IMPACT OF A PLANNED PUBLIC RELATIONS PROGRAM BY THE COOPERATIVE EXTENSION SERVICE IN MUSKOGEE COUNTY, OKLAHOMA

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Scope and Method of Study: The purpose of this study was to determine the influence of a public relations program by the Cooperative Extension Service in Muskogee County, Oklahoma. A second purpose was to determine the awareness of the Cooperative Extension Service by the general public in Muskogee County, Oklahoma using a random sample. The telephone interview technique was used to collect the data. Ten questions were designated with appropriate weighted numerical scores to assist in determining the respondents' awareness of the Muskogee County Cooperative Extension Service. Statistical procedures employed in the study included frequency distribution and Chi-square.

Findings and Conclusions: The responses by the awareness participants in this Study revealed that 56% were aware of having an Extension office in Muskogee County. Most of the involvement by the respondents and their family members in Extension was in the 4-H program area. Seventy-four percent who had contacted the Extension office for information made the contact by telephone. Almost 21% of the respondents had participated in an Extension sponsored meeting, with over 93% of those respondents indicating that the information they received was valuable. Well over a majority of respondents read news articles about Extension or 4-H activities and news columns by Extension agents. Close to 48% of all respondents requested additional information about Extension programs, with a majority of those respondents indicating the area of agriculture. Two-thirds of the respondents felt that increased funding of Cooperative Extension would be beneficial for the residents of Muskogee County. Muskogee County residents' occupation, sex, wanting to receive information, or feeling that increased funding of Cooperative Extension would be beneficial had no relationship with the awareness of Cooperative Extension; however, age, involvement in agriculture, education level, race, and household income, had a relationship with the awareness of the Cooperative Extension Service. Over 91% of the respondents had some awareness of the Cooperative Extension Service. The overall awareness level in Muskogee County was found to be low.

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CHAPTER I

INTRODUCTION

The Cooperative Extension Service (CES) has been a service to American agricultural and rural people since the passage of the Smith-Lever Act of 1914. The Cooperative Extension Service has been committed to public service as a result of a philosophy cited by Reisbeck and Reynolds (33):

> Extension's philosophy is to help people identify their own problems and opportunities, and then help to provide practical research-based information that will help them overcome the problems and take advantage of opportunities (p. 50).

Since 1914, the Cooperative Extension Service has been providing a service to people in the agricultural and home economics areas. Since then, Extension has broadened its base to include 4-H clubs, rural development and nutrition. Originally, Extension's audiences were rural in nature; however, the current trend indicates that this audience is changing its character. Reisbeck and Reynolds (33) point out that:

> Needs and requests for Extension programs by urban as well as rural client groups have also broadened that original thrust. Today, many state Extension Services provide educational help for all citizens in such diverse areas as engineering, energy use and conservation, housing, land use planning, improvement of environmental quality, and human health, as well as the traditional agricultural and home economics programs. So, Extension is faced with an expanding audience at a time of rapid social and economic change. (pp. 50-51).

County Extension agents are supported by the resources of their respective land-grant institutions and disseminate educational

information from both the United States Department of Agriculture and the state agricultural experiment stations. These two sources of information plus Extension's staff expertise has helped it to stay abreast of the subject matter knowledge requirement to maintain its credibility. The Cooperative Extension Service is, therefore, the informal educational arm of both the Department of Agriculture and the respective land-grant institutions. In operating informally, Extension has developed an excellent credibility with its clientele in working together to meet the needs of rural farm families. The trend is developing in such a way that Extension is now serving much more diversified client groups: farm residents are finding employment in urban areas, industrial workers are moving to rural areas to live and rear children while continuing urban employment, and more homemakers, farm and non-farm, are employed outside the home.

Cosner (11) stated:

> New problems and challenges, resulting from increasingly complex, modern style of living, will be facing Cooperative Extension in the 1980's and the years beyond. The Extension Service has in the past and will for the future, provide many new and/or expanded programs for its clientele. All of the programs will reflect a total commitment to the concept that all people are potential clientele of the Cooperative Extension Service (p. 2).

In summary, the Cooperative Extension Service must be willing to realize the needs and opportunities of people, as their objective is to help people help themselves. As people become more involved in Extension's informal educational programs, the more effective Extension will be in reaching this objective.

To be more effective in reaching the people, a well-developed and well-promoted program development process must be initiated. Once programs are initiated to serve a broadened and increased clientele, a need

to determine the program's total effect exists. In order to maintain its accountability, Extension must periodically examine its clientele to determine program effectiveness as Reisbeck and Reynolds (33) indicated:

> An opportunity exists to involve more people from every walk of life--the minorities, the majority, the disadvantaged, and those from all levels of income. People of every age. A growing involvement by more people is the evergrowing opportunity of all Extension educators (p. 52).

Statement of the Problem

In the spring of 1980, Cosner (11) was involved in a three-part study conducted in Oklahoma. Cosner's responsibility in the study was determining the basic awareness of Oklahoma residents with the Cooperative Extension function of the OSU Division of Agriculture. This study furnished basic data concerning Oklahoma's overall awareness of Cooperative Extension in addition to compiling demographic information about the residents. Extension personnel in Oklahoma received the results of this study with open arms as several questions were answered in analyzing the data.

The Associate Director of the Oklahoma Cooperative Extension Service proposed three questions at the onset of this study concerned with: the general public's awareness of Extension, segments of population using Extension, and with what clientele should Cooperative Extension be working. Cosner's study answered these three questions and two of his four recommendations can be cited as follows:

> 1. The Cooperative Extension Service should provide a planned public relations program to be used by all Extension personnel on a continuous basis.
>
> 2. The Oklahoma Cooperative Extension Service should establish a formal program to inform specific residents of the Extension programs and services available. These

> specific residents include: (a) those with low income levels, (b) those with low educational levels, (c) those of minority races/ethnic groups, (d) those with no involvement with agriculture and (e) those who are less than 35 years of age (pp. 106-107).

In Cosner's study, the just mentioned specific residents generally had a low awareness of Extension in Oklahoma. On the other hand, those who had a high level of awareness were from a group that could be described as:

(a) having income between $10,000 - $20,000.

(b) were 35-49 years of age.

(c) had agriculture or agricultural-related occupations.

(d) had a high school education.

(e) were of the Indian race.

(f) were female.

Fourteen counties were selected for this study from which residents were randomly drawn. Muskogee County, one of the fourteen counties that participated, was the target county for this current study. The Extension personnel in Muskogee County were impressed with the nature of the Cosner study and as a result, a public relations program was added to the program of work for the 1981 calendar year. A targeted audience was cited in this program hoping to reach the group in Cosner's study which was noted as having a low level of awareness of Extension. The overall objective of the public relations program was to make more Muskogee County residents aware of OSU Extension, its programs, personnel and activities.

Since Cooperative Extension is funded publicly with federal, state, and local funds, an ever-present need exists for Extension to be accountable to the public in which it serves. Cosner (11) stated:

> As increasing amounts of pressure are placed on funds available to the Extension Service, some administrators are asking the Extension Service be accountable for the programs they provide and the diversity of the clientele served in relation to the allocation of funds (p. 3).

There seems to be an interest on the part of Muskogee County Extension personnel to involve more residents in their programs and services. As a result, this study was needed to determine the impact of this planned public relations program on the Muskogee County residents.

Purpose of the Study

The purpose of this study was to determine the impact of a planned public relations program by the Muskogee County Extension staff on a random sample of the general public residing in Muskogee County.

A secondary purpose of this study was to establish a new awareness level of Extension in Muskogee County, Oklahoma.

Objectives of the Study

To accomplish the purpose as indicated, the investigation was aimed at the following objectives:

1. To determine the impact of the planned public relations program conducted by the Muskogee County Cooperative Extension personnel within the county.

2. To determine and describe the overall perceived awareness of the Cooperative Extension Service by the general public residing in Muskogee County.

3. To identify methods which aid in increasing awareness of the Cooperative Extension Service by Muskogee County residents.

4. To identify the Muskogee County clientele and their

characteristics.

5. To identify kinds of involvement and contact the clientele have encountered with Extension in Muskogee County, Oklahoma.

6. To identify and formulate recommendations, based on this study, for developing future planned public relations programs and improving awareness of Okahoma Extension programs and services.

Rationale of the Study

Today, the Cooperative Extension Service is the largest informal educational organization in the world. The success of Extension has been attributed to its philosophy which has always been to help people help themselves. In performing this function, Extension was said to have, according to a Sub-Committee Report (32):

> It (Extension) joins the people in helping them to:
> (a) Identify their needs, problems, and opportunities.
> (b) Study their resources.
> (c) Become familiar with specific methods of overcoming problems.
> (d) Analyze alternative solutions to their problems where alternatives exist.
> (e) Arrive at the most promising course of action in light of their own desires, resources, and abilities (p. 4).

In lieu of this impecable record of service to the public, the fact remains that Extension must justify their every action as the clientele is ever-changing. Traditional programs and services may not be reaching the clientele today as they perhaps were ten to twenty years ago. Cooperative Extension must reanalyze their clientele base periodically to ascertain who they are serving as well as how effective their programs and services are. Efforts should be made to continue to contact more residents and inform them of Extension's function. Blalock

(7, p. 48) advocated, "Extension must continue to make changes, both in its organizational structure and its programs, in order to adjust to the rapidly changing conditions of society."

In understanding the need for readjustment due to client and society changes, Extension must organize itself to determine these changes from time to time. Upon determining these changes, Extension can realign its direction so as to serve more effectively the present clientele. To accomplish this task, Cooperative Extension should take the necessary steps to initiate an evaluation system which would give them a better understanding of their effectiveness in dealing with their clientele. Although the more people Extension does contact is important, this study should provide an indication as to whether the public relations program in Muskogee County was effective in reaching the group of specific residents mentioned previously. As an informal educational arm of the land-grant university, Extension can improve its effectiveness and educational endeavors by reaching a more broadened clientele base.

Research must be conducted to ascertain the impact of this public relations program so that county personnel might make firm decisions in future planning in order to strengthen programs and maintain commitments to expanded audiences.

Futhermore, Muskogee County Extension personnel requested that a follow-up study be conducted to determine the effect of the public relations program. Cooperative Extension should use the findings to better direct their efforts toward reaching a more complete audience, represented by all residents of Muskogee County. In accomplishing this task, Muskogee County Extension personnel will be setting the example

for all Extension to follow in being more accountable to its parent organization as well as to the county residents.

Assumptions of the Study

The following assumptions were made dealing with this research study:

1. The individuals selected in the random sample were representative of the general public of Muskogee County, Oklahoma.

2. The responses made by the selected residents were sincere and accurate.

3. The people of all socio-economic levels have access to a telephone.

4. The questionnaire used sufficiently determined the participant's opinions and awareness of the public relations program conducted in Muskogee County, Oklahoma.

5. The questionnaire issued to the 317 respondents in the previous study did not influence or contaminate their responses given in this study.

Definition of Terms

In order to better understand the data presented in this study, these terms are defined:

1. Cooperative Extension Service: An organization created, with the passage of the Smith-Lever Act of 1914, to serve as cooperative function between the United States Department of Agriculture, the land-grant university of each state, and local county governments. This study will be limited to Muskogee County, Oklahoma. Other terms offered

as synonomous terms are "Extension," "Cooperative Extension," "Extension Service" and "CES."

2. Awareness: The term meaning alertness in observing or drawing inferences from what one sees, hears, or does.

3. Perception: The term meaning aware of objects or conditions around us; some degree of understanding and recognition.

4. Impact: The term meaning influence or effect on another, change.

5. Evaluation: The term referring to the appraisal or determining the value of an object.

Scope and Limitations

Every attempt was made to include all residents of Muskogee County, Oklahoma, in this research study. The population was defined as being adults, 18 years and older, and having access to a telephone or having their telephone number listed in a published telephone directory from Muskogee County, Oklahoma. The survey was conducted by telephone by trained callers to solicit information requested on the questionnaire which was considered to be accurate and high yielding.

Even though many precautions were taken so that the research would be conducted from a survey population, the author understood that these limitations in conducting the survey would exist:

1. Limitations were placed on sample population where there were persons with no telephones or unlisted numbers.

2. Limitations were placed on individuals having moved into Muskogee County following the publishing of the telephone directory books for the current year.

3. Limitations were realized on individuals with interrupted telephone services.

4. The study was limited to the extent of the participant's interpretation and response to each survey question.

5. The study was limited by the information obtained from respondents which represented a forced choice answer to a question prepared by the writer.

CHAPTER II

REVIEW OF LITERATURE

Introduction

The purpose of this chapter was to present general research about the material which was dealt with in this study. A brief look at the Cooperative Extension beginning was mentioned to lay precedence for this current study. In this brief overview, areas of concern included the history and philosophy of the Cooperative Extension Service, origin of Oklahoma Extension Service, and a review of literature, both general and specific.

Reisbeck and Reynolds (33, p. 55), as an overview of Extension said, "Across the nation, Extension has historically been involved with people in serving their educational needs."

Sanders (31) reports:

> Today, the Cooperative Extension Service operates in all counties of the 50 states, the District of Columbia, Puerto Rico, the Virgin Islands, and Guam, with almost 17,000 professional employees . . . (p. 14).

In light of these two statements, Extension has grown considerably since its beginning. To better study or understand an organization such as Cooperative Extension, a knowledge of its history and development was essential, For this reason a look at the history and philosophy of Extension was imperative for a full comprehension of the vast areas in which Extension is responsible for. A basic knowledge of Extension will

also serve to place this study in its proper perspective.

History of the Cooperative Extension Service

From its early settlements, the United States has been an agrarian nation. Even before the official founding of our country, Vitzhum and Florell (33) pointed out:

> Probably the first U.S. organization to informally disseminate information on agriculture was the American Philosophical Society, founded in 1743. Among the founders, and a long-time leader of the Society, was Benjamin Franklin (p. 2).

Other agricultural societies developed and flourished during this period. State boards of agriculture were even established which formed farmer's institutes used to informally educate farmers on various agricultural topics. These institutes were vital as formal colleges were few in number and covered little in agricultural subjects and even then the strict classic curriculum was used based on old world methods.

Until the middle of the 19th century, only a few state universities were established and charged with teaching agricultural subjects. Finally the work began in 1857 but not deamed successful until 1862 when Congressman Justin Smith Morrill finally got passed, enacted into law with Abraham Lincoln's signature, the Morrill Act of 1862. The Morrill Act held in its provision to designate one college in each state to be the land-grant institution. Sanders (31, p. 3) interpreted the act, ". . . where the leading object shall be, without excluding other scientific or classical studies, to teach such branches of learning as are related to agriculture and the mechanic arts."

With the passing of the Morrill Act, the United States was well on its way to writing Extension history. Jenkins (29) pointed out that:

> In 1862 Congress passed the Morrill Land-Grant Act, which provided for the sale of public lands to support a college in each state that must, among other things, 'teach such branches of learning as are related to agriculture and the mechanic arts' . . . By 1914 Congress had funded agricultural experiment stations at the land-grant institutions (the Hatch Act of 1887), provided land grant status for several all-black colleges (the Second Morrill Act of 1880), and finally established the permanent legislative base to support a nationwide Cooperative Extension Service by which the land-grant schools and their experiment stations could provide 'instruction and practical demonstrations in agriculture and home economics and subjects relating thereto to persons not attending or resident in said colleges' (the Smith-Lever Act of 1914) (p. 4).

Jenkins (29, p. 14) stated, "The Smith-Lever Act created the cooperative partnerships among the U.S. Department of Agriculture, land-grant colleges and universities, and county governing boards." Extension now had an official capacity with a function to aid in disseminating useful information to the people on subjects relating to agriculture and home economics. Its clientele was specified according to the Smith-Lever Act to be persons not attending the colleges or universities and that the method of instruction would be demonstration, publications and others deemed appropriate.

Jenkins (29), in reply to a six-year period following the passage of the Smith-Lever Act, says:

> The era lasting from 1914 through about 1920 was a time of growth for Extension both in public awareness and acceptance and in organizational structure. For once, agriculture was generally prosperous--in the early years with good weather, crops, and markets, and in later years with a popular war to win. Extension shared in the prosperity.
>
> Extension programming throughout the era remained faithful to the founder's intentions. Upon America's entry into the war, Extension redoubled its efforts to increase the food and fiber production, with more program planning occurring at the State and Federal levels (p. 7).

Following this accelerated period of agriculture production, farmers faced a problem in coping with a peacetime economy and both

agricultural and home demonstration agents were called upon to provide assistance in adjusting to the change. This period lasted until 1930. In 1933, the American Adjustment Administration (AAA) was created to aid farmers by paying them a subsidy for reducing their production. During this era until about 1940, the Federal government directed the programs and their content dealing with Extension. An important segment of Extension history evolved at this time because personnel participated on citizens advisory committees which proved to be significant in later years.

> During the Great Depression, then, the Extension institutional structure accommodated itself both to national program direction and to the new trend toward local citizen advisory committee activity. In the former case, State services allowed their networks of county agents (the only such networks of their kind) to perform the service (as opposed to the educational) function because that clearly was what the public wanted and the situation was desperate (29, p. 14).

From 1941-1946, American involvement in World War II on two fronts again created a demand on both farmers and Extension. Once again production of farm products had to be increased to meet the challenge. Extension programs responded much like those used during World War I.

> Increased agricultural production, of course, received Extension's major emphasis, but county agricultural agents also worked on local war boards and the like, making draft deferment and other hard decisions. The few community development projects then underway were shelved, while agents organized the rural and urban citizens to attend all kinds of support problems. As before, the public mind was further conditioned to accept as appropriate Extension activity outside the relatively narrow confines of agricultural production and home economics (29, pp. 14-15).

Again, citizens advisory committees became effective tools in rural communities.

From 1947 to 1960, changes occurred in social as well as political attitudes due to a rapid change in technological developments. In

Extension the impetus remained with the commercial producers although new programs, farm and home management programs, were implemented to aid the homemaker in becoming more efficient and productive. During this time, 4-H and home economics flourished while another program, rural development, was initiated to help communities organize themselves for local action and improvement. With citizens participating on Extension's program planning committees, agents were better prepared to confront problems facing their country.

> The introduction of experimental pilot rural development programs to vitalize pockets of rural poverty, for example, hinted at future trends, as Extension began to actively recruit clients rather than waiting for them to ask for help. . . . but the times they were a changin', and soon Extension would be faced for the first time with the challenge of providing programs for people of divergent, possibly, contradicting, backgrounds, concerns, and interests (29, p. 20).

From the early sixties through 1978, Extension has seen one social change after another. Since 1964, with the passing of the Civil Rights Bill, new groups including minorities and various ethinic groups had created a type of change for Extension which called for a restructuring of boards, committees, staffs, and programs. Since then Extension has been altering its programs toward social action programs. Such areas or groups dealt with include: urban and suburban groups, consumers, low income homemakers, community development, and nutrition. Blalock (7, p. 48) advocated, "The Cooperative Agricultural Extension Service has made a significant and lasting contribution to the growth and development of agriculture and rural people." Although Blalock was correct in his statement, the social changes just mentioned created a different public for Extension. Realizing this Blalock (7, p. 48) further added to his comment that, "Extension must continue to make

changes, both in its organizational structure and its programs, in order to adjust to the rapidly changing conditions of society."

In 1968, funds generated by Congress created the Expanded Food and Nutrition Education Program (EFNEP) which provided for the teaching of low-income families how to improve their diet through proper nutrition, increased their ability to select and buy food, and improve their ability to prepare and serve food. Mifflin, Verna, and Jones (33, p. 144) pointed out, ". . . since it was initiated by the U. S. Department of Agriculture and CES, the program has made dramatic strides, using education to combat poor nutrition."

With the addition of these new type programs, Extension seems to be serving a larger but different audience. This audience has changed considerably from its origin, although the mainstay, our middle-class clientele, has continued to be served despite the changes and priorities of society.

Philosophy of the Cooperative Extension Service

The Cooperative Extension Service under the provisions of the Smith-Lever Act of 1914 contends that its philosophy is to aid in diffusing among the people of the U.S. useful and practical information on subjects related to agriculture and home economics, and to encourage the application of the same. Cooperative Extension is regarded as the informal educational arm for both United States Department of Agriculture and the land-grant universities. To exemplify this, Maunder (23) stated:

> The concept that the broader function of extension work is to help people to solve their own problems through the application of scientific research is now generally employed.

> If this is true then Extension must be regarded as largely educational (p. 3).

Reisbeck and Reynolds (33) specifically noted:

> Extension's philosophy is to help people identify their own problems and opportunities, and then to provide practical, research-based information that will help them overcome the problems and take advantage of opportunities (p. 50).

A carryover of Extension's philosophy is found to exist in its programs as Maunder (23, p. 48) stated, ". . . Extension is concerned with changing the knowledge, attitudes and actions of rural people through educational means."

The educational philosophy of Extension is treated equally as important as the overviews. The term "cooperative" itself implies working together and in this example federal, state, and local levels of government. Bishop and Carter (33) stated:

> Three philosophical bases have been of major importance in shaping Extension's organizational structure and educational processes:
>
> > First, the processes used should achieve the idea of democracy. Extension . . . must, therefore, be democratic.
> >
> > Second, Extension's purpose, as stated in the Smith-Lever Act, is to aid in diffusing among the people of the U.S. useful and practical information on subjects relating to agriculture and home economics and to encourage the application of the same.
> >
> > Third, the processes should help achieve the kind of citizens and leadership wanted and needed to support a democracy.
>
> Other influences of the democratic philosophy on Extension are visible in the nature of the Extension education processes themselves:
>
> 1. It should provide opportunities for the widespread and continued participation of its clientele in decision making, planning, and action taking.
>
> 2. It should gather data about the trends of change in order to develop knowledge about

the future by projection and analysis, and to make this knowledge available for creative participation and planning.

3. It should be sensitive to the many participants' varying degrees of need, desire and readiness for change.

4. It should make widespread use of human resources to fill leadership and other roles (p. 105).

A Brief History of the Oklahoma Cooperative Extension Service

Even before the Smith-Lever Act of 1914 created the Cooperative Extension Service, Extension-related activities were carried on in Oklahoma. These activities consisted of demonstration work as early as 1907. Oklahoma A&M College was responsible for this Extension-related work in the form of farmer's institute work and press releases of circulars. Roberts (30) offered this about Extension in Okahoma:

> The demonstration work in Oklahoma was started in the late summer of 1907. In the fall of 1907, Agent W. M. Bamburge was transferred from one of the southern states to Oklahoma and assigned to the east half of the state with headquarters in Ardmore. The west half of the state was added to the northwest-Texas District, which was under their supervision, with headquarters in Wichita Falls, Texas (p. 5).

The first extension agents were hired in 1908 and initially served two to three counties. In 1909, the foundation for 4-H clubs was laid when Corn Clubs for boys were established. Roberts (30) in 1910 stated that:

> After the Corn Club was established, the rule was that they could also have a cotton club and do this kind of work with both corn and cotton. The first boy's cotton club was organized in Oklahoma in 1910. There was considerable reluctance on the part of Washington authorities to approve the cotton club work. Dr. Knapp felt that the club work was developing faster than it could be properly supervised (p. 10).

Until 1912 women and girls were not as involved as boys in Extension work. At this point women began their Extension work as Roberts (30) pointed out:

> About this time, 1912, the work for women and girls was organized. The funds for this work were contributed by the New York Education Board, an association of very wealthy men, one of whom was J. D. Rockefeller. Of these funds, $1,000.00 was donated to start the girls' canning club work in Oklahoma. Local business interests, Chambers of Commerce, and others contributed liberally to the support of the girls' canning work. The Ft. Smith and Western Railroad, paid part of the salaries of the several women agents in the county in this particular work (p. 16).

By this time, extension work had generated its own momentum so that Oklahoma was prepared to accept the legislation that created the formal Cooperative Extension Service in 1914 with the passing of the Smith-Lever Act. Oklahoma State University was designated as the land-grant institution to administer Extension within the 77 Oklahoma counties. In summary, Hildreth (33, p. 225) offered this statement about Extension: "Throughout most of history, Extension was clearly viewed as the organization best equipped to attack the education problems of production agriculture and rural living."

Assessment and Evaluation Studies of the Cooperative Extension Service

Since the essence of Extension is informal education, evaluation of these educational programs should be appraised from time to time to insure that original goals and objectives are being met. Bennett (5) pointed out that:

> Program evaluations may be relied upon to assist decision making to the extent that they provide high-quality evidence of accomplishment of program objectives and identify Extension's extent of contribution to such accomplishments (p. 2).

Many agree that Extension is doing that for which it was originally designed. Extension has provided through various programs many worthwhile benefits to needy and deserving clients. However, Bennett (5, p. 3) raised the following question and comment: "Are Extension programs succeeding?" is a question asked frequently by officials at all levels of government, legislators, university administrators, and Extension workers themselves." Formal evaluations have been sought after to build sound evidence that Extension programs are successful. In doing so, sound criteria in equitable analysis of data must be used to effectively arrive at a value for these programs. Bennett (5) further stated that:

> Program evaluation is part of the overall program development process, which includes: (1) identifying problems and selecting long-range objectives, (2) specifying these objectives and strategy, activities, and budget designed to achieve them, (3) conducting activities, (4) evaluating the program's strategy and impact, (5) using this evaluation along with other information in subsequent program development (p. 3).

Furthermore, any program that Extension has engaged in, educational or promotional, has been evaluated as to its effect upon Extension's clientele. Extension's budget has been derived from public monies, federal, state, and local, and the demand for accountability has been ever present. To maintain its political base for continued funding and support, Extension is faced with perpetual scrutiny at whatever steps to public service that it takes. Through the nearly 70 years of Cooperative Extension existence, new dimensions, programs, and clientele have been witnessed. Cooperative Extension now has established new areas of rural development and nutrition in addition to the agricultural and home economist agents and the 4-H agents. As a multi-faceted service, Extension still must account for each area with some type of evaluation to

indicate effectiveness for these programs. Extension has been described as being able to maintain a flexibility in administering to the public. Hildreth (33) pointed out that:

> The first step in an attempt to evaluate Extension education is to identify the sources of demand for that education . . . Thus, the demand for Extension education is derived from a demand for improved group and individual performance (p. 228).

In a study by Dowell (14), Oklahoma County Commissioners were surveyed to determine their cognition and appraisal of the Oklahoma Cooperative Extension Service. Since the county commissioners had control of financial allocations for Extension, an attempt was made to assess their image of Cooperative Extension in administering educational programs. For Extension to receive any additional funding, county commissioners must see favorable benefits derived from allocating county tax revenue for the cause. Dowell (14, p. 6) in his study attempted, "to determine the level of understanding which selected county commissioners have of the Oklahoma Cooperative Extension Service and their evaluation of the organization as a public agency spending appropriated funds."

After 54 Oklahoma County Commissioners were surveyed, Dowell (14) offered these conclusions. The majority of the county commissioners felt that farmers and homemakers were the largest audience; county commissioners were well acquainted with county Extension personnel; and the county commissioners were very knolwedgeable about youth and 4-H club owrk. Also, several recommendations were cited: generally, county commissioners should be involved in planning, executing and evaluating county Extension programs. Dowell (14) stated emphatically that:

> If the Oklahoma Cooperative Extension Service expects

> to continue to receive financial support from county government, it is recommended that an on-going public relations program be designed to communicate to county commissioners the purpose, the programs and needs of Extension work in Oklahoma (p. 112).

In a regional study, Orden and Buccola (26) evaluated a Cooperative Extension small farm program in the southern United States. Although evaluation appears in the title of this study, impact implications are felt. In this study, two purposes were cited: to identify and describe southern cooperative Extension small farm programs and to evaluate the impact of selected program . . . goals; to increase farm sales revenue. This program was directed to farmers with less resources than farmers served by other Extension programs. Results indicated that the more the farmer participated in meetings, tours, and group events, the farmer's sales increased proportionally over those farmers having no participation. Orden and Buccola (26, p. 221) added: "Sales revenue increases were also positively affected by the length of a farmer's participation in a small farm program." In conclusion, Orden and Buccola (26, p. 222) stated: "the present evaluation suggests that expansion of small farm programs merits consideration as a means of assisting limited resource farm families."

White (37) in "A Study of Alabama Legislator's Perception of the Auburn University Cooperative Extension Service," implied that there had been a shift in representation from the rural to the urban segment of the population meaning more legislators from urban areas. In his purposes, White (37, p. 7) noted that the Cooperative Extension Service should, "Serve to support efforts to alter CES programs designed to meet the needs of its clientele, thereby enabling CES to serve the clientele more efficiently and effectively." Knowing these shifts in population

have caused a change in the clientele, White (37, p. 112) summarized that, "With rapidly changing social and economic conditions, it has become necessary for CES to shift its emphasis with various clientele groups."

In another Oklahoma study, Campbell (9) also surveyed county commissioners to evaluate their attitudes on specialized area Extension agents. At that time, Oklahoma was experimenting with area agricultural agents to determine their impact in the state as viewed by a sample of county commissioners. The sample contained equal numbers of commissioners from counties served by area agents and from counties without area agents. Following the survey, Campbell (9) inserted as a recommendation:

> If counties are to contribute to the financial support of area specialized agricultural Extension agents, the findings of this study support the recommendation that a program designed to inform county commissioners of the need for area specialized agents be conducted . . . Oklahoma county commissioners should be involved in any informational programs conducted (p. 66).

Finally, Cosner (11), in a study involving the general public of Oklahoma, assessed the public's basic awareness of Extension. Cosner (11) indicated there is a low level of awareness of the general public in Oklahoma of the Cooperative Extension Service. In addition, Cosner (11) recommended:

> The CES should provide a planned public relations program to be used by all Extension personnel on a continuous basis. This program should communicate to the residents of Oklahoma and Oklahoma legislators, at the state, and county level, the purpose, the programs, and the needs of Extension work in Oklahoma (p. 106).
>
> The Oklahoma Cooperative Extension Service should establish a formal program to inform special residents of the Extension programs and services available. These specific residents include: (a) those with low income levels, (b) those with low educational levels, (c) those of minority races/ethnic groups,

(d) those with no involvement with agriculture, and (e) those who are less than 35 years of age (p. 107).

Related Impact Studies

As a result of an extensive review of literature, the author found few studies entitled or described by title as being impact studies. A review found that numerous studies, although with different concept words in the title, dealt with or determined the impact of some variable or program. Likewise, the conclusions and recommendations in these studies stated or implied a direction or basis for this current study. Since no exact, only similar studies, mentioned impact of a specific public relations program, the author saw a need to review these related studies to gain insight in preparing this research study concerning the impact of a public relations program by the Extension Service and the clientele served.

Cowie (12), in a Mississippi State University study of its immediate community, showed that the independent variables of socio-economic levels and racial background did have an impact on the awareness of Extension Service work in that community. Cowie (12, p. 13) stated, "Such studies as these suggest the need for research in greater depth as to the impact of a given university service program on the people who are supposedly being served."

In an Ohio State University study, Oren (27) stated:

> The interests and needs of Extension's clientele are constantly changing in scope and magnitude. This change demands that the Extension Service carefully and continually appraise and reappraise its educational efforts, so that it may better serve and meet the educational needs of its clientele (p. 1).

Griffith (18), with his study involving "Formula Feed Operators"

of Kansas, indicated that Extension must periodically determine from its clientele the impact of its programs so Extension can decide whether or not it is doing an effective teaching job and to see if there are any new problems confronting its clientele in our rapidly changing world. This called for appraisal of educational program content and educational methods.

One study emerged as speaking directly to the impact of Extension. Forest and Marshall (17), in a study done in Shawano County, Wisconsin, interviewed leaders and county residents in two different surveys to evaluate the impact of Extension in that county. In general, the following conclusions (selected) were cited: most adults in Shawano County have contact with Extension, Extension uses various approaches to implement major programs, and Extension lacks sufficient image and identity in Shawano County. One implication (selected) was singled out to indicate that an understanding of Extension must be increased by giving people more opportunity to be involved. This survey, done in 1975-76, evaluated the time period for the previous 15 years and a followup survey was in progress among Extension professionals in the same county.

One relationship between an independent variable and perception or impact was found to exist in several studies. Among their participants, Amurgey (1962), Biever (1975), Dowell (1969), Griffith (1961), Gross (1977), and Lawton (1959) found that people with higher education levels had a higher awareness or attitude (impact) of Extension and its programs. Other variables cited in these studies which affected awareness, attitude, or impact were age, size of farm, rural residence, and contact with Extension.

Nolan and Lasley (24) used five variables: age of farmer, size of

farm operation, type of operation, the percent of family income derived from the farm operation, and whether the farm operator worked off the farm. This survey determined the nature and extent of contact with the Extension Service by farmers in Missouri which produced the following results: younger farmers, the larger farmers, and pork producers utilize the Extension Service more than other farmers.

Gross (19) offered a summary to this study in this way:

> Extension professionals can do a better job when they know how people feel about their programs. Information backed up by data is of benefit not only to the Extension professionals but also to the groups they're accountable to (p. 19).

Summary

This review of literature has attempted to reveal the studies and research conducted concerning the Cooperative Extension Service including a brief history. Related literature was used to lay the foundation for this current study in building a precedence for its construction and importance.

For almost 70 years, Cooperative Extension has been operating under the provisions of the Smith-Lever Act of 1914 in serving as the link between formal research and experimentation of the land-grant universities and the people who need the information. In doing this, Extension has in effect helped people help themselves in making for a higher quality of life for those clientele served. It would seem that Extension must continually assess its clientele composition and their needs.

In citing several sources, the fact remains that Extension's clientele base has changed over the years and to maintain accountability, Extension must adjust its methods to reach new groups of clientele

regardless of their involvement in agriculture. Many studies have indicated reflections of Extension programs and services involving agriculturally-oriented clientele, but the need now exists to broaden the spectrum and direct efforts toward a more diversified audience such as the general public with Home Economics or Agricultural information needs. Cosner (11) even indicated that a group of specific residents should receive Extension efforts for increased contact and benefit. A review of literature found no research on this specific group in regard to any particular effort by Extension to increase their awareness or reach this group. In reviewing the literature, numerous implications and recommendations stated that additional research was necessary for Extension to determine the impact of its programs using effective evaluation to maintain its accountability with the people.

CHAPTER III

DESIGN AND METHODOLOGY

Introduction

The purpose of this chapter was to establish and illustrate methods and procedures used to conduct this study. To satisfy the purpose and objectives of this study, a population was determined and data was collected implementing Cosner's (11) segment of the tri-authored study of 1980 and impact questions relating to the public relations program. Since this study determined the impact of a planned public relations program for Muskogee County, Oklahoma, the same responding households to that previous instrument were used because the before-after design was followed. Cosner (11) determined in his study baseline data from which further studies could be developed. Using as many as possible of the 317 respondents that were initially targeted, program impact could be determined.

This raised the question, "Did the public relations program conducted by Extension personnel have an impact on Muskogee County residents toward Extension?" In answering this question, the impact objective of this study should be met. In an attempt to meet the remaining objectives of the study to determine a new awareness level of Extension in Muskogee County, the following hypotheses, in the null form, were tested:

1. There is no relationship between levels of awareness and levels

of income of Muskogee County residents.

2. There is no relationship between levels of awareness and the age of Oklahoma residents.

3. There is no relationship between occupations held by Oklahomans and their level of awareness of the Oklahoma Extension Service.

4. There is no relationship between involvement with agriculture and level of awareness of Cooperative Extension.

5. There is no relationship between level of awareness and the educational level of Muskogee County residents.

6. There is no relationship between the race of Muskogee County residents and their level of awareness of Cooperative Extension.

7. There is no relationship between male and female residents and level of awareness.

8. There is no relationship between level of awareness and increased funding for Oklahoma Extension among Muskogee County residents.

9. There is no relationship between involvement in agriculture and wanting to receive Extension information among Muskogee County residents.

10. There is no relationship between level of awareness and wanting to receive Extension information by residents of Muskogee County.

11. There is no relationship between involvement in agriculture and increased funding being beneficial to the Cooperative Extension Service in Muskogee County.

The Population

The sample for this study was taken from those residents with telephone numbers listed in a published directory in Muskogee County, Oklahoma. Since a survey of all the residents of the county was deemed unreasonable, as many of the 317 targeted residents as possible offering responses in Cosner's (11) study were used to evaluate the impact of the treatment in the before-after design of the public relations program. To establish a new awareness level in Muskogee County, a method for selecting a sample size was provided by Cochran (10), in using the following formula for sampling proportions.

The formula as stated is:

$$n = \frac{\frac{t^2PQ}{d^2}}{1 + \frac{1}{N}\left(\frac{t^2PQ}{d^2} - 1\right)}$$

Where:

$t = 1.96$	$d = .05$
$P = .5$	N = population of the county (total)
$Q = 1 - P = .5$	n = sample size needed

To provide an accurate representation for the total population in establishing a new awareness level using Cosner's (11) approach, a confidence interval of .95 was chosen. Based on this alpha (α) level of .05, Cochran's (10) formula indicated a representative sample to be 382 based on tentative 1980 county census figure of 66,139; however, the sample was selected from an approximate 20,000 county residents who had telephone service and their number listed in a published directory. The survey could be answered by any occupant at a randomly selected telephone number provided that they were 18 years old or older. A sample of 382 would insure the .95 confidence interval.

Sampling Method

The sampling procedure used was the random sampling technique applied to the county population. As mentioned in the previous section of this chapter, 317 respondents were essentially already chosen as they participated in the before treatment. In selecting an alpha (α) level of .05 reflecting 382 respondents, an additional 65 respondents were selected to infer back to the Muskogee County population as to its new awareness level concerning Extension. In Cosner's (11) previous study, the oversampling of residents in Muskogee County offered a sufficient number of residents in fulfilling the 65 additional residents needed for the .95 confidence interval.

Random Selection of Individuals

The random selection of the individuals in Muskogee County was done by using telephone exchanges. When the individuals were selected, the most current directories were used to aid in the selection of the individuals making up the sample. In the actual selection of individuals, Cosner (11) explained:

> Each telephone book which was identified as a part of a selected random sample county and of the proper telephone exchange was included in the random sampling of individuals. The books were individually logged as to beginning page number of each book and ending page number included in the white pages, columns per page, and lines per column. This information was delivered to the computer programmer who initiated a random number selection process which selected a sample according to the above mentioned criteria (p. 34).

The telephone, as a method of securing data for this study, has been deemed the most appropriate in that data can be collected rapidly at relatively low costs.

The Public Relations Program

Briefly, the public relations program that Muskogee County Extension personnel conducted consisted of the following items listed by staff members:

A. County Director

1. Contact new county/city residents to give them Extension packets.
2. Hold meetings in outlying areas and community centers.
3. Recruit young farmers and ranchers for meetings and Program Planning-Advisory Committee.
4. Hold special animal science meeting for small or part-time farmers.
5. Update mailing lists.
6. Mail newsletters to all new county residents.

B. Home Economics

1. Make better use of media to announce meetings and events.
2. Use welcome letter for new county residents telling about Extension Homemakers.
3. Explore possibility of Extension packet in doctor's offices, dentist's offices and other waiting areas.
4. Explore passing out Extension packet as bridal packet from County Clerk's office.

C. 4-H

1. Have County Commissioner's proclaim 4-H Week annually.
2. Invite the media to attend the ceremony in County Commissioner's office for the dedication.
3. Have promotional booth in shopping centers during

National 4-H Week.

4. Have quarterly television spot programs.

D. Home Economics-Nutrition

1. Hold Food and Nutrition workshops in outlying community centers.
2. Conduct reception for social workers, health nurses, and other agency personnel and inform them of EFNEP and other programs and services offered by Extension.

E. Agriculture

1. Meet with urban minorities for the purpose of planning and carrying out backyard garden.
2. Use more newsletters and news releases to the media.
3. Increase news releases to all newspapers.
4. Conduct evening programs for small and part-time farmers giving health, feeding and management information about livestock.
5. Increase number of science programs in Muskogee County schools.

Selection and Development of the Instrument

In the development of an instrument for this study, two considerations were realized. First, the questionnaire must determine the impact of a public relations program and secondly, determine a new awareness level of Extension in Muskogee County.

The impact questions of the questionnaire were actually projected from the initial awareness questions asked in the Cosner (11) part of the previous study. The county extension staff of Muskogee County

indicated their input to the public relations program and from here, questions were developed to determine the effect of the program. In determining a new awareness level for the county, Cosner's (11) exact questions were used to be able to determine a new county awareness level. In both instances, the questions used were selected to meet the objectives of the study.

The interview was chosen over the questionnaire as a means of data gathering because time, expense of issuing a questionnaire by mail, and low rates of return would be immense. Questionnaires often do not give desired information because they are constructed improperly. Levine and Gordon (22, p. 571) stated, "The degree to which a questionnaire elicits the desired information depends considerably upon the manner in which it is constructed." Some investigators even hesitate to employ mail questionnaires because of low percentage of return and incomplete responses. Those responses which are mailed often times require a second or third request by the researcher which might take months to receive. Levine and Gordon (22, p. 569) further stated, "To obtain a respondent's involvement and cooperation, it is necessary to impress him with the seriousness and importance of the project." If, in fact, the questionnaire is poorly responded to in terms of both nature of the answers and the number returned, it would seem that the data collected could never be called truly representative of the population being sampled. Wallace (35) reported that the higher educated rather than less educated are more likely to reply to a mail questionnaire which led this writer to consider another method of collecting data using the interview.

Wallace (35) again pointed out that people with telephones seem to want to communicate more than people without a telephone. The use of

a telephone to collect data has offered a more expeditious approach and increased response rates. Cosner (11) reported that several studies done by Oklahoma State Department of Vocational-Technical Education used the telephone survey method to obtain response rates of 93 and 95 percent. Cosner (11) and Forest and Marshall (17) in their studies used the telephone survey-interview in collecting data with excellent response rates.

After having chosen the telephone survey-interview as the most resourceful method of data gathering, steps were taken to design an instrument appropriate for issuing by telephone. Length of the instrument was considered important as some respondents may not provide the needed information if the interview were too long.

A tentative instrument was issued to students in a graduate level Agricultural Education seminar class in a mock interview. Following comments and suggestions, an amended instrument was offered for review to Extension staff members of the Agricultural Education Department on Campus. Again, following constructive comments, staff members of the Oklahoma Department of Vocational-Technical Education were contacted to secure information concerning the telephone-interview survey. The staff members were most helpful in formulating a final draft of the interview. Using this final copy, twenty Payne County residents were selected randomly to participate in a trial telephone survey which served to solidify the instrument as an effective data gathering tool.

Following the development of the instrument, the researcher decided to use Cosner's (11) coding system associated with his questions with several modifications to assess an awareness score. This enabled the researcher to easily and consistently keypunch answer sheets from the

interview schedule. The coding system was built-in to the interview and was illustrated in Table I.

As mentioned earlier, a portion of the instrument was used to determine the impact of a planned public relations program upon the 317 respondents in Muskogee County that were selected in the Cosner (11) baseline study. The remainder of the questions on the survey were identical to Cosner's (11) initial awareness questions as the remainder of the selected individuals, 65 (382 - 317 = 65 plus the 317 initial respondents), were used to establish a new awareness level in that county for Extension. Cosner (11) stated:

> The questions or items used may be classified under one of the following six divisions:
> 1. Services provided by the Cooperative Extension Service.
> 2. Extension personnel by name recognition.
> 3. Methods of contact with the Cooperative Extension Service.
> 4. Communication resources used by the Cooperative Extension Service.
> 5. Benefit of the Oklahoma Cooperative Extension Service to Oklahoma.
> 6. Personal data (p. 39).

A copy of the interview instrument is offered in the Appendix.

Analysis of Data

The purpose of this study was to determine the impact of a public relations program by Extension personnel in Muskogee County, Oklahoma. A secondary purpose was to establish a new awareness level of Extension in that county. The telephone survey was used to gather data from the residents in Muskogee County.

The impact portion of the survey dealt with quantitative data while the new awareness portion involved attitude, opinion, subjective judgement, and quantity response.

TABLE I

WEIGHTED AWARENESS SCORES BY QUESTION*

Question**	Question	Response	Awareness Weighted Value
#2	Did you know that an OSU Extension office exists in Muskogee County?	Yes No	1 0
#5	Have you ever been involved with or been a member of:		
	4-H youth program	Yes	2
	Extension homemaker's club	Yes	2
	Agricultural or related groups	Yes	2
	None of the above	No	0
#9	Has any member of your family ever been involved with or been a member of:		
	4-H youth program	Yes	1
	Extension homemaker's club	Yes	1
	Agricultural or related groups	Yes	1
	None of the above	No	0
#13	Have you ever had any contact with or heard of the following extension personnel in your county:		
	Basil Myers, County Extension Director	Yes	1
	Riletta Marshall, Extension Home Economist	Yes	1
	Carlene Jordan, Extension Home Economist, Nutrition	Yes	1
	Charles Lester, 4-H Youth Program	Yes	1
	Jerry Sisk, Agriculture Extension Agent	Yes	1
	Ray Campbell, Horticulture Specialist	Yes	1
	None of the above	No	0
#15	Have you ever contacted the county extension office for any information?	Yes No	2 0
#19	Have you participated in any meetings sponsored by the ag extension service?	Yes No	2 0
#23b	Do you read news columns written by extension agents?	Yes No	1 0
#23c	Do you listen to radio or watch T.V. programs by extension personnel?	Yes No	1 0
#24	Have you provided exhibits for a county or state fair?	Yes No	1 0
#25	Has any member of your family provided exhibits for a county or state fair?	Yes No	1 0
	Total Possible		24

*Adapted from Cosner's (11) Study
**Questions are numbered as found in the actual survey instrument, see Appendix.

The impact questions of the interview used a forced response of yes or no and questions with specific multiple choices. Quantitative analysis was used on these questions using a mean, percent, and total number.

The level of awareness questions, mentioned earlier in this chapter, were weighted appropriately according to the direct involvement or contact with Extension. For the new awareness level, scores ranged only slightly differently because two questions were split to obtain more accurate information and the Muskogee County Extension staff was larger creating a higher possible score. The new awareness scores were broken down on a scale using six levels which are as follows:

1. Level 1 equals no awareness - 0 points.
2. Level 2 equals very low awareness - 1-5 points.
3. Level 3 equals low awareness - 6-10 points.
4. Level 4 equals medium awareness - 11-15 points.
5. Level 5 equals high awareness - 16-20 points.
6. Level 6 equals very high awareness - 21-24 points.

Frequency counts were used to analyze questions not covered by this table.

Demographic data questions were included on the interview to obtain such information as gross income of household, age, occupation, involvement in agriculture, how they were involved in agriculture, educational level completed, racial/ethnic group, and sex.

The statistical procedure used included the frequency procedure (mean, percent, and number) for the impact portion and frequency procedure and Chi-square analysis for the new awareness level portion of the study. Bartz (4) discussed Chi-square:

> A technique that can be used to determine whether there is a significant difference between some theoretical or expected frequencies and the corresponding observed frequencies in two or more categories . . . The formula for the calculation of Chi-square is:
>
> $$X^2 = \sum \frac{(O-E)^2}{E}$$
>
> where O is the observed frequency in a given category, E is the expected frequency in a given category (pp. 294-295).

Based on a coding system, an awareness score was assessed to each respondent and frequency counts were used. These scores were placed into awareness levels as previously indicated in this chapter. Chi-square was used to compare each item of the demographic data to the levels of awareness to determine if there were any relationship occurring in the data.

CHAPTER IV

PRESENTATION AND ANALYSIS OF DATA

Introduction

The primary purpose of this study was to determine the impact of a planned public relations program by Extension personnel in Muskogee County, Oklahoma using the randomly selected Cosner's (11) statewide study. In addition, this study provided a new awareness level of Cooperative Extension programs and services by the general public in Muskogee County, Oklahoma.

The impact data which was collected involved 317 Muskogee County residents. An additional 65 county residents were added to bring the total sample to 382 from which the new awareness level data was drawn using the 95 percent confidence interval. The first section of this chapter reports the general characteristics of the 317 Muskogee County residents who were surveyed to collect impact data. Numerical and percentage frequency distributions are reported for the demographic data. The second section will report the responses to awareness and impact questions concerning the Cooperative Extension Service. Frequency distributions with percentages and numbers are used to report the data. In the third section of this chapter, the general characteristics of the 382 Muskogee County residents who were surveyed to compile the new awareness level data are reported. Number and percentage frequency distributions are used to report these demographic data. The fourth

section presents the responses to the awareness and involvement questions by the respondents using frequency distribution tables. The fifth section of this chapter will report the awareness levels and related awareness characteristics of the respondents using Chi-square analysis. To satisfy the requirements for Chi-square analysis, the awareness scores and demographic data cells were collapsed to form larger levels or categories. For example, the awareness scores which ranged from 0-24 points were divided to form six levels. These levels are:

Level 1 ---- 0 Points

Level 2 ---- 1-5 Points

Level 3 ---- 6-10 Points

Level 4 ---- 11-15 Points

Level 5 ---- 16-20 Points

Level 6 ---- 21-24 Points

The two highest awareness levels, high and very high, had to be collapsed in each analysis with the medium level of awareness to meet the assumptions of Chi-square.

The age categories of 18-24 years, 25-34 years, 35-49 years, 50-62 years and 63 and over, were collapsed to three categories. These categories are as follows:

Age Group 1 ---- 18-34 Years of Age

Age Group 2 ---- 35-49 Years of Age

Age Group 3 ---- 50 Years of Age or Older

This chapter, as its purpose, will describe the facts revealed from the analysis of data assembled in this research study.

Background of the Sample

The population of this study consisted of 382 residents of Muskogee County, Oklahoma. Included within these 382 residents were 317 of those residents who were selected and used from Muskogee County Cosner's (11) statewide study that represented those counties with that particular level of extension funding. Since only 276 of the original 317 residents answered the telephone, the additional 105 residents, including 10 new and 95 established residents, were added to bring the total sample number to 382. The 41 residents (317-276 = 41) not reached from Cosner's study had either moved, did not answer or had their telephone disconnected. Each resident in the population must have been 18 years or older, had access to a telephone, and had their telephone number listed in a published telephone directory in Muskogee County. For the impact portion of this study, the major source of data was compiled from 173 out of the 276 residents in the Cosner study. Of the 276 residents who were reached, 173 or 62.68 percent of the residents cooperated in responding to the 37-question telephone survey. For the new awareness level for the general public of Muskogee County, 250 residents out of 382 residents (65.45 percent) in the sample agreed to cooperate in answering the same 37-question telephone survey, minus one question for impact respondents only. The randomly selected 382 residences selected by telephone number were needed to report the data based on a .95 confidence interval.

General Characteristics of the Impact Respondents

The telephone survey contained eight questions which were used to

obtain personal information from the respondents. Each respondent was asked to give information concerning age, number of people in household, occupation, extent of involvement in agriculture,if any, educational level, race or ethnic group, sex, and household income. Not all questions were answered; therefore, the "N" in the various tables will vary.

The number and percentage of Muskogee County impact residents surveyed in the five age categories are presented in Table II. Each of the five categories of age closely approximate Cosner's Muskogee and statewide figures: 18 to 24 years old, 14.05 percent; 25 to 34, 20.12 percent; 35 to 49, 24.07 percent; 50 to 62, 19.60 percent; and 63 and over, 22.16 percent. The impact group had most of its respondents in the 25 to 34 age group, 22.35 percent, whereas Cosner's was in the 35 to 49 age group.

Table III represents the distribution of respondents based on size of the household. The largest group with 38.46 percent had two in the household and 69.23 percent with three or less in the household. Only 13.51 percent of the residents represented households with five or more in them. These figures closely coincide with Cosner's data in Muskogee County and on a state basis.

In Table IV and V, the occupational data and involvement in agriculture data are presented, respectively. The business, teaching, labor, and homemaker categories represented 131 respondents or 77.06 percent of the impact group. Agriculture and agriculture-related occupations accounted for only ten respondents or 5.9 percent of all occupations.

Those respondents who perceived themselves to be involved in agriculture made up 56.48 percent, with gardening making up the majority of

TABLE II

DISTRIBUTION OF IMPACT RESPONDENTS ACCORDING TO AGE LEVEL CLASSIFICATION

Age Level	Frequency Distribution N	%
18 to 24	32	18.82
25 to 34	38	22.35
35 to 49	34	20.00
50 to 62	31	18.24
63 and older	35	20.59
Total Response	170	100.00

TABLE III

DISTRIBUTION OF IMPACT RESPONDENTS BY SIZE OF HOUSEHOLD

Number in Household	Frequency Distribution N	%
1	19	11.24
2	65	38.46
3	33	19.53
4	29	17.16
5	18	10.65
6	4	2.37
7	1	.59
8	0	.00
9	0	.00
Total Responses	169	100.00

TABLE IV

DISTRIBUTION OF IMPACT RESPONDENTS
ACCORDING TO OCCUPATION

Primary Occupation	Frequency Distribution N	%
Agriculture	2	1.18
Agriculture Related	8	4.71
Business/Teaching	51	30.00
Labor	45	26.47
Homemaker	35	20.58
Other	29	17.06
Total Responses	170	100.00

TABLE V

DISTRIBUTION OF IMPACT RESPONDENTS BY HOW THEY
ARE INVOLVED IN AGRICULTURE

How Involved In Agriculture	Frequency Distribution N	%
No Involvement	74	43.53
Full-time Farming	4	2.35
Part-time Farming	27	15.88
Gardening	56	32.94
Agriculture Business	8	4.71
Other	1	.59
Total Responses	170	100.00

the total responses. Full-time and part-time farming together made up 18.23 percent of the responses.

The data in Table VI presents the distribution of respondents by their education levels. The data indicates that 13.69 percent or 23 respondents had completed 0 to 8 years of school. The largest number of respondents,35.7 percent,indicated that they had finished 3 to 4 years of high school. Over 41 percent or 69 respondents indicated that they had completed a minimum of 1 year of college with the majority of respondents being in the 1 to 2 year category.

In Table VII, the respondents are classified according to racial/ethnic group. An overwhelming majority of the respondents, 143 or 84.12 percent classified themselves as Caucasian/White. Only two other categories were marked. Blacks accounted for 14.12 percent or 24 respondents and Indians were 1.76 percent, three respondents. No other categories were indicated. These figures resemble both Cosner's Muskogee County and statewide figures. The respondents are classified by their sex in Table XIII. Females, 106 respondents, accounted for 62.35 percent of the total that participated and males accounted for 37.65 percent. These percentages almost replicate the figures in Cosner's Muskogee County and statewide figures.

The household income data of the respondents are presented in Table IX. With seven possible categories. The $25,000 - $50,000 category was largest with 35 entries or 24.14 percent of the respondents. Almost 55 percent, 79 respondents, had incomes of $20,000 or less. The smallest category was $50,000 and over with 6.21 percent or nine respondents. With the exception of the $25,000 - $50,000 category these figures compare favorably with the statewide Cosner study.

TABLE VI

DISTRIBUTION OF IMPACT RESPONDENTS BY HIGHEST LEVEL OF EDUCATION COMPLETED

Educational Level Completed	Frequence Distribution N	%
0 to 8 Years	23	13.69
1 to 2 Years of High School	16	9.52
3 to 4 Years of High School	60	35.71
1 to 2 Years of College	36	21.43
3 to 4 Years of College	17	10.12
Over 4	16	9.53
Total Responses	168	100.00

TABLE VII

DISTRIBUTION OF IMPACT RESPONDENTS BY RACIAL/ETHNIC GROUP

Racial/Ethnic Group	Frequency Distribution N	%
Caucasian/White	143	84.12
Black	24	14.12
Indian	3	1.76
Asian	0	0
Hispanic	0	0
Other	0	0
Total Responses	170	100.00

TABLE VIII

DISTRIBUTION OF IMPACT RESPONDENTS BY SEX

Sex	Frequency Distribution N	%
Female	106	62.35
Male	64	37.65
Total Responses	170	100.00

TABLE IX

DISTRIBUTION OF IMPACT RESPONDENTS
BY HOUSEHOLD INCOME

Gross Household Income	Frequency Distribution N	%
Less than 5,000	13	8.97
$5,000 to $10,000	12	8.28
$10,000 to $15,000	26	17.93
$15,000 to $20,000	28	19.31
$20,000 to $25,000	22	15.17
$25,000 to $50,000	35	24.14
Over $50,000	9	6.20
Total Responses	145	100.00

Responses to Extension Questions by Impact Respondents

One purpose of this study was to determine the impact of a planned public relations program conducted by Muskogee County Extension personnel in their county. The impact respondents were asked all of the questions representing a majority of respondents in the awareness study and changes in the impact respondents were noted. The only different question dealt with whether the impact respondents remembered whether they had answered Cosner's similar questionnaire previously. The impact respondents were asked to answer 28 questions concerning their awareness and/or involvement with the Oklahoma Extension Service in Muskogee County.

Questions 2-3, 5, 7, 9-11, 13-16, 19-20, and 23-29 required an answer of either yes or no while the remaining questions required a particular answer which the respondent could offer and the response would be recorded in the appropriate blank. One of the two value judgement questions, number 22, ask the respondent to rate as valuable or not valuable the information received at Extension meetings.

In an attempt to centralize the tabled data, multiple question tables were constructed. Table X presents the data obtained from questions one through fourteen. Question two of Table X indicates the knowledge of an Extension office in Muskogee County by the respondents. Even though the impact respondents were less knowledgable than Cosner's Muskogee County figures indicated, there were 56.07 percent or 97 respondents who did know that an Extension office existed. When asked in question three if they had become aware of the county Extension office this year, 1981, the impact respondents indicated that only seven or

TABLE X

DISTRIBUTION OF IMPACT RESPONDENTS BY INVOLVEMENT WITH EXTENSION

(Questions 1-14)

1. MAY WE HAVE A FEW MINUTES OF YOUR TIME TO ASK YOU A FEW QUESTIONS CONCERNING COOPERATIVE EXTENSION IN YOUR COUNTY?

Response	Frequency N	Frequency %
Yes	173	62.68
No	103	37.32
Total Response	276	100.00

2. DID YOU KNOW THAT AN OSU EXTENSION OFFICE EXISTS IN MUSKOGEE COUNTY?

Response	Frequency N	Frequency %
Yes	97	56.07
No	76	43.93
Total Response	173	100.00

3. HAVE YOU BECOME AWARE OF THE COUNTY EXTENSION OFFICE THIS YEAR?

Response	Frequency N	Frequency %
Yes	7	7.22
No	90	92.78
Total Response	97	100.00

4. HOW DID YOU BECOME AWARE OF THE EXTENSION OFFICE?

Response	Frequency N	Frequency %
Extension Newsletter	--	--
Extension Staff Member	15	16.67
Extension Radio Program	1	1.11
Extension TV Program	1	1.11
Extension Meeting	1	1.11
Extension Newspaper Article	16	17.78
Friend	22	24.44
Other	34	37.78
Total Responses	90	100.00

5. HAVE YOU PERSONALLY BEEN INVOLVED WITH OR BEEN A MEMBER OF:

Response	Frequency N	Frequency %
4-H Youth Program	28	16.28
Extension Homemaker's Group	6	3.49
Agricultural or Related Groups	8	4.65
None of the above	115	66.86
4-H & Extension Homemaker's Group	6	3.49
4-H & Agricultural or Related Groups	6	3.49
Extension Homemaker's Group & Agricultural or Related Groups	--	--
All three programs	3	1.74
Total Response	172	100.00

6. HOW MANY YEARS HAVE YOU BEEN INVOLVED WITH THESE GROUPS?

Response	Frequency N	Frequency %
0-1 year (This year, 1981)	2	3.85
1-5 years	28	53.85
6-10 years	13	25.00
11-15 years	4	7.69
16 years or more	5	9.62
Total Response	52	100.00

7. WAS THIS INVOLVEMENT SINCE JANUARY STIMULATED BY EXTENSION CONTACTING YOU?

Response	Frequency N	Frequency %
Yes	1	50.00
No	1	50.00
Total Responses	2	100.00

TABLE X (Continued)

Response Question	Frequency N	%

8. HOW WERE YOU CONTACTED?

	Frequency N	%
Newsletter	--	--
Staff Member	--	--
Radio Program	--	--
TV Program	--	--
Meeting	--	--
Newspaper	--	--
Friend	--	--
Other	1	100.00
Total Response	1	100.00

9. HAS ANY MEMBER OF YOUR FAMILY EVER BEEN INVOLVED WITH OR BEEN A MEMBER OF:

	Frequency N	%
4-H Youth Program	38	22.09
Extension Homemaker's Group	6	3.49
Agricultural or Related Groups	6	3.49
None of the above	99	57.56
4-H Youth Program & Extension Homemaker's Group	2	1.16
4-H Youth Program & Agricultural or Related Groups	16	9.30
Extension Homemaker's Group & Agricultural or Related Groups	1	.58
All three programs	4	2.33
Total Responses	172	100.00

10. HAS THIS INVOLVEMENT BEEN SINCE JANUARY?

	Frequency N	%
Yes	2	2.90
No	67	97.10
Total Responses	69	100.00

11. WAS THIS INVOLVEMENT SINCE JANUARY STIMULATED BY EXTENSION CONTACTING THEM?

	Frequency N	%
Yes	1	50.00
No	1	50.00
Total Responses	2	100.00

12. HOW WERE THEY CONTACTED?

	Frequency N	%
Newsletter	--	--
Staff Member	--	--
Radio Program	--	--
TV Program	--	--
Meeting	--	--
Newspaper	--	--
Friend	--	--
Other	1	100.00
Total Responses	1	100.00

13. HAVE YOU EVER CONTACTED OR HEARD OF THE FOLLOWING EXTENSION PERSONNEL IN YOUR COUNTY?

	Frequency N	%
Basil Myers, County Director	78	45.08
Riletta Marshall, Extension Home Economist	47	27.16
Carlene Jordan, Extension Home Economist, Nutrition	19	10.98
Charles Lester, 4-H Youth Program	28	16.18
Jerry Sisk, Agriculture Extension Agent	18	10.44
Ray Campbell, Horticulture Specialist	20	11.56
None of the above	78	45.08

14. HAS THIS AWARENESS OF THESE PERSONNEL BEEN SINCE JANUARY?

	Frequency N	%
Yes	9	10.11
No	80	89.89
Total Responses	89	100.00

7.22 percent had. The other 92.78 percent had prior knowledge of the Extension office.

Question four ask the question: "How did you become aware of the Extension office?" The majority of the respondents, 96.67 percent, indicated that their awareness was created through an Extension staff member, newspaper article, friend or another source. Extension radio programs, television programs, and meetings had only one response each. The extent of the respondents' personal involvement as a member of Extension groups or programs is dealt with in question five. Since multiple answers were common, the various groupings are cited. Twenty-eight residents, 16.28 percent, indicated they were involved in 4-H programs which was the largest single entry with Extension Homemaker's and Agricultural or related groups recording six and eight entries, respectively. Six respondents had been involved in both 4-H and Extension Homemaker's group. The other multiple entries included six, 30.49 percent, in both 4-H and Agricultural related groups, three, 1.74 percent, involved in all three groups. Questions six indicated the number of years of involvement that respondents have had with these groups. There were 45 respondents, 86.54 percent, who had from one to fifteen years of involvement with these Extension groups and almost 10 percent of the respondents exceeded 15 years. Only 3.85 percent, two respondents, had been involved for less than one year and this category was one indication of the total impact due to the public relations program in 1981 in Muskogee County. In question seven, those with involvement in Extension for less than one year were asked if their involvement was due to Extension contacting them. Of the two who had indicated less than a year of involvement, 50 percent said that Extension had contacted them.

Question eight determined how the respondents were contacted and one person indicated that a friend had notified him.

In question nine, the respondents were asked whether any member of their family has been involved with or been a member of these Extension groups or programs: 4-H programs, Extension Homemaker's group, and/or Agricultural or related groups. Again, as with the respondents themselves, 22.09 percent or 38 responses were recorded for 4-H programs. Extension Homemaker's and Agricultural related groups each had six responses. The most predominant multiple entry was 4-H and Agricultural or related groups with 16 responses or 9.30 percent. Four responses were indicated as having involvement in all three areas. In Cosner's study the respondent had to indicate combined involvement of himself and his family: in this study, the question was directed to both the respondent and his family individually to more accurately determine involvement. Question ten was used to determine if the family involvement in Extension groups had been since January, 1981, the starting date of the Muskogee County Extension Public Relations program. Two respondents indicated that their family members had initiated their involvement since January, 1981. Of these two, one respondent indicated that his family member's involvement was due to Extension contacting them as reflected in question 11. The source of this contact was indicated as other as found in question 12.

In question 13 an attempt was made to determine the awareness of the Extension staff by name and position by the respondents. In this question, multiple answers were recorded and the percentages will not equal 100 percent. The Muskogee County Extension Director, Basil Myers, was the staff person most widely known: 45.08 percent of the

respondents had heard of or had contacted him previously. Riletta Marshall, the Home Economist, was known by 27.16 percent or 47 respondents. The Extension Home Economist for Nutrition, Carlene Jordon, had been contacted or heard of by almost 11 percent of the respondents. Charles Lester the 4-H Program Leader, had been heard of or contacted by 16.18 percent of the respondents. The Agricultural Extension Agent, Jerry Sisk, was familiar to 10.40 percent of the respondents while Ray Campbell, the State Horticulture specialist, was identified by 11.56 percent of the sample. Those respondents who had no knowledge of or contact with any of the Muskogee County Extension staff accounted for 45.08 percent of the respondents. Question 14 attempted to reveal if this awareness of these Extension personnel had been since January 1981, with over 10 percent or 9 respondents indicating that their awareness had been since January. This again gave indication that people in the county were benefiting from the public relations program.

In Table XI, questions 15 through 29 were inserted to again centralize the data. In the following tabled questions data was compiled to determine the actual contact and the extent of participation in Extension activities. Question 15: "Have you ever contacted the Muskogee County Extension office for any information?" Almost one-fourth of the respondents indicated that they had contacted the Extension office for information. This figure is somewhat less than the Muskogee County figures compiled by Cosner. As an indication of the effect of the public relations program, question 16 revealed that over 40 percent or 17 respondents had, in fact, contacted the Extension office since January 1981. It seemed that the public relations program was having a positive affect on the general public. Question 17

TABLE XI

DISTRIBUTION OF IMPACT RESPONDENTS BY CONTACT WITH EXTENSION

(Questions 15-29)

15. HAVE YOU EVER CONTACTED THE MUSKOGEE COUNTY OSU EXTENSION OFFICE FOR ANY INFORMATION?

Response	Frequency N	Frequency %
Yes	42	24.71
No	128	75.29
Total Responses	170	100.00

16. SINCE JANUARY?

Response	Frequency N	Frequency %
Yes	17	40.48
No	25	59.52
Total Responses	42	100.00

17. WHO DID YOU TALK TO IN THE OFFICE?

Response	Frequency N	Frequency %
Agriculture Agent	5	11.90
Home Economist	1	2.38
4-H Agent	3	7.15
County Director	14	33.33
Other	19	45.24
Total Responses	42	100.00

18. HOW WAS THE CONTACT MADE?

Response	Frequency N	Frequency %
Called	30	71.43
Written	--	--
Personal Contact	12	28.57
Total Responses	42	100.00

19. HAVE YOU EVER PARTICIPATED IN ANY MEETINGS SPONSORED BY ANY OF THE EXTENSION AGENTS?

Response	Frequency N	Frequency %
Yes	36	20.93
No	136	79.07
Total Responses	172	100.00

20. HAS THIS BEEN SINCE JANUARY?

Response	Frequency N	Frequency %
Yes	10	27.78
No	26	72.22
Total Responses	36	100.00

21. HOW WERE YOU NOTIFIED OF THE MEETING?

Response	Frequency N	Frequency %
Newsletter	4	40.00
TV Program	--	--
Radio Program	--	--
Newspaper	3	30.00
Extension Staff Member	1	10.00
Friend	1	10.00
Other	1	10.00
Total Responses	10	100.00

22. HOW VALUABLE WAS THE INFORMATION YOU RECEIVED AT THESE MEETINGS?

Response	Frequency N	Frequency %
Valuable	9	90.00
Not Valuable	1	10.00
Total Responses	10	100.00

23a. DO YOU READ NEWS ARTICLES ABOUT EXTENSION OR 4-H ACTIVITIES?

Response	Frequency N	Frequency %
Yes	107	62.21
No	65	37.79
Total Responses	172	100.00

23b. DO YOU READ NEWS COLUMNS WRITTEN BY EXTENSION AGENTS?

Response	Frequency N	Frequency %
Yes	104	60.47
No	68	39.53
Total Responses	172	100.00

TABLE XI (Continued)

Response	Question	Frequency N	Frequency %
23.	DO YOU LISTEN TO RADIO OR WATCH TV PROGRAMS BY EXTENSION PERSONNEL?		
	Yes	82	47.67
	No	90	52.33
	Total Responses	172	100.00
24.	HAVE YOU EVER PROVIDED EXHIBITS FOR A COUNTY OR STATE FAIR?		
	Yes	50	29.07
	No	122	70.93
	Total Responses	172	100.00
25.	HAS ANY MEMBER OF YOUR FAMILY PROVIDED AN EXHIBIT FOR A COUNTY OR STATE FAIR?		
	Yes	63	36.84
	No	108	63.16
	Total Responses	171	100.00
26.	HAS THIS BEEN SINCE JANUARY?		
	Yes	15	23.81
	No	48	76.19
	Total Responses	63	100.00
27a.	WOULD YOU LIKE TO RECEIVE INFORMATION ABOUT THE EXTENSION PROGRAMS AVAILABLE TO YOU?		
	Yes	80	46.51
	No	92	53.49
	Total Responses	172	100.00
27b.	FROM WHICH EXTENSION AREA WOULD YOU LIKE INFORMATION?		
	Agriculture	27	33.75
	Home Economics	15	18.75
	4-H Programs	4	5.00
	All three areas	20	25.00
	Agriculture & Home Economics	9	11.25
	Agriculture & 4-H Programs	3	3.75
	Home Economics & 4-H Programs	2	2.50
	Total Responses	80	100.00
28.	DO YOU THINK INCREASED FUNDING FOR THE OKLAHOMA COOPERATIVE EXTENSION SERVICE WOULD BE BENEFICIAL TO THE PEOPLE OF MUSKOGEE COUNTY?		
	Yes	112	70.00
	No	48	30.00
	Total Responses	160	100.00
29.	DID YOU ANSWER A SIMILAR QUESTIONNAIRE ABOUT A YEAR AGO?		
	Yes	24	14.04
	No	147	85.96
	Total Responses	171	100.00

determined who in the Extension office was talked to when the contact was made. One-third percent or 14 respondents indicated that contact was made with the Extension County Director while 19 respondents, 45.24 percent, had contacted the other category, probably the secretaries. In question 18, the nature of the contact was determined: over 71 percent of the respondents indicated that they had called, over 28 percent said that personal contact was used, and no written attempts were made. In the Muskogee County results by Cosner, only 55.8 percent of the respondents used the telephone to contact the Extension office. The trend seems to be increasing for the use of the telephone by the general public.

Question 19 had the respondents indicate whether or not they had participated in any meetings sponsored by any of the Extension Agents. Almost 21 percent indicated that they had participated in meetings sponsored by the Cooperative Extension Service.

Those who had participated in an Extension sponsored meeting were then asked in question 20 if this participation had been since January 1981. There were almost 28 percent or ten respondents that indicated their participation had been since January. Again the public relations program seems to be affecting participation as well.

The respondents who indicated participation since January were then asked in question 21 how they were notified of the meeting. The possible choices of notification were newsletter, television program, radio program, newspaper, Extension staff member, friend, and other. Four of the ten or 40 percent indicated that the newsletter had notified them. Thirty percent, 3 respondents, were notified by reading the newspaper. Extension staff member, friend, and other were indicated by one

respondent each as to their source of notification. Two means of notification, television and radio programs, were not cited at all.

Each respondent who indicated that they had participated in an Extension sponsored meeting was then asked in question 22 how valuable was the information that they had received at the meetings. The respondents were able to respond to either of two categories: valuable or not valuable. Ninety percent, nine respondents, who had participated in an Extension meeting indicated the information they received was valuable. These findings compare favorably with Cosner's Muskogee County and statewide figures at 94.7 and 92.0 percent, respectively.

To aid in determining the awareness of the respondents of the Extension Service, the degree to which the respondents read news articles about Extension or 4-H activities was desirable. Each respondent was also asked if they read news columns written by Extension Agents. Thirdly, the respondents were asked if they listen to radio or watch television programs by Extension personnel. The frequency distribution in question 23 indicated the following data: Over 62 percent of the respondents read news articles about Extension or 4-H activities, 60.47 percent read news columns written by Extension agents and 47.67 percent listen to radio or watch television programs by Extension personnel. The 60.47 percent who read news columns written by Extension Agents compares closely with Cosner's Muskogee County statistic of 61 percent.

In Oklahoma, considerable time and effort is used in working with county and state fairs by Extension personnel. An attempt was made to determine the involvement of not only the respondent but the respondent's family as well. The data in questions 24 and 25 deal with involvement in a county or state fair. In question 24, the respondents

indicated that there were 29.07 percent or 50 respondents who had provided an exhibit for a county or state whereas 70.93 percent had not done so. The data in question 25 revealed that 36.84 percent or 63 respondents had family members who had provided an exhibit for a county or state fair.

To determine the number of family members who had become involved with exhibits for county or state fairs this year, question 26 shows the frequency distribution. Almost one-fourth or 23.8 percent of the family members having exhibits in county or state fairs had become involved since January 1981.

In order to assess the attitude of the respondents toward the Cooperative Extension Service in Muskogee County, two questions were asked. These questions helped to determine the respondent's view of the value of the Cooperative Extension Service. In answer to the question, "Would you like to receive free information about Extension programs available to you?", 46.51 percent of the respondents indicated that they would like to receive program information. This figure compares to Cosner's statewide response but is considerably less than his Muskogee County figure.

In order to determine particular interests, the respondents were asked to indicate from which of the three areas they would like information: 4-H programs, Home Economics, Agriculture, or all three areas. Even though various multiple choices could be made, Agriculture was the most desired with 33.75 percent or 27 respondents requesting information about that area. Home Economics was requested by 18.75 percent or 15 respondents with 4-H programs being requested by 5.00 percent of the respondents. One-fourth or 25 percent of the respondents indicated that

they wanted information about all three areas.

In an effort to fulfill the request of the respondents wanting information about Extension programs, the name and current address was secured from the respondents and a list was forwarded along with the particular area of interest for each respondent to the Muskogee County director, Basil Myers. The respondents could then be reached by telephone or mail and given the desired information by the appropriate Extension staff member.

The question, "Do you think increased funding for the Oklahoma Cooperative Extension Service would be beneficial to the people of Muskogee County?" was asked of each respondent. The frequency distribution in question 28 indicated that 70 percent or 112 respondents felt that increased funding would be beneficial. Only 30 percent felt increased funding would not be beneficial.

In an attempt to determine that the respondents answering the current telephone survey were the same respondents answering Cosner's telephone survey, question 29 was asked of each impact respondent. In asking the question, "Did you answer a similar questionnaire about a year ago?", the data indicates that only 14.04 percent or 14 respondents remember answering Cosner's questionnaire. The reader must realize that more than one person is likely to answer the telephone at any of the telephone numbers used in the previous study.

General Characteristics of the New Awareness Level Respondents

The identical telephone survey, minus one impact question, was used for the remaining respondents which furnished information to establish a

new awareness level in Muskogee County.

The new awareness respondents answered eight general characteric questions which furnished the demographic data for this portion of the study. Again, those questions related to the respondent's age, number of people in the household, occupation, involvement in agriculture, educational level, race, sex, and gross household income. As with the impact portion of this chapter, not all questions were answered; therefore, the "N" for each question may vary.

Table XII presents the distribution of the new awareness respondents by age categories. The largest age category 25 to 34 years old, represented 22.95 percent or 56 respondents. The 63 and older category represented 21.31 percent of the responses. Each age category closely adheres to Cosner's statewide statistics reported in 1980.

The data contained in Table XIII presents the distribution of new awareness respondents by size of household. The largest category, two persons,had 34.16 percent or 83 respondents. The three and four person categories each had 47 respondents accounting for 38.68 percent of the responses. Five or more persons per household amounted to 13.58 percent of the responses which was the identical figure for the single person household.

The distribution of new awareness respondents according to occupation is presented in Table XIV. The agriculture category is by far the least occupation listed with 2.06 percent of the respondents. Business/teaching was the largest category having 26.75 percent or 65 of the respondents. Labor and Homemakers accounted for over fifty percent of the responses. The other category contained 16.05 percent of the responses and found within this category were students and unemployed as well as

TABLE XII

DISTRIBUTION OF NEW AWARENESS RESPONDENTS BY AGE

Age Level	Frequency Distribution N	%
18-24	39	15.99
25-34	56	22.95
35-49	50	20.49
50-62	47	19.26
63 and Older	52	21.31
Total Responses	244	100.00

TABLE XIII

DISTRIBUTION OF NEW AWARENESS RESPONDENTS
BY SIZE OF HOUSEHOLD

Number in Household	Frequency Distribution N	%
1	33	13.58
2	83	34.16
3	47	19.34
4	47	19.34
5	26	10.70
6	4	1.65
7	1	.41
8	1	.41
9	1	.41
Total Responses	243	100.00

TABLE XIV

DISTRIBUTION OF NEW AWARENESS RESPONDENTS ACCORDING TO OCCUPATION

Primary Occupation	Frequency Distribution N	%
Agriculture	5	2.06
Agriculture Related	10	4.11
Business/Teaching	65	26.75
Labor	61	25.10
Homemaker	63	25.93
Other	39	16.05
Total Responses	243	100.00

retired persons.

Table XV reflects the distribution of the new awareness respondents by how they are involved in agriculture. Almost one-half, 46.10 percent, of the respondents indicated that they had no involvement in agriculture. Of those categories indicating some type of involvement, gardening was the largest with 32.92 percent or 80 of the respondents.

In an attempt to determine the educational level of the respondents, the following question was asked: "What is the highest grade you have completed in school?" Table XVI indicated that 87 respondents or 36.10 percent were in the three to four years of high school category. Forty-four percent of the respondents indicated that they had completed at least one year of college.

Table XVII presents the distribution of the new awareness respondents by racial/ethnic group. While no responses were noted for the Asian, Hispanic, or other categories, Caucasian/White was the predominant category with 85.66 percent or 209 of the responses. Black and Indian categories were 11.88 and 2.46 percent, respectively. With the exception of the categories with no entries these figures very closely approximate Cosner's statewide figures.

The distribution of the new awareness respondents by sex is found in Table XVIII. The females participating in the study consisted of 65.71 percent, or 161 of the respondents. Males, on the other hand, accounted for 34.29 percent. These figures compare very closely to Cosner's statewide study in 1980.

To determine gross income of the household for each respondent, the last demographic question was asked: "Of the following ranges, which one most closely approximates the total gross income of your household?"

TABLE XV

DISTRIBUTION OF NEW AWARENESS RESPONDENTS BY HOW THEY ARE INVOLVED IN AGRICULTURE

How Involved In Agriculture	Frequency Distribution N	%
No Involvement	112	46.10
Full-time Farming	9	3.70
Part-time Farming	31	12.76
Gardening	80	32.92
Agriculture Business	9	3.70
Other	2	.82
Total Responses	243	100.00

TABLE XVI

DISTRIBUTION OF NEW AWARENESS RESPONDENTS BY HIGHEST LEVEL OF EDUCATION COMPLETED

Educational Level Completed	Frequency Distribution N	%
0 to 8 Years	40	16.60
1 to 2 Years of High School	20	8.30
3 to 4 Years of High School	87	36.10
1 to 2 Years of College	49	20.33
3 to 4 Years of College	25	10.37
Over 4	20	8.30
Total Responses	241	100.00

TABLE XVII

DISTRIBUTION OF NEW AWARENESS RESPONDENTS
BY RACIAL/ETHNIC GROUP

Racial/Ethnic Group	Frequency Distribution N	%
Caucasian/White	209	85.66
Black	29	11.88
Indian	6	2.46
Asian	0	0
Hispanic	0	0
Other	0	0
Total Responses	244	100.00

TABLE XVIII

DISTRIBUTION OF NEW AWARENESS
RESPONDENTS BY SEX

Sex	Frequency Distribution N	%
Female	161	65.71
Male	84	34.29
Total Responses	245	100.00

Table XIX reflected that the largest category was the $25,000 to $50,000 range with 22.75 percent of the respondents. There were nine respondents, 4.25 percent, indicating incomes over $50,000 while 22, 10.43 percent, indicated incomes of less that $5,000.

Response to Extension Questions by New Awareness Respondents

In this section of the study the purpose was to determine the awareness of the general public of Muskogee county towards the Cooperative Extension Service. To determine awareness and involvement, the respondents were asked to answer a 37-item, minus one item for impact respondents only,telephone survey. Questions two through twenty-nine actually dealt with Extension (see Appendix).

Questions 2-3, 5, 7, 9-11, 13-16, 19-20 and 23-29 could be answered with a yes or no while the remaining questions required a particular response which was recorded in the appropriate blank. One of the two value judgement questions, number 22, asked the respondents to rate the information received at extension meetings as valuable or not valuable. Again as with the impact data two multiple question tables were constructed to centralize the data.

In Table XX, the data from questions one through fourteen are found. Question two indicated that of the 250 respondents answering the questionnaire, 56.00 percent or 140 respondents knew that a Cooperative Extension office existed in Muskogee county. In relation to this, question three asked: "Have you become aware of the county Extension office this year?" There were almost 90 percent who responded that they had previous knowledge of the existence of a county Extension office.

TABLE XIX

DISTRIBUTION OF NEW AWARENESS RESPONDENTS
BY HOUSEHOLD INCOME

Gross Household Income	Frequency Distribution	
	N	%
Less than $5,000	22	10.43
%5,000 to $10,000	21	9.95
$10,000 to $15,000	35	16.59
$15,000 to $20,000	46	21.80
$20,000 to $25,000	30	14.22
$25,000 to $50,000	48	22.75
Over $50,000	9	4.26
Total Responses	211	100.00

TABLE XX

DISTRIBUTION OF NEW AWARENESS RESPONDENTS BY INVOLVEMENT WITH EXTENSION

(Questions 1-14)

1. MAY WE HAVE A FEW MINUTES OF YOUR TIME TO ASK YOU A FEW QUESTIONS CONCERNING COOPERATIVE EXTENSION IN YOUR COUNTY?

Response	Frequency N	Frequency %
Yes	250	65.44
No	132	34.56
Total Response	382	100.00

2. DID YOU KNOW THAT AN OSU EXTENSION OFFICE EXISTS IN MUSKOGEE COUNTY?

Response	Frequency N	Frequency %
Yes	140	56.00
No	110	44.00
Total Response	250	100.00

3. HAVE YOU BECOME AWARE OF THE COUNTY EXTENSION OFFICE THIS YEAR?

Response	Frequency N	Frequency %
Yes	15	10.71
No	125	89.29
Total Response	140	100.00

4. HOW DID YOU BECOME AWARE OF THE EXTENSION OFFICE?

Response	Frequency N	Frequency %
Extension Newsletter	4	3.03
Extension Staff Member	18	13.64
Extension Radio Program	1	.76
Extension TV Program	2	1.51
Extension Meeting	1	.76
Extension Newspaper Article	21	15.90
Friend	34	25.76
Other	51	38.64
Total Responses	132	100.00

5. HAVE YOU PERSONALLY BEEN INVOLVED WITH OR BEEN A MEMBER OF:

Response	Frequency N	Frequency %
4-H Youth Program	41	16.47
Extension Homemaker's Group	12	4.82
Agricultural or Related Groups	9	3.61
None of the above	163	65.46
4-H & Extension Homemaker's Group	11	4.42
4-H & Agricultural or Related Groups	9	3.61
Extension Homemaker's Group & Agricultural or Related Groups	--	--
All three programs	4	1.61
Total Response	249	100.00

6. HOW MANY YEARS HAVE YOU BEEN INVOLVED WITH THESE GROUPS?

Response	Frequency N	Frequency %
0-1 year (This year, 1981)	2	2.50
1-5 years	47	58.75
6-10 years	21	26.25
11-15 years	5	6.25
16 years or more	5	6.25
Total Responses	80	100.00

7. WAS THIS INVOLVEMENT SINCE JANUARY STIMULATED BY EXTENSION CONTACTING YOU?

Response	Frequency N	Frequency %
Yes	1	50.00
No	1	50.00
Total Responses	2	100.00

TABLE XX (Continued)

Response	Question	Frequency N	Frequency %
8.	HOW WERE YOU CONTACTED?		
	Newsletter	--	--
	Staff Member	--	--
	Radio Program	--	--
	TV Program	--	--
	Meeting	--	--
	Newspaper	--	--
	Friend	--	--
	Other	1	100.00
	Total Responses	1	100.00
9.	HAS ANY MEMBER OF YOUR FAMILY EVER BEEN INVOLVED WITH OR BEEN A MEMBER OF:		
	4-H Youth Program	56	22.49
	Extension Homemaker's Group	8	3.21
	Agricultural or Related Groups	11	4.42
	None of the above	144	57.83
	4-H Youth Program & Extension Homemaker's Group	4	1.61
	4-H Youth Program & Agricultural or Related Groups	21	8.43
	Extension Homemaker's Group & Agricultural or Related Groups	1	.40
	All three programs	4	1.61
	Total Responses	249	100.00
10.	HAS THIS INVOLVEMENT BEEN SINCE JANUARY?		
	Yes	6	5.71
	No	99	94.29
	Total Responses	105	100.00
11.	WAS THIS INVOLVEMENT SINCE JANUARY STIMULATED BY EXTENSION CONTACTING THEM?		
	Yes	3	50.00
	No	3	50.00
	Total Responses	6	100.00
12.	HOW WERE THEY CONTACTED?		
	Newsletter	1	33.33
	Staff Member	--	--
	Radio Program	--	--
	TV Program	--	--
	Meeting	--	--
	Newspaper	--	--
	Friend	--	--
	Other	2	67.67
	Total Responses	3	100.00
13.	HAVE YOU EVER CONTACTED OR HEARD OF THE FOLLOWING EXTENSION PERSONNEL IN YOUR COUNTY?		
	Basil Myers, County Extension Director	101	40.56
	Riletta Marshall, Extension Home Economist	67	26.90
	Carlene Jordan, Extension Home Economist, Nutrition	29	11.65
	Charles Lester, 4-H Youth Program	39	15.66
	Jerry Sisk, Agriculture Extension Agent	24	9.64
	Ray Campbell, Horticulture Specialist	26	10.44
	None of the above	123	49.40
14.	HAS THIS AWARENESS OF THESE PERSONNEL BEEN SINCE JANUARY?		
	Yes	14	11.57
	No	107	88.43
	Total Responses	121	100.00

Fifteen respondents, 10.71 percent, had become aware of the Extension office in 1981. Those respondents who had become aware of the county Extension office this year were then asked how they became aware of the Extension office in question four. The most frequent response was the other category having 51 responses or 38.64 percent. Extension staff member, Extension newspaper article and friend categories accounted for 55.30 percent of the responses. Extension radio programs, television programs and meetings seemed to be the least affective having had recorded 3.03 percent of the respondents.

The respondents involvement in Extension programs was determined in question five. The data revealed 16.47 percent or 41 respondents had participated in 4-H programs. Almost 5 percent had been involved in Extension Homemaker's groups while 3.61 percent had been involved in Agricultural or related groups. Almost 2 percent indicated involvement in all three programs whereas 65.46 percent or 163 respondents recorded no involvement at all.

Question six was asked to determine the number of years the respondents had been involved with Extension groups. A majority of participants, 58.75 percent, had been involved from 1 to 5 years. Twenty-one respondents or 26.25 percent had been participating between 6 and 10 years while over 6 percent had been involved for 16 years or more. Only two respondents indicated that they had been involved for less than 1 year or in 1981.

These two respondents were then asked in question seven if this involvement since January was stimulated by Extension contacting them. One of the two respondents or 50 percent indicated that Extension had made the contact and question eight reflected that the contact was made

by a friend.

The respondent was asked in question nine, Table XX, if any member of their family had ever been involved with or been a member of 4-H programs, Extension Homemaker's groups and/or Agricultural or related groups. Most of the respondents, 57.83 percent, indicated that their family had no involvement with these Extension activities. There were 22.49 percent, 56 respondents, that indicated their family members had been involved in 4-H programs. Four respondents indicated that their family members had been involved in all three of the Extension groups.

When asked in question ten if this involvement has been since January, six respondents indicated that it had been while 94.29 percent or 99 respondents indicated that the involvement for their family had been prior to January, 1981.

Question 11 revealed that one-half of the six respondents having involvement since January were involved due to Extension contacting them. The other three respondents indicated that their involvement was not due to Extension contacting them.

The method in which these three respondents were contacted is presented in question 12. Of the three respondents, one was contacted by newsletter and the remaining two listed other as their contacting source.

The Muskogee County Extension staff has five agents and there is one designated State Horticulture Specialist, Ray Campbell, that serves all the 77 Oklahoma counties. The Horticulture Specialist has periodic television broadcasts from Oklahoma City. In an attempt to determine the awareness of these six Extension personnel, the respondents were asked to respond to question 13 stating, "Have you ever contacted or

heard of the following Extension personnel in your county?" The personnel were listed by name and position. The County Director, Basil Myers, had been contacted or heard of by 40.56 percent of the respondents. Riletta Marshall, the Extension Home Economist, was identified by 26.90 percent of the respondents. Carlene Jordan, the Extension Home Economist for Nutrition was reported by 11.65 percent of the respondents. The 4-H Program Leader, Charles Lester, had been contacted or heard of by 15.66 percent of the respondents. The Agriculture Extension Agent, Jerry Sisk, was cited by 9.64 percent of the respondents while Ray Campbell was recognized by 10.44 percent of the respondents. Almost 50 percent of the respondents had never heard of these Extension personnel.

Question 14 asked if this awareness of these personnel has been since January (1981). There were 11.57 percent or 14 respondents that indicated that they had become aware since January while 88.43 percent of the respondents had previously known these personnel.

Table XXI is a consolidation of questions 15 through 29 which centralizes the data for the reader. The table is entitled, "Distribution of New Awareness Respondents Involving Their Contact With Extension." Question 15 asks if the respondent had ever contacted the Muskogee County Extension office for any information. Over 22 percent or 54 of the respondents indicated that they had contacted the Extension office for information. Over 77 percent had no prior contact with the Extension office for information.

Question 16,17, and 18 were directed toward those respondents who had contacted the Extension office for information. In question 16, 26 or 48.15 percent of these respondents had contacted the Extension office

TABLE XXI

DISTRIBUTION OF NEW AWARENESS RESPONDENTS BY CONTACT WITH EXTENSION

(Questions 15-28)

15. HAVE YOU EVER CONTACTED THE MUSKOGEE COUNTY OSU EXTENSION OFFICE FOR ANY INFORMATION?

Response	Frequency N	Frequency %
Yes	54	22.04
No	191	77.96
Total Responses	245	100.00

16. SINCE JANUARY?

Response	Frequency N	Frequency %
Yes	26	48.15
No	28	51.85
Total Responses	54	100.00

17. WHO DID YOU TALK TO IN THE OFFICE?

Response	Frequency N	Frequency %
Agriculture Agent	6	11.11
Home Economist	5	9.26
4-H Agent	5	9.26
County Director	15	27.78
Other	23	42.59
Total Responses	54	100.00

18. HOW WAS THE CONTACT MADE?

Response	Frequency N	Frequency %
Called	40	74.07
Written	1	1.86
Personal Contact	13	24.07
Total Responses	54	100.00

19. HAVE YOU EVER PARTICIPATED IN ANY MEETINGS SPONSORED BY ANY OF THE EXTENSION AGENTS?

Response	Frequency N	Frequency %
Yes	52	20.88
No	197	79.12
Total Responses	249	100.00

20. HAS THIS BEEN SINCE JANUARY?

Response	Frequency N	Frequency %
Yes	15	28.85
No	37	71.15
Total Responses	52	100.00

21. HOW WERE YOU NOTIFIED OF THE MEETING?

Response	Frequency N	Frequency %
Newsletter	8	53.33
TV Program	--	--
Radio Program	--	--
Newspaper	4	26.67
Extension Staff Member	1	6.67
Friend	1	6.67
Other	1	6.67
Total Responses	15	100.00

22. HOW VALUABLE WAS THE INFORMATION YOU RECEIVED AT THESE MEETINGS?

Response	Frequency N	Frequency %
Valuable	14	93.33
Not Valuable	1	6.67
Total Responses	15	100.00

23a. DO YOU READ NEWS ARTICLES ABOUT EXTENSION OR 4-H ACTIVITIES?

Response	Frequency N	Frequency %
Yes	152	61.04
No	97	38.96
Total Responses	249	100.00

23b. DO YOU READ NEWS COLUMNS WRITTEN BY EXTENSION AGENTS?

Response	Frequency N	Frequency %
Yes	144	58.30
No	103	41.70
Total Responses	247	100.00

TABLE XXI (Continued)

Response	Question	Frequency N	Frequency %
23c.	DO YOU LISTEN TO RADIO OR WATCH TV PROGRAMS BY EXTENSION PERSONNEL?		
	Yes	113	45.56
	No	135	54.44
	Total Responses	248	100.00
24.	HAVE YOU EVER PROVIDED EXHIBITS FOR A COUNTY OR STATE FAIR?		
	Yes	73	29.44
	No	175	70.56
	Total Responses	248	100.00
25.	HAS ANY MEMBER OF YOUR FAMILY PROVIDED AN EXHIBIT FOR A COUNTY OR STATE FAIR?		
	Yes	92	37.55
	No	153	62.45
	Total Responses	245	100.00
6.	HAS THIS BEEN SINCE JANUARY?		
	Yes	21	22.83
	No	71	77.17
	Total Responses	92	100.00
27a.	WOULD YOU LIKE TO RECEIVE INFORMATION ABOUT THE EXTENSION PROGRAMS AVAILABLE TO YOU?		
	Yes	118	47.37
	No	130	52.23
	Total Responses	248	100.00
27b.	FROM WHICH EXTENSION AREA WOULD YOU LIKE INFORMATION?		
	Agriculture	36	30.52
	Home Economics	30	25.42
	4-H Programs	7	5.94
	All three areas	30	25.42
	Agriculture & Home Economics	11	9.32
	Agriculture & 4-H Programs	1	.84
	Home Economics & 4-H Programs	3	2.54
	Total Responses	118	100.00
28.	DO YOU THINK INCREASED FUNDING FOR THE OKLAHOMA COOPERATIVE EXTENSION SERVICE WOULD BE BENEFICIAL TO THE PEOPLE OF MUSKOGEE COUNTY?		
	Yes	156	66.67
	No	78	33.33
	Total Responses	234	100.00

since January 1981, while 51 percent had made contact with the Extension office for information prior to that time.

An effort was made in question 17 to determine which Extension staff members were contacted by the respondents since January. Six respondents, 11.11 percent, contacted the Agriculture Agent; 5 respondents, 9.26 percent, had contacted the Home Economist; 5 respondents, 9.26 percent, had contacted the 4-H Agent; 15 respondents, 27.78 percent had contacted the County Director, and 23 respondents, 42.59 percent, had contacted other, probably the secretary.

To determine how the contact was made with the Extension staff since January, question 18 was asked. Forty or 74.07 percent of the respondents had called the Extension office. Thirteen respondents or 24.07 percent had made personal contact while only one person had written the Extension office for information since January 1981. Questions 16, 17, and 18 helped to determine the overall effect of the Muskogee County public relations program conducted during calendar year 1981 by the Cooperative Extension staff.

Question 19 determined whether the respondents had ever participated in any meetings sponsored by any of the Extension Agents. By attending one of these meetings, contact with one or more of the Extension Agents would have been assured. Almost 21 percent or 52 of the respondents indicated that they had participated in an Extension sponsored meeting while over 79 percent had not participated in a meeting.

Questions 20 and 21 were asked to determine information which would relate to the public relations effort by the Extension staff. Question 20 asked if the respondents' participation had been since January with 15, 28.85 percent, of the respondents indicating their participation in

a meeting had been since January.

Question 21 asks: "How were you notified of the meeting?" Over 53 percent or eight respondents indicated that the Extension newsletter had notified them. Over 26 percent indicated that the newspaper was their source while one respondent each said that they were notified by an Extension staff member, friend or other.

Each respondent who had participated in an Extension meeting was asked to rate the information that they had received as valuable or not valuable. Over 93 percent indicated that the information was valuable (question 22 in Table XXI presents this data). This data exceeds the data in Cosner's statewide study.

Question 23 is a three-part question and was asked to determine the contact the respondents had with Extension through the media. The first part asked if the respondents read news articles about Extension or 4-H activities. Over 61 percent indicated that they had read news articles. The second part asks if the respondents had read news columns written by Extension agents. A majority or 58.3 percent of the respondents indicated that they had read news columns written by Extension agents. The third parts determined if the respondents had listened to radio or watched television programs by Extension agents with 45.56 percent, 113 respondents, indicating that they had.

As previously mentioned in the impact part of this chapter, many hours are allocated by Extension staff members toward preparing for and attending county and state fairs. Questions 24 and 25 were asked to determine contact with Extension through county or state fairs. Question 24 asked: "Have you ever provided exhibits for a county or state fair?" Over 29 percent said that they personally had provided an

exhibit of some kind.

An attempt was made in question 25 if any of the respondent's family had also provided an exhibit for a county or state fair. There were 37.55 percent or 92 respondents who had family members that had provided an exhibit although over 62 percent had not done so.

An effort was made to determine if the family member's exhibit was provided since January 1981. Question 26 provides this data indicating that 22.83 percent or 21 family members had provided their exhibits since January. This data also adds to the overall effect of the Muskogee County Public Relations program.

Question 27 addressed the question: "Would you like to receive information about the Extension programs available to you?" In answer to this question, there were 118 respondents, 47.77 percent, who indicated that they would like information concerning Extension programs.

A second part to question 27 allowed those 118 respondents to select from which program of the three Extension program areas that they desired information. The frequency distribution for this question will reveal that there were multiple requests by the respondents. There were 28.82 percent or 34 respondents wanting information about Agriculture; 25.42 percent wanting information concerning Home Economics; and 5.94 percent wanting information about 4-H programs. All three areas were requested by 25.42 percent or 30 respondents which was the highest of all for the multiple requests. In addition to reporting this data, names and current addresses were obtained from the 118 respondents requesting information about Extension programs. In turn, this list of names with their indicated areas of interest were forwarded to the Muskogee County Extension Director in order that he might contact the

respondents and fulfill their information requests.

The last question, question 29, asked: "Do you think increased funding for the Oklahoma Cooperative Extension Service would be beneficial to the people of Muskogee County?" In response to this question, two-thirds, 66.67 percent, indicated that increased funding would be beneficial to their county. Only 33.33 percent felt that it would not.

Extension Awareness of Respondents

This last section of Chapter IV presents the relationship between the respondents' awareness of Cooperative Extension and demographic plus other data. The data presented in this section are presented meet the objectives in Chapter I and test the hypotheses found in Chapter III. The awareness tables illustrate the relationship between awareness scores and the various categories in that question. However, the figures presented relating to the same relationship were based on combined groups, both categories and awareness levels, which were used in the Chi-square analysis.

To arrive at an awareness score, certain questions were weighed with a numerical score of zero to two points per question. Higher assigned values were given to those questions indicating direct involvement or contact with Extension programs. The total awareness range of scores ran from zero to a high of 24 points. The awareness levels were assigned as indicated early in this chapter.

An analysis of the relationship between the awareness of Extension by the respondents and their age is presented in Table XXII. Without regard for age,over 91 percent of the respondents in Muskogee County had some awareness of Cooperative Extension while almost 46 percent of the

TABLE XXII

DISTRIBUTION AND CHI-SQUARE ANALYSIS OF RESPONDENTS' AWARENESS OF COOPERATIVE EXTENSION IN RELATION TO THEIR AGE

Awareness Scores	Frequency Distribution by Age										Total	
	18-24		25-34		35-49		50-62		63 or Over			
	N	%	N	%	N	%	N	%	N	%	N	%
0	5	2.07	7	2.87	1	.41	3	1.23	5	2.05	21	8.61
1	8	3.28	6	2.46	4	1.64	2	.82	8	3.28	28	11.48
2	4	1.64	7	2.87	5	2.05	6	2.46	1	.41	23	9.43
3	7	2.87	10	4.10	4	1.64	5	2.05	5	2.05	31	12.70
4	3	1.23	3	1.23	2	.82	6	2.46	4	1.64	18	7.38
5	2	.82	4	1.64	5	2.05	3	1.23	4	1.64	18	7.38
6	1	.41	3	1.23	3	1.23	3	1.23	6	2.46	16	6.56
7	2	.82	2	.82	9	3.69	4	1.64	3	1.23	20	8.20
8	2	.82	4	1.64	2	.82	3	1.23	4	1.64	15	6.15
9	0	.00	3	1.23	1	.41	3	1.23	0	.00	7	2.87
10	0	.00	1	.41	2	.82	4	1.64	1	.41	8	3.28
11	3	1.23	2	.82	2	.82	0	.00	5	2.05	12	4.92
12	1	.41	1	.41	3	1.23	0	.00	2	.82	7	2.87
13	0	.00	0	.00	3	1.23	2	.82	2	.82	7	2.87
14	0	.00	1	.41	1	.41	2	.82	1	.41	5	2.05
15	0	.00	0	.00	2	.82	1	.41	1	.41	4	1.64
16	0	.00	1	.41	1	.41	0	.00	0	.00	2	.82
17	0	.00	0	.00	0	.00	0	.00	0	.00	0	.00
18	1	.41	1	.41	0	.00	0	.00	0	.00	2	.82
19	0	.00	0	.00	0	.00	0	.00	0	.00	0	.00
20	0	.00	0	.00	0	.00	0	.00	0	.00	0	.00
21	0	.00	0	.00	0	.00	0	.00	0	.00	0	.00
22	0	.00	0	.00	0	.00	0	.00	0	.00	0	.00
23	0	.00	0	.00	0	.00	0	.00	0	.00	0	.00
24	0	.00	0	.00	0	.00	0	.00	0	.00	0	.00
Total	39	15.98	56	22.95	50	20.49	47	19.26	52	21.31	244	100.00

$X^2 = 25.53$, DF = 6, Significant $P < .05$
Chi-Square analysis computed by four by three table.

respondents had an awareness score of at least six. There were almost 16 percent with regard to age who had awareness scores of eleven or higher.

Chi-square was computed with a value of 25.53 which exceeded the tabled value of 12.59 at the .05 level. Therefore, there was a difference between awareness scores and the age of the respondents. Figure 1 illustrates that awareness levels are affected by age and as a result, the following hypothesis was rejected: There is no relationship between levels of awareness and the age of Muskogee County residents.

The relationships between the respondents' awareness of Cooperative Extension according to occupation is provided in Table XXIII. The data revealed that 8.64 percent of the respondents irregardless of occupation had no awareness of Extension while over 91 percent did have some awareness. According to the data only 15 respondents indicated occupations of agriculture or agriculture related. The largest category, business/teaching, indicated that 55.38 percent of its' respondents had an awareness score of at least six while the second largest group, homemaker, had 42.86 percent of its' group with an awareness score of at least six. Forty percent of the agricultural occupation respondents had awareness scores of ten or more. Over 88 percent of the labor occupation respondents at least an awareness score of one with almost 41 percent of this group having a minimum of five awareness points.

Chi-square analysis provided a computed value of 11.89 which did not exceed the tabled value at the .05 level indicating that there are no differences among awareness scores according to occupation. An illustration of the difference among awareness scores and occupation is noted in Figure 2. According to the Chi-square analysis, the following

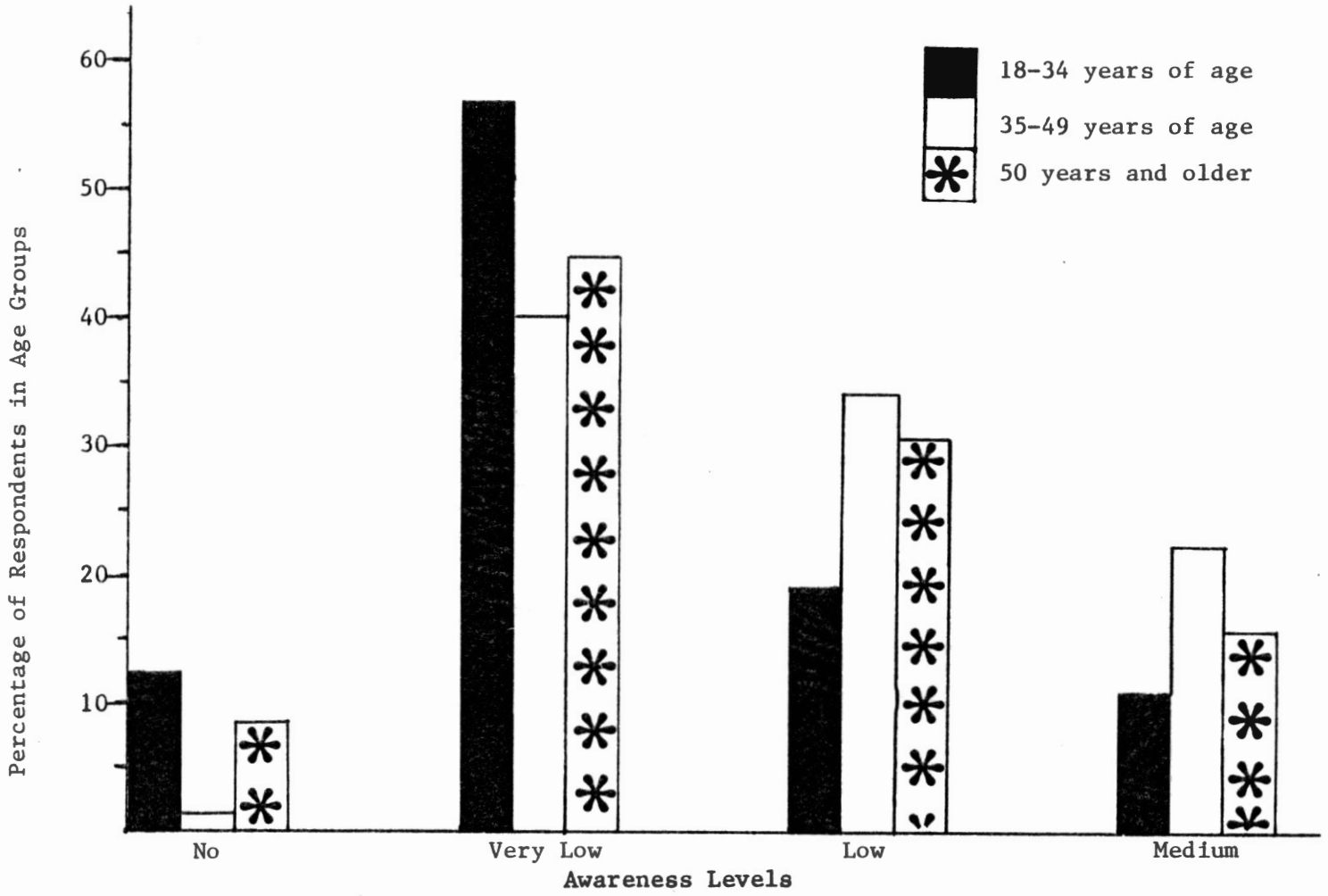

Figure 1. Awareness by Age

TABLE XXIII

DISTRIBUTION OF CHI-SQUARE ANALYSIS OF RESPONDENTS' AWARENESS OF COOPERATIVE EXTENSION ACCORDING TO OCCUPATION

Awareness Scores	Distribution by Occupation: Agriculture N	%	Agriculture Related N	%	Business/ Teaching N	%	Labor N	%	Homemaker N	%	Other N	%	Total N	%
0	0	.00	0	.00	5	2.06	7	2.88	7	2.88	2	.82	21	8.64
1	0	.00	0	.00	6	2.47	6	2.47	9	3.70	7	2.88	28	11.52
2	0	.00	0	.00	3	1.23	11	4.53	5	2.06	3	1.23	22	9.05
3	1	.41	0	.00	4	1.65	10	4.12	10	4.12	6	2.47	31	12.76
4	0	.00	1	.41	8	3.29	2	.82	2	.82	5	2.06	18	7.41
5	0	.00	1	.41	3	1.23	8	3.29	3	1.23	3	1.23	18	7.41
6	0	.00	1	.41	8	3.29	1	.41	2	.82	4	1.65	16	6.58
7	1	.41	2	.82	6	2.47	2	.82	7	2.88	2	.82	20	8.23
8	0	.00	2	.82	5	2.06	5	2.06	1	.41	2	.82	15	6.17
9	0	.00	0	.00	0	.00	4	1.65	3	1.23	0	.00	7	2.88
10	1	.41	0	.00	4	1.65	1	.41	2	.82	0	.00	8	3.29
11	1	.41	1	.41	4	1.65	2	.82	3	1.23	1	.41	12	4.94
12	0	.00	0	.00	3	1.23	0	.00	2	.82	2	.82	7	2.88
13	0	.00	1	.41	1	.41	0	.00	5	2.06	0	.00	7	2.88
14	0	.00	1	.41	3	1.23	0	.00	0	.00	1	.41	5	2.06
15	1	.41	0	.00	1	.41	2	.82	0	.00	0	.00	4	1.65
16	0	.00	0	.00	0	.00	0	.00	2	.82	0	.00	2	.82
17	0	.00	0	.00	0	.00	0	.00	0	.00	0	.00	0	.00
18	0	.00	0	.00	0	.00	0	.00	0	.00	1	.41	1	.41
19	0	.00	0	.00	0	.00	0	.00	0	.00	0	.00	0	.00
20	0	.00	0	.00	0	.00	0	.00	0	.00	0	.00	0	.00
21	0	.00	0	.00	1	.41	0	.00	0	.00	0	.00	1	.41
22	0	.00	0	.00	0	.00	0	.00	0	.00	0	.00	0	.00
23	0	.00	0	.00	0	.00	0	.00	0	.00	0	.00	0	.00
24	0	.00	0	.00	0	.00	0	.00	0	.00	0	.00	0	.00
Total	5	2.06	10	4.12	65	26.75	61	25.10	63	25.93	39	16.05	243	100.00

X^2 = 11.89, DF = 6, Not Significant P > .05
Chi-Square analysis computed by four by three.

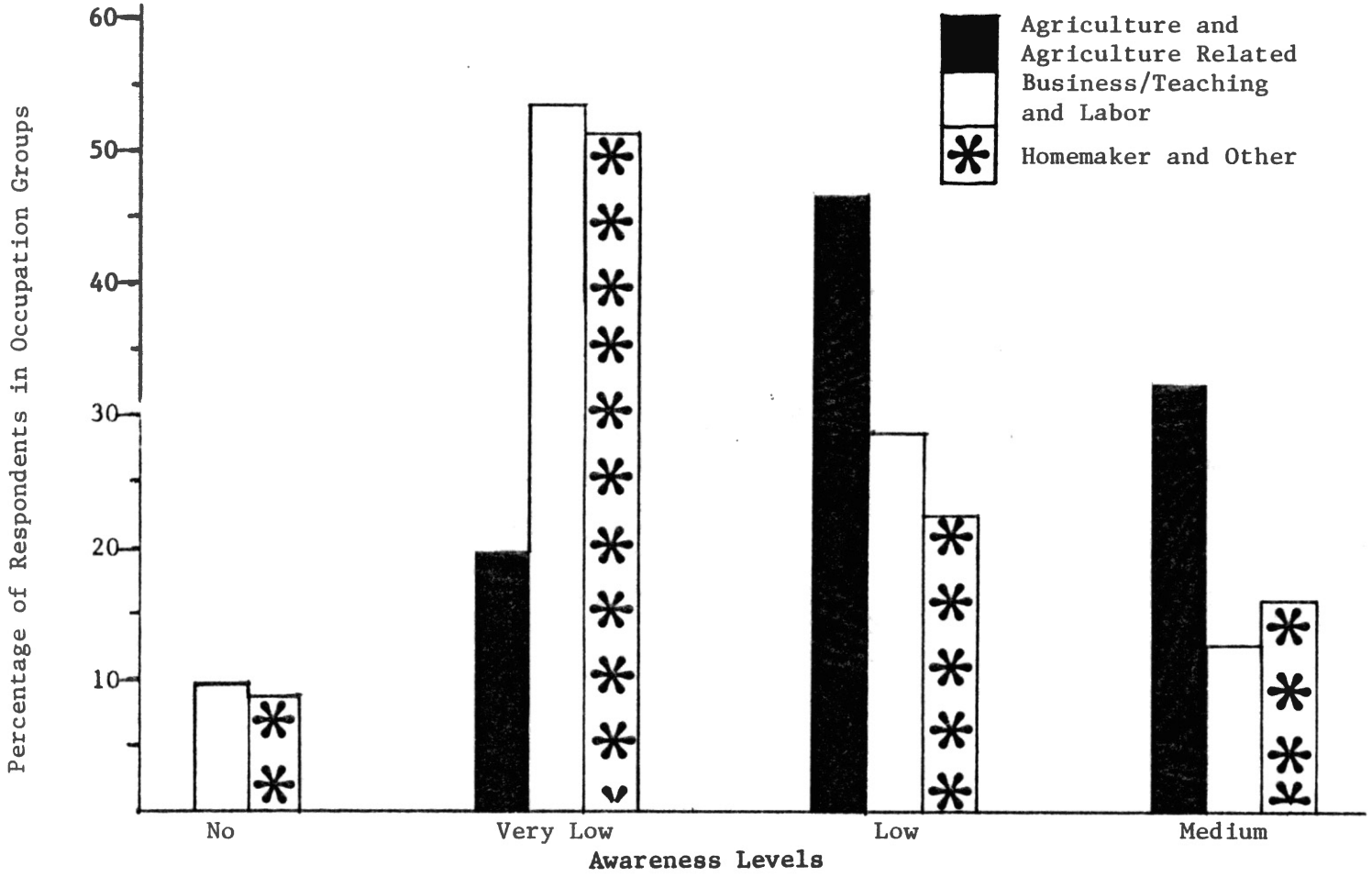

Figure 2. Awareness by Occupation

hypothesis is not rejected: there is no relationship between occupations held by Muskogee County residents and their level of awareness of the Oklahoma Extension Service.

Table XXIV provides an analysis of the relationship between the respondents' awareness of Cooperative Extension and the respondents' involvement with agriculture. Overall, 91.36 percent of the respondents regardless of involvement had some awareness of Extension. Over 57 percent of the involved respondents had awareness scores no less than six while only 24.11 percent of the non-involved respondents had at least six awareness points. The total number of respondents having awareness scores of one through ten was 184 or 75.72 percent of all respondents.

The calculated Chi-square value of this relationship, 31.85 , was found to be significant at the .05 level indicating that there is a difference in awareness scores and involvement in agriculture. Figure 3 illustrates that differences do exist between awareness levels and involvement in agriculture. As a result, the hypothesis is rejected which stated there is no relationship between level of awareness and Muskogee county residents' involvement with agriculture.

In an attempt to show a relationship between awareness of Extension according to respondents' educational level, the data in Table XXV was compiled. The 0 to 8 year education group had 12.50 percent of its respondents with no awareness of Extension with only 15 percent of its respondents having an awareness score of no less than six. The predominant category, 3 to 4 years of high school, had 40 respondents or 45.98 percent with awareness scores up to six and 41 respondents or 47.13 percent with awareness scores of six or higher. The most frequently listed college category, 1 to 2 years college, had 44 or 89.80 percent of its'

TABLE XXIV

DISTRIBUTION AND CHI-SQUARE ANALYSIS OF RESPONDENTS' AWARENESS OF COOPERATIVE EXTENSION BY RESPONDENTS' INVOLVEMENT WITH AGRICULTURE

Awareness Scores	Distribution by Involvement with Agriculture: Involved N	Involved %	No Involvement N	No Involvement %	Total N	Total %
0	3	1.23	18	7.41	21	8.64
1	6	2.47	22	9.05	28	11.52
2	13	5.35	10	4.12	23	9.47
3	16	6.59	15	6.17	31	12.76
4	10	4.12	8	3.29	18	7.41
5	8	3.29	10	4.12	18	7.41
6	13	5.35	3	1.23	16	6.58
7	16	6.58	4	1.65	20	8.23
8	7	2.88	8	3.29	15	6.17
9	5	2.06	2	.82	7	2.88
10	4	1.64	4	1.65	8	3.29
11	9	3.71	2	.82	11	4.53
12	4	1.65	3	1.23	7	2.88
13	4	1.65	3	1.23	7	2.88
14	5	2.06	0	.00	5	2.06
15	4	1.65	0	.00	4	1.65
16	2	.82	0	.00	2	.82
17	0	.00	0	.00	0	.00
18	1	.41	0	.00	1	.41
19	0	.00	0	.00	0	.00
20	0	.00	0	.00	0	.00
21	1	.41	0	.00	1	.41
22	0	.00	0	.00	0	.00
23	0	.00	0	.00	0	.00
24	0	.00	0	.00	0	.00
Total	131	53.91	112	46.09	243	100.00

$X^2 = 31.85$, DF = 3, Significant P = < .05
Chi-Square analysis computed by a four by two table.

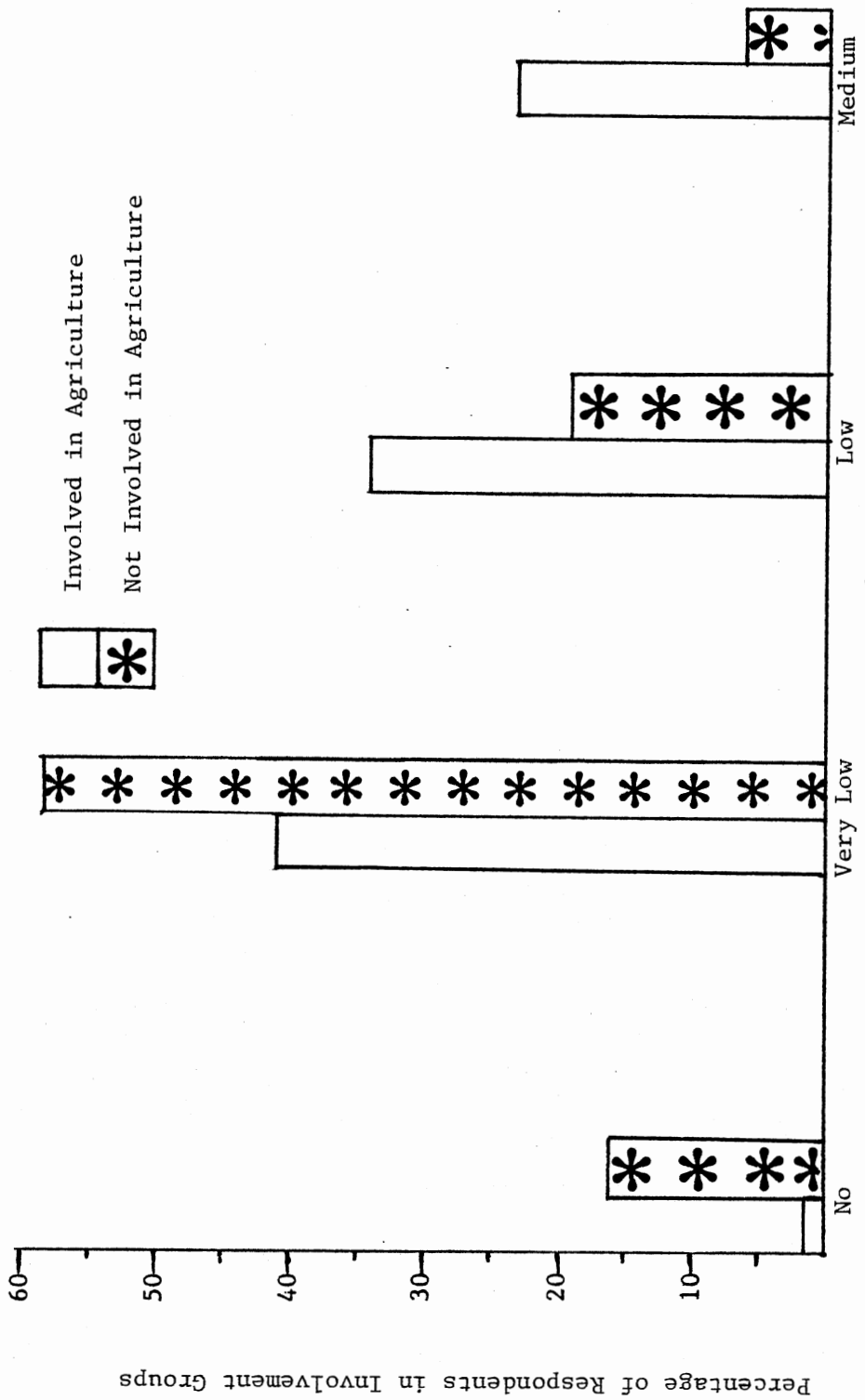

Figure 3. Awareness by Involvement in Agriculture

TABLE XXV

DISTRIBUTION AND CHI-SQUARE ANALYSIS OF RESPONDENTS' AWARENESS OF COOPERATIVE EXTENSION ACCORDING TO RESPONDENTS' EDUCATION LEVEL

Awareness Scores	Distribution by Education: 0-8 Years N	%	1-2 Years High School N	%	3-4 Years High School N	%	1-2 Years College N	%	3-4 Years College N	%	>4 Years College N	%	Total N	%
0	5	2.07	3	1.24	6	2.49	5	2.07	1	.41	1	.41	21	8.71
1	8	3.32	1	.41	8	3.32	6	2.49	2	.83	2	.83	27	11.20
2	2	.83	4	1.66	11	4.56	6	2.49	0	.00	0	.00	23	9.54
3	9	3.73	4	1.66	8	3.32	7	2.90	2	.83	1	.41	31	12.86
4	5	2.07	1	.41	7	2.90	2	.83	2	.83	1	.41	18	7.47
5	5	2.07	1	.41	6	2.49	3	1.24	0	.00	2	.83	17	7.05
6	0	.00	0	.00	6	2.49	4	1.66	6	2.49	0	.00	16	6.64
7	3	1.24	3	1.24	7	2.90	2	.83	4	1.66	1	.41	20	8.30
8	2	.83	1	.41	5	2.07	3	1.24	2	.83	1	.41	14	5.81
9	0	.00	0	.00	3	1.24	2	.83	2	.83	0	.00	7	2.90
10	1	.41	1	.41	3	1.24	0	.00	0	.00	3	1.24	8	3.32
11	0	.00	0	.00	7	2.90	3	1.24	0	.00	2	.83	12	4.98
12	0	.00	1	.41	2	.83	1	.41	0	.00	3	1.24	7	2.90
13	0	.00	0	.00	5	2.07	2	.83	0	.00	0	.00	7	2.90
14	0	.00	0	.00	1	.41	1	.41	2	.83	1	.41	5	2.07
15	0	.00	0	.00	1	.41	2	.83	1	.41	0	.00	4	1.66
16	0	.00	0	.00	0	.00	0	.00	1	.41	1	.41	2	.83
17	0	.00	0	.00	0	.00	0	.00	0	.00	0	.00	0	.00
18	0	.00	0	.00	1	.41	0	.00	0	.00	0	.00	1	.41
19	0	.00	0	.00	0	.00	0	.00	0	.00	0	.00	0	.00
20	0	.00	0	.00	0	.00	0	.00	0	.00	0	.00	0	.00
21	0	.00	0	.00	0	.00	0	.00	0	.00	1	.41	1	.41
22	0	.00	0	.00	0	.00	0	.00	0	.00	0	.00	0	.00
23	0	.00	0	.00	0	.00	0	.00	0	.00	0	.00	0	.00
24	0	.00	0	.00	0	.00	0	.00	0	.00	0	.00	0	.00
Total	40	16.60	20	8.30	87	36.10	49	20.33	25	10.37	20	8.30	241	100.00

$X^2 = 29.96$, DF = 9, Significant $P < .05$
Chi-Square analysis computed by a four by four table.

respondents with a minimum awareness score of one while 95 percent of the over 4 years college group had awareness scores of at least one.

A Chi-square analysis had a computed value of 29.96 which indicated a difference between awareness levels and education level at the .05 level. Figure 4 illustrates that significant differences exist between awareness levels and educational levels. Therefore, the hypothesis, there is no relationship between level of awareness and the educational level of Muskogee County residents, is rejected.

Table XXVI presents the analysis of the relationship between the respondents awareness of Extension and their race or ethnic group. Although only three categories were used, six were available to be selected from. Caucasian/White was the most frequently listed cateogry with over 92 percent of this group having awareness scores of at least one. Over 20 percent, 42 White respondents, had awareness scores of ten or more while 17.24 percent, five respondents, of the Black group had scores of ten or more. The Indian group had five respondents or 83.33 percent of its' respondents with awareness scores of at least one with none being more than the score of six.

The calculated Chi-square value was 8.55 which indicated that significant differences between awareness levels and race or ethnic group did exist. These differences between awareness levels and race are provided in Figure 5. According to these results, the hypothesis, there is no relationship between the race of Muskogee County residents and their level of awareness of Cooperative Extension, must be rejected.

In an effort to show a relationship among respondents' awareness of Extension according to their sex, Table XXVII was used. While the data indicated that almost 10 percent of the respondents, irregardless of

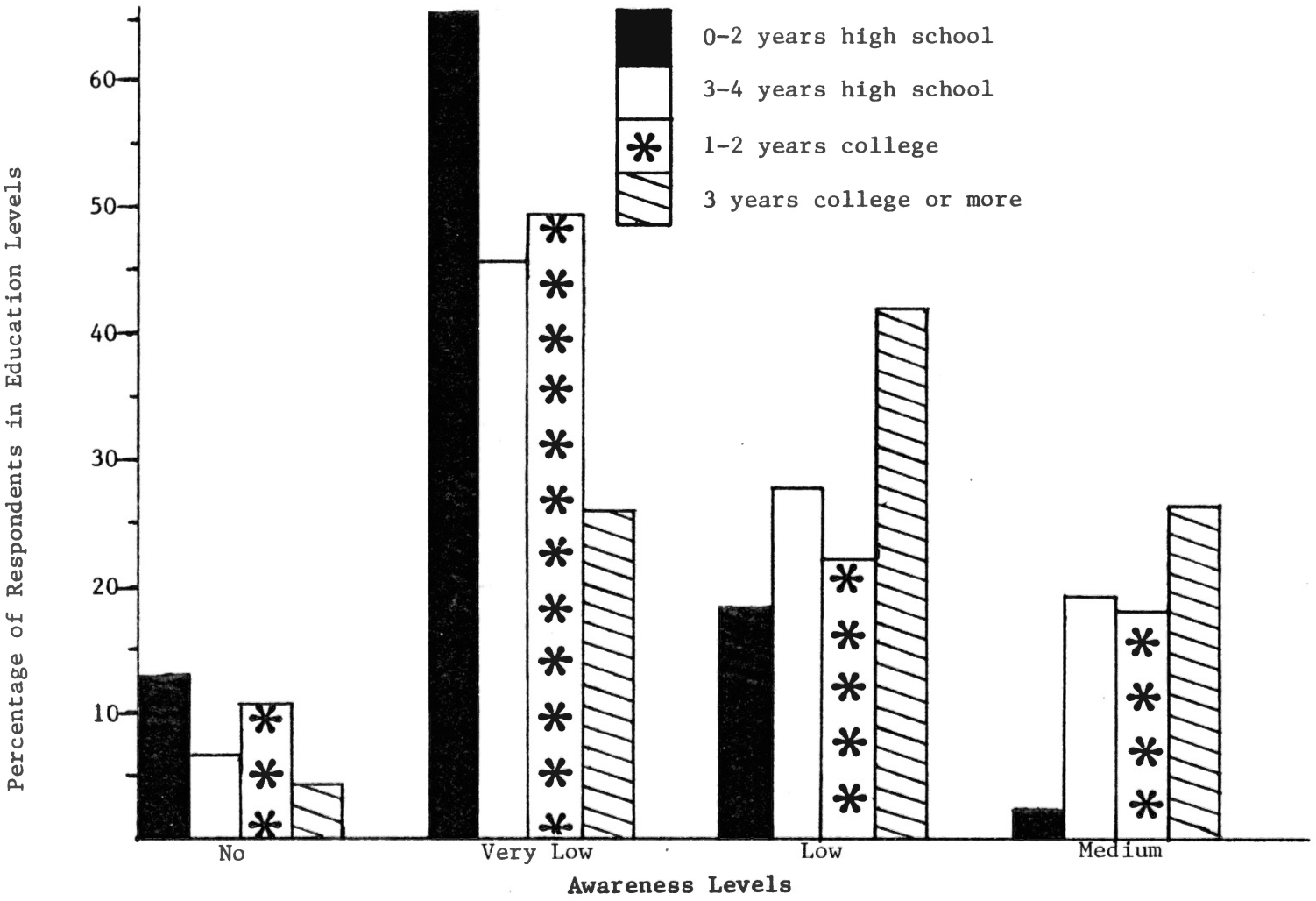

Figure 4. Awareness by Education

TABLE XXVI

DISTRIBUTION AND CHI-SQUARE ANALYSIS OF RESPONDENTS' AWARENESS OF COOPERATIVE EXTENSION IN RELATION TO RACE

Awareness Scores	Distribution by Race: White N	White %	Black N	Black %	Indian N	Indian %	Asian or Pacific Islander N	Asian or Pacific Islander %	Hispanic N	Hispanic %	Other N	Other %	Total N	Total %
0	15	6.15	5	2.05	1	.41	0	.00	0	.00	0	.00	21	8.61
1	22	9.02	3	1.23	3	1.23	0	.00	0	.00	0	.00	28	11.48
2	19	7.79	4	1.64	0	.00	0	.00	0	.00	0	.00	23	9.43
3	27	11.07	4	1.64	0	.00	0	.00	0	.00	0	.00	31	12.70
4	15	6.15	2	.82	1	.41	0	.00	0	.00	0	.00	18	7.38
5	15	6.15	3	1.23	0	.00	0	.00	0	.00	0	.00	18	7.38
6	14	5.74	1	.41	1	.41	0	.00	0	.00	0	.00	16	6.56
7	18	7.38	2	.82	0	.00	0	.00	0	.00	0	.00	20	8.20
8	15	6.15	0	.00	0	.00	0	.00	0	.00	0	.00	15	6.15
9	7	2.87	0	.00	0	.00	0	.00	0	.00	0	.00	7	2.87
10	8	3.28	0	.00	0	.00	0	.00	0	.00	0	.00	8	3.28
11	11	4.51	1	.41	0	.00	0	.00	0	.00	0	.00	12	4.92
12	4	1.64	3	1.23	0	.00	0	.00	0	.00	0	.00	7	2.87
13	7	2.87	0	.00	0	.00	0	.00	0	.00	0	.00	7	2.87
14	4	1.64	1	.41	0	.00	0	.00	0	.00	0	.00	5	2.05
15	4	1.64	0	.00	0	.00	0	.00	0	.00	0	.00	4	1.64
16	2	.82	0	.00	0	.00	0	.00	0	.00	0	.00	2	.82
17	0	.00	0	.00	0	.00	0	.00	0	.00	0	.00	0	.00
18	1	.41	0	.00	0	.00	0	.00	0	.00	0	.00	1	.41
19	0	.00	0	.00	0	.00	0	.00	0	.00	0	.00	0	.00
20	0	.00	0	.00	0	.00	0	.00	0	.00	0	.00	0	.00
21	1	.41	0	.00	0	.00	0	.00	0	.00	0	.00	1	.41
22	0	.00	0	.00	0	.00	0	.00	0	.00	0	.00	0	.00
23	0	.00	0	.00	0	.00	0	.00	0	.00	0	.00	0	.00
24	0	.00	0	.00	0	.00	0	.00	0	.00	0	.00	0	.00
Total	209	85.66	29	11.89	6	2.46	0	.00	0	.00	0	.00	244	100.00

$X^2 = 8.55$, DF = 3, Significant $P < .05$
Chi-Square analysis computed by a four by two table.

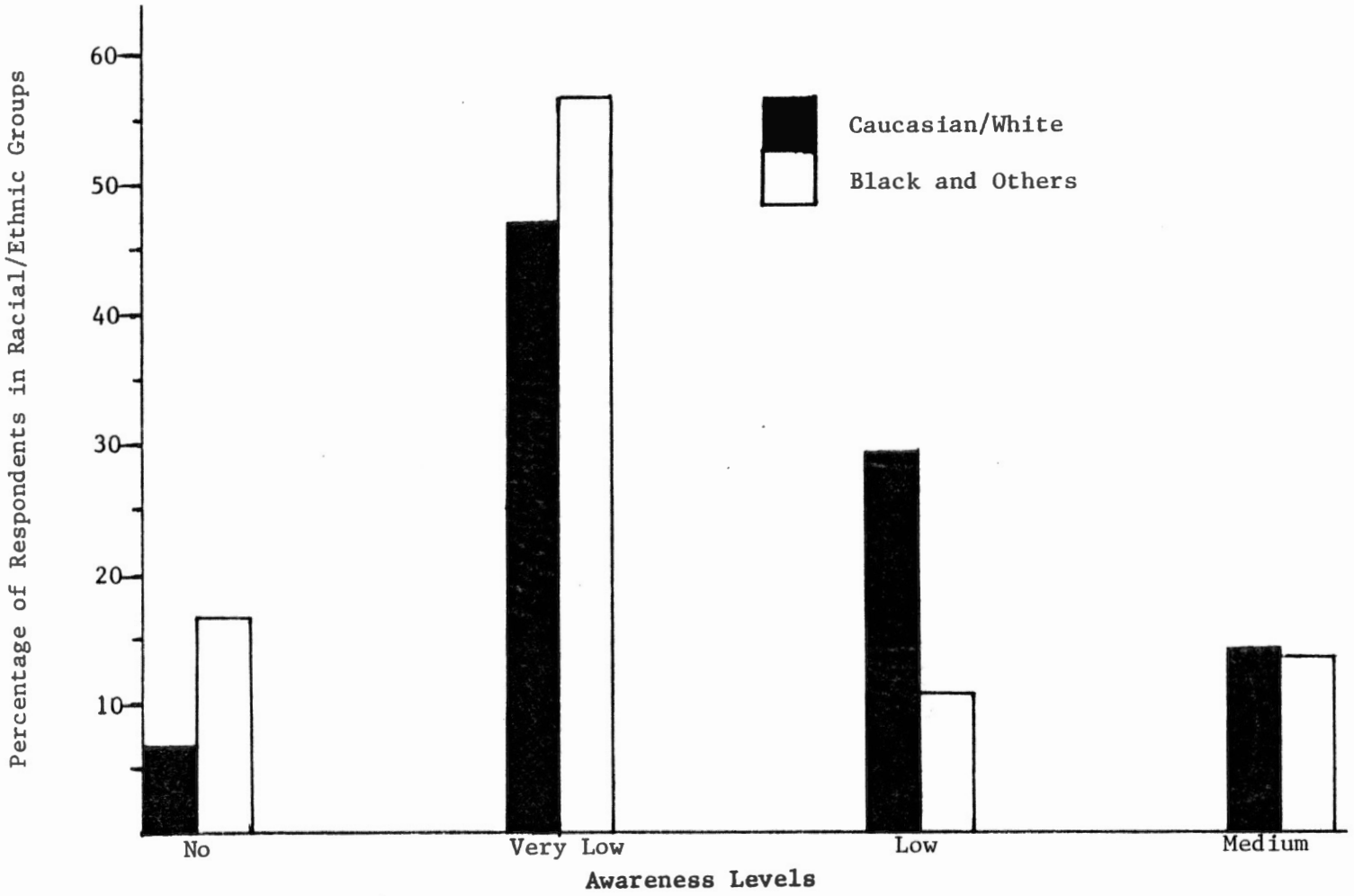

Figure 5. Awareness by Race

TABLE XXVII

DISTRIBUTION AND CHI-SQUARE ANALYSIS OF RESPONDENTS' AWARENESS OF COOPERATIVE EXTENSION ACCORDING TO RESPONDENTS' SEX

Awareness Scores	Distribution by Sex				Total	
	Female		Male			
	N	%	N	%	N	%
0	16	6.53	8	3.27	24	9.80
1	17	6.94	10	4.08	27	11.02
2	11	4.49	12	4.90	23	9.39
3	23	9.39	8	3.27	31	12.66
4	11	4.49	7	2.86	18	7.35
5	13	5.31	5	2.04	18	7.35
6	9	3.67	7	2.86	16	6.53
7	14	5.71	6	2.45	20	8.16
8	10	4.08	5	2.04	15	6.12
9	5	2.04	2	.82	7	2.86
10	5	2.04	3	1.22	8	3.26
11	6	2.45	6	2.45	12	4.90
12	7	2.86	0	.00	7	2.86
13	5	2.04	2	.82	7	2.86
14	3	1.22	2	.82	5	2.04
15	4	1.63	0	.00	4	1.63
16	1	.41	0	.00	1	.41
17	0	.00	0	.00	0	.00
18	0	.00	1	.41	1	.41
19	0	.00	0	.00	0	.00
20	0	.00	0	.00	0	.00
21	1	.41	0	.00	0	.00
22	0	.00	0	.00	0	.00
23	0	.00	0	.00	0	.00
24	0	.00	0	.00	0	.00
Total	161	65.71	84	34.29	245	100.00

X^2 = .50, DF = 3, Not Significant P > .05
Chi-Square analysis computed by four by two table.

sex, had no awareness of Cooperative Extension, 90.20 percent or 221 respondents had some awareness of Extension and its' programs. Seventy-five females, 46.58 percent of that group, had awareness scores from one through five where the men had 45 or 53.57 percent in the same group. There were 27 females, 16.77 percent, with scores of at least 11 while the men reported 11 respondents, 13.10 percent, in the same range.

Chi-square analysis provided a computed value of .50 which was found to be not significant at the .05 level in dealing with awareness levels in relation to respondents' sex. Figure 6 is presented to illustrate this relationship. Since there were no differences between awareness levels and the sex of the respondents, the hypothesis, there is no relationship between male and female residents and level of awareness, is not rejected.

An analysis of the relationship between respondents' awareness scores and their household income is presented in Table XXVIII. The data revealed that over 92 percent of all income respondents had some awareness of Extension. Eleven or 50 percent of the less than $5,000 income group had awareness scores of one through five while 3 or 33.33 percent of the greater than $50,000 income group had a one through five awareness score. The group most often listed, $25,00 - $50,00 category, had only two or 6.67 percent of its respondents having indicated no awareness of Extension. The second largest category, $15,000 - $20,000 income group, reported having 35 respondents or 76.09 percent with an awareness score less than ten. Over 88 percent of the $10,000 - $15,000 group were found to have some awareness of Extension with over 95 percent having some awareness in the $5,000 - $10,000 income category.

In the Chi-square analysis of the relationship between household

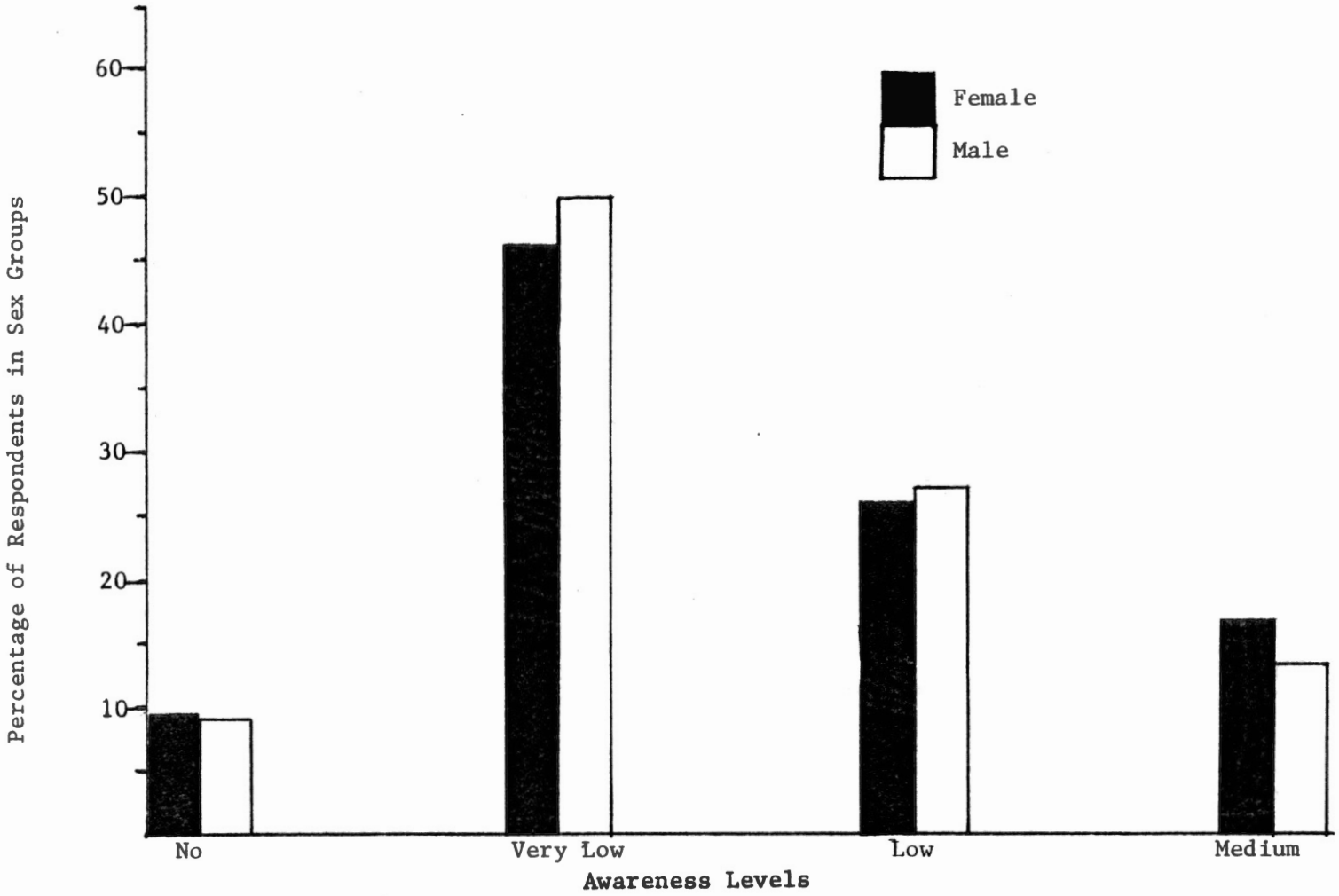

Figure 6. Awareness by Sex

TABLE XXVIII

DISTRIBUTION AND CHI-SQUARE ANALYSIS OF RESPONDENTS' AWARENESS OF COOPERATIVE EXTENSION IN RELATION TO THEIR HOUSEHOLD INCOME

Awareness Scores	Distribution by Income															
	<5,000		5,000-10,000		10,000-15,000		15,000-20,000		20,000-25,000		25,000-50,000		>50,000		Total	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
0	4	1.90	1	.47	4	1.90	3	1.42	2	.95	2	.95	0	.00	16	7.58
1	4	1.90	2	.95	4	1.90	4	1.90	2	.95	5	2.37	2	.95	23	10.90
2	1	.47	2	.95	6	2.84	4	1.90	3	1.42	4	1.90	0	.00	20	9.48
3	3	1.42	7	3.32	5	2.37	6	2.84	3	1.42	2	.95	0	.00	26	12.32
4	1	.47	4	1.90	3	1.42	2	.95	0	.00	6	2.84	0	.00	16	7.58
5	2	.95	1	.47	1	.47	6	2.84	0	.00	3	1.42	1	.47	14	6.64
6	0	.00	2	.95	3	1.42	4	1.90	4	1.90	3	1.42	0	.00	16	7.58
7	4	1.90	1	.47	0	.00	5	2.37	4	1.90	2	.95	2	.95	18	8.53
8	1	.47	0	.00	1	.47	2	.95	4	1.90	5	2.37	1	.47	14	6.64
9	0	.00	0	.00	2	.95	2	.95	2	.95	0	.00	1	.47	7	3.32
10	1	.47	0	.00	0	.00	1	.47	1	.47	4	1.90	1	.47	8	3.79
11	1	.47	1	.47	3	1.42	3	1.42	0	.00	2	.95	0	.00	10	4.74
12	0	.00	0	.00	1	.47	0	.00	3	1.42	3	1.42	0	.00	7	3.32
13	0	.00	0	.00	1	.47	3	1.42	1	.47	1	.47	0	.00	6	2.84
14	0	.00	0	.00	0	.00	0	.00	0	.00	3	1.42	0	.00	3	1.42
15	0	.00	0	.00	1	.47	0	.00	0	.00	2	.95	1	.47	4	1.90
16	0	.00	0	.00	0	.00	1	.47	1	.47	0	.00	0	.00	2	.95
17	0	.00	0	.00	0	.00	0	.00	0	.00	0	.00	0	.00	0	.00
18	0	.00	0	.00	0	.00	0	.00	0	.00	0	.00	0	.00	0	.00
19	0	.00	0	.00	0	.00	0	.00	0	.00	0	.00	0	.00	0	.00
20	0	.00	0	.00	0	.00	0	.00	0	.00	0	.00	0	.00	0	.00
21	0	.00	0	.00	0	.00	0	.00	0	.00	1	.47	0	.00	1	.47
22	0	.00	0	.00	0	.00	0	.00	0	.00	0	.00	0	.00	0	.00
23	0	.00	0	.00	0	.00	0	.00	0	.00	0	.00	0	.00	0	.00
24	0	.00	0	.00	0	.00	0	.00	0	.00	0	.00	0	.00	0	.00
Total	22	10.43	21	9.95	35	16.59	46	21.80	30	14.22	48	22.75	9	4.27	211	100.00

$X^2 = 14.55$, DF = 6, Significant $P < .05$
Chi-Square analysis computed by a four by three table.

income and awareness of Extension, a 14.55 computed value was found to be significant at .05 probability level. Figure 7 presents the differences between awareness levels and household income of the respondents. The significant Chi-square value furnished the basis for rejecting the hypothesis: there is no relationship between levels of awareness and levels of income of Muskogee County residents.

Table XXIX contains data pertaining to the relationship between respondents' awareness of Cooperative Extension and their wanting to receive information about Extension programs. Only 7.62 percent or nine respondents who wanted to receive Extension information indicated that they had no awareness of Extension while 10.85 percent of those who did not want to receive information about Extension programs had no awareness of Extension. Of the 118 respondents who wanted information about Extension, 50.85 percent had awareness scores of six or more. Those respondents who did not want to receive information about Extension had 45 respondents, 34.88 percent, who had awareness scores of six or more.

Using the Chi-square analysis, a 6.69 value was calculated which was deemed not significant at the .05 probability level. These results revealed that significant differences did not exist between awareness levels and the respondents wanting to receive information about Extension programs. Figure 8 illustrates this relationship, as there are no differences among awareness levels according to respondents wanting to receive information about Extension programs. Based on the data as analyzed, the hypothesis, there is no relationship between level of awareness and wanting to receive Extension information by residents of Muskogee county, is not rejected.

In Table XXX the analysis of the relationship is presented between

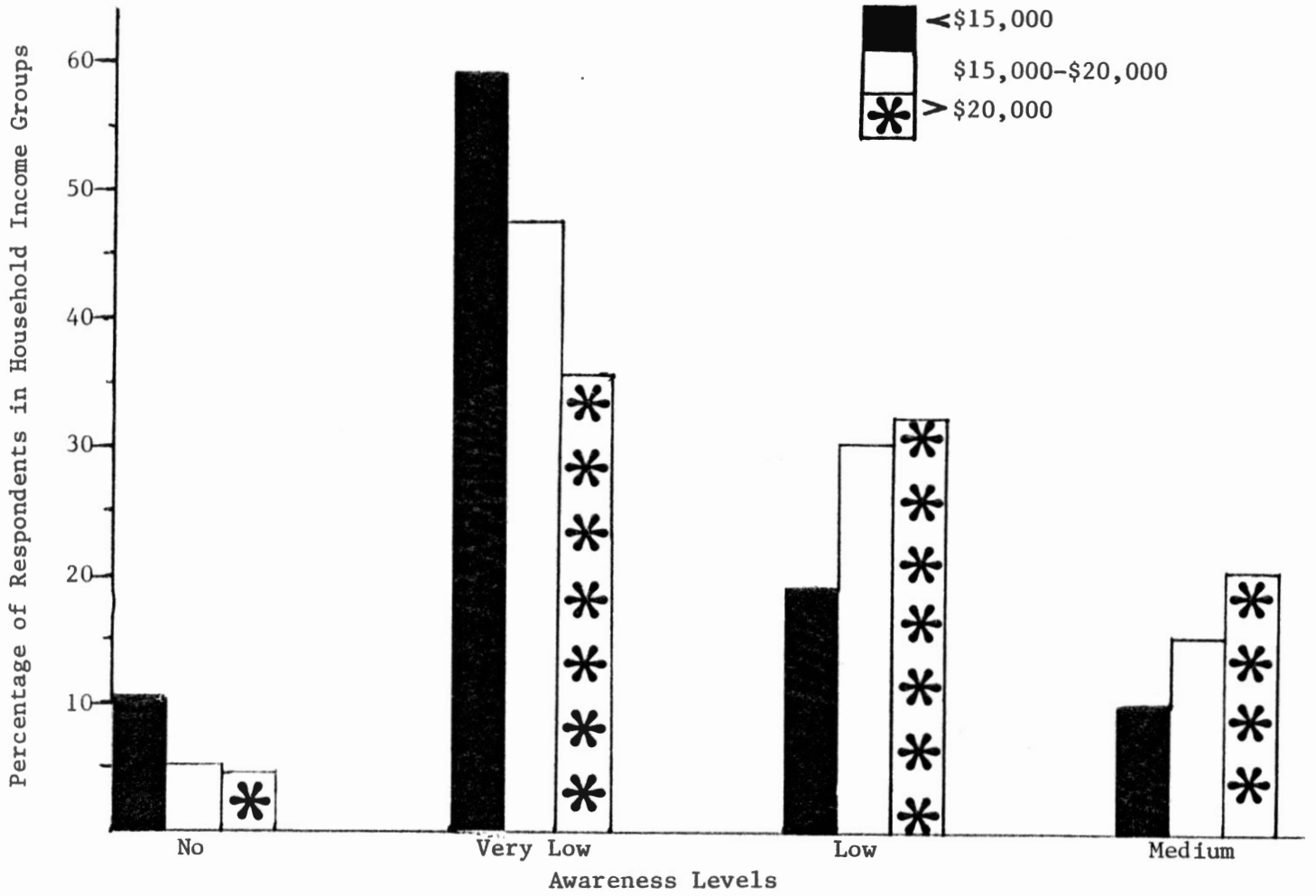

Figure 7. Awareness by Household Income

TABLE XXIX

DISTRIBUTION AND CHI-SQUARE ANALYSIS OF RESPONDENTS' AWARENESS OF COOPERATIVE EXTENSION IN RELATION TO THEIR WANTING TO RECEIVE INFORMATION ABOUT EXTENSION PROGRAMS

Awareness Scores	Distribution by Wanting Information About Extension Programs				Total	
	Yes		No			
	N	%	N	%	N	%
0	9	3.64	14	5.67	23	9.31
1	8	3.24	21	8.50	29	11.74
2	7	2.83	16	6.48	23	9.31
3	17	6.88	14	5.67	31	12.55
4	8	3.24	10	4.05	18	7.29
5	9	3.64	9	3.64	18	7.29
6	8	3.24	8	3.24	16	6.48
7	15	6.07	5	2.02	20	8.10
8	9	3.64	7	2.83	16	6.48
9	3	1.21	4	1.62	7	2.83
10	3	1.21	5	2.02	8	3.24
11	7	2.83	4	1.62	11	4.45
12	3	1.21	4	1.62	7	2.83
13	3	1.21	4	1.62	7	2.83
14	2	.81	3	1.21	5	2.02
15	4	1.62	0	.00	4	1.62
16	1	.40	1	.40	2	.80
17	0	.00	0	.00	0	.00
18	1	.40	0	.00	1	.40
19	0	.00	0	.00	0	.00
20	0	.00	0	.00	0	.00
21	1	.40	0	.00	1	.40
22	0	.00	0	.00	0	.00
23	0	.00	0	.00	0	.00
24	0	.00	0	.00	0	.00
Total	118	47.77	129	52.23	247	100.00

$X^2 = 6.69$, DF = 3, Not Significant $P > .05$
Chi-Square analysis computed by four by two table.

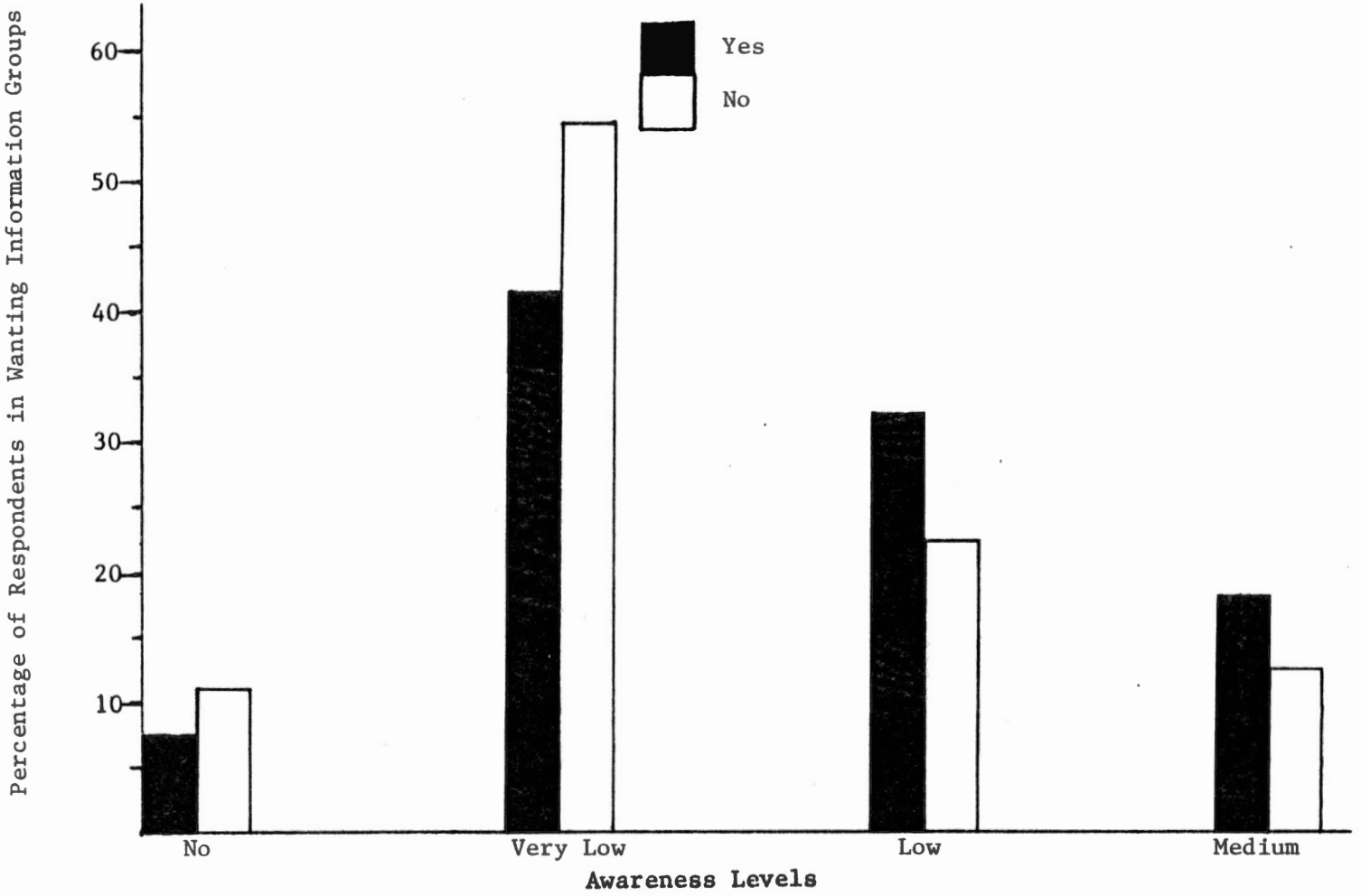

Figure 8. Awareness by Wanting to Receive Information

TABLE XXX

DISTRIBUTION AND CHI-SQUARE ANALYSIS OF RESPONDENTS' AWARENESS OF COOPERATIVE EXTENSION IN RELATION TO THEIR FEELING THAT INCREASED FUNDING OF COOPERATIVE EXTENSION WOULD BENEFIT MUSKOGEE COUNTY RESIDENTS

Awareness Scores	Distribution by Increased Funding for Cooperative Extension				Total	
	Yes		No			
	N	%	N	%	N	%
0	11	4.70	11	4.70	22	9.40
1	15	6.41	10	4.27	25	10.68
2	18	7.69	4	1.71	22	9.40
3	19	8.12	11	4.70	30	12.82
4	14	5.98	4	1.71	18	7.69
5	13	5.56	5	2.14	18	7.69
6	10	4.27	3	1.28	13	5.56
7	10	4.27	9	3.85	19	8.12
8	11	4.70	3	1.28	14	5.98
9	2	.85	5	2.14	7	2.99
10	4	1.71	4	1.71	8	3.42
11	8	3.42	3	1.28	11	4.70
12	6	2.56	1	.43	7	2.99
13	4	1.71	3	1.28	7	2.99
14	4	1.71	1	.43	5	2.14
15	3	1.28	1	.43	4	1.71
16	2	.85	0	.00	2	.85
17	0	.00	0	.00	0	.00
18	1	.43	0	.00	1	.43
19	0	.00	0	.00	0	.00
20	0	.00	0	.00	0	.00
21	1	.43	0	.00	1	.43
22	0	.00	0	.00	0	.00
23	0	.00	0	.00	0	.00
24	0	.00	0	.00	0	.00
Total	156	66.67	78	33.33	234	100.00

$X^2 = 7.06$, DF = 3, Not Significant $P > .05$
Chi-Square analysis computed by four by two table.

respondents awareness of Cooperative Extension and their feeling that increased funding for the Oklahoma Cooperative Extension Service would be beneficial to the residents of Muskogee County. Over 50 percent of the "yes" respondents had awareness scores of five ore more, whereas the "no" respondents had 48.71 percent with the same scores. Those "yes" respondents with ten or more awareness points accounted for 21.15 percent of the total "yes" group while only 16.67 percent of the "no" respondents had awareness scores of ten or more. Less than ten percent of the respondents without regard to increased funding for Extension had no awareness of Cooperative Extension.

The calculated Chi-square value of 7.06 was less than required to show significant differences at the .05 probability level between awareness scores and the feeling that increased funding was beneficial. Figure 9 illustrates that the feeling about increased funding did not affect the awareness scores. Therefore, the following hypothesis was not rejected: there is no relationship between level of awareness and increased funding for the Oklahoma Extension Service among Muskogee county residents.

The analysis of the relationship between the respondents' involvement with agriculture and their wanting to receive free Extension information is found in Table XXXI. Of the 131 respondents who perceived themselves to be involved in agriculture, 76 respondents, 58.01 percent, wanted Extension information. This compares to 37.83 percent with no agriculture involvement who also wanted Extension information. Regardless of involvement, 47.77 percent of the respondents wanted to receive Extension information.

The Chi-square analysis for this data indicated a computed value of

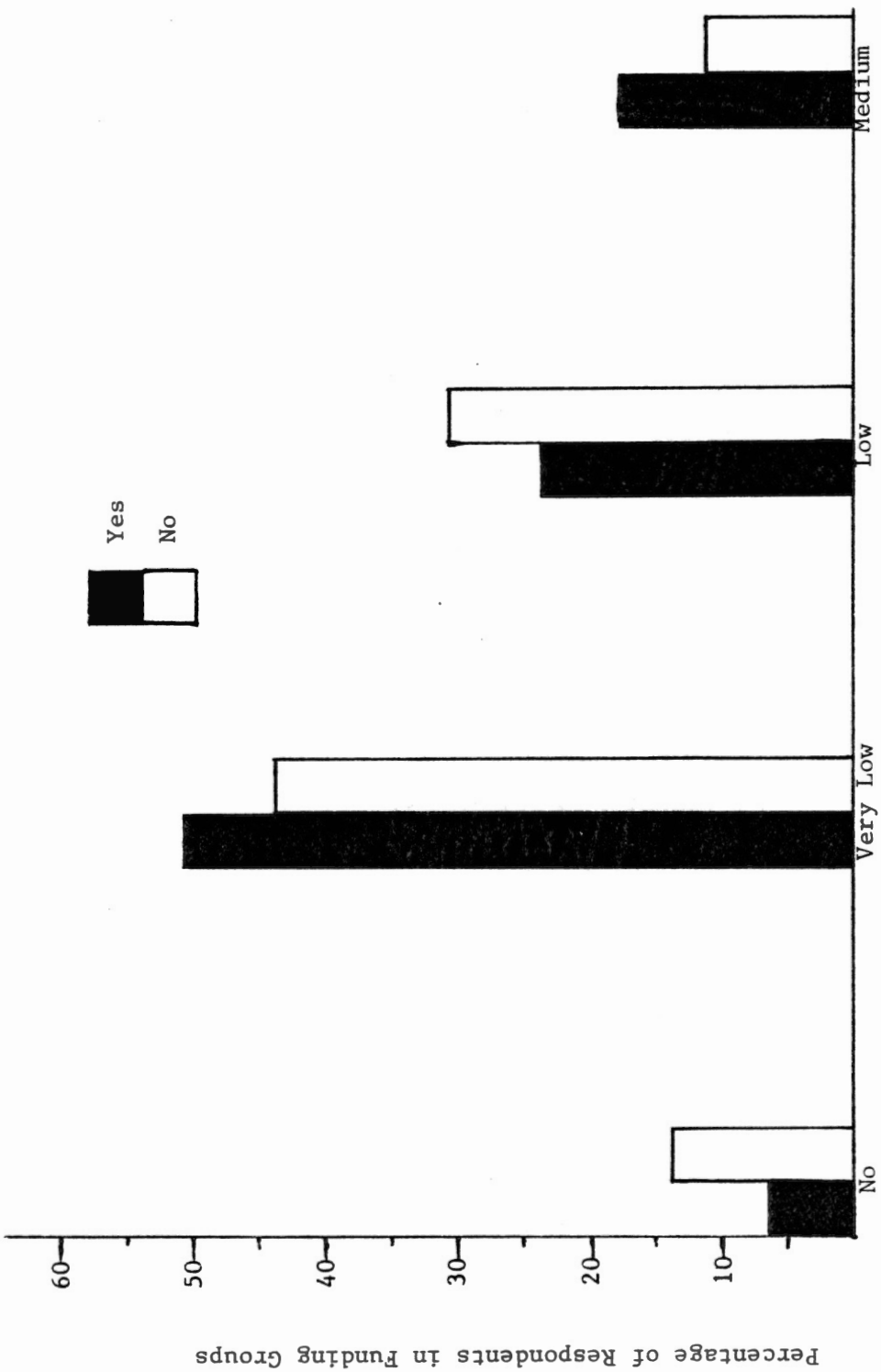

Figure 9. Awareness by Funding

TABLE XXXI

DISTRIBUTION AND CHI-SQUARE ANALYSIS OF RESPONDENTS' INVOLVEMENT WITH AGRICULTURE AND THEIR WANTING TO RECEIVE EXTENSION INFORMATION

Extension Information	Distribution by Involvement with Agriculture: Involved N	Involved %	No Involvement N	No Involvement %	Total N	Total %
Yes	76	30.77	42	17.00	118	47.77
No	55	22.27	74	29.96	129	52.23
Total	131	53.04	116	46.96	247	100.00

X^2 = 11.00, DF = 1, Significant P = < .05
Chi-Square analysis computed by a two by two table.

11.00 which illustrated that significant differences in wanting to receive information and the two categories of involvement did exist. The null hypothesis was rejected.

In Table XXXII, the analysis of the relationship is presented between the respondents' involvement in agriculture and their feeling that increased funding for the Oklahoma Cooperative Extension Service would be beneficial to the residents of Muskogee County. There were 64.52 percent of the "involved" respondents who felt increased funding would be beneficial. A favorable comparison was noted with 69.09 percent or "not involved" respondents indicating that increased funding would be beneficial. Of the total number of respondents, 66 percent or two-thirds felt increased funding would be beneficial.

A Chi-square value of .69 was computed which indicated that there were no significant differences at the .05 probability level between the two categories of involvement with agriculture and the respondents' feeling that increased funding would be beneficial. Therefore, the null hypothesis must not be rejected.

TABLE XXXII

DISTRIBUTION AND CHI-SQUARE ANALYSIS OF RESPONDENTS' INVOLVEMENT WITH AGRICULTURE AND THEIR FEELING THAT INCREASED FUNDING OF COOPERATIVE EXTENSION WOULD BENEFIT MUSKOGEE COUNTY RESIDENTS

Extension Funding	Distribution by Involvement with Agriculture: Involved N	Involved %	No Involvement N	No Involvement %	Total N	Total %
Yes	80	34.19	76	32.48	156	66.67
No	44	18.80	34	14.53	78	33.33
Total	124	52.99	110	47.01	234	100.00

X^2 = .69, DF = 1, Not Significant P = > .05
Chi-Square analysis computed by a two by two table.

CHAPTER V

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

The purpose of this chapter is to present a summary of the study which was conducted to determine the impact of a planned public relations program by the Muskogee County Extension personnel. A secondary purpose of this chapter is to present a summary of the study as it determined a new awareness level for the general public in Muskogee County, Oklahoma. Following a thorough examination of the analysis of data, the conclusions and recommendations are presented also.

Summary of the Study

Purpose of the Study

The purpose of this study was to determine the impact of a public relations program conducted in Muskogee County, Oklahoma by Muskogee County Cooperative Extension staff. In addition, a new awareness level of Cooperative Extension by the general public in that county was established.

Objectives of the Study

To accomodate the purpose of this study, the following objectives were developed:

1. To determine the impact of the planned public relations program

conducted by the Muskogee county Cooperative Extension personnel within the county.

2. To determine and describe the overall perceived awareness of the Cooperative Extension Service by the general public residing in Muskogee County.

3. To identify methods which aid in increasing awareness of the Cooperative Extension Service by Muskogee County residents.

4. To identify the Muskogee County clientele and their characteristics.

5. To identify kinds of involvement and contact the clientele have encountered with Extension in Muskogee County, Oklahoma.

6. To identify and formulate recommendations, based on this study, for developing future planned public relations programs and improving awareness for Oklahoma Extension programs and services.

Rationale for the Study

Since its' inception, Cooperative Extension has been a source of informal education for the general public, thus improving life for those who have utilized this service. Youth and adults alike have benefited from Extension programs. Originally, Extension programs were directed to clientele in rural settings; however, as this and other sources indicate, a growing number of clientele are now to be found in urban areas. Through the years, Extension has grown to meet the changing needs of its new and different clientele base.

To stay abreast of a modern, fast-moving society, Extension must ascertain on a regular basis the type of clientele they are serving and determine their changing needs. In past years, Cooperative Extension

has been successful in serving the public but with the threat of tighter budgets from all three levels (federal, state, and local), the Cooperative Extension Service must seek a means to show accountability. There are many challenges ahead for Extension and there will be many priorities that must be determined under restrained budgets. Realizing that there will be county, state, and sectional differences, Extension must assess the needs of its' clientele and continue to be flexible in dealing with those needs.

For Extension to know about changes concerning its' clientele, a knowledge of the people and their feelings toward Extension programs in Muskogee County is imperative. The information gained in this study provides data which will aid the Extension staff in Muskogee County to better know, understand, and serve its' county population. Research conducted in this manner can only strengthen Cooperative Extension to meet current demands and plan for the future.

Design of the Study

The review of literature and research conducted in this study provided a means in which the purpose and objectives could be satisfied.

Random sampling was used to obtain the necessary amount of residents to conduct this study. The 1980 census was used to determine the most accurate population figure for Muskogee County.

There were essentailly two samples used in this study. The impact sample was needed to satisfy the primary purpose of this study which determined change in the respondents since Cosner's study and the contact and/or involvement with Extension during the 1981 public relations program. The larger sample was used to determine a new awareness level

of the residents of Muskogee County regarding Cooperative Extension and reported the results using the .95 confidence level. The impact sample included the residents in Cosner's (11) study, from Muskogee County (317). Another 65 residents, 55 established and ten new residents, were used in addition to the 317 impact residents. This brought the total to 382 residents who were used to determine the new awareness level. These 382 household residents were chosen from telephone directories in Muskogee and represented a .95 confidence level, being representative of the general population in Muskogee County, Oklahoma.

A 37-question survey instrument was administered by telephone to collect data from each of the randomly selected respondents. The instrument consisted of questions which determined the respondents' knowledge of Cooperative Extension from which their overall awareness could be calculated. Demographic data were also determined with this instrument. Many of the questions could be answered with a forced response of "yes" or "no," while several questions required an "opinion" answer from the respondents. The telephone survey was conducted during the fall of 1981. There were a total of 250, 65.44 percent, Muskogee County residents who responded to one or more items on the survey.

Following the collection of data from the respondents, the information was keypunched for a S.A.S. computer program to provide frequency procedures and statistical analysis. Numbers and percentages for each of the 46 instrument items were calculated. To determine significant differences between awareness levels and the factors influencing awareness, Chi-square analysis was used.

To assess awareness, specific questions were assigned weighted values. Awareness scores could range from 0 to 24 points. Table I in

Chapter III provides an illustration of this procedure. From these awareness scores, six awareness levels were established: Level 1 indicated no awareness with zero points; Level 2 indicated very low awareness with one through five points; Level 3 indicated low awareness with six through ten points; Level 4 indicated medium awareness with 11 through 15 points; Level 5 indicated high awareness with 16 through 20 points; and Level 6 indicated very high awareness with 21 points or more.

Summary of Findings

The major findings were summarized by two major sections in the presentation and analysis of data. The two sections are as follows:

1. Findings related to program impact
    a. Characteristics of respondents
    b. Effects of the public relations program
2. Findings related to awareness of programs
    a. Characteristics of respondents
    b. Levels of awareness and involvement
    c. Findings related to hypotheses.

Findings Related to Program Impact

Characteristics of Respondents. Participants by age categories were evenly distributed with the 25 to 34 years of age group accounting for 22.35 percent of the respondents followed by the 63 or over and 35 to 49 years of age categories with 20.59 and 20 percent, respectively.

With regard to number in the household, over 38 percent of the respondents reported two in the household, while over 86 percent of the

respondents had four or less occupying the household.

The predominant category with regard to occupation was the business/teaching category having 30 percent of the respondents while agriculture of agriculture related occupations accounted for less than six percent of the total.

Over 56 percent of the impact respondents indicated that they had some involvement in agriculture with almost 33 percent of the total being involved in gardening.

A substantial 35.71 percent of the impact respondents had completed three to four years of high school and over 41 percent had at least one year of college.

The White/Caucasian category was recorded as the predominant racial/ethnic group with over 84 percent in that category. Black and Indian races were the only other groups represented with Blacks being the largest of the two.

With regard to sex, the female category accounted for 62.35 percent of the impact respondents.

Concerning income, less than 9 percent of the respondents had less than $5,000 income. Almost 25 percent of the impact respondents had incomes in the $25,000 to $50,000 range. In the $50,000 or higher category, 6.21 percent were recorded.

Effects of Public Relations Program. The impact of the public relations program by the Extension staff in Muskogee County was assessed by the extent of contact and/or involvement that the impact respondents had with Extension in 1981 during the course of the public relations program.

The various findings regarding contact or involvement by the impact

respondents in 1981 are as follows: Seven percent of the impact respondents had become aware of the Muskogee County Extension office; almost 4 percent of the respondents themselves had become involved in some Extension function; almost 3 percent of the respondents' family members had become involved in some Extension function; and over 10 percent of the respondents had become aware of at least one Extension staff member.

Over 40 percent of the respondents who had contacted the Extension office for information had done so since January; almost 28 percent of the respondents who had participated in Extension meetings had done so since January; and almost 24 percent of the respondents' family members who had provided exhibits in a county or state fair had done so since January.

In examining the identical questions asked in Cosner's and this study, the following observations can be made:

Cosner's Muskogee County figures were found to be higher than those in this study concerning the publics' awareness of the Cooperative Extension office in their county, the number participating in an Extension sponsored meeting, the rating as valuable of the information obtained at these Extension sponsored meetings, the listening to radio or watching television shows concerning Extension, the desire to receive additional information about Extension programs and contacting the Extension office for any extension information.

The figures that Cosner reported from Muskogee County were very similar or almost identical to the figures in this study regarding two areas. The two different studies revealed figures that were very close concerning the idea that increased funding for Cooperative Extension

would be beneficial to the residents of Muskogee County and that the respondents read news columns written by Extension agents.

In only one question were the figures reported higher in this study than in Cosner's. There were considerably more people in this study that had used the telephone to contact the Extension office for information than in Cosner's study.

The last question for the impact respondents determined whether or not the respondents recalled answering a similar questionnaire from Cosner's study about a year ago. Only 14 percent had recollection of actually answering Cosner's questionnaire.

Findings Related to Awareness of Programs

Characteristics of Respondents. Out of five age groups, there were 22.95 percent of the new awareness respondents in the 25-34 age group with the over 62 group having 21.31 percent and the 35-49 age group having 20.49 percent, the second and third largest groups, respectively.

Over 97 percent of the respondents in the study indicated that they lived in households with five or less people. The most frequently recorded number living in the household was two or 34.16 percent.

The business/teaching category was the largest occupational category listed, while over 50 percent of the respondents indicated that they were employed either as a laborer or homemaker.

With regard to involvement in agriculture, over 53 percent of the respondents felt that they had some type of involvement while 46.10 percent indicated no involvement. The greatest amount of involvement was noted in the gardening group.

In an analysis of the educational background of the respondents,

over 36 percent had completed three to four years of high school while 39 percent of all the participants in this study had completed a minimum of one year of college.

There were almost 86 percent of all respondents in this study in the Caucasian/White racial group. The remaining respondents were of Black or Indian descent.

Of all the participants in this study, females represented 65.71 percent of the total. Males accounted for 34.29 percent.

There were 22.75 percent of the respondents in the $25,000 to $50,000 category, the most frequently recorded category. The $15,000 to $20,000 range consisted of 21.80 percent of the respondents, while the $50,000 dollar and above range accounted for less than five percent of the responses given.

Levels of Awareness and Involvement. The mean awareness score in this study was 5.4 with a possible range of 0 through 24 points compared to Cosner's statewide mean awareness score of 5.8 with a possible range of 0 to 18 points. These two mean scores are very close considering there was only one awareness score above 18 in this study. Table XXXIII reflects the distribution of the respondents by awareness scores in this study.

Approximately 9 percent of the respondents had no awareness of Cooperative Extension. Twelve percent had an awareness score of one point. Based on the weighted questions in Table I, the score of one could be earned by answering yes to the one point questions. For example: an awareness of the County Extension office, having a family member involved in an Extension program, knowing or contacting one of the Extension staff, reading a news column about Extension or by an Extension

TABLE XXXIII

DISTRIBUTION OF RESPONDENTS BY AWARENESS SCORES

Awareness Scores	N	%	Level of Awareness
0	23	9.20	1
1	30	12.00	2
2	23	9.20	2
3	31	12.40	2
4	18	7.20	2
5	19	7.60	2
6	16	6.40	3
7	20	8.00	3
8	16	6.40	3
9	7	2.80	3
10	8	3.20	3
11	12	4.80	4
12	7	2.80	4
13	7	2.80	4
14	5	2.00	4
15	4	1.60	4
16	2	.80	5
17	0	.00	5
18	1	.40	5
19	0	.00	5
20	0	.00	5
21	1	.40	6
22	0	.00	6
23	0	.00	6
24	0	.00	6
Total	250	100.00	

Awareness Score $\bar{x}$ = 5.4

agent, watching a television program by Extension, or having a family member provide an exhibit for a county or state fair would entitle the respondent to one awareness point.

Approximately 9 percent of the respondents had an awareness score of two which could have been two of the previously mentioned options or one of the questions given a weighted value of two points. For example: either the respondent, having personally been involved in an Extension program, contacted the Extension office for information, or participated in any Extension sponsored meeting would warrant an awareness score of two points.

Those with scores of three or more, over 69 percent, could have a number of possible combinations of differently weighted contact and/or involvement questions.

In relating the scores to awareness levels, there were over 48 percent of the respondents with awareness scores in the very low level and over 42 percent of the respondents with awareness scores in the low or greater level with a majority of these respondents being in the low awareness level category.

With regard to involvement in Extension programs, over 65 percent had no involvement with Extension programs. Those respondents who did have involvement indicated the 4-H program most frequently. Also a majority of those with involvement in Extension had been involved for a one to five year period.

Those respondents who had family members involved in Extension programs accounted for over 42 percent of all participants. Again, the 4-H program seemed to be the category most indicated regarding family member involvement.

In determining whether the respondents could identify their county Extension staff by name and position or not, the analysis of data indicated that over 40 percent of the respondents had contacted or heard of Basil Meyers, the County Extension Director. Each member of the county staff was recognized by no less than 9 percent of the respondents.

There were 22.04 percent of the respondents who had contacted the Muskogee County Extension office for information. An overwhelming 74.07 percent of the participants made contact with Extension by telephone.

Concerning the respondents' participation in Extension meetings, 20.88 percent had attended at least one meeting, while almost 80 percent had not. Most of those who had attended an Extension meeting indicated that their notification of the meeting was the Extension newsletter. Over 93 percent of the respondents felt that the information that they had received at these meetings was valuable as opposed to not valuable.

In response to questions concerning the use of media, an analysis of the data found that over 61 percent of the respondents read news articles about Extension and 4-H activities. Over 58 percent read news columns written by Extension Agents and almost 46 percent listened to radio or watched television programs concerning Extension.

There were nearly 30 percent of the respondents who had provided an exhibit for a county or state fair. A greater number of respondents, 37.55 percent, indicated that their family members had provided an exhibit for a county or state fair.

With regard to wanting to receive additional information about Extension programs, nearly 48 percent of the participants indicated that they did want additional information. The most frequently mentioned area for information was agriculture.

The last response for the participants determined their attitude as to whether or not they felt that increased funding for Cooperative Extension would be beneficial to the people of Muskogee County. There were 66.67 percent who felt increased funding would be beneficial.

Findings Related to Hypotheses. Based on the data gathered in this study, the awareness of the respondents concerning Extension in Muskogee County was assessed. To make the assessment in regard to awareness, the following hypotheses were rejected:

1. There is no relationship between levels of awareness and levels of income of Muskogee County residents.

2. There is no relationship between levels of awareness and the age of Muskogee County residents.

3. There is no relationship between level of awareness and Muskogee County residents' involvement with agriculture.

4. There is no relationship between level of awareness and the educational level of Muskogee County residents.

5. There is no relationship between the race of Muskogee County residents and their level of awareness of Cooperative Extension.

6. There is no relationship between involvement in agriculture and wanting to receive Extension information among Muskogee County residents.

The following hypotheses were not rejected:

1. There is no relationship between occupations held by residents in Muskogee County and their level of awareness of the Oklahoma Extension Service.

2. There is no relationship between level of awareness and increased funding for Oklahoma Extension among Muskogee county residents.

3. There is no relationship between male and female residents and level of awareness.

4. There is no relationship between level of awareness and wanting to receive Extension information by residents of Muskogee County.

5. There is no relationship between involvement with agriculture and increased funding for Oklahoma Extension among Muskogee County residents.

The hypotheses dealing with occupation, sex, increased funding, and receiving information were not rejected when a relationship was illustrated with awareness of Cooperative Extension by residents of Muskogee County. Each of these categories were deemed not a factor in affecting overall awareness. Likewise the involvement in agriculture was not a determining factor in believing that increased funding would be beneficial to Muskogee County residents. On the other hand, income, age, involvement in agriculture, educational level, and race were found to be determining factors in their relationship to awareness of the Cooperative Extension Service by Muskogee County residents. In addition, involvement in agriculture was determined to be a determining factor in a relationship with wanting to receive information about Extension programs.

Conclusions

The interpretations of the data in this study have led to the following conclusions:

1. The public relations program by the Extension staff in Muskogee County appears to have had an impact on its audience. The number of people wanting additional information about Extension programs as well

as responses on other items indicate people had been made aware of the program's existence.

2. A majority of the respondents reported very low awareness which indicated the overall awareness of Extension in Muskogee County was at a low level, as was also found in Cosner's statewide study.

3. The rejection of the null hypotheses indicated that Muskogee County residents' awareness of Cooperative Extension was influenced by gross household income and age.

4. Since agriculture and agriculture related occupations had a higher awareness of Cooperative Extension than the residents in business/teaching and labor, nature of occupation held by Muskogee County residents was a determining factor in awareness of Cooperative Extension.

5. Race seemed to have an influence on awareness of Cooperative Extension, since Muskogee County Caucasian residents had the highest level of awareness concerning Cooperative Extension.

6. Those residents with an involvement in agriculture are more likely to request additional information about Extension programs than those residents with no involvement in agriculture.

7. Those residents in Muskogee County with an involvement in agriculture did not tend to believe that increased funding for Muskogee County Extension would be beneficial more than those residents with no involvement in agriculture.

8. Since Muskogee County residents indicated that they secured more information concerning Extension by newspaper, the newspaper as opposed to radio and television was the primary source of Extension information and activities.

9. The residents of Muskogee County indicated they and their families had a higher awareness of the 4-H program than any other Extension program area.

10. In Muskogee County, the residents contacted or recognized the County Extension Director, Basil Meyers, and Home Economist, Riletta Marshall, more than any other staff members.

11. The telephone was the most used communication tool by the residents in contacting the Muskogee County Extension office, as opposed to writing or personal contact.

12. Sex of respondents had no effect on levels of awareness of Cooperative Extension in Muskogee County, since male and female respondents were almost identical in awareness.

13. Agriculture, over 4-H and Home Economics, was the most requested Extension program area by Muskogee County residents.

14. The Muskogee County residents who felt that the information received at Extension sponsored meetings was valuable were in a larger percentage than those who had attended an Extension meeting that felt the information was not valuable.

15. Of the Muskogee County residents who indicated that they were involved in some form of agriculture, a larger percentage of the residents were involved in home gardens.

Recommendations

As a result of the analyzed data and the conclusions made in relation to the research of this study, the following recommendations were offered:

1. Based on the low awareness level shown by both Cosner's and this

study and by almost one-half of the respondents requesting additional information when given the opportunity, the Oklahoma Cooperative Extension Service should encourage each of the other 76 county Extension staffs to consider a public relations program similar to the one that the Muskogee County Extension personnel had devised and employed. If implemented, the program should communicate the purposes of and the need for Extension work in Oklahoma.

2. Based on the significant relationships between low awareness and the demographic categories, the Muskogee County Cooperative Extension staff should establish a public relations program to continue to reach all clientele, but perhaps focus, at least for a time, on: (a) those with low income levels, (b) those with low education levels, (c) those of minority races/ethnic groups, (d) those with no involvement in agriculture, and (e) those who are less than 35 years of age.

3. The Muskogee County Extension staff should work to include the residents from the demographic categories with low awareness levels cited in recommendation two above to participate in Extension planning and evaluation. Through involvement, their awareness of Cooperative Extension should increase and in turn, the residents should benefit from Extension services.

4. Since a majority of the respondents in this study were willing to communicate on the telephone, the Muskogee County Extension personnel should assess periodically by telephone the clientele they are serving. The general public with no awareness of Extension prior to the telephone call would then be informed and have some awareness of the existence of Cooperative Extension.

5. Since the general public seemed to communicate well on the

telephone and based on almost 50 percent of the respondents who gave their name and address so additional information could be sent to them, future efforts to contact the general public, at random or specifically, should be done by telephone: This saves time and perhaps budgeted money.

Recommendations for Additional Research

The author made the following recommendations concerning additional research. Having conducted the research for this study, these recommendations are divided into two points: (1) Methodology and (2) Additional Research.

Methodology

1. When using the telephone to collect data, the callers should receive an indepth explanation of the survey instrument, covering each question. The callers should be informed with a knowledge of potential responses that they might incur and hopefully will encourage and solicit the most appropriate answers using courteous telephone etiquette.

2. An attempt should be made to secure the actual age of the respondents.

3. The name of the respondent should be recorded on the questionnaire for future reference.

4. The telephone should be used as an effective method of collecting data from residents as opposed to the mail questionnaire.

5. The telephone should be used in conducting future public relations efforts as an immediate awareness of Cooperative Extension is created through conversation.

6. In order to provide a more conclusive study, future public relations programs should be completed prior to contacting the designated respondents in order to collect data.

7. An attempt should be made to describe the respondents' occupation more explicity. For example:

LABOR

(a) craftsman

(b) skilled

(c) unskilled

PROFESSIONAL

(a) technician

(b) nurse

(c) educator

(d) medical doctor, dentist, optometrist, etc.

(e) lawyer, banker, etc.

Additional Research

1. County-wide studies in Oklahoma should be conducted and the results compared with the findings of this study.

2. As deemed appropriate, other variables in addition to those used in this study should be identified and utilized with the residents of the other 76 Oklahoma Counties in regard to Cooperative Extension.

3. Periodic research should be conducted to aid the Cooperative Extension Service in Oklahoma in identifying the present clientele in each county. This is imperative since the clientele in any given county seems to be constantly changing.

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APPENDIX

MUSKOGEE COUNTY

Group _____ Date _____ Time _____ Telephone # _____

MUSKOGEE EXTENSION OFFICE
1440 S. Cherokee, 687-2458

1. Hello _____, my name is _____ from Oklahoma State University at Stillwater. May we have a few minutes of your time to ask you a few questions concerning Cooperative Extension in your county?

   1 _____ 1 Yes
   _____ 2 No--Thank you. Good-bye.

2. Did you know that an OSU Extension office exists in Muskogee County?

   2 _____ 1 Yes
   _____ 2 No (Go to #5)

3. Have you become aware of the county Extension office this year?

   3 _____ 1 Yes
   _____ 2 No

4. How did you become aware of the Extension office? (Don't read)

   4 _____ 1 Extension Newsletter
   _____ 2 Extension Staff Member
   _____ 3 Extension Radio Program
   _____ 4 Extension TV Program
   _____ 5 Extension Meeting
   _____ 6 Extension Newspaper Article
   _____ 7 Friend
   _____ 8 Other

5. Have you personally been involved with or been a member of: (READ)

   5 _____ 1 4-H Youth Program
   _____ 2 Extension Homemaker's Group (females only)
   _____ 3 Agricultural or Related Groups
   _____ 4 None of the above (Go to #9)

6. How many years have you been involved with these groups?

   6 _____ 1 0-1 year (This year - 1981)
   _____ 2 1-5 years
   _____ 3 6-10 years (Go to #9)
   _____ 4 11-15 years
   _____ 5 16 years or more

7. Was this involvement since January stimulated by Extension contacting you?

   7 _____ 1 Yes
   _____ 2 No (Go to #9)

8. How were you contacted?

   8 _____ 1 Newsletter
   _____ 2 Staff Member
   _____ 3 Radio Program
   _____ 4 TV Program
   _____ 5 Meeting
   _____ 6 Newspaper
   _____ 7 Friend
   _____ 8 Other

9. Has any member of your family ever been involved with or been a member of: (READ)

   9 _____ 1 4-H Youth Program
   _____ 2 Extension Homemaker's Group (females only)
   _____ 3 Agricultural or Related Group
   _____ 4 None of the above (Go to #13)

10. Has this involvement been since January?

    10 _____ 1 Yes
    _____ 2 No (Go to #13)

11. Was this involvement since January stimulated by Extension contacting them?

    11 _____ 1 Yes
    _____ 2 No (Go to #13)

12. How were they contacted?

    12 _____ 1 Newsletter
    _____ 2 Staff Member
    _____ 3 Radio Program
    _____ 4 TV Program
    _____ 5 Meeting
    _____ 6 Newspaper
    _____ 7 Friend
    _____ 8 Other

13. Have you every contacted or heard of the following Extension personnel in your county? (READ)

13-19
1_____Basil Myers, County Extension Director
2_____Riletta Marshall, Extension Home Economist
3_____Carlene Jordan, Extension Home Economist, Nutrition
4_____Charles Lester, 4-H Youth Program
5_____Jerry Sisk, Agriculture Extension Agent
6_____Ray Campbell, Horticulture Specialist
7_____None of the above (Go to #15)

14. Has this awareness of these personnel been since January?

20
1_____Yes
2_____No

15. Have you ever contacted the Muskogee county OSU Extension office for any information?

21
1_____Yes
2_____No (Go to #19)

16. Since January?

22
1_____Yes
2_____No

17. Who did you talk to in the office?

23
1_____Agriculture Agent
2_____Home Economist
3_____4-H Agent
4_____County Director
5_____Other

18. How was the contact made?

24
1_____Called
2_____Written
3_____Personal Contact

19. Have you ever participated in any meetings sponsored by any of the Extension Agents?

25
1_____Yes
2_____No (Go to #23)

20. Has this been since January?

26
1_____Yes
2_____No (Go to #23)

21. How were you notified of the meeting?

27
1_____Newsletter
2_____TV Program
3_____Radio Program
4_____Newspaper
5_____Extension Staff Member
6_____Friend
7_____Other

22. How valuable was the information you received at these meetings?

28
1_____Valuable
2_____Not Valuable

23a. Do you read news articles about Extension or 4-H activities?

29
1_____Yes
2_____No

b. Do you read news columns written by Extension agents?

30
1_____Yes
2_____No

c. Do you listen to radio or watch TV programs by Extension personnel?

31
1_____Yes
2_____No

24. Have you ever provided exhibits for a county or state fair?

32
1_____Yes
2_____No

25. Has any member of your family provided an exhibit for a county or state fair?

33
1_____Yes
2_____No

26. Has this been since January?

34
1_____Yes
2_____No

27a. Would you like to receive information about the Extension programs available to you?

35 1_____Yes
2_____No (Go to #28)

b. From which Extension area would you like information? (READ)

36 1_____Agriculture
2_____Home Economics
3_____4-H Programs
4_____All three areas

c. _____
Their Name & Address

28. Do you think increased funding for the Oklahoma Cooperative Extension Service would be beneficial to the people of Muskogee County?

37 1_____Yes
2_____No

29. Did you answer a similar questionnaire about a year ago?

38 1_____Yes
2_____No

ONLY IMPACT RESPONDENTS

Group A

Now, Mr/Mrs _____, the next few questions are personal and the answers will be kept strictly confidential. This information is for computer use only and will not be used otherwise. (Stress importance if questioned!)

30. What is your age?

39 1_____18 to 24
2_____25 to 34
3_____35 to 49
4_____50 to 62
5_____Over 62

31. How many people reside in your household?

40 1_____1
2_____2
3_____3
4_____4
5_____5
6_____6
7_____7
8_____8
9_____9

32. What is your primary occupation?

_____

41 1_____Agriculture
2_____Agriculture Related
3_____Business/Teaching
4_____Labor
5_____Homemaker

33. How are you involved in Agriculture?

42 1_____No involvement
2_____Full-time farming
3_____Part-time farming
4_____Gardening
5_____Agriculture Business
6_____Other

34. What is the highest grade you have completed in school?

43 1_____0 to 8 years
2_____1 to 2 years high school
3_____3 to 4 years high school
4_____1 to 2 years college
5_____3 to 4 years college
6_____Over 4 years college

35. Which racial/ethnic group do you belong to?

44 1_____Caucasian
2_____Black
3_____Indian
4_____Asian or Pacific Islander
5_____Hispanic
6_____Other

36. What is your sex? (Don't ask if you can tell.)

45 1_____Female
2_____Male

AND THE LAST QUESTION

37. Of the following ranges, which one most closely approximates the total gross income of your household?

46 1_____Less than $5,000
2_____$5,000 to $10,000
3_____$10,000 to $15,000
4_____$15,000 to $20,000
5_____$20,000 to $25,000
6_____$25,000 to $50,000
7_____Over $50,000

This concludes the interview and I do appreciate your cooperation. The information will be of great value to this study. Thank you. Good-bye.

VITA

Michael Fort Bergman

Candidate for the Degree of

Doctor of Education

Thesis: IMPACT OF A PLANNED PUBLIC RELATIONS PROGRAM BY THE COOPERATIVE EXTENSION SERVICE IN MUSKOGEE COUNTY, OKLAHOMA

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