 new developments in foods and fabrics, 1 sewing, 1 all home economics information and 1 suggestions on housekeeping. More broadcasting of recipes led the list with the suggestions from nine individuals, followed by three who asked for a question and answer period. Farmers and homemakers alike indicated overwhelming approval of programs telling of experiences of farmer or homemakers in their own localities.

Table 8 - Reaction to programs telling of local experiences in county

	Like		Dislike		No Opinion	
	No.	Per cent	No.	Per cent	No.	Per cent
Farmers Experiences	129	90	3	2	12	8
Homemakers Experiences	122	91	1	1-	11	7

The question of local participation in programs was arrived at by somewhat different set of questions in connection with 4-H clubs as indicated in the next two tables:

Table 9 - Person preferred to give information on 4-H programs

	First Choice		Second Choice	
	No.	Per cent	No.	Per cent
4-H Club Agent Specialist	35	50	24	34
4-H Club Leaders	2	3	11	16
4-H Club Members	21	30	17	24
	12	17	12	17

Not all who reported a first choice preference gave a second choice. Percentages based on those reporting preferences.

Table 10 - Rural youths reaction as to leaders and members appearing on 4-H program.

Person	Yes	No	No Opinion
4-H Club Leaders	54	4	4
Often	9		
Occasionally	41		
4-H Club members	59	3	0
Often	23		
Occasionally	26		

Of those expressing preference as to the person to give 4-H information the 4-H club agent was number one choice. Fifty per cent of all those answering this question named him as their first choice, and 34 as second choice. In second place all around were the 4-H club leaders and third 4-H club members. Specialists were a poor fourth. Especially significant is the desire to have their fellow farmers and homemakers, who serve as local leaders, to present 4-H information. A substantial number also like to have club members appear on 4-H radio programs.

Style of Presentation

Farmers and homemakers alike showed a preference for the interview type of program with one person talking as the second choice and plays as a poor third. (table 11)

Table 11 - Style of presentation preferred for agricultural, homemakers and 4-H Club Programs.

Style of presentation	Preferring as first choice					
	Agr. Program		Homemaker Program		4-H Club Program	
	No.	Per cent	No.	Per cent	No.	Per cent
One person talking	61	43	58	42	30	23
Interview	75	53	71	51	47	37
Play	6	4	10	7	19	15
No choice reported					31	25

Plays met with much more favor on 4-H Club programs than on the other two parts of the program.

Amount and type of music preferred

In previous surveys of agricultural radio programs little attention seems to have been paid to the likes and dislikes of farm people as to music. A nation wide survey of farm and small town people made by the United States Department of

Agriculture in 1945 did consider the type of programs farmers preferred.^{1/} Among these, news broadcasts ranked first, followed by old time music and religious music. However, no attention was paid to farmers' preferences as to musical selections on agricultural information programs. The function of music on agricultural programs, including homemakers and 4-H club programs, is to provide variety and keep the listeners tuned to the program. In table 12 is shown the farmers' and homemakers' preferences for music on agricultural, homemaker and 4-H club programs.

Table 12 - Program composition, type and amount of music on farm radio programs, both extension and non-extension preferred by farmers and homemakers.

Program composition preferred	Agr. Program		Home Econ. Program		4-H Club Program	
	No.	Per cent	No.	Per cent	No.	Per cent
Information only	22	16	21	16	4	6
Information and music	110	82	108	80	61	88
No preference	3	2	6	4	4	6
Amount of music wanted						
Beginning of program only	32	28	22	20		
Beginning and end of program	43	38	51	46		
Half or more	16	14	16	14		
Less than half*	23	20	23	20		
Kind of music preferred						
Old time	32	22	16	16	6	8
Popular	19	13	14	14	12	15
Any kind	20	14	17	17	6	8
Western	11	8	11	11	6	8
Band	10	7	6	6	10	13
Classical & semi-classical	8	6	17	17		
Hill-billy	8	6	3	3	6	8
Religious	8	6	2	2	2	3
Good music	7	5	3	3	7	9
Singing	5	3				
Orchestra	3	2				
Barber Shop	2	1			1	1
Hawaiian	2	1	1	1		
Finnish	2	1	1	1		
Dance	2	1	2	2		
Swing	1	0.7			7	9
Fast	1	0.7	1	1	7	9
Music by 4-H Member	1	0.7			2	3
Other	3	2	5	5	5	6

*Less than half, but more than beginning and end of program.

There is a marked preference for programs that contain both information and music by farmers, homemakers and rural youth, as compared with information only. The ratio is about four to one for farmers and homemakers and seven to one for rural youth. The amount of music wanted by a majority is enough to add variety and not enough to dominate the program. Two thirds of both farmers and homemaker want music only at the beginning or else at both beginning and end of program. Seventeen per cent of the homemakers and fourteen per cent of the farmers indicated that they had no preference as to the kind of music on a program.

Unlike the farmers, the farmer's wife displays a distinct liking for semi-classical and classical music, including opera. Twenty-two per cent of the

^{1/} U.S.D.A. - Bureau of Agr. Econ. "Attitudes of Rural People Toward Radio Service" January, 1946.

farmers, sixteen per cent of the homemakers and eight per cent of youth indicated that they preferred old-time music on the program. Old time music definitely has a place in programming for farm audiences, as indicated by this survey as well as that of United States Department of Agriculture. Current popular music also ranks high in preference with all three groups, with thirteen per cent of the farmers, fourteen per cent of homemakers, and fifteen per cent of youth showing this as a preference.

Western music ranked quite high with the homemaker. Strangely, women expressed a stronger preference for it than either farmers or youth. Perhaps not so strange is the homemaker's preference for classical and semi-classical music, with seventeen per cent showing a choice for this type as compared to six per cent of the farmers.

Rural youth has a greater preference for band, swing and fast music than their parents. None of the three groups showed any strong preference for religious, hill-billy or orchestra music. It was hard to determine what was meant by "good" music. Perhaps it should be included with semi-classical or classical. The term "other" includes one preference for each of the following: Boogie woogie, soft, folk, mixed music, Mexican, anything but jitterbug, piano.

Reaction to transcription

Often it is possible to bring the agricultural expert to farm radio audiences by means of transcriptions. Certainly this is a convenient device if it is accepted by farmers. According to this survey, transcriptions are well received. Eighty-three per cent of the farmers and eighty per cent of homemakers know what is meant by transcription. Forty-seven per cent of the farmers, and forty-five per cent of the homemakers said that it made no difference if presentations were made by transcription. Twenty-six per cent of the farmers and twenty-three per cent of farmers' wives like transcription and twenty-six per cent of the farmers and thirty-two per cent of the homemakers disliked them. It was quite common for farmers and homemakers to state that transcriptions were acceptable if they were "good".

Table 13 - Reaction of farmers and homemakers to transcribed programs

Attitude	Farmers		Homemakers	
	No.	Per cent	No.	Per cent
Like Transcriptions	36	26	32	23
Dislike Transcriptions	36	26	44	32
Makes no difference	63	47	61	45

Hours Preferred for Agricultural and Homemakers Programs

Ordinarily radio programming cannot hold closely to farmers' and homemakers' or rural youth's ideas as to the best time for agricultural and home economics information programs, because these times often conflict with programs that will reach a larger audience. However, non-commercial stations and stations in rural areas should carefully consider farmers' preferences.

Table 14 - Hours preferred as first choice for agricultural, home economics and 4-H Club programs.

Hour	Agricultural Programs		Home Econ. Programs		4-H Club Programs	
	No.	Per cent	No.	Per cent	No.	Per cent
6 - 7 a.m.	0	0	2	2-	0	0
7 - 8	6	4	3	2.6	1	1
8 - 9	3	2	6	5	0	0
9 - 10	13	9	18	15	6	8
10 - 11	4	3	5	4	0	0
11 - 12	0	0	2	2-	0	0
Morning	5	4	9	8	10	13
Noon 12-1	16	11	12	11	8	10
1 - 2 p.m.	2	1	3	2.6	0	0
2 - 3	2	1	4	3	0	0
3 - 4	3	2	2	2-	2	3
4 - 5	2	1	1	1-	2	3
5 - 6	2	1	1	1-	3	4
6 - 7	7	5	2	2-	1	1
7 - 8	18	12	10	9	4	5
8 - 9	18	12	7	6	5	7
9 - 10	33	22	28	24	22	29
10 - 11	1	1	2	2	2-	3
Evening	13	9	0	0	9-	12

Not all farmers and homemakers replied to this question but of those that did so, there is some preference for an evening program, especially between 9 and 10 o'clock. The noon hour draws some support from all three listening groups in the families. The afternoon between 1 and 6 p.m. is by all odds the least desired part of the day for agricultural, home economics and 4-H club programs. Ten o'clock at night is practically the deadline for evening programs.

Table 15 - Day of Week preferred for programs

Day of Week	Agri. Programs		Home Econ. Programs		4-H Club Programs	
	No.	Per cent	No.	Per cent	No.	Per cent
Sunday	9	7	7	7	3	4
Monday	2	2	2	2	0	0
Tuesday	2	2-	3	3	1	2
Wednesday	5	4	3	3	3	4
Thursday	2	2-	0	0	0	0
Friday	1	1	1	1	1	2
Saturday	62	49	46	43	50	71
No Choice	44	35	44	42	12	17

Saturday was given as first choice of days for all sections of the Extension Radio Hour. Because 4-H'ers attend school they gave overwhelming support to Saturday as the day for 4-H broadcasts. The women were least concerned about the day, although 43 per cent who answered the question gave Saturday as their first choice. A rather high percentage of men and women indicate no choice of day.

Sources of Agricultural and Home Economics information other than radio

Some of the most significant findings obtained in the St. Louis County survey do not deal with radio at all. They deal with sources of agricultural information other than radio, as shown in the following table.

Table 16 - Sources other than radio from which agricultural and homemaker information is obtained by farmers and homemakers in survey.

Source	Agricultural Information				Homemaker Information			
	No. re-ceiving				No. re-ceiving			
	1	2	3	from source	1	2	3	from source
Newspapers	44	22	16	23	43	35	3	20
Magazines	48	29	17	26	52	36	19	24
Bulletins	11	30	24	18	8	21	14	18
Extension Meetings	3	16	18	20	9	9	25	15
Neighbors	3	9	15	15	5	9	15	12

* Many farmers and homemakers merely indicated different sources from which they obtained agricultural and home economics information without specifying any order of importance. The figures are additional to those who specified order of importance.

Magazines were most relied upon as a source of information other than radio with newspapers in second place. It is evident that information is received from a number of sources. Bulletins and Extension meetings are outstripped by newspapers and magazines though they play an important role in disseminating farm and home economics information. Neighbors are a minor source of information.

PART II - SURVEY OF THE TOWN FAMILIES

One hundred and twenty town families were interviewed in connection with the radio survey. All families had radios although seven were out of order when the survey was made as shown in the next table.

Table 17 - Number of town families with radios and working condition of radios

	Number of radios	Per cent of total families
Have no radio	0	0
Have radio	120	100 / 100
In working order	113	94
Out of order*	7	6

* Of radios out of order 5 had been out of order 2 months or less, 2 of them 4 months or more.

Audiences and Reactions to Radio Programs
Participation of Town Families in Extension Radio Programs

County Extension agents are quite well known in the towns, although not to the extent that they are known on farms. The following table shows the degree to which they are known and to which town people are familiar with their work.

Table 18 - Number and percentage of townspeople knowing agents and their work.*

	Number	Percentage
Men who know county agent	73	63
Men who know county agent's work	80	69
Women who know Home Demonstration Agent	55	46
Women who know H.D.A.'s work	56	47
Persons who know 4-H club agent	50	42
Persons who know 4-H club agent's work	61	51

* Based on 118 interviews

Participation in Extension programs, other than radio listening, by the town families interviewed is shown in the following table.

Table 19 - Participation in extension activities other than listening to radio*

	Number	Per cent of total
Town men participating in extension work other than listening to the radio		
Present	4	3+
Past only	5	4+
Total	9	8
Women participating in extension		
Present	6	5
Past only	14	12
Total	20	17
Families with children in 4-H Clubs		
Present	2	1.7
Past only	4	3.3
Total	6	5.0

* Based on 118 interviews

Participation in extension activities is strikingly less than in the case of farm families. The figures indicate that proportionately more than ten times as many farm men, more than five times as many farm women, and nine times as many farm children take an active part in current extension activities as their counterparts in town. Some of the people who reported past activities in connection with extension work have lived on farms and participated at that time. The garden program was of interest to some men at the present time. Town women are interested in many of the same things that are farm homemakers, including nutrition, clothing, home furnishing, etc.

Persons listening to Extension radio programs.

A considerable number of the radios in the homes represented were turned on in the morning and left running more or less all day. Because of the difficulty of reception of outside stations most of the listening is to the programs that come over the local stations. This includes programs of local origin and also national networks. Unquestionably much of the listening is perfunctory and is quickly forgotten.

Table 20 - Extent of listening to Extension programs by town families.*

Program	County Agent		Home Demonstration Agent		4-H Club Agent	
	Husband No.	Per cent	Homemaker No.	Per cent	Member of family No.	Per cent
Have heard program	63	52	95	79	54	45
Frequency of listening						
Regularly	14	11	29	24	18	15
Occasionally	36	30	64	53	33	27
Specific programs heard						
September 7	20	16	15	12	11	10
September 14	20	16	28	23	12	10
September 21	14	11	10	8	28	23
September 28	14	11	25	20	16	13

* Based on 120 families

It is surprising that eleven per cent of the men indicated that they listened regularly to the Extension Hour. Some explained their listening by the fact that they were raising gardens and fruit and were interested in learning as much as they could about them. Their listening also depended upon their access to radios when the programs were in progress. Many of the men interviewed worked on shifts that made it possible for them to listen to the radio on Saturday mornings, at least a part of the time.

There is much more variation in the attention that was paid to the programs given in September on the part of the townspeople than the farm group. "Color in the Home" on September 14, for instance, was remembered by more women than any of the other subjects. The "Barber Shop Quartette" on the 4-H club program apparently appealed to listeners more than other 4-H club programs in September, inasmuch as it was remembered by the highest proportion of all listeners to 4-H club programs.

The listening audience of town homemakers especially is large, ranging from 24 to 53 per cent of regular or occasional listeners. Altogether 79 per cent of town homemakers stated that they had heard the Home Demonstration Agent's program.

Extent of voluntary and prompted listening by townspeople

Almost none of the listening to Extension Radio Hour by town people was prompted by anyone. Two men and three women reported that they had been prompted to listen to the Extension Radio Hour, either by an announcement in a newspaper, an announcement at a meeting or being reminded by a member of the family.

Length of programs

Table 21 - Reaction to length of programs

	County Agent		Home Dem. Agent	
	No.	Per cent of total reporting	No.	Per cent of total reporting
Length of program preferred				
Longer	2	4	5	6
Shorter	1	2	0	0
Same	31	70	61	74
No opinion	11	24	16	20

The response to the length of the program was very similar to that reported by farmers. In both cases 70 per cent of the men wanted no change in the program, while 74 per cent of the town women and 77 per cent of the farm women were satisfied with the present length. Many of the town people expressed no opinion as to the length of the program. Six per cent of the women and four per cent of the men would like longer programs. No women and one man wanted shorter programs.

In response to the question whether they had ever written, called at the office or phoned for additional information as a result of the radio program, nine men, equivalent to twenty per cent of those reporting, but only seven per cent of all town men included in the survey made such a follow-up. Of town women twenty reported that they had asked for additional information at some time or another and sixty-eight no further request. On the basis of all families included in the survey one in six women or sixteen per cent had followed up radio programs with requests for additional information. Only three requests for additional 4-H club material was reported.

Forty-three women, representing thirty six per cent of all radio owners, have taken notes during one or more radio broadcasts by the Home Demonstration agent. Only three families reported taking notes in connection with 4-H club broadcasts. It was observed that the younger women were more inclined to take notes than older women. The younger women appeared to be looking for new recipes, particularly, and would take them down when they had warning that recipes were to be given. In this respect they are much like the women on farms.

All Agricultural and Home Economics Information radio programs

As should be expected, the amount of listening to programs giving agricultural information is much less in town than on farms and the interest is more casual. The same is also true of 4-H club material. Town homemakers, however, listen considerably to non-Extension homemakers programs as indicated in the following table. Less than one half as many men reported hearing non-Extension agricultural programs as had heard the county agent's program. Few families had heard 4-H club programs except by the 4-H club agent.

Table 22 - Extent of listening by town people to radio programs, extension and others giving farm, home economics and 4-H club information.

	Total Number hearing programs	Per Cent of total* hearing programs
<u>Town men</u>		
County agent's program	63	52
Other agricultural programs	25	20
<u>Homemakers</u>		
Home Demonstration Agent's program	95	79
Other home economics programs	72	60
<u>Family Listeners</u>		
4-H club agent's programs	54	45
Other programs with 4-H club information	8	7

* Based on 120 families

Various non-extension programs were heard but the two most popular, or most easily heard were Farm and Home Hour and the Betty Crocker program as indicated in the following table:

Table 23 - Programs giving agricultural, home economics and 4-H club information, other than extension heard by townspeople.

	Men No.	Homemakers No.	4-H Club No.
Farm and Home Hour	30	26	5
Betty Crocker		49	
Columbia Journal	3		
Farm Journal - Larry Haeg (Twin Cities)	6	3	
Mark Thompson (Duluth)	3	1	
Kelly Oil	1		
KUOM - (Univ. of Minn.)		1	
Kate Smith		4	

The stations listed were practically the same as those given by farm people. Some additional stations were given, but it was unlikely that they had given any of their time to a discussion of farm, home economics or 4-H club topics. It seems to be a common practice on the part of town families to turn on the radio in the morning and to leave it turned on with little or no interruption during the day. Whatever comes over the radio is heard, but much of it in a very casual way.

Table 24 - Kinds of agricultural information preferred by town men.

	Listing as choice*	
	No.	Per cent
Weather	18	23
Market reports	4	5
Timely farm advice	40	52
Announcement of meetings	15	20

* Includes those listing one preference and those who gave the items as first choice.

Timely farm advice (mainly garden and fruit) was given as the item of most interest to town men. Curiously, quite a number indicated that they liked to have announcements of meetings, which met with little interest on the part of farmers. The specific suggestions for program topics included the following:

- 1 - More information on turkeys - request came from person who wants to farm.
- 2 - Want more information on fruit trees and poultry for small growers.
- 4 - Want more garden information.
- 1 - Wild life.
- 1 - Winter care of plants.
- 1 - Information on fertilizer.

In response to a question asking specific suggestions for improving the programs, the women made the following suggestions:

- 10 - More recipes and food preparation information.
- 2 - On canning meats.
- 3 - Housekeeping hints or ideas.
- 5 - Interior decorating suggestions.
- 2 - Clothing for children.
- 1 - Each on control of insects, suggestions for carried lunches, health suggestions, transplanting trees and shrubs, and gardening.

Town women were relatively more free with suggestions for improvement of the radio program than were farm women.

Urban people as well as farmers generally approved of programs telling of experiences of local people as shown in the following table:

Table 25 - Reaction to program telling of local experience in county.

	Like		Dislike		No Opinion	
	No.	Per cent*	No.	Per cent*	No.	Per cent*
Farmers' experiences	35	90	0	0	4	10
Homemakers' experiences	78	86	7	8	5	6

* Percentage based on number reporting.

There were very few people who showed a dislike towards local people appearing on extension radio programs, about one out of twelve women and no men reporting such a dislike. Of the men reporting several had no opinion regarding local participation, though it was a small percentage of the total. An even smaller percentage of women reported no opinion in this connection.

Preferences for persons to appear on the 4-H club program as first choice appear equally divided between the 4-H club agent and 4-H club members with 4-H club leaders and specialists far behind, as the following table shows.

Table 26 - Person preferred to give information on 4-H programs.

	First Choice		Second Choice	
	No.	Per cent	No.	Per cent
4-H Club Agent	13	43	9	34
Specialist	1	3	0	0
4-H Club Leader	3	10	9	34
4-H Club Member	13	43	8	30

There were relatively few 4-H club members in the towns and the results may be less reliable than is true of farm people. First and second choice together show a small preference for the 4-H club agent to present material followed by the 4-H club member.

Style of Presentation

In common with farmers, the urban people in this survey displayed a marked preference for the interview type of radio presentation. Radio plays were at the bottom of the list with both groups.

Table 27 - Style of presentation preferred for agricultural, homemaker and 4-H club programs by urban people.

Style of Presentation	Preferring as first choice					
	Agr. Programs		Homemaker Programs		4-H Programs	
	No.	Per cent	No.	Per cent	No.	Per cent
One person talking	11	24	15	20	7	23
Interview	31	70	55	73	18	60
Play	3	6	5	7	5	17

Amount and type of music preferred

The following table shows the program composition preferred by urban people, especially with respect to the use of music on the program. There is a decided preference for programs having some music in addition to information.

Table 28 - Program composition and amount of music preferred on farms and homemaker programs by urban people.

Program composition preferred	Agr. Program		Home Econ. Program		4-H Program	
	No.	Per cent	No.	Per cent	No.	Per cent
Information only	6	10	17	18	0	0
Information and music	34	54	72	77	20	87
No preference	23	36	4	5	3	13
Amount of music wanted						
Beginning of program	6	15	9	13		
Beginning and end of program	21	54	36	54		
Half or more	5	13	3	4		
Less than half	7	18	19	28		

The question as to the kind or type of music was asked without any leads or suggestions. The following table indicates preferences expressed.

Table 29 - Kind of music preferred.

Kind of music	Agr. Program		Homemaker's Program		4-H Club Program	
	No.	Per cent	No.	Per cent	No.	Per cent
Old Time	14	27	16	21	1	4
Popular	8	15	17	22	5	22
Cowboy or western	6	11	4	5	4	19
Hillbilly	3	6	3	4	2	9
Classical or semi-classical	11	21	14	18	4	19
Religious	3	6	2	2 plus		
Southern songs	1	2				
Band music	2	4	3	4		
All kinds (no choice)	2	4	7	9	1	4
Peppy	1	2	1	1 plus	1	4
Catchy songs	1	2				
Dance music			3	4		
Other* (See next page)			7	9	4	19

* For homemakers programs this includes one each of orchestra, mixed, songs, all but jive, all but classical, Scandinavian, Swedish, and Croatian. For 4-H club program it includes one each of children's music, swing, singing, instrumental, and jive.

Should a program director decide upon four types of music for this type of a program it is evident that he could satisfy more people with old time, popular, cowboy or western and semi-classical than any other four groupings.

Reaction to Transcriptions

When asked whether or not they understood what was meant by transcribed programs 85 per cent of the men and 90 per cent of the women stated that they understood the term transcription or transcribed programs. Their attitude toward the use of transcriptions is indicated in the next table.

Table 30. Reaction of urbanites to transcribed programs.

Attitude	Men		Women	
	No.	Per cent	No.	Per cent
Like transcriptions	8	20	21	23
Dislike transcriptions	4	10	13	15
Makes no difference	27	70	55	62

It is quite noticeable that there was less dislike to transcribed programs among farm people. While only 10 per cent of the town men and 15 per cent of the town women indicated such an attitude the corresponding figures for farmers 26 per cent and farm women 32 per cent. There is a considerably greater percentage of town men and women who are indifferent to the use of transcriptions than was true of farm people.

Hours preferred for agricultural and homemaker programs

Women show a decided preference for morning hours with the hour between nine and ten o'clock in the first place, followed by eight to nine in second place and ten to eleven in third place for the first choice.

Table 31 - Hours preferred as first choice for agricultural, home economics and 4-H club programs by town people.*

Hour	Agricultural Programs		Homemakers Programs		4-H Programs	
	No.	Per cent	No.	Per cent	No.	Per cent
6 - 7 a.m.	0	0	2	1		
7 - 8	1	2	7	5	1	2+
8 - 9	4	8	26	19	2	4+
9 - 10	5	10	49	35	5	11+
10 - 11	3	6	17	12	5	11+
11 - 12	2	4	7	5	4	9+
Noon - 12 - 1 p.m.	4	8	4	3	4	9+
1 - 2	3	6	6	3	4	9+
2 - 3	3	6	4	3	4	9+
3 - 4	4	8	4	3	4	9+
4 - 5	1	2	4	3	0	
5 - 6	1	2	2	1	1	2+
6 - 7	4	8	0	0	4	9+

(Continued on next page)

Table 31 - Continued

Hour	Agricultural Programs		Homemakers Programs		4-H Programs	
	No.	Per cent	No.	Per cent	No.	Per cent
7 - 8	4	8	1	.7	3	7+
8 - 9	5	10	1	.7	2	4+
9 - 10	2	4	5	3.6	1	2+
Evening	3	6	2	1.		

* Where more than one hour was included in the first choice preference equal weight was given to all hours included. Many women, especially indicated a range of 2 to 3 hours that were equally acceptable.

There is a slight preference for evening hours, between 6 and 10 o'clock by the men followed by forenoon programs between 7 and 12 o'clock. There was some preference for a forenoon program covering 4-H club activities, with the afternoon in second place and evening the last choice. Specific hours do not stand out prominently for either of these programs. Ten o'clock at night is the deadline for these programs as it was with the farm group.

Day of week preferred for programs

There was agreement with farm people as to the day preferred for farm and homemaker radio programs, Saturday being by all odds in the lead, as shown in the next table.

Table 32 - Day of week preferred for programs.

Day of week	Agric. Programs		Homemakers Programs		4-H Club Programs	
	*No.	Per cent	**No.	Per cent	No.	Per cent
Sunday	7	19	4	6		
Monday		0		0		
Tuesday	5	13	4	6	2	10
Wednesday	3	8	1	1.5		
Thursday	1	3	1	1.5		
Friday			1	1.5		
Saturday	14	38	35	51.5	19	90
No Choice	7	19	22	32		

* Two said any day except Saturday. ** Four any day but Monday. Two any day but Saturday, one any day but Sunday.

None in this group who expressed any preference were in favor of a Monday program. A considerable percentage of both men and women had no choice of day.

Sources of agricultural and home economics information other than radio.

The question was asked as to sources, other than radio, that were relied upon for agricultural, home economics and 4-H club information. Naturally there was less interest in farm information on the part of town men than was true of farmers. However, a considerable number have a farm background and read information on farming because of their carried over interest in farming. Much home economics information is of equal concern to rural and urban homemakers.

Table 33 - Sources other than radio from which agricultural and homemaker information is obtained by farmers and homemakers in survey.

Source	Agricultural Information				Homemakers Information			
	Order of Importance			No. receiving * from source	Order of Imp.			No. receiving from source
	1	2	3		1	2	3	
Newspapers	11	2	5		30	31	11	
Magazines	19	7	1	1	48	20	5	1
Bulletins	3	7	6	2	3	11	18	
Extension Meetings	1	2	2		0	3	5	
Neighbors	2	4	10		6	12	23	

* Some indicated only the sources from which they received information without expressing any order of importance.

As with farm people, magazines were the most common source of agricultural and home economics information, with newspapers ranking second. Bulletins, extension meetings and neighbors play their part in spreading this type of information.

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