RADIO AND TELEVISION PROGRAMMING PREFERENCES OF INFLUENTIALS AND FARMERS IN FOUR AREAS OF KANSAS

by

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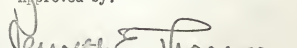

Major Professor

FOREWORD

This study of lay leadership in radio and television owes so much to so many people that there is considerable fear of omitting someone whose name should appear here.

My major professor, Kenneth E. Thomas, was invaluable in critically analyzing procedures and results. Forest L. Whan was generous with sharing his experience in radio and television surveys and suggesting methods of analysis of the data. F. Virginia Howe's knowledge of radio and television guided the study. What a wonderful, generous committee they were.

Thank yous are due Ralph E. Dakin and John E. Knox, respectively, for permission to survey the identified influentials and the random list of farmers in these four areas. Their patience in explaining their procedures and the Kansas Area Development Districts are gratefully acknowledged.

Without Whan's and Dakin's continuing criticisms and suggestions the questionnaire used would not have been as well developed. Neither would some of the results have been recognized.

Deep appreciation is also extended to Curtis Trent for his guidance and suggestions which helped originate the concept that developed into this study.

No appreciation can adequately acknowledge the assistance of my wife, Alice, for her many hours of typing and retyping, her help in editing, and her constant encouragement.

Carl A. Rogers

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CHAPTER I

THE PROBLEM AND DEFINITIONS OF TERMS USED

The use of lay leadership to spread the influence of professional personnel has been a feature of Cooperative Extension work for more than fifty years. That this principle might also apply to the use of radio and television was a subject which could be fruitfully investigated.

I. PURPOSE

The purpose of this study was to determine the most advantageous claimed times to use radio and television to reach the influential persons and the farmers of four trade areas of Kansas with informational, cultural, and educational programs. It was also to attempt to determine their stated preferences for these types of programs. A comparison on these results was made of the identified influentials with the farmers.

II. BACKGROUND OF STUDY

The Cooperative Extension Service has traditionally relied on lay leadership to aid in its work. Much of this leadership has been formally organized and the participants often trained. In many other instances it has been on an informal basis, sometimes with no awareness of its existence.

Katz and Lazarsfeld established that interpersonal relations play

an important part in mass media communications.[1] In their study of Decatur they established the existence of a multi-step flow of personal influence which is needed for the acceptance of mass media communications. They maintain that the opinion leader is an important agent in the acceptance of mass media communications.

R. E. Dakin, of the economics and sociology department at Kansas State University, identified the influentials in four of the Kansas Area Development Districts.[2]

Most of the studies of the use of Extension radio and television have dealt with farm or rural listening and viewing habits or the uses made of some of the programs. Whether the influential persons who facilitated the acceptance of these programs could have been reached more effectively is unknown. If the Cooperative Extension Service is to make the most effective use of radio and television it needs to know how and when these influentials can best be reached. If some of these times coincide with times when farmers can also be effectively reached the value of these programs should be increased.

No study has yet been made, so far as known, of how the Extension Service may reach the influential persons who may help or impede acceptance of radio and television messages. Extension has been using television long enough so that it might be appropriate to see if Extension

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[1]Elihu Katz and Paul F. Lazarsfeld, Personal Influence (Glencoe, Illinois: The Free Press, 1955), p. 32.

[2]R. E. Dakin, Kansas State University Economics and Sociology Department, personal interview.

informational television and radio programs are directed to the proper audience at the times which make these programs most effective.

III. DEFINITION OF CONCEPTS

In this study a few terms have been given specialized meanings. Among them are:

"Influentials" are those persons who, for whatever reason, are believed by their contemporaries to be above average in ability to affect peoples' attitudes, opinion, or actions. "Identified" influentials are those influentials whose identity has been sociometrically determined.

"Farmers" are those persons listed in the latest available assessors' enumeration books as owning or operating farm land. The sample drawn included nineteen persons whose major income was from business or the professions. Of these, five no longer farmed.

"Kansas Area Development Districts," hereafter referred to as "KAD Districts," are the geographic areas into which the state of Kansas has been divided on the basis of common marketing areas, inter-dependent communities, and common economic development problems.

"Trade Area" is the actual geographic region from which the retail business men of a town draw customers.

"Extension" or "Extension Service" is the Cooperative Extension Service, the out-of-school educational work with young people and adults conducted cooperatively by the several counties, the Land Grant Colleges and Universities, and the Federal Extension Service.

IV. OBJECTIVES OF STUDY

This study attempted to compare influentials with farmers in the same areas as to:

1. Their preference for various types of informational, cultural, and educational programs.

2. Their claimed time preferences to receive radio and television informational, cultural, and educational programs.

Based on the multi-step flow of mass media communications, these two comparisons should give an indication if any, and if so which, radio and television programs intended for farmers could also be expected to effectively reach the influentials.

Goals were established for responses to a mail questionnaire to give adequate numbers for comparative purposes. These goals were a response of 45 per cent from influentials and 20 per cent from farmers. Both were exceeded by over 50 per cent.

CHAPTER II

REVIEW OF LITERATURE

Some very interesting work has been done in television research in the fifteen years since Extension personnel have been studying this medium of communication. Some of these studies were by Extension personnel but many were by individuals or institutions having no special interest in Extension. The latters' work has application to Extension problems none the less.

In reviewing these reports the differences in outlook and purposes of the authors suggested grouping them into research conducted by or for Extension and by other personnel. The possible use of informal leadership in radio and television required investigating applicable research in the field of leadership. Thus this chapter has three parts, Extension research, non-Extension research, and sociological studies.

I. EXTENSION RESEARCH

Thirty-four studies have been mentioned in the Federal Extension Service's annual "Review of Extension Research" since the first article on television appeared in 1949. These are not complete listings of all of the Extension research in the United States, but are selected as representative of the studies made each year. They fall into two general categories. Some are concerned with the Extension television audience, its size, viewing habits, and preferences. Others examine the effectiveness of Extension television programs. The audience preference studies

range from Axinn's[1] general study of farmers in Delaware, where he found farmers listen to radio at noon hours and watch television Sunday afternoons more than any other daytime hours, to Welker's[2] study of a Pennsylvania community's reaction to a county Extension television program. Welker designed an interview schedule to ascertain viewing habits,[3] rating of program segments, impact of program, Extension contacts, and background characteristics. Two out of five viewers were men, but only one man for every three women said the programs were helpful. Farm people were about evenly divided between viewers and non-viewers of the program. Five out of nine non-farm people were viewers. The regular viewers with no previous contact with Extension were mostly blue collar people with moderate education. Weather was the most popular part of the program followed by homemaking hints, floral culture, best buys in food, farm markets and prices, gardening, insect control, new ideas in farming, landscaping, and home repairs.[4]

The only one of these audience studies that mentioned "preference" in the title was Sloan's "Farm and Home Television Viewing Habits and

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[1]G. H. Axinn, "Farm Audience in Delaware," Review of Extension Research, Extension Service Circular 486 (Washington: United States Department of Agriculture, 1953), pp. 32-33.

[2]Walter L. Welker, "The Cooperative Extension Television Audience in a Pennsylvania Rural Area" (unpublished Master's thesis, Pennsylvania State University, University Park, 1962), pp. 28-36.

[3]There were two competing television stations covering the area.

[4]Welker, op. cit., pp. 28-36.

Preferences of Caldwell County Residents in 1955.[5] This study of the weekly county Extension television program was by mail questionnaire to 516 Caldwell County residents. Over half watched the program at least once a month. Three of five considered Friday a good day to have programs and half of them considered the noon hour a good time. The subject most wanted by townspeople was landscaping, whereas insect control was wanted most by people in open country.[6]

All of these studies of Extension use of television examined either the actual time spent with radio and television or the reactions to particular types of programs.

The majority, twenty-one of the thirty-four studies listed, dealt with the effectiveness of television programs in Extension work. While there were many different techniques used in making the evaluations, the study headed by Eschler of an intensive television dairy cattle feeding school in New York was typical of nineteen of these.[7] Enrollees in the television short course received a work book. A random sample of 153 from 2127 enrolled were given before and after quizzes and personal interviews. The mean scores on the quizzes improved.

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[5]Jack T. Sloan, "Farm and Home Television Viewing Habits and Preferences of Caldwell County Residents in 1955," (unpublished Master's thesis, The Agricultural and Mechanical College of Texas, College Station, 1956), p. 1.

[6]Ibid., pp. 13-30.

[7]R. E. Eschler, J. C. Dell, Jr., and F. D. Alexander, "Evaluation Study of the Television Dairy Cattle Feeding School." Review of Extension Research, Extension Service Circular 544 (Washington: United States Department of Agriculture, 1963), pp. 85-86.

All of the foregoing radio and television studies have treated these media as though what occurs takes place only through the recipient listening to or watching the program. Results obtained have been considered to be directly due to the transmission of the particular program studied. There were two studies on the effectiveness of television programs which went beyond this concept. These made use of established Extension techniques of interpersonal relations.

The corn production television program in Story County, Iowa, was a series of four shows in February on the regular Tuesday night "Down to Earth" program. Mass media were used to promote the series. Viewing and discussion groups were organized by key leaders. Viewers were offered a packet of publications and asked to make reports on individual shows. Evaluation blanks were sent to each person who reported on one or more shows. Of about 200 sent out 152 were returned. Of these, 151 said television is an effective way of getting new ideas, 135 said Tuesday night was a good time, 142 thought eight o'clock in the evening was a good hour, 59 viewed some of the programs with neighbors, 116 discussed some of the ideas with neighbors or others, and 65 attended group meetings at which the series was discussed, of whom 57 said such discussions made shows more interesting and meaningful. There were 139 who named ideas from the programs they intended to use, and 57 named additional problems on corn production they would like to have answered. On comparing methods, 58 claimed television was usually better than meetings, 33 sometimes better, 23 about the same, 16 almost as good, 3 not as good, and 9 no answer. Bulletins used with the program were evaluated as: essential, 27;

much value, 80; some value, 31; no reply, 14.[8]

The important distinctions of Gaucher's program from others evaluated are that leaders were used to organize groups to watch the program and to discuss it. Nearly 40 per cent of respondents had viewed the programs with neighbors while slightly over 40 per cent attended group meetings at which the programs were discussed. Nearly 80 per cent had discussed some of the ideas in the program with other people. How were the results of this program influenced by the interpersonal relations which resulted from the planned help of leaders? How much from the unorganized leadership? Gaucher was not studying these points so we will never know, but it would seem the long-time Extension agent, from his normal work with leaders, would feel sure that leadership influence was considerable.

Schaeffer compared the amount of learning resulting from three types of group activities.[9] Volunteer leaders assembled four groups of mothers with teen-age daughters. The teaching experience for three of these groups was based on a teen-age bulletin. One group received regular instruction by a trained local leader. A second group watched a television program, while a third group watched the same television program then carried on a discussion led by a local leader who had been

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[8]G. J. Gaucher, "Evaluation of the Results of the 'Corn Production' Television Program in Story County, Iowa," Educational Television Findings, Extension Service Circular 514, Lucinda Crile, editor (Washington: United States Department of Agriculture, 1957), p. 18

[9]A. J. Schaeffer, "A Study of the Comparative Effectiveness of Three Communication Channels Used by a Cooperative Extension Agent in Teaching Homemakers," Review of Extension Research, Extension Service Circular 534 (Washington: United States Department of Agriculture, 1961), pp. 64-65.

coached in leading discussions by the agent. The fourth group was the control. They received no information, but the members discussed an unrelated topic. A fifty-six item test was given before, repeated after the learning experience, and given again eleven days later. There was no significant difference among any of the groups on the pretest but there was a significant difference on both postests between the control and any of the other groups. This indicated as much knowledge can be acquired and retained by television teaching in small groups as by classes conducted by local leaders.[10] It is interesting to note that interpersonal reactions were arranged for in each of these experimental groups. Group interaction was provided on a regular Extension basis in group one and by a coached discussion leader in group three. The interaction which took place in group two was unplanned.

None of the comparisons or evaluations noted before these last two studies involved leaders. Apparently the idea of using, or attempting to use, leaders to improve radio and television teaching attempts had not been tried. Gaucher appeared to be using leaders as a means of getting more viewers for the program rather than increasing the effectiveness of the presentation. Schaeffer tried to determine if a discussion leader would reinforce television teaching of adults. It was not until the following year that Willsey showed even high level training of lay leaders in group discussion techniques is not enough to make any difference in attitude changes toward, or knowledge acquired of, subject matter

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[10] Ibid.

through group discussion.[11] It is possible that the interpersonal communications in group two where no discussion was planned were as effective as the planned discussion in group three.

The recently completed evaluation of county agent radio programs contains valuable information for agents working in radio. The survey was of a total of sixty-nine agents in seven states selected on the basis of medium use of radio by the agents in those states. Twenty characteristics were evaluated based around message content, message treatment, image projected, and voice characteristics. Deficiencies and training needs were similar among the states. Strong and weak points were the same regardless of level of performance. Experience and training were not related to performance. This indicated that agents need specially designed help and that all agents using radio could benefit from a program designed to improve the weak spots in performance.[12] This demonstrates that the performance in presenting programs and the content of the programs need to be considered in their evaluation as well as the persons that the programs reach and their effect upon them.

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[11]Frank R. Willsey, Jr. "An Experimental Study of an Adult Learning Situation Involving Three Levels of Training in the Group Discussion Process," Dissertation Abstracts (Ann Arbor, Michigan: University Microfilms, Inc., 1963), XXIII, 2407.

[12]Darcy Byrn and Joe Tonkin, County Agent Radio, Federal Extension Service Circular ESC-553 (Washington: United States Department of Agriculture, October, 1963), pp. 35-6.

II. NON-EXTENSION RESEARCH

In the past several years much research in the use of radio and television that is or should be of interest to Extension personnel has been conducted by persons other than those in the Extension Service. Much of this has been done by researchers in educational institutions and some has been done for and by commercial organizations.

The longest continuous studies of any radio and television audience have been those conducted by Whan in Iowa and Kansas.[13] These, except for the war years, were interview studies occasionally supplemented by diary studies of portions of the samples. He used a stratified random method to provide a proportionate sample on a geographic basis, on standard of living, on urbanization, and, in rural areas, on the type of road to which the farm had access. Questions asked covered the range of ownership of sets, broadcast media prestige, station preference ratings, listening hours and habits, program preferences, commercial advertising, facts about the states' families, and considerable miscellaneous information. These studies were of the total radio and television audience for all programs. Many of the questions on informational and educational programming provided ideas for the present study. The program recommendations were based on which types "should be broadcast" rather than on which types the family "would watch" if those types were broadcast. The questions on informational and educational programs were very helpful to the present study in planning a series of questions on personal and media preferences.

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[13]Forest L. Whan, The Kansas Radio-Television Audience of 1954 (Manhattan: Kansas State College, 1954), pp. 74-84.

The 1954 Kansas report contains an interesting comparison of television owners in areas where television was available in 1949 and the rest of the owners who did not have television available until 1953. The areas where television had been available for five years showed families less likely to recommend every type of program listed compared to areas where it had been available less than twelve months. This trend was greatest in educational and cultural programs.[14] It raises the questions of why, and, after the novelty of television wears off, do the television families answer as they personally prefer rather than as what they think others ought to watch?

An intensive study of some Wisconsin farm families in areas of high, medium, and low urban influence shows that mass media are available in most Wisconsin farm homes. They are used every day by most of the people and there is very little day-to-day variation in their use.[15] Every family member over fourteen years old was asked to keep a diary for a weekday, a Saturday, and a Sunday. A questionnaire was completed when the diaries were completed. These showed that people listen to radio primarily while doing other things, whereas watching television and reading usually occur while doing nothing else. This investigation reinforces the opinion that mass media are readily available in farm homes and are widely used. It was not designed to explore how more effective use could be made of these media.

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[14] Ibid., pp. 67-69.

[15] Lloyd R. Bostian and John E. Ross, Mass Media and the Wisconsin Farm Family, Research Bulletin 234 (Madison: University of Wisconsin, January, 1962), p. 3.

A somewhat different approach to radio and television research has been carried on by a group headed by Evans in Illinois.[16] In one study officials at twenty-five radio stations scattered throughout the state, outside of greater Chicago, were interviewed to determine their source of material for farm programs and their future plans. Their sources of material in order of use were: wire services, Illinois universities, farm advisers, other local authorities, out-of-state universities, and the United States Department of Agriculture. These stations' preferred length of programs were five to fifteen minutes, stories under three minutes, and interviews five minutes or less. All changes in farm programming planned for the next year involved net increases in time. The majority of stations directed agricultural news to urban listeners.[17] While it is important to know what the industry uses and what it plans, this type of study has little application to the role of leaders in mass media communications.

Another study headed by Evans had somewhat more application to the subject of the present study. A community was selected at random in each of ten counties. In each community twenty-four farm and twenty-four non-farm homes were selected by systematic sample. Rural non-farm telephone listings, separated from farm listings by local inquiry, were discarded. Farm and non-farm call interview sheets were on different

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[16]Jim Evans et al, Illinois Radio Stations and Their Agricultural News, Agricultural Communications Research Report 18 (Urbana: University of Illinois, August, 1963), p. 1.

[17]Ibid.

color paper. Telephone calls were made on alternate Wednesday mornings between 9:30 and 10:00. Equal numbers were listening to radio and watching television. There was little difference between farm and non-farm families in percentage of listening, watching, or doing neither. Both listened to or watched the same stations. Level of listening or watching did not vary from week to week.[18] This is another method of finding out what families are actually doing at a particular time of day. By determining which stations were tuned in it would have been possible to know what kind of program was available in each home at that hour. Again this was not an objective of this particular research.

A different method of study was employed by Ross and Bostian to study time use patterns of farm families.[19] They selected six counties in Wisconsin to give two that were under heavy, two medium, and two light urban influence. Farm families within one community in each county were randomly selected and each member over fourteen years of age was asked to keep a diary. Families were re-visited after the first day; diaries were kept for three days. Analysis of time spent per person showed that both men and women worked more than half the time between 5:00 A.M. and 11:30 P.M. Mass media and visiting took the bulk of the free time. Of mass media time television was first, radio second, and reading third.

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[18]Jim Evans et al, Midmorning Radio and Television Listening in East-Central Illinois, Agricultural Communications Research Report 19 (Urbana: University of Illinois, August, 1963), p. 1

[19]John E. Ross and Lloyd R. Bostian, Time Use Patterns and Communications Activities of Wisconsin Farm Families in Wintertime, Department of Agricultural Journalism, Bulletin 28 (Madison: University of Wisconsin, March, 1958), pp. 9-17.

Radio time was mostly in combination with other activities during the daytime with some use during meal hours. Television was largely an evening time activity with some time at noon. Reading was done during the noon hour and early evening hours.[20]

It would be interesting to know the reasons for the difference in the time radio and television are used by these Wisconsin farm families and by the Iowa and Kansas families studied by diary a few years earlier. These families were in a dairy economy with most of the records being taken in March during the winter season. The Iowa and Kansas families were in a grain and livestock economy with the diaries being kept approximately one month later in the year. Is the drop of radio listening in the evening in this study due to the type of farm economy, the difference in season, a changing trend in listening habits, or some other reason?

A few studies have been made on preferences for programs. Gunlogson mailed questionnaires to four thousand farmers in eight north-central states and received 758 replies.[21] Their favored programs were entertainment. He found no significant difference between these and urban people as to type or variety of program preferred. Next to entertainment they wanted news, especially of markets and weather. The amount of time spent watching television each day of the week in descending order was: Sunday,

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[20] Ibid.

[21] G. B. Gunlogson, "What the Farmer Sees, Reads, and Hears," Educational Television Research Findings, Extension Service Circular 514, Lucinda Crile, editor (Washington: United States Department of Agriculture, 1957), pp. 40-41.

Monday and Saturday equal, Tuesday and Wednesday equal, Thursday, and Friday last. Their preferred sources of information in descending order were: farm papers, county agents, radio, dealers, and manufacturers.[22]

Stanley interviewed 225 families in Stoughton, Wisconsin.[23] He asked their preference of seventy-six different types of program content. The ten program types ranked by the most "liked" or "liked very much" replies in descending order were: local and national news, weather, news commentary, popular music, travelogue information, religious music, religious services, institutional spot news, human interest drama, and religious drama. Home economics programs ranked twenty-fourth and farm information programs seventy-third.[24]

Whan received programming recommendations from Des Moines area families by mailing a questionnaire to 2,185 families from the stratified random sample used in the state survey.[25] There were 712 returned. The families checked the frequency of broadcast desired for each of ten entertainment and twenty-three informative, religious, cultural, or educational programs. Serial drama was the only one receiving the approval of less

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[22]Ibid.

[23]R. J. Stanley et al, "Content Preferences in Television," Educational Television Research Findings, Extension Service Circular 514, Lucinda Crile, editor (Washington: United States Department of Agriculture, 1957), pp. 41-42.

[24]Ibid.

[25]Forest L. Whan, "Advice on Television Programming to WHO-TV from Des Moines Area Families," Educational Television Research Findings, Extension Service Circular 514, Lucinda Crile, editor (Washington: United States Department of Agriculture, 1957), pp. 42-43.

than two-thirds of the families. Homemaking programs were advised by 78 per cent. News of all types headed the list.[26]

The three foregoing studies illustrate possible ways of ascertaining the preferences of different groups for various types of programs. The majority of comparisons have been by sex, occupation, or by place of residence. Obviously other comparisons could be made if the needed information for different groupings were obtained.

III. SOCIOLOGICAL STUDIES

While examining some of these radio and television studies the concepts of a few sociologists are also worth examining. For example, Berlo maintains that to understand communication it is essential to have a concept of "process."[27] His concept of process denies that any event or relationship is static. To him process is continuous, dynamic, ongoing, ever-changing. It is in this light that he thinks of the process of communication. His model of human communication has six major features: a communication source, an encoder, a message, a channel, a decoder, and a communication receiver.

Extension agents working with radio and television could well keep this model in mind, giving thought as to how adequately they are producing their messages and particularly as to who is receiving these messages and

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[26] Ibid.

[27] David K. Berlo, The Process of Communication an Introduction to Theory and Practice (New York: Holt, Rinehart and Winston, 1960), pp. 23-38.

how their messages are being interpreted.

Katz and Lazarsfeld inject some complications in this simplified model of human communication.[28] They report that leaders appear to be influenced more by mass media than are non-leaders. From their study emerges the suggestion of a "two-step flow of communication."[29] Their suggestion of ideas flowing from the mass media to opinion leaders and from the leaders to other sections of the population should make the Extension worker wonder if he is making the most effective use of the mass media at his disposal.

Their study of the role of interpersonal relations suggests a parallel effect to Extension's use of lay leaders. Specifically, they suggest that these relationships affect the receipt of mass media communications in two ways.

> 1. Some individuals seem to serve as personal transmitters for others. Without these relay individuals, messages originating from the mass media might not reach otherwise unexposed people. This, of course, is the major part of the opinion leader idea; we call it the relay function of interpersonal relations.
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> 2. Furthermore, personal influence seems to be singularly effective. When a mass media influence-attempt coincides with an interpersonal communication, it appears to have much greater chance of success. We call this the reinforcement function.[30]

This relay function seems to be closely related to Extension's spread of influence. At least the principle appears the same though the

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[28]Elihu Katz and Paul F. Lazarsfeld, Personal Influence (Glencoe, Illinois: The Free Press, 1955), p. 32.

[29]Ibid.

[30]Ibid., pp. 82-83.

application may be different.

"The Opinion Leader" in reviewing this topic states that opinion leadership is an informal, inconspicuous type of interpersonal relationship. It may or may not be knowingly employed. An opinion leader is often a leader for a fairly specific field and his characteristics may vary accordingly. However, the opinion leader is generally considered rather gregarious. He tends to be a long-term resident of the area and socially active.[31] The recognition of the function of opinion influentials by several authors reinforces one's belief in the existence of these individuals and suggests many types of affects on, though no conflict with, Berlo's model of communication.

One study of Extension leadership, quite unintentionally, also reinforces the importance of interpersonal relations in the spread of information and forming of attitudes in a community. Hay studied the rural organization of three selected Maine towns, each representing a different type of agriculture and organization.[32] He obtained information on channels of communication, local organizations and participation, leaders, characteristics of families, occupation, levels of living, education, age, sex, and length of residence. Every family in each town was asked to name leaders for ten different local and county functions. These ten

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[31]"The Opinion Leader," Search, IV, No. 8 (August, 1958), p. 1-4.

[32]Donald G. Hay et al, Rural Organization in Three Maine Towns, Maine Extension Bulletin No. 391 (Orono: Agricultural Extension Service, 1949), pp. 18-21.

functions were: "school problem or need, church problem or need, other community affairs, improving agriculture in the town, county agricultural committee, town agricultural committee, observe for new farm practices, county homemaking committee, town homemaking committee, and observe for new homemaking practices."[33]

While he found many different persons named as leaders for each of these functions a few were named for many leadership roles. There was a high relationship between the number of followers and the number of functions per leader. One-eighth of the men leaders in one town, one-third in the other two, and about one-half of all the women leaders were named for each of the ten functions. The leaders tended to be persons with the highest levels of living, in the dominant occupational group of the town, with advanced schooling, with above average length of residence, and with highest participation scores in rural organizations. Informal group activities, besides being popular, are very important avenues for dissemination of ideas through discussion with resulting attitude formation.[34] Since the leaders had high participation scores and it was noted that informal discussion before and after formal meetings was an important source of ideas and attitude formations, it seems reasonable to assume that these functional leaders were also opinion leaders in their respective communities.

Dakin studied four geographic areas of Kansas to determine variation

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[33] Ibid. p. 19.

[34] Ibid., p. 54.

in influence structures and how, if at all, these variations relate to differences in effectiveness with which these areas may be organized for action on some area problem.[35] The method of identifying influentials through the use of key positionals identifies those persons who are influential in the activity of the area.[36] Whether they are also the opinion leaders has not been empirically determined.

Dakin "sought to identify three basic types of persons . . . those who had outstanding reputations as leaders most persons would accept, those who had reputations for carrying unusual weight in the decision-making process, and those who had reputations as persons with effective contacts in higher state and national circles."[37]

In the southwest Kansas area forty-one persons were mentioned 443 times. The range was from five to fifty-one mentions. The majority of the mentions were by positionals living outside the home town of the persons mentioned.[38]

While, as previously mentioned, these leaders were selected for their influence on action affecting the area, their similarity to the opinion leaders mentioned in Search and the leaders with five or more

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[35]Ralph E. Dakin, "Variations in Power Structures and Organizing Efficiency: A Comparative Study of Four Areas," Sociological Quarterly 3:234-6, July, 1962.

[36]cf. post p. 26.

[37]Ralph E. Dakin, "Leadership Patterns in Area Development" (paper presented to the Great Plains Resource Economies Committee at their Community Development Workshop, Manhattan, Kansas, April 21, 1964).

[38]Ibid.

mentions described by Hay is rather striking. These persons are active in community organizations, have above average levels of living and education, and are widely known in the area.

Kansas State University staff members found that several groups of counties had many common characteristics and similarities which made it feasible to set up twelve Kansas Area Development study regions. Within some of these regions Knox made intensive studies of the various trade areas.[39] These studies revealed several major trade areas and some of them corresponded with areas in which the top influentials had been identified. This provided an opportunity to study farmers and leaders from the same areas.

No survey should be undertaken without a comparison of the various techniques available and their adaptability to that particular study. The authority chosen for such comparison was Selltiz' revised "Research Methods in Social Relations."[40] After studying the advantages and disadvantages of various methods the author chose to use a mail questionnaire for these reasons. The study will be of selected groups, in widely separated areas, with limitations in time and expense, and involve a considerable number of people.

Katz and Lazarsfeld's finding that opinion leadership plays a role

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[39]John W. Knox, Survey of Trade Areas in Southwest Kansas, Extension Service, MF-112 (Manhattan: Kansas State University, 1962), pp. 1-2.

[40]Claire Selltiz et al, Research Methods in Social Relations (revised: New York: Henry Holt & Company, Inc., 1959), pp. 238-40.

in mass media communications should interest Extension agents who have been relying on leadership to spread their influence far beyond the people they directly contact. A possible starting point is to examine farmers and leaders in the same area. Four such areas exist in Kansas where Knox's trade area studies and Dakin's identification of top influentials have both been completed. It was in these four areas that the present study was conducted.

CHAPTER III

PROCEDURE AND LIMITATIONS

As with other studies, there were many possible avenues of approach. The methods selected here were deemed most appropriate in view of the nature of the problem and the location and occupations of the persons involved. In developing the questionnaire for these particular people the opportunity was not overlooked to seek additional related information.

I. STUDY CONTENT AND FORM OF QUESTIONNAIRE

In developing the schedule of questions major consideration was given to types of broadcasts and telecasts that had been or might be made by an educational institution. A study was also made of questions which had been used in other radio and television studies. An attempt was then made to bring them into groups and word the questions in such a way that they would have meaning for the lay person.

Throughout this procedure an attempt was made to reduce the number of questions to the smallest number that would be consistent with the diversity of programs available. A three choice preference scale was used.

The time of day was divided into work, meal, and recreation periods. These were then broken down into segments as small as half an hour when the presumed variety of activities justified the breakdown. The weeks were divided into three parts, Sunday, Saturday and week days. The same days and hours were used to ask for convenient times to listen to radio

and view television.

While setting up a preference rating schedule for radio and television informational, cultural, and educational programs it was only a matter of extending the form to include media preferences. Preference ratings were requested without regard to program availability.

From media preferences it was a natural step to insert a question on the value of sources of information. This question was limited to sources of agricultural information as it would be going primarily to farmers and influentials in farming areas.

II. THE SAMPLE

The influentials in this study had been previously identified by Dakin.[1] He secured a list of the names and addresses of all persons, or their alternates, called key positionals, occupying fourteen principal positions in every community within the survey area. These positions represented all major sectors of the organized culture. In addition he secured names and addresses of three area key positionals who were in a position to have an area-wide perspective on leadership. Each key positional was asked five leader identification questions with the aim to get forty to sixty persons whose names would be mentioned most frequently. The totals for all names mentioned were tabulated and the top forty to sixty, determined by the breaking points in the frequency distribution,

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[1]Ralph E. Dakin, "Leadership Patterns in Area Development" (paper presented to the Great Plains Resource Economies Committee at their Community Development Workshop, Manhattan, Kansas, April 21, 1964).

were selected.[2]

Every identified influential (177) in the four areas studied was included in this survey.

The farmers included in this study were the same random sample which had been used in the study of the four trade areas. These samples were drawn from rural household heads listed in the latest available assessors' enumeration books at the State Board of Agriculture in Topeka, Kansas. County lists were sent to the county agent to correct names and addresses, and to delete deceased persons and those who had moved away. Families were interviewed. Only those actively engaged in farming were included in the farm list.[3]

The areas were surveyed, one each year, from 1960 through 1963. The size of the random sample was determined in part by the farm population of the area. A 9 per cent sample was taken in the first survey of south-central Kansas. A study of the interview results showed that a sample sufficiently large to return seventy farm interviews was reliable. This number was used in the later area studies.

III. THE PRETEST

A group of Geary County farm, business, and professional men were selected for the pretest. Geary County was selected to provide minimum

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[2] Ibid.

[3] John W. Knox, "Postcard Survey Procedure" (Manhattan, Kansas: Instructions to Assistants, 1960), p. 1. (Duplicated.)

travel yet be far enough away to avoid excessive direct influence from the University. The proportion and types of businesses and professions were approximately the same as in the regular sample.

Questionnaires were mailed. Persons not returning them within twelve days were interviewed. They were asked to fill out the questionnaire and, when possible, were observed while they were doing it. The questionnaires were answered in eighteen to twenty-four minutes. With the exception of those who were out of town, each person had the survey form with him and said he intended to mail it in.

Several suggestions for improvement were incorporated into the final questionnaire.

IV. MAILING PROCEDURE

Details of mailing that would have the most effect upon increasing the percentage of returns were carefully observed. Stamps of a colorful design not much seen in Kansas were used to mail out the schedules. The return envelopes each had a two and a three cent stamp affixed.

The letters to influentials were mailed Wednesday evening, April 1, with the expectation that they would be received on Thursday or Friday. The letters to farmers were mailed Thursday morning, April 2, to be received on Friday or Saturday.

The results of the mailing are shown in this summary:

The Survey	Influentials	Farmers
Mailed 4-1-64	177	
Mailed 4-2-64		436
Post Office Returned		5
Deceased		5
Total Delivered	177	426
Returned Unanswered	1	6
Returned After Analysis		4
Analyzed May 4-5	116	152
Per Cent Analyzed	65.5	35.7
Not Returned	60	264

V. LIMITATIONS OF THE STUDY

Influentials had been identified in four of the twelve KAD districts. These were the southeast, south-central, southwest, and northwest districts. While these were widely spaced and represented a variety of agriculture found in the state they were arbitrarily, not randomly, selected. Hence it would be hazardous to represent the results from these four districts as being exactly applicable to the entire state without further investigation. Neither are the results of this study necessarily valid beyond the borders of Kansas.

Another limitation is in the identification of the influentials. They have been sociometrically identified as the persons having the most influence on local and state affairs. Those who conducted the study believe, but this has not been scientifically proven, that these influentials are also the opinion influentials in their areas. Lacking any better method for selecting opinion influentials, and noting the similarity of these persons to the leaders identified by Hay and to the highest

opinion leader group mentioned by Katz and Lazarsfeld, the present study was predicated on the assumption that the identified influential leaders are in fact the opinion leaders of their respective areas.

A mail questionnaire was used for this study though it was recognized that a higher percentage of returns should result from interviews. The conditions for using a mail questionnaire seemed to be met in this instance. The study was of selected groups all having an interest in agriculture, the groups were widely separated, there were definite limitations in time and expense, and the study involved a considerable number of people.

The two groups involved in this study presented a problem in treatment. The one group of farmers was a random sample whereas the influentials were not. Consultation with the statistical department at Kansas State University suggested that the influentials could be treated as either a complete universe or a random sample. There were justifications and faults with either method. The author chose to treat both groups as random samples since this would result in a somewhat more conservative base from which to draw conclusions.

CHAPTER IV

COMPARISON OF INFLUENTIALS WITH FARMERS

Some of the respondents did not answer all of the questions. Both influentials and farmers tended to answer a higher proportion of the informational than of the educational questions. This was true of both radio and television preferences. On convenient times, both influentials and farmers answered more of the television questions. A few of the respondents noted on their returns that "we are not a radio family," or that "we don't own a television." However no explanation has been found for the majority of unanswered questions.

I. PROGRAM PREFERENCES

The questions on program preferences were asked in general terms. No examples of specific programs, either past or present, were used. All programs of a strictly entertainment nature were eliminated. The twenty-seven types of programs were presented in three general categories, informational, cultural, and educational. An arbitrary selection of percentage breaking points in the responses was made. High for "like" was 50 per cent or more, medium 25 to 50 per cent, and low 24 per cent or less. Also since "dislike" was not necessarily in the exact opposite proportion of "like" because of a varying per cent of those checking "indifferent" the breaking points for "dislike" were, high 20 per cent or more, medium 10 to 19 per cent, and low 9 per cent or less. In the accompanying tables percentages were rounded to the nearest whole number, thus totals

may vary by one from one hundred.

News and weather. An examination of radio preferences, Table I page 33, and television preferences, Table II page 34, showed that news and weather were liked by influentials and farmers on both media so much more than other programs that they stood alone. Only the farmers' liking for farm market reports on radio approached them.

Similarity between influentials and farmers. These tables showed a striking similarity between influentials and farmers in their liking for most programs on both radio and television yet with a few marked differences. This apparent similarity was borne out by a high Spearman rank order correlation between influentials and farmers of 0.864 for all of the radio and 0.809 for all of the television programs. Rankings for each were on the basis of per cent "like" with ties broken in favor of the least "dislike." Continued ties were broken in favor of the largest number.

Similarity between radio and television preferences. There also appeared to be a tendency for each group to like the same type program on radio as they did on television. This was confirmed by a Spearman rank order correlation between the preferences for radio and television programs of 0.932 for influentials and of 0.938 for farmers in all programs from these two media.

TABLE I

A COMPARISON OF INFLUENTIALS WITH FARMERS ON THEIR LIKING FOR CERTAIN TYPES OF RADIO PROGRAMS BY PER CENT OF THOSE REPLYING TO EACH QUESTION

Types of Programs	Influentials				Farmers			
	N	Like	Indif-ferent	Dis-like	N	Like	Indif-ferent	Dis-like
INFORMATIONAL								
News, General	109	95	5	0	137	95	4	0
Weather	105	94	5	1	139	99	1	0
Special Events	102	69	28	3	138	65	33	2
News Analysis	103	70	27	3	128	66	30	4
Farm Market Reports	104	70	27	3	135	92	8	0
Other Market Reports	104	53	41	6	128	54	45	1
Talks & Interviews	101	44	44	13	127	36	55	9
CULTURAL								
Classical and Semi-Classical Music*	101	53	35	12	122	30	36	34
Light Music	105	66	29	5	130	63	27	10
Music of Other Countries	101	26	50	24	126	23	52	25
Music Appreciation	100	23	53	24	122	15	58	27
Art Exhibits & Talks	98	11	55	34	122	10	44	46
Dramatic Programs	100	21	49	30	122	16	48	36
EDUCATIONAL								
Economic Development	97	59	35	6	116	46	50	4
Health & Safety	99	53	38	9	127	60	37	3
Hobbies & Crafts	99	22	60	18	123	28	61	12
Homemaking*	95	16	57	27	120	36	53	11
Home & Family*	99	25	56	19	121	37	57	6
Home Garden & Lawn	99	29	54	17	123	29	63	8
"Why" or "How-To-Do" Farm Programs*	98	29	54	17	122	53	40	7
Instructive Entertainment For Children#	98	34	55	11	121	52	41	7
Science	97	44	46	9	115	36	52	12
Liberal Arts*	96	28	59	13	116	10	67	22
Vocational	98	35	58	7	117	35	55	10
Classroom Courses	98	17	62	20	113	18	65	17
Adult Education Courses	98	14	64	21	116	16	67	17
Non-Credit Adult Education Programs	96	16	68	17	116	16	67	17

*Significant at 1 per cent level
#Significant at 5 per cent level

TABLE II

A COMPARISON OF INFLUENTIALS WITH FARMERS ON THEIR LIKING FOR CERTAIN TYPES OF TELEVISION PROGRAMS BY PER CENT OF THOSE REPLYING TO EACH QUESTION

Types of Programs	Influentials				Farmers			
	N	Like	Indif-ferent	Dis-like	N	Like	Indif-ferent	Dis-like
INFORMATIONAL								
News, General	105	97	2	1	138	99	1	0
Weather	107	97	1	2	136	96	2	2
Special Events	108	83	16	1	131	79	19	2
News Analysis	103	82	17	2	129	76	22	2
Farm Market Reports	103	63	32	5	128	76	22	2
Other Market Reports	100	48	45	7	124	52	44	4
Talks & Interviews	101	64	31	5	130	54	38	8
CULTURAL								
Classical and Semi-Classical Music*	99	43	46	11	115	28	43	29
Light Music	103	63	30	7	120	59	32	9
Music of Other Countries	101	33	48	20	122	32	52	16
Music Appreciation	100	22	56	22	116	20	59	21
Art Exhibits & Talks	102	21	55	24	116	16	53	31
Dramatic Programs	102	41	40	19	118	38	47	15
EDUCATIONAL								
Economic Development*	98	68	27	5	107	48	48	4
Health & Safety	100	53	39	8	118	68	29	3
Hobbies & Crafts*	99	29	59	12	116	54	38	8
Homemaking*	94	22	56	21	113	45	49	6
Home & Family#	97	36	50	14	114	49	46	5
Home Garden & Lawn	96	33	51	16	115	38	52	10
"Why" or "How-To-Do" Farm Programs#	96	37	49	14	113	58	35	7
Instructive Entertainment For Children#	98	53	38	9	113	67	31	2
Science	99	62	31	7	110	54	40	6
Liberal Arts*	97	42	50	8	112	14	70	16
Vocational	98	47	45	8	113	44	51	5
Classroom Courses	99	24	60	16	110	30	57	13
Adult Education Courses	98	19	62	18	109	23	66	11
Non-Credit Adult Education Programs	98	19	64	16	108	24	65	11

*significant at 1 per cent level
#significant at 5 per cent level

Programs "liked" by influentials and farmers. Highly liked programs on both radio and television, besides news and weather, were: special events, news analysis, farm market reports, light music, and health and safety.

The influentials only, liked economic development programs on both radio and television. They also had a high liking for classical and semi-classical music and for other market reports on radio, whereas on television, talks and interviews, instructive entertainment for children, and science programs were rated high.

Farmers rated other market reports, instructive entertainment for children, and "why" or "how-to-do" farm programs high for both media. On television they also gave the high rating to talks and interviews, hobbies and crafts, and science programs.

Programs with low "like" by influentials and farmers. Those programs on radio and television with a low per cent of "like" were: music appreciation, art exhibits and talks, adult education courses for credit, and non-credit adult educational programs.

Influentials were also low in their liking for homemaking and for classroom instruction programs on both media. On radio, hobbies and crafts, vocational, and dramatic programs rated low with influentials.

Farmers had a low liking for liberal arts on both radio and television and in addition on radio were low for music of other countries, classroom instruction, and dramatic programs.

Programs "disliked" by influentials and farmers. Programs which were highly disliked by both groups on both radio and television were music appreciation and art exhibits and talks.

Influentials disliked music of other countries and homemaking programs on both media. They also had a high dislike for drama, classroom instruction, and adult educational courses for credit on radio.

Farmers had a high dislike on radio and television for classical and semi-classical music. On radio they also disliked music of other countries, dramatic, and liberal arts programs.

Differences between influentials and farmers. The radio programs that showed a difference, significant at the 5 per cent level, between these groups were the classical and semi-classical music and the liberal arts programs which were liked better by influentials, and the homemaking, home and family, instructive entertainment for children, and "why" or "how-to-do" farm programs which were preferred by farmers.

On television the influentials not only had a greater preference than the farmers for the classical music and liberal arts but also for the economic development programs. The farmers on television added hobbies and crafts to the homemaking, home and family, instructive entertainment for children, and "how-to-do" programs which they liked more than did the influentials.

Differences by grouping programs. While examining the above comparisons in Tables I and II another possibility appeared to develop. Every difference in per cent, however small, in the "like" and "dislike" columns under cultural programs, with the exception of three small

differences in the "dislike" column under television, was in the same direction of greater liking by the influentials.

This point received further emphasis when the educational programs were divided by their wide societal or their more immediate economic and family values. Such a division placed economic development, science, and liberal arts programs together whereas health and safety, hobbies and crafts, homemaking, home and family, garden and lawn, "why" or "how-to-do" farm programs, and instructive entertainment for children programs were grouped as those that have more immediate values. Classroom, vocational and adult education courses could have been in either category, depending on content, so they were excluded.

The tendency for influentials to favor the broader value programs and farmers those of more immediate value was indicated by chi squares. Three of the six broad value radio and television comparisons agreed with this tendency at the 1 per cent level of significance, one at the 10 per cent level, and the two remaining were in the same direction. Five of the fourteen immediate value comparisons were significant at the 1 per cent level, four more at the 5 per cent level, one at 10 per cent, and two at 15 per cent. The remaining two were strongly in the same direction.

These tendencies are consistent with the findings of sociologists that members of higher economic and social classes tend to have a broader outlook on values.[1]

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[1]Herbert H. Hyman, "The Value Systems of Different Classes," Class, Status and Power, Reinhard Bendix and Seymour Martin Lipset, editors (Glencoe, Illinois: The Free Press, 1953), p. 432, and Ivan D. Steiner, "Some Social Values Associated with Objectively and Subjectively Defined Social Class Memberships," Social Forces, 31:327-32, May, 1953.

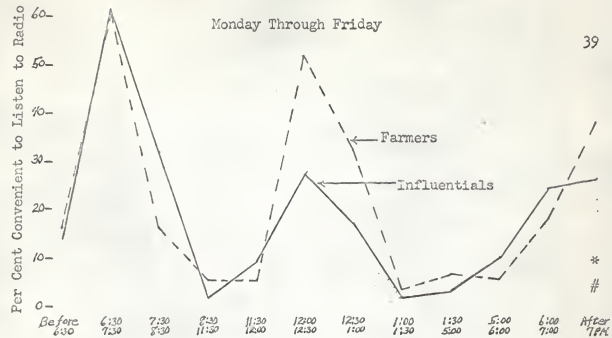
II. TIME PREFERENCES

The claimed convenient times to receive these types of programs were outstanding for their similarities. The convenient times peaked at three periods each day, except the Sunday morning television peak was very low. The convenient periods were nearly the same for influentials as for farmers and for radio as for television.

Listening peaks. The three most convenient periods on Monday through Saturday peaked at 6:30 to 7:30 in the morning, 12:00 to 12:30 at noon, and after 7:00 in the evening on both media. Listening peaks were not as high on Sunday. There were indications that they occurred somewhat later in the day than during the week.

Convenient radio times. Radio had its highest peak in the morning as shown in Figure 1 page 39. For both influentials and farmers over 60 per cent said it would be convenient to receive these programs between 6:30 and 7:30 week day mornings. The after 7:00 evening peak was about half as high for both influentials and farmers. This was about the same as the noonday peak for influentials but the farmer noonday peak appeared to fall mid-way between the morning and evening peaks.

There are indications for influentials that the convenient times for evening radio started to increase earlier than for farmers, beginning in the 5:00 to 6:00 evening hours. The percentage increased during the 6:00 to 7:00 period to nearly the same as after 7:00. For farmers the first increase following the afternoon took place during 6:00 to 7:00 and this



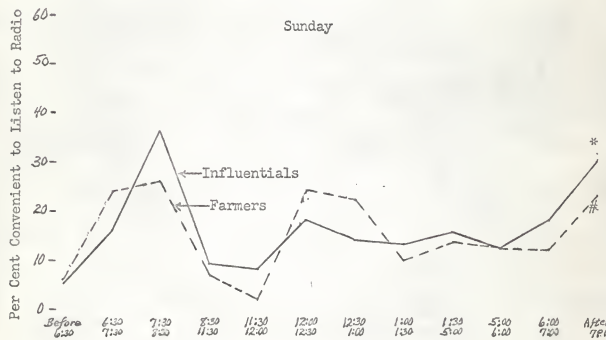


FIGURE 1

CONVENIENT RADIO LISTENING TIMES
*The per cent of "no preference" for farmers
#The per cent of "no preference" for influentials

increase more than doubled after 7:00.

The Saturday hours that would be convenient for radio were not greatly different from the week day times.

The preferred times for both influentials and farmers Sunday morning was 6:30 to 8:30. The remainder of Sunday morning was not convenient. Sunday afternoon continued at about the same level as the noon increase showing little change with either group from noon until 7:00 Sunday evening then a moderate increase after 7:00 o'clock.

A fifth of the influentials and a third of the farmers indicated no preference for times to receive these programs on Sunday. If these persons who indicated no preference are added to those who had particular times that they found it convenient to receive these programs it would indicate that Sunday was a very good day for Extension to reach both influentials and farmers in these areas, especially in the evening after 7:00.

Convenient television times. The claimed convenient periods for receiving these programs on television followed the same general trends as for radio except that the highest per cent for television was in the evening instead of in the morning. As it was with radio, the noon percentages of farmers claiming it was convenient to watch television was about mid-way between the morning and evening peaks on Monday through Friday. The noon peak for influentials was approximately half that for farmers. The convenient times for influentials or for farmers were about the same time on Saturday as for the same group during the week except

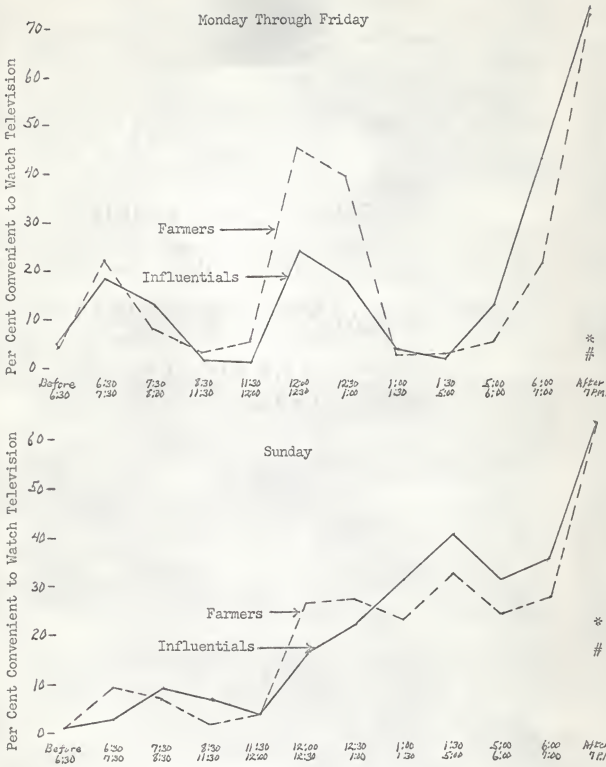


FIGURE 2

CONVENIENT TELEVISION VIEWING TIMES
*The per cent of "no preference" for farmers
#The per cent of "no preference" for influentials

TABLE III

A COMPARISON OF INFLUENTIALS WITH FARMERS ON THEIR CLAIMED CONVENIENT TIMES TO LISTEN TO RADIO FOR CERTAIN TYPES OF PROGRAMS BY PER CENT OF THOSE REPLYING TO EACH QUESTION

Time of Day	Monday--Friday		Saturday		Sunday	
	Influentials 104	Farmers 144	Influentials 103	Farmers 132	Influentials 97	Farmers 124
Before 6:30	14	16	11	13	5	6
6:30--7:30	61	60	54	54	16	24
7:30--8:30	31	16	30	18	38	26
8:30-11:30	2	5	3	5	9	7
11:30-12:00	9	5	6	3	8	2
12:00-12:30	27	51	27	45	18	24
12:30--1:00	17	32	18	31	14	22
1:00--1:30	2	3	7	5	13	10
1:30--5:00	3	6	5	7	15	13
5:00--6:00	10	5	9	5	12	12
6:00--7:00	24	17	18	17	18	12
After 7 P.M.	26	37	28	38	30	23
No Preference	5	7	7	11	20	31

TABLE IV

A COMPARISON OF INFLUENTIALS WITH FARMERS ON THEIR CLAIMED CONVENIENT TIMES TO WATCH TELEVISION FOR CERTAIN TYPES OF PROGRAMS BY PER CENT OF THOSE REPLYING TO EACH QUESTION

Time of Day	Monday--Friday		Saturday		Sunday	
	Influentials 109	Farmers 143	Influentials 108	Farmers 137	Influentials 104	Farmers 134
Before 6:30	5	4	3	3	1	1
6:30--7:30	18	22	11	18	3	9
7:30--8:30	13	8	10	10	9	7
8:30-11:30	2	3	3	4	7	2
11:30-12:00	1	5	1	5	4	4
12:00-12:30	24	45	20	40	16	26
12:30--1:00	18	39	19	27	22	27
1:00--1:30	4	3	9	4	31	23
1:30--5:00	2	3	13	8	40	31
5:00--6:00	13	6	16	4	31	24
6:00--7:00	32	22	30	18	35	27
After 7 P.M.	75	73	74	69	62	62
No Preference	2	5	6	7	16	21

that there were some indications that influentials found it more convenient to receive these television programs between 1:30 and 6:00 Saturday afternoon.

The Sunday pattern of viewing, as seen in Figure 2, page 41, is quite a bit different from the week day pattern. The morning listening peak is very low and apparently is later for influentials than for farmers. Then the convenient times for both farmers and influentials jump at noon and continue through Sunday afternoon with a further increase after 7:00 Sunday evening.

Nearly all of the influentials and farmers stated their convenient times to receive television programs during the week. On Sunday however one in five of both groups had no preference for particular viewing times. This might indicate that the potential audience for these types of programs on Sunday is considerably larger than the number stating convenient times indicates.

Total radio and television times. The similarities noted in the times influentials and farmers claimed it would be convenient to receive these radio and television programs prompted a comparison of the combined totals of influentials and farmers on convenient radio and television times. This comparison is illustrated in Figure 3 page 44.

The times before 8:30 in the morning indicate that radio is more convenient than television though a fifth of the respondents claimed 6:30 to 7:30 week days was a convenient television time. The convenient times at noon showed very little difference. Then the convenient times for evening radio listening climbed to half of the television peak.

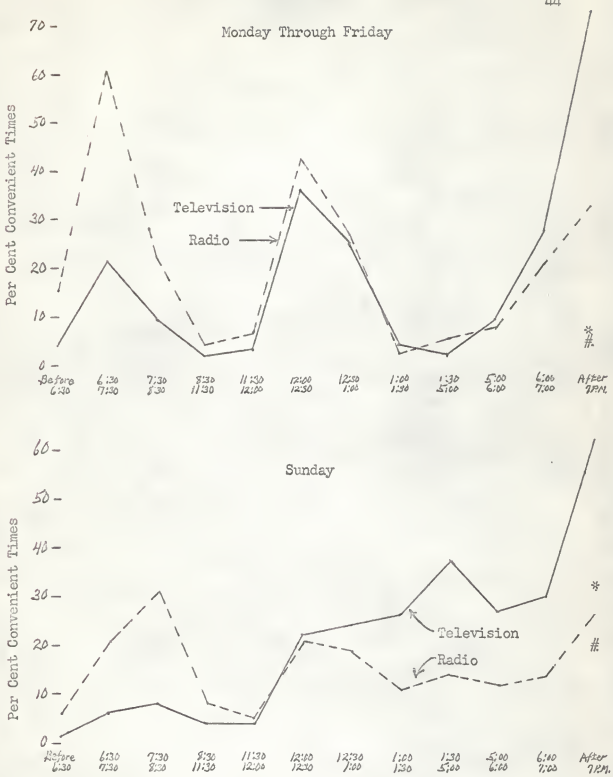


FIGURE 3

CONVENIENT RADIO AND TELEVISION TIMES

*The per cent of "no preference" for convenient radio times.
#The per cent of "no preference" for convenient television times.

CHAPTER V

INFLUENCES OF AGE, TYPE OF FARMING, AND BUSINESS AND PROFESSIONS

The tables giving the data discussed in Chapter V are so numerous that they have been placed in the Appendix. Influence of age are given in Table IV through Table XI on pages 64 to 69. Influence of type of farming will be found in Table XII through Table XIX on pages 70 to 75. The influence of business and the professions are in Tables XX through XXIII on pages 76 to 78.

I. AGE

Forty was selected as the age for dividing "younger" from "older" people. The influentials and farmers were each grouped into those forty and over and those thirty-nine and under.

The number of influentials and the number of farmers thirty-nine and under were so small that valid comparisons were difficult. However there were some indications of trends that might be interesting and these are reported only as such.

On program preferences. The perdentage of younger persons liking news analysis was consistently higher in both groups and for both radio and television whereas the older persons were generally higher in their liking for farm market reports, other market reports, and talks and interviews. The differences ranged from only a few percentage points to as high as 30 per cent.

The younger influentials appeared to have more interest and the younger farmers less interest in lawn and garden programs on both media than the older groups. The younger influentials rated the following radio programs higher than did the older influentials: classical and semi-classical music, light music, and music appreciation. The older influentials put a higher rating on radio programs of: art exhibits and talks, dramatic programs, economic development, health and safety, instructive entertainment for children, vocational programs, and classroom courses.

The younger farmers gave a higher rating to classical and semi-classical music, light music, and "why" or "how-to-do" farm radio programs than did the older farmers. The older farmers gave a higher rating to the radio health and safety, hobbies and crafts, homemaking, home and family, and science programs.

For television the younger influentials gave higher ratings to music appreciation, drama, hobbies and crafts, and science programs than did the older influentials. On the other hand the older influentials gave a higher rating to health and safety, home and family, liberal arts, and vocational programs.

The younger farmers gave a higher rating to light music on television than did the older farmers. Conversely the older farmers rated art, drama, health and safety, homemaking, home and family, science, and liberal arts programs higher than younger farmers.

On time preferences. There were indications that through the week days higher percentages of both younger farmers and younger influentials found it convenient to watch television and listen to radio. The morning and noontime percentages ranged from 6 to 14 per cent in favor of the younger influentials and from 5 to 30 per cent in favor of the younger farmers for week day and Saturday radio. The convenient hours seemed to be the same for both younger and older persons except that younger influentials start to use radio earlier in the evening than the older influentials. Younger influentials had a sharp increase in those finding it convenient to use radio from 5:00 to 6:00. This was especially true on Saturday. The 6:00 to 7:00 evening hour was still about twice as convenient for younger than older influentials but after 7:00 there was only a minor difference. However the younger influentials did not find Sunday evening after 7:00 as convenient as the older influentials. The younger influentials claimed Saturday and Sunday afternoons to be more convenient. This was particularly noticeable on Sunday.

The younger farmers were particularly higher during each peak period on Mondays through Saturdays in claiming it was convenient to listen to radio. Their increase in evening convenience started from 6:00 to 7:00 which was the same time as the older farmers and older influentials showed an increase. The younger farmers however showed a very sharp jump going from 14 to 46 per cent finding it convenient to listen to radio after 7:00 P.M. week days. The percentage finding it convenient to listen to these programs on radio after 7:00 on Saturday was still 44 per cent and dropped to about half that on Sunday. There was little

difference in convenient radio times on Sunday afternoon between the younger and older farmers, both holding near the noon peak.

The only week day hours when younger influentials thought it more convenient to watch television was at 6:30 to 7:30 in the morning and 5:00 to 7:00 in the evening. However this changed Saturday afternoon apparently starting at 1:00 and increasing markedly from 1:30 to 6:00. The percentages of younger influentials was higher than the percentages for older influentials from 12:00 o'clock Sunday noon to 7:00 o'clock Sunday evening.

The differences in the younger and older farmers did not follow the pattern for influentials. The differences were greater during the week than on Saturday and Sunday but occurred at the same hours. The biggest difference was from 12:00 to 12:30 on week days when 62 per cent of the younger farmers compared to 40 per cent of the older farmers found it convenient to watch television and after 7:00 on these same days 91 per cent of the younger farmers compared to 66 per cent of the older farmers claimed that television viewing was convenient.

II. INFLUENCE OF TYPE OF FARMING

Respondents who owned farm land were asked for the single greatest source of their farm income. They were grouped by whether their major income was from crops or animals.

On program preferences. As would be expected there was very little difference in most programs among the influentials in their program

preferences on either radio or television. Many of these men had businesses or professions so that the type of agriculture on land they might own would have a minor effect upon their personal lives.

On television the influentials with crops had a slightly higher preference for classical and semi-classical music and for economic development programs. The influentials with animals showed slightly higher preferences for homemaking, and instructive entertainment for children programs.

Farmers whose major income was from animals showed a greater liking for radio news analysis than those whose income was from crops. They also had slightly higher percentages on most of the educational programs. On the other hand those farmers whose major income was from crops showed a greater liking for music appreciation programs.

The farmers' preferences for television programs followed quite closely their preferences for radio programs. Those whose major income was from animals gave a higher rating to news analysis and slightly higher percentages to many of the educational programs. Farmers whose major income was from crops gave a higher rating to music appreciation programs.

On time preferences. There was little difference in the claimed convenient viewing and listening times for influentials with crops or animals. There were indications that influentials with crops found Sunday afternoon a more convenient time for radio. This tendency to Sunday afternoon was more pronounced on television.

The farmers with crops or animals showed very little difference in convenient radio times. Those with animals had a slightly higher per cent finding it convenient to listen during the peak periods on week days and Saturdays. There was very little difference on Sunday, both groups rating Sunday afternoon higher than other afternoons.

The same tendencies showed up with television, farmers with animals having the same peak periods but their percentages running a little higher during the week. This was especially evident of their wanting television on 6:30 to 7:30 Monday through Saturday morning. Both groups of farmers claimed Sunday afternoon as a convenient time for these television programs.

III. INFLUENCE OF BUSINESS AND PROFESSIONS

Approximately one-third of the influentials were in the business of farming. Those influentials who farmed had a greater liking than other influentials for farm market report and other market report programs on both radio and television. On television they also liked the "why" or "how-to-do" programs better than the non-farmer influentials. On the other hand the non-farmer influentials had a considerably greater liking for the hobbies and crafts programs. In other respects the farmer and non-farmer influentials had similar likings for programs.

There was little difference in the time they said was convenient to receive these radio or television programs. There was some indication that the farmer influentials claimed it was more convenient to receive programs

before 6:30 than the non-farm influentials and that the non-farm influentials claimed it was more convenient to receive them between 7:30 and 8:30 in the morning. The percentage of farmer influentials who found it convenient to receive these programs after 7:00 on week day evenings was slightly higher for both television and radio. Both groups of influentials claimed that Sunday afternoon was the most convenient time to receive these programs on television of any except the late evening hours.

CHAPTER VI

SUMMARY AND CONCLUSIONS

I. SUMMARY

This study was based on research which showed mass media communications are affected by opinion leaders. The purpose was to see if the opinion leaders liked the same or different kinds of non-entertainment radio and television programs as farmers and which, if any, of the convenient times for opinion leaders to receive these programs were also convenient for farmers.

Questionnaires on convenient times to receive, and preferences for, informational, cultural, and educational radio and television programs were mailed to all the identified top influential persons in four Kansas Area Development Districts and to a random sample of farmers in those same districts. Of the influentials 65 per cent returned usable replies and 35 per cent were received from the farmers.

Program preferences. There is a high correlation in preferences for various types of informational, cultural, and educational radio and television programs between farmers and influentials in these four KAD districts in Kansas. News and weather were liked by nearly everybody on both media. While there were many differences in liking for specific types of programs a general pattern did emerge showing influentials favoring types of programs of a more general long-range nature and farmers favoring those with a more immediate economic or family application.

Convenient radio listening times. Farmers and influentials are very close in the times they claim are convenient for them to receive these programs. Most convenient is 6:30 to 7:30 Monday through Saturday morning. Influentials claim 12:00 to 12:30 and after 7:00 in the evening is a good time for them but only about half as convenient as 6:30 to 7:30 morning time. Farmers are nearly as favorable to receiving these programs at 12:00 to 12:30 or after 7:00 in the evening as they are in the morning.

There is some indication that the convenient time for influentials may last longer in the morning than it does for farmers, and that this particularly applies to the non-farmer influential.

Younger influentials start listening to radio earlier in the evening than do older influentials.

Sunday afternoon appears to be preferred over other afternoons though this tendency is not firmly established.

Considerably more influentials and farmers gave no preference for a time on Sunday than on week days. If these persons actually find it convenient to listen Sunday afternoons they would make Sunday afternoon nearly as good a time for radio as 12:00 to 12:30 on week days.

Convenient television viewing times. The most convenient periods for television are approximately the same as for radio but the order is reversed. Convenient viewing times are highest after 7:00 in the evening and peak at a lower level at noon and from 6:30 to 7:30 in the morning.

Morning and noon peaks are higher for farmers than for influentials and the three peak periods are higher for younger farmers than older farmers.

Sunday afternoon from 1:00 to 7:00 is better for influentials and nearly as convenient for farmers as the mid-week noontime period. Younger influentials particularly claimed Sunday afternoon and Saturday afternoon as convenient television times.

II. CONCLUSIONS

The radio and television programs which effectively reach farmers should also reach influentials since the claimed convenient times for both groups to receive these programs and their program preferences are very much alike.

Programs which are designed to appeal to farmers might well stress the more immediate economic and family objectives whereas programs that are intended particularly for influentials need to be built around more long-term values.

Early morning, noon, and late evening hours are claimed to be the most convenient times for farmers and influentials to receive these messages by either television or radio. The high percentages, particularly of younger people, who checked after 7:00 as convenient for both radio and television indicates that these media may not be as exclusive as is popularly supposed. Extension in these areas is missing a good opportunity if they are not taking advantage of radio in the evening hours. This is a particularly good time to reach the younger farmers.*

Saturday and Sunday afternoons should also be a good time for Extension programs, particularly for the younger men. Radio shares in this Sunday afternoon preference though not quite as much as television.

It would be interesting to see whether the preferences both as to times and programs of the influential persons would be as similar to farmers in areas that were not so agriculturally oriented. It seems probable that a high proportion of these influentials in these four farming areas had farm backgrounds, thus establishing habits in their early years which may account for their finding the same early morning hours convenient.

At least in these four Kansas districts influential persons and farmers can be effectively reached by the same programs.

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Kansas State University

Manhattan, Kansas 66504

Division of University Information
Anderson Hall

April 1, 1964

Kansas State University operates it's own radio station KSAC, supplies programs and information to many commercial radio stations and newspapers, and originates daily television programs for seven Kansas T.V. stations. The Kansas State University Cooperative Extension Service is surveying a sample of the farm, business, and professional people in our state for ideas on how to make more effective use of radio and television. You are one of those selected for this sample.

Will you please help the University by taking a few minutes to fill out this questionnaire and return it in the enclosed envelope? We need your frank opinions. No names will be used in the analysis or use of this information. You can complete most questions by checking one or more spaces.

May we thank you in advance for your time and your assistance to Kansas State University and the people of our state in filling out and returning this form to the Division of University Information, Kansas State University, Manhattan, Kansas.

Sincerely,

Carl A. Rogers

Carl A. Rogers
Director of Attached Study

Encl.

P.S. We would certainly appreciate your returning this completed questionnaire as soon as possible.

C.A.R.

I. Personal information we need for making group analyses:

1. What is your age?___(years).

2. What type of work do you do for the major part of your income? (Please name or describe.)_____

3. Please check your employment status from the followings:

___self-employed
___housewife
___employee of private concern or individual
___employee of government or public agency
___unemployed
___semi-retired
___retired
___invalided or disabled

4. If you farm, or own farm land, from which is your greatest income? (check ONE) ___beef; ___cash grain; ___dairy; ___hogs; ___poultry; ___other_____(please specify).

II. Regardless of how you answered the questions above, please rate how important or useful you consider each of the following sources of agricultural information to be TO YOU:

Source of Information	Very Important	Of Some Importance	No Importance At All
County Extension Agents			
Extension Specialists			
Kansas State University Faculty and Officers			
Other Government Agricultural Workers			
Veterinarians			
Commercial Company Salesmen & Representatives (including implement, seed, weed, & elevator men)			
Neighbors and Friends			
Farm Meetings			
Farm Magazines			
General Magazines (for Agricultural Information)			
Informational Letters and Circulars			
Kansas State University Bulletins and Pamphlets			
U.S.D.A. Bulletins and Pamphlets			
Newspapers (for Agricultural Information)			
Radio (for Agricultural Information)			
Television (for Agricultural Information)			

Are there any other sources of agricultural information which you find important? (Please specify the source and it's degree of importance to you.)_____

Please turn to page 2

III. Now we are interested in your preference for all types of information, not just agricultural information.

Types of Programs Often Produced by The University	1. Thinking first only of RADIO, please rate each type of program in the columns below. (Check the box which most nearly represents your reaction to what you hear.) ON RADIO			2. Now for TELEVISION, please rate each type of program in the columns below. (Check the box which most nearly represents your reaction to what you see and hear.) ON TELEVISION			3. Now, in comparing radio, T.V., and the press (newspapers and magazines), check below the source from which you would PREFER to get this information, regardless of it's present availability. (Please check only one box on each line.)			
	Your Liking for These			Your Liking for These			You Prefer to Get These From			
	Like	Indifferent	Dislike	Like	Indifferent	Dislike	The Press	Radio	T.V.	No Preference
INFORMATIONAL										
News, General										
Weather										
Special Events Programs										
News Analysis or News in Depth										
Farm Market Reports and/or Forecasts										
Other Market Reports and/or Forecasts										
Talks and Interviews										
CULTURAL										
Classical and Semi-Classical Music										
Light Music(i.e.,Waltz,Show,Standard)										
Music of Other Countries										
Music Appreciation Programs										
Art Exhibits and Talks										
Dramatic Programs										
EDUCATIONAL										
Economic Development Programs										
Health and Safety Programs										
Hobbies and Crafts Programs										
Homemaking Programs										
Home and Family Programs										
Home Garden and Lawn Programs										
"Why" or "How-To-Do" Farm Programs										
Instructive Entertainment for Children										
Science Programs										
Liberal Arts Programs										
Vocational Programs										
Classroom Instruction Courses										
Adult Educational Courses for Credit										
Non-Credit Adult Educational Programs										

Please turn to page 3

IV. Now, think of radio only. During which of the following times is it more convenient for YOU, personally, to listen to radio for informational, cultural or educational programs? (Check as many times on each line as you wish.)

Time of Day / Day of the Week	Before 6:30 A.M.	6:30 - 7:30	7:30 - 8:30	8:30 - 11:30	11:30 - 12:00	12:00 - 12:30	12:30 - 1:00	1:00 - 1:30	1:30 - 5:00	5:00 - 6:00	6:00 - 7:00	After 7:00 P.M.	No Preference
Monday thru Friday													
Saturday													
Sunday													

Is there any type of informational, cultural or educational program which you cannot now get on radio at the time you would like to get it? Yes___ No___
If yes, what type of program would you like and at what time would you want it?

Program	Time
_____	_____ M.
_____	_____ M.

V. Now, think of television only. During which of the following times is it more convenient for YOU, personally, to watch television for informational, cultural or educational programs? (Check as many times on each line as you wish.)

Time of Day / Day of the Week	Before 6:30 A.M.	6:30 - 7:30	7:30 - 8:30	8:30 - 11:30	11:30 - 12:00	12:00 - 12:30	12:30 - 1:00	1:00 - 1:30	1:30 - 5:00	5:00 - 6:00	6:00 - 7:00	After 7:00 P.M.	No Preference
Monday thru Friday													
Saturday													
Sunday													

Is there any type of informational, cultural or educational program which you cannot now get on television at the time you would like to get it? Yes___ No___
If yes, what type of program would you like and what time would you want it?

Program	Time
_____	_____ M.
_____	_____ M.

VI. If you would like a summary of this study when it is completed, please give your name and address here.

Name_____

Address_____

Extension Service, K. S. U. 2a-615-4-650

TABLE V

A COMPARISON OF INFLUENTIALS AGE 39 AND UNDER WITH THOSE 40 AND OVER ON THEIR LIKING FOR CERTAIN TYPES OF RADIO PROGRAMS BY PER CENT OF THOSE REPLYING TO EACH QUESTION

Types of Programs	39 and Under			40 and Over		
	N	Like	Dislike	N	Like	Dislike
INFORMATIONAL						
News, General	12	100	0	97	95	0
Weather	12	100	0	93	94	1
Special Events	12	67	0	90	69	3
News Analysis	12	83	0	91	68	3
Farm Market Reports	12	58	0	92	72	3
Other Market Reports	12	42	8	92	54	5
Talks & Interviews	12	25	8	89	46	14
CULTURAL						
Classical and Semi-Classical Music	11	70	10	90	52	12
Light Music	12	100	0	93	61	5
Music of Other Countries	12	25	17	89	26	25
Music Appreciation	11	36	18	89	21	25
Art Exhibits & Talks	11	0	36	87	13	33
Dramatic Programs	11	9	46	89	22	28
EDUCATIONAL						
Economic Development	11	46	9	86	60	6
Health & Safety	11	27	9	88	56	9
Hobbies & Crafts	11	18	9	88	23	19
Homemaking	11	9	36	84	17	26
Home & Family	11	27	36	88	25	17
Home Garden & Lawn	11	46	18	88	27	17
"Why" or "How-To-Do" Farm Programs	11	18	18	87	30	17
Instructive Entertainment For Children	10	10	20	88	36	10
Science	11	46	9	86	44	9
Liberal Arts	11	18	9	85	29	13
Vocational	11	18	9	87	37	7
Classroom Courses	11	0	9	87	20	22
Adult Education Courses	11	9	9	87	15	23
Non-Credit Adult Education Programs	11	9	9	85	16	18

TABLE VI

A COMPARISON OF FARMERS AGE 39 AND UNDER WITH THOSE 40 AND OVER ON THEIR LIKING FOR CERTAIN TYPES OF RADIO PROGRAMS BY PER CENT OF THOSE REPLYING TO EACH QUESTION

Types of Programs	39 and Under			40 and Over		
	N	Like	Dislike	N	Like	Dislike
INFORMATIONAL						
News, General	33	94	0	104	96	0
Weather	35	100	0	104	99	0
Special Events	35	34	3	91	66	1
News Analysis	34	71	3	94	65	4
Farm Market Reports	34	97	0	101	90	0
Other Market Reports	33	39	0	95	59	1
Talks & Interviews	33	24	3	94	40	11
CULTURAL						
Classical and Semi-Classical Music	32	34	34	90	28	34
Light Music	35	80	3	95	57	13
Music of Other Countries	34	29	18	92	21	28
Music Appreciation	34	12	29	88	16	26
Art Exhibits & Talks	34	3	53	88	12	43
Dramatic Programs	34	18	38	88	16	35
EDUCATIONAL						
Economic Development	33	42	0	83	47	6
Health & Safety	34	41	3	93	67	3
Hobbies & Crafts	34	3	12	89	37	12
Homemaking	34	21	6	86	42	13
Home & Family	33	27	6	88	41	6
Home Garden & Lawn	34	15	6	89	35	9
"Why" or "How-To-Do" Farm Programs	34	59	0	88	51	9
Instructive Entertainment For Children	34	50	6	87	53	7
Science	33	27	6	82	39	15
Liberal Arts	33	9	21	83	11	23
Vocational	33	33	6	84	36	12
Classroom Courses	33	12	9	80	20	20
Adult Education Courses	34	12	9	82	18	21
Non-Credit Adult Education Programs	34	15	6	82	16	22

TABLE VII

A COMPARISON OF INFLUENTIALS AGE 39 AND UNDER WITH THOSE 40 AND OVER ON THEIR LIKING FOR CERTAIN TYPES OF TELEVISION PROGRAMS BY PER CENT OF THOSE REPLYING TO EACH QUESTION

Types of Programs	39 and Under			40 and Over		
	N	Like	Dislike	N	Like	Dislike
INFORMATIONAL						
News, General	13	100	0	92	97	1
Weather	13	100	0	94	97	2
Special Events	13	85	0	95	83	1
News Analysis	13	92	0	90	80	2
Farm Market Reports	13	46	8	90	66	4
Other Market Reports	13	31	15	87	51	6
Talks & Interviews	13	38	8	88	68	5
CULTURAL						
Classical and Semi-Classical Music	12	42	8	87	44	11
Light Music	12	67	0	91	63	8
Music of Other Countries	12	42	8	89	31	21
Music Appreciation	12	33	17	88	20	23
Art Exhibits & Talks	12	17	25	90	21	24
Dramatic Programs	12	50	17	90	40	19
EDUCATIONAL						
Economic Development	13	69	0	85	68	6
Health & Safety	13	38	8	87	55	8
Hobbies & Crafts	13	38	8	86	28	13
Homemaking	13	23	31	81	22	20
Home & Family	13	23	15	84	38	14
Home Garden & Lawn	13	62	15	83	29	16
"Why" or "How-To-Do" Farm Programs	13	38	8	83	37	14
Instructive Entertainment For Children	12	50	8	86	54	9
Science	13	77	0	86	59	8
Liberal Arts	13	31	0	84	44	10
Vocational	13	31	8	85	49	8
Classroom Courses	13	15	8	86	26	17
Adult Education Courses	13	23	8	85	19	20
Non-Credit Adult Education Programs	13	15	8	85	20	18

TABLE VIII

A COMPARISON OF FARMERS AGE 39 AND UNDER WITH THOSE 40 AND OVER ON THEIR LIKING FOR CERTAIN TYPES OF TELEVISION PROGRAMS BY PER CENT OF THOSE REPLYING TO EACH QUESTION

Types of Programs	39 and Under N	Like	Dislike	40 and Over N	Like	Dislike
INFORMATIONAL						
News, General	34	97	0	104	99	0
Weather	34	94	6	102	97	0
Special Events	34	76	3	97	79	2
News Analysis	33	91	0	96	71	3
Farm Market Reports	34	68	3	94	79	2
Other Market Reports	34	44	0	90	54	6
Talks & Interviews	33	45	6	97	57	9
CULTURAL						
Classical and Semi-Classical Music	30	27	37	85	28	27
Light Music	33	70	9	87	55	9
Music of Other Countries	33	30	21	89	33	13
Music Appreciation	32	12	31	84	23	18
Art Exhibits & Talks	32	3	44	84	21	26
Dramatic Programs	33	30	21	85	41	12
EDUCATIONAL						
Economic Development	31	42	0	76	50	7
Health & Safety	32	56	0	86	72	5
Hobbies & Crafts	32	50	6	84	56	8
Homemaking	32	34	6	81	49	6
Home & Family	32	38	6	82	54	5
Home Garden & Lawn	32	28	6	83	42	11
"Why" or "How-To-Do" Farm Programs	32	59	3	81	57	9
Instructive Entertainment For Children	32	72	0	81	65	2
Science	31	45	6	79	57	6
Liberal Arts	32	6	19	80	18	15
Vocational	32	44	3	81	44	6
Classroom Courses	32	28	12	78	31	13
Adult Education Courses	32	22	12	77	23	10
Non-Credit Adult Education Programs	32	25	12	76	24	11

TABLE IX

A COMPARISON OF INFLUENTIALS AGE 39 AND UNDER WITH THOSE 40 AND OVER ON THEIR CLAIMED CONVENIENT TIMES FOR CERTAIN RADIO PROGRAMS BY PER CENT OF THOSE REPLYING TO EACH QUESTION

Time of Day	Monday--Friday		Saturday		Sunday	
	39- N=12	40+ N=92	39- N=12	40+ N=91	39- N=11	40+ N=86
Before 6:30	17	14	17	10	0	6
6:30--7:30	67	60	67	53	9	17
7:30--8:30	42	29	42	29	64	35
8:30-11:30	0	2	0	3	0	10
11:30-12:00	17	8	17	4	9	8
12:00-12:30	33	26	33	26	18	17
12:30--1:00	25	16	25	18	27	12
1:00--1:30	8	1	8	7	45	9
1:30--5:00	8	2	17	3	36	12
5:00--6:00	42	5	50	3	36	9
6:00--7:00	50	21	33	16	27	16
After 7 P.M.	25	27	25	29	18	31
No Preference	8	3	8	7	27	19

TABLE X

A COMPARISON OF INFLUENTIALS AGE 39 AND UNDER WITH THOSE 40 AND OVER ON THEIR CLAIMED CONVENIENT TIMES FOR CERTAIN TELEVISION PROGRAMS BY PER CENT OF THOSE REPLYING TO EACH QUESTION

Time of Day	Monday--Friday		Saturday		Sunday	
	39- N=13	40+ N=96	39- N=13	40+ N=95	39- N=13	40+ N=91
Before 6:30	0	5	0	3	0	1
6:30--7:30	23	18	15	11	0	3
7:30--8:30	0	15	8	11	15	8
8:30-11:30	0	2	0	3	8	7
11:30-12:00	0	1	0	1	8	3
12:00-12:30	15	25	15	21	31	14
12:30--1:00	8	20	8	21	23	21
1:00--1:30	0	4	15	8	46	29
1:30--5:00	8	1	46	8	54	38
5:00--6:00	38	9	46	12	54	27
6:00--7:00	54	29	54	26	54	32
After 7 P.M.	69	76	69	73	62	62
No Preference	0	2	8	6	15	16

TABLE XI

A COMPARISON OF FARMERS AGE 39 AND UNDER WITH THOSE 40 AND OVER ON THEIR CLAIMED CONVENIENT TIMES FOR CERTAIN RADIO PROGRAMS BY PER CENT OF THOSE REPLYING TO EACH QUESTION

Time of Day	Monday--Friday		Saturday		Sunday	
	39- N=30	40+ N=109	39- N=32	40+ N=100	39- N=28	40+ N=96
Before 6:30	14	17	9	24	4	7
6:30--7:30	77	56	56	51	14	27
7:30--8:30	14	17	19	18	32	24
8:30-11:30	9	4	9	3	14	5
11:30-12:00	9	4	6	2	7	1
12:00-12:30	74	44	66	38	25	24
12:30--1:00	43	38	34	30	21	22
1:00--1:30	3	3	0	5	14	8
1:30--5:00	11	4	12	5	18	11
5:00--6:00	3	6	3	5	14	11
6:00--7:00	14	17	19	17	11	13
After 7 P.M.	46	35	44	36	21	25
No Preference	3	8	9	11	32	31

TABLE XII

A COMPARISON OF FARMERS AGE 39 AND UNDER WITH THOSE 40 AND OVER ON THEIR CLAIMED CONVENIENT TIMES FOR CERTAIN TELEVISION PROGRAMS BY PER CENT OF THOSE REPLYING TO EACH QUESTION

Time of Day	Monday--Friday		Saturday		Sunday	
	39- N=34	40+ N=109	39- N=32	40+ N=104	39- N=32	40+ N=102
Before 6:30	3	5	0	4	0	2
6:30--7:30	24	22	16	19	6	10
7:30--8:30	3	10	9	10	6	7
8:30-11:30	3	3	6	3	3	2
11:30-12:00	0	6	3	6	3	4
12:00-12:30	62	40	47	38	31	24
12:30--1:00	41	26	28	26	28	27
1:00--1:30	3	4	3	5	22	24
1:30--5:00	3	3	9	8	38	29
5:00--6:00	9	5	3	4	19	25
6:00--7:00	21	23	12	19	25	27
After 7 P.M.	91	66	88	64	69	60
No Preference	6	5	6	6	22	21

TABLE XIII

A COMPARISON OF INFLUENTIALS WITH MAJOR FARM INCOME FROM CROPS AND FROM ANIMALS ON THEIR LIKING FOR CERTAIN TYPES OF RADIO PROGRAMS BY PER CENT OF THOSE REPLYING TO EACH QUESTION

Types of Programs	Crops			Animals		
	N	Like	Dislike	N	Like	Dislike
INFORMATIONAL						
News, General	44	100	0	25	92	0
Weather	42	98	0	24	92	0
Special Events	40	73	3	24	71	0
News Analysis	41	76	2	24	62	0
Farm Market Reports	41	85	0	24	79	0
Other Market Reports	41	61	7	25	64	0
Talks & Interviews	41	49	2	24	33	8
CULTURAL						
Classical and Semi-Classical Music	40	60	12	22	41	14
Light Music	41	56	5	25	60	12
Music of Other Countries	40	28	22	24	17	21
Music Appreciation	38	18	26	24	25	21
Art Exhibits & Talks	38	16	26	24	8	38
Dramatic Programs	39	23	20	24	21	46
EDUCATIONAL						
Economic Development	40	65	5	21	52	5
Health & Safety	39	46	5	23	57	13
Hobbies & Crafts	39	13	18	24	22	22
Homemaking	38	8	32	22	23	23
Home & Family	38	18	18	23	30	22
Home Garden & Lawn	39	23	15	23	35	22
"Why" or "How-To-Do" Farm Programs	38	34	13	23	30	13
Instructive Entertainment For Children	38	33	8	23	44	9
Science	37	46	8	23	39	4
Liberal Arts	38	29	16	23	17	13
Vocational	40	40	8	22	23	5
Classroom Courses	39	21	18	23	13	22
Adult Education Courses	40	12	20	23	13	22
Non-Credit Adult Education Programs	40	17	17	22	14	14

TABLE XIV

A COMPARISON OF FARMERS WITH MAJOR FARM INCOME FROM CROPS AND FROM ANIMALS ON THEIR LIKING FOR CERTAIN TYPES OF RADIO PROGRAMS BY PER CENT OF THOSE REPLYING TO EACH QUESTION

Types of Programs	Crops			Animals		
	N	Like	Dislike	N	Like	Dislike
INFORMATIONAL						
News, General	86	93	0	46	100	0
Weather	87	99	0	47	100	0
Special Events	78	56	1	43	60	0
News Analysis	80	59	6	43	81	0
Farm Market Reports	84	92	0	46	94	0
Other Market Reports	78	56	0	45	53	2
Talks & Interviews	80	34	12	42	38	2
CULTURAL						
Classical and Semi-Classical Music	74	31	35	43	26	35
Light Music	80	61	10	45	62	11
Music of Other Countries	78	26	28	43	16	23
Music Appreciation	75	19	27	42	5	31
Art Exhibits & Talks	74	8	43	43	12	54
Dramatic Programs	74	16	36	43	14	37
EDUCATIONAL						
Economic Development	69	38	4	42	52	5
Health & Safety	80	53	4	42	69	2
Hobbies & Crafts	76	21	14	42	33	10
Homemaking	76	29	13	39	44	8
Home & Family	76	26	8	40	52	2
Home Garden & Lawn	78	24	8	40	33	10
"Why" or "How-To-Do" Farm Programs	77	49	5	40	58	10
Instructive Entertainment For Children	75	47	8	41	63	5
Science	72	39	12	38	32	13
Liberal Arts	72	11	22	39	8	26
Vocational	72	33	12	40	33	8
Classroom Courses	70	17	17	38	16	18
Adult Education Courses	72	14	18	39	20	18
Non-Credit Adult Education Programs	73	10	21	38	21	13

TABLE XV

A COMPARISON OF INFLUENTIALS WITH MAJOR FARM INCOME FROM CROPS AND FROM ANIMALS ON THEIR LIKING FOR CERTAIN TYPES OF TELEVISION PROGRAMS BY PER CENT OF THOSE REPLYING TO EACH QUESTION

Types of Programs	Crops			Animals		
	N	Like	Dislike	N	Like	Dislike
INFORMATIONAL						
News, General	41	100	0	24	96	0
Weather	43	100	0	23	100	0
Special Events	43	79	2	24	75	0
News Analysis	41	80	2	23	78	0
Farm Market Reports	42	81	2	22	77	0
Other Market Reports	41	59	7	22	59	0
Talks & Interviews	42	71	2	22	64	5
CULTURAL						
Classical and Semi-Classical Music	40	53	10	21	38	10
Light Music	40	60	5	24	62	8
Music of Other Countries	40	28	20	22	41	14
Music Appreciation	40	10	25	21	33	19
Art Exhibits & Talks	40	20	20	22	23	18
Dramatic Programs	41	41	20	22	36	18
EDUCATIONAL						
Economic Development	41	73	5	21	57	5
Health & Safety	42	52	7	22	50	9
Hobbies & Crafts	40	22	10	22	23	14
Homemaking	38	13	24	21	33	10
Home & Family	39	38	13	22	41	9
Home Garden & Lawn	38	32	16	22	32	14
"Why" or "How-To-Do" Farm Programs	39	44	10	21	52	10
Instructive Entertainment For Children	40	40	12	22	73	5
Science	40	60	8	21	62	5
Liberal Arts	39	38	10	22	45	14
Vocational	40	50	8	22	45	9
Classroom Courses	40	20	15	22	27	14
Adult Education Courses	40	20	18	22	14	14
Non-Credit Adult Education Programs	40	22	15	22	18	14

TABLE XVI

A COMPARISON OF FARMERS WITH MAJOR FARM INCOME FROM CROPS AND FROM ANIMALS ON THEIR LIKING FOR CERTAIN TYPES OF TELEVISION PROGRAMS BY PER CENT OF THOSE REPLYING TO EACH QUESTION

Types of Programs	Crops			Animals		
	N	Like	Dislike	N	Like	Dislike
INFORMATIONAL						
News, General	90	99	0	44	98	0
Weather	88	95	1	44	98	2
Special Events	85	79	2	42	79	0
News Analysis	84	68	4	41	93	0
Farm Market Reports	81	74	2	43	84	2
Other Market Reports	79	54	5	41	51	2
Talks & Interviews	85	51	11	41	59	5
CULTURAL						
Classical and Semi-Classical Music	75	29	31	36	25	28
Light Music	79	57	8	37	62	14
Music of Other Countries	81	35	16	37	24	16
Music Appreciation	75	25	23	37	8	22
Art Exhibits & Talks	76	17	29	36	11	36
Dramatic Programs	77	42	13	37	30	22
EDUCATIONAL						
Economic Development	72	44	7	32	53	0
Health & Safety	78	63	5	36	75	0
Hobbies & Crafts	78	50	10	34	59	3
Homemaking	76	41	9	33	55	0
Home & Family	76	46	8	34	56	0
Home Garden & Lawn	77	38	13	34	35	3
"Why" or "How-To-Do" Farm Programs	74	62	8	35	51	3
Instructive Entertainment For Children	75	65	3	34	71	0
Science	73	59	7	33	48	6
Liberal Arts	74	18	16	34	9	18
Vocational	76	46	5	33	33	6
Classroom Courses	73	29	14	33	27	12
Adult Education Courses	72	22	11	33	21	12
Non-Credit Adult Education Programs	71	21	13	33	24	9

TABLE XVII

A COMPARISON OF INFLUENTIALS WITH CROPS WITH INFLUENTIALS WITH ANIMALS ON THEIR CLAIMED CONVENIENT TIMES FOR CERTAIN RADIO PROGRAMS BY PER CENT OF THOSE REPLYING TO EACH QUESTION

Time of Day	Monday--Friday		Saturday		Sunday	
	Crops	Animals	Crops	Animals	Crops	Animals
	40	26	39	26	37	25
Before 6:30	18	23	15	12	3	12
6:30--7:30	65	58	56	54	19	20
7:30--8:30	25	27	23	31	41	44
8:30-11:30	2	0	5	0	11	8
11:30-12:00	15	8	10	8	11	4
12:00-12:30	28	31	31	27	22	16
12:30--1:00	18	23	20	19	16	12
1:00--1:30	2	0	8	0	22	0
1:30--5:00	2	0	8	0	19	4
5:00--6:00	8	4	10	4	14	4
6:00--7:00	22	19	20	15	22	4
After 7 P.M.	22	23	23	27	24	20
No Preference	5	4	5	12	24	16

TABLE XVIII

A COMPARISON OF INFLUENTIALS WITH CROPS WITH INFLUENTIALS WITH ANIMALS ON THEIR CLAIMED CONVENIENT TIMES FOR CERTAIN TELEVISION PROGRAMS BY PER CENT OF THOSE REPLYING TO EACH QUESTION

Time of Day	Monday--Friday		Saturday		Sunday	
	Crops	Animals	Crops	Animals	Crops	Animals
	42	25	41	25	40	23
Before 6:30	5	12	2	8	0	4
6:30--7:30	19	16	17	12	0	9
7:30--8:30	14	12	7	12	10	9
8:30-11:30	5	0	2	0	10	4
11:30-12:00	2	0	2	0	8	4
12:00-12:30	24	36	20	28	20	17
12:30--1:00	21	20	22	20	30	22
1:00--1:30	5	4	7	4	40	17
1:30--5:00	5	0	7	8	48	22
5:00--6:00	12	12	7	8	32	22
6:00--7:00	36	24	32	20	45	22
After 7 P.M.	74	80	76	72	58	57
No Preference	2	0	2	8	15	26

TABLE XIX

A COMPARISON OF FARMERS WITH CROPS WITH FARMERS WITH ANIMALS ON THEIR CLAIMED CONVENIENT TIMES FOR CERTAIN RADIO PROGRAMS BY PER CENT OF THOSE REPLYING TO EACH QUESTION

Time of Day	Monday--Friday		Saturday		Sunday	
	Crops	Animals	Crops	Animals	Crops	Animals
	90	49	82	45	79	40
Before 6:30	13	22	11	18	4	12
6:30--7:30	57	69	50	60	18	38
7:30--8:30	16	18	17	18	25	22
8:30-11:30	3	6	4	7	9	2
11:30-12:00	7	0	4	2	1	5
12:00-12:30	48	59	43	49	25	25
12:30--1:00	28	41	28	38	19	25
1:00--1:30	3	2	4	4	9	10
1:30--5:00	3	8	5	9	13	12
5:00--6:00	4	4	4	4	9	15
6:00--7:00	14	20	12	27	8	20
After 7 P.M.	36	43	37	42	23	30
No Preference	9	4	13	4	37	22

TABLE XX

A COMPARISON OF FARMERS WITH CROPS WITH FARMERS WITH ANIMALS ON THEIR CLAIMED CONVENIENT TIMES FOR CERTAIN TELEVISION PROGRAMS BY PER CENT OF THOSE REPLYING TO EACH QUESTION

Time of Day	Monday--Friday		Saturday		Sunday	
	Crops	Animals	Crops	Animals	Crops	Animals
	90	48	86	44	86	43
Before 6:30	2	8	2	5	0	5
6:30--7:30	16	33	10	32	6	14
7:30--8:30	10	4	9	9	6	7
8:30-11:30	4	0	3	5	3	0
11:30-12:00	3	8	2	11	2	7
12:00-12:30	44	52	38	50	29	23
12:30--1:00	26	40	22	36	26	30
1:00--1:30	4	2	6	2	27	19
1:30--5:00	3	2	9	7	33	30
5:00--6:00	7	2	5	2	24	23
6:00--7:00	21	27	19	18	27	28
After 7 P.M.	72	73	70	73	57	74
No Preference	6	4	7	7	24	16

TABLE XXI

INFLUENTIALS' PREFERENCES FOR INFORMATIONAL, CULTURAL AND EDUCATIONAL PROGRAMS RECEIVED BY RADIO BY PER CENT OF THOSE REPLYING TO EACH QUESTION

Types of Programs	Farm			Non-Farm		
	N	Like	Dislike	N	Like	Dislike
INFORMATIONAL						
News, General	35	97	0	74	95	0
Weather	33	94	0	77	95	1
Special Events	32	69	0	70	69	4
News Analysis	34	70	0	69	70	4
Farm Market Reports	33	85	0	71	63	4
Other Market Reports	33	64	6	71	48	6
Talks & Interviews	32	41	0	69	45	19
CULTURAL						
Classical and Semi-Classical Music	30	60	13	71	51	11
Light Music	34	62	9	71	68	3
Music of Other Countries	33	21	27	68	28	22
Music Appreciation	31	19	23	69	25	25
Art Exhibits & Talks	31	10	39	67	12	31
Dramatic Programs	32	25	31	68	19	29
EDUCATIONAL						
Economic Development	30	67	0	67	55	9
Health & Safety	32	47	3	67	55	12
Hobbies & Crafts	32	9	19	67	28	18
Homemaking	31	13	26	64	17	28
Home & Family	32	25	16	67	25	21
Home Garden & Lawn	32	28	19	67	30	16
"Why" or "How-To-Do" Farm Programs	32	31	9	66	27	21
Instructive Entertainment For Children	32	31	3	66	35	15
Science	32	41	3	65	46	12
Liberal Arts	31	16	6	65	34	15
Vocational	31	19	0	67	42	10
Classroom Courses	32	12	16	66	20	23
Adult Education Courses	32	6	25	66	18	20
Non-Credit Adult Education Programs	31	10	19	65	18	15

TABLE XXII

INFLUENTIALS' PREFERENCES FOR INFORMATIONAL, CULTURAL, AND EDUCATIONAL PROGRAMS RECEIVED BY TELEVISION BY PER CENT OF THOSE REPLYING TO EACH QUESTION

Types of Programs	Farm			Non-Farm		
	N	Like	Dislike	N	Like	Dislike
INFORMATIONAL						
News, General	33	97	0	72	97	1
Weather	33	100	0	74	96	3
Special Events	34	74	0	74	88	1
News Analysis	33	76	0	70	84	3
Farm Market Reports	31	81	3	72	56	6
Other Market Reports	31	81	3	69	45	7
Talks & Interviews	31	61	0	70	66	7
CULTURAL						
Classical and Semi-Classical Music	30	47	7	69	42	13
Light Music	32	59	6	71	65	7
Music of Other Countries	31	29	16	70	34	21
Music Appreciation	31	13	16	69	26	25
Art Exhibits & Talks	31	16	19	71	23	27
Dramatic Programs	32	47	16	70	39	20
EDUCATIONAL						
Economic Development	32	69	3	66	68	6
Health & Safety	33	45	9	67	57	7
Hobbies & Crafts	33	12	12	66	38	12
Homemaking	32	19	22	62	24	21
Home & Family	33	36	12	64	36	16
Home Garden & Lawn	33	27	18	63	36	14
"Why" or "How-To-Do" Farm Programs	32	50	9	64	31	16
Instructive Entertainment For Children	32	50	9	66	55	9
Science	33	55	3	66	65	9
Liberal Arts	32	34	6	65	46	9
Vocational	33	42	0	65	49	12
Classroom Courses	33	12	15	66	30	17
Adult Education Courses	33	9	18	65	25	18
Non-Credit Adult Education Programs	33	15	18	65	22	15

TABLE XXIII

A COMPARISON OF FARMING INFLUENTIALS WITH NON-FARMING INFLUENTIALS ON THEIR CLAIMED CONVENIENT TIMES FOR CERTAIN RADIO PROGRAMS BY PER CENT OF THOSE REPLYING TO EACH QUESTION

Time of Day	Monday--Friday		Saturday		Sunday	
	Farmers	Non-Farmers	Farmers	Non-Farmers	Farmers	Non-Farmers
	34	70	34	69	31	66
Before 6:30	26	9	21	6	10	3
6:30--7:30	62	60	59	52	23	14
7:30--8:30	26	33	26	32	42	36
8:30-11:30	3	1	3	3	13	8
11:30-12:00	15	6	12	3	10	8
12:00-12:30	32	24	29	26	13	20
12:30--1:00	24	14	24	16	16	14
1:00--1:30	3	1	6	7	23	9
1:30--5:00	3	3	6	4	19	14
5:00--6:00	9	10	12	7	13	12
6:00--7:00	18	27	15	20	16	18
After 7 P.M.	32	23	35	25	32	29
No Preference	3	6	3	9	10	24

TABLE XXIV

A COMPARISON OF FARMING INFLUENTIALS WITH NON-FARMING INFLUENTIALS ON THEIR CLAIMED CONVENIENT TIMES FOR CERTAIN TELEVISION PROGRAMS BY PER CENT OF THOSE REPLYING TO EACH QUESTION

Time of Day	Monday--Friday		Saturday		Sunday	
	Farmers	Non-Farmers	Farmers	Non-Farmers	Farmers	Non-Farmers
	34	75	34	74	32	72
Before 6:30	12	1	9	0	3	0
6:30--7:30	24	16	18	8	3	3
7:30--8:30	6	16	3	14	6	10
8:30-11:30	0	3	0	4	9	6
11:30-12:00	0	1	0	1	9	1
12:00-12:30	29	21	24	19	19	15
12:30--1:00	24	16	24	18	31	17
1:00--1:30	6	3	9	9	41	26
1:30--5:00	3	1	6	16	41	40
5:00--6:00	3	17	6	20	34	29
6:00--7:00	32	32	29	30	34	36
After 7 P.M.	79	73	79	72	56	64
No Preference	0	3	3	9	22	14

TABLE XXV

A BREAKDOWN OF THE RADIO AND TELEVISION SURVEY OF IDENTIFIED AREA INFLUENTIALS AND OF FARMERS IN THE SAME AREAS

Major Division	First Subdivision	Second Subdivision	Third Subdivision	N	Total N
Influentials	40 and Over	Business	Crop	19	
			Animal	6	
			None	29	54
		Farm	Crop	15	
			Animal	17	32
		Professional	Crop	7	
			Animal	3	
			None	7	17
		Business	None	7	7
	39 and Under	Farm	Crop	4	
			Animal	1	5
		Professional	None	1	1
					116
Farmers	40 and Over	Business	Crop	7	
			Animal	4	
			None	3	14
		Farm	Crop	65	
			Animal	38	103
		Business	Animal	2	
			None	2	4
	39 and Under	Farm	Crop	21	
			Animal	9	30
		Professional	Crop	1	1
					152
Total					268

THE RELIABILITY OF THE FOREGOING PERCENTAGES

For the benefit of those interested in the reliability of individual percentages reported in the foregoing tables, the following table of standard errors has been prepared. From it may be determined the maximum sampling error in random samples that could be expected in any figure in tables which report for the classifications shown. Because some readers are interested in one standard deviation figure, while others are interested in some multiple of such figure, the table presents all figures on a basis of one standard deviation - showing the MAXIMUM variation which could be expected in 68 of 100 samples. If greater certainty is desired, the figures shown may be multiplied by the number needed to get the desired degree of certainty. Doubling the figures in the table produces the maximum variation expected in 95 of 100 samples, tripling the figures produces the maximum variation expected in better than 99 of 100 samples.

To determine the reliability of a percentage, (1) find the column heading closest to the percentage in question, (2) run down the column until the correct "breakdown" line is reached, (3) the figure found is the maximum variation expected in 68 of 100 samples, (4) if greater certainty is desired, doubling or tripling the figure will produce the results explained above.[1]

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[1]Used by permission of Forest L. Whan.

TABLE XXVI

TABLE FOR DETERMINING THE RELIABILITY OF PERCENTAGES REPORTED IN PRECEDING PAGES

(Figures based on the square-root of P x Q over N)

	If the Percentage Being Tested is EITHER:									
	1% 99%	2% 98%	3% 97%	5% 95%	10% 90%	15% 85%	20% 80%	30% 70%	40% 60%	or 50%
When Breakdown Was:	MAXIMUM Sampling Error Is + or - :									
All Influentials	0.9	1.3	1.6	2.1	2.8	3.3	3.7	4.2	4.5	4.7
Influential Farmers	1.6	2.3	2.8	3.6	5.2	5.9	6.5	7.5	8.1	8.2
Influential Non-Farmers	1.1	1.6	1.9	2.5	3.0	4.0	4.5	5.2	5.5	5.6
Influentials 39 and Under	2.7	3.9	4.7	6.1	8.8	9.9	11.1	12.7	13.6	13.9
Influentials 40 and Over	1.0	1.4	1.7	2.2	2.9	3.5	3.9	4.4	4.8	4.9
Influentials With Crops	1.5	2.1	2.6	3.4	4.5	5.3	6.0	6.8	7.3	7.4
Influentials With Animals	1.9	2.7	3.2	4.1	5.7	6.8	7.7	8.8	9.4	9.6
All Farmers	0.8	1.1	1.4	1.7	2.4	2.9	3.2	3.7	4.0	4.1
Farmers 39 and Under	1.7	2.4	2.9	3.7	5.1	6.1	6.8	7.8	8.3	8.4
Farmers 40 and Over	0.9	1.3	1.6	2.0	2.8	3.3	3.7	4.1	4.5	4.6
Farmers With Crops	1.1	1.4	1.8	2.1	3.1	3.7	4.0	4.7	5.1	5.2
Farmers With Animals	1.4	1.9	2.3	2.9	4.1	4.9	5.5	6.3	6.7	6.9

RADIO AND TELEVISION PROGRAMMING PREFERENCES OF INFLUENTIALS AND FARMERS IN FOUR AREAS OF KANSAS

by

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This study was based on the conception of a multi-step flow of mass media communications, i.e. that the acceptance of these messages are reinforced or impeded by personal communications emanating from influential persons. The purpose was to learn if these influentials liked the same or different kinds of non-entertainment radio and television programs as farmers and which, if any, of the convenient times for farmers to receive these programs were also convenient for these influential or opinion leaders.

There were four areas in Kansas where the most influential persons and the farmers living within those areas had been identified. A radio and television time and program preference questionnaire was mailed to all the identified influentials and to a random sample of farmers in those four areas. Influentials returned 65 per cent and farmers 35 per cent usable replies.

There was a high correlation, in spite of many differences, between influentials and farmers in their liking for these types of programs. News and weather were liked by nearly everybody on both media. Other informational programs generally were well liked. From the cultural and educational programs emerged a general pattern showing influentials favoring types of programs of a more general long-range nature and farmers favoring those with a more immediate economic or family application.

Convenient times to receive these programs on week days were at about the same periods for radio as for television, and for farmers as for influentials. The three high periods were reversed in order from radio to television, radio being highest in the morning and television highest in the evening.

The highest percentage, over 60 per cent of both influentials and farmers, said a convenient radio listening time was on week day mornings from 6:30 to 7:30. Influentials claimed 12:00 to 12:30 and after 7:00 is about half as convenient while farmers said these two periods were nearly as convenient as the morning period. Younger influentials started listening to radio earlier in the evening than the others and a higher (46) percentage of younger farmers listened after 7:00 in the evening.

Convenient television periods also were 6:30 to 7:30, 12:00 to 12:30, and after 7:00. Morning and noon viewing peaks were higher for farmers than for influentials, and for younger than older farmers.

Sunday afternoon was more convenient for radio for both groups than other afternoons whereas on television it was more convenient for influentials and nearly as convenient for farmers as the mid-week noontime period.

The author concluded that radio and television programs which effectively reach farmers in these four areas should also reach influentials since their claimed convenient times to receive these programs and their program preferences are quite similar. The high percentages, particularly of younger men, who claimed the evening as convenient for both radio and television indicates that these media may not be as exclusive as is popularly supposed.

In these areas Extension should take advantage, when possible, of both media in the evenings and on Saturday and Sunday afternoons.

At least in these four Kansas districts, influential persons and farmers could be effectively reached by the same programs.