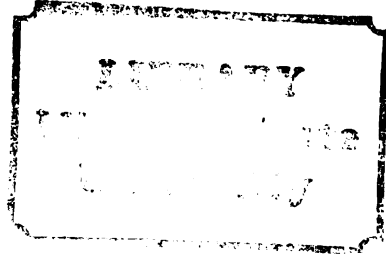


A COMPARATIVE PUBLIC IMAGE STUDY  
OF EDITORIALIZING AND NON-  
EDITORIALIZING TELEVISION STATIONS

Thesis for the Degree of M. A.  
MICHIGAN STATE UNIVERSITY  
ROBERT RAYMOND ZOOK  
1968

THESES





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## ABSTRACT

### A COMPARATIVE PUBLIC IMAGE STUDY OF EDITORIALIZING AND NON-EDITORIALIZING TELEVISION STATIONS

By

Robert Raymond Zook

This thesis is a public image study of two specific types of television stations, those that are editorializing and those that are not. The study was conducted on the local level and was inspired by an earlier national study conducted by Roper's Research Associates in 1967, which probed the area of public attitudes toward broadcasting generally. One of the areas studied was editorializing, and the results showed a definite increase in public acceptance of broadcast editorializing over the past ten years on a national scale.

Based on this trend, it was decided to conduct a similar study on the local level, but this time a more intensive approach would be taken to the subject area. The intent of the project was to compare the public image of editorializing television stations with non-editorializing stations in a single market. In this way it was hoped that some notion could be obtained as to whether editorializing was truly an enhancement factor in a station's programming. Another consideration in this research study was to determine whether the public image of a television station's editorializing was linked



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wholly or in part with the other news programming on that station.

The city of Grand Rapids, Michigan, was chosen as the research area. Three television stations penetrate the area, each of which represents one of the three commercial networks. WKZO, channel 3, is licensed to Kalamazoo and is affiliated with CBS; WOOD, channel 8, is licensed to Grand Rapids and is an NBC affiliate; and WZZM, channel 13, is licensed to Grand Rapids and is affiliated with ABC. Of the three stations, WOOD and WZZM editorialize, while WKZO does not. This arrangement provided nearly excellent conditions for this study, as two editorializing stations and one non-editorializing station were present.

Two types of questionnaires were used in this study, a personal interview and a general population questionnaire. The personal interview test instrument was used to interview the News Directors and/or the Editorial Directors of the three Grand Rapids area stations. The general population questionnaires were sent to the sample of 440 persons, chosen at random. This instrument contained both structured and open-ended questions.

The respondents were chosen by a systematic random sample. This sample was selected from the population residing within the Grand Rapids City Limits only. To select the sample, a telephone directory, published by the Grand Rapids branch of Michigan Bell Telephone Company, was obtained. The number of residential telephone lines was obtained, and the commercial lines were excluded from this research frame.

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The open-ended questions were coded and all questions were tabulated by a computer. Two cross-breaks were made in the data to discern any important relationships that might be relevant to this study. The two major divisions were 1) single-channel viewers versus multi-channel viewers, and 2) an age-group break down into five categories.

After a scrupulous analysis of the data was completed, these six conclusions resulted from the study:

- 1) There tends to be a genuine interest on the part of the public in the local and national news programming generally.
- 2) The over-all opinion of news programming quality tends to be positive.
- 3) The respondents indicated that they liked the non-editorial news programs, both national and local.
- 4) There tends to be a strong feeling that editorials help keep the public informed about their community.
- 5) The viewers appear to be attentive to the editorials, as they correctly perceived a high percentage of them as being devoted to state and local issues and a low percentage as being devoted to national and international issues.
- 6) The viewers overwhelmingly feel that broadcasters should editorialize for many different reasons.

These conclusions were then reformulated into a broader and more general conclusion:

Since the above mentioned six premises appeared to be true in the Grand Rapids area, it is strongly felt that editorializing tends to enhance the public image of a television station as a community agent.

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OF EDITORIALIZING AND NON-EDITORIALIZING  
TELEVISION STATIONS

By

Robert Raymond Zook

A THESIS

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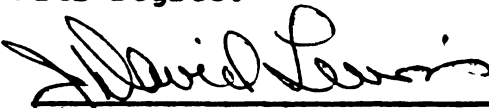
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## INTRODUCTION

At the time of this writing (1968), the United States of America faces one of the greatest challenges in its existence. Not only is the country involved in an extremely controversial Southeast Asian war in Vietnam in which few people can understand even why we are there, but this country also is fighting a score of domestic wars in the cities, the ghettos, and the political frontiers to mention only a few. Both major United States political parties have their own solutions to these problems with each major Presidential candidate taking his own stand on the issues and professing to uphold his Party's principles. One had only to watch the Democratic National Convention in Chicago during August 1968 to get some idea of the tremendous problems that are facing this country; for example, the right of peaceful protest versus mob aggressiveness, the fight over wording of the Vietnam plank in the Democratic Platform, and the range of opinion from complete military withdrawal from Vietnam to complete military victory by overpowering the enemy with brute force.

It is in this setting that the mass media find themselves at the present time. How will the media handle these problems? How will they report these events to the American people? Will

they or should they editorialize on them? Should the media reflect this country's internal disorders to our foreign friends? If so, how should it be handled? These are some of the questions that all media administrators must ask themselves.

Therefore, as we observe the mass media today, we can see that they are deeply embroiled in the nation's problems. They have been severely criticized (sometimes with good reason), and at other times they have been congratulated both by the general public and by their more vocal critics. Yet, there are still other occasions in which the media have merely supported the status quo and have been passive toward any changes.

The mass media today must make many decisions concerning their practices and their tactfulness in handling these national stories. The audience has become an over present factor in determining the way in which a broadcaster might handle an important story. The broadcaster has indeed kept his audience in mind more in recent times than ever before, and many of his decisions center around the public attitude toward his practices.

There is one practice on behalf of the broadcaster that deserves a great deal of consideration. For many years, "freedom of the press" has been exercised by all the media, and the public has expected the media to exert this freedom. Yet it has really gone beyond that point. The public has now translated this "freedom of the press" into their "right to know". It is, therefore, the duty of the press (in the eyes of the public) to properly inform them of all newsworthy

events. But what about the broadcaster's taking a stand on issues? Even though newspapers have editorialized on issues for many years, should broadcasters indulge in this practice? Does the public feel broadcasters should take this initiative?

In this thesis the erratic changes in public opinion toward broadcast editorializing over a ten-year period will be analyzed. Opinions have ranged from complete opposition through a period of partial acceptance to more complete acceptance of the practice at the present time, and all indications are that the public is tending toward an expectation of the broadcasters to editorialize.

Editorializing has become important in today's broadcast media. Some stations are editorializing because they feel an obligation to "speak out" and not always preserve the status quo; others are doing it because they feel that possibly the public wants them to do so; still others are editorializing because they want to join the bandwagon and keep pace with their competitors--they too are seeking a public image.

If we examine the other side of the picture, we see that there are still many stations who do not editorialize for various reasons, one being that they are afraid of possible dissent by their viewers. These stations also are seeking a public image--one that is positive, due to the decision to remain silent on any and all community issues. Still other stations are not editorializing, because they do not feel the proper responsibility to do so, possibly because of lack of

staff, lack of qualified researchers and editorial reporters, or a lack of finances.

One thing is clear, however. The decision to editorialize has been and is being considered by nearly all television stations in this country. It is a big decision to make, one that requires broadcasting administrators to take a great deal into consideration. It is hoped, therefore, that this study will help broadcasters to make that ever important decision.

The first thing we need to do, then, is to set the stage for broadcast editorializing. We must take a look at some of the challenges facing editorializing television stations, as well as what some key broadcasters are doing to meet these challenges.

CHAPTER ONE:  
BROADCAST EDITORIALIZING  
IN PERSPECTIVE

Up to the present time, editorializing by broadcasters has been a rather unique challenge. By its very nature, editorializing implies "taking a stand" on controversial issues. This can be in the form of a solo advocacy performance by one member of a broadcast staff, which is the most common method of editorializing; it can be in the form of a panel discussion in which the station questions the opposition and then takes a stand later; or there can be a variety of other less common forms. In any case, the feelings of the reporters may be expressed, but the ultimate responsibility for the consequences of a station's editorials lies with management. In still another instance, we have the documentary, which may be devoted to a controversial issue or problem facing the community. Here we can make a distinction between the factual documentary which merely makes the public aware of all sides and aspects of the problem and the one which does the above plus taking a side on the issue. In fact advocacy can take many different forms.

We have another type of specialty news reporting, known as the commentary. In this instance, the reporter usually gives his feelings on a current situation but does not advocate a course of action to the viewers. Closely associated with the commentary is the news analysis, which

merely presents all sides of the issue and says, "This is the story -- all sides of it; now you draw your own conclusions."

In all four of the above situations -- editorials, commentaries, news analyses, and documentaries -- there are possibilities for bias over and above the mere reporter bias reflected in the selection of news stories and manner of their delivery. In all these situations, advocacy can be present in one form or another ranging along a continuum of polar "ideal types" -- pure advocacy and pure non-advocacy. Hence, we can now see a great problem emerging -- one that has plagued broadcasters since they first won the privilege of editorializing. How can we advocate a particular point of view and still present a balanced view of the total picture? How can we be "fair", as it were, to all of our viewers, regardless of the particular point of view that they may espouse?

However, editorializing and the entire movement of broadcast advocacy are not or have not been existing in a vacuum. This is only part of a much larger phenomenon which will be called, for lack of a better name, "The Golden Age of Local Television". That is, local television is being viewed by more people with more serious preconceptions as to what they want from it. Within the local movement, consisting basically of news and public affairs, we see the role that editorializing is playing. In a survey conducted by Television Magazine in 1968, it was discovered that much more emphasis is being placed on local news coverage.

(Television, August 1968, p.116) To meet this barrage of increased local programming, local news staffs have increased their sizes. In this survey, which consisted of 151 stations that returned their questionnaires, 114 of them reported that they had expanded their staffs over the last five years. The average direct costs of local news per year as reported by the responding stations varied from 100,000 to 500,000 dollars; average indirect costs such as overhead ranged from 20,000 to 500,000 dollars. In addition it was found that there is some evidence that stations spending more money on local news tend to record more profits on their local news operations. Closely akin to an increase in straight local news programs, public affairs programs of all types have expanded, both nationally and locally. Furthermore, these local public affairs programs tend to be centered more on personal moral issues surrounded by controversy, i.e. birth control, venereal disease, etc., and on international controversial issues such as the Vietnam war (particularly since the advent of that War) than ever before.

In a report titled "Television and the Wired City" compiled for the National Association of Broadcasters by Herman W. Land Associates, it is said that television is presently in a state of transition from a passive conduit of entertainment and information to an active originating force in community life. That is, there is a much greater emphasis on "community-involvement" programs, particularly news-oriented, than at any time in the past.

With the increased emphasis on local news programming in the broadest sense of the word, broadcasters will have renewed responsibilities: editorializing will have to be studied again--and this time much more critically than before. Every broadcaster should ask himself this question: "If I am going to follow the road of advocacy with my broadcast facilities, will I be able to present a balanced picture of all sides of the controversial issues which I will choose?" And for those broadcasters who are already editorializing, they should be asking themselves if they are and have been providing balance to their editorial programming.

Such is the life of the editorializing television station. The great dilemma of advocacy and balance is a sticky one--one that deserves much attention and analysis.

### The Dilemma of Advocacy and Balance

Ever since broadcasters began feeling that they should be able to advocate just as newspapers do, they have found that what they thought was a right is truly only a privilege. They realized this "fact" when the 1940 "Mayflower Decision" of the Federal Communications Commission (hereafter referred to as F.C.C.) stated that the air waves were not to be used for advocacy.

Broadcasting then fought for the "privilege" of editorializing, something that its newspaper brethren have had for years without ever fighting for it. Broadcasting, in a word, wanted to "stand up and be counted"; to be among those



that could express a point of view on just about anything, whether the public agreed with the broadcaster's stand or not. Among some of the earliest pioneers in attempting to secure this privilege were H. V. Kaltenborn, Edward R. Murrow, and Eric Sevareid, who is at the time of this writing a commentator with the Columbia Broadcasting System.

The "Mayflower Decision" was tested in 1946 by Robert Harold Scott of California, who requested that the licenses of three California stations be revoked because they had refused to give or sell time to broadcast his atheistic views. He contended that the existence of a "god" of any kind was controversial and, therefore, fell under the "Mayflower Decision" of 1940. The F.C.C. upheld the practices of the station, denying that providing time for religious purposes was an editorializing act. (Emery, 1961, p.244)

Finally, after a great deal of pressure by the broadcasters, the F.C.C. reconsidered and overturned the 1940 "Mayflower Decision" by issuing a report on June 1, 1949. This report, in effect, gave broadcasters the privilege of editorializing, providing they offered opportunities for opposing points of view, not necessarily "equal time" to reply. (Emery, 1961, p.246) This, of course, was the root of the "Fairness Doctrine", which will be analyzed a little later. This report then gave broadcasters a new lease on life, a chance to advocate. One of the first broadcasters to assert this newly won freedom was Edward R. Murrow.

During the Korean War and McCarthy Era, an American Air Force Lieutenant, Lieutenant Radulovich, was suspended from that service because his father (a World War II veteran) and his sister were believed by the McCarthyites to be "left-wing activists" and in close association with the Communist Party. Here the old familiar "guilt by association" judgment was being applied to Radulovich. Murrow, realizing the complete absurdity behind this act of dismissing an honorable Air Force officer, broadcast an editorial program, advocating Radulovich's return to duty, and the Air Force reinstated him. (Friendly, 1967, p. 19)

I think it can safely be said that on a nation-wide scale the McCarthy Era was about the first real chance for broadcasters to tackle a problem that was well known nationally and take a stand on that problem. Again it was Mr. Murrow who was so instrumental in exposing the Senator to the public and in the process provided the rope for the Wisconsin Congressman to hang himself on national television. Murrow secured films and tapes of most of McCarthy's accusations for use on the CBS News series "See It Now". In the broadcast of March 9, 1954, excerpts of the McCarthy hearing were shown. Whenever the Senator would make an attack, Murrow would appear immediately thereafter and point out specific inaccuracies and misinterpretations of facts in McCarthy's statements.

In 1954 Adlai Stevenson attacked the Republicans on CBS, aiming most of his remarks at Senator McCarthy, and the Republicans, namely former Vice President Richard Nixon, answered Stevenson on the same network. (Friendly, 1967, p. 23)

In similar cases we can see where the advocacy-balance problem took on significance in other areas of controversy during the 1950's. Sponsors were often pressured to drop their sponsorship of controversial programs. One glaring example of this was Alcoa Aluminum's sponsorship of "See It Now" on CBS, previously mentioned. The format taken by the network in this particular program was essentially the same from program to program. That is, the network would take a controversial issue, and for a period of time (sometimes weeks) would present all the known facts surrounding the issue and then conclude by taking a stand. Some of these programs were not very "reserved", but were extremely controversial, affecting almost every American and his society. The public objected to broadcasting advocacy in this form and finally forced Alcoa to withdraw its sponsorship of the program.

Numerous other examples of the advocacy-balance problem have been demonstrated since the F.C.C. report of 1949. One was illustrated in a program titled "Statehood For Alaska and Hawaii", broadcast in March of 1958. This program was again shown on CBS, which took a negative outlook on statehood for these two territories, and again there was a responsible spokesman for the opposing view. Congressman Pillion of New York asked for and received an opportunity to state the positive side of the statehood question. However, in this instance another variable was discovered in the "advocacy-fairness" problem. Production costs, it was found, will often influence a program's continuance and the amount of effort that will be

allowable in "fairness replies". This factor may or may not be restrictive, depending upon the size of the editorializing operation and the number of responsible opposition parties allowed to give their respective viewpoints. (Friendly, 1967, p.95)

Another program example that stands out as being notorious in terms of news balance was called "Biography of a Bookie Joint", broadcast on CBS in 1963. This documentary insinuated that the Boston Police force was involved in some way in a Boston "bookie ring". The program, because of its censure of Boston police, naturally drew a great deal of public criticism. Therefore, the program was blacked out in the Boston area because of possible adverse consequences. However, one can surmise that there may have been some truth to the allegations, because within the next year there were some rather drastic changes (discharges and new appointments) in the police force, and many of the newspapers that were unfriendly to CBS in 1963 renewed their friendship in 1964 after the police reorganization. (Friendly, 1967, p. 142)

In turning to another area, we see how certain interest groups who sponsor newscasts tend to color that news and "upset the balance". A study was conducted in the Lansing area during 1954 and 1955, the object of which was to compare the contents of labor - sponsored and non - labor - sponsored newscasts. For this analysis, three programs were chosen, because it was felt that they represented enough contrast between labor and non-labor sponsorship to make this study conclusive. Also one of

the shows was the highest audience - rated news program for 1954 and 1955, Morgan Beatty.

The two labor - sponsored newscasts featured John W. Vandercook and Guy Nunn, while the non - labor show featured Morgan Beatty. The author of this study, Roy Nicoson, concluded that on the labor - sponsored programs, labor news items appeared nearly twice as often as on the non - labor show of Morgan Beatty. He also discovered that the labor - sponsored programs tended to utilize more time per show to present labor items than non - labor items. Among other conclusions, it was found that at least two news items were emphasized in each of the labor programs, while the Morgan Beatty Show (non - labor) offered these items only once. Along with this finding was the discovery that the two labor - sponsored shows were consistently more favorable to CIO policy than Morgan Beatty's presentation. Finally, it was found that Vandercook specifically and both labor shows generally reported more pro - labor items more often than did Morgan Beatty. Therefore, on the basis of the above tendencies of the labor and non-labor sponsored newscasts, Nicoson felt that the accusations against labor in the treatment of certain selected news items tended to be justified. He felt that there was definitely an imbalance in the news programs sponsored by labor slanted in a pro - labor direction (Nicoson, 1955, Abstract) He then raised the question in his thesis as to whether this might be happening in other areas of news sponsorship.

"Backgrounding" news stories is as important as the actual reporting of them. However, backgrounding commentary or any other type of interpretative reporting is even more important, because it lends itself to more credibility. This backgrounding is vital and it must be accurate, because if news background is detected as inaccurate or faulty by the viewer, the editorials certainly will not be accepted by him. On the other hand, the most ideal type of backgrounding will not be so long that it would bore the viewer. Therefore, one should strive for background accuracy, conciseness, and shortness in supportive news material. (Charnley, 1948, p. 303)

There is still one other point, however, that must be kept in mind when considering "backgrounding" advocative or interpretative reporting. Advocacy and interpretation, per se, are separated from background, primarily by what might be called the "qualitative judgment factor". Background is merely factual and should never be "slanted".

Prior to 1950 and on a smaller scale after 1950, broadcasters had been censured for giving their own point-of-view, because the audience felt the broadcasters lacked "objectivity". However, if the broadcasters thought that the F.C.C. and the audience were to be the only dissidents to their editorializing, they would be candidates for a rude awakening, because there was one other powerful group of influential people that had many strong feelings about editorializing. Boake Carter, an early network commentator, was one of the first to discover the power of this group of people, the broadcast sponsors. In

the case of Mr. Carter, his commentary occasionally crossed the thin line into editorializing, and this caused him to lose a sponsor permanently! In this case, however, the sponsor had already been dissatisfied with Carter's commentaries, and the sponsor loss might have occurred anyway, but no one knows for sure.

In another instance of criticism of the broadcasters for leaving the "strictly factual realm", Fulton Lewis drew criticism from people both within and outside the broadcast industry for leaning too heavily toward the National Association of Manufacturer's point of view. (Charnley, 1948, p. 311)

The procedure of researching editorials is certainly "all important" when deciding that a station is going to editorialize. John Booth, the General Manager of WCHA in Chambersburg, Pennsylvania, feels that station owners and management in addition to news people should have a knowledge of their community and certain factual information about it before writing the editorials. (Siller, Terkel, and White, 1960, p. 111) He also feels that once a station takes a stand on an issue, it should be willing to stick to that decision, regardless of community pressure. Espousing a similar philosophy is Dan Kops of WAVZ in New Haven, Connecticut, who feels that if you vacillate from your original position and bow to community pressures, you will be licked. In fact he editorializes more strongly and firmly on an issue in which he knows he is right, regardless of community pressure. (Siller,

Terkel, and White, 1960, p. 111)

In dealing with television, we all realize the potency of the visual element, particularly the use of films, as their impact makes it very hard to maintain balance in controversies. Viewpoints made with the aid of films are very hard to counter, and to achieve the greatest effect, film should be matched with film. An on-camera summary is effective when it is used as a makeshift counterbalance to film, but the editor should take the earliest opportunity to present the opposing view with visuals. (Columbia Broadcasting System, 1958, p. 96)

Here we can see that the visual element alone can be very prohibitive to keeping balance. Opposing parties must be given equal opportunities including equal facilities to expound their case.

Marlowe Froke of the Pennsylvania State School of Journalism feels that in broadcasting controversial issues, straight newscasts will have to be improved in presenting relevant information, i. e. depth reporting. People have to be attracted to factual programs such as documentaries, and often "attention-getting" and illuminating production techniques have to be utilized to accomplish this purpose. Also high-level discussion programs must be conducted to "objectively" analyze on the air all sides of controversial issues. Of course, in order to achieve these goals a station must have enough staff, money, and time to even consider getting into the area of advocacy. (Froke, 1959, p. 69)



As we examine the area of advocacy from management's perspective, we can see some definite views on the entire area of editorializing emerging. At the National Broadcast Editorial Conference held in Ann Arbor on August 3, 1967, it was found by the conference's research department that over two-thirds of the news and station executives felt that a station achieves "ideal news balance" by reporting factual straight news, offering a range of opinion about news issues, and giving its own editorial point-of-view after having done the first two activities. (National Broadcast Editorial Conference, Broadcasters and Editorializing:..., 1967, p. 2)

According to these executives, the most common reasons for editorializing were that the practice helps fulfill broadcasters' obligations as responsible members of the community, that it provides additional editorial viewpoints for people to consider, and probably their most important reason was that it increased the station's prestige.

About half of the executives stated they would tackle state-wide issues and those surrounded by great controversy. The managers felt that the subjects least likely to be editorialized on were those involving the endorsement of a political candidate or in general those involving an individual. A majority of the managers felt that they should stay away from national and international issues. (National Broadcast Editorial Conference, Broadcasters and Editorializing:....., 1967, p. 3)

It was also discovered that, in general, television editorializing is more prevalent than radio advocacy, and of the television stations that editorialize, four out of ten editorialize every day. Furthermore, two out of three radio stations editorialize between 6 and 9 A.M. and from noon to 3 P.M., and television stations editorialize mostly from 6 P.M. to midnight with the majority of these television editorials falling adjacent to newscasts or news blocks. (National Broadcast Editorial Conference, Broadcasters and Editorializing:....., 1967, p. 8)

It was also found that owners and managers are more likely to write, review, and deliver the editorials in radio, whereas the owner's role is considerably diminished in television. The television owner or manager will usually clear and review the editorial and will have it put on the air by someone representing management's view.

One of the big differences in balance is found in the amount of rebuttal time demanded on radio as opposed to television. Only 45 per cent of the radio stations were asked for opposition time to reply, while 70 per cent of the television stations were asked for the same. This seems to indicate that the public realizes that television is the medium with which to advocate, support or defend. (National Broadcast Editorial Conference, Broadcasters and Editorializing:....., 1967, p. 9)

Dr. David Berlo, Professor and Chairman of the Michigan State University Communication Department has had a few things to say about this practice of editorializing. He feels that

all stations should operate under the assumption that all editorials are news. They should provide new information, a new orientation, and a new outlook to the public (Berlo, 1967, p. 2)

Dr. Berlo also feels that the placement of wording in an editorial can effect the balance. That is, any information put at the beginning or end of a news sequence will have a higher likelihood of being remembered than information put in the middle of a sequence. (Berlo, 1967, p. 6)

If a station is going to endorse a political candidate, contends Berlo, that station should present all sides of all issues with which that candidate is concerned. He has generally criticized the media for presenting only those issues and only those sides of the issues that are in accord with the station's point of view. Likewise, the media will endorse only that candidate that tends to espouse nearly the same views as the station. He feels that this provides for a great imbalance in the presentation of issues, and it is only through the presentation of all sides of controversial issues that the mass media can hope to achieve any semblance of credibility or effectiveness when they decide to advocate. Finally, he advises making the public aware of issues of which it is not already aware, presenting all sides of these issues, then editorializing on them. (Berlo, 1967, pp. 8, 9)

As we continue our analysis of various broadcasters around the country who have been editorializing, we can see a wide range of philosophies toward the practice. Gene Dobson; Vice President and Manager of WTVT, Tampa, Florida; is a firm proponent of editorializing; yet he, like many other broadcasters, was afraid to do so earlier, because he felt that he would irresponsibly walk the thin line between "objective" reporting and advocacy. (NAB, Elements of Editorializing, 1962. p. 2) However, he does editorialize now, because he feels that regular editorial expression makes a broadcast station a molding community force, prestige accrues to the editorializing television station, the news side will gain more depth because of editorial activity, editorial research will often uncover valuable information for news stories, and finally he is of the opinion that viewers will attach more credence to the regular newscasts of stations also having an editorial opinion. In addition he feels that editorializing fulfills an F. C. C. requirement -- determining the needs of the area served by the station.

Mr. Dobson has made some remarks that tend to indicate a responsible approach to the practice. However, one could turn his reasoning upside down in one instance. He feels that editorializing lends more credence to the newscasts. It is felt that this is rather inaccurate in most cases, because if people watch the newscasts and feel that the station has thoroughly researched the editorials, presented all the facts and "balancing material" in the newscasts, then the editorials

will be given more credence, not vice versa.

John F. Dille Jr; President of WSJV-TV in South Bend-Elkhart, Indiana; feels that the broadcaster's arriving at the decision to editorialize has a direct bearing on the selection of subject matter. The motivation to editorialize must be based on the social responsibility doctrine. Broadcasters must have conviction and belief in what they are advocating.

Dille also feels that all editorials given in a community must have some local relevance; they must be related to the local scene. Furthermore, says Dille, a station should not choose the same subjects as other editorializing stations just to join the bandwagon. He said that he makes frequent use of the expository editorial, which merely draws a picture of a community problem and brings it to the community's attention. He feels quite strongly that lack of confidence, complacency, and inertia are the greatest obstacles to broadcast editorials on a national scale today. (NAB, Elements of Editorializing, 1962, pp. 4, 5)

Jack Jurey; editorial writer for WTOP-AM-TV in Washington D.C.; has what appears to be a well thought-out philosophy. He feels, first of all, that around 250 words is about the proper length for a good hard hitting editorial. His procedure is to use films, interviews, panel discussions, and documentaries (in addition to regular newscasts) to present the factual side of any controversial issue. None of the above programs advocate a course of action. After having done this, he will take hours, days, or even weeks to study the problem, formulate a point of

view, and then deliver it. He says he has had tremendous audience reactions to his editorials. (NAB, Elements of Editorializing, 1962, p. 6)

John Corporan of WDSU-AM-TV in New Orleans follows an editorial procedure, which is also very acceptable. Mr. Corporan has a four-man editorial board to help him put the editorial together only after lengthy research and factual presentation of all pertinent facts to the issue. (NAB, Elements of Editorializing, 1962, p. 7)

Mr. Fred Howink of WMAL-AM-FM-TV in Washington D.C. says he has had many experiences with opposing viewpoints and that he would allow and even encourage them to be heard, even if there was no "Fairness Doctrine". (NAB, Elements of Editorializing, 1962, p. 11)

Lee Ruwitch; Executive Vice President and General Manager of WTVJ, Miami; has summarized the whole responsibility area of editorializing the most succinctly: "I have some apprehension about irresponsible broadcasters who might return to their respective communities and editorialize without a real sense of responsibility; and freedom, someone once defined, is an opportunity for self-discipline." (NAB, Impact of Editorializing, 1962, p. 3) Ruwitch says that for him no satisfaction even comes close to that derived from editorializing.

Ben Strause of WWDC, Washington D. C., feels that the editorialist is responsible for interpreting events, advocating just causes, and entertaining his audience. Yet he has a very different approach to editorializing. He contends that often

the best editorial is the one he does not air. For example, he has had cases where a definite wrong had been committed in a community involving individuals. Rather than bringing these embarrassing situations before the public, the station's News Director merely told the parties that he had knowledge of the problem and would like to see it cleared up, or the station would editorialize on it. In numerous instances, the problem was corrected before it went on the air. (NAB, Impact of Editorializing, 1962, p. 5)

Finally, W. C. Swartley of WBZ in Boston feels the stations must be fair and just in their editorializing, remembering they are agents of the public domain. They must not editorialize for controversy's sake, says Swartley, and the public must be made to believe you have thoroughly researched the editorial before espousing a view. (NAB, Impact of Editorializing, 1962, p. 10)

However, there is one type of editorializing that many stations have refused to face and, therefore, have followed a "hands off" policy. This is the area of political editorializing. In a study conducted by the National Association of Broadcasters, it was disclosed that of the 39 per cent of stations editorializing, 11 per cent editorialize on political candidates. (NAB, Editorializing on Political Issues and Candidates, 1962, p. 2) All of this indicates that stations conducting this practice are clearly in the minority. A very recent study indicated that ten per cent of the total radio stations and nine per cent of all television stations editorialize. (National Broadcast Editorial Conference, Broadcasters and Editorializing, 1967, p. 9)

At the National Association of Broadcaster's Editorial Conference held in 1962, Commissioner Ford said he felt that broadcast stations had a duty to present all kinds of editorials, including political, to round out their public service commitment.

Mr. Ewald Kockritz of Storer Broadcasting felt that broadcasters should do more than just support a candidate. It should be done on a selective, systematic basis and done with good reason, i.e. supporting a candidate may be the natural result of several previously run editorials on given topics of a political nature. (NAB, Editorializing on Political Issues and Candidates, 1962, p. 6)

Mr. Anello, a member of the NAB General Council, feels that opposing candidates not favored in an editorial should be sent a script of the editorial and told that the station will make its facilities available. Most broadcasters seem to be in agreement that editorializing on a political candidate the night immediately before an election is a very poor practice because of the obvious lack of time for any opposing candidate to reply. (NAB, Editorializing on Political Issues and Candidates, 1962, p. 8)

The problem of achieving balance by an advocating television station has been very real in the mind of former NAB President, Le Roy Collins. In a dynamic speech to the North Carolina Association of Broadcasters, Collins warned all broadcasters against the "irresponsible few" in broadcast editorializing. It is these "few", says Collins, that are destroying the privileges of all the rest. He contends, therefore, that this very real threat



is not from outside the broadcast industry, but from within. Self-regulation is the real cure for this ailment. (Broadcasting Magazine; June 18, 1962; p. 60)

From the Congressional arena, there seems to be a "Warming trend" toward broadcast editorializing. There seems to be a general feeling that electronic journalists have as much right as the print journalists to editorialize. It is also generally admitted in Congressional circles that the commentary is an individual opinion (not necessarily management's) and, therefore, is harder to label formally. (Seavey, 1967, pp. 2, 3) Furthermore, most Congressmen feel it is good to editorialize only as long as both sides of the issue are presented. This very problem of imbalance is seen by some Congressmen as presenting itself in the area of riot coverage, both in editorializing and other areas. They feel that extremist views are taken too often without using enough, if any, counterbalancing material. (Seavey, 1967, pp. 9, 13) Later in this chapter we will examine the area of conflict between Negroes and the news media as well as a possible balance problem in Vietnam War coverage.

Former F. C. C. Chairman Newton N. Minow has long been an advocate of broadcast editorializing. He feels that the broadcaster has a duty to present many voices, sources, and viewpoints, and to express them responsibly if broadcasting is to take its place within "the communications firmament". (Minow, 1964, p. 151) Broadcasting's great challenge, says Minow, is to present news, views, and documentaries to the

public in the proper balance and proportion. The more voices that are heard discussing and debating issues, contends Minow, the better it will be for the American people. He is of the school which says that the broader the exposure of the American people to all sides of issues, the more informed and better able they will be to make decisions. One of Minow's beliefs is that broadcasters should air the so-called unpopular, minority positions, because they may at some time be majority positions. (Minow, 1964, p. 158) It is felt, however, that this may only be true in a few instances, and it probably should not be taken with the seriousness that Mr. Minow intended.

Now let us turn our attention to the broadcasters' handling of two very serious problems, which has come under great criticism from many Americans, political and otherwise. At the time of this writing, both problems are confronting the broadcasters head-on, and many do not know how to handle them. These two controversial areas--minority unrest and Vietnam war coverage--are often treated in one-sided presentations with a great lack of understanding by the media of these problems. Here the balance is upset simply by this lack of knowledge, understanding, and perspective--three definite prerequisites to any maintenance of balanced broadcasting.

In broadcast coverage of the controversial Vietnam war, we see an imbalance occurring between the coverage of the "blood and guts" aspects and the more subdued non-combat aspects (the so-called "other war"). (Zeidenberg, January 1968, p. 28) This appears to be a major criticism, since

about 60 per cent of Americans rely primarily on television for Vietnam news. The balance problem may be readily seen when we learn that many decisions as to what part of the Vietnam film is broadcast are made by network and local station officials who have been in Vietnam either in a combat or non-combat capacity. The reasoning is that these persons are considered to be the best qualified and most knowledgeable of what is really representative of the total Vietnam conflict. There is, indeed, a possibility that the "ethos" argument may not be as valid here as in many other areas of American life, because the possibility of "sensationalism" is still ever present. These individuals may be better qualified to judge what is really representative of the Vietnam picture, but there is still an overabundance of the combat aspects of the war and very little of the non-combat aspects. Therefore, there is still the possibility that even though these officials may be better qualified to judge what is really representative of the Vietnam action, they may not be putting this knowledge to use. The overabundance of "combat" reporting may be due to sensationalist tendencies somewhere in the decision-making process. Of course, there may be other variables which have been completely overlooked.

We see a similar problem in the coverage of minority groups, where the most exciting is not always the most representative. We can see one type of this imbalance in the form of Negroes being given very little or no coverage by

the mass media. One example of this particular problem occurred in St. Louis, Missouri, where that city's Negro leaders protested to the F.C.C. that inadequate attention was being given to Negro ghettos and their problems by three St. Louis radio stations. The Negroes' complaints were basically that the news coverage was so small as to be inconsequential and wholly inadequate. (Broadcasting Magazine; July 1, 1968; p. 40)

There are also some other ways in which the mass media have not given the proper perspective of the minority problem. During the summer of 1967, violence broke out on city streets throughout the United States, and often the term "riot" has been used indiscriminately to mean "racial disorder", racial imbalance, black-white incompatibility, etc. Hence, in a report issued by a Presidentially appointed Riot Commission, the broadcast media had one portion devoted specifically to them and their actions during the "hot summer of 1967". As strange as it may seem, not all of the broadcast media's actions were considered bad or improper; in fact, the Commission commended the media for behaving the way they did in certain instances. Yet, there was one major conclusion made by the Riot Commission that deserves attention in this thesis, as it relates directly to balance, perspective, and emphasis in reporting racial matters. The Commission concluded: "Television coverage tended to give the impression that the riots were confrontations between Negroes and whites rather than responses by Negroes to underlying slum problems." (United States Riot

Commission, March 1968, p. 369) In this case, we can't really say that the coverage was overabundant generally or inadequate generally, but we can say that in some instances the coverage emphasized the wrong things at the wrong times. This naturally provides an imbalance derived from a lack of understanding by the media of the true problem. This is another glaring example of a need for improvement in presenting the whole story as it is in relation to all of the elements involved.

#### Broadcasting and the "Fairness Doctrine"

In the report issued by the F.C.C. on June 1, 1949, that reversed the "Mayflower Decision", these remarks were made by the Commission: (NAB, Editorializing On Political Issues and Candidates, 1962, p. 3)

"...it is evident that broadcast licensees have an affirmative duty generally to encourage and implement the broadcast of all sides of controversial public issues over their facilities...."

This is the "price" that broadcasters had to pay for editorializing. This should not be construed to mean that all broadcasters consider it a price, because a little earlier in this chapter we saw that an administrator believed in providing balancing material for newscasts whether there was a "Fairness Doctrine" or not. No matter how we view this situation, however, all opposing viewpoints must be heard, if a station decides to enter the field of advocacy.

In this brief section then, let us examine the "Fairness

Doctrine" as a legal entity, and various attitudes toward it.

Mr. Charles DeBare, who is the Director of Legal and Business Affairs for the ABC Owned and Operated Radio and Television stations, defines the "Fairness Doctrine" in this way: (DeBare, 1967, p. 3)

"...it deals with the discussion of issues and provides that if a broadcast licensee permits its facilities to be used for the discussion of a controversial issue of public importance, it must afford a reasonable opportunity for the presentation of conflicting views on that issue...."

DeBare feels that the broadcaster has the responsibility of deciding what is controversial and of using "good faith and reasonable judgment on each set of facts in each specific case". He further states that the "Fairness Doctrine" deals with controversial issues, not political candidates, and, therefore, it should not be referred to as the "equal time law". In fact, he feels that the phrase "equal time" should be omitted from any discussion of the "Fairness Doctrine".

Mr. DeBare makes the usual distinction between "Section 315" and the "Fairness Doctrine," but he does underscore one important difference. "Section 315" does not require a licensee to "seek out", as it were, the opposing candidates, but the "Fairness Doctrine" requires the licensee to do something to insure that the opposing viewpoints are heard. Along these same lines, we can see that with the "Fairness Doctrine" the broadcaster can choose who will be the spokesman for the opposition, whereby with "Section 315" the broadcaster can not necessarily choose who will be the spokesman for the oppos-

ing political viewpoint. (DeBare, 1967, p. 4, 6)

DeBare feels that a broadcaster can use any format in presenting controversial issues, providing it is fair and balanced. However, he also is of the opinion that in some stations there is really no need for a rebuttal under the "Fairness Doctrine", because these stations provide for all views surrounding controversial issues to be expressed in various programs such as documentaries, "news specials", panel and discussion programs, newscasts, etc. (DeBare, 1967, p. 4, 8)

The question that many broadcasters ask and the problem that many face deals with how they can editorialize without feeling shackled by the "Fairness Doctrine". Charles DeBare concludes his discussion by answering this very question. He feels that if a station remembers the "public interest" and remembers that he is a public servant, licensed for that purpose, he will not feel "caged" by this legal clause. Instead his instincts will tell him to naturally inform the public of all sides of controversial issues. In this way, he will view the practice as a responsibility, not an onerous undertaking. (DeBare, 1967, p. 9)

To conclude this discussion of the "Fairness Doctrine," let us now examine one of the newest challenges to face the broadcast industry in this area. When the "Fairness Doctrine" was first set forth it was felt that the application would be made only to news events. However, this does not hold true at the present time, as this Doctrine has now been

applied to the commercial segment of broadcasting in general and cigarette advertising in particular. This new development all began when a young New York attorney, John Banzhof, filed a complaint with the F.C.C. against WNBC in New York. The complaint charged that this station was not balancing its cigarette advertising (which he considered to be a form of advocacy) with its anti-cigarette smoking announcements. Naturally the American Cancer Society had been putting pressure on the broadcast industry to run more public service announcements against smoking, but the "Fairness Doctrine" was not intended for this type of application. Yet, this young attorney had always sided with the minority faction of the F.C.C. in questions involving the extension of the "Fairness Doctrine" to cigarette advertising, because he felt there was an imbalance in this area. (Broadcasting Magazine; June 17, 1968; p. 38)

This is clearly a real threat to the broadcasting industry, because if the "Fairness Doctrine" can be legally applied to commercials, it may be conceivable that it will be applied to more "fringe" areas in the future. The "Fairness Doctrine" can be lived with and in many cases is used as part of the natural procedure of handling controversial issues. However, if the Federal Government persists in applying this Doctrine to areas other than news, there might be a tendency to revolt against the very purpose of the "Fairness Doctrine" as it was originally stated.



The final section of this chapter will examine the general attitudes of the public toward broadcast editorializing and the trend that has come about. There is very little information available about the general public attitude toward editorializing, and this next section will lay the groundwork for the more specific analyses, which appear in later chapters, of the public image study conducted in one Michigan market.

General Public Image Trends  
Toward Editorializing

"When controversial matter is fairly and calmly presented, the public recognizes it for what it is -- an effort to illuminate rather than to agitate.. ..Television and its use of editorials can fight the battle against ignorance, intolerance, and indifference on the part of the American public."  
(Murrow, 1958, p. 3)

This statement was made by Edward R. Murrow in 1958. It simply gives some guideline as to how people will "view" controversial matter when it is presented in its proper perspective with the proper background and the proper emphasis. But how do the viewers really feel about editorials? Do they believe them? Do they put faith and credence into the editorials and the editors? How does the general public image of broadcast editorials stack up against newspaper editorials?

First of all, let us examine the trends in broadcast news and editorials. Roper Research Associates tell us that television has increased its believability from 29 per cent in

1959 to 41 per cent in 1967, while newspapers declined on this variable from 32 per cent to 24 per cent during the same period. (Roper Research Associates, 1967, P. 11) Hence, television appears to be the more believable source over newspapers by nearly a two to one ratio. Naturally, this demonstrates very clearly the increasing responsibility that has accrued in recent years to broadcast news departments, particularly television.

The Roper Associates have also attempted to ascertain the public attitude toward television's "newer" services. For example, it was found that the percentage of people feeling that television stations should editorialize had increased nine per cent in 1967. (Roper Research Associates, 1967, p. 19)

Roper's Associates further discovered that more local television stations have broadcast editorials over the three-year period-- an increase of 14 per cent from 35 in 1964 to 49 per cent in 1967. (Roper Research Associates, 1967, p. 19)

In 1967, Mr. Roper added some new questions to his survey that were not present in his earlier studies. All of these new questions dealt with editorializing on political candidates, a specific area that had not been tapped by any research organization prior to this study. The first question in this series asked if television stations should recommend political candidates as newspapers do, provided they state that it is an editorial. Of the total respondents,

17 per cent answered "yes". This answer meant "yes" without any qualifications, except that the station had to state it was an editorial. When asked if television should recommend candidates but should be required to offer "equal time" to spokesmen for the opposing candidates, 37 per cent of the public answered in the affirmative. Finally, 37 per cent of the respondents felt that television should not recommend political candidates, while nine per cent didn't know or didn't answer. (Roper Research Associates, 1967, p. 20) Therefore, if we add the percentage of people wanting television to editorialize with their only stipulation that the editorial be so labelled, and the percentage of people wanting the opposition to have "equal time", we arrive at 54 per cent of the people having a positive attitude toward television's recommending political candidates (with or without qualifications), while 37 per cent tend to take a negative view of any candidate endorsement on television.

By the above analysis of general public image trends in editorializing, we can conclude that the public is, indeed, more than "luke warm" toward broadcast editorializing. Also this warm public feeling toward editorializing is not static; it is dynamic and becoming stronger each time the public is polled. People seem to want television to be active in and to take part in community affairs.

Briefly then let us summarize what we've said thus far in this first chapter. It goes without saying that the entire

subject of broadcast advocacy and balance is a very important one in our complex society, where there is an increased input of information and much more opportunity for confusion. It can be safely concluded that balance must prevail in all news programming before a station can editorialize and have the people believe these editorials. This means that straight news stories, news analyses, commentaries, and documentaries must all be factual, containing information in support of all sides of the issue. After this balance has been achieved, then, and only then, can we editorialize and be reasonably assured that the editorials will be more credible to the viewers. This, of course, means that the other variables such as manpower, responsibility, and finances must all be up to standard. It is felt that this conclusion would also apply to political advocacy, a very challenging endeavor.

We then took a brief look at the "Fairness Doctrine" and saw how it was being applied in broadcasting. We also discovered that today this Doctrine is possibly being abused, as it is presently being applied to the broadcasting of commercials. Many stations are living with this Doctrine as though it were merely the legalization of a necessary activity, while others are neutral or opposed to it.

Finally, we saw how the public feels about the believability of television news, television editorializing generally, and the endorsement of political candidates. In the first two areas there have been significant increases, and the

third area has over 50 per cent of the respondents taking a favorable attitude toward the question.

It is this very change in general public opinion, therefore, that has prompted this author to consider in detail the reactions of the public toward television editorializing on the local level. That is, we must break down into finer elements the general increase in the national public acceptance of editorializing. We must attempt to analyze and determine how seriously this new body of data should be taken. It is no longer felt that this general trend should be ignored, particularly in the local areas.

We must look at this independent variable of editorializing and decide whether or not it tends to be a significant variable among many that may enhance the public image of a television station. Furthermore, we will attempt to compare the results of questions dealing with editorials with those of questions concerning local news to see if there is a correlation between the two news elements. Along with these attempts, we will also examine the attitude of the public toward editorials dealing with community problems. In other words does the public really feel that editorials are worth having on television? These are the points that will be stressed in the hypothesis which follows.

#### The Hypothesis

If a viewer reacts favorably to a television station's

non-editorial news programming, and if that station's editorials are, in fact, controversial and of direct concern to each area viewer, then editorializing will enhance the public image of a station as a community agent.

#### Definition of Terms

"viewer reacts favorably"--the act of a viewer of a given television station being for the most part satisfied with most of the programming emanating from that station

"non-editorial news programming"--all information and general programs labelled as newscasts that are non-opinionated on behalf of the station, its staff, or other interested parties of the station

"editorials"--the statement of an opinion on an issue

"controversial"--pertaining to an issue containing more than one side or opinion

"enhance"--to raise or make greater in value, desirability, or attractiveness

"public image"--the way the population of the defined research area feels about the station "in toto"; the reaction of the public to the television station in question

"community agent"--a station that places its emphasis on the surrounding community and involvement in the community; a station that is felt by the public to serve the "community interest"

It is felt that the results of this study will be helpful to many administrators in the broadcasting industry. Many stations, both radio and television, have spent a great deal of money in hiring editorial researchers, special editorial reporters, and in some cases special persons to sit on an "editorial board" which passes judgment on certain editorial topics and the wording of these editorials. The broadcast industry then should be made aware of how these editorials

are being received by the public.

In the next chapter and throughout the rest of this thesis, we will examine the public attitude toward editorializing in the research area. We will not examine editorializing solely in a vacuum, however, as we want to determine how it interacts with the other local news and public affairs elements within each station. First let us examine the community, its people, and its geographical setting.

## CHAPTER TWO: THE GEOGRAPHICAL RESEARCH AREA

The city of Grand Rapids, Michigan, was chosen as the research area for this study. In selecting this city, many different variables were taken into consideration, a few of which will be outlined in this chapter.

Grand Rapids is located on the western side of the state. It is the third largest city in Michigan, with Detroit and Flint being the only larger Michigan cities. Grand Rapids has a wealth of industrial resources, particularly furniture-making, and this explains the city's nickname, "The Furniture Capital of America". Other industries in the area include metal, lumber and paper products, machinery, paints, refrigerators, automobile parts and accessories, and plumbing fixtures. (Crowell-Collier Educational Corp., 1967, p. 171)

The population of the Standard Metropolitan Statistical Area (SMSA) of Grand Rapids is about 450,000, including Kent and Ottawa Counties. The city is a popular convention site, and many newsworthy events occur within the area.

This city is also a busy transportation junction, containing major highways such as Interstate 96, U.S. 131, M-21, M-37, and M-45. The city also has access to a large airport serving most of western Michigan--the Kent County



Airport.

The city has a very adequate mass communication system, which will be examined in more detail in the next chapter. The city has two television stations licensed to it--WOOD and WZZM-TV. Both studios are conveniently located near the downtown area. There is also a third station serving the area which is licensed to Kalamazoo, a city of about 100,000 population located some 35 miles from Grand Rapids. The signals of all three stations tend to be about equal in strength, and all three major networks are represented.

This particular city was selected, first of all, because of the types of television stations penetrating that area. That is, two of the three stations editorialize, while the third one does not. This would enable the making of comparisons between the stations, using editorializing as an independent variable. Secondly, it was found that all three stations have strong local news departments, enabling the treatment of these three stations as strong competitors on many different scales. Thirdly, this city is large and active enough to classify it as a "newsmaking metropolis", making it a good setting in which to study the television stations and their behavior, particularly in the news arena.

At first glance, this western Michigan city might look like any other city of comparable size, but indeed this is not the case. Grand Rapids, unlike many other communities, is quite conservative in its outlook toward most things. It

encourage conformity on a large scale and hails tradition as a great teacher. In talking to many persons from the Grand Rapids area, however, the impression was received that the community is beginning to lose some of its conservatism. Some people attribute this liberalization to the broadcasters in the area, who have advocated some changes in local government policy and in other areas. Whether or not the broadcasters are really this influential, can not be stated with certainty because of a lack of evidence in this area.

Grand Rapids has another somewhat unique feature which appears to carry a lot of influence in the way these people behave. Information derived from visits to the city and questionnaires shows that the community is quite religious, and it holds these values to be of supreme priority. One of the largest religious sects in that area is the Dutch Reformed Church. This is only natural since a rather large proportion of the population is Dutch, German, and Scandinavian.

The stronger religious sects don't hesitate to inform inquirers that they are strict adherents to the "pure and wholesome life". That is, many of them do not even own television sets, because they feel that they are the works of "satan". They further feel that television contaminates the mind by its emphasis on violence and completely negates God's teachings of brotherhood and love. If any of these people do own television sets, they will watch only religious and cultural programs; i.e. "Billy Graham," "This is the Life," "The

Catholic Hour"; "fine arts" festivals; etc. These individuals have no use for local news, national news, editorials, or any electronic entertainment.

Indicative of the conservatism of this community is a true story that was related by a graduate school colleague who has lived most of his life in Grand Rapids. He said that a friend of his had moved to Grand Rapids from a typical large community, and one Sunday morning he got his lawnmower out of the garage, started it, and proceeded to mow his lawn. Apparently the mower had not been running more than 30 seconds, when several of his surrounding neighbors came over to his yard and formed a circle around him. He turned off the mower and asked what was wrong. They promptly informed him that in that particular neighborhood and in Grand Rapids generally, the residents do not mow their lawns on Sunday! They were very emphatic with their demands, and there was no room for misunderstanding. He, therefore, put his machine back into the garage and went into the house to read the Sunday paper. It was later discovered that the community frowns upon any business being opened on Sunday, including super markets and drug stores.

There is one other characteristic that should be mentioned. It was found that most of the people have lived in Grand Rapids for four years or longer, and they plan to remain there for three or more years. In fact many respondents indicated they had lived there most of their lives and would continue to live there forever! There was

an over-whelming percentage of people in these categories, and the phenomenon will be discussed further in a later chapter.

It was mentioned earlier that Kalamazoo, Michigan, is located about 35 miles from Grand Rapids. There are also several other cities that are within 75 miles of Grand Rapids-- Holland, Muskegon, and Battle Creek. Holland is a heavily Dutch populated community; Muskegon is a medium-sized port city on Lake Michigan; and Battle Creek is a city famous for the packaging of cereals. These three cities are all of paramount importance in discussing Grand Rapids and the three area television stations.

Grand Rapids also has several suburban areas which figure into this study and are significant in discussing the viewing area of these stations. Some of the larger suburbs include Wyoming, Comstock Park, Grandville, Walker, and East Grand Rapids.

This will give us some idea as to the make-up of the Grand Rapids area and several of the unique features that we can keep in mind in studying the television stations and their public image. In the next chapter we will look specifically at the three area television stations and analyze their function in the community, their backgrounds, and especially their respective news department philosophies.

CHAPTER THREE:  
THE GRAND RAPIDS AREA  
TELEVISION STATIONS

Before the questionnaires were sent out to the population sample, it was necessary to interview the News Directors of the three Grand Rapids area stations to discern if there were any variables in their programming that might influence the respondents. Some of these variables included strength of transmission signal; color transmission; elaborateness of the news and editorial presentation; placement of news, weather, and sports within the news block; etc. It was felt that after having known these possible influential variables, one could construct a questionnaire designed to bring out any possible public opinion that may exist toward these variables. The purpose of this chapter then is to take a look at the three stations from this standpoint, keeping in mind these and other possible variables.

As was mentioned in the previous chapter, Grand Rapids has a total of three television stations penetrating that community, two of which are licensed to the city and the third of which is licensed to Kalamazoo. The two Grand Rapids stations; WOOD-TV, channel 8 and WZZM-TV, channel 13; are affiliated with the National Broadcasting Company (NBC) and the American

Broadcasting Company (ABC) respectively. The Kalamazoo station; WKZO-TV, channel 3; is affiliated with the Columbia Broadcasting System (CBS).

As to the reception of these stations by the Grand Rapids residents, it seems to be very good. However, something should be said about location of the transmitters to outline the coverage areas of all three stations. The WOOD transmitter and that of WKZO are quite close together; hence, their coverage areas nearly overlap. Both stations reach Grand Rapids, Kalamazoo, Battle Creek, Holland, and other communities. On the other hand, WZZM has a very serious transmission problem. Its transmitter is located northwest of Grand Rapids toward Lake Michigan. About half of their signal covers Lake Michigan with the other half including Grand Rapids and northern areas. They do have a translator in Muskegon, however, to help boost their signal. They seem to cover Muskegon about the best of any of the stations, and they even have a separate studio in the community to cover its events.

Before examining each individual station, however, let us take a look at the general placement of these stations within the community. First of all, WKZO, and WOOD have been serving the area the longest; both were "pre-freeze" stations. WZZM is the newest station, having been on the air since November 1962. WOOD is the oldest Grand Rapids station, and, as we might expect, is the most conservative of the stations. It was predicted before beginning this study that WOOD would have a large audience loyalty, and this was cer-

tainly the case.

We will now analyze each television station penetrating that area, including the ownership of each station, its general news policies, and its editorial policies (if it editorializes).

#### WKZO-TV

In the broadcast industry, we find that many owners are also involved in other interests; indeed, this is the case with WKZO-TV, channel 3, Kalamazoo. WKZO-TV is owned by Mr. John Fetzer, who also owns a major league baseball team, the Detroit Tigers. Mr. Fetzer's broadcast organization (Fetzer Broadcasting) is composed of three AM stations, 2 FM stations, and 5 VHF TV stations.

WKZO-TV has a total employment of 100; however, some of these people also work in radio.

Mr. Fred Douglas is the News Director of WKZO-AM-TV, and he is the gentleman with whom this author corresponded. He said there were six major departments within the television facility: 1) News Department, 2) Public Affairs Department (separate from but cooperative with the News Department), 3) Film Department, 4) Engineering Department, 5) Television Production Department; and 6) Sales Department. The "Engineering Department" is the only one that is unionized.

Mr. Douglas stated that the present lines of responsibility from the News Department to the higher administrative organs have been in existence since 1963. Since that time, the News Director has been responsible to the Operations Director

and the Television Manager.

Mr. Douglas described his duties as "mainly administrative in directing the efforts of the staff organizationally and policy-wise". His only "on-the-air" appearances include his hosting of an in-depth news interview on radio twice per week; his delivering an editorial on radio a couple of times a week; and his hosting of an in-depth panel news interview show on television once a month.

The station broadcasts in full color: local, live, film, slides, and network. However, they possibly do not use as much color film as they are capable of using because of the necessity of sending it out for processing. This is both time-consuming and expensive, according to Mr. Douglas.

There are nine full time news and sports people employed plus one part time employee, ranging from 21 to 45 years of age. All of these people can write, edit, report, and film. In fact, if any of these people can not do all of these things, he is trained until he can. Douglas said that from one to four persons would ordinarily cover a story, depending upon whether film was used and then whether it was silent or sound on film (SOF). Two color polaroid cameras are also used for stories requiring still photographs.

This particular research period occurred less than one year after the 1967 Detroit riots. Therefore, it was felt that it would be important to inquire into the policies of the Grand Rapids area television stations to determine their handling of riot situations. In the case of WKZO, Mr. Douglas



said that the first step is to gain a confirmation or denial of a reported "civil disturbance" from the chief of police, sheriff, or State Police. If the disturbance is confirmed, there will be no mention of the problem "on the air" until a news crew has been dispatched to the scene. This crew, according to Douglas, consists of two newsmen and for security, an armed, plainclothesman. The WKZO policy on reporting this disturbance to the public is as follows: If, and only if, the disturbance has mushroomed out of control and if in the opinion of the News Director the disturbance has reached riot proportions and is of direct and immediate danger to persons in or enroute to the area, then the Fetzer organization will report fully on the disturbance as it is happening. Otherwise, it will be withheld from the public until the disturbance is quelled.

WKZO subscribes to the Associated Press, and they use approximately 80 per cent of the material on the state wire. Nearly all of this material is rewritten for television use and is given a local "slant" whenever possible.

The newscasts, both local and network, are spread throughout the day. The network newscasts are from 7:30 to 7:55 A.M.; 12:25 to 12:30 P.M.; 3:25 to 3:30 P.M.; and 6:30 to 7 P.M. The local newscasts are from 7:55 to 8 A.M.; 1:20 to 1:30 P.M.; 6 to 6:30 P.M.; and 11 to 11:30 P.M.

The local news blocks at 6 and 11 P.M. are arranged differently. WKZO leads off with sports from 6 to 6:05 P.M., followed by weather from 6:05 to 6:10 and business news from

6:10 to 6:15, and the half hour is concluded with state and regional news from 6:15 to 6:30. At 11 P.M. they begin with all levels of news from 11 to 11:15, weather from 11:15 to 11:20, and sports from 11:20 to 11:30. There is a heavy concentration of local news concerning only Kalamazoo. The News Director said that usually as many commercials were run as the NAB Television Code will allow during both blocks.

The set for both major local news blocks is highly visual. This included a dominant blue setting with an impressive desk arrangement. Four men are used during each of the two major local news blocks. The six and eleven o'clock formats are the same except for a reduction of the business news at 11 P.M.

The pre-emption of programming time for special news events such as documentaries and news bulletins was a topic of special interest. Douglas said that under most circumstances he had the power to do so. When it comes to pre-empting time for documentaries, the News Director and the Public Affairs Director make arrangements and have joint powers in the pre-emption.

On the topic of documentaries, WKZO has done some very impressive ones, dealing with topics from Job Corps riots to tornado problems. Documentaries are usually done once every couple of months, varying according to need, as determined by the News Department. During the research period of this project, WKZO did a documentary on race relations in Kalamazoo,

delving into past race skirmishes in that city. It was run adjacent to one part of a CBS Summer 1968 documentary series titled "Of Black America".

Of the three Grand Rapids area television stations, two editorialize and one does not. WKZO-TV is the station that does not indulge in the practice. Douglas was asked why he did not feel it necessary to editorialize. He said that WKZO-AM does editorialize quite often but that the television station does not do so for various reasons. First of all, WKZO-TV used to editorialize and they have considered doing it again. However, it was his feeling that there were many questions a News Director had to ask himself before beginning this practice, one of which concerns the station's involvement in local affairs. He then questioned the advisability of sticking only to local topics and some state topics. Finally, he was skeptical of some of the latest Supreme Court decisions concerning opposition replies under the "Fairness Doctrine". He did not feel that the Court was always consistent in its decisions, and this vacillating did not give editors firm ground on which to stand.

#### WOOD-TV

This station is not only the oldest of the three stations being analyzed in this study, but it is also the largest, both in financial and employment terms.

Along with WKZO-TV, WOOD was one of the "pioneer, pre-freeze stations", which began broadcasting on August 15, 1949.

It operates on channel 8 and is affiliated with NBC. This station is owned by Time-Life Incorporated and has retained that ownership since 1957. This, of course, is the same ownership as Time-Life Publications in New York.

Time-Life Incorporated owns four AM stations, four FM stations, and five VHF television stations spread over the United States. WOOD-AM-FM-TV are the only Time-Life owned stations in Michigan, however. The television station broadcasts in full color.

The television facility alone employs about 90 people, 20 of whom are active in both the radio and television news departments.

Within the television facility there are eight major departments below management: 1) Sales, 2) Engineering, 3) Programming, 4) Production, 5) Traffic, 6) Continuity, 7) News, and 8) Public Affairs.

The News Director, who was the research source for WOOD-TV, is Mr. Richard Cheverton. In terms of responsibility, the News Director reports directly to the General Manager of Radio and Television for matters concerning policy, and he reports to the Radio Manager or TV Manager for all other matters.

Mr. Cheverton defined his duties as basically administrative with little air work. He is frequently sent around the world to participate in broadcast projects in addition to his local duties. He delivers most (over 95 per cent) of the

WOOD editorials, and he is the only spokesman for management in these matters. He also participates in some documentary writing when his assistance is needed.

There are about 20 persons in the WOOD-TV News Department at the time of this writing; however, Mr. Cheverton said that plans were underway for an expansion program in his department. This included the services of a Negro trainee. The ages of the news personnel ranged from 21 to 52 years.

The News Department is active in the community in terms of being aware of community needs, wishes, and over-all problems; however, the news personnel are not encouraged to join any clubs or organizations, whereby their reportorial objectivity might be hampered in certain instances. They do, however, make personal appearances at group meetings, and their roles as reporters are recognized as such by the community.

In the case of WOOD-TV all of the news personnel are trained photographers, writers, editors, and reporters. Versatility is important, so that any newsman can tackle any type of news story. From one to four people will cover a story, depending upon its importance and the amount of equipment used.

WOOD has a very efficient news car system. That is, they have one leased car that is specifically designated as a WOOD news car, and they have one regional reporter. However, most of the other newsmen use their own cars, all of which are equipped with two-way radios. Some of these cars also have police monitors.

Since WOOD is owned by Time-Life Inc., they have a three-man Washington Bureau that works closely with all the Time-Life stations on national issues. Outside of this major contact and the NBC Network, however, most of the WOOD news is of a state and local nature. Even in this case, there is more local news than anything else.

WOOD has at its disposal Associated Press broadcasting and newspaper wires in addition to sports and weather wires. Most (95 per cent) of this material is rewritten for clarity and understanding in broadcasting.

Before examining the local newscast scheduling, a rather unique phenomenon in this station's news reporting that is very uncommon in medium to large market stations should be explained. The on-the-air reporters at WOOD are not members of the news staff, but the Program Department. When asked how he felt about this practice, Cheverton said that he could not fully agree with it but that he did see management's point-of-view. His theory is that since the newsmen gather, write, and edit the stories, they are the best qualified people to report these stories. They can use effective wording, understanding fully what it means and why it is being used; they also are knowledgeable of what should be emphasized. Management's theory is that the programming people look better on camera; they can spend more time on putting across this "personality" image, and if they work closely with the news department, they won't have any problems

"reading" the news. The News Director said that WOOD is very fortunate at present, because it does not have a unionized Program Department. They have been unionized in the past but have managed to exist without one in recent months.

In terms of local news scheduling, WOOD had four local newscasts per day, three of which are at least 30 minutes in length. The first local newscast is from 8:25 until 8:30 A.M. during the "NBC Today Show". The second one is from 12:30 until 1 P.M. The third newscast is 60 minutes from 6 until 7 P.M. However, at the time of this survey, they were in the process of converting from the 30-minute to the 60-minute local news block; therefore, this survey will basically reflect the 30-minute format. The fourth and final local newscast is from 11 until 11:30 P.M.

The local news set is also quite elaborate, having some of the same basic features as that of WKZO. It consists of a semi-circular panelling with a blue backdrop. Contained within the set is the time of the newscast. There were three men on camera for the two evening newscasts under the 30-minute format, beginning with weather, sports, and then news at 6 P.M. At 11 P.M. the sequence was weather, news, and sports.

The number of commercials run during both the 6 and 11 P.M. local news blocks is based on demand and the NAB Television Code. Mr. Cheverton said that almost every evening's local news blocks contained eight commercials for each block, the NAB maximum.

WOOD-TV also does documentaries, most of which focus on community problems. Cheverton is active in the production of most of these documentaries which are produced and broadcast about five or six times per year. Some of the past documentaries have been on national and international issues as well as local ones. Some past documentary subjects have included civilian medical problems in Vietnam; Grand Rapids civil rights; Kent County's crime rate; local, state, and national politics; Kent County medical problems; etc. Mr. Cheverton has little or no trouble in pre-empting time for documentaries, as it is usually his own decision, unless it conflicts with major station policy, in which case he consults with the WOOD-AM-FM-TV General Manager.

WOOD has long been an interested party in the affairs of the Grand Rapids public. In the News Director's opinion, this is one of the basic considerations that dictated his decision to editorialize, a practice which he has handled since the early 1960's. Cheverton has felt that stands must be taken on issues to acquaint the people with facts concerning their community. Therefore, he feels his chief editorializing goal is not to advocate or persuade, but to make people aware of the problem so that they will reach the obvious conclusions themselves. This is not to say, however, that WOOD editorials will not offer suggestions. The editorials have direction and intent built into them, and the public is made to see the problem.



The News Director has also been quite critical of the local Grand Rapids Press. He feels that the editorial opinions of this newspaper are often too "one-sided" without a real effective news background. Therefore, this lone editorial opinion has to be countered at times; in his words, "...I want to give the people a choice...."

A great deal of interest was taken in the source of ideas for his editorials and also whether or not he indulged in political candidate advocacy. To the second question, he answered, "No". He feels that broadcasters are not on the air to help choose political candidates or to identify with a political party. He does, however, editorialize on political issues facing the community, regardless of the candidates involved with the issues. He said that he always wants to tend toward objectivity in the entire political realm.

The first question about source of idea origination was answered in a couple of different ways. There is often one person in addition to the News Director working on an editorial, and there is no editorial board, per se. There is one person who researches the editorials, and often a reporter who has been involved with the story that the editorial concerns will aid the researcher. If either Cheverton, the reporter, or the researcher decides that an editorial should be forthcoming, the research wheels will be set in motion. Mr. Cheverton described the procedure as "...methodical

research approached from a position of non-advocacy...." That is, the ideas, which usually originate in the News Department or on regular news beats, will be analyzed from an objective, non-advocative position. The researcher, who also researches documentaries, and/or the reporter will gather all pertinent facts and write them in rough form to deliver to Mr. Cheverton. He will often confer with the information gatherers before writing the editorial himself. In this way, Cheverton gains an intimate knowledge of the problem verbally and in written form before expounding upon the problem in editorial form.

The News Director delivers the editorials most of the time himself, but if he should not be available at air time, the Public Affairs Director will assume this duty. These editorials average from one and one-half to three minutes in length, with any editorial seldom lasting less than one or more than three minutes. (Graziano, 1961, p. 78) Some of the very broadest subject areas include: Grand Rapids political and governmental problems and inefficiencies; race relations and minority needs and desires; civilian and urban affairs outside of government; auto safety; majority and minority housing; etc.

There is no set frequency of editorializing on WOOD-TV. Editorials are a certainty only when controversial issues arise, and this amounts to twice or three times per week. At one time editorials were given every day, but Cheverton had strong reason to believe, based on a drop in public

response, that daily editorials were not as effective. Approximately 85 per cent of the WOOD-TV editorials are community-oriented; ten per cent are state-oriented; and five per cent or less are concerned with national and international issues.

Now let us examine some of the more specific editorial areas that he has covered since the station began editorializing. Some of the locally-oriented editorials included a criticism of the government for failure to annex other land to keep Grand Rapids the second largest Michigan city. He has rapped the citizenry for neglecting their voting duties, particularly those citizens that opposed the present city government. He has criticized columnists, editorial cartoonists in the local paper, inefficient civic improvements, Negro housing facilities, ambulance service, lack of initiative in recruiting industry to the local community, and similar local problems.

When Cheverton supported the annexation of various suburbs to Grand Rapids, he said that he felt Grand Rapids would be a better place in which to live if the suburbanites were included in it. The annexation was defeated, however, even after the editorial.

In a blistering attack on some actions of the conservative Grand Rapids community, Cheverton's enthusiasm over more industrial development for the Grand Rapids area was brought out when he attacked the city for discouraging industrial development there, while at the same time he commended Muskegon and South Haven for encouraging industrial enterprize.

(Graziano, 1961, p. 95)

Cheverton said that nearly every editorial draws letters, telephone calls, or face-to-face responses from the public. He has received from one to 200 letters on each editorial that has drawn a response. As we might expect, the number of inquiries received on each editorial is closely proportional to the amount of controversy surrounding the editorial. Also those editorials that are more personal in nature and that affect the viewer directly are the ones that draw the greatest amount of response.

Appendices A and B are copies of original WOOD-TV editorials. These editorials were written and "aired" by Dick Cheverton. Especially noticeable is the style that Cheverton uses throughout the editorials--very hard-hitting, to-the-point, clear, and concise. After reading them, one is aware of and usually understands the problem. Furthermore, the viewer knows where Cheverton and the WOOD management stand.

The first editorial is an example of a success story in an American city, and the idea is to apply this same reasoning to West Michigan cities. Taking an example and transplanting it, as it were, to the local community is one effective means of editorializing. However, it is felt that the public must be convinced of two factors for the editorial to be effective. They must feel certain that the example was totally successful in that community; also, they must be convinced that the plan would work in their own community.

The second editorial is an especially good example of Cheverton's hard-hitting approach. In his attack on "the bureaucracy", he is criticizing the "system" because of its lack of pertinence at the local level. It reminds one of the old political question that we find in politics: "What do those Washington politicians know about Grand Rapids' local affairs?" What is especially interesting is the fact that this situation was probably not well-known by the Grand Rapids area residents. Therefore, Cheverton has performed the dual function of informing and taking a stand.

Mr. Cheverton was asked about the requests he receives for "fairness replies" and the number of times he honors them. Less than ten per cent of the editorials draw requests for rebuttal. When requests are received, it is then determined who would be the best spokesman for the opposition's point-of-view. If there is more than one person vying for the chance to give this point-of-view, that person who would appear to be the most qualified, responsible, and knowledgeable is the one who is chosen. If the opposition spokesman wishes to have visuals and more professional techniques to present his view, the station will aid him in his quest for this material.

Finally, the News Director stated his opinion of the general public attitude toward his editorials. He feels there is a general positive sentiment toward them but that certain groups of people were interested in specific editorials. He reinforced this thought by stating that it was usually the

people who were most affected by the editorial that would state their attitudes toward it. Often there are some people who call or write to the station more than once about certain types of editorials. However, he did not feel that people would state their attitudes toward them unless they (the viewers) were affected or had strong enough feelings about the editorial.

#### WZZM-TV

The third station that we will analyze is the newest of the three, having begun broadcasting on November 1, 1962. It is owned by West Michigan Telecasters, affiliated with the ABC Network, and operates on channel 13.

WZZM did not come about merely by one group of people being awarded a channel upon application. In 1964 several competing applications were filed for the channel. There were six of these to begin the battle, then two dropped out, leaving a total of four. Finally in January of 1965 West Michigan Telecasters was awarded the Construction Permit. West Michigan Telecasters has no group interests other than WZZM-TV and WKLW-FM, both in Grand Rapids.

WZZM, being the newest of the three Grand Rapids area television stations, has a completely different atmosphere. Their present facilities (1968) are extremely inadequate, as they are located in the Pantlind Hotel in Grand Rapids. They operate basically from one floor in the hotel, and their

studios are located in the basement. However, they do have plans for expansion and relocation in new facilities in early 1969. This target date was subject to change, depending upon the speed of the construction of the new building.

This space problem, however, is no indication of the spirit and motivation that is present within the organization. Mr. William Dempsey, Executive Vice President and General Manager of WZZM, is a very highly motivated and conscientious person. He takes pride in the organization and has a knack for instilling pride and drive into his employees. The department heads with whom this author corresponded (News Director and Editorial Director) were very ambitious, willing to try just about anything, and were ready to help advance the station's cause.

It is strongly felt that in order to understand WZZM and its total broadcasting philosophy, one must be able to at least comprehend the actions of Mr. Dempsey. He is very knowledgeable, not only of his own operation, but of the entire broadcasting industry. He has had to fight with the Federal Communications Commission for the privilege of moving his transmission facilities to be in better competition with the other two stations. However, he has had problems with this request. He has been given permission to place a translator in Muskegon to give him better coverage in that direction, and this he has done; yet, he still wants that coverage area, synonomous with the other two stations, and this he has not

received. Dempsey has some other attributes that should be mentioned here. He has a very close rapport with his department heads. He knows what is happening in these departments at just about any time, and he is often qualified to pass judgment on the performance of his personnel. He makes it his prime concern to be fully aware of the internal activities of his station.

Unlike many other stations, the News Director, Public Affairs Director, and the Editorial Director all report to the Program Director instead of the General Manager. There is a total of 75 employees in the entire television facility.

WZZM-TV now broadcasts in full color. This has been the case for only a short period of time, however, because there was one news program in the afternoon that was not in color, due to a children's program immediately preceding the newscast. This has changed, and now the station is "full color".

The sources at this station were Mr. Jack Hogan, the News Director; and Mr. David Idema, the Editorial Director. The News Department, according to Mr. Hogan, consists of ten people, eight of whom are full time and two part time. The two part time employees work mostly in the Film Department. The ages of the news personnel range from 24 to 39.

The News Director's duties at WZZM were described as being responsible for running and operating the News Department and to formulate the total news philosophy. He is actively involved in documentary production and occasionally



acts as an "on-camera stand-in" when the anchorman is absent. Mr. Hogan seldom has any relations with the editorial activities except to give some possible leads on potential editorial topics.

Hogan does not feel that the News Department should be active in clubs or community projects as a group or individually, primarily because of the possible loss of objectivity in news coverage. This follows much the same reasoning as that given by the other News Directors.

WZZM also has a policy of training all of its reporters for photography, writing, editing, and reporting. In most cases no more than one reporter will be sent out on a given story, unless it requires more than one.

The station has two wire services, AP and UPI, and both are used only as sources. State news is the major type of news extracted from the wire, and about 95 per cent of it is rewritten.

The local newscasts are very abundant on WZZM, as there is a strong feeling that local news builds a strong image. They are seen at 7:15 A.M., 8:15 A.M., 8:45 A.M., 1:55 P.M., 5:30 P.M., and 11 P.M. During the survey period, however, one of these times was changed from 15 to 30 minutes. The early evening newscast was from 5:15 to 5:30 and was arranged in a weather, sports, and news sequence. Now this newscast begins at 5:30 and is one-half hour in length. The 11 P.M. newscast is arranged in the typical news, weather, and sports sequence.

This ABC affiliate has an elaborate set, featuring a rear screen projection system with a visual background, provisions for "blowing up" polaroid pictures, and a newly acquired "front slide-projection" system. The newscasts are highly visual, making use of extensive film and other visuals. In addition to having three men on camera, the reporter in the Muskegon studio also appears on camera. The Muskegon studio is fully equipped, similar to the main WZZM studio.

In examining the lines of responsibility in this organization, it was originally felt that there might be some problems in pre-empting time for news specials, since the News Department is under Programming rather than management. However, Mr. Hogan felt there was little, if any, problem in pre-empting time for news specials. All network news specials are carried, and when the occasion arises, time is pre-empted for local news programs, i.e. documentaries, editorials, panel discussions, etc. The News Director is still a powerful figure in this organization, despite the fact that he reports to the Program Manager.

This station makes it a practice to produce at least two and usually more documentaries per year. They are not produced at regular intervals but are planned whenever a community issue becomes prominent. These documentaries are often produced in conjunction with the Public Affairs Department and have dealt with such issues as the Grand Rapids corporate structure, inner-city problems such as minority unrest, housing, blight, etc. Hogan said that most of his documentaries draw many

responses from its viewers.

Unlike the other two stations we have analyzed, WZZM has a separate department for the handling of editorials. It also is headed by an administrator, the Editorial Director. WZZM's Editorial Director is Mr. David Idema, and he, along with News Director Hogan, cooperated to the very fullest with this project.

Idema feels that broadcasters should editorialize, because they should be involved in and interested in their community. With the use of a News Department as a resource there is no reason why a station shouldn't take a stand. Many ideas for editorial topics originate in the News Department. However, there is also an Editorial Committee which approves the editorials and which often originates the editorial idea itself.

The present station management has a policy of delivering the editorial itself. Unlike the other editorializing station, the News Director or any other department head will not deliver the editorial. It is always given by General Manager William Dempsey or by a stockholder in West Michigan Telecasters. When Idema and Hogan were questioned about this practice, both felt that this was intended to dispel any question in the viewer's mind as to whether or not this was the management's point-of-view. Editorializing on WZZM-TV is practiced only once per week.

This station, like WOOD, does not enter the field of political advocacy, but it does attack just about any other

type of problem. Some of the topics of past editorials have dealt with subjects such as the institution of a jet service runway at the Muskegon Airport, sex education in the area schools, race relations, Vietnam, school millages, etc.

As was the case at WOOD-TV, approximately 90 per cent of the editorials are locally-oriented or are national issues with local overtones; about nine per cent of them concern state issues; and no more than one per cent are national and international with no local overtones.

In appendices C and D we can see an example of a WZZM local editorial, delivered by stockholder John Schaefer. The editorial is titled "High Speed Pursuit" and deals with the problem of police cars "hotly pursuing" criminals through populated areas. The editorial begins with an example of what damage high speed vehicles can do in a populated area and concludes with a general description of conditions under which emergency vehicles should raise their speed.

This editorial drew a reply from the opposition, the Michigan State Police. The sergeant of a local State Police post was designated as the responsible opposition spokesman in this case. Sergeant Weaver of the Rockford State Police Post replied exactly two weeks after the first editorial was broadcast. This rebuttal is shown in Appendix D. In this rebuttal, the Sergeant attempts to justify "high-speed pursuit". In both the editorial and the rebuttal, no visuals were used other than the men themselves.

Mr. Idema said that WZZM receives many responses to its

editorials both in the form of letters and telephone calls. He has had up to 300 letters on an editorial. The type of editorial that is most likely to draw public response is that dealing with legislative actions, proposed or passed, or any type of controversial governmental activity. He feels that the greater the political stigma attached to the editorial by the viewer, the greater will be the possibility that public response will be forthcoming. About ten per cent of the editorials or less find the opposition requesting a chance to voice its view.

Idema said that the spokesmen for the opposition to these editorials are carefully screened, so as to choose the most responsible and qualified spokesman. Once that person has been selected, the station will attempt to help the opposition make full use of the medium. The station will offer its assistance in visuals, setting, and any other requests by the opposing spokesman. Visuals are to be used as reinforcements, and the spokesman will always be informed of this fact.

The Editorial Director felt that the general public reaction to the editorials was positive, that people basically want to know how broadcasters stand on issues of a controversial nature. Mr. Idema said that WZZM is not necessarily trying to change people's minds or to convert them to WZZM's point-of-view, but they are aiming at the "fence-sitters", the people who are apathetic, independent, and have no crystallized point-of-view. Idema feels that the great bulk

of his viewers fall into this category to a lesser or greater extent, and these are the people he wants to reach.

This entire chapter has been devoted to the Grand Rapids area television stations, so that we might become better acquainted with their general philosophies, their news practices, and, most importantly, their editorial practices. We discovered that the first station we discussed does not editorialize for its own special reasons; however, it has been considering the practice seriously for some time. Its AM radio counterpart does editorialize and has done so for some time. The second station, which is the oldest of the three, does editorialize and has done so for quite a while. The News Director is very strong in his beliefs, and he has nearly full control over the editorials from their selection to their delivery. The third station, which is the newest of the three, is a very creative organization with a strong General Manager. He is highly motivated and somehow instills this drive into his personnel. This station has the unique characteristic of having a separate News Department and an Editorial Department. The Editorial Director directs the preparation of the editorials, and they are always delivered by the General Manager or a company stockholder.

Having analyzed the Grand Rapids area and the three area television stations, we are prepared to move to a thorough discussion of the research methodology, contained in the next chapter.

## CHAPTER FOUR: THE RESEARCH METHODOLOGY

So far we have placed editorializing in a perspective, relating it to the past, present, and future. We have seen an increasing positive trend in editorializing that we would like to analyze on the local level.

In Chapter Two we analyzed the research area--Grand Rapids, Michigan. We carried this analysis to the specific television stations in that market in Chapter Three. Now in Chapter Four we will take a closer look at the problem we are attempting to attack and solve. Furthermore, we will discuss the research methodology that was employed in attempting to solve this problem of determining whether or not editorializing enhances the public images of television stations.

### The News Director Questionnaire

It was strongly felt that before questionnaires could be sent to the general public, there had to be some knowledge of the activities occurring inside each station. As was mentioned earlier, the author had to be made aware of any possible independent variables other than editorializing that might influence public opinion of the stations' programs. To accomplish this purpose, a questionnaire was constructed to gain

knowledge of each station's activities in three basic areas: 1) programming of a non-news nature, 2) non-editorial news programming, and 3) editorial programming. This author interviewed each television station's News Director and/or Editorial Director, if one was incorporated into the organization, and completed each questionnaire during the interviews. This questionnaire (Appendix E) was designed to gain both general and specific information. Of course, the editorializing function was given primary emphasis in each interview, and the questions in this area were of a more specific nature.

Probably one of the most difficult tasks in conducting a study such as this one is the difficulty in getting to the negative aspects of a station as well as its positive ones. It is part of human nature to relate basically the positive aspects of one's most highly-valued activities. However, we all know that every activity has its shortcomings, and these have to be known also in order to form a complete and true picture of that activity. The Grand Rapids area stations were certainly no exception to this phenomenon. Therefore, every attempt was made to obtain an accurate picture of each station.

#### The Population Questionnaire

After gaining this needed information from the News Directors, a questionnaire was constructed that was to be sent to a sample of the Grand Rapids population. This testing



instrument (Appendix F) was divided into two major areas:

1) "General Information" and 2) "Television Information".

The "General Information" section was designed to determine, first of all, whether the respondent owned a television set and, if so, whether it was black-and-white or color. Other questions in this section concerned the respondent's marital status, size of family, occupation, age of respondent, length of residence in the area, etc.

The "Television Information" section dealt with the respondent's viewing habits of different types of programs, beginning with the most general habits and proceeding to the most specific ones. For example, the first question in this section was concerned with the length of time the respondent spent watching television on the average each day. The next question was designed to be a key question in this instrument, as it was a dividing point. It was to separate the loyal, single-channel viewers from those who were multi-channel viewers. Each question following was then designed to relate to either the single-channel viewers or the multi-channel viewers, but not to both. The only exception to this was the final question, which was to be filled out by all respondents. Specific instructions were included to direct the respondent in completing the questionnaire.

The semantic differential (attitude scale) was utilized in this questionnaire to gain some information about respondent attitude toward several different topics. These included

network news, local news, editorials, and the over-all programming of the station selected by each single-channel viewer. It was also felt that respondents would be more likely to answer a question such as this requiring less effort, than they would an open-ended question asking for attitude.

Throughout the questionnaire, open-ended questions were used in most cases as follow-ups to structured questions. This permitted the respondent to clarify a "yes" or "no" answer or any other structured question. In only a couple of instances was the open-ended question used as an independent device.

A cover letter was also sent with each questionnaire (Appendix F). This letter attempted to explain the project in general and at the same time make the respondent feel important. He was informed that only through his cooperation could there be any idea as to how the public felt about television programs. In essence, an attempt was made to make the respondent feel the urgency of his cooperation.

Naturally one of the largest problems in a study such as this one is to obtain the largest possible response rate. Therefore, it was decided to make this study appear as local as possible. To accomplish this purpose, the self-addressed stamped envelopes were addressed to a post office box number in Grand Rapids. The returned questionnaires were then picked up at the Grand Rapids Post Office and returned to East Lansing for analysis.

Included within each mailing envelope to the respondents then was a cover letter, questionnaire, and a self-addressed stamped envelope. In order to keep track of who returned the questionnaires during the first mailing, each respondent in the telephone directory was numbered and this number was put under the stamp on the return envelope. The respondents that replied were then checked off and sent a second mailing to those who did not reply. It should be noted here that the respondents were numbered for no other purpose than to check off the respondents that replied.

About two and one-half weeks after the questionnaires were received from the first mailing, a second letter was sent out along with the questionnaire (Appendix G). This letter re-emphasized the purpose of the study and the importance of returning the questionnaire. It was found that this second letter and the entire follow-up mailing was very necessary to achieve a return of at least 200 questionnaires. Indeed this goal was achieved with the second mailing.

Before proceeding to the sampling procedure, however, something should be said about the numbering scheme utilized in this questionnaire. When the questionnaires were sent out in early June 1968, the item numbers not in parentheses were the only ones that appeared on the questionnaires. However, it was discovered when coding the responses that these numbers were inadequate; that a continuous numbering scheme had to be instituted from the first "General Information"

question through the final "Television Information" question, assigning each item a separate number. This procedure was accomplished by numbering each item separately and placing these numbers directly below the original ones. This did, indeed, aid the coding of the questions, the programming of the computer, and the analysis of the computer print-outs. Therefore, from this point on, the number in parentheses will be the reference for each question.

#### The Sampling Procedure

The research universe is defined as those people living within the Grand Rapids City Limits only. This does not include the suburban areas, even though about 90 per cent of them are defined by the stations as being within their primary coverage areas.

One of the goals of this project was to examine the viewing behavior of a cross section of the population in the research area. Therefore, a systematic random sample was selected for this project. In this way many different types of people could be represented in the sample, eliminating the need for stratified, cluster, or other specialized sampling methods.

The sample was selected from the Grand Rapids Telephone Directory, obtained from Michigan Bell Telephone Company in Grand Rapids. The first step was to determine approximately what percentage of the Grand Rapids residents owned telephones.

The Business Office of Bell Telephone, which has a record of all telephone lines in Grand Rapids and vicinity, estimated the telephone penetration to be about 96 or 97 per cent in this area. The next step was to determine what percentage of the telephone owners also owned television sets. This could be estimated on the basis of past national studies to be about 90 per cent.

The next item to be reckoned with was the number of persons to be selected for the sample. It was felt that a total of at least 200 completed, returned questionnaires would keep the "standard error" slightly under plus or minus ten per cent. However, this author was also aware of the fact that he would be dealing with the general population and that he would be lucky to receive at least a 40 per cent return. Therefore, 440 questionnaires were mailed to be completed.

The next step in this procedure was a very important one, because the number of residential telephone lines had to be ascertained. That is, all business telephones were not considered part of the frame and were excluded from the survey. Bell Telephone of Grand Rapids provided the number of residential telephone lines, which turned out to be 118,526. Therefore, the next step was to divide the number of persons in the sample into the total number of residential lines. The quotient was 269.3 or 269 for our purposes. This then was the skip interval, and the next step was to select a number

between 1 and 269 at random. This number was 45. The procedure then was to select the 45th name in the telephone book and every 269th name thereafter until a total of 440 persons were selected.

It should be mentioned here that even though the sample was not selected according to certain stratified characteristics, an attempt was made upon analysis of the returned questionnaires to study the range of occupations, age, etc. to obtain some notion of the breadth of the sample. It appeared to be representative on the basis of these characteristics.

#### The Completed Population Questionnaires

Of a total of 440 questionnaires, 210 were returned, a rate of 47.7 per cent. Of the 210 completed questionnaires, 198 were completely filled out, and 12 were either incomplete or returned by respondents who didn't have television sets or watched so little television that they felt unqualified to fill them out.

The respondents on the whole were very cooperative in this survey. The type of question that was most likely to be answered was the "structured" question calling for a choice between two or more stated responses. Even though the respondents were cooperative in their efforts, there were some who did not complete the "open-ended" questions. These called for a great deal of thought and analysis, and possibly the respondents who had the time were the ones who completed these questions.

There are some unique characteristics of these open-ended questions that should be mentioned here. At the present time (Fall 1968) the new television season for 1968-1969 is in full swing, and one of the greatest changes in this new programming is a de-emphasis on violence. Ironically, one of the largest complaints of the respondents was the fact that there is too much violence on television. These comments were made, of course, before the beginning of this new television season, but the point is very clear. The public can no longer be taken for granted as an atomized, disassociated mass that can not detect the fine points of television programming. These respondents were not only aware of the fact that there is violence, but they were specific as to which programs represented violent tendencies.

Especially interesting were the public's comments on the Saturday morning cartoons. Even though the public feels that these cartoons are an effective way of keeping children occupied and of stimulating their imaginative minds, there is still a strong feeling that some of these cartoons are unfit for children to view because of the violence interspersed throughout. This comment was prevalent throughout the questionnaires, and some of the respondents were very vocal about their attitudes toward this phenomenon.

The open-ended questions were included for a variety of reasons. The first reason, as has already been mentioned, was to stimulate the minds of the respondents, so that specific

attitudes could be ascertained. However, there was another major reason for including these questions that the author had in mind, which seemed to be successful. It was felt that by asking broad questions such as improvements that the public would like to see made in editorializing, this would give the respondent a chance to say what was on his mind. In fact, many of the respondents did not list the improvements they would like to see, but instead answered in general terms some of the open-ended questions which appeared earlier in the questionnaire. For example a respondent would answer the improvement question (Appendix F, number 56) in a manner such as the following: "I can't think of any improvements I would like to see in editorializing, but I would like to say something about the increasing violence and pessimism in local newscasts...." or "I don't know that much about editorializing, but I certainly do object to the number of commercials during the local newscasts. I can't stand WXXX's local news because of this...."

By analyzing these responses, one can see that the public is not entirely satisfied with television programs. It can also be seen that the public is involved very deeply with the spoken word and the visual transmission. They are powerful agents and must be used responsibly to achieve a desired effect. As Marshall McLuhan once wrote: "... The spoken word involves all of the senses dramatically, though highly literate people tend to speak as connectedly and



casually as possible...." (October 1966, p. 81) This powerful medium of television then has to be very careful as to what it will disseminate. The literate, semi-literate, and possibly even the illiterate can recognize violence when they see it. Furthermore, they become totally involved in television and the message it is trying to communicate on a given program.

#### Discernible Characteristics of the Respondents

As we might expect from a general population study such as this, there was a wide range of ages, occupations, number of people in each family, length of residence in the area, etc. Each of these characteristics is vitally important to a base study such as this one, because very little research has been done in this area of editorializing. Therefore, it was felt that obtaining a cross-section of the population would be more useful in a study of this nature.

To give some idea of this wide range of characteristics, let us examine the range of the respondents' ages. We find that the ages begin at 18 and extend to "over 65", with the "35-49" age group being the highest represented and the "18-20" group being the least represented.

One of the most interesting phenomena is the range of occupations of the respondents. Some of the occupations represented included: barbers, factory workers, commercial laundry managers, real estate agents, teachers, students, lawyers, railroad engineers, civil engineers, electrical

engineers, truck drivers, store clerks, civil service employees (active and retired), housewives, business executives, plant foremen, newspaper editors, marketing researchers, artists and many others.

Also worth mentioning is the range in the number of family members of each of the married respondents. These figures ranged from no children to five or more.

Let us now examine a part of this questionnaire that was intended to make a major division among the respondents. Question number 15 asked the respondent whether he viewed one channel predominantly or whether he switched channels frequently. In essence it was intended to separate the "single-channel viewers" from the "multi-channel viewers," from which point an analysis could be made of each group's viewing behavior. It was felt that there might be a difference in the viewing behaviors of these two groups. It was found that there were more multi-channel viewers than single-channel. However, this author discovered a shortcoming in the questionnaire when he began analyzing the responses to this question. It was found necessary to review every multi-channel viewer to determine if, in fact, each was a multi-channel viewer. This procedure was also necessary for the single-channel viewers. The reason for this action was a misunderstanding on behalf of the respondents of the term "much more". That is, some of the respondents that watched one channel predominantly for family programs would switch channels for newscasts

and editorials. These same respondents answered "yes" to number 15, indicating that they watched one channel predominantly for all programs. This problem could have been corrected by merely substituting the phrase, "100 per cent of your viewing time" for "much more than all the others". This would have undoubtedly cleared up this problem and made the analysis of this question much easier.

In this chapter we have taken a look at the heart of this study by analyzing the research procedure in general. In addition we have analyzed the two different types of questionnaires utilized in this project and the background that was collected before constructing the general population questionnaire. We examined the sampling process in detail, and finally we took a brief look at some characteristics of the respondents. In our next chapter, we'll take a closer look at these respondents and analyze the results of this study, as well as the conclusions.

## CHAPTER FIVE: RESULTS AND CONCLUSIONS

At this point we are ready to examine the results of the population questionnaire and make conclusions from these results. Before we do this, however, we should take a brief look at the coding of responses and some of the questions that were subject to a more complex coding procedure.

### Coding

It was highly recommended by the computer programmers that there be no more than ten possible responses for each question. If one were to use the maximum of ten possible responses for a question, he would start with "0" and conclude with "9". This author had occasion to use the maximum number of responses in nine different questions.

In most cases, "0" was labelled a "not applicable" response, and the final number in each question was labelled "no answer". (Appendix H) The only exceptions to this rule were questions 11, 12, 13, and 56. "0" was labelled "no answer" in 11, 12, and 13, and was given a direct answer to the question in number 56.

It should be noted here that questions 6 through 10

were coded differently than any other question. Each age group listed in this question was given a separate question number for coding purposes after the questionnaires were received from the respondents. This was to facilitate the computer's handling of the question. Therefore, instead of having six possible answers for each question (6-10), it was decided to code each question (0) not applicable or (1) applicable. In this way it could be ascertained whether any member of the respondent's family fell into each age group.

Another part of the general coding procedure that merits attention is the break-down of single and multi-channel viewers. Question 15 makes this division, so that from that point on, each respondent would complete either questions 16 through 33 plus number 56 or questions 34 through 56. It is to be noted that all respondents were to answer number 56. The question here becomes, how shall we code the questions that the single and multi-channel viewers find non-applicable? The procedure used is as follows: Each question that did not pertain to a given respondent was coded "not applicable". Therefore, every viewer had either questions 16 through 33 or questions 34 through 55 coded "not applicable".

The semantic differentials, used in questions 17, 18, 19, 27, and 49 were treated in a "positive" versus "negative" manner with the neutral responses being analyzed separately. That is, there was a total of seven possible responses in

addition to "not applicable" and "no answer". Bi-polar adjectives 1, 2, and 3 on this differential were construed to represent "negative" responses in various intensities, while responses 5, 6, and 7 were considered "positive" in various degrees of strength. Those respondents who checked number 4 were analyzed separately, and their questionnaires were checked to determine how many questions in which they chose to be non committal. It was discovered that these people generally tended to commit themselves on most of the other questions.

At this point let us examine the open-ended questions generally and analyze particularly the coding procedure used in these items. As one would probably expect, the public is interested in television viewing, the stars that have made television popular, and the variety of programs that are available "in toto". Therefore, it can be understood that there would naturally be a variety of answers for these open-ended questions. Some people tend to be very vocal about their attitude toward television programs, while others are possibly too apathetic to answer these questions. Still others (and this tends to be a sizeable group) are not home enough to watch TV and, therefore, can not judge the programming. Some of these people admitted that they were unqualified to answer these questions because of lack of exposure to the programs.

One of the greatest problems in coding these questions was to include every response that was stated in each

questionnaire in some form. This necessitated the grouping of responses into broad categories so that they could all be included. However, every response in each questionnaire is represented in the coding form.

Question 11 should be discussed at this point because of the difficulties encountered in classifying each response. This question (Appendix H) dealt with the occupations of the respondents. Naturally it can be seen how difficulties can arise in attempting to construct a classification scheme for these occupations. It was decided to use a socio-economic class index to classify these occupations: 0) no answer, 1) lower class, 2) working class, 3) middle class, 4) upper class, and 5) retired. Careful consideration had to be given to these occupations when they were placed into a given socio-economic class, because it was debatable as to where some would be classified.

The final question in the testing instrument (Number 56) dealt with possible improvements that the respondents would like to see made in editorializing. This question was included for two primary reasons: 1) to obtain some notion of how the public feels editorials could be improved and 2) to provide a "vent" for the respondents to express their feelings about television programming in general. Also by including a question such as this, it was possible to obtain their attitudes toward other open-ended questions that they either answered inadequately or did not answer at all. Often when

a person is given a chance to express his feelings, he will eventually get around to giving his attitude toward many different types of television programming. This explains the wide range of answers in Appendix H, question 56.

#### Computer Cross-Break Analysis

After analyzing the returned population questionnaires, coding them, and reanalyzing them, the next step in the procedure was to determine the type of break-downs that were desirable with the data already obtained. The object was to search for possible relationships between certain types of data to be considered, all of which might have yielded interesting results. However, due to the amount of funds available and the time devoted to this entire project, it was decided to make two basic cross-breaks. It was felt that both of these tended to bring out the sharpest relationships between data that could possibly be obtained.

The first and probably the most vital cross-break was made between single-channel viewers and multi-channel viewers. The non-respondents were grouped separately in this break-down. In this separation an attempt was made to weigh the answers of the single-channel viewers against those of the multi-channel viewers, since many of the questions were identical for both types of respondents.

The second cross-break was made among age groups. The first age group listed on the questionnaire is the "18-20" group. In the survey there were only three respondents



who fell into this category. Therefore, it was decided to lump the "18-20" group, the respondents who answered "not applicable", and the "no answer" respondents together. This evened the grouping slightly more than would have been the case if each of the above three groups had been listed separately. As in the single and multi-channel viewers, the responses of all age groups were compared, and these results will, along with many others, now be examined. The entire print-out of both analyses can be seen in Appendix I.

### Results

In this section we will analyze the data that has been obtained in an effort to separate those relationships that would have a direct bearing on this study and that would tend to yield significant results. In breaking down this data, we will analyze each cross-break separately--first the single versus multi-channel viewers and secondly, the age group break-downs. A significance test was applied to all of the data used in this particular section of the thesis, as outlined by Sidney Siegel in his book Non-Parametric Statistics: For the Behavioral Sciences. (1956, pp. 197, 198) The "Chi Square" method was used predominately as a reference formula in determining significance, since the complexity of determining the distribution of population observations was not required in this study. The actual number of responses (not percentages) were used in the formula. However, as we discuss the conclusions which will be forthcoming, we will speak in terms of

percentages for the sake of clarity and understanding. Both the number of respondents and per cent of respondents choosing each selection are shown in Appendix I. Unless otherwise stated, a "significant figure or relationship" will be defined as being so at the five per cent level (.05).

The first relationship that we can observe is the actual number of multi-channel and single-channel viewers. A total of 59 single-channel viewers (29.8 per cent of the total respondents) and 139 multi-channel viewers (70.2 per cent of the total respondents) replied in this survey. This tends to be a significant relationship in applying it to the general population. Therefore, we can deduce that there are probably more multi-channel viewers than single-channel viewers in the research area.

In analyzing the results of the data concerning choice of station by the single-channel viewers, a strong contrast appeared between the number of viewers of WOOD, WZZM, and WKZO. These figures were 78 per cent, 12 per cent, and 10 per cent respectively. In applying the significance test, it was found that these figures were significant at the .01 level. After obtaining this result, it was decided that a relationship also existed between the 78 per cent WOOD viewers and the total 12 and 10 per cent viewers of WZZM and WKZO. Therefore, the relationship to be studied here was 78 per cent versus 22 per cent. This was found to be significant at the .05 level. Again, however, we must keep in mind that this information applies only to the Grand Rapids population and

does not include suburban areas. Therefore, we can conclude that among these single-channel viewers in the Grand Rapids population, WOOD-TV tends to be the station that is watched the most.

In another area of interest, it was the author's intention to test the semantic differentials to determine if there was any important difference between positive and negative attitudes. In both the single and multi-channel viewers it was discovered that there were far more positive bi-polar adjectives checked than negative ones. In applying a significance test to both groups of viewers, it was found that all semantic differentials yielded a large enough difference between positive attitudes (bi-polar adjectives 5, 6, and 7) and negative attitudes (bi-polar adjectives 1, 2, and 3) as to render them significant. Therefore, from this result it can be concluded that the Grand Rapids population tends to have a positive attitude (ranging from mild to strong) toward most programs both of a news and non-news nature.

One of the most important conclusions of this study deals with the perceptiveness of the viewers as to how many editorials are, in reality, devoted to local and state issues, as opposed to national and international issues. In talking with the News Director of WOOD and the Editorial Director of WZZM, it was learned that over 90 per cent of the editorials on both stations are devoted to local and state issues, while less

than 10 per cent are national and international-oriented. In testing the respondents on their perceptiveness of this editorial break-down, it was discovered that the single-channel viewers tend to be slightly more aware of this editorial break-down than are the multi-channel viewers. That is, 63 per cent of the single-channel viewers said that "most" or "all" of the editorials were devoted to state and local issues; 15 per cent said "some" or "about half" were; and 22 per cent didn't answer. Among the multi-channel viewers, 47 per cent said "most" or "all" of the editorials were devoted to local and state issues; 19 per cent said "some" or "about half" were; and 24 per cent didn't answer. The major difference here between the 63 per cent of the single-channel and 47 per cent of the multi-channel viewers being able to correctly identify most of the editorials as being state and local in nature is significant. Therefore, we can say that there tends to be a great deal of attention by the public paid to editorials, as they seem to be able to identify the number of editorials that are local and state in nature. However, we can also say that the single-channel viewers appear to be more aware of this editorial break-down than are the multi-channel viewers. It is felt that this conclusion is understandable, since the single-channel viewers tend to spend more time with a given channel; therefore, they have a greater chance to make this distinction among editorials.

Some statistics indicating the number of editorials de-

voted to national and international issues, as determined by the respondents, were also obtained. The key figures were 59 per cent of the single and 55 per cent of the multi-channel viewers correctly identified "none" or "some" of the editorials as being devoted to national and international issues. Again in this case the single-channel viewers tend to be more perceptive of the number of editorials being devoted to national and international issues. This particular part of this comparison does not quite fall within the .05 level; however, it does approach significance. The comparison between total viewers identifying the editorials as local and state or national and international is significant at the .05 level, however. This relationship will be a basic premise to which we will refer later and onto which will be built other conclusions.

In another section of this study an attempt was made to determine how informative editorials were to the public about their community. 71 per cent of the single and 60 per cent of the multi-channel viewers feel that editorials keep them well informed of their community, while 10 per cent of the single and nine per cent of the multi-channel viewers feel that editorials do not aid them in being better informed of community problems. It can be said, therefore, that the relationship between total viewers who feel that editorials keep them informed and total viewers who feel editorials do not keep them informed tends to be significant. Again we can

see that editorials help people to gain information about their community. This, likewise, will be used as a premise to which we will refer later. One of the most common reasons expressed for people feeling that editorials keep them informed is that they act as clarifiers; they bring issues into perspective and aid them in understanding community problems.

There are some conclusions that can be made with regard to the multi-channel viewers alone. 1) First of all, the greatest percentage of multi-channel respondents view Huntley-Brinkley over Walter Cronkite (40 per cent-12 per cent). 2) NBC tends to be depended upon more often than CBS and ABC for "news specials" (54 per cent-24 per cent-5 per cent respectively). 3) WOOD tends to be depended upon more often than WZZM and WKZO for local news (69 per cent-11 per cent-.72 per cent), because the respondents generally feel that WKZO, being licensed to Kalamazoo, covers its city of license the heaviest. WZZM divides its loyalties between Grand Rapids and Muskegon, since it has a studio and translator in Muskegon. The three above stated relationships tend to be significant, as WOOD and NBC are heavy favorites in Grand Rapids.

In addition to the above mentioned significant conclusions, there were several relationships that approached significance, though they did not meet the .05 level. It is felt that if each of these relationships could be concentrated upon with more vigor in later studies there is a possibility that more significant conclusions could be forthcoming.

In analyzing the viewing habits of each age group, there seems to be a relationship between single-channel viewing and particular age groups. In this study it was discovered that the "65 and over" age group more than any other group appears to view a single channel. Conversely, the age group most strongly represented among the multi-channel viewers tends to be the middle-aged group ("36-50"). Again it is stressed that this conclusion was not significant at the .05 level.

The most common length of time spent watching television per day among the respondents was one to two hours. However, more of the single-channel viewers tended to watch television one to two hours per day than did the multi-channel viewers. Again this conclusion fell below the .05 level of significance.

Many different aspects of the entire area of editorializing were analyzed in this study. One of these was whether or not the viewers like the news programs (both editorial and non-editorial) that they watch. Among the single-channel viewers an overwhelming 92 per cent watch the local newscasts, and 86 per cent like them. This six per cent difference is not significant at the .05 level, but it does indicate a possible relationship between watching a program and liking it. One could speculate that some people view a program out of habit or possibly that they watch it because of family pressures to do so. This is another area that is worth investigating--to break down this public attitude toward editorials.

In another test of perception the one-channel viewers

were asked if their station editorialized. As was mentioned earlier, WKZO does not editorialize, and the six respondents who listed WKZO as their single channel were checked to determine if they answered "yes" to their station's editorializing. Five of the six correctly answered "no", and the other one did not answer the "editorializing" question. Therefore, this accounts for the one respondent discrepancy in this section. This also indicates a strong knowledge on the part of the respondents of what editorializing really is.

The questions dealing with whether the respondents felt television stations should editorialize were also interesting. An overwhelming 78 per cent of the single-channel viewers and 61 per cent of the multi-channel viewers felt that television stations should editorialize. These figures were significant at the .05 level, indicating a reinforcing element to the Roper studies cited earlier, where it was found that people generally feel stations should editorialize. Again, as in all of the other questions comparing single and multi-channel viewers, the percentages are higher for the single-channel viewers. This tends to indicate that the single-channel viewers are not only more perceptive as to what editorializing is and who is doing it, but they also have stronger positive feelings toward the practice and feel more strongly that it should be continued. However, this again does not quite fall within the .05 level of significance.

In analyzing another scale, this one dealing with agree-



ment with editorials, we find another interesting relationship. 35 per cent of both groups agree with most of the editorials, while 27 per cent of the single-channel viewers agree with "about half" of the editorials and 24 per cent of the multi-channel viewers agree with "some" of them. Again this shows a stronger "agreement index" among the single-channel viewers generally than among the multi-channel viewers, although neither of these attain the .05 significance level.

In our final series of analyses we will study the second cross-break results of the available data, namely the age-group break-down. As in the case of the single versus multi-channel viewers, there are some relationships that did meet the .05 level and others that approached that point.

The first analysis here will deal with the attitudes of the "65 and over" group as compared to the other age groups. In most of the semantic differential questions and on question 17 in particular (dealing with viewer opinion of over-all programming on the chosen single channel), the "65 and over" group was more critical of their chosen station's programs than were the other groups. That is, the "65 and over" group tended to check bi-polar adjectives 1 through 4 more often than did the other age groups. This indicates a significant increase over the other age groups in negative general programming attitudes. This finding was significant at the .05 level for this one item. However, the other questions containing semantic differentials measuring opinion of local news, network news, editorials, etc. did not reach

the .05 level. This tends to indicate that our senior citizens are indeed very critical of television, even though they spend a great deal of time watching it.

Within the "51-64" age group some rather unusual responses were discovered. As was mentioned earlier, both the single and multi-channel viewers had generally positive attitudes toward the editorials. In checking this same dimension among age groups, it was found that this earlier result was relatively consistent here, except for one group--the "51-64" age group. The analysis showed that this group tended to check bi-polar adjectives 2 and 3 more often than 5, 6, and 7. This was significant at the .05 level. Again we can see more criticism being practiced among our older citizens.

Another characteristic was found among this age group that did not quite meet the .05 level but should be mentioned here. It was mentioned earlier that most of the respondents were very perceptive of the editorials in terms of identifying the percentage devoted to local and state or national and international issues. As we break this down by age groups, however, we see that the "51-64" group does not appear to be quite as perceptive as the other groups. They listed more editorials as being national and international than there actually were.

This perception of editorials was carried one step further in an analysis of the multi-channel viewers and the age groups on the dimension of identifying which local stations editorialized. All age groups were perceptive in identifying

WOOD as an editorializing station; less than 30 per cent, however, identified WZZM as an editorializing station; and only one respondent mistakenly identified WKZO as an editorializing station. These findings were significant at the .05 level. Indeed, the high number of WOOD-TV viewers can account for a large part of this conclusion, since they are familiar with the station and can readily identify the editorials. We should also discuss further the fact that only one respondent mistakenly identified WKZO as an editorializing station. It is felt that this speaks very well for the viewers' perceptiveness of editorializing. This tends to lend more credence to the fact that the public must be watching these editorials, because: 1) they recognize them when they see them and 2) they know approximately what percentage are devoted to various types of issues. This conclusion should be kept in mind throughout the rest of this thesis.

From the inception of this study, many relationships have been discovered, yet, not all of them can be ruled significant. However, in the following few instances some relationships were discovered that should be discussed; they should also be kept in mind as possibilities in later research efforts.

In terms of mere age group representation, the "35-49" group had the largest number of respondents, followed by the "21-35" group, "51-64", "65 and over", and the "18-20" group was the least represented. This rank order was not significant at the .05 level, however.

In making more comparisons between age groups and single or multi-channel viewers, we find that one particular age group is more highly represented among the single-channel viewers than the other groups. That is, all age groups except the "65 and over" group are predominantly multi-channel viewers. The "65 and over" group tends to be a single-channel viewing group. Again this fails to meet the .05 significance level.

WOOD-TV's audience rating is quite high among all age groups; however, the "21-35" age group views that station slightly less than the other age groups. In fact, it has nearly 30 per cent fewer viewers than the other groups. This figure fell very close to the .05 significance level but did not attain it.

Finally, the age groups were analyzed as to why they felt a station should or should not editorialize. All age groups felt stations should editorialize, and as we mentioned before, this was significant at the .05 level. However, the reasons that were given as to why the respondents felt stations should editorialize varied among age groups. A few of the more striking relationships were represented in three different age groups. For example, the "21-35" group felt that broadcasters should editorialize because they were of the opinion editorials help bring a community to action and that they fight community apathy. They also held the attitude that editorials keep them informed of their community and help

bring issues into perspective. The "36-50" age group felt that broadcasters had a responsibility to speak out on issues, and the "51-64" group tended to feel that editorials were useful as "reporters" of community problems and what should be done about them. The grouping of these reasons for editorializing along age lines was very strong, but not significant at the .05 level.

This nearly concludes our analysis of the cross-break relationships made in this study. However, there is another variable that was touched upon only lightly in Chapter One of this thesis and that should be discussed a little more in this chapter. This variable was mentioned by some of the respondents, and it is felt that it could possibly have an effect on the public image of a television stations's news and/or editorial programming. This variable is often overlooked in image studies, and this author overlooked its possible effects. In fact, some of the respondents brought up the subject themselves in various open-ended questions. This variable pertains to the "on-camera editorial reporter", his character, his delivery, and his general sincerity. It is easily understood that the station being viewed the most would have the greatest chance of having its personnel evaluated and criticized. Indeed, this was the case with WOOD and its News Director, Dick Cheverton. Whenever a comment was made concerning Mr. Cheverton, there was very seldom a luke-warm attitude toward him. It was either quite positive or quite

negative. However, some interesting observations were made from these responses.

With regard to Mr. Cheverton's character and delivery, there appeared to be two main types of attitudes. Some of the respondents felt that he was extremely vocal about community issues and that his strong personality and forthrightness were very much needed to bring an often complacent and apathetic community to its feet. Some respondents, on the other hand, were very disturbed by his delivery on the grounds that his presentation was too unbalanced. These same people seemed to feel that many of the editorials came "out of the blue" without a proper background. Facial expressions were also frequently mentioned, as some respondents felt that they were effectively used, and others felt they were not.

In the case of WZZM-TV, the other editorializing station, Mr. William Dempsey delivers the editorials most of the time, and a couple of comments were made regarding his presentation. There were fewer comments about Mr. Dempsey than Mr. Cheverton, but many different factors could have been responsible for this phenomenon. The comments received were basically positive, praising his authoritative delivery. However, if these comments could have been placed on an attitude scale, we would undoubtedly have found them to be less extreme than those directed toward Mr. Cheverton in either direction.

One final variable was also analyzed to determine the effects it had, if any, on the totality of this study. This

variable concerned the clearness of reception of each station within the Grand Rapids City Limits. There were several respondents who could not receive one of the stations very well, and this did, in fact, cause them to view another station or two instead of the original one. The station that was mentioned in all of these cases was WZZM-TV. This relates to the problem talked about earlier, whereby WZZM has the serious signal distribution problem from its transmissions covering such a large portion of Lake Michigan. Furthermore, the people who complained of being unable to receive WZZM were all "indoor antenna" users. This provides only a partial explanation for the lower viewer statistics pertaining to this station.

### General Conclusions

Now that we have some idea about the results that have been yielded by this study, we are prepared to break down the hypothesis for analysis of each of its parts, relating them to the general conclusions as seen by this author.

First of all, let us restate the original hypothesis:

If a viewer reacts favorably to a television station's non-editorial news programming, and if that station's editorials are, in fact, controversial and of direct concern to each area viewer, then editorializing will enhance the public image of a station as a community agent.

Let us now observe the first of the three premises leading to the conclusion in this hypothesis. It reads: "If a viewer reacts favorably to a television station's non-editorial news programming..." It is felt that we can examine

this premise by recalling the conclusion dealing with the high percentage of favorable responses on all the semantic differential scales. It was concluded that a significant relationship existed between the viewer and the television programs in general. Again attention is called to the single-channel section of the population questionnaire and the items concerning opinion toward over-all local news programs and the network national news programs (Appendix F, items 18 and 19). In question 18, 79 per cent of the responses fell into bi-polar adjectives 5, 6, and 7. This indicates a generally favorable attitude toward network national news. If we also examine question 19, we find that 75 per cent of the responses fell into bi-polar adjectives 5, 6, and 7. This, likewise, indicates a favorable attitude toward local news. Both of these conclusions are significant at the .05 significance level.

Let us also examine question 21 (Appendix F), dealing with whether or not the respondent likes the local newscasts. We find an overwhelming 86 per cent of the viewers liking the local newscasts. This figure was significant at the .01 level. Again we can observe a strong favorable attitude toward local newscasts.

These three conclusions tend to signify a positive confirmation of the first premise, namely that the viewers do react favorably to the stations' non-editorial news programming. With this procedural step completed, we are



prepared to examine the second premise: "...and if that station's editorials are, in fact, controversial..."

If we return to Appendices A, B, C, and D, we can pass judgment on this premise. The two WOOD editorials can be analyzed first. We can see that an attempt is being made in Appendix A to make a project that worked in another community a reality in Grand Rapids. This naturally involves money--tax money--and this always concerns the general public. It is felt, therefore, that this editorial could be classified as controversial. In Appendix B we find a case in which a national agency, the United States Weather Bureau, is involved. This naturally would be controversial, particularly among the people involved with the Weather Bureau. Appendix C, a WZZM editorial, is aimed toward the police system in general. It can not be denied that this editorial was controversial because of the "fairness reply", represented in Appendix D. We can carry this same discussion one step further by recalling some of the other topics that have been covered by both stations in editorials, i.e. housing, medical services, addition of an airport runway, etc. In all of the above instances it is clear that controversy is present. Therefore, our second premise is positively affirmed.

The third and final premise is stated as follows: "...and of direct concern to each area viewer..." Certainly all of the above mentioned editorials affect the viewer in

some way, and some affect certain segments of the population more than others. It is felt then that the third premise is likewise positively affirmed.

Taking the entire research project into consideration, this author feels that several general conclusions, encompassing the prior specific ones, can be stated at this point:

- 1) There tends to be a genuine interest on the part of the public in local and national news programming generally;
- 2) The over-all opinion of news programming quality tends to be positive;
- 3) The respondents indicated that they liked the non-editorial news programs, both national and local.
- 4) There tends to be a strong feeling that editorials help keep the public informed about their community (65 per cent of all respondents answered this question affirmatively);
- 5) The viewers appear to be attentive to the editorials, as they correctly perceived a high percentage of them as being devoted to state and local issues and a low percentage as being devoted to national and international issues;
- 6) The viewers overwhelmingly feel that broadcasters should editorialize for many different reasons as previously set forth.

As we weigh each of these general conclusions, we can see that they provide a strong case for the belief that editorials are an asset to broadcasting news in particular and all of broadcasting in general. It further lends support to the fact that people are at least aware of what editorializing is and that it does exist in various forms in today's broadcasting.

It is felt, therefore, that the following basic con-

clusion can be derived from this entire study: On the basis of the above mentioned premises, editorializing appears to enhance the public image of a television station as a community agent.

In the next and final chapter we will analyze various branches of this area of broadcast editorializing that could be pursued in later studies if the time, money, and effort were available to accomplish this feat. Some of the areas that were opened up but not pursued in this project will also be discussed.

## CHAPTER SIX: SUGGESTIONS FOR FURTHER RESEARCH

This final chapter has been set aside to review broadcast editorializing, but this time from a different perspective. It will be our purpose here to analyze some of the shortcomings of this study and to observe those areas that were uncovered but not studied because of time, effort, and economic means. It is this author's firm belief that if these areas could be analyzed, more predictions could be made about the public image of the broadcast editorial.

In conducting this study, there were a couple of procedures that would be revised if the study were to be repeated. The first of these would include restructuring the population questionnaire item dealing with whether the respondent was a single or multi-channel viewer (Appendix F, question 15). The meaning of these terms would have to be defined more clearly for the respondent's benefit, so as to eliminate their confusion, which this author discovered in coding the questions. Clearly, the phrase "much more than all the others" was interpreted differently by each respondent. It was found that if the respondent had been asked if there were one station he depended upon 100 per cent of the time for all of his news, the responses might have been more concrete and easier to analyze. This would have

eliminated the non-news programming as a variable in this question. However, the variable would not be discarded from the entire study.

In constructing the questions for the single-channel and the multi-channel viewers, an attempt was made to correlate the items in both sections as closely as possible so that all respondents would be asked nearly the same questions. Despite this effort, there was still a sizeable difference in the questions in each section. That is, the multi-channel viewers were not given the opportunity to respond to some of the items that the single-channel viewers were. This resulted in an imbalance in the study, because some of the information that was not received from the multi-channel viewers might have provided a constructive addition to this study.

When open-ended questions are used in any study, there is a feeling among many researchers that the response rate will drop appreciably. This author had to use open-ended questions to gain some of the information in the study. If this study were to be repeated, it is felt that fewer open-ended questions would be used, and more structured questions would be substituted. In order to determine the possible responses for a structured question, however, a pilot would be necessary as a prerequisite to the mailing of the questionnaires. This entails a great financial outlay and is often prohibitive.

One area that was felt to be a good possibility for further research was to compare black-and-white television owners with color owners. This study showed that the ratio of black-and-

white to color set respondents was nearly two to one. One aspect to be studied is the possibility that news programs being received in color might have a greater impact on the viewer, and, therefore, he would be more inclined to watch the local newscast which is being broadcast in color. If this tended to be the case, some inferences might be made about the color set owner's viewing behavior. That is, an all-color editorial presentation including film, slides, and set might be more likely to draw viewers than one that was not full-color.

Another area that could be studied is that dealing with the viewing behavior of single and married respondents. In this type of analysis an attempt could be made to compare the viewing behavior of married and single respondents on a couple of different levels. For example, do single and married respondents of the same age and same sex react differently to editorial presentations? On another level we might attempt a study of two single-channel or two multi-channel viewers of the same age but different marital status to determine if marriage is a significant variable in editorial viewing. We might also compare single and married viewers to determine if there are any differences in the length of time each viewer spends with his television set. In conducting this editorial study in Grand Rapids, a possible relationship was discovered when the married and single respondents were analyzed separately. It was found that married respondents tended to have stronger feelings both positive and negative toward most aspects of

general broadcast programming. If a separate study could be conducted, the goal of which was to analyze married and single respondents, some interesting results might be forthcoming.

This brings us to the question that has been asked in many previous studies, concerning the possible effect that environmental characteristics might have on any public image study. Some of these characteristics include rural-urban residence, race, number of household dwellers, and others. Each individual who is analyzed has his own set of characteristics coming into the study; of this we are certain. The object of such an analysis would be to determine how these characteristics affect the manner in which a viewer will respond.

When the data from this study was tabulated, the amount of time that each respondent spent viewing television per day was analyzed but not broken down into a cross-break analysis. There appeared to be a relationship between certain age groups and the length of time they viewed television. If these two factors, age group and length of time viewing television, could be correlated in an analysis, some interesting results might be forthcoming. One could also conduct a study to determine if editorial viewing behavior was related to the length of time spent watching television per day. This is one area that to the best of the author's knowledge has not been studied. The first thing that would have to be done, however, would be to convince the viewer to tell the true amount of time he actually spent with his television set on the average each day. Many

respondents will actually understate the amount of time they spend with their television sets when they are completing questionnaires. It is believed that they feel they do not want others to realize they are wasting time viewing television, and only by using mechanical devices can we determine how long a viewer actually spends with his television.

The final two areas that this author would like to discuss were two of the most promising ones uncovered in this study, that simply could not be analyzed because of the time element. One of these concerns the length of prior residence of the respondents in the research area. It was discovered that well over 80 per cent of the respondents had resided in Grand Rapids for three or more years, and of this total a sizable percentage had lived there all their lives. This, we could assume, would indicate that these residents would tend to be more familiar with the area television stations and their programming. Therefore, they might be in a better position to judge the editorials and form an opinion about them. This segment of research could then be applied to this study to determine if long-term residents were more satisfied with a station's editorials than newer residents.

These results could be analyzed with the final suggestion for further research offered in this study. It was concluded that there tends to be a correlation between the public image of a television station's non-editorial news programming and the public image of that station's editorial programming. However, further research could reveal some similar relation-



ships between particular types of news (national, state, local, news specials, etc.) and editorials. The relationship between all non-editorial programming and editorials would also be an interesting study. The length of prior residence in the area could then be studied with these relationships to determine if there were any correlations between length of prior residence and the types of programming mentioned above. Breaking down a station's entire news programming into segments and asking whether the public will view all of a station's news programs because they like one particular type would be a very interesting study.

As we analyze broadcasting research briefly, we can see that many future research efforts are needed in the entire area of public opinion toward television news and its specific divisions. Very little research has been conducted in broadcast editorializing. In fact, this author could find no image studies on editorializing conducted in specific markets. Only in studies such as Roper and his Associates can we find any attempt toward discovering the public attitude toward specific parts of broadcast programming.

Public image studies are not easy to conduct, as they require a great deal of time, effort, and, above all, patience. Yet, the broadcasting industry must know how its constituents are reacting, not just to the entire programming product, but to specific portions of that product. That was the goal of this study, and it is hoped that future studies will concern

themselves with specialized research in broadcasting on the local level.

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## **APPENDICES**

**APPENDIX A**





# EDITORIAL

When the subject of a WOOD editorial is controversial, we shall make time available for other substantial points of view.

WEDNESDAY, APRIL 24, 1968

The Bedford-Stuyvesant slums in Brooklyn, New York, are a festering example of urban ills. Tensions, unemployment, poverty, hopelessness exist here on a grand scale.

International Business Machines--a mammoth corporation--have now decided to open a computer cable plant in Bedford-Stuyvesant that will employ three hundred people. In so doing IBM reversed a position taken four years ago when some plants were moved to a suburban area.

The change came about through the efforts of the Bedford-Stuyvesant Services Corporation and the Restoration Corporation--two civilian groups. One is a group of community leaders; the other is made up of prominent businessmen.

Our point in telling this story is to suggest that if this is possible in a slum like Bedford-Stuyvesant, involving a company as astute as IBM, it's possible in any of the West Michigan cities that are struggling with the problems of the urban poor and industry with the suburban syndrome.

There is a power structure in any West Michigan city--those people who have a business and financial stake in the community--who have the muscle to encourage business to stay in the cities. More and more businesses are showing an interest in developing the manpower pool of the cities and there is a feeling of urban responsibility not evident in previous years.

That's why we believe the Bedford-Stuyvesant-IBM experience should be studied and then emulated in our West Michigan cities.

There may be some benefits in locating at a neatly tended suburban industrial park. But there are even more significant benefits in doing business in the city.

(Courtesy of WOOD-TV)

**APPENDIX B**



# EDITORIAL

When the subject of a WOOD editorial is controversial, we shall make time available for other substantial points of view.

THURSDAY, APRIL 25, 1968

No use mincing words...in our opinion, the system of alerting us about tornadoes from a "thinktank" in Kansas City is for the birds!

Tuesday at 12:45 in the afternoon, a tornado tore apart the village of Frontier. At 12:50--five (5) minutes later, a tornado "watch" was issued by Kansas City for that area. At 1:25 in the afternoon, a tornado "watch" was issued for an area east of a line from Coldwater through Ionia to Lake City. That line is due north and south. Thirty-two (32) minutes later, a tornado tore into Big Rapids. That's in Mecosta County which wasn't even listed in the "watch" area and west, not east of the line decided on by Kansas City.

You may not know it, but the U. S. Weather Bureau has decreed that no matter what signs exist in any local area, the local weather bureaus cannot announce a "watch". That has to come from Kansas City. The only time the local weather bureaus can act is after they have evidence that a tornado has already hit the area. That's why, even though early Tuesday afternoon, an interested citizen in the Grand Rapids area photographed clouds that often precede a tornado--clouds that were moving fast toward the north--the local bureau was powerless to announce a watch.

It's a mystery to us how meteorologists poring over charts in Kansas City can pinpoint severe weather for the eastern half of Montcalm County and ignore the possibility of severe weather for neighboring Mecosta County and Big Rapids, just fourteen (14) miles from the county line.

We need expert opinions from Kansas City. But the local bureaus have meteorologists and if they believe a watch should be issued, they should have the authority to do so--with or without Kansas City.

This bureaucratic fooling around with lives and property must be stopped.

## APPENDIX C

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DEO

AUDIO

Mr. John Schaefer  
West Michigan Telecasters,  
Inc.

## HIGH SPEED PURSUIT

Mr. Schaefer

A few nights ago, a 16-year old youth was killed as his speeding automobile smashed broad-side into another car. The result was a double tragedy, as the 17-year old girl driving the second car was also killed.

The accident occurred on South Division Avenue, a heavily-travelled thoroughfare. It happened at night, when driver visibility is naturally handicapped. The police who were giving chase estimated that the young man's car was travelling in excess of 100 miles an hour. Moving at that speed, an automobile is little less than a missile.

We think this raises some serious questions as to the wisdom of high-speed pursuit of law-breakers by police cruisers, especially in densely-populated areas. We do not mean, of course, that all reasonable means should not be used to apprehend those who violate the law. But here were two cars -- pursued and pursuer -- endangering the lives of other drivers and pedestrians. As tragic as the result was, it very possibly could have been worse.

Fire engines and ambulances are not restricted by a speed limit in answering emergency calls. But the law does state that their drivers must use good judgement of safe speeds according to prevailing traffic conditions, and to the nature of the call itself. Should not this apply to police cars as well?

New, sophisticated electronic equipment has been developed to aid law enforcement officers in the arrest of speeders. Not all police units have them at the present time, but until they do, we should give some second thoughts to the potential danger of high-speed pursuit: Is the possible death of a policeman -- or an innocent bystander -- worth it?

(Courtesy of WZZM-TV)

Broadcast dates 3/14, 15, 17

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**APPENDIX D**

# POINT OF VIEW 13

EDITORIAL VOICE OF WZZM-TV, GRAND RAPIDS, MICHIGAN

EDITORIALS REPRESENT THE OPINIONS OF WEST MICHIGAN TELECASTERS, INC. REQUESTS FOR TIME TO EXPRESS VIEWS ON THE AIR DIFFERING FROM THOSE EXPRESSED ON "POINT OF VIEW 13" ARE WELCOME.

VIDEO

Sergeant Weaver

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AUDIO

Sergeant Kenneth Weaver  
MICHIGAN STATE POLICE  
Rockford Post

REBUTTAL

The so-called high speed chase may originate in a variety of ways: when the police attempt to stop a traffic violator who then speeds up in an effort to avoid apprehension; or, the individual travelling at an excessive rate of speed who attracts the attention of the police but who continues at the same reckless speed (possibly because he may not know he is being pursued); or, the attempted apprehension of criminals sought for serious offenses such as bank robbery, a hold-up, a stolen car, or a kidnapping.

So we see that there is a great variety of types of pursued drivers. Sooner or later, any police officer who patrols or works traffic will encounter such violators, and will face the decision as to what course of action to take. If all a violator had to do to keep from being followed was to setp on the gas, the consequences would be disastrous. Instead of discouraging high speed driving, the effect would be the exact opposite, and the danger to innocent persons would far exceed that under present police practices.

Those who criticize the police for going after a high speed driver generally don't understand the nature of the problem, or what would happen if their advice were followed. They say, "Get the license number and let him go, or radio ahead and set up a roadblock." What they overlook is that you have to get close enough to get the license number, and this at high speeds. Also, the license may be stolen and the identity of the driver is needed for prosecution in court. A roadblock can be even more dangerous than a high speed chase, not only to the driver but to innocent people as well.

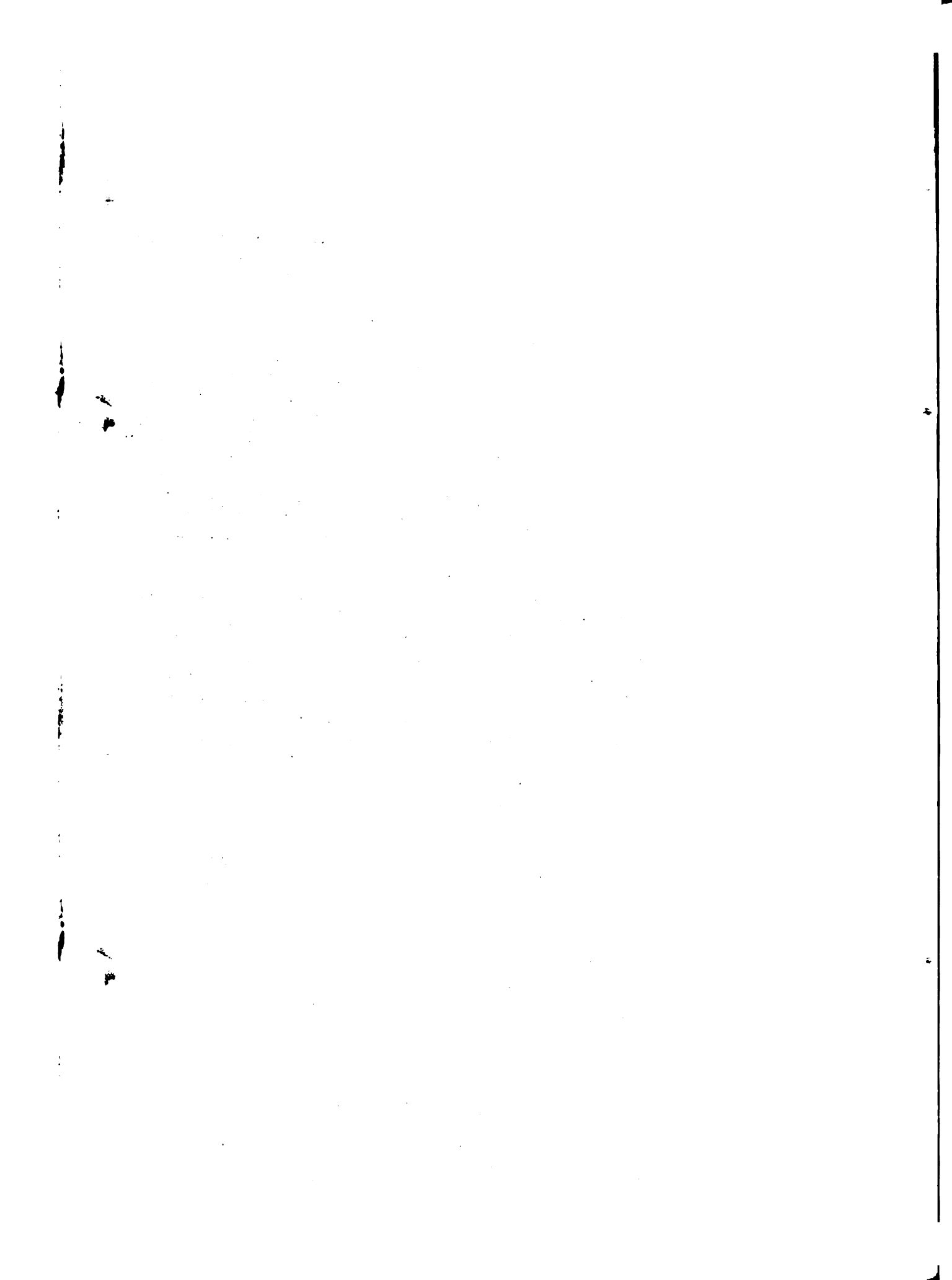
State Police records show that rarely does a fatal occur as the result of high speed pursuit, It's unfortunate that they ever occur, but we feel that accidents prevented by apprehending the violator-- at the time--will make our highways safer for all of us.

(Courtesy of WZZM-TV)

Broadcast dates

3/28,29,31/68





**APPENDIX E**

APPENDIX E

NEWS DIRECTOR  
QUESTIONNAIRE

General Information

Station: City of License:  
Channel: Network Affiliation:

1. When did this station first "take to air" (month, day, year)?
2. Please give the history of the Station's past network affiliations (time period of each network with the earliest first).
3. Who owns this station now?
4. Please give the history or past ownerships.
5. How many broadcasting stations are owned by this group (AM, FM, TV), and what are their call letters?
6. Is this ownership involved with other interests, mass media or otherwise:
7. If so, where are they located and what are they?
8. How many people are employed with your television facility?
9. How many major departments are there within the television facility? What are they?
10. How is the television facility organized? That is, where do the lines of responsibility lie?

11. Does the station broadcast network programs in color? How about local live programs? Local film programs? Newsfilms?

News Department Information

12. How many people are employed in the news department?
13. What are their ages?
14. Who is the News Director?
15. What are his duties?
16. To what extent is this news department involved in the community?
17. Of the total news personnel, how many are photographers? How many are writers? How many are reporters?
18. Do any of the reporters double as photographers? If so, how many?
19. How many news personnel ordinarily go out on a story?
20. How many "news cars" specifically designated does the news department have?
21. How are they equipped?
22. What are the news inputs for this news department?
23. Describe the ways in which stories are "run down".
24. (If you have a wire service) how is it used? That is, do you rewrite a major portion of it, use it as it comes over the wire, and how much wire copy do you use?
25. When are your network newscasts?
26. When are your local newscasts?
27. How is your "local block" between 5 and 7 P.M. arranged?
28. How about your 11 o'clock local block?
29. Describe the set for your local newscast between 5 and 7 P.M.

30. Please describe the procedure for delivering this same newscast? (Number of newsmen on camera, organization of newscast, use of actualities, newsfilm, etc.)
31. Describe the set for your 11 o'clock block.
32. Please describe the procedure for delivering this newscast.
33. How many commercials do you usually run during the "local block" between 5 and 7 P.M.?
34. How many commercials do you usually run during the 11 o'clock block?
35. Who edits the newsfilm (newsmen themselves or special editors)?
36. What shifts do your personnel work in news (includes week days, weekends, early morning hours before 6 A.M., etc.)?
37. What is the station's policy with regards to pre-emption of time for news purposes (bulletins and otherwise)?
38. Does this station do documentaries?
39. If so, when are they usually broadcast? (Frequency and time periods)
40. What has been the subject matter of some of your past documentaries?

#### Editorial Information

41. Does this station editorialize?
42. Where do the ideas for editorials originate?
43. Who delivers the editorials? (If the answer to this question differs according to the occasion, please describe station policy).

44. How often does the station editorialize? (Tie this in with above question to determine when who delivers what editorials.)
45. What has been the subject matter of some of the past editorials?
46. What percentage of this station's editorials are local or state-oriented in nature?
47. What percentage are national and international-oriented?
48. Who researches the editorials (i.e. how many researchers on each editorial)?
49. Do you have responses to your editorials?
50. How many letters per editorial?
51. What kinds of editorials tend to attract letters?
52. Are there any methods of response to editorials other than letters? If so, what are they?
53. How many requests for equal time?
54. What kinds of editorials tend to attract equal time requests?
55. How are the equal time requests handled?
56. a. In your opinion, what seems to be the general public attitude "in toto" toward your editorials?  
b. On what basis do you reach these conclusions?
57. Do you feel that your editorials are effective? Please explain your answer.
58. May I please have copies of several of your past editorials?

**APPENDIX F**

## COVER LETTER

Dear XXX:

Congratulations!

You are one of 300 persons within the Grand Rapids area that has been selected to participate in a television survey, which I am sure you will find to be a lot of fun!

The object of this study is to find out how the viewers of the television stations in the Grand Rapids area feel about the programs that they see on TV.

This is a very important survey for several reasons. First of all, the television stations have no way of knowing how the audience feels about the programs they are sending out. Therefore, we have decided to go directly to you, the viewer, to find out how you feel! Secondly, your help in this survey may lead to changes in some of the programs, thereby coming closer to being what you would like them to be. Thirdly, and most importantly, we want to know how you feel about the news programs on these stations. In other words, we want to know whether you are being informed properly of what is happening in the world around you and why you feel the way you do about television news.

Enclosed you will find a short questionnaire that I am sure will take only a very few minutes of your busy schedule. I know you will find it a great deal of fun to fill out, remembering that you may be contributing to better future programs. You will not have to answer all the questions, because not all of them will apply to you.

Please fill out the questionnaire, put it into the self-addressed stamped envelope that you find enclosed, and mail it to us at the earliest possible date, preferably before June 30, 1968! Please do not sign your name, as you will remain unidentified!

Thank you very much for your help in this project.

Sincerely,



Robert R. Zook,  
Public Opinion Researcher





~~XX~~ Which one of the following stations do you watch the most?

- (16) \_\_\_\_\_ WKZO-TV, Channel 3, CBS  
 \_\_\_\_\_ WOOD-TV, Channel 8, NBC  
 \_\_\_\_\_ WZZM-TV, Channel 13, ABC

~~XX~~ On the scale below, please place an (X) above the number that would best describe how you feel about the over-all programming of the one station you usually watch.

Very / / / / / / / Very  
 Bad 1 2 3 4 5 6 7 Good

~~XX~~ What is your opinion of the one network national news program on this station between 5 and 7 P.M.?

- (18) Very / / / / / / / Very  
 Bad 1 2 3 4 5 6 7 Good

~~XX~~ What is your opinion of the over-all local news programs on this station?

- (19) Very / / / / / / / Very  
 Bad 1 2 3 4 5 6 7 Good

~~XX~~ Do you watch the local newscasts on this station?

- (20) a) Yes, b) No

~~XX~~ If you answered "yes", do you like these local newscasts?

- (21) a) Yes, b) No  
 Why or why not?

(22)

~~XX~~ If you answered "no", why don't you watch these local newscasts?

(23)

~~XX~~ Does this station editorialize (take a stand on issues)?

- (24) a) Yes, b) No

~~XX~~ Do you feel this station should editorialize?

- a) Yes, b) No  
 Why or why not?

(25)

(26)

If this station does not editorialize, proceed to question No. 37.

~~XX~~ What is your opinion of this station's editorials?

- (27) Very / / / / / / / Very  
 Bad 1 2 3 4 5 6 7 Good

~~XX~~ If this station does editorialize, about how many of the editorials do you agree with?

- a) None, b) Some, c) About half, d) Most, e) All

~~XX~~ About how many of the editorials are devoted to local and state issues?

- (29) a) None, b) Some, c) About half, d) Most, e) All

~~25x~~ About how many of the editorials are devoted to national and international issues?  
(30)

- a) None,    b) Some,    c) About half,    d) Most,    e) All

~~26x~~ Do you feel that this station's editorials help you to be better informed about your community?  
(31)

- a) Yes,    b) No

Why or why not?

(32)

~~27x~~ Have you ever written, called, or talked to television station people about the editorials you disagree with?  
(33)

- a) Yes,    b) No

If "yes", about how many times have you done this?

Please proceed to question No. 37.

---

~~28x~~ In your opinion which channel has the best programs generally?  
(34)

- a) 3,    b) 8,    c) 13,    d) no preference

~~29x~~ If you have a preference, why do you feel that this channel has the best programs generally?  
(35)

~~30x~~ If you don't have a preference, please give us a reason why you have no preference?  
(36)

~~31x~~ Which network national news program do you usually watch between 5 and 7 P.M., Monday through Friday?  
(37)

- a) Walter Cronkite, CBS, Channel 3, 6:30 P.M.  
b) Huntley-Brinkley, NBC, Channel 8, 6:30 P.M.  
c) Frank Reynolds, ABC, Channel 13, 5:30 P.M.  
d) I have no one choice every night.  
e) I don't watch any of the above programs.

~~32x~~ Which channel do you usually depend upon for network "news specials"?

- (38) a) 3-CBS,    b) 8-NBC,    c) 13-ABC

~~33x~~ Which television station do you depend upon most regularly for local news?

- (39) a) 3,    b) 8,    c) 13,    d) no pref.,    e) Other (Newspapers, radio, etc.)  
If you have "no preference", proceed to No. 25.

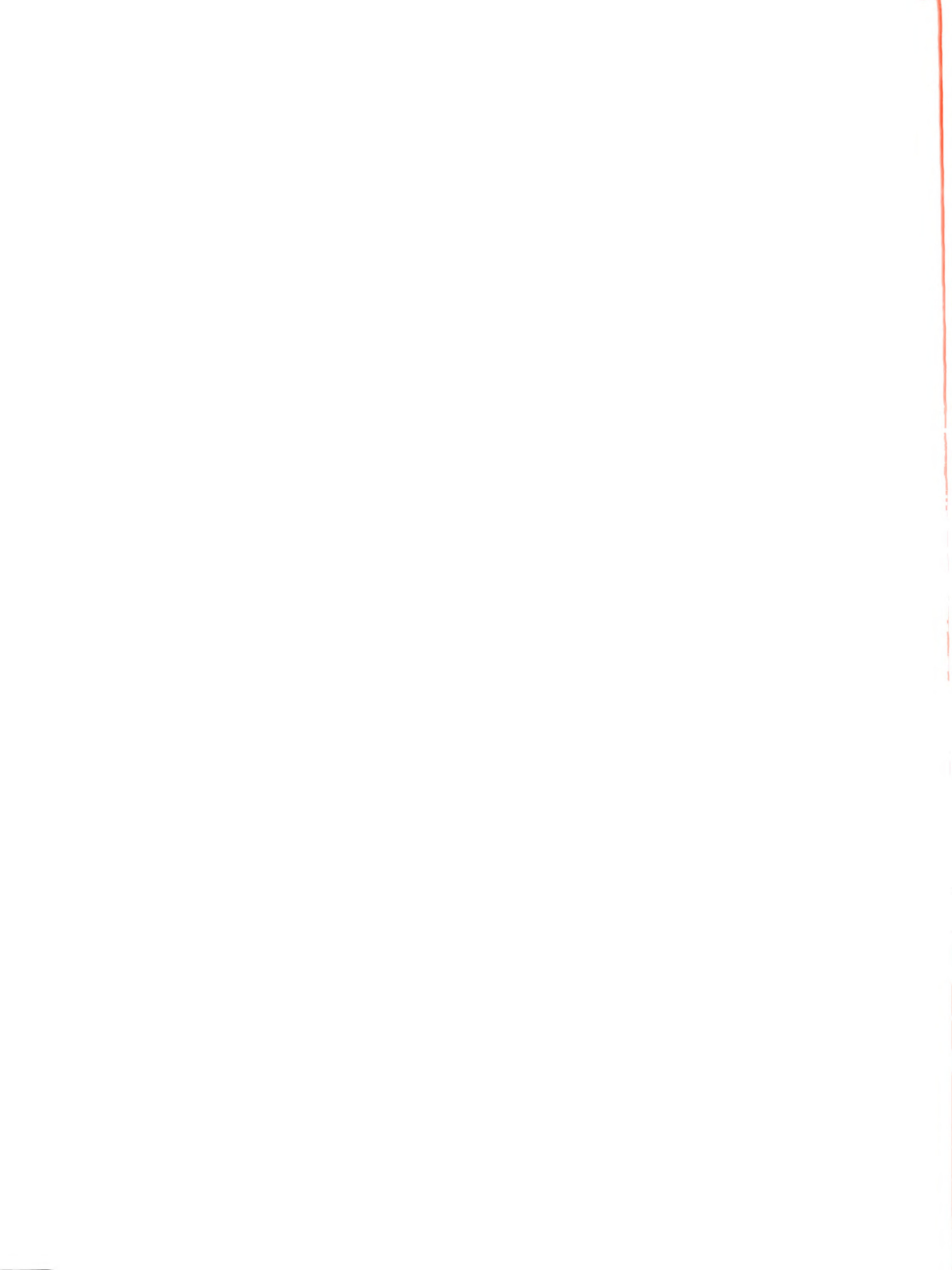
~~34x~~ Why do you tend to depend on this one station more for local news?

(40)

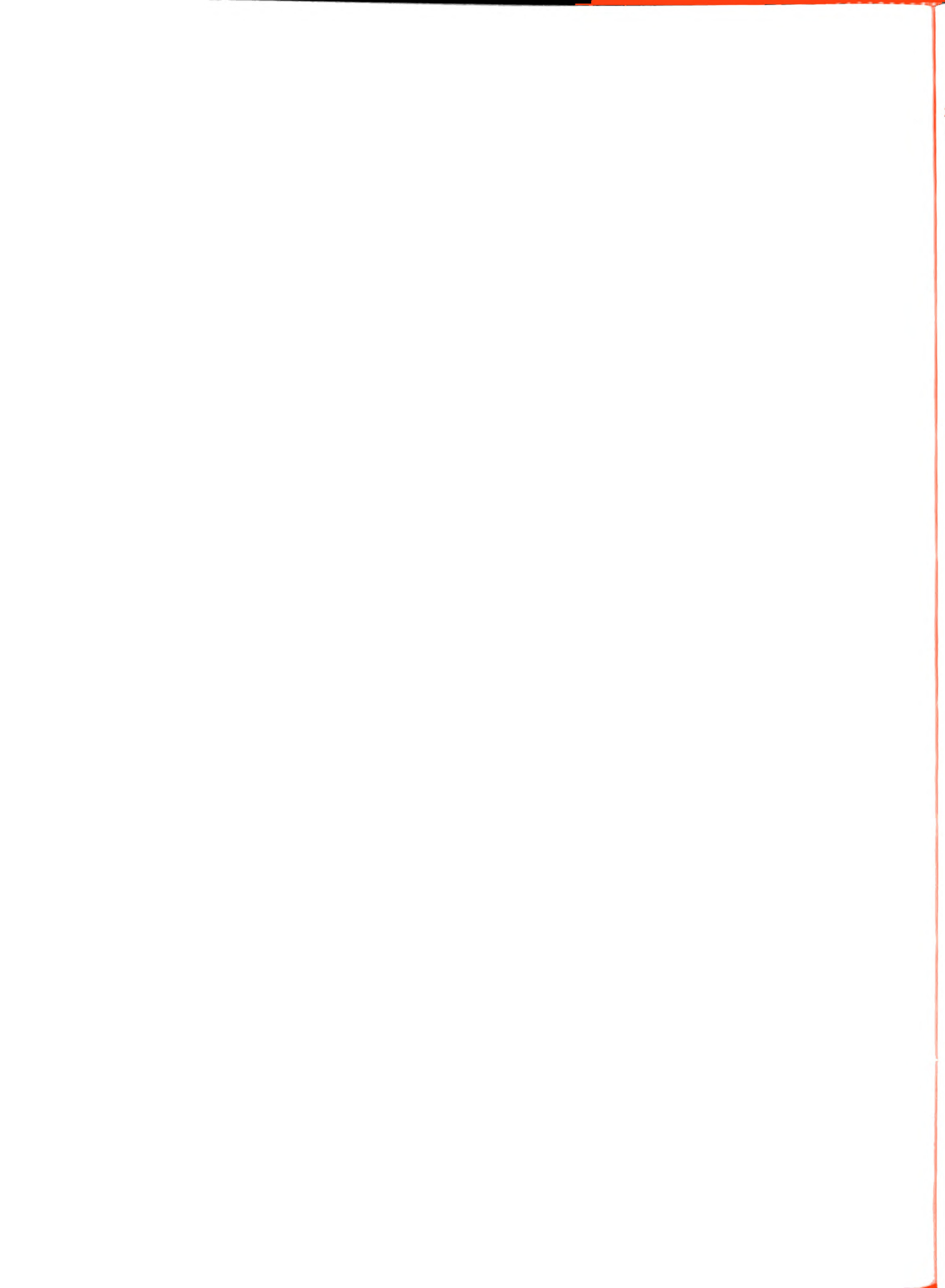
Please proceed to question No. 27.

~~35x~~ Why don't you depend upon one particular station for local news?

(41)

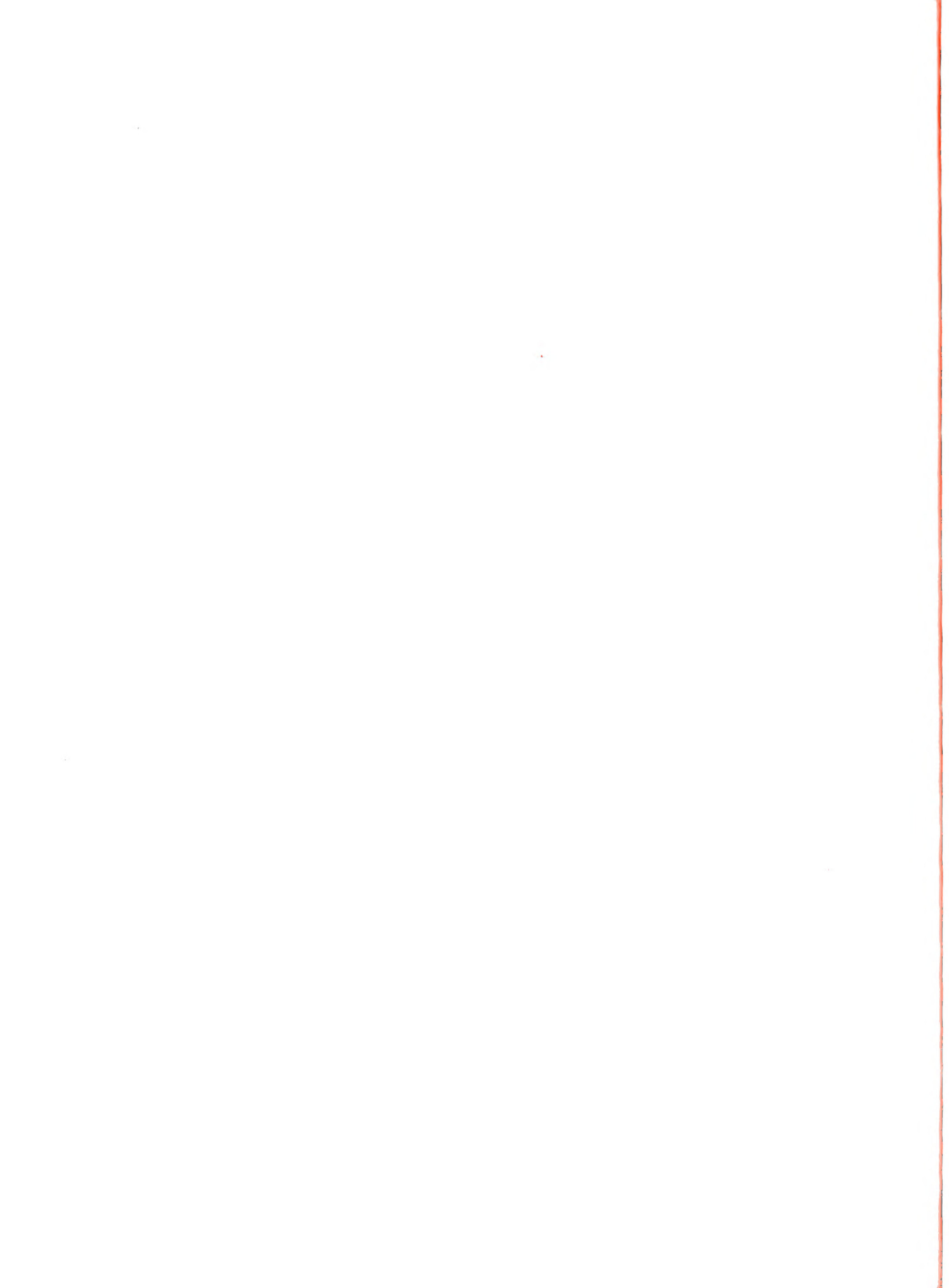






~~XXX~~ In a small paragraph, would you please list any improvements that you would like  
(56) to see made in television editorializing. Why do you feel that these improvements would be helpful?

Your cooperation in this research project has been very much much appreciated!  
Again--thank you!





**APPENDIX G**

## FOLLOW-UP LETTER

Dear XXX:

A couple of weeks ago, you received a "Television Research Questionnaire" that you were asked to fill out and return. You are one of 300 persons within the Grand Rapids area that has been selected to participate in this survey.

The object of this study is to find out how the viewers of the television stations in the Grand Rapids area feel about the programs that they see on TV.

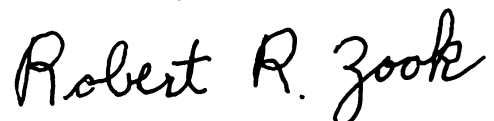
It is very important that you fill out and return this questionnaire for several reasons. First of all, the television stations have no way of knowing how the audience feels about the programs they are sending out. Therefore, we have decided to go directly to you, the viewer, to find out how you feel! Secondly, your help in this survey may lead to changes in some of the programs, thereby coming closer to being what you would like them to be. Thirdly, and most importantly, we want to know how you feel about the news programs on these stations. In other words, we want to know whether you are being informed properly of what is happening in the world around you and why you feel the way you do about television news.

Enclosed you will find this short questionnaire that I am sure will take only a very few minutes of your busy schedule. I know you will find it a great deal of fun to fill out, remembering that you may be contributing to better future programs. You will not have to answer all the questions, because not all of them will apply to you.

Please fill out the questionnaire, put it into the self-addressed stamped envelope that you find enclosed, and mail it to us at the earliest possible date, preferably before July 10, 1968! Please do not sign your name, as you will remain unidentified!

Thank you very much for your help in this project. If you have already returned your questionnaire, please disregard this letter.

Sincerely,



Robert R. Zook,  
Public Opinion Researcher

**APPENDIX H**

APPENDIX H

RESPONSE CODES

<u>COLUMN</u>	<u>ITEM</u>	<u>CODE</u>
1	Number of TV sets in home	0-Not applicable 1-None 2-1 3-2 4-More than 2 5-Respondent does not watch TV; hence, he feels little qualified to fill out questionnaire 6-No answer
2	Number of color TV sets	0-Not applicable 1-None 2-1 3-2 4-More than 2 5-No answer
3	Marital Status	0-Not applicable 1-Married 2-Single 3-Widow 4-Divorced 5-Separated 6-No answer
4	Total persons in family	0-Not applicable 1-2 2-3 3-4 4-5 5-6 6-7 7-8 8-9 9-10 or more
5	Age of Respondent	0-Not applicable 1-18-20 2-21-35 3-36-50

<u>COLUMN</u>	<u>ITEM</u>	<u>CODE</u>
		4-51-64 5-65 and Over 6-No answer
6-10	Age of Family Members: 17 and Below 18-34 35-49 50-64 65 & Over	0-Not applicable 1-Applicable
11	Respondent's Occupation	0-No answer 1-Lower class 2-Working Class 3-Middle Class 4-Upper Class 5-Retired
12	Length of prior Residence	0-No answer 1-Less than one year 2-1-2 Years 3-2-3 Years 4-3 or more years
13	Length of Future Residence	0-No answer 1-Less than one year 2-1-2 Years 3-3 or more years
14	Length of Time Watching TV per Day.	0-Not applicable 1-Less than one hour 2-1-2 hours 3-2-3 hours 4-3-4 hours 5-4-5 hours 6-5 or more hours 7-No answer
15	One-channel viewer?	0-Not applicable 1-Yes 2-No 3-No answer

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ONE-CHANNEL VIEWER SECTION

16	Predominant Station?	0-Not applicable 1-WKZO-TV, channel 3, CBS 2-WOOD-TV, channel 8, NBC 3-WZZM-TV, channel 13, ABC 4-No answer
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<u>COLUMN</u>	<u>ITEM</u>	<u>CODE</u>
17	Opinion of station's over all programming	0-Not applicable 1-Very bad 2-2 3-3 4-4 5-5 6-6 7-Very good 8-No answer
18	Opinion of network national news program on this station	0-Not applicable 1-Very bad 2-2 3-3 4-4 5-5 6-6 7-Very good 8-No answer
19	Opinion of local news programs on this station	0-Not applicable 1-Very bad 2-2 3-3 4-4 5-5 6-6 7-Very good 8-No answer
20	Does viewer <u>watch</u> station's local newscasts?	0-Not applicable 1-Yes 2-No 3-No answer
21	If yes, does viewer <u>like</u> local newscasts?	0-Not applicable 1-Yes 2-No 3-No answer
22	Why or why not?	0-Not applicable 1-good interviewing; in-depth; informative, concise, factual; extensive; believable; and/or educational. 2-Reflects good management. 3-Newscasters good personality; his good judgment in selecting stories; entertaining; likes other members of news

<u>COLUMN</u>	<u>ITEM</u>	<u>CODE</u>
		block.
		4-News casters and news-casts lack professionalism.
		5-Local news more "local".
		6-Too much violence
		7-Too many commercials; too interruptive.
		8-Stories incomplete; lack balance.
		9-No answer.
23	If viewer doesn't watch them, why doesn't he?	0-Not applicable
		1-Coverage of local events not complete enough.
		2-Use radio for local news.
		3-Not enough time to watch TV local news.
		4-Not interested in news; prefers other parts of news block.
		5-No answer.
24.	Does station editorialize?	0-Not applicable
		1-Yes
		2-No
		3-No answer
25	Does viewer feel station <u>should</u> editorialize?	0-Not applicable
		1-Yes
		2-No
		3-No answer
26	Why or why not?	0-Not applicable
		1-Broadcasting opinions help bring community to action; fights apathy.
		2-Broadcasters should have "freedom of opinion", as newspapers do (with respon.).
		3-Broadcasters have obligation and responsibility to "speak out" on controversial issues; many viewpoints should be heard; counterbalance newspaper.

COLUMNITEMCODE

- 4-Keeps public informed; brings issues into perspective; brings out "unthought of" issues; helps viewers form opinions.
- 5-Because of constant contact with news events, TV is best qualified to give opinions.
- 6-Broadcasters should be factual not opinionated; should not judge people or events; information in newscasts is enough.
- 7-Constructive criticism is good.
- 8-Editorialist's personality and presentation are objected to.
- 9-No answer.

27 Opinion of station's editorials

- 0-Not applicable  
 1-Very bad  
 2-2  
 3-3  
 4-4  
 5-5  
 6-6  
 7-Very good  
 8-No answer

28 Number of eds. agreed with

- 0-Not applicable  
 1-None  
 2-Some  
 3-About half  
 4-Most  
 5-All  
 6-No answer

29 Eds. devoted to local and state issues

- 0-Not applicable  
 1-None  
 2-Some  
 3-About half  
 4-Most  
 5-All  
 6-No answer



<u>COLUMN</u>	<u>ITEM</u>	<u>CODE</u>
30	Eds. devoted to national and international issues.	0-Not applicable 1-None 2-Some 3-About half 4-Most 5-All 6-No answer
31	Is viewer better informed by station's editorials?	0-Not applicable 1-Yes 2-No 3-No answer
32	Why or why not?	0-Not applicable 1-No--Editorials are generally about "out-state" Grand Rapids area. 2-Yes--Keeps public informed; clarifies issues; brings them into perspective. 3-Yes--Separates opinion from facts; viewpoints provide "food for thought". 4-Yes--Helps form an opinion by either comparing viewpoints, both written and oral, or by not comparing them. 5-No--Keeps informed by <u>non-editorial</u> sources; editorials are too "one-sided"; no balance. 6-Yes--Brings out issues and viewpoints <u>not</u> ordinarily considered; helps make voting decisions. 7-Yes--Gives better over all view of issues. 8-Yes--When editorials are confined to local and state issues, it helps in understanding the more immediate environment. 9-No answer.

COLL

33

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34

35

36

<u>COLUMN</u>	<u>ITEM</u>	<u>CODE</u>
33	Has viewer communicated with station about editorial he disagreed with?	0-Not applicable 1-Yes--Once 2-Yes--Twice or more often. 3-No 4-No answer

---

MULTI-CHANNEL VIEWERS

34	Channel having best programs generally	0-Not applicable 1-3 2-8 3-13 4-No preference 5-No answer
35	If viewer has preference, why does he have preference?	0-Not applicable 1-On general principles, the respondent <u>watches</u> and <u>likes</u> most of the programs better. 2-This channel has better family programs. 3-This channel has better "special interest programs", i.e. late shows, sports, documentaries, cartoons, etc. 4-Better variety of programs. 5-More humor, comedy, and entertainment. 6-This channel has better information programs. 7-More general "mature" programs 8-More programs of local interest. 9-No answer.
36	If viewer has no preference why doesn't he have one?	0-Not applicable 1-Each channel carries <u>some</u> good and <u>some</u> poor programs. 2-Viewer is selective in watching particular channels at particular times. 3-Viewer doesn't watch TV very much.

<u>COLUMN</u>	<u>ITEM</u>	<u>CODE</u>
		4-Viewer is entertained by other media. 5-Program schedules change; many programs are not classified as "regular". 6-Viewer feels all or most programs are good. 7-The interest in programs is determined by the program's subject matter, and <u>this</u> determines the channel you'll watch. 8-No answer.
37	The network national news program usually watched by respondent between 5 and 7 P.M.	0-Not applicable 1-Walter Cronkite, CBS, channel 3, 6:30 P.M. 2-Huntley-Brinkley, NBC, channel 8, 6:30 P.M. 3-Frank Reynolds, ABC, channel 13, 5:30 P.M. 4-I have no one choice <u>every</u> night. 5-I don't watch <u>any</u> of the above programs.
38	Channel depended upon for network "news specials"	0-Not applicable 1-3-CBS 2-8-NBC 3-13-ABC 4-No answer 5-More than one station.
39	Station depended upon most regularly for local news.	0-Not applicable 1-3 2-8 3-13 4-No preference 5-Other (Newspapers, radio, etc.) 6-No answer 7-More than one of above elements.
40	Why respondent <u>tends</u> to depend more on <u>this</u> one station for local news.	0-Not applicable 1-Generally better quality in news presentation, particularly emphasizing quality of newsmen.

COLUMNITEMCODE

- 2-This station has more up-to-date news more often; more informative generally.
- 3-This station has more in-depth coverage.
- 4-This station covers more news of a strictly local nature.
- 5-This station is the "first" with the news.
- 6-This station is viewed because of "time convenience".
- 7-This station is viewed because of habit.
- 8-Better reception.
- 9-No answer.

41 Why respondent doesn't depend upon one particular station for local news.

- 0-Not applicable
- 1-Respondent likes variety of news.
- 2-Local news times vary among stations.
- 3-More dependence on newspapers, radio, or other media.
- 4-Respondent doesn't watch local news because of absence from home or other such reasons.
- 5-General dissatisfaction with all local news presentations.
- 6-More than one station has good local news coverage.
- 7-Respondent watches whatever channel happens to be activated.
- 8-No answer

42 Viewer's choice if he had to make one.

- 0-Not applicable
- 1-3
- 2-8
- 3-13
- 4-No answer



<u>COLUMN</u>	<u>ITEM</u>	<u>CODE</u>
43	Why viewer would choose this particular station.	0-Not applicable 1-Best local coverage; more local in nature. 2-Better all-around quality of newscasts and newscasters. 3-This station is viewed by habit. 4-Most in-depth and complete news coverage. 5-Viewer won't narrow his choice, because he feels more than one station has good local news. 6-This station appeals to viewer's "special interests". 7-Viewer watches whatever channel happens to be on; non-discriminatory. 8-No answer
44	Do any of local television stations editorialize?	0-Not applicable 1-Yes 2-No 3-No answer
45	Which channels editorialize?	0-Not applicable 1-3 2-8 3-13 4-No answer 5-8 and 13
46	Should TV editorialize?	0-Not applicable 1-Yes 2-No 3-No answer
47	Why or Why not?	0-Not applicable 1-Broadcasting opinions help bring community to action; fights apathy. 2-Broadcasters should have "freedom of opinion", as newspapers do (with

<u>COLUMN</u>	<u>ITEM</u>	<u>CODE</u>
47 Cont.	Why or why not?	2-responsibility). 3-Broadcasters have obligation and responsibility to "speak out" on controversial issues; many viewpoints should be heard; counterbalance newspaper. 4-Keeps public informed; brings issues into perspective; brings out "unthought of" issues; helps viewers form opinions. 5-Because of constant contact with news events, TV is best qualified to give opinions. 6-Broadcasters should be factual, not opinionated; should not judge people or events; information in newscasts is enough. 7-Constructive criticism is good. 8-Editorialist's personality and presentation are objected to. 9-No answer
48	Does viewer <u>watch</u> these editorials?	0-Not applicable 1-Yes 2-No 3-No answer
49	Viewer's opinion of Grand Rapids TV editorials.	0-Not applicable 1-Very Bad. 2-2 3-3 4-4 5-5 6-6 7-Very good 8-No answer
50	Number of editorials viewer agrees with.	0-Not applicable 1-None 2-Some



<u>COLUMN</u>	<u>ITEM</u>	<u>CODE</u>
50 Cont.	Number of editorials viewer agrees with.	3-About half 4-Most 5-All 6-No answer
51	Number of editorials devoted to local and state issues.	0-Not applicable 1-None 2-Some 3-About half 4-Most 5-All 6-No answer
52	Number of editorials devoted to national and international issues.	0-Not applicable 1-None 2-Some 3-About half 4-Most 5-All 6-No answer
53	Does viewer feel editorials inform him of his community?	0-Not applicable 1-Yes 2-No 3-No answer
54	Why or why not?	0-Not applicable 1-No--Editorials are generally about out- state Grand Rapids area. 2-Yes--Keeps public in- formed; clarifies iss- ues; brings them into perspective. 3-Yes--Separates opinion from facts; viewpoints provide "food for thought". 4-Yes--Helps form an opin- ion by either comparing viewpoints, both written and oral, or by <u>not</u> comparing them. 5-No--Keeps informed by non-editorial sources; editorials are too one- sided; no balance.

<u>COLUMN</u>	<u>ITEM</u>	<u>CODE</u>
54 Cont.	Why or why not?	6-Yes--Brings out issues and viewpoints <u>not</u> ordinarily considered; helps make voting decisions. 7-Yes--Gives better overall view of issues. 8-Yes--When editorials are confined to <u>local</u> and <u>state</u> issues it helps in understanding more immediate environment. 9-No answer.
55	Has viewer ever communicated with station about editorials?	0-Not applicable 1-Yes--Once 2-Yes--Twice or more often. 3-No 4-No answer.
56	Improvements in editorials.	0-Try to editorialize on more community issues that directly affect the voter; TV should "lead" public opinion. 1-News sources should be more adequately quoted; there should be more balance in news and editorial presentations; there should be <u>much</u> data to support <u>conclusions after</u> presenting facts. More honesty, truthfulness, credibility. The <u>whole</u> story should be told; more research should be conducted. 2-Editorializing is an element of religion; issues should be studied in light of religion. 3-TV should not editorialize for various reasons. 4-Editorializing should

<u>COLUMN</u>	<u>ITEM</u>	<u>CODE</u>
56 Cont.	Improvements in editorials.	4-not be mere fault-finding and name-calling; criticism should be constructive. 5-Subjects of editorials should be broad and not all devoted to certain minorities or "narrow" subjects; there should be more editorials. 6-Editorials should be promoted more often. 7-Editorials should be put in the form of a debate, where all sides of an issue are exposed to the viewer within the <u>same</u> time period of the <u>same</u> day. Establish a community-wide organization. 8-There should be a better editorial reporter. 9-No answer

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**APPENDIX I**

APPENDIX I

NUMERICAL RESULTS OF  
POPULATION QUESTIONNAIRE ITEMS

SINGLE-CHANNEL VIEWERS

COLUMN	0	1	2	3	4	5	6	7	8	9
COL 1	0	0	33	16	8	0	2	0	0	0
PERCENT	0.00	0.00	55.93	27.12	13.56	0.00	3.39	0.00	0.00	0.00
COL 2	0	40	19	0	0	0	0	0	0	0
PERCENT	0.00	67.80	32.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00
COL 3	0	47	10	2	0	0	0	0	0	0
PERCENT	0.00	79.66	16.95	3.39	0.00	0.00	0.00	0.00	0.00	0.00
COL 4	12	19	9	7	6	3	1	1	1	0
PERCENT	20.34	32.20	15.25	11.86	10.17	5.08	1.69	1.69	1.69	0.00
COL 5	0	1	12	15	13	17	1	0	0	0
PERCENT	0.00	1.69	20.34	25.42	22.03	28.81	1.69	0.00	0.00	0.00
COL 6	35	22	0	0	0	0	2	0	0	0
PERCENT	59.32	37.29	0.00	0.00	0.00	0.00	3.39	0.00	0.00	0.00
COL 7	41	18	0	0	0	0	0	0	0	0
PERCENT	69.49	30.51	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
COL 8	44	15	0	0	0	0	0	0	0	0
PERCENT	74.58	25.42	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

COLUMN	0	1	2	3	4	5	6	7	8	9
COL 9	47	12	0	0	0	0	0	0	0	0
PERCENT	79.66	20.34	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
COL 10	44	15	0	0	0	0	0	0	0	0
PERCENT	74.58	25.42	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
COL 11	6	0	11	29	0	13	0	0	0	0
PERCENT	10.17	0.00	18.64	49.15	0.00	22.03	0.00	0.00	0.00	0.00
COL 12	0	2	2	5	50	0	0	0	0	0
PERCENT	0.00	3.39	8.47	84.75	0.00	0.00	0.00	0.00	0.00	0.00
COL 13	0	0	2	57	0	0	0	0	0	0
PERCENT	0.00	0.00	3.39	96.61	0.00	0.00	0.00	0.00	0.00	0.00
COL 14	0	5	21	8	9	8	8	0	0	0
PERCENT	0.00	8.47	35.59	13.56	15.25	13.56	13.56	0.00	0.00	0.00
COL 15	0	59	0	0	0	0	0	0	0	0
PERCENT	0.00	100.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
COL 16	0	6	46	7	0	0	0	0	0	0
PERCENT	0.00	10.17	77.97	11.86	0.00	0.00	0.00	0.00	0.00	0.00
COL 17	0	0	0	6	12	18	9	12	2	0
PERCENT	0.00	0.00	0.00	10.17	20.34	30.51	15.25	20.34	3.39	0.00
COL 18	0	0	0	3	6	8	17	21	4	0
PERCENT	0.00	0.00	0.00	5.08	10.17	13.56	28.81	35.59	6.78	0.00
COL 19	0	0	1	5	6	4	16	24	3	0
PERCENT	0.00	0.00	1.69	8.47	10.17	6.78	27.12	40.68	5.08	0.00

COLUMN	0	1	2	3	4	5	6	7	8	9
COL 20	0	54	5	0	0	0	0	0	0	0
PERCENT	0.00	91.53	8.47	0.00	0.00	0.00	0.00	0.00	0.00	0.00
COL 21	5	51	2	1	0	0	0	0	0	0
PERCENT	8.47	86.44	3.39	1.69	0.00	0.00	0.00	0.00	0.00	0.00
COL 22	5	22	0	7	1	2	2	2	1	17
PERCENT	8.47	37.29	0.00	11.86	1.69	3.39	3.39	3.39	1.69	28.81
COL 23	54	2	1	2	0	0	0	0	0	0
PERCENT	91.53	3.39	1.69	3.39	0.00	0.00	0.00	0.00	0.00	0.00
COL 24	0	51	5	3	0	0	0	0	0	0
PERCENT	0.00	86.44	8.47	5.08	0.00	0.00	0.00	0.00	0.00	0.00
COL 25	0	46	7	6	0	0	0	0	0	0
PERCENT	0.00	77.97	11.86	10.17	0.00	0.00	0.00	0.00	0.00	0.00
COL 26	0	2	6	9	11	1	4	1	2	23
PERCENT	0.00	3.39	10.17	15.25	18.64	1.69	6.78	1.69	3.39	38.98
COL 27	0	1	0	3	8	10	11	10	16	0
PERCENT	0.00	1.69	0.00	5.08	13.56	16.95	18.64	16.95	27.12	0.00
COL 28	0	0	9	16	21	0	13	0	0	0
PERCENT	0.00	0.00	15.25	27.12	35.59	0.00	22.03	0.00	0.00	0.00
COL 29	0	0	3	6	31	6	13	0	0	0
PERCENT	0.00	0.00	5.08	10.17	52.54	10.17	22.03	0.00	0.00	0.00
COL 30	0	9	26	6	2	0	16	0	0	0
PERCENT	0.00	15.25	44.07	10.17	3.39	0.00	27.12	0.00	0.00	0.00
COL 31	0	42	6	11	0	0	0	0	0	0
PERCENT	0.00	71.19	10.17	18.64	0.00	0.00	0.00	0.00	0.00	0.00

COLUMN	0	1	2	3	4	5	6	7	8	9
COL 32	0	1	16	7	3	8	4	1	1	18
PERCENT	0.00	1.69	27.12	11.86	5.08	13.56	6.78	1.69	1.69	30.51
COL 33	0	0	1	56	2	0	0	0	0	0
PERCENT	0.00	0.00	1.69	94.92	3.39	0.00	0.00	0.00	0.00	0.00
COL 56	7	5	1	1	1	5	1	3	3	32
PERCENT	11.86	8.47	1.69	1.69	1.69	8.47	1.69	5.08	5.08	54.24



MULTI-CHANNEL VIEWERS

COLUMN	0	1	2	3	4	5	6	7	8	9
COL 1	0	1	66	55	15	0	2	0	0	0
PERCENT	0.00	0.72	47.48	39.57	10.79	0.00	1.44	0.00	0.00	0.00
COL 2	0	89	48	0	0	2	0	0	0	0
PERCENT	0.00	64.03	34.53	0.00	0.00	1.44	0.00	0.00	0.00	0.00
COL 3	0	115	16	7	1	0	0	0	0	0
PERCENT	0.00	82.73	11.51	5.04	0.72	0.00	0.00	0.00	0.00	0.00
COL 4	18	38	15	25	22	11	5	0	3	2
PERCENT	12.95	27.34	10.79	17.99	15.83	7.91	3.60	0.00	2.16	1.44
COL 5	0	2	38	47	28	20	4	0	0	0
PERCENT	0.00	1.44	27.34	33.81	20.14	14.39	2.88	0.00	0.00	0.00
COL 6	60	74	0	0	0	0	5	0	0	0
PERCENT	43.17	53.24	0.00	0.00	0.00	0.00	3.60	0.00	0.00	0.00
COL 7	69	70	0	0	0	0	0	0	0	0
PERCENT	49.64	50.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
COL 8	93	46	0	0	0	0	0	0	0	0
PERCENT	66.91	33.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
COL 9	109	30	0	0	0	0	0	0	0	0
PERCENT	78.42	21.58	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
COL 10	127	12	0	0	0	0	0	0	0	0
PERCENT	91.37	8.63	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

COLUMN	0	1	2	3	4	5	6	7	8	9
COL 11	16	0	45	66	2	10	0	0	0	0
PERCENT	11.51	0.00	32.37	47.48	1.44	7.19	0.00	0.00	0.00	0.00
COL 12	0	1	7	6	125	0	0	0	0	0
PERCENT	0.00	0.72	5.04	4.32	89.93	0.00	0.00	0.00	0.00	0.00
COL 13	2	1	5	131	0	0	0	0	0	0
PERCENT	1.44	0.72	3.60	94.24	0.00	0.00	0.00	0.00	0.00	0.00
COL 14	0	17	39	37	13	17	16	0	0	0
PERCENT	0.00	12.23	28.06	26.62	9.35	12.23	11.51	0.00	0.00	0.00
COL 15	0	0	139	0	0	0	0	0	0	0
PERCENT	0.00	0.00	100.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
COL 34	0	31	14	12	82	0	0	0	0	0
PERCENT	0.00	22.30	10.07	8.63	58.99	0.00	0.00	0.00	0.00	0.00
COL 35	81	14	5	13	9	2	7	1	1	6
PERCENT	58.27	10.07	3.60	9.35	6.47	1.44	5.04	0.72	0.72	4.32
COL 36	58	13	34	9	1	1	1	3	19	0
PERCENT	41.73	9.35	24.46	6.47	0.72	0.72	0.72	2.16	13.67	0.00
COL 37	0	17	56	4	27	33	2	0	0	0
PERCENT	0.00	12.23	40.29	2.88	19.42	23.74	1.44	0.00	0.00	0.00
COL 38	0	33	76	7	18	5	0	0	0	0
PERCENT	0.00	23.74	54.68	5.04	12.95	3.60	0.00	0.00	0.00	0.00
COL 39	0	1	96	15	14	10	1	2	0	0
PERCENT	0.00	0.72	69.06	10.79	10.07	7.19	0.72	1.44	0.00	0.00
COL 40	27	17	15	14	27	1	5	11	5	17
PERCENT	19.42	12.23	10.79	10.07	19.42	0.72	3.60	7.91	3.60	12.23

COLUMN	0	1	2	3	4	5	6	7	8	9
COL 41	112	4	1	3	2	2	3	2	10	0
PERCENT	80.58	2.88	0.72	2.16	1.44	1.44	2.16	1.44	7.19	0.00
COL 42	112	0	9	5	13	0	0	0	0	0
PERCENT	80.58	0.00	6.47	3.60	9.35	0.00	0.00	0.00	0.00	0.00
COL 43	112	2	1	2	4	1	1	1	15	0
PERCENT	80.58	1.44	0.72	1.44	2.88	0.72	0.72	0.72	10.79	0.00
COL 44	0	108	13	18	0	0	0	0	0	0
PERCENT	0.00	77.70	9.35	12.95	0.00	0.00	0.00	0.00	0.00	0.00
COL 45	13	1	77	7	21	19	0	0	1	0
PERCENT	9.35	0.72	55.40	5.04	15.11	13.67	0.00	0.00	0.72	0.00
COL 46	13	85	15	26	0	0	0	0	0	0
PERCENT	9.35	61.15	10.79	18.71	0.00	0.00	0.00	0.00	0.00	0.00
COL 47	13	1	1	24	38	4	9	0	0	49
PERCENT	9.35	0.72	0.72	17.27	27.34	2.88	6.47	0.00	0.00	35.25
COL 48	13	100	11	15	0	0	0	0	0	0
PERCENT	9.35	71.94	7.91	10.79	0.00	0.00	0.00	0.00	0.00	0.00
COL 49	13	1	2	10	21	21	17	21	33	0
PERCENT	9.35	0.72	1.44	7.19	15.11	15.11	12.23	15.11	23.74	0.00
COL 50	13	1	34	14	48	1	28	0	0	0
PERCENT	9.35	0.72	24.46	10.07	34.53	0.72	20.14	0.00	0.00	0.00
COL 51	13	0	14	12	56	10	34	0	0	0
PERCENT	9.35	0.00	10.07	8.63	40.29	7.19	24.46	0.00	0.00	0.00

COLUMN	0	1	2	3	4	5	6	7	8	9
COL 52	13	17	59	7	3	0	40	0	0	0
PERCENT	9.35	12.23	42.45	5.04	2.16	0.00	28.78	0.00	0.00	0.00
COL 53	13	84	12	30	0	0	0	0	0	0
PERCENT	9.35	60.43	8.63	21.58	0.00	0.00	0.00	0.00	0.00	0.00
COL 54	13	0	26	7	16	12	12	6	7	40
PERCENT	9.35	0.00	18.71	5.04	11.51	8.63	8.63	4.32	5.04	28.78
COL 55	13	4	3	119	0	0	0	0	0	0
PERCENT	9.35	2.88	2.16	85.61	0.00	0.00	0.00	0.00	0.00	0.00
COL 56	9	16	1	3	0	15	0	7	1	87
PERCENT	6.47	11.51	0.72	2.16	0.00	10.79	0.00	5.04	0.72	62.59

AGE GROUP 18-20

COLUMN	0	1	2	3	4	5	6	7	8	9
COL 1 PERCENT	0 0.00	4 22.22	5 27.78	3 16.67	0 0.00	6 33.33	0 0.00	0 0.00	0 0.00	0 0.00
COL 2 PERCENT	0 0.00	8 100.00	0 0.00	0 0.00	0 0.00	0 0.00	0 0.00	0 0.00	0 0.00	0 0.00
COL 3 PERCENT	0 0.00	3 37.50	5 62.50	0 0.00	0 0.00	0 0.00	0 0.00	0 0.00	0 0.00	0 0.00
COL 4 PERCENT	0 0.00	1 33.33	1 33.33	0 0.00	0 0.00	1 33.33	0 0.00	0 0.00	0 0.00	0 0.00
COL 5 PERCENT	0 0.00	3 37.50	0 0.00	0 0.00	0 0.00	0 0.00	5 62.50	0 0.00	0 0.00	0 0.00
COL 6 PERCENT	0 0.00	2 100.00	0 0.00	0 0.00	0 0.00	0 0.00	0 0.00	0 0.00	0 0.00	0 0.00
COL 7 PERCENT	0 0.00	3 100.00	0 0.00	0 0.00	0 0.00	0 0.00	0 0.00	0 0.00	0 0.00	0 0.00
COL 8 PERCENT	0 0.00	2 100.00	0 0.00	0 0.00	0 0.00	0 0.00	0 0.00	0 0.00	0 0.00	0 0.00





COLUMN	0	1	2	3	4	5	6	7	8	9
COL 32	0	0	0	0	0	1	0	0	0	1
PERCENT	0.00	0.00	0.00	0.00	0.00	50.00	0.00	0.00	0.00	50.00
COL 33	0	0	0	2	0	0	0	0	0	0
PERCENT	0.00	0.00	0.00	100.00	0.00	0.00	0.00	0.00	0.00	0.00
COL 34	0	2	0	1	3	0	0	0	0	0
PERCENT	0.00	33.33	0.00	16.67	50.00	0.00	0.00	0.00	0.00	0.00
COL 35	0	0	0	0	1	1	0	0	0	0
PERCENT	0.00	0.00	0.00	0.00	50.00	50.00	0.00	0.00	0.00	0.00
COL 36	0	1	2	0	0	0	0	0	1	0
PERCENT	0.00	25.00	50.00	0.00	0.00	0.00	0.00	0.00	25.00	0.00
COL 37	0	1	2	0	1	2	0	0	0	0
PERCENT	0.00	16.67	33.33	0.00	16.67	33.33	0.00	0.00	0.00	0.00
COL 38	0	1	2	1	0	2	0	0	0	0
PERCENT	0.00	16.67	33.33	16.67	0.00	33.33	0.00	0.00	0.00	0.00
COL 39	0	0	4	1	1	0	0	0	0	0
PERCENT	0.00	0.00	66.67	16.67	16.67	0.00	0.00	0.00	0.00	0.00
COL 40	0	0	2	1	1	0	0	0	0	1
PERCENT	0.00	0.00	40.00	20.00	20.00	0.00	0.00	0.00	0.00	20.00
COL 41	0	0	0	0	0	0	1	0	0	0
PERCENT	0.00	0.00	0.00	0.00	0.00	0.00	100.00	0.00	0.00	0.00
COL 42	0	0	0	0	1	0	0	0	0	0
PERCENT	0.00	0.00	0.00	0.00	100.00	0.00	0.00	0.00	0.00	0.00





COLUMN	0	1	2	3	4	5	6	7	8	9
COL 54	0	0	2	0	1	0	1	0	0	2
PERCENT	0.00	0.00	33.33	0.00	16.67	0.00	16.67	0.00	0.00	33.33
COL 55	0	0	0	6	0	0	0	0	0	0
PERCENT	0.00	0.00	0.00	100.00	0.00	0.00	0.00	0.00	0.00	0.00
COL 56	1	1	0	1	0	1	0	0	0	14
PERCENT	5.56	5.56	0.00	5.56	0.00	5.56	0.00	0.00	0.00	77.78



COLUMN	0	1	2	3	4	5	6	7	8	9
COL 10 PERCENT	0	1	0	0	0	0	0	0	0	0
COL 11 PERCENT	0.00	100.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
COL 12 PERCENT	0	0	20	28	1	2	0	0	0	0
COL 13 PERCENT	0.00	0.00	39.22	54.90	1.96	3.92	0.00	0.00	0.00	0.00
COL 14 PERCENT	0	2	8	6	36	0	0	0	0	0
COL 15 PERCENT	0.00	3.85	15.38	11.54	69.23	0.00	0.00	0.00	0.00	0.00
COL 16 PERCENT	0	2	4	45	0	0	0	0	0	0
COL 17 PERCENT	0.00	3.92	7.84	88.24	0.00	0.00	0.00	0.00	0.00	0.00
COL 18 PERCENT	0	6	14	10	7	5	8	0	0	0
COL 19 PERCENT	0.00	12.00	28.00	20.00	14.00	10.00	16.00	0.00	0.00	0.00
COL 20 PERCENT	0	12	38	0	0	0	0	0	0	0
COL 21 PERCENT	0.00	24.00	76.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
COL 22 PERCENT	0	3	7	2	0	0	0	0	0	0
COL 23 PERCENT	0.00	25.00	58.33	16.67	0.00	0.00	0.00	0.00	0.00	0.00
COL 24 PERCENT	0	0	0	1	1	4	0	6	0	0
COL 25 PERCENT	0.00	0.00	0.00	8.33	8.33	33.33	0.00	50.00	0.00	0.00
COL 26 PERCENT	0	0	0	0	0	3	5	3	1	0
COL 27 PERCENT	0.00	0.00	0.00	0.00	0.00	25.00	41.67	25.00	8.33	0.00
COL 28 PERCENT	0	0	1	0	2	0	3	5	1	0
COL 29 PERCENT	0.00	0.00	8.33	0.00	16.67	0.00	25.00	41.67	8.33	0.00
COL 30 PERCENT	0	9	3	0	0	0	0	0	0	0
COL 31 PERCENT	0.00	75.00	25.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00



COLUMN	0	1	2	3	4	5	6	7	8	9
COL 32	0	1	5	0	1	1	0	1	0	3
PERCENT	0.00	8.33	41.67	0.00	8.33	8.33	0.00	8.33	0.00	25.00
COL 33	0	0	0	11	1	0	0	0	0	0
PERCENT	0.00	0.00	0.00	91.67	8.33	0.00	0.00	0.00	0.00	0.00
COL 34	0	10	7	2	19	0	0	0	0	0
PERCENT	0.00	26.32	18.42	5.26	50.00	0.00	0.00	0.00	0.00	0.00
COL 35	0	4	1	8	3	1	2	0	0	1
PERCENT	0.00	20.00	5.00	40.00	15.00	5.00	10.00	0.00	0.00	5.00
COL 36	0	4	10	2	0	0	0	0	2	0
PERCENT	0.00	22.22	55.56	11.11	0.00	0.00	0.00	0.00	11.11	0.00
COL 37	0	5	16	2	7	8	0	0	0	0
PERCENT	0.00	13.16	42.11	5.26	18.42	21.05	0.00	0.00	0.00	0.00
COL 38	0	8	21	3	6	0	0	0	0	0
PERCENT	0.00	21.05	55.26	7.89	15.79	0.00	0.00	0.00	0.00	0.00
COL 39	0	0	27	3	5	2	0	1	0	0
PERCENT	0.00	0.00	71.05	7.89	13.16	5.26	0.00	2.63	0.00	0.00
COL 40	0	6	3	7	10	0	0	2	2	0
PERCENT	0.00	20.00	10.00	23.33	33.33	0.00	0.00	6.67	6.67	0.00
COL 41	0	1	1	1	1	1	1	0	2	0
PERCENT	0.00	12.50	12.50	12.50	12.50	12.50	12.50	0.00	25.00	0.00
COL 42	0	0	4	0	4	0	0	0	0	0
PERCENT	0.00	0.00	50.00	0.00	50.00	0.00	0.00	0.00	0.00	0.00

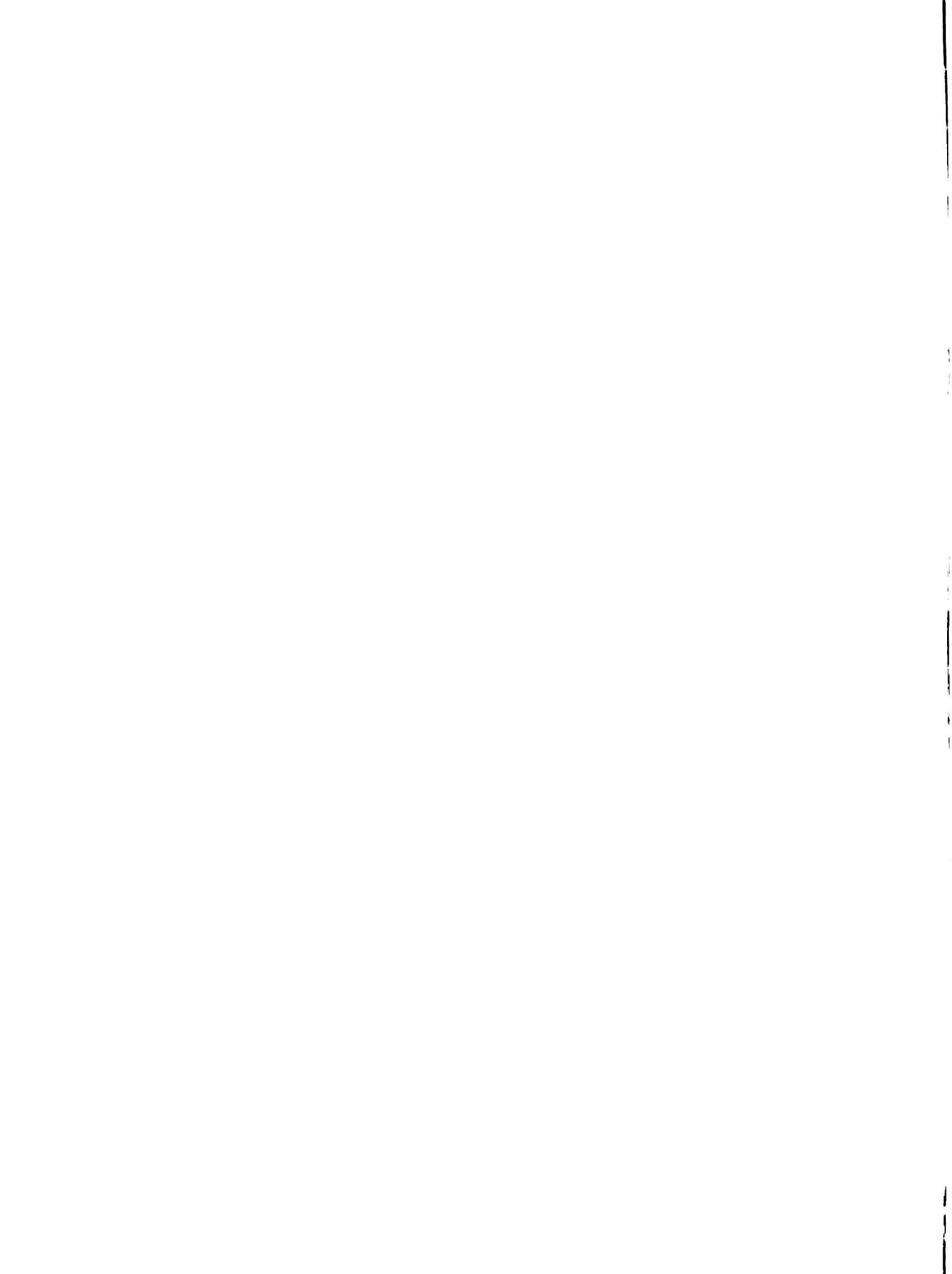
COLUMN	0	1	2	3	4	5	6	7	8	9
COL 43	0	0	0	0	2	0	1	0	5	0
PERCENT	0.00	0.00	0.00	0.00	25.00	0.00	12.50	0.00	62.50	0.00
COL 44	0	31	7	0	0	0	0	0	0	0
PERCENT	0.00	81.58	18.42	0.00	0.00	0.00	0.00	0.00	0.00	0.00
COL 45	0	0	23	3	2	3	0	0	0	0
PERCENT	0.00	0.00	74.19	9.68	6.45	9.68	0.00	0.00	0.00	0.00
COL 46	0	29	1	1	0	0	0	0	0	0
PERCENT	0.00	93.55	3.23	3.23	0.00	0.00	0.00	0.00	0.00	0.00
COL 47	0	0	0	9	15	2	1	0	0	4
PERCENT	0.00	0.00	0.00	29.03	48.39	6.45	3.23	0.00	0.00	12.90
COL 48	0	30	0	1	0	0	0	0	0	0
PERCENT	0.00	96.77	0.00	3.23	0.00	0.00	0.00	0.00	0.00	0.00
COL 49	0	0	0	3	7	7	6	6	2	0
PERCENT	0.00	0.00	0.00	9.68	22.58	22.58	19.35	19.35	6.45	0.00
COL 50	0	0	8	4	17	0	2	0	0	0
PERCENT	0.00	0.00	25.81	12.90	54.84	0.00	6.45	0.00	0.00	0.00
COL 51	0	0	3	2	18	5	3	0	0	0
PERCENT	0.00	0.00	9.68	6.45	58.06	16.13	9.68	0.00	0.00	0.00
COL 52	0	6	21	1	0	0	3	0	0	0
PERCENT	0.00	19.35	67.74	3.23	0.00	0.00	9.68	0.00	0.00	0.00
COL 53	0	27	1	3	0	0	0	0	0	0
PERCENT	0.00	87.10	3.23	9.68	0.00	0.00	0.00	0.00	0.00	0.00

COLUMN	0	1	2	3	4	5	6	7	8	9
COL 54	0	0	7	3	8	1	4	3	1	4
PERCENT	0.00	0.00	22.58	9.68	25.81	3.23	12.90	9.68	3.23	12.90
COL 55	0	0	0	31	0	0	0	0	0	0
PERCENT	0.00	0.00	0.00	100.00	0.00	0.00	0.00	0.00	0.00	0.00
COL 56	6	6	0	0	0	5	1	4	1	29
PERCENT	11.54	11.54	0.00	0.00	0.00	9.62	1.92	7.69	1.92	55.77



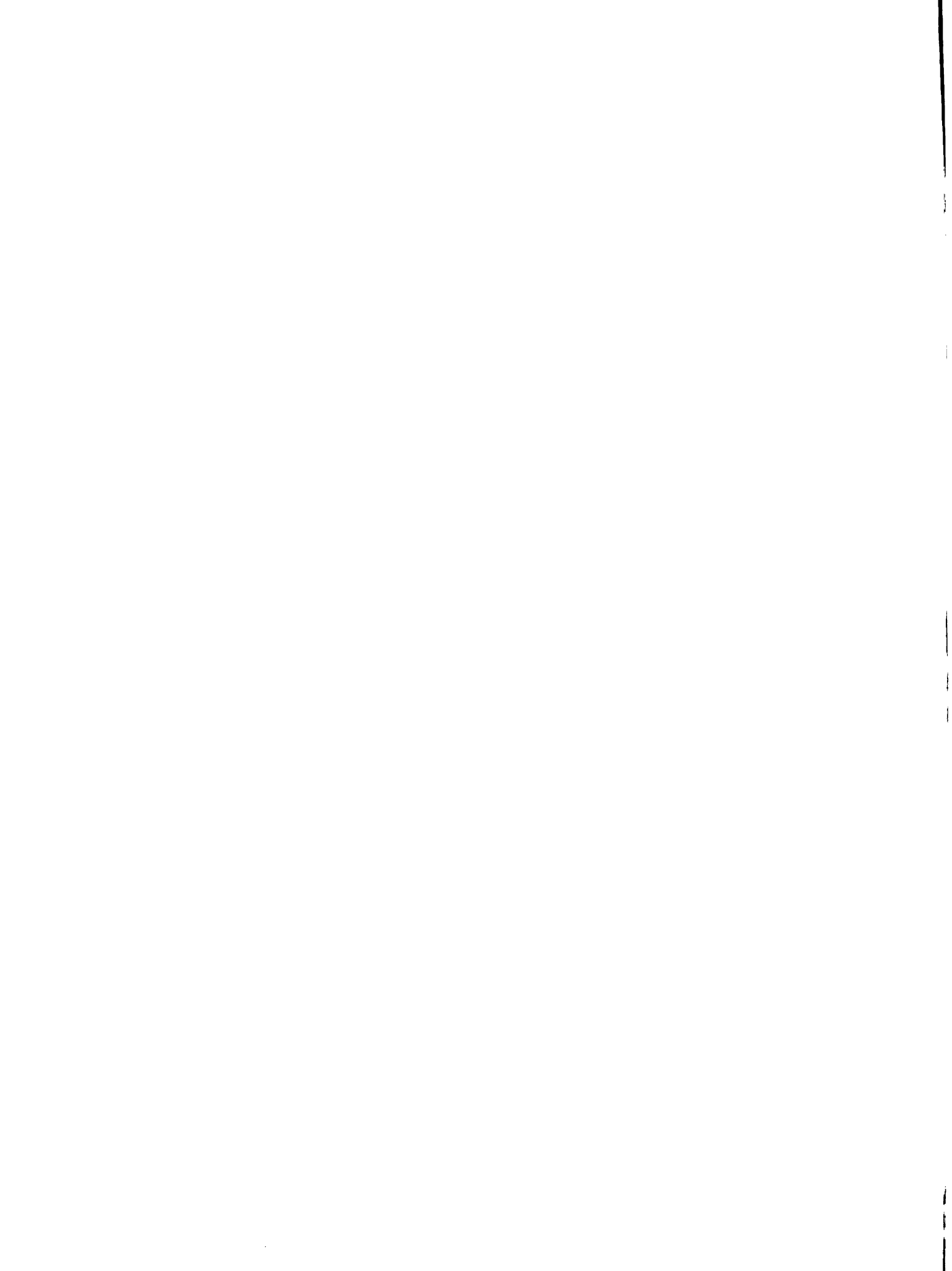


COLUMN	0	1	2	3	4	5	6	7	8	9
COL 11	0	0	21	36	0	0	0	0	0	0
PERCENT	0.00	0.00	36.84	63.16	0.00	0.00	0.00	0.00	0.00	0.00
COL 12	0	0	1	0	61	0	0	0	0	0
PERCENT	0.00	0.00	1.61	0.00	98.39	0.00	0.00	0.00	0.00	0.00
COL 13	0	0	2	60	0	0	0	0	0	0
PERCENT	0.00	0.00	3.23	96.77	0.00	0.00	0.00	0.00	0.00	0.00
COL 14	0	13	22	11	4	8	4	0	0	0
PERCENT	0.00	20.97	35.48	17.74	6.45	12.90	6.45	0.00	0.00	0.00
COL 15	0	15	47	0	0	0	0	0	0	0
PERCENT	0.00	24.19	75.81	0.00	0.00	0.00	0.00	0.00	0.00	0.00
COL 16	0	1	13	1	0	0	0	0	0	0
PERCENT	0.00	6.67	86.67	6.67	0.00	0.00	0.00	0.00	0.00	0.00
COL 17	0	0	0	1	3	5	6	0	0	0
PERCENT	0.00	0.00	0.00	6.67	20.00	33.33	40.00	0.00	0.00	0.00
COL 18	0	0	0	0	2	3	6	3	1	0
PERCENT	0.00	0.00	0.00	0.00	13.33	20.00	40.00	20.00	6.67	0.00
COL 19	0	0	0	1	1	1	9	2	1	0
PERCENT	0.00	0.00	0.00	6.67	6.67	6.67	60.00	13.33	6.67	0.00
COL 20	0	14	1	0	0	0	0	0	0	0
PERCENT	0.00	93.33	6.67	0.00	0.00	0.00	0.00	0.00	0.00	0.00
COL 21	0	12	1	1	0	0	0	0	0	0
PERCENT	0.00	85.71	7.14	7.14	0.00	0.00	0.00	0.00	0.00	0.00
COL 22	0	5	0	3	1	1	0	1	0	3
PERCENT	0.00	35.71	0.00	21.43	7.14	7.14	0.00	7.14	0.00	21.43



COLUMN	0	1	2	3	4	5	6	7	8	9
COL 23 PERCENT	0 0.00	0 0.00	1 100.00	0 0.00	0 0.00	0 0.00	0 0.00	0 0.00	0 0.00	0 0.00
COL 24 PERCENT	0 0.00	14 93.33	0 0.00	1 6.67	0 0.00	0 0.00	0 0.00	0 0.00	0 0.00	0 0.00
COL 25 PERCENT	0 0.00	13 86.67	1 6.67	1 6.67	0 0.00	0 0.00	0 0.00	0 0.00	0 0.00	0 0.00
COL 26 PERCENT	0 0.00	0 0.00	3 20.00	5 33.33	3 20.00	0 0.00	1 6.67	0 0.00	0 0.00	3 20.00
COL 27 PERCENT	0 0.00	0 0.00	0 0.00	0 0.00	4 26.67	4 26.67	4 26.67	2 13.33	1 6.67	0 0.00
COL 28 PERCENT	0 0.00	0 0.00	1 6.67	7 46.67	6 40.00	0 0.00	1 6.67	0 0.00	0 0.00	0 0.00
COL 29 PERCENT	0 0.00	0 0.00	0 0.00	1 6.67	11 73.33	2 13.33	1 6.67	0 0.00	0 0.00	0 0.00
COL 30 PERCENT	0 0.00	3 20.00	9 60.00	1 6.67	1 6.67	0 0.00	1 6.67	0 0.00	0 0.00	0 0.00
COL 31 PERCENT	0 0.00	13 86.67	0 0.00	2 13.33	0 0.00	0 0.00	0 0.00	0 0.00	0 0.00	0 0.00
COL 32 PERCENT	0 0.00	0 0.00	5 33.33	1 6.67	1 6.67	2 13.33	2 13.33	0 0.00	0 0.00	4 26.67
COL 33 PERCENT	0 0.00	0 0.00	1 6.67	13 86.67	1 6.67	0 0.00	0 0.00	0 0.00	0 0.00	0 0.00

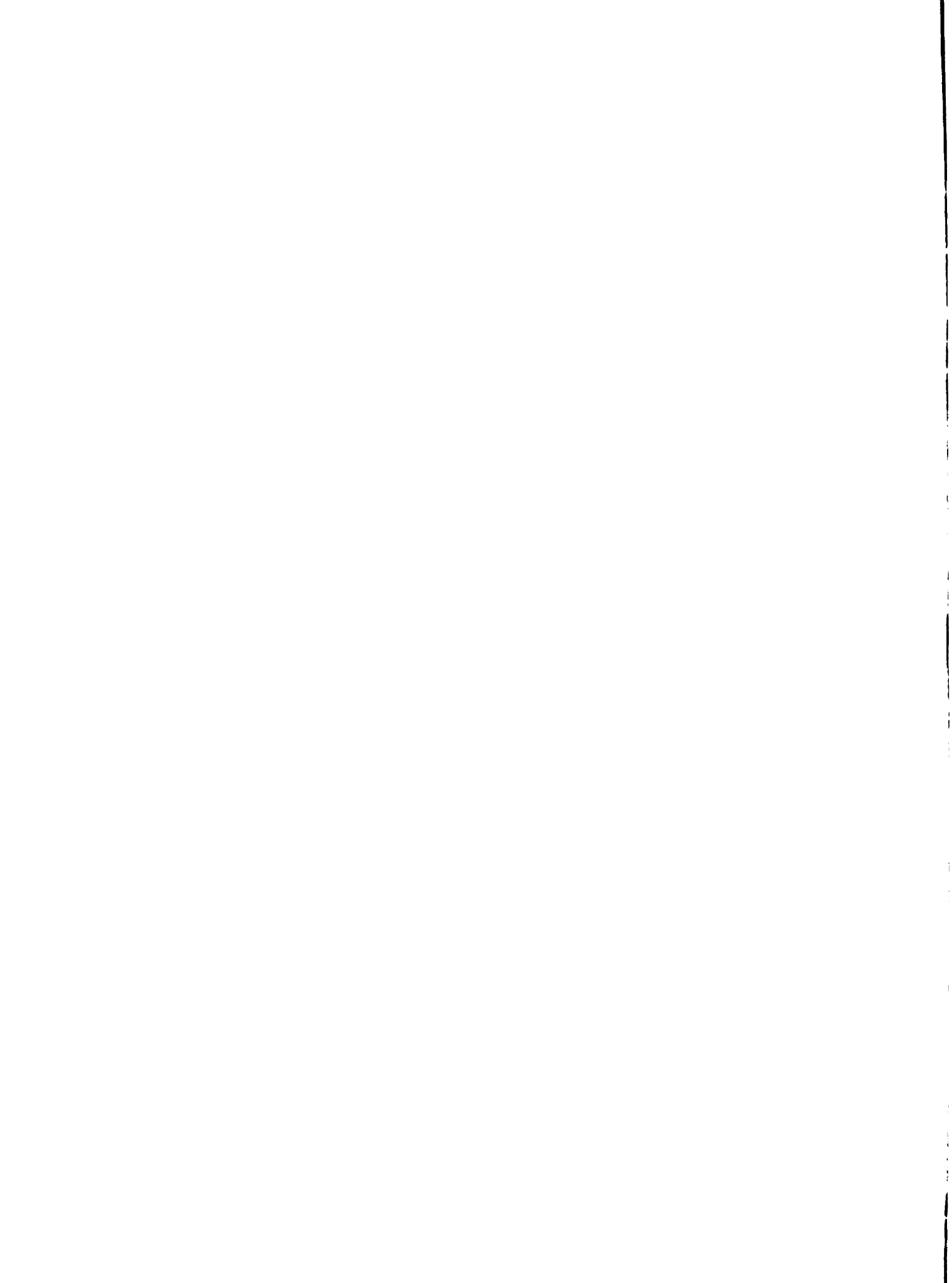




COLUMN	0	1	2	3	4	5	6	7	8	9
COL 45	0	0	26	1	9	7	0	0	1	0
PERCENT	0.00	0.00	59.09	2.27	20.45	15.91	0.00	0.00	2.27	0.00
COL 46	0	25	6	13	0	0	0	0	0	0
PERCENT	0.00	56.82	13.64	29.55	0.00	0.00	0.00	0.00	0.00	0.00
COL 47	0	1	0	9	8	1	4	0	0	21
PERCENT	0.00	2.27	0.00	20.45	18.18	2.27	9.09	0.00	0.00	47.73
COL 48	0	31	6	7	0	0	0	0	0	0
PERCENT	0.00	70.45	13.64	15.91	0.00	0.00	0.00	0.00	0.00	0.00
COL 49	0	0	1	5	7	6	7	4	14	0
PERCENT	0.00	0.00	2.27	11.36	15.91	13.64	15.91	9.09	31.82	0.00
COL 50	0	0	12	7	14	0	11	0	0	0
PERCENT	0.00	0.00	27.27	15.91	31.82	0.00	25.00	0.00	0.00	0.00
COL 51	0	0	6	4	18	2	14	0	0	0
PERCENT	0.00	0.00	13.64	9.09	40.91	4.55	31.82	0.00	0.00	0.00
COL 52	0	4	21	2	1	0	16	0	0	0
PERCENT	0.00	9.09	47.73	4.55	2.27	0.00	36.36	0.00	0.00	0.00
COL 53	0	27	5	12	0	0	0	0	0	0
PERCENT	0.00	61.36	11.36	27.27	0.00	0.00	0.00	0.00	0.00	0.00
COL 54	0	0	8	3	0	6	5	2	4	16
PERCENT	0.00	0.00	18.18	6.82	0.00	13.64	11.36	4.55	9.09	36.36
COL 55	0	2	2	40	0	0	0	0	0	0
PERCENT	0.00	4.55	4.55	90.91	0.00	0.00	0.00	0.00	0.00	0.00
COL 56	3	4	0	1	0	8	0	6	1	39
PERCENT	4.84	6.45	0.00	1.61	0.00	12.90	0.00	9.68	1.61	62.90









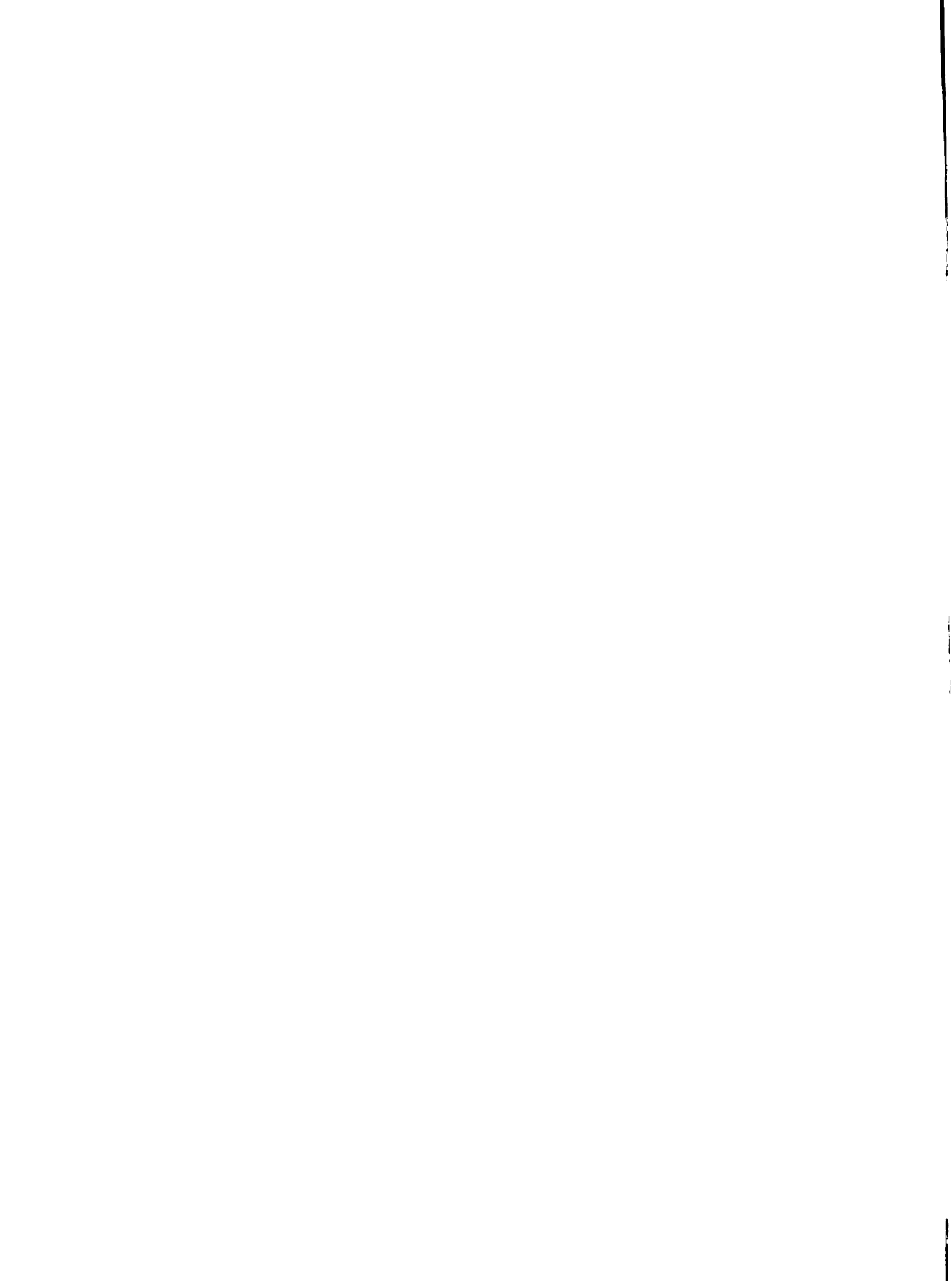
COLUMN	0	1	2	3	4	5	6	7	8	9
COL 22	0	4	0	3	0	2	0	0	0	4
PERCENT	0.00	30.77	0.00	23.08	0.00	15.38	0.00	0.00	0.00	30.77
COL 23	0	0	0	0	0	0	0	0	0	0
PERCENT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
COL 24	0	11	1	1	0	0	0	0	0	0
PERCENT	0.00	84.62	7.69	7.69	0.00	0.00	0.00	0.00	0.00	0.00
COL 25	0	10	2	1	0	0	0	0	0	0
PERCENT	0.00	76.92	15.38	7.69	0.00	0.00	0.00	0.00	0.00	0.00
COL 26	0	0	1	1	5	1	0	0	1	4
PERCENT	0.00	0.00	7.69	7.69	38.46	7.69	0.00	0.00	7.69	30.77
COL 27	0	0	0	2	2	0	2	4	3	0
PERCENT	0.00	0.00	0.00	15.38	15.38	0.00	15.38	30.77	23.08	0.00
COL 28	0	0	3	3	5	0	2	0	0	0
PERCENT	0.00	0.00	23.08	23.08	38.46	0.00	15.38	0.00	0.00	0.00
COL 29	0	0	2	4	4	2	1	0	0	0
PERCENT	0.00	0.00	15.38	30.77	30.77	15.38	7.69	0.00	0.00	0.00
COL 30	0	3	4	4	0	0	2	0	0	0
PERCENT	0.00	23.08	30.77	30.77	0.00	0.00	15.38	0.00	0.00	0.00
COL 31	0	11	2	0	0	0	0	0	0	0
PERCENT	0.00	84.62	15.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00
COL 32	0	0	5	3	0	2	2	0	0	1
PERCENT	0.00	0.00	38.46	23.08	0.00	15.38	15.38	0.00	0.00	7.69

COLUMN	0	1	2	3	4	5	6	7	8	9
COL 33	0	0	0	13	0	0	0	0	0	0
PERCENT	0.00	0.00	0.00	100.00	0.00	0.00	0.00	0.00	0.00	0.00
COL 34	0	3	2	3	20	0	0	0	0	0
PERCENT	0.00	10.71	7.14	10.71	71.43	0.00	0.00	0.00	0.00	0.00
COL 35	0	5	0	0	2	0	0	0	0	1
PERCENT	0.00	62.50	0.00	0.00	25.00	0.00	0.00	0.00	0.00	12.50
COL 36	0	2	8	3	1	0	0	1	5	0
PERCENT	0.00	10.00	40.00	15.00	5.00	0.00	0.00	5.00	25.00	0.00
COL 37	0	1	13	2	7	3	2	0	0	0
PERCENT	0.00	3.57	46.43	7.14	25.00	10.71	7.14	0.00	0.00	0.00
COL 38	0	9	17	1	1	0	0	0	0	0
PERCENT	0.00	32.14	60.71	3.57	3.57	0.00	0.00	0.00	0.00	0.00
COL 39	0	0	21	3	2	2	0	0	0	0
PERCENT	0.00	0.00	75.00	10.71	7.14	7.14	0.00	0.00	0.00	0.00
COL 40	0	2	1	3	8	0	4	2	1	4
PERCENT	0.00	8.00	4.00	12.00	32.00	0.00	16.00	8.00	4.00	16.00
COL 41	0	0	0	0	0	0	1	1	1	0
PERCENT	0.00	0.00	0.00	0.00	0.00	0.00	33.33	33.33	33.33	0.00
COL 42	0	0	1	0	2	0	0	0	0	0
PERCENT	0.00	0.00	33.33	0.00	66.67	0.00	0.00	0.00	0.00	0.00
COL 43	0	0	0	1	0	0	0	0	2	0
PERCENT	0.00	0.00	0.00	33.33	0.00	0.00	0.00	0.00	66.67	0.00

COLUMN	0	1	2	3	4	5	6	7	8	9
COL 44	0	21	2	5	0	0	0	0	0	0
PERCENT	0.00	75.00	7.14	17.86	0.00	0.00	0.00	0.00	0.00	0.00
COL 45	0	0	15	1	5	5	0	0	0	0
PERCENT	0.00	0.00	57.69	3.85	19.23	19.23	0.00	0.00	0.00	0.00
COL 46	0	16	6	4	0	0	0	0	0	0
PERCENT	0.00	61.54	23.08	15.38	0.00	0.00	0.00	0.00	0.00	0.00
COL 47	0	0	1	4	8	1	4	0	0	8
PERCENT	0.00	0.00	3.85	15.38	30.77	3.85	15.38	0.00	0.00	30.77
COL 48	0	21	1	4	0	0	0	0	0	0
PERCENT	0.00	80.77	3.85	15.38	0.00	0.00	0.00	0.00	0.00	0.00
COL 49	0	1	1	2	5	4	2	5	6	0
PERCENT	0.00	3.85	3.85	7.69	19.23	15.38	7.69	19.23	23.08	0.00
COL 50	0	1	8	1	10	0	6	0	0	0
PERCENT	0.00	3.85	30.77	3.85	38.46	0.00	23.08	0.00	0.00	0.00
COL 51	0	0	3	0	15	1	7	0	0	0
PERCENT	0.00	0.00	11.54	0.00	57.69	3.85	26.92	0.00	0.00	0.00
COL 52	0	4	12	1	1	0	8	0	0	0
PERCENT	0.00	15.38	46.15	3.85	3.85	0.00	30.77	0.00	0.00	0.00
COL 53	0	15	5	6	0	0	0	0	0	0
PERCENT	0.00	57.69	19.23	23.08	0.00	0.00	0.00	0.00	0.00	0.00
COL 54	0	0	5	1	5	5	2	1	1	6
PERCENT	0.00	0.00	19.23	3.85	19.23	19.23	7.69	3.85	3.85	23.08

COLUMN	0	1	2	3	4	5	6	7	8	9
COL 55	0	1	1	24	0	0	0	0	0	0
PERCENT	0.00	3.85	3.85	92.31	0.00	0.00	0.00	0.00	0.00	0.00
COL 56	3	6	0	2	0	5	0	0	2	23
PERCENT	7.32	14.63	0.00	4.88	0.00	12.20	0.00	0.00	4.88	56.10









COLUMN	0	1	2	3	4	5	6	7	8	9
COL 21	0	17	0	0	0	0	0	0	0	0
PERCENT	0.00	100.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
COL 22	0	5	0	1	0	0	0	1	0	10
PERCENT	0.00	29.41	0.00	5.88	0.00	0.00	0.00	5.88	0.00	58.82
COL 23	0	0	0	0	0	0	0	0	0	0
PERCENT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
COL 24	0	16	1	0	0	0	0	0	0	0
PERCENT	0.00	94.12	5.88	0.00	0.00	0.00	0.00	0.00	0.00	0.00
COL 25	0	14	0	3	0	0	0	0	0	0
PERCENT	0.00	82.35	0.00	17.65	0.00	0.00	0.00	0.00	0.00	0.00
COL 26	0	0	1	2	1	0	0	1	0	12
PERCENT	0.00	0.00	5.88	11.76	5.88	0.00	0.00	5.88	0.00	70.59
COL 27	0	0	0	1	2	5	1	3	5	0
PERCENT	0.00	0.00	0.00	5.88	11.76	29.41	5.88	17.65	29.41	0.00
COL 28	0	0	3	3	7	0	4	0	0	0
PERCENT	0.00	0.00	17.65	17.65	41.18	0.00	23.53	0.00	0.00	0.00
COL 29	0	0	1	1	8	2	5	0	0	0
PERCENT	0.00	0.00	5.88	5.88	47.06	11.76	29.41	0.00	0.00	0.00
COL 30	0	3	7	0	0	0	7	0	0	0
PERCENT	0.00	17.65	41.18	0.00	0.00	0.00	41.18	0.00	0.00	0.00
COL 31	0	12	1	4	0	0	0	0	0	0
PERCENT	0.00	70.59	5.88	23.53	0.00	0.00	0.00	0.00	0.00	0.00

COLUMN	0	1	2	3	4	5	6	7	8	9
COL 32	0	0	1	3	1	2	0	0	1	9
PERCENT	0.00	0.00	5.88	17.65	5.88	11.76	0.00	0.00	5.88	52.94
COL 33	0	0	0	17	0	0	0	0	0	0
PERCENT	0.00	0.00	0.00	100.00	0.00	0.00	0.00	0.00	0.00	0.00
COL 34	0	2	3	3	12	0	0	0	0	0
PERCENT	0.00	10.00	15.00	15.00	60.00	0.00	0.00	0.00	0.00	0.00
COL 35	0	3	0	1	0	0	1	0	1	2
PERCENT	0.00	37.50	0.00	12.50	0.00	0.00	12.50	0.00	12.50	25.00
COL 36	0	2	2	0	0	0	1	1	6	0
PERCENT	0.00	16.67	16.67	0.00	0.00	0.00	8.33	8.33	50.00	0.00
COL 37	0	6	11	0	3	0	0	0	0	0
PERCENT	0.00	30.00	55.00	0.00	15.00	0.00	0.00	0.00	0.00	0.00
COL 38	0	3	13	0	3	1	0	0	0	0
PERCENT	0.00	15.00	65.00	0.00	15.00	5.00	0.00	0.00	0.00	0.00
COL 39	0	1	13	2	2	1	0	1	0	0
PERCENT	0.00	5.00	65.00	10.00	10.00	5.00	0.00	5.00	0.00	0.00
COL 40	0	1	1	0	3	0	0	3	1	7
PERCENT	0.00	6.25	6.25	0.00	18.75	0.00	0.00	18.75	6.25	43.75
COL 41	0	2	0	0	0	0	0	0	2	0
PERCENT	0.00	50.00	0.00	0.00	0.00	0.00	0.00	0.00	50.00	0.00
COL 42	0	0	0	2	2	0	0	0	0	0
PERCENT	0.00	0.00	0.00	50.00	50.00	0.00	0.00	0.00	0.00	0.00

COLUMN	0	1	2	3	4	5	6	7	8	9
COL 43	0	0	0	1	1	0	0	0	2	0
PERCENT	0.00	0.00	0.00	25.00	25.00	0.00	0.00	0.00	50.00	0.00
COL 44	0	14	1	5	0	0	0	0	0	0
PERCENT	0.00	70.00	5.00	25.00	0.00	0.00	0.00	0.00	0.00	0.00
COL 45	0	0	9	1	5	4	0	0	0	0
PERCENT	0.00	0.00	47.37	5.26	26.32	21.05	0.00	0.00	0.00	0.00
COL 46	0	10	2	7	0	0	0	0	0	0
PERCENT	0.00	52.63	10.53	36.84	0.00	0.00	0.00	0.00	0.00	0.00
COL 47	0	0	0	2	3	0	0	0	0	14
PERCENT	0.00	0.00	0.00	10.53	15.79	0.00	0.00	0.00	0.00	73.68
COL 48	0	13	3	3	0	0	0	0	0	0
PERCENT	0.00	68.42	15.79	15.79	0.00	0.00	0.00	0.00	0.00	0.00
COL 49	0	0	0	0	0	3	1	5	10	0
PERCENT	0.00	0.00	0.00	0.00	0.00	15.79	5.26	26.32	52.63	0.00
COL 50	0	0	4	0	6	1	8	0	0	0
PERCENT	0.00	0.00	21.05	0.00	31.58	5.26	42.11	0.00	0.00	0.00
COL 51	0	0	2	2	5	1	9	0	0	0
PERCENT	0.00	0.00	10.53	10.53	26.32	5.26	47.37	0.00	0.00	0.00
COL 52	0	3	3	1	0	0	12	0	0	0
PERCENT	0.00	15.79	15.79	5.26	0.00	0.00	63.16	0.00	0.00	0.00
COL 53	0	11	0	8	0	0	0	0	0	0
PERCENT	0.00	57.89	0.00	42.11	0.00	0.00	0.00	0.00	0.00	0.00

COLUMN	0	1	2	3	4	5	6	7	8	9
COL 54	0	0	4	0	2	0	0	0	1	12
PERCENT	0.00	0.00	21.05	0.00	10.53	0.00	0.00	0.00	5.26	63.16
COL 55	0	1	0	18	0	0	0	0	0	0
PERCENT	0.00	5.26	0.00	94.74	0.00	0.00	0.00	0.00	0.00	0.00
COL 56	3	4	2	0	1	1	0	0	0	26
PERCENT	8.11	10.81	5.41	0.00	2.70	2.70	0.00	0.00	0.00	70.27

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