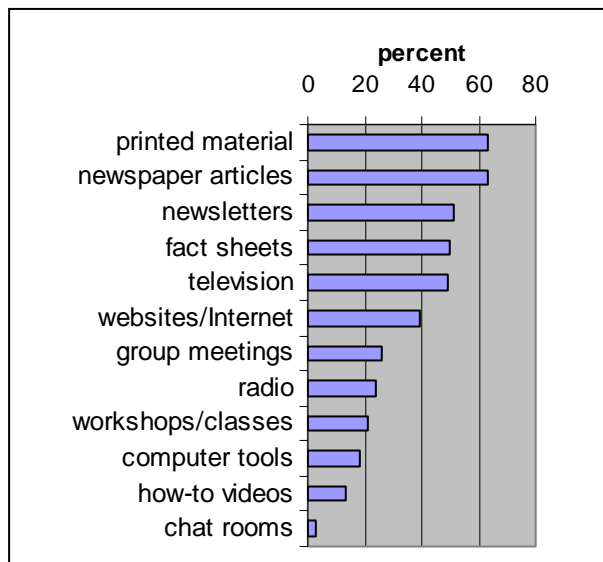


## Preferred Ways of Receiving Information

Residents of Lincoln County prefer to receive information in print form. This is most likely due to the fact that television is received from large cities far from the county, and radio station reception varies greatly due to the mountains and unstable local stations. There is a local newspaper, *The Lincoln County Record*, which reaches a high percentage of the population. For activities that require visual connection, face-to-face group meetings and workshops are more preferred. Computer resources were not highly chosen at this time, despite 56% indicating Internet usage as an information resource.

### Preferred forms to receive information by survey respondents



## References

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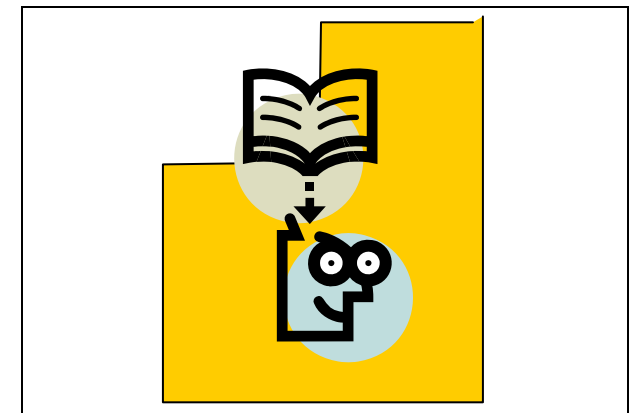
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University of Nevada  
 Cooperative Extension

Fact Sheet-06-86

# Communicating with Residents in Lincoln County, Nevada



*Information that will help you communicate more effectively with people in Lincoln County*

<http://www.unce.unr.edu>

## **Tools for Planning Communication**

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Information in this document can be used when identifying the best approach for communication with Lincoln County residents. Communication with people in a community can be more effective when you understand their interest areas, and the way and form in which they prefer to receive their information. This document outlines Lincoln County preferences by residents in which agency or people they want to learn through, in their areas of interest and in the form of receiving information.

## **Collection of Data**

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The information in this fact sheet is part of a needs assessment in Lincoln County that studied the type of educational programs desired; the form of program delivery (publications, classes, etc.); community needs, issues or concerns; individual or family concerns; youth concerns; and quality of life. A survey and then over 100 one-on-one discussions with key individuals were used as tools to collect the opinions of county residents on a full range of issues and to identify the needs in Lincoln County. Surveys were delivered to all post office boxes in 2004. Returned surveys represented 358 households and 875 people which equals 23% of the population in Lincoln County.

## **Information Sources**

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73% of respondents in Lincoln County, NV felt they knew where to obtain information. The majority indicated their local information on community issues and problems was gathered first from friends and then the local newspaper. Respondents indicated that they obtain general information or assistance from the following sources:

- Friends -73%
- Internet search-56%
- Relatives-53%
- Physician-50%
- Library-36%
- BLM-30%
- Minister-23%
- Fish and game-23%
- Health department-19%
- Community College-18%
- Cooperative Extension-17%
- County Road Department-16%
- Animal control and welfare-13%
- County parks and recreation-12%

The response of people gaining their information predominantly from friends and family supports communicating through one-on-one discussions with key individuals, because the general population follows the views and actions of community leaders in Lincoln County. Discussions with key service workers in the county indicated the most success in working with the county results from working with key leaders and individuals.

## **Interest in Educational Topics**

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Respondents expressed interest in programs on gardening, economic development, pest control, water quality, health and nutrition, and land resource management and planning. Information and education is desired in the areas of: horticulture, with about 30% willing to take a class and about 50% wanting printed material; community economic development, with about 20% willing to take a class and 45% wanting printed material; agriculture relating to pest control and water quality and, to a lesser degree, management, all mostly as printed materials; health and nutrition, 18% as classes and 28% as printed materials; natural resource management, 20-30% as printed and some as classes; youth information on jobs and education, 18% as classes and 27% as printed; family areas limited to health insurance and school readiness, but little interest in parenting information.

When communicating with residents of Lincoln County, it is important to remember that they place a high value on youth and family and the small town/rural way of life. Although they know that economic development is needed to provide better jobs and services in the area, there is a great fear of change occurring that will result in losing the friendly, relaxed lifestyle.