

THE IMPACT OF A MEDIA DAY ON DEVELOPING
AWARENESS AND INCREASED COVERAGE
OF THE OKLAHOMA STATE UNIVERSITY
FOOD & AGRICULTURAL
PRODUCTS CENTER

By

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CHAPTER I

INTRODUCTION

Background of Problem

The Food & Agricultural Products Center (FAPC), located on the Oklahoma State University (OSU) campus in Stillwater, Oklahoma, is a state-of-the-art facility that houses faculty, professional staff, and technical staff who “work to discover value-added products and processes to enhance the value of Oklahoma agricultural commodities” (Oklahoma State University, 2003, p. 2). The FAPC mission is to “discover, develop, and deliver technical and business information that will stimulate and support the growth of value-added food and agricultural products and processing in Oklahoma” (Oklahoma State University, 2003, p. 3).

The purpose of the FAPC is to help Oklahoma value-added businesses become or remain successful, which will keep the products, employment, and revenue in Oklahoma (Food & Agricultural Products Center, n.d.). “The FAPC also helps to bridge the gap that sometimes exists between academics and the private sector by offering large and small businesses, producers, and entrepreneurs access to faculty and staff with expertise in business and technical disciplines” (Food & Agricultural Products Center, 2004, p. 5). These disciplines include agribusiness economics, analytical chemistry, business planning and marketing, cereal chemistry, food engineering, horticultural processing,

food microbiology, muscle science, oil/oilseed chemistry, pilot plant, quality control and assurance, sensory evaluation, and wood products (Oklahoma State University, 1999).

The FAPC was dedicated in 1996 and opened its doors for business in 1997 (Oklahoma State University, 1999). Since inception, the FAPC has helped clients with more than 1,000 projects and has assisted in the development of more than 150 new companies. This has helped bring new jobs to the Oklahoma economy and new products to the Oklahoma market (Oklahoma State University, 2003). FAPC “faculty and staff assist food industry and entrepreneurial clients [to] identify, develop, and commercialize products, as well as help them train and educate their staff and develop business plans to expand their businesses” (Oklahoma State University, 2003, p. 2).

Although the FAPC has been in operation for nine years, not many people know it exists or know the services it provides. As a result, the marketing and communications specialists for the FAPC have a daunting task of marketing services and communicating messages to the Oklahoma food and agricultural industries (J.R. Escoubas, personal communication, January 25, 2006). This audience includes stakeholders, processors, entrepreneurs, commodity groups, communities, equipment manufacturers, food-service companies, grant agencies, growers, producers, and consumers. The specialists communicate their messages through news releases, flashes, brochures, newsletters, advertisements, reports, fact sheets, workshop/seminar materials, and Internet (Oklahoma State University, 1999).

The marketing and communications area of the FAPC consists of three business and marketing specialists and one communications specialist. One temporary business/marketing client coordinator supports the business and marketing specialists,

and one part-time graduate student supports the communications specialist (J.R. Escoubas, personal communication, January 25, 2006).

The communications team covers the activities and projects of 25 faculty and staff members. Not only does the communications team want to promote the activities and the projects, but also they want to increase the awareness of the function and purpose of the FAPC (J.R. Escoubas, personal communication, January 25, 2006). Approximately five news releases are disseminated per month, totaling approximately 60 news releases per year. These news releases are sent electronically to Oklahoma daily and weekly newspapers, Oklahoma radio stations, Oklahoma television stations, and regional publications (J.R. Escoubas, personal communication, January 25, 2006).

According to Jones (2005), prior to October 2004, the FAPC had no effective means of calculating how many articles appeared in state publications. However, the FAPC subscribed to a clipping service to evaluate how much coverage it was receiving in state newspapers. A study was conducted to evaluate the FAPC news coverage by these media (Jones, 2005). Now that the FAPC has evaluated news coverage, the FAPC acknowledges the importance of evaluating media relations between the center and the Oklahoma media. The FAPC communications area has come to realize for the media to cover FAPC-related stories, the center must establish interpersonal relationships with the media (J.R. Escoubas, personal communications, January 25, 2006).

The foundation for creating, strengthening, and keeping interpersonal relationships is effective communication and that is the key goal in human communications (Stone, Singletary, & Richmond, 1999). The best time to establish a

relationship with someone is during the beginning phases of relationship development (Stone, et al., 1999).

Because the FAPC is still fairly new in development and is trying to communicate its purposes, services, and messages to its audiences, the communications area wants to develop interpersonal relationships with the media, so the media can help get the FAPC-related information to the public (J.R. Escoubas, personal communication, January 25, 2006).

Statement of Problem

In the nine years the FAPC has been in existence, the center has not developed a strong relationship with the Oklahoma media. Even though the FAPC develops and disseminates stories and story ideas to the Oklahoma media, a small percentage of those stories and ideas are written, printed, published, or aired/broadcasted by the media.

Statement of Purpose

The purpose of this study was to determine if an FAPC Media Day increased the media's knowledge of the FAPC and assisted in developing media relations between the center and the Oklahoma media by increasing the number of FAPC related stories being published or broadcasted.

Objectives

The following objectives were developed to accomplish the stated purpose:

1. To determine if the Media Day participants were aware of the FAPC, its purpose, and the services the FAPC offers;
2. To determine the Media Day participants' perception of the event;
3. To determine what FAPC areas the Media Day participants were interested in publishing or broadcasting; and
4. To determine if the Media Day helped increase coverage of FAPC-related messages.

Assumptions

For the purposes of this study, the researcher accepted the following assumption:

1. The responses made by the Media Day participants on the surveys and during the telephone interviews were honest expressions of their opinions.

Scope and Limitations

The study was conducted during the FAPC Media Day held September 27, 2005.

The researcher could not control how many media representatives attended the event.

Thus, a limited number of subjects were surveyed and interviewed during the study.

Definitions

For the purpose of this study, the following terms are defined.

1. Media Day: A publicity event staged for coverage by the news media (Merriam-Webster OnLine, n.d.).

2. Media: Members of either the print industry, including newspapers and magazines, and electronic industry, including radio and television (Southwest, n.d).

CHAPTER II

REVIEW OF LITERATURE

Introduction

The review of literature provided the theoretical basis for this study. Researching the mission and marketing and communications area of the FAPC, mass media theories, interpersonal communications, media relations, and types of instrumentation was fundamental in understanding the importance of reaching the media and developing relations to improve media coverage of the FAPC.

First, researching the FAPC allowed the researcher to better understand the center and the importance of the marketing and communication area to the function of the FAPC. Also, it is essential to understand the theories established in the area of mass media to understand the industry fully. Additionally, to develop media relations, professionals must understand the concept of interpersonal communications, including what defines interpersonal relationships, the stages of interpersonal relationships, and the idea of network theory and analysis. Furthermore, it is vital to build, as well as sustain, relationships with the media and to continue to improve media coverage. Finally, researching the different types of instrumentation assisted the researcher in designing instruments that were well suited to the focus and objectives of the study.

FAPC Background

Mission and Purpose

The mission of the FAPC is to “discover, develop, and deliver technical and business information that will stimulate and support the growth of value-added food and agricultural products and processing in Oklahoma” (Oklahoma State University, 2003, p. 3). The purpose of the FAPC is to help Oklahoma value-added businesses become or remain successful, which will keep the products, employment, and revenue in Oklahoma (Food & Agricultural Products Center, n.d.). To accomplish its purpose, the FAPC houses faculty, professional staff, and technical staff who “work to discover value-added products and processes to enhance the value of Oklahoma agricultural commodities” (Oklahoma State University, 2003, p. 2).

“The FAPC also helps to bridge the gap that sometimes exists between academics and the private sector by offering large and small businesses, producers, and entrepreneurs access to faculty and staff with expertise in business and technical disciplines” (Food & Agricultural Products Center, 2004, p. 5).

These disciplines in which the faculty, professional staff, and technical staff specialize include agribusiness economics, analytical chemistry, business planning and marketing, cereal chemistry, food engineering, horticultural processing, food microbiology, muscle science, oil/oilseed chemistry, pilot plant, quality control and assurance, sensory evaluation, and wood products (Oklahoma State University, 2003).

Since the FAPC opened in 1997, the FAPC has helped clients with more than 1,000 projects and the development of more than 150 new companies. Because of this assistance, the FAPC has helped bring new jobs to the Oklahoma economy and new

products to the Oklahoma market. FAPC “faculty and staff assist food industry and entrepreneurial clients [to] identify, develop, and commercialize products, as well as help them train and educate their staff and develop business plans to expand their businesses” (Oklahoma State University, 2003, p. 2).

Marketing and Communications

Three business and marketing specialists and one communications specialist constitute the marketing and communications area of the FAPC. Assisting the marketing group is one full-time, temporary employee who is the business/marketing client coordinator for the FAPC. One part-time graduate student supports the communication specialist (J.R. Escoubas, personal communication, January 25, 2006).

Approximately 25 faculty and staff members work at the FAPC, and each employee has numerous activities and projects he or she works on that are important to OSU and the state. As a result, the communications team covers all activities and projects of the FAPC, not only to promote the activities and projects, but also to increase the awareness of the function and purpose of the FAPC (J.R. Escoubas, personal communication, January 25, 2006).

The communications team electronically disseminates approximately five news releases per month (60 per year) to Oklahoma daily and weekly newspapers, Oklahoma radio stations, Oklahoma television stations, and regional publications (J.R. Escoubas, personal communication, January 25, 2006).

Theoretical Framework

Introduction

The theoretical basis for this study was focused on gatekeeping. Gatekeeping is based on the fact the gatekeeper decides which information will be passed on and which information will not (University of Twente, 2004). The gatekeeping theory is important to this study because the media decides which information about the FAPC is published or broadcasted to the public.

Gatekeeping

The term gatekeeping was first used by Lewin (1947) when he described a wife or mother as the person who decides which foods end up on the family's dinner table. Although he applied the concept to the food chain, Lewin (1947) said the process could also pertain to the news items in the communication process. Shoemaker (1991) defines gatekeeping as the process "by which billions of messages that are available in the world get cut down and transformed into the hundreds of messages that reach a given person on a given day" (p. 1).

The gatekeeper decides which information will be passed on and which information will not. "Gatekeepers are able to control the public's knowledge of the actual events by letting some stories pass through the system but keeping others out" (University of Twente, 2004, p. 1).

In communication planning, gatekeeping is fundamental. Gatekeeping can be useful, but it also can be dangerous. By deciding what information to pass on and what to reject, a gatekeeper's role can lead to an abuse of power (University of Twente, 2004).

There is no aspect of communication as impressive as the enormous number of choices and discards which have to be made between the formation of the symbol in the mind of the communicator and the appearance of a related symbol in the mind of the receiver (Schramm, 1949, p. 259).

Research suggests three key factors of gatekeeping in mass media influence the gatekeeping process. The factors include characteristics, values, and organizational and related constraints (Beard & Olsen, 1999).

In a study of how newspaper editors in conference meetings jointly determine which stories appear on the front page of a newspaper, Clayman and Reisner (1998) found newsworthiness as just one part of an intricate gatekeeping processing. The process includes negotiations in the story selection phase and the managing editor's own judgment of the story. In spite of the complexity of gatekeeping, the verbal assessment a story receives was associated strongly with where the story was placed in the newspaper. Several promotional practices are linked with the outcomes of gatekeeping. "All this suggests that what matters in the gatekeeping process is not just the news values that editors have internalized, but also what they say and do publicly in the relationally consequential forum of the editorial conference" (Clayman & Reisner, 1998, p. 193).

In addition, new technological advances in the media environment have created numerous gates through which information passes to the public in terms of the number of information sources and the speed in which information is passed. These gates provide additional power to influence public opinion (Williams & Carpini, 2004).

Mass Media

Introduction

Although the theoretical framework of this study focused on gatekeeping, other theories dealing with mass media were important to the purpose of this study. Those theories included agenda-setting, framing and priming, two-step flow, medium, and hypodermic needle. Agenda-setting is the public awareness of prominent issues by the news media (University of Twente, 2004). Framing is the categorizing and presenting information in an easy-to-understand format (Gitlin, 1980), and priming is telling people whether something is good or bad (University of Twente, 2004). Two-step flow is the process of opinion leaders receiving information and passing on their interpretation of that information. Medium theory deals with how quickly messages can be disseminated to the public. Finally, the hypodermic needle theory suggests the mass media can influence a large group of people (University of Twente, 2004). All of these theories relate to the purpose of this study, which deals with improving the media's knowledge of the FAPC and increasing the number of FAPC-related stories being published or broadcasted.

Agenda-Setting Theory

Agenda setting is defined as the creation of public awareness and concern of prominent issues by the news media. Research on agenda setting is based on the fact the media do not mirror what is really happening and the media focus only on a few issues, which directs the public to think those subjects are more crucial than other issues (University of Twente, 2004). Agenda setting depicts an influential power of the media. It is the ability to tell people what subjects are important. "Agenda setting theory seems

quite appropriate to help us understand the pervasive role of the media” (University of Twente, 2005, p. 1).

This theory dates back to 1922 when Walter Lippman, a newspaper columnist, was worried the media had the authority to “present images to the public.” In 1968, 1972, and 1976, McCombs and Shaw researched presidential campaigns, focusing on awareness and information. They found the “mass media exerted a significant influence on what voters considered to be the major issues of the campaign” (University of Twente, 2005, p. 1). Identifying the issues and collecting frames for thinking about the subjects are important tasks of agenda setting (McCombs & Shaw, 1993).

“The press may not be successful much of the time in telling people what to think, but it is stunningly successful in telling its readers what to think about” (Cohen, 1963, p. 13). However, McCombs and Shaw (1993) said, “Agenda setting is considerably more than the classical assertion that the news tells us what to think about. The news also tells us how to think about it” (p. 62).

According to Edelstein (1993), researchers have yet to classify what is meant by the word “thinking about.” Most agenda-setting research has termed “thinking about” as “salience discrimination” (Edelstein, 1993). This refers to the importance the media and their audiences agree to an event and to the connecting relationship that is established between the views and opinions of the media and audiences about that importance (Edelstein, 1993).

The agenda-setting process includes the interrelationships between media agenda setting, public agenda setting, and policy agenda setting. In media agenda setting, the agenda of the mass media news is the primary dependent variable of study. Public agenda

setting includes those studies that focus on the importance of issues to the public. The main variable of study in policy agenda setting is the issues of governmental bodies or elected officials (Rogers, 1993).

Many communication scholars are attracted to examine agenda setting. “One main reason for their interest is that agenda-setting research appears to offer an alternative to the scholarly search for direct media effects on attitude change and overt behavior change” (Rogers, 1993, p. 73).

In a book review of *Communication and Democracy* by Maxwell McCombs, Donald L. Shaw, and David Weaver, Rogers (1997) said one theme of the book is the agenda-setting process is vital to understanding the responsibility of mass communication in a democratic society. Rogers (1997) recognizes this is an obvious point, but it has not been stressed in the literature.

Despite important shortcomings, the agenda-setting approach has contributed to a more advanced understanding of the media’s role in society. It has helped to change the emphasis of mass communication research away from the study of short-term attitudinal effects to a more longitudinal analysis of social impact. This is no small contribution (Carragee, Rosenblatt, & Michaud, 1987, p. 42).

Framing and Priming

Framing has become one of the most important models of media effects (Price & Tewksbury, 1997). The idea of framing was introduced by Gitlin (1980) during his investigation of how CBS underestimated a key student movement during the 1960s.

Media frames allow journalists to categorize information and present it in a way the audience can easily understand (Gitlin, 1980). Framing is related to agenda setting,

but it focuses on the core of the issue rather than on a particular subject area. The foundation of framing theory is the media centers attention on certain subjects or events and then gives the subjects or events meanings. It leads people to agree to one meaning over another. Journalists select the issues and topics after the media draws the public's attention on certain topics and decides what people think about.

The way in which the news is brought, the frame in which the news is presented, is also a choice made by journalists. Thus, a frame refers to the way media and media gatekeepers organize and present the events and issues they cover, and the way audiences interpret what they are provided (University of Twente, 2004, p. 1).

Kim, Scheufele, and Shanahan (2002) said the media strive to make issues more easily understood by communicating the issues in packages or frames.

According to Fairhurst and Sarr (1996), there are three elements of framing. They include language, thought, and forethought. Language helps people to recall information and changes the way individuals view situations. To use language, people must have thought. Finally, forethought means individuals must plan in order to be spontaneous or predict framing opportunities.

In the 1980s, much attention was focused on the concept of priming. While agenda-setting focuses on the prominence of an issue, priming tells people whether something is good or bad. "Priming refers to enhancing the effects of the media by offering the audience a prior context – a context that will be used to interpret subsequent communication" (University of Twente, 2004, p. 1).

Priming and framing have been described as “extensions” of agenda setting (Weaver, McCombs, & Shaw, 1998); however, Kosicki (1993) does not see priming and framing as extensions of agenda setting. Priming and framing “begin from explicit cognitive perspectives and lead in new directions unanticipated by the original agenda-setting model” (Kosicki, 1993, p. 117).

Two-Step Flow Theory

Lazarsfeld, Berelson, and Gaudet (1944) introduced the two-step flow of communication hypothesis in 1944. The researchers focused on a study of the process of decision-making during a presidential election campaign. They discovered informal, personal contacts were more beneficial than radio or newspaper exposure as sources of influence on voting behavior. As a result, Katz and Lazarsfeld (1955) developed the two-step flow theory of mass communication.

In this theory, information from the media moves in two stages. First, opinion leaders receive the information by paying close attention to the mass media and its messages. Then, opinion leaders pass their interpretation of the messages to other individuals who have close contact with them. The two-step flow theory has increased the understanding of how the mass media impact decision-making. “The theory refined the ability to predict the influence of media messages on audience behavior, and it helped explain why certain media campaigns may have failed to alter audience attitudes and behavior” (University of Twente, 2004, p. 1).

Medium Theory

A medium is the “symbolic environment of any communicative act,” rather than just being a newspaper, radio, television, Internet, or camera.

Medium theory examines physical, psychological, and social variables as the senses that are required to attend to the medium; whether the communication is bi-directional or uni-directional, how quickly messages can be disseminated, whether learning to encode and decode in the medium is difficult or simple, how many people can attend to the same message at the same moment, and so forth (University of Twente, 2004, p. 2).

The medium shapes and dominates how individuals associate with each other. The content of any medium shades people to the makeup of the medium.

Our conventional response to all media, namely that is how they are used that counts, is the numb stance of the technological idiot. For the ‘content’ of a medium is like the juicy piece of meat carried by the burglar to distract the watchdog of the mind (Crosby & Bond, 1968, p. 21).

McLuhan (1964) said the “medium is the message.” This means that a new environment has been established in relation to the electronic age. Media are described as extensions of individuals, and the study of one medium assists people in understanding other media. He emphasized channels differ in their content and how they alter thoughts and senses. McLuhan (1964) stressed channels are a major force individuals must understand to know how the media impact society and culture.

Individuals who are communicating messages to the public must have some way to measure whether the messages they are sending are being received and correctly understood. Many public relations programs are turning to media content analysis because it provides data that speak to McLuhan’s idea of understanding the media message.

There are different types of analysis: Two of the best known are media-clipping tabulation and advertising value equivalents. But neither of these provides any indication of how deeply the media message takes hold and works over the reader. This is the kind of information organizations need in order to track and perhaps alter their messaging, as well as to execute their entire communication program (Van Der Meer, 2005, p. 33).

Hypodermic Needle Theory

The Hypodermic Needle Theory, also known as the Magic Bullet Theory, “implied mass media had a direct, immediate, and powerful effect on its audience” (University of Twente, 2004, p. 1). In the 1940s and 1950s, mass media were alleged to have a major influence on behavior change. The factors that played a role to this theory included the rise of radio and television, the surfacing of advertising and propaganda, the impact of motion pictures, and Hitler’s hold of the mass media during World War II to unite the Germans (University of Twente, 2004).

“The theory suggests that the mass media could influence a very large group of people directly and uniformly by ‘shooting’ or ‘injecting’ them with appropriate messages designed to trigger a desired response” (University of Twente, 2004, p.1). The view is the media is dangerous because the public has no power to resist the influence of the message. The public ends up thinking what the media has told them because there is no other source of information. However, as methods of market testing were developed, such as focus group testing and questionnaires, and more forms of media became available, the hypodermic needle theory was replaced by other models, including the two-step flow theory (University of Twente, 2004).

Interpersonal Communications

Defining Interpersonal Relationships

Effective communication is the foundation for establishing, building, and maintaining interpersonal relationships. “Establishing and maintaining interpersonal relationships is a fundamental goal of the human communication process” (Stone, et al., 1999, p. 108). Establishing a relationship with someone is best achieved during the beginning phases of relationship development.

Interpersonal relationships are based on multiple factors. These factors include variability, duration, frequency, revelation, meshing, support, anxiety reduction, and proximity. Variability indicates people in relationships take on numerous types of interactions (Stone, et al., 1999), while duration appears when a relationship continues on for a period of time (Bell & Healey, 1992). Frequency, which is linked to duration, means people who are engaged in an interpersonal relationship interact with each other on a regular basis. “Revelation is the revealing of thoughts, ideas, feelings, and opinions to another person” and “occurs as a relationship grows and develops” (Stone, et al., 1999, p. 102). Furthermore, meshing refers to a relationship that is organized, and the people in the relationship respect each other, whereas, support occurs when the individuals’ actions help others in the relationship. “Anxiety reduction in a relationship is when one person attempts to reduce the other person’s fears and anxieties” (Stone, et al., 1999, p. 103). Proximity, which is the final factor of interpersonal relationships and may be the most important, is the actual distance between people in the relationship (Stone, et al., 1999).

Stages of Interpersonal Relationships

Interpersonal relationship development includes stages of coming together and coming apart. The stages of coming together consist of initiating, experimenting, intensifying, integrating, and bonding; the stages of coming apart include differentiating, circumscribing, stagnating, avoiding, and terminating (Stone, et al., 1999).

Initiating is the first stage of coming together, and this stage consists of the first verbal exchange. The next stage is the experimental stage, and it is where people discover their similarities. The intensifying stage is when people become comfortable in the relationship. Then, integration occurs, or coming together, and the relationship matures. The final stage of coming together is bonding, which means the relationship is formal and public (Stone, et al., 1999).

The first stage of coming apart is the differentiating stage: people focus on their differences of opinions (Cody, 1982). The next stage is the circumscribing stage, which occurs when communication decreases. Furthermore, the stagnating stage occurs when the relationship becomes non-functional or unproductive, and the avoiding stage occurs when people start to avoid each other or put space between each other so they do not have to communicate (Stone, et al., 1999). The final stage of coming apart is the terminating stage, which happens when people realize they have grown apart, and they decide to terminate the relationship (Stone, et al., 1999).

Network Theory and Analysis

Network analysis is a set of methods for identifying and quantifying the degree of pressures. It is the study of how beliefs or behaviors are affected by relationships around

a person, group, or organization (University of Twente, 2004). Provan, Veazie, and Staten (2005) define network analysis as:

a method of collecting and analyzing data from multiple individuals or organizations that may be interacting with one another. Network analysis allows for the examination and comparison of relationships between two organizations (dyads), among clusters or cliques of organizations, and among all of the organizations comprised by the network (p. 605).

Network analysis centers on the relationship between people instead of on people's characteristics. These relationships may consist of the feelings people have for each other, information exchange, or tangibles exchanges (goods or money). By recording these relationships, network analysis helps to determine the evolving and casual communication patterns. Several applications of network analysis techniques include determining the communication patterns in an organization or group, roles of employees, communication channels and media used by employees, communication styles and effectiveness of information flow (University of Twente, 2004).

Rogers (1986) defines a communication network as individuals who are interconnected and linked by patterned communication flows. A communication network analysis studies the interpersonal links created by the allocation of information in the interpersonal communication configuration (Rogers, 1986).

Network analysis has been used to examine and understand relationships that constitute multiorganizational partnerships. However, the knowledge obtained by network analysis also can benefit individual organizations. For example, managers can

see where and how their organization fits within the network based on other network experiences (Provan, Veazie, & Staten, 2005).

Media Relations

Improving Media Coverage

The secret to a beneficial media program is to focus on developing interpersonal relationships with the media. This can be accomplished by being proactive; reading, listening, and watching the news; creating a plan; and generating a list of media outlets to reach. Holding a special event for the media could help build interpersonal relationships (Hatch 2003).

Developing interpersonal relationships with the media is important in garnering publicity (Kirk, 2004). It also is important to keep relationships with the media even when no news is happening. “It goes without saying that the media are not your enemy; in fact, a good relationship with a reporter can serve you just as well, professionally speaking, as a good relationship with a colleague” (Buckholtz, 2001, p. 18).

The news media have information needs to satisfy their audiences just like anyone else. People need to take into consideration how the news media function and the format that is easy for them to handle the information that is requested to be published. “Unless you pay for coverage in the form of an advertisement, there are no guarantees your information will be published” (Biglow, 2003, p. 1).

The media decides what gets published, and that is why they are called the gatekeepers. Biglow (2003) provided some tips in improving the chances of getting the media to cover a story:

1. Do not assume the value of the information sent to the media;
2. The media is not the enemy;
3. Submit the information in a form that is expedient for the medium; and
4. Ask the media about their requirements for submitting information.

According to Wylie (2003), how a person crafts a media relations piece determines whether the piece will be published by the media. First of all, the press release must grab the reader's attention in the headline. Secondly, once the writer has gained the attention in the headline, the subhead must interest the reader. Then, the lead, or the first sentence of the press release, should answer, "What happened?" and "Why should the reader care?" in less than two sentences. Finally, the body of the release should be used to tell the story (Wylie, 2003).

"Most of us are experts in something other than publicity, but we can be successful in getting the coverage we want and deserve, if we pay attention to detail and ask for help from those who have the media expertise" (Biglow, 2003, p. 3).

According to Tanzillo (2003), "it's never too late to begin to establish—or strengthen—your relationship with the people who present the news" (p. 41).

Sustaining Media Relations

It is easy to spot news that will attract coverage, but establishing media relationships that will "result in sustained, long-term coverage requires tenacity" (Hatch, 2003, p. 48). Buckholtz's (2001) tips in maintaining a relationship with the media include:

1. Inviting the media to an event to explain some key issues important to an organization;

2. Giving the media a tour of the organization's facilities and to meet key players;
3. Creating an e-mail list of the media; and
4. Giving a journalist the opportunity to cover a story or event before the rest of the media.

An effective tool for sustaining media relationships is to use media education tactics. These tactics include conducting hot topic and backgrounder sessions and routine meetings, as well as providing background documents. Media education tactics provide a way for “you to building lasting relationships with key journalists covering your industry or business” (Olsen, 2003, p. 12).

According to Olsen (2003), it is important for public relations practitioners to deliver their information to the media instead of having the media come to the individual. “Journalists deliver their product to your home every morning; why not return the favor by visiting the newsroom?” (Olsen, 2003, p. 12).

While going to the media and conducting hot topic sessions, backgrounder sessions, and routine meetings often result in coverage, the primary fact is individuals are sustaining those interpersonal relationships with the media. Not only are these media education tactics benefiting public relations practitioners, but also they are benefiting the media (Olsen, 2003).

According to The Research Exchange Newsletter (1999), the key to sustaining interpersonal relationships with the media is establishing and maintaining credibility. By providing accurate information, a journalist's trust is earned, and the journalist is more

likely to request information from the individual with whom the journalist has established that trust.

Instrumentation

Survey Projects

Surveys are used to interview a representative sample instead of an entire population. If the researcher's goal is to determine characteristics, attributes, behaviors or opinions from a percentage of a population and secondary sources do not offer that information, then a survey project is the only suitable method (Salant & Dillman, 1994). A successful survey project can provide researchers with a variety of information, including identifying interests from the subjects of the study. Thomas (1999) identifies six phases for designing surveys that will collect data successfully to answer specific research questions.

Phase 1 is planning. "Planning is critical to the success of a survey project" (Thomas, 1999, p. ix). The planning phase includes identifying the survey project topic, developing objectives for study, determining the target audience, identifying individuals to collaborate on the survey project, and creating a project timeline (Thomas, 1999).

Phase 2 is the process of developing the survey. When developing the survey, the researcher must make many decisions, such as the types of items, survey length, kinds of responses, scoring procedures, and appearance of the survey. The objectives of the research will determine the length of the survey and what types of items and the responses to these items to include in the survey. Identifying what the researcher wants to

know about the respondents will determine what kind of demographic questions to collect (Thomas, 1999).

Demographic information describes the characteristics of the subjects in the study. One of the most common demographic variables used in survey research is gender. Another variable includes specific experiences related to the objectives of the research. It is important to ask only for data the researcher will use. In addition, open-response items allow the respondents to provide a response instead of selecting one. Researchers use open-response questions when they want to measure attitudes, interests, beliefs, opinions, preference, and experiences. Furthermore, the format of the survey is critical for the respondents to complete the survey (Thomas, 1999).

If the layout is pleasing, the directions clear, the typeface readable, and the items free of spelling and typographical errors, the message is, 'I took time and thought to prepare this survey for you. Will you please thoughtfully fill it out for me?' (Thomas, 1999, p. 39).

Once the researcher has developed the survey, a peer review will help validate the survey and make sure the survey measures what it is intended (Thomas, 1999).

Identifying the respondents is Phase 3, and pilot testing the survey is Phase 4 of creating a successful survey project. Using a pilot test to assess a researcher's survey is important to ensure the target audience will understand all questions of the survey (Thomas, 1999).

Phase 5 and Phase 6 are collecting and summarizing the survey data. Attention to detail is critical in both phases. The information must be put into a format that is easy to use (Thomas, 1999).

In addition, if a survey is a success, it will produce data that is sound and can be used for the intended use. Salant and Dillman (1994) offer 10 steps to make sure when a researcher conducts his or her own survey it will result in a success. These steps include avoiding the four kinds of error, knowing what information is needed and why, choosing the best survey method, deciding whether and how to sample, developing good questions that will provide useful and accurate information, designing and testing the survey, determining the resources needed to conduct the survey, analyzing the data carefully, presenting the results in a way that informs the audience, and maintaining perspective during the whole process of developing a survey project.

Researchers must understand and avoid the four kinds of error: coverage error, sampling error, measurement error, and non-response error. Coverage error is avoided when each member of the population has an equal chance of being selected for the sample. Sampling error is minimized when enough individuals are sampled to achieve the desired goal of the research. Measurement error is eluded when clear and distinct questions are asked on the survey. Non-response error is avoided when all sample members respond to the survey (Salant & Dillman, 1994).

Researchers must choose the best survey method to fit their research. The four types of surveys include mail surveys, telephone interviews, face-to-face interviews, and drop-off surveys, which combines features of face-to-face interviews with mail surveys. Once the type of survey has been established, researchers must decide how to sample. The first step in sampling is to identify the target population and then put together a list of the population. The final step is to select the sample (Salant & Dillman, 1994).

Furthermore, when developing the survey, researchers must stay clear of emotional and biased words when writing questions for the survey, which will minimize measurement error. Writing good questions involves identifying what kind of information the respondents need to provide. The types of questions asked in a survey consist of open-ended and close-ended questions. In open-ended questions, the researcher does not provide choices for the respondent to select as in close-ended questions. The respondents answer the question in their own words. Open-ended questions give the researcher an opportunity to explore unknown subjects. “Open-ended questions can be used when the main goal is to give survey respondents a chance to state strong opinions, vent frustrations, or let researchers know what has been overlooked” (Salant & Dillman, 1994, p. 81). Also, open-ended questions are beneficial when they follow close-ended questions to explain certain answers (Salant & Dillman, 1994).

Finally, even though well-designed surveys take time to create, the payoff is huge. “People are willing to respond to attractive questionnaires, so non-response error is minimized; and they are able to do so accurately, so measurement error is less of a problem as well” (Salant & Dillman, 1994, p. 101).

Qualitative Research

Even though generating qualitative data is simple, making relevant data is the problem. The challenge is to create relevant data that answers the research questions established for the study (Richards, 2005). Data are not easily or often defined, but Richards (2005) defines data as the records used as evidence that researchers work with in their studies.

Qualitative data are considered as “messy” records. Researchers must keep the context of the situation for it to be understood when conducting qualitative studies.

Richards (2005) defines qualitative data as “records of observation or interaction that are complex and contexted ...” (p. 34). Qualitative data are not immediately or sometimes ever reduced to numbers. “Your data will need to be as rich and complex as is necessary for you to build a new and good understanding of the situation studied” (Richards, 2005, p. 34).

In a qualitative study, the researcher treats all information as potential data. Thus, qualitative data expands very quickly and is not always neat. In addition, by reflecting on the data, a qualitative researcher often generates more data. However, as a qualitative project develops, the amount of data will eventually slow down, and the rate of the data only poses a problem when the data is not dealt with skillfully (Richards, 2005).

Qualitative studies are similar to quantitative studies in that qualitative research does collect information and requires some numerical information. Also, qualitative research summarizes the information in categories. “Much qualitative research seeks to make sense of the way themes and meanings are patterned by categories ...” (Richards, 2005, p. 36).

In addition, qualitative researchers are careful of always reducing qualitative records to numbers, so they use a different way to code than quantitative researchers, which includes maintaining the detailed accounts of individuals or observations by the researcher (Richards, 2005).

Even though there are some differences between qualitative and quantitative research, they are not complete opposites (Richards, 2005). According to Richards

(2005), “they are different ways of recording observations of the same world. Most qualitative studies will need both sorts of data and ways of storing both” (p. 36-37).

Generally, interviewing individuals or groups produces the most complex records for qualitative projects, and the data is created by using interview transcripts or field notes. An interview is an “ordinary” and “extraordinary” way of learning about the experiences of individuals (Richards, 2005). Richards (2005) said, “... it is as ordinary as a conversation and as amazing as a brilliant film” (p. 38). When conducting interviews, it is important to prepare carefully. It is more than just selecting whom to interview and asking questions; it is critical to reflect on the interview process, help the interviewee to communicate clearly their views and opinions, and record what happens. “Any fool with a tape recorder can record what people say about something. But a skilled interviewer makes data relevant for the purposes of the project” (Richards, 2005, p. 41).

Furthermore, it is important for qualitative researchers to tell it how they see it, make the best possible record for the purpose of a specific project and reflect on how the data fit in the study. Qualitative researchers refer to this reflecting as reflexivity. This reflexivity allows researchers to be vigilant to the baggage they take in, the biases and interests, and areas of ignorance (Richards, 2005).

Finally, an analysis tool in qualitative research is writing. Qualitative researchers explore in words, and their writing is a way to prove their conclusions should be believed. “Writing uncovers such things, a major contribution for the researcher seeking to discover explanations” (Richards, 2005, p. 44). As qualitative researchers write, they “see new possibilities, loopholes, contradictions, surprises” (Richards, 2005, p. 44).

Summary

The theoretical framework of this study was focused on gatekeeping. Gatekeepers decide what information is passed on and what information is not. Other theories important to this study included agenda-setting, framing, priming, two step flow, medium, and hypodermic needle. Research has shown mass media can have an influence on the general public. The mass media decides what issues are prominent, what information will be passed on, and how the information will be presented, so it is easily understood (University of Twente, 2004).

For a media program to be successful, it must develop interpersonal relationships with the media. Interpersonal relationships rely on effective communications. By understanding the factors and stages of interpersonal relationships, individuals can better understand how to develop effective relations with the media (Stone, et al., 1999). Network analysis then enables individuals or companies to examine those relationships (University of Twente, 2004).

Improving media coverage and sustaining media relations also are essential for a media program. Research has shown inviting the media to an event to explain key issues important to an organization, and giving the media a tour of the organization's facilities and an opportunity to meet key players, can maintain interpersonal relationships with the media (Buckholtz, 2001).

Finally, a researcher must understand the different types of instrumentation to successfully develop a project that focuses on the research objectives (Thomas, 1999; Salant & Dillman, 1994; Richards, 2005).

CHAPTER III

METHODOLOGY

Introduction

The researcher developed a Food & Agricultural Products Center Media Day, which was held September 27, 2005, in Room 201 of the FAPC. Vince Orza, former television news anchor and president of Eateries, Inc., was hired to emcee the event. The agenda included welcoming comments by Dr. Robert Whitson, vice president, dean, and director of the Division of Agricultural Sciences and Natural Resources at Oklahoma State University; introductions of Dr. J. Roy Escoubas, FAPC director, and Mandy Gross, FAPC communications specialist; and presentations of FAPC services given by Jim Brooks, FAPC business planning and marketing specialist; Darren Scott, FAPC sensory specialist; and Jake Nelson, FAPC meat processing specialist. Featured speakers of the event included an agritourism presentation given by Francie Tolle of the Oklahoma Department of Agritourism and an economic development presentation given by Tommy Kramer of the Durant Industrial Authority. Participants of the Media Day also had the opportunity to view four round-robin demonstrations performed in the FAPC pilot plant facility. The demonstrations included cleaning techniques, bread quality, wine quality, and meat processing. Furthermore, several FAPC clients occupied booths during the Media Day. The booths consisted of Heartland Cup of Allen, Oklahoma; Blessetti's

Gourmet Italian Pasta Sauce of Tulsa, Oklahoma; Abe's Creations of Inola, Oklahoma; Eagle Chief Creek/Cowboy Beef Jerky of Alva, Oklahoma; and Granna's Chili of Bessie, Oklahoma. In addition to the FAPC client booths, the center also had three booths highlighting research and student projects. Those booths included a Nutraffin space muffin student project, food pathogen research, and value-added wood products research. The booths allowed for the Media Day participants to learn more about the companies the FAPC assists, as well as some of the projects worked on by FAPC faculty, staff, and students. The FAPC provided a free lunch to the participants of the FAPC Media Day, and participants had a chance to win several door prizes that were distributed throughout the event. Those door prizes included an OSU Rancher's Club gift certificate, one night's stay at the OSU Atherton Hotel, Shawnee Milling gift baskets, Griffin Foods gift packs, Made In Oklahoma basket, FAPC wine glasses, FAPC coffee mugs, and FAPC travel mugs.

Purpose

The purpose of this study was to determine if an FAPC Media Day increased the media's knowledge of the FAPC and assisted in developing media relations between the center and the Oklahoma media by increasing the number of FAPC-related stories being published or broadcasted.

Objectives

The following objectives were developed to accomplish the stated purpose:

1. To determine if the Media Day participants were aware of the FAPC, its purpose, and the services the FAPC offers;
2. To determine the Media Day participants' perception of the event;
3. To determine what FAPC areas the Media Day participants were interested in publishing or broadcasting; and
4. To determine if the Media Day helped increase coverage of FAPC-related messages.

Procedures

The data collected in this study was gathered as a result of the FAPC holding a Media Day on September 27, 2005. Participants (N=17) who attended the Media Day were asked to complete a survey at the beginning of the Media Day and at the conclusion of the Media Day. The FAPC hired an Oklahoma State University agricultural communications graduate student to conduct telephone interviews beginning six weeks following the Media Day. A response rate of 100% was achieved for the surveys and telephone interviews.

Institutional Review Board

Federal regulations and Oklahoma State University policy require a review and approval of research that involves human subjects before investigators can begin any research. The review is conducted by the Oklahoma State University Office of University Research under the direction of the Institutional Review Board to protect the rights and welfare of human participants engaged in biomedical and behavioral research. To comply

with this policy mentioned above, this study received proper review and was assigned the application number AG063 by the Institutional Review Board, gaining permission to move forward with the study (Appendix A).

Research Design

The research design used in this study was descriptive. According to Shavelson (1996), descriptive statistics are a set of concepts and methods used in organizing, summarizing, tabulating, depicting, and describing collections of data. The goal of descriptive statistics is to represent data, which describes in tabular, graphical, or numerical form the results of research (Shavelson, 1996). The researcher began by gathering quantitative data during the FAPC Media Day, as well as qualitative data following the FAPC Media Day. The researcher then developed conclusions based on this data.

Population

Media Representatives

The researcher invited all Oklahoma media to the FAPC Media Day. The media list included 79 radio stations; 14 television stations; 46 daily newspapers; 146 weekly newspapers; and 35 special interest media representatives, which included individuals in the food and agricultural industries. The invitations were mailed six weeks prior to the September 9, 2005, registration deadline and then e-mailed two weeks prior to the registration deadline. The researcher called the media one week prior to the registration deadline as a reminder.

Extension Personnel

The researcher also invited Oklahoma extension personnel to the FAPC Media Day, which included all 77 county offices, four extension directors, two agricultural economics area extension specialists, and two rural development area extension specialists. A letter and the invitation were mailed six weeks prior to the September 9, 2005, registration deadline, and the invitation was e-mailed two weeks prior to the registration deadline. A reminder telephone call was made one week prior to the registration deadline. All county extension educators also were asked to invite their local media.

Sampling

All media representatives and extension personnel who attended the FAPC Media Day were asked to participate in the study. The study focused only on the participants of the Media Day and was not generalized to the media as a population because of the limited number of subjects who participated in the study.

Instrumentation

Quantitative

The researcher designed and developed two surveys given to the subjects during the Media Day. Survey I was given to the participants before the event began, and Survey II was given at the conclusion of the event. Both surveys were developed specifically for the Media Day and asked specific questions about information given during the event.

Survey I included 12 questions and consisted of open-ended and closed-ended questions. The first survey was designed to determine how much information the subjects knew about the FAPC before the event.

Survey II included 11 questions and consisted of open-ended and closed-ended questions. The second survey was designed to determine what the participants learned by attending the Media Day.

Furthermore, both surveys evaluated what FAPC areas the subjects were interested in publishing or broadcasting; whether or not the subjects had written, printed, published, or covered an FAPC-related story; and if they would consider writing, printing, or covering an FAPC-related story.

A panel of experts consisting of two FAPC faculty members, four agricultural communications faculty members, and one agricultural communications professional at OSU were selected by the researcher to review both surveys for content and face validity. The panel of experts included individuals in the field of agricultural communications and the food and agricultural industry.

The researcher also conducted a pilot test using 10 members of the Livestock Publications Council on May 16, 2005. The pilot test allowed the researcher to determine the reliability of the study. The researcher analyzed the answers from the pilot test and determined the test adequately measured the desired information; therefore, no changes were made. Also, the pilot test did not include scaled items, so no computer analysis was necessary for the data.

Qualitative

The researcher designed and developed the interview schedule used to interview the Media Day participants six weeks following the Media Day. The interview schedule included nine, open-ended and closed-ended questions and focused on the impact of the Media Day on the subjects, as well as whether the subjects had written, printed, or covered an FAPC-related story since the Media Day or if the subjects plan to write, print, or cover an FAPC-related story.

The telephone interviews were conducted six weeks following the Media Day. The calls were made by an agricultural communications graduate student at various times of the day and the calls lasted for an average of 10 minutes each. Also, the same panel of experts who examined the two surveys were used to develop the questions on the telephone interviews. As mentioned previously, the panel of experts included two FAPC faculty members, four agricultural communications faculty members, and one agricultural communications professional at OSU. To ensure the transferability of the study, all parts of the study were documented in detail and the interviews were transcribed.

Furthermore, to ensure the dependability of the study, the researcher focused on the fit between the data recorded and what actually occurred. The transcribed data from the qualitative interviews can be found in Appendix H of this study.

Data Gathering

Quantitative

The participants were given two surveys during the Media Day. Survey I was given to the participants at the registration table during the beginning of the Media Day. The names and contact information were gathered once they agreed to participate in the study. Once the subjects completed Survey I, they returned it to the registration table and received their information packet for the Media Day.

Survey II was given to the participants at the conclusion of the Media Day and was only given to those who took Survey I. Survey II was conducted and collected in Room 201 of the FAPC.

Qualitative

The FAPC hired an agricultural communications graduate student attending Oklahoma State University to conduct telephone interviews with the participants of the Media Day beginning six weeks following the event. The researcher chose to hire a graduate student, who had no affiliation with the FAPC, to limit any bias in the subjects' responses and give the participants an opportunity to answer the questions freely. The interviews were conducted at various times during the day, lasting approximately 10 minutes each.

Data Analysis

The researcher keyed the data from the two surveys conducted during the Media Day into a Microsoft® Excel X for Mac® Spreadsheet. The data was then analyzed using the Statistical Package for Social Sciences 11 Mac® OS X.

All telephone interviews conducted by the hired graduate student were recorded for accuracy. The interviews were transcribed and analyzed by the researcher.

The participant contact list from the Media Day did not show which survey went with what subject, and responses from the two surveys and the interviews were not correlated. The researcher evaluated the findings from the general population of the Media Day and not specific subjects.

CHAPTER IV

FINDINGS

Purpose

The purpose of this study was to determine if an FAPC Media Day increased the media's knowledge of the FAPC and assisted in developing media relations between the center and the Oklahoma media by increasing the number of FAPC-related stories being published or broadcasted.

Objectives

The following objectives were developed to accomplish the stated purpose:

1. To determine if the Media Day participants were aware of the FAPC, its purpose, and the services the FAPC offers;
2. To determine the Media Day participants' perception of the event;
3. To determine what FAPC areas the Media Day participants were interested in publishing or broadcasting; and
4. To determine if the Media Day helped increase coverage of FAPC-related messages.

Procedures

The data collected in this study was gathered as a result of the FAPC holding a Media Day on September 27, 2005. Participants (N=17) who attended the Media Day were asked to complete a survey at the beginning of the Media Day and at the conclusion of the Media Day. The FAPC hired an Oklahoma State University agricultural communications graduate student to conduct telephone interviews beginning six weeks following the Media Day. A response rate of 100% was achieved for the surveys and telephone interviews.

Demographics

The participants of the Media Day were from a variety of media outlets. Four (23.5%) of the participants were from the newspaper industry, three (17.6%) worked for a magazine, two (11.8%) were from television, and eight (47.1%) were from other areas (See Table 1).

Table 1

Media Outlets of Participants Who Attended Media Day

Media Outlet	Number of Participants (%)
Newspaper	4 (23.5%)
Magazine	3 (17.6%)
Television	2 (11.8%)
Other	8 (47.1%)
Total	17 (100.0%)

Of the eight (47.1%) participants who were from other areas, four (50%) were communications specialists from Oklahoma State University (OSU), three (37.5%) were Oklahoma Cooperative Extension Service employees, and one (12.5%) was from state government. Ten (58.5%) of the participants were male, and seven (41.2%) were female.

Findings Related to Objective One

The first objective of this study was to determine if the Media Day participants were aware of the FAPC, its purpose, and the services the FAPC offers. The total number of participants who said they had heard of the FAPC before the Media Day was 15 (88.2%). Of the Oklahoma Cooperative Extension Service employees, three (100%) said they had heard of the FAPC. Of the OSU communications specialists, three (75%) said they had heard of the FAPC. Of the participants not affiliated with OSU, nine (90%) said they had heard of the FAPC (See Table 2).

Table 2

Participants Who Said They Were Aware of the FAPC

Type of Participants	<i>n</i>	Number of Participants (%)
Oklahoma Cooperative Extension Service	3	3 (100.0%)
OSU	4	3 (75.0%)
Non-OSU	10	9 (90.0%)
Overall	17	15 (88.2%)

Survey I, which was given to the participants at the beginning of the Media Day, asked the participants if they knew the mission of the FAPC. Thirteen (76.5%) said they

knew the FAPC mission. Of the Oklahoma Cooperative Extension Service employees, three (100%) participants said they knew the mission. Of the OSU communications specialists, three (75%) participants said they knew the mission. Of the participants not affiliated with OSU, seven (70%) said they knew the mission (See Table 3).

Table 3

Participants Who Said They Knew the FAPC Mission

Type of Participants	<i>n</i>	Number of Participants (%)
Oklahoma Cooperative Extension Service	3	3 (100.0%)
OSU	4	3 (75.0%)
Non-OSU	10	7 (70.0%)
Overall	17	13 (76.5%)

Survey I also asked those participants who said they knew what the FAPC mission is to write the mission. Twelve (70.6%) participants said the FAPC strives to provide assistance to entrepreneurs and companies by helping with the production or marketing of value-added food and agricultural products. One participant said the mission of the FAPC is “to provide assistance to entrepreneurs of the food industry and to conduct research in support of that function.” Another participant said the FAPC mission is to “facilitate value-added products and research Oklahoma companies and individuals interested in producing, marketing or selling food products.” The one (5.9%) participant who provided a different answer to the others said the FAPC mission was “to promote and advance Oklahoma’s food and agricultural resources.” Table 4 shows the themes that appeared from the participants’ explanation of the mission. Although the participants had

not been told what the FAPC was before taking Survey I, the participants who said they knew the mission answered the question correctly.

Table 4

Participants' Themes to the FAPC Mission in Survey I (n=13)

Themes	Number of Participants (%)	Direct Quotes
Provide Assistance to Value-added Food and Agricultural Companies	12 (92.3%)	“To facilitate value-added products and research Oklahoma companies and individuals interested in producing, marketing, or selling food products.”
Promote Food and Agricultural Resources	1 (7.7%)	“To promote and advance Oklahoma’s food and ag resources.”

Dr. Robert Whitson, vice president, dean, and director of the Oklahoma State University Division of Agricultural Sciences and Natural Resources, gave the welcome at the event. Jim Brooks, FAPC business planning and marketing specialist, was the first speaker of the day. Both told the participants the purpose of the FAPC. Survey II, which was given to the participants at the conclusion of the Media Day, asked participants the mission of the FAPC. Sixteen (94.1%) of the participants knew the mission of the FAPC. One (5.9%) participant, who was not affiliated with OSU, did not answer the question. The 16 (94.1%) participants who answered the question: “What is the mission of the FAPC?” in Survey II said the FAPC mission is to provide assistance to entrepreneurs and companies in producing or marketing value-added food and agricultural products (See Table 5).

Table 5

Participants' Themes to the FAPC Mission in Survey II (N=17)

Themes	Number of Participants (%)	Direct Quotes
Provide Assistance to Value-added Food and Agricultural Companies	16 (94.1%)	“To stimulate and support the growth of value-added food and agricultural processing products in Oklahoma.”
No Comment	1 (5.9%)	N/A

One of the participants said the FAPC mission was “to stimulate and support the growth of value-added food and agricultural processing products in Oklahoma.” Another participant said the mission is “to assist Oklahoma agriculture and food industries in making and testing and marketing their products, adding value, to keep dollars in Oklahoma, and to be a connection between academia and the private sector.”

Survey I asked the participants if they were familiar with the services the FAPC provides. Fifteen (88.2%) of the participants said they were familiar with the FAPC services. Of the participants from the Oklahoma Cooperative Extension Service, three (100%) said they were familiar with the FAPC services. Of the OSU communications specialists, three (75%) said they were familiar with the FAPC services. Nine (90%) of the media representatives from industry said they were familiar with the FAPC services (See Table 6). Eight (53.5%) participants listed marketing and research and development; three (20.0%) participants listed meat processing, business planning, packaging; and two (13.3%) participants listed food safety as services in Survey I. The themes of the participants' answers to list some of the FAPC services from Survey I are located in Table 7.

Table 6

Participants Who Said They Were Aware of FAPC Services

Type of Participants	<i>n</i>	Number of Participants (%)
Oklahoma Cooperative Extension Service	3	3 (100.0%)
OSU	4	3 (75.0%)
Non-OSU	10	9 (90.0%)
Overall	17	15 (88.2%)

Table 7

*Participants' Themes to List FAPC's Services in Survey I (n=15)**

Themes	Number of Participants (%)
Marketing	8 (53.3%)
Research and Development	8 (53.3%)
Meat Processing	3 (20.0%)
Business Planning	3 (20.0%)
Packaging	3 (20.0%)
Food Safety	2 (13.3%)

**Note: Not all 17 participants provided answers, but the participants who did answer gave responses that could be listed in more than one category.*

Jim Brooks, FAPC business planning and marketing specialist, discussed services related to business planning and marketing. Darren Scott, FAPC sensory specialist, discussed services related to food sensory. Jake Nelson, FAPC meat processing specialist, discussed services related to meat processing. Survey II asked the participants to list

some of the services the FAPC provides, and 17 (100%) of the participants answered the question with some of the services the FAPC provides (See Table 8).

Table 8

Participants' Themes to List FAPC's Services in Survey II (N=17)

Themes	Number of Participants (%)
Marketing	10 (58.8%)
Business Planning	8 (47.1%)
Product Analysis	6 (35.3%)
Research and Development	6 (35.3%)
Formulation/Scale-up	5 (29.4%)
Meat Processing	3 (17.6%)
Nutritional Labeling	3 (17.6%)
Wine Testing/Making	2 (11.8%)
Cleaning Techniques	2 (11.8%)
Quality Control and Improvement	2 (11.8%)
Bread Quality	2 (11.8%)
Product Packaging	2 (11.8%)

On Survey II, 10 (58.8%) participants listed marketing, eight (47.1%) participants listed business planning, six (35.3%) participants listed product analysis and research and development, five (29.4%) listed formulation/scale-up, and three (17.6%) participants listed meat processing and nutritional labeling as services. Wine testing/making, cleaning

techniques, quality control and improvement, bread quality, and product packaging were listed by two (11.8%) participants.

Findings Related to Objective Two

Objective two sought to determine the Media Day participants' perception of the event. Ten (58.8%) participants attended the FAPC Media Day to learn more about the FAPC, three (17.5%) attended because they were invited and wanted to secure story ideas, and one (1.8%) attended because of close relations with the FAPC (See Table 9).

Table 9

Participants' Themes to Why They Attended the Media Day (N=17)

Themes	Number of Participants (%)	Direct Quotes
Learn More About the FAPC	10 (58.8%)	"I wanted to actually see if I could learn something that I did not already know."
Invited	3 (17.5%)	"I was invited, and it was a good resource."
Secure Story Ideas	3 (17.5%)	"I was sent information about the Media Day and went to try to secure some story ideas from that day."
Close Relations with the FAPC	1 (1.8%)	"I attended Media Day because the Oklahoma Department of Agriculture has very close relations with the Food & Ag Products Center."

One participant said, "I attended to actually see if I could learn something that I did not already know." Other participants said they attended the Media Day because (1) they wanted to secure some story ideas and (2) they were invited. One participant said, "I

was sent information about the Media Day and went to try to secure some story ideas from that day about the FAPC, and the day resulted in many stories.” Another participant said, “I was invited, and it was a good resource for me as a journalist.” In addition, one participant said she attended because her employer has close relations with the FAPC.

Another question on the telephone interviews asked the participants if they enjoyed attending the FAPC Media Day. Seventeen (100%) of the participants said they enjoyed attending the FAPC Media Day. The reasons the participants said they enjoyed the Media Day are located in Table 10.

Table 10

Participants’ Themes to Why They Enjoyed Attending the Media Day (N=17)

Themes	Number of Participants (%)	Direct Quotes
Interesting, Informative, and Worthwhile	8 (47.1%)	“The information received was very worthwhile and gave several story ideas, gave multiple story ideas for the future.”
Learned More About the FAPC	4 (23.5%)	“I learned a lot about FAPC.”
Met New People	3 (17.6%)	“As I expected, I met some new people that I had not met in the food industry.”
Like the Tours	2 (11.8%)	“I liked the tours of the research facilities.”

Eight (47.1%) participants said the program was interesting, informative, and worthwhile; four (23.5%) said they learned more about the FAPC; three (23.5%) said they met new people; and two (11.8%) participants said they enjoyed the tours. One participant said, “The information received was very worthwhile and gave several story

ideas, gave multiple story ideas for the future.” Another participant said, “I learned a lot about FAPC.” One participant noted, “As I expected, I met some new people that I had not met in the food industry.” Furthermore, one participant said, “I liked the tours of the research facilities.”

During the telephone interviews, the participants were asked if they would attend an FAPC Media Day in the future. Seventeen (100%) participants answered yes to this question. When asked why they would attend an FAPC Media Day in the future, 11 (64.7%) participants said to learn more about the FAPC, three (17.6%) said to get more story ideas, and two (11.8%) participants said to meet new people. One (5.9%) participant did not give a reason why, but said, “I would look forward to that opportunity, and I hope I will be sent an invitation.” Some of the quotes given by the participants were “I learned a lot at the first one and could learn more at the second one,” “As long as they have useful information that we could use on our show, we would be more than happy to be there,” and it would be “more of an opportunity to meet with newer people and hear about new things that are coming online with the center” (See Table 11).

The participants were asked in the telephone interviews if they would encourage other media to attend an FAPC Media Day, and 17 (100%) participants said yes. The themes that appeared from the data on why they would encourage other media to attend an FAPC Media Day are highlighted in Table 12.

Table 11

Participants' Themes to Attending a Media Day in the Future (N=17)

Themes	Number of Participants (%)	Direct Quotes
Learn More About the FAPC	11 (64.7%)	“I learned a lot at the first one and could learn more at the second one.”
Get More Story Ideas	3 (17.6%)	“As long as they have useful information that we could use on our show, we would be more than happy to be there.”
Meet New People	2 (11.8%)	“More of an opportunity to meet with newer people and hear about new things that are coming online with the center.”
Look Forward to Opportunity	1 (5.9%)	“I would look forward to that opportunity, and I hope I will be sent an invitation.”

Table 12

Participants' Themes to Why They Would Encourage Media to Attend (N=17)

Themes	Number of Participants (%)	Direct Quotes
Good Story Ideas	9 (52.9%)	“It helped give ideas of what articles and stories they can cover.”
Good Contacts	3 (17.6%)	“I think the other media with similar missions could have a lot of good stories come out and lots of good contacts as far as the program in general and the entrepreneurs they work with.”
Valuable/Beneficial	3 (17.6%)	“I think they would find it very valuable.”
Information Outlet for Clients	2 (11.8%)	“I think there are numerous services through FAPC that clientele could access that they don't know about.”

Nine (52.9%) participants said the event offers the media good story ideas, three (17.6%) said the event offers good contacts and the media would find it valuable and beneficial, and two (11.8%) said the FAPC-related stories in the media would serve as an information outlet for prospective or current FAPC clients. One participant said, “It helped give ideas of what articles and stories they can cover.” Another participant said, “I think the other media with similar missions could have a lot of good stories come out and lots of good contacts as far as the program in general and the entrepreneurs they work with.” In addition, one participant said, “I think they would find it very valuable.” Another participant was quoted saying, “I think there are numerous services through FAPC that clientele could access that they don’t know about.”

During the telephone interviews, the participants were asked what suggestions they have to improve the FAPC Media Day. Six (35.3%) participants said to shorten the program; two (11.8%) participants said to make the tours earlier in the program and provide more advanced notice of the event; and one (5.9%) participant said to provide better speakers, focus more on connecting clients to the media, allow time for taking photos, and provide different tours at the next Media Day. Also, three (17.6%) participants had no suggestions to improve the Media Day. One participant said, “Maybe if it was half day more of the small newspapers could afford to send their people all day.” Another participant said, “I would suggest having the tours a little earlier than they did.” In relation to providing better speakers, one participant said, “Would’ve rather heard from people who have been helped by the program instead of people I already knew.” Finally, the participant who was concerned with taking photos said, “It might be in the future you might want to give some additional thought and allow a little bit of time in the

program for taking photos, particularly of some of the prominent people who are important in directing the work of the center and also in laboratories” (See Table 13).

Table 13

Participants’ Themes of Suggestions to Improve the FAPC Media Day (N=17)

Themes	Number of Participants (%)	Direct Quotes
Shorten Program	6 (35.3%)	“Maybe if it was half day more of the small newspapers could afford to send their people all day.”
No Suggestions	3 (17.6%)	“None that I can think of.”
Tours Earlier	2 (11.8%)	“I would suggest having the tours a little earlier than they did.”
More Advanced Notice of Event	2 (11.8%)	“More advanced notice of event and what it is going to entail.”
Better Speakers	1 (5.9%)	“Would’ve rather heard from people who have been helped by the program instead of people I already knew.”
Focus More on Connecting Clients to Media	1 (5.9%)	“I think that maybe focusing more on connecting the clients to the media.”
Time for Taking Photos	1 (5.9%)	“It might be in the future you might want to give some additional thought and allow a little bit of time in the program for taking photos, particularly of some of the prominent people who are important in directing the work of the center and also in laboratories.”
Different Tours	1 (5.9%)	“We saw the four tours that we went on, and it would be nice to see something different if they had it again.”

Findings Related to Objective Three

Objective three involved determining what FAPC areas the Media Day participants were interested in publishing or broadcasting. Both Survey I and Survey II asked the participants if they were interested in learning more about the FAPC. Sixteen (94.1%) participants said they were interested in learning more about the FAPC in both Survey I and Survey II. One (5.9%) participant was not interested in learning more and was from the Oklahoma Cooperative Extension Service.

Both surveys asked the participants what FAPC areas they were interested in. The surveys included 13 discipline areas of the FAPC, and the participants could circle as many areas as they were interested in. Table 14 shows the areas in which the participants were most interested at the beginning and conclusion of the Media Day. Twelve (70.6%) participants were interested in product development; 11 (64.7%) participants were interested in agribusiness economics; eight (47.1%) participants were interested in business planning and marketing; seven (41.2%) participants were interested in horticultural processing and value-added wood products; five (29.4%) were interested in analytical chemistry, food engineering, oil/oilseed chemistry, and pilot plant facilities; four (23.5%) participants were interested in cereal chemistry, food microbiology, and muscle science; and three (17.6%) were interested in quality control and assurance during Survey I. During Survey II, 12 (70.6%) participants were interested in agribusiness economics, 11 (64.7%) participants were interested in product development and business planning and marketing, nine (52.9%) participants were interested in food engineering, eight (47.1%) participants were interested in value-added wood products, seven (41.2%) participants were interested in pilot plant facilities, six (35.3%) participants were

interested in horticultural processing and quality control and assurance, five (29.4%) participants were interested in analytical chemistry and oil/oilseed chemistry, four (23.5%) were interested in cereal chemistry, and three (17.6%) participants were interested in food microbiology and muscle science.

Table 14

FAPC Areas the Participants Were Interested (N=17)

Area	Number of Participants (Survey I)	Number of Participants (Survey II)
Product Development	12 (70.6%)	11 (64.7%)
Agribusiness Economics	11 (64.7%)	12 (70.6%)
Business Planning and Marketing	8 (47.1%)	11 (64.7%)
Horticultural Processing	7 (41.2%)	6 (35.3%)
Value-Added Wood Products	7 (41.2%)	8 (47.1%)
Analytical Chemistry	5 (29.4%)	5 (29.4%)
Food Engineering	5 (29.4%)	9 (52.9%)
Oil/Oilseed Chemistry	5 (29.4%)	5 (29.4%)
Pilot Plant Facilities	5 (29.4%)	7 (41.2%)
Cereal Chemistry	4 (23.5%)	4 (23.5%)
Food Microbiology	4 (23.5%)	3 (17.6%)
Muscle Science	4 (23.5%)	3 (17.6%)
Quality Control and Assurance	3 (17.6%)	6 (35.3%)

The Media Day consisted of four round-robin demonstrations for the participants to see actual projects in which the FAPC participates. Those demonstrations included meat processing, cleaning techniques, bread quality, and wine quality. Survey II asked the participants what demonstration they enjoyed the most. Six (35.3%) participants left the Media Day prior to the demonstrations, but they were asked to complete Survey II before they left. Those participants were asked to select the demonstration they would be most interested in viewing. Table 15 shows the demonstrations the participants who stayed enjoyed the most and the demonstrations the participants who left were most interested in viewing. One participant who stayed selected two demonstrations he enjoyed the most, and one participant who left selected two demonstrations he was interested in viewing.

Table 15

Demonstrations That Were Most Popular (N=17)

Tour	Number of Participants Who Stayed (%) N=11*	Number of Participants Who Left (%) N=6*
Meat Processing	5 (45.5%)	2 (33.3%)
Wine Quality	4 (36.4%)	3 (50.0%)
Cleaning Techniques	3 (27.3%)	1 (16.7%)
Bread Quality	0 (0.0%)	1 (16.7%)

**Note: One participant in each category selected two demonstrations.*

Of the participants who stayed for the demonstrations, five (45.5%) participants selected meat processing, four (36.4%) selected wine quality, three (27.3%) selected cleaning techniques, and zero (0%) selected bread quality. Of the participants who left

before the demonstrations, three (50%) participants selected wine quality, two (33.3%) selected meat processing, and one (16.7%) participant selected cleaning techniques and bread quality.

Findings Related to Objective Four

The fourth objective of the study was to determine if the Media Day helped increase coverage of FAPC-related messages. Survey I asked the participants if they had published or broadcasted an FAPC-related story before the Media Day. Eleven (64.7%) participants had published or broadcasted an FAPC-related story. Four (100%) of the OSU communications specialists had published or broadcasted an FAPC-related story. Seven (70%) of the industry media representatives had published or broadcasted an FAPC-related story. None of the representatives from the Oklahoma Cooperative Extension Service had published or broadcasted an FAPC-related story (See Table 16).

Table 16

Participants Who Had Published or Broadcasted an FAPC Story Before the Media Day

Type of Participants	<i>n</i>	Number of Participants (%)
Oklahoma Cooperative Extension Service	3	0 (0.0%)
OSU	4	4 (100.0%)
Non-OSU	10	7 (70.0%)
Overall	17	11 (64.7%)

Survey I also asked if the participants would consider writing, printing, or covering an FAPC-related story. Sixteen (94.1%) participants said yes to this question.

Two (66.7%) participants from the Oklahoma Cooperative Extension Service said they would consider writing, printing, or covering an FAPC-related story. Of the OSU communications specialists, four (100%) said they would consider writing, printing, or covering an FAPC-related story. Ten (100%) of the media representatives not affiliated with OSU said they would consider writing, printing, or covering an FAPC-related story (See Table 17).

Table 17

Participants Who Would Consider Covering an FAPC Story

Type of Participants	<i>n</i>	Number of Participants (%)
Oklahoma Cooperative Extension Service	3	2 (66.7%)
OSU	4	4 (100.0%)
Non-OSU	10	10 (100.0%)
Overall	17	16 (94.1%)

Seven (43.7%) participants said the reason they would consider writing, printing, or covering an FAPC-related story was because the work completed by the center is beneficial and important to Oklahoma. Five (31.3%) participants said the reason they would consider writing, printing, or covering an FAPC-related story was because the FAPC has interesting and good stories (See Table 18).

Table 18

Participants' Themes to Why They Would Cover an FAPC Story (n=16)

Themes	Number of Participants (%)	Direct Quotes
Beneficial to Oklahoma	7 (43.7%)	"I believe FAPC provides a valuable service to Oklahoma companies and have proved an invaluable source for my articles."
Good/Interesting Stories	5 (31.3%)	"Because FAPC has a lot of interesting news angles to it, and many of the stories haven't been told."
No Reason Given	4 (25.0%)	N/A

One participant said the reason he would consider covering an FAPC-related story was "because FAPC has a lot of interesting news angles to it, and many of the stories haven't been told." Another participant said, "I believe FAPC provides a valuable service to Oklahoma companies and have proved an invaluable source for my articles." The reason the one Oklahoma Cooperative Extension Service employee said he would not consider writing, printing, or covering an FAPC-related story was because he said he was "not in the media business." Four (25%) of the 16 participants who said they would consider writing, printing, or covering an FAPC-related story did not provide a reason.

Survey II asked if learning more about the FAPC caused the participants to want to write, print, or cover an FAPC-related story. Sixteen (94.1%) answered yes to this question. One (5.9%) participant did not answer the question, but said, "Appreciate the role of FAPC in DASNR." Of the participants from the Oklahoma Cooperative Extension Service, two (66.7%) said learning more about the FAPC caused them to want to write,

print, or cover an FAPC related story. Four (100%) of the OSU communications specialists said learning more about the FAPC caused them to want to write, print, or cover an FAPC-related story. Ten (100%) of the participants not affiliated with OSU said learning more about the FAPC caused them to want to write, print, or cover an FAPC related story (See Table 19).

Table 19

Participants Who Said Learning More About the FAPC Caused Them to Consider Covering an FAPC Story

Type of Participants	<i>n</i>	Number of Participants (%)
Oklahoma Cooperative Extension Service	3	2 (66.7%)
OSU	4	4 (100.0%)
Non-OSU	10	10 (100.0%)
Overall	17	16 (94.1%)

Seven (43.8%) participants said the FAPC caused them to want to write, print, or cover an FAPC-related story because the FAPC offers good and interesting story ideas and the center is beneficial and important to Oklahoma. One participant said the “FAPC has a lot of interesting story ideas.” Another participant said “economic development is important for Oklahoma” Two (12.4%) participants did not comment on why the FAPC caused them to want to write, print, or cover an FAPC-related story (See Table 20).

Table 20

Participants' Themes to Why Learning More About the FAPC Caused Them to Want to Cover an FAPC Story (n=16)

Themes	Number of Participants (%)	Direct Quotes
Good/Interesting Stories	7 (43.8%)	“Because FAPC has a lot of interesting story ideas.”
Beneficial to Oklahoma	7 (43.8%)	“Economic development is important for Oklahoma.”
No Comment	2 (12.4%)	N/A

One of the questions of the telephone interviews asked the participants if they have written, printed, or covered an FAPC-related story since attending the FAPC Media Day. Six (35.3%) participants had written, printed, or covered an FAPC-related story since attending the Media Day, while 11 (64.7%) had not. Of the Oklahoma Cooperative Extension Service employees, zero (0%) had written, printed, or covered an FAPC-related story since attending the Media Day. None (0%) of the OSU communications specialists had written, printed, or covered an FAPC-related story since attending the Media Day. Six (60.0%) of the participants not affiliated with OSU had written, printed, or covered an FAPC-related story since attending the Media Day (See Table 21). However, of the 11 (64.7%) who said they had not written, printed, or covered an FAPC-related story, seven (63.6%) said they plan to write, print, or cover an FAPC-related story in the future. Four (36.4%) participants said they do not plan to write, print, or cover an FAPC-related story in the future. Their reasons included “not in the media,” “not anytime soon,” “I don’t write stories,” and “I’m approaching retirement and doing very little relating to food.”

Table 21

Participants Who Had Covered an FAPC Story Since Media Day (n=6)

Type of Participants	<i>n</i>	Number of Participants (%)
Oklahoma Cooperative Extension Service	3	0 (0.0%)
OSU	4	0 (0.0%)
Non-OSU	10	6 (60.0%)
Overall	17	6 (35.3%)

During the telephone interviews, the six (35.3%) participants who had written, printed, or covered an FAPC-related story since attending the Media Day were asked what kind of stories they had used. Table 22 shows the type of stories the participants said they had written, printed, or covered since attending the Media Day.

Table 22

Type of Stories the Participants Have Written, Printed, or Covered After Media Day (n=6)

Type of Story	Number of Participants (%)
Wine Making/Testing	3 (50.0%)
FAPC Events/Activities	3 (50.0%)
FAPC Clients	2 (33.3%)
Food Safety	1 (16.7%)
Monthly FAPC Column	1 (16.7%)

Those stories included three (50.0%) on wine making/testing and FAPC events and activities, which included the Media Day, Industry Advisory Committee, and

Holiday Recipe Contest; two (33.3%) on FAPC clients, which include Red River Gourmet Company and Cowboy Beef Jerky; one (16.7%) on Thanksgiving food safety; and one (16.7%) column published monthly.

Another qualitative question asked during the telephone interviews was if the participants would contact the FAPC if they needed information for a food or agricultural products-related story. Seventeen (100%) participants answered yes to this question. The reasons are located in Table 23.

Table 23

Participants' Themes to Why They Would Contact the FAPC if They Were Needing Information for a Food or Agricultural Products-related Story (N=17)

Themes	Number of Participants (%)	Direct Quotes
Informational Resource	12 (70.6%)	"They would be an excellent resource."
Expertise in Food and Agricultural Industry	5 (29.4%)	"They have a lot of expertise in areas I would be interested in doing stories on."

Twelve (70.6%) participants said the FAPC is an informational resource, and five (29.4%) participants said the FAPC employees have expertise in the food and agricultural industry. One participant said, "They would be an excellent resource." Another participant said, "They have a lot of expertise in areas I would be interested in doing stories on."

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

Purpose

The purpose of this study was to determine if an FAPC Media Day increased the media's knowledge of the FAPC and assisted in developing media relations between the center and the Oklahoma media by increasing the number of FAPC related stories being published or broadcasted.

Objectives

The following objectives were developed to accomplish the stated purpose:

1. To determine if the Media Day participants were aware of the FAPC, its purpose, and the services the FAPC offers;
2. To determine the Media Day participants' perception of the event;
3. To determine what FAPC areas the Media Day participants were interested in publishing or broadcasting; and
4. To determine if the Media Day helped increase coverage of FAPC-related messages.

Procedures

The FAPC held a Media Day on September 27, 2005. The researcher invited 320 Oklahoma media representatives and 85 Oklahoma Cooperative Extension Service personnel to the event. Seventeen (N=17) media representatives and extension personnel attended the FAPC Media Day and were asked to participate in the study. The study focused on the participants of the Media Day and was not generalized to the media as a population because of the limited number of subjects (N=17) who participated in the study.

The 17 participants were asked to complete a survey at the beginning of the Media Day and at the conclusion of the Media Day. The researcher keyed the data from the two surveys conducted during the Media Day into a Microsoft® Excel X for Mac® Spreadsheet. The data was then analyzed using the Statistical Package for Social Sciences 11 Mac® OS X to determine descriptive statistics.

The FAPC hired an Oklahoma State University agricultural communications graduate student to conduct telephone interviews beginning six weeks following the FAPC Media Day. The interviews were tape recorded for accuracy and were transcribed and analyzed by the researcher (Appendix H). A response rate of 100% was achieved for the surveys and telephone interviews.

The following conclusions were compiled from the data collected and are based on the data analysis conducted by the researcher. These conclusions are subject to the limitations identified in Chapter I and should not be generalized outside of the sample population.

Findings Related to Objective One

The study's first objective sought to determine if the Media Day participants were aware of the FAPC, its purpose, and the services the FAPC offers. A majority of the participants said they had heard of the FAPC and knew what the FAPC mission was before attending the FAPC Media Day. Of the participants who said they knew the mission before the Media Day, a majority said the FAPC strives to provide assistance to entrepreneurs and companies by helping with the production or marketing of value-added food and agricultural products. After being told the FAPC mission during the Media Day, a majority of participants knew the mission of the FAPC and said the FAPC mission was to provide assistance to entrepreneurs and companies in producing or marketing value-added food and agricultural products.

A majority of the participants said they were familiar with the FAPC services before the FAPC Media Day and listed marketing and research and development, meat processing, business planning, packaging, and food safety as services. After some of the services were discussed during the FAPC Media Day, all of the participants knew some of the services the FAPC provides and listed marketing, business planning, product analysis, research and development, formulation/scale-up, meat processing, and nutritional labeling as services.

Conclusions Related to Objective One

Because of the consistency of the FAPC in disseminating information about the center, the participants of the FAPC Media Day had heard of the FAPC before the event and knew the mission of the FAPC before and after the FAPC Media Day. The

participants knew the FAPC mission was to provide assistance to entrepreneurs and companies in producing or marketing value-added food and agricultural products. In addition, the FAPC Media Day participants were familiar with FAPC services. The event impacted the participants' interest in marketing and business planning. As a result, these services were the most common services listed by the participants before and after the FAPC Media Day.

Findings Related to Objective Two

The second objective in the study was to determine the Media Day participants' perceptions of the event. A majority of the participants attended the FAPC Media Day to learn more about the FAPC.

All of the participants said they enjoyed attending the FAPC Media Day. The main reasons were because the participants said the program was interesting, informative, and worthwhile; they learned more about the FAPC; they met new people; and they enjoyed the tours.

All the participants said they would attend an FAPC Media Day in the future because they wanted to learn more about the FAPC, get more story ideas, and meet new people.

All the participants also said they would encourage other media to attend an FAPC Media Day. The main reasons included the event offers the media good story ideas, the event offers good contacts, the media would find it valuable and beneficial, and the FAPC-related stories in the media would serve as an information outlet for prospective or current FAPC clients.

The participants were asked what suggestions they have to improve the FAPC Media Day. The suggestions included shorten the program, make the tours earlier in the program, and provide more advanced notice of the event. Some participants had no suggestions to improve the Media Day.

Conclusions Related to Objective Two

The participants attended the FAPC Media Day to learn more about the FAPC and to secure story ideas, which were the main reasons the FAPC hosted the Media Day. The participants enjoyed attending the Media Day because the program was interesting, informative, and worthwhile and they learned more about the FAPC, met new people, and enjoyed the tours. The participants would attend an FAPC Media Day in the future to learn more about the FAPC, get more story ideas, and meet new people. The participants also would encourage other media to attend an FAPC Media Day because the event offers the media good story ideas and good contacts, the media would find it valuable and beneficial, and FAPC-related stories in the media would serve as an information outlet for FAPC clients. As a result, future FAPC Media Day events would be beneficial to the FAPC. Finally, shortening the program, making the tours earlier, and providing more advanced notice of the event would improve future FAPC Media Day events.

Findings Related to Objective Three

Objective three was to determine what FAPC areas the Media Day participants were interested in publishing or broadcasting. A majority of participants said they were interested in learning more about the FAPC both before and after the Media Day.

At the beginning of the FAPC Media Day, the participants were interested in product development, agribusiness economics, business planning and marketing, horticultural processing, value-added wood products, analytical chemistry, food engineering, oil/oilseed chemistry, pilot plant facilities, cereal chemistry, food microbiology, muscle science, and quality control and assurance. At the conclusion of the FAPC Media Day, the participants were interested in agribusiness economics, product development, business planning and marketing, food engineering, value-added wood products, pilot plant facilities, horticultural processing, quality control and assurance, analytical chemistry, oil/oilseed chemistry, cereal chemistry, food microbiology, and muscle science.

The participants were shown four round-robin demonstrations of actual projects in which the FAPC participates. A majority of participants stayed for the demonstrations; however, some participants left before viewing the demonstrations. Of the participants who stayed for the demonstrations, they selected meat processing as the demonstration they enjoyed the most, followed by wine quality, cleaning techniques, and bread quality. Of the participants who left before the demonstrations, they selected wine quality as the demonstration they would most like to view, followed by meat processing, cleaning techniques, and bread quality.

Conclusions Related to Objective Three

Because of the interesting aspects of the FAPC, the participants were interested in learning more about the FAPC both before and after the Media Day. The area the participants were interested in the most at the beginning of the Media Day was product

development. This could be due to the fact the Media Day was to discuss product development during the program. Because the FAPC Media Day did not specifically cover the area of quality control and assurance, the participants were least interested in this area at the beginning of the Media Day. The area the participants were interested in the most at the conclusion of the Media Day was agribusiness economics, and the areas the participants were least interested at the conclusion of the Media Day were food microbiology and muscle science.

The meat processing demonstration was the only one that showed the transformation of raw product into a value-added product, and this demonstration was the most popular with the participants who stayed for the demonstrations. The participants who left before the demonstrations selected wine quality as the demonstration they would most like to view. This could be due to wine production becoming an emerging industry in Oklahoma.

Findings Related to Objective Four

The fourth objective of the study was to determine if the Media Day helped increase coverage of FAPC-related messages. A majority of participants had published or broadcasted an FAPC-related story before the Media Day and would consider writing, printing, or covering an FAPC-related story in the future. The reasons they would consider writing, printing, or covering an FAPC-related story was because the work completed by the center is beneficial and important to Oklahoma and the FAPC has interesting and good stories.

A majority of the participants said learning more about the FAPC caused them to want to write, print, or cover an FAPC-related story because the FAPC offers good and interesting story ideas and the center is beneficial and important to Oklahoma. Only a few participants had written, printed, or covered an FAPC-related story since attending the Media Day. However, of those who said they had not written, printed, or covered an FAPC-related story, a majority said they plan to write, print, or cover an FAPC-related story in the future. Of the participants who had written, printed, or covered an FAPC-related story since attending the Media Day, the type of stories the participants said they had written, printed, or covered since attending the Media Day included wine making/testing; FAPC events and activities, which included the Media Day, Industry Advisory Committee, and Holiday Recipe Contest; FAPC clients, which include Red River Gourmet Company and Cowboy Beef Jerky; Thanksgiving food safety; and a column published monthly.

All the participants said they would contact the FAPC if they needed information for a food or agricultural products-related story. The reasons included the FAPC is an informational resource and the FAPC employees have expertise in the food and agricultural industry.

Conclusions Related to Objective Four

Most of the participants had published or broadcasted an FAPC-related story before the Media Day and would consider writing, printing, or covering an FAPC-related story in the future. This is because the FAPC has interesting and good stories, and the work completed by the center is beneficial and important to Oklahoma. Because the

Oklahoma Cooperative Extension Service employees do not consider themselves as media, none of the representatives for the Oklahoma Cooperative Extension Service had published or broadcasted an FAPC-related story before or after the Media Day.

Learning more about the FAPC caused the participants to want to write, print, or cover an FAPC-related story because the FAPC offers good and interesting story ideas and the center is beneficial and important to Oklahoma.

Even though most of the participants had not written, printed, or covered an FAPC-related story since attending the Media Day, they plan to write, print, or cover an FAPC-related story in the future. However, the few who had written, printed, or covered an FAPC-related story were media representatives not affiliated with OSU. This demonstrates the FAPC is doing well in communicating FAPC-related messages to non-OSU media.

Because the FAPC is considered as an information resource and the FAPC employees have expertise in the food and agricultural industry, the participants would contact the FAPC if they needed information for a food or agricultural products-related story.

Recommendations for Practice

Based on the findings and conclusions of this study, following are suggested recommendations for practice:

1. The FAPC should continue to focus on providing information and news releases about the FAPC, its mission, and its services to the media because

those media not affiliated with OSU were the participants who had covered, written, or published FAPC-related articles.

2. The FAPC should offer another Media Day in the future because of the participants' interest in attending another one in the future and encouraging other media to attend.
3. To improve future FAPC Media Day events, the FAPC should shorten the program and provide the demonstrations at the beginning of the program.
4. The FAPC should continue to provide information or prepared news releases on product development, agribusiness economics, and business planning and marketing to the media and to the Oklahoma Cooperative Extension Service because those were the most popular areas.
5. The FAPC should continue to provide information or prepared news releases on projects in the areas of meat processing and wine quality because they were the most popular demonstrations during the Media Day.
6. More effort should be placed on developing better media relations with the Oklahoma Cooperative Extension Service since none of these employees had covered, written, or published FAPC-related stories before or after the Media Day.
7. Since none of the FAPC Media Day participants were from the radio industry, the FAPC should focus on building media relations with radio personnel.
8. The FAPC should host future Media Day events during a different time of the year and a different day of the week to see if it impacts the participation.

Recommendations for Research

Based on the findings and conclusions of this study, following are suggested recommendations for future research:

1. Research should be conducted on the media and Oklahoma Cooperative Extension Service representatives who did not attend the FAPC Media Day to see if their knowledge and interest of the FAPC differs from the participants who attended the FAPC Media Day.
2. Because of the limited number of people who attended the FAPC Media Day, research should be conducted on another FAPC Media Day to see how the data compares to this study.
3. Because of the growing interest in developing awareness and increasing coverage of organizations, research should be conducted on what other activities or events organizations could host that would attract media representatives and improve media relations.

Discussion

The purpose of this study was to determine if an FAPC Media Day increased the media's knowledge of the FAPC and assisted in developing media relations between the center and the Oklahoma media by increasing the number of FAPC related stories being published or broadcasted. The FAPC Media Day assisted with developing media relations with the participants of the event. The FAPC communications specialist has kept in close contact with the Media Day participants following the event.

First of all, the FAPC communications specialist sends electronic news releases to the participants of the FAPC Media Day and gives those participants an opportunity to publish the news releases before disseminating the information to other Oklahoma media. Also, the participants of the FAPC Media Day contact the FAPC on a regular basis if they want to cover an FAPC-related story or just need a specialist to quote in a food or agricultural-related story.

In addition, the FAPC has sponsored a recipe contest event and an energy teleconference with the organization of one of the Media Day participants following the Media Day. Furthermore, another FAPC Media Day participant began publishing a monthly FAPC column in that participant's publication following the Media Day. The relationships the FAPC has with these individuals are a result of developing media relations between them during the FAPC Media Day.

Finally, because of the success of the FAPC Media Day, the FAPC is making the event an annual event. In preparation for the second annual FAPC Media Day, the FAPC chose to follow the participants' suggestions to improve future Media Day events. A majority of participants who attended the first FAPC Media Day registered for the second annual FAPC Media Day, a result of the FAPC developing media relations with those participants.

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APPENDIX A
INSTITUTIONAL REVIEW BOARD APPROVAL FORM

Oklahoma State University Institutional Review Board

Date: Friday, September 02, 2005
IRB Application No AG063
Proposal Title: Developing Media Relations Between the Food & Agricultural Products Center and the Oklahoma Media

Reviewed and Processed as: Exempt

Status Recommended by Reviewer(s): Approved Protocol Expires: 9/1/2006

Principal Investigator(s)

Mandy Gross 140 FAPC Stillwater, OK 74078	Shelly Sitton 435 Ag Stillwater, OK 74078
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The IRB application referenced above has been approved. It is the judgment of the reviewers that the rights and welfare of individuals who may be asked to participate in this study will be respected, and that the research will be conducted in a manner consistent with the IRB requirements as outlined in section 45 CFR 46.

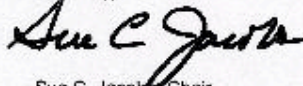
The final versions of any printed recruitment, consent and assent documents bearing the IRB approval stamp are attached to this letter. These are the versions that must be used during the study.

As Principal Investigator, it is your responsibility to do the following:

1. Conduct this study exactly as it has been approved. Any modifications to the research protocol must be submitted with the appropriate signatures for IRB approval.
2. Submit a request for continuation if the study extends beyond the approval period of one calendar year. This continuation must receive IRB review and approval before the research can continue.
3. Report any adverse events to the IRB Chair promptly. Adverse events are those which are unanticipated and impact the subjects during the course of this research; and
4. Notify the IRB office in writing when your research project is complete.

Please note that approved protocols are subject to monitoring by the IRB and that the IRB office has the authority to inspect research records associated with this protocol at any time. If you have questions about the IRB procedures or need any assistance from the Board, please contact Beth McTernan in 415 Whitehurst (phone: 405-744-5700, beth.mcternan@okstate.edu).

Sincerely,



Sue C. Jacobs, Chair
Institutional Review Board

APPENDIX B
INFORMED CONSENT DOCUMENT

Informed Consent Document

Project Title:

Developing Media Relations Between the Food & Agricultural Products Center and the Oklahoma Media

Investigator:

Mandy Gross

Purpose:

The purpose of this study is to evaluate if a FAPC Media Day helped increase the media's knowledge of the center and assisted in developing media relations between the center and the Oklahoma media by increasing the amount of FAPC-related stories being published or broadcasted. Because the FAPC has only been in existence for eight years, the center has not developed a strong relationship with the Oklahoma media. Even though the FAPC develops and disseminates stories and story ideas to the Oklahoma media, a small percentage of those stories and ideas are written, printed or published by the media. The following objectives were developed to accomplish the stated purpose:

1. Determine if selected Oklahoma media are aware of the FAPC.
2. Determine if selected Oklahoma media understand the purpose of the FAPC.
3. Determine if the selected Oklahoma media are aware of the services the FAPC provides.
4. Determine what areas of the FAPC in which selected Oklahoma media are interested in publishing or broadcasting.
5. Evaluate whether establishing relations with selected Oklahoma media helps increase coverage of FAPC-related messages.

Procedures:

1. You will be asked by the researcher to fill out two surveys regarding the Food & Agricultural Products Center during the Media Day.
2. You also will be asked by the researcher to have a conversation regarding the Food & Agricultural Products Center and the Media Day.
3. The researcher will have an interview script, but she may ask you to clarify answers as she proceeds.
4. The researcher will tape record the interview for their records only, as the researcher would rather focus on what you are saying than try to write down all your words. Also, the researcher wants to represent you accurately and a tape recording the conversation gives verbatim accuracy.
5. After the interview is over, the information will be transcribed.
6. The researcher will contact you again only if there are further questions about the things you said during the interview.
7. The interview will last less than thirty minutes.

Risks of Participation:

There are no known risks associated with this project, which are greater than those ordinarily encountered in daily life.

Benefits:

This study will help the Food & Agricultural Products Center develop relations with members of the Oklahoma media so that the media will cover more FAPC-related stories and increase the public's knowledge of the FAPC. The research will help the FAPC identify what kind of stories in which the participants of the Media Day are interested so the FAPC can better accommodate the media's needs. The study also will help the media understand the purpose and mission of the FAPC and provide stories the media might be interested in publishing or broadcasting.



Confidentiality:

The researcher will keep all electronic data stored on her personal computer, not a network, and the computer is password protected. The researcher will keep all archival documents (audiotapes, notes, transcripts, and reports) pertaining to the study in a locked storage cabinet for two years. After all phases of the study are completed and journal articles written, the data will be shredded, but no later than August 15, 2007. Only the researcher will know the identity of the interviewee and the subsequent transcript. After the interview process is completed, names will disappear from the documents and be replaced with a code. Only the codes will be present in written documents to protect participants' identities. All the data will be reported in aggregate. Only the researcher will code the raw data; thus through each successive phase of the study, the participants' identities will be transformed into an amalgamation or composite individuals that represents the mean. Direct quotations used in reporting will be cleaned for any identifying traced back to the participants. The OSU IRB has the authority to inspect consent records and data files to assure compliance with approved procedures.

Compensation:

There is no compensation offered by participating in this study.

Contacts:

Mandy Gross
Graduate Student
140 HAPC
Stillwater, OK 74078
(405) 744-0442
mandy.gross@okstate.edu

For information on subjects' rights, contact:

Dr. Sue Jacobs, IRB Chair
415 Whitehurst Hall
Stillwater, OK 74078
(405) 744-1676

Participants Rights:

Please be assured that your participation is voluntary and that you can discontinue the research activity at any time without reprisal or penalty. There are no risks to you if you choose to withdraw from the study at any time. Simply call Mandy Gross, and she will delete all of your data from the research-associated records.

Signatures:

I have read and fully understand the consent form. I sign it freely and voluntarily. A copy of this form has been given to me.

Signature of Participant

Date

I certify that I have personally explained this document before requesting that the participant sign it.

Signature of Researcher

Date



APPENDIX C
FAPC MEDIA DAY INVITATION

Making Headlines Sept. 27, 2005

Food & Agricultural Products Center
OKLAHOMA STATE UNIVERSITY
201 FAPC

Media Meets FAPC 2005

Making Headlines
Participants Learn about the FAPC
Speakers Discuss Econ. Dev. and Agritourism in OK
Media Visit with FAPC Faculty, Staff, Students

"The FAPC Media Day is a tremendous opportunity for the media to gather story ideas and view live demonstrations, such as meat processing and wine quality evaluation. I encourage all media to attend this informational event."

Vince Orza
Former Television News Anchor
President, Bateries Inc.

Making Headlines
Vince Orza Emcees FAPC Media Day
Media Eat Free Lunch
Media Win Door Prizes

This just in ...
FAPC Media Day participants witness projects performed at the FAPC.



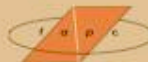
To register for the Media Day, visit www.fapc.biz or call (405) 744-6071 by **Sept. 9**. For more information, call **Mandy Gross**, FAPC Communications Specialist at (405) 744-0442 or send an e-mail to mandy.gross@okstate.edu.

Adding Value to Oklahoma



Making Headlines Media Meets FAPC 2005

- 9:30 a.m.** Registration
- 10 a.m.** Welcome
Dr. J. Roy Escoubas, FAPC Director
- 10:15 a.m.** Inside the FAPC
Jim Brooks, FAPC
Darren Scott, FAPC
Jake Nelson, FAPC
- 10:45 a.m.** Break
- 11 a.m.** Oklahoma Economic Development
Tommy Kramer
Durant Industrial Authority
- 11:30 a.m.** "Story" Time
Participants are invited to visit the displays of specific FAPC clients and learn about research projects by FAPC faculty, staff and students.
- 11:45 a.m.** Lunch
Agritourism in Oklahoma
Francie Tolle
Oklahoma Department of Agritourism
- 1 p.m.** Adding Value to Oklahoma
Participants will have the opportunity to witness demonstrations of projects performed at the FAPC, including meat processing, cleaning techniques, bread quality and wine quality.
- 2 p.m.** "Story" Time
Media are invited to cover any story ideas gleaned from the event.



Adding Value to Oklahoma

Food & Agricultural Products Center
Oklahoma State University
148 FAPC
Stillwater, OK 74078-6055

APPENDIX D

LETTER TO OKLAHOMA COOPERATIVE EXTENSION SERVICE EMPLOYEES



Oklahoma Cooperative Extension Service
Division of Agricultural Sciences and Natural Resources
Oklahoma State University

Oklahoma Food and Agricultural Products Research and Technology Center
Room 148 • Stillwater, Oklahoma 74078-6055 • 405-744-6071 • Fax 405-744-6313

MEMORANDUM

To: OCES CED's, Community R.D. Specialists, Ag. Economic Specialists
From: Mandy Gross – Communications Specialist, FAPC *Mandy*
cc: OCES District Directors, Dr. J. Roy Escoubas – Director, FAPC
Date: August 16, 2005
Re: FAPC Media Day

The Food & Agricultural Products Center (FAPC) is hosting a Media Day, "Making Headlines: Media Meets FAPC 2005," on September 27, 2005. Please find enclosed an invitation to the FAPC Media Day. Not only are the Extension offices invited, but this invitation was also sent to all Oklahoma media, including daily and weekly newspapers and television and radio stations.

The goal is to get as many media to attend this event to learn about the FAPC and visit with center faculty, staff, students, and clients about story ideas. Please encourage your local media to attend and make arrangements with your local media to travel to the FAPC Media Day together.

Vince Orza, former television news anchor and president of Eateries, Inc. will moderate the day's events. Speakers include Tommy Kramer of the Durant Industrial Authority and Francie Tolle of the Oklahoma Department of Agritourism. Other activities will include round-robin demonstrations of projects performed at the FAPC and time for the media to visit displays of specific FAPC clients.

I appreciate your help in getting your local media to attend the FAPC Media Day. For more information on the event, please do not hesitate to contact me by calling (405) 744-0442 or sending an e-mail to mandy.gross@okstate.edu.

I look forward to seeing you and your local media at the FAPC Media Day on September 27, 2005.

APPENDIX E
INSTRUMENTATION – SURVEY I

**Food & Agricultural Products Center
Survey I**



1. In what area of communications do you work?
 - a. Newspaper Circulation size? _____
 - b. Magazine Circulation size? _____
 - c. Television Size of coverage area? _____
 - d. Radio Size of coverage area? _____
 - e. Other (please specify) _____

2. Had you heard of the FAPC before today's workshop? Y N
3. Do you know the mission of the FAPC? Y N
4. If yes, what is the mission?

5. Are you familiar with the services the FAPC provides? Y N
6. If yes, list some of its services.

7. Are you interested in learning more about the FAPC? Y N
8. In what areas would you be interested?

<ol style="list-style-type: none"> a. Agribusiness Economics b. Analytical Chemistry c. Business Planning & Marketing d. Cereal Chemistry e. Food Engineering f. Horticultural Processing g. Food Microbiology 	<ol style="list-style-type: none"> h. Muscle Science i. Oil/Oilseed Chemistry j. Pilot Plant Facilities k. Product Development l. Quality Control & Assurance m. Value-Added Wood Products
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9. Have you published or broadcasted an FAPC-related story? Y N
10. Would you consider writing, printing, or covering an FAPC-related story? Y N
11. Based on your answer to question 10, why or why not?

12. Gender? M F

APPENDIX F
INSTRUMENTATION – SURVEY II

**Food & Agricultural Products Center
Survey II**



1. In what area of communications do you work?
 - a. Newspaper Circulation size? _____
 - b. Magazine Circulation size? _____
 - c. Television Size of coverage area? _____
 - d. Radio Size of coverage area? _____
 - e. Other (please specify) _____

2. What is the mission of the FAPC?

3. What are some of the services the FAPC provides?

4. What part of the tour did you enjoy the most?
 - a. Meat processing
 - b. Cleaning techniques
 - c. Bread quality
 - d. Wine quality

5. Are you interested in learning more about the FAPC? Y N

6. In what areas would you be interested?

<ol style="list-style-type: none"> a. Agribusiness Economics b. Analytical Chemistry c. Business Planning & Marketing d. Cereal Chemistry e. Food Engineering f. Horticultural Processing g. Food Microbiology 	<ol style="list-style-type: none"> h. Muscle Science i. Oil/Oilseed Chemistry j. Pilot Plant Facilities k. Product Development l. Quality Control & Assurance m. Value-Added Wood Products
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7. Have you published or broadcasted an FAPC-related story? Y N

8. Would you consider writing, printing, or covering an FAPC-related story? Y N

9. Did learning more about the FAPC cause you to want to write, print, or cover an FAPC-related story?

	Y N
--	----------

10. Based on your answer to question 9, why or why not?

11. Gender? M F

APPENDIX G
INSTRUMENTATION – INTERVIEW SCHEDULE

6. Would you attend an FAPC Media Day in the future? Y N
a. Why or why not?

7. Would you encourage other media to attend an FAPC Media Day? Y N
a. Why or why not?

8. What suggestions do you have to improve the FAPC Media Day?

9. Would you contact the FAPC if you were needing information for a food or agricultural products-related story? Y N
a. Why or Why not?

Interviewee: _____

Gender: _____

Media Outlet: _____

Date: _____

Interview Length: _____

APPENDIX H

PARTICIPANTS' RESPONSES TO INTERVIEW SCHEDULE

Question 1: Why did you attend the FAPC Media Day?

Participant 1: I attended Media Day because the Oklahoma Department of Agriculture has very close relations with the Food and Ag Products Center. Many of the people that we try to help through grant programs and programs we offer in this department are clients of the FAPC and we are always interested in their progress and how we can help them better and how we can work more closely with FAPC.

Participant 2: I was invited. I'm familiar with the FAPC, but that doesn't mean I know everything about it, and our company is really committed to promoting things like that.

Participant 3: Encouraged to attend. Felt it would be beneficial. Needed to find out what media were looking for.

Participant 4: Was sent information about media day and went to try to secure some story ideas from that day about the FAPC, and this day resulted in many stories.

Participant 5: Invited and a good resource for me as a journalist and has helped quite often.

Participant 6: Wanted to learn more about what the FAPC does. Didn't know what all they did, and it was very enlightening.

Participant 7: Wanted to learn more about the FAPC and the different programs.

Participant 8: We cover stories here from the division and on occasion with Mandy on some of her stories, but in addition to that to see what kind of turn out she got and how successful she'd be because we are sending stories to a lot of the same media outlets.

Participant 9: Well, there were several reasons. Reason number 1 was to support Mandy as member of both FAPC and OSU Agricultural Communications Services. Reason number 2 was to actually see if I could learn something that I did not already know. While I am familiar with many FAPC programming, I am quite busy and things suddenly creep up, and go well I didn't know that were doing that, just because of my busy schedule and that is always interesting. Number 3 was to assist with media folks that were there. For example, I sat most of the morning meeting with Van Mitchell, reporter from the *News Press*, to try to facilitate and help his interest in doing stories. In fact, I think he ended up doing 3 with FAPC. The fourth one was to see what FAPC had going on. A lot of times we do stories directly or we work with Mandy to get the stories done.

Participant 10: We did a story over the wine testing class that they put on for that particular workshop.

Participant 11: I wanted to learn more about the services the FAPC offers.

Participant 12: To support the center, to learn more about the center, and to experience the purpose of the day.

Participant 13: I got an invitation to go.

Participant 14: Well, to get more information for a story I was writing for *Cowboy Journal*.

Participant 15: To see any new offerings or to try to keep up to date with what is offered by the center. That would include projects they are working on and services.

Participant 16: Wanted to see what was going on.

Participant 17: To learn more about FAPC mission and network with people in the food industry in Oklahoma.

Question 2: Did you enjoy attending the FAPC Media Day? Why or why not?

Participant 1: Yes, first time to have the opportunity to tour labs and actually meet the researchers engaged in product development and in providing individual assistance to entrepreneurs in the state, and it was very interesting.

Participant 2: Yes, it was very interesting, and it was all pleasant. I enjoyed the speakers, and I enjoyed the trade show. I missed the memo about going into the coolers and had on open toe shoes and had that been in the memo, I would have dressed more appropriately, and it may have been in the memo.

Participant 3: Yes, informative. Good discussion.

Participant 4: Yes, was not able to stay for the entire program but the information received was very worthwhile and gave several story ideas, gave multiple story ideas for the future.

Participant 5: Yes, was a well-rounded program with good informational speakers and offered more insight on what they did at the center.

Participant 6: Yes, loved it. It was great.

Participant 7: Yes, thought it was interesting, the speakers were good, and the food was good. It was just an overall good presentation.

Participant 8: Yes, it was very informative. They put together a very good program of presenters, as well as a panel of media folks and every time I go over there I learn something new about what is going on at the food center. It is good background information and just lets me know what is going on in that division.

Participant 9: I enjoyed it immensely. Number 1 the people are the reason you enjoy those kinds of things the most, and it is not only the FAPC specialists themselves, but also the people who came from the media. And in some cases, there might be some students, who work with the specialists, and you have seen them before, but you actually get to put a face with the name and you actually get to talk with them at the same time. Getting to go on the tours and actually getting to see the status of the projects. For example, the wine making is a good example of that. And, the hotdog machine where they now make the links and all those kinds of things. Those are real interesting kind of things that you don't get to do all the time. And, the food was great.

Participant 10: Yes, it was very informative. Seemed like it was very organized, and it flowed very well.

Participant 11: I did. I thought it was great. It was very well put together, very organized, and very informative.

Participant 12: Yes, I did. I did learn a little bit more about the center, and I was able to visit with colleagues who also were in attendance.

Participant 13: Yes, I learned a lot about FAPC.

Participant 14: Yes, I did. I didn't know what all FAPC did. The tours were really eye opening. I didn't realize all that equipment was housed in that one building.

Participant 15: Yes, the contacts, meet people. To put a face with the name that I read through the newsletter.

Participant 16: Yes, I did. I like the tours of the research facilities, and I liked the gentlemen from Durant.

Participant 17: Yes, as I expected, I met some new people that I had not met in the food industry, and I particularly enjoyed the presentation by Francie Tolle with the Agritourism Department. The lunch was great.

Question 3: What part of the Media Day did you benefit from the most?

Participant 1: There were a number of elements of the program that I enjoyed and benefited from, and it may be a little difficult to isolate one to being the favorite. One of the things that should not be overlooked is the opportunity to meet other members of the media who are interested in reporting on agriculture and to strengthen connections to them. Although, it was certainly very valuable to meet staff members from FAPC. I had had the opportunity to meet several of them when I've attended workshops and seminars there, so it was perhaps different for me and in some sense valuable simply because it was new to meet some of the reporters from different media sources.

Participant 2: I really enjoyed the presentation by the economic developer from Durant. I'm just interested in those things like growing Oklahoma, which may or may not have a direct relationship with FAPC, what he presented anyway.

Participant 3: The session with the economic development coordinator, how business operates and then the part on tourism, what can be done and where we can go with it.

Participant 4: Speakers, especially the speaker from Durant. It gave the chance to visit with the different companies that were represented with their demonstrations.

Participant 5: Didn't get to stay for the whole day but hearing from different people on how the center helps them and their businesses getting established and marketed.

Participant 6: All of it because they had really good speakers and they had demonstrations and tours of their labs. Also, having the vendors there showing their products were excellent.

Participant 7: Benefited from the explanations about what the people do from the FAPC. Being able to put a name with a face is very beneficial.

Participant 8: The sessions with the faculty on some of their research efforts, and I was also impressed with the presentation by the guy from Durant, and using FAPC as a source to entice businesses to come to the community.

Participant 9: One was being able to go around and interact with the FAPC specialists. I don't get to do that as often as I did at one time. The second one was of course being able to touch base with certain people in the media that came and point out the importance of FAPC and reinforce what Mandy was trying to accomplish with the Media Day.

Participant 10: The wine testing is where we benefited the most.

Participant 11: I think the tours were very interesting.

Participant 12: Probably the visitation with others that were there that day, those who are also primarily part of the OSU culture.

Participant 13: Getting the tour of the place.

Participant 14: Probably the tours.

Participant 15: Meeting the individuals, the staff, and project leaders.

Participant 16: Probably the gentlemen from Durant.

Participant 17: Well, unfortunately, I was not able to stay for the whole event. But, I would probably say Francie's presentation was the most interesting.

Question 4: What did you learn by attending the FAPC Media Day?

Participant 1: I learned something about the range of services that are provided and learned something about the variety of entrepreneurial efforts in the state and was impressed by the ability of the center to provide assistance in ways that I did not know they were helping. I knew about the labeling, and I knew about work they do on helping to perfect formulas, but it was good to see that that is not the extent of their services that they are involved in providing very personal help to the fledgling businesses and that they have a very wide range of expertise.

Participant 2: I learned how to make weenies. I learned several things. It was interesting to have the presentation about the wheat quality. I had heard those terms but they went into a little more detail about what that process is involved in. I never had seen a batch of wieners being made, and it was also very interesting to learn about the cleaning of the equipment. As a consumer, I always wanted to know how things are made for sale whether it is in the restaurant food service industry or whether it's in the manufacturing end of things, how they keep things clean. Overall agenda varied and offered a nice variety of things they showed us. Time very well spent.

Participant 3: There is a lot of potential out there in terms of economic development and business development. That we have a food and ag products center that can pretty much help anyone develop market and advertise any commodity they are interested in.

Participant 4: There is a lot more to the FAPC than I thought there was. It was very informative.

Participant 5: How the center helps the companies add value to their food products or how to help them market their products or how to test them in order to get them to market. Always on the lookout for new companies and new food and product labels, got introduced to people who are coming out with their products.

Participant 6: Learned quite a lot. Didn't know all they did. Knew some but didn't know they were working with clients in Oklahoma to develop or improve products. Didn't know about all the testing and analysis done at the FAPC. Really got a lot out of it.

Participant 7: Learned about the mission. Would have learned a lot more if I was able to stay for the whole thing, but I had to leave before the tour. Mostly general things like why they do what they do and how they do it.

Participant 8: I learned more about what efforts are going on at the food products center and continued good research that our folks continue to bring out from there.

Participant 9: Learned the status of some of the ongoing projects and research thrusts that was going on there. Had a sneaking suspicion that there were changes in the media in terms of some ownership dictates. For example, the *News Press* is requiring its reporters to do eight stories per week. That was verified at the meeting when I was sitting there with Van. Also, one thing the Media Day showcased out that when you put on a Media Day spend about 30 minutes up front giving a general overview then take them on a tour of and bring them back in for the rest of the stuff. Otherwise, they start drifting out on you about 11 a.m., which in fact is what happened with many of them.

Participant 10: Basically, the different methods of testing wine for production and use.

Participant 11: I learned how FAPC has helped different well-known companies and other startup businesses get their products to market. I also learned a little bit about the different kinds of research they do over there.

Participant 12: I learned a little bit more about the agritourism efforts. I learned a little bit more about the prominence of that effort and the role it is playing in the Department of Commerce.

Participant 13: I learned a whole lot about what goes on about FAPC and other things that they did.

Participant 14: I learned all about the cleanliness of the equipment and the process.

Participant 15: The one about the wood was the newest to me. I haven't associated it with food. I always think of the center as the food center and had forgotten that they were "and agricultural products."

Participant 16: That others thought that food processing businesses were important to communities. You wonder if others are thinking the same thing. I learned that we were doing winery assistance with companies. I didn't realize we were doing that.

Participant 17: Well, I think the biggest thing that I came away with was how many local companies are in the food production/processing business. I didn't realize it was such a large industry in Oklahoma.

Question 5: Have you written, printed, or covered an FAPC-related story since attending the FAPC Media Day? If yes, what kind of stories have you written, printed, or covered? If no, do you plan to write, print, or cover an FAPC-related story in the future? Why or why not?

Participant 1: No, I have had a different opportunity that falls outside of that a little bit. That was the opportunity to tour several businesses that are just trying to get themselves started that fit broadly within the agritourism category and the knowledge that I had from the Media Day was valuable to me in speaking to the people who are trying to begin

wineries and businesses where they will be generating products where I think FAPC can be a valuable resource. So, it is more of an opportunity to promote FAPC through word of mouth or personal connection with people than the opportunity to print a story. Yes, we are always open to the opportunity to assist FAPC in its work and to promote its services whenever their appropriate from the dept of agriculture perspective.

Participant 2: Yes, our publication prints something every month from FAPC.

Participant 3: No, if the opportunity comes about.

Participant 4: Yes, overall story of the Media Day itself, one on the wine making and grapes program, and red river gourmet.

Participant 5: Yes, used cowboy beef jerky as a Made in Oklahoma product, naming of new people to the board, and one other but can't remember what it was.

Participant 6: Yes, there will be a story in my research magazine Vanguard on an FAPC project or research. Helped me to focus and understand on what was going on there, and I needed to know more about it in order to include it in my magazine. Thought it was a really good fit especially after going to Media Day.

Participant 7: Yes, We are doing a partnership in our recipe holiday recipe contest, so we published mentioning the fact that they sponsored that and published food guidelines and food safety tips in our November issue. Had a small explanation about who they are and what they do and then in December we are going to publish our results, so they will be mentioned again and be acknowledged. Meeting everyone face to face on Media Day was very helpful.

Participant 8: No, not had an opportunity to. Well, we did get a release yesterday, and I'm not sure how it will be used, but I did set down with Don yesterday, and we did a rewrite on a probiotic research that is going on at the center and that will be used potentially by some legislators.

Participant 9: That's not one that we normally would do because we leave that up to Mandy. We have assisted and giving advice. But if Mandy was up against the wall on something, then we certainly would help her out.

Participant 10: Yes, we did the story on the wine testing after we visited the Media Day.

Participant 11: No, I have not. Yes, I'm sure I will. We have a magazine that we put out that covers all the things that go on in the division. We will most likely cover those types of stories.

Participant 12: No, not in the media.

Participant 13: No, not anytime soon.

Participant 14: Yes, only one, but it was about how FAPC is benefiting Oklahoma's winemaking industry.

Participant 15: No, I probably do not, but that does not have anything to do with the center. I'm approaching retirement and doing very little relating to food. My career is winding down. The reason is not because of the center. The center is keeping me hooked. I'm very pleased with the success of the center.

Participant 16: I don't write stories. Doesn't apply to me. I do intend to get pictures of processors. Interested in that peanut butter syrup lady that was displayed there.

Participant 17: Yes, we do. Unfortunately, Chelsea Simpson and I had to miss the latter half of the program, which included the tours. We would both like to take a tour of the facility and Chelsea would like to do a story in the future.

Question 6: Would you attend an FAPC Media Day in the future? Why or why not?

Participant 1: Yes, I would look forward to that opportunity, and I hope I will be sent an invitation.

Participant 2: Yes, certainly I would. There might be some of the same things, but there are always new and different things. I am really impressed with the things FAPC is involved in. I think they are right on target with the producers of ag products in Oklahoma.

Participant 3: Yes, it was beneficial.

Participant 4: Yes, just to get more story ideas from the program and learn more about what the FAPC has to offer.

Participant 5: Yes, more of an opportunity to meet with newer people and hear about new things that are coming online with the center.

Participant 6: Yes, would love to. In research and on campus, things change a lot quickly. People start new projects or they close out old projects. It is good to stay on top of what is going on campus and for me since I publish a research magazine and other research materials, it is good for me to know what is going on.

Participant 7: Yes because I believe it was interesting, and I would hope that if I attended in the future, I would be able to stay for the whole event like the tours and the rest of the events.

Participant 8: Yes, if they do it like they did this one, then they do a very good job and it brought us in contact with colleagues in the media and also brought us up to speed on what is going on at the center since I don't talk to someone from the center everyday and

I don't know what all is going on. We are always looking for those tips if we get calls outside the media. It is just good to know what is going on.

Participant 9: Absolutely. FAPC is very important part of the Division as a mission. It's both a center all by itself, it's part of the Division, and it's part of the university. In terms of what it does, at its heart is economic development and there are always tons of items going on in terms of economic development stories. They are pretty easy to place in the media under very specific conditions. That last part is very important. But it's something that we do and it's in support of the division's mission and it's important to the center. And so I would do so without hesitation.

Participant 10: I don't see why not. As long as they have useful information that we could use on our show, we would be more than happy to be there.

Participant 11: Sure, to learn more. There's no way we can learn in one day what the FAPC has to offer. So, I'm sure I will be able to learn more if the FAPC hosted another Media Day.

Participant 12: Probably, depending on the compatibility of my calendar.

Participant 13: Yes, I learned a lot at the first one and could learn more at the second one.

Participant 14: Sure. I might find something I don't know or get information for another story.

Participant 15: Yes, keep up-to-date and learn about the current projects.

Participant 16: Yes, if the topics right.

Participant 17: Yes, networking and learning more about the industry. My main interest is commercial because I sell advertising for *Oklahoma Living*. If I get to know these vendors better, then I will be in a better position to put them in touch with *Oklahoma Living* and let them promote their goods and services through the magazine.

Question 7: Would you encourage other media to attend an FAPC Media Day? Why or why not?

Participant 1: Certainly, I think they would find it very valuable.

Participant 2: Yes, other media should be interested in businesses.

Participant 3: Yes, it was disappointing that more did not attend. It helped give ideas of what article and stories that they can cover.

Participant 4: Yes, there are many opportunities to have stories told that affect communities across the state that people don't know about, local businesses that have done work with the FAPC.

Participant 5: Yes, they would get value out of it. Everyone needs to be aware of what the food center does for companies, and they would make good contacts there, especially Jim Brooks.

Participant 6: Sure, in fact I found out about FAPC Research Day that will be during the time of our offices research week. I asked Mandy to be apart of it to be able to promote FAPC and get more media there since it is such a great facility.

Participant 7: Yes, I think the other media with similar missions could have a lot of good stories come out and lots of good contacts and good story ideas as far as the program in general and the entrepreneurs they work with.

Participant 8: Yes, definitely because there is a good story to be told that is coming out of this center in terms of increasing jobs and driven economic gain for the state and plenty of information on just opportunities that are available through the university that I don't think folks traditionally look to the university for.

Participant 9: Absolutely. The timing on this one was kind of weird. It's almost the worst time to have a Media Day. Plus it was on a Tuesday, and you really need to have it on a Friday or late in the week. It was right in between the two state fairs, and there was a bunch of things going on in the media.

Participant 10: Yes, there's a lot that you guys have to offer that is beneficial to Oklahoma's economy.

Participant 11: Yes, I would. I think the FAPC offers a great service to people who want to go into business or those that are already in business. I think they are a unique outlet for those kinds of people, and offer an outlet for people who want to go into home businesses.

Participant 12: Of course because I think there are numerous services through FAPC that clientele could access that they don't know about.

Participant 13: Yes, because they have a whole lot they can gain from it.

Participant 14: Yes because there's actually a lot more to FAPC. You could cover several different angles for any kind of story. A lot of good things about helping Oklahomans through FAPC.

Participant 15: Yes, certainly. To learn about the new projects and get examples of how the center can help the small, particularly small companies get started. There are many success stories there. It's helpful for other people.

Participant 16: Yes, give them some tips on some stories, particularly if you could narrow it down to regions. Most publications in the state are regionally based. If you connect processors with media in the same area, I think it would be beneficial to them.

Participant 17: Yes, benefits of networking.

Question 8: What suggestions do you have to improve the FAPC Media Day?

Participant 1: I took a number of pictures at the event and was also asked if I would provide pictures for the Oklahoma Farmers Union for their publication. I was happy to do that however found that somewhat challenging to get the picture that I needed simply because that wasn't really part of the way the day was setup. It might be that in the future you might want to give that some additional thought and allow a little bit of time in the program for taking photos particularly of some of the prominent people who are important in directing the work of the center and also in laboratories.

Participant 2: As I looked around the room I noticed that there wasn't a lot of media there, and I know when they were calling out the door prizes, they called a bunch of names of people who did not show up that had RSVPed. I don't know how you get those people to come. Maybe if it was half day more of the small newspapers could afford to send their people all day. I don't really know, I thought it was very fast paced, packed, and had a lot of variety in it.

Participant 3: Have committee review what was done in the first one and keep it like that. Format and displays helps in knowing what can happen and what has happened. Tells a good story.

Participant 4: More advanced notice of event and what it is going to entail.

Participant 5: Move it a little quicker. It's hard to take a whole day out of a schedule. Have a few short presentations and the facilitator talk less.

Participant 6: Having it on a different day or having it apart of another event to get media to come. Anytime you have a story to tell and can get media to come that is great, but it is difficult to get media to spend very much time. So maybe have something that is focused towards them and maybe not make it too long so that maybe they will come for a short tour or demo where as they might not be able to make it for a whole day, but if they did come then they did get a lot out of it. Not real sure that anything was done wrong but just that the media is hard to work with.

Participant 7: Would've rather heard from people who have been helped by the program instead of people I already knew. Would've like to of heard them speak to the group, didn't see the relevance as much from the other speakers, especially the speaker from Durant.

Participant 8: I would suggest have the tours a little earlier than they did. We had a few folks that left before the tours were concluded and that was a shame. I think Mandy might have received some better coverage if we could of held those people there a little longer.

Participant 9: Well, the timing is very key, and it has to be later in the week. You have to watch out for things like the state fairs. It's actually easier to do it in the spring than in the fall. Might want to do one in the spring and not necessarily in the fall. Do things in a different order. Everything that the Media Day needs to be a success was there. The order was a little bit out of whack. Need to take into account the media's schedule. They need to be sat down for about 30 minutes in the front, then taken around to get the stories, then come back for some more general information. Past noon you are going to start losing some people.

Participant 10: I don't really know. I think it went pretty well. I appreciate the organizer that you gave out.

Participant 11: Gosh, I don't know. I think Mandy did a really good job putting it all together. Some different tours. We saw the four tours that we went on, and it would be nice to see something different if they had it again.

Participant 12: None.

Participant 13: None that I can think of.

Participant 14: Maybe compact it as much as probably. Maybe not a whole day, but a half-day. It seems as the day went on, more and more people either had to leave or did leave. Maybe if it was held in a shorter time frame, more people could attend.

Participant 15: Getting out the word. Explore all ways of getting out the announcement of the meeting. That place is to get people to come here, and it is very difficult for small companies to get away. Something to keep looking at ways to get the word out.

Participant 16: I think that maybe focusing more on connecting the clients to the media.

Participant 17: I would suggest the tours happen on the front end of the seminar instead of the backend that way people would have a little more context of the presentations that went along with the day. That was one of the things Chelsea and I wanted to do the most, but unfortunately it was later in the day, and we had to leave. Another suggestion is to make the day shorter. Most of the people who attend those type of things they have other responsibilities too. Making it shorter might increase the attendance. Several people had to leave midday and get back to work.

Question 9: Would you contact the FAPC if you needed information for a food or agricultural products-related story? Why or why not?

Participant 1: Yes, they would be an excellent resource.

Participant 2: Yes, always been great to give us information and a good resource.

Participant 3: Yes, Chuck and I are friends and go back a long way, so I never hesitate to call him.

Participant 4: Yes, simply because they have a lot of expertise in areas I would be interested in doing stories on. They are able to help a lot of different companies, and the people I would need to talk to are there.

Participant 5: Yes, a valuable resource. Know most of the food companies in the state and have really good contacts and also have a variety of academic experts. Have a lot of people on staff that can make educated comments.

Participant 6: Yes, I know there have been some real good stories come out of there, and they are a resource and great research facility on this campus. It would be my job to promote them as such, and I would do that no questions asked.

Participant 7: Yes, seem knowledgeable. I was aware of what they did through advertising with us and some stories we have done in the past that they seemed to be good local experts who could help us with the recipe judging and also when it came to the safety tips that we gave at Thanksgiving. I thought they would be excellent go to people for that. I just had confidence in their expertise and also our mission is close in line with theirs to an extent, so I like helping them get their message out there.

Participant 8: Yes, they have the best stuff on food research from the university, and if we need something for one of our magazines or something else going out of here that is going to legislators or whatever, they have the best stories to be told.

Participant 9: Would and do. Number one it is an excellent source for that information. Number 2 because many of the sources in the state and/or the region are at FAPC. Number 3, the things that FAPC are working on is very cutting edge and well into the state and federally mandated land grant mission. Really expands the attractiveness of a media source for the entirety of OSU. FAPC does good work, does work worthy of being covered by the media and it should be very attractive to the media.

Participant 10: Yes, well usually you guys are the first ones that small businesses come to get help as far as doing your work and what work we have done with you has been very beneficial to us.

Participant 11: Yes, I would. They're the people with all the answers. They've got the research behind them, and it would be an excellent place for people to turn to for stories.

Participant 12: Yes, they have experts in the field. I have been contacted by Extension Educators that have needed information about the FAPC.

Participant 13: Yes, they could have answers to the questions I have.

Participant 14: Yes. I already have, and everyone was so helpful. I got tons of good information to use in my story.

Participant 15: Yes, there are many resources there, and they have experience with many aspects of getting companies started.

Participant 16: Yes, probably best central place to get anything food-related in the state.

Participant 17: Yes, definitely. Well, it seems to be the primary source of information for the industry. The FAPC is a quick and easy source to get food-related information.

VITA

Mandy H. Gross

Candidate for the Degree of

Master of Science

Thesis: THE IMPACT OF A MEDIA DAY ON DEVELOPING AWARENESS AND INCREASED COVERAGE OF THE OKLAHOMA STATE UNIVERSITY FOOD & AGRICULTURAL PRODUCTS CENTER

Major Field: Agricultural Communications

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Personal Data: Born in Lawton, Oklahoma, March 30, 1978, the daughter of Stephen and Patricia Fritz, sister of Misty George and Dusti Gallagher, wife of J.W. Gross.

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Title of Study: THE IMPACT OF A MEDIA DAY ON DEVELOPING AWARENESS
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Pages in Study: 111

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Scope and Method of Study: The purpose of the study was to determine if an FAPC Media Day increased the media's knowledge of the FAPC and assisted in developing media relations between the center and the Oklahoma media by increasing the number of FAPC-related stories being published or broadcasted.

Findings and Conclusions: The FAPC Media Day participants had heard of the FAPC, knew its mission, and were familiar with the FAPC services. The participants did have suggestions to improve future Media Day events, but they would encourage other media to attend. Participants were most interested in learning more about product development, agribusiness economics, and business planning and marketing. Learning more about the FAPC caused the participants to want to cover an FAPC-related story. The majority of media participants not affiliated with Oklahoma State University had covered an FAPC-related story since attending the event. Participants would contact the FAPC for a food or agricultural products-related story.

ADVISER'S APPROVAL: Shelly Sitton
