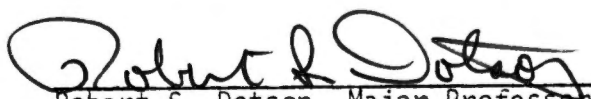
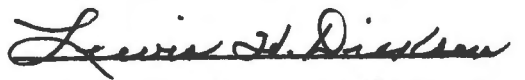
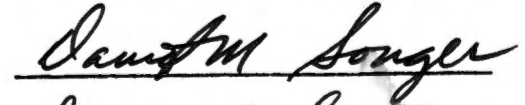


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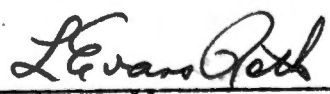
I am submitting herewith a thesis written by Mohammad Ali Shams entitled "A Study of Agricultural Extension Radio Usage and Production in Tennessee and Iran with Special Emphasis on Script and Tape Packet Material Development and Evaluation." I recommend that it be accepted in partial fulfillment of the requirements for the degree of Master of Science, with a major in Agricultural Extension.


Robert S. Dotson, Major Professor

We have read this thesis
and recommend its acceptance:


Accepted for the Council:


Vice Chancellor
Graduate Studies and Research

Thesis

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A STUDY OF AGRICULTURAL EXTENSION RADIO USAGE AND PRODUCTION
IN TENNESSEE AND IRAN WITH SPECIAL EMPHASIS ON
SCRIPT AND TAPE PACKET MATERIAL
DEVELOPMENT AND EVALUATION

A Thesis
Presented for the
Master of Science
Degree
The University of Tennessee, Knoxville

Mohammad Ali Shams

December 1978

1373096

ACKNOWLEDGMENTS

The author wishes to express sincere appreciation to his major professor, Dr. Robert S. Dotson, for his guidance, encouragement, and patience in the writing of this thesis. Appreciation is also extended to Dr. Lewis H. Dickson and Dr. Cecil Carter, Jr., for serving on the thesis committee. Mr. David M. Songer is especially thanked for his aid during the course of this study.

The author would also like to express appreciation to all of the respondents who returned the questionnaires and to the panel, consisting of Herb Howard, John Adkins, and David Warner, who so faithfully completed their assignments.

Mr. George Mays is greatly thanked for his advice, for providing the radio performance rating sheet used in the study and for other information and help.

Sincere thanks is given to Karen Madeira, my best friend, who gave the writer encouragement during the course of study.

Finally, the author wishes to express gratitude to his parents for their encouragement and financial support during the process of his academic studies.

ABSTRACT

This multi-method study was concerned with a study of agricultural Extension radio usage and production in Tennessee and Iran with special emphasis on script and tape packet material development and evaluation.

Library research was used to gather information about the background of agricultural Extension radio in Tennessee and Iran.

Questionnaires were used to survey the opinions of 75 Tennessee radio stations about the quality and usefulness of two University of Tennessee packets, Radio Script Service (Scripts) and Farm and Home Briefs (Tapes) in general for 1978 and specifically for the weeks of July 31 and August 7, 1978. Also, a panel of three Tennessee radio production experts rated the packet material for those two weeks for various indicators of technical and content quality by completing radio performance rating sheets. Fifty-two of the radio station questionnaires were acceptable for data analysis.

Major findings disclosed the following information obtained from Tennessee radio station directors about their opinions and use of Scripts and Tapes for the weeks of July 31 and August 7, 1978: (1) Most radio stations judged the numbers and varieties of topics to be "About Right"; (2) agricultural topics were generally used more frequently by radio stations than other subject topics in the packets; (3) sources in addition to the packet material were used by all respondents for agricultural programming, mainly "USDA," "ASCS" and "Farm Bureau"; (4) most respondents felt that the material in both Tapes and Scripts

was "About Right" in length and most respondents used the material without modifying it; (5) most respondents felt that the technical quality of Scripts and Tapes was "Satisfactory."

Major findings concerning the opinions and information from Tennessee radio stations about the general use and quality of Scripts and Tapes in 1978 revealed that: (1) Respondents that received only Scripts or only Tapes used the packet material more "Frequently" than those stations that received both Tapes and Scripts; (2) the most used period of time for broadcasting U.T. packet material, among Tennessee radio stations was "8 a.m. to 12 noon"; (3) nearly all respondents had "Regularly Scheduled" times for agricultural programming; (4) most respondents wished to receive "More of the Same" type of packet material in the future as they received in the past, in both subject matter and length.

The major findings about the ratings of Scripts and Tapes for the weeks of July 31 and August 7, 1978 by the radio production panel revealed that, according to a scale designed to provide descriptive categories for the panelists' ratings: (1) The "Organization-Content-Message" and "Subject Material" of Scripts for both July 31 and August 7, 1978 were Good; (2) "Organization-Content-Message," "Subject Material," and "Presenter(s) Delivery" of Tapes for both weeks of July 31 and August 7, 1978 were Good; (3) the overall evaluation ratings by the panel, of Scripts and Tapes for both weeks of July 31 and August 7, 1978, were Good.

The outcome of the evaluation of Scripts and Tapes by the panel of experts concurred with the major findings of the opinions of Tennessee

radio stations about Scripts and Tapes for the weeks of July 31 and August 7, 1978.

The major findings in the portion of this study that dealt with the agricultural radio situation in Iran revealed the following information: (1) Radio was the most popular form of mass media, was fitted to education in Iran, and could reach remote rural areas and the one-third of Iran's population that was illiterate; (2) Extension Service in Iran did not concentrate its efforts on small rural farmers' needs and was unsuccessful in introducing high-yield technology in rural areas; (3) Extension Service was not coordinated with other agencies in serving rural communities and Extension did not have enough practical training for its staff; (4) more "Tribal" people listened to radio than "Urban" and "Rural" people; (5) the most popular Extension program was broadcasted 6 days a week from Radio Iran, in Tehran, and was three hours long; (6) most respondents of a Hamadan survey listened to the radio between 5 p.m. and 7 p.m. and between 5 a.m. and 6 a.m.; (7) most Hamadan respondents listened to the Extension program and followed the advice given on it; (8) discussions by specialists, new agricultural technology, and attention to local agricultural problems were the most popular topics of the Extension program among rural people, according to the Hamadan survey.

In applying the findings of this study to the development and use of radio packet material in Iran, some appropriate steps were identified as necessary: (1) Consideration of the available sources of agricultural information in Iran, (2) consideration of the socio-economic, cultural and agricultural needs of the rural people and the

type, form, and presentation of radio packet topics appropriate for broadcasting; (3) appropriate use of communication networks between government organizations, radio, and the rural people; (4) preparation of radio packet material as a supplement to Extension work using a standard criteria for content and technical form; (5) periodic evaluation of radio packet material; and (6) consideration of development of other possible types of agricultural radio programming for Iran.

Implications and recommendations also were made.

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CHAPTER I

INTRODUCTION

I. STATEMENT OF THE PROBLEM

With the development of Extension radio in the United States, special needs associated with agriculture and farm-related information arose within the radio broadcasting system. A. H. Snyder, Agricultural Extension Editor at the University of Maryland said:

Radio has meant much more to rural people than to any other group. By bringing into their homes the best in the way of entertainment, the latest news of national and world-wide affairs and events, and dependable information on subjects of practical as well as casual interest, the lives of rural people have been broadened almost without consciousness on their part . . . (11:15).*

Extension radio plays an important role in bringing information to rural areas, as well as urban, to help people "help" themselves with their agricultural matters. Because of these two factors, special broadcasting needs and the role of Extension radio within the rural community, and other considerations, development of special types of agricultural programming was necessary and ensued. The University of Tennessee, being a land grant institution responsible for meeting the requirements of the Cooperative Extension Service, is one of those universities that has traditionally utilized the Extension radio program in serving to meet the needs and solve the problems of rural people in relation to agriculture.

*Numbers in parentheses refer to similarly numbered items in the Bibliography; numbers following the colon are page numbers in the reference.

In this responsibility, the University of Tennessee Agricultural Communication Department has developed packet material providing agriculture and consumer information for use by radio stations in Tennessee. The packet material represented the result of Extension program planning by Extension staff. This study was designed to examine and evaluate a portion of the packet material and the planning it represented.

There has been relatively little research done in the past on the evaluation of the use of radio as a mass medium as used by the Agricultural Extension Service in Tennessee. There have been comparatively few collections of general data on Tennessee radio stations in relation to the Extension radio service.

The role of Agricultural Extension Service in Iran, as a developing nation, is one of great importance, as is the role of radio there. Relating this study to the situation in Iran, involved an understanding of the general circumstances surrounding the government, Extension, the radio broadcasting system, and the cultural and socio-economic aspects of the rural community.

Therefore, it is important to remember that Iranians still rely on the traditional means of communication which are personal and verbal. This experience with "learning by listening" may indicate that the radio could be the most effective means of modern mass communication in spreading new ideas (19:110).

The programming of Extension radio in Iran, as in Tennessee, should be evaluated on a level that examines the program materials used in presenting agricultural information. By reviewing the general circumstances surrounding Extension radio programming, in Tennessee and Iran, and by evaluating a small portion of that programming, some indication may be suggested regarding program effectiveness and use.

This approach to analyzing Extension radio material, hopefully, may provide one necessary foundation for improvement of future Extension radio programs in both lands.

II. NEED FOR THE STUDY

There have been many radio stations in Tennessee that received University of Tennessee packet material concerning agriculture and consumer information. In order to serve those stations' broadcasting needs more fully, periodic evaluation of the packet material was necessary. Prior to such evaluation, a review of the background regarding Extension-related radio work in Tennessee was required.

It was decided that an evaluation of the packets according to broadcasting quality and use by the radio stations was appropriate for this study. To evaluate, use of performance ratings of some of the agricultural tapes and scripts by an expert radio production panel seemed appropriate. In addition, information was gathered from opinion questionnaires sent to radio stations that received the packet(s). A study evaluating packet materials periodically was needed to better determine radio station needs for agricultural programs and to establish a basis for making some changes and/or improvements in Extension material prepared for radio stations.

The needs for this study may be further generalized to the situation in Iran where Extension radio plays an exceedingly important role in the lives of the rural people. By the time of the study, the use of radio broadcasting had become a common practice in disseminating agricultural and consumer information in the rural communities of Iran.

Also the need for periodic evaluation of agricultural radio material was important in Iran just as it was in Tennessee, if Extension radio programming were to be improved.

There was a need to review the background information in Iran related to agriculture and radio in order to investigate the use and types of agricultural Extension radio material used in programming there. By relating the findings of this study on packets in Tennessee to the situation in Iran, the possibility of developing packet material for Iranian broadcasting use could be considered.

III. PURPOSES OF THE STUDY

This study dealt with reviews of Extension radio situations in Tennessee and Iran; the evaluation of some of the agricultural Extension radio packet materials prepared by the Department of Agricultural Communication Staff at the University of Tennessee, Knoxville (UTK) and used by Tennessee radio stations; and the drawing of implications for Iran.

The specific purposes of this study were:

1. To review the background regarding Extension-related radio work in Tennessee.
2. To evaluate some agricultural scripts and tapes included in the University of Tennessee weekly packets sent to Tennessee radio stations.
3. To review the situation related to agricultural radio in Iran and consider the agricultural radio materials used there.

4. To relate the findings of the study regarding the University of Tennessee packets and developmental procedures to the situation in Iran.

IV. DEFINITION OF TERMS

Some of the important terms which occur in this study are defined below for clarification. Throughout the remainder of the body of the study, they will have the meanings ascribed.

Radio Script Service. The term Radio Script Service in this study refers to the title of the radio packet containing written agricultural and consumer information. The abbreviation for this term in this study is Scripts.

Farm and Home Briefs. The term Farm and Home Briefs in this study refers to the title of the radio packet containing taped agricultural and consumer information features. The abbreviation for this term in this study is Tapes.

Packet. The term packet in this study refers to a unit of taped or written material for radio broadcasting that is sent to Tennessee radio stations by the Agricultural Communication Department at UTK (i.e., Farm and Home Briefs or Radio Script Service).

Spot. The term spot in this study refers to a short written item in Radio Script Service, whose average reading length is 10 seconds.

CHAPTER II

REVIEW OF RELATED LITERATURE

In reviewing the literature, no mention was found that there had been any research examining or evaluating the agricultural Extension radio packets currently produced in Tennessee. However, there were some investigations in other subject areas related to mass media and communication in Extension service. Topics of those investigations were concerned with the use of newsletters, television, and radio.

Boyce did a 1977 study on development and testing of a seven-unit experimental series of Extension money management newsletters on 15 home-demonstration club members and 12 non-members. She evaluated written pre-post and final questionnaires and used her personal experience in the study. The experimental series was well received and moderately effective. Although her study was an evaluation of a series in an area of Extension, it did not deal with radio (10).

In the area of television, Dixon did research in 1973 on the characteristics of viewers of a nineteen-unit educational television program series on chair renovation in East Tennessee. Using mail questionnaires, she investigated and measured the characteristics of respondents who renovated their chairs before, during, and after watching the educational television series program. It was found that viewing the Extension series was significantly related to renovation completion rating. Her research and evaluation of the series basically was directed toward the responses of the audience rather than toward the

media personnel and was unrelated to agricultural Extension radio (14).

Itharat studied how Tennessee county Extension personnel planned and spent their time, where radio was a primary teaching method. He evaluated FY 1971-1973 Tennessee Extension Management Information System (TEMIS) data by specifying the numbers and percentages of agent-days planned and spent for radio broadcast work. The broadcast work was related to national purpose, primary subjects, and primary audience at district and state levels. The results showed that there were over expenditures planned by Extension personnel in Tennessee in every year except FY 1972. However, the radio time planned by state purpose was both underexpended and overexpended. It was suggested that use could be made of the findings by radio Extension personnel and administrators in radio program planning and periodic evaluation. Itharat's study specifically dealt with agricultural Extension but focused on Extension personnel time spent and planned, rather than on the program content of radio presentations (15).

Through a 1974 nationwide survey, Chumsri studied the time radio specialists devoted to productions for radio broadcast stations. He also gathered historical information about Extension radio in the United States and studied characteristics, roles, and training problems of agricultural Extension radio specialists. All of his findings were discussed in relation to the situation in Thailand. As the survey showed, Tennessee had one Extension radio specialist with responsibility of determining agent training needs, program production, maintaining good relationships with radio station personnel, and program planning. It was found that 50% of the Tennessee specialists' time was spent on

radio production for broadcast stations; of that time, 7% was devoted to Scripts, 40% to Tapes, and 3% to live programs. Included in the script category were news and public service spots; in the tape category were educational features and public service spots; and in the live program category was news (13).

Wiedemann did a 1978 study of the situation of radio stations in Tennessee as part of her Master's thesis research on mass communication in Tennessee. The findings of her investigation into the Extension-related radio situation in Tennessee will be discussed in the main text of this study (29).

CHAPTER III

METHODS OF PROCEDURE

It was expected that findings of this study would provide some basis for improving future Extension-related agricultural radio programming procedures and material in Tennessee and Iran. Based on this goal, study methods were planned and carried out.

I. SOURCES OF DATA

The information for this study was gathered by three methods: through library research; use of mail questionnaires with station directors; and performance rating sheets by a panel of broadcasting experts. The library research method was used to review the background regarding the evaluation of agricultural Extension radio in Tennessee and to review the background of agricultural Extension-related radio in Iran. However, some of the Iranian material was obtained from original material in Farsi (Persian) that had to be translated.

Weekly packet materials tested in the study (see Appendix A) were developed by the Communication staff of the Tennessee Agricultural Extension Service. Packets tested were those developed for the weeks of July 31 and August 7, 1978.

The mail questionnaires (see Appendix B) concerning the quality and use of agricultural packet material were sent to selected Tennessee radio stations. These questionnaires were distributed by Mr. David Songer, Assistant Communication Specialist of the Agricultural Communication Department at the University of Tennessee, Knoxville. There were

two mailings of the weekly questionnaires and one mailing of the final questionnaires.

The first group of weekly questionnaires, for the week of July 31, 1978, was sent to 19 Tennessee radio stations that received one or two University of Tennessee packets; namely, Farm and Home Briefs (Tapes) and Radio Script Service (Scripts). The second group of weekly questionnaires, for the week of August 7, 1978, were sent to 56 Tennessee radio stations. They also received one or two packets.

The final questionnaires were sent to 75 Tennessee radio stations. Those stations were recipients of Scripts and/or Tapes during 1978.

The performance rating sheets (see Appendix C), provided by the Agricultural Communication Department staff at the University of Tennessee, Knoxville, were the instruments used to obtain packet material evaluations by three Tennessee radio production experts. John Adkins of the Radio Services of UTK, Dr. Herb Howard, professor in the Broadcasting Department, UTK, and David Warner, Radio Farm Director of radio station WMC in Memphis, Tennessee, were the three radio production experts forming the panel. These three people were selected according to their past demonstrated skill and experience in radio production.

The performance rating sheets were designed to evaluate various aspects of production of the Tapes and Scripts. Each expert received four rating sheets. Two sheets were used to evaluate Scripts, one for the week of July 31, 1978 and the other for the week of August 7, 1978. The two other sheets were used to evaluate Tapes for those same two weeks. The possible scores on all items on the performance rating sheets ranged from a low of 1 to a high of 6.

II. ANALYZING DATA

In analyzing the data, the weekly questionnaires that were returned were categorized according to: (1) Those respondents that received Scripts for the week of July 31, 1978; (2) those respondents that received Tapes for the week of July 31, 1978; (3) those respondents that received Scripts for the week of August 7, 1978; and (4) those respondents that received Tapes for the week of August 7, 1978. Within these categories, the data were systematically analyzed according to the radio stations' responses to each question on the questionnaires.

The data from the final questionnaires were analyzed according to the responses to each question of the questionnaires. The radio stations' responses were divided, based on which packet or packets the stations received, namely: (1) "Script," those that received Scripts only; (2) "Tape," those that received Tapes only; and (3) "Both," those that received both Scripts and Tapes. Material on Scripts and Tapes was different.

The data from the performance rating sheets completed by the radio production experts constituted an evaluation of the content and technical quality of the Scripts and Tapes for the weeks of July 31 and August 7, 1978. The rating scores obtained from the experts were divided into the following convenient categories for descriptive evaluation purposes: 1.0 through 2.0 was considered Poor; 2.1 through 3.4 was considered Fair; 3.5 through 4.9 was considered Good; and 5.0 through 6.0 was considered Excellent. The resultant evaluation ratings were considered, along with the findings from the questionnaires.

The findings from the packet evaluation and questionnaire portions of the study were used to make appropriate recommendations for improving agricultural radio programming in Iran.

III. LIMITATIONS OF THE STUDY

This study was restricted by the following limitations:

1. No previous study was found to have been conducted either in Tennessee or in Iran concerning evaluation of packet material used for agricultural Extension radio work.
2. Ninety-eight of 150 questionnaires sent to Tennessee radio stations were not returned. The number of responses limited a truly representative picture of Tennessee radio stations' opinions and use of the packet material to be made. No follow-up contact was made after initial mailings.
3. The final questionnaires returned were not, in all cases, from those stations that had responded earlier to the weekly questionnaires. This limited the type and number of comparative interpretations that could be made between the weekly and final questionnaire responses.
4. Much of the data considered for this study were only true for Tapes and Scripts for the weeks of July 31 and August 7, 1978. Materials for other weeks were not considered.
5. Access to library references and research used to review the situation in Iran, associated with agricultural radio and related material, was restricted by both availability and distance from Iran. This, and some difficulty related to translation, prevented a more thorough review for this study.

CHAPTER IV

FINDINGS OF THE STUDY

The findings of this study will be presented as they are related to the purposes of the study, under the following headings:

I. Review of the Background of Extension-Related Radio Work in Tennessee; II. Evaluation of Radio Script Service (Scripts) and Farm and Home Briefs (Tapes) of the University of Tennessee Packet Material Used by Tennessee Radio Stations in July and August of 1978; III. Review of the Situation in Iran Associated with Agricultural Radio and Related Materials; and IV. Applications of Findings to Development and Use of Packet Materials in Iran. Appropriate tables and other supportive material will be referred to in interpretive discussion of findings.

I. REVIEW OF THE BACKGROUND OF EXTENSION-RELATED RADIO WORK IN TENNESSEE

A Brief History of Extension Radio in Tennessee

Tennessee farmers, like those in other states in the United States, have obviously been affected by Extension radio since the first efforts in 1920. Today, Extension radio continues to help farmers and other rural people through its programming of varied agricultural, home economics, and 4-H programs.

Memphis was probably the first city in the state where a county agent used radio. Mr. W. M. Landess of Shelby County ran a weekly Extension program of sorts, during the time of his employment as a county agent between 1919 and 1934. The first commercial station was

WNOX of Knoxville in 1921. WREC of Memphis was the second in the following year. In these early radio years, Landess aired the first farm show in Tennessee on WREC (15).

By 1933, the Information Department of the Agricultural Extension Service was broadcasting a daily weekday farm news program over seven stations. The program was called "Radio Farm Flash." This daily program lasted seven to 10 minutes and was produced by specialists of the United States Department of Agriculture (USDA). The Information Department within the state localized the news items and added features of current local interest. The seven cooperating stations were: WNBR of Memphis; WTJS of Jackson; WSIX of Springfield; WSM of Nashville; WDOD of Chattanooga; WNOX of Knoxville; and WOPI of Bristol. A Knox County agent gave the programs over WNOX in Knoxville; a State Department of Agriculture representative reported over WSM in Nashville; and station announcers gave the programs at the other stations. Gradually, the program covered most Extension fields in agriculture, and after the passage of the Farm Adjustment Act in May of 1933, the program was developed to deal with the various phases of the Agricultural Adjustment Administration (AAA) crop and livestock adjustment plans.

In 1934, the farm news programs continued and the Extension Information Department began to produce the "Housekeeper's Chat" on a daily basis for use by seven stations. In 1935, two more stations were added to Tennessee's list of stations cooperating with the Extension Service, one (WMC) in Memphis and another (WROL) in Knoxville (15).

In 1935, Mr. Sam M. Carson was employed as the Assistant Editor for information work in the state AAA office in Nashville. Carson wrote

the scripts for the "Housekeeper's Chat" and wrote weekly radio scripts that were sent to all stations. Carson was influential in encouraging surrounding county agents to use radio as an important communication tool in their work and he later became well-known as a pioneer worker in Extension radio administration. As a result of Carson's encouragement, more agents became involved in radio work. Agents in Memphis on WNBR, in Knoxville on WNOX, and in Jackson on WTJS took over the daily "Farm Flash" programs and three programs a week were added and broadcasted on WOPI in Bristol by county and home agents. Other agents followed in that same year, namely: Inez Lovelace, Home Agent in Knoxville, took over "Housekeeper's Chat" and agents in Hamilton County took over the farm and homemaker radio programs there.

In 1936, Carson assumed the duties of managing radio service in Extension. He was assisted by Joe Elliot who prepared news stories and radio scripts on farm management. By the middle of 1936, Extension radio work in Tennessee was well-established and recognized. And in March of 1937 the University of Tennessee, Knoxville (UTK) began to broadcast two Extension radio programs per week from campus by leased wire. This was done under an arrangement with WSM of Nashville which lasted until 1949. At that time the programs began to be taped, as was the practice in 1978 (15).

General Characteristics of Tennessee Radio Stations in 1978

There was a total of 245 radio stations in Tennessee in 1978. Of that total, there were 157 AM and 88 FM stations. The AM stations represented 64% and the FM stations represented 36% of the total number

of radio stations in the state. However, it must be noted here that there were some student learning radio stations which were connected with high schools, community colleges, prep schools, or broadcasting academies, in addition to the 245 radio stations (29).

Radio stations in Tennessee, as in other states, operate under the direction of the Federal Communications Commission (FCC). The FCC requires different technical and performance standards which classify AM and FM stations into further categories. The first FCC category of AM radio stations is that of Channel. This classification divides 107 channels into three groups: Clear Channels; Regional Channels; and Local Channels. The second category of AM stations under each Channel heading is that of Class. This category includes power Classes I, II, III, and IV.

Clear Channels serve wide areas without significant interference. In this group, Classes I and II are included. Class I has a power of not less than 10 kilowatts and not more than 50 kilowatts. It covers extensive areas free from objectionable interference. Station WSM of Nashville, with a frequency of 650 Kc/s and power of 50,000 watts, operates on unlimited time under Class I. Class II is also grouped under Clear Channels and operates with a maximum power of 5 kilowatts and frequencies of 730, 800, 900, 1050, 1220, and 1570 Kc/s. Class II includes 11 stations and operates in the daytime (i.e., from local sunrise to sunset) (29).

At study time, there were 40 radio stations in the state that were a combination of Classes I and II. Their powers varied between 500 watts and 50 kilowatts. These stations used various amounts of

power in the daytime and reduced their power at nighttime (i.e., from local sunset to sunrise).

The second group of channels is that of Regional. Regional Channels serve more limited areas in comparison to Clear Channels. Class III is included in this group. Class III stations have power up to 5 kilowatts in the daytime and must reduce their power at night. Seventy-two AM stations were included in Class III at the time of this study (29).

Local Channels is the third channel group. They serve small areas and have some restrictions. Class IV uses 1 kilowatt during the daytime and 250 watts at night. It comes under the Local Channels group which totally consists of six channels. Thirty-three AM stations had Class IV power when the study was being conducted.

FM stations, also authorized by FCC, are categorized, too. They are divided according to the size of the local community: small, medium, or large. The three corresponding Classes, A, B, C, are characterized by both power and height of antenna. Those FM stations are free from static interference (29).

In 1978, there were 88 FM radio stations in Tennessee divided into: Class A of 48 stations; Classes B and C of 40 stations. Class A stations have power of not more than 3 kilowatts and antenna heights above the average of 300 feet. Class A stations serve small communities, including cities, towns and surrounding rural areas.

Class B is the second class of FM radio stations. They serve middle-sized local communities that include cities, towns, and

surrounding areas. The stations in Class B have power of 50 kilowatts and antenna heights of not more than 500 feet.

Class C is the third class of FM stations and serves the larger sized communities. It includes stations that have power of 100,000 watts and antenna heights of 200 feet (29).

All AM and FM radio stations in Tennessee have different formats for broadcasting their programs. The type of format used depends on the radio station's location, economic support, and the size of the area's population. However, the type of format of a program also affects the type and size of the listening audience. News, music, and special programs are three important parts of radio formats that help attract listening audiences.

Music is an important aspect of radio programming with which all radio station personnel are concerned. The music is programmed with a dual purpose: to keep audiences interested and to attract listeners for advertising reasons. The music formats that are found on most Tennessee radio stations include Country and Western; Middle of the Road; Top 40; Black; Religious; and various combinations of formats. Wiedemann (29) found that 52 radio stations in Tennessee broadcasted Country and Western music in 1978. Another 39 radio stations aired a combination of two music types; while Middle of the Road music was broadcasted by 34 radio stations. There were 14 others that aired the Top 40; five stations put on Black music; and 100 radio stations broadcasted miscellaneous music or had no particular music format (29).

In addition to regular programs on Tennessee radio formats, other programs were broadcasted under special programming and had to be

authorized by FCC. There were 53 radio stations out of the 245 that aired special programs. Thirty-five of the 53 stations reserved time for only one type of special programming and another 18 had time for more than one type. These special program times included programming related to: farm information; blacks; religion; music; and sports. Farm information was aired by 34 radio stations (13%) for two and one-half hours each week and was the most widely used compared to other special programs. Black cultural affairs went on the air on 17 radio stations (7%) and were the next most used type of special programming in Tennessee. After black programming, religious programs were chosen by more radio stations, nine, for special programming. Special music programs were used by seven stations, and special sports programs were aired by two radio stations (29).

There were many sources from which Tennessee radio stations obtained their information in 1978. One such information source was the radio network systems. Six of those networks used were: the National Broadcasting Company (NBC); the American Broadcasting Company (ABC); the Mutual Broadcasting System (MBS); the Columbia Broadcasting System (CBS); the Mutual Black Network (MBN); and the National Black Network (NBN) (21).

According to one source (21), there were 76 radio stations in Tennessee that were affiliates of these networks. Of the 76 stations, five were affiliated with more than one network. MBN had only one Tennessee radio station affiliate; NBN had three affiliates; NBC had five affiliates; CBS had six affiliates; and MBS had the largest number of station affiliates with 23. In keeping with these figures, there

were 169 Tennessee radio stations that did not claim affiliation with any of the networks mentioned (21).

Most Tennessee radio stations, 208, did not claim a particular source for obtaining news information. Of those 37 stations that did name sources, 12 claimed Associated Press Radio (APR); 11 named the Tennessee Radio Network (TRN); five named the United Press International (UPI); three named National Press Radio (NPR); one named the Volunteer Network; one named the Delta Farm Network; and four claimed a combination of news networks (29).

The smooth operation of radio stations in Tennessee is generally attributed to the cooperation of entire radio staffs, but three central staff people in most stations are noteworthy: the station manager, the program director, and the news director. The station manager is in charge of the station and responsible for its entire operation. The program director influences program policy by developing the scheduling and by supervising regular and special broadcasting. The news director supervises the gathering, as well as the reporting of news and events (1).

Some Tennessee radio stations employ radio farm directors as professional farm broadcasters who prepare and present agricultural programs. Their primary goal is to stimulate the audience into action that will lead to increased agricultural education. Radio farm directors are often agricultural experts who were once county agents, home demonstrators, or instructors and are qualified to present technical programs. Radio farm directors know station standards and in their program preparation may use Extension personnel, vocational agriculture teachers, Future Farmers of America, 4-H young people, and those skilled in home

demonstration. They work with state and federal agencies and branches of government from which they can get latest news on agriculture legislation or agriculture matters. Radio farm directors also may attend to non-agricultural duties connected with broadcasting, such as reading commercials or playing music (16).

Current Extension Radio in Tennessee as of 1978

The University of Tennessee, Knoxville, being the land grant institution in Tennessee responsible for Extension Service work, cooperated with the 245 commercial radio stations in meeting the original requirements of the Smith Lever Act of 1914, as amended. In accomplishing this work, the Cooperative Extension Service operates through the Agricultural Communications Department located at UTK within the Institute of Agriculture. This department currently (1978) has staff members in the positions of director, communication specialists, and assistant communication specialists. The people in these positions work in all areas of mass communication, including radio.

Staff members working as Extension radio specialists in this department are employed by the Cooperative Extension Service and the various other divisions of the Institute of Agriculture at UTK. According to their job descriptions, Extension radio specialists are responsible for four basic duties. The specialists must determine the radio training needs of county agents. They must maintain good relations with the radio stations and they are responsible for program planning and program production(1).

The UTK radio specialists produce weekly Extension radio packet material for the 245 commercial radio stations in 95 Tennessee counties.

The weekly packets include the following prepared materials: Better Farming in Tennessee; Tennessee Home and Garden Show; Farm and Home Briefs; and Radio Script Service. Each weekly packet includes different topics of general consumer and agricultural production information in the form of taped and/or written scripts for use by radio station personnel. These packets are sent out weekly at no cost, upon request. Stations may request one or any number of the above-mentioned materials that are produced for the weekly packets (29).

In Tennessee, 81 radio stations usually receive "Better Farming"; 64 radio stations receive "Radio Script Service"; 71 stations receive "Home and Garden Show"; and another 37 stations receive "Farm and Home Briefs."*

In examining the distribution of the packets among Tennessee radio stations, it is helpful to note the division of stations and packets according to state Extension supervisory districts as shown in Tables I, II, III, IV, and V. Reference to the first column in all five tables shows that "Better Farming" is distributed in the five districts as follows: 18 stations in District I; 18 stations in District II; 17 stations in District III; 11 stations in District IV; and 17 stations in District V. The "Home and Garden Show" is distributed in this manner: 14 stations receive it in District I; 17 stations receive it in District II; 13 stations receive it in District III; 11 stations receive it in District IV; and 16 receive it in District V. "Farm and Home Briefs"

*Those radio stations that received UTK packet materials and broadcast on two frequencies (AM and FM) were counted twice.

Table I. Numbers of Tennessee Radio Stations that Received U.T. Packet Materials in District I, 1978.

County	Radio Station Distribution by Packet Item			
	Better Farming	Home and Garden Show	Farm and Home Briefs	Radio Script Service
Benton	1	1	-	1
Carroll	1	1	-	1
Chester	1	-	-	-
Crockett	-	-	-	-
Decatur	1	-	-	1
Dyer	2	1	-	-
Fayette	-	-	-	-
Gibson	-	1	-	2
Hardeman	1	1	-	-
Hardin	1	-	-	-
Haywood	-	-	-	-
Henderson	1	1	-	-
Henry	1	1	-	-
Lake	-	-	-	-
Lauderdale	-	-	-	1
Madison	-	-	-	-
McNairy	1	1	-	-
Obion	1	-	1	1
Shelby	3	4	1	4
Tipton	1	-	1	1
Weakley	2	2	-	-
Total	18	14	3	12

Table II. Numbers of Tennessee Radio Stations that Received U.T. Packet Materials in District II, 1978.

County	Radio Station Distribution by Packet Item			
	Better Farming	Home and Garden Show	Farm and Home Briefs	Radio Script Service
Bedford	2	-	2	2
Cheatham	-	-	-	-
Davidson	2	6	-	3
Dickson	1	1	1	1
Giles	1	1	-	1
Hickman	-	-	-	-
Humphreys	1	1	-	1
Lawrence	-	-	-	-
Lewis	-	1	1	1
Lincoln	1	-	-	-
Marshall	-	1	-	-
Maury	3	2	1	1
Montgomery	1	-	1	2
Perry	-	-	-	-
Robertson	1	-	1	-
Rutherford	1	1	-	1
Stewart	-	-	-	-
Sumner	3	2	-	1
Wayne	-	-	-	-
Williamson	1	1	-	-
Wilson	-	-	-	1
Total	18	17	7	15

Table III. Numbers of Tennessee Radio Stations that Received U.T. Packet Materials in District III, 1978.

County	Radio Station Distribution by Packet Item			
	Better Farming	Home and Garden Show	Farm and Home Briefs	Radio Script Service
Bledsoe	1	1	1	-
Bradley	2	1	1	-
Coffee	2	2	1	-
Franklin	2	2	1	1
Grundy	-	-	-	-
Hamilton	3	2	1	3
Marion	-	-	-	-
McMinn	2	2	1	1
Meigs	-	-	-	-
Monroe	2	-	-	-
Moore	-	-	-	-
Polk	2	2	1	1
Rhea	-	-	-	-
Sequatchie	-	-	-	-
Van Buren	-	-	-	-
Warren	1	1	-	-
Total	17	13	7	6

Table IV. Numbers of Tennessee Radio Stations that Received U.T. Packet Materials in District IV, 1978.

County	Radio Station Distribution by Packet Item			
	Better Farming	Home and Garden Show	Farm and Home Briefs	Radio Script Service
Cannon	1	1	1	1
Clay	-	-	-	-
Cumberland	1	1	1	-
DeKalb	1	1	-	-
Fentress	2	2	1	1
Jackson	-	-	-	-
Macon	1	1	-	1
Morgan	1	-	-	-
Overton	1	1	1	1
Pickett	-	-	-	-
Putnam	1	1	1	-
Scott	-	-	-	-
Smith	-	-	-	1
Trousdale	1	1	-	-
White	1	2	-	1
Total	11	11	5	6

Table V. Numbers of Tennessee Radio Stations that Received U.T. Packet Materials in District V, 1978.

County	Radio Station Distribution by Packet Item			
	Better Farming	Home and Garden Show	Farm and Home Briefs	Radio Script Service
Anderson	-	-	-	1
Blount	-	-	-	1
Campbell	1	1	-	1
Carter	-	-	-	1
Claiborne	-	-	1	1
Cocke	1	1	1	1
Grainger	-	-	-	-
Greene	1	1	2	1
Hamblen	2	1	-	1
Hancock	-	-	-	-
Hawkins	2	1	2	2
Jefferson	2	1	2	2
Johnson	1	1	-	-
Knox	1	2	2	6
Loudon	1	2	-	-
Roane	1	1	-	-
Sevier	1	1	-	-
Sullivan	2	2	3	3
Unicoi	-	-	-	1
Union	-	-	-	-
Washington	1	1	2	3
Total	17	16	15	25

goes out to: 3 stations in District I; 7 stations in District II; 7 stations in District III; 5 stations in District IV; and 15 stations in District V. The "Radio Script Service" is sent to: 12 stations in District I; 15 stations in District II; 6 stations in District III; 6 stations in District IV; and 25 stations in District V (1).

Better Farming in Tennessee is a 10-12 minute farm-oriented program consisting of agricultural research, timely information for farmer's daily use, and news of happenings concerning the Institute of Agriculture. The program consists of an audio interview with subject matter specialists and research workers and has a prepared opening and closing added by a Radio Script Service staff member (29).

The Tennessee Home and Garden Show is also a taped program. It consists of two 5-minute interviews with specialists and researchers and is oriented toward suburban and urban people, as well as the rural audience. It is usually aired in segments and features consumer information about food, clothing and home furnishings; and information about lawn and shrubbery care, gardening, and household pests. Radio Services adds an opening and closing to this show and a third segment to make it a full 15-minute presentation, if necessary (29).

Farm and Home Briefs (Tapes) consists of a weekly tape containing approximately 8-10 features, each lasting no longer than 2 minutes, but generally averaging 60 seconds in length. The brief tapes are prepared by two radio specialists and consist of useful hints or information about agriculture, general interest items and consumer topics. These brief tapes are used by radio stations as part of their farm or consumer programs or as fillers between records.

Radio Script Service (Scripts) is relatively new in the Communication Department. Electronic media specialists prepare this weekly packet item, generally, to include 10 radio Scripts. The radio Scripts are about 1 minute and 10 seconds long and cover agriculture news, general agriculture, gardening, and consumer topics. Scripts is color coded according to topic area, for convenience of disc jockeys and for broadcasting time distinction. This packet is made from material provided by news service specialists (29).

Extension workers throughout the state are encouraged to use mass media to disperse agriculture and consumer information within the counties and some regularly schedule agriculture-consumer information radio programs. These programs are presented in a variety of ways. Some counties air a weekly program of a set length on a certain day. Others present their programs or spots regularly, but according to no set time.

Agents that do radio programs may be classified according to 5-minute, 10-minute, 15-minute, 30-minute programs, and spots. Of the 245 radio stations in Tennessee, 52 stations carried 5-minute programs; 18 stations used 10-minute programs; 39 stations used 15-minute programs; 7 stations used 30-minute programs; and 26 stations used spots of 2 minutes or less in 1978 (29).

The distribution of these agent radio programs, according to length, category, and number of stations per district follows. Five-minute programs were made by agents for: 15 stations in District I; 11 stations in District II; 11 stations in District III; 4 stations in District IV; and 11 stations in District V. Ten-minute programs were

provided by agents for: 6 stations in District I; 3 stations in District II; 3 stations in District III; 4 stations in District IV; and 2 stations in District V. Fifteen-minute programs were prepared by agents for: 7 stations in District I; 13 stations in District II; 4 stations in District III; 11 stations in District IV; and 4 stations in District V. Thirty-minute programs were produced by agents for: 2 stations in District I; 2 stations in District II; 1 station in District III; 1 station in District IV; and 1 station in District V. Spots were made by agents for: 7 stations in District I; 2 stations in District II; 7 stations in District III; 1 station in District IV; and 9 stations in District V (29).

There were 95 market areas in Tennessee in 1978, some of which had only one radio station and others of which had more than one, as did Memphis with 16 stations. All but four of these market areas aired agriculture programs provided by the UTK packet service; county Extension personnel; or other agriculture sources, such as Accent Agriculture, the Mid-Day Farm Report, and Agri Net.

According to Wiedemann (29), 15 market areas did not use any radio packet materials provided by UTK in 1978. There were 17 market areas that did not use any type of Extension program provided by agents. In all, there were only three market areas that neither carried programs from county personnel nor pre-packaged programs from UTK. However, all three obtained some type of agricultural information from other sources (29).

According to research done through FCC license renewing, surveys indicated that 36 local radio stations felt a need for broadcasting

agricultural information from 1 to 19 hours per week. However, only one station broadcasted the scheduled time for agriculture, while the other 35 radio stations did not broadcast agricultural information for nearly as many hours as they had indicated ideally were needed.

Various radio stations used other sources of agricultural information similar to that of UTK. Some of the sources included the Farm Home Administration, Federal Land Bank, Production Credit, USDA, Agricultural Stabilization and Conservation Service (ASCS), Farm Bureau, Commercial Agriculture Companies, and the Tennessee Radio Network (29).

The Tennessee Radio Network is one of the networks in the state that transfers agricultural programs to many radio stations. TRN is located in Nashville and uses a looping system to tie into radio stations across the state in three sections: A in the West; B in the Middle; and C in the East. Accent Agriculture and the Mid-Day Farm Report are two of the significant programs on the network. They are aired at 5:15 AM and at noontime, respectively, and run approximately 5 minutes each. Sixty-two radio stations, 47 AM and 15 FM, take part in the Tennessee Radio Network.

Agri Net is another radio network in Tennessee that provides agricultural programming to local stations. Agri Net divides the state into two sections, A and B. Fourteen stations participate in Agri Net in section A and three in section B, 17 in all (29).

II. EVALUATION OF RADIO SCRIPT SERVICE AND FARM AND HOME BRIEFS
OF THE UNIVERSITY OF TENNESSEE PACKET MATERIAL USED BY
TENNESSEE RADIO STATIONS IN JULY AND AUGUST OF 1978

Tennessee Radio Stations that Received Radio Script Service in July and
August, 1978

Reference to data in Table VI provides information regarding Tennessee radio stations that received Scripts in July and August of 1978 from UTK. There were 38 radio stations located in the five supervisory districts of Tennessee that received Scripts each month. The radio stations' corresponding counties and cities also appear in Table VI. Of the 38 recipients of the Scripts, 35 were AM stations, and three--WIVK, WDOD and WMOT--were FM stations.

Tennessee Radio Stations that Received Farm and Home Briefs in July and
August, 1978

Table VII shows that 11 Tennessee radio stations received Tapes from UTK in both July and August of 1978. All were AM stations and were located in four of the five Tennessee supervisory districts. Table VII also lists the corresponding counties and cities where the radio stations were located.

Tennessee Radio Stations that Received Both Radio Script Service and
Farm and Home Briefs in July and August, 1978

There were 26 Tennessee radio stations that received both types of packet material, Tapes and Scripts, from UTK in both July and August of 1978, as seen in Table VIII. WTCV was the only one classified as an FM

Table VI. List of Tennessee Radio Stations that Received Radio Script Service from the University of Tennessee in July and August, 1978.

Stations	AM	FM	District	Location	
				County	City
WBEJ	X		5	Carter	Elizabethton
WCOR	X		2	Wilson	Lebanon
WCRK	X		5	Hamblen	Morristown
WDOD		X	3	Hamilton	Chattanooga
WDOD	X		3	Hamilton	Chattanooga
WEEN	X		4	Macon	Lafayette
WEMB	X		5	Unicoi	Erwin
WENR	X		3	McMinn	Englewood
WFWL	X		1	Benton	Camden
WGAP	X		5	Blount	Maryville
WHIN	X		2	Sumner	Gallatin
WHMT	X		1	Gibson	Humboldt
WIVK		X	5	Knox	Knoxville
WIVK	X		5	Knox	Knoxville
WJBE	X		5	Knox	Knoxville
WJCW	X		5	Washington	Johnson City
WJJT	X		5	Campbell	Jellico
WJPJ	X		1	Carroll	Huntingdon
WJZM	X		2	Montgomery	Clarksville
WKBJ	X		1	Gibson	Milan
WKYE	X		5	Sullivan	Bristol
WMAK	X		2	Davidson	Nashville
WMOT		X	2	Rutherford	Murfreesboro
WMPS	X		1	Shelby	Memphis
WMQM	X		1	Shelby	Memphis
WNOO	X		3	Hamilton	Chattanooga
WOKI	X		5	Anderson	Oak Ridge
WPHC	X		2	Humphreys	Waverly
WREC	X		1	Shelby	Memphis
WRJZ	X		5	Knox	Knoxville
WRKM	X		4	Smith	Carthage
WSLV	X		2	Giles	Ardmore
WSM	X		2	Davidson	Nashville
WSMT	X		4	White	Sparta
WTBP	X		1	Decatur	Parsons
WTRB	X		1	Lauderdale	Ripley
WVOL	X		2	Davidson	Berry Hill
WZYX	X		3	Franklin	Cowan

Table VII. List of Tennessee Radio Stations that Received Farm and Home Briefs from the University of Tennessee in July and August, 1978.

Stations	AM	FM	District	Location	
				County	City
WBAC	X		3	Bradley	Cleveland
WCDT	X		3	Franklin	Winchester
WCSV	X		4	Cumberland	Crossville
WDBL	X		2	Robertson	Springfield
WHUB	X		4	Putnam	Cookeville
WKIN	X		5	Sullivan	Kingsport
WMOC	X		3	Hamilton	Chattanooga
WMSR	X		3	Coffee	Manchester
WSMG	X		5	Greene	Greeneville
WUAT	X		3	Bledsoe	Pikeville
WYXI	X		3	McMinn	Athens

Table VIII. List of Tennessee Radio Stations that Received Farm and Home Briefs and Radio Script Service from the University of Tennessee in July and August, 1978.

Station	AM	FM	Location		
			District	County	City
WBIN	X		3	Polk	Benton
WBIR	X		5	Knox	Knoxville
WBRY	X		4	Cannon	Woodbury
WCLC	X		4	Fentress	Jamestown
WDKN	X		2	Dickson	Dickson
WDXN	X		2	Montgomery	Clarksville
WENK	X		1	Obion	Union City
WETB	X		5	Washington	Johnson City
WGOC	X		5	Sullivan	Kingsport
WGRV	X		5	Greene	Greeneville
WHAL	X		2	Bedford	Shelbyville
WJFC	X		5	Jefferson	Jefferson City
WJSO	X		5	Washington	Jonesboro
WKBL	X		1	Tipton	Covington
WKRM	X		2	Maury	Columbia
WLIK	X		5	Cocke	Newport
WLIV	X		4	Overton	Livingston
WMC	X		1	Shelby	Memphis
WMCH	X		5	Hawkins	Church Hill
WMLR	X		2	Lewis	Hohenwald
WNOX	X		5	Knox	Knoxville
WNTT	X		5	Claiborne	Tazewell
WOPI	X		5	Sullivan	Bristol
WRGS	X		5	Hawkins	Rogersville
WSBM	X		5	Jefferson	Jefferson City
WTCV		X	2	Bedford	Shelbyville

station, while the other 25 were AM. All five supervisory districts are represented in Table VIII, listed with the cities of the corresponding radio stations.

Respondents' Opinions About the Numbers and Varieties of Topics Covered in Radio Script Service for the Weeks of July 31 and August 7, 1978

The data in Table IX consist of the responses of radio stations regarding the appropriateness of the numbers and varieties of topics covered in Scripts for the weeks of July 31 and August 7, 1978. Of the 6 respondents for the week of July 31, 1978, 3 stations gave no opinions. Two stations, WNOX and WDXN, believed that the numbers and varieties of topics in Scripts were "About Right," while only WRGS believed that they were "Too Few" in numbers and varieties. No stations reported there were "Too Many" numbers and varieties of topics in Scripts for either week.

Of 15 respondents for the week of August 7, 1978, only one radio station, WJZM, gave no opinion about the appropriateness of topic numbers and varieties in Scripts for that week. Most of the stations, 13, indicated that the numbers and varieties of topics were both "About Right," while only one station, WRKM, reported that there were "Too Few."

Respondents' Opinions About the Numbers and Varieties of Topics Covered in Farm and Home Briefs for the Weeks of July 31 and August 7, 1978

The data in Table X indicate that for Tapes for the week of July 31, 1978, three radio station directors believed that the numbers and varieties of topics were both "About Right." Three of seven respondents gave no opinions and one director reported that both numbers and

Table IX. Respondents' Opinions about the Numbers and Varieties of Topics Covered in Radio Script Service for the Weeks of July 31 and August 7, 1978.

Station Call Letters	Appropriateness of Numbers and Varieties of Topics		
	About Right	Too Many	Too Few
<u>July 31 (N=19)^a</u>			
WBIN ^b			
WDXN	X		
WGRV ^b			
WNOX	X		
WRGS			X
WTCV ^b			
Total	2	0	1
<u>August 7 (N=56)^a</u>			
WBIR	X		
WEMB	X		
WENK	X		
WENR	X		
WETB	X		
WFWL	X		
WJCW	X		
WJZM ^b			
WKRM	X		
WMAK	X		
WMC	X		
WNTT	X		
WREC	X		
WRKM			
WSLV	X		
Total	13	0	1

^aNumber of radio stations surveyed.

^bRespondent gave no answer.

Table X. Respondents' Opinions about the Numbers and Varieties of Topics Covered in Farm and Home Briefs for the Weeks of July 31 and August 7, 1978.

Station Call Letters	Appropriateness of Numbers and Varieties of Topics		
	About Right	Too Many	Too Few
<u>July 31 (N=19)^a</u>			
WBIN ^b			
WDXN	X		
WGRV ^b			
WNOX	X		
WRGS			X
WTCV ^b			
WYXI	X		
Total	3	0	1
<u>August 7 (N=56)^a</u>			
WBAC	X		
WBIR	X		
WCDT	X		
WENK	X		
WETB	X		
WKRM	X		
WMC	X		
WNTT	X		
Total	8	0	0

^aNumber of radio stations surveyed.

^bRespondent gave no answer.

varieties of topics were "Too Few." no station indicated there were "Too Many."

Directors of all eight stations that reported to the question about the appropriateness of the numbers and varieties of topics in Tapes for the week of August 7, 1978, indicated that the topics were "About Right." There were no reports of "Too Many" or "Too Few."

Respondents' Use of Script Items from Radio Script Service for the Week of July 31, 1978

Table XI deals with the specific use of 12 script items from Scripts for the week of July 31, 1978. The script items were of five categories: "Agriculture," "Lawn and Garden," "Consumer," "General News," and "Spots." Of six respondents, two station directors reported that they did not use any of the script items; one gave no answer.

Under the category of "Agriculture," all three remaining station directors used "Foreign Investment In American Farms," 1 minute and 10 seconds long, and "Fall Pasture Fertilization," 1 minute long. Two stations each used "Seed Early For Better Alfalfa," 40 seconds long, and "Your Dairy Herd Should Be On Official Test," 1 minute and 15 seconds long. Under "Lawn and Garden," of the three stations that reported specific use of the script items, only one, WDXN, used both features, "How To Prepare Vegetables For Fair Exhibits," and "Storing Onions And Hot Peppers," each of which was 1 minute and 5 seconds in length. Only one station used "Calories And Nutrients," 55 seconds long, of the "Consumer" category. The only script item that was not reported used by any station was "Peaches Are Plentiful," 45 seconds long, under the "Consumer" category. The only item of "General News," "1978 4-H State

Table XI. Respondents' Use of Script Items from Radio Script Service for the Week of July 31, 1978.

Script Items Used	Station Call Letters (N=19) ^a					Total
	WBIN ^b	WDXN	WGRV	WNOX	WRGS	WTCV ^c
<u>Agriculture</u>						
Foreign Investment In American Farms (1:10) ^d	X			X	X	3
Fall Pasture Fertilization (1:00)	X			X	X	3
Seed Early For Better Alfalfa (0:40)	X				X	2
Your Dairy Herd Should Be On Official Test (1:15)	X				X	2
<u>Lawn and Garden</u>						
How To Prepare Vegetables For Fair Exhibits (1:05)	X					1
Storing Onions and Hot Peppers (1:05)	X					1
<u>Consumer</u>						
Calories and Nutrients (0:55)				X		1
Peaches Are Plentiful (0:45)						0
<u>General News</u>						
1978 4-H State Roundup (1:15)				X		1
<u>Spots</u>						
Soil Test For Fall Pasture (0:10)		X				1
Alfalfa Needs Soil, Not Dust (0:10)		X				1
Hired Farmworkers (0:10)		X				1

^aNumber of radio stations surveyed.

^bRespondent used no script.

^cRespondent gave no answer.

^dLength of script item in minutes and seconds appears in parentheses.

Roundup," was 1 minute and 15 seconds long and was used by only one station. Under the "Spots" category, the three 10 second script items, "Soil Test For Fall Pasture," "Alfalfa Needs Soil, Not Dust," and "Hired Farmworkers," were each used by one station, WDXN. From the data in Table XI it is evident that WDXN was the only station that used all the script items related to farming.

Respondents' Use of Tape Features from Farm and Home Briefs for the Week of July 31, 1978

A list of the nine tape features of Tapes for the week of July 31, 1978 and their use by radio stations is found in Table XII. Of seven respondents that received Tapes, three respondents reported no use of any tape feature, and one respondent gave no answer. All of the nine tape features were used in some way by the three remaining stations. "Help for Gray-Looking Clothes," 1 minute and 21 seconds long, was used by only one station; "Keeping Cool in Summer," 1 minute and 17 seconds long was also used by only one station. "Estate Taxes," 52 seconds long was used by two stations, as were "African Swine Fever in the Dominican Republic," 1 minute and 10 seconds long, and "High Blood Pressure," 55 seconds long, and "Brucellosis Problem in the Southeast," 2 minutes and 12 seconds long. All three stations that reported use of the tape features used: "November Swine Conference," 47 seconds long; "USDA Cash Payments," 1 minute and 4 seconds long; and "Breads and Beans," 1 minute and 1 second long. WYXI was the only station that reported use of all nine tape features. The other two respondents, WDXN and WTCV, each used five of the nine tape features that were sent to them.

Table XII. Respondents' Use of Tape Features from Farm and Home Briefs for the Week of July 31, 1978.

Tape Feature Used	Station Call Letters (N=19) ^a						Total	
	WBIN ^b	WDXN	WGRVC	WNOXB	WRGSB	WTCV		WYXI
1. Estate Taxes (0:52) ^d						X	X	2
2. High Blood Pressure (0:55)						X	X	2
3. November Swine Conference (0:47)		X				X	X	3
4. USDA Cash Payments (1:04)		X				X	X	3
5. Breads and Beans (1:01)		X				X	X	3
6. Keeping Cool in Summer (1:17)							X	1
7. African Swine Fever in the Dominican Republic (1:10)		X					X	2
8. Brucellosis Problem in the Southeast (2:12)		X					X	2
9. Help for Gray-Looking Clothes (1:21)							X	1

^aNumber of radio stations surveyed.

^bRespondent used no tape features.

^cRespondent gave no answer.

^dLength of tape features in minutes and seconds appears in parentheses.

Respondents' Use of Script Items from Radio Script Service for the
Week of August 7, 1978

The data in Table XIII indicate the reported use by radio stations of the script items of Scripts for the week of August 7, 1978. Out of 15 respondents for that week, one station reported use but named no specific Script items; three stations gave no answers; and three stations indicated that they used none of the Script items at all that week. Eight stations, then, indicated some use of the script items they received. Under the category of "Agriculture," all five items were used by at least one station, but not more than four stations. "Test Corn Silage At Harvest," 1 minute long and "Protect Your Hearing," 50 seconds long, and "Cattle Inventory Continues Decline," 1 minute and 20 seconds long, were all used by the same two stations, WENR and WJCW. "Cattle Poisoning Is A Threat During Hot Weather," 1 minute and 5 seconds long, was used by all four stations that reported use of "Agriculture" items. Three stations used the "Lawn and Garden" item, "Sidedress Strawberries With Nitrogen In August," 1 minute long. Of the three script items under "Consumer," three stations used "Housing For The Elderly," 1 minute and 5 seconds long. Four stations used "Using Bacon," 50 seconds long. "Your Child May Suffer From A Calcium Deficiency," 50 seconds long, was one of two script items that was used by the most stations, five. Under "General News," three stations used "YF&H To Camp At Woodlee, Mid-August," 1 minute and 10 seconds long; and five stations used the 1-minute long "Tobacco Experiment Station Field Day," which was the other one of the two most used script items.

Table XIII. Respondents' Use of Script Items from Radio Script Service for the Week of August 7, 1978.

Script Item Used	(N=56) ^a Station Call Letters	WBIR	WEMB	WENK ^b	WENR	WEBTC	WFWL	WJCW	WJZMd	WKRMD	WMAK	WMC	WNTTC	WRECC	WRKM	WSLVd	Total
<u>Agriculture</u>																	
Test Corn Silage At Harvest (1:00) ^e					X		X										2
Protect Your Hearing (0:50)					X		X										2
Preparing The Mare For Breeding (0:50)								X									1
Cattle Inventory Continues Decline (1:20)					X		X										2
Cattle Poisoning Is A Threat During Hot Weather (1:05)			X	X		X	X										4
<u>Lawn and Garden</u>																	
Sidedress Strawberries With Nitrogen In August (1:00)							X			X		X					3
<u>Consumer</u>																	
Housing For The Elderly (1:05)							X		X			X					3
Using Bacon (0:50)							X	X		X			X				4
Your Child May Suffer From A Calcium Deficiency (0:50)			X			X	X		X				X				5
<u>General News</u>																	
YF&H To Camp At Woodlee, Mid-August (1:10)					X		X		X								3
Tobacco Experiment Station Field Day (1:00)			X	X	X		X		X								5
<u>Spots</u>																	
Cold Water Removes Sticky Foods (0:12)							X		X				X				3
Soured Milk Can Be Good For You (0:10)							X		X				X				3

Table XIII. (Continued)

Script Item Used	(N=56) ^a Station Call	Letters	WBIR	WEMB	WENK ^b	WENR	WEBTC	WFWL	WJCW	WJZMd	WKRMD	WMAK	WMC	WNTTC	WRECC	WRKM	WSLVd	Total
Coffee Stimulates In More Ways Than One (0:12)										X		X				X		3
Fatigue Causes Accidents (0:15)										X		X				X		3

^aNumber of radio stations surveyed.

^bRespondent named no specific script items.

^cRespondent gave no answer.

^dRespondent used no script items.

^eLength of script item in minutes and seconds appears in parentheses.

The four script items in the "Spots" category were each used by the same three stations, WJCW, WMAK, and WRKM. The four items were: "Cold Water Removes Sticky Foods," 12 seconds long; "Soured Milk Can Be Good For You," 10 seconds long; "Coffee Stimulates In More Ways Than One," 12 seconds long; and "Fatigue Causes Accidents," 15 seconds long. WJCW was the only respondent that used all script items of all five Scripts categories for the week of August 7, 1978.

Respondents' Use of Tape Features of Farm and Home Briefs for the Week of August 7, 1978

Tapes for the week of August 7, 1978 consisted of eight features. As seen in Table XIV, of eight respondents, one gave no answer about use of those features and one reported no use of any of the features. The six stations that did report use of the tape features, mentioned seven of the eight features. The longest feature, 2 minute and 6 seconds long, "Keeping an Eye on Craft Safety," was not used by any respondent. The length of this feature may have been the reason why no stations used it, but this is conjecture since the reasons for not using features were not specified. One station director reportedly used "Problems with Sheets," 53 seconds long. Three stations used "USDA Export Assistance Program," 1 minute and 12 seconds long. "Food Coupons," 1 minute and 32 seconds long, also was used by three stations. "Don't Let Your Pet Get Ticked Off," 1 minute and 13 seconds long, was used by four stations. "Tennessee Fairs," 1 minute and 11 seconds long, also was used by four stations. And four stations used "Farm Accidents," 39 seconds long.

Table XIV. Respondents' Use of Tape Features from Farm and Home Briefs for the Week of August 7, 1978.

Tape Features Used	Station Call Letters (N=56) ^a								Total
	WBAC ^b	WBIR	WCDT	WENK	WETB	WKRMC	WMC	WNTT	
1. Two Garden Pests (0:57) ^d		X	X		X			X	4
2. USDA Export Assistance Program (1:12)		X		X				X	3
3. Farm Accidents (0:39)		X	X		X			X	4
4. Tennessee Fairs (1:11)		X		X	X			X	4
5. Keeping an Eye on Craft Safety (2:06)									0
6. Don't Let Your Pet Get Ticked Off (1:13)			X		X		X	X	4
7. Problems with Sheets (0:53)		X							1
8. Food Coupons (1:32)		X			X			X	3

^aNumber of radio stations surveyed.

^bRespondent gave no answer.

^cRespondent used no tape features.

^dLength of tape features in minutes and seconds appears in parentheses.

Respondents' Use of Additional Sources for Agricultural Programming for the Weeks of July 31 and August 7, 1978

The data in Table XV provide information about the use of sources other than the UTK packet material for agricultural programming by radio stations that received Scripts and/or Tapes for the weeks of July 31 and August 7, 1978. Of seven radio station directors that responded for the week of July 31, 1978, one "Tape" station director reported use of only one additional source for its agricultural programming, the "Farm Bureau." Of those six stations under the "Both" group, one station director gave no answer and five reported use of additional sources for their agricultural programming. One station used only one additional source, while the other five used at least two sources. "USDA" was used by four stations; "ASCS" was used by three stations; the "Farm Bureau" was used by two stations; no radio stations used "Commercial Agriculture Companies" as an additional source for programming; while four stations used "Other" additional sources. The "Other" additional sources referred to by the radio stations were: the Kentucky Department of Agriculture; a Tennessee Agricultural Extension Specialist and a Food Marketing Agent; the Tennessee Radio Network; and the Associated Press.

For the week of August 7, 1978, only one "Script" station director gave no answer; six used "USDA"; four used "ASCS"; two used the "Farm Bureau"; and three station directors reported use of "Other" additional sources for agricultural programming. The "Other" sources indicated included: the National Farmers Organization; the local Extension Service; 4-H and Home Demonstration Clubs; and the University of Tennessee.

Table XV. Respondents' Use of Additional Sources for Agricultural Programming for the Weeks of July 31 and August 7, 1978.

Station Call Letters	Additional Sources of Agricultural Programming Used				
	USDA	ASCS	Farm Bureau	Commercial Ag. Companies	Other
<u>July 31 (N=19)^a</u>					
<u>Tape^b</u>					
WYXI			X		
Subtotal	0	0	1	0	0
<u>Both^c</u>					
WBIN		X			
WDXN	X	X			X
WGRVd					
WNOX	X		X		X
WRGS	X	X	X		X
WTCV	X				X
Subtotal	4	3	2	0	4
Total	4	3	3	0	4
<u>August 7 (N=56)^a</u>					
<u>Script^e</u>					
WEMB		X			
WENR					X
WFWL	X	X			
WJCW	X	X	X	X	
WJZM	X	X			
WMAK	X		X		X
WREC	X				
WRKMd					
WSLV	X				X
Subtotal	6	4	2	1	3
<u>Tape^b</u>					
WBAC	X	X	X		X
WCDT	X	X	X	X	
Subtotal	2	2	2	1	1
<u>Both^c</u>					
WBIR	X				
WENK	X	X		X	X
WETB	X				
WKRM	X		X		

Table XV. (Continued)

Station Call Letters	Additional Sources of Agricultural Programming Used				
	USDA	ASCS	Farm Bureau	Commercial Ag. Companies	Other
WMC	X	X			X
WNTT	X	X			
Subtotal	6	2	2	1	2
Total	14	8	6	3	6

^aNumber of radio stations surveyed.

^bRadio stations received Farm and Home Briefs only.

^cRadio stations received both Farm and Home Briefs and Radio Script Service.

^dRespondent gave no answer.

^eRadio stations received Radio Script Service only.

The six respondents for the week of August 7, 1978, that are listed under "Both," used agricultural sources in addition to the packets. "USDA" was an additional source used by four radio stations. The "Farm Bureau" was used by two stations and only one station used "Commercial Agriculture Companies" as an additional source. Two stations used "Other" additional sources for their agricultural programming, which included the National Farmers Organization and State Extension staff outside Tennessee.

Two August respondents under "Tape" also indicated use of additional sources for their agricultural programming; "USDA," "ASCS," and the "Farm Bureau" were all used by the two stations. One "Tape" station also used "Commercial Agriculture Companies" as an additional source, while the other used the local Agricultural Extension Service.

Combining the data from the weeks of July 31 and August 7, 1978; 18 radio stations used "USDA"; 11 used "ASCS"; six used "Other" additional sources; and only three used "Commercial Agriculture Companies."

Respondents' Opinions About the Length of Material in Radio Script Service for the Weeks of July 31 and August 7, 1978

As seen in Table XVI, four of five station directors who responded believed that the length of material in Scripts for the week of July 31, 1978 was "About Right." Only one indicated the material was "Too Short." None reported it was "Too Long," and one station gave no opinion.

For Scripts of the week of August 7, 1978, most respondents, 11,

Table XVI. Respondents' Opinions about the Length of Material in Radio Script Service for the Weeks of July 31 and August 7, 1978.

Station Call Letters	Appropriateness of Length of Material		
	Too Long	Too Short	About Right
<u>July 31 (N=19)^a</u>			
WBIN			X
WDXN		X	
WGRV ^b			
WNOX			X
WRGS			X
WTCV			X
Total	0	1	4
<u>August 7 (N=56)^a</u>			
WBIR			X
WEMB			X
WENK	X		
WENR			X
WETB			X
WFWL			X
WJCW	X		
WJZM			X
WKRM			X
WMAK	X		
WMC			X
WNTT			X
WREC	X		
WRKM			
WSLV			X
Total	4	0	11

^aNumber of radio stations surveyed.

^bRespondent gave no answer.

reported that the material length was "About Right." Four stations believed that the material was "Too Long" and none reported it to be "Too Short."

Respondents' Opinions About the Length of Material in Farm and Home Briefs for the Weeks of July 31 and August 7, 1978

The data in Table XVII show that of six respondents that gave opinions about the length of material in Tapes for July 31, 1978, five reported the length to be "About Right." Only one indicated the material length was "Too Short" and no stations reported it to be "Too Long." One station director gave no answer.

For the week in August all eight respondents gave opinions about the length of the material in Tapes. One station director reported that the length was "Too Long"; none reported it to be "Too Short"; and seven station directors felt it was "About Right."

Respondents' Use of Radio Script Service Material, as Received for the Weeks of July 31 and August 7, 1978

The data in Table XVIII indicate which radio stations used Scripts in the same form "As Received," and which stations "Modified" the material. For the material sent for the week of July 31, 1978, four station directors reported that they used the material "As Received." One had "Modified" the Scripts in some way and one respondent gave no answer.

The Scripts for the week of August 7, 1978, was "Modified" by seven stations and was used "As Received" by five stations. One station director reported, as seen under "Both," that some items of Scripts

Table XVII. Respondents' Opinions about the Length of Material in Farm and Home Briefs for the Weeks of July 31 and August 7, 1978.

Station Call Letters	Appropriateness of Length of Material		
	Too Long	Too Short	About Right
<u>July 31 (N=19)^a</u>			
WBIN			X
WDXN		X	
WGRV ^b			
WNOX			X
WRGS			X
WTCV			X
WYXI			X
Total	0	1	5
<u>August 7 (N=56)^a</u>			
WBAC			X
WBIR			X
WCDT			X
WENK	X		
WETB			X
WKRM			X
WMC			X
WNTT			X
Total	1	0	7

^aNumber of radio stations surveyed.

^bRespondent gave no answer.

Table XVIII. Respondents' Use of Radio Script Service Material as Received for the Weeks of July 31 and August 7, 1978.

Station Call Letters	Use of Material		
	Modified	As Received	Both ^a
<u>July 31 (N=19)^b</u>			
WBIN		X	
WDXN		X	
WGRV ^c			
WNOX	X		
WRGS		X	
WTCV		X	
Total	1	4	0
<u>August 7 (N=56)^b</u>			
WBIR		X	
WEMB			X
WENK	X		
WENR		X	
WETB	X		
WFWL	X		
WJCW	X		
WJZM ^c			
WKRM		X	
WMAK	X		
WMC		X	
WNTT		X	
WREC	X		
WRKM	X		
WSLV ^c			
Total	7	5	1

^aRespondent used some material as received and modified others.

^bNumber of radio stations that were surveyed.

^cRespondent gave no answer.

had been changed for that week while others had been used in their original forms. Two respondents gave no answers.

Respondents' Use of Farm and Home Briefs As Received, for the Weeks of July 31 and August 7, 1978

Table XIX shows that most, 11, respondents used Tapes for both weeks of July 31 and August 7, 1978, "As Received." Five station directors responded that they used the material for July 31, 1978, "As Received." Only one had "Modified" the July material and one gave no answer.

Six stations used Tapes for the week of August 7, 1978, "As Received" and only two stations had "Modified" it.

Respondents' Opinions About the Technical Quality of Radio Script Service for the Weeks of July 31 and August 7, 1978

Table XX shows the opinions of respondents, regarding the technical quality of Scripts. For the week of July 31, 1978, all five respondents that gave opinions felt that the technical quality of the material was "Satisfactory." One station gave no opinion.

Three of 15 respondents gave no opinion about the technical quality of Scripts for the week of August 7, 1978. One did not know whether the technical quality was satisfactory or not. One station said it "Varied" and the remaining 10 stations indicated that the technical quality was "Satisfactory." None felt the material to be "Unsatisfactory."

Table XIX. Respondents' Use of Farm and Home Briefs Material as Received for the Weeks of July 31 and August 7, 1978.

Station Call Letters	Use of Material		
	Modified	As Received	Both ^a
<u>July 31 (N=19)^b</u>			
WBIN		X	
WDXN		X	
WGRV ^c			
WNOX	X		
WRGS		X	
WTCV		X	
WYXI		X	
Total	1	5	0
<u>August 7 (N=56)^b</u>			
WBAC		X	
WBIR		X	
WCDT		X	
WENK	X		
WETB	X		
WKRM		X	
WMC		X	
WNTT		X	
Total	2	6	0

^aRespondent used some material as received and modified others.

^bNumber of radio stations surveyed.

^cRespondent gave no answer.

Table XX. Respondents' Opinions about the Technical Quality of Radio Script Service Material for the Weeks of July 31 and August 7, 1978.

Station Call Letters	Technical Quality of Material		
	Satisfactory	Unsatisfactory	Varied
<u>July 31 (N=19)^a</u>			
WBIN	X		
WDXN	X		
WGRV ^b			
WNOX	X		
WRGS	X		
WTCV	X		
Total	5	0	0
<u>August 7 (N=57)^a</u>			
WBIR			X
WEMB	X		
WENK	X		
WENR ^b			
WETB	X		
WFWL	X		
WJCW	X		
WJZM	X		
WKRM	X		
WMAK ^b			
WMC	X		
WNTT	X		
WRECC			
WRKM ^b			
WSLV	X		
Total	10	0	1

^aNumber of radio stations surveyed.

^bRespondent gave no answer.

^cRespondent did not know.

Respondents' Opinions About the Technical Quality of Farm and Home
Briefs for the Weeks of July 31 and August 7, 1978

Table XXI shows the opinions of radio station directors regarding the technical quality of Tapes for the weeks of July 31 and August 7, 1978. Six respondents out of seven reported that the technical quality of the Tapes was "Satisfactory" for the week of July 31, 1978. One other July respondent gave no opinion.

Eight respondents gave opinions about the Tapes for the week of August 7, 1978. Seven respondents answered that the technical quality was "Satisfactory" and one station indicated that it "Varied."

The combined data for the weeks of July 31 and August 7, 1978, indicate that nearly all respondents, 13, felt that the technical quality of Tapes was "Satisfactory." In fact, none indicated "Unsatisfactory."

Respondents' Comments About the University of Tennessee Packet Material
Regarding Future Service

Two respondents that received Scripts, WENR and WMAK, complimented the packet service, but both inquired about receiving some of the material from Scripts in the form of Tapes.

WETB, which received both Tapes and Scripts, requested special tape features, 4 and 1/2 minutes long, for their format. WGRV and WBIN, which also received both packets, requested that the packets not be sent in the future. They commented that they were not using the material even though it was being sent to them. WBIN reported it was using 1-minute tapes that were prepared by a local Agricultural Extension Service agent instead.

Table XXI. Respondents' Opinions about the Technical Quality of Farm and Home Briefs Material for the Weeks of July 31 and August 7, 1978.

Station Call Letters	Technical Quality of Material		
	Satisfactory	Unsatisfactory	Varied
<u>July 31 (N=19)^a</u>			
WBIN	X		
WDXN	X		
WGRV ^b			
WNOX	X		
WRGS	X		
WTCV	X		
WYXI	X		
Total	6	0	0
<u>August 7 (N=56)^a</u>			
WBAC	X		
WBIR			X
WCDT	X		
WENK	X		
WETB	X		
WKRM	X		
WMC	X		
WNTT	X		
Total	7	0	1

^aNumber of radio stations surveyed.

^bRespondent gave no answer.

Overall Frequency of Use of Radio Script Service by Respondents in 1978

The data in Table XXII deal with information from respondents concerning an overall estimate of the frequency of use by radio stations of Scripts in 1978. Of those nine stations listed under "Script," six station directors reported they "Frequently" used the material they received. Two station directors in the same category, "Always" used Scripts, and one station reported it "Occasionally" used Scripts once a month or less.

Of those 15 respondents under "Both," five "Occasionally" used Scripts. Four respondents "Frequently" used the packet; three reported that they "Always" used it; and three reported that, although they received Scripts, they "Never" used it.

Combining the responses of both groups, "Script" and "Both," more stations, 10, reported that they "Frequently" used Scripts.

Overall Frequency of Use of Farm and Home Briefs by Respondents in 1978

Table XXIII shows the frequency of use of Tapes by respondents in 1978. Of those respondents listed under "Tape," three reported they "Frequently" used the packet and one station reported that they "Always" used the packet. Of 15 respondents categorized under "Both," five indicated that they "Frequently" used the Tapes. Four stations "Never" used Tapes, although they received the packet. Three stations "Always" used the tape packet, and three stations indicated they only "Occasionally" used it.

Study of the "Total" responses for all radio stations that gave answers shows that most respondents, eight, used Tapes "Frequently." Four stations "Never" used it; four stations "Always" used it; and three stations "Occasionally" used it.

Table XXII. Frequency of Use of Radio Script Service as Reported for Tennessee Radio Stations in 1978.

Station Call Letters (N=64) ^a	Frequency of Use of Scripts			
	Always	Frequently	Occasionally ^b	Never
<u>Script^c</u>				
WBEJ		X		
WEEN		X		
WENR	X			
WFWL		X		
WRKM	X			
WSLV			X	
WSM		X		
WTBP		X		
WZYX		X		
Subtotal	2	6	1	0
<u>Both^d</u>				
WBIN			X	
WBRY				X
WCLC	X			
WDKN				X
WDXN	X			
WENK			X	
WGOC		X		
WGRV			X	
WKBL				X
WMC		X		
WMCH		X		
WMLR			X	
WNOX		X		
WRGS	X			
WTCV			X	
Subtotal	3	4	5	3
Total	5	10	6	3

^aNumber of radio stations surveyed.^bAt least once a month or less.^cRadio stations received Radio Script Service only.^dRadio stations received both Farm and Home Briefs and Radio Script Service.

Table XXIII. Frequency of Use of Farm and Home Briefs as Reported for Tennessee Radio Stations in 1978.

Station Call Letters (N=36) ^a	Frequency of Use of Tapes			
	Always	Frequently	Occasionally ^b	Never
<u>Tape^c</u>				
WCDT		X		
WHUB		X		
WMSR	X			
WYXI		X		
Subtotal	1	3	0	0
<u>Both^d</u>				
WBIN			X	
WBRY				X
WCLC		X		
WDKN		X		
WDXN	X			
WENK		X		
WGOC			X	
WGRV				X
WKBL				X
WMC		X		
WMCH			X	
WMLR				X
WNOX		X		
WRGS	X			
WTCV	X			
Subtotal	3	5	3	4
Total	4	8	3	4

^aNumber of radio stations surveyed.

^bAt least once a month or less.

^cRadio stations received Farm and Home Briefs only.

^dRadio stations received both Farm and Home Briefs and Radio Script Service.

Broadcasting Times of University of Tennessee Packet Material Used by Respondents in 1978

Perusal of the data in Table XXIV shows the most frequently used broadcasting times, used by respondents, for packet material sent by the University of Tennessee in 1978. Of the nine respondents that are listed under "Scripts," five broadcasted packet material during "12 noon to 4 p.m." Three stations indicated that "8 a.m. to 12 noon" was the time they most frequently used. Two stations broadcasted most often during "5 a.m. to 8 a.m." One station used the time "4 p.m. to 6 p.m." for broadcasting packet material, and one station broadcasted during "6 p.m. to 12 midnight."

Of four "Tape" respondents, one station broadcasted the packet material during "12 midnight to 5 a.m." No station used the "5 a.m. to 8 a.m." time period; two stations used the "12 noon to 4 p.m." time period; and one station broadcasted the packet material during "4 p.m. to 6 p.m." No stations of this group reported use of "6 p.m. to 12 midnight" for broadcasting packet material.

Of the 15 in the group of respondents labelled "Both," one station gave no response; one station broadcasted the packet material during "12 midnight to 5 a.m."; 7 stations broadcasted the material during "5 a.m. to 8 a.m."; 7 stations broadcasted it during "8 a.m. to 12 noon"; 3 stations used the "12 noon to 4 p.m." time period; and no stations broadcasted packet material during "4 p.m. to 6 p.m." or "6 p.m. to 12 midnight."

In general, most respondents reported that they most often used the daytime hours for broadcasting packet material. Twelve stations

Table XXIV. Broadcasting Times of University of Tennessee Packet Material Reported for Tennessee Radio Stations in 1978.

Station Call Letters (N=75) ^a	Broadcasting Time of Material					
	12 Midnight to 5 a.m.	5 a.m. to 8 a.m.	8 a.m. to 12 Noon	12 Noon to 4 p.m.	4 p.m. to 6 p.m.	6 p.m. to 12 Midnight
Script^b						
WBEJ		X		X	X	X
WEEN				X		
WENR				X		
WFWL			X			
WRKM			X			
WSLV			X			
WSM		X				
WTBP						
WZYX				X		
Subtotal	0	2	3	5	1	1
Tape^c						
WCDT				X		
WHUB			X			
WMSR	X		X	X		
WYXI					X	
Subtotal	1	0	2	2	1	0
Both^d						
WBIN	X	X	X			
WBRY						
WCLC			X			
WDKN			X	X		
WDXN				X		
WENK		X				

Table XXIV. (Continued)

Station Call Letters (N=75) ^a	Broadcasting Time of Material					
	12 Midnight to 5 a.m.	5 a.m. to 8 a.m.	8 a.m. to 12 Noon	12 Noon to 4 p.m.	4 p.m. to 6 p.m.	6 p.m. to 12 Midnight
WGOC			X			
WGRV			X			
WKBL ^e		X				
WMC		X				
WMCH			X			
WMLR		X				
WNOX		X				
WRGS		X				
WTCV			X			
Subtotal	1	7	7	X 3	0	0
Total	2	9	12	10	2	1

^aNumber of radio stations surveyed.

^bRadio stations received Radio Script Service only.

^cRadio stations received Farm and Home Briefs only.

^dRadio stations received both Farm and Home Briefs and Radio Script Service.

^eRespondent gave no answer.

broadcasted during "8 a.m. to 12 noon"; 10 stations used the "12 noon to 4 p.m." time; and 9 used the "5 a.m. to 8 a.m." time period.

Respondents' Use of Regularly Scheduled Time for Agricultural Programming in 1978

The data in Table XXV indicate whether or not respondents had "Regularly Scheduled" daily or weekly times for agricultural programming during 1978. Nearly all respondents, 26, indicated that they did have "Regularly Scheduled" times. Of the 9 respondents that are listed under "Script," 8 had "Regularly Scheduled" times for the programming. Only one station reported they had "Irregularly Scheduled" time for agricultural broadcasting. All four "Tape" respondents indicated that they broadcasted agricultural programming at a "Regularly Scheduled" time. Of 15 respondents that are named under "Both" all of those who gave an answer, 14, reported having had a "Regular Scheduled" time for broadcasting agricultural programming. One station gave no answer.

Types of Packet Material Respondents Wished to Receive in the Future

The data in Table XXVI provide information about the general types of packet material respondents indicated they wanted to receive from UTK in the future. Table XXVI does not show detailed preferences of stations concerning length of material or specific subject matter, but those individual preferences will be mentioned in the text.

Of the 9 respondents that are listed under "Script," most, 7, wanted "More of the Same" type of material as they had received in the past. Two station directors expressed desire for "Different Lengths"

Table XXV. Respondents' Use of Regularly Scheduled Times, Daily or Weekly, for Agricultural Programming in 1978.

Station Call Letters (N=75) ^a	Broadcasted Agricultural Programming	
	Regularly Scheduled	Irregularly Scheduled
Script^b		
WBEJ	X	
WEEN	X	
WENR	X	
WFWL	X	
WRKM		X
WSLV	X	
WSM	X	
WTBP	X	
WZYX	X	
Subtotal	8	1
Tape^c		
WCDT	X	
WHUB	X	
WMSR	X	
WYXI	X	
Subtotal	4	0
Both^d		
WBIN	X	
WBRY	X	
WCLC	X	
WCKN	X	
WDXN	X	
WENK	X	
WGOC	X	
WGRV	X	
WKBLe		
WMC	X	
WMCH	X	
WMLR	X	
WNOX	X	
WRGS	X	
WTCV	X	
Subtotal	14	0
Total	26	1

^aNumber of radio stations surveyed.^bRadio stations received Radio Script Service only.^cRadio stations received Farm and Home Briefs only.^dRadio stations received both Farm and Home Briefs and Radio Script Service.^eRespondent gave no answer.

Table XXVI. Types of University of Tennessee Packet Materials Respondents Wished to Receive in the Future.

Station Call Letters (N=75) ^a	Type of Material Desired		
	More of the Same	Different Lengths	Different Subject Matter
Script^b			
WBEJ		X	X
WEEN	X		
WENR	X		
WFWL	X		
WRKM	X		
WSLV	X		
WSM		X	X
WTBP	X		
WZYX	X		
Subtotal	7	2	2
Tape^c			
WCDT		X	
WHUB ^d			
WMSR		X	
WYXI	X		
Subtotal	1	2	0
Both^e			
WBIN	X		
WBRY ^d			
WCLC ^d			
WDKN	X		
WDXN		X	X
WENK			X
WGOC			X
WGRV	X		
WKBL ^d			
WMC		X	
WMCH	X		
WMLR ^d			
WNOX	X		
WRGS			X
WTCV	X		
Subtotal	6	2	4
Total	14	6	6

^aNumber of radio stations surveyed.

^bRadio stations received Radio Script Service only.

^cRadio stations received Farm and Home Briefs only.

^dRespondent gave no answer.

^eRadio stations received both Farm and Home Briefs and Radio Script Service.

of material and "Different Subject Matter." The director of one of those stations, WBEJ, indicated they preferred to receive shorter length material of 30, 20, and 10 seconds long. They also asked for more material related to women, and helpful hints not directly associated with agriculture. The other station, WSM, preferred to receive more 2 and 1/2 to 3-minute long taped features, and subject matter concerning current problems discussed by specialists, and "How to Make More Profit" topics.

Of four "Tape" respondents, one station director gave no answer, one wanted "More of the Same" type of packet material, and two stations indicated that they preferred material of "Different Lengths." No "Tape" station commented on "Different Subject Matter." One of the "Tape" stations that referred to "Different Lengths" of material requested 30 and 60 second taped announcements for Public Service Announcement use, while the other station preferred 5 and 15-minute material.

Of the 15 respondents that received "Both" type of packets, four station directors gave no answers. Six respondents wanted "More of the Same" type of packet material. Two stations commented about "Different Lengths" of material. One of them indicated that most of the material it received had been about the right length, but it could use more material that was 30 seconds long. The other station mentioned that it preferred longer cuts. Desire for "Different Subject Matter" was mentioned by four stations. They preferred more agricultural material, including farm news, and more material concerning Tennessee.

The "Total" responses indicated that most of the respondents, 14,

generally preferred to receive "More of the Same" type of packet material in the future as they had been receiving in the past, including the same length of material and subject matter. Only six preferred "Different Lengths" and six preferred "Different Subject Matters" for the future.

Additional Opinions of Respondents Regarding Usefulness of Radio Script Service Spot Feature

Additional information regarding the usefulness of the 10 to 12-second "Spot" features in Scripts was received from 15 of an undetermined number of stations that received Scripts. Four stations reported that the "Spots" were very useful and two reported that they were useful. Some station directors expressed opposite opinions. Five said that the "Spot" was not very useful and two others indicated that the spots were not useful. In most cases, when station directors reported that the spot items were not useful, it was because they were considered to be too short.

Radio Performance Ratings of Radio Script Service by Three Tennessee Radio Production Experts for the Weeks of July 31 and August 7, 1978

Data in Table XXVII show average ratings for Scripts for the weeks of July 31 and August 7, 1978, by three Tennessee radio production experts. The experts rated each script packet on a variety of specific measurements under two categories, "Organization-Content-Message," and "Subject Material." The individual ratings by each expert for performance according to specific measurements under each category may be seen in Appendix C.

Table XXVII. Radio Performance Ratings of Radio Script Service by Three Tennessee Radio Production Experts for the Weeks of July 31 and August 7, 1978.

Radio Production Expert by Date of Scripts	Script Performance Rating Score ^a		
	Organization- Content-Message ^b	Subject Material ^b	Average Rating
<u>July 31</u>			
Adkins	6.0 ^c	5.1	5.6
Howard	4.0	4.6	4.3
Warner	4.6	5.0	4.8
Total Panel Average	4.9	4.9	4.9
<u>August 7</u>			
Adkins	5.8	5.4	5.6
Howard	3.6	3.9	3.8
Warner	5.0	4.9	4.9
Total Panel Average	4.8	4.7	4.8

^aScores ranged from 1.0 to 6.0 as follows: 1.0-2.0 = Poor; 2.1-3.4 = Fair; 3.5-4.9 = Good; 5.0-6.0 = Excellent.

^bSee Appendix C for individual rating scores under each performance category.

^cAll scores rounded off to the nearest tenth.

Adkins' average ratings for Scripts for the week of July 31, 1978, were high in both categories: 6.0 for "Organization-Content-Message"; and 5.1 for "Subject Material." These scores were considered Excellent and averaged out to be 5.6, an Excellent rating, also. Howard's average ratings of the same material were somewhat lower than that of Adkins: 4.0 for "Organization-Content-Message," a Good rating; and 4.6 for "Subject Material," considered a Good rating also. Howard's overall average rating was Good, at 4.3. Warner rated the Scripts for the week of July 31, 1978, lower than Adkins but higher than Howard. Warner's average for "Organization-Content-Message" was 4.6, considered Good. His average for "Subject Material" was higher, at 5.0, which was considered an Excellent rating. The average rating for the "Subject Material" from Warner, was considered a Good rating, at 4.8.

Scripts for the week of July 31, 1978, received an average performance rating of 4.9 for both "Organization-Content-Message," and "Subject Material" by the expert panel. Therefore, the overall performance rating for that material for that week was also 4.9, which was considered a high Good rating.

The average ratings of Scripts for the week of August 7, 1978, by the three radio production experts ranged from Good to Excellent. Adkins' average rating of the script material for the week in August was high for "Organization-Content-Message" at 5.8, an Excellent rating. He also rated high on "Subject Material," at 5.4, another Excellent rating. Adkins' overall rating average for the Scripts was 5.6, which was considered an Excellent rating. Howard, again, as in

July rated Scripts low compared to Adkins. His average rating for "Organization-Content-Message" was 3.6 and that for "Subject Material" was 3.9, both of which were considered Good ratings. Howards' overall average performance rating for the script material was 3.8, a Good rating. Warner was also consistent in comparison to the other two experts by rating lower than Adkins and higher than Howard. Warner's average rating for "Organization-Content-Message" was 5.0, considered an Excellent rating, and his average rating for "Subject Material" was 4.9, considered a Good rating.

The panel's overall average rating for "Organization-Content-Message" for Scripts for the week of August 7, 1978, was 4.8 which was considered Good. The panel's overall average rating for the script material based on "Subject Material" was 4.7, also considered a Good rating. The overall panel performance rating average for Scripts for the week of August 7, 1978, was considered Good, at 4.8.

The panel's evaluation for Scripts for both weeks, of July 31 and August 7, 1978, were Good, based on the derived overall averages of 4.9 and 4.8, respectively.

Radio Performance Ratings of Farm and Home Briefs by Three Tennessee Radio Production Experts for the Weeks of July 31 and August 7, 1978

The data in Table XXVIII provide information regarding the evaluation of Tapes for the weeks of July 31 and August 7, 1978, by three Tennessee radio production experts. The evaluation by the panel of three is presented in terms of average ratings for performance on a variety of specific measurements under three categories: "Organization-Content-Message"; "Subject Material"; and "Presenter(s) Delivery."

Table XXVIII. Radio Performance Ratings of Farm and Home Briefs by Three Tennessee Radio Production Experts for the Weeks of July 31 and August 7, 1978.

Radio Production Expert by Date of Tapes	Tape Performance Rating Score ^a			Average Rating
	Organization- Content-Message ^b	Subject Material ^b	Presenter(s) Delivery ^b	
<u>July 31</u>				
Adkins	4.6 ^c	4.6	4.9	4.7
Howard	4.0	3.4	3.9	3.8
Warner	4.8	4.2	5.1	4.7
Total Panel Average	4.5	4.1	4.6	4.4
<u>August 7</u>				
Adkins	4.8	4.8	4.9	4.8
Howard	3.5	3.7	3.7	3.6
Warner	4.5	4.5	5.1	4.7
Total Panel Average	4.3	4.3	4.6	4.4

^aScores ranged from 1.0 to 6.0 as follows: 1.0-2.0 = Poor; 2.1-3.4 = Fair; 3.5-4.9 = Good; 5.0-6.0 = Excellent.

^bSee Appendix C for individual rating scores under each performance category.

^cAll scores rounded off to the nearest tenth.

The individual ratings by each expert for performance according to specific measurements may be found in Appendix C.

Adkins' average rating for the "Organization-Content-Message" of Tapes for July 31, 1978, was 4.6. His rating for "Subject Material" was also 4.6 and for "Presenter(s) Delivery" was 4.9. The three preceding scores were all Good ratings. Adkins' overall average rating for the three performance categories was 4.7, considered a Good rating.

On the same July tape material Howard's rating on "Organization-Content-Message" was 4.0, a Good rating. Howard rated "Subject Material" 3.4. This was considered to be only a Fair rating. His rating for "Presenter(s) Delivery" was 3.9, a Good rating. Howard's average performance rating for Tapes for the week of July 31, 1978, was 3.8, a Good rating.

For the same tape material, Warner's average rating for "Organization-Content-Message" was 4.8; for "Subject Material" was 4.2; both were considered Good ratings. Warner rated the material higher on "Presenter(s) Delivery," at 5.1, an Excellent rating. Together, Warner's ratings averaged out to be 4.7, which was considered a Good rating.

The panel averages for Tapes for the week of July 31, 1978 were: 4.5 for "Organization-Content-Message"; 4.1 for "Subject Material"; and 4.6 for "Presenter(s) Delivery." They were all considered Good ratings and averaged out to an overall performance rating of 4.4, which was considered a Good rating, also.

The panel evaluation of Tapes for August 7, 1978 according to the same performance criteria, was similar to that of the week of July 31, 1978.

Adkins rated the August material according to each performance category similarly: 4.8 on "Organization-Content-Message"; 4.8 on "Subject Material"; and 4.9 on "Presenter(s) Delivery." Adkins made additional written comments in his evaluation that were specific. He emphasized that the Tapes needed better openings and closings with more definite beginnings. He also suggested that a friendlier tone be used by the presenter(s). Adkins' combined average on all three areas was 4.8, a Good rating.

Howard rated that week's Tapes lower than the other two experts. His ratings, all Good, were as follows: 3.5 for "Organization-Content-Message"; 3.7 for "Subject Material"; and 3.7 for "Presenter(s) Delivery," also. It is interesting to note that Howard rated "Audio"* poorly, and felt there was an objectionable tone in a large portion of the taped material. This was in sharp contrast to Adkins' and Warner's specific scores for the same performance criteria, 5 and 4, respectively, although Adkins did mention that there was a technical problem with tape No. 8 in the August Tapes that had a bad hum with part of the opening missing. Howard's overall score for the packet Tapes was 3.6, a Good rating.

Warner rated Tapes for August 7, 1978 similar to that of Adkins. He rated it on "Organization-Content-Message" as 4.5, a Good rating; "Subject Material" as Good, at 4.5; and higher on "Presenter(s) Delivery" at 5.1, an Excellent rating. Warner's overall average performance rating for the tape packet was 4.7, considered a Good rating.

*See Appendix C, number #18.

The panel average rating for "Organization-Content-Message" for Tapes for August 7, 1978 was 4.3, a Good rating. The panel average for "Subject Material" was 4.3, also Good, and for "Presenter(s) Delivery" was Good, but somewhat higher, 4.6. The overall panel rating for performance was 4.4, a Good rating. This overall evaluation score of 4.4 is the same as the corresponding average, 4.4, for Tapes for the week of July 31, 1978.

The performance ratings for Scripts and Tapes for the weeks of July 31 and August 7, 1978 by the three radio production experts were similar for both types of packet material. The overall performance scores for Scripts, 4.9 for July and 4.8 for August, were slightly higher than those for Tapes, 4.4 for July and 4.8 for August, although they both were rated Good for each week evaluated.

In the paragraphs above, review has been made of Extension radio work in Tennessee. Also, a rating scheme for evaluating radio educational packet materials has been set forth. The remainder of this chapter will deal with the Extension-related radio work in Iran and application of the packet development rating scheme to that situation.

III. REVIEW OF THE SITUATION IN IRAN, ASSOCIATED WITH AGRICULTURAL RADIO AND RELATED MATERIALS

General Information About Iran

Iran has a total area of 1.64 million square kilometers, with a population of 35 million and is located in southwest Asia between the Caspian Sea and the Persian Gulf. It borders the U.S.S.R., Turkey, Iraq, Afghanistan and Pakistan. Iran lies between 25° and 40° north latitude

and between 44° and 63° east longitude. Iran is categorized as a sub-tropical country which has cold winters and hot summers because of high elevation. However, in some areas there are moderate climates. The average precipitation is limited to 300 millimeters per year; however, this varies from one area to another.

Iran is divided into 14 provinces and seven sub-provinces, each of which has its own governor. However, all of them are administered by one general, constitutional, monarchial government. Each province and sub-province is divided into counties (2).

Tehran is the capitol of Iran. Farsi is the principal language spoken in Iran, while Kurdish, Turkish, and Arabic are spoken in some areas and French and English in the cities (9). About 98% of the population is Moslem and the remaining percent Zoroastrians, Jews, and Christians. An estimated 47% of the population in Iran live in villages and about one-third of the population is illiterate (2).

Land Reform Movement

Prior to 1961 and the passage of the land reform acts resulting from the White Revolution, the economy in Iran was based on medieval and feudal agriculture with the rural population stratified into large landlords, medium landlords, peasant proprietors, and tenants and laborers. The large landlords who lived in Tehran made up only 1% of the rural population but owned over 60% of the total farmed land in Iran before the land reform. The medium landlords lived mostly in towns and each owned one entire village in fertile areas or several villages in arid zones (2). Farming at that time was based on five elements: land, water, seed, implements, and labor. The landlords provided all elements

except the labor and collected 80% of the crop (7). The peasants were required to farm free for landlords on off-seasons and to pay exorbitant taxes with no ownership rights on the land they worked. In general, the farmers were treated as serfs by the landlords (7).

The four main goals of the land reform were to destroy feudalism by breaking up the landlords' landholdings; improve the standard of living of the rural middle class; build a more broadly based rural class; and redistribute land under a general agrarian reform that would speed up the agricultural growth and raise the per-capita income of farmers.

Phase I of the land reform (1962) aimed at the government purchase of surplus villages from landlords who owned more than one village and redistribution through sales to farmers who had previously worked the land and who were willing to join cooperatives. This phase affected over 15,000 villages and distributed land to 700,000 families. This phase affected only one quarter of the rural community so a Second Phase was begun in 1964 and focused on further land distribution among farmers, affecting another 1.3 million farmers (2).

Phase III began in 1968 and was an adjustment of Phase II, requiring landlords to sell their land or divide it. This phase also supported rural cooperatives through the Central Organization for Rural Cooperatives and the Agricultural Cooperative Bank. The Fourth and Fifth Phases continued the projects of rural development of Phase III. The Fifth Phase was in effect in 1976 when over 296.7 million rials (i.e., about 71.5 rials per one American dollar) were allocated to agriculture. Some of the aims of the plan were expansion of irrigation;

crop doubling; chemical fertilizing; agricultural training; new technology and mechanization; and building of roads yearly to link all villages by 1985.

The Agricultural Cooperative Bank was set up to finance much of the agricultural development of the phases, giving loans to farmers, through the cooperatives, for fertilizers, seed, and farm tools (2). Although the land reform was officially completed in 1971, other aspects of the reform development continued through establishment of rural organizations. New rural definitions were established by the land reform, and between 1967 and 1974, 1,050 villages were eliminated, by merging, under the new law. The merging helped the government to provide better health, education, and other services to villages. Between 1962 and 1972, over 11,400 rural development projects were completed under the reform (9). Rural Cultural Centers were established in rural areas where libraries, sports clubs, radio and television clubs, short-term classes for agriculture, cooperative training, and literacy campaigns were set up (7).

Despite the number of rural development projects completed, according to Aresvik, it was evident that the land reform did not deal effectively with many aspects of rural Iran. It did not settle landless villages, or deal with displaced agricultural workers who received no land under the reform, or with the pastoralists, or with the distribution of water on redistributed land. Extension services were not increased enough to meet the needs of the changed rural areas and small land owners. Generally, however, the land reform was thought to have had very positive effects on the economic and social development in Iran.

It increased agricultural production, use of farm machinery and fertilizers, per-capita income, sanitation, and literacy. The fundamental structural changes set up by the land reform, in effect, were responsible for the wide range of development programs, legislative and institutional measures that were undertaken to raise the social and economic levels in rural areas. The land reform was said to have been the most important aspect of Iran's remarkable rural transition in the past twenty-five years (2).

Structure of Iranian Agriculture

Farm units in Iran could be divided into six categories under the land reform: small peasant farms belonging to service cooperatives; farm corporations; small and medium farms belonging to production cooperatives; agri-businesses; commercial farms; and pastoralists.

The peasant farms represented about 80% of Iran's farm families working in traditional agriculture at a subsistence or semi-subsistence level. By 1975, the average peasant family owned four hectares of land, but only 25% of that hectareage was irrigated, and in most cases the lands that had irrigation were subject to uncontrolled, erratic water supplies. Productivity and crop yields were seen to be, in turn, low under such conditions, coupled with the general disadvantages of ignorance of modern technology, lack of credit, inefficient water use, and insufficient Extension service (2). The first rural cooperatives to which peasant farms belonged, formed by the land reform, were 45 co-ops in Maragheh villages (3). By 1972, there were 8,600 operating cooperatives in Iran that belonged to 124 rural cooperative unions. These unions merged in 1973 and were expanded to previously unserved areas.

By the end of 1973 there were 2,750 societies with 2.4 million members with an average of 1,500 members in 15 to 16 villages (2). By 1976 there were 8,000 rural cooperatives with 2.6 million members in Iran (9). The Central Organization for Rural Cooperations, set up in 1963, supervised the responsibilities of the rural cooperatives, initially focussing on establishing consumer cooperative shops and distributing credit (2). The cooperatives also trained farmers, found markets for produce, and organized villages (7). Although the aims of the cooperatives were all inclusive in seeking to satisfy the needs of peasant farmers, the service of the cooperatives represented a negligible part of the overall rural activities and needs. They were basically ineffective in providing enough farm credit, farm inputs, or technical assistance; and the managerial staffs of the cooperatives were felt to be inadequately trained (2).

Farm corporations, another new agricultural structure, were initiated in 1968 when 14 were established. By 1976, there were 85 in Iran, made up of 754 villages (9). They were formed with the purpose of increasing incomes of small owner-occupier farmers through amalgamation of small farms, improvement of management, use of farm machinery, increase in water supply, introduction of scientific methods, and expansion of cultivated areas. The Ministry of Cooperation and Rural Affairs governed these corporations which were joint stock companies. The farmers received salaries and shares in the corporation. The corporations used mechanized methods and engaged in commercial operations to sell produce and were under strong government direction (7).

The production cooperatives started in early 1971. They were an

alternative to farm corporations and were formed to consolidate the gains of the land reform and to accelerate agricultural development by emphasizing the personal element and initiative of the individual farmer. No dividends or wages were involved but the farmers kept their land ownership and right of use within the programming of the cooperative, producing cooperatively. A board of directors prepared cropping patterns but the production cooperatives were basically less centrally controlled than farm cooperatives. They were originally intended for areas where social and physical problems were less severe, the farm technology advanced, and the cooperative philosophy better understood than in areas where farm corporations were established (2).

Agri-businesses, the fourth type of unit, were supported by legislation in 1968, revolving around utilizing water resources and dam irrigated land. Private companies from the United States and Great Britain were employed to develop those lands, through financial backing of the World Bank, corporations, and manufacturers. Establishment of private, public, and mixed ownership dairy and meat complexes were included in Iran's agri-business program.

The commercial farms in Iran consisted of those that were regular farms producing a significant surplus above the family's needs and falling outside the other categories. This type of agricultural unit included farms that existed before the land reform, that were exempt from it, and recently purchased by investors. By 1975, those farms were producing 80% of the marketed surplus, included 70% of the land, and belonged to 20% of the farmers. They produced for the market and were susceptible to economic forces and the investment climate (2).

The pastoralists, who owned livestock holdings, included both settled and unsettled groups. There were about 100,000 pastoralist families in 1972, controlling 42% of Iran's sheep and goats. The resource base of the pastoralist had declined by the mid 1970's because of overgrazing and crop expansion into rangelands (2).

Agricultural Extension in Iran

The Agricultural Extension Service began in 1953 in Iran with ten provincial supervisors, ten specialists, and 120 local agents. By the mid 1970's, there were over 1,200 people in the Service's staff. The Extension Department of the Ministry of Agriculture and Natural Resources was set up as the primary Extension agency, consisting of seven divisions: Extension; Development Crops; Rural Youth; Publication; Audiovisual Methods; General Services; and Fairs and Shows. Other government organizations that dealt with Extension work in Iran included the Ministry of Cooperation and Rural Affairs and the Ministry of Energy.

Extension agents in Iran received three years of training at centers while supervisors and specialists trained for four years. Members of the Extension Corps worked in villages for 18 months military service after 6 months of training in agriculture.

There was a concentration of Extension effort on the main crops on larger farms that represented only 14% of rural villages (2). The Corps people working in villages also worked with peasant farmers on such activities as: setting up training and exhibition farms; vaccinating and treating over 4 million cattle; training peasants to fight pests and to use chemical fertilizers.

In 1972, Youth Clubs were organized in 1,444 villages with 18,425

members learning skills in vegetable gardening, sheep farming, apiculture, cultivation, and handicrafts, taught by Extension Corpsmen (7).

The higher regular Extension staff members were provided with cars and the lower members with motorcycles, but evidence has suggested that staff members may have mainly worked in urban offices (2). The quality of the Extension staff in Iran was basically unsatisfactory with poor supervision at lower levels. The Extension Corps was a good supplementary force to the regular Extension Service, along with the Extension services of the Ministry of Cooperation and Rural Affairs provided through cooperatives.

The most successful Extension programs were those associated with organizations concerned with specific crops or products, but the technical resources used for special programs were taken from a limited national supply which curbed widespread programming. There have been too few Extension agents in the field since most have preferred urban desk jobs, resulting in unoperationalized research and gaps in Extension communication. No formal system was developed to make research institutions aware of farm problems on a systematic basis, and as a result, the Extension Service has been unsuccessful in introducing high-yield technology in rural areas. The lack of strong programs and their low priority in Extension led to poor motivation, adding to the problems related to poor quality within the Service (2).

The implementation of the land reform was a major responsibility of Extension which had the task of helping, not only in general rural development, but in land distribution as well. Extension proved to be a valuable force in this area (7). But, the quality of Extension staff

needs improvement through pre- and in-service training and refresher courses, and better coordination between the Extension Service and other agencies must occur in order to insure future rural development in Iran. To be more competent, Extension staff must receive more practical training in order to be effective in eliciting the confidence of the farmers in accepting advice. In addition, the potentials of radio and television must be employed as supplementary tools of Extension staff in attempting to meet the needs of the rural community (2).

Radio History in Iran

The first radio broadcast in Iran was aired from a single studio on Old Shemiran Road in Tehran on April 21, 1940 (3). This first station had a medium wave transmitter of 30 kilowatts and a short wave of 2 kilowatts, and operated for five hours a day (7). In 1948, another station was built in Ark Square which was later the location of the Department of Publications and Broadcasting. In 1951 two more studios were built, but no changes in programming occurred; at that time news bulletins were transmitted at certain hours. In 1953, Studio No. 1 was built and had a medium wave length of 240 meters. In 1956, the 2 kilowatt Radio Tehran transmitter was converted to 50 kilowatts and then to 100 kilowatts. Then plans were begun for the establishment of a nationwide radio network and in 1963 Radio Iran had four transmitters. Three of those transmitters operated 24 hours a day while the 50 kilowatt short wave transmitter was used to broadcast scientific and artistic programs under the name of the Second Program. The new studio building in 1963 covered 750 square meters, housed a large auditorium and three broadcasting studios. Radio Iran had 14 broadcasting studios, including two

large auditoriums seating 150-200 people each. These two auditoriums were used for musical programs, shows, quiz shows, and other entertainment programs. The main broadcasting stations at that time were: Radio Iran, Radio Tehran, and one other operated by the Imperial Iranian Air Force.

The Technical Bureau that was established in 1958 was responsible for planning and preparing publication programs. This bureau prepared programs for information and training purposes, to publicize the Third Development Plan of the land reform. The government encouraged illiterate villagers living where there was no electricity, to listen to radio news about the land reform; they listened on transistor radios. In 1963, the General Department of Publications and Broadcasting was in charge of all radio stations (3).

In August of 1966 Radio Iran (AM) began to broadcast 24 hours a day. The first FM transmitter started with 10 kilowatts in 1967, for 3 hours a day in Tehran. The second FM transmitter began operating in 1972 with 10 kilowatts, and five months later the third FM transmitter of 250 watts began broadcasting original dialogue and sound tracks of television programs and movies. The cities to follow Tehran with FM were: Ahwaz, Shiraz, and Kermanshah. By 1974, there were ten FM radio stations in Iran (20).

By 1968, the total radio power went up to 3535.5 kilowatts and in 1969 Tehran had three separate programs (7). One program for all of Iran was broadcasted from Radio Iran; another Radio Tehran, was for local listeners; and one FM station offered stereo music. The United States Armed Forces maintained a station in Tehran at that time also,

and Radio Iran worked with other broadcasting services in the world (i.e., Karachi, Ankara, Paris, London, and Washington) (5). Between 1968 and 1969 the "Voice of Iran" broadcasted 5,833 hours of programs with 49.2% of them related to music and 50.8% related to social, cultural, and scientific programs. The total number of hours of program broadcasts by 12 transmitters of the time in the provinces was 53,176 (5).

In 1971, Iran's Parliament passed a bill creating an independent radio television organization, which centralized the operation of the two previously separate organizations into one organization. This combination was made in hopes of faster development of the Radio TV network in Iran (5). The national broadcasting system was named the National Iranian Radio and Television (9).

The increasing importance of radio in the early years of broadcasting in Iran was indicated by statistics showing general increases in radio transmitters, production, number of receivers and listeners over the years. Various sources have estimated different numbers of those figures and they must be viewed in the light that they were estimates (3). Table XXIX shows the location and number of transmitters in Iran for 1970 and 1971, the most recent year for which figures were available (8). According to data in Table XXX, the numbers and location of radio transmitters in Iran more than doubled in an eleven year period (23-28). The total numbers of radio sets in Iran increased from 935 to 8,000 between 1960 and 1974 and the number of radio receivers per 1,000 people in Iran increased from 45 to 249 in the same year span.

The number of radios produced in Iran increased from 124,786 between 1968 and 1970 to 222,000 between 1973 and 1974 (8). A great

Table XXIX. Location and Number of Radio Transmitters in Iran in 1970 and 1971.

Location	Number of Transmitter Stations	
	1970	1971
Tehran	8	9
Esfahan	1	2
Ahwas	2	3
Bandar-Abbas	2	2
Tabriz	2	2
Rasht	1	2
Resaiyeh	2	2
Zahedan	2	2
Sanandaj	2	2
Shiraz	2	2
Kerman	2	2
Kermanshahan	2	2
Gorgan	2	2
Mashhad	1	1
Sari	1	1
Total	32	38

Source: 8.

Table XXX. Numbers of Radio Transmitters and Power in Iran Between 1963 and 1974.

Number and Power of Transmitters by Year	Radio Wave Length			Total
	Long and Medium	Short	Ultra-Short	
<u>Total Number</u>				
1963	14	8	--a	22
1972	21	6	1	28
1973	32	4	--	36
1974	36	--	17	53
<u>Total Power (KW)</u>				
1963	463	329	--	792
1972	2,792	1,000	10	3,802
1973	4,519	800	--	5,319
1974	6,346	--	114	6,460

Source: 23,24,25,26,27,28.

^aNot available as part of total.

number of radios were imported also. In 1960 over 1 million radios were imported into Iran (3). For every 1,000 persons in 1941, there were only three radio sets; in 1967 there were 110; and in 1970 there were 200 (6). In 1960, there were an estimated 4 million listeners to Radio Iran per day and 2.5 million in neighboring countries (3). In 1965 it was estimated that 45% of Iran's population owned radio sets (4). Between 1968 and 1970 there were 1.7 million radio sets in the country; there were 483,000 sets in Tehran and 1,342,827 listeners over 15 years old. At that time 85% of Tehran's families had sets and the estimated hours of listening time per day in three other cities were as follows: 95.5% of listeners in Isfahan listened to radio 4.68 hours per day; 90.5% of listeners in Shiraz listened 1.47 hours per day; and 99.5% of the listeners in Rasht listened 4.39 hours per day (5).

By 1974, 89% of urban families of ten major cities and 45% of rural families owned radio sets in Iran (8). Between 1968 and 1974 the radio program composition in Iran was divided into various categories, including: information; education; culture; science; entertainment; special audience programs; and advertising (27).

In one 1974 study in Fars province, about 85% of "Rural" and "Urban" and 76% of "Tribal" respondents listened to "News" programs more than other types. In the Fars study, radios were the most common item found, indicating the presence of modern society in villages. In this study 14% of "Tribal," 40% of "Rural," and 81% of "Urban" respondents owned radios (19). From two-thirds to three-fourths of those same respondents listened to the radio daily, most of them at night, indicating radio listening was primarily a leisure time activity

(see Table XXXI) (19). It also was found that on the average, "Tribal" groups listened both somewhat more regularly and less frequently to the radio than did "Rural" or "Urban" people surveyed.

Consequential differences (i.e., 9% or larger) between "Tribal" and other groups (i.e., Rural and/or Urban) are noted in Table XXXI for "2 or 3 Times a Week" listening, "Iranian Music," "Foreign Music," "News," "Religious Programs," "Scientific Programs," and "Stories and Plays."

Another study of 2,930 families of the Qashqa'i Khan nomadic tribe in Iran showed that 5.5% of the tribal families had radios. Compared to other household items, more families had radios more often than lanterns and stoves. Only 7.3% of heads of households said they listened to the radio, indicating radio was not very important; however, the transistor radios that they owned were not capable of picking up many frequencies in the mountainous area. Radios were a tribal luxury. It also was found that radios were "Less Frequently" used among "Tribal" groups than other Iranian groups. The initial cost of sets and batteries and the expense or lack of electricity reportedly contributed to this. Also, the usual practice of accepting cash only for radios prevented some barter tribal groups from buying radios. Of program listening, 17.7% of families that owned radios in the Qashqa'i Khan study listened most often to news, 15.8% to agricultural Extension, and 6% to music (18). Radio was considered the most widely used medium for advertising in Iran as of 1970. Advertising was permitted at certain times with corresponding cost rates (5).

By March of 1978, the goal of the Fifth Plan was to have been met: radio broadcasting to cover 100% of the Iranian population. By the end

Table XXXI. Surveyed Radio Listening Habits in Fars Province, Iran.

Program Listening	Percent of Respondents		
	Tribal	Rural	Urban
<u>Frequency of Listening</u>			
Everyday	76.2	68.6	71.2
2 or 3 Times a Week	9.5	25.7	16.8
Less Frequently	9.5	4.3	6.9
No Answer	4.8	1.4	5.1
<u>Type of Program</u>			
Iranian Music	42.9	77.1	64.7
Foreign Music	0.0	2.9	16.1
News	76.2	85.7	84.7
Religious Programs	42.9	82.9	56.0
Scientific Programs	4.8	37.1	42.7
Stories and Plays	9.5	54.3	52.8

Source: 19.

of the Plan, 50% of the population would be covered by two radio stations with 100% coverage by the stations within 20 years. According to the 1976 Iran Almanac, the largest information center of agriculture in the Middle East was started by the Ministry of Agriculture and Natural Resources. This center was to have 34 channels that would operate through a technical satellite with continued air survey. Collected information on current agriculture from major producing countries and evaluation of land and atmospheric conditions would be processed by the center and released for research and future planning purposes for agricultural development (9).

As part of the 1961 land reform, the Ministry of Information and the Ministry of Agriculture and Rural Cooperation established radio clubs in each Rural Cultural Center, as mentioned before. The radio clubs offered free membership, but were limited to 15 members. In the initial stages of radio club formation the directors of the Cultural Centers acted as temporary heads until regular club presidents were voted on by the members. These clubs were designed to hold serious listening sessions where members would meet, discuss, and evaluate radio programs that they listened to at their meetings. The Extension program from Radio Iran and local stations were among those that the radio club members listened to and sometimes the club members requested from local stations that special programs be broadcasted (20).

Extension Radio in Iran and a Survey in Hamadan Province

In 1962, Extension radio began in Iran and was transmitting 15 minutes a day during the early morning hours. Six months later the program was extended to 30 minutes a day. The program's focus changed

with the needs of the peasant population. By October, 1975, the Extension radio program schedule was extended again: this time to 3 hours a day from a transmitter with 2,000 kilowatts from 5 p.m. to 8 p.m. (20).

This 3-hour program by Radio Iran was prepared with the cooperation of the Ministry of Agriculture and Natural Resources, the Ministry of Cooperation and Rural Affairs, the Extension Corps, and the Health Corps.

The Extension program aired in Iran as of 1978 was prepared with simple language and techniques and provided the latest information about agriculture and technology. The program also presented a segment of questions and answers related to the direct communication from the rural peasant population.

Another segment of the Extension program included personal rural interviews with rural farmers. This segment was called the "Ag. Extension Contest." In it, farmers competed for prizes offered by the radio station for various things, such as the best or highest production, or answers to agricultural questions presented in a quiz (20).

Another portion of the program was devoted to information related to current research and planning that applied to the local agricultural situation, including special community problems. A local historic story segment of the show was included in the 3-hour presentation, also. This gave information related to the peasant population. A similar segment presented epic poetry and historic literature to the rural audience, too. Music was a part of the Extension program, which included local, country, and classical pieces. Another part of the program attempted

to inform the listeners of the geographic and historic aspects of other parts of Iran, along with general laws and regulations.

There were some segments of the Extension program that were specifically directed toward Iranian women, dealing with educational and historic topics. In another portion, specialists had discussion sessions that dealt with the specific problems of the general agricultural area. The Extension and Health Corps also had a daily message for the audience and made a special weekly report on their current undertakings in the agricultural community. And finally, special announcements were periodically made on the program, concerning farmers chosen by the Corps people or radio staff for outstanding crop yields or superlative farming in some specific area. Their names and accomplishments were aired in recognition of their special achievements.

There were a variety of problems associated with producing the Extension radio program in Iran. Special considerations had to be made during writing and planning of the program, related to cultural and sub-cultural factors. Because of the differences in socioeconomic and sub-cultural groups in Iran, among the listening audience, discretion had to be used in selecting appropriate material for broadcasting (20). The actual detailed 3-hour Extension program of Iran for one week is depicted in Table XXXII.

A survey investigating the effectiveness of radio listening on agriculture in the village of Kabutar Ahang in Hamadan Province was conducted in 1976 by Mohsen Rezvani. There were 131,960 people including 2,326 families in the village of which 2,000 families were non-farmers and 326 families were involved in agriculture. The sample of people

Table XXXII. Sample of Three-Hour Agricultural Extension Radio Program Format Used by Radio Iran, 1977.

Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday
Opening Song	Opening Song	Opening Song	Opening Song	Opening Song	Opening Song
Current/Daily Problem	Current/Daily Problem	Current/Daily Problem	Current/Daily Problem	Current/Daily Problem	Current/Daily Problem
Discussion	Discussion	Discussion	Discussion	Discussion	Discussion
Song	Song	Song	Song	Song	Song
Ag. Calendar	Ag. Standards Discussion	Dairy Sanitation	Roundtable Discussion by Specialists	Introduction to New Ag. Technology	General Ag. Information
Song	Song	Song	Song	Song	Song
Ag. Report	Ag. Extension Contest	Ag. Report	Ag. Extension Contest	Outstanding Farmer Announcement	Ag. Report
Song	Song	Song	Song	Song	Song
Response to Ag. Technical Question of Listeners	Health Discussion	Response to Ag. Technical Question of Listeners	Health Discussion	Response to Ag. Technical Question of Listeners	Health Discussion
Song	Song	Song	Song	Song	Song
Iranian History	Getting to Know Our Country Better	Iranian History	Getting to Know Our Country Better	Iranian History	Ancestral Village Leaders
Song	Song	Song	Song	Song	Song
Science and Industry	White Revolution	Literature	White Revolution	Science and Industry	White Revolution
Song	Song	Song	Song	Song	Song
Message to Extension Corps	Message to Extension Corps	Message to Extension Corps	Message to Extension Corps	Message to Extension Corps	Message to Extension Corps
Hero Stories	Epic Poetry	Hero Stories	Epic Poetry	Hero Stories	Epic Poetry
Song	Song	Song	Song	Song	Song
Weekly Plan Design Contest	A Plan for Better Living	Village Leader Interview	Political Memories	A Plan for Better Living	Children and Us
Song	Song	Song	Song	Song	Song
Social Discussion	Children Stories	Social Discussion	Children Stories	Social Discussion	Children Stories
Do You Know That...	Law Discussion	Do You Know That...	Corps Edu. Problems	Do You Know That...	Religion and Morals
Song	Song	Song	Song	Song	Song
Night Drama	Night Drama	Night Drama	Night Drama	Night Drama	Night Drama
Song	Song	Song	Song	Song	Song
Aspects of White Revolution in Villages	Aspects of White Revolution in Villages	Aspects of White Revolution in Villages	Aspects of White Revolution in Villages	Aspects of White Revolution in Villages	Aspects of White Revolution in Villages
Song	Song	Song	Song	Song	Song
Answers to Letters	Important Reminders	Answers to Letters	Important Reminders	Answers to Letters	Important Reminders
Song	Song	Song	Song	Song	Song
Village News	Village News	Village News	Village News	Village News	Village News
Song	Song	Song	Song	Song	Song
Closing and Music	Closing and Music	Closing and Music	Closing and Music	Closing and Music	Closing and Music

Source: 20.

surveyed consisted of 25 farm families chosen at random. The discussion below deals specifically with the responses of those 25 farm families surveyed (20).

Ninety-six percent reported that they owned radios and more than one-half had had them for more than seven years. When asked whether they listened always, sometimes, or seldom, most (64%) responded that they listened to the radio sometimes. The 20% who always listened were rug weavers and field workers who had more opportunity for listening. The reason given for not listening was either religious or because they didn't like the programs. More than one-half of the people listened to the radio from 2 to 4 hours a day. Most people worked from 5 to 6 a.m. to 4 to 6 p.m. daily and most listened to the radio at night between 5 and 7; the other popular hours for listening were the early morning hours between 5 and 6 a.m. Forty percent listened to Radio Dasht Qasvin, a station that transmitted Radio Iran with a powerful relay to remote parts of Iran, and 20% listened to the local radio station. Forty-eight percent of the listeners rated the programs broadcasted as good and most listened to occupy their time (20).

Eighty-eight percent of the people listened to the Extension radio program and of those, 50% occasionally listened. Those who didn't listen gave lack of time as the reason. Seventy-eight percent felt that the Extension program helped them with their problems and they followed the advice given on it. Of those who responded negatively, they felt the instruction was not understandable or they used their own methods instead. Most responded that they preferred to have the Extension program broadcasted between 5 p.m. and 8 p.m. when most

people had free time; and they preferred to hear the popular "Round Table Discussions" of the specialists over other segments. The two next most popular segments of the Extension program were "Answers to Letters" and "Introduction to New Ag. Technological Problems." And, finally, about 86% were of the opinion that the Extension program had improved within the previous year (20).

Potential Importance of Radio in Rural Iran

Mass media in the Middle East has been considered products imported from the West in both content and communication technology. But, Middle East leaders have believed that media must serve the people and country and must promote national development. Iran's government has adopted objectives for mass media that included: strengthening religious foundations and cultural unity; motivating the public to accept new ideas; creating a sense of discipline in preparing the public for social responsibilities; and encouraging public participation in those responsibilities.

The accelerated pace of economic growth and social change have led to continuous expansion of radio networks in Iran. The social revolutionary forces and technological advancement have made radio the principal medium of mass communication in Iran. Radio has been used to mobilize and integrate the nation, disseminate information, provide cultural and educational programs, and present entertainment and music to all peoples of the country (12).

Since radio could reach all parts of Iran and was the most personal form of mass communication, its importance in the early 60's was greater than that of television; and radio also was more popular

than movies. Due to the large percentage of illiteracy among the Iranian population in past years, publications have been less effective than radio as a mass medium (3). The widespread ownership and availability of radio were important in Iran where nearly one-half of the population could not read, since radio resolved this illiteracy problem and the problem of transportation involved with newspapers. Another important factor considered in analyzing the importance of radio in Iran, especially among rural people, consisted of the cultural phenomena related to the custom of obtaining information from listening. One source explained that even among the elite in Iran, people traditionally have relied more on personal contact communication than on printed information, since many believed that newspapers were only opinions of editors and publishers. Iranians generally have relied on personal and verbal means of communication. This may indicate that radio could be the most effective means of modern mass communication in educating people there (19).

Radio as a mass medium was fitted for education in Iran because it not only acted as a valuable tool in life-long education, but was also not confined to particular social strata, age, or geographic area. It could reach the illiterate as well as the literate. It was instantaneous and flexible in production, allowing for adaptation to changing ideas and conditions more than any other medium. Since radio addressed the "entire" listener, which was important in the considerations that had to be made in programming for the subcultures in the rural communities, radio has been well suited in Iran (22).

According to Lerner (1962), perceived desires, aspirations, and

satisfaction levels of people are greatly affected by mass media which can be responsible for the introduction of new ideas into society. New ideas create higher aspirations, and if there are available institutional means with which to achieve new goals, change will occur. These thoughts provided certain implications for the importance of the relationship between agricultural Extension, the rural community, and agricultural radio in Iran (17).

Radio has been especially effective in rural areas of Iran because of its practical content which has stimulated peasants to explore new practices in agriculture (22).

IV. APPLICATIONS OF FINDINGS TO DEVELOPMENT AND USE OF PACKET MATERIAL IN IRAN

Appropriate steps to consider in any application of the previous findings of this study to the Iranian situation would appear to include the following:

1. In order to develop agricultural radio packet material similar to Radio Script Service (Scripts) and Farm and Home Briefs (Tapes) used in Tennessee, consideration should be given to the most readily available sources of agricultural information and the specific socioeconomic, cultural and agricultural needs of the rural audiences in Iran.

2. Determination should be made concerning the most appropriate recipients of packet material and means of distribution to them.

3. Consideration should be given to the type, form and presentation of topics of radio packet material in relation to the needs and interests of the Iranian rural people.

4. Positive inter- and intra-group relation should be established where it does not exist and maintained where it does exist between and among government related organizations, radio stations, and Extension staff and rural people in order to efficiently prepare and present useful packet material.

5. Radio packet material should be prepared as a supplement to existing local Extension work being done in rural areas.

6. For preparation of radio packet material for Iran, a standard criteria for content and technical form should be determined and utilized.

7. Radio packet material should be periodically evaluated.

8. Possibilities of other types of agricultural radio programming suitable to Iran should be considered for use in radio broadcasting.

CHAPTER V

SUMMARY, IMPLICATIONS AND RECOMMENDATIONS

I. PURPOSE OF THE STUDY

This study dealt with: reviews of Extension radio situations in Tennessee and Iran; the evaluation of some of the agricultural Extension radio packet materials prepared by the Department of Agricultural Communication staff at UTK and used by Tennessee radio stations; and drawing up implications for Iran.

The specific purposes of this study were: (1) To review the background regarding Extension-related radio work in Tennessee; (2) to evaluate some agricultural scripts and tapes included in the University of Tennessee weekly packets sent to Tennessee radio stations; (3) to review the situation related to agricultural radio in Iran and consider the agricultural radio materials used there; (4) to relate the findings of the study regarding the University of Tennessee packets to the situation in Iran.

II. METHODS OF PROCEDURE

Three methods of procedure were used to gather information for this study. Library research was used to review the backgrounds of agricultural Extension radio in Tennessee and agricultural radio in Iran. Weekly and final mail questionnaires were used in evaluating UTK agricultural Extension radio packets, Farm and Home Briefs (Tapes) and Radio Script Service (Scripts) in July and August of 1978.

Performance ratings of Scripts and Tapes for the weeks of July 31 and August 7, 1978 by a radio production expert panel were used, also, in evaluating the packet material.

Nineteen Tennessee radio station directors were sent weekly questionnaires about the quality and use of Scripts and/or Tapes for the week of July 31, 1978. Seven of the 19 questionnaires were returned. The second weekly questionnaires were sent to 56 Tennessee radio station directors for the week of August 7, 1978, concerning the same packet material. Seventeen of those questionnaires were returned.

Final questionnaires, that focused on overall quality and use of packet material, were sent to 75 Tennessee radio stations that received Scripts and/or Tapes in 1978. Twenty-eight of those final questionnaires were returned.

Performance rating sheets, developed by George Mays, Extension Communication Specialist, were used to rate the technical and content quality of Scripts and Tapes by three Tennessee radio production experts. Experts included John Adkins of Radio Services at UTK, Dr. Herb Howard, Professor in Broadcasting Department at UTK, and David Warner, Radio Farm Director of radio station WMC in Memphis, Tennessee. Each expert made a separate evaluation on each packet for each week of July 31, 1978 and August 7, 1978. The possible performance rating scores ranged from a low of 1 to a high score of 6 for each item evaluated on the rating sheet.

Analysis of Data

In analyzing the data from the weekly questionnaires, the respondents' responses were categorized according to: (1) Which packet(s)

the respondents received; (2) the dates they received them; and (3) the specific questions on the questionnaires.

The data from the final questionnaires was analyzed according to the type of packet(s) respondents received and according to specific questions in the questionnaires.

Data from the performance rating sheets were analyzed according to a descriptive evaluation rating scale on which experts' ratings from 1.0 through 2.0 were considered Poor; 2.1 through 3.4 were considered Fair; 3.5 through 4.9 were considered Good; and 5.0 through 6.0 were considered Excellent. The resultant evaluation ratings of the radio production experts were then added to the opinions of the radio station directors regarding the quality and use of Scripts and Tapes for the weeks of July 31 and August 7, 1978.

III. MAJOR FINDINGS

Background of Extension-Related Radio Work in Tennessee

Regarding brief history of Extension radio in Tennessee. The first informal Extension radio broadcasting in Tennessee began in the 1920's. In 1933 "Radio Farm Flash" was the first daily farm news program broadcasted by the Information Department of the Agricultural Extension Service in Tennessee. This program was produced by USDA. By 1936, Extension radio work in Tennessee was well established and recognized. In March 1937, the University of Tennessee began to broadcast two Extension programs from campus, first through leased wire, then by taping. This programming has continued through 1978.

Regarding general characteristics of Tennessee radio stations.

In 1978 there were 245 radio stations in Tennessee, 157 AM and 88 FM stations operating under Federal Communication Commission (FCC) regulations. According to FCC classification, the stations were categorized by Channel and Class, which referred to location and power. All radio stations in Tennessee used various broadcasting formats in 1978. News, music, and special programming were three important parts of radio formats used in Tennessee. Seventy-six Tennessee radio stations were affiliated with six different radio networks: National Broadcasting Company (NBC), American Broadcasting Company (ABC), Mutual Broadcasting System (MBS), Columbia Broadcasting System (CBS), Mutual Black Network (MBN) and National Black Network (NBN). Most of these stations were affiliates of MBS. For source of news information, 36 stations claimed they used at least one of these sources: Associated Press Radio (APR), Tennessee Radio Network (TRN), United Press International (UPI), National Press Radio (NPR), Volunteer Network, and Delta Farm Network.

Generally, Tennessee radio stations employed a station manager, program director, and a news director. Some stations employed radio farm directors who prepared and presented agricultural programming.

Regarding current Extension radio in Tennessee. The Agricultural Communication Department at UTK within the Institute of Agriculture offered services to the 245 Tennessee radio stations as part of the Cooperative Extension Service. The radio specialists of that department were responsible for: (1) Determining radio training needs of county agents; (2) maintaining good relations between stations and the Department; (3) program planning; and (4) program production.

In 1978, the University of Tennessee Extension radio specialists produced weekly Extension radio packet material for many of the 245 stations in 95 Tennessee counties. The weekly packets included: Better Farming in Tennessee; Tennessee Home and Garden Show; Farm and Home Briefs; and Radio Script Service. These packets included various scripts and tapes concerning agricultural and consumer topics. The packets were available upon request by the radio stations and were produced and mailed on a weekly basis from the University of Tennessee, Knoxville. Stations were allowed to receive one or more of the packets produced.

In 1978, more Tennessee stations, 81, received "Better Farming" than any other packet; 71 received "Home and Garden Show"; 65 received "Radio Script Service"; and 37 received "Farm and Home Briefs." Better Farming consisted of a 10-12 minute taped interview with subject matter specialists and researchers about happenings concerning the Institute of Agriculture and farming information. The Home and Garden Show was also a taped program, consisting of two 5-minute interviews with specialists and researchers about consumer information.

Farm and Home Briefs was a tape containing 8 to 10 features, each lasting about 1 minute. The features, prepared by radio specialists, were useful hints or information about agriculture, general interest topics, and consumer items.

Radio Script Service was relatively new in the Communication Department and was prepared by electronic media specialists. Radio Script Service generally consisted of 10 radio Scripts, each about 1 minute and 10 seconds long, and covered agriculture news and general

information, gardening, and consumer topics. Scripts also contained items of about 10 seconds long, called Spots. The Scripts were color coded, according to topic area, for convenience of radio personnel.

Extension radio programs presented by Tennessee county agents in 1978 were classified by length of time as: spot presentations; 5-minute, 10-minute, 15-minute, 30-minute programs. Fifty-two of the 245 stations carried 5-minute programs; 39 carried 15-minute programs; 26 carried spots of 2 minutes or less; 18 carried 10-minute programs; and only 7 carried 30-minute programs.

Ninety-one of 95 Tennessee market areas broadcasted agricultural programs provided by the University of Tennessee packet service, county Extension personnel, or other sources. Some of the sources for agricultural programming, other than University of Tennessee packet material, were United States Department of Agriculture (USDA), Agricultural Stabilization and Conservation Service (ASCS); Farm Bureau; Commercial Agriculture Companies; Farm Home Administration; Federal Land Bank; Production Credit; the Tennessee Radio Network.

Tennessee Radio Network was used as a source of agricultural programming by 62 Tennessee radio stations. Two of Tennessee Radio Network's significant farm programs were Accent Agriculture and Mid-Day Farm Report, aired at 5:15 a.m. and noontime, respectively. Each program was about 5 minutes long. Agri Net was another Tennessee radio network that provided agricultural programming for 17 local stations.

Evaluation of Radio Script Service and Farm and Home Briefs in July and August of 1978

Regarding distribution of Radio Script Service and Farm and Home Briefs among Tennessee radio stations.

1. There were 38 radio stations that received only Scripts in both July and August of 1978.
2. There were 11 radio stations that received only Tapes in both July and August of 1978.
3. There were 26 radio stations that received both Scripts and Tapes in both months of July and August of 1978.

Regarding information from weekly questionnaires for July 31 and August 7, 1978.

1. Nearly all respondents believed that the numbers and varieties of topics in Scripts for the weeks of July 31 and August 7, 1978 were "About Right."
2. Nearly all respondents believed that the numbers and varieties of topics in Tapes for the weeks of July 31 and August 7, 1978 were "About Right." ✓
3. More respondents used the "Agriculture" items of Scripts for ✓ the week of July 31, 1978, than other items under "Lawn and Garden," "Consumer," "General News," or "Spots." However, only one respondent used "Spot" items even though all the "Spot" items concerned agriculture. No stations used all the script items for that week. All spot items were only 10 seconds long, compared to the agriculture items which were each about 1 minute long.

4. All items of Scripts for the week of August 7, 1978 were used by at least one radio station, but most script items were used by less than one-half the respondents. Most respondents indicated concentrated use of items under one or two script categories.

5. One-half of the respondents did not use any of the features or Tapes for the week of July 31, 1978. The features that were used by the most stations were related to agriculture. Each respondent that used the features used one-half or more of the tape features they received.

6. The only feature of Tapes for the week of August 7, 1978, that was not used by any respondent was the longest feature, "Keeping an Eye on Craft Safety," which was 2 minutes and 6 seconds long. Agriculture-related features were among those used by most respondents.

7. All respondents that gave answers indicated use of at least one additional source for agricultural programming for the weeks of July 31 and August 7, 1978. More used "USDA" as an additional source for agricultural programming than any other additional source. "ASCS" and "Farm Bureau" were the next most widely used additional sources.

8. Most respondents felt that the length of material in Scripts for the weeks of July 31 and August 7, 1978, was "About Right." A few felt the length was "Too Long."

9. Nearly all respondents felt that the length of material in Tapes was "About Right" for the weeks of July 31 and August 7, 1978. ✓

10. Most respondents used Scripts for the week of July 31, 1978, in its original form "As Received," without making any modifications. Only slightly more respondents "Modified" Scripts for the week of August 7, 1978, than used it in its original form.

11. Most respondents used Tapes for the weeks of July 31 and August 7, 1978 in its original form "As Received," without making any modifications.

12. All respondents that gave opinions said that the technical quality of Scripts for the week of July 31, 1978, was "Satisfactory." All the respondents that gave an opinion, except one, stated that the technical quality of Scripts for the week of August 7, 1978, was "Satisfactory," also.

13. All respondents that gave opinions, except one in August, for the weeks of July 31 and August 7, 1978, felt that the technical quality of Tapes was "Satisfactory."

14. Some respondents for the weeks of July 31 and August 7, 1978, made special requests regarding Tapes and Scripts for the future. Among the inquiries were requests for: (1) Special tape features 4-1/2 minutes long and (2) material from Scripts available on Tapes.

Regarding 1978 Information from Final Questionnaires

1. All respondents, except one, that received only Scripts in 1978 reported that they "Always" or "Frequently" used Scripts. Of those respondents that received both Scripts and Tapes in 1978, only one more station "Occasionally" or "Never" used the Scripts than "Frequently" or "Always" used them.

2. All of the respondents that received only Tapes in 1978 reported that they "Frequently" or "Always" used the Tapes. Of those respondents that received both Tapes and Scripts in 1978, only one more station reported that they used Tapes "Always" or "Frequently" than reported "Occasionally" or "Never."

3. Most respondents broadcasted University of Tennessee packet material during 1978 in the daytime. Generally, the most popular times for broadcasting were "8 a.m. to 12 noon," "12 noon to 4 p.m.," and "5 a.m. to 8 a.m.," in that order.

4. All respondents, but one, reported that they had "Regularly Scheduled" (i.e., daily or weekly) broadcasting times for agricultural programming during 1978.

5. More than one-half the respondents wished to receive "More of the Same" type of UTK packet material in the future as they had received in the past. Of those that desired some changes, an equal number of respondents requested material of "Different Lengths" and material with "Different Subject Matter," mainly concerning agriculture.

6. According to additional information for 1978, more radio stations felt that the spot features in Scripts were not very useful or not useful at all, than felt they were useful or very useful. Negative opinions were based on the criticism that the "Spots" were too short.

Regarding the University of Tennessee packet evaluation by expert radio production panel for the weeks of July 31 and August 7, 1978.

1. The performance ratings for "Organization-Content-Message" and "Subject Material" in Scripts for the week of July 31, 1978, were each considered Good, according to the ratings made by the panel of experts. The overall evaluation by the panel was considered Good, also.

2. The performance ratings for "Organization-Content-Message" and "Subject Material" in Scripts for the week of August 7, 1978, were

each considered Good, according to the ratings made by the panel of experts. The overall evaluation by the panel was considered Good, also.

3. Tapes for the week of July 31, 1978, received a rating from the panel of radio production experts that was considered Good in: "Organization-Content-Message"; "Subject Material"; and "Presenter(s) Delivery." The panel's overall rating for Tapes was also Good.

4. Tapes for the week of August 7, 1978, received a rating from the panel of radio production experts that was considered Good in: "Organization-Content-Message"; "Subject Material"; and "Presenter(s) Delivery." The panel's overall rating for Tapes was also Good. Although these experts' average ratings were all considered Good, there were some comments made about an "Audio" problem with some of that particular week's Tapes.

Review of the Situation in Iran Associated with Agricultural Radio and Related Materials

Regarding general information about Iran. Iran has a total area of 1.64 million square kilometers, with a population of 35 million and is located in southwest Asia. Each of Iran's 14 provinces and 7 sub-provinces is divided into counties. Tehran is the capital of Iran. Several languages and dialects are spoken in the country, with the major language being Farsi. An estimated 47 percent of the population lives in villages and about one-third of the population is illiterate.

Regarding land reform movement. Prior to the land reform acts of 1961, Iran maintained a medieval feudal agricultural system with an economically disproportionate stratification of the rural population.

Farmers were treated as serfs by landlords who owned 60 percent of the total farmed land in Iran and who represented only 1 percent of the rural population. The land reform, in five phases, was designed basically to redistribute landholdings and improve the standard of living throughout Iran, especially in rural areas.

As part of the land reform movement, various governmentally controlled organizations were created to deal with rural problems and agricultural needs. Rural Cooperatives, Health Corps, Youth Corps, and extended Extension Services were established. Radio Clubs in Cultural Centers were formed during this time. Despite efforts of the reform, rural services were not increased enough to meet the needs of the changed rural areas, but the reform was generally instrumental in the transition of Iran's socioeconomic and agricultural development in the past 25 years.

Regarding Iranian agriculture. There were basically six categories of farm units in Iran's agricultural system, created by the land reform by 1976: small peasant farms belonging to service cooperatives; farm corporations; small and medium farms belonging to production cooperatives; agri-businesses; commercial farms; and pastoralists.

By 1975, the peasant farms represented 80 percent of Iran's farm families working in traditional agriculture at a subsistence or semi-subsistence level. Improper or lack of irrigation, ignorance of modern technology, low farm productivity, lack of credit, and insufficient Extension services were some of the agricultural problems of this group.

By 1975, the commercial farms, owned by only 20 percent of the

farmers, were producing 80 percent of the marketed surplus in Iran and included 70 percent of the land.

Regarding agricultural Extension in Iran. The Agricultural Extension Service in Iran began in 1953. The Extension Department of the Ministry of Agriculture and Natural Resources was established as the primary Extension agency, consisting of seven divisions: Extension; Development Corps; Rural Youth; Publication; Audiovisual Methods; General Services; and Fair and Shows. Other organizations concerned with Extension work in Iran were the Ministry of Cooperation and Rural Affairs and the Ministry of Energy.

In the past the Extension Service in Iran concentrated its efforts on crops of large farms that represented only 14 percent of rural villages. However, Corps workers worked with peasant farmers on agricultural training projects and Youth Clubs concentrated on agricultural skills of young villagers.

No formal system was developed to make research institutions aware of farm problems, on a systematic basis, and as a result, the Extension Service in Iran has had limited relevant information regarding high-yield technology to convey to farmers in rural areas.

Better coordination between Extension Service and other agencies, better inservice training and refresher courses, and more practical training were among the needs seen for improving Iran's Extension Service in the late 1970's.

Regarding radio history in Iran. Radio broadcasting in Iran began in 1940 and by 1963 plans for a nationwide network had begun. The main

broadcasting stations at that time were Radio Iran, Radio Tehran, and an Imperial Iranian Air Force operated station.

By 1966, Radio Iran (AM) was broadcasting 24 hours a day, and the first FM transmitter started in 1967 for 3 hours a day in Tehran. By 1974, there were 10 FM radio stations in Iran.

In 1969, Tehran had three separate radio programs: one, for all Iran, was broadcasted from Radio Iran; another, Radio Tehran, was for local listeners; and one FM station broadcasted stereo music.

In 1971, the national broadcasting system combined radio and television organizations into one operation and was named the National Iranian Radio and Television.

The number of radios produced, imported, sold, and used in Iran increased rapidly between 1960 and mid-1970's. Among all groups of people, "Urban," "Rural," and "Tribal," "News" was the most popular type of program in the 1970's. It was found that "Tribal" groups listened more regularly to the radio than did "Rural" or "Urban" people.

By 1976, the largest information center of agriculture in the Middle East was started by Iran's Ministry of Agriculture and Natural Resources, and was to have 34 channels that would operate through technical satellite with continued air survey.

Radio Clubs, that were established in Rural Cultural Centers as a result of the land reform, were designed for free membership with the purpose of reviewing and evaluating Extension radio programs. The club members often had interchanges with local stations and requested that special programs be broadcasted.

Regarding Extension radio in Iran and survey in Hamadan

Province. Extension radio in Iran began in 1962 with a 15-minute early morning program that was later increased to 30 minutes. By 1975, the Extension radio program was aired for 3 hours from 5 p.m. to 8 p.m. daily. This program was prepared with the cooperation of the Ministry of Agriculture and Natural Resources, the Ministry of Cooperation and Rural Affairs, the Extension Corps, and the Health Corps.

By 1978, the Extension program was providing the latest information about agriculture and technology. The program also presented questions and answers representing direct communication from the rural peasant population. Special considerations had to be made during program production, related to cultural and subcultural factors.

A survey of farm families taken in Hamadan Province in Iran in 1976 indicated that most of those people questioned owned radios. Most respondents listened to the radio in the evening between 5 p.m. and 7 p.m.; the next most popular listening hours were between 5 a.m. and 6 a.m. Forty percent of the people listened to Radio Dasht Qasvin, a powerful station that relayed Radio Iran to remote parts of Iran, while 20% listened directly to the local station.

Most people surveyed who listened to the Extension radio program believed that the program helped them with their problems and used the information they gained. Those who did not follow the advice of the programs felt the instruction was not understandable or they preferred to use their own methods instead. The respondents most preferred to listen to "Round Table Discussion," "Introduction to New Ag. Technology" and "Answers to Letters" portions of the Extension program.

Regarding potential importance of radio in Iran. Iran's government adopted objectives for mass media that were concerned with strengthening religious foundations and cultural unity; motivating the public to accept new ideas; and encouraging public participation in social responsibilities.

Radio, the most personal form of communication, reached all parts of Iran and was more popular than television or movies because of this. Primarily because of the large percentage of illiteracy in Iran, radio became more effective as a mass medium than publications. It has been a traditional custom of Iranians to rely on personal contact communication rather than on printed information.

Social revolutionary forces and technological advancement helped to make radio, in Iran, the principal medium of mass communication. Radio was used to mobilize and integrate the country, disseminate information, provide cultural and educational programs and present entertainment and music to the people.

Radio was fitted for education in Iran since it was not confined to particular socioeconomic strata, age, or geographic area. Radio was flexible and instantaneous, allowing for adaptation to changing ideas and addressed the "entire" individual which was important in planning programs for subcultural groups in rural Iranian communities.

Thus, radio was especially effective in rural Iran because of its practical content which stimulated peasants to explore new practices in agriculture.

Applications of Findings to Development and Use of Packet Material in Iran

Appropriate steps to consider in any application of the previous findings of this study to the Iranian situation would appear to include the following:

1. In order to develop agricultural radio packet material similar to Radio Script Service (Scripts) and Farm and Home Briefs (Tapes) used in Tennessee, consideration should be given to the most readily available sources of agricultural information and the specific socioeconomic, cultural and agricultural needs of the rural audiences in Iran.
2. Determination should be made concerning the most appropriate recipients of packet material and means of distribution to them.
3. Consideration should be given to the type, form and presentation of topics of radio packet material in relation to the needs and interests of the Iranian rural people.
4. Positive inter and intra-group relation should be established where it does not exist and maintained where it does exist between and among government related organizations, radio stations, and Extension staff and rural people in order to efficiently prepare and present useful packet material.
5. Radio packet material should be prepared as a supplement to existing local Extension work being done in rural areas.
6. For preparation of radio packet material for Iran, a standard criteria for content and technical form should be determined and utilized.
7. Radio packet material should be periodically evaluated.

8. Possibilities of other types of agricultural radio programming suitable to Iran should be considered for use in radio broadcasting.

IV. IMPLICATIONS AND RECOMMENDATIONS

In Tennessee

Limitations of relatively few returns on the July 31 packet questionnaire and incomplete questionnaires weaken many implications that might be drawn from the study findings. However, based on major findings and on the experience and observations of the researcher, the implications listed below were made:

1. Since more Tennessee radio stations used "Better Farming" and "Home and Garden Show," than used "Radio Script Service" or "Farm and Home Briefs" in 1978, more consideration might be given to preparing Scripts and Tapes that constitute "complete" programs rather than just "filler" materials.

2. Since most respondents felt that the numbers and varieties of topics in both Scripts and Tapes for both weeks of July 31 and August 7, 1978, were "About Right," this implies that packet material containing similar numbers and varieties of topics appear to be suited to the broadcasting needs of the radio stations receiving them. However, some respondents did not answer this question.

3. Since more respondents used "Agriculture" script items for the week of July 31, 1978 and tape features for both weeks than used such items concerning other topics, then it is implied that agricultural items may be more useful for radio stations presently served than other topic items considered.

4. Since all respondents that gave answers for the weeks of July 31 and August 7, 1978, indicated use of additional sources for agricultural programming, it appears obvious that packet materials do not meet all the agricultural programming needs of radio stations. "USDA," "ASCS," and "Farm Bureau" were the most used additional sources, thus indicating that the material from those sources was very useful.

5. Since most respondents felt that the length of material in Scripts and Tapes for the weeks of July 31 and August 7, 1978, was "About Right," this would indicate that packet materials of similar lengths should be generally suited to the broadcasting needs of radio stations studied.

6. Since almost all respondents felt that the technical quality of Scripts and Tapes for the weeks of July 31 and August 7, 1978, was "Satisfactory," this would imply that similar UTK packets (Tapes and Scripts) are of acceptable technical quality.

7. Since some respondents made special requests about Scripts and Tapes for the future (e.g., special 4-1/2 minute tape features and script material on tapes), it is implied that these comments should be considered in the future.

8. Since more respondents receiving only one type of packet (Scripts or Tapes) used their material more often than respondents receiving both Tapes and Scripts used their material, it may be implied that stations that receive both types of packets may not use them consistently as often as those stations that receive only one type.

9. Since most respondents had "Regularly Scheduled" broadcasting times for agricultural programming in 1978, it may be implied

that it would be important that packet materials reach the radio stations in sufficient time prior to timely scheduling.

10. Since most respondents used daytime hours for broadcasting UTK packet material and used "8 a.m. to 12 noon," "12 noon to 4 p.m.," and "5 a.m. to 8 a.m." most often, this would indicate that UTK packet material would appear to be most appropriate for daytime audiences listening to the radio stations in the morning and early afternoon hours as seen by station directors.

11. Since many radio stations wished to receive "More of the Same" type of packet material in the future as they had received in the past but some requested changes be made in length of material and subject matter, granting that packets were generally viewed as satisfactory, this would indicate that the general length and subject matter of the packets ought to be routinely considered in an effort to make them appropriate for all radio stations.

12. Since Scripts for the weeks of July 31 and August 7, 1978, were rated by an expert radio production panel and given evaluation ratings that were considered to be Good for "Organization-Content-Message" and "Subject Material," and overall performance in general, it may be implied that the technical and content quality of Scripts for those weeks were acceptable.

13. Since Tapes for the weeks of July 31 and August 7, 1978, were rated by an expert radio production panel and were given ratings that were considered Good in "Organization-Content-Message," "Subject Material," and "Presenter(s) Delivery," and overall performance in general, it may be implied that the technical and content quality

of the Tapes for those weeks were acceptable.

14. Since the respondents generally expressed positive opinions related to quality and usefulness of Scripts and Tapes for the weeks of July 31 and August 7, 1978, and since the evaluation of the same packets by the expert radio production panel was Good, it may be implied that the evaluations of the expert panel members and radio station directors support each other.

Based on the results of this study, the following recommendations were made:

1. Regular periodic assessment of individual agricultural broadcasting needs of Tennessee radio stations could be conducted, focusing on their use of UTK packet material. Also, between periodic assessments, radio stations might be contacted monthly for indication of their desire to continue or discontinue packet materials for the following month.

2. Periodic evaluation of UTK packet materials should be made by both radio stations and outside radio production experts on a regular basis to help insure that packet materials will continue to be of acceptable quality.

3. Basically, the same type of packet materials should be produced in the future with the exception of some changes in length and subject matter based on some specific needs reported by the radio stations. The possibility of some further change in length of Script items should be investigated by the Communication staff.

4. Packet material should be planned with consideration that radio stations studied generally used USDA, ASCS, Farm Bureau and other

additional sources for their agricultural programming; repetition and coordination should be factors of consideration.

5. The specific hours of regularly scheduled agricultural programs of radio stations should be investigated and considered when topics are chosen by the UTK Communication staff for Tapes and Scripts.

6. Regular attention should be paid to the technical quality and style of presentation of packet material, especially Tapes, to insure consistently good quality.

In Iran

Based on the findings of the review of the situation in Iran, the following implications were made:

1. Since Extension Service has been relatively unsuccessful in introducing high-yield technology in Iran and since there was no formal system that made research institutions aware of farm problems on a systematic basis, this indicates that there may be need for regularly scheduled coordinated communication between Extension Service and research institutions to acquaint the latter with real problems farmers face.

2. Since better coordination between Extension Service and other agencies, better inservice and refresher courses, and more practical training were needs for improving Iran's Extension Service, it may be implied that a coordinated program needs to be initiated where interagency participation and practical training of Extension work would be combined for better meeting agricultural needs in the rural communities.

3. Since radio clubs of the Rural Cultural Centers have received and evaluated Extension radio programs and since two-way communication exists between the club members and radio stations, concerning programs and their evaluations, rural people appear to have at least an indirect "in-put" into local Extension radio programming.

4. Since special consideration may be given in Extension radio program production to cultural and subcultural factors, and since radio is flexible enough to allow for adoption of new ideas and to address the "entire" individual, it is implied that the special broadcasting needs of subcultural groups that exist within the rural communities in Iran can be met by proper radio program planning and production.

5. Since most rural respondents of Hamadan survey listened to radio between 5 p.m. and 7 p.m. and between 5 a.m. and 6 a.m., it is implied that those hours in Hamadan might be given first consideration in planning agricultural broadcasts to reach the rural audiences in Iran.

6. Since more respondents of the Hamadan survey listened to relayed programs of Dasht Qasvin, than to local stations, it is implied that Dasht Qasvin is more popular than local stations for various reasons of which broadcasting power and program quality may be included and Extension should coordinate accordingly.

7. Since the most popular items of the Extension program for the Hamadan respondents included talks by specialists, new technological information, and responses to letters from the rural audience, then it may be implied that timely agricultural information and information

about individual agricultural problems may be the subjects of most interest and concern to the rural audience.

8. Since radio has become the most popular, important and widely used form of mass media in Iran and was used more regularly by "Tribal" groups than "Urban" or "Rural" people, this would indicate that radio could be an especially valuable tool for the Extension Service to use in disseminating agricultural news and information in "Tribal" areas.

9. Since one-third of Iran's population was found to be illiterate and nearly one-half live in rural areas and since radio is well-suited for education in Iran, it is implied that Extension radio should be useful in educating rural people whatever the subject.

10. Since news was the most popular type of radio program for all groups (i.e., urban, rural and tribal) in Iran, it is implied that the best type and format for broadcasting agricultural information would be in the form of "News."

11. Since Extension radio was effective in rural Iran because of its practical content and since radio has been known to be a powerful agent in motivating group action, it is implied that Extension radio may be used to aid in group formation and community action to institute agricultural and rural changes.

Based on the results of this study concerning Tennessee packet material and the agricultural radio situation in Iran, the following recommendations were made:

1. Extension Service in Iran could act as a liaison between the rural people and research institutions by reporting specific farm

problems on a formal periodic basis. Use could be made of Iran's agricultural information center in finding solutions to the farming problems.

2. Extension Service could direct more attention to the needs of small farmers by planning to work more closely with them on seasonal problems and crop production.

3. Agricultural radio packet material similar to Radio Script Service and Farm and Home Briefs used in Tennessee could be prepared by the Extension Service in Tehran, where sources of agricultural information are readily available, after the needs of rural audiences are surveyed. The packets should be distributed to local rural stations for broadcasting. The packets should be in the form of Scripts and Tapes, on a verbal level easily understandable by illiterate audiences and people with little education. Local radio station staff could modify some of the material to conform to local dialectic language. Local stations could make copies of the packet material for Cultural Center for reference or reuse by radio clubs or area listeners.

4. Packet material developed for Iran's rural broadcasting should be aired in the early morning hours between 5 a.m. and 6 a.m. and/or between 5 p.m. and 7 p.m. for best utilization.

5. The topics of radio packet material in Iran should include talks by specialists and agricultural information relevant to current local problems. The material could be prepared for presentation in news form which appears to appeal to most Iranian rural people.

6. Radio packet material in Iran should include appropriate other educational material (i.e., consumer topics) in addition to

agricultural subjects. Packets for particular areas of Iran could be prepared with consideration of localized interests and needs.

7. Use should be made of radio clubs in Iran for the purpose of participating in learning from and evaluating packet material broadcasted on local stations. The radio club members could make suggestions and requests to local stations for special listening needs related to the content of packets used in their local areas. The established communication between local stations and radio clubs should be recognized and used as an important link between the rural people, stations, and Extension staff working with the stations in preparing and presenting packet material.

8. Radio packet material should be supplementary to local Extension work being done in rural areas and should be prepared so as to encourage community action in instituting desirable agricultural and rural changes and in accomplishing transition to new customs, practices, changes in attitudes, skills, and social norms.

9. Periodic evaluation of packet material in Iran should be made by panels of experts, local radio stations, radio clubs, rural people and listening audiences, concerning technical and content quality and usefulness of the packet material.

10. Local radio stations should be encouraged and assisted by Extension radio workers to develop their own Extension radio programs and agricultural radio material that would be adapted to local agricultural conditions and socioeconomic situations.

11. Criteria appearing in the radio performance rating sheets developed by Mays (see Appendix C) should be referred to and used as a

basis for developing and presenting Extension radio packet material like that evaluated in the present study.

12. Regarding the scheme developed in this thesis for packet material preparation, use and evaluation in Iran, it is hereby recommended that it be adopted in Iran.

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APPENDIXES

APPENDIX A

SCRIPT AND TAPE PACKETS

RADIO
TELEVISION
NEWS

The University of Tennessee
Institute of Agriculture
P. O. Box 1071
Knoxville, Tennessee 37901

Office of Communications
Phone: (615) 974-7142

RADIO AND TELEVISION SCRIPT SERVICE
For Release: Week of July 31, 1978

GREEN - AGRICULTURE

Foreign Investment In American Farms (1:10)
Fall Pasture Fertilization (1:00)
Seed Early For Better Alfalfa (0:40)
Your Dairy Herd Should Be On Official Test (1:15)

YELLOW - LAWN & GARDEN

How To Prepare Vegetables For Fair Exhibits (1:05)
Storing Onions and Hot Peppers (1:05)

PINK - CONSUMER

Calories and Nutrients (0:55)
Peaches Are Plentiful (0:45)

BLUE - GENERAL NEWS

1978 4-H State Roundup (1:15)

WHITE - SPOTS

Soil Test For Fall Pasture (0:10)
Alfalfa Needs Soil, Not Dust (0:10)
Hired Farmworkers (0:10)

RADIO
TELEVISION
NEWS

The University of Tennessee
Institute of Agriculture
P. O. Box 1071
Knoxville, Tennessee 37901

Office of Communications
Phone: (615) 974-7142

Contact: David M. Songer
For Release: Week of July 31, 1978

FOREIGN INVESTMENT IN AMERICAN FARMS

Time: 1:10

Foreigners are buying farmland in Tennessee and many other states in the union. And we all know who the buyers are . . . those oil-rich Arabs . . . right? Wrong!

The buyers are wealthy investors from Europe and Latin America who see the political stability of the United States as more than offsetting the relatively low return on investment that farmland gives.

Just how much land has been purchased by foreign investors is very difficult to determine. Last year about two-and-one-half billion dollars were invested in the United States on everything from manufacturing plants to hotels and shopping centers. A Belgium based research organization has estimated that some 30 percent of the total two-and-a-half billion was for the purchase of farmland.

As the American dollar weakens in comparison with other currencies, our farmland will become a better and better buy. This is the exact opposite of the situation that American investors have become used to since the second world war.

So far, the percentage of American farmland owned by foreign interests is very small and is just one more facet of the rapidly changing world economic climate.

RADIO
TELEVISION
NEWS

The University of Tennessee
Institute of Agriculture
P. O. Box 1071
Knoxville, Tennessee 37901

Office of Communications
Phone: (615) 974-7142

Contact: David M. Songer
For Release: Week of July 31, 1978

FALL PASTURE FERTILIZATION

Time: 1:00

Seeding a permanent pasture this fall? Fertilization and liming are key factors for a successful pasture and now is the time to start considering your needs in this area. Fertility and lime problems can be more easily dealt with before seeding. As a matter of fact, it is almost crucial that lime be applied as needed before the seeds are in the ground.

The effects of lime applied as a topdressing move downward in the soil at a slow rate. However, when applied before seeding and worked into the soil, a better distribution is achieved and may even correct the pH for the life of the seeding.

The same principle applies to phosphate and potash, although in low fertility situations these nutrients may be used effectively as an annual topdressing.

After all, the objective of fall seeding of permanent pasture is to establish a stand of grass and legume that will be productive for several years. Start now and do it right--and you'll achieve the objective.

For more information on pasture management contact your local Agricultural Extension Service office.

RADIO
TELEVISION
NEWS

The University of Tennessee
Institute of Agriculture
P. O. Box 1071
Knoxville, Tennessee 37901

Office of Communications
Phone: (615) 974-7142

Contact: David M. Songer
For Release: Week of July 31, 1978

SEED EARLY FOR BETTER ALFALFA

Time: 0:40

Early seeding of alfalfa means earlier growth, more winter-hardy plants, less crown rot disease, and better survival from weevil damage.

But to get these results, you need to seed between August 15 and September 1.

Soil testing, proper seedbed preparation, correct seeding rates and proven varieties are necessary for a good crop. Have your soil tested now to find out how much lime and fertilizer is needed.

If the seedbed is well prepared, fertilized, limed, and firm--and you get a good rain--go ahead and seed while you have the moisture. Early seeding means larger and stronger plants before frost.

Contact your county Agricultural Extension Service office for more detailed information on your alfalfa crop.

RADIO
TELEVISION
NEWS

The University of Tennessee
Institute of Agriculture
P. O. Box 1071
Knoxville, Tennessee 37901

Office of Communications
Phone: (615) 974-7142

Contact: David M. Songer
For Release: Week of July 31, 1978

YOUR DAIRY HERD SHOULD BE ON OFFICIAL TEST

Time: 1:15

It's more important than ever for a dairyman to keep individual records on his cows. Not all cows need the same amount of feed, and with the cost of grain today you can't afford to over-feed your animals. As simple a record keeping procedure as recording milk weights on each cow one day of the month can give you the information you need.

Last year cows on official test in Tennessee averaged 3-1/2 pounds of milk per cow more than all cows in the state. With the price of milk ten dollars per hundred weight, this amounts to an additional 355 dollars per cow. Multiply this times the number of cows in your herd and you'll have the extra income that putting your herd on test would give you.

One reason that cows on official test produce more than the average cow is because the data which the dairyman receives answers important but basic herd management questions. Another reason for good record keeping is that your cows will bring a better price at auction or sale time if the buyer receives a record of production with the cow.

For more information on the Official Test program check with your county Agricultural Extension Service office.

RADIO
TELEVISION
NEWS

The University of Tennessee
Institute of Agriculture
P. O. Box 1071
Knoxville, Tennessee 37901

Office of Communications
Phone: (615) 974-7142

Contact: Elaine K. Wiedemann
For Release: Week of July 31, 1978

HOW TO PREPARE VEGETABLES FOR FAIR EXHIBITS

Time: 1:05

Fair time is here again and many growers will be preparing fruits and vegetables for entry in many shows.

The first rule of thumb in preparing fair entries is to consult the fair catalog. It usually specifies the number and size for the exhibit, how it should be displayed, and the class and low number. Read and follow the rules and avoid possible disqualification and disappointment.

Alvin Rutledge, University of Tennessee Extension small vegetable specialist, explains that often many other suggestions may be found in the fair catalog. For example, it may state that the exhibit should be uniform in size, color and type.

Avoid preparing fruit and vegetable entries a week or two ahead of the fair. They will become discolored, shriveled and unattractive. Always prepare the exhibit just before it is entered and it will remain fresh and colorful during the fair.

Wipe the entries clean with a soft, damp cloth and place in the proper container. In many cases, the fair will furnish containers for the display. If not, select containers which will display the entry most attractively.

RADIO
TELEVISION
NEWS

The University of Tennessee
Institute of Agriculture
P. O. Box 1071
Knoxville, Tennessee 37901

Office of Communications
Phone: (615) 974-7142

Contact: Elaine K. Wiedemann
For Release: Week of July 31, 1978

STORING ONIONS AND HOT PEPPERS

Time: 1:05

Garden fresh onions and hot peppers can be successfully stored for long periods of time under proper conditions.

Richard Winston, Extension plant and soil science specialist, explains that onions should be well ripened and thoroughly cured to keep well in storage. Pull the onions from your garden about the time the tops fall over. Dry rapidly. Before storing the mature onions, check to see that they are thoroughly dry. One simple way to assure that they are dry is to observe the neck region making sure that it is completely dry.

Onions should be stored dry in a well-ventilated area. Do not store in basements or cellars. Use well-ventilated containers, such as mesh bags or slatted crates. These containers then should be placed so that air can circulate around the vegetables.

Store hot peppers by pulling the plants, then allowing them to dry. The pods can be removed and the peppers strung up on a line for drying. They should be stored in a dry, well-ventilated area.

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For Release: Week of July 31, 1978

CALORIES AND NUTRIENTS

Time: 0:55

Are calories the only thing to think about when selecting a food? Think again . . . what else does the food contain besides calories?

Anyone interested in cutting down on the number of calories they consume also needs to pay special attention to the nutritional content of the food. As the calories go down it becomes increasingly important that foods with a high nutrient density be chosen.

Etta Mae Westbrook, University of Tennessee Extension health specialist, explains that nutrient density is a term used to describe the number of calories compared to the number of nutrients a given food contains. Low nutrient density means that a food is high in calories but low in the amount of protein, vitamins and minerals it contains. Foods with a high fat or sugar content are generally low nutrient density foods. High nutrient density foods contain large amounts of protein, vitamins and minerals in comparison to the number of calories. Most fruits and vegetables would be high nutrient density foods.

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PEACHES ARE PLENTIFUL

Time: 0:45

A luscious treat for all time, a fresh peach is appropriate for breakfast, lunch, dinner or snacktime.

Good quality peaches should be bright and fresh with a yellow or creamy background color. Part of the surface usually has a red or pinkish blush. Choose peaches that are firm, but not hard. Peaches that are hard, with a green ground color, may not ripen. Unless they are for immediate use, avoid soft peaches.

The best varieties for canning and freezing are those that have firm flesh and do not darken easily when exposed to air. The earlier peaches to ripen in Tennessee are the Cardinal and Dixiered, both yellow clingstone peaches.

One of the most popular of the early varieties is the yellow-fleshed Redhaven. The Redhaven is a freestone, highly colored and excellent for serving fresh, for freezing, but not as well adapted for cooking such as in pies and other desserts as some of the later varieties.

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Contact: Elaine K. Wiedemann
For Release: Week of July 31, 1978

1978 4-H STATE ROUNDUP

Time: 1:15

More than 550 4-H delegates and adult leaders from all areas of Tennessee will be attending the 1978 4-H State Roundup held at the University of Tennessee, Knoxville. The event, August 7th through 11th, will highlight various special activities for senior high 4-H club members.

Project demonstrations given by district winners will be the main feature of the Tuesday morning program. These 4-H'ers will be vying for state awards that will lead them to national competition and possible college scholarships. Winners in each of the project areas will be announced at the Awards Banquet held Tuesday evening at the Student Center.

Wednesday has been selected as the day for college tours. Dr. Edward Boling, President of the University of Tennessee, will speak to the entire assembly after which they will be given the opportunity to tour the college of their choice. Staff members from various departments will be available to discuss the curriculum with the 4-H'ers.

Dr. Charles Gibboney, Bristol, Tennessee will speak to the delegation on Thursday morning. Dr. Gibboney is well received by 4-H'ers for his enthusiasm and love for America. The final assembly on Thursday evening will feature the announcement of state winners in Achievement,

1978 4-H STATE ROUNDUP (Continued)

Agriculture, Consumer Education, and Food Safety. The Vol State Awards Ceremony and initiation of the 1978-79 State 4-H council will conclude the program.

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Contact: David M. Songer
For Release: Week of July 31, 1978

SOIL TEST FOR FALL PASTURE

Time: 0:10

If you're seeding permanent pasture this fall, now is a good time to have your soil tested to determine fertilizer and lime needs. Contact your county Agricultural Extension Service office for more information.

ALFALFA NEEDS SOIL, NOT DUST

Time: 0:10

Don't plant alfalfa in a dust bed. The hot dry soil will kill the nitrogen fixing bacteria causing the alfalfa to turn yellow in the spring and grow poorly. Get the seedbed ready early and wait for rain before seeding.

HIRED FARMWORKERS

Time: 0:10

Of the nation's three million hired farmworkers, 8 percent are migrants and only 12 percent work on farms the year-round. One fourth of all hired farmworkers are located in the southeastern states.

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FARM AND HOME BRIEFS

For Release: Week of July 31, 1978

The enclosed tape contains the following recorded features:

Short No. 1 - David M. Songer says estate taxes can take a big bite.

0:52 One Voice: Songer

Opening: "Federal and state inheritance taxes . . ."
Closing: ". . . David M. Songer reporting."

Short No. 2 - Elaine Wiedemann discusses high blood pressure.

0:55 One Voice: Wiedemann

Opening: "Do you know your own . . ."
Closing: ". . . Institute of Agriculture."

Short No. 3 - David M. Songer reports on swine conference set for November.

0:47 One Voice: Songer

Opening: "The third Tennessee Swine . . ."
Closing: ". . . David M. Songer reporting."

Short No. 4 - Elaine Wiedemann talks about USDA cash payments to make up "shortfall" in commodity donations.

1:04 One Voice: Wiedemann

Opening: "Acting Secretary of Agriculture . . ."
Closing: ". . . Institute of Agriculture."

Farm and Home Briefs (Continued)
Week of July 31, 1978

Short No. 5 - David M. Songer reports on breeds and beans.

1:01 One Voice: Songer

Opening: "Today's soybean farmer . . ."

Closing: ". . . David M. Songer reporting."

Short No. 6 - Elaine Wiedemann talks about keeping cool this summer.

1:17 One Voice: Wiedemann

Opening: "You can make a difference . . ."

Closing: ". . . Institute of Agriculture."

Short No. 7 - David M. Songer reports African swine fever confirmed
in the Dominican Republic.

1:10 One Voice: Songer

Opening: "The spread of African swine fever . . ."

Closing: ". . . David M. Songer reporting."

Short No. 8 - Brucellosis continues to be a problem in the Southeast.
A dairy farmer in Tennessee tells his story.

2:12 Two Voices: Anderson and Hill

Opening: "The stepped-up . . ."

Closing: ". . . in Washington."

Short No. 9 - Help for gray-looking clothes.

1:21 One Voice: Radar

Opening: "Clothes can become grayed . . ."

Closing: ". . . a longer period in dirty water."

THERE IS A 10-SECOND PAUSE BETWEEN EACH BRIEF.

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RADIO AND TELEVISION SCRIPT SERVICE
For Release: Week of August 7, 1978

GREEN - AGRICULTURE

Test Corn Silage At Harvest (1:00)
Protect Your Hearing (0:50)
Preparing The Mare For Breeding (0:50)
Cattle Inventory Continues Decline (1:20)
Cattle Poisoning Is A Threat During Hot Weather (1:05)

YELLOW - LAWN & GARDEN

Sidedress Strawberries With Nitrogen In August (1:00)

PINK - CONSUMER

Housing For The Elderly (1:05)
Using Bacon (0:50)
Your Child May Suffer From A Calcium Deficiency (0:50)

BLUE - GENERAL NEWS

YF&H To Camp At Woodlee, Mid-August (1:10)
Tobacco Experiment Station Field Day (1:00)

WHITE - SPOTS

Cold Water Removes Sticky Foods (0:12)
"Soured" Milk Can Be Good For You (0:10)
Coffee Stimulates In More Ways Than One (0:12)
Fatigue Causes Accidents (0:15)

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Phone: (615) 974-7142

Contact: David M. Songer
For Release: Week of August 7, 1978

TEST CORN SILAGE AT HARVEST

Time: 1:00

Corn silage is the foundation of many dairy and beef cattle feeding programs in Tennessee.

Testing your corn silage for nutrient content can assist you in planning efficient feeding practices. A problem with testing corn silage is that you normally don't want to open the silo until it's time to use the silage. If a sample is taken at this time, the feeding process will be started ten days to two weeks before the forage results are received.

To avoid this problem, a satisfactory sample can be taken at harvest time. Samples should be taken from the silage wagons or at the blower. Portions of the sample should be taken several times throughout the filling of the silo. These portions should be mixed thoroughly for the composite sample to be tested. These portions of the samples should be kept in moisture proof containers until they are combined. If this involves a period of more than one day, they should be refrigerated.

A moisture proof mailing package is essential for sending the composite sample to the laboratory. Mailing materials and information are available at your local Agricultural Extension Service office.

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Phone: (615) 974-7142

Contact: David M. Songer
For Release: Week of August 7, 1978

PROTECT YOUR HEARING

Time: 0:50

An army of tractors is roaring across Tennessee's fields and pastures this summer. That roar could be troublesome. Noise from a tractor can cause a hearing loss to the operator.

Here are some things to watch out for. First, tractor noise should not prohibit talking to another person from the operator's position.

Second, if your ears ring or you experience head noises after a day's work--something is wrong. Any buzzing or ringing should stop when the engine does.

Another symptom is the sensation that sounds are muffled after a day's work. This temporary hearing loss may disappear in a few hours, but it is still dangerous.

If you have any of these symptoms, have your hearing checked by your doctor. Noise levels can be harmful without causing pain.

For more farm safety tips, see your county Agricultural Extension Service office.

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Contact: David M. Songer
For Release: Week of August 7, 1978

PREPARING THE MARE FOR BREEDING

Time: 0:50

The key to any equine breeding program is a properly conditioned mare. Good conditioning depends primarily upon adequate nutrition, the right amount of exercise, and proper preventive medicine. A sound immunization and parasite prevention and control program is absolutely essential for maximum reproductive efficiency.

Worm mares every six to eight weeks with appropriate medications to prevent and control infestation by internal parasites such as bots and pinworms.

The highest rate of conception occurs when mares are in good physical condition, neither too fat nor too thin. It is particularly important to prevent barren or maiden mares from getting too fat.

For more information on help with your equine breeding program contact the Agricultural Extension Service office in your county.

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Contact: David M. Songer
For Release: Week of August 7, 1978

CATTLE INVENTORY CONTINUES DECLINE

Time: 1:20

The mid-year cattle inventory report released by the U.S. Department of Agriculture July 26th showed a 7 percent reduction in cattle and calves in the U.S. and an 18 percent reduction in Tennessee from July a year ago. At 2.7 million this is the sharpest year-to-year reduction we have seen in Tennessee since numbers peaked near 3.5 million in 1975, according to Emmitt L. Rawls, University of Tennessee Extension marketing economist. Thus far, most producers have not begun to rebuild their cow herd. In fact, there is strong evidence that several producers have sold out since the improvement in cow prices earlier this year. Beef cows in Tennessee totaled 1,121,000 head, down 15 percent from last July and 18 percent from July, 1975. Beef replacement heifers were 28 percent fewer in Tennessee than a year ago.

Feeder cattle supplies in the U.S. are estimated to be 10 percent smaller than a year ago. Steers over 500 lbs. were down 24 percent in Tennessee and 4 percent in the U.S. Steers, heifers and bulls weighing less than 500 lbs. were 20 percent fewer than a year ago in Tennessee, but 9 percent fewer in the U.S. This reduction in feeder cattle supplies will have a positive effect on feeder calf prices this fall and will probably help maintain the current price level. We frequently see some

CATTLE INVENTORY CONTINUES DECLINE (Continued)

price decline in the fall. This year's prices for feeder calves will also be influenced by the profitability of cattle being sold out of feedlots during the September-November period and the level of corn prices.

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Contact: David M. Songer
For Release: Week of August 7, 1978

CATTLE POISONING IS A THREAT DURING HOT WEATHER Time: 1:05

Hot dry August weather can bring more problems than just heat to Tennessee cattlemen.

Blue-green algae thrive in ponds and slow moving streams during hot weather. At the same time reservoirs and ponds are shrinking, and cattle may be tempted to drink water which they would ordinarily avoid.

If conditions are right, a quart of water containing blue-green algae and their toxins can kill a six week old calf in three hours.

Signs of algae poisoning are staggering, muscle twitching, gasping for air, and convulsions. Since these signs are much like those of other poisonings and cattle diseases, the local veterinarian will probably be needed to determine the cause of death and prescribe treatment for any other affected animals.

The veterinarian can often identify ponds and areas within his practice area in which the conditions for blue-green algae growth are right. Your local Agricultural Extension Service agent is also trained to identify possible cattle poisoning sources.

For more information see your vet or call your county Agricultural Extension Service office.

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Phone: (615) 974-7142

Contact: Elaine K. Wiedemann
For Release: Week of August 7, 1978

SIDEDRESS STRAWBERRIES WITH NITROGEN IN AUGUST Time: 1:00

Strawberries are forming fruit buds for next year's harvest in August. They are also setting new runners which should have sufficient nutrition for full development. It is important that berries should receive nitrogen sidedressings during August to promote full fruit bed development and good root establishment of new runners. Failure to sidedress at this time reduces the number and size of the berry crop.

Alvin Rutledge, University of Tennessee Extension small fruits specialist, recommends sidedressing strawberries with 30 to 45 pounds of nitrogen per acre. For the home gardener, this is equivalent to 2-1/2 pounds of ammonium nitrate per 1,000 square feet. For best results, broadcast nitrogen over the top of the foliage when it is dry. If nitrogen sticks to the foliage, brush it off to avoid burning the foliage.

It is best to apply nitrogen in August rather than the spring of the fruiting year. Early spring applications may reduce yields early in the season, delay ripening, and produce softer fruit which is more susceptible to decay. Proper timing of fertilizer is important for high yields of high quality berries.

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Contact: Elaine K. Wiedemann
For Release: Week of August 7, 1978

HOUSING FOR THE ELDERLY

Time: 1:05

Will there come a time when you'll need to help an older parent find another place to live? Do you tell your friends you dread the day you might have to look for a nursing home? Perhaps it's time to stop dreading and start looking . . . now . . . before there is a crisis.

Fortunately, older people have more choices today about where to live and how. In the past, housing facilities for the elderly often segregated people according to their physical problems. Today, more communities are creating residential centers that offer a variety of living styles . . . centers which consider people's social and intellectual lives as well. There are also areas for people who want to keep up their own homes. "Meals on Wheels," home health aides plus domestic and home repair services are growing in many towns.

Give it some thought and planning now for a wiser decision later. Consult your local office for the aging or look for the new directories on retirement housing available in many libraries and book stores.

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Contact: Elaine K. Wiedemann
For Release: Week of August 7, 1978

USING BACON

Time: 0:50

Bacon is an expensive item on today's grocery list. There are, however, several things that you can do to help economize and get the best use out of the bacon you buy.

Etta Mae Westbrook, University of Tennessee Extension health specialist, recommends that you consider purchasing those packages that are marked "ends and mixed pieces." These packages are less expensive but they have all the flavor of higher grade bacon.

Bacon that has been cooked but not eaten can be frozen. The frozen pieces can be used later for flavoring, texture and appearance in corn chowder, fried rice, green beans, scrambled eggs and wilted salad greens.

Bacon drippings also have a useful purpose. These drippings are ideal for frying eggs or for flavor in cooked vegetables.

Whatever method that you use bacon for cooking, you will find that it is a completely edible product.

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Phone: (615) 974-7142

Contact: Elaine K. Wiedemann
For Release: Week of August 7, 1978

YOUR CHILD MAY SUFFER FROM A CALCIUM DEFICIENCY Time: 0:50

Your child may be suffering from a mild or possibly serious deficiency of calcium--one of the nutrients essential for growth and proper development of bones and teeth. As a rule, children who do not consume milk or other dairy products fail to get enough calcium in their diet. Since most other foods contain very small amounts of this nutrient, it is difficult to get the quantities necessary to meet calcium needs.

Reba Hendren, University of Tennessee Extension nutritionist, explains that in a recent survey conducted in Tennessee revealed that only 40 percent of the children in households contacted were drinking the recommended three to four glasses of milk each day.

Milk is a good source of many nutrients in addition to calcium; namely, protein, phosphorus, several B vitamins, vitamin A, vitamin D and calories.

Nutritious and delicious milk is available in a variety of convenient forms for you and your child. Keep in mind that very few foods will supply as many nutrients.

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Contact: Elaine K. Wiedemann
For Release: Week of August 7, 1978

YF&H TO CAMP AT WOODLEE, MID-AUGUST

Time: 1:10

Tennessee's Young Farmers and Homemakers (YF&H) 33rd annual leadership camp is scheduled for August 16 to 20th at Camp Woodlee which is located near McMinnville.

George Foster, University of Tennessee professor and leader of state 4-H Clubs explains that the camp week will include a variety of activities. Events such as floating down the Collins River, swimming, boating, spelunking, square dancing and singing are just some of the recreational highlights.

Educational activities will be conducted by a number of UT Agricultural Extension specialists. As an example, Dr. Clyde Lane will be working with an interested group in the area of beef. Dr. James Byford, UT Extension wildlife specialist, will lead a nature hike and discussion on wildlife around the camp area. Educational activities in crafts will be conducted by Mrs. Martha Marklin, Montgomery County.

Mr. and Mrs. Kyle Phillips, Warren County, are co-chairpersons for the camp. Assistants are Oliver Cook, assistant professor, 4-H Club; and Murray Miles, Tennessee Farm Bureau Federation, Columbia. Dr. George Foster and one Extension agent from each district from across the state will also assist.

YF&H TO CAMP AT WOODLEE, MID-AUGUST (Continued)

Advance registration for the camp is not required. For further information contact the local county Extension or Farm Bureau offices.

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Phone: (615) 974-7142

Contact: George C. Mays
For Release: Week of August 7, 1978

TOBACCO EXPERIMENT STATION FIELD DAY

Time: 1:00

An agricultural field day featuring current research in burley tobacco production and marketing will be held at the Tobacco Experiment Station on Wednesday, August 9th. Tours of the research facility . . . located five miles south of Greeneville . . . will begin at 8:30 a.m. The program will continue until 2:30 p.m.

Agricultural research scientists from Greeneville and the University of Tennessee Agricultural Experiment Station headquarters at Knoxville will be stationed at their project areas to show and discuss their experiments. The six research projects included in the program are: tobacco variety testing, nitrogen fertilization of tobacco, tobacco insect control, using chemicals for sucker control, herbicide effects on tobacco, and labor requirements for tying, baling, and sheeting tobacco in preparation for marketing.

The afternoon program will feature a panel discussion on tobacco outlook. The panelists are: Robert Austin of Austin Tobacco Company, Robert Miller, U.S. Department of Agriculture, Earl Scott of Phillip Morris Tobacco Company, and J. D. Shiffert of R. J. Reynolds Tobacco Company. They will answer farmers' questions relating to tobacco marketing and price outlook.

TOBACCO EXPERIMENT STATION FIELD DAY (Continued)

Visitors are encouraged to bring samples of plant diseases and insect pests from their tobacco fields for identification and recommended control practices.

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Office of Communications
Phone: (615) 974-7142

Contact: David M. Songer
For Release: Week of August 2, 1978

COLD WATER REMOVES STICKY FOODS

Time: 0:12

Always use a cold water rinse to remove foods such as eggs, milk, cheese, rice, or oatmeal. Hot water will cook these foods onto plates and utensils, making them even more difficult to remove.

"SOURD" MILK CAN BE GOOD FOR YOU

Time: 0:10

Yogurt and buttermilk are produced from fresh milk that has been soured by beneficial bacteria cultures. These products are examples of "cultured" milk.

COFFEE STIMULATES IN MORE WAYS THAN ONE

Time: 0:12

Caffeine. Your average cup of coffee contains from 100 to 150 milligrams of the stuff. The zip you get from your morning coffee is a result of the caffeine acting as a cerebrospinal, circulatory, and renal stimulant.

FATIGUE CAUSES ACCIDENTS

Time: 0:15

Pace yourself in your work to avoid becoming fatigued. Fatigue lowers your work efficiency and increases the opportunities for accident-producing mistakes. Take an occasional break to refresh yourself and reduce the odds of having a time-consuming accident.

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FARM AND HOME BRIEFS

For Release: Week of August 7, 1978

The enclosed tape contains the following recorded features:

Short No. 1 - Elaine Wiedemann talks about two garden pests.

0:57 One Voice: Wiedemann

Opening: "Two of the more . . ."

Closing: ". . . Institute of Agriculture."

Short No. 2 - David Songer reports on the newly expanded USDA export assistance program.

1:12 One Voice: Songer

Opening: "The Commodity Credit Corporation . . ."

Closing: ". . . David Songer Reporting."

Short No. 3 - Farm accidents are your concern explains Elaine Wiedemann.

0:39 One Voice: Wiedemann

Opening: "Are you aware that . . ."

Closing: ". . . Institute of Agriculture."

Short No. 4 - David Songer discusses Tennessee Fairs.

1:11 One Voice: Songer

Opening: "The first of 62 fairs . . ."

Closing: ". . . David Songer reporting."

Farm and Home Briefs (Continued)
Week of August 7, 1978

Short No. 5 - Elaine Wiedemann explains why it's important to keep an eye on craft safety.

2:06 One Voice: Wiedemann

Opening: "Working on a craft . . ."

Closing: ". . . Institute of Agriculture."

Short No. 6 - David Songer says don't let your pet get ticked off.

1:13 One Voice: Songer

Opening: "Don't let your pet . . ."

Closing: ". . . David Songer reporting."

Short No. 7 - Elaine Wiedemann talks about problems with sheets.

0:53 One Voice: Wiedemann

Opening: "Helen Rader related . . ."

Closing: ". . . Institute of Agriculture."

Short No. 8 - David Songer discusses food coupons.

1:32 One Voice: Songer

Opening: "Over \$500 million . . ."

Closing: ". . . David Songer reporting."

THERE IS A 10-SECOND PAUSE BETWEEN EACH BRIEF.

APPENDIX B

WEEKLY AND FINAL SURVEY FORMS

The University of Tennessee
Institute of Agriculture

Agricultural Extension Service
P. O. Box 1071
Knoxville, Tennessee 37901

July 25, 1978

Dear Station Manager:

Over the next two weeks we are going to be requesting that certain stations who receive our radio services fill out and return short questionnaires regarding the quality and usefulness of our scripts and tapes. The questionnaire will be enclosed with our script packet or brief tape along with a postage-paid return envelope.

We will very much appreciate your cooperation in returning the questionnaire and feel that it will help us to give you more of the type of material that is most useful to you and your listeners.

Thank you for your time and consideration.

Sincerely yours,

David M. Songer
Assistant Communications
Specialist

DMS/sw

The University of Tennessee
Institute of Agriculture

Agricultural Extension Service
P. O. Box 1071
Knoxville, Tennessee 37901

Dear Program Director:

We are asking your help this week in evaluating the agricultural scripts and/or tapes which we provide to your station. Your frank and thoughtful completion of this form will aid us in improving our services to you in the upcoming year. Thank you for your time and consideration.

Sincerely,

David M. Songer
Assistant Communications Specialist

1. The numbers and varieties of ideas or topics covered in the packet were: About Right_____ Too Many_____ Too Few_____
2. Please indicate by title which of our scripts you used this week.

Please indicate which of the spots, by title, on our brief tape you used this week.

3. Did you use agricultural programming this week from:
a. USDA b. ASCS c. Farm Bureau d. Commercial Ag. Companies
e. Other_____
4. Did our materials tend to be: Too Long___ Too Short___ About Right___
for your station?
5. Did you use our materials as they were sent or did you make any
modifications to suit your station's format?

6. Was the technical quality of our materials satisfactory?

7. Comments or suggestions for improving our material's usefulness:
(Please write on back of page)

Station: _____

Date: _____

The University of Tennessee
Institute of Agriculture

Agricultural Extension Service
P. O. Box 1071
Knoxville, Tennessee 37901

Dear Program Director:

This form will complete the evaluation data we have been requesting from radio stations receiving our services. The purpose of this sheet is to evaluate our overall service, rather than a specific week's material. Thank you for your time and consideration.

Sincerely,

David M. Songer
Assistant Communications Specialist

1. How regularly do you use our brief tape? (occasionally = once/month or less)
Always___ Frequently___ Occasionally___ Never___
2. How regularly do you use our script service?
Always___ Frequently___ Occasionally___ Never___
3. What time of day are our materials most often used?
12 midnight to 5 a.m.____ 5 a.m. to 8 a.m.____
8 a.m. to 12 noon____ 12 noon to 4 p.m.____
4 p.m. to 6 p.m.____ 6 p.m. to 12 midnight____
4. Do you have weekly or daily scheduled time for agricultural programming?_____
5. What type of materials would you like to receive from us in the future? (i.e., more of the same, change in length, subject matter, etc.) Please write on back of page.

Station:_____

Date:_____

APPENDIX C

PERFORMANCE RATING SHEET

RADIO PERFORMANCE RATING SHEET

Name: _____ Date: _____

Organization-Content-Message: _____ (Circle Choice)

- | | | |
|---|-------------|---------------------|
| 1. Opening captured viewer's attention immediately. | 6 5 4 3 2 1 | No attention getter |
| 2. Aroused interest in subject..... | 6 5 4 3 2 1 | Bored viewer |
| 3. Program had beginning, middle, ending..... | 6 5 4 3 2 1 | Rambled, fell apart |
| 4. Simple, direct, easily remembered points..... | 6 5 4 3 2 1 | Confusing, evasive |
| 5. Developed content logically..... | 6 5 4 3 2 1 | Illogically |
| 6. Right number of points for air time available... | 6 5 4 3 2 1 | Too many, too few |
| 7. Content closely related to audience needs..... | 6 5 4 3 2 1 | Irrelevant |
| 8. Held audience interest through program..... | 6 5 4 3 2 1 | Lost interest |

Subtotal: _____ Average: _____

Subject Material:

- | | | |
|--|-------------|------------------------|
| 9. Timely..... | 6 5 4 3 2 1 | Outdated |
| 10. Accurate..... | 6 5 4 3 2 1 | Inaccurate |
| 11. Based on scientific findings..... | 6 5 4 3 2 1 | Opinions, guesses |
| 12. Repetitive emphasis was just right..... | 6 5 4 3 2 1 | Omitted, belabored |
| 13. Close summarized important points..... | 6 5 4 3 2 1 | Program just stopped |
| 14. Objectives were clear..... | 6 5 4 3 2 1 | Ambiguous |
| 15. Motivated change in behavior..... | 6 5 4 3 2 1 | No motivation |
| 16. Stimulated further interest in topic..... | 6 5 4 3 2 1 | Discouraged |
| 17. Entertained as well as educated..... | 6 5 4 3 2 1 | No entertainment value |
| *18. Audio used effectively (music, sound effects,
on-location noises)..... | 6 5 4 3 2 1 | Poorly |

Subtotal: _____ Average: _____

Presenter(s) Delivery:

- | | | |
|--|-------------|---|
| 19. Confident, poised, at ease..... | 6 5 4 3 2 1 | Uncertain, ill at ease |
| 20. Warm, pleasant, friendly..... | 6 5 4 3 2 1 | Harsh, unfriendly |
| 21. Articulate, enunciated well..... | 6 5 4 3 2 1 | Inarticulate |
| 22. Good breath control..... | 6 5 4 3 2 1 | Unnatural breathing |
| 23. Good voice inflection, emphasis..... | 6 5 4 3 2 1 | Artificial inflection,
poor emphasis |
| 24. Interested, sincere..... | 6 5 4 3 2 1 | Insincere, indifferent |
| 25. Enthused..... | 6 5 4 3 2 1 | Bored |
| 26. Flexible..... | 6 5 4 3 2 1 | Rigid |
| 27. Informed, knows subjects..... | 6 5 4 3 2 1 | Lacks knowledge |
| 28. Vocabulary suitable..... | 6 5 4 3 2 1 | Unsuitable |

Subtotal: _____ Average: _____

Total Score: _____ Grand Average: _____

Comments:

*Numbers 1 to 18 used for script evaluation; all 28 items used for tape evaluation.

VITA

Mohammad Ali Shams was born December 21, 1953, in Qum, south of Tehran, capital of Iran. He attended elementary and high schools in his hometown at Qum, until 1969 when he moved to Tehran, where he completed high school and graduated from Kharazmi-Tajrish High School in June of 1971.

In the fall of 1972, he entered Hamadan Agricultural College in the city of Hamadan in west Iran, where he received his Bachelor of Science degree in Agricultural Engineering and collateral work in Agricultural Extension in June 1976.

In January of 1977 he came to the United States and was admitted to the University of Tennessee, Knoxville, in the fall of 1977.