A STUDY OF COMMUNITY LEADER OPINIONS ON COMMUNITY NEEDS AND FM RADIO SERVICES IN NEW YORK CITY

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ABSTRACT

A STUDY OF COMMUNITY LEADER OPINIONS ON COMMUNITY NEEDS AND FM RADIO SERVICES IN NEW YORK CITY

By

Robert M. Urich

A community leader survey in New York City, New York was conducted in January, 1969 for WRVR (FM) 106.7, Riverside Radio, in partial fulfillment of Federal Communications Commission requirements for renewal of a radio broadcast license.

The survey consisted of personal interviews with 49 community leaders and was designed to gather information on needs of the community from the standpoint of the groups represented by the leader being consulted. Those groups represented include, education, business, the arts, communications, government, the professions and religion. The leaders were interviewed with regard to the following areas of FM radio service in New York City: general programming, news and public affairs, the disadvantaged, urgent communication needs, children's programming, personal use of the medium by community leaders and FM radio used as an extension of services provided the constituencies they represent.

The thesis deals with the nature of the problem, the need for some kind of research to gather constructive information concerning community needs. Discussed are the problems of definition of community and community leaders in New York City. Also discussed is the methodology employed in the survey and the problems inherent in conducting such research.

The interviews with community leaders produced a consensus of opinion in the following areas: 1) city orientation; a need for information designed to help people live in their city, educating and orienting them to their constantly changing metropolitan environment, 2) FM radio as an educational tool; to be used as an in-class supplement and as a medium for expanding the universe of the general audience, 3) promotion; making the potential audience aware of worthwhile programs to be aired, 4) news and public affairs; an in-depth reporting of the news, and commentary by responsible authorities, 5) programming to the ghettos; a need exists for programming by and for the ghetto dweller; however, limited FM receiver ownership does not make this a feasible medium with which to reach this audience, and 6) children's programming; programming that develops the imagination of young minds.

Community leaders concluded that there was a need for more discussion of the fine arts and about popular culture,

movies, radio and television. There is a need for more foreign language programs and programs on American history. There is a need for more programs about literature and new books, more programs in general for teenagers and for children under 13 years of age, and finally, a need for more emphasis being placed on local news, news analysis and panel discussion of news and public affairs. Also, community leaders suggested that audience participation programs could serve as a valuable safety valve for voicing opinion if produced by stations with a high degree of responsibility.

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Ву

Robert M. Urich

A THESIS

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Thesis Director

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INTRODUCTION

The New York City community leader study was conducted for Riverside Radio WRVR (FM) 106.7, New York City, New York. The fact that the study was conducted for WRVR (FM), a church owned FM radio station is only incidental. The purpose of this thesis is to examine and analyze the procedures involved in a survey of community leaders in partial fulfillment of Federal Communications Commission requirements for renewal of an FM radio broadcasting license.

The FCC Renewal Application

Part 1, Section IV-A Part I, 1A of the Federal Communications Commission's broadcast application for AM-FM broadcasting stations, requires that an applicant for renewal must state in an exhibit the methods used by the applicant to ascertain the needs and interests of the public served by the station. Such information shall include: 1) identification of representative groups, interests and organizations which were consulted, and 2) the major communities or areas which applicant principally undertakes to serve. (1)

The Problem

The requirement of a community leader survey reflects the FCC's concern over programming as related to audience needs and interests. Evidence of such concern may be found in the Commission's "Report and Statement of Policy Re:

En Banc Programming Inquiry," released on July 29, 1960.

This report traces the statement of need for programming in the community interest, to its origin, the Communication

Act of 1934.

Pursuant to the Communications Act of 1934, as amended, the Commission can not grant, renew or modify a broadcast authorization unless it makes an affirmative finding that the operation of the station, as proposed, will serve the public interest, convenience and necessity. Programming is of the essence of broadcasting. (2)

The Research

The Commission explains the purpose and need for ascertaining what the public interest, convenience and necessity might actually be. They suggest "surveying" as a means of determining public interest, convenience and necessity, in the "Report and Statement of Policy."

Thus we do not intend to guide the licensee along the path of programming; on the contrary, the licensee must find his own path with the guidance of those whom his signal is to serve. We will thus steer clear of the bans of censorship without disregarding the public's vital interest. What we propose will not be served by pre-planned program format submissions accompanied by complimentary references from local citizens. What we do propose is documented program submissions prepared as the result of assiduous planning and consultation

covering two main areas: first, a canvas of the listening public who will receive the signal and who constitute a definite public interest figure; second, consultation with leaders in community life--public officials, educators, religious (groups), the entertainment media--agriculture, business, labor, professional and eleemosynary organizations, and others who bespeak the interests which make up the community. (3)

It is the second proposal of the Commission with which this report will deal: "Consultation with leaders in community life . . . and others who bespeak the interests which make up the community." (4)

On August 22, 1968, the Federal Communications Commission issued a Public Notice entitled "Ascertainment of Community Needs by Broadcast Applicants," to provide applicants with a better understanding of the requirements as stated in Part 1, Section IV-A Part I, 1A, the programming sections of application forms. The Public Notice cited two cases for examination.

In the case of the <u>Minshall Broadcasting Company Inc.</u>, the Commission reiterated the four basic elements in the process of ascertaining the community needs.

- (a) Full information on the steps the applicant has taken to become informed of the real community needs and interests of the area to be served.
- (b) Suggestions which the applicant has received as to how the station could help meet the area's needs.
- (c) The applicant's evaluation of those suggestions.
- (d) The programming service which the applicant proposes in order to meet those needs as they have been evaluated. (5)

In another case, <u>Andy Valley Broadcasting System Inc.</u>, the Commission states that a survey of community needs is mandatory.

Applicants, despite long residence in the area may no longer be considered, <u>ipso</u> <u>facto</u>, familiar with the programming needs and interests of the community. (6)

The Purpose

In the Public Notice of August 22, 1968, the Federal Communications Commission for the first time clarified for applicants, the purpose and procedural policies that should be followed in consulting community leaders.

Such consultations are to help determine the needs of the community from the standpoint of the group represented by the leader being consulted, should include a representative range of groups and leaders to give the applicant a better basis for determining the total needs of the community; and should identify them by name, position and organization. (7)

Here the Commission makes very clear the approach that must be taken in order to secure the most valuable information.

The purpose of such consultations should be to elicit constructive information concerning community needs, and not mere approval of existing or preplanned programming. (8)

After such consultation, the applicant is next responsible to see that all "significant" suggestions pertaining to community needs are listed in the report to the Commission, whether the applicant plans to program to all needs cited by community leaders or not.

Next, the applicant is expected to make an evaluation of these "significant" suggestions. Part of such evaluation

is deciding which suggestions may be in fact classified as "significant."

Finally and most important is the fourth element as cited in the <u>Minshall</u> case. The applicant must relate the programming services to the needs of the community, showing what programming service will meet what need. This evaluation by radio station WRVR (FM) for the survey conducted may be found in the last chapter of this thesis.

Elements to be Researched

The FCC not only has made explicit, the procedures for surveying the needs and interests of the community but has also through years of broadcast service evaluation, decided upon 14 elements of broadcast service that must be considered valuable and of interest to many communities. These 14 elements therefore serve as a guideline when questioning community leaders. The Commission stated in its "Report and Statement of Policy Re: Commission En Banc Program Inquiry,"

The major elements usually necessary to meet the public interest, needs and desire of the community in which the station is located as developed by the industry, and recognized by the Commission have included:
(1) Opportunity for Local Self-Expression, (2) The Development and Use of Local Talent, (3) Programs for Children, (4) Religious Programs, (5) Educational Programs, (6) Public Affairs Programs, (7) Editorialization by Licensee, (8) Political Broadcasts, (9) Agricultural Programs, (10) News Programs, (11) Weather and Market Reports, (12) Sports Programs, (13) Service to Minority Groups, (14) Entertainment Programming. (9)

The Objectives

In accordance with the FCC and the interests of WRVR (FM) in providing improved broadcasting services to the New York City FM radio audience, a community leader survey was conducted in New York City, New York between January 10, 1969 and January 29, 1969. The objective of this thesis is first to describe and analyze the methodology employed in this survey, second to provide an outline of the procedures followed, and third to evaluate the findings.

In The Following Chapters

The following chapters will deal with a discussion of the word "community"; a problem of formulating an accurate and valid definition. Next will follow a discussion of "community leader." The third chapter will present the methodology employed in the survey. The fourth chapter will present the findings of the survey, and chapter five will be an evaluation of the findings with suggestions for alternate methodology and suggestions for future study. This final chapter will also present the conclusions that may be made upon examining the findings.

CHAPTER I

COMMUNITY, A PROBLEM OF DEFINITION

In the FCC's "Statement of Policy" referred to in the introduction, it is emphasized that the airwaves belong to the public, therefore broadcasting stations using these airwaves must do so in the public's interest. The Commission, it further states, requires a survey, a consultation with community leaders for the purpose of ascertaining "Community Needs." Before a survey is conducted, however, a community leader must be defined and in turn a definition for the term "Community" must be formulated. "Community leader" is broadly defined in the "Statement of Policy."

Consultation with leaders in community life--public officials, educators, religious (groups), the entertainment media--agriculture, business, labor, professional and eleemosynary organizations, and others who bespeak the interests which make up the community. (10)

"Those who bespeak the interests which make up the community," is the phrase used by the commission which is most specific in naming those to be consulted.

Before formulating a definition for community leader, it might be advantageous to examine the definition of a noted sociologist, Paul Lazarsfeld. His research of the role

of opinion leaders in an election campaign has become a standard reference in opinion leader research.

In its most general form, the phrase 'opinion leaders' refers to individuals who through day-to-day personal contacts influence in matters of decision and opinion formation. Opinion leaders are not necessarily the formal leaders of the community or persons holding positions usually accorded social prestige. Each stratum of society seems rather to have its own groups of opinion leaders. (11)

It might be argued that a "community leader" and an opinion leader are not analogous. The two will not be used interchangeably in this thesis. However, the possibility of those persons contacted for interviewing, fitting Lazarsfeld's description is indeed favorable. An examination of the list of persons interviewed reinforce this assumption.

Although various groups were represented in the survey, lack of time and funds available prevented the employment of a design that could select persons other than those who might be labeled "obvious community leaders." A community leader for the purpose of defining those to be interviewed in this survey was first; a person who has achieved a relative degree of prominence in his or her field of interest and by virtue of the position or rank achieved must be considered a community leader or second, a person who has been elected by a constituency to that position or rank. How and why the leaders were chosen will be discussed in a separate section of this thesis.

New York City is the largest city in the United States. It is located in the southeastern New York State, at the mouth of the Hudson river. It is divided into five boroughs, the Bronx, Brooklyn, Manhattan, Queens, and Richmond which covers 309 square miles and is populated by 7,782,000 people. The New York metropolitan area, the area well within the broadcast signal of WRVR (FM) includes all the region within a forty mile radius of city hall. The area covers 2,514 square miles and has a population of 10,695,000 (12), a population made up of every ethnic background conceivable and whose educational, social and economical backgrounds range from one end of the spectrum to the other. This is the potential mass audience of WRVR (FM). What is a mass audience? For a definition of mass audience to be formulated, the identification of "mass" must be made. A "mass" was identified by one noted sociologist Herbert Blumer as consisting of four sociological components.

First its memberships may come from all walks of life, and from all distinguishable social strata; it may include people of different class position of different vocation, of different cultural attainment and of different wealth.

. . . Second, the mass is an anonymous group of more exactly, is composed of anonymous individuals. Third, there exists little interaction or exchange of experience between the members of the mass. They are usually physically separated from one another and being anonymous, do not have the opportunity to mill as do the members of the crowd. Fourth the mass is very loosely organized and is not able to act with the concertedness or unity that marks the crowd. (13)

It is obvious that creating a definition of a community in this study would be at best a hazzardous affair. This

assumption is supported by comments made by community leaders. The word "community" was used during interviews by 18 respondents. Numerous additional references made to the "city" or other geographical demarcations by the community leaders during interviewing further clutter the definition. The contexts in which the word "community" was used almost exceeds the number of community leaders interviewed. The New York area was described during a number of interviews as a community made up of many smaller communities. Apart from the geographical there are the ethnic communities and the communities that are divided by life cycle, social class, educational background and income. All of these communities together make up the total community known as New York.

Dr. William W. Biddle author of The Cultivation of Community Leaders simply states,

Among the experts who study such matters, a community is thought of as a group of people living out most of their lives in some limited area with certain major interests and activities in common. (14)

But the concept of community goes beyond group living.

Defined in its "implicit elements," community may be considered,

Any process of social interaction which gives rise to more intensive or extensive attitudes and practices of interdependence, cooperation, collaboration and unification. This definition refers not to a geographic area or a group of people, but to a process that operates in an area or in a group. . . . Community in this sense is not a place; it is a process by and through which people are learning to relate to one another in such a way that capacity for cooperative and collaborative living is developing. (15)

Bishop Lloyd C. Wicke, resident Bishop of the Methodist Church of New York used the word "community" in citing the cause of problems of rioting and protesting experienced at Columbia University.

The misunderstanding at Columbia was a result of communication breakdown. The inner community and the outer community did not communicate with each other.

In this instance, Bishop Wicke is referring to the University as the inner community and the metropolis that surrounds the university as the outer community.

Another delineation of community in New York City is both socioeconomic and geographic, that of the Ghetto. In the survey conducted, the community leaders were asked questions relating to FM radio serving the disadvantaged groups. Mr. Francis Harmon, vice president of the InterChurch Council in New York City used community in this context.

Before broadcasting to the Spanish and Black communities, we must have some assurance they are being reached . . . that they have FM sets. (16)

The problem of FM set penetration in the Ghettos was sounded by many other community leaders and may be found in the results in a separate section of this report.

Richard Lewis, author of children's literature, another community leader interviewed stated:

There is need for communication between the Ghettos and the community outside the Ghettos. (17)

Robert B. Hudson, vice president of National Educational Television Network, when interviewed, showed some insight in the problem of defining "community". Not only are there

geographical communities such as the Ghetto and the borough but . . .

FM radio might be a communication link for these special communities. The special community should both give and receive. The community would be communicating within itself. There are communities of interest and concern that are not necessarily geographical ones. (18)

These are only a few of the contextual uses of the word "community" which were made by the community leaders during consultations. The opinions expressed in these four quotes are echoed by a majority of the other community leaders. It does not serve any useful purpose to cite each instance where the word "community" was used here.

The direction of such examination leads to the conclusion that valuable service to all "communities" in the vast and total community called New York, by a single radio station regardless of its power or frequency is virtually impossible. The Federal Communications Commission recognizes the monumental task of serving an area the size of New York and for this reason has authorized the operation of 51 FM radio stations to serve metropolitan New York. The Commission also leaves to the discretion of the radio station management the communities the station will elect to serve. A reiteration of the final requirement in Section IV-A, Part IA of the broadcast application for AM-FM radio stations will qualify this statement. The section reads that the applicant shall name, "... the major communities or areas which the applicant principally undertakes to serve." (19) What the FCC

means by "major communities" in this instance is open to discussion. As far as this author is able to find, no clarification of such a term has ever been made by the Commission. Since no formal declaration of interpretation has been announced, it is valid to assume that the community leaders were correct and justified in citing within metropolitan New York, areas, and designating them as distinct entities called "community".

CHAPTER II

THE COMMUNITY LEADERS

A community leader as defined in Chapter I, is a person who has achieved a relative degree of prominence in his or her field of interest and by virtue of the position or rank achieved must be considered a community leader, or a person who has been elected to that position or rank.

Walter P. Sheppard, general manager of WRVR (FM) radio received from the station's Washington D. C. attorney the following information concerning the community leader survey.

Interviews should then be conducted by you with at least 30 to 50 community leaders including public officials, educators, leaders in the fields of religion, business, professional and charitable organizations. (20)

This letter reiterated the requirements for completing the surveys of the general audience and of the community leaders as set forth in FCC documents with regard to renewal of application for a broadcasting license. In addition, the letter did provide a workable guideline for conducting the surveys and did indicate the number of community leader consultations which the attorney deemed acceptable for the license renewal application.

CHAPTER III

METHODOLOGY

The Letter of Invitation

One hundred and eight community leaders were contacted by personal letter in an attempt to secure 50 interviews. There was no universe of community leaders designated per se. Those persons were selected who first fit the definition of community leader in the seven basic categories of community life. A list was drawn up by the general manager of radio station WRVR (FM), Walter Sheppard and the author, of persons in New York City who must be considered the "obvious community leaders." Those persons were chosen to be contacted, who by reputation through the years had come to be noted as leaders in their fields. In effect, the considerations mentioned, collectively design what might be called a universe of community leaders.

As stated, the community leaders were selected to be representative of seven basic categories: Government, Communications, Religion, the Arts, Business and Labor, Education, and the Professions. It was reasoned that the New York metropolitan area should have the maximum number of

community leaders suggested by the attorney in the survey. The community leaders were informed that in an effort to improve its services to New York, WRVR (FM) radio was conducting a two-part survey. The first part, a general canvass of the listening audience and second, a series of interviews with approximately 50 community leaders in government, communications, religion, the arts, business and labor, education, and the professions. The purpose it was explained was to learn how these leaders thought FM radio could better serve the community. The leaders were then asked to grant a personal interview to a representative of a Michigan State University research team. It was emphasized that the survey was not designed to analyze or evaluate WRVR's programming per se, but rather it sought to determine the general concerns and interests of community leaders and the groups or organizations they represent. The research team, the community leaders were informed, was to conduct interviews in New York between January 10 and January 29, 1969. They were then asked, due to the limited time available, to respond by telephoning Mr. Robert Abernathy in the office of the general manager of WRVR (FM) before January 7th. They were informed that the interview could be arranged to be conducted at their convenience and that the interview would take no longer than 30 minutes. Mr. Abernathy was assigned to schedule incoming interviews since time needed for other survey preparations did not permit the author to be in New York until two days prior to the actual interviewing date. Finally the community leaders were assured that their comments and suggestions would be given serious consideration when future programming policies were formulated at WRVR (FM). The letter was submitted by this author, approved and signed by the general manager of WRVR and circulated to the community leaders. A copy of this letter may be found in Appendix A.

Forty-nine interviews were scheduled during the two week period. Those community leaders who responded to our request for a personal interview in a negative manner, did so primarily for two reasons. First, the community leaders replied that due to a lack of time, that they listened very little to radio and television and considered this a prerequisite for making a useful contribution to the study. Those community leaders who telephoned their regrets expressing this opinion, were informed that extensive listening habits were not necessary and that the survey was intended to ascertain community needs in general. Thirteen responded by mail. A sample of a negative written response may be found in Appendix B. Second, due to an already busy schedule the community leaders would not be able to submit to a personal interview. A list of those interviewed may be found in Appendix C.

The Categories

The community leaders were chosen to represent seven basic categories. These categories are now listed with the number of community leaders interviewed in each category.

- EDUCATION (7) Administrative Officials and faculty members of various New York universities and colleges.
- BUSINESS (7) Executives of various business concerns and business organizations in New York City.
- THE ARTS (8) Representatives of art museums, art galleries, music institutes and civic organizations.
- COMMUNICATIONS (8) Authors, critics, publishers, editors and broadcasting executives.
- GOVERNMENT (6) Borough presidents and city officials.
- PROFESSIONAL (6) Various doctors, lawyers and professional organization representatives.
- RELIGIOUS (7) Bishops and religious leaders of several denominations.

The Personal Interview

The depth interview was selected for basic reasons. The time element was a great factor. Time was not available to conduct a mail survey and it was reasoned that an extensive 30 minute partially structured interview with extremely busy community leaders could not effectively be carried out by telephone. There were also the advantages in face-to-face interviewing that had to be considered. 1) Face-to-face interviewing has been shown to result in a high return of

useable material providing interviewers are properly trained.

2) The nature of the open end, partially structured plan of questioning can best be conducted with personal interviews.

Also the value of probing for more information must be considered.

The Interviewers

The interviews were conducted by Leigh Stowell, a graduate student in television and radio at Michigan State University, Robert Abernathy, a senior majoring in psychology at Muskingum College, New Concord, Ohio, a student intern at WRVR (FM) and the author. The interviews were conducted during the hours of 9 A.M. and 4:30 P.M. between January 10 and January 29, 1969. Although the WRVR (FM) signal reaches far beyond the limits of the New York metropolitan area, WRVR (FM) is licensed as a Class B station in New York City, New York, and thus the sample of community leaders was drawn to represent constituencies located in this geographical area. A random sample of community leaders in the area served by WRVR (FM) was neither required by the Federal Communications Commission, feasible or practical.

Why Forty-Nine Leaders?

The number of leaders that were interviewed was limited to 49 for three reasons. First, the time available for

conducting those interviews. Second, the number of interviewers (three), who were available for conducting said interviews. Third, travel between interviews. The interviews were scheduled so that the greatest number of contacts could be made during the given time period. The scheduling of interviews was under the influence of two independent factors: a) the exact time of the interview which the letter of invitation left to the discretion and convenience of the community leader and, b) only a given number of contacts could be made during an average hour of commuting time in the New York City area. Very often interviews were scheduled an hour's commuting time from the next interview, thus limiting the number of contacts that could possibly be made by one interviewer. This confusion was heightened when three interviews fell on or about the same hour. The complete schedule of the interviews including name of community leader, position of the leader, organization represented, date and time of the interview, the address where the interview took place, who conducted the interview and whether it was tape recorded or not may be found in Appendix D.

Use of the Audio Recorder

The majority of the interviews, 30, were recorded on audio tape recorders. The recorders, provided by WRVR (FM) were used to insure accuracy in recording the suggestions made and the needs cited by the community leaders. The use of this device also permitted the interviewer to give full

attention to the questions and responses. Valuable information was not lost while attending to the task of taking notes. The remaining 19 interviews were not recorded due to unavailability of equipment during the scheduled interview time or available equipment not functioning properly. These interviews were taken down longhand as close to verbatim as was possible. The interviewers were also advised to take mental notes.

It was reasoned that community leaders, because of being in the public eye with some regularity, would be familiar with and at ease with recording devices. This assumption was proven valid. Only in one instance did a community leader object to the use of the recorder. The leader in question suggested that the recorder tended to make her nervous and self-conscious. The interviewer stopped the recorder and proceeded with the interview.

The Interviewing Procedure

The interviewers were provided with the following instructions:

Introduce yourself. Tell the community leader that you are a member of a Michigan State University research team. Tell them that we are interviewing approximately 50 community leaders in the New York area representing government, communications, religion, the arts, business and labor, education, and the

professions. Explain that we are trying to ascertain what community leaders think the role of FM radio is in New York and how FM radio might better serve the community. Present the logic for their selection.

It is reasoned that a person who has become successful in his chosen field of interest has probably at one time or another been required to forecast the public's needs and tastes. We ask that they use this forecasting ability which they have developed in perhaps helping us to forecast needs as they may be related to broadcasting services that should be provided. Emphasize the fact that although we are being sponsored by WRVR (FM) that we are not concerned with WRVR (FM) programming and that we do not solicit comment on WRVR (FM). Rather we are concerned with community needs in general.

The Questions

The questions asked the community leaders were open-end, partially structured, and designed to elicit opinions and ideas concerning community needs. They were related to nine general areas of broadcast services broadly structured by the elements of broadcast services listed by the FCC in their "Report and Statement of Policy Re: Commission En Banc Program Inquiry ", mentioned in the introduction. The areas that are included are: general community service, news and public affairs, the disadvantaged community, urgent communication

needs, children's programming, personal use of the medium by community leaders, and FM radio as an extension of services to their constituency. The community leaders were also invited to make comments on any phase of community needs or broadcast services which the leader may consider significant. The actual questions asked, the intent of each question and the summary of results may be found in Chapter IV of this thesis.

Mention should be made here that there was some concern prior to administering the questions as to what order the questions should be asked. Should one question take precedence over another, or what question would be most valuable in beginning a conversation? This problem was solved by the community leaders themselves. This author found the community leaders more than willing to talk about the elements of community need that might be served by FM radio. With little prompting, many leaders discussed all the issues of broadcasting services without being asked, thus arranging the order of questioning by their own responses. This procedure not only helped to create a general rapport which facilitated valuable responses, but it also became an indicator of priority. The community leaders chose to talk first about those issues which they considered most important. Many community leaders explained that they had given much thought to the problem of community needs in relation to broadcasting services that should be provided after receiving the

invitation (letter) to discuss such issues. Trends, identified by a frequency count, may be found in the following chapter of this thesis.

The Transcription

The use of audio recorders in the interviewing procedure made necessary the development of a method of transcribing these interviews with some degree of accuracy. A variation of the jury method was employed. Each taped interview was transcribed by two members of the research team, the member who conducted the interview and another. Any discrepancy was noted and a joint examination of the contents in question was made. Most often the interpretation made by the member who had not actually conducted the interview was in error. Those interviews conducted without the aid of an audio recorder presented another problem. As soon as possible after the interview the research team member, who had conducted the interview, interpreted the comments and notes taken during the consultation. The interviewer was then questioned (interviewed) by another member of the research team as to the meaning of the comments made. Mental notes as well as written notes were used in constructing the final written transcript of the interviews.

CHAPTER IV

THE RESULTS

Following are the questions asked the community leaders and the information each question sought to provide. As required by the Federal Communications Commission, the information provided is separated into two categories; First, the needs as stated by the community leaders in relation to broadcasting services that might be provided, and second a list of the program suggestions made by the community leaders.

The needs and program suggestions have been listed and a frequency count has been made for each response. Many community leaders made remarks which were very similar in content and implication. A listing of all these comments would be redundant. Therefore, a comment has been chosen of one community leader which most closely approximates the concensus of the group. Following each quote may be found the names of the other community leaders whose remarks coincide with the quote listed. After each community leader's name is a letter which identifies the category which the community leader represents. The code is as follows: Education (E),

Business (B), The Arts (A), Communications (Cm), Government (G), Professional (P), and Religion (R). The exact comments made by the community leaders may be found in a complete transcript of the interviews which are in the appendix.

Any analysis of the ideas expressed would amount to a reiteration of what has been said by the community leaders themselves. A personal evaluation of the information offered will not be made. As stated in the FCC documents quoted earlier, this is the responsibility of station management. This thesis as stated in the objective, will describe and analyze the methodology, provide an outline of procedures and an evaluation of the findings.

Each comment in this section represents the reflective thought on the part of community leaders.

Question 1

- 1) What do you think are the most valuable programming services a noncommercial FM radio station can provide in this community?
- 1a) If you were an executive in a foundation supporting FM radio, what programming possibilities would you want explored?

Question one was designed to permit the respondent to select the area of discussion. The question had to be sufficiently open ended to allow a wide range of topics for discussion and at the same time provide a reference point, the noncommercial station, for which the survey was conducted. "Noncommercial" hopefully suggested a certain

freedom in formulating programming policies. The question channeled the topic of discussion somewhat to programming services but allowed the respondent to begin at the point which was considered by the community leader as most important. If question number one did not produce a response, which was the case on four separate occasions, question number 1a was used. This question although still very openended in nature, put the respondent in a hypothetical situation. It created a role-playing situation whereby the community leader was to consider himself an executive faced with the problem of selecting programs and forming program policy. The two questions for all basic purposes encouraged the same kind of information.

The remarks made by the community leaders have been interpreted as needs existing in the community. Following are the comments made by the community leaders in response to questions number 1 and 1a.

General Program Needs

There are about fifty FM signals in New York. You must take into consideration the extent, type and quality of audience. FM has long been looked at in terms of good music exclusively. Must try to meet community needs that are not provided for now. Siegel (Cm) See Also; Mulcahy (B)

Newman (E)
Farmer (A)

There is a need for truth in public media. I think I would be very skeptical at this point of believing what I read in the newspaper, and in TV and radio reporting." Moorman (E)

If FM radio opened its doors to new talent it would be flooded. We could use Drama again. It is wrong to assume that everyone watches TV. <u>Cousin</u> (E) See Also; Wicke (R)

<u>Lewis</u> (Cm) Mandelbaum (R)

Fleischman (A)

FM has always been burdened with its avants garde, intellectual approach. All the communications media have done very little to explore the potential which is inherent. <u>Lewis</u> (Cm)

Pick a program director who is highly receptive and intelligent and let him pick the programs. Vestal (Cm)

I would establish three program priorities. Cultural understanding, fine arts and music. Would do what is popular to stay alive. Marshall (R)

The communication media should be trying to bring together disparate ideas in some constructive manner. There is an apparent truth and the communication media should try to uncover this. Makelvoy (R)

Noncommercial FM radio might be more focused than other types of radio. So that other constituencies might be served. Bennett (R)

There must be a process of both entertaining while at the same time informing and educating. In an indirect and abstract way radio could help law by informing people of what is happening and helping to maintain law, order and justice. Hoge (R)

There are millions and millions of Americans who are not underpriviledged who are also being neglected. Fleischman (A)

Programming depends upon the mission of the foundation supporting the station. <u>Tillinghast</u> (B)

The stations should draw upon the resources in the area, especially where there are such rich resources. Intellectual resources which are so great the station could make available. <u>Fischer</u> (E) See also; <u>Cook</u> (E)

There is a need for more Spanish and foreign language stations in New York. <u>Badillo</u> (G)

Top priorities would be established to public services to a cross section in New York. <u>Bernstein</u> (A)

Every type of cultural programming must be expanded. There should always be a variety of program types and never too much of one type. Block (E)

FM is best for music . . . all types of music. Benko (A)

General Programming Suggestions

Have a radio format that would correspond to the Reader's Digest type of singling out the important. Programs on places to visit, new books and on visiting celebrities. Cousin (E)

Should have dissemination of material found in magazines such as Atlantic, Harpers and Saturday Review. Siegel (Cm)

There is a lack of programming on international relations; how they affect us as individuals. FM should deal with controversial issues which are not being delt with by other stations. Commercial stations would probably lose money with this kind of programming. Perhaps FM noncommercial could fill this void. Price (Cm)

Programs of community interest are necessary. Special interest groups might be served. They should be questioned to ascertain how they might be served by FM radio. Hudson (Cm) See Also; Mulcahy (B)

Mullin (E)

Carr (P)

 $\underline{\text{Brown}}$ (A)

There should be programs devoted to create a new dialogue between the Black and Jewish groups. Brown (A)

FM could have interesting biographical sketches about artists, discussion about art. FM radio should go back to drama and discussion using the old variety technique refined. Fleischman (A)

Talk discussions relating the history of current trends in music, including current developments in opera, classical, jazz and rock and roll. Bernstein (A)

FM should use as much canned material as possible because it is good. Mandelbaum (R)

The one thing that is missing from the air is the rebroadcasts of various live performances. Benko (A)

Questions number 1 and 1a also facilitated enough responses in three other areas as to warrant separate classification. These are, city orientation, FM as an educational tool and promotion.

City Orientation Needs

Twelve community leaders cited a need for FM to provide citizens of the community with information that would help them handle more efficiently the problems inherent in living in a metropolitan area. Eleven different program suggestions were made in regard to city orientation.

Need for information designed to help people live in their city. Educating them about and orientating them to their constantly changing surroundings. What public agencies provide help and where they are located. Information pointing out opportunities. Bernstein (A) See Also; Kurzberg (G)

Ogden (B)
Fischer (G)
Morsell (A)
Gardella (A)

Help people survive in their environment. Marshall (R)

We need a station which is more community minded. Booth (G)

We need a consumer program. Work directly with Washington if you have to. Cousin (A)

There are so many areas where people need information to improve themselves; what groups are servicing the area. Cook (E)

People in the Ghettos should be informed of activities in the New York area and how they might participate. Simon (E)

Program Suggestions for City Orientation

Services and information on all facets of community life; giving financial, cultural and health benefits available, legal advice and family counseling.

King (P) See Algo; Mulcahy (B)
Gardella (Cm)
Fischer (E)
Moorman (E)
Gwyne (B)
Oqden (B)

A program that increases the public's awareness of what is going on around them. Kurzberg (G)

Bernstein (A)

Education of the laity in health matters. McCormack (P)

A want ad type program telling people about job openings . . . training opportunities. Morsell (A)

FM As An Educational Tool

Seventeen community leaders cited a need for FM to be used as an educational tool, whether it be used as an inclass supplement to children or a medium for expanding the universe of the general audience with educational programs.

Seven community leaders offered specific program suggestions.

Children . . . education . . . focus should be placed on the real values of education. What is the whole role of education and how it goes beyond the school or beyond the classroom. This should apply to adults also. Anderson (G) See Also; Marshall (R) Vestal (Cm)

We must always be conscious of inflicting information and education on the mass audience. FM could serve as a supplement to education or for adult education. Education in a very broad sense of the word. Fuller (B) See Also; Hudson (Cm)

We could use radio in the classrooms for Christian education for interpretation of events as they relate to the church. Bointon (R)

You could teach children beautifully through sound.

Gardella (Cm) See Also; Bernstein (A)

Wicke (R)

Wicke (R)
Cousin (E)
Mandelbaum (R)

Hold before the public's eyes the thrill of becoming acquainted with arts and sciences and learning in general. FM could facilitate a means for acquiring knowledge. Expand the universe of the audience.

Mulcahy (B)

After reaching the audience on their own level, their level can be raised and education is possible. <u>Sutton</u> (G) See Also; <u>Kurzberg</u> (G)

FM should be a source of higher programming levels of educational programs, cultural programs. Harmon (R)

There must be a process of both entertaining while at the same time informing and educating. <u>Hoge</u> (P)

Must be more cooperation between educational institutions and the various radio stations. FM should be more cooperative in educational programming. Mullin (E)

Educational Program Suggestions

A series of educational programs that relate to the whole man. A series that portrays the role of education so that a child or adult can leave the classroom and actively participate in the real world. Anderson (G)

Programs i.e., learn Spanish from English or English from Spanish. Foreign programs that provide both foreign and domestic viewpoints. What people do and how they live. Science programs without gadgets, life in other lands, and religious programs that are non persuasive in nature. Vestal (Cm) See Also; Wicke (R) Bennett (R)

Remedial courses and courses for credit on the air. Hudson (Cm)

Perhaps programs with psychologists discussing the trends. A magazine of the air with excerpts of the things I have possibly missed because I have not had the time. A university of the air. A doctor or a nurse teaching good health habits. Cousin (E)

Forum discussion on issues such as housing, education, and employment. Zimmer (G)

Promotion

Finally 10 community leaders offered comment on promotion. They mentioned promotion primarily of two orders; first of activities and services available to citizens of the community, and second promotion of materials of a worthwhile nature to be presented on FM radio.

FM radio should provide a directory of what is going on in the city. Goldovsky (C) See Also; Zimmer (G) Siegel (Cm)

If it was promoted and preannounced, FM would be a good teaching device. Mandelbaum (R)

Promote the program. There's not enough promotion of good programs that are available which people would probably listen to if they knew about. King (P) See Also; Goodheart (P)

Green (B)
Crist (Cm)
Morsell (A)
Harmon (R)

Question 2

Do you think FM radio can play a significant role in news and public affairs programming? What kind of news and public affairs programming?

This question was designed to elicit responses concerning the adequacy and the quality of news and public affairs
programs now being provided the New York City general

listening audience. It attempts to uncover any void that might be present in news service being provided and how FM radio might help fill such a void if it does exist.

Thirty-three different community leaders responded to this question and voiced a need for some additional form of news and public affairs programming. Ten community leaders cited a need for in-depth reporting of the news.

Thirteen community leaders made specific program suggestions for news and public affairs programs. Following, are the responses elicited by question number 2.

News and Public Affairs Programming Needs

There is need for balanced interpretation of common problems. It is important that the people who listen get the truth and not some kind of emotionally slanted opinion. Makelvoy (R)

There is a need for news coming from direct sources, not rehash. At all times there should be a sharp distinction between fact and opinion. <u>Vestal</u> (Cm) See Also; <u>Moorman</u> (E)

We need more careful screening of what we are seeing as news. Farmer (A)

There is a need for more analysis of the news. Not enough time is spent on the significance of the news and what it means to the individual. <u>Siegel</u> (Cm) See Also; <u>Ogden</u> (B)

Tillinghast (B)
Bloch (E)
Grey (B)

The news department ought to think in terms of that which is happening on the positive side. We need to hear about people who are doing things on the good side of the ledger. <u>Cousin</u> (E) See Also; <u>Hoge</u> (P)

Cook (E)
Goldovsky (A)
Simon (A)

There is a need for news in very simple terms. Crist (Cm)

There is room for responsible, in depth reporting of news. What, how, and why, of every event of importance.

Anderson (G) See Also; Marshall (R) Farmer (A)
Sieqel (Cm) Fleischman (A)
Bennett (R) Fischer (E)
Green (B) Bernstein (A)
Lewis (Cm) Mullin (E)
Mandelbaum (R) Grey (B)

Provide news that people need to have in order to make reasonable decisions on issues. Siegel (Cm) See Also; Price (Cm)

News and Public Affairs Program Suggestions

National and world news for discussion. Hudson (Cm)

We are in need of programs of elaboration and discussion. Hudson (Cm) See Also; Brown (A)

Lang (Cm)

Marshall (R)

Carr (P)

More coverage on UN activities and what is happening there. Price (Cm)

Develop stories at considerable length and attack the controversial problems with editorialized material, expressing opinion of station management or of others in the community who might have valid judgments to make. Fischer (E)

Get involved with the sounds of the news that's happening. Recordings would serve as film clips do on TV news. <u>Vestal</u> (Cm)

A program which would interpret the news from a religious standpoint. <u>Harmon</u> (R)

Interviews with figures in the news. Fleischman (A)

A program about what the good young people are doing. Simon (E)

Documentaries that are a little off beat. Cousin (E)

A quick crisis summary . . . for example during the school riots. Moorman (E)

Editorials, and features in depth, views of the arts. Bernstein (A)

Gutsy analysis with intelligent views expressed by people who have studied the problems. Ogden (B)

Question 2a

Do you think FM radio can provide programming of value to the disadvantaged? Why?

This question was designed to elicit comment on programming that FM could provide which would be of some value to the disadvantaged. The majority of the community leaders chose to interpret disadvantaged as synonymous with the ghetto dweller. Forty-one community leaders expressed the opinion that there was a need for such programming. This question elicited a response from 25 community leaders who recognized a need for such programming specifically as a means of people in these areas communicating with each other. Following are the responses elicited from question 2a.

General Program Needs of the Disadvantaged

There's a need for programming for those handicapped other than economically. People who are kept in all the time or the bedridden. Bennett (R)

See Also; Marshall (R)

Gardella (Cm)

Programming to the ghettos should be relevant to real needs. The downtrodden can not think of ideas and concepts when they are hungry. Mandelbaum (R)

See Also; Cousin (E)

Bloch (E)

There is a need for providing the 'Grass Roots' organizations a chance to voice opinions . . . allowing the people in the ghetto to talk to themselves and to the white community. Siegel (Cm) See Also; Price (Cm) Zimmer (G)

Considerations should be made. A circular arrangement should be made allowing the community to communicate within itself. A give and receive arrangement. Hudson (Cm)

Any group of people want to hear what's going on in their own neighborhood. We should do more in the ghetto neighborhoods. Lewis (Cm)

nerdinorm	Jous. <u>Dewis</u> (CIII)	
See Also;	Siegel (Cm)	Simon (Cm)
	Hudson (Cm)	Booth (G)
	<u>Vestal</u> (Cm)	<u>Price</u> (Cm)
	Newman (E)	Ogden (B)
	Cousin (A)	Wicke (R)
	Sutton (G)	Hoge (P)
	Morsell (A)	<u>Marshall</u> (R)
	Mulcahy (B)	<u>Gardella</u> (Cm)
	Fischer (E)	Kurzberg (G)
	<u>Badillo</u> (G)	<u>Mandelbaum</u> (R)
	Gardella (Cm)	<u>Tillinghast</u> (B)
	Farmer (A)	Brown (A)

One station should be devoted exclusively to programming for the disadvantaged. Gardella (Cm)

Programs with citizens of the community participating. Fischer (E)

There is a need for Spanish speaking programs. Badillo (G)

Programming Suggestions for the Disadvantaged

Programs educating people about opportunities; medicare, welfare, aid to dependent children. Program information on what's happening in their community. Bernstein (A)

A program that would present employment officers a chance to answer questions from these areas. Gwyne (B)

Classroom instruction for the disadvantaged. An auditory workshop. Moorman (E)

Carry on evaluation of events for the Black community and also for the Spanish speaking community. Fischer (E)

A master fix-it program. Get results and solutions to people's problems. People in the ghetto can be informed of the activities in the New York area, but should also be informed as to how they can participate.

Simon (A)

Supply entertainment but sneak in material designed to better the audience. Crist (Cm)

Programs upon which they can appear. Get people to participate. Simplified, man to man, helpful programs for the ghettos. Zimmer (G)

Discussion programs about rights, etc. Carr (P)

They know best what their problems are. Let them tell what's going on. They should be talked with, not at. Anderson (B)

Let the people in the ghettos do their own programming. Vestal (Cm)

Program a university of the air. Cousin (E)

Program success stories. Cook (E)

Question 3

Are there urgent communication needs in metropolitan New York which FM radio might help provide a solution for?

This question was designed to facilitate responses in regard to broadcast services that should be provided with some urgency. Twenty-seven community leaders responded to this question. Four community leaders seemed to think that the communication needs of metropolitan New York were being well-served. Many community leaders interpreted any communication need as an urgent need. Following are the responses elicited by question 3.

Urgent Communication Needs

There is reason for considerable concern over the breakdown of dialogue between the Black and the Jewish communities. Creating a new dialogue is necessary. Brown (A)

The ghetto problem should be attended to as soon as possible. Create communication between the ghetto and the community outside the ghetto. <u>Lewis</u> (Cm) See Also; <u>Green</u> (B)

We need to meet the problem of the disadvantaged, but there are also millions out there who are educated but bored due to neglect. Fleischman (A)

There most certainly are. We need a station which is more community minded . . . to be concerned with various communities, even switch emphasis from one to another.

Booth (G)

All communication needs are urgent ones. Moorman (E) See Also; Zimmer (G)

There are always urgent communication needs. Lack of communication between our groups is one of the biggest problems. Cook (E) See Also; Mulcahy (B)

Communication in many areas would aid better judgment.

Fischer (E) See Also; McCormack (P)

Morsell (A)

Stimulation of some leadership . . . for example during the Columbia crisis. In New York we do not have a good health education program. McCormack (P)

See Also; Heidel (P)

Goodheart (P)

I think the communications media is doing a pretty good job. Cousin (E) See Also; Lang (Cm)

Benko (A)

Bennett (R)

The community is getting a lot of misleading information concerning dieting. Worries arise with false, misleading leadership in this field. King (P)

Supplementation to our newspapers. There is a lack of competent people programming what is now on the air. Goldovsky (A) See Also; Crist (Cm)

Providing information on how do I live in New York City today. Price (Cm)

Question 3a

Do you feel FM is exclusively an adult medium? What kind of children programs should be made available?

Question 3a was designed to acquire general information on programming for children. The question was designed also to solicit programming suggestions for children 13 years of age or under.

Thirty-three community leaders responded to this question. Nine community leaders cited a general need for childrens programs to be aired on FM radio. Another nine considered the competition with television as being too great for any kind of radio to overcome. Six community leaders suggested that FM is actually an adult medium and that it lends itself to the more mature mind. These three areas are the only areas on which a concensus was reached by community leaders. There were 10 program suggestions made.

Following are the remarks made in response to question 3a.

Children Programming Needs

FM is an adult medium now but it should not be. There is room for programs that would help children dream a little bit . . . to be aware of the world around them. Bernstein (A) See Also; Marshall (R) Booth (G)

ee	Also;	<u>Marshall</u> (R)	Booth (G)
		Anderson (G)	Fleischman (A)
		McCormack (P)	Lang (Cm)
		<u>Ogden</u> (B)	Benko (A)
		King (P)	Hoge (P)
		Cousin (E)	Bointon (R)
		Zimmer (G)	Price (Cm)

Competing with TV for childrens audience is almost impossible. <u>Tillinghast</u> (B) See Also;

McCormack (P)	Kurzberg (G)
Zimmer (G)	Bennett (R)
King (P)	Wicke (R)
Brown (R)	Goldovsky (A)
Mandelbaum (R)	

Childrens' programs should be examined in regard to their content and brought into the home a little more dynamically. <u>Lewis</u> (Cm)

FM radio has been exploited more for adults than for children. Maybe because there aren't as many FM receivers and because radios provided are usually AM. Hudson (Cm)

FM radio lends itself to the more mature mind. Goldovsky (A) See Also; $\frac{Gardella}{Moorman} \text{ (Cm)}$ $\frac{Gwyne}{Mullin} \text{ (E)}$ $\frac{Bloch}{(E)} \text{ (E)}$

Suggestions for Childrens Programs

Give guidance and information combined with entertainment. King (P) See Also; Green (B)

FM could supply valuable dramatic presentations to children. It could supply greater breadth for the imagination. Morsell (A)

Programs that would involve them. Cooking programs for children. Invite them to the studio . . . take advantage of their love for music. Cousin (E)

Childrens programs . . . participating with them in current events . . . science programs, and programs about every aspect of what's going on in the world. Simon (A)

Radio programs with a format directed toward the handicapped children. Gardella (Cm)

Programs utilizing the children in one way or another . . . programs on what children are doing, seeing, hearing, feeling. Use it as a medium of expression for children. Lewis (Cm)

Create a series . . . an alliance with schools and clubs. Wicke (R)

Programs in which an interesting character talked about his various experiences might be both entertaining and worthwhile for children. Brown (A)

Question 4

Question 4 was actually a series of five questions designed to gather information on the personal listening habits of the community leaders.

Personal Use of FM Radio by Community Leaders

1. Do you personally listen to FM radio?

Eleven of the community leaders responded that they listen to FM radio exclusively. Another 23 responded that they listen to FM radio along with other radio. Five respondents indicated that they rarely listen to FM radio at all. Two indicated that they do not listen to radio at all and there was no response from eight other community leaders.

2. Do members of your family use FM radio regularly?

Twenty-six of the 49 community leaders indicated that members of their family listen to FM radio regularly. Five responded that their families listen "on occasion". Three community leaders responded that their families do not listen to FM at all. There was no response from two.

3. When do you most often listen to FM radio?

Thirty-nine community leaders listed a time preference. Morning was mentioned 15 times. Evening

was mentioned 13 times; late night 8 times; and weekend afternoons twice.

4. What kind of programs do you listen to most often on FM radio?

Of the 39 community leaders who indicated a program preference, 28 indicated that they listen to FM radio for music. News was mentioned 12 times and discussion and panel programs were mentioned seven times. It must be noted that some community leaders indicated more than one program preference, therefore the listed preferences may exceed the number of community leaders who actually indicated a preference.

5. How do you select the FM stations and program that you listen to?

Of the 39 community leaders who responded to this question, 28 answered with the call letters of their favorite station: WBAI, eight times; WQXR was mentioned five times; WRVR, four times; WPAT, four times; WNCN, two times; WINS, two times; WFUV, WOR and WNYC, once. Random dialing was mentioned six times, by program type was mentioned 11 times, and FM Guide, (a magazine) was mentioned four times.

The Program Preference List

The program preference list was originally designed to find out if the community leaders thought there should be

more or less, or if there was enough of various types of programs now on FM radio in New York. Only 23 community leaders chose to complete the program preference list as it was originally designed. More than half, 26, indicated that they did not listen extensively enough to FM radio to answer as directed. The program preference list became in these cases an indicator of personal taste and what the community leaders would or would not listen to on FM radio if they had more time. However, some community leaders did not choose to use the preference list in either way. The results on the next page are a composite of the two ways of responding. The total number of responses in any category will therefore simply denote the number of community leaders who chose to respond to the program preference list in either of the two ways described above.

The list served also, a useful auxiliary function.

If the first two questions of the interview, designed to elicit responses on programming and program services drew little response, the community leader was handed the list. This proved to be a valuable stimulus on a number of occassions, channeling thoughts on FM radio programming.

The program preference list on the following page has been filled in with the total number of responses made for each of the various program types. It was noted by two different respondents that drama was not listed as a program type and stated that it should not be excluded when considering programming needs.

PROGRAM PREFERENCE LIST

		MORE	LESS	ENOUGH
a)	Discussion of the fine arts. (Music, Dance, Art)	17	0	10
b)	Discussion about popular culture. (Movies, radio, TV)	16	0	11
c)	Religious Programs	6	4	13
d)	Foreign Language Programs	15	1	6
e)	Programs on American History	21	1	1
f)	Programs on Foreign History	16	1	5
g)	Science Programs	11	2	8
h)	Fashion Programs	1	9	8
i)	Programs about literature and new books.	16	1	4
j)	Do-it-yourself programs	6	3	8
k)	Programs for teenagers	16	1	4
1)	Programs for children under 13 years of age.	19	1	5
	<u>NEWS</u>			
a)	National and International	8	3	13
b)	State News	9	3	11
c)	Local News	15	2	7
d)	Sportscasts	3	5	16
e)	News analysis and Commentary	15	3	6
f)	Panel discussion of news and public affairs.	16	2	6
	MUSIC			
a)	Rock 'n Roll	1	6	17
b)	Folk Music	10	2	13

		MORE	LESS	ENOUGH
c)	Contemporary	9	2	14
d)	Classical type 1) Baroque 2) Classical 3) Romantic 4) 20th Century	11 10 13 8 6	1 1 1 1	11 12 9 14 15
e)	Country, Western	3	10	13

Question 4a

Of what value are audience participation telephone shows which provide the general audience an opportunity for expression and which gives authorities and public officials a chance to answer questions from the general public?

This question was intended to obtain an evaluation of the telephone talk program format now popular on FM radio. What value are these type programs? Alternate program suggestions for improvement of the existing telephone format programs were also sought.

Forty-one community leaders chose to respond to this question. In two positive areas community leaders cited a concensus of opinion to some degree. The two key words with regard to valuable audience participation telephone programming as cited are: first, participation—people need to participate and take an active part in community life. This becomes a serious need in a large and often lonely metropolis such as New York. This need was cited by six community leaders, and second, responsibility—13 community leaders insisted that if such programming was to be of value

that it must be controlled and handled with some degree of responsibility. Programs of this type handled with responsibility could produce a safety valve effect.

In direct conflict with the opinions expressed by these community leaders are 11 respondents who stated that there was little value in the telephone audience participation programs.

There is one area in program suggestions which should be noted. Seven respondents suggested that in place of a telephone program, a panel or debate type program might provide a more useful broadcast service.

Following are the responses made to question 4a.

If they were controlled and handled with some degree of responsibility which in turn created a balanced picture, there might be some value to them. It provides an outlet . . . a safety valve for people. Brown (A) See Also; Farmer (A) Tillinghast (B)

Farmer (A)

Marshall (R)

Mullin (E)

Harmon (R)

Newman

Lang (Cm)

Bointon (R)

Tillinghast (B)

Gwyne (B)

Mulcahy (B)

Mulcahy (B)

Badillo (G)

Benko (E)

Bloch (E)

When discussing racial issues and other social questions, they create some common ground. Wicke (R)

Loneliness is a big problem in a metropolitan society. People need to communicate, participate. These programs provide an outlet for those who have perhaps no other outlet. This is a serious need in a city the size of New York. It's kind of a subliminal help you're offering. Gardella (Cm) See Also; Goldovsky (A)

Sutton (E)
Cook (E)
Simon (E)
Booth (G)

They are very exciting and interesting if done with the right people . . . authorities. <u>Morsell</u> (C) See Also;

Fischer (E)
Moorman (E)
Lewis (Cm)

Exciting and encouraging when done on a national level. Crist (Cm)

This type of program if nothing else, lets the people know that the administration cares about them.

Green (B)

They supplement news casts and have some entertainment value. Vestal (Cm)

Programming Suggestions for Audience Participation

There is a need for a program projecting religion into the everyday life of the general audience. Marshall (R)

Programs on cooking and health. Crist (Cm)

Something similar to "Meet the Press" might have some kind of value. <u>Fleischman</u> (A)

A panel or debate type program that does not tell you what to do, but merely shows both sides of the issues, for example, a program on extramarital relations . . . with a responsible host. Cousin (E)

See Also; Bernstein (A)
Kurzberg (G)
King (P)
Carr (P)
Fleischman (A)
Fischer (E)
Hudson (Cm)

The following community opinion leaders stated that there was little value in the telephone audience participation programs as they are now being conducted.

Anderson (B)	Mandelbaum (R)
Fuller (B)	Fleischman (A)
Bennett (R)	McCormack (P)
Ogden (B)	Goodheart (P)
Siegel (Cm)	<u>Heidel</u> (P)
Carr (P)	

Question 5

How can FM radio serve as an extension of the services provided your constituency?

This question was designed to elicit responses by the community leaders on their particular field of interest; how FM radio might help them provide service to their constituency. From this question it was hoped information might be received as to how FM radio might enhance the services being provided in the various areas represented by the community leaders.

Twenty-four community leaders mentioned that FM radio might function as an extension of the services being provided their constituency, however, 18 leaders did not consider this question applicable in their particular situation. Four community leaders did not respond.

Following are the responses made to question 5.

FM As An Extension of Services

Religious programs should not be obviously labeled, here we come with the religious message. They should be natural and follow. If the insights which are presented are valid and of interest, the people will want to come back to the source, which is the church. Mandelbaum (R)

FM can project religion into the everyday life of the general audience. Marshall (R) See Also; Harmon (R)

There are people in the International House who have participated with their talents on radio. As a part of the community they can also make use of the services provided by FM radio. Cook (E)

I question the effectiveness of FM radio in furthering the knowledge of the cultural activities of the New York Board of Trade. FM could be used to stimulate interest in the awareness of the arts. Simon (A) I would love to have the kind of news conference on the air like Mayor Lindsey does on television. It would be very valuable if some local station made time available to local public officials. <u>Badillo</u> (G)

There are very definite unexplored areas of radio. Lewis (Cm)

If you can get people to react, this is very important. Once you make people feel they count, they become more active members of the community. Crist (Cm) See Also; Wicke (R)

Find out how people hurt and then do something to help. Price (Cm)

Efforts should be made to let people know their rights. Carr (P)

We could be a more effective influence if there were some dialogue between the community and the university. Fischer (E)

There might be a NAACP hour where people could call in and find out what the organization stands for. Morsell (A)

It could serve as an extension. <u>Tillinghast</u> (B) See Also; Vestal (Cm)

It would be free advertising. Gardella (Cm)

If FM would open its doors to new talent, it would be flooded. Cousin (E)

FM could economically provide an outlet for teaching. Bennett (R)

Many programs warrant rebroadcast. Benko (A)

FM radio can help make the people aware of what the New York Board of Trade is all about. Anderson (G)

I think you must look at things with regard to the community in which the university or college is located. There is a tremendous need for an outlet for people's opinions. Moorman (E)

This gap between the government and the people is the most important way that radio can help. <u>Kurzberg</u> (G)

A program of business and how it is related to the whole community. Gwyne (B)

FM could be used to educate people about the concepts of investing and the danger of the 'can't miss' stock.

<u>Mulcahy</u> (B)

The following community leaders did not consider question 5 applicable.

Sutton (G)	Lang (A)
Bointon (R)	Makelvoy (R)
Fuller (B)	<u>Hoge</u> (P)
Fleischman (A)	Bernstein (A)
Goldovsky (A)	<u>Oqden</u> (B)
Bloch (C)	Kinq (P)
Hudson (Cm)	Farmer (A)
<u>Newman</u> (E)	Siegel (Cm)
Green (B)	Brown (A)

CHAPTER V

AN EVALUATION

The value of the study which has been presented or any study, may be evaluated in terms of how satisfactorily it furnishes the required information. This study has been a presentation of the methodology employed in conducting a survey of community leaders in New York City, New York and the problems inherent in such an undertaking. As an initial step toward evaluation, we will examine how WRVR (FM) utilized the survey findings. Also in this chapter will be discussed 1) the methodology employed in the research, 2) the weakness of this method and suggestions for alternate methodology, 3) the problems of defining terms used in the survey, and 4) what may be concluded upon analyzing the research findings.

Utilization of Survey Results by WRVR (FM)

As mentioned earlier the Federal Communications Commission requires the station management to provide the following with regard to license renewal. 1) An analysis of community needs as determined by a two-part study: a survey of the

listening audience and a survey of community leaders,

2) to state those needs, determined by the surveys, which
the station will attempt to serve, and 3) to make program
suggestions that would serve the needs and interests cited
in the surveys.

WRVR (FM) 106.7, New York, New York sponsored three surveys in January, 1969; a random telephone survey of the general listening audience, interviews with community leaders and a mail survey of known WRVR (FM) listeners. The station management cites a consensus revealed in all three surveys.

All three surveys revealed consensus on a need for programs dealing in various ways with the entire range of social, political and moral subjects and problems of concern in the city, nation and world today. include race relations and achievement of true equality by all, school decentralization, drug addiction, changes in social mores with particular concern for sexual behavior in public and private, organ transplants, foreign policy, the relationship of the business and military communities to each other and to the national welfare, environmental pollution, crime, space and undersea exploration and expansion and the role of violence in our lives. WRVR has made an effort to deal with these and many similar matters in the past and it will continue these efforts in the future. . . (21)

After this very general description of areas of concern, WRVR (FM) highlighted the areas in which programs were being planned.

Programming will include indepth exposition of the what, how, and why of questions and events and analysis and commentary from qualified experts and observers. Program formats will include documentaries, discussion, interviews and straight reports. (22)

Station management also mentioned an intention to hire two additional program producers to work chiefly in the area of public affairs and instructional programs. Included will be language instruction programs; English for the Spanish speaking population and vice versa. These programs will begin when ready and will be scheduled to allow for re-broadcasts.

One of the areas in which the community leaders voiced a consensus was the need to program to aid city residents by acquainting them with the agencies and services available, to help them improve their lives and assist them in times of trouble. A complete section is devoted to this area in Chapter IV labeled "city orientation." Under this heading come programs of consumer education which were strongly urged by a number of community leaders.

The station also mentions in their exhibit to the FCC other plans to fill information needs.

More strictly informational needs and interests in the following areas delineated by survey responses will be filled by programs and program series as proves feasible: Negro history, American history, science, foreign history and health. (23)

The three surveys conducted by WRVR (FM) produced a considerable demand for programs dealing with the arts.

The station management, however, made this statement in regard to additional programming in this area. . . .

. . . the station feels that its current efforts in this area--two and one-half to three hours per week of discussions and interviews; plus numerous theater, book and concert reviews and rebroadcasts of concerts--represent as much of its resources as can be expended on it without interfering with its other programming obligations. (24)

The two types of entertainment programs most often requested in the three surveys were live drama and music. The station management concluded,

While WRVR already has expended considerable effort in the area of live drama and music, the station will continue with its efforts in these areas over the next three years within the limits imposed by its resources and other commitments. (25)

WRVR management finalized its analysis of the surveys findings with a comment on program time scheduling.

The most favorable airtime consistent with current conditions will be arranged for the programs contemplated by this Exhibit. In addition effort will be made to repeat the most important on different days and at different times. (26)

Further mention of programming needs cited by community leaders will not be made. Those needs and program suggestions considered to be important by and suggesting a consensus of opinion by community leaders are found in the summary of results.

The Survey Design

The problem of defining a community and the operational problem of selecting persons who may be considered leaders of a community was discussed in Chapter I. Herein lies the major question posed in this thesis. Can a definition of the social entity called a "metropolis", which by nature is a dynamic entity with changing relationships of human beings with their environment, be formulated for the purpose of study by survey? This author proposes that a definition of

various microscopic communities might be formulated and analyzed in terms of its social and institutional structure. This approach has been proven valuable in the area of community stratification and will serve as a basis of this proposal.

Its' contribution (sociological approach) to our knowledge of structures and functions of American community life and that of a few other cultures has been enormous. It has given emphasis to the gross cultural divisions of class, caste, and ethnic groups which characterize many community systems. It has also shown the relationships between the major institutional arrangements and these subcultural systems. Equally important has been the emphasis on examining the cultural whole but with full recognition that only through isolation of the parts could interrelations and functions be determined. (27)

A stratification should then be made of various microscopic communities which make up the metropolis or the macrocommunity. The concept of these micro communities might be narrowed as is necessary to obtain information deemed useful by the researcher. These communities might include designations such as, the cultural community, educational community, both private and public and at both the elementary and secondary levels, ethnic and ghetto areas and communities born of language barriers, religious units, worker communities and professional organizations. Also careful attention should be paid to birth and growth and the needs of new communities which are evolving, such as the youth and "hippy" colonies. There are the intellectual elite who should not be forgotten and the political groups. These micro communities although isolated for study must be examined as they

relate to each other and to the whole community for,

"Communities do not exist in a social vacuum, they are parts

of a delicately interrelated and interbalanced whole." (28)

After satisfactory structural definitions are formulated for the various micro communities, leaders may be chosen from each. The FCC documents that in applying for a license to broadcast, an applicant must state the major communities which the station will attempt to serve. The commission leaves to the discretion of station management the needs it will serve. The proposal made would require station management only to survey the needs of those micro communities which it plans to serve. Presumably the Federal Communications Commission then takes the responsibility in granting and renewing licenses to broadcast in order that all needs in all communities would be provided for. This proposal is suggested only for the metropolitan area in question, which is indeed complex and which has its unique and inherent problems of societal structure. This approach may prove useful however in determining needs in other large metropolitan areas which also are comprised of many micro communities.

The Methodology A Critique

As suggested earlier, a definition of community leaders would depend upon how community was in fact defined. The procedure for selecting the community leaders in this survey

was no more than an arbitrary choice made by the general manager of WRVR (FM) and the author, of persons who had distinguished themselves as "obvious leaders" in areas suggested by the FCC and considered as important to a community by the licensee. The validity of such a technique is questionable with regard to its effectiveness in detecting the "grass roots" leaders.

During the survey only eight women were interviewed. This represents 16.3 percent of all community leaders interviewed. This may or may not be representative of the total universe of community leaders. This problem is complicated by the absence of a clearly defined universe of community leaders.

In the category of education, seven leaders were interviewed all of whom represented higher education. No elementary school or trade school officials were interviewed.

Eight leaders were interviewed in the cultural category. Only seven respondents were interviewed representing the business category. No labor leaders were interviewed. Eight leaders were interviewed in communications, six in government and in the professions and seven from the religious category. This group of 49 leaders was arbitrarily chosen to interpret the needs and interests of metropolitan New York. All of these procedures were designed to conform to FCC instructions. This serves as an illustration of the inadequacy of the present system for ascertaining community needs.

It would seem that 49 respondents, however valid their comments, would only begin to scratch the surface in citing the problems in such a large area as New York City. A survey approaching representativeness in metropolitan New York, however, would not be a feasible undertaking for one broadcasting station. It must be noted that there was a consensus of opinion on several issues. Suggestions for alternate methodology will be discussed later in the chapter.

The Interview Technique

It is the opinion of the author that if time would have allowed, a mail survey might have been more valuable than personal interviews in gathering information on community needs from community leaders. A mail questionnaire would have allowed more contacts to be made with community leaders at a minimal cost. A mail questionnaire would have provided community leaders a chance to ponder the questions presented. The personal interview technique employed in the survey did not afford this opportunity. The use of the personal interview was discussed in an earlier chapter, however, one point may be added here. Many community leaders were unable to grant a personal interview because of prior commitments. These same community leaders may have responded to a mail questionnaire which they could have answered at their convenience. An increase in the number of leaders interviewed would have provided a more representative picture of community leader opinion. The time constraint involved with the survey in question, however, necessitated the use of the personal interview technique. This author also advocates the use of an audio recorder in conjunction with this technique. Its use was discussed in Chapter III.

Other Research

Research on one subject often results in the discovery of new questions that need to be answered. The problems in procedure and methodology encountered in conducting the survey of community leaders has stimulated consideration of alternate methodology and other research projects.

Some alternate research ideas include first, a survey of the FM radio station managers whose stations serve

New York City. Send to these managers, who might very well fall within a universe of community leaders, a questionnaire on community needs. The question answered by such research may be: Is a survey of community leaders in fact necessary to ascertain community needs? Perhaps radio station managers with just the results of a general listening audience survey, can determine effectively what programming services need to be provided a community?

There is an obvious need for thorough research in broad-casting. Research staffs at radio stations are virtually non-existent. Walter P. Sheppard, general manager of WRVR (FM)

New York, New York, states the problem and perhaps its

solution in a report to the FCC.

In the early summer of 1968, WRVR began to plan for some comprehensive audience and community leader surveys. Judging itself ill-equipped to design and conduct such surveys according to established social science standards and practices the station contacted the communications departments of two major universities about the possibilities of their conducting the surveys on WRVR's behalf. Ultimately the station arranged for the Television and Radio Research Center of Michigan State University to undertake the surveys. (29)

It is suggested that the Federal Communications Commission investigate the research qualifications of various

American universities and the possibility of federal appropriations for extensive research by these universities in the field of broadcasting. The nature of the research should include general listening patterns of the broadcast audience and community needs in metropolitan areas which may be interpreted and analyzed in terms of broadcasting services that might be made available.

Conclusions

Those conclusions which may be made upon analyzing the contents of this thesis are as follows.

First and foremost, that a community leader survey employed for the purpose of ascertaining community needs in the metropolitan area of New York as it is now conceived under Federal Communications Commission requirements is inadequate.

Second, that restructuring of the survey requirements with more clearly defined terms is necessary when that survey is being conducted in a large metropolitan area and especially when being conducted in New York City, New York.

Third, that the results acquired by the survey in question must be evaluated in light of the methodology employed, the survey design, and the problems of definition encountered.

Summary of Results

The questions employed in the survey of community leaders were designed to elicit opinions on 1) General programming needs, 2) News and public affairs programming,

3) Programming to the disadvantaged, 4) Urgent communication needs, 5) Children's programming, 6) Audience Participation programs, 7) FM as an extension of services, and 8) Personal listening habits. Trends noted after final tabulation of the results are now summarized.

General Programming

Questioning in this area revealed concern in three basic categories. First, <u>city orientation</u>; there is a need for information designed to help people live in their city. Educate them about and orient them to their constantly changing environment, i.e., what public agencies provide help and where they are located. Second, FM radio as an educational tool; FM to be used whether as an in-class

supplement to children or a medium for expanding the universe of the general audience with educational programs. Third, a need for <u>promotion</u>; of activities and services available to citizens of the community and promotion of materials of a worthwhile nature to be presented on FM radio. It was also suggested that FM radio should open its doors to new talent. We could use radio drama again. It is wrong to assume that everyone watches TV.

News and Public Affairs

A need was voiced for some additional form of news and public affairs programming, especially in-depth and responsible reporting of the news. It was indicated that not enough time was spent on the significance of the news and what it means to the individual. Mentioned throughout the survey was the need for a positive approach to programming in general and in news specifically. The news departments ought to think in terms of that which is happening on the positive side. We need to hear about people who are doing things on the good side of the ledger. Also indicated was a need for news in very simple terms.

The Disadvantaged

The majority of community leaders chose to interpret "disadvantaged" synonymously with ghetto dwellers. It was suggested that these people might use the FM medium as a means for communicating among themselves. Programming to the ghettos should be relevant to real needs and should encourage

citizen participation in broadcasts. Also mentioned was a need for providing the "grass roots" organizations a chance to voice opinions, allowing the ghetto citizens to talk among themselves and to the white community. Although the majority of need was perceived in the ghetto community, need for programming to those handicapped other than economically was mentioned, including the blind and bedridden.

Urgent Communication Needs

All communication needs within the community were interpreted as urgent needs by the majority of community leaders. Specifically mentioned was the breakdown of dialogue between the Black and the Jewish communities. Communication needs in the ghettos were also perceived as urgent. Also mentioned was the need for FM to supplement the fast dwindling number of newspapers in metropolitan areas.

Childrens' Programs

There was indicated a general need for childrens' programs designed to help them dream a little bit and to be aware of the world around them. Also suggested were programs which would involve the children actively through participation. However, a considerable number of community leaders (25%) indicated that radio in competing with TV for a childrens' audience has undertaken an impossible task. Finally, a number of leaders mentioned that FM radio lends itself to the more mature mind and not to childrens' programs.

Audience Participation

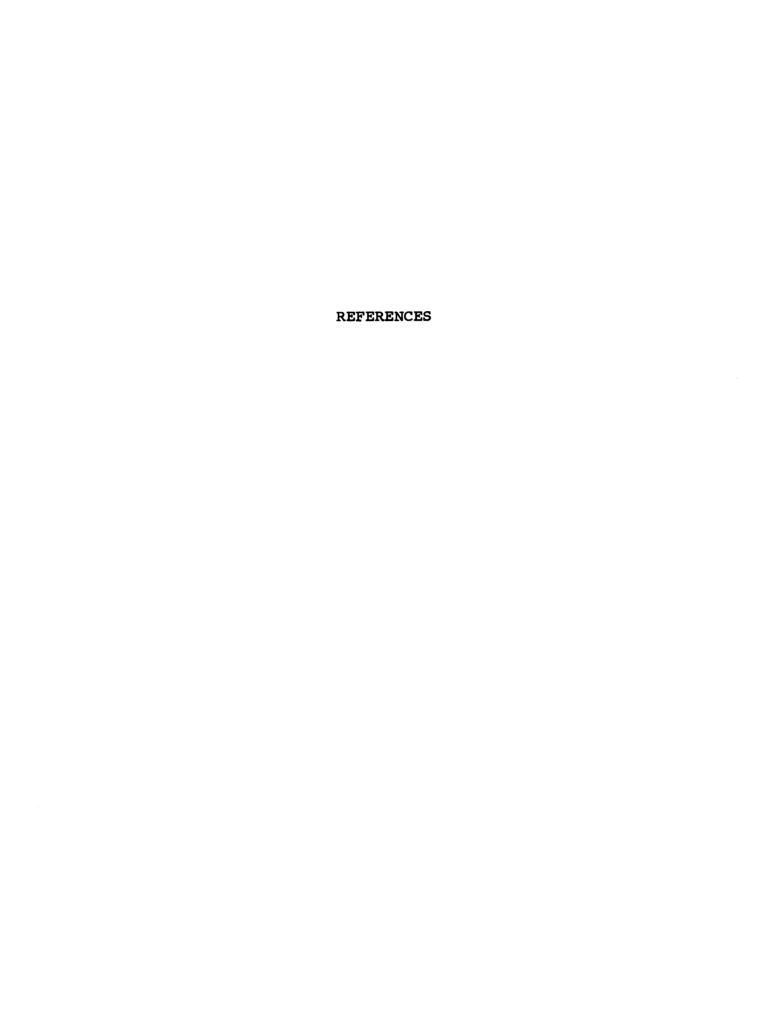
In a metropolitan area, this type of program was seen as a vital safety valve when handled with control and responsibility. Loneliness is a big problem in a metropolitan society and audience participation supplies an outlet, "subliminal" help. This type of programming affords citizens an opportunity to participate in community life. A number of community leaders mentioned, however, that a panel or debate type program might provide a more useful broadcast service. Almost one fourth of those leaders interviewed stated that there was little value in the telephone audience participation programs as they are now being conducted.

FM As An Extension of Services

Twenty-four community leaders representing all areas surveyed, mentioned that FM radio might serve as an extension of services they provide their constituency. These included making religion more relevant to the people, providing news conferences by local government officials, creating dialogue between the community and the university, with an NAACP hour, and relating the business world to the community population. More than one third of the community leaders did not consider this question applicable.

Personal Listening Habits

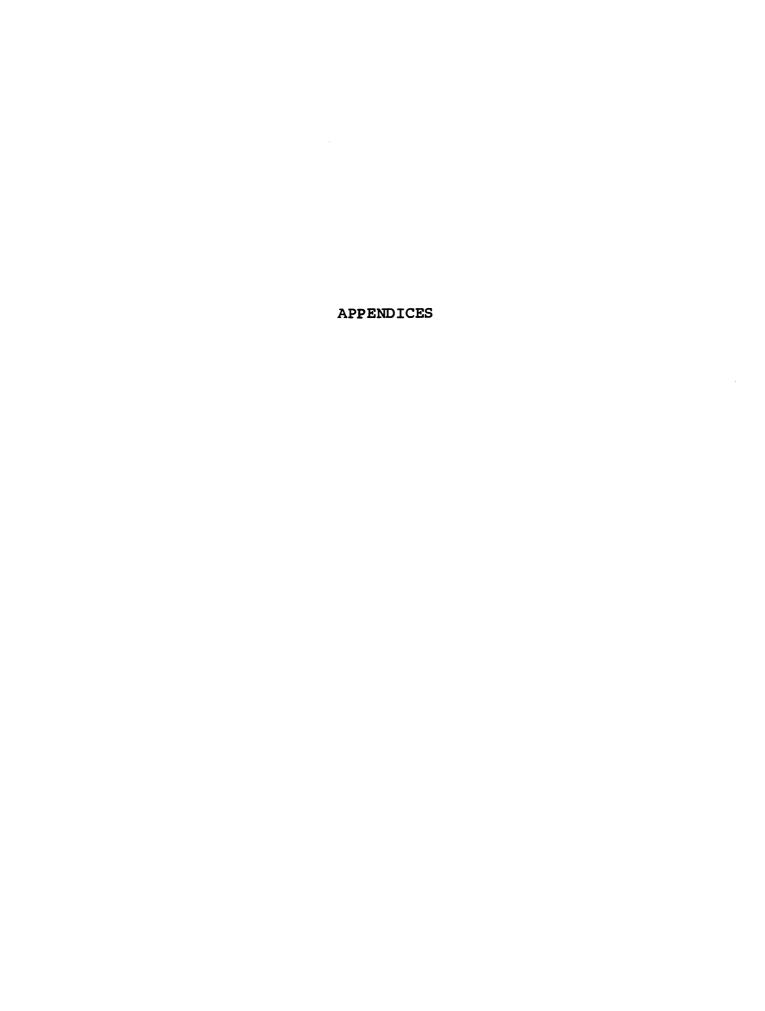
A summary of listening habits of the community leaders may be found in the results section of this thesis, Chapter IV, pages 42 and 43.



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APPENDIX A

SAMPLE LETTER SENT TO COMMUNITY LEADERS

RIVERSIDE RADIO



106.7 FM

490 RIVERSIDE DRIVE NEW YORK

NEW YORK 10027

RIVERSIDE 9 5400

WALTER P. SHEPPARD GENERAL MANAGER



January 2, 1969

Mr. Leonard Goldenson, President American Broadcasting System 1330 Avenue of the Americas New York, New York

Dear Mr. Goldenson:

Riverside Radio WRVR is planning a two-part survey as part of an effort to improve its service to the New York metropolitan community. The first part is a canvass of the general listening audience to determine the needs and interests listeners feel might be served by FM radio. Concurrent with the canvass, we plan a series of interviews with approximately fifty community leaders in government, education, religion, the arts, business, labor, and the professions. The purpose of the interviews is to learn how these leaders think FM radio can better serve the community.

I am writing to invite you to take part in the survey of community leaders by granting a personal interview to a representative of a Michigan State University research team. The survey will not analyze or evaluate WRVR's programing, rather, it will seek to determine the general concerns and interests of community leaders and the groups or organizations they represent.

The research team will be in New York to conduct its interviews between January 10 and 24. An interview that should take no longer than thirty minutes can be arranged at your convenience during that period. Because of the limited time until the researchers arrive, I suggest that you respond to this invitation by telephoning Mr. Robert Abernathy in my office before January 7.

You may be assured that your comments and suggestions will be given serious consideration when future programing policies are formulated for WRVR. The information you can provide will promote greater public service by FM radio in New York.

Sincerely yours.

Walter P. Sheppard General Manager

WPS:dbb

APPENDIX B

SAMPLE OF NEGATIVE WRITTEN RESPONSE FROM COMMUNITY LEADERS

NEW YORK

CABLE ADDRESS . UNATIONS NEWYORK . ADRESSE TELEGRAPHIQUE

2 January 1969

Dear Mr. Sheppard,

REFERENCE

I acknowledge with thanks receipt of your letter of December 30, 1968, in which you ask me to grant an interview to a representative of a Michigan State University research team which is to conduct a survey of community leaders for Riverside Radio programme.

I would have gladly agreed to this interview if I thought I could be of any help to the study. The fact is that for lack of time I listen very little to radio or TV, and therefore I would have nothing to contribute to a survey of this kind.

With all best wishes,

Sincerely yours.

Ralph J. Bunche

Mr. Walter P. Sheppard General Manager Riverside Radio 490 Riverside Drive New York, N.Y. 10027

APPENDIX C

COMMUNITY LEADERS INTERVIEWED

Following is a list of the 49 community leaders who were interviewed in the study:

Neil Anderson Executive Vice President New York Board of Trade

The Honorable Herman Badillo Bronx Borough President

Gregor Benko Vice President International Piano Library

Reverend Dr. John C. Bennett President Union Theological Seminary

Miss Susan Bernstein Director of Radio & Television Relations Museum of Modern Art

Miss Suzanne Bloch Musician, Musicologist Faculty Member The Julliard School of Music

Bishop Charles F. Bointon Episcopal Diocese of New York

William H. Booth Commissioner New York Human Rights Commission

Herman Brown
Director, New York Metropolitan Council
American Jewish Congress

Edward Carr Attorney-in-Chief Legal Aid Society

Howard Cook President International House--New York

Miss Michelle Cousin Writer Assistant Professor of TV and Film Writing New York University Miss Judith Crist Critic

James Farmer Founder and Former Director Congress of Racial Equality

Dr. John Fischer President Teachers College Columbia University

Robert Fleischman Director Kennedy Art Galleries

Robert G. Fuller Voting Trustee Railway Express Agency

Miss Kay Gardella Radio and Television Editor New York Daily News

Boris Goldovsky Artistic Director Goldovsky Opera Institute and Goldovsky Opera

Dr. Robert Goodheart Resident Physician New York Academy of Medicine

William M. Green Manager, Financial Services and Planning American Can Company

Peter Grey Director of PublicAffairs New York Chamber of Commerce

John T. Gwynne Secretary New York Chamber of Commerce

Francis S. Harmon Vice President Interchurch Center

Dr. Werner Heidel Resident Physician New York Academy of Medicine James Hoge Attorney Rogers, Hoge and Hill

Robert B. Hudson Vice President National Educational Television

Dr. Charles Glen King Resident Physician, Nutritionist Columbia University Medical Center

Miss Ellen Kurzberg Director of Television and Radio City Planning Commission

Miss Lillian Lang Radio Producer British Broadcasting Corporation, New York

Richard Lewis
Author, Editor, Teacher, Broadcaster

Cannon Richard Makelvoy
Episcopal Diocese of New York

Dr. Bernard Mandelbaum
Rabbi and President,
Jewish Theological Seminary of America

Dr. James McCormack Resident Physician New York Academy of Medicine

Reverend Dr. Robert Marshall President The Lutheran Church in America

Mrs. Jane Moorman Assistant to the President Bernard College

Dr. John Morsell
Assistant Executive Director, NAACP

John Mulcahy Secretary New York Stock Exchange

Dr. Stanley Mullin President Pace College William Newman Professor of Sociology The New School for Social Research

Warde B. Ogden Account Executive, Entertainment Media Price, Waterhouse and Company

Nelson Price Director Television, Radio and Film Commission The United Methodist Church

Mrs. Sybil Simon
Director of Cultural Affairs
New York Board of Trade

The Honorable Percy Sutton Manhattan Borough President

Seymour N. Siegel Director Municipal Broadcasting System

Charles C. Tillinghast, Jr. Vice President Trans World Airlines, Inc.

David Vestal Associate Editor Ziff-David Publishing Company

Bishop Lloyd C. Wicke Resident Bishop The United Methodist Church

Mrs. James Zimmer Director of Public Relations The League of Women Voters

APPENDIX D

COMMUNITY LEADER INTERVIEW TRANSCRIPTIONS

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Mr. Neil Anderson Executive Vice President New York Board of Trade January 20, 1969 Interviewed by Stowell Recorded

<u>Programming</u>: Focus should be placed on the real values of education . . . a series of educational programs that relate to the "Whole Man". There has been neglect in this area. Education has been viewed as somewhat fragmentary . . . it's not integrated into the community. We need a series of programs that portrays the role of education so that the child can leave the classroom and actively participate in the real world. What is the whole role of education, and how it goes beyond the school or beyond the classroom. This should also apply to adults.

News: There has to be more in-depth reporting of news. We need to know what's happened, and who was involved. We don't get enough background as to how it happened and why it happened. What, How and Why of every event of importance must be reported. Emphasis should be placed on what is going on in the community and its bearing on the individual. The individual should not see himself as an observer, but rather must understand his involvement in the affairs of the community . . . a participant. This is a challenge to FM radio . . to eliminate this feeling of being a spectator public. FM radio can be the beginning of this type of change.

<u>Disadvantaged</u>: Before you program to the disadvantaged, some homework has to be done with the people you are trying to reach. They have to have some voice in your programming. They should be programmed or talked with not at. They know what is best for themselves and the station should program accordingly. Let them tell their own problems since they know them best. Before going on the air, the station must meet with the leaders of these people.

<u>Urgent Needs</u>: No response.

Adult Medium: Doesn't know enough to answer.

<u>Habits</u>: Listens to music and news. Selects stations by program content. Listens whenever at home.

Audience Participation: Human opinions don't have much value. Too often they are emotional and lack understanding. We need more in-depth discussion. People are looking for an excuse to not think. People must think for themselves.

Extension: FM radio can help people become aware of what the New York Board of trade is all about.

The Honorable Herman Badillo President, Bronx Borough January 20, 1969 Interviewed by Abernathy Recorded

<u>Programming:</u> Aside from music programs, I am really not sure how much public service programming people listen to on radio. I think they do television. If they would listen I think it would be very valuable a service.

News: I'm surprised at the success of stations like WINS in New York programming only news. This is very encouraging. I'm not sure that people who tune to FM aren't primarily interested in music. Most of us identify FM stations with good music. FM has not been traditionally concerned with public affairs.

<u>Disadvantaged</u>: Provide Spanish speaking programs. In the Black community programs are needed. There isn't too much provided. There's not much information. Present specialized programs. Use citizens of the communities participating to promote listenership. People just don't regard FM radio as a prime source of information. People aren't likely to listen to tune by random dialing. People just don't listen to radio today like they used to.

<u>Urgent Needs</u>: FM won't provide a solution for any of the communication needs. It might provide a forum for greater discussion. I'm not sure people listen to radio for such reasons. They listen while driving a car. I'm not sure people would listen to a thirty minute program.

Adult Medium: No response.

<u>Habits:</u> Usually listens in the morning. Has a clock radio and generally listens to music.

<u>Audience Participation</u>: We've had a lot of success with telephone programs especially on the Spanish speaking stations. More Spanish speaking people have radios in New York than have televisions.

Extension: I would love to have some kind of news conference of the air like Mayor Lindsey on television. It would be very valuable if some local station made time available to local public officials. It would be very helpful to me. It is very difficult getting people information that they should have available. Deal with problems in a very concise and short manner. Some people just don't know how to get at some of the services that exist.

Mr. Gregor Benko Director, International Piano Library January 28, 1969 Interviewed by Abernathy Recorder not used.

<u>Programming:</u> FM is best for music . . . all types of music. The one thing that is missing from the air is the rebroad-casting of various live performances which would be a great help to people who could not attend in person.

News: FM can not very well do too much public affairs and news programming without more support and since other media do a pretty good job on news and public affairs, there is little reason for FM to try to compete.

<u>Disadvantaged</u>: There should be programming for the disadvantaged but unfortunately it is always on at the wrong times. It should be on at prime times instead of at 11 o'clock in the morning when everyone is at work or late Sunday night.

<u>Urgent Needs</u>: Most of the communication needs in New York seem to be taken care of very well.

Adult Medium: No it is not exclusively an adult medium since there is now rock on FM and various other variety programs.

<u>Habits</u>: Uses FM radio to listen to specific programs, usually music at any time when he is near a radio.

<u>Audience Participation</u>: Telephone shows are good but they are sometimes very unorganized.

Extension: There should be more specialized programs.

Reverend John Bennett President of Union Theological Seminary January 15, 1969 Interviewed by Stowell Recorder not used.

<u>Programming:</u> Noncommercial FM radio might be more focused than other types of radio, so that other constituencies might be served. This is the strength of noncommercial. Programs of lectures and interpretation of events. Events covered in depth. Music is always an important part of FM radios function. There could be specialization to provide music for varied interests.

News: An in-depth look at the news and an interpretation of the news rather than the spot news. On AM radio you can turn on the news on the hour and get summary of events. Bring comments on events as they are taking place recognizing that some people want more than a summary of the events taking place.

<u>Disadvantaged</u>: It would be one very important focus for FM. One station could specialize in this. Not necessarily those who are economically handicapped, but people who are kept in all the time or bedridden, who have a limited opportunity. FM radio does involve a degree of leisure. A leisure tempo. It requires a certain quietness and a willingness to listen.

<u>Urgent Needs</u>: I'm not certain what FM radio could do that the other media or communication facilities are not already doing, or could not do. There's no specializated role for FM radio except that of in-depth reporting and music.

Adult Medium: Adults are more likely to stay put longer and could therefore use FM radio as a teaching tool more so than young people. Young people carry a lot of radios. FM on all radios is a consideration to be made. I see many children glued to television, and I don't see how they might change their affections for FM radio.

<u>Habits</u>: Listens to sermons and to lectures at times. Does listen to music. Does not use it for news. Listens to WINS for news. Usually listens late in the evening. We need advance knowledge of what will be on.

<u>Audience Participation</u>: I hear them on the networks and they are terribly over done. It should be a planned discussion. Let people know what will be discussed, then go from there. Random questioning is valueless.

Extension: Could develop a more systematic teaching service. FM could economically provide an outlet for teaching. Participation in religious events; it's a matter of systematic teaching.

Miss Susan Bernstein Director of Radio, Television Relations Museum of Modern Art January 13, 1969 Interviewed by Stowell Recorder not used.

<u>Programming</u>: I'd give top priority to public service to a cross section of New York City. Music--portray the current scene in music . . . not necessarily rock and roll but current movements or developing trends in music. Talk and discussion relating the history of current trends in music. This could include current developments in opera, classical, jazz and rock and roll.

<u>News</u>: We should not have news for news sake. Rather a station should express opinions freely and editorialize. "Meet the Press" type programs, question and answer type programs. When mass opinion was important it would be aired. News should be only in-depth. Five minute blurbs are of no value. Features in-depth.

<u>Disadvantaged</u>: Find out what they want and then program to their needs. FM radio could serve as a public agency information about consumer frauds, banking interest rates. We need programs educating people about their surroundings. Point out opportunities about medicare, welfare, Aid to Dependent Children. Point out what's happening in the city that would concern them. For example, a Negro speaker, or conductor in the city, or what is happening in their community.

<u>Urgent Needs</u>: Could not see urgent communication needs. It might be made mandatory to have a battery operated radio in all households.

Adult Medium: FM is an adult medium now but it should not be. It should be applied to the ghetto children. Programs about what is happening are necessary. We need music stories, to help children dream a little bit. Teach them how to build their vocabulary. Make them aware of the world around them. The middle class children are taken care of through private nursery schools and do not need FM as much. There's too much sadistic violence for children. FM should be used as a teaching device for children.

<u>Habits</u>: Listens to FM exclusively. Listens in the morning before work and in the evenings when not busy. Listens to news and music. Listens to everything from classical to rock. Favorite stations are WNCN, WBAI.

<u>Audience Participation</u>: They should be more meaningful, more creative. We're in a rut. Interviewing for interviewing sake is no good.

Extension: No response.

Miss Suzanne Bloch Teacher of Music Julliard School of Music January 29, 1969 Interviewed by Abernathy Recorder not used.

<u>Programming</u>: Every type of cultural programming must be expanded. There should always be a variety of program types and never too much of one type. Foundations should support programs that expose people to these various types of things. For example, in literature there should be some types of programming comparing classic literature to modern literature.

News: Current times should be related to the past so that people could see how they are related. All news should change its outlook to show the good side of the news and not just the bad. Interviews and public affairs programs provide communications, one of the most important things in our society. Communications is the salvation of society.

<u>Disadvantaged</u>: Programs for the disadvantaged should show people how to improve themselves and give them certain aspirations. It should show them how to succeed. Human experiences of various groups should be presented. The programs should give hope and be an uplifting experience.

Adult Medium: FM is mostly an adult medium and should stay that way. Programming for children belongs elsewhere.

<u>Habits:</u> Listens in the evening to all types of music. She and her family choose by program types.

<u>Audience Participation</u>: The telephone shows are very important since this is a form of communications.

Extension: No additional response.

Bishop Charles Francis Bointon Cannon Richard Makelvoy Episcopal Diocese of New York January 13, 1969 Interviewed by Urich Recorded

Programming: (B) It is important that the people who listen get the truth and not some kind of emotionally slanted opinion. It's difficult to say whether or not people are getting the truth or not. (C) We must get a balances opinion, and you must go to the heart of the matter to get this. Many people make up their minds emotionally and not reasonably. The communication media should be trying to bring together disparent ideas in some constructive manner. There is an apparent truth and the communications media should try to uncover this. There is need for balanced interpretation of common problems. (B) The editorials presented by the networks, CBS, I find very helpful and objective and which balance the emotional presentation.

News: See habits.

<u>Disadvantaged</u>: No response.

Urgent Needs: (C) Most of the needs are being taken care of.

Adult Medium: (C) Nothing has been done by FM radio in the area of children's programming. It might be a fertile field in which experimentation might take place. (B) FM and AM radio stations now seem to be the rule and not the exception. Their programming is now closely parallel.

Habits: (C) Rarely listens. (B) Does listen in the evening to music for relaxation before the television news. He'd rather watch the same news on television than listen to it on the radio. The news on the radio is too brief. Radio can not take you visually to the scene of the news like television so he will always prefer TV over radio news. (C) When he tunes for news the panel discussion is foremost. Enjoys a news analysis of the events. Could enjoy this type of radio program. A deterrent to listening to radio or watching television is advertising.

Audience Participation: (B) Places great value on this type of programming. This type of telephone relationship with good people has great value. There's an awful lot of it that is pure junk.

Extension: (C) FM could be used in the classrooms for christian education or for interpretation of what's going on in regard to the church. It is a tremendous tool which the church has not yet used. Religious drama is not realistic. (B) Sermons preached by great religious heads could mean a

Bointon, Makelvoy--continued

lot to the public. Some of the best sermons in the world are heard on the radio. It affords people who are not able to attend church a chance to share in these great sermons. Radios in all the rooms of the hospital could be channeled. It would be good if they heard good music, good opinion programs and good discussion and good sermons on the state of the soul, the state of the mind, and presentation of current events. (C) A half hour of news and interpretation of the news and how it relates to religion. Religion should get a fair shake.

Commissioner William Booth Commissioner of Human Rights New York City, New York January 15, 1969 Interviewed by Abernathy Recorded

Programming: I have leaned toward community participation shows which are of the telephone variety. I think the WRVR set-up is very good. That kind of thing is good and necessary. The people in the various communities like to be a part of what's going on and any way in which that can be served can be helpful. I do believe public service programs to date on AM-FM and television all have tended to give information that is dry, dull and monotonous. People don't even turn to these stations at all, except something that is topical, something that piques their interests. Above all there must be participation by people in the community. Get people in the community to come on the show. Not the stars of the community and the leaders but the people who live there as everyday citizens. Explore the means of bringing audience participation programs into being.

News: Not too many people realize they have UHF television and I do not think that too many people use FM. The stero buffs know about FM but how many people are stero buffs. I'd like to know this. A lot of people use FM for music alone because it was touted as distortion free. For this reason, I listen to FM radio. There is a need for more than bland newspaper listings. More promotion is necessary. It would help FM listening considerably.

<u>Disadvantaged</u>: It could provide programming for the disadvantaged, but it hasn't to date. It's not been promoted as a public service tool, but as a good music medium. FM could and should provide information to the disadvantaged. It can do so only if they have FM. Most people who are poor are lucky to have AM radio. They might have a small TV. Perhaps all future radios could be dual channel AM and FM.

<u>Urgent Needs</u>: There most certainly are urgent needs. We need a station which is more community minded. A station concerned with the various communities. Be a mobile station serving the community. Money is a big problem.

Adult Medium: It probably is an adult medium. The interest is not wide enough to include the youth. The listings are not explicit or explosive enough for the youth to be concerned. There's no programming for the youth on FM. There is a need for such programming. Here are stations which are using air time that belongs to everybody, and they are not serving everyone. WRVR with their talk back program is beginning to look to the needs of the community.

Booth--continued

Habits: Listens to FM exclusively for music. . . . Once in a while to a program which strikes my interest from a listing in the paper. Can't listen to FM in my car. If we could get the auto industry to include AM-FM radios in cars as standard equipment this might be part of the answer. My wife has FM on all the time for music. Usually listens to the car radio. Listens to FM on weekends on Sundays and in the evening or late at night. Listens in the morning for music while reading the paper.

Audience Participation: See programming.

Extension: No additional response.

Mr. Herman Brown
Director, New York Metropolitan Council
American Jewish Congress
January 17, 1969
Interviewed by Urich
Recorder not used.

<u>Programming:</u> There should be a lot more ethnic broadcasting geared toward specific interest groups. Those interested in educational opportunities, and dealing with occupational groups of all kinds.

News: TV does a better news than radio, any kind of radio. There is not enough of worthwhile discussion by responsible people on the radio now. New York stations give the audience a choice of what they listen to but other areas of the country are not so well served. It is hard to distinguish anymore between AM radio and FM radio in New York. Their programming is the same for the most part.

<u>Disadvantaged</u>: The poor may not have FM radio and it is very unlikely that you would be able to reach enough with your programming to make it worthwhile. The ethnic groups should be provided their own facilities so that they might communicate their real needs.

There is reason for considerable concern over Urgent Needs: the breakdown of dialogue between the Black and the Jewish groups. There is a lot of anti-semitic programming being done on some New York stations which turn their facilities to the Black faction. There is some question here about the responsibility that should be considered by a station before it turns over its facilities to one side. I'm talking about the right to rebuttal. Government and the FCC have provided clauses insuring the right of all concerned but whether or not this is always upheld is another question. I'm certainly not for censorship by any means, only for responsible broadcasting. There should be programs devoted to create a new dialogue between the Black and Jewish groups. A lot of young people listen to radio, and racial and religious prejudice may begin easily with the young. This is a great concern. Creating new dialogue is necessary.

Adult Medium: FM needn't be an adult medium. Programs in which an interesting character talks about his various experiences might be both entertaining and worthwhile for children.

<u>Habits</u>: Listens to WBAI, WNCN at odd hours. . . . In the morning while getting ready for work and late at night for campanionship. There's nothing like a good program or discussion on "International Trade" to help me drop off to sleep. Wife listens in the morning to WOR.

Brown--continued

Audience Participation: They're much too dull. If interviewer handled the questioning with some degree of control and with a degree of responsibility which in turn created a balanced picture there might be some value to them. It does provide an outlet and a means of communication for the unheard and the unvoiced segment of the general public. It serves as a valuable safety valve for people.

Extension: No response.

Mr. Edward Carr Attorney in Chief, Legal Aid Society January 14, 1969 Interviewed by Abernathy Recorded

Programming: As a listener of radio and a citizen of the New York community there are a number of listener services I enjoy. FM could do a lot of public service programming which is not being done now. Good discussion programs. There is a good deal on television but radio because of lower production costs could put out programs in-depth that appeal to smaller interest groups.

<u>News</u>: Panel discussion programs properly prepared can be a very worthwhile service but AM can do what FM can do along these lines.

<u>Disadvantaged</u>: Discussion might help. But the question is how many people in these areas could you expect to have FM radio. Information programs about rights could provide a real service.

<u>Urgent Needs</u>: Good programming is not manifest enough. There's a lot of room for good programming. There's a lot of junk on the air. Concentration of news and public affairs seems to be an AM media and you would get a wider listenership on AM radio for these types of programming.

Adult Medium: No response.

<u>Habits</u>: Listens to FM only during the evening or early morning hours. Selects stations at random. Listens to good discussion programs and to good music on WBAI, WQXR and WPAT.

Audience Participation: You usually find yourself talking to the neighborhood nut. I've always regarded these types of programs as rather silly. The basic problem is not knowing what kind of programs will result because of questions asked. Will there be rational questions or not. A better type of program would be an organized panel type program with a responsible host.

Extension: Efforts to let people know their rights. It would provide a means of reaching a large audience.

Mr. Howard Cook President, International House January 14, 1969 Interviewed by Abernathy Recorded

<u>Programming</u>: Stations should make people in the community aware of the problems faced by the community . . . what groups are doing what about these problems in regard to servicing the area, in terms of recreation and culture. The station should draw upon the resources in the area especially where there are such rich resources. WRVR is doing this at the present time, which is all to the good. Station should give the community an awareness of the problems facing the community and how they might be solved. Money should be made available to permit stations to help rally people to support projects.

<u>News</u>: There is so much news now. Perhaps certain types of specialized news. The only area that FM might help fill the gap is in the "Good News" area. A christian monitor approach to programming. Develop programming with a positive approach.

<u>Disadvantaged</u>: Cite examples where efforts are being made and results are being gotten in the area. There are so many areas where people need information to improve themselves. The only problem is whether the citizens in these areas have FM sets and whether they listen to them or not.

<u>Urgent Needs</u>: There are always urgent communication needs. Lack of communication between our groups is one of the biggest problems. Any media which can be used to keep communication flowing to help people understand each other is all to the good. The more communication the better.

Adult Medium: FM should cover all sorts of programming. My own teenagers listen to FM more than to AM. It all depends on whether or not people have sets and listen or not.

Habits: I always have FM on. Would not buy a radio that does not have FM. Listen to music more than other types of programs, but listens also in discussion and public affairs. Chose station by types of programs. Listens to WBAI and WRVR. These two are the only ones normally listened to.

<u>Audience Participation</u>: These are good particularly in a community where service is a vital necessity. Make a people a part of what is going on is a job for radio.

Extension: There are people at the International House who have participated with their talents on radio. As a part of the community they can also make use of the services provided by FM radio.

Mrs. Michelle Cousin Writer-Teacher January 21, 1969 Interviewed by Stowell Recorded

Programming: There is too much catering to the taste of the young people because they are now a buying audience. We are always thinking of how much product we can sell them. Provide an outlet so that they might talk about things which they are interested in. Have a radio format that would correspond to the Reader's Digest type of singling out the important. A magazine of the air with excerpts of things that I have possibly missed. Places to visit, new books, a visiting celebrity. It is wrong to assume that everyone watches TV all the time. I would encourage drama and for young people to write it. We have a whole new generation of people growing up who have no way of using their imagination. This is so vitally important and this is what drama did in radio. It made you imagine. Today they see and feel and touch and there is no reason for them to have a creativity of their own.

<u>News</u>: They ought to do documentaries that are a little off-beat, a little way out. Documentaries with the young people. The news department ought to think in terms of not the news that is necessarily bad all the time. It would be so encouraging to hear news about people who are doing things on the good side of the ledger.

<u>Disadvantaged</u>: If people are wondering when they will eat next and how they will pay the rent, they're not going to be ready to listen to flowery talk. If you are going to talk to them at all you are going to have to talk to them to better them. Help them with education . . . a university of the air. I don't see why you can't use it as a teaching medium. A consumer program is very important. Tell ladies what to buy and how to look for the best buys. Work directly with Washington if you have to.

<u>Urgent Needs:</u> I think the communication media is doing a pretty good job.

Adult Medium: I would program to the children using an approach similar to TV, a story-telling kind of technique. Invite the children to the studio. Take advantage of their love for music. Cooking programs for children. Programs that would involve them.

<u>Habits</u>: Use it for companionship. At night for music. Discussion programs at times. It's very soothing. Not pushy. Announcer doesn't try to sell me anything. A nice quiet feeling to it and it's so much nicer than a sleeping pill.

Cousin--continued

Audience Participation: Not happy about these type programs. Radio and television have capitalized on people's problems. It's in very bad taste and exposes the individual so much. It has to have a format. For example, a panel, much like a debate. A program that does not tell you what to do but merely shows you both sides of the issue. Program on extramarital relations.

Extension: If an FM station would open its doors to new talent it would be flooded. As a teacher it would further my cause. In this country we are cutting off the sources for young talent to grow.

Miss Judith Crist Author-Critic January 21, 1969 Interviewed by Stowell Recorded

Programming: Before programming I would find out who the competition was and then do the best to be first. out as an elite audience medium. This is no longer true. FM now is an added service and does not exclusively appeal to an elite audience. One major mistake of FM has been that it has been egghead in its orientation. We go around converting the converted . . . programs on birth control to those who have been using it and fine music programs to encourage listening to those who have been listening from the crib. FM has used a narrow-minded approach to serving the community. the best of commercial radio which has great appeal and apply it to FM programming. If you must do this in low class terms, great, for then you may reach some of the unconverted. For example, if I were programming a cooking show I would not make it a gourmet program but one appealing to all types of people. Many FM stations have been talking to themselves because they insist on programming to an elite that often isn't there.

News: I approve of the CBS-TV show "Sixty Minutes". In very simple terms they present rather complicated ideas and theories. This is the type of thing news and public affairs must do. Because these programs have been popular oriented they have been successful. You must assume that the uninformed are not necessarily the unintelligent. They must be approached on common ground. FM should develop a wide appeal type program. People are intelligent enough to interpret the news and this exposure to news and affairs induces a feeling of involvement. The social structure of New York is a mixture of everything but they can all be programmed to.

<u>Disadvantaged</u>: Must mix the approach, starting with a common denominator. For example, a disk jockey, an appeal that is familiar to the ghetto. FM can use a disk jockey with the mission of subliminally educating the people. . . . To supply entertainment, but at the same time sneak in a little material designed to better the audience. On news programs start out with items that have strong interest level. Make people to care in their community. FM being freed from commercial pressures may be able to provide relevant important programming for these people.

<u>Urgent Needs</u>: All of these are desperate needs. Communications are a desperate need. We don't know what's going on in our city. Promotion of the station, of the station who cares, might help.

Crist--continued

Adult Medium: No response.

Habits: I listen to FM exclusively for music. I use it for news. I listen in the morning to wake up.

Audience Participation: It's exciting and encouraging when done on a national level such as "Night Call". They should deal with cooking, health and other topics of interest.

Extension: People want to talk about things. If you can get people to react, this is very important. Once you make people feel they count they become much more active members of the community. Television just makes you sit there, while radio can make you a far more important participant. A degree of informality may be found in radio that is hard to find in television.

Mr. James Farmer
Former Director, Congress of Racial Equality
January 24, 1969
Interviewed by Stowell
Recorded

<u>Programming</u>: Analyze what is being done by the commercial stations, then fill the gap that needs to be filled. The AM station is limited by the headline approach and the time available. There is not much in-depth discussion of the issues. FM might provide in-depth discussion of problems that are effecting the community . . . the major debates which are taking place, the social action the community ought to take.

News: People's opinions are being formed by ten second clips that are seen on TV, out of some speech someone has made. This is very distressing. Usually the reporters take out and use that ten seconds which are the most shocking because this is what makes news and they are likely to get their clips distributed around the country. I'd like to see more careful screening of what we are seeing as news. For example, Stokely Carmichael is presented to the public in the manner in which was described. If he had a thirty minute program, his image would be different than it is now. It is so easy for ten seconds to be taken out of context. We need an indepth discussion of the news, the specific things that are happening and the implications of it, what lies behind it.

<u>Disadvantaged</u>: In many communities there are people who are wrestling with the problems within that community. Somebody must think about these people who are trying to do things within the ghetto community, and give them a voice, relevant people, let them speak. Let the people hear what is being discussed in the community. It is important to find out what other people are thinking in the community of concern. Let them express themselves on crucial issues, i.e., the antisemantic poetry.

<u>Urgent Needs</u>: No response

Habits: No response.

Audience Participation: They're particularly useful to the public who call in. They can voice their opinion. This is very valuable. It is useful for them to exchange a few words with somebody who is a name, a figure. I hate being on such programs. It is difficult to develop any rapport. There are always hidden questions. FM, however, is not bound with commercial limitations.

Extension: No additional response.

Dr. John Fischer President, Columbia Teachers College January 16, 1969 Interviewed by Stowell Recorded

<u>Programming:</u> Services should cover a whole range of entertainment, information, public service, and public involvement, considering problems, opinion stimulation, community planning and other issues. There are a limited number of questions that would involve the whole for New York. The more narrow the concept of community is kept, the more directed the programs must be. The larger community must be made aware of the problems in these communities within a community. It is possible to draw on the wide range of resources in New York; the museums, the libraries, the universities. All of these could contribute to what WRVR has frequently done.

News: One might think of a noncommercial station as having the opportunity of moving ahead of common practice. Give others a chance to express other views. One could think of this type of station of doing over the air what the university in its best traditions tries to do on campus. . . . Give an airing to all shades of opinion, all philosophies and all social positions. Develop stories at considerable length and attack the controversial problems with editorialized material, expressing opinion of station management or of others in the community who might have valid judgments to make.

<u>Disadvantaged</u>: Carry on an evaluation of events for the Black group and also for the Spanish speaking community. Provide information that would help people deal more effectively with city agencies, the schools, and the health department. Create the image that if you want it straight, turn to WRVR radio.

Urgent Needs: No additional response.

<u>Habits</u>: Uses FM as much as other media. Wife uses FM. Listens during the early morning hours and while reading at night.

<u>Audience Participation</u>: There is one value but there is comparable value in the interview type program where authorities are questioned by panels or citizens, or by the professional people or by station staff members.

Extension: There is a problem with setting up programs that would have a personal appeal to a large share of the audience. We have problems in the university that we want people to understand. We could be a more effective influence if there were common dialogue between the community and the university.

Mr. Robert Fleischman Director, Kennedy Art Galleries January 24, 1969 Interviewed by Urich Recorded

<u>Programming:</u> FM radio should go back to drama and discussion. Could do high-powered drama for far less than what television does it for. We need this kind of communication rather than the blast of television. The talk show is being missed by America.

News: News is slanted a lot and TV has done a lot of harm in reporting the news. The shows spotlight some minor things that are going on to make it look major by the very power of TV. With the difficulty of transporting camera and equipment TV does not always show two sides of important issues. With radio it is much easier. You can get better in-depth coverage. News in-depth is definitely needed. Opinion should be called opinion. We could use interviews with figures in the news. Interviews with all sides after a trial.

<u>Disadvantaged</u>: I'm sick of programming to the ghettos. I believe in these "Head Start" programs but programming to the area is overdone. There are millions and millions of Americans who are not underprivileged who are also being neglected. There are problems that we can not run away from in the ghetto; pour money into, but there are nevertheless millions in the country who are well off and yet neglected.

<u>Urgent Needs</u>: All of these millions who are being neglected. There are millions out there who are educated but bored. FM has been too thinly financed.

Adult Medium: The programming will determine who will listen. It most certainly is not an adult medium.

<u>Habits</u>: Listens for news. Sometimes for music. I relax by it while reading for background. Dials randomly.

Audience Participation: Very little value to this type program. I find them very boring. Something similar to meet the press might have some kind of value if done.

Extension: Could have an interesting biographical sketch about artist. Discussion about art. Use the old variety techniques refined. The old program type format. AM and FM is practically the same.

Mr. Robert G. Fuller Voting Trustee, Railway Express Agency January 10, 1969 Interviewed by Urich Recorded

Programming: You must always be conscious of inflicting information and education on the mass audience. The lure of television is making the job of radio very hard. The portability of radio will always be an advantage over television. Also the number of stations that can be received. People are moving around always and the radio medium will be always popular. People would, however, go crazy listening to radio all day long. It is very difficult to find something that isn't hillbilly or just repetition. There is room for intelligent conversation in the world. If radio can provide a program that doesn't have a character trying to trap a quest. Television is superior to radio in educational value because of the visual element.

<u>News</u>: Listens to news in the morning. The five minutes of news is not enough. Does not feel that news is the major function of FM radio or any radio. Radio stations get too much coverage in newspapers.

<u>Disadvantaged</u>: It would be very difficult to program and know what they want or need. Television can do much better what radio can do.

<u>Urgent Needs:</u> FM radio can be of not more use to the community than other broadcasting facilities

Adult Medium: FM could serve as a supplement or adult education. Example, during the recent school strike in New York. Education in a very broad sense of the work, including children.

<u>Habits</u>: Uses FM very little. Does not have a stereo receiver. Family does not use FM radio. Usually listens in the morning. Does not tune to hear specific programs. Listens to weather and news.

Audience Participation: See little value to such programming. Usually has an unqualified host. There is some therapeutic value to this type of programming. Useful to those who call in but there is little educational value to such programming.

Extension: Not applicable.

Miss Kay Gardella Radio & TV Editor, New York Daily News January 10, 1969 Interviewed by Abernathy Recorded

Programming: Radio should inform people. Guide people. What agencies help you? What do they do? Where they are. How you get there. In New York there are many Spanish speaking people who are more or less cut off from the city. Anything that would help them get along easier would be of value. How to live in this kind of city. Help them to cope with the problems of this city. A foundation that supports a radio station is not necessarily interested in the fact that you're programming good music. Public services should be emphasized. Survey what audiences are reached. Before making policies, evaluate survey material.

News: FM could not be a competitive news force. Should add the second service. Do what AM does not do. Music is something that AM radio stations do not provide. FM should continue this service. It provides decent music. They should not try to compete in news unless they come up with some new concept. People are not going to abandon AM altogether. Perhaps a news capsule at the end of the day to keep the AM audience from turning to AM for news.

<u>Disadvantaged</u>: One station could be deovted exclusively to programming to the disadvantaged. A foundation could subsidize a station for this exclusive purpose. . . . The Ford Foundation. A station should supply such information as to where jobs are available, news skills, and developments that have come out. Radio can certainly reach the blind. You can teach with sound and this would be a great way to reach the blind.

<u>Urgent Needs</u>: Traffic problems. Service of weather and traffic conditions. This is a very important service provided by radio. AM radio may provide this but perhaps there are other areas that FM might help. With the cost of food so high, information that would tell people what foods are the best buy and value during the week. A shopping service would be of value.

Adult Medium: Not totally an adult medium. It's not a childrens medium necessarily. This should include the high school and college audience. Perhaps radio programs with a format that was directed toward the handicapped children. You can teach children beautifully through sound.

Habits: Listens to very little radio but because of business.
Prefers the FM band because of the music available. The

Gardella--continued

family listens to FM. Usually in the evening or in the morning. Stations are selected at random.

Audience Participation: They're done on AM. They are of value in assisting people. Loneliness is a big problem in a metropolitan society.

Extension: Not applicable.

Mr. Boris Goldovsky Director, Goldovsky Opera Institute January 23, 1969 Interviewed by Urich Recorded

Programming: In many of the metropolitan centers there is a lack of newspapers. There are many services which used to be rendered by newspapers, which do not now exist. Here a radio station could step in and provide some very useful services. More information about what is available in live performances and what does on in general, in various places. What we get now is one sensational affair after another. The more common event is bypassed. Provide a directory of what is going on in the city, opera, ballet, museums. We once had more than one source of authority which is no longer true. FM could help here. Things have become very cut and dried with little information being provided. There is a problem of financing and also of finding competent people for programming. A foundation should eventually find such people and provide the service.

News: The selection of news could stand some study. Everybody is reading the same news. We usually get the news which is most exciting. FM radio has the time to concentrate on other items.

<u>Disadvantaged</u>: In my field only people who have trained to enjoy and appreciate can find value in what is done in the field, good music. One can not take my kind of music to the disadvantaged groups and get very much out of it. It doesn't work that way. They must be educated first.

<u>Urgent Needs:</u> Supplementing by radio what the newspapers are not doing. Lack of competent people programming what is now on the air.

Adult Medium: Just don't know enough about it to say. My grandchildren watch TV. For children I would think that TV is a better medium, because they are more responsive to the visual. Radio lends itself to the more mature mind. TV can do things much less interestingly and still get the children.

<u>Habits</u>: Very rarely listens to radio. When something is fascinating perhaps.

Audience Participation: There is some value in that there are a lot of shut-ins who listen. People get to perform. It gives people the feeling of importance. It requires a very articulate and skillful moderator. It is so difficult to ask intelligent questions. On good programs, the questions and answers are very carefully programmed ahead of time.

Extension: Not applicable.

Mr. William M. Green Executive Vice President American Can Company January 15, 1969 Interviewed by Urich Recorder not used.

Note: This interview was conducted under less than favorable conditions. As was expected a large majority of our interviewees were very busy conducting their businesses. Mr. Green, although very sympathetic to our cause, was unable to devote the time necessary for the survey. He did, however, very briefly, discuss the questions presented to him.

<u>Programming:</u> Mr. Green stated that most types of programs were already presented and that New Yorkers had quite a choice as to what they listened to. He did state, however, that there was room for responsible, in-depth news reporting such as is provided by weekly news magazines.

News: See above.

<u>Disadvantaged</u>: The disadvantaged could be provided valuable programming but as to what he could not say. The audience is small and splintered by educational levels and it would be very difficult to program something that was pertinent to very many people. We are also faced with a language barrier.

<u>Urgent Needs</u>: The programs must be designed to reach the largest possible audience, but with responsibility. FM radio might be used to create a dialogue. . . . To present the confrontations of the day that are important.

Adult Medium: This type of program must be of a general nature. A general type of program to reach again, the largest possible audience.

Habits: No response.

<u>Audience Participation</u>: If nothing else, this type of program lets the people know that the administration cares about them. It is a good outlet for those who have had difficulty having their opinions heard. There is need, however, for promotion of not only this type of program but of all worthwhile programming.

Extension: No response.

Mr. John T. Gwyne, Secretary Mr. Peter Grey, Director of Public Affairs New York Chamber of Commerce January 14, 1969 Interviewed by Urich Recorded

Programming: Programs must follow the configuration of problems being done in the area with regard to education, business training, etc. For example, "Black Enterprise." Get the people in the area who are interesting to hear, for NYU and the New School and put them on the air. What is the city and what makes it tick? This may produce some very exciting leads for long term series. A regular feature during the day to deal with city living would be helpful. There's a chance for FM to dig a little deeper into some of these problems. Perhaps a little long program would hold the attention of the audience.

News: We need a high focus of the issues which is comprehensive. People need to know more and they seem less and less interested in reading or listening. People are getting further and further away from one another as communication techniques improve. FM should deal with which effect the issues will have on the people in New York.

Disadvantaged: No response.

Urgent Needs: All communication needs are urgent.

Adult Medium: No response.

<u>Habits</u>: Does not listen to FM radio. What kind of format could better present the news. Does listen to AM in the morning to news or weather.

Audience Participation: We are a generalist organization and in contact with various specialists who we work with all the time. Work out a program related to the interest of the various specialists and their fields of interest. The profile of the employment of the city might be discussed. are working with a program to train veterans while letting them attend school part time. The broadcasting stations might help us promote this. There are a great many issues that are terribly important. Time might be devoted to talk about the development of the marshes in New Jersey. There are such developments that we could lead you to that could be developed into a several part series of programs which would be of great interest to New Yorkers I am sure. . . . Programs involving very exciting people. A thoughtful focus on one issue which AM radio has skimmed over could be of value. It's very difficult for people to assimilate what's happening in this large city.

Gwyne, Grey--continued

Extension: Public affairs officers are a new trend and these men can let you know what's happening in the city. FM could do a program called "Path Finders in Business." FM should attempt to program to Nixon's forgotten man. You must take into account what the city will be like in twenty years. Let the minority groups know that the officers of the large companies in New York are concerned with the quality of life in the city. . . . Programs that would present these officers and let them answer questions. Promotion is a very important part of radio which FM has overlooked. A program of business and how it is related to the whole community would be of value. Publicize the school academy.

Mr. Francis S. Harmon Vice President, Interchurch Council January 22, 1969 Interviewed by Urich Recorder not used.

Programming: There is a problem of the number of FM sets. Most people don't have AM-FM receivers. The problem could be resolved with legislation. On FM there is little interference. It should be a source of higher programming levels, of educational programs, cultural programs, opera, etc. There is a programming problem which is purely mechanical in nature, that of returning tapes after they are distributed. WRVR has great programs but falls down on promotion.

News: It depends on the way you interpret the news. I'm for a program which would interpret the news from a religious standpoint. You can interpret it according to history, or economic determinism and I think it could be done from a spiritual standpoint. WRVR doesn't need news because the area is well served. This kind of news, from a spiritual standpoint, could be a daily feature on a church owned and operated station.

<u>Disadvantaged</u>: Before broadcasting to the Spanish or Black communities, we must have some assurance that they are being reached . . . that they have FM sets. Most of these people I would suppose have AM, less expensive.

<u>Urgent Needs</u>: No response.

Adult Medium: No response.

Habits: FM has brought radio back. We have radios everywhere, in the kitchen, in the bedroom, and the den. We listen exclusively to FM. We check the newspapers and FM guide for programs. We listen to WQXR, WRVR and WPAT.

Extension: Fm might provide a pastors hour everyday with different pastors who answer questions that are phoned in from the listening audience.

Mr. James Hoge Lawyer January 23, 1969 Interviewed by Abernathy Recorder not used.

<u>Programming</u>: There should be a continuation of the good classical music programming that FM has done so well. FM should relieve us of much of the over commercialization in our culture. Discussions are good but only if they are fair in their presentation of views. Much of educational radio is too one sided and spends too much time trying to educate. There must be a process of both entertaining while at the same time informing and educating. People get very bored listening to a so-called educational program.

<u>News</u>: News in New York is done very well and FM could be better but should not try to compete with TV and other media. It should do what it does well such as music and concentrate on it.

<u>Disadvantaged</u>: Many of the disadvantaged can be exposed to many new things which they could never have heard about through radio. Many new opportunities can be found through radio and TV.

<u>Urgent Needs</u>: Communications in New York are extremely good in comparison with many other places in this country. Get-ging information in this city is amazingly easy although many people think that it is difficult. When one compares it with other sections of this country and world . . . it is amazing how much gets communicated in New York.

Adult Medium: FM should not be just an adult medium. It should have a broad base which would include some childrens shows although again one must be careful not to make them dull.

Habits: No response.

Audience Participation: Talk shows are good for some if they are not busy and have the time to sit down and listen, but unfortunately many people do not have the time. Sometimes it is also dull to listen to telephone shows.

Extension: In an indirect and abstract way radio could help law by informing people of what is happening and helping to maintain law, order and justice. Emphasis should be switched from what is bad in the world to what is good. It is not necessary to be a crusader to improve the world but radio could try to show what is going on in a better light.

Mr. Robert B. Hudson Executive Vice President National Educational Television Network January 10, 1969 Interviewed by Abernathy Recorded

Programming: FM radio is primarily for music. Programs of community interest are necessary. Special interest groups might be served. Question them to ascertain how they might be served by FM radio. Could be used in classroom as a supplement. It could also be used for adult education. . . . Remedial courses and courses for credit. FM radio could serve as a link for communication within a community. A community of interest and concern and not necessarily a geographical one. A noncommercial FM radio station could devote a segment of time for programming for that community on related questions of community development.

<u>News</u>: FM can provide a news service. FM is open to programs of elaboration and interpretation. National and world news for discussion might be an idea.

<u>Disadvantaged</u>: In a metro area there should be considerations made for the disadvantaged groups. FM radio might be a communications link for these special communities. This arrangement should be a circular one. The special community should both give and receive. The community would be communicating within itself.

Urgent Needs: No additional response.

Adult Medium: You can not designate a medium as such. It depends on what you use it for. I suppose FM has been exploited more for adults than for children. Maybe because there aren't as many FM receivers and because radios provided children are usually AM sets which are inexpensive, and some AM stations cater to the immature rock 'n roll "noisy good guy" programs.

<u>Habits</u>: Does listen to FM. Sons use FM almost exclusively. Wife does listen. Listens for music and some information.

<u>Audience Participation</u>: Not a fan of the telephone program. They're operated on too much a random basis. A listener panel program which feeds in material and on occasion participated in programming might be advantageous.

Extension: No additional response.

Dr. Charles Glenn King Staff Physician Columbia University Medical Center January 15, 1969 Interviewed by Urich Recorder not used.

Programming: The tempo of community problems is very rapid. It takes skill to serve these many community needs constructively. Those who program for FM radio should be leadership voices in the community and act carefully with honesty and integrity . . . programs of public concern. The public is concerned with health. Programs are needed that disclose what kind of environment leads to using dope and drugs. Why did this develop? The public would welcome this kind of guidance. Where can one go for reliable information regardless of age. Services and information on all facets of community life . . . giving financial, cultural, and health information. Discuss benefits that are available, legal advice, and family counseling.

<u>News</u>: Short range repetitive news casts have been successful and have been satisfactory for general purposes.

Disadvantaged: No response.

<u>Urgent Needs</u>: The community is getting a lot of misleading information concerning dieting. Dieticians are worried with false, misleading leadership in this field. People are getting distorted and even false information from commercial people.

Adult Medium: The problem with youth is not new. FM must be sensitive to these problems. It should give guidance and actual information. This of course must be combined with entertainment. We could use more local information. This holds true for other kinds of programs. FM competing with television for children under thirteen years of age is almost impossible.

Habits: Listens to FM almost exclusively. He has trouble picking up WRVR. Enjoys speaking panels and discussion programs if they're good. Discussion that is timely is needed. News is good if they're not too long and repetitive. Enjoys lecture type program. Listens in the evening, but reads more than he listens to radio.

Audience Participation: They would be better as an interview or panel. Telephone programs are not satisfactory. They are usually shallow and superficial. Instead of telephone shows do a good panel show and promote it. There's not enough promotion of good programs which are good and which people would probably listen to if they knew about. There is a lack

King--continued

of promotion, of cultural events and important and interesting news events going on in the city.

Extension: No response.

<u>WRVR</u>: Music has a strong appeal but a church owned station with a program citation of "Just Jazz" is degrading. Call it something else. It should program dance and dinner music at appropriate times. WRVR made a mistake of programming things of cultural interest too late in the day. Old people are not the only ones listening. After ten o'clock it is too late to listen.

Ellen Kurzberg
City Planning
January 16, 1969
Interviewed by Abernathy
Recorded

Programming: Radio should provide facts about government operation. The city government has an obligation to inform the public and radio and TV are the best ways. Radio and especially FM should try to do more with the officials of government. FM has been too snobbish and should try to come down to earth and avoid the idea that it is a high-class medium. There are so many problems that the general public has no knowledge about especially in government and radio could fill this gap. FM should not look down on the public. It should try to raise the educational. A foundation should try to support any type of program that increases the publics' awareness of what is going on around them.

<u>News</u>: News has usually been rather dull on radio. A possible change in format could improve it. In public affairs and discussion programs on radio it is not good practice to have too many people since it is difficult to distinguish who is talking. Television is better if there are a group of people involved.

<u>Disadvantaged</u>: There should be programs for the disadvantaged but only if the format is interesting enough and flexible enough. There must be sufficient time to cover the subject. Sometimes a limited amount of time is worse than no time at all, because a limited amount of time leaves many questions unanswered.

Urgent Needs: No additional response.

Adult Medium: FM is not exclusively an adult medium but because of its reputation it seems to appeal to adults more. Childrens programs would not seem to have much place on FM. TV can do a better job.

<u>Habits</u>: Uses FM during the morning hours and at night mainly. Listens primarily to music but also listens to discussion on WBAI, and WRVR. Rarely listens to news on radio.

<u>Audience Participation</u>: Telephone shows are not always responsible. When done well, they are a tremendous help. The audience must get involved and the program should use officials who know what they are talking about. This contact between the public and people who can answer their questions is very important.

Kurzberg--continued

Extension: This gap between government and the people is the most important way that radio can help. Many people have a negative view of government and this is brought about by this lack of communications. Some government officials don't want to spend time with the public this badly. Also, some stations do not want to give enough time to officials. The city planning office is going to be starting a series of programs to answer the public's questions. Perhaps WRVR might be interested.

Mrs. Lillian Lang Director, British Broadcasting Company January 24, 1969 Interviewed by Abernathy Recorder not used.

<u>Programming:</u> FM should provide a service that other stations can not. Drama, music, interviews and other similar shows are very useful. Being noncommercial allows much freedom since there are no advertisers to worry about. If a foundation supported a specific program type it should stick to one specific type and idea.

News: News programming on FM should be somewhat limited since there are many other stations such as WCBS and WINS who can do a much better job. At the moment most FM stations have limited budgets and should not worry about news. They should concentrate on what they can do best; such as, music and discussion.

<u>Disadvantaged</u>: Programming for the disadvantaged is most important, but at the moment it would not seem to be too practical since very few people in this category have FM radios.

<u>Urgent Needs</u>: Actually in New York, most of the communication needs are taken care of very well and there is always room for improvement but stations are generally doing a good job.

Adult Medium: FM is certainly not just an adult medium . . . not with the great diversity of programming available. Teenage and children programs are very important.

<u>Habits</u>: Uses FM quite frequently and at night usually listens to classical music. Choice is made by reading program listings.

<u>Audience Participation</u>: Audience telephone shows in New York are a good idea but at the moment they are no good and very dull. It is too bad that they have not developed.

Extension: Not applicable.

Mr. Richard Lewis Author January 23, 1969 Interviewed by Urich Recorded

Programming: Children's programs should be examined in regard to their content and brought into the home more dynamically. The quality of children's programs on radio is by and large higher than on TV. There is an enormous potential for children in radio. Not only in a home situation but in school. We should be capitalizing on the talent and creativity available. Like to see more programs on FM radio which utilizes children in one way or another. Use it as a medium of expression for children. Children have become visually oriented. If we went back to radio utilizing what we have learned from television, you could do very exciting things.

News: There is a need and a capability with radio to explore in-depth. It's a medium in which conversation can be held. For television, history is what they have recorded on film, where radio can be history to any time in the world because it only depends on the human voice. You could explore the historic dimension of an event on FM radio perhaps more so than on TV.

Disadvantaged: FM is a very democratic medium. I see no reason why it could not be used to program to any group. We should do more in the ghetto neighborhoods, which might take some of the sting away from FM radio. FM has often been avante garde or intellectual in its approach. It's been something the guy in the street hasn't been listening to. Any group of people want to hear what's going on in their neighborhood. Radio is one way to accomplish this. It's a way of getting to things, events and projects where discussion is very valuable. You don't hear enough about what goes on in different areas because it is not of general public interest.

<u>Urgent Needs</u>: The ghetto problem should be attended to as soon as possible. Create communication between the ghettos and the community outside the ghetto.

Adult Medium: See programming.

<u>Habits</u>: Listens to FM for music and will turn to discussion or off the cuff commentary. Usually in early morning or late at night. Very rarely during the day. Dials by chance. Listens to radio also. (wife)

<u>Audience Participation</u>: Haven't listened to very many of them. They probably could be interesting if you have interesting authorities.

Lewis--continued

Extension: There are very definite unexplored areas of radio. All the communication medias have done very little to explore the potential which is inherent.

Rabbi Mandelbaum President, Jewish Theological Seminary January 14, 1969 Interviewed by Stowell Recorded

<u>Programming</u>: I don't think there's enough uninterrupted music on the air. If it was promoted and preannounced, FM would be a good teaching device. If people knew there were going to be good programs on the air, they would make a point to listen. There's no reason to question this type of program. FM should use as much canned material as they have available because it's good. There's no substitution for quality. You should be fully professional. The noncommercial station is unable to afford the script fees that are necessary to produce a professional program.

News: Although it is said that the world is getting smaller, it seems we know more about far distances and countries and people than we do about our neighbors. Networks usually assign their top men to international and national affairs and for local and state news they assign up-and-coming but inadequate reporters. Noncommercial radio just doesn't have the money to compete. Until FM can get top notch newsmen, it should be an AM and TV medium. Use young talent for producing programs and exhibits. It could serve as an outlet for talented young people. The station should build a reputation as being a news source for the community.

<u>Disadvantaged</u>: Before programming to these groups you must consider if they have FM sets or not. He does not believe that the majority of them do have sets. Most have AM and not FM. The disadvantaged are too much concerned with feeding themselves and they can not be bothered with programs that deal with popular people from their group. FM is more or less directed toward people who have arrived. If it is programmed to the ghetto it should be relevant to their real needs. The downtrodden can not think of ideas and concepts when he is hungry.

<u>Urgent Needs:</u> No response.

Adult Medium: There's nothing that could be better for children than the visual.

<u>Habits</u>: Listens to FM almost exclusively. Family doesn't listen necessarily to FM. You really have to be committed to a program to listen to it especially with programming other than music. Listen at night and in the morning.

<u>Audience Participation</u>: Of little value. There's too much on television and FM should stay away from it. Not very

Mandelbaum--continued

productive. You're usually entertained with the queerness of the question or the irrelevance of the answer. You get very little information. FM should be informative in an interesting way.

Extension: Religious programs should not be obviously labeled, here we come with the religious message. They should be natural and flow. If the insights which are presented are valid and of interest, the people will want to come back to the source which is the church. A dramatic story instead of a religious service on the air.

Rev. Doctor Robert Marshall President, Lutheran Church January 10, 1969 Interviewed by Stowell Recorder not used.

<u>Programming</u>: I would establish three program priorities, cultural understanding, fine arts, music. I would do what is popular to stay alive at the time.

News: News should not have the five minute type of program.

<u>Disadvantaged</u>: FM should provide programs for the disadvantaged. The ghetto and the obvious groups. Program to the poor people who are blind and can not get around, and program to the mental retarded. Help these people survive in their environment.

Urgent Needs: No additional response.

Adult Medium: It is not an adult medium. There's plenty of rock and roll on the air now. Help them understand the world around them and how to live in this world. Help them learn the world around them.

<u>Habits</u>: Uses FM radio personally very little. He does not use TV or AM radio. Uses FM exclusively. Wife is a regular user of FM radio. Listens when he gets home from work for about an hour and in the morning. Only listens to all kinds of classical music. Selects by random dialing.

Audience Participation: They can help project religion into the everyday life of the general audience. FM radio could act as an extension of religion received in church on Sunday.

Extension: See audience participation.

Dr. James McCormack
Dr. Robert Goodheart
Dr. Werner Heidel
New York Academy of Medicine
Staff Physicians
January 17, 1969
Interviewed by Abernathy
Recorded

<u>Programming</u>: Music is valuable and that's done. The education of the laity in health matters, which is far more important than the education of the doctors by FM radio. Spot announcements on what is going on when timed to reach people when they are listening could be valuable . . . announcement that would be comparable to those aired on television on smoking and health hazard. Repetition of these spot announcements so that people will remember. FM could be very helpful in education of the laity if programs are not long and boring . . . short things that are repeated.

News: No response.

Disadvantaged: No response.

Urgent Needs: Stimulate some leadership for example during the Columbia crisis. There are communication needs in the various communities of New York, helping people to act reasonably and to form judgments. There are a lot of stations broadcasting the information we are talking about but they take a specific approach. The philosophy of the station should determine how they approach controversial questions. The image will determine what kind of needs are to be provided for by a station. Put your pulse on the most critical problems. There are various activities in the community such as housing, food and clothing and entertainment, and people do not think of health and spending money on health. people advice on available foods, etc., control on rats. The people who you want to talk to are not listening. is already a selection in FM radio because of the program-The older mature people have AM-FM radios. ming.

Adult Medium: My children listen. FM is not an adult medium, not with the programs available and even jazz is now on FM radio. There's harder and harder rock as time goes by. It's good that WRVR concentrates its jazz when other stations are playing classical music. It seems they are after the real jazz lover. There are just not many programs on television that I would have my children watch or listen to. If something were done of value, it may be successful. TV is the best baby sitter there is. Radio is not for the preschooler. Before breakfast the radio is a welcomed source of information, about schools being closed, weather conditions. If programs of interest were broadcast at this time they might be welcomed and do some good. Have these programs fifteen

McCormack--continued

minutes long for in-class supplement and perhaps others outside the schools might listen also. Somebody has got to sell the public that health is important.

Habits: Listens to FM usually in the evening during the cocktail hour. Usually listens to music. We subscribe to FM guide which gives you a breakdown on what is available. Wife listens to FM frequently. Promotion is a problem. People have to be looking for advice before they can receive it.

Mrs. Jane Moorman Assistant to the President Barnard College Milbank Hall January 21, 1969 Interviewed by Abernathy Recorded

Programming: I'll have to speak in terms of Morningside Heights and in regard to what I am interested in--music, news, and lectures. Used to rely on radio to bring me lectures which I do not do now. There is a need for current interest--music and topics. Let people know what other kinds of people think. For example, I would not know who to go to talk to, to find out what the people in Harlem think about Columbia's Gymnasium. Opinion programs would have a great deal of value in educating the public and special interest groups. Programs where people could call in and ask questions and voice their opinion. Questioning should be preceded by a few authorities discussing the issue. college community there is a great danger of rumor of one sort or another spreading. There is a need for truth in pub-I think I would be very skeptical at this point of believing what I read in the newspapers, TV and radio reporting.

News: I would like to see the news media tap the news sources more readily. Would like some radio station to give quick crisis summaries as to what has been going on. For example, during the recent recruitment problem near Barnard College, so that I could turn on and keep turned on. The correctness of information is a problem.

<u>Disadvantaged</u>: TV does a lot to promote understanding of the problems faced by these people. If a radio station was noted for giving information about how to register to vote, or where there is a meeting which will give out information on how to do this or that. Create the reputation of providing information daily on certain aspects of community living opportunities. This station could be seen as the community station. Classroom instruction for the disadvantaged. An auditory workshop might be able to hold attention.

Urgent Needs: All of these seem to be urgent needs.

Adult Medium: Depends on what is broadcast. Am-FM doesn't make any difference. Segmenting the audience to the upper economical level because of the expense of the FM receiver might be a problem.

<u>Habits</u>: Listen to FM in evening, unless there is something special on TV. Select according to music type and stereo broadcasts. Uses classical at times for background.

Moorman--continued

Audience Participation: See programming.

Extension: I think you must look at things with regard to the community in which the university or college is located. There is a tremendous need for an outlet for people's opinions. In presenting both sides of issues, FM might serve. . . . Something students will automatically listen to and participate in.

Mr. John Morsell Assistant Executive Director, NAACP January 20, 1969 Interviewed by Stowell Recorded

<u>Programming:</u> FM is less costly than AM, and there is no heavy advertising. Of primary importance in determining program priorities is the determination of FM radio ownership in the New York area and the exact percentage of ownership by class. There is a possibility that good programs might be missed by minority groups simply because they don't have FM. The NAACP has a special message to get over and usually use stations they know appeal to Negros.

<u>News</u>: Feels the same should apply to FM as is done on AM. Five minute reports on the hour. He feels the one big advantage is that there is no advertising on FM and makes for a better newscast . . . is appealing to a certain type of person.

<u>Disadvantaged</u>: Of primary importance is a want ad type program telling people about job openings, training opportunities, etc. The disadvantaged could be made aware of the services agencies are providing them. Parents should be made aware of the station and the program of a FM station broadcasting such information. A program whereby people could call in to the station and have their problem solved. Should not speak down to the disadvantaged, but rather should include them and convince them that the station is sincere in its programming.

<u>Urgent Needs</u>: FM radio can be used in time of crisis to track down rumors and dispel false rumors before they get out of hand.

Adult Medium: Radio could supply valuable dramatic presentations to children. Children are good at using their imaginations and like to hear story-book readings. FM just might be a novelty and they might find it interesting. TV is limited to its production capacities. Radio can supply greater breadth for the imagination.

<u>Habits</u>: Listens to FM for music. News on AM. Listens to three favorite stations. Listens in the morning.

Audience Participation: They are very exciting and interesting if done with the right people. . . . People who can be concise. There might be a NAACP hour where people can call in and find out what the NAACP stands for. Programs of this type might be helpful in presenting issues on a regular basis.

Extension: See audience participation.

Mr. John Mulcahy Secretary of New York Stock Exchange January 20, 1969 Interviewed by Urich Recorder not used.

Programming: The key word in developing programming for FM radio should be enrichment. FM should deal with problems affecting the health and welfare of the citizens of the city. Do more than is expected. . . . More than a transfer of material from one source to another. Programming could deal with material that would not be profitable for AM stations. Information and education aimed at certain segments who have the greatest need. Articulate the needs of the Spanish speaking people. Anticipate the needs and act as a laison between these people and the municipal agencies. FM radio might take a rifle approach to the problems of the community rather than a shotgun approach.

<u>News</u>: More news and public affairs programs instead of music which FM is usually noted for. Educate . . . hold before the public's eyes the thrill of becoming acquainted with arts and sciences and learning in general. As one grows older the thrill of education increases. FM could facilitate a means of acquiring knowledge. Try different things to expand the universe of the audience.

<u>Disadvantaged</u>: Expense is a limiting factor. The FM receivers are expensive and it is doubtful whether or not these people will have receivers. Cost to a producer at an AM outlet is greater than to one of an FM outlet. On FM one could get away from that which must pay a dividend. FM programming would be less a budget problem, providing for selected programs to reach certain segments of the audience.

<u>Urgent Needs</u>: There are always urgent communication needs. The poor, by being uninformed represent a communication need. To reach these people you must use the proper media.

Adult Medium: FM is equally a child's medium. It should be utilized as such. The people in television are losing what radio used to enhance, an imagination. Therein lies the ability of the great story tellers . . . the Shakespears and the Faulkners. Story tellers are important. If FM radio could develop them, they would also develop those who listen to them.

<u>Habits:</u> Listens to WFUV, WBAI, and to the Columbia and Seaton Hall stations.

<u>Audience Participation</u>: Of medium value. So often they are bogged down by some angry man. Perhaps a panel where things are somewhat more controlled would be much better. They

Mulcahy--continued

should prepare a proper framework. Programs should attempt to involve the community. Make them active listeners rather than passive ones. Present commentary in an effort to elicit comment on the issues.

Extension: FM could very well enrich the New Yorker . . . interest him in other pursuits. Suppose we change only two guys in the city, if we help one man, then we have succeeded. FM could be used to educate people about the concepts of investing and the danger of the "can't miss" stock. Present this in all languages. It should help also in other perhaps more important matters; for example, child care and parental care.

Dr. Stanley Mullin President Pace College January 23, 1969 Interviewed by Abernathy Recorder not used.

Programming. It is necessary for an FM station to continue to broadcast good music since this seems to be what it does best and it has the facilities to do a good job. Pace college uses radio quite a bit and with a good deal of success. They have a series of instructional broadcasts every week which have gotten very good response from the audience. This service should be increased and expanded to include more than just the three area stations that are now being used. FM could be used more with much success. The one problem is that there must be more cooperation between educational institutions and the various radio stations. While it would seem that FM programs music the best, it should also be more cooperative to educational programming.

News: In news it seems that WINS and WCBS seem to overemphasize news in their formats. There is too much useless news being broadcast and not enough responsibility in reporting. There should be more interpretation of the news but again there must be responsible people doing it. Without responsibility there is no use for having either news or analysis and without news, we would be in trouble.

<u>Disadvantaged</u>: There are many different preferences in a place like New York. It should be easy to find a certain type of program. Unfortunately many stations must worry about selling commercials and getting the biggest audience and therefore must program what the masses want without regard to the minorities and there should be some way to change this.

Urgent Needs: No response.

Adult Medium: FM is very definitely an adult medium and should stay that way. Childrens programs do not belong on FM. Television can do a much better job.

<u>Habits</u>: Listens to radio at night although his time is very limited and he usually listens to music and chooses the station by the type of music being played. His family listens much more during the day.

<u>Audience Participation</u>: Telephone shows are great but they seem to do what they should be able to do.

Extension: Not applicable.

Mr. William Newman Professor of Sociology The New College, New York January 24, 1969 Interviewed by Urich Recorder not used.

<u>Programming</u>: First one must determine who listens and when. If audience is served by another media why bother. FM radio should do either that which benefits the greatest number of people or that which makes the most money. It depends on the way you look at it. FM radio should facilitate community action. Must make radio relevant to the people. Program information "spots." Sneak something in of value every once-in-awhile and gradually improve the audience's taste.

News: FM is an information business, but we are becoming more and more visual conscious.

<u>Disadvantaged</u>: First must know if they are listening. Then given who listens and how they listen, this would determine what they need. Then provide what is needed.

<u>Urgent Needs</u>: No response

Adult Medium: It depends on what the mission of the radio station is.

 $\underline{\text{Habits}}$: Listens to FM radio almost exclusively. It has completely changed my listening habits. (Stereo) I no longer buy records now.

<u>Audience Participation</u>: It has value, but must be employed to reach the audience desired.

Mr. Warde B. Ogden Account Vico President Price, Waterhouse and Company January 16, 1969 Interviewed by Urich Recorder not used.

<u>Programming:</u> Programs which make people aware of the problems other people have. Programs which provoke thought and make people realize the meaning of the situation. To help people understand the race and poverty problem. Help make them be concerned. Provide information on planned parenthood and other services that are made available to the listening audience. New York is a city of human beings just like other cities. There is a need and willingness to help on the part of most people.

News: There is room for a program to attract listeners. Perhaps a real gutsy analysis with intelligent views expressed by people who've studied the problem. How the news affects the people in the city. News that provokes thought and realization of the problems.

<u>Disadvantaged</u>: I would hope that it was possible to communicate with these groups. One must discover what appeals to these groups before and communication can take place. To be worthwhile the help offered must be very subtle. There is a lot of exploitation of the poor and ignorant people on radio. The persuasive negro preacher who asks for contributions to advance the work of God and the church and who receives 100 thousand dollars a month and is living high on the hog, while the people sending in the money can barely make ends meet.

Urgent Needs: No response.

Adult Medium: Fm is providing as much rock and roll as AM stations. Must provide children with appeal programs. But the amount or size of audience reached will be limited by the saturation of FM sets.

<u>Habits</u>: Listens to FM exclusively for music and for news. Does not ever listen to talk programs. They never seem to accomplish anything. Family occasionally will listen to FM radio. Listens in the evening or on a weekend afternoon for background or for companionship.

Audience Participation: May be good entertaining the audience but does not find it entertaining or informative personally. FM radio should be a constructive voice in helping people to solve their problems.

Extention: Not applicable.

Mr. Nelson Price Director of Television, Radio & Film Commission United Methodist Church January 13, 1969 Interviewed by Abernathy Recorded

Programming: Take a look at what is being offered by the other stations, the commercial stations and then decide what services should be made available. Deal with controversial issues. Commercial stations would lose money with this kind of programming. Perhaps FM noncommercial could fill this void. Program for the special interest groups and the small organizations. However, FM sets may be limited to this disadvantaged group. How do you get these people to tuen in and listen. Must take into account normal listening patterns. There is a lack of program on international relations . . . how they affect the nation and how they affect us as individuals.

<u>News</u>: Should be dealt with by FM radio at the point where other broadcasting stations leave off. There is very little coverage on the UN and what is happening there.

<u>Disadvantaged</u>: See programming.

Urgent Needs: No response.

. . . .

Adult Medium: Radio is a teenage or adult medium. FM could be very useful for small children. There is room for exploation and experimentation. No one is doing anything in radio for small children.

Habits: Uses FM almost exclusively. So does the family. Listen to music during the day. Radio serves as background. It is not a major focal point of attention. In the car will more often listen to talk programs, except when noise level is high. Listening taste determines what he listens to.

Audience Participation: Great value. Value increases in ratio to how responsibly the program is done. Not especially helpful for people to call in to talk to a host. The audience has a lot to contribute. There are people with special knowledge and information. There's a sharing experience. People discover that they're not in the world alone with their problems. They help people understand people who are different from them. It creates a bridge of understanding.

Extension: Find out how people hurt and then do something to help. Help them to live a fuller life. How do I live in New York city today.

Mr. Seymour N. Siegel Director, Municipal Broadcasting System New York City, New York January 14, 1969 Interviewed by Urich Recorder used.

<u>Programming:</u> About two-thirds have the capabilities of receiving an FM signal. This must be taken into consideration when programming. About twenty-five percent of radio listening is done outside the home and about twelve percent of autos have receiving capabilities. Also a lot depends on the FM capability of the transmitter. There are about fifty FM signals in New York. A lot are not full-time and a lot are not stereo. All these things must be taken into consideration when deciding what the most valuable programming services are that could be provided. FM as an entity is no different than AM or any other broadcasting facility. It's just another channel of communication available. One must consider the extent, type, and quality of the audience. has long been looked at in terms of good music exclusively. FM must try to meet community needs that are not being provided for now.

News: We need more analysis . . . going into greater depth. There are no all news FM stations in New York. Perhaps there would be room for such a station. Whatwe're getting now is bulk news. Not enough time is spent on the significance of the news . . . analysis of the news, and what it means to the individual. For example, the Supreme Court decisions and the significance of decisions and what people need to know to make the kind of choices that will make this whole democratic system work. There's not a news service in this area providing people with enough of the correct kind of information so that they might make good decisions. News facilities should take people to places where they can't go themselves. Bring a complete event to them without bringing anything between them to intrude between the audience and events. FM can not hope to hold a large audience.

<u>Disadvantaged</u>: Time should be provided to allow people in the ghettos to talk to themselves and to talk to the white community. There's not enough of this type of programming. There people who perform usually want to be paid, but monies are not always available, and these people can not afford to devote their time. Representatives of the national groups such as the NAACP appear but they do not always represent the "grass roots" organizations. Facilities should be made available. This might be something a foundation might support.

<u>Urgent Needs</u>: The Corporation for Public Broadcasting, is supposed to support not only noncommercial television but noncommercial radio. We have great hopes that this kind of

Siegel--continued

support may lend itself to the establishment of a regional or even national radio network. More coverage of Washington D. C. is necessary. It is the most covered but the least reported. Government needs to be translated into terms which people can understand. It is important for Americans to know what people in other countries are thinking about in terms of the editorials that are carried in their press. There should be dissemination of the kind of material found in magazines such as Atlantic, Harpers and Saturday Review.

Adult Medium: FM is not at all an adult medium. There are many young people interested in FM radio. The young are very interested in stereo and good quality. The young are interested in their own kind of music. They are more interested in the level of decibels than what is being programmed sometimes. You probably won't get a mass audience. There are more mature programs needed for teenagers . . . programs that get the teenagers directly involved as performers. There are still teenagers despite what the media indicates, who are seriously interested in good music. There are still many teenagers who are square . . . many more than we would want to believe.

Habits: Listens to FM radio virtually all the time. He has FM radios all over the house and in the car. Twists the dial to see what other stations are doing. The New York press does not provide very many details as to what is going to be on FM radio. The family does listen to FM radio.

Audience Participation: There is a need for a moderator to keep control of the program . . . someone who understands and knows what is going on. The number of FM radios in the ghettos are certainly limited thus making programs of this kind to them not useful. It is not as high as it is in the general public.

Extension: No response.

Mrs. Sybil Simon
Director of Cultural Affairs
New York Board of Trade
January 20, 1969
Interviewed by Stowell
Recorded

<u>Programming</u>: She feels it is a shame that there are no longer any classical music formats on AM stations. Many people do not own FM radios. Participate in current events with children. A great deal can be done in this area by FM radio. Do not talk down to kids. Participate with them . . . science programs and every aspect of what's going on in this world. AM is not doing this type of programming.

<u>News</u>: I want to see stories that reflect the other side of the coin. For every story about the degenerates she feels that there are dozens of stories about good people. Show the good with the bad.

<u>Disadvantaged</u>: Station personnel should go to every community center and area within the ghetto before programming. You should learn the intricacies of the ghetto first.

<u>Urgent Needs</u>: No response.

Adult Medium: See programming.

<u>Habits</u>: Listens exclusively to music. Uses it at home. Gets program schedule from <u>Cue Magazine</u> for FM concerts she particularly wants to hear. Sometimes listens to the news that falls in between the programs.

Audience Participation: They do have a certain value. People getting involved depends on the moderator. It gives people a sense of participation which she feels is vital. Helps people get things off their chests. The success of the program depends on the moderator.

Extension: Questions the effectiveness of FM radio in furthering the knowledge of the cultural activities of the New York Board of Trade especially in the ghetto. Cultural activity is too much of a personal activity for FM radio to play a significant role. She feels that FM radio can be made aware of the benefits of the arts. Try to make businessmen see the importance of the arts in their lives.

Mr. Percy Sutton President, Borough of Manhattan January 23, 1969 Interviewed by Abernathy Recorder not used.

<u>Programming:</u> Radio is not being used very effectively as a teaching medium. There must be some changes. The main problem is that all the community leaders speak for and not to the people. Radio should talk to the people and communicate. It is of utmost importance that the people or the radio stations speak the language of the people who they are trying to communicate with. Soul stations such as WLIB and WWRL can do a good job although they are not doing as well as they should.

News: See habits.

Disadvantaged: As far as the disadvantaged, most radio stations are geared to the middle class and do not speak the language of the people. There should be more ministers and more people with whom the individual can associate. This has not always been the case. True communications can take place only when the station is not limited or restricted by such things as commercials and for this reason stations like WRVR can and should take advantage of their noncommercial status. It is necessary to get people involved on their own level and even if this is not always an acceptable level. For example, there are crooked ministers in harlem who take money from the poor, but these people know how to reach and communicate with people and persuade them. If other people and the communication media would learn a lesson and reach these people on their own level it would do some good. After reaching them on their own level, their level can be raised and education is possible. Education, however, is impossible unless it is with cooperation.

<u>Urgent Needs</u>: No additional response.

Adult Medium: No response.

<u>Habits</u>: Does not care for music and does not have a favorite station. Stations are chosen by what type of discussions are on the air. There should be more time given to news, and although FM does a better job and a more careful job on the news, their facilities are somewhat limited.

Audience Participation: They are important and should continue. Calls should be screened however. More opinion should be allowed. The show should not be aimed in one direction. They increase greatly the status of the individuals

Sutton--continued

taking part. In the case of the Black people these programs must again speak the language of the ghettos. A station must speak to the community. A station like WRVR should be able to experiment and communicate.

Extension: No additional response.

Mr. Charles Tillinghast Vice President, TWA January 24, 1969 Interviewed by Stowell Recorder not used.

<u>Programming</u>: Programming depends on the mission of the foundation supporting the station. The unique role of FM is the quality of sound; therefore, he would assume the primary role would be music broadcast. The personality of the station determines the audience acceptance. For a lot of the AM and FM radio stations, the programming appeals are the same.

News: There is no difference between AM or TV and FM radio. Feels they are all the same. Discussion of news analysis could be done more on FM probably.

<u>Disadvantaged</u>: A non profit station can afford to do this kind of programming, because they aren't worrying about appealing to the consumer like the commercial stations. The commercial stations must always make profit and can't rely on an organization for revenue. The disadvantaged need to be talked with not to.

<u>Urgent Needs</u>: All the needs can be met through the use of AM radio or television.

Adult Medium: Competing with TV for the child's attention is a hell of a job.

<u>Habits:</u> Listens to WQXR, one station only. For background music in the evening and in the morning when shaving.

Audience Participation: TWA could use such a program.

Extension: No response.

Mr. David Vestal
Associate Editor,
Ziff Davis Publishing Company
January 10, 1969
Interviewed by Urich
Recorded

<u>Programming:</u> Pick a program director who is highly receptive and highly intelligent and let him pick the programs. It's a good idea to program to the ghettos but the people there are tired of being patronized. Efforts should be made in educational programs. For example learn Spanish from English or English from Spanish. Foreign programs that provide both foreign and domestic viewpoints. What people do and how they live.

News: Get involved with the sounds of the news that's happening. Record the things that are happening. They would serve as film clips do on TV shows. As far as possible it should be from direct sources and not rehash. At all times there should be a sharp distinction between fact and opinion.

Disadvantaged: See programming.

Urgent Needs: None that I can foresee.

Adult Medium: It depends on what you use it for. No medium is adult or for children. Must find an adult that has not forgotten what it was like to be a child. It must be a highly intuitive adult.

Habits: Listens to FM radio only rarely. Members of the family do not listen. Listens to the dark room. Listens to popular music. Tunes by using a BAI bulletin. Does not have a stereo receiver. Just turns the dial to select programs. Should mix all types of music on the same station. Don't read press clippings and call that news reporting.

Audience Participation: They have entertainment value. They sort of supplement news broadcasts because they discuss the issues of the time. They supply you with information that you might have missed earlier. It could be a very strong medium in itself. Usually done on a pat level. It should be done on a very deep level. Using a very intelligent and honest host. Science programs without gadgets. Life in other lands. Including what's happening in our own country. Religion programs that are nonpersuasive in nature.

Extension: Not applicable.

Bishop Lloyd C. Wicke Resident Bishop of Methodist Church January 21, 1969 Interviewed by Urich Recorder not used.

Programming: There's not the delineation there once was between AM and FM even concerning the static-free element. It depends on what the sponsor wants to accomplish with his radio. You must first woo the people to listen before you can educate them or inform them. Community involvement is very important. It is impossible to make things too simple. There is a place for creative drama. In order to have FM compete with TV it must be well done. The audience is a "fantasmagoria" and it is difficult to program to all the audience segments.

News: I read the <u>Times</u>, and the <u>Wall Street Journal</u>. News is a passing thing and I think the print media is better suited for examining the events taking place. Broadcasting live an event is the only advantage that broadcasting has over the printed media.

<u>Disadvantaged</u>: FM could be used to program to the disadvantaged people in our city. The instrument is neutral. FM must woo people to listen though. You must talk to them in a language and culture and locale that is home to them.

<u>Urgent Needs</u>: Use the instrument with imagination. Create a series that children will look for. Form an alliance with schools and clubs. Radio can educate our children and languages can be taught with radio. Young children generally have little to do with radio. TV is too strong. Stories might interest kids.

Adult Medium: It's been interesting for me to listen to these programs. When discussing racial issues and other social questions, they help create some common ground. The misunderstanding at Columbia was a result of communication breakdown. The inner community and the outer community did not communicate with each other. This type of program causes community involvement which is valuable.

Habits: I spend little time with TV and radio. I turn to radio for weather and headlines. FM is good for traveling as a companion. Listens or watches sports events. Enjoys racial and ethnic music. Listens to WQXR, WPAT and WINS.

Extension: People use this kind of instrument as an easy way out of relationships. Radio should promote community life.

Mrs. James Zimmer Director of Public Relations League of Women Voters January 21, 1969 Interviewed by Urich Recorder not used.

Programming: There's not nearly enough informational material. We need stimulation material, bringing citizens closer to government. FM radio might tell people why government is so important . . . why a representative form of government can not work without people who are interested and people who take an active part. An aim would be to get people to participate in welfare plans, housing projects. Move toward the direction of helping people understand their government.

News: Of some value would be discussion programs of foreign aid and trade. Panel programs concerning voters service, regulations and requirements for registration. . . Programs based on valid information from reputable sources. . . But also a forum discussion on issues such as housing, education, and employment.

Disadvantaged: NAACP and CORE and other similar groups do not really represent the people. You must get to the inner organizations; mothers in the schools and create programs upon which they can appear. There are no sources for the simplified, man to man, helpful programs for the ghetto. The answer would be getting these people to participate, but how many people in these areas have FM radios.

Urgent Needs: Most of these things I have said may be classified as urgent needs.

Adult Medium: Not an adult medium at all. I know that WRVR has programmed popular jazz. A lot of young people are listeners. Television has made firm inroads in children audiences. But perhaps some creative programs might win back a sizeable audience. There is very little on TV that I would have my children watch.

Habits: Yes to music. Husband listens to WRVR for jazz. I listen to opera. Exclusively to educational stations. WNYC for talks and government programs. Promotion is a big problem. You never know what's going to be on.

Audience Participation: No response.

Extension: About all that I have said has been concerned with FM radio serving as an extension of our services.

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