

Visuals

Joe Williams

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Visuals

Abstract

Summary of the discussion sessions on Visuals, discussion leader Conrad Reinhardt.

Visuals

Discussion Leader, **CONRAD REINHARDT**, Tennessee

Reporter, **JOE WILLIAMS**, Kentucky

1. Some initial confusion was expressed at the term, "Gatekeeper." (Several members had never heard of the term before.)

2. Exclusives may have bad implications from other media yet we must not forget regional specials.

3. Gatekeepers (visual) are more concerned with feed back but at same time must be aware of the commodity they have to sell.

4. The visual, if it contains the desired information, is less subject to editorial change than printed media.

5. Better pictures can be obtained by training news information specialists in photography and hiring photographers to travel and get human interest material.

6. One of the recipients of material from college information departments suggested that we stop sending two page stories on ribbon winners. Much of ag information stuff coming in is **most** disappointing. If must use "award stories" send pix with cutline. It stands a better chance of being used.

7. Once you know your audience, then and only then can you design the message for them. Perhaps the major job of the visualizer is to make the specialist become more aware of his/her audience characteristics.

8. Iowa packaged programs do a good job of bridging the gap between the author and the gatekeeper. (Summarized below.)

The Iowa Independent Study Program idea allows quality 30-40 minute extension programs to be used by various interest groups without the need for a specialist or extension staff member going with the program. The programs are not designed as "lessons," but as learning experiences where the group participants become involved in the presentations and make their own contributions. One of the keys to the success of the study programs is the interaction within the group.

Candace Hurley, home economics editor at Iowa State University, worked with specialists and county staff members to develop the programs in Iowa, and now has seven different "packages" in use by every Iowa county. The intended audience is adult community leaders, men or women, study groups, service clubs, etc.

The materials for the program include a program guide for the group leader and one or more of the following: slides, tape, small lap visuals, large poster visuals. Role playing is also used with some of the programs to

help involve the group members and create interest. The materials do not make the group leader the authority, but help that person do a better job of guiding the group toward problem analysis or action.

The group leader is provided with an evaluation form that yields feedback from the audience. The leader mails the program back to the county extension office after use.

The cost of each of the seven programs now in use averaged about \$7. Counties buy the program sets at that cost and then rent the programs from the county extension office, retaining the income after their costs have been met.

The topics now being used are: Happy Holiday Entertaining (Christmas season), Creative Art With Nature's Products, Artist With a Green Thumb, With a Grain of Salt, Is Silence Really Golden?, Look Lively, Little Town, and Are Our Children Over-Scheduled?

Others in the planning stage are: drugs, pollution, fashion, advertising, violence, Christmas symbols and music, Iowa Indian heritage.

Excerpts from Kentucky's approach at telling 4-H story, as demonstrated by Joe Williams (repeating tape unit synchronized with three Carousel projectors for multiple screen presentations).

1. Synchronized slide set giving a 9½-minute overall picture of 4-H which includes mention of or slides of all 4-H projects offered generally in Kentucky. Audio was performed by enthusiastic boy and girl.

2. Several sets available for use by county agents as well as a set in each of five 4-H camps. Automatic synchronized tapes and beep tapes available, as well as script that can be read.

3. Has proven especially helpful for introducing talks in school assemblies (member recruitment), talks to civic groups, national 4-H Week presentations, etc.

4. Has been used as continuous show in shopping centers and fair exhibits. The latter works best only in air-conditioned facilities.

5. Was first prepared as a three projector show using 81 capacity trays. Modified to two trays and finally to 141 capacity tray. Latter works only on selected machines so best use is with 81 tray.

6. Tape repeater used is Cousino Recorder-Repeater Model 773.410 at \$229.95, which records audio and impulse for activating Carousels (3¾ ips, 4 watt, 40-7500 cps), one 15-minute tape cartridge model 1410 at \$4.50. Other necessary items include Scotch 154 heavy duty 1800-foot lubricated tape at \$10.50, U-Tape-It Kit 143.406 at \$12.00 and 40-minute cartridge model 1430 at \$6.50. Source: Orrtrionics, Toledo.