JOINT AGENT PROGRAMMING:

TV AND ITS INFLUENCE

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SITUATION

Marquette County is a small and rural county in which the Extension program has a long history of traditional areas with farmer groups, Extension Homemakers and 4-H Clubs. The County Extension Office utilizes one Agent for each of these respective groups.

Faced with the challenges of dealing with limited time, programs, facilities and clientele, the Agents often share and brainstorm ways to meet these challenges.

We specifically looked at new areas, new clientele and programs to meet the changing needs and concerns of the people. We also considered the wastefulness of program duplication and the importance of a unified effort of the County Extension Agents.

OBJECTIVES

1. To give the Marquette County UW-Extension Service a total image.
2. To evaluate a program that has used team teaching as a method.
3. To use the family as the emphasis and major clientele group.

METHODS

The program to deal with these objectives was chosen as a result of the Marquette County Family Living Advisory Committee expressing a need and concern for families dealing with the influence of television. The Extension Homemakers as well as the 4-H Leaders Association gave input on the problems of television in their families.

Both Extension Agents, in sharing thoughts of programming, discovered that we had clientele with interest in a common subject area. To receive resources and training on this subject, the Agents attended the State Professio Improvement Workshop offered on TV which was taught by Irene Goodman, Assistant
METHODS: (Continued)

Professor of Child Development of the University of Wisconsin. This well prepared and timely Workshop gave the foundation of resources and ideas needed to develop a program tailored to the people of Marquette County.

Initially plans were made to offer a Leader Training meeting for 4-H Leaders and Extension Homemakers. It was then expanded to be an open meeting for all interested individuals. This opening up of the program led to making contacts with many new groups which included PTA's, Church groups, and groups outside the County. Even though each meeting was unique, the same basic lesson plan was used for all of them. The following are the objectives and teaching procedure outline used for these meetings.

IMPACT OF TELEVISION ON THE FAMILY
Marquette County UW-Extension

GOALS -

1. To become aware of the issues and concerns about the impact of television on the family.

2. To gain background and research information on the behavioral effects of television.

3. To generate ideas for implementing family activities relating to television.

TEACHING OUTLINE

A. Before Presentation - Cheryl
   1. Passed out handouts, opinionaires and pre-test to people as they arrived. Time was given so that everyone could finish these sheets.

B. Introduction - Andy
   1. Introduced Agents and UW-Extension Service
   2. Gave objectives of program
C. Attention Getter - Cheryl
   1. Used a series of slides with pictures of TV characters as a game of "Name That TV Show". This got the groups attention but strongly pointed out just how great the TV influence is on everyone. Most everyone knew 90% of the answers to this game.

D. What Does The Research Say - Andy and Cheryl
   1. Television Influence on Childrens Behavior
      a. Cheryl showed slides*
      b. Andy emphasized main points with use of overheads
         *Slide tape series, Children and Television by Irene Goodman and Terry Gibson, UW-Madison
      c. Cheryl and Andy responded to questions that the group had in regards to this sections.
   2. Economics of Television Decision Making
      a. Andy showed slides
      b. Cheryl emphasized main points with use of overheads
      c. Cheryl and Andy responded to questions that the group had in regards to this section.
   3. TV - What Can You Do?
      a. Andy showed slides
      b. Cheryl discussed the pamphlet "Children and TV - A Call For Action" emphasizing points with overheads
      c. Addresses and phone numbers of local TV stations were passed out so each person could take action as described in "Children and TV - A Call For Action".
EVALUATION OF LEADER TRAINING (Continued)

- Will pay more attention to program, will turn TV off more often.
- We also learned that television was not all bad or all good and that we should be more selective of the programs we turn on.

In addition to the evaluation of the program, an opinionnaire was filled out on 7 attitudes in relation to television.

The opinionnaires were filled out before discussion, and again after discussion.

On the question:

- Television advertisers are interested in the quality of the programs they sponsor .................. 45% Changed Attitude
- Individuals don't have much impact on the TV Industry .. 42.8% " "
- My children have learned mostly good things from television ................................. 34% " "
- Talking about TV with my children will help them learn.. 25.7% " "
- Television networks are mostly concerned with quality of programming ........................ 25.7% " "
- The television industry exists mainly to entertain people ......................................... 22.8% " "
- Television is a powerful social force in our society ... 14% " "

CONCLUSIONS

Several positive outcomes can be identified as a result of the joint programming of the "Impact of Television on the Family Project". Conclusions were drawn from Extension staff observations, requests for programs from other non-extension groups, satisfaction and comments from Homemakers, 4-H leaders, and non-extension groups, such as PTA's and Church groups.

1. In dealing with topics relating to both Agents subject matter joint programming proved to be an efficient use of time.
2. Joint programming with the total family made the program more
E. EVALUATION - Cheryl

a. Instructed audience to fill out after section on opinionaires.
b. Read answers so that participants could see results.
c. Group was asked to fill out evaluation form and turn it in to Agents.

EVALUATION OF LEADER TRAINING

1. As a result of the information given at this meeting, the participants responded in the following manner:

47% Read further about these issues
55% Filled out a "Family Viewing Diary" (for one week)
44% Watched TV with children and talked about program content
52% Wrote letters to local stations or networks to express views
19% Worked as a group on this issue

2. Overall how would you rate this topic as an educational meeting?

69% Excellent
25% Good
3% Fair
0% Poor

3. Comments about the meeting:

- Projected in an interesting and easily understood manner.
- Amazing statistics about number of hours TV is watched by everyone.
- Appreciate where to write on TV comments.
- More people should come to programs like these, they are so educational.
- I felt for quite some time more should be done to create more valuable programs and raise the quality of what we watched.
- I feel much time was put in the preparation of this meeting. It was well presented and given to us as very interesting.
CONCLUSIONS (Continued)

effective and broaden the impact of the benefits of Extension.

3. An additional image of the Marquette County Home Economist and
4-H and Youth Agent was a result in programming together with
varied Extension and non-extension groups.

4. People of Marquette County are receptive to programs designed
to meet their needs and concerns.

5. More visibility to Marquette County University Extension
programs by working with non-extension groups.

6. Extension Agents become more aware of each others programs by
doing some joint programming.

IMPLICATIONS

The success of:

1. Joint programming on TV and its influence has encouraged the
   Agents to plan for more joint programs in the county in
   relation to the family.

2. Agents will plan professional improvement opportunities
   together to complement County Extension programs.

3. New subject areas that were considered non-traditional
   Extension programs can now be looked at as possible programs.

4. All Agents in a County can utilize joint programming when the
   need arises.