

# research in brief

## Getting Info to Apartment People

Giveaway bulletins haven't been credited with enough clout, although for years they've given us a measure of customer response to radio, television, and county office programs. Administrators lament their cost without counting their value in two-way communication.

Williams and Spangler at Michigan State University found that urban apartment dwellers preferred getting free bulletins about growing vegetables in containers (34%) rather than attending demonstrations (10%), even when free supplies were offered at the demonstrations. Only half of the people were aware of any such service from Extension.

Their study involved 1,200 apartments in 18 complexes in the Lansing area. Original contact was by letter, with a followup by telephone. Container gardening jumped from 9% to 58% among those getting information, while the control group showed no increase in interest.

The authors suggest that more effort be made to inform urban people of the Extension services available, and that more time and money be spent on home horticulture publications.

"Communicating Home Horticulture Information to Apartment Dwellers." Luran L. Williams and Ronald L. Spangler. Master's thesis, Michigan State University, East Lansing, 1976.

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