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ABSTRACT

Seventy-seven percent of Wisconsin's AM stations, 57 percent of FM stations, and 38 percent of television stations broadcast agricultural market news. Most stations devote less than 30 minutes daily to the market reports, which are usually broadcast twice daily, five days a week. Radio market reports are in the early morning and noon hour periods, while television reports are mainly at noon. Complete cash price reports are given for most classes of livestock, but many stations do not report cash grain and futures market prices for all commodities. Sixty-eight percent of AM stations, 72 percent of FM stations, and 45 percent of television stations obtain price information from local markets. Only five AM, two FM, and three television stations have a full-time agricultural broadcaster on their staff. (Author)

AGRICULTURAL MARKET NEWS PROGRAMMING OF WISCONSIN BROADCAST MEDIA*

BY

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THE PROBLEM

The broadcast media are farmers' main source of timely market news information.[1] An Iowa study in 1967 showed that almost all farmers (96 percent) listen to radio market reports while somewhat less than one-half watch television market reports.[2] Several studies have shown that noon and early morning are farmers' favored listening hours. Television market-reports viewing is generally restricted to the noon hour when most farm programs are broadcast. Farmers use market information gathered from broadcast reports to make such decisions as when to sell and what price to accept.[3]

A Wisconsin study showed that farmers need and want market information that will aid farm production and marketing decisions. The types of information wanted by Wisconsin farmers varies by area and commodities produced, but most Wisconsin farmers want similar information.

The most wanted broadcast information was a morning review of the previous day's market. The second most wanted report was outlook information on livestock numbers and prices. Other market reports wanted by farmers included top weights of livestock in different grades, fat livestock mid-morning prices at terminal and local markets, range of prices being sold, fat livestock opening at terminals, prices of feeder stock at terminal and local markets, estimated receipts, and cash grain prices.[4]

This study also showed that radio provided the main source of both livestock and grain market information during all times of the day. However, the size of the listening audience did vary by time periods. Also, radio's importance compared to other sources varied for different commodities for different time periods. For example, Wisconsin livestock producers seek market information mainly in the early morning and noon hours. Radio draws most of that audience for farm reports before 10:00 a.m.

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[1]Eugene A. Kroupa and Claron Burnett, "Wisconsin Farmers' Use and Understanding of Broadcast Market News," Research Report R2506, Wisconsin Experiment Station, University of Wisconsin, Madison, May 1973.

[2]Joe M. Bohlen and George M. Beal, "Dissemination of Farm Market News and Its Importance in Decision-Making," Research Bulletin 553, Iowa Agriculture and Home Economics Experiment Station, Iowa State University, Ames, July 1967.

[3]James K. Randall and Robert J. Florell, "Radio Listening Habits of Nebraska Farmers and Ranchers," Report No. 3, Department of Information, University of Nebraska, Lincoln 1973.

[4]Kroupa and Burnett, op. cit., p. 13-14.

The telephone and other sources became more valuable market information sources between 10:00 a.m. and noon. Television drew almost one-third of the noon audience and newspapers are used more after 1:30 p.m.

Thus, the 1973 study demonstrates that Wisconsin farmers consider radio their most important source of market information. However, the study also showed that a high percentage of farmers did not use broadcast market reports to decide where to sell. Rather farmers monitor broadcast market reports to decide when to sell and at what price. It should also be noted that of 475 farmers polled, only 9 percent had ever used futures markets for hedging or speculating.

When a farmer decides to sell, he looks for timely price information. The telephone was rated as a strong competitor of broadcast market reports. The telephone was rated as the second most helpful information source for livestock producers, and a close third for grain producers, behind grain elevators and radio.[5]

With these broadcasting needs and habits of farmers in mind, the question arises as to how well Wisconsin's broadcast media are serving their farm audiences.

Objectives

Few studies have dealt with the kind of public service job the broadcast media are doing in meeting the market news needs of their farm audience. The purpose of this study was to determine what Wisconsin's 102 AM, 107 FM, and 21 television stations are providing as agricultural market information programming. Specifically, this study sought to document the amount, timing, frequency and completeness of broadcast agricultural market news reports. In addition, data were collected on the sources of market price information, the kinds of commodity and price information broadcast, advertising income and sponsorship of market news reports, and staff assigned to agricultural news programming.

METHOD

Data for this study were collected by mail questionnaire and telephone contacts with all Wisconsin radio and television stations. A questionnaire, an explanatory letter, postcard, and return envelope were sent to 102 AM and 107 FM radio stations and 21 television stations in Wisconsin. The list of stations surveyed was obtained from the 1973 Broadcasting Yearbook.

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[5]Kroupa and Burnett, op. cit., p. 19.

Non-commercial as well as commercially licensed stations were included in the survey.

Three mailings made during February and March of 1973 resulted in returns from 69 percent of AM, 54 percent of FM, and 38 percent of the television stations. Telephone contacts to determine if any of the non-respondents carried market news, and subsequent mailings and returns in May, resulted in 100 percent accounting of all Wisconsin stations. Data were then coded, put on computer cards, and programmed through the Madison Academic Computer Center using frequency counts and cross tabulation of the data.

Characteristics of Respondents

The station representative completing the questionnaire was usually the program director (33%) or station manager (24%) for the AM stations. Only 15 percent indicated they were the farm director. The news director (30%), program director (23%), or station manager (21%) completed the FM questionnaire. Twelve percent were farm directors. Responses from the television stations came mostly from the farm director (46%).

One-half of the radio station respondents have been in their present job for less than seven years. One-fourth have held their jobs for 15 or more years. More than one-half (54%) of the television respondents reported 5-10 years in their job, while almost 20 percent have 15 or more years' experience.

The findings will be reported under four general headings: a) amount, timing and frequency of market news programming, b) kinds of commodity and price information reported, c) sources of market news information, and d) staff and advertising revenues.

FINDINGS

The numbers of Wisconsin stations giving general agricultural and market news were 77 percent of AM, 57 percent of FM, and 52 percent of television stations based on a 100 percent accounting of all Wisconsin stations. However, only eight of the 11 TV stations reporting farm news or 38 percent of all TV stations also broadcast market news. These percentages are almost identical to those obtained in a similar 1968 survey which showed 79 percent of AM, 56 percent of FM, and 61 percent of Wisconsin television stations reporting agricultural and market news programming.[6] Although the same number of television stations broadcast agricultural news, there are now three more Wisconsin television stations operating than in 1968.

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[6]Eugene A. Kroupa, Claron Burnett and Larry Meiller, "Agricultural Market News Programming of Wisconsin Radio and Television Stations," Research Report R2472. Wisconsin Experiment Station, University of Wisconsin, Madison, December 1972, p. 3.

Amount, Timing and Frequency of Market News Programs

Most stations now spend less than 30 minutes daily on agricultural news programming, as shown in Table 1. Over 40 percent of the AM stations give 15 minutes or less of agricultural news on a typical weekday, while over 80 percent broadcast no news on Sundays. Wisconsin FM stations devote even less time to agricultural news, with three-fourths carrying 30 minutes or less on a typical weekday. Television stations offer no agricultural programming on Sundays, and six of the eight stations responding to this question devote 15 or fewer minutes during the weekday.

(Insert Table 1 about here)

These figures, when compared with comparable 1968 data, show a definite decline in the amount of agricultural news programming carried by Wisconsin AM and FM stations. In 1968 one-half of the AM stations carried more than 30 minutes as compared with one-third in 1973.[7]

Although the total amount of time devoted to agricultural news is declining, market news reports still constitute a large percentage of time allotted to agricultural programming, as shown in Table 2. The largest proportion (38%) of the AM stations report 17 or more minutes of market news each weekday; while FM stations are split about evenly between the reports of 5-6 minutes and 17 or more minutes. Television stations generally limit the market reports to six minutes or less, although two stations report 15-16 minutes on a typical weekday.

(Insert Table 2 about here)

Both AM and FM stations show increases in the amount of time devoted to market reports as compared with 1968 when 51 percent of the AM and 34 percent of the FM stations presented 15 or more minutes per weekday. The apparent trend to fewer minutes of total agricultural news programming and relatively greater emphasis on market reports is consistent with the findings of a recent Nebraska survey of 1,067 farmers.[8] This study showed that 60 percent of the farmers rated market reports the most usable kind of agricultural information they wanted from farm radio programming.

There are definite differences among the broadcast media in the number of days per week and the times per day that the market reports are broadcast, as shown in Table 3. More than one-half (56%) of the AM stations broadcast reports six days per week, 27 percent have a five day schedule, and 12 percent

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[7]Ibid., p. 4.
[8]Randall and Florell, op. cit., p. 10.

report them all seven days. However, FM stations favor a five day format (48%) over six days (38%). Only 13 percent carry market reports seven days. Seven of the eight television stations reporting market news give the reports five days, and one station six days per week.

(Insert Table 3 about here)

Regardless of the number of days market news is broadcast, the noon hour is the single most popular time for market news reports for all the broadcast media on a typical weekday, as shown in Table 4. Early morning hours (5:00-8:00 a.m.) also have numerous reports, but few stations bother to report any market news during other periods of the day. Thus, farmers must turn to other means such as telephone contact with markets to obtain the most current price information.

(Insert Table 4 about here)

The AM and FM stations are providing about equal numbers of market reports during the early morning and noon hour periods. Farmers are split about evenly between which period they most frequently listen to radio.[9, 10] Many farmers listen to both the morning and noon market reports.[11]

Although the largest proportion of AM, FM and TV stations report the markets as part of a regular morning or noon agricultural news program, most stations use a combination of methods, as shown in Table 5. However, the agricultural market reports are seldom used solely as part of regular non-agricultural news programs given hourly or more frequently. Stations more commonly have short spot-announcements of market news at regularly scheduled times.

(Insert Table 5 about here)

Kinds of Commodity and Price Information Reported

Wisconsin broadcast media are providing cash price reports for most common classes of livestock, but a significant proportion of stations are failing to report cash grain and futures market prices of all commodities, as shown in Table 6. There are also significant differences among the media in the kinds of commodities reported and the completeness of the reports.

Most AM stations report cash prices for market hogs, fed beef cattle and slaughter lambs; and many include feeder pigs, dairy and feeder cattle prices in their daily reports. However, less than one-half the AM stations broadcast cash grain prices, and even fewer report prices for futures market commodities.

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[9] Kroupa and Burnett, op. cit., p. 11.
[10] Bohlen and Beal, op. cit., p. 958.
[11] Randall and Florell, op. cit., p. 17.

The reports given for livestock also tend to be more complete than those given for cash grain and futures market commodities. Generally, most of the stations reporting a class of livestock, such as market hogs, give prices for all grades. Reports for grain, futures market commodities and other less commonly covered commodities are limited to the top grades or months only.

(Insert Table 6 about here)

The situation for kinds of commodities reported and the completeness of the reports given by FM stations is quite similar to that for AM stations. This is to be expected, because many FM station agricultural-market reports are simulcast from the parent AM station. A greater proportion of FM stations provide price information on poultry, eggs, cheese, milk and beef and pork bellies futures; although the reports for all commodities are generally less complete than those given by AM stations.

Television stations also give heavy emphasis to the cash livestock markets, but provide less complete reports on the average than radio stations. The TV stations do have some advantage in presenting cash grain and futures market prices, because while these prices are rather complicated to announce, they are relatively easy to visualize for comparision purposes. One should also keep in mind the small number of TV stations responding in comparing the attention television and radio stations give to the various commodities.

Another way of evaluating the job broadcast media are doing in providing complete agricultural market news reports is to look at the specific kinds of price information from different markets broadcast by the stations, as displayed in Table 7. The news wire services provide the stations with timely market news from the major terminal livestock markets and commodity exchanges. Likewise, market news from area and local markets is available via telephone. However, it is the news director or announcer who decides what kinds of price information from which markets will be broadcast.

(Insert Table 7 about here)

The most frequently reported kinds of market news broadcast by radio stations are the range of prices being paid for fat (slaughter) livestock and feeder stock, estimated receipts, and a review of the previous day's prices paid for fat livestock at terminal and local markets. These kinds of information are most readily available from today's wire service reports and yesterday's summaries from the terminal and local livestock markets. Little effort is required by the stations to gather,

interpret and report these kinds of market information on their early morning market news broadcasts. However, a much lower proportion of radio stations follow up with mid-morning and late afternoon market reports when these and other kinds of market information would be more timely.

FM stations report a greater number of opening and closing prices for terminal fat livestock, mid-morning prices for local fat livestock, and the top weights of different grades of livestock than do AM stations. TV stations emphasize the same kinds of market information reported by radio stations, but the fact that television market reports are confined to the early morning and noon hours limits the timeliness and usefulness of certain kinds of market news, such as mid-morning prices.

A comparison of the findings presented in Table 7 (which show the emphasis the broadcast media place on different kinds of market information) with the findings of a survey of 475 Wisconsin farmers (which showed the kinds of market information farmers want from the broadcast media) indicates that the broadcast media are doing a fairly good job of satisfying farmers' requirements.

The farmers listed as their top five market information requirements, a review of previous day's market prices, outlook on livestock numbers and prices, top weights of livestock of different grades, fat livestock mid-morning prices at terminal and local markets, and the range of prices being paid.12 Although increased attention to all these kinds of market information seems warranted, the broadcast media need the most improvements in presenting mid-morning prices for fat livestock at terminals and local markets, and outlook information on livestock numbers and prices. While the broadcast media must shoulder the responsibility for not having mid-morning reports, it should be noted that outlook information is not available on a daily but normally on a monthly basis.

Completeness and quality of market news reports are also a function of the sources and methods that stations use to obtain market price information.

Sources of Market Information

The news wire services supply the broadcast media with reports from the major livestock terminal markets and the commodity exchanges throughout the country. However, the stations are on their own when it comes to gathering local market news information. A major objective of this study was to determine how many stations use local price information, the sources of this information, and how it was obtained and broadcast.

12Kroupa and Burnett, op. cit., p. 14.

All Wisconsin stations reporting agricultural market news carry reports from specific terminal livestock markets, as shown in Table 8. In addition many use the Mid-Day Summary of prices reported at several terminals throughout the country. The terminal markets most often reported by the AM stations are Milwaukee (54%), St. Paul (41%) and Joliet (22%). FM stations also emphasize the market at Milwaukee (43%), St. Paul (56%), Omaha (28%), and Joliet (18%). Television stations report the same markets. About one-fourth of all the radio stations use the Mid-Day Summary.

(Insert Table 8 about here)

Local sources of market news include mainly packers, stockyards, auction barns, brokerage houses, cooperatives, and grain elevators. Price information from these local sources is of particular value to farmers planning to sell livestock or grain locally.

Over two-thirds (68%) of the AM, about three-fourths (72%) of FM, and more than one-third (37%) of the TV stations obtain price information from local sources, as shown in Table 9. The main sources are auction barns, stockyards and packers. Significantly, no station reported that it receives price information from local grain elevators, again indicating the broadcast media's general inattention to reporting local grain prices. One reason stations do not seek or report local grain prices is that the relatively large numbers of local grain elevators in any broadcast area makes it impossible to report prices being paid at all such markets. However, since most farmers need some basis for quickly determining the general level of prices being paid in their area, stations should consider reporting a range of prices being paid for grain at key elevators. Farmers could then determine where any one elevator's prices stand within the general range, and could also compare local prices with those being paid at Chicago or other central commodity exchanges.

(Insert Table 9 about here)

About two-thirds of AM, FM and TV stations obtain local market information by telephone and use it in several ways. Of those stations obtaining local market news by telephone, 10 percent of AM and 25 percent of FM stations broadcast directly from the source via a telephone hookup, as shown in Table 10. However, the largest proportion of AM (30%) and many FM (25%) stations taped the report for later airing, as shown in Table 11.

(Insert Table 10 and 11 about here)

Television stations almost exclusively take notes on local prices, and these are later read by the announcer. It should be noted that a relatively large proportion of AM (36%) and FM (31%) telephone reports are sponsored by local livestock markets, as shown in Table 12.

(Insert Table 12 about here)

Agricultural Staff and Advertising Revenue

What stations can do in the way of reporting agricultural market news is not only a function of the amount of air time allotted for the market reports, but also of staff time available to collect, interpret and report the news. Earlier it was indicated that only 15 percent of AM, 12 percent of FM, and 46 percent of the TV respondents completing the questionnaire identified themselves as the farm director. However, one-third of AM, over 40 percent (44%) of FM and 80 percent of TV stations reported a regular staff member is assigned general agricultural and market news responsibility, as shown in Table 13. This staff member for most AM, FM and TV stations spends 20 percent or less of his time gathering and reporting agricultural news and markets. Only five AM, two FM, and three TV stations reported having a full-time staff member who devotes 100 percent of his time to these duties, as shown in Table 14.

(Insert Table 13 and 14 about here)

In 1968 there were three AM, one FM and two television stations with a full-time agricultural news broadcaster or staff member. In general, most stations then had a staff member who devoted 20 percent of their working time, or less, to agricultural news duties.[13]

One possible reason more stations do not employ a full-time agricultural news reporter is that such a small percentage of total advertising revenue comes from agriculturally related businesses and organizations. Almost one-half (49%) of AM, 56 percent of FM and 60 percent of the TV stations estimate that agricultural revenues account for five percent or less of their total advertising income. Only 10 percent of the AM and FM stations thought it amounts to more than 25 percent of the total, while no TV stations thought it exceeds 15 percent, shown in Table 15.

(Insert Table 15 about here)

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[13]Kroupa, Burnett, and Meiller, op. cit., p. 22.

CONCLUSIONS AND RECOMMENDATIONS

The conclusion of this author is that Wisconsin broadcast media are doing a fairly good job providing agricultural market news programming. However, it is a service that could well afford to be expanded, and must expand if broadcasting is to remain a better servant to the farmers than the telephone.

Previous studies in Iowa and Wisconsin have shown that farmers want and need information that will aid farm marketing decisions. As mentioned, most wanted information was a morning review of previous day's market. The second most wanted report was livestock numbers and commodity prices. Other market reports wanted were top weights of livestock in different grades, fat livestock mid-morning prices at terminal and local markets, range of prices being sold, fat livestock opening at terminals, prices of feeder stock at terminal and local markets, estimated receipts, and cash grain prices.

Table 7, "Types of Agricultural Market News Reported by Wisconsin Stations," shows that broadcasters are doing a good job or reporting a review of previous day's prices on terminal fat livestock, ranges of prices for fat livestock and ranges of prices for feeder stock. About one-half (45%) of AM and FM stations report local market fat livestock. On the local level, broadcasting's best efforts are reports on local market feeder prices with about half of AM and more than one-third of FM and TV stations reporting. Table 6, "Types and Completeness of Commodity Reports Broadcast by Wisconsin Stations," shows that AM, FM and television stations are making good efforts to report cash prices for cattle, hogs, and slaughter lambs. However, considerably fewer stations maintain as good an effort for cash prices on poultry, eggs, grain, milk, cheese, other cash commodities or for futures.

From this comparison we can see that Wisconsin broadcasters are providing a fairly good report on terminal livestock cash prices. However, Wisconsin stations need to expand market news information on future prices and cash grain prices.

According to Kroupa and Burnett, few farmers use future prices for price hedging and speculation, and these practices can be beneficial to farmers. The question must be asked then, are few farmers using future markets because the information is not available? Or, is the information not broadcast because farm and news directors feel it is unwanted?

Outlook information is also a needed addition to market news reports. While USDA outlook summaries are presently available only on a monthly basis, broadcasters should seek out

more outlook data. On a daily or weekly basis, this kind of report on expected prices and numbers could greatly aid farmers in production and marketing decisions. Furthermore, this should be pursued on a local level. There is presently an overdependence of Wisconsin stations on larger terminal markets. Wire services provide such terminal reports conveniently and inexpensively. However, Kroupa and Burnett point out that such large terminal information is not useful to farmers. Many do not live near such markets, and terminal reports are often reviews of the previous day's markets. This lack of immediate local price information, via broadcasting, forces farmers to use the telephone for reliable, immediate price quotations.[14]

Another needed addition is the daily up-to-date mid-morning report. Presently, nearly all stations broadcast market reports in the early morning (5:00-7:00 a.m.) or at noon.

Early morning reports are the previous day's prices and are not useful for daily marketing decisions. Noon reports are too late in the day to begin trucking animals, even to local markets. Farmers need a mid-morning report from local markets, particularly local grain elevators. If market activity is not sufficient to provide exact prices, a price range could be provided. Local grain elevators could be helpful in increasing cash grain reports. Telephone reports directly from the elevators at mid-morning would add to present broadcasting services.

Another way of judging Wisconsin broadcasters' efforts is to compare the amounts of agricultural programming with the reported amounts of 1968 (Meiller) and 1963 (Huber). From this study we see a general decline in agricultural programming.

Most stations now spend less than 30 minutes daily on agricultural news programming. Over 40 percent of AM stations now broadcast 15 minutes or less of agricultural news on a typical weekday. About one-third of AM stations provided more than 30 minutes of agricultural news programming per day in 1973. This is a decline from the more than half of AM stations broadcasting more than 30 minutes per day in 1968.[15]

There are other trends in agricultural news programming which, unless reversed, may result in continued decline in agricultural programming. For example, more agricultural market reports are being aired as spot announcements. At the same time, fewer stations are sponsoring these reports, offering them as public service instead. There are fewer stations with a staff member devoting more than 20 percent of full time to report market news. Agricultural programming is now providing five percent or less in total advertising revenues from agriculturally

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[14]Kroupa and Burnett, op. cit., p. 19.
[15]Kroupa, Burnett and Meiller, op. cit., p. 3.

related firms. Thus it seems, public service market news reports will continue to displace agricultural programming that no longer draws advertising revenue.

Are Wisconsin broadcasters doing anything about this trend? At present, they are not. Broadcasters continue to report previous day's market reports that are available over the wire services. They continue to report primarily cash prices on slaughter cattle, hogs and lambs. Instead, broadcasters should develop methods of reporting current, up-to-date market reports. If general agricultural programming is to return, it should draw advertising revenue, if not from agricultural firms, then from other commercial sources. The author feels there are ways of developing strong programming that will draw such revenue.

Presently, many stations, especially television, do not report market news. Market reports should become a daily report of prices being offered at local markets for livestock, grain, poultry and eggs, fruit and vegetables. Cash grains and livestock and grain futures should also be offered. A weekly outlook should be offered, derived from a collection of telephone reports from local markets, auctions, stockyards, packers and grain elevators.

Reliable, immediate market information can be offered at mid-morning. More complete commodity reports, including reviews of previous day's markets, can be offered at traditional early morning hours, 5:00 a.m. to 7:00 a.m. Here, agricultural programming can be expanded, and sponsored. Again, in agricultural programming as well as markets, broadcasters should make efficient use of the telephone. Evidence shows farmers are using the telephone more and more. Broadcasters can and should bring current telephone reports to farmers working in fields or barns. Mid-morning reports should be promoted as the most current reports available.

The judgments made by the author are of course dependent upon the strengths and limitations of this study. There are ways this study could be improved by future investigators, primarily in the questionnaire and computer coding system.

The questions seeking information on the number of minutes of market and agricultural news programming need to be better defined. Some respondents confused general agricultural programming and market news programming. A few others thought they were inclusive.

The entire question seeking information on the frequency and completeness of commodity reports given by Wisconsin stations also discouraged some respondents. Admittedly, it appears long. Actually it is simple to complete. However, in the future, some explanation of its simplicity should be made, or portions of it deleted.

Some limitations were introduced into the study because greater detail was not possible. The present questionnaire already demands 130 different coding responses. Further detail risked a more complex and discouraging appearance. Coding detail in questions seeking a list of local sources used as telephone report sources and sponsors needs to be more specific. The tables completed from this data did not fully explain that we intended to show there were four possible sources of telephone market reports for each station.

Future research will be most valuable in determining if broadcasting can compete with the telephone. Can the same precise, up-to-date market information now provided by telephone be provided by mid-morning market reports? Can a system be devised for better outlook information, using local auctions, packers, stockyards and grain elevators? If farmers are provided with reliable futures prices, will they use the information for profitable hedging? Can broadcast stations that are not using a full-time staff member to broadcast market reports provide complete market information? On an experimental basis, can agricultural programming draw advertising revenue?

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TABLE 1

Minutes of Agricultural Programming Broadcast Daily by Wisconsin Radio and Television Stations[a]

Minutes per day	Sunday			Average Weekday			Saturday		
	AM	FM	TV	AM	FM	TV	AM	FM	TV
	(Percents)			(Percents)			(Percents)		
No Response/ none	83	85	100	2	2	27	27	46	64
1-15	12	10	--	44	39	55	32	26	--
16-30	--	--	--	23	34	9	23	13	--
31-45	1	2	--	7	6	--	3	2	9
46-60	1	2	--	7	5	9	3	2	27
61-75	1	--	--	5	3	--	4	2	--
76-90	--	--	--	4	5	--	4	3	--
106-120	1	2	--	5	3	--	4	5	--
121 or more	--	--	--	3	3	--	1	2	--
Total	100	100	100	100	100	100	100	100	100

[a]The appropriate N's are AM=78, FM=61 and TV=11.

TABLE 2

Minutes of Agricultural Market News Broadcast Daily by Wisconsin Radio and Television Stations[a]

Minutes per day	Sunday			Average Weekday			Saturday		
	AM	FM	TV	AM	FM	TV	AM	FM	TV
	(Percents)			(Percents)			(Percents)		
No response/ none	86	87	100	2	--	13	32	49	50
1-2	1	2	--	4	2	--	4	3	--
3-4	3	2	--	4	7	38	1	--	--
5-6	5	3	--	17	30	25	17	8	--
7-8	--	--	--	1	3	--	--	--	--
9-10	3	2	--	11	11	--	10	8	--
11-12	--	--	--	3	3	--	4	3	--
13-14	--	--	--	4	--	--	--	--	--
15-16	--	2	--	17	14	25	8	8	--
17 or more	3	3	--	38	31	--	24	20	50
Total	100	100	100	100	100	100	100	100	100

[a]The appropriate N's are AM=78, FM=61 and TV=8.

TABLE 3

TIMES PER DAY MARKETS ARE REPORTED[a]

Frequency	Sunday AM	Sunday FM	Sunday TV	Average Weekday AM	Average Weekday FM	Average Weekday TV	Saturday AM	Saturday FM	Saturday TV
	(Percents)			(Percents)			(Percents)		
No Response/ None	83	85	100	4	3	38	33	51	62
1 time/day	14	12	--	23	43	50	24	20	38
2 times/day	1	2	--	36	30	12	28	18	--
3 times/day	--	--	--	16	13	--	9	5	--
4 or more/day	1	2	--	20	13	--	5	7	--
Total	100	100	100	100	100	100	100	100	100

[a]The appropriate N's are AM=78, FM=61, TV=8.

TABLE 4

Percent of Wisconsin Stations Reporting Market News Each Hour Daily[a]

Time Period	Sunday AM	Sunday FM	Sunday TV	Average Weekday AM	Average Weekday FM	Average Weekday TV	Saturday AM	Saturday FM	Saturday TV
	(Percent)			(Percent)			(Percent)		
5:00 a.m.	--	--	--	27	20	--	18	15	--
6:00	5	5	--	60	54	38	41	38	13
7:00	4	2	--	24	20	--	13	11	--
8:00	--	2	--	8	4	--	6	7	--
9:00	1	3	--	4	2	--	--	--	--
10:00	--	--	--	3	3	--	1	3	--
11:00	--	--	--	6	5	--	--	--	--
12:00 p.m.	4	5	--	90	86	75	62	23	--
1:00	--	--	--	8	7	--	5	--	--
2:00	--	--	--	3	--	--	1	--	--
Other	1	2	--	19	13	--	4	3	--
No response	3	3	13	3	3	13	3	3	13

[a]The appropriate N's are AM=78, FM=61 and TV=8.

TABLE 5

Ways Wisconsin Stations Broadcast Agricultural Market News[a]

Ways	AM (Percents)	FM (Percents)	TV (Percents)
No Response	5	3	25
(a) part of regular agricultural news program	22	39	25
(b) part of regular non-agricultural news program	8	7	13
(c) spot announcements	14	13	13
(a) plus (b)	15	12	--
(a) plus (c)	17	8	13
(b) plus (c)	--	--	--
(d) all three methods used	19	18	13
Total	100	100	100

[a]The appropriate N's are AM=78, FM=61, and TV=8.

TABLE 6

Types and Completeness of Commodity Reports Broadcast by Wisconsin Stations[a]

Commodity	AM RADIO %Report (N=67)	AM RADIO %Report[b] All Grades/ Month (N=62)	FM RADIO %Report (N=53)	FM RADIO %Report All Grades/ Month (N=50)	TELEVISION %Report (N=6)	TELEVISION %Report All Grades/ Month (N=6)
A. CASH PRICES FOR [c]						
Market Hogs	91	81	94	84	100	67
Fed Cattle	96	84	92	86	100	50
Slaughter Lambs	90	77	74	58	83	33
Feeder pigs	76	65	62	52	83	50
Dairy cattle	84	69	58	52	67	50
Feeder cattle	82	69	68	58	100	50
Poultry	33	19	47	20	17	0
Eggs	49	31	64	32	33	33
Grain	39	27	30	20	50	0
Milk	16	6	32	6	0	0
Cheese	25	16	34	10	50	33
Vegetables (seasonal)	4	3	4	2	0	0
Tobacco (seasonal)	7	8	8	8	17	17
Honey (seasonal)	3	0	21	0	0	0
B. FUTURES PRICES FOR [d]						
Wheat	37	27	40	20	33	17
Corn	31	24	19	20	50	33
Oats	30	23	19	20	33	17
Rye	15	10	26	4	0	0
Soybeans	36	26	40	20	50	33
Soybean meal and oil	19	15	13	14	17	17
Beef	18	18	34	34	50	33
Hogs	15	15	15	14	33	17
Pork bellies	7	6	26	26	33	17
Eggs	12	11	9	8	17	17

[a]The lower N's reflect the unwillingness of respondents to complete all or part of this section of the questionnaire.
[b]Completeness is determined by whether stations report only the prices for top grades/month or prices for all grades/months for cash commodities and futures contracts.
[c]Cash prices are those being paid by markets upon the delivery of the commodity.
[d]Futures prices are those prices quoted futures contract by commodity exchanges.

TABLE 7

Types of Agricultural Market News Reported
by Wisconsin Stations

Types of Market News	AM RADIO (N=67) (Percents)	FM RADIO (N=53) (Percents)	TELEVISION (N=8) (Percents)
A. LIVESTOCK, POULTRY & DAIRY			
Terminal fat livestock:			
Review of previous day's prices	61	51	50
Opening prices	40	55	13
Midmorning prices	37	25	25
Closing prices	34	47	25
Local market fat livestock:			
Opening prices	22	19	38
Midmorning prices	22	32	25
Closing prices	28	21	13
Review of previous day's prices	45	26	38
Terminal feeder stock prices	49	47	63
Local market feeder stock prices	52	34	38
Terminal fat livestock estimated receipts or supply	49	40	25
Top weights of different grades of livestock	45	62	38
Range of prices for fat livestock	70	76	63
Range of prices for feeder stock	58	51	63
Dressed meat prices	13	13	25
Live and dressed poultry prices	19	38	--
Chicago egg prices	43	53	25
Local market egg prices	33	47	38
Egg futures	6	--	--
Live cattle futures	15	28	25
Pork belly futures	8	25	25
Chicago or Green Bay butter and cheese prices	42	51	50
Livestock Outlook numbers and prices	40	28	38
B. GRAIN AND OTHER			
Local cash grain prices	13	9	--
Chicago cash grain prices	48	30	38
Grain futures	34	38	38
Grain outlook production and prices	24	17	38
Soybean Meal and Oil futures	22	11	13
Fruit and vegetable prices (seasonal)	12	25	--
Tobacco prices (seasonal)	12	30	25
Fruit and vegetable outlook news	6	4	13
Dow-Jones industrial stock averages	70	43	75

TABLE 8

PERCENT OF STATIONS REPORTING LIVESTOCK PRICES FROM DIFFERENT TERMINAL MARKETS[a]

TERMINALS	AM (Percents)	FM (Percents)	TV (Percents)
Milwaukee	54	43	12
Joliet	22	18	25
St. Paul	41	56	25
Omaha	12	28	12
Indiana	4	7	--
National	8	8	25
Mid Day Summary	28	23	12
Others	42	38	25

[a]The appropriate N's are AM=78, FM=61, and TV=8.
Columns total to more than 100 percent due to multiple answers.

TABLE 9

PERCENT OF STATIONS USING DIFFERENT LOCAL SOURCES OF MARKET NEWS[a]

	Source A[b]			Source B[b]			Source C[b]			Source D[b]		
	AM	FM	TV	AM	FM	TV	AM	FM	TV	AM	FM	TV
	(Percents)			(Percents)			(Percents)			(Percents)		
No Response/None	32	28	63	69	82	82	87	92	91	95	95	88
Packer	8	10	12	3	--	--	1	--	--	--	--	--
Stockyards	17	33	25	5	7	18	3	3	9	--	--	12
Auction	19	13	--	3	2	--	3	2	--	1	2	--
Cheese Exchange	--	--	--	--	--	--	--	--	--	--	--	--
Grain Elevator	--	--	--	--	--	--	--	--	--	--	--	--
Brokerage House	4	5	--	1	2	--	--	--	--	--	--	--
Cooperatives	8	3	--	3	--	--	--	--	--	--	--	--
Other	13	8	--	17	8	--	6	3	--	4	3	--
Total	100	100	100	100	100	100	100	100	100	100	100	100

[a]Appropriate N's are: AM=78, FM=61, and TV=8.

[b]Source A is an AM, FM or TV station's first source of market news. Source B is an AM, FM, or TV station's second source of market news. Source C is the third local source. Source D is the fourth local source of market news.

TABLE 10

PERCENT OF STATIONS RECEIVING
AGRICULTURAL MARKET NEWS BY TELEPHONE[a]

	AM (Percents)	FM (Percents)	TV (Percents)
No Response	4	7	63
Yes	64	67	25
No	32	26	12
Total	100	100	100

[a]The appropriate N's are AM=78, FM=61, and TV=8.

TABLE 11

WAYS TELEPHONE MARKET NEWS REPORTS ARE AIRED[a]

WAYS	AM (Percents)	FM (Percents)	TV (Percents)
No Response	36	33	63
(a) broadcast direct via phone hookup	10	25	--
(b) taped and later aired	30	25	12
(c) notes taken and read by announcer	6	5	25
(a) plus (b)	6	5	--
(a) plus (c)	1	1	--
(b) plus (c)	3	--	--
(d) all three methods used	8	6	--
Total	100	100	100

[a]The appropriate N's are AM=78, FM=61, and TV=8.

TABLE 12

SPONSOR OF REPORTS RECEIVED VIA TELEPHONE[a,b]

SPONSOR	Source A			Source B			Source C			Source D		
	AM	FM	TV	AM	FM	TV	AM	FM	TV	AM	FM	TV
	(Percents)			(Percents)			(Percents)			(Percents)		
No Response or No Sponsor	64	69	88	81	80	88	85	87	88	86	90	88
Packer	4	2	--	1	--	--	--	--	--	--	--	--
Stockyards	1	2	--	--	--	--	1	--	--	1	--	--
Auction	6	3	--	--	--	--	--	--	--	1	2	--
Cheese Exchange	--	--	--	--	--	--	--	--	--	--	--	--
Grain Elevator	1	2	--	--	--	--	--	--	--	--	--	--
Brokerage House	--	--	--	--	--	--	--	--	--	--	--	--
Cooperatives	8	10	--	5	7	--	3	3	--	--	--	--
Other	15	13	12	13	13	12	12	10	12	12	8	12
Total	100	100	100	100	100	100	100	100	100	100	100	100

[a]Appropriate N's are AM=78, FM=61, and TV=8.

[b]Columns may not total 100 percent due to multiple answers.

[c]Source A is an AM, FM or TV station's first source of market news. Source B is an AM, FM or TV station's second local source of market news. Source C is the third local source. Source D is the fourth local source of market news.

TABLE 13

PERCENT OF STATIONS WITH STAFF MEMBER ASSIGNED TO REPORT MARKET NEWS[a]

	AM (Percents)	FM (Percents)	TV (Percents)
Yes	33	44	75
No	62	50	12
No Response	5	6	13
Total	100	100	100

[a]The appropriate N's are AM=78, FM=61, and TV=8.

TABLE 14

PERCENT OF TIME STAFF MEMBER DEVOTED TO MARKET NEWS[a]

PERCENT OF FULL TIME	AM (Percents)	FM (Percents)	TV (Percents)
None/or No Response	68	59	46
1-20% of Full Time	17	30	18
21-40%	3	3	9
41-60%	3	2	--
61-80%	3	2	--
81-90%	1	2	--
100% or Full Time	6	3	27
Total	100	100	100

[a]The appropriate N's are AM=78, FM=61, and TV=8.
Columns may not total 100 percent due to multiple answers.

TABLE 15

PERCENT OF TOTAL ADVERTISING REVENUE FROM AG-RELATED FIRMS[a]

PERCENT OF TOTAL ADVERTISING REVENUE	AM (Percents)	FM (Percents)	TV (Percents)
No Response	8	10	50
0-5%	45	53	25
5-10%	17	15	12
11-15%	9	7	12
16-20%	6	5	--
21-25%	6	3	--
More than 25%	9	8	--
Total	100	100	100

[a]The appropriate N's are AM=78, FM=61, and TV=8.
Columns may not total 100 percent due to multiple answers.