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**EXTENSION
MARKETLINE
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<http://extension.oregonstate.edu/catalog>

**Oregon State University
Extension Service**

EC 1170 / May 1984

What is it?

Oregon State University Extension Service and Oregon Public Broadcasting are jointly offering a new type of television program. *Extension Marketline* provides timely information to Oregon's agricultural community. Current news, weather, and market information is now available throughout the day on your home television set.

Extension Marketline is a full-screen text program that Oregon Public Broadcasting transmits with its regular picture and sound. The program is not visible on your television screen unless you first equip your set with a decoder.

Viewers throughout the state of Oregon who can now watch programs on the Oregon Public Broadcasting channels can now tune in to this new program.

How does it work?

The technology that makes this all possible was developed by the Public Broadcasting Service (PBS) as a way to provide text information on television sets.

Decoders are currently being used by thousands of people who rely on reading the dialog (captions) printed on the screen.

Signals carrying the program captions are coded into the standard public television signal. In the process of developing the captioning service, PBS built additional capacity into the system.

Presently, the captioning system can carry both these program captions for the hearing-impaired and two channels of additional information (*Extension Marketline* uses one of them).

You can watch either the captioning program or the text channels by connecting a decoder to your television set and selecting the caption or text information channel you want to see.

Program captions appear on the bottom of the television screen, while the *Marketline* program fills the entire picture area.

The decoder attaches to your television set in the same way as a cable television or external antenna connection. Once your decoder is installed, you can readily choose between the regular television program and *Extension Marketline*.

When you want to receive *Extension Marketline*, you set switches on the front of the decoder to channel one (C1) and text mode.

When you want to return to the regular television program, you move the switch on the decoder from the text setting to the television setting—and the picture immediately reappears.

What information is available?

Current information is provided by the U. S. Department of Agriculture Market News Service, The National Weather Service, Oregon State University Extension Service, and various commercial news agencies.

This means almost immediate access to weather, price, and market information of interest to farmers, ranchers, and agribusiness people in the Pacific Northwest. *Extension Marketline* includes these reports:

• Pacific Northwest markets for

Cattle, hogs, sheep

Oregon, Washington, Idaho feedlot and range sales
Portland Auction
Spokane Auction
Klamath Falls Auction

Grains

Portland Grain Exchange

Fruit and vegetables

Apples
Pears
Potatoes
Onions

• Northern California markets for

Cattle, sheep

Shasta Auction
Dixon Auction

Grain and hay

Stockton Grain
Northern California Hay Market

• Midwest markets for

Cattle, hogs, sheep

Summary of Midwest terminal markets

• Futures prices from

Chicago Mercantile Exchange

Live cattle
Feeder cattle
Hogs
Pork bellies

Chicago Board of Trade

Wheat
Corn
Oats
Soybeans

Minneapolis Grain Exchange

Soft white wheat

Kansas City Grain Exchange

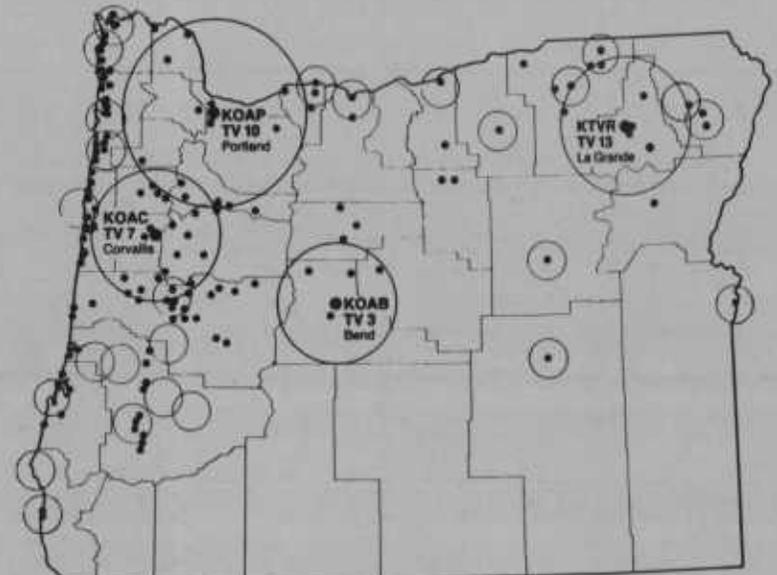
Hard red winter wheat

• Wholesale beef and pork prices from the

Midwest, Los Angeles, Northwest

• Oregon weather information on

*Short term and extended forecasts
Frost and severe storm warnings*



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Is the same information available elsewhere?

The information included in *Extension Marketline* is also available through more traditional sources such as newspapers, newsletters, codaphone recordings, and agricultural radio broadcasts.

An important consideration when evaluating this new program is the *timeliness* of the market news and weather reports. If traditional publishing and broadcasting methods provide "old news" by the time *you* get it, then they're no longer valuable tools that you can use in your daily planning.

Another way to evaluate the pros and cons of this service: how many personal contacts would you need to duplicate the variety of information sources provided on *Extension Marketline*?

How do I know whether I can receive it?

The quality of your television reception when you watch your Oregon Public Broadcasting channel should give you a pretty good indication of potential problems.

If your regular picture is clear when watching channel 10 (KOAP Portland), channel 7 (KOAC Corvallis), channel 3 (KNAB Bend), or channel 13 (KTVR La Grande), your reception of *Extension Marketline* should be just as clear.

What's the charge for this service?

Other than your initial purchase of the decoder, *Extension Marketline* is absolutely free.

The decoder is currently sold by Oregon Public Broadcasting for \$265. Sears, Roebuck and Co. also sells the decoder for less than \$300.

Some of the new television sets on the market include the decoder as standard equipment.

You can deduct the cost of the decoder as a business expense, by the way.

Where do I go for more information?

If you have questions about purchasing a decoder:

Oregon Public Broadcasting
2828 S. W. Front Street
Portland, OR 97201
(503)229-4892



If you have questions about the *Extension Marketline* program:

Extension Market News
Extension Hall, Rm. 219
Oregon State University
Corvallis, OR 97331
(503)754-2942

In 1983-1985 *Extension Marketline* is made possible through grants from the Oregon Wheat Commission and the Oregon Farm Bureau.

This publication was prepared by Steve Reed, Extension market news coordinator, and Carl O'Connor, Extension economist, Oregon State University.

Extension Service, Oregon State University, Corvallis, O. E. Smith, director. This publication was produced and distributed in furtherance of the Acts of Congress of May 8 and June 30, 1914. Extension work is a cooperative program of Oregon State University, the U. S. Department of Agriculture, and Oregon counties.

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