RELATIVE SIGNIFICANCE OF FACTORS AFFECTING ATTENDANCE AND NON-ATTENDANCE AT AREA SWINE DAYS IN NEBRASKA

by

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CHAPTER I

INTRODUCTION

Situation Statement

For many yeare, farmere havs looked to agricultural colleges -- and to an increaeing extent, commsroial firms -- for anewsrs to the many baeic probleme encountered in crop and liveetock managemsnt, production and marketing.

Findings in the laboratory, expsrimental greenhouss, field and feedlot muet be translated into conciee recommendations for the carrying out of workable farm practices and techniquee.

The traditional channeling of information from ths Land-Grant oollege has been from the expsriment etation worker (agricultural reeearcher) through the Agricultural Extension Ssrvice worker (county agent) to the farmsr.

The county agent's chief role has been, and is, that of a communioator. His toole include virtually all media of mass oommunications -- newepapsre, radio, telsvision, public mestinge, publicatione of many kinde, direct mail in its many forms, poeters and other devicse.

Ths tremendoue amount of knowlsdge acoumulated in the paet fsw ysare as a rseult of advances in agricultural tschnology places a burdsn on the agent and othsr agrioultural oommunicators to interprst this newly-acquired knowledgs to farmers.

Complex problems ariss as a result of mors intsnsive as wsll as sxtensive production within individual farm units. Production and psrformancs standards and spscifioations ars continually raissd, and rsssarch tends to become more basic -- asking not only "how," but "why?"

Along with this dramatic growth in farm tschnology, and largely a result of it, have occurred a number of changes, both in ths farmsr's way of making a living and his way of life. Urbanization, improvements in transportation and communication, the de-isolation of rural life, fewer but larger farms, higher educational standards: these are but a few of the economic and social devslopments which are changing the makeup of ths farmer, when considered as an audience in the communications process.

Thus, ths problem, in oversimplified terms, is one of attempting to intsrpret a larger and more complex body of information in as rapid and sffective manner as possible to an audiencs which itself is changing.

A breakdown in ths communioations prooess, with a resulting "information lag," thus could occur at a number of points and for a number of reasons. Analyses of ths audience (farmers); ths ohange agents (county Extension agents, voc-ag teachers, commercial firm representativss, et. al.); ths mass media and the methods used in communicating information all are psrtinent in identifying the problems inherent in agricultural communications today.

Recognizing that agricultural communicatore must have a working knowledge of available maee media, a concept of their audience, and be professionally competent in their own right, this etudy ie aimed primarily at determining the effectivenees of one method -- the agricultural field day -- in terme of today'e conditions, and limited to a Nebraeka setting.

Putting the problem in the form of a question, can the same methode ueed to dieeeminate research over the yeare -- euch ae agricultural field daye -- be used effectively to interpret a different type or level of information?

Both crops and liveetock field daye have long been a part of the over-all educational programe of collegee of agriculture within many Land-Grant inetitutions around the country.

Field day programe have been designed to report current research being conducted by the sponeoring Land-Grant collegee, in cooperation with the United Statee Department of Agriculture.* Results of reeearch in the varioue subject-matter areae are interpreted to farmere, ranchere, farm managers and

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*While this ie the commonly-held view of the purpoee of field daye, evidence showe farmere themselvee may not share this concept totally. Gerald F. Smith, in a etudy in Illinoie in 1961, came to the conclusion that ". . . most vieitore are under a mieconception about the purpoee of a field day. They do not eeem to regard it primarily ae a chance to keep up to date with current research. Instead, they come hoping to find aneewers to their practical problems and recommendations for better farming. If those in charge do not want to alter the form of the field day, they should do eomething to remove thie misconception." (See bibliography for complete reference).

repreeentativee of banks, farm eupply firme and other concerne included in recent yeare under the collective term, "Agri-bueineee."

Programe often have inoluded diecueeion and evaluation of new techniquee in plant and animal production, management and marketing; making such information available, preeumably in a palatable form, for farmere and othere to apply to their individual farm-bueineee eituatione.

Field daye often provide an opportunity for thoee attending to inspect experimental crop plote or groupe of experimental animale, ae well ae dieplaye of equipment and machinery.

Theee programe, in general, have been conducted under the auepicee of experiment etatione, with agricultural reeearchers from varioue eubject-matter departmente taking the lead in planning and execution of the programe. Exteneion personnel often have assieted in the field day programs, and eometimee have been participante.

At Nebraska, annual field daye have been held for many yeare, at the central experiment station in Lincoln, ae well ae at the five outstate agricultural experiment subetatione.

In recent years, attendance hae declined at moet centralized field daye held at the various Nebraeka etatione. An exception has been the annual eummer crope field day at the Scottebluff Experiment Station, where numbere have held up well.*

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*The attendance at the 1962 Scottebluff field day, held in mid-Auguet, wae eetimated at 700 pereone.

Centralized beef and swine field days at the University of Nebraska's Lincoln campus, commonly called Feeders Day and Rooters Day, respectively, have been beamed at a statewide audience of stockmen.

The philosophy and origin of the public feeders day in Nebraska is capsulized in University of Nebraska Animal Husbandry Report No. 1.[1]

> H. R. Smith (early chairman of the NU Department of Animal Husbandry), is credited with starting Feeders Day. In 1911, a number of experimental cattle were ready for market. He thought farmers and feeders might be interested in seeing the results. The invitation was extended and results far exceeded expectations. Feeders Day grew in popularity. The record attendance was 4,500. The Feeders Day was held every year except during World War II when gas was rationed. Even then, through the cooperation of Radio Station KFAB, (now located at Omaha, Nebraska), Feeders Day was carried to livestock producers. The Feeders Day caught on and today practically every experiment station has one.

The origin of the centralized Rooters Day also was discussed by the NU publication.[2]

> In 1935, it was decided to hold a similar event to show results of summer swine feeding experiments.* Thus Rooters Day was developed. Beginning in the fall of 1961, a policy was initiated moving Rooters Day from place to place in the more important swine-producing sections of the state.

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[1] William J. Loeffel, Animal Husbandry Through the Years at the University of Nebraska, Animal Husbandry Report No. 1, April, 1962, p. 9.

[2] Ibid.

*The first reported experimental work by the University Industrial College, predecessor to the present agricultural college, was about 1880, involving a comparison of dry and soaked corn for pigs. In 1890, an annual report listed among the livestock inventory of the College "a herd of thoroughbred Poland China hogs, a herd of mixed hogs for cholera studies and two white Victoria sows."

Dscreaeing numbers of ewins producers attendsd the centralized Rootsrs Day at the College of Agriculture each year, leading to ite discontinuanos following the 1960 event.

The emall attendance, making it unjustifiable to hold the evsnt in view of the tims and effort put forth by Univsrsity staff membere, occurred deepite the faot that:

1. Swine produotion apparently was on the upewing in Nebraeka.

2. The nsed for producers to ksep abreast of new developments in the industry was greatsr than sver before.

3. Major efforte were mads to publicize and promots the event.

Given the foregoing conditions, and assuming that non-attsndance was a major criterion of ths euccess of an svent suoh as Rootsrs Day, it seemed that one or more of several factors could be reeponeible for ths low levsl of attendance.

Cited in thie rsgard would be such itsms ae:

---Geographical location. Lincoln is from 50 to 185 milse from the northsastern part of ths state which is a hotbed of swine produotion.

---Changee in preference by producers of eources from which they receive their information on the ewine bueiness. (Thie would include both primary sources, suoh as commsrcial concerne ve. universitiss, and secondary eourcse, such ae television rather than public msetings, direct mail rather than newepapers, et. al.)

---Schsduling of evsnt. Conflict with seaeonal work on the farm or local or regional evente hsld at the sams time of year.

---Lack of intersst in or application of Univereity reeearch being reported upon at the Rooters Day program.

---Hoetility toward or lack of identification with the county agent, the Exteneion Service, animal hue-bandry department or the Univereity in general, and a host of other reasone.

Feeling that a need etill exieted to bridge the gap between the laboratory and experimental feedlot and the ewine producer, the animal husbandry department initiated "Area Swine Daye" at three locatione in the state during the winter of 1961.

The Research Problem

Thie move, which resulted in a radical departure from the old Rooters Day in many reepecte, provided a springboard for this study.

Baeed on the criterion of total attendance, the Area Swine Day seriee hae been quite succeeeful when compared to the Rootere Day program during the yeare juet prior to its euspeneion. (The swine feedere' day never did gain the prominence or attract an audience comparable to that attracted by the annual beef cattle feedere' day.)

With the program taken to the producere, total attendance during the eeriee of three ewine daye the firet two yeare -- 1961 and 1962 -- exceeded several hundred persone. In fact, the number of swine producere at each of the Area Swine Days in 1962 wae larger than the group attending the final centralized Rootere Day program.

A number of changee were made in the format and content of Area Swine Daye ae compared to Rooters Day, including:

1. Decentralization -- Rotation of a eeriee of meetinge around the etate at different locations each year, with each meeting serving producere from a large

number of surrounding counties and conductsd by a corps of personnel at the etate level.

2. Shift in Timing -- Arsa Swine Daye havs been held at ths end of January, presumably at a tims when farmers ars lese busy with field operatione, and have mors time to attend mestings than in the fall when Rootere Day was held.

3. Team Approach -- Planning and execution of Area Swins Daye, essentially the same program at all three locations, featursd more leaderehip by Extension livestock epecialiste than previouely, although researchere playsd key rolee in presenting program material. Extension specialists prs-sumably havs more field experience in identifying audiencee and eetting up mestings than do animal scientists, largely confinsd to their work at ths varioue stations.

4. Recognition of Spscialization Trsnd -- The program of Area Swine Days ssemsd to reflect increasing specialization within ths ewine induetry by narrowing down areas of intersst in accordance with the classes of ewins enterpriss prevalent in the area. The Rooters Day program presented more of a broadside of information aimsd at a single, hsterogenous audience of swine producers, ranging from the curious seeking information which might lead them into swine production, to veteran hogmsn seeking the latest scientific advances.

There have bsen no formal etudies conductsd in Nebraska to dstsrmins possible cauess for the decline in attendance at field daye, including Rootere Day. While eeveral observatione were made, and latsr utilized in the decieion to discontinue Rooters Day and hold Area Swins Daye, ths validity of any given set of factors and ite influencs on non-attendance can only bs speculativs.

Similarly, although known changes have been instituted in implementing Area Swine Days, and have been rsferred to here, it ie not known what factors have contributsd most significantly to the increase in attendancs.

Conecioue efforte havs been made by planners to tuns Arsa Swine Days program to ths needs of ewine producers, and make it more convenient and desirable to attend an educational program of this type in a given arsa. However, the direct sffect of euch unoontrollabls factore as ups-and-downs in the hog market, the wsather, road conditions, a local spidemic or oonflict with a local meeting or evsnt cannot be predicted in advance.

Current Status of the Nebraska Swins Industry

Keeping in mind this background on fisld daye in Nsbraska, it would seem appropriate to outline briefly, before proceeding to the objectivee of thie study, the current ewine industry situation in Nsbraeka. It was this eituation on which University of Nsbraeka livsstock experts based their dscision to change direction in regard to swins field days. It is within this eituation which the audienes of ewine producers -- farmere -- conduct their own operations, make their own decieione, and develop their attitudes.

While Nebraska ie known ae the "Beef State," and beef cattle compriss the top income-producing clase of livestock, hoge always have held an important place in the state's farm-based economy.

Nebraska now ranke eirth among the major hog producing etatee in the United Statee, behind Iowa, Illinois, Indiana, Minneeota and Missouri. According to the United Statee Department of Agriculture, a total of 4,581,000 pige wers raised in the etate during the reporting year ending Deosmbsr 1, 1962.[3]

[3] Preliminary County Estimates, Nebraska, 1962, iesued by United Statee Department of Agriculturs and Nebraska Department of Agriculture and Inepection, Lincoln, Nebraeka, May, 1963.

This represents a 12.5 per cent increase over the 1951-60 average of 4,093,000 head raised in Nebraska.

During recent years, hogs are credited with being responsible for 12 to 20 per cent of the state's agricultural income, depending on the level of hog population and prices paid for hogs in relation to other classes of livestock and farm commodities.

In the early period of the state's existence, nearly every farm -- except in the most extensive cattle-raising areas -- had "a few head of hogs." In recent years, swine raising has been concentrated in northeastern Nebraska counties.

However, swine raising is also economically important in the eastern one-third of Nebraska, in the Platte River valley across most of the state, and in irrigated areas of the Nebraska Panhandle, and to a lesser extent, in northwestern Nebraska.

Hogs were listed in the 1959 U. S. agricultural census in all 93 Nebraska counties, with the lowest numbers in Grant and Hooker counties, in the heart of the Nebraska Sandhills cattle ranching area.

Southwestern Nebraska once was one of the major hog-producing areas in the state. Drought and the resulting lack of feed were major factors in the decline of the swine industry in this section, which once produced a sufficient volume of hogs to justify the location of two major packing company buying stations at McCook, in Red Willow County, and the site of one of the three 1963 Area Swine Day programs included in this study.

Cedar County has been rated as the no. 1 hog county in the state, with Cuming County a close second. Both are in the prime hog-raising area of northeastern Nebraska. (See map showing hog population figures for all counties, Plate 1).

In the past, hogs have been "run behind cattle" in feedlots in many instances, with many farmers keeping only a few sows (10 or less), which generally were farrowed twice yearly (in the spring and fall).

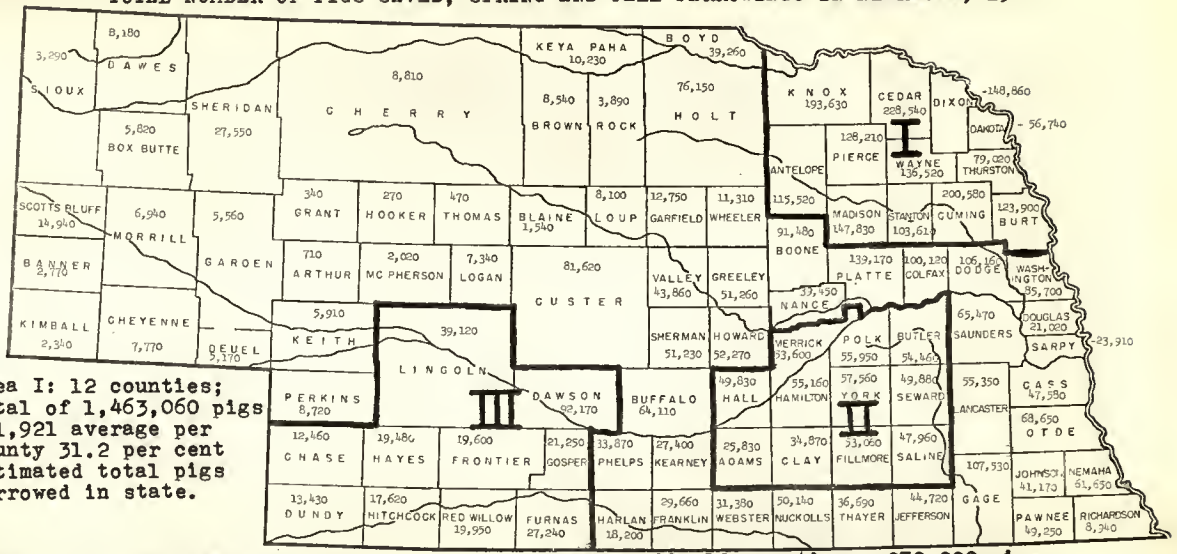
To many Nebraska farmers, hogs have been regarded as "mortgage lifters," -- a source of supplementary income which has made it possible to pay debts or maintain a profit margin, while the sale of crops, cattle, eggs and milk have kept up the "running expenses."

Nebraska farmers, like those in other states, are now moving from diversification to specialization in their operations, however.

Small farm chicken flocks have virtually disappeared, along with small-scale milk cow herds. Government programs have encouraged many farmers to cut wheat production and many farms in eastern Nebraska have a very small wheat acreage or none at all. Tremendous increases in irrigated acres in Nebraska during the past 10-15 years have stabilized the production of feed grains -- such as corn and sorghum -- which generally are fed to livestock.

PLATE 1

TOTAL NUMBER OF PIGS SAVED, SPRING AND FALL FARROWINGS IN NEBRASKA, 1962



Area I: 12 counties; total of 1,463,060 pigs 121,921 average per county 31.2 per cent estimated total pigs farrowed in state.

Area II: 11 counties - 538,140 pigs 48,921 per county 11.7 per cent estimated total pigs farrowed in state.

Area III: 10 counties - 272,220 pigs 27,222 average per county 5.9 per cent estimated total pigs farrowed in state.

The backbone of Nebraeka's swine industry, however, is still provided by the large number of small-eized herds on general farms, mostly in the eastern two-thirde of the etate. But there is ample evidence of specialization in swine-raising in the state, oharacterized by:

1. Inteneified operations, i.e., rearing of more pige in a emaller area (confinement eyeteme), along with multiple farrowing (farrowing ae often as every month of the year), compared with the traditional "two-litter" eystem.

2. Dependence by a larger number (and percentage) of farmere on swine as the major source of income, rather than as supplementary income.

3. Inoreaeed intereet in housing epecifically deeigned for swine production, rather than "keeping a few eowe in the barn."

4. Increaeing concern by producere for proper ewine nutrition, as evidenced by increasing volume of commercial or formula feed eales, purohaees of feed ingredients for home mixing, and construction of farm feed-mixing facilities.

5. Formation of euoh new organizations ae the Nebraeka Swine Ccuncil, a promotional organization; the SPF (epecific-pathogen-free) swine certification aeeociation; area feeder pig aesociations; and the organization of more market swine shows an adoption of carcass evaluation procedures.

The Nebraeka swine induetry is made up of three principal typee of enterprises:

A. The raising and selling of breeding stock (regietered boars and gilts) which are founda-tion stock for other producers to use in building their commercial herds. This involvee a rela-tively small number of producere, but is a key segment of the industry.

B. The raieing of feeder pige, which are purchaeed by other producers to be "fed out" ae market hoge.

C. By far the largest number of Nebraska producers feed market hogs for sale to packers and processors. These hogs are sold at weights usually ranging from 195 to 240 pounds, based on fluctuating market demands. Market hogs may be raised and fed on the same farm, or purchased and fed out in the same way as beef cattle, in large lots.

A small number of hogs are raised for specialized purposes, such as the commercial production of biologics (serums and viruses) for the prevention and cure of swine disease.

Full-blown specialization, coupled with increased technology on the farm, has encouraged keen competition among the fewer but large-scale operators in a narrowed segment of agriculture, such as swine-raising. Greater capital requirements and spiraling production costs have put a premium on management, based on complete knowledge of animal nutrition, breeding, housing and health.

A more sophisticated and efficient operation now is required if the swine farmer is to realize a profit. As an example, in the area of nutrition, "throwing a few ears of corn over the fence" or "slopping the hogs" with milk and soaked rye no longer constitutes a successful feeding program.

It is for these reasons that few swine farmers, especially those depending on cash sales from swine for the major part of their income, feel they can "go it alone" without technical advice. The source may be the county agent, a commercial firm, the agricultural college, or a neighbor, although the latter likely functions as a secondary source of information.

Thus, this study narrows to that of measuring to some extent the effeotiveness of one method -- the agricultural field day -- used by one source -- the agricultural college -- to bring technical information to the farmer.

CHAPTER II

REVIEW OF LITERATURE

A psrusal of agriculturally-oriented studies conducted over the past few years yields fsw direct rsferences to rssearch either into the oonduct of agricultural field days or the attitudes and behavior of audisnces attending fisld days as hsretofors defined.

Two studies have besn identifisd whoss objectives and methodology correspond the clossst to thoss of this investigation.

Information speoialists at Purdus University, Lafaystts, Indiana, conductsd survsys at thrss Purdus-sponsored agricultural field days in 1957.[4] The studies wers an attempt to "evaluats advanced publicity msthods and to determine how farm peopls hsar about stats-wide agricultural svents."

The speoialists surveysd representativs groups attending three annual University fisld days -- a cattle feeders day, an agronomy field day and a swine day, sach designed to acquaint farmers with latest rssearch developments in thoss areas.

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[4]William L. Madigan and Wsndsll Trogdon, "Dirsot Mail Leads Field Day Publicity," ACE magazine, published by the American Association of Agricultural Collsge Editors, Vol. 40, no. 2, December, 1958.

In the caee of the Cattle Feedere' Day, random interviewe were oonducted with 268 of 2,200 pereons in attendance. One hundred thirty-three of those interviewed said their first knowledge of the field day came from a poet card announcement mailed direct from the Purdue animal huebandry department. This repreeented 49.6 per cent of the replies. Forty-one persons questioned -- 15.3 per cent -- lieted newspapers ae their first eource of information. Third in the number of repliee was neighbore and friends -- 14.1 per cent. Other categories, in descending frequency of mention, were salesmen, farm magazinee, county agents, and radio. No one named televieion as a eource of information.

To expedite the agronomy day eurvsy, a mimeographed form was prepared for use the day of the program. Thie form wae handed out, and wae oompleted by 332 of the 450 persone attending. Categoriee were listed as: lettere (eent by direct mail as an invitation from the agronomy etaff), newepapere, radio, televieion, farm magazinee, county agente, saleemen and neighbors and friends.

The direct mail invitation again led the eources of information with 127 repliee -- 38.2 per cent. Runner-up position went to newspapers -- 58 replies or 17.5 per cent, but county agents took over third spot with 56 replies or 17 per cent. Neighbore and friende, third in the cattle feedere eurvey, dropped to fourth with 13.5 per cent. Other sources, in descending order: farm magazines, radio, ealesmen and television. Indiana county agents attending a

profeeeional workers' agronomy meeting two weeks prior to the public statewide event were asked by University agronomists to inform farmers in their reepective counties of the impending field day. Thie apparently accounted for some of the increaee in influence of the county agents as a source, Purdue epecialiste analyzed.

A survey identical in procedure to the agronomy eurvey wae carried out at swine day, with 1,100 or 2,200 persons attending particioants.

Again, the direct mail announcement accounted for the largeet percentage of repliee. However, the percentage of repliee -- 33 -- wae the loweet for any of the three surveys. Newepapers remained in second place as sourcee of information with 20 per cent -- the largest for newepapers in any of the three surveye.

Neighbors and friends were in third place with 14 per cent. County agents were in fourth place with 12 per cent. Other eources and percentagee: farm magazines, 9; radio, 7.5; ealesmen, 3; and televieion, 1.5.

A survey of two field day audiences wae made in 1960 by the Oklahoma State Univereity Agricultural Information Department.[5]

A simple, one-queetion card wae prepared in advance of each field day -- the annual Dairy Day and Liveetock Feeders' Day. The card contained epace for the vieitor to write in his name, addreee, occupation, and county, and to anewer the one

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[5]Jamee E. Scarbrough, A Survey of Two Field Day Audiences to Determine How They Found Out About the Event, Report on study conducted under Oklahoma Agricultural Experiment Station Project Number 1090, Stillwater, Okla., 1960.

queetion, "How did you find out the date of thie year'e event?"

Immediately following the queetion were the following iteme: newepapsr, radio, televieion, letter, friend, magazine, county agent, home demonstration agent, eon-in-univereity, and "other." Each person was aeked to check hie anewer in the appropriate blank epace following each item. He was handed a card, along with a program, and asked to fill out the card, which eerved ae hie ticket to the noon lunchson. Cards were taken up at the time field day vieitore went through the line to eat.

Newepapers were listed as the moet important eource of information about feedere' day, with radio and telsvision also given ae important eources. Thie reeponee, according to OSU reeearchere, could be attributed to the primary publicity outlete ueed in making announcements about the event. The OSU information offics prepared a comprehensive advance article about the cattls feedere' day, including it in a clipeheet going to all Oklahoma newepapere, and similarly in a packet mailed to all state radio etatione.

Sourcee from which the Feedere' Day audience learned of the event were lieted ae follows: newepaper -- 22.9 per cent; friend -- 12.8 psr cent; county agent -- 11.9 per cent; letter -- 11.7 per cent; radio -- 11.5 per cent; televieion -- 10.4 per cent; magazine -- 6.9 per cent; eon-in-univereity -- 5.3 per csnt; home demonstration agent -- .15 per cent; and other -- 5.9 per cent.

In the case of Dairy Day, letters were the moet important item among the eources of information. Thie ie explained by the fact that the dairy department eent 550 letters to a mailing list of persons preeent at the previous year'e dairy day, OSU spsialiete noted. It was felt that dairy day responees also reflsctsd the primary publicity outlets ueed in cattle feedsrs' day.

Sourcee from which the dairy day audience lsarned of the evsnt were listed as: letter -- 25.5 per cent; newspaper -- 15.5 per cent; friend -- 14.8 per cent; radio -- 10.8 per cent; county agsnt -- 8.5 per cent; television -- 6.7 per cent; son-in-univereity -- 2.8 per cent; magazins -- 1.7 per cent; home demonetration agent -- .09 per cent; and other -- 13.3 per cent.

The etudy also ehowed that by far ths greatest per csnt of respondents lsarned of the dats from only one sourcs of information. However, in respect to feeders' day, about 34 psr cent indicated more than one eouroe of information ueed; and about 30 per cent indicated mors than one source for dairy day.

While other inveetigatione exactly paralleling this study are not numerous, various aspeots of ths study bsing reported on impinge on several different areas of communications research.

To the degrse that their findings ars applicabls to interpretation of results of this study, brief summariss of

other surveys are noted under the following headings: availability of media, media preferences and audience habits, audience characteristics (audience inventory); and the county Extension agent's use of and preference for certain mass media.

Availability of Mass Media to a Given Audience

A University of Wisconsin study, Mass Media and the Wisconsin Farm Family, published in 1962, is of interest.[6] The study concluded that mass media are highly available in the Wisconsin farm home. Most homes sampled contained a television set and at least two radios in working order, and regularly received a daily newspaper, a weekly newspaper and at least three farm magazines.

The Wisconsin researchers found little day-to-day variation in media use. Mass media were used least on Sunday, in spite of more available leisure time. Most farm people used mass media every day, with 96 per cent of the women, 93 per cent of the men, 90 per cent of the boys and 88 per cent of the girls using mass media every day.

A study as to which media were most effective in Barton County, Kansas, was based on a sample of 272 names from the Extension Council mailing list.[7] It should be

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[6] L. R. Bostian and J. E. Ross, Mass Media and the Wisconsin Farm Family, Wisconsin Agricultural Experiment Station, Research Bulletin 234, Madison, Wisconsin, 1962.

[7] J. W. Knox, Relative Value of Mass Media in Extension, Master's Report, Colorado State University, Fort Collins, Colo., 1961.

recognized that thie was not a repreeentative liet of farm familiee, but a eub-audience of Extension cooperators.

One hundred usable replies were received to a mail qusstionnairs, inquiring ae to availability and uee of mass media. Nins out of 10 respondente lietened to the radio daily; one in three listened to ths county agent program; nine in 10 watched telsvieion daily.

Four out of fivs rsceived the major daily newspaper in the area. Three out of five said they read over half of it and thres out of five eaid they usually read Extension iteme in it. About the sams eituation exieted regarding weekly newepapers. Since the eample wae drawn from a mailing list, all received circular lettsrs from the agent's office.

When asked to rank eslected maee msdia in importance as a source of Extension information, they lieted in deecending order of frequency checked, circular lstters, radio, daily newepapsrs, agent contacts, televieion and weekly newepapsr.

A etudy conducted by Sarbaugh ehede some light on the relationehip of availability of maes media and knowlsdgs gained by a farmer regarding a etandard farming practice.[8]

The study involvsd invsntory of an audience of Bond County, Illinois, farmers, with eoil testing ussd to measurs the knowledge and adoption of thie recommended practice by farmsrs in that county.

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[8]L. E. Sarbaugh, Measuring the Effsctiveness of an Information Campaign on Soil Testing in Bond County, Illinois, Univsrsity of Illinois Collegs of Agriculture, Urbana, Ill., 1959.

Respondents were divided into three groupe: adoptere who had adequate knowlsdge of soil tseting (adopters who know); non-adopters who know; and non-adoptere who did not meet three criteria regardsd ae neceeeary for an adequats level of knowledge (don't knows).

"Don't knows" had fewer communication facilitiee in their homee than ths other two knowledge-adoption levels. Ten per cent of the "don't knows" did not taks farm magazinee, and ovsr 15 per cent didn't take a daily or wsskly newspapsr. "Adoptere who know" had the most communication facilities.

Forty-two of the 78 "don't knows" were 55 yeare of age or older. Of thoee 55 or older, 51.2 per cent wers in the "don't know" category. Only 2.5 per cent of thoee 65 years old or oldsr wsre adoptsre. Of ths "don't knows," 79.4 per cent had not gone beyond the eighth grads in school.

Prefsrrsd Sourcss of Information and Msdia Uee Patterne

Whils this etudy deals with information eourcse in rslation to level of awarenese of an agrioultural event, rather than an agricultural practics, it might bs expected that familiar communicatione knowledge-and-adoption patterns would emsrge.

A large number of etudies have besn conduotsd to determine the leading eourcss of general or speoialized agricultural information. Conclusions of selected eurveys on this subject are cited, in view of their pertinenoe to thie etudy.

Preferred Information Sources on Generalized Farming Practices

A team of Cornell University investigators carried out the study, Communication of Agricultural Information in a South-Central New York County, published in 1957.[9]

Using data compiled in Schuyler County, N. Y., the authors analyzed sources of information about new ideas in farming and some characteristics of the farmers who make certain decisions regarding the sources they select.

The respondents from 268 commercial farm operators were asked to check media from a list of 15 sources, and to rate them as "most helpful" or "helpful." In this pre-television era, they rated as "helpful," in descending order of frequency of mention, farm magazines, printed Extension materials, radio, neighbors, oral Extension, newspapers, other agricultural agencies, and salesmen. The average respondent mentioned six sources; about a third mentioned nine or more.

High users of media (six or more sources) tended to: (1) have more than eight grades of education; (2) have some agricultural education; (3) have higher socioeconomic status; (4) participate in organizations more; (5) have operated a farm longer; (6) have larger families; (7) adopted more recommended

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[9]H. C. Abell, O. F. Larson, and E. R. Dickerson, Communication of Agricultural Information in a South-Central New York County, New York State College of Agriculture, Department of Rural Sociology, mimeographed bulletin 49, Ithaca, N. Y., 1957.

farm practices; and (8) have farming as their major occupation.

High users listed Extension media, salesmen, and other agricultural agencies more often than did low users.

The study concluded that no one medium satisfied a modern-day farmer; he must have his information supported by several media.

A study, Knowledge and Use of Recommended Farm Practices, was reported by the Mississippi Agricultural Experiment Station in 1956.[10] It was based on interviews with 139 farmers living in six representatives neighborhoods in Alcorn County, Mississippi.

Among questions asked was the source of their information regarding 12 recommended farming practices. The county agent was most often mentioned as first source -- by 42 per cent of the respondents -- followed by the county co-operative and then by neighbors, 31 and 21 per cent, respectively. On individual practices, the agent was mentioned as first source by from nine to 55 per cent of the respondents.

A South Dakota study sought to learn the sources of information found helpful in learning about new farming practices.[11] Farm papers and magazines ranked first (65-plus

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[10] H. A. Aurbach and H. F. Kaufman, Knowledge and Use of Recommended Farm Practices, Mississippi Agricultural Experiment Station, Information Sheet 540, State College, Miss., 1956.

[11] Contacts With Agricultural Agents, Bulletin no. 493, South Dakota State College, Brookings, S. D., 1960.

per cent); followed by neighbore-friende-relativee, 21 per cent; and oounty agent, 13.9 per cent.

The objective of an Ohio etudy (1959) wae to determine eome of the forcee whioh affect certain production decieions by farmere, particularly the value of economic information in making theee decisione.[12]

Farm papere and magazinee were lieted by 35 per cent of the reepondents; special newsletters by 19 per cent; and Extension and college publicatione, 16 per cent.

Preferred Sourcee of Information Regarding Specialized Farming Practicee

A Farmer-Stookman mail eurvey, (1961) concluded that farm publications were the leading eource of information for farmere concerning poultry raising.[13] Fifty-two per cent of the anewere lieted a publication, while respondente ranked their own experience and the feed ealeeman next in line.

A Univereity of Illinois etudy on the three moet important eources of information on hog feeding revealed farm magazinee firet (29.7 per oent) followed by feed companies and county agente, (15.8 and 13.6 per cent, reepectively).[14]

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[12] Economic Information: Sources, Uee and Effectivenese in Farm Produotion Adjustment, Bulletin no. 828, Ohio Agricultural Experiment Station, Wooster, Ohio, 1959.

[13] Farmer-Stockman Poultry Survey, 1961.

[14] The Farmer and Hie Hog Bueiness, Agricultural Communication Researoh Bulletin no. 1, Univereity of Illinoie, Urbana, Ill.

Farmere in 10 counties were contacted through personal interview and mail eurvey methode.

A Kansae State Univereity report (1960) found magazinee and newspapere -- coneidered ae one category -- to be the prime source of information on formula feede for liveetock ueed by farmers.[15] Magazines and papere accounted for 23.2 per cent of the reeponee, followed by feed dealere, 20.3 per oent, and pereonal experienoe, 13.0 per cent.

A eurvey form developed by Prairie Farmer magazine wae mailed in 1959 to 1,000 farmere -- 500 each in Indiana and Illinoie -- regarding their knowledge of information regarding use of tranquilizers on beef cattle.[16]

Farm magazinee led in the percentage of checks made by reepondents of eourcee from which tranquilizer information wae read or heard (88.3 per cent); followed by radio, newepapere, and feed dealers. A similar survey conducted by the Nebraska Farmer magazine on the eame eubjeot in the eame year yielded thie ranking: farm magazinee -- 60.5 per cent; radio -- 26.3 per cent; newepapers -- 25.4 per cent; veterinariane -- 18.4 per cent.[17]

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[15] Farmers' Preferences for Formula Feeds, Report no. 90, Department of Agricultural Economice, Kansae State University, Manhattan, Kane., 1960.

[16] "Liveetock and Poultry Tranquilizer Survey Report," Prairie Farmer magazine, Chicago, Ill., 1959.

[17] "Tranquilizers and Feed Additives Survey," Nebraska Farmer Magazine, Lincoln, Nebr., 1959.

Iowa Extension workers conducted a study regarding farmers' source of fertilizer information.[18] Results showed a composite rating of farmers' first, second and third choices placed farm magazines first with a score of 285; local fertilizer dealers second with 254; and the county Extension director (agent) third with 164.

A study of sources of fertilizer information was conducted in 1957 by National Analyste Inc., for the National Plant Food Institute.[19] A representative sample of farmers operating more than 100 acres of land was selected from four regions encompassing the United States. This procedure eliminated 54 per cent of the total number of farms listed by the United States census at that time, but the sample represented 92 per cent of total United States farm land. Primary sources of information were disclosed as: county agents, 72 points; ag college publications, 38 points; farm magazines, 30 points; local dealers, 26 points. However, in a separate rating scale, reading sources of fertilizer information, farm magazines had a rating of 81 per cent;

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[18] "Soil Facts Plus Teamwork Equals Farm Income Up," Plant Food Review, published by National Plant Food Institute, summarizing study by Iowa Extension workers in Des Moines County, Ia., regarding Farmers' Source of Fertilizer Information, 1959.

[19] Farmers Attitude Toward the Use of Fertilizer, study by National Analysts, Inc., of Philadelphia, Pa., for the National Plant Food Institute, 1957.

followed by government and Extension publications, 10 per cent; and three other sources -- including newspapers -- accounting for the other nine per cent of the total.

The experiences and opinions of a random sample of 221 farm operators in a cash grain area, Piatt County, Ill., were analyzed to determine the extent of knowledge and adoption of six principal fertilizer practices: the rate of, and time required for, acceptance; the role of communication in the acceptance process; and the social, economic, and socio-psychological factors influencing fertilizer decisions. Although interviews were made in 1954, the study was reported in a bulletin published in December, 1961.[20]

In contrast with the situation for many other recommended farm practices, the mass media -- newspapers, magazines, radio and television -- were not the top sources of first information about fertilizer practices among the sample farm operators. Neighbors and friends ranked first. However, farm magazines were the source of most information. Farm advisers (county agents) and vocational agriculture teachers, although not identified as important sources of most information, ranked first and second as the most trusted authorities on fertilizer information.

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[20] Ward W. Bauder, Influences on Acceptance of Fertilizer Practices in Piatt County, Illinois, Bulletin 679, University of Illinois Agricultural Experiment Station, 1961.

A eurvey conceived by Progressive Farmer magazine consieted of a eeriee of pereonal interviews proportioned among 12 Southern states in the eame ratio ae total number of farms.[21] Sourcee from which new agricultural chemical information wae read or heard were ranked thus: farm magazinee -- 41 per cent; radio -- 23 per cent; televieion -- 16 per cent; and Extension Service (presumably both agente and specialiste), 16 per cent.

Nearly all theee studies reflect a high degree of preference by farmere for the farm magazine or paper in learning about new farm praoticee.

Here, a dietinction should be drawn between eource and authority, as etudiee by Krug, Rogere, Wilkening and other eociologiete show that farmere turn to mase media -- led by farm magazines -- at the early etagee of adoption, but look more to educational agenciee for epecific information later on.

New practices emphaeized in subject matter presented at the Area Swine Daye programe, would be expected to etir both the editorial intereet of farm magazinee and the profeeeional intereet of swine producers claeeed ae innovatore or early adoptere.

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[21] "Ineect Control Practices," study conducted by National Research Company for Progreeeive Farmer Magazine, 1957.

A study by Krug showed that the contsnt of the Wisconsin Agriculturist ovsr a psriod of nins years, ending with 1959, lsads with stories on practices in the early stages of adoption, then drops the practice from its columns after it has besn established.[22] Thus, it would sssm to follow that nsw practices in swins production and swins housing -- such as slottsd floors -- which wsrs a part of the program, would likely bs featured in farm magazins stories publicizing ths event.

Audisnce Charactsristics

Factors associated with ths use of various mass media wers discusssd in a Wisconsin study.[23] In a technique similar to that utilized by this writer, investigators compared such factors as age, education and total gross incoms to the amount of time spsnt reading nswspapers and magazinss, listsning to the radio, and watching television.

Assuming that oldsr ags means increased total time spent with mass media, the Wisconsin rssults showed:

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[22]Larry L. Krug, Content of a Farm Magazine Related to Farmer Adoption of Selscted Practices, Unpublished Master's Thesis, Dspartmsnt of Agricultural Journalism, Univsrsity of Wisconsin, Madison, 1961.

[23]J. E. Ross and L. R. Bostian, Time Uss Patterns and Communications Activitiss of Wisconsin Farm Families in Wintsrtime, Bulletin 28, University of Wisconsin College of Agriculturs, Madison, Wisconsin, 1958.

AGE

1. The older the individual, the more reading of newspapers and magazines.
2. The older the individual, the more radio listening.
3. The older the individual, the less television viewing, with the exception of men.

EDUCATION

In general, with more education, the amount of reading and radio listening increases and the amount of television viewing decreases. Findings showed:

1. The more education, the more time spent reading newspapers and magazines.
2. The more education, the more time spent listening to the radio, both men and women.
3. The more education, the less television, generally speaking.

TOTAL GROSS INCOME

In general, the amount of income the family has makes little difference in time spent with mass media; some exceptions were noted by the Wisconsin group.

1. More income increases the chance of doing some reading on a given day for all family members.
2. No differences were found in use of radio between income groups.
3. High income men and women were more likely to do some television viewing.

As an adjunct to the principal objective of this study based on audience analysis, individuals' perceptions of the

University of Nebraska, Agricultural Extension Ssrvice, and ths Department of Animal Husbandry ars of passing intsrsst. However, sincs this is not of prims importancs, no systematic sffort was made to survey literature containing conclusions rslating to the "imags" of thsss agricultural education institutions.

County Agents and Mass Media

The attitude of county Extsnsion agents toward mass msdia, thsir selsctivs use of mass msdia, understanding of the uniqus capabilities of various msdia, and individual agent's proficiency in working with and through mass media, wsre all of vital importance in locally-based sfforts to publicize Area Swins Days.

Several good studiss ars availabls which have implications in any interpretation of results of this study.

A broad study was mads by Fulghum and Gucksr involving six states -- Arizona, Georgia, Iowa, Maryland, Massachusetts and Missouri.[24]

Grist for the study, "Trsnds in Uss of Mass Msthods by County Agents in Six States," was gathsred by glsaning information from official annual statistical reports compilsd by agsnts from 1954 to 1959. Ths study was reported in 1960.

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[24] R Fulghum and F. Gucksr, Trends in Use of Mass Methods by County Agricultural Agents in Six States, Division of Information Programs, Fedsral Extension Service, Washington, D.C., 1960.

Major attention was given to selected ways in which agents assist their clients -- visits, office calls, phone calls, news articles, radio programs, television programs, bulletins and meetings. Authors noted a persistent increase in mass media methods in more urban counties, and a corresponding decrease in the more rural areas. (All three Nebraska counties in which the agent acted as host and local contact for Area Swine Days would be considered rural counties).

Other findings:

1. News releases per agent are down, but agents in most urban counties are issuing more.
2. Use of radio broadcasts has increased in nearly all rural counties.
3. Almost all of the limited number of television broadcasts originate in the most urbanized counties.
4. On combined, news, radio and television coverage averages, urban counties experienced 13 per cent increase in use, while farm counties posted a 27 per cent increase over the 5-year study period.

A conclusion: heavier users of mass media (among agents) also tend to make greater use of more personalized media to achieve higher totals of families reached.

White, in a study reported in 1960, found that agents rank media in importance as communications tools as follows: weekly newspapers, circular letters, daily newspapers, radio and television.[25] Availability and actual use entered into

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[25]M. E. White, The Wisconsin County Agricultural Agent and His Use of Mass Media, thesis study, Cornell University, Ithaca, N.Y., 1960.

rank considerations. The audiencs wae 66 of the top 69 Extenaion agsnte in Wisconein, with data on uss of eelected maes media gathered through personal intsrviswe.

Factore that infiuencs Illinoie county agents' uss of mass media wers assssed in an unpublished master's thsis by Greeneisen.[26]

Ths reeearch, gathsred through a mail survsy of all Illinoie county agents and a followup interview of a limited number of county agents in the high-uee and low-use groups, revealed that:

1. Farm advisere (agents) were not making what was dsfined by ths author as "optimum" uss of mass communicatione.
2. The way farm advieere interpret the "rols of ths mass media" may be aesociated with thsir extent of media uee.
3. Attitudes toward uss of maes media sxpresssd by advisers' supervisors appsar to havs little aesociation with advisers' uss of mass msdia.
4. Farm advieers' concepts of their job appear to havs little association with the extent of their mase media uee.
5. Farm advisers' extent of mase msdia uee appears to be associated with their relationshipe with mass media personnsl.
6. Training in mase media uee that farm advissre have received appears to be aseociatsd with their sxtent of msdia uss.

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[26] J. F. Gresnsissn, Factors Associated With the Use of Mass Msdia by Illinois Farm Advisers, thssis study, University of Illinois, Urbana, Ill., 1961.

A significant study was conducted by Rogsrs snd Yost in 1960, using dspth interviews involving a random sampls of half of ths county agents in Ohio.[27]

They attemptsd to lsarn what part agents play in ths farm practices adoption process, or how they affect ths flow of nsw research findings from agricultural scientists to farmers.

Agents considersd their most important sourcss of new farm practices as Extension specialists, sxperiment station bullstins, and farm magazines, in that order. Ths average agsnt reads or scans about sight farm magazinss, about two thoroughly.

Agsnts givs farm magazinss, Extension spscialists, and commsrcial company publications as leading sourcss of information at ths awarsness stags for 10 new farm practicss. At ths conviction stage, thsy spscify expsrimsnt station psrsonnel and research results, along with Extsnsion specialists. When it comes to passing on recommendations to farmers, ths agsnts' favorite media ars newspaper articles, local meetings, and psrsonal contacts with farmsrs.

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[27]E. M. Rogsrs and M. D. Yost, Communication Bshavior of County Extension Agents, Research Bullstin 850, Ohio Agricultural Experiment Station, Wooster, Ohio, 1960.

CHAPTER III

OBJECTIVES

The purpose of this study is to gain some insight as to the relative significance of factors influencing attendance by farmers at agricultural field days, sponsored by University experiment stations and Extension services.

This purpose is narrowed to an identification and evaluation of both controllable and uncontrollable factors having a bearing on attendance at three swine field days in Nebraska during 1963.

Of special interest is the role of purposeful communications in relation to informing and motivating swine producers to attend the Area Swine Days.

Specific objectives of this study are:

1. To determine the extent of awareness among swine producers residing in the anticipated drawing areas of each of three Area Swine Days held in Nebraska in 1963.

2. To determine the news medium or media through which the majority of those attending the swine day series first learned of the event.

3. To compare differences in sources of information between the three areas, with possible relationships to age, education, income and size of operation of producers.

4. To identify the factors which influenced producers to attend or not attend this type of agricultural field day, once it is established that producers were aware of the event. Again, correlations will be explored as to possible significance of age, education, income and size of operation.

5. To evaluate the effectiveness of a coordinated informational campaign involving the State Extension specialists (subject matter and information) and county Extension personnel in counties hosting the Area Swine Days.

6. To determine in a limited way the probable attitude of a selected audience (swine producers) toward the University of Nebraska Agricultural Extension Service -- both county and state staffs, the animal husbandry department, and/or the University as a single, all-inclusive entity.

CHAPTER IV

SCOPE OF THE STUDY: ITS AREAS OF EMPHASIS AND LIMITATIONS

This piece of rssearch, csntsring on an audiencs of Nebraska swine producsrs, is primarily a "descriptive study," an attempt to describs a spscific situation at ons point in time.

For this rsason, widsly-differing conclusions might result from similarly-designed survsys taken among other audiences of swine producers influencsd by dissimilar geographical and sociosconomio conditions, as found in othsr states. In short, this study, as in the case of nsarly all others, has built-in limitations on its continuing validity imposed by tims and space.

In dssigning ths survsy, it was felt that ths mers indication by swine producers of the medium or combination of media through whioh they bscams aware of ths event was not sufficisnt to meet the nesds of ths study.

Thersfore, a major part of ths survsy is devotsd to audienos analysis -- idsntification of ths personal characteristics of Nsbraska swins producers: ags, level of education, gross incoms, size of operation, size of family, and msdia contacts and habits.

In analyzing personal data of the respondents, one moves into the area of the diffueion procese. The interrelated factore of age, education, income and eize of operation, applied in Bohlen and Beale'e olaesification of farmers ranging from innovatore to laggards, have implicatione in interpreting the findínge of thie etudy.

Program topice which constitute exposure to new practices for attending producere make it poeeible to place theee respondente tentatively along the adoption oontinuum by studying their attitude toward the program, and taking into account their pereonal attributes.

Inclusion of thie data is intended to etrengthen, not obecure, the overriding purpose of the etudy: meaeurement of the audience's level of awareness of the eeries of field daye, and the process through which they made a decision as individuale, whether or not to attend the educational program series.

The ranking of media in decreaeing order of importance and effectiveness ae sources used and/or trusted by an audience is a technique used in many other communications studiee, and is of major importance in this inveetigation. Thie seleotion of media combinatione reflecte not only the effectivenees of the communications job being done by a eingle medium, but also the unique nature of each medium which enables it to play a epecifio role in a total information effort.

With generally adequate data on moet of the queetione asked, eeveral poeeible side issuee were coneidered ae part

of the invsetigation, and then rsjected ae being beyond the intendsd ecope of the etudy.

Among theee were:

1. Implicatione of part-tims farming in the media habits of reepondsnte. No correlations were mads as to diffsrences in response betwsen part-time and full-time farmers, ae indicated by questionnaire tabulatione.

2. Poeeible comparison bstween the true "epecial-ized" ewine produoer -- who depende entirely on ewine for hie eource of income, vs. the so-called general farmer, who includee ewine ae a part of his total opsration.

3. Although an "attituds" eurvey wae alluded to in one of ths objectivee, it wae felt that there were not enough data to juetify following thie lead, particularly in view of ths wealth of data available to pursue objectivee with highsr prioritiee. In actuality, only one queetion wae keysd to thie area of inveetigation, although eoms aeeumptione might be drawn from reactions of the respondents to contacte by the county agent, university epecialist, et. al. It would appear that thie area of exploration into the attitude of the swine producer toward the univereity and ite componsnt parts would bs a ripe ons for further etudy.

4. The emall number of respondente in ths non-attendsr portion of the eurvey precluded making some comparisons with attenders that would have been deeirable. Wherevsr possible, howevsr, these comparisone ars mads by coneidering the total number of non-attenders from the three geographical areas ae a state figure, proportion-ate to the total etats figure of attenders.

5. One large area not analyzsd to ite full potential is that of comparisons in audience attributes between the three geographical areae. It wae felt that these comparieons could and will be helpful on an operational baeis for both the etate information and subject matter ewine epecialiet, but wers not nsceeeary in meeting the objectivee or teeting ths hypotheses of the study iteslf.

6. Portions of the questionnaire concerned with evaluation of the separate swine day programs are pertinent to the study only as they reflect the attitude of the respondent toward other areas which are prime study targets. Inclusion of program evaluation questions seemed natural in the questionnaire, but the value of this material is limited in the strict connotation of the study's objectives.

7. The role of the county Extension agent as a communicator in relation to the total swine days information program remains an elusive one to define, even after analysis of available data. Without a complete schedule of every agent's production of news materials during the promotional period prior to swine days, it seems impossible to come up with a clear picture as to how important "local" news efforts are in comparison to "statewide" news efforts. In this case, it was felt that the general objective of evaluating the effectiveness of a coordinated informational campaign was an extremely important one, but energies and resources required to meet even more crucial objectives ruled out potential fulfillment of this phase of the study. Again, the need for further exploration of this area in a followup survey looms even more important than before this study was undertaken.

Turning from areas of limitation to areas of emphasis, the pattern of the study, as seen by the author, might best be explained as fitting the definition of A. L. Knutson of an investigation designed to measure conditions of effectiveness of a communications effort.[28]

Knutson defines conditions for effectiveness as all the conditions that may affect whether the audience reacts in the intended way: in this case whether the swine producer

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[28] A. L. Knutson, "Pretesting: A Positive Approach to Evaluation," Public Health Reports, 67:7:699-703, July, 1952.

is induced, as it is intended that he should be, to attend a swine field day. The conditions include some things within the control of the communicator and some not within his control. These two separate sets of conditions emerged in sharp definition as the Area Swine Days were planned, conducted and evaluated, both through informal study and this research project.

Conditions for effectiveness include: availability of message to audience; attention and interest of audience in the message; understanding of the message; learning and retention of the message; motivations and patterns of behavior related to the message; and physical resources available to the audience.

These conditions of effectiveness were summarized by L. E. Sarbaugh for discussion at the Northeast Agricultural Communications Research Conference in Washington, D.C., in September, 1958.* These points spell out the type of answers sought in attempting to meet the objectives and test the hypotheses of this study:

1. Availability of message to audience -- How many people will have access to the message, as transmitted by radio, television, newspaper, magazines, college, direct mail, poster, et. al. Availability of media, including primary and secondary sources, is largely within the control of the communicators.

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*L. E. Sarbaugh is now with the publications division of the U. S. Department of Agriculture, Washington, D. C.

2. Attention and interest -- This condition goes beyond mere availability: were the people reached psychologically as well as physically? Did they read? Did they see? The measure as to whether the audience gave any attention to the message was taken in both the attender and non-attender portions of the survey.

3. Understanding -- How many producers understood the point of the message? Questions framed within the survey form were used to determine the degree to which the audience understood the message: "Mr. Producer: Come to Area Swine Day -- this is a program in which you can believe, which is designed to help you develop a more profitable and efficient swine operation."

4. Learning and retention -- If the audience understood the message, did they learn it well enough to make the desired change in behavior and will they retain it long enough to use it at appropriate times?

   The scope of this survey was not envisioned to include this advanced step in the communications process. The one exception would be in reference to the behavior of a producer in attending or not attending a public informational meeting sponsored by the University of Nebraska, covering the type of agricultural enterprise in which he is engaged.

   If a person, who in the past seldom or never has attended such a field day, was induced to attend Area Swine Day, this would constitute a definite change in behavior, warranting analysis as to the role played by purposefully directed communications in bringing about this change.

5. Physical resources -- Even if all other conditions for effective communications are met, the communicator's aims are blocked if the health, for instance, of the producer (as a member of the target audience) prevents him from using the message. In large part, physical factors are outside the influence and control of communicators, but may limit the effectiveness of the communicative effort.

CHAPTER V

HYPOTHESES

Ths following hypotheses are proposed:

1. The noticeable increaee in ths number of psrsons attending Univsrsity of Nebraska-sponsored Area Swins Daye ie due largsly to the acceesibility of the meetinge -- an effect of decentralization. Deepits widesprsad travel by car, improved highWaye and leisure time, dietance and travel time are still formidable factors in a farmer's decision to attend public msetings. In fact, ths swins day meetinge aesume more of a local than an area character, with a large percentags of the attenders expected to be thoss residing within a 30-mile radius of the mesting site.

2. Younger men -- below 50 ysars of age -- possessing a higher lsvel of education (a minimum of four ysars high school) -- are more likely to attend Area Swine Daye than older men with fewer years of formal sducation.

3. Produosrs with a largsr operation -- those who raise 75 head of hoge or mors per year -- can be expsctsd to attend Arsa Swine Days in greater numbers than thoss with fewsr pigs farrowed annually.

4. Farmers specializing in large-scale swine production, i.s., dspsnding on a swins operation for their major

source of income, will come to the mseting to learn more about a specific topic on ths program and/or visit with spscialiete or researchers from the College of Agriculture. Farmers with fswer hogs, who depsnd on sales of hogs and pork products for only part of their incoms, attend swine days for more caeual reasons. Many of this latter group will live in close proximity to ths meeting sits.

5. The total group of Nsbraska swine producers cannot be coneidered as a singls audienoe in pressnting educational subjsot matter materials to mset swine production, management and eoonomio problems. Ths same program topice presented at diffsrent locations in the state will evoks widsly differing appeal to and response from the eub-audience of producere.

6. Lack of awarsness of ths dates and prinoipal topios of the Area Swins Day program seriee was not a significant factor in ths decision of produosrs not to attend the program in their arsa. Generally speaking, a wids range of media outlets are availabls to producers, and the scope of publicity was sufficiently wide to assure sxposurs to ths majority of producers of psrtinent facts about swine day.

7. Ths farm magazins, confirmed in numerous studies as the preferred firet eource of information for recommended farming practicss in ths early adoption stages, gives way to other mase media as a prsferred source for bscoming aware of and lsarning about agricultural field days. Thie finding,

apparent in other etudiee (eee literature citation given earlier), will in all probability be confirmed in a study of the Area Swine Day situation. Similarly, while producere rely on commercial concerne (equipment dealere, seed dealere, feed dealere, etc.) for detailed information and authority regarding the use of farm practicee, they would not be expected to be a etrong source for creating awareneee of an agricultural event.

8. In counties where the Exteneion agent sent a timely notice of the Area Swine Day meeting to his farmercliente, thie medium -- direct mail -- will be rated as the eource from whioh moet reepondents firet heard about Area Swine Day, irrespective of the dietribution of mase media in the county or the potential media contacte available to the producer.

9. Persone oriented etrongly in their media habite to radio and televieion would not be expected to attend thie type of a meeting where reeults of reeearoh are preeented. Pereone oriented toward televieion are intereeted in paesive rather than participant entertainment. Thie characterietic ie reflected in their being claeeified more often ae late adoptere or laggarde in acceptance of new farm practicee -- which were a highlight of ewine day program material. An example: slotted floore for more efficient ewine manure diepoeal.

10. Factors such as age, level of gross income, and size of operation can be expected to follow the same pattern in the non-attender group as in the attender group. In other words, these characteristics in themselves do not provide a clue as to the major reasons for non-attendance. It is proposed that media habits have a more significant influence in motivating attendance than do personal characteristics, with the exception of education.

CHAPTER VI

SURVEY PROCEDURES AND METHODOLOGY

As soon as the locations and dates of ths 1963 Area Swine Day programe wsre decided, plans wers made for:

1. An informational sffort prsceding ths ewins days.

2. Survsy procsdurss in oonnection with the study bsing rsported.

In ths caes of both Rooters Day and Area Swins Days, promotion and coverags has been planned and carrisd out by ths Departmsnt of Information, in which this writer holds ths poeition of information speoialiet (prsss).

Plans for promotion of the 1963 series were worked out in ooopsration with Dr. Leo Lucae, Univereity of Nebraska Extension swins specialist. Efforts at the stats lsvsl in publicizing and promoting Area Swine Daye havs been complemented by ths work of Extenaion agsnte in countiss hoeting the ewins day programs.

A sohsdule of nswe releases, television and radio appearancee and tapse and dirsot mail, making up the 1963 ewine daye information campaign, wae worked out along linee of eimilar campaigns in 1961 and 1962. Planning was based on nsws judgment and experienoe, and no epscial efforts were made to "beef up" the publicity schedule in a manner that

would affect the validity of the survey, which was to be conducted in a "normal" situation.

County Extension agents were mailed copies of the publicity schedule as in past years to avoid duplication of efforts, but were not informed until shortly before the swine day programs in each case that a survey was to be conducted of swine producers attending the meetings.

The first statewide news release concerning Area Swine Days was produced and mailed November 5, 1962. The number and frequency of news releases gradually built up through late December and throughout January. To achieve extensive statewide and local coverage in the three geographical areas involved, across-the-board use of mass media was employed. (See appendix for a complete schedule of releases distributed by the Department of Information. This does not include a listing of releases initiated by county Extension agents, or newsmen on the staffs of newspapers, television and radio stations).

Survey Procedures

In considering the best means of achieving the objectives outlined in this study, it was decided to divide the survey into two sections, involving:

1. Producers present at the three Area Swine Day meetings (attenders) and

2. Known producers who did not attend any of the three meetings (non-attenders).

The following procedures were followed:

1. A letter was written to County Extension agents, requesting a master list of swine producers in the various counties. Although distinction was to be made in the survey between producers raising certain numbers of hogs per year, (see question no. 2, questionnaire form, page 163), agents were asked simply for a complete list of swine producers in the county. In most cases, lists were compiled from county assessors' rolls.

2. Arrangements were made to register all producers attending each of the Area Swine Day meetings. Such a registration list assumedly would constitute the best list available, of those producers, listed by county, who actually were present at each meeting.

Registration procedures, which worked well during the pre-test, could not be duplicated with complete precision during the actual field survey because of insurmountable physical conditions and lack of cooperation -- or perhaps a lack of understanding of the mechanics of the survey procedure -- by program sponsors and local officials.

At McCook, the meeting started late, and it was necessary to pass the registration tablet down the rows of seated producers. Although care was exercised to ensure that all present signed the registration sheets, a sizeable discrepancy between the number of names listed and the number of persons served at noon led to the conclusion that not all persons were registered.

The difficulty encountered in the pre-teet in separating regietrante into bona fide producere and non-produoers was hard to overcome in the field survey. However, this eeparation wae neoeesary in order to compute a genuinely accurate rate of return.

For instance, at the McCook meeting, it was impossible to determine whioh registrants were agribusiness representatives and which were producers. The latter, by stipulation of the survey, were the only pereons eligible to fill out the questionnaire. Thus, the percentage of returne filled out, baeed on the total number of persone regietered at McCook, was a misleading figure.

At the York meeting, it wae poeeible, through arrangements by the agent with the local chamber of commerce, to obtain a true pioture of the audience involved. All persons entering the auditorium were required to pass by a registration desk, where a card was filled out, indioating name, addrees and occupation -- farmer, feed dealer, government agency representative, etc.*

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*Of 358 registrants at York (area 2) 233 persone listed "farmer" ae their occupation. The other 124 were feedmen, equipment dealers and others associated with, or interested in, some segment of the hog industry. The raw percentage of returns at York would thue be 50.5 per cent, with 179 questionnaires returned. However, if the number of returns was related to the number of persons regietered ae "farmere," the percentage would climb to 77. Ae it wae not possible to obtain thie detailed information at the other two meetings, the unadjueted figuree are used in the resulte.

It ie recognized that eome non-farmers such as feedmen, etc may well qualify ae ewine producere, thus providing eome dietortion, if returns were baeed on farmere only. However,

In ths pre-tsst exerciee, the liet of 108 registrants was adjusted to 72 actual producsrs by the county agsnt, rslying on personal acquaintance. This procedure was not possibls at the Arsa Swins Day programe, bscause of ths much larger number of persons involved, and the fact that all wers multi-county meetings.

3. It was planned to compare the registration list for each meeting with the maeter list of producers from counties in ths drawing area for ths respectivs mestinge to compile a list of "non-attsndsrs," for use in conducting ths second part of the survey.

4. A rough draft questionnaire prepared by the writsr and approved by his major adviser, Dr. Murvin Perry of Kansae State University, was mimeographed for uss in a prs-test in connection with a ewine day program at Beatrice, Nebraska, on Octobsr 17, 1962.

In planning the pre-tsst, it was establishsd that ths type of audisnce (commercial and pursbred swins producsrs), would bs of ths eame type as that to be surveyed during Area Swins Days, excspt, of course, rspresenting a different geographical region in ths stats. The format and general content of the Beatrice Pork Day program wers similar to that planned

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sincs the instructions were directed to "swine producere," and queetionnaires were handsd out for persons to fill out on thsir own, the decision was left up to the individual ae to whsther hs was a producer.

for the Swine Day eeriee. One of the main differences in conditione of the pre-teet and the field days wae the time of year -- October ae compared to January.

In pre-teeting the queetionnaire, producers were aeked to fill out the form during the noon hour, between the morning and afternoon program eeeeione.

The Gage County Exteneion agent wae ueed as a "legitimizer," in giving a brief explanation ae to the purpoee of the eurvey and filling out the questionnaire. He indicated the eurvey was being taken by a representative of the Univereity of Nebraeka, and aeked producere' cooperation in filling out the form, enabling the Exteneion eervice, through evaluation of the etudy reeulte, to do a better job in developing educational programe to meet the neede of producere.

All ewine producere, whether ownere of two, 200 or 2,000 head of ewine, were requeeted to fill out the form completely. Pereone were aeked to ekip one or more questione they did not wish to fill out and complete the remainder of the questionnaire, rather than not filling it out at all.

Producere aleo were told that individual etatistice would be treated ae confidential, and would not be used as a given ewine operation. It wae streeeed that the survey findinge as a whole would be helpful in planning Area Swine Day programe. It wae not mentioned specifically that the eurvey wae taken in eupport of a maeter'e theeie, ae it wae felt this academic reference might inhibit response.

It had been detsrmined on a previoue dry run that the prs-test form which had 23 qusstions, could bs fillsd out in 12-13 minutse, so a half hour was allowsd in the pre-test sxercise, and proved adequate.

Physical conditions at the prs-test site were more favorable than thoee encountered at two of ths succesding Area Swins Day meetings. At Beatrice, producsre ate at tablee which were availabls for uss in filling out the form.

A total of 20 questionnairse wers filled out sufficiently oomplsts to bs of value in the projected eurvey, making the return, based on the adjustsd figure of 72 producere, a satiefaotory 27.7 per cent. Six queetionnairee were discarded because thsy wsre too incomplete to be of valus.

The level of rsturns in the prs-test was high enough to sncourage plans to use this typs of msthodology and basic questionnairs form at the thrse Area Swine Daye, after some revisions. Extensivs changes in the questionnaire and rsfinsment of the procedure in gstting the forms fillsd out rssultsd in a substantially highsr return in ths main survsy.

Ons of the most significant changss in ths final questionnaire form from the teet vsreion was that of sliminating the necsssity for the respondent's eignaturs at ths end of the questionnaire. After rsviewing the study objects, it wae felt that the producer'e name wae not neceseary, inaemuch as a regietration list could be ueed at each meeting to identify the nonattendsre from each arsa.

The data eought through the survey and their intended use made it unneceeeary for individual identification of each queetionnaire, but county identification was very important in order to carry out compariaons later on. Elimination of the signature requirement likely contributed to the subetantially higher level of returne realized in the main survey.

With the exception of this change and revised wording of the queetionnaire, the procedure worked out during the pre-teet wae generally followed in the attender eurveye during Area Swine Days. Some minor adaptations were necessary to fit different conditions found at each meeting.

5. Following the pre-teet and extensive revieion of the form, 500 copies of the questionnaire (eee appendix, page 163), were printed for uee at each of the Area Swine Days -- at McCook, Nebraska, January 29; York, Nebraska, January 30; and at Laurel on January 31.

One departure in practice from the pre-test procedure was that of this writer explaining the purpoeee of the survey and giving the instructions, rather than the host Exteneion agent. At the firet meeting, the agent was unavailable, so the praotice wae continued at the other two.

At all three meetings, the procedure wae followed of handing out the questionnaires at the close of the morning eeseion, just prior to the lunch or noon break period.

At McCook, where tablee were not available, producers in the line for lunch filled out forms while standing up.

Some producere filled out ths form before eating; others aftsrward. Deepite these adverse oonditions, the rate of return was fairly high at McCook, and substantially exceeded ths rate of return at Laurel, where almost identical conditione prevailed. At York, while it was difficult for producere to hear instructione regarding filling out the form, tables were available, making it easy to write in answere.

At all three meetinge volunteere walked among those in attendance with copiee of the questionnaire after instructions had been spelled out, and producere exeroised free choice on whether or not to accept the queetionnaire. As in the pre-teet, it wae not poeeible to determine how many queetionnairss were accepted but not filled out.

6. The completed queetionnairee from each mesting were sorted, and invalid forms culled out. The remainder of the forme were turned over to the etatistical laboratory at the University of Nebraska College of Agriculture for IBM card punching and a card count on each queetion, preparatory to running of oorrslations.

Very few queetionnairee turned in during Area Swine Days had to be rejeoted due to omitted or incomplete anewere, indicating that thie problem uncovered in the pre-teet was alleviatsd through revieion.

Several queetionnairee returned at each meeting were fairly complete except for omieeion of the county in which the respondent reeided. These queetionnairee wsre put togethsr in one category, and data from them contributsd to gensral area

totals for several questions. However, omission of the county designation made it impossible to include these questionnaires in any county-to-county comparisons and lowered their value in contributing to the survey findings.

7. A similar questionnaire was prepared for use in interviewing non-attenders. All questions regarding personal characteristics of the respondent, size and type of his swine operation, and other socioeconomic data were the same in both the attender and non-attender questionnaires, allowing for direct comparison in these areas. Questions 13, 14, 15 and 16, directly concerned with the Swine Day program in each area, were changed or deleted as follows:

> Question 13 in the attender questionnaire, "Please indicate the principal reason for coming to Area Swine Day. . ." followed by a list of specific reasons to check, was changed to: "The principal reason for not attending the Swine Day program was:", followed by a listing of suggested reasons.
>
> Question 14, an indication of the attending producer's selection of the program topic of the most interest to him; Question 15, concerning evaluation of the program by an attender; and Question 16, suggested ways by the producer to improve the program, were deleted from the non-attender questionnaire as inapplicable.

8. For purposes of the survey, northeastern Nebraska counties represented at the Laurel meeting were designated collectively as Area I; central Nebraska counties represented at York as Area II; and southwestern counties represented at McCook as Area III. These terms will be applied to the respective survey areas throughout the remaining sections of this study.

9. After reviewing the number of returns (completed questionnaires from counties in the three areas) it was decided to use the four counties adjacent to or abutting on the host county in all three instances, for the non-attender section of the survey. It was reasoned that a large number of returns had been received from the host county, where conditions conducive to attendance were presumably optimum: distance to travel and time consumed in traveling to the meeting were not great, and the level of awareness, based on number and frequency of mass media contacts, presumably was high.

By the same token, the small number of returns from counties a considerable number of miles from the meeting site provided evidence of the "built-in" factor of travel distance working against attendance, other factors being equal.

In the adjacent counties, however, it was felt that chances for producers becoming aware of the meeting would still be quite high. Also the time, money and effort expended to attend the meeting would be well within reasonable bounds, based on Nebraska travel habits. (Particularly in southwestern Nebraska, it is not uncommon for citizens to travel 40-50 miles one way, or even farther in some instances, to obtain personal goods and services, or participate in church, social and recreational activities).

For these reasons, the identification and ranking of other factors influencing non-attendance seemed necessary.

10. It was neceesary to contact non-attsnders ae eoon as poesible after the meetinge, in order to assure that their recollsction of the circumetances prevsnting their attendance was accurats. Howevsr, it seemed physically impossibls for thie writer, utilizing his own time and reeourcss, pereonally to cover all 12 counties adjacent to the three mesting sitse, involving several hundrsd milse of travel by car, as well ae numeroue farm stope. Because of what appearsd to bs significant differences in the characteristioe of audiences in northsaetern and eouthweetern Nebraska, (sse discueeion under topic, Hypotheeee), personal interviews were conducted with individual non-attsndere only in Areas I and III. In Area II (York) non-attender questionnaires, identical to thoee ueed in pereonal interviewe, wsre mailsd out to selscted producers, along with a eelf-addrsseed, etamped envelope. Thees mailings were carried out within 10 days following the final Area Swine Day, and no follow-up mailing or reminder was made. (See Plats 2 for dstailed county-by-county breakdown of figures on the non-attendsr portion of ths survey).

11. In Areas I and III, an attempt was made to interview 10 producere (non-attenders) from sach deeignated county, on the baeis of the following criteria:

a. Geographical dietribution of respondents sprinkled over a county.

b. Sizs of opsration (need to include both small and large producere for purpoeee of direct compariaon to corresponding categories in the attender survey).

Contacting producers scattered over a county was important in determining how effectively information was diffused to create a high level of awareness regarding Area Swine Days. By interviewing producers in different parts of a county, it was hoped an evaluation could be made of mass media patterns, involving different newspaper circulation areas, radio and television viewing and listening areas, and different neighborhood-community relationships.

Widespread distribution of non-attenders also was important in attempting to detect possible "weak spots" in direct mail contacts by the county agents to producers regarding Area Swine Day. It is well known in Extension circles that certain areas of a county may be "blind spots" in an agent's circle of personal contacts. As the agent was the principal initiator of direct mail to producers regarding swine days, this fact must be considered in evaluating this phase of the over-all information program.

The limitation on available time to complete this section of the survey precluded the possibility of stopping at farmsteads along the road at a given interval (every fourth farm, et. al.), to call on farmers. These unknown or randomized contacts may or may not have been swine producers, or if in the former category, may or may not have attended the swine day meeting.

Accordingly, the location of non-attenders' farms was plotted ahead of time on county road maps, and a definite

driving echsduls set up to conservs time. After namee of attenders were crossed off, the availabls mastsr lists of ewine producere in survsy oounties were eelectsd from ths remaining namss. An attempt was made to eelect producsre having different poet offics addresees and living on different rural routee, again to aseure divsrse geographical locatione.

In a few cases where county agents did not rsspond to ths request for a mastsr list of county producers, it was neoeesary to dig through county filee and assemble a liet.

County agents were consulted rsgarding directions neceesary to drive to an intsrviswee'e farm, but efforte wers made to guard against any influence by agents in suggesting names of producers who might bs psrsonal friends or active Extsnsion coopsratore, in order to avoid prejudicial returns. In all but ons or two instances, only one call was made at a farm, and if ths producer was not homs, the nams wae marked off.

12. Of epscial intsreet were counties which wers within the plausibls drawing area of ths meetings, but from which no returns wsre recsivsd when questionnairss were distributed among attsndsrs. To try and diecover whether lack of awarenses wae a faotor in theee countiee, a small number of non-attender queetionnaires wae mailed. The number of qusetionnairee to be eent (10) wae ueed as an interval for sslsction of namse from ths adjusted maeter liets of theee counties, beginning with the 10th nams down the list. While

this information was not sought to fulfill one of the primary objectives of the survey, the question raised was an interesting sidelight of survey results, and deemed worthy of further pursuit. (See Plate 3 for counties involved).

CHAPTER VII

FINDINGS OF THE SURVEY

I. Results of Attender Section of Survey

Audience Analysis: What Producers Attended Area Swine Days and What Are They Like?

In the attender portion of the survey, 480 usable questionnaires were turned in by producers, representing an over-all percentage return of 45.5. Percentage of return varied between the three survey areas, as follows: Area I -- 38.0 per cent; Area II -- 50.0 per cent; and Area III -- 40.5 per cent. One return was received from a Minnesota producer attending the Laurel meeting while nine Kansas producers filled out questionnaires at McCook. Several questionnaires which did not carry the name of the county in which the respondent resided were used in computing statewide and area totals, but of course could not be used in county-by-county comparisons.

As indicated previously, the percentage of return was calculated on the basis of known registration, with an adjusted figure used at McCook, based on the best available estimate of the number of persons on hand at noon when the forms were passed out. This adjusted estimate augmented an incomplete registration list gathered during the morning program.

TABLE 1

SUMMARY OF RETURNS, BY AREA, IN ATTENDER PORTION OF SURVEY

	Total Registrations	No. Ueable Returne	Per Cent Return	No. of Counties Represented in Returns
Area 1 (Laurel)	302*	117	38.0	15
Area 2 (York)	358*	180	50.0	24
Area 3 (McCook)	400**	183	40.5	14
Total	1060	480	45.2	53

*Actual
**Adjueted Eetimate

Swine producers attending the three meetings represented 53 of the 93 counties in Nebraeka, with Area II (central Nebraska, at York), attracting swinemen from the greateet number of counties -- 24.

The anticipated drawing areas -- bloce of counties from which it was anticipated swine growers would be attracted to attend each of the three programe -- held up very well in northeaetern and southweetern Nebraeka. For a publicity purpose, it was anticipated that producers from 12 counties would attend the meeting at Laurel; and from 10 countiee at McCook. The number of countiee actually represented was 15 and 14, reepectively. It was in Area II, central Nebraska, where prediotione went awry as to the logical drawing area.

It was anticipated that producers would trek to York from 11 counties; instead they came from 24. It is difficult to determine why producers came from greater distances to attend the York meeting. One or two theories might be considered:

1. Laurel and McCook are located in fairly well-knit areas in opposite corners of the state; York is in the center of Nebraska in a rather vast, undefined area. Apparently producers were pulled some distance from both directions -- east and west -- to attend the York meeting, while producers in the northeastern and southeastern sections "turned inward" to attend a meeting in their immediate area.

2. There is a good possibility that a program item of intense interest to a group of producers may offset a greater distance to travel in a decision to attend one of two meetings at alternate sites. Conversations overheard among swine producers at McCook indicated disappointment that the topic, "slotted floors," was not included on the swine day program. The topic was covered at the York meeting, and some producers who live in counties closer to McCook drove to York instead.

A factor unknown to the outside analyst but nevertheless operative in each producer's decision to attend a selected meeting is the complex of trade area allegiances, with a regional city of some size, such as McCook or York, drawing patrons from a wide area to obtain goods and services unavailable in smaller towns and villages.

Of more than passing interest is the apparent "local" nature of the Area Swine Day meetings, although they are planned and publicized as vehicles to disseminate information through an entire region of the state. While, as indicated, a large number of counties were represented at each meeting, a significant portion of the total number of producers came from the host county.

Exhibiting a trend which was quite consistent during the series, the following number of questionnaires was received from host county swine producers at each meeting: McCook -- 45 from Red Willow County, 24.5 per cent of total questionnaires received; York -- 46 questionnaires returned by York County producers, 25.6 per cent of the total; and Laurel -- 41 questionnaires returned from Cedar County, 35.8 per cent of the total. A check of registration lists indicated that a substantial number of the total producers at each meeting resided within the confines of the host county.

On the other side of the coin, it should be pointed out that in several instances, producers drove great distances to attend the Swine Days, although the total number of producers from distant points was small.

Using road map mileage from post office addresses indicated by producers, to the sites of swine day meetings, a check showed that several producers drove 100 miles or more, one way, to attend the McCook swine day program. It should be noted that this is an area of Nebraska where population is

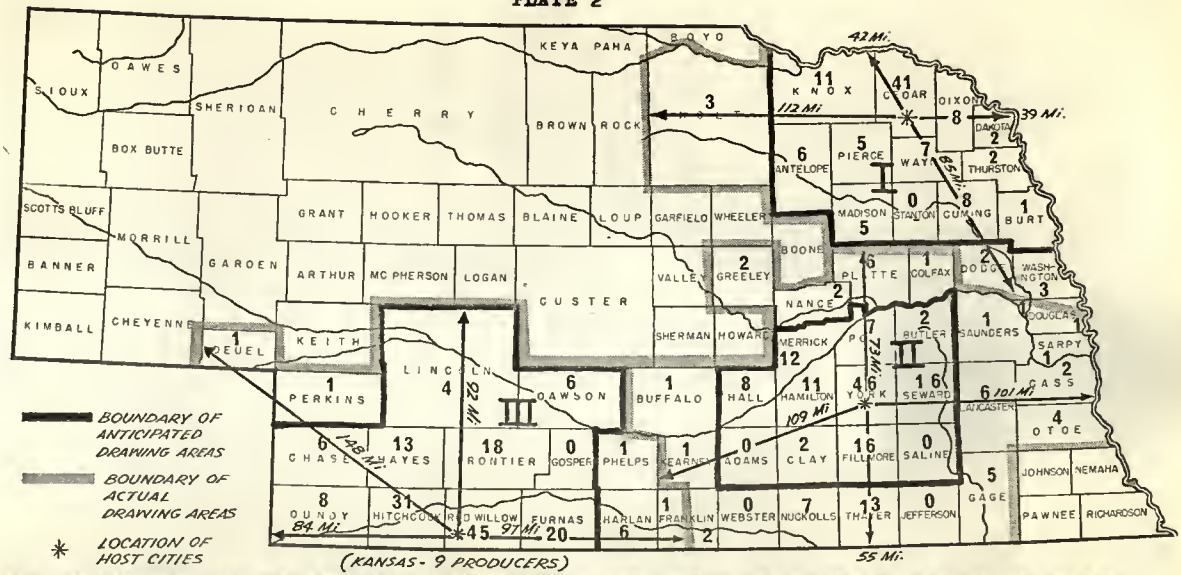
relatively sparse, farm and ranch units large and distances between major towns is fairly great. In the case of the York meeting, where the drawing area was larger than anticipated, producers drove great distances even though towns are close together, populations more dense, and normal driving habits would ordinarily not include drives of the length indicated. Distances to the four boundaries of the drawing area for the York meeting were 109, 101, 73 and 55 miles, representing the distance traveled one way to attend the program. Distances traveled to attend the Laurel meeting generally were shorter -- mostly in the range of 40 to 50 miles one way -- although one carload of producers traveled more than 100 miles to reach the meeting.

These simple calculations perhaps prove a point in relation to Area Swine Days -- and perhaps other agricultural field days at various locations in Nebraska -- that statewide publicity is required to reach persons who are interested in this type of event, but who normally would not be thought of as a logical audience. At the same time, publicizing the event at the state level takes it out of the local class and the technique in itself gives the meeting a broader appeal.

Audience Characteristics

What were the characteristics of producers attending the swine day series?

PLATE 2



MAP OF NEBRASKA SHOWING NUMBER OF RESPONDENTS PER COUNTY IN ATTENDER PORTION OF SURVEY; BOUNDARIES OF THREE STUDY AREAS; AND DISTANCES TRAVELED BY PRODUCERS TO ATTEND RESPECTIVE AREA SWINE DAY MEETINGS

An analysis of personal data gathered through answsrs to the questionnairss might logically be divided into two parts: facts regarding the respondent as a swine producer, and facts regarding the respondent as an individual. While soms of the data wsrs found to bs of little valus in pursuing the objectivss of this study, pertinent findings are cited here for whatever interest they might have, as they contribute to ths image of the Nebraska or area swins producsr at the time of the survey.

First, in rsgard to statistics relating to the respondents as swine producsrs:

Although the author hypothssized that specialization is "full-blown" in the Nsbraska swins industry, this belisf is not borne out by data gathered from attsnders' rssponses.

Of 478 respondents in all areas answering question 1, "pleass indicate the ons crop or class of livestock responsible for the major part of your cash farm incoms," only 64 producers marked swine alone. The majority of othsrs checked a combination of blanks interpreted to mean that they were grain-livestock farmers, with a sizsabls number showing a corn-beef-swins enterpriss. No attempt was made to sort out the cards of thsse 64 producsrs who apparsntly are specializing in swine opsrations, although soms bensfits from further study of this group would bs gained in svaluating current Extension teaching msthods.

Coneidering the total number of checke by producere from all areae in each of the eight blanke provided for crope or liveetock, ewine led with 347, followed by beef cattle with 264, corn with 209 and wheat with 111.

A emall proportion of producers eurveyed at the three meetinge were part-time farmere, baeed on the number indicating that 75 to 100 per cent of their groee income ie derived from farming. Of the 414 producere anewering thie queetion, 333 or 80.4 per cent checked the 75 to 100 per cent categories, leaving leee than 20 per cent receiving at leaet 50 per cent of their groee income from non-farm eourcee.

TABLE 2

ATTENDERS CLASSIFIED ACCORDING TO PERCENTAGE OF GROSS INCOME DERIVED FROM FARMING

Per Cent Income Credited to Farm Sales	All Areae		Area 1		Area 2		Area 3	
	No.	Per Cent	No.	Per Cent	No.	Per Cent	No.	Per Cent
25	33	8.1	8	7.8	11	6.6	14	9.7
50	48	11.5	8	7.8	13	7.8	27	18.4
75	56	13.5	6	5.8	25	15.2	25	17.1
100	277	66.9	80	78.4	117	70.4	80	54.8
Total	414	98.2	102	99.8	263	100.0	146	100.0

More than two-thirds of the 458 producere answering ths qusstion regarding size of opsration chscked the two middle catsgorise -- 50 to 300 pigs farrowed and/or purchased annually as an average figure over ths past five years. Twelvs per csnt identified themselves ae small producers by prssent standarde, farrowing fewer than 50 pigs annually -- and 19 per cent ae large producsrs -- farrowing 300 or more pige and over annually.

TABLE 3

COMPOSITE TABLE SHOWING TOTALS FOR ALL AREAS -- SIZE OF OPERATION (ATTENDERS)

Size of Swine Operation	No.	Per Cent
Under 50 head	55	12.0
50-149	154	33.6
150-299	160	34.9
300 and over	89	19.4
Total	458	99.9

Whils thsss categoriss were worked out in conjunction with the Extension livestock specialist, it is felt that categoriee under 75 pige farrowed and/or purchassd annually; 75 to 150; 150 to 300; 300 to 500 and 500 and over might have besn more realistic in view of trende to expanded hog operatione. In the view of eome liveetock experts, 75 or fewer pigs farrowed annually stamps the farmer as a "small producsr,"

while the category "300 pigs and over," is very inclusive and masks the few large-scale operators who handle 1,000 to 2,000 pigs annually, and perhaps are leaders in the industry.

However, the categories used give some indication as to the proportion of "large" and "small" operators attending the swine field days, an important consideration in this study.

Individualized data in questions 3, 4 and 5, specifying the exact number of hogs raised last year, the number of years the producer raised hogs, and the number of times a year pigs are farrowed, could not be gathered by card count to calculate a meaningful average. This data might well be valuable to planners of future Area Swine Days, as an indication of trends in the swine industry. When reduced to an area or county basis, there might have been some merit in attempting to link personalized data in question 4, "how many years have you raised hogs," with question 22, age of the respondent. While it would be assumed that most farmers middle-aged or near retirement have likely raised hogs most of their adult life, it is possible that some are among those who have only recently gotten back into the hog business or are entering swine production for the first time. While this type of producer would constitute a sub-group, possible analytical approaches seemed somewhat nebulous and were not pursued further.

Other intriguing avenues of possible investigation were provided by a definite indication by producers that they are planning to expand swine operations. Of 457 producers responding, 278 stated they planned to raise more hogs the next year (1964) while 169 did not.

While low market prices and other conditions may well have changed the plans of producers profoundly since that time, their expressed desire then to expand hog operations raised these possibilities:

1. Could there be some positive correlation between age and desire to expand the swine operation? In other words, were the majority of those indicating plans to expand younger persons (below 50), while older producers were following a more conservative course?

2. Were expansion plans a factor in motivating producers to attend swine day? If so, how could this fact be interpreted from information gleaned from the survey form? Some clue might be inferred, but not confirmed, in looking at producers' reasons for coming to swine day, and at the subjects he expressed advance interest in. However, there was no attempt to follow up this lead by checking the cards of those planning to raise more pigs.

3. Is it possible that the need for technical information, presumably more critical now than ever before, is great enough that it would overcome other reasons for not attending swine field days in the past? Some link might be explored between producers expressing intentions to expand, and seeking more information, and those who seldom if ever have attended swine field days in past years.

This brainstorming leads to the results of another question, frequency of attendance at University of Nebraska-sponsored livestock events.

Of 454 producers responding to this question, 67 per cent stated they "occasionally" attend such events, 19 per cent "often" attend and 13 per cent had "never" attended a University-sponsored livestock previous to Area Swine Day. It is this latter group that provokes considerable interest. Presuming that they understood the meaning of the question, what factors motivated them to attend this particular event?

TABLE 4

ATTENDERS CLASSIFIED ACCORDING TO PREVIOUS FREQUENCY OF ATTENDANCE AT UNIVERSITY OF NEBRASKA-SPONSORED LIVESTOCK EVENTS

Frequency as Claimed by Respondent	All Areas		Area 1		Area 2		Area 3	
	No.	Per Cent	No.	Per Cent	No.	Per Cent	No.	Per Cent
Often	88	19.5	21	19.2	36	20.5	31	18.5
Occasionally	304	67.3	74	67.8	124	70.3	106	63.6
Never	59	13.2	14	13.0	15	8.7	30	17.9
Total	451	100.0	109	100.0	175	100.0	167	100.0

A number of reasons could be speculated upon, subject to confirmation only through intense study.

Producers responded in a general fashion to the question, "Please indicate the principal reason for coming to Area Swine Day."

Of the 469 attenders answering this question, 345, or nearly half, checked the blank, "interested in hog

bueinese." "Item on program intereeted me," wae listed the eecond higheet number of timee -- by 186 producers (26.2 per cent). Ten per cent lieted "to view exhibite," and nearly ae many -- nine per cent -- gave ae their principal reason "to obtain counsel from epecialiete on a epecific problem."

A ecattering of choices were given to "neighbor aeked me to ride along," and "other" reaeone.

TABLE 5

PRINCIPAL REASONS INDICATED BY PRODUCERS FOR ATTENDING AREA SWINE DAY PROGRAMS*

	All Areae		Area 1		Area 2		Area 3	
	No.	Per Cent	No.	Per Cent	No.	Per Cent	No.	Per Cent
Spècific Item on Program	186	26.2	45	26.8	78	30.2	63	21.8
Exhibite	73	10.2	30	1.8	25	9.6	45	15.6
Counsel from Specialiete	64	9.0	22	13.4	20	7.7	22	7.6
Rode with Neighbor	21	2.9	3	1.8	10	3.9	8	3.0
Intereeted in Swine Business	345	48.6	85	52.7	121	46.8	139	48.2
Other	20	2.8	5	3.0	4	1.5	11	3.8
Total	709	99.7	190	99.5	258	99.7	288	100.0

*Although only 469 producere anewered thie queetion, multiple choicee account for the total of 709. Respondents were asked to indicate the principal reaeon for coming to Area Swine Day.

A number of questions remained unanswered as a result of producers' response to this question. One might speculate as to whether large-scale swine raisers were among the majority of those coming to seek counsel from College of Agriculture specialists -- or whether this group was composed of younger producers or those just getting into the swine business. To put it another way, what type of producers are going directly to the specialists, by-passing the county agent and other sources of information?

Another point of speculation arises as to whether local producers were among the majority of those listing the general reason, "interested in the swine business," while more producers from a distance were motivated to attend through need to solve a particular problem: their reason being "item on program interested me."

It also is difficult to understand why a significant number of producers marked the blank, "to view exhibits." References to educational and commercial exhibits were sparse in advance publicity, because it was not known exactly what type of exhibits would be available. Some reference was made in advertising and news appearing just prior to the swine day programs. It is possible, however, that a producer interested in slotted floors would be just as interested, or likely more so, in seeing examples of different types of slotted floors as merely hearing about them.

A total of 373 producers who had indicated they attended Area Swine Day because of a specific item on the program

answered the next question, "plsase specify the particular subjsot matter area on program which intereeted you."

Tabulation of thie question wae difficult becauee only four topics appeared on two programs and three other topics on only ons program, making a popularity ranking of all topics impossible because ths thres audiences were not in a poeition to evaluats all topics.

However, a comparison was made betwsen the four topice common to all three programs, revsaling that "farrow-to-finieh" buildings, a nsw concspt in swine housing, was far and away ths top attention-gstter.

Again, whils reepondents wers requestsd to check the particular (single) subjeot mattsr area on the program which intereetsd them, many multiple choicee were mads. On thie basie, "farrow-to-finieh" houeing received 208 checks, followsd by "minsral rsquiremsnts for ewine," with 119. However, "elottsd floors," which appearsd on only two programs, recsivsd the ssoond highest number of checks, 121, indicating a high level of intersst.

It should be strseeed that an attsmpt was mads in advance publicity to "push" all program topice equally in releases prepared in advance for statewide distribution.

It ie intsresting to note that the topic, "hog cholera eradication," received ths lowest numbsr of choices among the four topice common to all programe, bsing lieted by 51 producsre. Thie was true even though an organized statewide hog cholera eradication program had bsen in opsration for eeveral

TABLE 6

COMPOSITE TABLE FOR ALL AREAS -
EXPRESSED INTEREST BY ATTENDERS
IN SUBJECT MATTER FIELDS ON AREA SWINE DAY PROGRAMS

	Area 1	Area 2	Area 3	Total	Pct.
Topics Appearing on All Three Programs:					
Farrow-to-Finish Buildings	40	84	84	208	46.3
Mineral Requirements of Swine	41	41	37	119	26.5
Evaluation of Carcass Merit	9	30	32	71	15.8
Hog Cholera Eradication	7	18	26	51	11.4
					100.0
Topics Appearing on Two Programs					
Slotted Floors	37	84	-	121	
Feeder Pig Production	-	35	58	93	
Topics Appearing on One Program Only					
Baby Pig Diseases	53	-	-	53	
Swine Production in Southwest Nebraska	-	-	40	40	
Total	187	292	277	756	100.0

monthe prior to Area Swine Daye, and a large volume of publicity had been carried in maee media regarding the merits of hog cholera eradication.

Producers apparently gave the Area Swine Day programe a sound vote of approval, in answering queetion 17, calling for a general evaluation of the program.

On the theory that farmere would recommend that their neighbors attend next year'e ewine day program only if they were quite eatiefied with it, thie wording was ueed in the question, rather than aeking for flat approval or dieapproval.

A total of 375 farmer-attenders indicated they would be willing to reoommend the program to other hog producere; while only eight (2.1 per cent) eaid they would prefer not to.

While expreeeing general approval, producere did liet a number of changee which in their opinion would improve the ewine program. (It ehould be remembered that the queetionnairee were filled out during the noon hour, after produoere had had an opportunity to evaluate only half -- the morning portion of the program).

Suggestione for improvement, in decreasing frequency of mention, were: provide more written material to take home, 171; preeent more advanced and epecific information, 47; miecellaneoue reaeons, 30; have more time allotted for queetione, 25; and preeent material that ie easier to underetand, 17. Some 216 producere eaid the program was eatiefactory ae presented.

Of intereet here wae the revelation that at leaet 10 per cent of thoee anewering thie queetion (413 producere) felt the program wae under-aimed -- "present more advanoed and specific information," while only four per cent felt at leaet eome topice were "over their head" -- "preeent material that ie eaeier to underetand."

Turning to pereonal data of the reepondente, the largeet number of producere attending all three ewine daye were in the age category 30 through 39 yeare -- 34.5 per oent. The number in the categoriee under 30 and 40 to 49 yeare were almoet equal -- 25.0 and 25.4 per cent, reepectively. Producere 50 years and older, which would inolude thoee nearing retirement, made up the emalleet age category of attenders -- 15.1 per oent. To cite the figuree in another way, it would appear that the bulk of the audience attending the ewine day eeriee wae made up of men in their prime earning yeare -- 30 to 50 yeare of age -- with theee combined categoriee making up 59.9 per cent of the total.

In Area 3 -- eouthwest Nebraeka, where coneiderable expaneion in ewine raieing ie anticipated -- 36 per cent of the attendere were under 30 yeare of age, compared to the all-areae average of 25 per cent in thie category.

Ae to level of education of the attenders, 53 per oent lieted four yeare of high school completed. The next higheet oategory wae one to three yeare of college -- 16.7 per oent, followed in order by eighth grade or leee, one to three yeare high school and four yeare and over of college work.

Forty per cent of the 436 producers from all three areas answering the question on level of gross income were in the $10,000 to $24,999 bracket. One-fourth of the total respondents were in the $25,000-plus class, followed by 21.1 per cent in the $5,000 to $9,999 class; 8.0 per cent in the $2,500-$4,999 class and 5.7 per cent in the $1,500 to $2,499 class.

TABLE 7

COMPOSITE TABLE SHOWING TOTALS FOR ALL THREE AREAS IN THE VARIOUS CATEGORIES OF AGE, EDUCATION, INCOME OF ATTENDERS

	Areas 1, 2, and 3	
	No.	Pct.
Age		
Under 30	114	25.0
30-39	157	34.5
40-49	116	25.4
50 and older	68	15.1
Total	455	100.0
Years of School Completed		
8th grade or less	59	13.1
1-3 years high school	40	8.9
4 years high school	238	53.0
1-3 years college	75	16.7
4 years college and over	37	8.3
Total	449	100.0
Level of Gross Income		
$1,500-$2,499	25	5.7
$2,500-$4,999	35	8.0
$5,000-$9,999	92	21.1
$10,000-$24,999	175	40.1
$25,000 plus	109	25.0
Total	436	99.9

Other pereonal information rsspondente were asksd to furnish was the eizs of farme (number acrss ownsd and/or number of acres leased or rentsd), and the numbsr of persons in their families living at homs. While follow-up eurveye using thie information might bs useful for uss by oounty agents and spscialiets, no rslationshipe using thsse data were worked out in this eurvey.

Media Habits of Attenders and Their Prsfsrred Sources of Information

Producers wers aeked to liet namee of all newspapere eubecribed to, for purposes of detsrmining media availability and audience reading habite. The namss of both daily and weekly nswspapers, plus a liveetock trade paper, known to be circulated in sach of ths three areas, were listed on the queetionnaire, with the reepondent given ths opportunity to add othere.

The gensral sohems in each area wae to liet the etrongest regional daily nswspapere, ths etats's most widsly-circulated mstropolitan daily newspapsr, (Omaha World-Herald), the county eeat newspaper in the county whsre each Area Swins Day was scheduled, and the wsekly nswspaper in the hoet town for each swine day program, if different from the county seat. Thus, an attempt wae made to gaugs the sxposure of the potential audience of ewine producere in each area to various types of newspapers available.

It wae assumed that many of the 452 respondents to thie qusstion subecribe to more than one newepaper -- either

to a daily and at leaet one weekly, or perhaps a county seat newspaper and small local paper, along with a liveetock trade newepaper in eome inetances.

A look at aggregate statietics for the three areas indicatee that 39.5 per cent of the reepondente eubecribed to a regional daily newepaper; 24.8 per oent to the only daily with genuine statewide circulation; 12.6 per cent to weekly newepapere; and 10.0 per oent to a liveetock trade paper circulated throughout the state (a member of the Corn Belt Farm Dailiee chain). A single daily newepaper wae both the hoet county seat newepaper and hoet town newspaper in both Areas 2 and 3, while in Area 1 eeparate weekly newepapers were in theee oategoriee. (See detailed table in appendix for area-by-area breakdown and coneult sample queetionnairee for namee of all newspapere lieted in the queetionnaire).

A total of 466 producere lieted from one to as many ae five radio eete in their houeehold, while 456 lieted one or more televieion eete.

The eame procedure in lieting etatewide, regional and local outlete eerving each area wae followed in lieting radio and televieion etatione in the queetionnaire, along with a blank for reepondente to write in call lettere of a radio etation not lieted on the form.

Of intereet wae the fact that 472 producere indicated they lietened to one or more radio etatione, compared to 452 who checked newspapere eubscribed to. However, it cannot be

determined positively whether this indicates fewer producers are subscribing to newspapers than listening to the radio and/or viewing television, or whether fewer producers answered the question regarding newspapers. In review, it appears that a blank, "do not subscribe to a newspaper. . ." as part of question 8 would have clarified this point, although it seems doubtful that very many farmers do not subscribe to either a weekly or daily newspaper.

On one of the key questions of the entire survey, "please check the source from which you first learned of Area Swine Day," respondents placed newspapers ahead of all other sources.

The accuracy of findings on this question was impaired somewhat by some respondents' marking more than one source, an apparent sign they could not recall through which particular medium they had heard the first announcement regarding swine days.

However, even allowing some margin for this error, newspapers were far ahead, receiving 234 checks in all areas (40.5 per cent of the total), followed by an announcement through the mail, 13.1 per cent; direct contact by county agent, 11.7 per cent; and radio, 11.4 per cent. Other sources in descending order of mention, and all under 10 per cent, were television, neighbor-friend, other, commercial concern, poster and marketing agency. Announcement through the mail presumably would include notices sent either by the county agent or state

specialists, and thus is more of a method than a source. The role of the agent is likely greater than it appears in the statistics, considering notices mailed by him and not considered a "direct contact."

While figures cited were an average for all areas, significant differences showed up between areas. For example, 10.2 per cent of producers in Area 1 credited neighbors and friends as their first source of information, compared with only 3.5 per cent in Area 3, and 6.9 for the all-areas average. Newspapers were first in all three areas, ranking tops as first source by percentages ranging from 36.7 in Area 1 to 42.4 in Area 3. Television was listed as first source by only 3.6 of the producers surveyed in Area 1, compared with 11.4 in Area 2. Radio was cited by 19.1 per cent of producers in Area 1, but only 6.8 per cent in Area 2. Announcement through the mail was fairly constant in all three areas, with percentages of 11.0, 11.9 and 15.6 in Areas 1, 2 and 3, respectively.

These area variations apparently reflect different media patterns as well as differences in the utilization of media by agents. While there are undoubtedly some counties which do not have access to the same number and quality of media outlets as others, at the same time, some agents may prefer to use radio as their principal communications tool, others the newspaper, et. al., although they ostensibly practice an integrated media approach in their county educational programs.

TABLE 8

COMPARISON BETWEEN ATTENDERS AND NON-ATTENDERS ALL AREAS REGARDING SOURCES THROUGH WHICH PRODUCERS BECAME AWARE OF AREA SWINE DAYS

	Attenders - All Areas			Non-Attenders - All Areas		
Source	No.	Per Cent	Rank	No.	Per Cent	Rank
Newspaper	234	40.5	1	19	22.6	2 (Tie)
Announcement through Mail	76	13.1	2	12	14.2	4
Direct Contact County Agent	68	11.7	3	21	25.0	1
Radio	66	11.4	4	19	22.6	2 (Tie)
Television	40	6.9	5) Tie	5	5.9	6
Neighbor-Friend	40	6.9	6)	7	8.3	5
Other	21	3.6	7	0	0	-
Commercial Concern	18	3.1	8	0	0	-
Poster	11	1.9	9	1	1.1	7
Marketing Agency	3	0.5	10	0	0	-
Totals	577	99.6		84	99.7	

In order to gain some ineight as to conducting more effective field day informational programs in the future, the queetion, "please chsck preference ae to the eource from which you would like to get information regarding such an event as swine day," wae framed, and immediately followed the question on source of firet information in the questionnaire.

Respondente were requeeted to rank their preferenoes 1, 2, 3, and so on, by writing a figure in the appropriate blank. As many as eight choicee were marked, along with several unranked check marks. As choicee after the first three were extremely scattered, only the first three choices wsre tabulated.

Two different methode of tabulation were used to arrive at a rank order.

By one method, the first, second and third choioee indicated, plus each unranked check for a source, were totalled to give a composite figure for a medium. For example, the total for all areae for newspaper was: first choice, 105; eecond choice, 53; third choice, 36; and unranked marke, 79 (referred to as the "X" punch in tables, following the designation in IBM card punching). Total choices were 273.

TABLE 9

ATTENDERS' PREFERENCES FOR SOURCES THROUGH WHICH THEY MAY BECOME AWARE OF EDUCATIONAL LIVESTOCK EVENTS SUCH AS AREA SWINE DAYS
Method 1

Grand Total, All Areas, of Total Choices for Each Source (Sum of 1, 2, 3 choices and "X" Punoh)--Unranked Choices for Media

	Total-Area 1	Total-Area 2	Total-Area 3	Grand Total	Final Rank
News story	67	105	101	273	1
Notice - Co.agent	47	84	79	210	2
Radio news program	42	55	61	158	3
TV news program	28	63	52	143	4
Oounty agent ool.	34	37	31	102	5
Notice-specialist	25	33	35	93	6
County agent program	2	15	8	25	7
Public meeting	2	9	10	21	8
Other	1	0	3	4	9

The other method involved use of a weighted score, assigning first choioe three points, second choice two points and third ohoice, one point; totalling the three scores for each medium and disregarding the unranked marks.

TABLE 10

ATTENDERS' PREFERENCES FOR SOURCES THROUGH WHICH THEY MAY BECOME AWARE OF EDUCATIONAL LIVESTOCK PROGRAMS SUCH AS AREA SWINE DAYS
Method 2

Weighted Soore Totals...All Areas

	Total Pts. Area 1	Total Pts. Area 2	Total Pts. Area 3	Grand Total Points	Final Rank
News story	93	203	260	556	1
Notice - Co.agent	65	155	105	325	2
Radio news program	54	85	65	204	3
TV news program	23	87	60	170	4
County agent col.	25	62	63	150	5
Notice-specialist	16	35	45	96	6
Public meeting	0	10	10	20	7
County agent program	0	10	6	16	8
Other	0	0	3	3	9

Reeulte gained by both methods ehowed newspapere ranked firet as a preferred eource by producere for getting information regarding euch an event as ewine day, followed by direct mail, radio and televieion.

One defect of the survey became apparent in attempting to compare directly queetione 11 and 12 -- actual eource of firet information ve. preferred eource.

The categories making up the two queetione wers not exactly alike, making it neceesary to combine eome categoriee in the "preferred source" tabulatione for comparison purpoees.

Totale for county agent column and newe etory were oompared againet the total for "newepaper" ae the actual eource of information. Similarly, notice from College of Agriculture epecialiete and notice or letter from county agent were considered together in the category, direct mail, in comparing thie total with "announcement received through the mail," ae a poeeible firet source in question 11.

To help eetablieh the media habite of ewine producere, a queetion wae included regarding farm magazines read moet consistently.

General farm magazinee circulated nationwide, the etate farm magazine, specialized cattle, ewine and dairy publications and the Nebraeka Experiment Station Quarterly were lieted.

The eame methods ueed in eetablishing a rank order for preferred firet eourcee of information were used in thie inetance.

TABLE 11

COMPARISON IN RANKING OF SOURCES FROM WHICH ATTENDERS BECAME AWARE OF AREA SWINE DAY AND OF SOURCES FROM WHICH THEY WOULD PREFER TO BECOME AWARE OF COMPARABLE EDUCATIONAL LIVESTOCK MEETINGS
(Rankings based on totals for all areas)

Source of Awareness	Rank	Preferred Source	Rank
Newspaper	1	Newspaper (includes both County Agent Column and News Story)	1
Announcement Received through Mail	2	Direct Mail (from both Agents and State Extension Specialists)	2
Direct Contact-Co. Agent	3		3
Radio	4	Radio (includes both Station and Agent Farm News Programs)	4
Television	5	Television	5

It appeared feasible to use the first three choices, disregarding other choices marked.

Using the "weighted score" method earlier described, Successful Farming ranked first with 507 points; Farm Journal ranked second with 494 points; and Nebraska Farmer third with 464 points. National Hog Farmer ranked fourth, but its point total plummeted to 62.

TABLE 12

MAGAZINES READ MOST CONSISTENTLY BY ATTENDERS IN ALL AREAS WEIGHTED SCORE TOTAL POINTS AND FINAL RANKING OF PUBLICATIONS

Name of Magazine	Total Pte. Area 1	Total Pte. Area 2	Total Pts. Area 3	Grand Total Pts.	Final Ranking
Succeesful Farming	111	189	207	507	1
Farm Journal	100	209	185	494	2
Nebraska Farmer	81	200	183	464	3
National Hog Farmer	22	25	15	62	4
Nebraska Experiment Station Quarterly	5	24	7	36	5
Hoard's Dairyman	7	10	1	18	6
Weetern Farm Life	1	0	15	16	7
Nebraeka Cattleman	1	8	3	12	8
Other	3	8	0	11	9
Weetern Liveetock	0	7	0	7	10

Using the method of totalling the number of first, second and third choices and the unmarked choices for each media (X punch), Successful Farming wae ranked firet with 430; Nebraska Farmer, second with 388; Farm Journal, third with 381; and National Hog Farmer, fourth with 117 points.

TABLE 13

MAGAZINES READ MOST CONSISTENTLY BY ATTENDERS:
TOTAL CHOICES, ALL AREAS, FOR EACH MAGAZINE
(sum of 1, 2, and 3 choices and "X" punch - unranked choices).

Name of Magazine	Total Area 1	Total Area 2	Total Area 3	Grand Total	Final Rank
Successful Farming	103	160	167	430	1
Nebraska Farmer	96	152	144	388	2
Farm Journal	104	132	145	381	3
National Hog Farmer	24	26	67	117	4
Nebraska Expt. Station Quarterly	16	29	15	60	5
Other	12	13	16	41	6
Western Farm Life	3	1	33	37	7
Hoard's Dairyman	13	12	3	28	8
Western Livestock	3	10	5	18	9
Nebraska Cattlsman	3	7	5	15	10

Successful Farming received 31.5 per cent of the first choices; Farm Journal, 29.2 per cent and Nebraska Farmer, 32.6 per cent; with the balance of a few percentage points distributed among six other listed media and "other" media written in by the respondents.

II. Results of Non-Attender Section of Survey

The percentage of questionnaires filled out by producers who did not attend Area Swine Days (non-attenders), but who were contacted either by mail or personal visit, was smaller than the level of returns among attenders -- 37.6 per cent and 45.5 per cent, respectively.

The 14 counties involved in the non-attender section of the survey included three counties in which personal interview was the sole method used in contacting non-attenders; six counties in which mail was the sole method used; and four counties in which both methods were used. (See Plate no. 3, page 98).

In Area 2 (York), all follow-up surveying was conducted by mail, and the rate of return was lowest -- 20 per cent; compared with 29 per cent in Area 3 (McCook), and 51 per cent in Area 1 (Laurel).

It is difficult to make a meaningful comparison between the rate of return in the primary and follow-up sections of the survey because an entire universe -- all those in attendance at each swine day program -- was surveyed, while only a selected number of all non-attenders in a given county (a single universe) was surveyed. Nevertheless, it is interesting to note that the rate of return from producers in Area 1 was lowest in the attender section of the survey and highest in the non-attender section.

TABLE 14

SUMMARY OF RETURNS IN NON-ATTENDER PORTION OF SURVEY

	Questionnairee Sent, Interviews Conduoted	Usable Questionnaires*	No. Counties Surveyed**
Area 1 (Laurel)	72	37	6
Area 2 (York)	35	7	4
Area 3 (McCook)	47	14	4
Total	154	58	14

Per Cent return, all areas 37.6

*Includee both primary and secondary counties, see Plate No. 3 page 98.

**Master liste compiled by county agente from asseseors' rolle available only for Antelope County in Area 1; Polk, Saline, Seward and Fillmore counties in Area 2; and Hitchcock, Hayes, Frontier, Gosper and Furnae counties in Area 3.

Audience Characterietice

The order ueed in interpreting data in the attender portion of the survey -- a lieting of facts regarding the respondent as a swine producer and the citing of facts regarding the respondent as an individual -- will be followed in this seotion.

It appeared that non-attenders followed fairly closely the pattern of specialization in swine production indicated by personal data of attenders. Although many apparently are grain-livestock farmers, the degree of specialization in swine is at least as great as among attenders. The total checks by producers from all areas in each of the eight blanks provided for crops or livestock revealed that swine led with 54, followed by beef cattle, 38; corn, 21; dairy, 11; sorghum and wheat, nine each.

A slightly larger percentage of non-attenders were full-time farmers -- 74.2 per cent -- compared to 66.9 for attenders. The most striking figure was in Area 1, where 92.8 per cent of the non-attenders responding claimed 100 per cent of their gross income to be derived from farming.

TABLE 15

NON-ATTENDERS CLASSIFIED ACCORDING TO PERCENTAGE OF INCOME DERIVED FROM FARMING

Per Cent Income Credited to Sales of Farm Products	All Areas No.	All Areas Pct.	Area 1 No.	Area 1 Pct.	Area 2 No.	Area 2 Pct.	Area 3 No.	Area 3 Pct.
25	2	5.8	0	0	0	0	2	14.3
50	5	14.2	1	7.2	2	28.5	2	14.3
75	2	5.8	0	0	1	14.4	1	7.1
100	26	74.2	13	92.8	4	57.1	9	64.2
Total	35	100.0	14	100.0	7	100.0	14	99.9

Non-attenders paralleled attenders in another area -- size of operation, (number of pigs grown annually as an average over the past five years).

Seventy-five per cent of non-attenders involved in the survey indicated they farrowed 50-200 pigs per year. However, only 3.5 per cent of the non-attenders said they farrowed under 50 head of pigs a year -- the stamp of a small producer -- compared to a figure of 12 per cent for attenders.

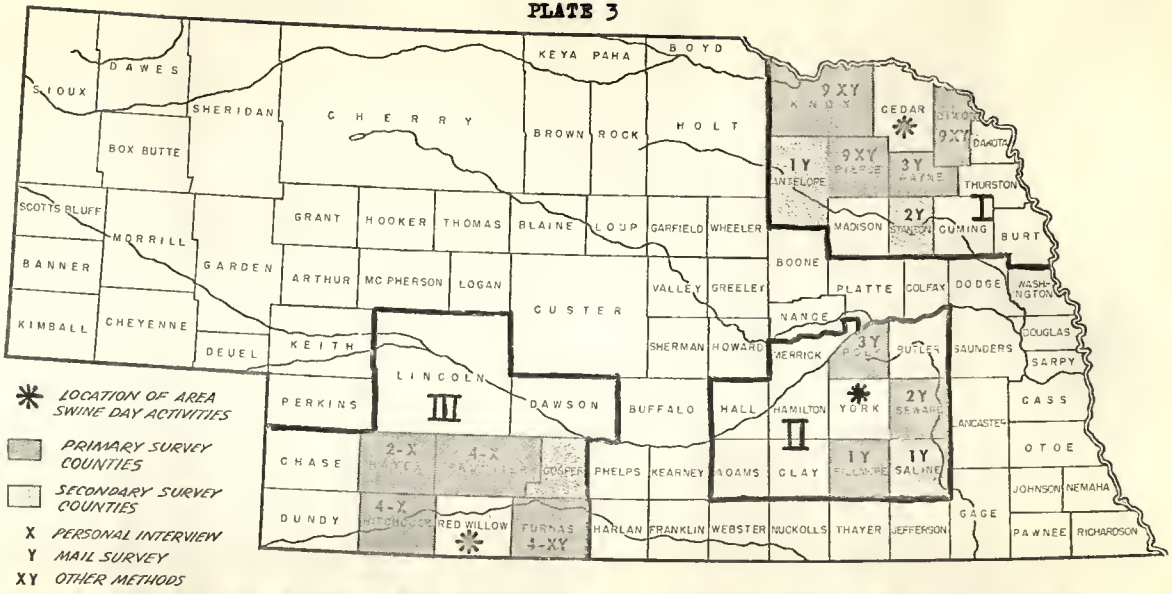
TABLE 16

TABLE SHOWING COMPOSITE TOTALS FOR ALL AREAS, SIZE OF OPERATION OF NON-ATTENDERS

Size of Swine Operation	No.	Pct.
Under 50 head	2	3.5
50-149	23	40.3
150-299	20	35.0
300 and over	12	21.0
Total	57	99.8

On the question, "I do...do not...plan to raise more pigs next year compared to this year," the intentions of attenders and non-attenders were opposite. This raised the possibility that the motivation to expand or reduce the size of swine operations was a significant factor in the decision to attend or not attend.

PLATE 3



MAP OF NEBRASKA SHOWING COUNTIES INCLUDED IN NON-ATTENDER PORTION OF SURVEY CONDUCTED BY MAIL AND PERSONAL INTERVIEW (FIGURES INDICATE NUMBER OF RESPONDENTS PER COUNTY)

Of 57 non-attendere reeponding, only 21 (36.8 per cent), indicated they planned to raiee more pige next year, while in the caee of attendere, 62.1 per cent expreesed intentione of expanding their ewine production enterprise.

Hoetility or indifference toward the University of Nebraeka, Exteneion Service or other branchee of the ineti-tution apparently was not an overriding factor in producere' decieion not to attend the Area Swine Day meetings.

Thie aesumption is based on the faot that the peroentage of non-attendere who indicated they "never" attend University of Nebraska-sponeored liveetock evente wae only elightly higher than that of the attendere -- who apparently had not attended liveetock educational meetinge previously. Of non-attendere repreeenting all three areas who answered the question regarding frequenoy of attendanoe at Univereity liveetock evente, 14.5 per oent anewered "never," compared to 13.2 per cent for attendere. Percentagee for non-attendere and attendere who indioated they "ocoaeionally" attend euch events were 70.9 and 67.3 reepectively. In the "often attend" category, figures were 14.5 and 19.5 per oent, reepectively.

In attempting to identify factors which influenced or had a direot bearing on producere not attending swine daye, five considerations which eeem to be aseociated with

attendance at most agriculturally-related events were listed on the form. The producer also was given a choice of marking a more pertinent reason in the category designated "other."

TABLE 17

NON-ATTENDERS CLASSIFIED ACCORDING TO FREQUENCY OF ATTENDANCE AT UNIVERSITY OF NEBRASKA-SPONSORED LIVESTOCK EVENTS

Frequenoy Claimed by Respondent	All Areas		Area 1		Area 2		Area 3	
	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.
Often	8	14.5	3	8.9	2	28.5	3	21.4
Occasionally	39	70.9	25	73.5	4	57.1	10	71.4
Never	8	14.5	6	17.6	1	14.4	1	7.2
Total	55	99.9	34	100.0	7	100.0	14	100.0

Lack of program appeal apparently could be ruled out as a major influence on non-attendance, based on the fact that only 10.4 per cent of non-attenders in all three areas indicated "no interest in program topics."

"Urgent work on the farm" was the reason listed by most non-attenders -- 31.3 per cent; followed by "conflict with another event." To put it another way, it appeared that circumstances beyond the control of the swine day program planners were responsible for preventing or making it impossible for 89.6 per cent of this group of producers to attend one of the meetings.

Since a major winter snowstorm did not occur immediately prior to or during the series of three meetings at widely-separated locations in the state, it appears that the figure 10.4 per cent -- those producers who listed adverse weather and/or road conditions as a deterrent to attendance -- was valid.

TABLE 18

REASONS LISTED BY PRODUCERS FOR NOT ATTENDING AREA SWINE DAYS*

	All Areas		Area 1		Area 2		Area 3	
	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.
No Intereet in Program Topios	7	10.4	4	9.5	0	0	3	16.7
Personal or Family Illnees	4	5.9	1	2.3	0	0	3	16.7
Confliot with Another Event	20	29.8	13	30.9	5	71.4	2	11.1
Urgent Work on the Farm	21	31.3	14	33.3	1	14.2	6	33.3
Adveree Weather, Road Conditions	7	10.4	3	7.1	0	0	4	22.2
Other	8	11.9	7	16.6	1	14.2	0	0
Total	67	99.7	42	99.7	7	99.8	18	100.0

*Total rsaeons repreesnt a higher numbsr than total pereons who answered thie queetion (58) becauee some respondente checksd more than ons category.

In summarizing psreonal data of non-attenders, rspreeenting all areae, the combined percentage of producsrs in the two middls ags catsgoriss -- 30-39 years and 40-49 ysars -- was 65.4 per csnt, compared to 69.9 per csnt of attendere in ths same two categorise.

A significant difference betwesn percsntagee of attenders and non-attendere in ths "undsr 30" and "50 and older"

categoriee wae observed, however. Only 10.3 per cent of the non-attendere were in the "under 30" group, compared to 25 per cent of the attendere. At the upper end of the age ecale, 24.1 per oent of the non-attendere were in the "50 and older" category, compared to only 15.1 per cent of the attendere. In fact, older men made up the smallest percentage of attendere distributed through the four categoriee.

Thie finding euggests the poeeibility of linking the premise that a larger number of older men would be expected to pass up attending ewine days with the finding cited earlier that a majority of the non-attendere were not planning to expand their swine operation: in ehort, the older producere -- many nearing retirement -- would tend to be more conservative in regard to adopting new practices, and would have lees interest in attending educational meetinge where such practioee are introduced and diecuseed.

As in the caee of age, the principal differencee between the attendere and non-attenders in yeare of school oompleted appeared at the upper and lower ende of the ecale.

At the loweet level -- 8th grade or leee -- the figure wae 25.8 per cent for non-attenders, compared to 13.1 for attendere -- a near-50 per cent difference. At the college level, which includes two categoriee -- one to three yeare of college and four or more years of college -- the difference ie even more etriking.

The combinsd percentage of non-attenders with eoms collsge sducation was 10.5 compared to 25 per csnt of ths attsnders. At ths high school lsvsl -- including the catsgories 1-3 ysars of high school and four yeare high school -- the psroentagse wsre very cloee -- 63.7 and 61.9 for non-attenders and attenders, reepeotively.

The eignificant difference betwssn non-attenders and attendere in level of gross incoms was evident in ths two uppsr categoriee -- $10,000-$24,999, and $25,000-plue.

In the category of $10,000 upward to $25,000, a percsntags of 51.1 non-attenders -- over half of all who responded -- compared to 40.1 per cent of attenders in ths sams category. In the highsst bracket -- $25,000 and over -- thsre were 6.9 per cent of ths non-attendere, compared to 25 psr cent -- ons-fourth -- of attenders. When the two categoriee ars combinsd, ths differencs is brought into sharper focus, with ths figures being 58.0 psr csnt for non-attsnders and 65.1 -- nearly two-thirds -- of the attsnders.

In the lowsst incoms category -- $1,500-$2,499 -- the differencs is marked: 4.6 per csnt of the non-attendere being in this category, compared to 5.7 per csnt of ths attenders.

It should be noted that the numbers of non-attsndere on which percentages were calculated are much smaller than those of attenders on which comparabls percentagse wsrs figured. For example, only thres respondente among ths non-attenders from all three areae cheoked the $25,000-plue category, representing ths percsntags figurs of 6.9. In the portion of ths

survey involving attenders, 109 producers marked the same category, accounting for the 25 per cent figure.

TABLE 19

COMPOSITE TABLE SHOWING TOTALS FOR ALL THREE AREAS IN THE VARIOUS CATEGORIES OF AGE, EDUCATION, AND INCOME FOR NON-ATTENDERS

	Areas 1, 2, and 3	
	No.	Per Cent
Age		
Under 30	6	10.3
30-39	18	31.0
40-49	20	34.4
50 and older	14	24.1
Total	58	99.8
Years of School Completed		
8th grade or less	15	25.8
1-3 years High School	3	5.1
4 years High School	34	58.6
1-3 years College	4	6.8
4 or more years College	2	3.7
Total	58	100.0
Level of Gross Income		
$1,500-$2,499	2	4.6
$2,500-$4,999	7	16.2
$5,000-$9,999	9	20.9
$10,000-$24,999	22	51.1
$25,000 plus	3	6.9
Total	43	99.7

In concluding the section on personal characteristics of non-attenders, it should be noted that, as in the case of attenders, no data were compiled on the average size of farm or size of family, these data not being required to meet the primary objectives of this investigation.

Media Habits of Non-Attenders and Their Preferred Sources of Information

For purposes of comparison, non-attenders also were asked to answer questions regarding availability of media and media viewing, listening or reading habits.

The same listing of daily and weekly newspapers, livestock trade paper, radio and television stations was carried for each area in questionnaires submitted to non-attenders as for attenders.

These questions likewise were designed to gauge to some degree the exposure of various types of available media to swine producers in each area, and to provide a basis for detecting possible differences in availability and use of media between non-attenders and attenders.

Aggregate statistics for all three areas, comparing subscription patterns for attenders and non-attenders, are shown in the table on page 107.

The similarity of percentages of attenders and non-attenders who subscribe to daily newspapers rules out any significant difference in exposure of this type of media between the two groups of producers.

TABLE 20

PER CENT OF TOTAL NEWSPAPER SUBSCRIPTIONS INDICATED

	Attenders	Non-Attenders
Regional Dailies	39.5	42.0
Statewide Circulation Metropolitan Daily	24.8	24.0
Weeklies	12.6	7.0
Livestock Trade Papers	10.0	7.0
Other	13.1	20.0

There is a combined difference of 10 per cent between the numbers of attenders and non-attenders who subscribe to weeklies and the livestock trade newspaper which is circulated statewide. Most of this difference is reflected in the "other" category. Without further refinement of this figure, it is difficult to determine what effect the differences in subscription patterns have on exposure of the two groups to specific information carried in available media.

As indicated in Table 8, page 87, non-attenders listed "direct contact by agent," as their actual first source of information regarding an agricultural event such as Area Swine Day. They rated newspaper and radio equal as their second source, followed by "announcement received through the mail," and neighbor or friend.

Attenders listed newspapers as their first source for learning of such events as agricultural field days. Attenders apparently have been satisfied with newspapers, including county agent's columns, as a source of information, based on the fact that their preference for newspapers coincides with their actual dependence on newspapers as a source.

Non-attenders' loyalty to a particular medium as a dependable source of "first information" was not as obvious as that of attenders. Over 40 per cent of the attenders named the newspaper as their actual source of information, while only 13 per cent claimed "announcement through mail" as their first source.

On the other hand, non-attenders' predominant choice of first source involved three media -- contact by agent being listed by 25 per cent, closely followed by newspaper and radio, each with 22.6 per cent.

The terminology in questions 11 and 12 was not exactly the same, precluding a direct comparison of answers to these related questions in both the attender and non-attender portions of the survey (see page 163). However, it could be inferred that non-attenders liked the personal contact identified with the agent, rather than the impersonal contact through mass media, such as the newspaper.

A comparison in ranking of sources from which non-attenders became aware of Area Swine Days and the sources from which they would prefer to become aware of such an event (Table 21, page 109), bears this out. Listed most often as an actual

sources by non-attendsrs was contact by county agent, which could include either a conversation (farm visit or a call at ths agent's offics by the producer) or direct mail from the agent.

TABLE 21

COMPARISON IN RANKING OF SOURCES FROM WHICH NON-ATTENDERS BECAME AWARE OF AREA SWINE DAYS AND OF SOURCES FROM WHICH THEY WOULD PREFER TO BECOME AWARE OF SUCH EDUCATIONAL LIVESTOCK MEETINGS
(Rankings bassd on all areas)

Actual Source of Awarensss	Rank	Preferred Sources of Awarsness*	Rank
Direct Contact - County Agsnt	1	Dirsct Mail (from Agts., Stats Specialists)	1
Newspaper	2 (Tie)	Newspaper (includss both co. agent col. and news story)	2
Radio	3 (Tis)	Radio (includes both station and agent farm nsws programs)	3
Announosment Rec'd. Through Mail	4	Tslevision (station farm news program)	4
Friends and Neighbors	5		-
Television	6		-

*Determined by totalling number of first, second and third choicss, plus unranked markings, listed by respondents for each source.

The wording of question 12 in the questionnaire restricted the type of answer both attenders and non-attenders oould give as first source of information. However, non-attenders' solid choice of direct mail, which included that initiated by both agents and state Extension specialists, confirmed an apparent desire for a more personalized approach -- recognizing that direct mail inherently involves a very mechanical type of communication, when compared to the face-to-face contact or personal letter.

When the top three preferences for source by attenders and non-attenders are studied, the picture becomes more cloudy, and the differences in media habits between these two study groups of producers do not appear as great.

Referring to the terms listed in questionnaire, attenders expressed a clear preference for "news story," followed by "notice from agent." This same rank order emerged when two methods were used -- the weighted score method and the sum-of-choices method, both described earlier in this text.(See page 88). The radio news program, prepared by station personnel -- usually the farm service director -- was listed as third preference by attenders. (See Tables 9 and 10, page 89).

Using the weighted score method to arrive at a rank order of sources, the non-attenders placed notice from county agent first and news story second -- a transposition of the attenders' rank order. Under the weighted score

method, non-attenders agreed with attenders in ranking radio program third. Under the sum-of-choices method, they placed notice from agent first by a wide margin, followed by notice from specialist, with county agent's column and radio news program tied for third and fourth. (See Table 23, page 112).

In interpreting these data, it should be pointed out that the spread between the positions of newspaper and other media is not as great when preferences are considered as when actual sources are considered -- in the case of both attenders and non-attenders.

This is because "newspaper," "radio," and "direct mail," as such, are broken down to the components of "news story-county agent's column," "radio news program - county agent's program," and "notice from specialist - notice from agent," respectively, in question 12 regarding preference of source.

In question 11, "source" might more accurately be referred to as the "medium through which you first learned of Area Swine Day," In question 12, regarding preference, the term "source" accurately pinpoints a method of communication, the effectiveness of which this study among other things, seeks to measure.

Question 12 (preferred source of awareness) promises to yield information which will help construct a more detailed picture of swine producers' media habits than is possible through analysis of answers to question 11 (actual source of awareness).

For example, it appeare eignificant in examining current information practicee that non-attendere ranked "newe etory" well above "county agent'e column."

TABLE 22

NON-ATTENDERS' PREFERENOE FOR SOURCES THROUGH WHICH THEY MAY BECOME AWARE OF EDUCATIONAL LIVESTOCK PROGRAMS SUCH AS AREA SWINE DAYS
Weighted Score Totale...All Areae*

	Total Pointe Area 1	Total Pointe Area 2	Total Pointe Area 3	Grand Total Pointe	Final Rank
Notice-Oo. Agt.	40	7	6	53	1
Notice-Speo.	18	10	0	28	2
Radio Newe Program	16	4	2	22	3
Newe Story	15	3	0	18	4
Co. Agt. Col.	12	0	2	14	5
TV Newe Program	8	5	0	13	6
Co. Agt. Program	0	0	0	0	-
Public Meeting	0	0	0	0	-
Other	0	0	0	2	-

*Three pointe for firet choice; two for eecond; one for third.

TABLE 23

NON-ATTENDERS' PREFERENCE FOR SOURCES THROUGH WHICH THEY MAY BECOME AWARE OF EDUCATIONAL LIVESTOCK EVENTS SUCH AS AREA SWINE DAYS*

	Total Choice Area 1	Total Choice Area 2	Total Choice Area 3	Grand Total Choice	Final Rank
Notice-Co. Agt.	21	3	9	33	1
Newe Story	18	1	0	19	2
Co. Agt. Col.	11	0	3	14	3)TIE
Radio Newe Program	9	3	2	14	4
Notice-Spec.	9	4	0	13	5
TV Newe Program	5	4	2	11	6
Co. Agt. Program	1	0	0	1	7
Public Meeting	0	0	0	0	-
Other	-	0	0	0	-

*Total ohoices for each eource; eum of 1, 2, and 3 choicee and unranked choice ("X" punch).

Wide differencee in the ability of county Extension agente to function ae maee communioatore, due to differencee in background, training and motivation, is well-known. These differencee in writing ekills are reflected in the type of column identified with the agent, although his copy may include news material written by professionale and be subjected in varying degree to re-writing by the newspaper editor. It is thie personalized column by the agent, often accompanied with a by-line, upon which reepondente' have made a value judgment which influences their preference for a given epecialized eource of information.

The listing of components of a medium (county agent'e column, etc.) rather than the medium ae an entity (newspaper), may have made poeeible the accumulation of more detailed data. But thie eame fragmentation alao may contribute to a more blurred image than if the medium iteelf had been mentioned in both questione.

It is likely that a producer, trying to recall the source through which he first became aware of a epecific piece of information, would readily identify himself with a newepaper, the radio or television eet as a <u>general</u> souroe -- a medium which he ueee consistently and habitually.

It may have been more difficult for him to identify himself with a <u>specific</u> eource such as a column, radio program or definite piece of direct mail ("I remember receiving eomething in the mail . . . but did it come from the agent or the epecialiet?") It ie recognized that agente who write

a good column do have a well-defined audience of readers, and that many colorful farm service directors, using the medium of radio, do indeed hold listeners over the years with a distinctive style and voice delivery. Under these circumstances, it would be easy for a faithful listener or reader to accurately associate his first awareness of a piece of information with a specialized source.

Non-attenders agreed with attenders in rating three farm magazines highest in answering the question, "please check the magazines read most consistently," but the order of ranking of the three was different.

Lumping figures for the three areas, attenders said they read Successful Farming most consistently, followed by the Farm Journal and the Nebraska Farmer, with the National Hog Farmer a distant fourth. This order prevailed under two different methods of compilation -- the weighted score method and the sum-of-choices method, both of which have been described heretofore in this survey.

Using the same two methods, non-attenders indicated they read the Nebraska Farmer most consistently, followed by the Successful Farming and Farm Journal magazines. In the weighted score method, National Hog Farmer again was rated fourth, but via the sum-of-choices method, it fell to fifth, behind the Nebraska Experiment Station Quarterly.

Among non-attenders, 55.1 per cent of the first choice marks were for the Nebraska Farmer, followed by Successful

Farming with 37.9 per cent. This contrasts with figures for the attenders, whose first choice marks were distributed quite evenly among the top three magazines: Successful Farming, 31.5 per cent; Farm Journal, 29.2 per cent; and Nebraska Farmer, 32.6 per cent. (For detailed figures, see Appendix, Table No. 162)

Using the weighted score method, the spread between the first choice Nebraska Farmer and second place Successful Farming was considerable -- 71 points compared to 40 points.

Possible reasons for non-attenders reading the Nebraska Farmer -- a publication oriented to state agriculture -- more consistently than the two major nationally circulated farm magazines are hard to identify. The significance of readership habits involving National Hog Farmer will be discussed in the next chapter in connection with a review of the hypotheses and listing of conclusions of the study.

TABLE 24

MAGAZINES READ MOST CONSISTENTLY BY NON-ATTENDERS IN ALL AREAS, WEIGHTED SCORE TOTAL POINTS AND FINAL RANKING OF PUBLICATIONS

Name of Magazine	Total Pointe Area 1	Total Points Area 2	Total Points Area 3	Grand Total Points	Final Ranking
Nebraeka Farmer	43	14	14	71	1
Succeseful Farming	16	10	14	40	2
National Hog Farmer	7	2	0	9	4
Expt. Station Quarterly	4	1	2	7	5
Farm Journal	3	8	6	17	3
Hoard's Dairyman	2	0	0	2	6)TIE
Western Farm Life	0	0	2	2	6
Nebraska Cattleman	0	0	0	0	-
Wsstern Liveetook	0	0	0	0	-
Other	0	0	0	0	-

TABLE 25

MAGAZINES READ MOST CONSISTENTLY BY NON-ATTENDERS ALL AREAS: TOTAL CHOIOES FOR EACH MAGAZINE (sum of 1, 2, and 3 choices and "X" punch - unranked ohoicee)

Nams of Magazins	Total Pointe Area 1	Total Pointe Area 2	Total Points Area 3	Grand Total Points	Final Ranking
Nebraeka Farmer	33	7	12	52	1
Successful Farming	28	4	10	42	2
National Hog Farmer	6	2	0	8	5
Expt. Station Quarterly	6	1	2	9	4
Farm Journal	13	4	9	26	3
Hoard's Dairyman	4	0	0	4	7)TIE
Wsstern Farm Life	0	0	4	4	8
Nebraeka Cattleman	0	0	0	0	-
Western Livestook	0	0	1	1	9
Other	5	1	0	6	6

CHAPTER VIII

SUMMARY AND CONCLUSIONS

In reviewing and analyzing survey findings, enough data were gathered to shed considerable light on questions posed in four of the six objectives of the study.

In regard to objective no. 1 -- to determine the extent of awareness among swine producers of the swine day program to be held in their area -- findings revealed that nearly all producers within all three geographical areas were aware of the swine day programs far enough in advance to make a decision to attend or not to attend. In other words, lack of awareness was not a factor in decisions not to attend the swine field days. The investigator, in conducting the non-attender portion of the survey, encountered only two producers who indicated they did not hear about the until a day or so previous to the date it was to have been held.

Question 10, "please check the source from which you first learned of Area Swine Day," and question 13, "the principal reason for not attending the swine day program was. . ." provided checks against each other in determining whether the non-attender actually was aware of the swine day program.

Objective no. 2, to determine the news medium or media through which the majority of those attending swine

day learned of the event in each area, was met with apparently clear-cut data, especially in the attender portion of the eurvey.

While it wae generally found that the majority of attendere firet became aware of the ewine day programe through newepaper etories, there was no way of telling, due to the way the queetionnaire wae constructed, whether daily newepapere, weekly newepapere, or a combination of the two types, were the moet effective in making a commodity group euch ae ewine producers aware of an agricultural field day.

A follow-up eurvey would help refine and reinforce thie finding, and from an agricultural information etandpoint, the eame type of eurvey would be conduoted with beef cattle and eheep producere to determine if any differencee exiet between theee farmer-audiencee in media habite and attitudee.

Objective no. 3, to compare differencee in eources of information between three areae, with poseible relationshipe of age, education, income and eize of operation of producere, called for identification of the inter-play of a large number of variables.

Definite differencee emerged in the characterietics of audiencee (producere) in the three geographical areae. In working with the maee of data accumulated through a fairly high level of return, eepecially in the attender portion of the survey, it wae decided to concentrate more on analyeie of findings with etatewide ecope and eignificanoe than had been planned earlier.

While some work was done on area comparisons, it was felt that general interest in results of the survey would best be served by doing a thorough analysis of findings based on composite data from the three areas. More detailed information remains to be extracted, if thought desirable, by information and livestock specialists, to guide new policies or the development of new techniques at an operational level if findings warrant.

An attempt was made again on a statewide basis, to establish whether associations existed between the following:

---Different areas of the state in which producers reside and their expressed sources of awareness.

---Different areas of the state in which producers reside and their reasons for coming to swine day.

---Size of income and farm magazine read most consistently.

---Size of operation and farm magazine read most consistently.

---Age and source of awareness, attenders vs. non-attenders.

---Size of operation of producers related to awareness, attenders vs. non-attenders.

---Income and source of awareness, attenders vs. non-attenders.

---Education and source of awareness, attenders vs. non-attenders.

---Age and attendance at swine days.

---Education and source of awareness, attenders and non-attenders.

A brief etatement regarding detectable relationehips between theee iteme followe:

1. There wae no apparent relationehip between area of residence in the etate and eource of awareneee, as the rank order of awareneee wae baeically the eame in all three geographical areae etudied.
2. There were eignificant differencee in reaeone lieted by producere in the three areae for attending swine daye. Thie apparently could be tied to differencee in the type or level of ewine operatione typical in each area, rather than to the pereonal characterietics of the ewine producers. Ae an example, 15 per cent of the producere in Area 3 listed "exhibits" ae the principal reaeon for their attendance, contraeted to 1.8 per cent of the producere listing the eame reason in Area 1. (See Table 5, page 76).
3. Three magazinee, each of a different type -- a nationally dietributed general farm magazine (Successful Farming); a etate farm magazine (Nebraska Farmer); and a epecialized trade publication (National Hog Farmer); were compared to determine if there was any relationehip between magazinee read moet consietently and level of income. Tabulatione determined that the concentration of readerehip in all three casee wae in the upper two income brackete -- $10,000 to $24,999,

and $25,000 and over. There appeared to be an association of preference for National Hog Farmer with the highest income bracket.

4. The same three magazines listed in point 3 above were compared in a similar way in an attempt to establish if any relationship existed within the study between magazines read most consistently and size of operation. In this comparison, it could be said that in the case of Nebraska Farmer and Successful Farming, the concentration of readership was in the two middle brackets, percentagewise, -- those who farrowed or purchased 50-149 and 150-299 pigs annually. In the case of National Hog Farmer, the concentration was in the upper two brackets -- 150-299 and 300-plus pigs raised annually. There appeared to be a correlation between size of operation and preference for this specialized swine magazine, with the largest operators tending to read it more consistently than they did the more generalized farm magazines.

5. An attempt was made to determine if there were any differences in the relationship between age and source of first awareness when attenders and non-attenders were compared directly by age category. Due to smallness of numbers in the non-attender data, comparisons were made only in the cases of newspaper, radio and county

agents as sources. Considerable differences were indicated. For example, of attenders 50 years of age and older, 28.5 per cent listed newspapers, compared to 33.3 per cent for non-attenders. Comparable figures for radio and county agents were 21.4 and 33.3 per cent and 11.9 and 33.3 per cent, respectively. Considering another age bracket -- 30-39 years of age, 35.8 per cent of attenders preferred newspapers, compared to only 8.4 per cent for non-attenders. Comparable figures for radio and county agents were 13.2 and 41.6 and 13.2 and 50.0 per cent, respectively.

Making a comparison from the media or source standpoint, one example, the newspaper, is cited. Of all attenders marking newspaper as their first source of awareness, 18.1 per cent were 50 years of age or older; 33.3 per cent were 40-49 years of age; 29.3 per cent were 30-39 years of age; and 19.3 per cent were under 30 years of age. Comparable figures for non-attenders, with age categories listed in the same order, were: 40 per cent; 40 per cent; 10 per cent and 10 per cent. Some question might be raised as to the adequacy of total numbers of non-attenders involved in this portion of the study from which to draw valid conclusions.

6. A similar attempt was made to dstsrmine if there wers any differences in ths relationships bstween sizs of opsration and sourcs of awarensss listed, when attendsrs and non-attsnders wsrs compared by catsgories indicating sizs of opsration. Again comparisons were mads involving nswspaper, radio and county agent. Two of the catsgories showing sizs of opsration -- producsrs raising 300-plus pigs per ysar (ths largsst producsrs); and thoss raising 50-149 pigs psr ysar (a moderate sizsd operation) -- were sslected for comparison purposes.

It was disclosed that of attendsrs raising 300-plus pigs psr year, 31.7 per cent listed newspapsrs as first sourcs of awarsness, compared with 53.8 per cent for non-attsnders with oomparable-sized operations. For radio, ths psrcentagss wsrs 21.9 per cent and 38.4 per cent, respsctively, and for county agent, 17.0 and 7.8 psr cent, rsspectivsly. In the category of 50-149 pigs raissd annually, 22.2 psr csnt of ths attenders listsd newspaper, compared to 25.0 psr cent for non-attsnders. The corrsponding figures for radio wers 17.0 per csnt and 37.5 psr csnt; and for county agsnt, 9.5 and 37.5 per cent, rss-pectivsly.

Making a comparieon from the eource etandpoint, the newspaper ie again ueed ae an exemple. Of attendere marking newspaper ae their firet eource of awarenees, 19.4 per cent were in the 30-plue producer category; 37.3 per cent were in the 150-299 category; 31.3 per oent in the 50-149 category; and 12 per cent in the category of producing under 50 pige annually. Comparable figures for non-attendere, with categoriee of eize of operation lieted in the same order, were: 46.6 per cent, 33.3 per cent, 13.5 per cent, and 6.7 per cent.

7. A eimilar technique wae attempted in an effort to arrive at findings regarding poeeible relation-ehipe between income and eource of awareneee when non-attendere and attendere were compared.

Three income categories -- $2,500-$4,999; $5,000-$9,999 and $25,000-plue (the largeet); were involved in a check on poeeible relationehipe to eourcee of awarenese expreesed by attendere ve. non-attenders.

Of the group of attendere lieting groee annual income in the range $2,500-$4,999, 26.3 per cent marked newepapere as firet source of awareneee, compared to 43.0 per cent for non-attendere in the eame income category. For radio, the figuree were 21.0 per cent and 28.5 per cent; and for county agent, 5.2 per cent and 28.5 per oent, reepectively.

In the other two income categoriee, the following comparieone were noted, listing the peroentage for attendere firet, followed by that for non-attenders:

$5,000-$9,999 -- newspaper: 35.2 and 25.0 per cent; radio: 20.5 and 50.0 per cent; and county agent: 8.8 and 25.0 per cent.

$25,000-plus -- newepaper: 26.7 per cent and 42.8 per cent; radio: 19.4 and 35.8 per cent; and county agent: 17.8 and 21.4 per cent.

The newepaper ie again used as a medium to compare differences between attenders and non-attendere grouped in the five income categoriee.

Of attenders marking newspaper as their first source of awarenees, 7.5 per cent were in the $1,500 to $2,499 category; 7.5 in the $2,500-$4,999 category; 18.6 in the $5,000-$9,999 category; 43.9 in the $10,000-$24,999 category; and 22.5 in the $25,000-plue category.

Comparable figures for non-attenders, with income categories lieted in the eame order, were: zero per cent; 21.4 per cent; 7.3 per cent; 28.5 per cent; and 42.8 per cent.

8. An attempt was made to determine if there were any differences in the relationship between education and source of awareness when attenders and non-attendere were compared directly by age

category. Three categories -- 8th grade or less; four years of high school (high school graduate); and four or more yeare of college (college graduate); were involved in a check on possible relationshipe to eources of awareness (newepaper, radio, county agent) expressed by attendere vs. non-attenders.

Of the group of attenders listing 8th grade education or lese, 20 per cent listed newspaper compared with 37.6 per cent for non-attenders in the same education category. For radio, the figures were 15.0 and 31.2 per cent; and for county agent, identical figures -- 15.0 and 31.2 per cent, respectively.

In the other two education categories, the following comparisons were noted, lieting the percentage of attenders first, followed by that for non-attenders:

Four yeare of high school -- newspaper: 34.9 and 41.1 per cent; radio: 18.8 and 42.1 per oent; county agent: 13.2 and 15.8 per cent.

Four years or more of college -- newspaper: 35.7 and 50.0 per cent; radio: 21.4 and zero per cent; county agent: 21.4 and 50.0 per cent.

Comparing differencee between attendere and non-attenders grouped in the fivs education categories making up the total group indicating newepaper ae first eource of awarenees, these percentages reeulted:

Of attenders marking newepaper ae their firet source of awareness, 5.2 per cent were in the 8th grade or less category; 9.3 per cent in the 1-3 years high echool category;

57.8 per cent in the four yeare high echool category; 18.5 per cent in the 1-3 yeare oollege category; and 7.2 per cent in the four yeare and over oollege category.

Comparable figuree for non-attendere, with education categoriee listed in the eame order, were: 40.0 per cent; zero per cent; 53.3 per cent; zero per cent and 6.7 per oent.

9. A compariaon disclosed there wae not a cloee relationehip, except poesibly in one category, in the agee of attendere vs. non-attendere, coneidering age ae a factor in attendance or non-attendanoe.

The following table showe percentage figuree:

	Under 30	30-39	40-49	50-plue yre.	Total no.	Total pot.
Attendere	25.0	33.9	25.4	15.7	456	100.0
Non-Attendere	10.7	31.5	33.3	24.5	57	100.0

Objective no. 4, to identify the factore which influenced producere to attend or not to attend thie type of agricultural field day, wae achieved quite completely through a etudy of the answere given by attendere and non-attenders to queetione requeeting reaeone for attending and non-attending ewine daye, respectively.

Merely perueing the resulte of these two queetione doee not yield the whole anewer, however. Some inferencee can be made from the conetruction of a "profile" of a "typical" producer who attended the ewine days, recognizing that in aotuality, a "typical" producer in northeaet Nebraeka might well be entirely different in hie makeup from a "typical" producer in southwest Nebraska.

It can be noted, however, that theee factore were evident in decieione by producere to attend:

1. General interest by producer in keeping up with developmente in the ewine bueineee.

2. Need by produoer to coneult with etate Exteneion epecialiete regarding probleme encountered in an individual ewine operation.

3. Producer merely rode along with neighbor at latter's invitation during a relatively elack period of the year on the farm. (Thie wae a minority reaeon).

4. An inoreaee in ewine production in Nebraeka due to an ample eupply of feed grains attracted farmere who were new to the hog busineee or were re-entering thie type of enterpriee after having been out of it for eome time.

5. A majority of thoee attending indicated they planned to increaee their swine produotion during the next year, while a majority of non-attendere eaid they did not plan to increaee the number of pige farrowed. One could aesume the plane for expaneion or curtailment of ewine production would be a factor in both attendance and non-attendance.

6. Age apparently wae a factor in attendanca-non-attendance, as pointed out earlier: oldsr men (50 years of age and older) wsre prsdominant among non-attsnders.

7. Education, income and eizs of opsration wsrs not clear-cut factors in produoere attending swine days, when findings wsrs applied on a statewids basis. Some differencee were evident in comparing pereonal charactsrietice of producsrs from the three areas, however.

8. Proximity of the mesting and subsequent convenisnoe to the producer appeared to be a weighty factor in stimulating attendance. This ie borne out by the fact that over 40 per cent of attendere at all three program sitee reeided in ths host county.

Faotors in non-attendance:

1. The overriding factor for non-attsndance appsared to be laet-minute urgsnt work on the farm. It appeared that a dscieion had originally been made by producers to attend the mestings, but this decision had been changsd reluctantly when a farm emergency dsveloped. In pereonal interviewe, the investigator on several occasions learned that a producer who apparently had good reaeons and intentione of attending Swine Day had rsmained at home to take cars of pig farrowing difficulties.

2. Another important factor appeared to bs conflict with anothsr evsnt. This raiees the indireot queetion of ths valus of the Swins Day program in the mind of the producer.

In other words, if a conflict did exist between Swine Day and another program, the non-attender apparently mads a choice based on a personal value judgment as to which meeting would benefit him the most. It was noted in interviews that some of the meetinge in conflict were ASC (Agricultural Stabilization and Conservation meetings), at which the producer was obligated to attend as a member of the county committee. In euch instancee, hie choice would not be as flexible as that of a farmer who merely had to consider the subjeot matter to be presented at the two meetings.

3. Of only minor importance appeared to be illness, (isolated casee); weather and bad roade, (swine days were held during a relatively mild period of the winter); and lack of interest in the program. It is in regard to this latter possibility that danger arises in getting an honest response from producers. Thie would sspecially be true when it is recalled that the inveetigator is a member of the University staff, repreeenting the institution that eponsored the Swine Days. Unless a producer were particularly hostile and wished to give vent to his feelinge, he might maek hie disapproval or indifference of the program by giving some other reason for not attending. This poeeibility could have been avoided by having a neutral interviewer, but ueing this techniqus presented some difficulties which appeared to outweigh thie poesible advantage.

Objeot no. 5 -- to evaluate the effectiveness of a coordinated informational campaign involving stats information

spscialiste and county Extsnsion psrsonnel was met only in part. It appeared that major guidelinee would nsed to be developed through another survey. Thers wae some hint that direct mail activity by an agent could be corrslated with attsndancs from that county, but the exact role of the agent and the effect of his contribution on the total promotional campaign remained obecure.

Much more exhauetivs rssearch would be required -- psrhaps utilizing only two or thrse counties -- to detsrmine ths effsct on attendanoe of various typss of intsgratsd msdia techniquee employed by the agent, complementing rsleases from the etate Exteneion information office.

While it is recognized that in a sense, each agent's approach might be a little differsnt becaues of personality diffsrences, it is felt that certain guidelines could bs set up for agente to follow in working with state epecialists in the publicizing of area-oriented agrioultural field days. Thie objectivs could well become ths principal eubjsct for a research study of the scops of the investigation bsing reported here.

Only nebulous information was gathered through ths etudy to mset the requirements of objective no. 6 -- to determins the attituds of swine producers toward ths Univereity and its various eubordinate branches, principally ths Extension Ssrvice.

Thie objsotive wae approached obliquely in the survey, becaues it was not a primary objective. One question approachsd

the heart of the mattsr, howevsr: "do you (often, occasionally, nsvsr) attend livestock svents eponsored by the University of Nebraska?"

Findinge dieclosed that in the caee of attenders, 67 per csnt attended such svente occasionally and 19.5 psr csnt often. This left 13.2 per cent who presumably had nevsr in the past attended a Univsreity-eponeorsd livsetock evsnt. The question ae to why these producsrs ohose to atend on this occasion wae largely left unanewered.

A hazy inference could bs made that the general attituds of most swine producers is not hoetile to the Univereity from the fact that no indication of hostility was uncovered when non-attendere wers qusstioned.

The phenomenon of a split image of the Univereity makee any inferences of thie naturs extremely dangeroue, however. For instance, it is believed that many farmers do not aseociats the county agent or even the Agricultural Extension Ssrvice with ths Univereity. Or, it ie possible that ths producer may have a son or daughter in the University (perhaps sven enrolled in a divieion other than the agricultural college), but still may dislike the agent, as a person or an entity.

Dslving into this area only ecratched the surface, and a more specializsd survsy with much narrower purposee would bs required to reach any valid conclueione ae to attituds -- always a difficult quality to msaeure.

Conclusions

Conclusions were reached by testing the 11 hypotheses posed by the writer on page 45.

Following is a brief statement regarding each of the hypotheses as indicated by results of the survey, and subsequent analysis of findings:

Hypothesis #1: <u>The increase in attendance by producers at University-sponsored Area Swine Days is largely due to decentralization</u> -- taking the program to the producers rather than asking producers to come to a fixed location each year. Despite improved technology of travel, producers will attend agricultural field days in larger numbers if they are required to travel only short distances, other factors such as program content considered equal. This convenience factor, in turn, makes the area swine day in each instance more of a local or county event, which may not be a disadvantage since the program series is rotated to different locations each year.

This hypothesis was confirmed by registration figures at all three meetings which showed that over 40 per cent of the producers attending each Area Swine Day program resided in the host county. This amply reinforcing the contention that the so-called area programs assume a local character, although several counties were represented among the total audience of producers at each location.

While travel distances approached 100 miles for a minority of those attending, even the greatest distances

traveled by producers within the drawing area of an Area Swine Day program were leee than the mileage required for producere in the weetern half of the etate to attend the old "Rootere Day," held at Lincoln.

Hypotheeie #2: Younger men -- below 50 years of age -- poeeeesing a higher level of education -- are more likely to attend Area Swine Days than older men with fewer years of formal education.

Producers listing their agesas 50 yeare old or older comprieed 7.4 per cent of all attendere from Area 1, 17.4 per cent from Area 2 and 15.8 per cent from Area 3.

There wae no direct analyeie of pereonal data of thie age group to determine the breakdown by educational levele (yeare of echool completed).

It could be aeeumed that many older men did not have an opportunity to attend college, and in many casee to attend or graduate from high school.

A eignificant percentage of attendere from all three areas were college graduates or had completed at leaet one year of college work beyond high echool. Those indicating they had attended college from 1-4 yeare made up 25.9 per cent of the total in Area 1; 20.8 per cent in Area 2, and 29.0 per cent in Area 3.

When the high echool graduate level is lumped into the total in consideration of a fairly high educational level, the peroentagee become 72.6, 75.9 and 83.8, for Areae 1, 2 and 3, reepectively.

The inferencs can then be drawn with eome degree of validity that in the situatione covered in this study, producers attending the ewine field days tended to be younger men likely to be high school graduatee or better. The figures generally eubstantiate the nationwide trend toward higher educational levels of the people making up audiencee which various communicators are trying to reach.

Findings of the study generally confirmed this hypotheeis.

Hypotheeis #3: Producere with larger ewine operatione would be expected to attend Area Swine Daye in greater numbers than thoee with fewer pige farrowed annually.

This hypotheeie was based on economic devslopments within the swine industry in Nebraska, outlined in the background etatement; i.e., that Nebraska agriculture is moving from divereification to epeoialization, that farmers specializing in swine production -- making it their primary incomsproducing enterprise rather than a "sideline" -- are likely to be large operators, and that stiff competition and narrow margins between production coste and returne put the pressure on producers to keep abreast of technology in order to eurvive. Attending a University-sponsored field day deeigned to intsrpret the lateet research in swine nutrition, health and management would be one of several ways for a producer to acquire knowledge and understanding of fast-moving developmente in the swine induetry.

Questionnaires filled out by producers attending the Area Swine Days indicated the "large" producers -- those raising or purchasing over 300 pigs annually -- ranged from 11.4 per cent to 34.2 per cent of the audiences interviewed.

Before interpreting whether or not the hypothesis has been proven or disproven, the question of "what is a large producer" must be answered in the context of Nebraska swine circles.

If the figure of 300 pigs per year is accepted as the main criterion of a "large" -- and presumably specialized -- producer, then findings generally do not support the hypothesis.

However, the hypothesis was made on the premise of the majority of attenders being producers who produce 75 or more pigs per year. While it is doubtful that this figure is high enough, it is questionable that the hypothesis would be upheld even if this figure were used.

Including producers of 150 or more pigs annually, the percentages of attenders in this group related to the total audience were 81.0, 53.7, and 37.8. This wide range of percentages clouds the picture regarding a definite relationship between attenders and size of operation.

The findings may bear out the idea that specialization has not progressed as far in the swine industry as originally thought when the hypothesis was constructed. Very few respondents marked swine as the only farming enterprise responsible for their livelihood.

It must bs concluded that large producers under sithsr definition did not make up the majority of attendsrs at the Area Swine Days, and a motivation other than information-seeking by specialized, largs operators in swine production must be sought for attendance.

Hypothesis #4: Farmers specializing in large-scale swine production; i.e., dspending on a swins operation for their major source of income, attend Area Swine Days to gain knowledge on a specific problem, while smaller producers are motivated to attsnd through a gensral intersst in swine raising or other causal factors.

In answering the qusstion, "list the principal reason for attending the Area Swine Day program," the percsntags of respondents checking the blank "interested in swine business" was quits uniform in all three areas, ranging from 46.8 to 52.7 per cent.

There was more variation between areas in the percentage of producers indicating a "specific item on the program" (presumably geared to a specific problem); and "counsel from specialists" as the main incentives for their attendancs.

Thoss citing "specific itsm on the program" ranged from 21.8 psr cent of the total in Area 3 to 30.2 per cent in Area 2. Thoss citing "counsel from spscialists" ranged from 7.6 per cent in Area 3 to 13.4 per cent in Arsa 1.

For purpoeee of comparieon by area, the percentages of large producere -- 150 pige or more annually -- and the percentages relating to reasone claimed by producere attending the programe are given:

Reasons for Attending	Area 1	Area 2	Area 3
Counsel from Specialiete	13.4	7.7	7.6
Specific Program Item	26.8	30.2	21.8
Producere of 150-plue pige annually	81.0	53.7	37.8
Producere of 300-plus pige annually	34.2	17.9	11.4

There apparently was no direct tie between the percentage of large produoere and a corresponding percentage of thoee attending the program in order to hear a epeoifio item dieoueeed, ae ehown by the above table. The eame inference can be drawn in referenoe to producers who are at leaet partially motivated to attend becauee of the opportunity to diecues their individual probleme with a swine epecialist.

Reeults of the etudy eupport thie hypotheeis to a very limited degree.

Further etudy would be neceesary to explore the poesibility raised in thie hypotheeis that moet of the casually-motivated attenders (small operators) reside in the immediate area of the meeting, or to put it in another way, that farmere specializing in swine raising would compriee the majority of those traveling fartheet to attend the field daye.

Hypothesis #5: Ths total group of Nebraska swine producers cannot bs considsred as a single audience in presenting educational subject-mattsr materials to mest swine production, management and economics problems.

This hypothesis was confirmed by findings in two different arsas: ons involving program svaluation whsrein producers from the thres areas exprssed varied preferencss for subjsct-matter topics offersd on all thres programs, and the othsr in analysss of personal characteristics of rsspondents from the thres arsas.

It was obvious that swine producers in northsastern Nsbraska, for sxample, had different problems to contend with than those in southwsstern Nebraska, and thersfors, sst different priorities of interest on topics they were asked to rate. (Sss Table 6, pags 79).

A look at ths personal characteristics of attendsrs also pointsd up the fact that ths Area Swins Day programs were being beamsd at thrss distinctly diffsrent audiences -- not thrss segments of ths same audiencs separated geographically. One of ths most striking differences was in ags, with the group of producers from Area 3 being much younger ovsrall than in Areas 1 or 2. (See Appendix for breakdown of age categories by area).

Hypothssis #6: Lack of awarenss of the datss and principal topics of the Area Swins Day program ssries was not a significant factor in ths decision of producers not to attend the program in their arsa.

This hypothesis, in effect, asserted that there was an adequate network of mass media outlets available to service the swine producer audiences in the three areas under study, and that the combined efforts of state and county agricultural communicators were adequate in getting out to the media promotional stories, radio tapes, et. al., to assure that producers were exposed to announcements about the programs.

It was through the follow-up survey of non-attenders that the author sought to confirm this hypothesis. This non-attender survey firmly established that each area was blanketed with announcements regarding the respective swine day programs, and that except in one or two isolated cases, the producer knew of the program and its content well in advance of the scheduled date of presentation. Decisions not to attend were influenced by other factors. In fact, in many cases, the producer was forced to choose between the Area Swine Day program and another activity on the same day, as evidenced by the large number of times non-attenders checked as a reason "conflict with another event."

Hypothesis #7: The farm magazine, while recognized as the preferred source of information for recommended farming practices in the early adoption stages, gives way to other mass media as a preferred source for becoming aware of and learning about agricultural field days.

Both attenders and non-attenders rated the farm magazine far down the line of actual and preferred sources of awareness of an agricultural field day such as swine days. (See Table 8, page 87).

While the first three choicee varied between attendere and non-attsnders, the farm magazine -- either state, regional or nationally oirculated -- wae not in the picture as ths firet sourcs of awareness.

Ths media particularly adapted to dieeemination of "epot" nsws -- nswspaper, radio and telsvision, and for non-attenders, direct mail -- ars purveyors of announcements of many kinds, and readsrs and listenere are accustomed to looking for announcements in theee media.

On the other hand, ths role of the magazine in re-inforcing promotional efforts rsgarding an event following the first announcement ehould not be overlooked. The magazine ie well adapted to interprsting in greater detail the importance of a program such ae field day, and along with other media, can remind ite audiencs of the event in repetitive etoriee.

Hypotheeis #8: In counties where the Exteneion agent eent a timely notice of the Area Swine Day meeting to his farmer-oliente, this medium -- direot mail -- will be rated as the souroe from which most rsspondsnts first heard about Area Swine Day.

In an attempt to explore the effect of direct mail by the county agent euperimpoeed on the mass media informational campaign, a query was sent to county agente in all three drawing areas. The agente were asked if they sent cards rsgarding Arsa Swins Day to farmere. If this was answered affirmativsly, they wsre askad: (1) to how many farmers cards

were sent; (2) if direct mail was the principal means utilized in publicizing swine day in the county; (3) if the mailing list represented the entire list of producers in the county; or a partial list, based either on size of operation, known cooperators by the agent, or of representative producers scattered geographically around the county.

Nearly all agents answered the query, and all but one of those answering sent some form of direct mail to producers. The number of cards sent ranged from 25 to over 500, but these figures would not be significant unless related to the total number of producers in the county. In only one or two cases did agents send direct mail reminders to the entire list of producers in the county -- such as the total number of farmers listed by the county assessor as raising hogs. There appeared to be no trend among agents' choices of producers to which the cards were directed. Lists ranged from a select list of "first-name acquaintance" cooperators -- who probably were in least need of the personalized direct mail approach as an incentive to attend -- to a shotgun list of farmers all over the county, including cooperators, non-cooperators, large and small producers.

It was difficult to establish whether greater attendance was stimulated from counties in which the agent carried out an active direct-mail effort as opposed to counties where a less effective job was done. Over-all, as indicated earlier, newspaper was credited by attenders in all areas as the leading

source of firet awareness. Direct mail may well have been a etrong influence in inducing the producer to attend after awarenees wae eetabliehed, however.

Such may have been the case in one particular county, which presumably had as adequate a network of media outlets as eurrounding countiee, but from which there were no respondents in the attender portion of the survey.

Thie wae the only county in which the agent did not send any direct mail poetcard remindere of the Area Swine Day in that drawing area, and this county wae surrounded by counties represented in the list of respondente.

One would have to conclude that direct mail played an important role in the total effort which resulted in large numbersof producere attending all three Area Swine Day meetinge. However, its exact effect on a county-to-county basis is hazy and a follow-up etudy would be neceeeary to pin down epecific findings of value.

Findinge of the etudy as carried out give eome support to the hypothesis -- mostly from a negative standpoint -- but leave many questione unanewered.

Hypotheeie #9: Persone oriented strongly in their media habite to radio and television would not be expected to attend this type of meeting where reeulte of research are preeented. (Persone oriented toward television are intereeted in passive entertainment rather than activitiee requiring their own individual participation, euch as a public meeting).

While newspapsr was firmly establishsd as ths preferrsd first source of awarensss, it doss not follow dirsctly from this that persons orisnted to tslsvision and radio staysd homs. The survey showed a high percentags of rsspondsnts were nswspapsr subscribsrs, and psrhaps an even larger number had from one to fivs radios and ons or two tslevision sets. Ths difficulty in proving or disproving this hypothssis arose in attempting to pin down the media habits of ths respondents.

Within the limited inferences that can bs drawn from this survey, thsrs appsared to bs no dsfinite, dirsct relationship betwsen attenders and thsir media habits. Radio and television were ranked low -- fourth and fifth -- among msdia which were listed as sources of first awareness by attenders. Non-attenders did list radio as a tis for second place in their listing of sourcss of first awareness, but relegated tslevision to sixth plaoe.

The conclusion is drawn that findings were inconclusive regarding this hypothssis, with limitsd data indicating non-support of it.

Hypothesis #10: Factors such as age, lsvel of gross income, and size of operation csn be sxpsctsd to follow ths same pattern in ths attender group as in the non-attender group. These characteristics in themselvss do not provide a clue as to the major reasons for non-attendsrs.

The following table gives a comparison bstwssn attsnders and non-attendsrs, including all three areas, regarding breakdowns of ags, income, education and size-of-opsration oategories:

TABLE 26

COMPARISON OF PERSONAL CHARACTERISTICS,
ATTENDERS VS. NON-ATTENDERS

	Attenders	Non-Attenders	Difference
Age			
Under 30	25.0	10.3	14.7
30-39	34.5	31.0	3.5
40-49	25.4	34.4	9.0
50 and older	15.1	24.1	9.0
Education (yrs. of school completed)			
8th grade or less	13.1	25.8	12.7
1-3 years high school	8.9	5.1	3.8
4 years high school	53.0	58.6	5.6
1-3 years college	16.7	6.8	9.9
4 years college and over	8.3	3.7	4.6
Level of Gross Income			
$1,500 - $2,499	5.7	4.6	1.1
2,500 - 4,999	8.0	16.2	8.2
5,000 - 9,999	21.1	20.9	.2
10,000 - 24,999	40.1	51.1	11.0
25,000 - plus	25.0	6.9	18.1
Size of Operation			
Under 50 head	12.0	3.5	8.5
50 - 149	33.6	40.3	6.7
150 - 299	34.9	35.0	.1
300 and over	19.4	21.0	1.6

Findings regarding the personal characteristics of attenders vs. non-attenders generally supported the hypothesis, if the breaking point is considered as 10 per cent when differences are considered. The greatest differences or breaks in the pattern between the two groups were generally at the extremes -- the lower or upper categories of age, education, level of gross income and size of operation.

The patterns were most nearly the same in size of operation -- differences ranging from .1 to only 8.5 per cent.

They were greateet in the area of grose income. In the highset level of income, the difference was greatest -- 18.0 per cent, signifying that the percentage of producsrs having income of $25,000 or mors wae much lese among non-attendere than among attenders.

In the area of education, a larger percentage of non-attenders had 8 ysare or less of formal education than did attenders, with differences bstween attenders and non-attendere in the other education categories being less.

In the area of ags, the greatest difference was dieclosed in the "under 30" catsgory, where the percentage was significantly lees among non-attendsrs. At the upper end of the age rangs, there were larger percentagee of non-attendere in the 40-49 and 50 and older age brackets than thers were attenders.

In summary, it could be said that personal characterietics followed similar patterns among attenders and non-attendere, with eome notable exceptions.

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APPENDIX

Table 1

Description of Swine Producers Attending Area Swine Day Meetings

	Area 1		Area 2		Area 3	
Years of Age*	No.	Pct.	No.	Pct.	No.	Pct.
Under 30	19	17.5	33	17.4	62	36.3
30-39	44	40.7	62	32.2	51	30.3
40-49	37	34.2	51	33.0	28	17.6
50 or more	8	7.4	33	17.4	27	15.8
	108	99.8	179	100.0	168	100.0
Years of School Completed**	No.	Pct.	No.	Pct.	No.	Pct.
8th Grade or less	17	15.5	26	14.9	16	9.6
1-3 yrs. High School	13	11.9	16	9.2	11	6.6
4 yrs. High School	51	46.7	96	55.1	91	54.8
1-3 years College	21	19.2	19	10.9	35	20.1
4 or more years College	7	6.7	17	9.9	13	8.9
	109	100.0	174	100.0	166	100.0
Level of Gross Income[z]	No.	Pct.	No.	Pct.	No.	Pct.
$1500-$2499	4	3.8	5	2.9	16	9.8
$2500-$4999	9	8.5	8	4.7	18	11.1
$5000-$9999	22	20.9	33	19.5	37	22.8
$10,000-$24,999	44	41.9	68	40.2	63	38.9
$25,000 plus	26	24.7	55	32.5	28	17.3
	105	99.8	169	99.8	162	99.9
Size of Operation[zz] (No. of pigs raised: 5-year average)	No.	Pct.	No.	Pct.	No.	Pct.
Under 50 head	2	1.8	20	11.5	33	18.9
50-149	19	17.1	60	34.6	75	43.1
150-299	52	46.8	62	35.8	46	26.4
Over 300	38	34.2	31	17.9	20	11.4
	111	99.9	173	99.8	174	99.8

*Based on total of 455 producers answering this question.
**Based on total of 449 producers answering this question.
zBased on total of 414 producers answering this question.
zzBased on total of 458 producers answering this question.

Table 2

Producers' Expressed Interest in Subject Matter Areas Listed on Swine Day Programs

Topic	Number of Producers Selecting Topic	Ranking in Interest
Area 1 (Laurel)		
Baby Pig Diseases	54	1
Mineral Requirements of Swine	41	2
Farrow-to-Finish Housing	40	3
Slotted Floors	37	4
Carcass Evaluation	9	5
Hog Cholera Eradication	7	6
Total	188	
Area 2 (York)		
Slotted Floors	84	1)TIE
Farrow-to-Finish Buildings	84	2
Mineral Requirements of Swine	41	3
Feeder Pig Production	35	4
Carcass Evaluation	30	5
Hog Cholera Eradication	18	6
Total	292	
Area 3 (McCook)		
Farrow-to-Finish Buildings	84	1
Feeder Pig Production	58	2
Swine Production in Southwest Nebraska	40	3
Carcass Evaluation	37	4
Mineral Requirements of Swine	32	5
Hog Cholera Eradication	26	6
Total	277	

Table 3

Attendere' Preference for Sourcee Through Which They May Become Aware of Educational Liveetock Programe Such as Area Swine Daye*

Area 1

Source	First Choice	Second Choice	Third Choice	"X" Punch	Total	Rank
Newe Story	19	13	10	25	67	1
Notice-Co. Agt.	13	11	4	19	47	2
Radio Newe Pgm.	10	8	8	16	42	3
Co. Agt. Col.	5	4	2	23	34	4
TV Newe Pgm.	1	5	10	12	28	5
Notice-Spec.	2	7	3	13	25	6
Public Meeting	0	0	0	2	2	7)TIE
Co.Agt.Rad.Pgm.	0	0	0	2	2	7
Other	0	0	0	1	1	8

Area 2

Source	First Choice	Second Choice	Third Choice	"X" Punch	Total	Rank
Newe Story	46	25	15	19	105	1
Notice-Co. Agt.	34	18	17	15	84	2
TV Newe Pgm.	10	18	21	14	63	3
Radio News Pgm.	6	26	15	8	55	4
Co. Agt. Col.	10	12	8	7	37	5
Notice-Spec.	0	11	13	9	33	6
Co.Agt.Rad.Pgm.	0	3	4	8	15	7
Public Meeting	1	2	5	1	9	8
Other	0	0	0	0	0	-

Area 3

Source	First Choice	Second Choice	Third Choice	"X" Punch	Total	Rank
Newe Story	40	15	11	35	101	1
Notice-Co. Agt.	22	14	11	32	79	2
Radio Newe Pgm.	4	17	19	21	61	3
TV Newe Pgm.	3	17	17	15	52	4
Notice-Spec.	10	7	1	17	35	5
Co. Agt. Col.	10	9	5	7	31	6
Public Meeting	1	2	3	4	10	7
Co.Agt.Rad.Pgm.	0	2	2	4	8	8
Other	1	0	0	2	3	9

*Ranked in order of total choicee per medium, in deecending order: media totale equal sum of firet, eecond and third ohoioes and "X" punch -- unranked markinge.

Table 4

Attenders' Preference for Sources Through Which They May Become Aware of Educational Livestock Programs Such as Area Swine Days*

Area 1

Source	First Choice Total Points	Second Choice Total Points	Third Choice Total Points	Grand Total Points	Rank
News Story	57	26	10	93	1
Notice-Co. Agt.	39	22	4	65	2
Radio News Pgm.	30	16	8	54	3
Co. Agt. Col.	15	8	2	25	4
TV News Pgm.	3	10	10	23	5
Notice-Spec.	6	7	3	16	6
Co. Agt. Pgm.	0	0	0	0	-
Public Meeting	0	0	0	0	-
Other	0	0	0	0	-

Area 2

News Story	138	50	15	203	1
Notice-Co. Agt.	102	36	17	155	2
TV News Pgm.	30	36	21	87	3
Radio Pgm.	18	52	15	85	4
Co. Agt. Col.	30	24	8	62	5
Notice-Spec.	0	22	13	35	6
Co. Agt. Pgm.	0	6	4	10	7)TIE
Public Meeting	3	2	5	10	8
Other	0	0	0	0	-

Area 3

News Story	120	30	110	260	1
Notice-Co. Agt.	66	28	11	105	2
Radio News Pgm.	12	34	19	65	3
Co. Agt. Col.	30	18	15	63	4
TV News Pgm.	9	34	17	60	5
Notice-Spec.	30	14	1	45	6
Public Meeting	4	4	3	10	7
Co. Agt. Pgm.	0	4	2	6	8
Other	3	0	0	3	9

*Weighted score for each source determined by allotting three points for each first choice; two points for each second choice; and one point for each third choice.

Table 5

Farm Magazines Read Most Consistently by Attendsrs: Weighted Score Determined by Allowing 3 Points for First Choice; Two Points for Second Choice; One Point for Third Choice. (Fourth, Fifth and Sixth Choices and Unranked Markings Not Considered in this Table).

Publication	First Choice Score	Second Choice Score	Third Choice Score	Total Points	Rank
Area 1 (Laurel					
Successful Farming	60	42	9	111	1
Farm Journal	48	34	18	100	2
Nebr. Farmer	39	24	18	81	3
Nat'l.Hog Farmer	12	6	4	22	4
Hoard's Dairyman	3	2	2	7	5
Nebr. Experiment Station Quarterly	0	2	3	5	6
Other	3	0	0	3	7
Western Farm Life	0	0	1	1	7)TIE
Nebr. Cattleman	0	1	0	1	
Western Livestock	0	0	0	0	
Area 2 (York)					
Farm Journal	87	40	82	209	1
Nebr. Farmer	126	50	24	200	2
Success.Farming	87	64	38	189	3
Nat'l.Hog Farmer	6	10	9	25	4
Station Quarterly	6	14	4	24	5
Hoard's Dairyman	3	2	5	10	6
Nebr. Cattleman	6	0	2	8	7)TIE
Other	6	0	2	8	
Western Livestock	0	6	1	7	9
Western Farm Life	0	0	0	0	-
Area 3 (McCook)					
Success.Farming	108	74	25	207	1
Farm Journal	102	62	21	185	2
Nebr. Farmer	99	50	34	183	3
Nat'l.Hog Farmer	3	8	4	15	4)TIE
Western Farm Life	6	4	5	15	5
Station Quarterly	0	6	1	7	6
Nebr. Cattleman	0	0	3	3	7
Hoard's Dairyman	0	0	1	1	8
Western Livestock	0	0	0	0	-
Other	0	0	0	0	-

Table 6

Farm Magazines Read Most Coneistently by Attenders
Total of firet, eecond and third choices and
"X" punch (unranked choice) by area,
and resulting rank order in each area

Area 1 (Laurel)

Nams of Magazine	Firet Choice	Second Choics	Third Choics	"X" Punch	Total Choices	Rank
Farm Journal	16	17	18	53	104	1
Succeee.Farming	20	21	9	53	103	2
Nebr. Farmer	13	12	18	53	96	3
Nat'l.Hog Farmer	4	3	4	13	24	4
Nebr.Expt. Station Quarterly	0	1	3	12	16	5
Hoard'e Dairyman	1	1	2	9	13	6
Other	1	0	0	11	12	7
Weet. Farm Life	0	0	1	2	3	8
Weet. Liveetock	0	0	0	3	3	9
Nebr. Cattleman	0	1	0	2	3	10
Area 2 (York)						
Sucoess.Farming	29	32	38	61	160	1
Nebr. Farmer	42	25	24	61	152	2
Farm Journal	29	33	20	50	132	3
Nebr. Expt. Station Quarterly	2	7	4	16	29	4
Nat'l.Hog Farmer	2	5	9	10	26	5
Other	2	0	2	9	13	6
Hoard's Dairyman	1	1	5	5	12	7
West. Liveetock	0	3	1	6	10	8
Nebr. Cattleman	2	0	2	3	7	9
West. Farm Lifs	0	0	0	1	1	10
Area 3 (McCook)						
Succeee.Farming	36	37	25	69	167	1
Farm Journal	34	31	21	59	145	2
Nebr. Farmer	33	25	34	52	144	3
Nat'l.Hog Farmsr	1	4	4	58	67	4
Weet. Farm Lifs	2	2	5	24	33	5
Other	0	0	0	16	16	6
Nebr. Expt. Station Quartsrly	0	3	1	11	15	7
Nebr. Cattleman	0	0	3	2	5	8
West. Livsetock	0	0	0	5	5	9
Hoard's Dairyman	0	0	1	2	3	10

TABLE 7

Reepondente' Newspaper Subscription Patterne

Area 1

	No.Subscrip. Lieted		Pct. of Total Newspaper Circulation	
	attenders	non.	attenders	non.
Regional Daily Newepapere (3)	72	30		
Statewide Metropolitan Daily	48	13		
Subtotal, daily circulation	120	43	62.8	70.4
Host County Seat Newspaper	28	1		
Host Town Newepaper	7	0		
Subtotal, weekly circulation	35	1	18.3	1.6
Liveetock Trade Newspaper	18	4	9.4	6.5
Other	18	13	9.4	21.3
Totale	191	61	99.9	99.8

Area 2

Regional Daily Newspapers (3)	101*	6		
Statewide Metropolitan Daily	74	3		
Subtotal, daily circulation	175	9	60.7	75.0
Hoet County Seat Newspaper	-	-		
Host Town Newepaper	-	-		
Other Weeklies	23	2		
Subtotal, weekly circulation	23	2	7.9	16.6
Liveetock Trade Newepaper	44	0	15.6	0.0
Other	46	1	15.8	8.4
Totale	288	12	100.0	100.0

*Includes 56 for York New-Times -- a daily -- which serves both ae the county seat and hoet town newspaper

Area 3

Regional Daily Newepapers (3)	137*	6		
Statewide Metropolitan Daily	73	8		
Subtotal, Daily Circulation	210	14	68.8	51.8
Host County Seat Newspaper	-	-		
Hoet Town Newepaper	-	-		
Other Weeklies	41	4		
Subtotal, Weekly circulation	41	4	13.4	14.8
Livestock Trade Newspaper	17	3	5.6	22.2
Other	37	6	12.1	11.1
Totals	305	27	99.9	99.9

*Includes 122 for McCook Gazette -- a daily -- which serves both as the county seat and host town newspaper.

Table 8

Description of Swine Producers Not Attending Area Swine Days

(Non-Attenders)

	Area 1		Area 2		Area 3	
Years of Age*	No.	Pct.	No.	Pct.	No.	Pct.
Under 30	2	5.4	1	14.2	3	21.4
30-39	15	40.5	0	.0	3	21.4
40-49	10	27.0	4	57.1	6	42.8
50 or more	10	27.0	2	28.5	2	14.2
	37	99.9	7	99.8	14	99.8
Years of School Completed**	No.	Pct.	No.	Pct.	No.	Pct.
8th Grade or less	11	29.7	3	42.9	1	7.1
1-3 years H.S.	2	5.4	0	.0	1	7.1
4 yrs. H.S.	19	51.3	4	57.1	11	78.5
1-3 yrs. College	3	8.2	0	.0	1	7.1
4 or more yrs. College	2	5.4	0	.0	0	.0
	37	100.0	7	100.0	14	99.8
Level of Gross Income[z]	No.	Pct.	No.	Pct.	No.	Pct.
$1,500-$2,499	1	4.5	0	.0	1	7.1
$2,500-$4,999	5	21.8	2	28.5	0	.0
$5,000-$9,999	3	13.6	0	.0	6	42.8
$10,000-$24,999	13	60.1	5	71.5	4	28.5
$25,000 plus	0	.0	0	.0	3	21.4
	22	100.0	7	100.0	14	99.8
Size of Operation[zz] (No.of pigs raised: 5-yr. average)	No.	Pct.	No.	Pct.	No.	Pct.
Under 50 head	0	.0	1	14.2	1	7.2
50-149	8	22.2	5	71.4	10	71.4
150-299	16	44.5	1	14.2	3	21.4
Over 300	12	33.3	0	.0	0	.0
	36	100.0	7	99.8	14	100.0

*Based on total of 58 producers answering this question.
**Based on total of 58 producers answering this question.
zBased on total of 43 producers answering this question.
zzBased on total of 57 producers answering this question.

Table 9

Non-Attenders' Prsference for Sourcss Through Which They May Beoome Aware of Educational Livsstock Programs Such as Arsa Swine Days*

	First Choics	Sscond Choios	Third Choice	"X" Punch Unranksd Choice	Total Choices	Rank
Area 1						
Notice-Co. Agt.	11	3	1	6	21	1
News Story	1	2	8	7	18	2
Co. Agt. Col.	1	4	1	5	11	3
Radio News Pgm.	2	3	4	0	9	4)TIE
Notics-Spec.	3	4	1	1	9	5
TV Nsws Pgm.	1	2	1	1	5	6
Co. Agt. Pgm.	0	0	0	1	1	7
Other	0	1	0	0	1	8
Public Meeting	-	-	-	-	-	-
Area 2						
Notice-Spec.	3	0	1	0	4	1)TIE
TV News Pgm.	0	2	1	1	4	2
Notics-Co. Agt.	1	2	0	0	3	3)TIE
Radio Nsws Pgm.	0	1	2	0	3	4
News Story	1	0	0	0	1	5
(No choices sxpressed for other media listed)						
Area 3						
Notice-Co. Agt.	2	0	0	7	9	1
Co. Agt. Col.	0	1	0	2	3	2
Radio News Pgm.	0	1	0	1	2	3)TIE
TV News Pgm.	0	0	0	2	2	4
(No choices sxprssssed for other msdia listed)						

*Ranked in order of total ohoicss for medium, in descending ordsr: media totals squal sum of 1, 2, and 3 ohoicss and unranked markings ("X" punch).

Table 10

Non-Attendsre' Prefersnos for Sourcee Through Whioh They May Become Aware of Educational Livestock Programe Suoh ae Area Swine Days*

Source	First Choioe Total Points	Second Choics Total Points	Third Choice Total Points	Grand Total Pointe	Final Rank
		Area 1			
Notice-Co. Agt.	33	6	1	40	1
Notioe-Spec.	9	8	1	18	2
Radio Newe Pgm.	6	6	4	16	3
News Story	3	4	8	15	4
Co. Agt. Col.	3	8	1	12	5
TV Newe Pgm.	3	4	1	8	6
Other	0	2	0	2	7
Public Meeting	0	0	0	0	-
Co. Agt. Pgm.	0	0	0	0	-
		Area 2			
Notics-Spec.	9	0	1	10	1
Notice-Co. Agt.	3	4	0	7	2
TV Newe Pgm.	0	4	1	5	3
Radio Newe Pgm.	0	2	2	4	4
Newe Story	3	0	0	3	5
Co. Agt. Col.	-	-	-	-	-
Co. Agt. Pgm.	-	-	-	-	-
Public Meeting	-	-	-	-	-
Other	-	-	-	-	-
		Area 3			
Notice-Co. Agt.	6	0	0	6	1
Co. Agt. Col.	0	2	0	2	2
Radio Newe Pgm.	0	0	0	2	3)TIE

(No choicee expreesed by rsepondente for othsr sources lieted)

*Weighted ecore for each source determinsd by allotting three pointe for each firet choice; two pointe for each eecond choice; and one point for each third choice.

Table 11

Comparison, by Area, of Attenders' and Non-Attenders' Listinge of Sources Through Which They First Became Aware of Area Swine Days

(Attenders)

	Area 1		Area 2		Area 3	
Source	No.	Pct.	No.	Pct.	No.	Pct.
Newspaper	50	36.7	90	41.2	94	42.4
Television	5	3.6	25	11.4	10	4.4
Neighbor or Friend	14	10.2	18	8.2	8	3.5
Poster	2	1.4	2	0.9	7	3.1
Marketing Agency	0	0.0	1	0.4	2	0.8
Radio	26	19.1	15	6.8	25	11.2
Direct Contact by Agent	14	10.2	32	14.2	22	9.8
Announcement-Mail	15	11.0	26	11.9	35	15.6
Commercial Concern	6	4.4	3	1.3	9	4.0
Other	4	2.9	6	2.7	11	4.9
Total	136	99.5	218	99.0	223	99.7

(Non-Attenders)

	Area 1		Area 2		Area 3	
Source	No.	Pct.	No.	Pct.	No.	Pct.
Newspaper	14	27.4	2	18.1	3	13.6
Television	0	0.0	3	27.2	2	9.0
Neighbor or Friend	5	9.8	1	9.0	1	4.5
Poster	0	0.0	1	9.0	0	0.0
Marketing Agency	0	0.0	0	0.9	0	0.0
Radio	12	23.5	1	9.0	6	27.2
Direct Contact by Agent	10	19.6	3	27.2	8	36.3
Announcement-Mail	10	19.6	0	0.0	2	9.0
Commercial Concern	0	0.0	0	0.0	0	0.0
Other	0	0.0	0	0.0	0	0.0
Total	51	99.9	11	99.5	22	99.6

Table 12

Comparison of Rank Order of Sources, Preferred by Attenders and Non-Attenders, All Areas, Utilizing Two Methods:

	Rank Determined by... Sum of no. of choices*		Rank Determined by... Total, weighted score points**	
	Attenders	Non-Att.	Attenders	Non-Att.
News Story	1	2	1	4
Notice-Co. Agt.	2	1	2	1
Radio News Pgm.	3	4	3	3
TV News Pgm.	4	6	4	6
Co. Agt. Col.	5	3	5	5
Notice-Spec.	6	5	6	2
Co. Agt. Pgm.	7	7	8	-
Public Meeting	8	-	7	-
Other	-	-	-	-

* Sum of 1, 2, and 3 choices plus unranked choice of media source.

**Total of weighted scores for first three choices for each source, on basis of three points for first choice; two points for second; and one point for third.

Table 13

Comparison of Ranking of Magazinss Read Most Consistsntly By Attenders and Non-Attenders, All Areas, Using Two Msthods

Nams of Magazins	Ranking Detsrmined by... Weighted Score Method: Att. Total Pts.	Rank	Non-Att. Total Pts.	Rank	Ranking Detsrminsd by... Sum-of-Choices Method: Att. Total Choices	Rank	Non-Att. Total Choices	Rank
Suoc.Farming	507	1	40	2	430	1	42	2
Farm Journal	494	2	17	3	381	3	26	3
Nebr.Farmer	464	3	71	1	388	2	52	1
Natl.Hog Farmsr	62	4	9	4	117	4	8	5
Expt.Sta.Qtly.	36	5	7	5	60	5	9	4
Hoard's Dairyman	18	6	2	6)TIE	28	8	4	7
West.Farm Life	16	7	2	6	37	7	4	8)TIE
Nebr.Cattlsman	12	8	0	-	15	10	0	-
West.Livestock	7	10	0	-	18	9	1	9
Other	11	9	0	-	41	6	6	6

(Form Filled Out by Attenders)

Questionnaire on Area Swine Days - McCook, York, Laurel, Nebraska

January 29-30-31, 1963

To be Filled Out Completely by Swine Producer

1. Please indicate the one crop or class of livestock responsible for the major part of your cash farm income (Check more than one category if receipts are about equal.) (Cols. 1–9)

swine_____	corn_____	other (specify)_____
beef cattle_____	sorghum_____	
sheep_____	wheat_____	_____
dairy_____	poultry_____	

2. How many pigs do you farrow and/or buy as feeder pigs annually? (Use average of past five years.) (Col. 10)

under 50_____ (1) 50–149_____ (2) 150–299_____ (3) over 300_____ (4)

3. How many pigs did you raise last year? (specify number) (Col. 11–14)_____

4. How many years have you raised hogs? (Cols. 15–16)_____

5. How many times a year do you farrow or buy started pigs? (Col. 17)_____

6. I (do_____ do not_____) plan to raise more pigs next year compared to this year. (Col. 18)

7. Referring to the list below, rank 1, 2, 3, and so on, the farm magazines which you read most consistently. (Cols. 19–28)

Successful Farming_____	Nebraska Cattleman_____
Hoard's Dairyman_____	Farm Journal_____
National Hog Farmer_____	Western Livestock_____
Western Farm Life_____	Nebraska Farmer_____
Nebraska Experiment Station Quarterly_____	Other_____

8. Please check or list names of all newspapers subscribed to: (Cols. 29–36)

McCook Gazette_____	Omaha Stockman's Journal_____
Culbertson Progress_____	Lincoln Star_____
Cambridge Clarion_____	Holdrege Citizen_____
Omaha World Herald_____	Others (specify)_____

9. How many radio sets in your household? (Col. 37)_____ television sets (Col. 38)_____

15. Do you attend livestock events sponsored by the University of Nebraska? (Col. 58)

often_____ (1) occasionally_____ (2) never_____ (3)

16. What would improve the swine program, in your opinion? (check one or more suggestions) (Col. 59–68)

A. Have it a different month?_____ (specify your choice)
B. Have it a different day:_____ (which day)
C. Have more written material one could take home_____
D. Have more time allotted for questions_____
E. Present more advanced and specific information_____
F. Present material that is easier to understand_____
G. Program was OK with me as it is_____
H. Other (specify)_____

17. I (would_____ (1) would prefer not to_____ (2)) recommend the program to other hog producers. (Col. 69)

18. What is the size of your farm? (Col. 1–8)

Number acres owned_____ number acres, leased, rented_____

19. Please check which of the following represents your average *gross* income per year: (Col. 9)

$1,500–$2,499_____ (1) $ 5,000–$9,999_____ (3)
$2,500–$4,999_____ (2) $10,000–$24,999_____ (4) $25,000+_____ (5)

20. Please check figure which represents nearest percent of *gross* income derived from farming: (Col. 10)

25%_____ (1) 50%_____ (2) 75%_____ (3) 100%_____ (4)

21. Please check the figure which indicates the *highest* grade you completed in school: (Col. 11)

8th grade or less_____ (1)
one to three years high school_____ (2)
four years high school_____ (3)
one to three years of college_____ (4)
four or more years of college_____ (5)

22. Please check approximate age: (Col. 12)

under 30 years_____ (1) 30–39 years_____ (2) 40–49 years_____ (3) 50 years and over_____ (4)

23. Please indicate the total number of persons in your family living at home (Cols. 13–14)_____

24. Address (for compiling results by county; you need not sign your name)

County in which you reside_____

THE UNIVERSITY OF NEBRASKA
COLLEGE OF AGRICULTURE
EXPERIMENT STATION
EXTENSION SERVICE
LINCOLN 3, NEBRASKA

DEPARTMENT OF INFORMATION

February 8, 1963

Dear Friend:

We are sure that you, as a swine producer, are interested in a progressive swine industry in Nebraska, and one that will yield you satisfactory returns. The University of Nebraska and your County Extension Service share this desire to upgrade and further develop the swine-raising industry as an important part of Nebraska agriculture.

It would help greatly in planning next year's swine day for southwestern Nebraska if you would give us the benefit of your ideas and suggestions.

According to our registration list, you were unable to attend the recent Area Swine Day in Laurel. By filling out the enclosed questionnaire, you can let us know:

a. If you were made aware of the event in time to make a decision whether or not to attend.

b. Whether you made a decision to attend Area Swine Day and something unavoidable came up which prevented your attendance.

c. Whether you decided the program was not of interest to you or did not show promise of bringing you useful information.

We would like to stress that you need not sign your name to the questionnaire. Please indicate your county of residence, however. We would like to ask your cooperation in filling out the questionnaire in its entirety, except questions 16 and 17, which have to do with evaluation of the program by those who attended.

The data you submit on your questionnaire will be included in group statistics, and will not be identified with your individual operation. It will help your University do a better job of serving livestock producers.

A stamped, self-addressed envelope is enclosed for your convenience. Thanks in advance for your cooperation!

Sincerely,

Dan Lutz

Dan Lutz, Extension Editor

P.S. If you attended Area Swine Day and did not register, please disregard this letter.

(Form Filled Out by Non-Attenders)

Questionnaire on Area Swine Days - McCook, York, Laurel, Nebraska

January 29-30-31, 1963

To be Filled Out Completely by Swine Producer

1. Please indicate the one crop or class of livestock responsible for the major part of your cash farm income (Check more than one category if receipts are about equal.) (Cols. 1-9)

swine_____ corn_____ other (specify)_____
beef cattle_____ sorghum_____
sheep_____ wheat_____ _____
dairy_____ poultry_____

2. How many pigs do you farrow and/or buy as feeder pigs annually? (Use average of past five years.) (Col. 10)

under 50_____ (1) 50-149_____ (2) 150-299_____ (3) over 300_____ (4)

3. How many pigs did you raise last year? (specify number) (Col. 11-14)_____

4. How many years have you raised hogs? (Cols. 15-16)_____

5. How many times a year do you farrow or buy started pigs? (Col. 17)_____

6. I (do_____ do not_____) plan to raise more pigs next year compared to this year. (Col. 18)

7. Referring to the list below, rank 1, 2, 3, and so on, the farm magazines which you read most consistently. (Cols. 19-28)

Successful Farming_____ Nebraska Cattleman_____
Hoard's Dairyman_____ Farm Journal_____
National Hog Farmer_____ Western Livestock_____
Western Farm Life_____ Nebraska Farmer_____
Nebraska Experiment Station Quarterly_____ Other_____

8. Please check or list names of all newspapers subscribed to: (Cols. 29-36)

York News-Times_____ Omaha Stockman's Journal_____
Aurora News-Register_____ Lincoln Journal_____
Seward Independent_____ Columbus Telegram_____
Omaha World-Herald_____ Others (specify)_____
_____

9. How many radio sets in your household? (Col. 37)_____ television sets (Col. 38)_____

15. Do you attend livestock events sponsored by the University of Nebraska? (Col. 58)

often_____ (1) occasionally_____ (2) never_____ (3)

16. What would improve the swine program, in your opinion? (check one or more suggestions) (Col. 59-68)

A. Have it a different month?_____ (specify your choice)
B. Have it a different day:_____ (which day)
C. Have more written material one could take home_____
D. Have more time allotted for questions_____
E. Present more advanced and specific information_____
F. Present material that is easier to understand_____
G. Program was OK with me as it is_____
H. Other (specify)_____

17. I (would_____ (1) would prefer not to_____ (2)) recommend the program to other hog producers. (Col. 69)

18. What is the size of your farm? (Col. 1-8)

Number acres owned_____ number acres, leased, rented_____

19. Please check which of the following represents your average *gross* income per year: (Col. 9)

$1,500–$2,499_____ (1) $ 5,000–$9,999_____ (3)
$2,500–$4,999_____ (2) $10,000–$24,999_____ (4) $25,000+_____ (5)

20. Please check figure which represents nearest percent of *gross* income derived from farming: (Col. 10)

25%_____ (1) 50%_____ (2) 75%_____ (3) 100%_____ (4)

21. Please check the figure which indicates the *highest* grade you completed in school: (Col. 11)

8th grade or less_____ (1)
one to three years high school_____ (2)
four years high school_____ (3)
one to three years of college_____ (4)
four or more years of college_____ (5)

22. Please check approximate age: (Col. 12)

under 30 years_____ (1) 30–39 years_____ (2) 40–49 years_____ (3) 50 years and over_____ (4)

23. Please indicate the total number of persons in your family living at home (Cols. 13-14)_____

24. Address (for compiling results by county; you need not sign your name)

County in which you reside_____

May 7, 1963

To: Ralph Fisher, Al Lamb, Mickey Helberg, Roland Cooksley, Charles Stonecipher, Gary Garey, Henry Kumpost, Howard Gillaspie, Oscar Thomas, Harold Ingalls, Joe Bstandig, Robert Ehlers, Lloyd Young, Elbert Loewenstein, Jim Novotny.

From: Dan Lutz, Assistant Extension Editor

In the process of compiling results and analyzing data in connection with the survey of Area Swine Days, being conducted in cooperation with Leo Lucas, I find that I am short some vital information in regard to communications by you with your county swine producers. I realize that considerable time has elapsed since the 1963 Swine Day series was held, but an indication as to your use or non-use of direct mail will be extremely helpful in completing this survey.

Would you please take a minute or two to check the blanks on the attached form and mail back to me as soon as possible?

Thanks in advance for your cooperation.

P.S. Results of the survey, including statistics regarding producers from your county, will be made available to you as soon as analysis is completed.

1963 Area Swine Days-direct mail communication by agent.

1. I (did_____did not_____) send a letter, card or other notice through the mail to producers in my county, notifying them of the Swine Day serving this area.

If you answered question 1 affirmatively, please answer the following:

2. I sent cards or letters to approximately_____swine producers in my county.

3. This mailing list represented (check appropriate blank)

a. the entire list of producers in the county, to my knowledge____
b. a partial list, based on size of operation(large producers)____
c. a partial list, composed of known cooperators_____
d. a partial list, composed of representative producers scattered around the country geographically_____

4. This direct mail notification to producers was the principal means utilized in publicizing swine day in my county _____yes _____no

5. This direct mail effort was supplemented by notices channeled through mass media(newspaper, radio, television, posters, et.al.) _____ yes _____no

Return to: Dan Lutz
Dept. of Information
College of Agriculture
Lincoln, Nebraska

Schedule of Releases Prepared by State Extension Information Specialists (Department of Information) to Promote Attendance at 1963 Area Swine Days

(Jan. 29 - McCook; Jan. 30 - York; Jan. 31 - Laurel)

November, 1962

1. Brief announcement (dates and locations) of Area Swine Days in Farm Press Information Service, release date of A.M. November 5. (This service goes to all Nebraska county agents, vo-ag teachers, principal radio and television farm news directors, most Nebraska daily newspapers, a few weeklies, and a large number of Agribusiness firms. Farm Press is the most widely-distributed single service available through the Department of Information, with a mailing list totaling over 700). Farm Press is widely used by county agents as grist for personal newspaper columns and radio programs.

2. Second announcement, prepared primarily for newspapers for release P.M., Nov. 14, tailored for use by weekly newspapers. Sent to a mixed list of large dailies, radio and television outlets; all small Nebraska dailies and all semi-weeklies.

3. Story in Farm Press Service, for release P.M., Dec. 14, featuring discussion of slotted floors, mention of other program topics.

4. Three-page release directed to weeklies in the three areas, for release A.M. Thursday, Dec. 27. Pitched on a general economics basis, the release sought to stimulate producers' thinking of expanding their operation or having other questions to attend Swine Days.

5. Comprehensive roundup story submitted to Nebraska Farmer magazine January 5 for use in January 19 issue. Also sent to other interested regional and national magazines, including Natl. Hog Farmer.

6. Release designed for media use in central and southwest Nebraska, where both Area Swine Day Programs were to include the topic "Feeder Pig Production." Article for release, Monday, January 7, noted that several areas of the state have the resources and requirements for enlarged swine feeding business, but cited the problem or a shortage of feeder pigs. Aimed at dailies and electronic media, with anticipation that some weeklies might hold and run after release date.

7. Story prepared for mailing January 8, release on receipt, aimed at northeast Nebraska media. Swine Day Program serving this area, at Laurel, is only one to have topic, "Baby Pig Diseases." Article on this subject was developed to appeal to specialized interest of producers in this area.

8. Story prepared for relsass A.M., Thursday, January 17, was one of last major storiss prepared before Swine Days for uss by key weskliss in all three areas. Again thsme was pushed that profits in swine production appeared to bs promising in 1963 -- if producsr is effioient.

9. Farm Press issue, for release A.M., Monday, Jan. 31, included discussion of farrow-to-finish housing topic, to be featured at two Arsa Swine Days -- at York (central Nsbraska), and Laursl (northeast Nebraska).

10. Final article of consequence was a Farm Press item for releass January 25 (just preceding beginning of Swine Day ssriss), pushing the program topic, "mineral requirements of swine," whioh appeared on all thres programs.

Ons of the difficulties in assessing ths effsctiveness of ths flow of information from the state offics was ths lag in uss of ths material. As an example, the World-Herald, largest daily newspapsr in the stats, carried some articles later than the specified release date.

Farm Service A. M. Nov. 5, 1962

Farm Briefs

LINCOLN -- Soil survey reports on two Nebraska counties -- Kimball and Hall -- were among 36 such reports on work in 23 states published during the 1962 fiscal year. Earlier, the first complete countywide soil survey report in Nebraska had been published on Nance County. Each report includes aerial photographs of every foot of ground in the survey area. Soil types are outlined on the photographs. The report also gives such facts as soil depth, slope, suitable uses, erosion and drainage problems and the location of alkali and salt areas. Copies of soil survey reports may be seen at public libraries. Local landowners may obtain personal copies at the nearest Soil Conservation Service office, or by writing Soil Conservation Service, U.S. Department of Agriculture, Washington 25, D. C.

# # #

LINCOLN -- Several University of Nebraska staff members will participate in the program of the North Central States Poultry and Egg Exposition and Conference scheduled Dec. 4-5 at the Omaha Civic Auditorium. Dr. John Adams, chairman of the University's poultry department, will appear on a panel titled, "Is the Midwest Poultry Industry too Timid to Live?" Other presentations by University researchers include "Lagoons in Poultry Houses," by Dr. William J. Owings; "How to Control Yolk Color," by Dr. Thomas W. Sullivan; and "Transportation Methods Affect Egg Quality," by John L. Skinner, who is Extension poultryman. The Iowa Poultry Association and Nebraska Poultry Improvement Association are cooperating in the Exposition, and the annual meeting of the Nebraska group will be held the afternoon of December 4.

# # #

LINCOLN -- The University of Nebraska's annual area swine days will be held January 29, 1963 at McCook; January 30 at York and January 31 at Laurel, according to Leo Lucas, Extension animal husbandman at the College of Agriculture.

# # #

university of nebraska
COLLEGE OF AGRICULTURE NEWS SERVICE
INFORMATION AND PUBLICATION BUILDING
477-8711 — EXTENSION 7198
LINCOLN 3, NEBRASKA

for Release

P. M. Wednesday, November 14, 1962

LINCOLN -- Three special area swine days co-sponsored by the University of Nebraska and county Extension services will be held in the state this winter, it was announced this week.

Leo Lucas, Extension animal husbandman at the College of Agriculture, listed the following schedule:

January 29 -- city auditorium, McCook; January 30 -- city auditorium, York; and January 31 -- city auditorium, Laurel.

University animal scientists and Extension livestock specialists will collaborate in presenting the three day-long programs, Lucas stated. While each program will be tailored to the type of swine production prevalent in that section of the state, some topics will be included on all three programs, he added.

These will include discussions on hog cholera eradication, swine housing (farrow-to-finish buildings), mineral requirements of swine, and evaluation of carcass merit in swine production. Another subject calculated to draw intense interest from producers will be a roundup of data on slotted floors and manure disposal in swine raising operations.

Producers attending all three meetings will have an opportunity to ask questions regarding problems applicable to their individual operations, Lucas stressed.

" " "

Slotted Floors to be Discussed At Area Swine Days

LINCOLN -- Slotted floors, one of the hottest topics in livestock housing today, is expected to kindle considerable interest among swine producers attending University of Nebraska area swine days in January.

This prediction comes from Leo Lucas, Extension animal husbandman at the University of Nebraska, as plans move forward for the series of three hog meetings January 29, 30 and 31 at McCook, York and Laurel, respectively.

At swine production meetings around the state, and during on-the-farm visits with hogmen, the question of using slotted (often called slatted) floors comes up frequently, Lucas noted. The problems in handling manure from pigs raised in confinement has led to an earnest search by swine raisers for an effective and labor-saving method of manure disposal. Many believe a combination of slotted floors and a waste-disposal lagoon will do the job, although costs are still fairly high. Slotted floors have been used in poultry houses for years, and are now being considered by dairymen and cattle feeders, Lucas pointed out.

A panel of specialists will discuss the slotted floor principle and its application to swine housing, along with manure disposal, on two of the area swine day programs -- at York and Laurel. All three of the programs will feature a topic which goes along hand-in-hand with the discussion of slotted floors --- the construction of farrow-to-finish buildings. This latter subject will be covered by E. A. Olson, Extension agricultural engineer at the College of Agriculture.

Other problems of major concern to commercial and purebred swine producers also will be discussed during the series. Included on the agenda at all three sessions are discussions on hog cholera eradication, mineral requirements of swine, and the situation regarding evaluation of carcass merit in swine production and marketing.

All three programs are slated to begin at 10 a.m. and conclude about 3 p.m. Individual swine producers will have an opportunity to talk over problems of their swine operations with university livestock specialists and researchers.

COLLEGE OF AGRICULTURE NEWS SERVICE
INFORMATION AND PUBLICATION BUILDING
HEMLOCK 2-7631 – EXTENSION 7198
LINCOLN 3, NEBRASKA

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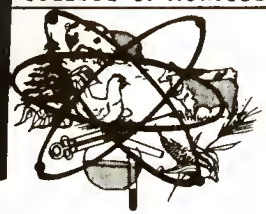


for Release

A.M. Thursday, Dec. 27, 1962

LINCOLN -- Swine, long established as "mortgage-lifters," may play an equally important role in keeping many a Nebraska farmer's operation "in the black" during a time of high production costs, a University of Nebraska swine specialist said this week.

Surplus feed grain stocks, underemployment of some farmers due to mechanization of crop and livestock operations, and a growing West Coast market for pork products combine to make expanded hog production a desirable goal for Nebraska's agricultural economy, according to Dr. Leo Lucas.

"Raising swine -- either market hogs or feeder pigs for other farmers -- offers a distinct possibility for many producers to increase returns for their labor and management," the Extension animal husbandman said.

Producers with the desire to raise hogs, the necessary capital to build or improve facilities, and armed with necessary know-how have an excellent chance to raise income above that which could be realized through the purchase or rental of more land for crop production, Dr. Lucas commented.

He cited the following factors which contribute to a favorable situation regarding an increase in hog production in Nebraska:

- more -

---Approximately half of the total annual yield of feed grains raised in Nebraska is not fed to livestock in the state.

---By 1970, estimated population growth in the western coastal region of the U.S. will result in an increased consumption of pork products in the amount of 700 million pounds. This is based on the current per capita level of pork consumption, and is equivalent to 4.5 million hogs, at live market weight of 220 pounds.

1959

---A study of/farm census figures in south-central Nebraska, with Adams County as the hub, revealed an average of 900 hours unused labor per farm over a year's time, beyond the hours required to produce crops and take care of livestock on hand.

Putting together resource requirements, market outlets and profit potentials, University Extension agricultural economist P.A. Henderson concluded that the average farmer involved in a cash grain-livestock operation in a nine-county area around Hastings could efficiently raise 400 pigs per year.

"One of the biggest problems within the state's swine industry today is the small volume individual swine-raising enterprise," Lucas observed. Again referring to 1959 ag census figures, 67 per cent of Adams County swine producers raised only from one to nine litters of pigs a year.

"Efficiency is the key word if an individual swine producer is to take advantage of generally favorable feed and market conditions and realize profits from his own operation," Lucas warned.

With feeding responsible for 70 per cent of the total costs of raising swine, a producer must plan feeding facilities to accommodate the correct number of hogs, follow good feeding practices, and use a balanced, nutritious ration to come out ahead, he added.

Other considerations not to be omitted are maintenance of good swine health and the procurement of pigs with genetic characteristics which allow for economical gains, Lucas emphasized.

"While fulfilling all these requirements sounds like nearly an impossible order, it is a necessary one for the progressive swine producer who forms the backbone of the Nebraska swine industry today and will be among its leaders tomorrow," the University specialist declared.

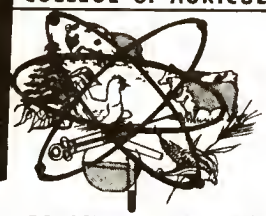
Swine producers who are looking for answers to either general questions about expanding swine production or specific questions regarding nutrition, management or animal health in their own operation should attend one of three Area Swine Days in Nebraska early in 1963, he advised.

The dates and places of these special days are Jan. 29 at McCook, Jan. 30 at York and Jan. 31 at Laurel. University researchers and specialists will outline the current situation in swine production and marketing, report on swine research now being carried out, and discuss current recommendations on a variety of subjects ranging from slotted floors for swine raised in confinement to hog cholera eradication.

# # # #

12/22/62

COLLEGE OF AGRICULTURE NEWS SERVICE
INFORMATION AND PUBLICATION BUILDING
HEMLOCK 2-7631 – EXTENSION 7196
LINCOLN 3, NEBRASKA



MONDAY, JANUARY 7, 1963 for Release

LINCOLN -- Several areas of Nebraska apparently have the resources and requirements for an enlarged swine feeding business. But a major problem confronting feeders within these areas is the availability of a steady supply of healthy, good-gaining feeder pigs, a University of Nebraska specialist said this week.

The present opportunity for Nebraska farmers to increase feeder pig production -- if certain problems can be met -- will be discussed at two of the area swine days sponsored by the University later this month, according to Extension animal husbandman Leo Lucas. Feeder pig production will be explored at swine day programs Jan. 29 at McCook and January 30 at York.

"Increased feeder pig production could result in the partial utilization of surplus feed grains produced in Nebraska, while adding dollars to our agricultural income," Lucas pointed out.

"Farmers in the Hastings, Grand Island, Kearney, York-Seward and south-central areas, as well as in several southern Nebraska counties, have shown a strong desire to locate healthy feeder pigs. These areas have surplus feed grains, but are limited in swine farrowing and breeding facilities because they are geared to livestock feeding enterprises," the University specialist explained.

Based on health permits required by the Nebrakka State Veterinarian, the total feeder pigs shipped into Nebraska to fill the needs of feeders in the state in 1962 was around 45,000 head -- nearly double that of 1961. Wisconsin led the list of states in numbers of feeder pigs coming into Nebraska by direct shipment with nearly 13,000 head.

Faced with an increased demand for feeder pigs and an apparent limited local supply, farmers might explore the possibility of developing a feeder pig association or a feeder pig marketing

COLLEGE OF AGRICULTURE NEWS SERVICE
INFORMATION AND PUBLICATION BUILDING
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LINCOLN 3, NEBRASKA

univ

for Release
ON RECEIPT

LINCOLN -- From 25 to 30 per cent of total pigs farrowed do not survive to reach weaning age.

This figure is well established on a national basis, and represents a serious problem for hogmen in Nebraska and other major swine-producing states, a University of Nebraska scientist said this week.

Dr. George A. Young, chairman of the University's veterinary science department, pointed up the challenge of excessive baby pig losses due to disease, in connection with Area Swine Days in Nebraska this month.

Dr. Young, a leader is swine disease research and a prime mover in initiation of the SPF swine program, will speak on diseases of baby pigs at the Area Swine Day to be held at Laurel on January 31. A companion topic at the other two Swine Day programs--at McCook January 29 and York January 30 -- will be a discussion of the state-wide hog cholera eradication program by Dr. E. Crosby Howe, University Extension animal hygienist.

While there is no single, neat solution to the baby pig disease problem, producers can take steps to live with it, Dr. Young emphasized. His discussion directed to northeastern Nebraska producers will deal with management techniques farmers may employ

to curb losses from such baby pig diseases as pig scours and respiratory diseases. "Farmers can take advantage of natural conditions and save a larger number of pigs per litter," he explained.

The SPF pig program, conceived to deal primarily with atrophic rhinitis and virus pig pneumonia, has also contributed to a reduction in the incidence of respiratory diseases in pigs to a varying degree, Dr. Young stated. In fact, based on an SPF pig population of 27,500 in Nebraska, the program can be credited with cutting baby pig losses to 16 per cent -- about half the national figure, Dr. Young concluded.

# # #

1/8/63/dl

COLLEGE OF AGRICULTURE NEWS SERVICE
INFORMATION AND PUBLICATION BUILDING
HEMLOCK 2-7631 – EXTENSION 7198
LINCOLN 3, NEBRASKA

univ

for Release
A. M. Thursday, January 17, 1963

LINCOLN -- A favorable outlook in the swine industry is forecast for efficient producers in 1963, and confidence in this prediction is reflected in plans by Nebraska hogmen to increase farrowings through May by six per cent.

Relative stability of the swine industry in 1961, brought about by a better balance of pork consumption, production and prices, resulted in cash receipts of $3.1 billion for American farmers last year. Swine ranked third among livestock and livestock products and ahead of all field crops as a cash dollar earner, economists report.

The importance of swine in Nebraska is borne out in recent figures compiled by the U. S. Department of Agriculture, showing an estimated 1962 pig crop of over 4.5 million head, up one per cent from 1961. The number of all hogs and pigs on hand in December, 1962 in the 10 important Corn Belt States was up three per cent above the previous year.

In general, profit prospects for the Nebraska hog producer appear to only slightly less in 1963 than for the past two years.

But dividends are not automatic, as any progressive swine producer knows, cautions Dr. Leo Lucas, Extension animal husbandman at the University of Nebraska.

-more-

High standards in swine breeding, feeding, management, housing and disease control must be met if adequate profit margins are to be realized, Lucas stressed. While lack of volume plagues many Nebraska swine operations, an increase in numbers alone will not assure a producer of a slice of the profit pie.

New techniques that are bringing greater efficiencies in swine production demand greater managerial skills, he warned. As an example, producers turning to confinement rearing, perhaps accompanied by slatted floors, are discovering that much know-how is required to assure success. While some of this know-how can only be acquired through experience -- and perhaps trial-and-error -- the experiences of others, along with applied and tested research, can save much time and grief, the University of Nebraska swine specialist observed.

Research in the various areas of swine production, plus the counsel of researchers and University swine specialists, will be made available to Nebraska producers through three area swine day programs later this month.

Arrangements are being made for an Illinois commercial swine producer, who has had considerable experience in the use of slatted floors for swine manure disposal, to appear at the McCook, York and Laurel Meetings on January 29, 30 and 31, respectively. He has spoken on the controversial item of slatted floors before interested audiences of swine producers in several states.

Other speakers include Dr. E. R. Peo, University swine nutritionist, who believes that good swine nutrition is not complex,

nor is it as simple as understood by producers whose feeding program consists of throwing ear corn over the hoglot fence in time-honored fashion. Dr. Peo will outline mineral requirements of a swine ration.

E. A. Olson, University Extension agricultural engineer, will speak on an all-important topic of swine housing: farrow to finish houses. Olson notes that the modern farrowing house with floor walls, and ceiling insulated, running water, ventilation, and heat in the floor, is almost as complicated as a dwelling.

With only about one-third of all hogs going to market considered "meat-type," carcass evaluation is increasingly important to the producer. Developments in this area will be discussed by Dr. L. J. Sumption of the University animal husbandry research staff.

Hog cholera eradication, progress in combatting baby pig diseases, the opportunity for increased feeder pig production in Nebraska, and the outlook for expansion of hog raising in southwest Nebraska are other subjects to be covered by program participants during the 3-day series of hog meetings.

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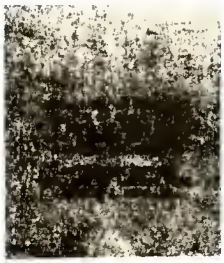

Cooperative
EXTENSION SERVICE
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Doug Downs
Extension Editor

FOR RELEASE A. M. MONDAY, JANUARY 21, 1963

Farrow-To-Finish Housing Topic At Area Swine Days

LINCOLN -- Projected increases in swine production by Nebraska hogmen focus attention on the importance of management and know-how if profits are to be realized, a University of Nebraska specialist said this week.

Confidence by producers in continued relative stability of the swine industry is apparently reflected in plans by Nebraska producers to increase farrowings in the period from December, 1962 to May, 1963 by six per cent. Nebraska had an estimated pig crop of 4.5 million head in 1962, up one per cent over 1961.

Leo Lucas, Extension animal husbandman at the College of Agriculture, warned that an increase in numbers alone will not assure an individual producer of an adequate margin on his operation, although lack of volume is a major problem of the Nebraska swine industry.

Dividends will not come automatically to the producer, although in general, profit prospects for the Nebraska producer appear to be only slightly less in 1963 than for the past two "good" years for hog raising, Lucas continued.

Competition and enlargement of operations is setting high

-more-

standards in swine breeding, feeding, management, housing and disease control within the industry, the University livestock specialist noted. New techniques that help bring about efficiencies in swine production demand greater managerial skills, he pointed out.

One of the problems faced by both veteran producers and those just getting into the swine business is that of selecting the kind of swine housing and equipment to fit the producer's particular operation,

Speaking at a series of Area Swine Day programs later this month on "Farrow-to-Finish Housing" will be E. A. Olson, University Extension agricultural engineer. Farmers who are considering swine raising for the first time may wish to consider this type of housing for a small sow-pig operation at the outset. This type of building allows for the addition of more units as the need arises, he explained.

Farrow-to-finish swine buildings offer the possible advantages of easier management, less stress on hogs, faster gains, better and more uniform environmental control, better disease control, easier recordkeeping and the use of all buildings nearly 100 per cent of the time.

Olson's discussion of farrow-to-finish swine housing will be one of several topics scheduled for presentation by University specialists and researchers at McCook, York and Laurel on January 29, 30 and 31, respectively.

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Extension Editor

FOR RELEASE P. M., FRIDAY, JANUARY 25, 1963

Mineral Requirements of Hogs to be Discussed at Area Swine Days

LINCOLN -- A total of 13 minerals are required for growth, maintenance and reproduction of hogs, a University of Nebraska researcher says, and "Mother Nature" provides only part of these through natural feedstuffs.

"Some natural feed ingredients are pitifully deficient in minerals," explains Dr. E. R. Peo, Jr., University researcher specializing in swine nutrition. As an example, corn is extremely low in calcium. "In fact, seven of the 13 minerals must be supplied as special supplements to swine rations," he added.

Mineral requirements of swine will be discussed in detail by Dr. Peo at all three of the Area Swine Days to be held in Nebraska next week -- at McCook on Jan. 29; York, Jan. 30 and Laurel, Jan.31. Sharing the speakers platform with Dr. Peo will be other University researchers and Extension specialists who will speak on such topics as control of baby pig diseases, hog cholera eradication, carcass evaluation, slotted floors in swine housing, farrow-to-finish buildings and prospects for feeder pig raising.

A feature at all three of the day-long meetings will be a special counseling service for swine producers. University personnel will be available to discuss problems encountered by producers in their individual swine operations. This zrrangement was on of the most popular features of Swine Days a year ago.

# # #

RELATIVE SIGNIFICANCE OF FACTORS AFFECTING ATTENDANCE AND NON-ATTENDANCE AT AREA SWINE DAYS IN NEBRASKA

by

Daniel B. Lutz

B.A., University of Nebraska, 1950

AN ABSTRACT OF A MASTER'S THESIS

submitted in partial fulfillment of the

requirements for the degree

MASTER OF SCIENCE

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RELATIVE SIGNIFICANCE OF FACTORS AFFECTING ATTENDANCE AND NON-ATTENDANCE AT AREA SWINE DAYS IN NEBRASKA

by

Daniel B. Lutz

ABSTRACT

The University of Nebraska in 1961 discontinued a statewide swine field day at its Lincoln agricultural campus and developed swine field days on an annual rotational basis at three or four outstate locations. The shift resulted in sharply increased attendance by producers.

This study was designed to assess the relationship and impact of a coordinated informational campaign on the increased attendance at Area Swine Days. Specifically, a survey was conducted among producers attending three swine field days in Nebraska during January, 1963, to determine the extent of their awareness of the swine day programs, and to identify the media through which they first became aware of the programs.

An attempt was made to identify the media habits of these producers, called attenders, along with compiling other personal characteristics, principally age, education, gross income level and size of swine operation.

A follow-up survey was conducted in eelected countiee in eaoh of the three geographioal areae in which a sampling was taken of known ewine producers who did not attend the Area Swine Day program in their area. The main objective of the non-attender portion of the eurvey was to detsrmine whether lack of awarensse of ths ewins daye program wae a factor in these producers' decieions not to attend. Compari-eons wers made between attendere and non-attenders ae to media habits, personal characteristice, actual and preferred souroee of awareness and other factors.

Attenders were handed a queetionnairs which wae filled out during the noon hour at each program. Non-attenders were contacted by a combination of mail eurveying and personal interview by the inveetigator.

It was ooncluded that awareneee was not a factor in non-attendanoe at the ewine days. The newepaper emerged as the principal eource of first awareness among attenders; direct mail by the oounty agent among non-attenders.

It wae confirmed that the educational neede, based on existing probleme of swine production and management, were different among producere in the three geographical areae of the state studied; i.e., that the producers were, in fact, three different audienoes. Thie conclusion hae implications both for program plannere and information epeoialiste.

Attendance patterns and distances traveled by producers attending the three Area Swine Days confirmed that accessibility and convenience were overriding factors in increased attendance at the area swine field days, as compared to the single, centralized statewide field day previously held. It was further shown that the area field days assume the character of local meetings, with over 40 per cent of the total attendance of each program credited to the host county.

A proposed correlation between definite media habits, such as strong orientation to radio and television, and non-attendance at Area Swine Days was not established through findings of the study.