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HIGHWAY TRAFFIC SAFETY COMMUNICATION: A
STUDY OF THE OPINIONS OF MASS MEDIA
REPRESENTATIVES IN THE STATE OF MICHIGAN
TOWARD HIGHWAY TRAFFIC SAFETY INFORMATIONAL
SERVICES.

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HIGHWAY TRAFFIC SAFETY COMMUNICATION: A STUDY
OF THE OPINIONS OF MASS MEDIA REPRESENTATIVES
IN THE STATE OF MICHIGAN TOWARD HIGHWAY
TRAFFIC SAFETY INFORMATIONAL
SERVICES

By

Lloyd Mark Williams

A DISSERTATION

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in partial fulfillment of the requirements
for the degree of

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1973

ABSTRACT

HIGHWAY TRAFFIC SAFETY COMMUNICATION: A STUDY OF THE OPINIONS OF MASS MEDIA REPRESENTATIVES IN THE STATE OF MICHIGAN TOWARD HIGHWAY TRAFFIC SAFETY INFORMATIONAL SERVICES

By

Lloyd Mark Williams

People must be motivated to drive safely.

Traffic safety communicators have an important responsibility in getting highway users to consciously "buy" their own safety.

The primary objective of this study was to obtain an attitudinal evaluation of the respondent's professional views regarding acceptability of highway traffic safety communications received by their newspaper, radio or television station. Secondary objectives were to investigate the respondent's acceptance of a statewide or regional highway traffic safety communicators/media conference or workshop, and to obtain suggested topics for such a workshop. An additional objective was the use of highway traffic safety information released by Michigan State University's Highway Traffic Safety Center.

Highway traffic safety communication, as currently understood and practiced, is a relatively new discipline. To date four studies have devoted themselves to this topic. They were conducted by Arthur D. Little (1966), Dudley-Anderson-Yutzy (1968), Dudley-Anderson-Yutzy (1969) and Dr. Richard P. DeSantis (1970).

Description of Population and
Questionnaire

The population of the study included 270 weekly and 56 daily newspapers, members of Michigan Press Association; and the 170 radio and 25 television stations listed in the Michigan Section of the 1971 Broadcast Yearbook.

Separate questionnaires were developed for the press, radio and television stations of Michigan, questions three and twelve uncommon in wording to each media. Questions in each focused on five types of information: Sources, Priorities, Purposes, Utilization of HTSC materials and In-Service Workshop.

Responses were received from 32.8 per cent of the press, 60.6 per cent of the radio and 100 per cent of the television representatives; an overall return of 45.1 per cent. Descriptive analysis of responses focused on five types of information received from those representatives.

The Major Findings of the Study

The specific findings are summarized as follows:

Michigan's newspapers, daily and weekly, received "most useful" highway traffic safety communications from police, hospitals and similar sources: Highway traffic safety communications relating to driver practices received highest priority for editorial topics, news coverage and fillers.

Michigan's radio stations received "most useful" traffic safety communications from private organizations. Highway traffic safety communications relating to driver practices received highest priority when radio stations considered material for editorials and public service time. Highway conditions received first consideration for news coverage.

Michigan's television stations also received their most useful traffic safety communications from private organizations. Highway traffic safety communications relating to driver practices received highest priority when television stations were considering material for editorials and/or public service time. Highway conditions received top consideration for news programs.

It was interesting to note that a small segment (3.8 per cent) of Michigan's press representatives found the "scare" approach "unacceptable" for press usage.

Rather, respondents were inclined to rate the "scare" approach as "useful." Sixteen and two-tenths per cent stated that it was a "very good" technique, 62.0 per cent were agreed the approach should be rated either "good" or "fair" while 18.1 per cent said it was a "poor" technique in so far as news value is concerned.

There was rather even distribution in the ratings assigned to the "scare" approach by Michigan's radio representatives. Twenty-six and twenty-six hundredths per cent judged this approach to be "very good," 28.28 per cent rated it "good" and 25.25 per cent agreed that it was "fair" and 14.14 per cent stated that it was a "poor" technique. As with members of the press a small number of respondents, 5.05 per cent, rated this technique as "unacceptable."

The ratings given the "scare" approach by television representatives show that 8.70 per cent felt it was a "very good" medium and 8.70 per cent felt that it was "unacceptable." Those remaining were divided as follows in their ranking of this technique: 34.78 per cent indicated that it was a "good" practice, 17.39 per cent agreed that it was "fair" and 30.45 per cent stated that it was a "poor" approach.

Greatest use of Highway Traffic Safety Center material was reported by Michigan television representatives.

Press, radio and television representatives were interested in and would participate in a well-planned district highway traffic safety communicator/media workshop.

Comments from press, radio and television representatives indicated the need for continuous, original and localized traffic safety information and/or materials. Press respondents stressed preparation in newspaper style, answering the journalistic questions: Who? What? When? Where? Why? and How? Radio respondents emphasized timing, twenty to thirty seconds, and television asked for video-taped color.

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shall be preserved.

DEDICATION

The writer dedicates this thesis to his wife, Irene, who for twenty-eight years has assisted him, encouraged him and sacrificed in order that his educational goals could be attainable.

ACKNOWLEDGMENTS

The writer is deeply indebted to many people for their assistance, counsel, encouragement and understanding.

Grateful appreciation is expressed to Seattle School District #1. A sound educational sabbatical program gave me the opportunity to complete, during the 1970 - 1971 academic year, the doctoral residence requirement at Michigan State University. Initial gratitude, therefore, must be expressed to The School Board; Dr. Forbes Bottomly, Superintendent; Mr. David Kroft, supervisor of staff development and Mr. Gordon F. Albright, principal of Nathan Hale High School, for their continuing support of my sabbatical program.

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A researcher's gratitude to those representatives of the mass media in the state of Michigan who took the time to answer and return the five-page questionnaire designed for their newspaper, radio or television station.

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TABLE OF CONTENTS

Chapter	Page
I. THE PROBLEM	1
Statement of the Problem.	6
The Importance of the Study.	6
Methodology of the Study.	7
Basic Assumptions of the Study.	8
Delimitations of the Study	9
Definition of Terms	10
Organization of the Remaining Chapters	14
II. REVIEW OF THE LITERATURE	15
The Literature of Research in Safety Education.	15
The Literature of the National Safety Council on Safety and Traffic Safety Research: 1957 - 1971	16
National Technical Information Service	19
Literature of the Insurance Institute for Highway Safety	19
The Literature: Individual Contributions	23
The Denver Symposium on Mass Communi- cations Research for Safety.	26
The Literature of Presidential Committees for Traffic Safety.	28
The Literature of the Oakland County Traffic Safety Committee.	30
The Arthur D. Little Study of Traffic Safety Information: 1966	31
The Highway Safety Communications Problem: A Report of the Dudley-Anderson-Yutzy (DAY) Study	31
Communications and Public Support in High- way Safety: A Follow-up Study by Dudley-Anderson-Yutzy.	32
Literature of the National Project in Agricultural Communications: 1955 - 1960	33

Chapter	Page
The Literature of Michigan State University's Highway Traffic Safety Center	34
Summary	35
III. PROCEDURES USED IN CONDUCTING THE STUDY	38
Geographical Area of Study	38
Materials Used	39
Description of Population	40
Questionnaire Design	40
Personnel Involved in Questionnaire Development	43
Questionnaire Distribution	44
Questionnaire Returns	44
Processing the Data	49
Summary	50
IV. ANALYSIS OF DATA	51
Questionnaire Mailings and Return	52
Results of the Newspaper Questionnaire	53
Sources	54
Priorities	59
Purposes	66
Use of HTSC Materials	70
In-Service Workshop	73
Results of the Radio Questionnaire	78
Sources	79
Priorities	85
Purposes	90
Use of HTSC Materials	95
In-Service Workshop	98
Results of the Television Questionnaire	102
Sources	103
Priorities	108
Purposes	116
Use of HTSC Materials	121
In-Service Workshop	123
Summary of the Study	127

Chapter	Page
V. SUMMARY, CONCLUSIONS, RECOMMENDATIONS AND DISCUSSION	128
Summary	128
Statement of the Problem	128
Method of Study	129
Major Findings.	130
Sources of Highway Traffic Safety Information.	130
Priorities	131
Purposes	132
Use of Highway Traffic Safety Center Materials	134
In-Service Workshop for Media Personnel	134
Conclusions.	136
Recommendations	138
Discussion	139
SELECTED BIBLIOGRAPHY.	144
APPENDICES	
Appendix	
A. Letters of Transmittal	
Newspaper	155
Radio	156
Television	157
B. Questionnaires	
Newspaper	158
Radio	163
Television	168
C. Number and Percentage of Respondents Answering Questionnaire Items	
Newspaper	173
Radio	178
Television	183

Appendix	Page
D. Population by Districts	188
Newspapers	189
Radio	211
Television	221
E. Comments	224

LIST OF TABLES

Table	Page
3-1. Newspaper Questionnaire Distribution, Return and Percentage by Districts	46
3-2. Radio Questionnaire Distribution, Return and Percentage by Districts	47
3-3. Television Questionnaire Distribution, Return and Percentage by Districts	48
4-1. Questionnaire Distribution, Return and Percentage by Media.	52
4-2. Rating of the Usefulness of Highway Traffic Safety Materials Received by Newspaper Respondents Answering Question Number One .	56
4-3. Rank Order of Michigan Public and Private Organizations Who Provide the Most Useful Highway Traffic Safety Communications--Newspapers.	58
4-4. HTSC's Communication Office Press Releases Received by Newspaper Respondents	60
4-5. Rank Order of Editorial Subject Matter--Newspapers.	61
4-6. Rank Order of News Subject Matter--Newspapers .	61
4-7. Rank Order of Filler Material Subjects--Newspapers.	62
4-8. Column Inch Allocation for Highway Traffic Safety Information, Estimate Per Edition, by Number and Percentage of Respondents--Newspapers.	63
4-9. Rank Order of Factors for Consideration of Highway Traffic Safety Information for Publication--Newspapers	64

Table	Page
4-10. Newspaper Appeals Directed to the Driver and/or Weekend Reader	66
4-11. Newspaper Respondents Evaluate "Scare" Approach to Highway Traffic Safety.	67
4-12. Aspects of Highway Traffic Safety Believed to Be Most Neglected in Releases Received by Newspaper Respondents	68
4-13. Newspaper Respondents Evaluate Usefulness of Information and/or Materials Provided by HTSC's Communication Office	71
4-14. Rank Order of Topics Recommended for an In- Service Workshop for Highway Traffic Safety Communications Preparation Per- sonnel--Newspapers	74
4-15. Newspaper Respondents Answer Question Relating to Workshop Participation.	76
4-16. Rank Order of Highway Traffic Safety Communi- cation Workshop Objectives--Newspapers	77
4-17. Rating of the Usefulness of Highway Traffic Safety Materials Received by Radio Respondents Answering Question Number One	79
4-18. Rank Order of Michigan Public and Private Organizations Who Provide the Most Useful Highway Traffic Safety Communications-- Radio	83
4-19. HTSC's 30-Second Spots Received and Programmed by Radio Respondents	84
4-20. Time Allocation of Daily News and/or Editorial Programming Devoted to Local, State and National Highway Traffic Safety Infor- mation--Radio.	85
4-21. Rank Order of Editorial Subject Matter--Radio	86
4-22. Rank Order of News Subject Matter--Radio.	87
4-23. Rank Order of Public Service Subject Matter-- Radio	88

Table	Page
4-24. Rank Order of Factors for Consideration of Highway Traffic Safety Information for Radio Broadcast	89
4-25. Radio Respondents Evaluate "Scare" Approach to Highway Traffic Safety.	91
4-26. Aspects of Highway Traffic Safety Believed to Be Most Neglected in Releases Received by Radio Respondents	92
4-27. Radio Appeals Directed to the Driver and/or Weekend Listener	94
4-28. Radio Respondents Evaluate Usefulness of Information and/or Materials Provided by HTSC Communication Office.	96
4-29. Rank Order of Topics Recommended for an In-Service Workshop for Highway Traffic Safety Communications Preparation Personnel--Radio	99
4-30. Radio Respondents Answer Question Relating to Workshop Participation.	101
4-31. Rank Order of Highway Traffic Safety Communication Workshop Objectives--Radio	102
4-32. Rating of the Usefulness of Highway Traffic Safety Materials Received by Television Respondents Answering Question Number One	104
4-33. Rank Order of Michigan Public and Private Organizations Who Provide the Most Useful Highway Traffic Safety Communications--Television.	107
4-34. HTSC's 60-Second "Safety Spots" Received by Television Respondents.	109
4-35. Time Allocation of Daily News and/or Editorial Programming Devoted to Local, State and National Highway Traffic Safety Information--Television	110
4-36. Rank Order of Editorial Subject Matter--Television.	112

Table	Page
4-37. Rank Order of News Subject Matter--Television .	112
4-38. Rank Order of Public Service Matter-- Television.	113
4-39. Television Respondents Evaluate Factors of Consideration for Highway Traffic Safety Information Broadcast	114
4-40. Television Appeals Directed to the Driver and/or Weekend Viewer	115
4-41. Television Respondents Evaluate "Scare" Approach to Highway Traffic Safety.	117
4-42. Aspects of Highway Traffic Safety Believed to Be Most Neglected in Releases Received by Television Respondents	119
4-43. Television Respondents Evaluate Usefulness of Information and/or Materials Provided by HTSC Communication Office.	121
4-44. Rank Order of Topics Recommended for an In- Service Workshop for Highway Traffic Safety Communications Preparation Per- sonnel--Television	124
4-45. Television Respondents Answer Question Relating to Workshop Participation.	125
4-46. Rank Order of Highway Traffic Safety Communi- cation Workshop Objectives--Television	126

LIST OF FIGURES

Figure	Page
D-1. State of Michigan; 83 Counties Divided Into 8 Reporting Districts	188
D-2. Location of Michigan Newspapers,	189
D-3. Location of Michigan Radio Stations	211
D-4. Location of Michigan Television Stations.	221

CHAPTER I

THE PROBLEM

Societies' greatest—~~fear~~ today may well be that civilization is, right now, undergoing the problems of fuel and energy shortages as well as motorized mayhem, because of the ability or unwillingness to recognize and correct the causes of those problems.

Invented just seventy-nine years ago, the automobile has literally transformed the face of America. And in the same period, automobiles themselves have undergone an amazing change.

Thanks to the United States' genius for invention and improvement, today's sleek, power-packed, vehicles have left the Duryea Brother's (Charles & Franklin) asthmatic gas buggy of 1893, at Springfield, Massachusetts,¹ as far behind as that epoch-making vehicle outdistanced the original oxcart of prehistoric and biblical

¹General Motors Corporation, The Automobile Story: Teaching Units for Elementary Classes (Detroit: Public Relations Department, General Motors Corporation, n.d.), p. 10.

man. The vehicles now rolling off the nation's assembly lines are almost supernatural marvels of beauty, speed, flexibility and comfort.

Are such marvels deserved? Is society ready to be trusted with these feats of engineering?

Last year, in the United States, 56,300 men, women and children were killed on urban and rural highways. Total injuries climbed to a staggering 2,000,000 for the same period of time. For one year's motor-vehicle incidents an estimated cost of \$17,500,000,000.²

Last year 2,258 men, women and children were killed while traveling the streets and highways of the state of Michigan.³ Injuries recorded during the same period totaled 178,929 as a result of 359,745 traffic accidents; at an estimated cost of \$630,000,000⁴ for a year of travel.

Does society want to end the abuse of driving privileges in the state of Michigan? Do highway traffic safety educators want to educate and/or communicate with the future users of our highway transportation system?

²National Safety Council, Accident Facts, 1973 Edition (Chicago: National Safety Council, 425 North Michigan Ave., 60611, 1973), pp. 40-41.

³Michigan Department of State Police, 1972 Michigan Traffic Accident Digest (East Lansing: Department of State Police, 48823, 1972), p. 5.

⁴Ibid.

Is there a desire to curb the onrush of traffic accidents? Is there a need to communicate with the present users of the highway transportation system and highway traffic safety instructors in the virtues of safe driving? We assume the answer to those questions is "Yes," and that the consequence would be reduced highway accidents.

The continuing increase in accidents along with the continued expansion of population and traffic congestion suggests that never has there been a greater need for people in all phases of highway traffic safety to communicate among themselves and with other users of the highway transportation system in an effort to reduce risks of accidents on the highways. Never has there been a more urgent need for the silent majority to make its voice heard. Never has there been a greater need to communicate with politicians. Never has there been a greater need to acknowledge the highway traffic safety information the discipline provides.

Never has there been a greater need for highway traffic safety communicators.

Highway traffic safety communicators need to know whom to contact and convince. Representatives of the mass media create the unified and responsible voices that can make the wants of all highway traffic safety organizations ring clearly in the ears of political, industrial and social leaders.

It matters not which media each highway traffic safety communicator selects; newspaper, radio or television--the important point being that they are indeed utilized. Communicators may be both catalysts and instruments of education which can change the course of highway traffic safety. As concerned individuals, highway traffic safety communicators need to take the first step.

Each year the Department of State Police, in its publication, Michigan Traffic Accident Facts, compiles a one-page listing, "Quick Facts," which should be utilized by highway traffic safety communicators as they tell the Michigan story.

Byron M. Nichols, vice president of The Chrysler Corporation and chairman of the Information Task Force Committee of the 1971 Conference on the Problem Driver and Traffic Safety meeting in Lansing, had this to say following the first meeting about that committee's communicative responsibility:

Our committee has met to determine ways and means of informing all of the public of the countermeasures which the other five task force committees will recommend. Once we have a good safety program--an attractive "product"--we'll be ready to sell it. Our job will be to generate public support for the program once it is developed.⁵

⁵Garnet M. Griffin, "State-Wide Conference on Problem Drivers Is Now Underway," TSA Bulletin (Detroit: The Traffic Safety Association of Detroit, XXIX, No. 6, October-November, 1971), p. 3.

Secretary of State, Richard H. Austin, chairman of the State Safety Commission and head of the coordinating council which planned the 1971 conference on the Problem Driver and Traffic Safety, issued a challenge at the opening session to the citizens and government officials that they bring forth fresh ideas and new methods of coping with the problem driver as well as develop a long-range program to curb the needless slaughter on the urban and rural streets and highways of the state of Michigan. His challenge: "It is hoped that the collective findings of the members of the six working task force committees examining the problem from varying points of view will offer solutions and techniques to strengthen Michigan's traffic accident prevention operations on all levels and in all areas."⁶

To secure implementation of "Quick Facts," the Information Task Force Committee's objective or to answer the Secretary of State's challenge, public support of the highest order is necessary and that suggests the need for more effective communication to enlist that support.

Users of the highway transportation system must be encouraged to drive safely--to practice defensive driving techniques. For example, the installation of seat belts and shoulder harnesses or air bags in all

⁶Ibid., p. 1.

motor vehicles can be legislated, but the use of safety devices is an individual act resulting from a specific motivation--getting the driver to consciously buy his own safety. Highway traffic safety communicators and the mass media have an important responsibility in this area of salesmanship.

Statement of the Problem

The major purpose of this study was to obtain attitudinal evaluation bearing on the respondent's professional view regarding the acceptability of the highway traffic safety communications received by his newspaper, radio station or television station. Secondary objectives were to investigate the respondent's acceptance of a statewide or regional highway traffic safety communicators/media conference or workshop and to obtain suggested topics for such a workshop. An additional objective was the use of highway traffic safety information released by Michigan State University's Highway Traffic Safety Center.

The Importance of the Study

What are the mass media's sources of highway traffic safety information? What priorities do media representatives establish before publication or broadcast of highway traffic safety information? What opinions do the media representatives express about the purposes of highway traffic safety communication? What use is made,

by those receiving them, of the Highway Traffic Safety Center's materials? What support is there from media representatives for an in-service workshop?

To date a study addressed to answering these questions has not been completed in the state of Michigan. Therefore, the findings of this thesis will make a positive contribution to the field of highway traffic safety communications by providing supplemental reference information for highway traffic safety communications courses, and providing media representatives with information relating to sources, priorities and purposes of highway traffic safety informational services as well as topics for in-service workshop discussion.

The findings, also, will be made available to the press, radio and television associations in the state of Michigan for use by their members who are actively promoting highway traffic safety.

Methodology of the Study

Questionnaires were mailed to each of the 56 daily and 270 weekly newspapers published in the state of Michigan, to each of the 39 FM (Frequency Modulation) and 131 AM (Amplitude Modulation) radio stations licensed to operate in the state of Michigan and to each of the 25 television stations licensed to operate in the state of Michigan during the 1971 calendar year.

The questionnaires utilized checklists, rating scales and opportunities for comments. Sixteen items were developed to assess the attitudes and opinions of the media representatives.

Basic Assumptions of the Study

This study proceeded on the suppositions that:

1. A comprehensive study of Michigan mass media representatives' opinions could provide valuable information for instruction purposes in highway traffic safety communication and education classes.
2. There was a positive relationship between the media's allocation of space or public service time and their judgment of the quality of the highway traffic safety messages received.
3. Data collected from each media representative was his opinion, not that of the media's ownership, expressed in answer to the sixteen questions developed to assess attitudes and opinions.
4. There existed a large volume of activity in the field of highway traffic safety communications competing for the public service space or time made available by the mass media.

Delimitations of the Study

This study is limited to an examination of the expressed attitudes and opinions of mass media representatives to the acceptability of highway traffic safety information and materials received from public, private and governmental organizations in the state of Michigan.

It is further limited to include only those representatives of daily and weekly newspapers listed in the Michigan Press Association's 1971 Newspaper Directory & Rate Book;⁷ radio stations listed in the Michigan section, pages N-101 to 108 and television stations listed in the Michigan section, pages A-30 and 31 of the 1971 Broadcast Yearbook.⁸

This study does not attempt to measure the highway traffic safety communicator's evaluation of the mass media's utilization of submitted materials nor the specific type of content required for the special audiences and/or publics of the newspaper, radio or television stations.

⁷Elmer E. White, Michigan Newspaper Directory & Rate Book 1971 (East Lansing: Michigan Press Association, 1971), pp. 7-38.

⁸Sol Taishoff, ed., Broadcast Yearbook 1971 (Washington, D.C.: Broadcasting Publications, Inc., 1971), pp. A-30-1; B-101-8.

Definition of Terms

The following definitions are construed to serve the needs of highway traffic safety communications. It is not likely that the meanings will be totally agreed upon by those representing the several related disciplines.

Accident.--An accident, as popularly conceived, has long been regarded as a fortuitous event--something that "just happens"--a chance occurrence. The inescapable attributes of an accident are its unexpectedness, its unplanned nature, its unpredictability.

Channel.--The medium or media (vehicle) carrying messages from the originator to the potential recipient and user. In this study, we're concerned with channels for highway traffic safety messages.

Communication.--As a word, communication represents the interchange of symbols--both verbal and non-verbal--among persons. This interchange may range from one-to-one, face-to-face, interchange to transmission of messages from one person to thousands or millions of persons via such media as television, radio, newspaper and books. Most of the time highway traffic safety communicators will be thinking of it in a narrower sense--the exchange of information and ideas among themselves and/or media representatives.

Communication Campaign.--A connected series of messages designed to bring about a particular response from a selected audience, users of the highway transportation system in our case.

Communicator.--The communicator is an individual who, through a series of actions or operations, sets in motion a process resulting in understanding and response on the part of receivers (communicatees).

Community Relations.--Results from contacts, whether official or private, between communicators and residents of the local community.

Consultants.--Individual representatives of media, bona fide media agencies or reputable self-employed writers, photographers and artists.

Feedback.--The messages coming back to a communicator from a receiver, especially those which serve a self-correcting function for subsequent interchange. It implies free two-way flow of messages.

Gatekeeper.--Any person who is so situated in the news gathering and disseminating process that he has control over the content and form of the news which flow through the channels.

Highway Traffic Safety Center.--An administrative unit, identified by title, which is integrally within a university, but not in the sense that it is a separate department. It is university supported in a manner consistent with that of other ongoing university programs. The center provides or coordinates multi-disciplinary efforts towards solving highway traffic safety problems in the way of education and training, public service and research (initiating, coordinating, conducting, collecting and disseminating). These efforts are designated by the center's objectives.

Highway Traffic Safety Communicator.--The originator and diffusor of highway traffic safety messages to the mass media for their dissemination to their publics.

Mass Communication.--A technical form of communication which permits rapid transmission of information or publicity to large heterogeneous and impersonal audiences almost simultaneously.

Media.--Media are the vehicles which carry symbols from one person or group to another person or group. Some of these are: books, films, magazines, newspapers, radio, recordings and television; each differing greatly in character, organization and social function. Therefore, any

means of interpersonal or mass communication by which the highway traffic safety message is disseminated to our publics.

News Style.--Any arrangement, specified by the media concerned, of pertinent information for dissemination which answers journalism's creditable "Five W's and an H": Who? What? Where? When? Why? and How?

Press Kit.--Usually a mimeographed or printed package of information containing a history of the organization or event, facts about its mission or timing, biographies of the staff, appropriate pictures and other background information. It is utilized to acquaint reporters and other important visitors with the organization, individuals or particular significance of the event.

Public Information.--Messages for any person who wants it. In this thesis we are thinking of that portion which is publicity ~~for~~ traffic safety using available media but not necessarily coordinated use of such media and not necessarily designed to increase public support for highway traffic safety.

Public Service.--Newspaper space and radio or television time donated to communicators.

Release.--Any information--written, printed, oral or photographic--which is disseminated to the public by communicators through the media.

Organization of the Remaining Chapters

Chapter II contains a review of the literature and research which has been published relating to highway traffic safety communications.

Chapter III contains the design of the study, examines the universe and describes the populations of specific mass media representatives as well as an evaluation of the analysis techniques utilized.

Chapter IV presents a descriptive analysis of the media representatives' answers to the sixteen questions relating to their specific mass media and the data gathered relating to those universities offering courses in highway traffic safety.

Chapter V, the final chapter, contains the summary, conclusions, recommendations, suggested research and discussion.

CHAPTER II

REVIEW OF THE LITERATURE

In order that the literature may be utilized as reference material for this study, Chapter II has been organized around the thirteen headings as listed in the Table of Contents: recognizing the contributions of individuals, safety organizations, universities, industry and governmental agencies.

The Literature of Research in Safety Education

It was interesting to note that little has been written with respect to the effect of communications upon highway traffic safety education. There were two studies during the first quarter of this century of research in safety education which contained specific points of interest relating to this thesis.

Dr. Leon Brody, who completed his post doctoral study "Personal Factors in Safe Operation of Motor Vehicles" at New York University's Center for Safety Education, is the first to specifically mention media utilization. His recommendation number four stated:

Facts concerning safe operation of motor vehicles should continue to be disseminated, and more widely than hitherto, through traffic-safety and driver-training programs in the schools and through various media of public education. A major portion of these programs should be devoted to personal factors.⁹

Dr. James Vaughan wrote his thesis "Positive Versus Negative Instruction" for the Ph.D. at the University of Chicago. Two of Vaughan's fifteen conclusions had application for improving highway traffic safety communication techniques in Michigan, namely:

Number eleven--Any form of instruction, positive or negative, or any threat which catches the individual's attention and reminds him of pleasant or unpleasant experiences, frequently associated with the attainment of goals, is likely to exert the proper influence in shaping conduct.

Number fifteen--The use of threats and punishment can be overdone.¹⁰

The Literature of the National Safety
Council on Safety and Traffic
Safety Research:
1957 - 1971

Through the cooperative efforts of interested groups an outstanding publication program has been developed by the National Safety Council. A vast and needed literature is accumulating in each area within the safety discipline. All concerned in the promotion, development and distribution of the books, journals,

⁹Walter A. Cutter and Duke Elkow, 25 Years of Research in Safety Education (New York: Center for Safety Education, 1951), pp. 45-46.

¹⁰Ibid., pp. 68-69.

pamphlets, reprints, radio and television scripts, news releases as well as media materials should be justly proud of their highway traffic safety communicative and informational efforts.

A feature article titled "Needed--A Breakthrough in the Research Barrier" published in the April, 1969 issue of Traffic Safety challenged Bruce B. Madsen, managing director of the Traffic Improvement Association of Oakland County, Michigan and Douglas W. Toms, former administrator of the National Highway Traffic Safety Administration, to publicize their beliefs and attitudes towards the improved utilization of research information.

Madsen, utilizing the title "The Problem Is Accessibility" stated that: "Members of the press and other mass media are numbered among those 'traffic workers' whose influence upon traffic improvement is quite significant but who spend relatively little time on traffic matters."¹¹

The frequently outspoken Toms, recognized as an administrator, titled his article "The Key Is Implementation." His paper represented an additional call for research with a message that is to the point as well as understandable when he wrote:

¹¹Bruce B. Madsen, "The Problem Is Accessibility," Traffic Safety (Chicago: National Safety Council, LXIX, No. 4, April, 1969), 22-38.

To the man on the street, all the research in the world isn't worth a thing if it doesn't make his life any better. Consequently, in my view as a motor vehicle administrator, "ivory tower research" is especially frustrating; it only served to tantalize the practitioner without allowing him to implement the findings. To me, the key is implementation.

There is a need for some organization or group to attempt to analyze and rewrite much of the research material that is presently available. . . .

Every once in a while an exemplary piece of research will be cleverly abstracted; it then finds its way into our daily press. In my view, this achieves more attention and does more good than hundreds of scientific articles.¹²

Because of a sustained interest in research, the Research Committee and the Medical and Health Committee of the National Safety Council, through systematic planning, redeveloped a program of safety research information. As a result, in March of 1969, Vol. I, No. 1 of the Journal of Safety Research was published by the National Safety Council.

Norvin C. Kiefer, M.D., writing the guest editorial, "An Introduction to the Journal," stated: ". . . The research worker needs to have a means of communication that assures him both of extensive transmittal of his conclusions and of prestige among his fellow workers that he rightly should accrue."¹³

¹²Douglas W. Toms, "The Key Is Implementation," Traffic Safety (Chicago: National Safety Council, LXIX, No. 4, April, 1969), 23-39.

¹³Norvin C. Kiefer, M.D., "An Introduction to the Journal," Journal of Safety Research (Chicago: National Safety Council, I, No. 1, March, 1969), 3.

National Technical Information
Service

Secretary of Commerce Maurice H. Stans announced the establishment of the National Technical Information Service, on Tuesday, September 15, 1970, to simplify and increase public access to federal publications and data files of interest to the business, scientific and technical communities. Highway traffic safety communicators will be able to economically utilize their time scheduled for reference seeking and research as a result of the development of NTIS.

Literature of the Insurance Institute
for Highway Safety

The Insurance Institute for Highway Safety (IIHS) is an independent, nonprofit, organization that carries out research, communication and grant-in-aid programs.

IIHS communications programs make research findings and conclusions available to the public insurers and government through print media, television, radio, films, special presentations and publications such as the semi-monthly Status Report newsletter which covers the national highway traffic safety program.

Dr. Hugh M. Miser, vice president, The Travelers Research Center, Inc., speaking at the first IIHS Research Symposium Traffic Safety: Strategies for Research and Action made the following remarks relating to the need for better communication:

What seems to be the final picture that we emerged with today? The efforts of the insurance industry have continued for a long time, but somehow or other, if we are to believe the witnesses that have addressed us, they have not created and communicated an effective image of the contributions of this industry to highway safety.¹⁴

Merrill Mueller, NBC News staff member from New York, in his opening remarks prior to the press forum "Safety Meets the Media," at the second IIHS Symposium, challenged the insurance industry with the following comment:

In the days of the jet-powered automobile, or electric commuter cart, the multiple creation of bad drivers threatens us all. We had better free one of your computers, I suggest, to put the vital statistics in clear, basic English where they are urgently needed and where you are talking to people, not other computers.¹⁵

An additional report by Paul Benbrook and Murray Blumenthal, as co-chairmen of "Public Information Panel 1," urged media representatives to clarify the true meaning of the term "accident"--when they said:

Use of the term "accident" by media to describe highway mishaps suggests the absence of individual responsibility for an unexpected or unintended event. A child very early learns that if an event is an accident he is not held responsible for its

¹⁴Hugh J. Miser, "Concluding Summary and Synthesis," Traffic Safety: Strategies for Research and Action (Hartford: The Travelers Research Center, Inc., 1968), pp. 22-23.

¹⁵Merrill Mueller, "Safety Meets the Media: A Press Forum," Driver Behavior: Cause and Effect (Washington, D.C.: Insurance Institute for Highway Safety, Watergate Six Hundred, 20037, 1968), p. 56.

consequences. It is noteworthy that the media rarely refer to airplane mishaps as accidents. Instead they are called crashes or collisions.¹⁶ (Emphasis added.)

Dr. Julian A. Waller and Paul Edwards, co-chairmen of "Public Information Panel 2," reported to the symposium as follows: "Public information activities must recognize the existence of many different publics, each perhaps requiring different messages, or the same message in different ways with possibly different information and action goals."¹⁷

Mr. Jim Adams, of the Continental Research Institute, commenting on "Implementation of Traffic Safety Research Results," by Nils A. Lofgren in closing the third IIHS Symposium stated: "I'd start with the premise that communication is an art, and any one who communicates as well is an artist."¹⁸

Adam's comment would enable highway traffic safety communicators to become more proficient marginal

¹⁶Paul Benbrook and Murray Blumenthal, "Public Information Panel 1," Driver Behavior: Cause and Effect (Washington, D.C.: Insurance Institute for Highway Safety, 1968), pp. 263-64.

¹⁷Paul Edwards and Dr. Julian A. Waller, "Public Information Panel 2," Driver Behavior: Cause and Effect (Washington, D.C.: Insurance Institute for Highway Safety, 1968), pp. 266-67.

¹⁸Jim Adams, "Comment: Implementation of Traffic Safety Research Results," Man and the Traffic Process (Washington, D.C.: Insurance Institute for Highway Safety, 1969), p. 136.

communicators in their relations with media if they would adhere to the following:

This artist-communicator, I believe, needs another rather special characteristic--and again this is a pretty rare one--but it's the sort of thing the specialists call a "marginal man." A marginal man is one who lives on the margin of two different cultures. He belongs to two cultures and can speak the language of both.¹⁹

The fourth symposium "Man and the Traffic Process" was held June 9-10, 1970, in Washington, D.C. with the Nationwide Insurance Companies and Royal-Globe Insurance Companies as co-hosts.

Mr. Albert Benjamin Kelley, vice president, communications of the IIHS spoke at that meeting of a successful highway traffic safety informational program, "Baton Rouge Project: Where To From Here?", when he remarked:

. . . In Baton Rouge, we cooperated with the city in conducting an extensive campaign to get information to the community's people about the pre-arrest test ordinance before it took effect. . . . We developed both live and taped television and radio spots, generated television and radio interviews of local officials and in one instance an institute official, in the capacity of a technical advisor to the mayor, developed press stories discussing the pros, cons and intentions of the new ordinance. Public acceptance was overwhelming and press reaction was universally favorable.²⁰

¹⁹ Ibid., p. 137.

²⁰ Albert Benjamin Kelley, "Baton Rouge Project: Where To From Here?" Key Issues in Highway Loss Reduction (Washington, D.C.: Insurance Institute for Highway Safety, 1970), p. 66.

The Literature: Individual
Contributions

As an aid to understanding the recent development of traffic safety communications, it is appropriate to review briefly what individual authors have said about the topic of this thesis.

Dr. Herbert J. Stack, while serving as director of New York University's Center for Safety Education, wrote as follows: "Through the use of newspapers, radio, and television, as well as special evening courses and meetings for adults, the school administrator can conduct a broad program of adult safety education which will not only serve the community well but also strengthen its primary program of education for child safety."²¹

Mr. Paul F. Hill, assistant general manager of the National Safety Council, in an article "Let's Teach Them To Live," made this comment:

Your public officials and high level representatives of local newspapers, radio and TV stations, industrial publications and house organs, local businesses and schools should be consulted during the planning stages of your projects. If these people are kept fully informed and are allowed to contribute to planning, you can usually expect their full cooperation, which is essential to the success of your program.²²

²¹Dr. Herbert J. Stack, The Administrator--and the School Safety Program (New York: Center for Safety Education, New York University, n.d.), p. 14.

²²Paul F. Hill, "Let's Teach Them To Live," Traffic Safety (Chicago: National Safety Council, LXII, No. 1, January, 1963), 12.

Mr. E. E. Baker, director of attendance and transportation for the Fulton County Board of Education of Atlanta, Georgia, in an article titled "School Transportation and Public Relations" spelled out for traffic safety communicators what he saw as the fundamentals for successfully keeping publics informed as to the effort to provide safe transportation for the Nation's youth when he wrote:

Four fundamentals must be observed in order to have a successful public relations program: adequate planning, implementation without expediency, performance with flexibility, and constant consideration for the people served.

. . . Performance, finally, is the yardstick by which public relations are judged as excellent, good, or poor. Even the children can determine whether or not there is quality in a program.²³

Mr. Lawrence J. Hogan, president of Larry Hogan Associates Public Relations, speaking to the American Association of Motor Vehicle Administrators (AAMVA) Public Information Seminar addressed a specific problem to the discipline when he asked "Are We Reaching The Man Behind The Wheel?" and then remarked:

We're living in an age of communication explosion: radio, tv, magazines of every kind, communication satellites, telephone, telegraph, posters, letters, etc., etc. We're constantly being bombarded with so much information from all sorts of media trying to penetrate our senses that we do our best to block out the things we don't care about and only

²³ E. E. Baker, "School Transportation and Public Relations," Safety (Washington, D.C.: National Commission on Safety Education, National Education Association, CXI, No. 1, January, 1967), 24.

let through the things we do care about. Your problem--our problem, as communicators--is to figure out a way to get through to the intended recipients of our message.²⁴

Mr. A. R. Roalman, director of communications for CNA Financial Corp., gave the beginning traffic safety communicator a basic list of realistic steps which he saw as "8 Steps to Public Support." They are:

1. Start with hard facts.
2. Have clearly written material describing your plan.
3. Lay the groundwork.
4. Go out and talk.
5. Get publicity for your speeches.
6. Get others to endorse your program.
7. Report successes.
8. Demonstrate honor.

Candor is refreshing in public life, and it wins support. And support is what traffic safety efforts need these days.²⁵

Professor H. R. Crane, University of Michigan Department of Physics, conducted and reported on "An Experiment Toward Establishing Communication From Audience to Lecturer." In his summary he wrote:

Many techniques, audio and video, are available for projecting a lecturer's performance to a large audience, but techniques for feedback from audience to lecturer are almost totally lacking. The return

²⁴Lawrence J. Hogan, "Are We Reaching The Man Behind The Wheel?", An Address to American Association of Motor Vehicle Administrators Public Information Seminar, April 17, 1967, Sheraton Silver Spring Motor Inn, Silver Spring, Maryland, reprint, p. 2.

²⁵A. R. Roalman, "8 Steps to Public Support," Traffic Safety (Chicago: National Safety Council, LXIX, No. 1, January, 1969), 18.

communication link, if available, would be an important factor in performances of lecturer and audience, hence in the educational process.²⁶

The Denver Symposium on Mass Communi-
cations Research for Safety

The National Safety Council and Dr. Harold A. Mendelsohn, professor in the Department of Mass Communications at the University of Denver, combined forces to conduct and publish The Denver Symposium on Mass Communications Research for Safety. The resultant handbook (now out of print) is a reference which evaluated mass communications research and theory as an aid to those charged with the responsibility of highway traffic safety information exchange and communications.

In any phase of highway traffic safety, the educator should always plan ahead, and this is particularly true in communications. Mendelsohn did the job in the Preface to Part 1 when he wrote:

. . . the fact remains that this study is addressed primarily to the utilization of mass communication techniques in an effort to reduce accidents. This, and this alone, was the mandate given to the author. To the problems involved in mass communication for safety--and mass communications alone--does this study address itself.²⁷

²⁶H. R. Crane, "An Experiment Toward Establishing Communication From Audience to Lecturer," An Abstract of Pertinent Research Related to Edex Educational Systems (Mountain View, Calif.: Edex Corporation, n.d.), p. 10.

²⁷Murray Blumenthal, ed., The Denver Symposium on Mass Communications Research for Safety: A Critical Review of the Literature and a Proposed Theory by Dr. Harold A. Mendelsohn (Chicago: The National Safety Council, 1964), p. 6.

In his Summary and Conclusions, Mendelsohn, true to his initial mandate, gave highway traffic safety communicators a suggested model and theory of application for their utilization while concurrently giving his twenty critics a target they could effectively relate to when he concluded:

A theory, known as the Subjective-Probabilistic-Functional theory, has been developed to satisfy the conditions in the preceding paragraph, and can serve as a basis for a traffic safety mass communications model.

The theory states that the degree of correlation that exists between subjective and objective probabilities that apply to given driving/pedestrian situations will determine, to a maximum extent, whether accidents will or will not occur in those situations. The ability to control traffic accidents through mass and other forms of communication and instruction rests in the ability to establish control over subjective probabilities under various driving/pedestrian circumstances.²⁸

Part II, Critiques on "Mass Communication for Safety," is a compilation of selected excerpts organized by the editor Murray Blumenthal, manager of the research department of the National Safety Council, describing the reviewers' critiques as they related to the major steps in the administration of a mass media communications program.

In answer to the question, "What are the major strengths and limitations of the study paper?" Blumenthal wrote:

²⁸ Ibid., pp. 122-23.

There was agreement that the study paper provided an original and vigorous challenge to the reviewers, particularly in its presentation of an original theory. The emphasis on planning and measures of effectiveness were seen as strengths of the paper that also provided a foundation for further work in this area.²⁹

Part III, "Conclusions and Preliminary Guidelines," presented the editor's admonition to highway traffic safety communicators who peruse the handbook, as follows: "Rather than providing a body of knowledge that could be translated into a series of rules guaranteeing the success of a mass communications effort, the study indicates a potentially useful way of thinking about the problem, an indication of the kinds of questions a practitioner can raise about his own efforts as he proceeds--in effect, constituting a series of flexible guidelines, and emphasizes the need for feedback about the effectiveness of his efforts."³⁰

The Literature of Presidential
Committees for Traffic Safety

Dr. Erwin P. Bettinghaus, author and a member of the faculty of Michigan State University's College of Communication Arts, supported the purposes of the "Action Program" established by Presidential Committees when he stated:

In persuasion, what is important is not the actual role that any communicator or receiver is occupying but the relationship between the role occupied by

²⁹Ibid., p. 143.

³⁰Ibid., p. 255.

a source and that occupied by a receiver. Each role can be described in terms of status or the prestige associated with the role. The President of the United States has higher prestige because of his role position than does the governor of a state.³¹

It is in the area of public information for highway traffic safety that the Committee made its greatest contribution. In the recommendations included by the Committee relating to "Public Information" the weakness of local and state programs was assessed with the following areas noted as requiring attention:

Public information programs have a long way to go; some communities and states are active in traffic safety, others are not; they are not geared to the common effort, and often go off on a tangent; failure to localize activities is frequent; activities are too often spasmodic, lacking the continuity necessary to sustain them over a long period.

Employment of competent, professional personnel to promote a highway safety program through all public information channels.³²

Mr. Franklin M. Kreml, chairman of President Nixon's 12-man Task Force, titled the committee's report to the President "Mobility Without Mayhem." Published in October of 1970 the report's Recommendation number ten, "Education of the Public," is of special interest to highway traffic safety communicators. It stated: "A program of public education must focus on clear and

³¹Erwin P. Bettinghaus, Persuasive Communication (New York: Holt, Rinehart and Winston, Inc., 1968), p. 110.

³²The President's Committee for Traffic Safety, Public Information, A Section of the Action Program for Highway Safety (Washington, D.C.: Superintendent of Documents, 1966), pp. 7-11.

realistic objectives for the national effort in highway safety. The goals set forth are recommended for presentation. . . . "33

The Literature of the Oakland County
Traffic Safety Committee

The review of existing literature revealed that the Oakland County Traffic Safety Committee had published a report, compiled by seven study groups, containing specific recommendations for improving highway traffic safety in that county.

The Sub-Committee on Public Information concluded: "This sub-committee's appraisal and evaluation of the present situation in Oakland County in respect to traffic safety communications indicates that there currently exists no coordinated effort--that each geographic segment tends to act in its own way and only in its own way and only in its own areas."³⁴

³³Presidential Task Force on Highway Safety, Mobility Without Mayhem, The Report of the President's Task Force on Highway Safety (Washington, D.C.: Superintendent of Documents, October, 1970), p. v.

³⁴Oakland County Traffic Safety Committee, Study Group VI, Public Information and Organization (Rochester, Mi.: Mott Center for Community Affairs, Oakland University, September, 1965), p. 29.

The Arthur D. Little Study of
Traffic Safety Information:
1966

As still another example of the varied approaches needed, as well as utilized, in efforts to cope with the highway traffic safety communications problem the Arthur D. Little Study, Summary Report, "The State of the Art of Traffic Safety," has significance. Dr. Richard C. Norris, project director, stated that more than 1,800 selected documents, ranging from individual papers to monographs on traffic safety, were acquired by librarians and read by appropriate team members.

Capsule comments, by Dr. Richard C. Norris, project director, which have bearing upon the topic of this thesis are:

We have also found no substantive data on the effectiveness of general safety propaganda; the limited information available suggests that it is not particularly effective.

The information on communications and signaling and their relationship to highway safety, as presented in the literature, is more suggestive than definitive.³⁵

The Highway Safety Communications
Problem: A Report of the Dudley-
Anderson-Yutzy (DAY) Study

Of particular interest are the panels into which the 100 participants of the Airlie House Conference were

³⁵The Automobile Manufacturers Association, Inc., Summary Report: The State of the Art of Traffic Safety (Cambridge, Mass.: Arthur D. Little, Inc., June, 1966), pp. 12-25.

divided. To date this demonstrates the most comprehensive assessment of highway traffic safety information exchange.

The five panels and their topic for discussion into which the selected participants and resource personnel were divided were:

The Crash: Considered need and means to improve public understanding of all elements in the highway crash event, and news coverage of the event.

Research: Considered relationship between scientific highway safety research and highway safety information activities, and useful translating the former into the latter.

Government Programs: Considered adequacy of Federal, State, and Local programs of information and education in highway safety, and ways to improve those programs.

Publics: Considered need and ways to effectively identify specific publics concerned and affected by highway safety actions; the nature and extent of those actions' impact on each public, and improved ways of communicating with each such public.

Campaigns: Considered the effectiveness of past and present highway campaigns; need for improvements and coordination, and priorities for campaign themes and objectives.³⁶

Communications and Public Support in
Highway Safety: A Follow-up Study
by Dudley-Anderson-Yutzy

The results of this follow-up study could be used in answering some of the questions which Michigan highway traffic safety communicators would ask as they relate both studies to their informational efforts.

³⁶ Pendelton Dudley, George Anderson, and Thomas D. Yutzy (DAY), A Preliminary Assessment of the Highway Safety Communications Problem: Final Report U.S. Department of Transportation Contract No. FH-11-6874 (New York: Dudley-Anderson-Yutzy, November 1, 1968), Appendix #16, p. 1.

Highway traffic safety information communication problems in Michigan are not substantially different from the problems information specialists of other geographic areas face when competing for public service time and/or space from the media. As one of the twenty-six states surveyed this becomes apparent in Michigan when the study reported: "The organized effort (STATES) never got off the ground sufficiently to have effect in: . . . , Michigan: . . . STATES had not reached a point of credibility where their assistance would be sought."³⁷

Literature of the National Project in
Agricultural Communications:
1955 - 1960

In order that those charged with dissemination of agricultural information would know what the research reported relating to communication channels and/or sources of information the W. K. Kellogg Foundation and cooperating institutions, organizations and individuals sponsored "NPAC SEARCH."

John M. Parsey, research director, in his introductory remarks to "Where Do They Get Their Information?" wrote as follows:

³⁷ Pendelton Dudley, George Anderson, and Thomas D. Yutzy (DAY), Communications and Public Support in Highway Safety; Final Report Amended Contract FH-11-7069 (Washington, D.C.: DAY, June 15, 1969), pp. 4-5.

Research findings should be used as soon as they have been reported. Accurate use depends on sound interpretation. Sound interpretation depends on judgement, on a knowledge of related research finding, and on a continuing appraisal and integration of new findings. Even the best interpretation reflects, to some extent, the biases and opinions of the interpreter. Nevertheless, such interpretation is often more valuable to the user than a complete technical report of the research.³⁸

The Literature of Michigan State
University's Highway Traffic
Safety Center

Dr. Richard P. DeSantis has been the only researcher to date to complete a study on a subject in the area of this thesis. Six recommendations from his study which are worthy of study by highway traffic safety communicators are:

1. Each finding should be tested and evaluated separately by designing a campaign around it.
2. Other specific communication campaigns, . . . , should be examined for additional generalizations which might conceivably be made and applied to traffic safety.
3. Campaigns from other fields should be examined.
4. There is need for specialized training and preparation of those people who will be involved in the business of constructing and implementing traffic safety communication campaigns.
5. Institutions of higher learning have a responsibility to provide curricula, for students of traffic safety, which would include basic training in public relations, advertising and communication arts.

³⁸ John M. Parsey, research director, "Where Do They Get Their Information?" SEARCH, I, No. 1 (East Lansing: NPAC, Wells Hall, Michigan State University, June, 1955), 4.

6. Those who are now professionally involved in the broad field of traffic safety communications should be urged to evaluate their own level of knowledge in traffic safety as well as communication arts.³⁹

Summary

The objective of this chapter was to review that literature, published by individuals and organizations, which would be relevant to highway traffic safety informational services.

National leaders realize such shortcomings as: Adequate planning, Accessibility and Technical vocabulary in the present-day highway traffic safety communications programs. Their writings and research indicated they are attempting to improve the use of mass media by highway traffic safety communicators.

Many nonprofit organizations, such as the National Safety Council in Chicago, Illinois; the Insurance Institute for Highway Safety in Washington, D.C. and the Eno Foundation of Saugatuck, Connecticut are very active in highway traffic safety informational services and research.

The literature reviewed in this chapter reveals that only four studies have devoted themselves, in their

³⁹Richard Phillip DeSantis, "A Descriptive Study of Strategies Used in Three Dissimilar Communication Campaigns for the Purpose of Making Generalized Applications to the Field of Traffic Safety" (unpublished Ph.D. dissertation, Michigan State University, 1970), pp. 131-32.

entirety, to research relating to highway traffic safety communications and/or informational services. They are as follows:

- (1) The Arthur D. Little Study, "The State of the Art of Traffic Safety," published by the Automobile Manufacturers Association, Inc. in 1966;
- (2) The Dudley-Anderson-Yutzy (DAY) Report, "A Preliminary Assessment of the Highway Safety Communications Problem," published by the U.S. Department of Transportation in 1968;
- (3) The Dudley-Anderson-Yutzy (DAY) Study, "Communications and Public Support in Highway Safety," published by the U.S. Department of Transportation in 1969; and
- (4) The doctoral thesis of Dr. Richard P. DeSantis, "A Descriptive Study of Strategies Used in Three Dissimilar Communication Campaigns for the Purpose of Making Generalized Applications to the Field of Traffic Safety," submitted to Michigan State University's College of Education in 1970.

Highway traffic safety communicators depend heavily upon the mass media to submit the safety message to the audience. To fully understand the highway traffic

safety communication problem the literature tells us that we must consider four factors: The Sender, The Message, The Media and The Audience.

Highway traffic safety informational services, therefore, must be analyzed in many different ways. It is apparent that the cataloging as well as utilization of this specialized literature and/or materials presents an exceedingly complex problem; the solution requires many and varied approaches. It is the sincere as well as firm conviction of this writer that improvements in highway traffic safety communications can only be effected through a planned, coordinated and continuing program of information services to the mass media in the state of Michigan.

Chapter III explains the procedures used to conduct this study.

CHAPTER III
PROCEDURES USED IN CONDUCTING
THE STUDY

The primary objective of this chapter is to present a comprehensive description of the design of this study as well as the methods used to process the accumulated data.

To aid in a discussion of specific steps the writer has developed the following sub-topics for inclusion in the chapter: Geographical Area of Study, Materials Used, Description of Population, Questionnaire Design, Personnel involved in Questionnaire Development, Questionnaire Distribution, Questionnaire Returns and Processing the Data.

Geographical Area of Study

The study of media personnel's attitudes relating to highway traffic safety informational services and/or communications was confined to the state of Michigan. The eighty-three counties of the state were divided into eight reporting districts; duplicating the Department

of State Police District boundaries. Figure D.1 (Appendix D) graphically delineates the aforementioned counties and district boundaries.

Materials Used

Three separate questionnaires were developed: one each for newspapers (Appendix B), radio stations (Appendix B) and television stations (Appendix B) in the state of Michigan. Each contained sixteen original questions: three and twelve were the only ones not common in wording to the other media. They were designed to secure information peculiar to the specific media as well as their use of materials provided by the communication office of the Highway Traffic Safety Center. Questionnaires were formulated following recommendations set forth in Borg's "Educational Research,"⁴⁰ and Payne's "The Art of Asking Questions."⁴¹

A total of four items was used for mailing as well as responding, reporting respondent's answers and tabulation of information relative to opinions concerning highway traffic safety informational services in the state of Michigan, they were:

⁴⁰Walter R. Borg, Education Research (New York: David McKay Company, Inc., 1954).

⁴¹Stanley L. Payne, The Art of Asking Questions (New Jersey: Princeton University Press, 1951).

- (1) Cover Letters (Appendix A);
- (2) Questionnaires (Appendix B);
- (3) Envelopes;
- (4) Tally Sheets (Appendix C).

Description of Population

The population of this study included: the entire 326 members of the Michigan Press Association, 270 weekly and 56 daily newspapers, during 1971,⁴² the 170 radio stations, 131 AM and 39 FM, listed in the Radio-Section--Michigan of the 1971 Broadcasting Yearbook; and the 25 television stations listed in the Television Section--Michigan of the 1971 Broadcasting Yearbook.⁴³ Listings by districts, of those included in the study, will be found in Appendix D.

Questionnaire Design

The mail questionnaire method was selected for this study because it allowed for a complete coverage of the media population. This would have been impossible if the interview method had been used.

⁴² Elmer E. White, executive secretary, Michigan Newspaper Directory & Rate Book 1971 (East Lansing: Michigan Press Association, 1971), pp. 7-38.

⁴³ Sol Taishoff, ed., Broadcast Yearbook 1971 (Washington, D.C.: Broadcasting Publications, Inc., 1971), pp. A-30-1; B-101-8.

It was determined that the study would consist of an analysis of survey data, rather than follow an experimental approach. This decision necessitated that data be gathered from each of the media, newspapers, radio and television stations, in the state of Michigan. Self-administered questionnaires were used to obtain the data. Other factors making it impractical to conduct personal interviews were:

1. The population was under stringent time scheduling commitments.
2. Geographically, the entire state was included in the study.
3. Trained highway traffic safety information interviewers were not available. (Market research firms have trained interviewers but they are costly.)

The cover letter was an attempt to spell out the objective of the study questionnaires. Personalized inside addressing and salutations were used in hopes of increasing attention given by addressees.

The questionnaires sought five types of information:

1. The opinion of media representatives as to the acceptability of highway traffic safety

information received from Michigan sources (compiled from their answers to questions one, two and twelve).

2. The opinion of media representatives relating to priorities for selection and use of highway traffic safety information was embodied in their answers to questions three, four, five and eleven.
3. The priority attributed to the purposes of information received by media representatives who exercised the editorial judgment which ultimately determined the use of highway traffic safety information found in their answers to questions six, seven, eight, nine and ten.
4. The acquisition as well as use of highway traffic safety information or materials from Michigan State University Highway Traffic Safety Center as collected from media representatives' answers to questions one "D," two, twelve and thirteen.
5. The attitude of media representatives toward participation in an in-service workshop for highway traffic communicators was reflected in their answers to questions fourteen, fifteen and sixteen.

Personnel Involved in Questionnaire
Development

Evaluative and critical comments were invited from ten consultants during the development of the questionnaires. Five were representatives of the media to be surveyed and five were communicators employed at Michigan State University.

Media personnel and their affiliation were:
 Mr. Tom Bradford, news director, of WOOD-WOOD-FM;⁴⁴
 Mr. Richard Estell, manager, of WKAR-WKAR-FM;⁴⁵ Mr. Howard
 Lancour, news director, WJIM-TV;⁴⁶ Mrs. Ellen Louhi,
 editor, of the East Lansing Towne Courier⁴⁷ and
 Mr. John Ward, news editor, of The State Journal in
 Lansing.⁴⁸

⁴⁴Tom Bradford, news director, WOOD-WOOD-FM, Grand Rapids, Michigan, Personal Interview, 3:30 P.M., August 19, 1971.

⁴⁵Richard Estell, manager, WKAR-WKAR-FM, Michigan State University, East Lansing, Michigan, Personal Interview, 11:00 A.M., July 27, 1971.

⁴⁶Howard Lancour, news director, WJIM-TV, Lansing, Michigan, Personal Interview, 10:15 A.M., July 28, 1971.

⁴⁷Ellen Louhi, Mrs., ed., East Lansing Towne Courier, Meridian Towne Courier and the Williamston Okemos Enterprise, Personal Interview, 10:00 A.M., August 6, 1971.

⁴⁸John Ward, news editor, The State Journal, Lansing, Michigan, Personal Interview, 9:25 A.M., July 27, 1971.

Questionnaire Distribution

The first step in gathering information was taken when the questionnaires were mailed to media representatives on August 17 - 19, 1971. Follow-up questionnaires were mailed on October 8 - 15, 1971.

Questionnaire Returns

Figure D.2 (Appendix D) shows the location of the 56 daily and 270 weekly Michigan newspapers included in this study. Twenty-two responses were received from the 56 questionnaires mailed to representatives of the daily press; a 39.29 per cent return. Eighty-five responses from 270 questionnaires mailed to the representatives of the weekly press resulted in a 31.48 per cent return. A total of 107 of the 326 press representatives responded; an overall return of 32.82 per cent. The lowest return from any of the media.

Figure D.3 (Appendix D) shows the location of the 39 FM (Frequency Modulation) and 131 AM (Amplitude Modulation) Michigan radio stations included in this study. Fifteen responses from the 39 questionnaires mailed to representatives of the FM Radio stations resulted in a return of 38.46 per cent. Eighty-eight responses from the 131 questionnaires mailed to representatives of AM radio stations resulted in a return of 67.18 per cent. A total of 103 of the 170 radio representatives responded; an overall return of 60.59 per cent.

Figure D.4 (Appendix D) shows the location of the 25 Michigan television stations included in this study. A total of 25 responses from the 25 questionnaires mailed to the representatives of those television stations resulted in a 100.00 per cent return. The highest return from the media included in this study.

Replies were received from 235 of Michigan's 521 representatives of press, radio and television stations who were mailed copies of the study questionnaire; an overall return of 45.11 per cent.

Table 3.1 presents the number of mailed and returned questionnaires, by districts, from daily and weekly newspapers as well as district and total percentages. This table shows that 22 responses were received from the 56 questionnaires mailed to the representatives of the daily press; a 39.29 per cent return. Eighty-five responses from 270 questionnaires mailed to the representatives of the weekly press; a 31.48 per cent return. A total of 107 returns from the 326 press questionnaires, an overall return of 32.82 per cent. The lowest return from any of the media.

Table 3.2 presents the number of mailed and returned questionnaires, by districts, from FM and AM radio stations as well as districts and total percentages. Data in the table indicate that 15 responses were received from the 39 questionnaires mailed to the

TABLE 3.1.--Newspaper questionnaire distribution, return and percentage by districts

District	Daily		Per Cent	Weekly		Per Cent	Total		Per Cent
	Mailed	Returned		Mailed	Returned		Mailed	Returned	
#1	5	3	60.0	30	12	40.0	35	15	42.9
#2	11	5	45.5	64	23	35.9	75	28	37.3
#3	5	1	20.0	53	15	28.3	58	16	27.6
#4	7	2	28.6	27	3	11.1	34	5	14.7
#5	8	5	62.5	14	5	35.7	22	10	45.5
#6	6	2	33.3	46	13	28.3	52	15	28.9
#7	7	3	42.9	23	10	43.5	30	13	43.3
#8	7	1	14.3	13	4	30.8	20	5	25.0
Total	56	22	39.3	270	85	31.5	326	107	32.8

Actual computed value rounded to the nearest tenth.

TABLE 3.2.--Radio questionnaire distribution, return and percentage by districts

District	FM		Per Cent	AM		Per Cent	Mailed	Returned	Per Cent
	Mailed	Returned		Mailed	Returned				
#1	1	0	00.0	12	10	83.3	13	10	76.9
#2	19	7	36.8	20	12	60.0	39	19	48.7
#3	5	1	20.0	20	13	65.0	25	14	56.0
#4	3	2	66.6	14	10	71.4	17	12	70.6
#5	1	0	00.0	14	9	64.3	15	9	60.0
#6	6	3	50.0	20	14	70.0	26	17	65.4
#7	2	0	00.0	14	12	85.7	16	12	75.0
#8	2	2	100.0	17	8	47.1	19	10	52.6
Total	39	15	38.5	131	88	67.2	170	103	60.6

Actual computed value rounded to the nearest tenth.

representatives of FM stations; a 38.46 per cent return. Eighty-eight responses from the 131 questionnaires mailed to AM stations; a 67.18 per cent return. A total of 103 returns from the 170 radio questionnaires for an overall return of 60.59 per cent.

Table 3.3 presents the number of mailed and returned questionnaires, by districts, from television stations as well as districts and total percentages. Indicated in the table are twenty-five responses from the twenty-five questionnaires mailed to the representatives of television stations; an overall return of 100.00 per cent.

TABLE 3.3.--Television questionnaire distribution, return and percentage by districts

District	Mailed	Returned	Per Cent ^a
#1	3	3	100.00
#2	7	7	100.00
#3	4	4	100.00
#4	1	1	100.00
#5	1	1	100.00
#6	3	3	100.00
#7	3	3	100.00
#8	3	3	100.00
Total	25	25	100.00

^aActual computed value rounded to the nearest hundredth.

Processing the Data

The information gathered from the questionnaires was hand tabulated to obtain frequency counts and percentages for each set of responses. This method was determined to be more economical and feasible due to the time allowance and the size of the questionnaire.

Because questions three and twelve were specifically designed to ascertain information relating to the media's (newspaper, radio or television) specific use of highway traffic safety informational materials and services the tabulation of attitudinal views, professional as well as personal, resulted in recording the data in three different media groups. Similarly, basic differences in the media required that certain data be separated into these groups for purposes of analysis.

The sixteen questions of the study focused on five major types of information about the media representative's beliefs about highway traffic safety information and services. Consistency, within a given medium, is also reported. The five types of information, as well as the question numbers which supplied the data, are as follows:

- (1) Sources--Questions one, two and twelve;
- (2) Priorities--Questions three, four, five and eleven;

- (3) Purposes--Questions six, seven, eight, nine and ten;
- (4) Utilization of HTSC Materials--Questions one "D," two, twelve and thirteen and
- (5) In-service Workshop--Questions fourteen, fifteen and sixteen.

Percentages of the media representatives responding to each question for each of the media were developed. In addition percentage comparisons related to the five types of informational data resulting from the answers to the sixteen questions were prepared.

Summary

In this chapter the procedures used in conducting the study were presented. Sub-topics included were: Geographical Area of Study, Personnel Involved in Questionnaire Development, Materials Used, Description of Population, Questionnaire Design, Questionnaire Distribution, Questionnaire Returns and Processing the Data.

How informational services to the media have been received was the purpose of the study questionnaires. To that end 326 newspapers, 170 radio and 25 television stations of the state of Michigan publishing and/or broadcasting during 1971, represented by their editor or station manager, were included in this study.

Chapter IV presents the analysis and findings of this study.

CHAPTER IV

ANALYSIS OF DATA

This study was designed to obtain personal views reflecting the reaction of media representatives to highway traffic safety informational materials and/or services made available to and received by them.

Chapter III provided the specific steps and methodology of the study. This chapter will give the reader a descriptive analysis of the data provided by the representatives of Michigan's newspapers, radio and television stations. The data were tabulated and where possible percentages were computed to descriptively illustrate the findings.

The results of this tabulation have been divided into five types of information about media representatives' beliefs relating to highway traffic safety information and/or services. These types, and the thesis questions which provided the information, are:

- (1) Sources--Questions number one, two and twelve;
- (2) Priorities--Questions number three, four, five and eleven;

- (3) Purposes--Questions number six, seven, eight, nine and ten;
- (4) Utilization of HTSC Materials--Questions number one D, two, twelve and thirteen and
- (5) In-service Workshop--Questions number fourteen, fifteen and sixteen.

Questionnaire Mailings and Return

Information concerning the media representatives' opinions were secured by mailing questionnaires to the population of the study (Appendix B).

Table 4.1 presents the number of mailed and returned questionnaires, by media, from newspapers, radio and television stations as well as total percentages. A total of 235 questionnaires were returned from the 521 mailed; an overall return of 45.1 per cent for the study.

TABLE 4.1.--Questionnaire distribution, return and percentage by media

Media	Mailed	Returned	Per Cent ^a
Newspapers, daily	56	22	39.2
Newspapers, weekly	270	85	31.4
	326	107	32.8
Radio, FM	39	15	38.4
Radio, AM	131	88	67.1
	170	103	60.5
Television	25	25	100.0
	521	235	45.1

^aActual computed value to the nearest tenth.

The complete tabulation for each of the media (newspapers, radio and television) will be found in Appendix D.

The tabulation of answers to questionnaires are in the sections of this chapter which follow.

Results of the Newspaper Questionnaire

Upon receipt of completed questionnaires the newspaper data were hand recorded and tabulated. The results of the tabulation were then organized for presentation as follows:

- (1) Sources,
- (2) Priorities,
- (3) Purposes,
- (4) Use of HTSC Materials and
- (5) In-Service Workshops.

Appendix G contains the listing, by districts, of the newspaper as well as the individual and address to which the questionnaire was mailed; a total of 326 daily and weekly publications.

Coded comments, by these press opinion leaders, are germane to the reader's understanding of what these press representatives implied through their answers to the questions of this study; therefore, each comment is to be found in the appropriate section of Appendix E. These comments and question answers combine to give the

reader an insight into the problems highway traffic safety communicators face as they accept their role as informational change agents.

Sources

Questions number one, two and twelve were included in this study to discover the media representative's rating of the usefulness of highway traffic safety information or materials which they received from the sources listed in the questionnaire.

Of the press representatives who responded to Question number one A, 97.1 per cent found the materials which they received from private organizations such as the Safety Councils, A.A.A. or insurance companies to be Useful. Specifically, 16.3 per cent rated such contributions as Very Useful, 48.1 per cent said Useful, 32.6 per cent said Somewhat Useful and 2.9 per cent stated that such contributions were Not at all useful.

The press also reported, in answer to Question number one B, that 99.0 per cent of the information which they received from police, hospitals and other sources about highway incidents, deaths, injuries, property damage, etc. was Useful. Specifically, 55.9 per cent rated these contributions as Very Useful, 32.4 per cent rated such sources as Useful and 10.8 per cent said Somewhat Useful. Less than 1 per cent (0.9) stated that such contributions were Not at all useful.

In response to Question number one C, 97.0 per cent of the press rated federal, state and local governments as useful sources of information relating to research, standards and other programs. Specifically, 17.8 per cent said such information was Very Useful, 39.6 per cent said Useful while the same percentage 39.6 said Somewhat Useful. Only 3.0 per cent rated these sources of information and their materials as Not at all useful.

Answers to Question number one D revealed that 91.4 per cent of the press rated the materials and information provided by Michigan State University's Highway Traffic Safety Center (HTSC) as Useful. Specifically, 18.3 per cent rated the contributions of the HTSC as Very Useful, 32.3 per cent said they were Useful and 40.9 per cent reported them to be Somewhat Useful. The remaining 8.6 per cent commented that they were Not at all useful.

Table 4.2 presents the percentage of respondents rating the usefulness of materials received from the sources listed in study Questionnaire number one; parts A, B, C and D.

Of particular interest is the fact that 38 of the 107 press respondents to Question number one also took the time to make a written comment following their evaluation of the highway traffic safety informational sources

TABLE 4.2.--Rating of the usefulness of highway traffic safety materials received by newspaper respondents answering question number one

Source	Very Useful	Useful	Somewhat Useful	Not At All Useful	Total Useful ^a
	%	%	%	%	%
Private Organizations	16.4	48.1	32.7	2.9	97.1
Police, hospitals	55.9	32.4	10.8	0.9	99.0
Federal, state and local governments	17.8	39.6	39.6	3.0	97.0
Highway Traffic Safety Center MSU	18.3	32.3	40.9	8.6	91.4

^aActual computed value to the nearest tenth.

and/or materials. The comments are available for perusal in Appendix E, part 1. It is important to note that these comments indicate that the traffic safety communicator must localize, eliminate commercialism, make the point of the message clear, limit space and time required for printing if highway traffic safety messages are to be published by their newspapers. American Automobile Association reports were named by seventy-four papers as good source, one frequently used.

Of the press representatives who responded by selecting a number one source in answering Question number two, 39.4 per cent selected their local police, 23.4 per

cent named the A.A.A., 13.8 per cent supported the Michigan Department of State Police, 6.4 per cent listed the Wire Services, 5.3 per cent named both the Highway Traffic Safety Center and the National Safety Council, 3.2 per cent selected Traffic Safety for Michigan and 1.1 per cent named Michigan Women for Highway Safety. The remaining 2.1 per cent suggested a source not listed for ranking by Question number two.

Table 4.3 presents the number of first through seventh place rankings given to the fourteen organizations listed in this study as supplying press of the state of Michigan with highway traffic safety information.

Once again a number of respondents took the time to add their written comments after they had ranked, in order, those sources which they considered to be first, second or third; from a suggested listing of fourteen Michigan organizations providing highway traffic safety information. The comments are available to the reader in Appendix E, part 2.

It is important to note, once again, insofar as the press respondents have concerned themselves in their comments to Question number two that they felt local application of highway traffic safety information and materials is a definite and needed action for the highway traffic safety communicators of this state to initiate.

TABLE 4.3.--Rank order of Michigan public and private organizations who provide the most useful highway traffic safety communications--newspapers

Organization	Rank							% = Number One ^a
	1	2	3	4	5	6	7	
A.A.A.	22	28	20	5	1	0	0	23.4
Highway Traffic Safety Center, MSU	5	11	10	2	1	0	0	5.3
Insurance Industry	0	1	7	3	1	2	0	0.0
Local Police	37	15	7	5	0	0	0	39.4
Michigan Driver Education Assoc.	0	0	0	0	0	0	0	0.0
Michigan Good Roads Federation	0	1	1	0	0	1	0	0.0
Michigan Office of Highway Safety Planning	0	0	2	1	1	0	0	0.0
Michigan Department of State Police	13	21	19	2	3	1	0	13.8
Michigan Women for Highway Safety	1	1	2	0	1	0	0	1.
Michigan Traffic Improvement Assoc.	0	2	0	2	0	0	0	0.0
National Safety Council	5	7	14	4	2	0	1	5.3
Traffic Safety for Michigan	3	4	0	3	1	0	0	3.2
Wire Services (A.P., U.P.I., etc.)	6	4	6	0	0	0	0	6.4
Others	2	1	0	0	0	0	0	2.1
None	0	0	0	0	0	0	0	0.0

^aActual computed value to the nearest tenth.

Of the eighty-five press representatives who responded to Question number twelve A, 71.77 per cent reported that they received the News Fillers distributed by the Highway Traffic Safety Center's Communication Office. In answer to Question number twelve B, about one-third (31.65%) stated that they had received the Snowmobile Study Editorial Materials. The notice of a Regional Meeting of Michigan Women for Highway Safety was received by 40.07 per cent of those reporting; in answer to Question number twelve C. Only 31.58 per cent reported that they had received notices of the Breathalyzer Recertification Press Conference; in answer to Question number twelve D. (It should be noted that the notices just mentioned were sent only to the media located in the district within which the meeting and/or program was being held.)

Table 4.4 presents the number as well as percentages of newspaper respondents stating that they had received the press releases mentioned in the preceding paragraph from the Highway Traffic Safety Center's Communication Office.

Priorities

Questions number three, four, five and eleven were included in the study to develop a list of preferences which newspaper representatives gave for selecting highway traffic safety materials for publication.

TABLE 4.4.--HTSC's communication office press releases received by newspaper respondents

	News Fillers		Snowmobile Study		Michigan Women for Highway Safety		Breathalyzer Recertification	
	#	%	#	%	#	%	#	%
Yes	61	71.8	25	31.7	33	40.7	24	31.6
No	24	28.2	54	68.3	48	59.3	52	68.4

Table 4.5 presents the number of first through sixth place rankings given to the six editorial subjects suggested by this study; in Question number three.

Of the press representatives who responded to Question number three, 50.62 per cent gave the highest editorial priority to Driver Practices; from a list of six factors which contribute to highway traffic safety.

Table 4.6 presents the number of first through sixth place rankings given to the six subjects listed as topics for news coverage in Question number three.

As their priority for news coverage about one-third (32.2%) selected Driver Practices as the factor which received publication space from a list of six suggested by this study; about one-quarter (26.7%) selected Highway Conditions.

Table 4.7 presents the number of first through sixth place rankings given to the six subjects listed as sources of filler materials in Question number three.

TABLE 4.5.--Rank order of editorial subject matter--
newspapers

Subject Matter	Rank						% = Num- ber One ^a
	1	2	3	4	5	6	
Driver Practices	41	7	4	4	11	0	50.6
Highway Conditions	6	23	20	7	3	1	7.4
Research	4	3	2	13	18	7	4.9
Traffic Laws	11	21	12	17	4	0	13.6
Traffic Legislation	15	7	18	6	8	1	18.5
Vehicle Condition	2	5	6	10	3	2	2.5
Others	2	1	0	0	0	0	2.5

^aActual computed value rounded to the nearest tenth.

TABLE 4.6.--Rank order of news subject matter--newspapers

Subject Matter	Rank						% = Num- ber One ^a
	1	2	3	4	5	6	
Driver Practices	29	14	8	5	4	0	32.2
Highway Conditions	24	11	24	5	1	2	26.7
Research	7	3	2	7	26	4	7.8
Traffic Laws	18	28	13	3	2	0	20.0
Traffic Legislation	6	8	14	7	8	1	6.7
Vehicle Condition	2	6	2	25	13	2	2.2
Others	4	1	1	0	0	0	4.4

^aActual computed value rounded to the nearest tenth.

TABLE 4.7.--Rank order of filler material subjects--news-papers

Subject Matter	Rank						% = Number One ^a
	1	2	3	4	5	6	
Driver Practices	34	2	4	3	3	0	65.4
Highway Conditions	2	13	13	5	4	0	3.9
Research	6	10	3	1	14	5	11.5
Traffic Laws	5	8	6	3	9	0	9.7
Traffic Legislation	3	2	5	11	10	0	5.8
Vehicle Condition	2	3	13	9	7	2	3.9
Others	0	0	0	0	2	0	0.0

^aActual computed value rounded to the nearest tenth.

Of the press representatives who responded to the selection of subjects for filler materials, two-thirds (65.4%) selected Driver Practices as the most important of the six subjects presented for consideration.

Continued evidence that Michigan's press is recognizing the importance of editorial, news and filler utilization of highway traffic safety information is contained in the comments made in answer to Question number three. The reader will find these comments in Appendix E, part 3.

Question number four called for the press representatives responding to estimate the number of column

inches of space scheduled for editorials, news and/or fillers per issue relating to local, state and national highway traffic safety information.

Table 4.8 presents the newspaper respondents' estimate of the number of column inches of space their publication schedules, per edition, for highway traffic safety information.

TABLE 4.8.--Column inch allocation for highway traffic safety information, estimate per edition, by number and percentage of respondents--newspapers

	Column Inches								
	20	15	10	5	4	3	2	1	0
Number	19	16	19	21	3	4	5	1	3
Percentage	20.9	17.6	20.9	23.1	3.3	4.4	5.5	1.1	3.3 ^a

^aActual computed value rounded to the nearest tenth.

Of the press representatives responding 20.9 per cent estimated that a total of twenty column inches was allocated by their paper, per edition, for highway traffic safety information. Other estimates and percentages were: Fifteen column inches, 17.6 per cent; Ten column inches, 20.9 per cent; Five column inches, 23.1 per cent; Four column inches, 3.3 per cent; Three

column inches, 4.04 per cent; Two column inches, 5.5 per cent; One column inch, 1.10 per cent and NO space allocation by 3.3 per cent.

Question number five called for the press representatives to rate their first consideration as to whether highway traffic safety information was to be scheduled for publication.

Table 4.9 presents the number of first through fifth place rankings given to the five factors provided by the study governing the selection of highway traffic safety information for publication. The percentage of first choice is also given.

TABLE 4.9.--Rank order of factors for consideration of highway traffic safety information for publication--news-papers

Factors	Rank					% = Number One ^a
	1	2	3	4	5	
Available Materials	19	27	13	1	0	23.2
Communicator Credibility	4	17	18	8	0	4.9
Interest to Reader	56	13	3	1	0	68.3
Preparation Style	1	5	13	14	0	1.2
No Opinion	0	0	2	0	2	0.0
Others	2	0	0	0	0	2.4

^aActual computed value rounded to the nearest tenth.

In response 68.3 per cent of the press representatives rated Interest to Reader as their first consideration as to whether highway traffic safety information was to be scheduled for publication. Availability of Material was stated by 23.2 per cent, Communicator Credibility was selected by 4.9 per cent, Other areas of information was suggested by 2.4 per cent and 1.2 per cent gave Preparation Style as their first consideration for publication in the newspapers which they represented.

Personal comments which were added to Question number five will be found in Appendix E, part 4.

Question number eleven requested the respondent to indicate the appeals which his publication directed to the driver and/or weekend reader.

Table 4.10 presents the number, percentage and rank order of appeals, listed in Question number eleven, directed to the driver and/or weekend reader.

Of those press representatives that made selections 31.4 per cent chose Alcohol/drugs and driving. Other choices and percentages were: Scenic and/or vacation trips, 26.2 per cent; Official highway traffic warnings, 25.1 per cent; "Scare" appeals, 7.9 per cent; "Scoreboard" appeal, 3.7 per cent; Other appeals, 3.2 per cent; No special appeals, 2.1 per cent and Michigan's Point System by less than 1 per cent (0.52%).

TABLE 4.10.--Newspaper appeals directed to the driver
and/or weekend reader

Appeal	Number	% ^a	Rank
Alcohol/drugs and driving	60	31.4	1
Official highway traffic warnings	48	25.1	3
Point system	1	0.5	8
"Scare"	15	7.9	4
Scenic and/or vacation trips	50	26.2	2
"Scoreboard"	7	3.7	5
None	4	2.1	7
Other	6	3.2	6

^aActual computed value rounded to the nearest hundredth.

Written comments, added to Question number eleven, from the newspaper representatives are found in Appendix E, part 5.

Purposes

Questions number six, seven, eight, nine and ten were included in the study to give media representatives an opportunity to express their opinions relating to the aspects of a highway traffic safety communication which make them acceptable for publication.

Michigan's press representatives accepted nominal use of the "Scare" approach to highway traffic safety

information as evidenced by the percentage ratings of their answers as well as written comments to Question number six.

Table 4.11 presents the number, percentage and rank order given to the "Scare" appeal technique by the newspaper respondents to this study.

TABLE 4.11.--Newspaper respondents evaluate "scare" approach to highway traffic safety

Value	Number	% ^a	Rank
Very Good	17	16.2	4
Good	32	30.5	2
Fair	33	31.4	1
Poor	19	18.1	3
Unacceptable	4	3.8	5

^aActual computed value rounded to the nearest tenth.

Of those press representatives responding 16.2 per cent rated the technique as Very Good, 30.5 per cent marked Good, 31.4 per cent selected Fair and 18.1 per cent said the approach was Poor. Only 3.8 per cent were opposed to the technique and rated it Unacceptable.

Interesting comments added to some of the answers to Question number six will be found in Appendix E, part 6. The newspaper respondents did not call for the wholesale abandonment of threat appeals. What they advised was

to get rid of the irresponsible use of "Scare" techniques by well-meaning highway traffic safety communicators.

Question number seven requested the newspaper respondent to indicate those aspects of highway traffic safety they believed to be the most neglected by those who prepare the releases in two categories: A. General news coverage and B. Public education and promotion.

Table 4.12 presents the number, percentage and rank order of those aspects of highway safety most neglected by those who prepare the releases.

TABLE 4.12.--Aspects of highway traffic safety believed to be most neglected in releases received by newspaper respondents

Aspect	Number	% ^a	Rank
<u>A. General News Coverage</u>			
Causes of accidents	60	42.6	1
Needed legislation	24	17.0	4
News of enforcement	30	21.3	2
Status of legislation	25	17.7	3
Other	2	1.4	5
<u>B. Public Education and Promotion</u>			
Highway conditions	36	29.5	1
Legislative action	17	13.9	5
Point system	24	19.7	3
Techniques of communication	18	14.8	4
Vehicle inspection	25	20.5	2
Other	2	1.6	6

^aActual computed value rounded to the nearest tenth.

Answers to Question number seven A revealed that 42.3 per cent of the press who responded regarded Causes of Accidents as that aspect of highway traffic safety which was most neglected in the area of General News coverage by those who prepare the releases. In addition: News of Enforcement received 21.4 per cent, Status of Legislation was listed by 17.8 per cent, Needed Legislation received 17.0 per cent, Other aspects were listed by 1.4 per cent as their selection of the most neglected areas of general coverage of highway traffic safety.

Answers to Question number seven B revealed that 29.5 per cent of the press responding regarded Highway Conditions as the aspect of highway traffic safety Public Education and Promotion which was most neglected by those who prepared the releases. Vehicle Inspection received 20.5 per cent, Point System gained 19.7 per cent, Techniques of Communication received 14.8 per cent and Legislative Action garnered 13.9 per cent of the responses which selected a neglected aspect of preparation. Other neglects were listed by 1.6 per cent.

Additional comments included in some answers to Question number seven are found in Appendix E, part 7.

Of the press representatives responding to the questionnaire 47.7 per cent took the time to answer Question number eight; an open-ended message to highway traffic safety communicators. These informative answers,

included in Appendix E, part 8, urged highway traffic safety communicators to localize current statistics and conditions.

Question number nine elicited responses from 67.3 per cent of the press representatives who returned the study questionnaire. It was an open-ended opportunity for the press respondents to state what they believed the purpose of highway traffic safety promotion should be. Those members of the press who took the time to write an answer provided the reader with the admonition to assist in incident prevention. Their answers are presented in Appendix E, part 9.

Sixty-four and five-tenths per cent (64.5%) of the press representatives who returned the study questionnaires responded to Question number ten; an open-ended attempt to ascertain the first things which they look for in a highway traffic safety communication when selecting information for publication. A majority of respondents stated that they were interested in localization. Their complete comments are included in Appendix H, part 10.

Use of HTSC Materials

Questions number one D, two, twelve and thirteen were included in the study to ascertain media representatives' awareness as well as use of the Highway Traffic

Safety Center Communication Office's materials which were available, on a limited basis, prior to the distribution of the questionnaire.

Table 4.13 presents the newspaper respondents' opinions as to the usefulness of highway traffic safety information and/or materials distributed by the HTSC's communication office.

TABLE 4.13.--Newspaper respondents evaluate usefulness of information and/or materials provided by HTSC's communication office

Usefulness	Number	% ^a	Rank
Very useful	17	18.3	3
Useful	30	32.3	2
Somewhat useful	38	40.9	1
Not at all useful	8	8.6	4

^aActual computed value rounded to the nearest tenth.

Given four choices, in Question number one D, of the usefulness of the Highway Traffic Safety Center communication office's contributions in the promotion of traffic safety, 18.3 per cent of the respondents rated the information and/or materials received as Very Useful, 32.3 per cent evaluated the materials as Useful, 40.9 per cent selected Somewhat Useful as their choice and 8.6 per cent checked that such contributions were Not at all useful.

Comments specifically addressing themselves to Question number one D were offered by twelve of the press representatives who returned the study questionnaire. These comments will be found in Appendix E, part 11.

In Question number two the press respondents were asked to rank in order, from a list of fifteen organizations, their first, second and third place choices for sources of the most useful highway traffic safety communications. Table 4.3 on page 58 shows that as a number one source the HTSC communication office received 5.3 per cent of the first place selections.

In Question number twelve press representatives were asked if their publication had received, from the HTSC's communication office, any of the four releases distributed on a limited basis during the time of this study. Table 4.4 on page 60 shows that, as previously reported, the materials and percentages receiving them were as follows: News Fillers, 71.8 per cent; Michigan Women for Highway Safety meetings, 40.7 per cent; Snowmobile Study editorial materials, 31.7 per cent and releases relating to the Breathalyzer Recertification Press Conference and Luncheon were received by 31.6 per cent of those responding to the study questionnaire.

In Question number thirteen press representatives were asked if their publication had sent a representative to the Breathalyzer Recertification Press Conference and

Luncheon. They responded as follows: Yes, 4.0 per cent; No, 66.7 per cent and Not Notified, 29.3 per cent. (The reader is reminded that invitations are sent only to the media published in the district in which the program is being conducted.)

The comments made by seven newspaper representatives are included in Appendix E part 12.

In-Service Workshop

Questions number fourteen, fifteen and sixteen were included in the study to develop an understanding of the attitudes of press representatives towards improved highway traffic safety communications and to ascertain the need for greater two-way communication between highway traffic safety communicators and the press by suggesting participation in a state and/or district workshop. Eight original and separate In-Service Workshop topics were suggested; press representatives were then asked if they would participate. Finally, the respondent was requested to rank proposed safety communications objectives in case such a workshop was held.

Table 4.14 presents the number of first through ninth place rankings given to the nine topics recommended for an In-Service Workshop for the improvement of highway traffic safety communications originated by highway traffic personnel.

TABLE 4.14.--Rank order of topics recommended for an in-service workshop for highway traffic safety communications preparation personnel--newspapers

Topic	Rank										% Number One ^a
	1	2	3	4	5	6	7	8	9	10	
Measure of Success: Self-Criticism	3	2	9	0	9	1	1	2	0		4.5
Competition for Public Service Space	3	5	9	3	1	7	1	1	1		4.5
Functions of the Local Press	23	8	11	5	1	1	0	0	0		34.3
Organizing a Pub- lic Service Schedule	2	4	3	16	2	1	0	0	0		2.9
Press-Highway Traffic Safety Jargon	0	2	5	2	1	2	9	0	0		0.0
Role and Responsi- bility of Communi- cation Preparation Personnel	9	3	5	1	11	2	0	0	0		13.4
What Is News?	23	23	6	1	1	0	3	0	0		34.3
Writing Style	1	9	3	5	1	0	0	11	0		1.5
Others	3	1	1	0	0	0	0	0	0		4.5

^aActual computed value rounded to the nearest tenth.

The in order ranking of the topics included in Question number fourteen resulted in a tie for first choice; 34.3 per cent of the press representatives said that "Functions of the Local Press" and "What Is News?" were their recommendations as preferential topics for discussion. "The Role and Responsibility of Communication Preparation Personnel" was recommended by 13.4 per cent of the respondents to this question. "A Measure of Success: Self Criticism," "Competition for Public Service Space" and "Others" each received 4.5 per cent of the first choice responses. "Organizing a Public Service Schedule" was the first choice of 2.9 per cent of those responding. "Writing Style" was the recommendation of 1.5 per cent of the press representatives. "Press-- Highway Traffic Safety Jargon" did not receive any first choice selections.

Appendix E, part 13, contains the newspaper respondents' suggestions if they could change the topics, by adding Others, in commenting on Question number fourteen.

Table 4.15 presents the number and percentage of newspaper respondents who answered Question number fifteen, "Would you participate in a statewide and/or district workshop?"

TABLE 4.15.--Newspaper respondents answer question relating to workshop participation

Answer	Number	% ^a
Yes	19	20.4
No	24	25.8
Undecided	50	53.8

^aActual computed value rounded to the nearest tenth.

In their answer to Question number fifteen, nineteen of the ninety-three newspaper respondents (20.4%) said Yes; twenty-four (25.8%) said No; and fifty (53.8%) recorded that they were Undecided as to whether they would attend a workshop.

Comments written by the newspaper respondents to Question number fifteen will be found in Appendix E, part 14.

Asked in Question number sixteen to rank three safety communication objectives and/or suggest Others for the workshop, newspaper representatives gave a definite majority to their choice.

Table 4.16 presents the number of first through fourth place rankings given to the three objectives recommended for an in-service workshop for the improvement of highway traffic safety communications originated

by highway traffic personnel, in answering Question number sixteen. The percentage of first choice is also given.

TABLE 4.16.--Rank order of highway traffic safety communication workshop objectives--newspapers

Objectives	Rank				% Number One ^a
	1	2	3	4	
To Develop Public Awareness as well as Willingness to support Highway Traffic Safety (financially)	28	27	7	1	34.2
To Improve the Public Image of Highway Traffic Safety Administrators and/or Communicators	3	11	34	0	3.7
To Keep the Public Informed Concerning Purposes, Accomplishments and Needs of Highway Traffic Safety	51	20	6	0	62.2
Others	0	2	1	0	0.0

^aActual computed value rounded to the nearest tenth.

"To Keep the Public Informed Concerning Purposes, Accomplishments and Needs of Highway Traffic Safety" was the objective which was selected as first choice by 62.0 per cent of those making a selection. "To Develop Public Awareness as well as Willingness to Support Highway Traffic Safety (financially)" was their second choice; receiving 34.2 per cent of the first place rankings. A far distant third choice was the objective "To Improve

the Public Image of Highway Traffic Safety Administrators and/or Communicators" receiving only 3.7 per cent of the first choices recorded.

Written comments were not offered by the newspaper representatives who answered Question number sixteen.

Results of the Radio Questionnaire

Upon receipt of completed questionnaires the radio data were hand recorded and tabulated. The results of the tabulation were then organized for presentation as follows:

- (1) Sources,
- (2) Priorities,
- (3) Purposes,
- (4) Use of HTSC Materials and
- (5) In-Service Workshop.

Appendix D contains the listing, by districts, of the radio stations of Michigan included in the study as well as the individual and address to which the questionnaire was mailed; a total of 170 AM and FM broadcasters.

Coded comments by these radio opinion leaders are germane to the reader's decoding what these representatives of radio stations implied through their answers to the questions of this study; therefore, each comment is to be found in the appropriate section of

Appendix E. These comments combined with question answers will give the reader an insight into the problems highway traffic safety communicators face as they accept their role as informational change agents.

Sources

Questions number one, two and twelve were included in this study to discover the media representative's rating of the usefulness of highway traffic safety information or materials which they received from the sources listed in the questionnaire.

Table 4.17 presents the percentage of radio respondents rating the usefulness of materials received from the sources listed in study Question number one; parts A, B, C and D.

TABLE 4.17.--Rating of the usefulness of highway traffic safety materials received by radio respondents answering question number one

Source	Very Useful	Useful	Somewhat Useful	Not At All Useful	Total Useful ^a
	%	%	%	%	%
Private Organizations	41.00	38.00	18.00	3.00	97.0
Police, hospitals	57.73	19.59	19.59	3.09	96.9
Federal, state and local governments	14.29	39.80	38.78	7.13	92.9
Highway Traffic Safety Center--MSU	13.16	42.11	32.90	11.83	88.2

^aActual computed value to the nearest tenth.

Of the representatives reporting for Michigan's radio stations who responded to Question number one A, 97.0 per cent found the materials which they received from private organizations such as the Safety Councils, A.A.A. or insurance companies to be Useful. Specifically, 41.0 per cent rated such information as Very Useful; 38.0 per cent reported that they were Useful; and 18.0 per cent said Somewhat Useful. Three per cent reported that such contributions were Not at all useful.

Ninety-six and ninety-one-hundredths per cent of the representatives reporting for radio stations, in answer to Question number one B, stated that the information which they received from police, hospitals and other sources about highway incidents, deaths, injuries, property damage, etc. was Useful. Specifically, 57.7 per cent rated these contributions as Very Useful; 19.6 per cent rated such sources as Useful and another 19.6 per cent said that they were Somewhat Useful. Three and nine-tenths per cent stated that such contributions were Not at all useful.

In response to Question number one C, 92.9 per cent of the representatives reporting for radio stations rated federal, state and local governments as Useful sources of information relating to research, standards and other programs. Specifically, 14.3 per cent said such information was Very Useful; 39.8 per cent reported

such information was Useful and 38.8 per cent said governmental information was Somewhat Useful. The remaining 7.1 per cent rated these sources of information and their materials as Not at all useful.

Answers to Question number one D revealed that 88.2 per cent of the representatives reporting for radio stations rated the materials and information provided by MSU's Highway Traffic Safety Center as Useful. Specifically, 13.2 per cent rated the contributions of the HTSC as Very Useful; 42.1 per cent said that they were Useful and 32.9 per cent reported them to be Somewhat Useful. The remaining 11.8 per cent commented that such contributions were Not at all useful.

It is noteworthy that forty-five of the ninety-eight, 45.9 per cent, of the representatives reporting for Michigan's radio stations responding to Question number one also took the time to make a written comment following their evaluation of highway traffic safety information sources and/or materials. The comments are available in Appendix E, part 15.

Of the representatives reporting for radio stations who responded by selecting a number one source of useful releases relating to highway traffic safety, in answer to Question number two, 48.5 per cent named the A.A.A. (Automobile Club of Michigan, American Automobile Association).

Table 4.18 presents the number of first through seventh place rankings given to those organizations listed in the study as supplying the radio stations of Michigan with highway traffic safety information.

The in order ranking of organizations in answer to Question number two resulted in the A.A.A., with 48.5 per cent of the radio representative's selection, as their first choice. In addition 23.7 per cent named the Local Police, for second place; 11.3 per cent supported the Michigan Department of State Police, for third place; 2.1 per cent named the Insurance Industry and the Wire Services, a tie for fourth place and 1.0 per cent named the Highway Traffic Safety Center, Traffic Safety for Michigan and Others, a tie for sixth. None (0.0%) named the Michigan Driver Education Association, Michigan Office of Highway Safety Planning, Michigan Women for Highway Safety or did not make a first choice of organizations who provide the most useful highway traffic safety communications.

Comments relating to Question number two were added to the study by twenty of the ninety-seven representatives of radio stations who completed this question. Their statements are included in Appendix E, part 16.

Table 4.19 presents the number as well as percentage of radio respondents stating that they had received and utilized the 30-second spots "Know-How Makes the Difference."

TABLE 4.18.--Rank order of Michigan public and private organizations who provide the most useful highway traffic safety communications--radio

Organization	Rank							% Num- ber One ^a
	1	2	3	4	5	6	7	
A.A.A.	47	12	13	2	3	1	0	48.5
Highway Traffic Safety Center, MSU	1	7	6	4	6	1	1	1.0
Insurance Industry	2	2	3	2	1	5	2	2.1
Local Police	23	13	14	6	6	0	0	23.7
Michigan Driver Education Association	0	1	0	0	0	1	1	0.0
Michigan Office of Highway Safety Planning	0	2	1	1	1	3	4	0.0
Michigan Department of State Police	11	29	19	9	1	0	0	11.3
Michigan Women for Highway Safety	0	0	0	0	0	2	0	0.0
National Safety Council	9	11	16	14	10	3	0	9.3
Traffic Safety for Michigan	1	1	1	4	1	1	0	1.0
Wire Services (A.P., U.P.I., etc.)	2	12	13	15	0	3	1	2.1
Others	1	2	4	1	0	0	0	1.0
None	0	0	0	0	1	0	0	0.0

^aActual computed value rounded to the nearest tenth.

TABLE 4.19.--HTSC's 30-second spots received and programmed by radio respondents

Answer	Number	Per Cent ^a
	<u>Received</u>	
Yes	18	21.7
No	65	78.3
	<u>Programmed</u>	
Scheduled, used	14	77.8
Scheduled, not used	2	11.1
Not used	2	11.1

^aActual computed value rounded to the nearest tenth.

Of the representatives reporting for radio stations who responded to Question number twelve A, 21.7 per cent stated that they had received, from the HTSC's communication office, the 30-second spots "Know-How Makes the Difference"; a green plastic, 4" x 6," file box containing thirty public service announcements.

Answers to Question number twelve B stated that 77.8 per cent of those stations which received the 30-second spots had scheduled and presented them. They were Scheduled and Not Used by 11.1 per cent of the reporting stations. The same percentage, 11.1 per cent, reported that the spots were Not Used.

Comments relating to Question number twelve will be found in Appendix E, part 17.

Priorities

Questions number three, four, five and eleven were included in the study to develop a list of preferences which radio representatives gave for selecting highway traffic safety materials for broadcast.

In answering Question number three the representatives reporting for radio stations stated, in their opinion, the approximate number of minutes (the assessment scale: More than Four Minutes to None) which they scheduled per day for highway traffic safety information.

Table 4.20 presents the radio time allocation, number of respondents selecting and the percentage making each time choice.

TABLE 4.20.--Time allocation of daily news and/or editorial programming devoted to local, state and national highway traffic safety information--radio

	Time								
	More	4 Min	3 Min	2 & 1/2 Min	2 Sec	1 & 1/2 Min	60 Sec	30 Sec	None
Number select- ing	15	12	14	2	20	6	16	7	1
Per- centage ^a	16.1	12.9	15.1	2.2	21.5	6.5	17.2	17.5	1.1

^aActual computed value rounded to the nearest tenth.

Comments relating to Question number three, presented in Appendix E, part 18, reveal that local events and time estimates often dictated the amount of time which specific stations programmed for the presentation of highway traffic safety information.

Question number four asked the representatives reporting for radio stations to rank five contributing factors in order of their editorial, news and public service time programming.

Table 4.21 presents the number of first through fifth place rankings given to the five editorial subjects suggested by this study.

TABLE 4.21.--Rank order of editorial subject matter--radio

Subject Matter	Rank					% Num- ber One ^a
	1	2	3	4	5	
Driver Practices	11	7	2	2	1	52.4
Highway Conditions	5	5	6	2	2	23.8
Research	2	1	2	4	9	9.5
Traffic Laws	2	5	8	3	3	9.5
Vehicle Condition	1	4	3	5	4	4.8
Others	1	0	0	0	0	4.8

^aActual computed value rounded to the nearest tenth.

Editorially, 52.4 per cent gave the highest priority to Driver Practices.

Table 4.22 presents the number of first through fifth place rankings given to the suggested subjects for news coverage.

TABLE 4.22.--Rank order of news subject matter--radio

Subject Matter	Rank					% Num- ber One ^a
	1	2	3	4	5	
Driver Practices	14	18	7	4	7	17.9
Highway Conditions	49	9	9	4	1	64.1
Research	2	4	10	11	20	2.6
Traffic Laws	10	15	17	7	6	12.8
Vehicle Condition	1	5	8	17	1	1.3
Others	1	1	0	0	0	1.3

^aActual computed value rounded to the nearest tenth.

The top factor in News Coverage, selected by 64.1 per cent of those responding, was Highway Conditions.

Table 4.23 presents the number of first through fifth place rankings given to the five subjects suggested by the study for allocation of public service time.

As their priority for Public Service time allocation 56.3 per cent selected Driver Practices as the

factor which received preference over the other four of the list of five suggested by this study.

TABLE 4.23.--Rank order of public service subject matter--radio

Subject Matter	Rank					% Num-ber One ^a
	1	2	3	4	5	
Driver Practices	45	19	7	2	3	56.3
Highway Conditions	13	12	8	11	11	17.5
Research	6	5	8	12	24	7.5
Traffic Laws	9	21	21	13	5	11.3
Vehicle Condition	6	15	22	13	9	7.5

^aActual computed value rounded to the nearest tenth.

Additional evidence that Michigan's radio stations recognized the contributions of highway traffic safety communicators to their editorial, news and public service programming is contained in the Comments added to Question number four. The reader will find these comments in Appendix E, part 19.

Table 4.24 presents the number of first through fifth place rankings given, in answer to Question number five, to the factors governing the selection of highway traffic safety information for radio broadcast.

TABLE 4.24.--Rank order of factors for consideration of highway traffic safety information for radio broadcast

Factors	Rank					% Num- ber One ^a
	1	2	3	4	5	
Available Materials	21	24	7	3	1	28.4
Communicator Credibility	9	8	10	7	7	12.2
Interest to Listeners	36	13	5	4	0	48.7
Preparation Style	4	6	10	7	5	5.4
Length of Material	1	5	12	6	9	1.4
Others	3	0	1	0	0	4.1

^aActual computed value rounded to the nearest tenth.

In response to Question number five, 48.7 per cent of the representatives reporting for Michigan's radio stations rated Interest to Listeners to be their first consideration as to whether highway traffic safety information is to be scheduled for air-time. In addition: Availability of Material garnered 28.4 per cent of the first consideration ratings, Communicator Credibility was selected by 12.2 per cent, Preparation Style was the consideration of 5.4 per cent, Other factors received 4.1 per cent of the selections and Length of Material was registered by 1.4 per cent of those answering the question.

Personal comments which were added to Question number five will be found in Appendix E, part 20.

Question number eleven, an open-ended invitation to comment, was answered by 87.3 per cent of the respondents. A majority were concerned with timing, length, localized interest and communication of information which would arouse interest. Those comments, relating to the things radio respondents look for in a highway traffic safety communication, will be found in Appendix E, part 21.

Purposes

Questions number six, seven, eight, nine and ten were included in the study to give radio representatives an opportunity to express their opinions relating to the aspects of a highway traffic safety communication which make them desirable for broadcast.

Michigan's radio station representatives did not oppose the use of "Scare" approaches to highway traffic safety information as evidenced by the percentage ratings of their answers to Question number six.

Table 4.25 presents the number, percentage and rank order given to the "Scare" appeal technique by the radio respondents to this study.

Of those radio representatives responding 26.3 per cent rated the technique as Very Good, 28.3 per cent recorded their evaluation as Good, 25.3 per cent marked

the approach as Fair, 14.1 per cent stated that it was a Poor technique, 5.1 per cent voted the approach Unacceptable and 1.0 per cent had No Opinion to express.

TABLE 4.25.--Radio respondents evaluate "Scare" Approach to highway traffic safety

Value	Number	Per Cent ^a	Rank
Very Good	26	26.3	2
Good	28	28.3	1
Fair	25	25.3	3
Poor	14	14.1	4
Unacceptable	5	5.1	5
No Opinion	1	1.0	6

^aActual computed value rounded to the nearest tenth.

Twenty of the radio respondents wrote comments in answer to Question number six. Appendix E, part 22, contains these comments.

Question number seven requested the newspaper respondents to indicate those aspects of highway traffic safety they believed to be most neglected by those who prepare the releases in two categories: A. General News Coverage and B. Public Education and Promotion.

Table 4.26 presents the number, percentage and rank order of those aspects of highway traffic safety most neglected by those who prepare the releases.

TABLE 4.26.--Aspects of highway traffic safety believed to be most neglected in releases received by radio respondents

Aspect	Number	Per Cent ^a	Rank
<u>A. General News Coverage</u>			
Causes of Accidents	37	35.9	1
Needed Legislation	18	17.5	3
News of Enforcement	28	27.2	2
Status of Legislation	15	14.6	4
Other	6	4.9	5
<u>B. Public Education and Promotion</u>			
Highway Conditions	14	13.9	5
Legislative Action	19	18.8	4
Point System	21	20.8	1
Techniques of Communication	20	19.8	3
Vehicle Inspection	21	20.8	1
Other	6	5.9	6

^aActual computed value rounded to the nearest tenth.

Answers to Question number seven A revealed that 35.9 per cent of the representatives reporting for radio stations regard Causes of Accidents as that aspect of highway traffic safety which was most neglected, in the area of general news coverage, by those who prepare materials for radio programming. In addition: News of Enforcement received 27.2 per cent, Needed Legislation received 17.5 per cent, Status of Legislation had 14.6 per cent and Other aspects were listed by 4.9 per cent of the respondents as their selection for the most neglected aspect of general news relating to highway traffic safety.

Answers to Question number seven B revealed that 20.8 per cent of the representatives reporting for radio stations regarded each of the aspects: Point System and Vehicle Inspection as the most neglected by those preparing such materials for radio programming. In addition: Techniques of Communication received 19.8 per cent, Legislative Action followed closely with 18.8 per cent and Other aspects were listed by 5.9 per cent of the respondents as their selection for the most neglected aspects of Public Education and Promotion relating to highway traffic safety.

Respondents' comments added to questionnaire answers, as they applied to Question number seven A, will be found in Appendix E, part 23.

Comments added to Question number seven B, by radio respondents, are included in Appendix E, part 24.

Of the representatives reporting for radio stations 47.1 per cent responded to open-ended Question number eight; discussing what kind of additional information, relating to highway traffic safety, would be the most helpful to their station in its day-to-day editorial, news and/or public service programming.

These thought-provoking comments, included in Appendix E, part 25, called for emphasis upon driving tips and highway conditions.

Table 4.27 presents the number, percentage and rank order of appeals listed in Question number nine directed to the driver and/or weekend listener.

TABLE 4.27.--Radio appeals directed to the driver and/or weekend listener

Appeal	Number	Per Cent ^a	Rank
Alcohol/drugs and driving	65	29.3	1
Official highway traffic warnings	50	22.5	2
Point system	3	1.4	7
"Scare"	30	13.5	5
Scenic and/or vacation trips	36	16.2	3
"Scoreboard"	31	13.9	4
Other	7	3.2	6

^aActual computed value rounded to the nearest tenth.

The study questionnaire provided a selection of seven choices. Alcohol/drugs and driving was the first choice of 29.3 per cent; information relating to Official Highway Traffic Warnings ranked second, used by 22.5 per cent; Scenic and/or Vacation Trips ranked third, used by 16.2 per cent; the highway traffic "Scoreboard" appeal ranked fourth, used by 13.9 per cent; "Scare" appeals ranked fifth, used by 13.5 per cent; Other appeals ranked sixth, used by 3.2 per cent and Michigan's Point System, ranked seventh, was listed as an appeal by 1.4 per cent of those radio representatives responding to this question.

Radio respondent comments added to answers to Question number nine are included in Appendix E, part 26.

Question number ten, an open-ended opportunity to state what they believed the purpose of highway traffic safety promotion should be, was exercised by 77.5 per cent of the representatives reporting for Michigan's radio stations. Those who took the time to write a comment provided the reader with a view of the purpose of highway traffic safety communications.

These comments are included in Appendix E, part 27.

Use of HTSC Materials

Questions number one D, two, twelve and thirteen were included in the study to ascertain radio representatives' awareness as well as use of the Highway Traffic

Safety Center Communication Office's materials which were available, on a limited basis, prior to the distribution of the questionnaire.

Table 4.28 presents the radio respondents' opinions as to the usefulness of highway traffic safety releases distributed by the HTSC communication office.

TABLE 4.28.--Radio respondents evaluate usefulness of information and/or materials provided by HTSC communication office

Usefulness	Number	Per Cent ^a	Rank
Very Useful	10	13.2	3
Useful	32	42.1	1
Somewhat Useful	25	32.9	2
Not at all Useful	9	11.8	4

^aActual computed value rounded to the nearest tenth.

Given four choices, in Question number one D, of the usefulness of the Highway Traffic Safety Center Communication Office's contributions in the promotion of highway traffic safety 42.1 per cent rated the material as Useful, ranked first; 32.9 per cent found the materials Somewhat Useful, ranked second; 13.2 per cent rated the materials as Very Useful, ranked third and 11.8 per cent stated that such materials were Not at all useful.

Comments specifically addressing themselves to Question number one D were made by thirty-three of the radio representatives who returned the questionnaire. They are included in Appendix E, part 15.

In Question number two, representatives reporting for radio stations were asked to rank in order, from a list of thirteen organizations, their first, second and third place choice of sources of the most useful highway traffic safety communications. As a number one choice MSU's Highway Traffic Safety Center, as previously reported in Table 4.18, received 1.0 per cent of the choices. For their second choice 7.21 per cent listed the HTSC and 6.2 per cent gave the HTSC as their third choice.

In Question number twelve representatives reporting for radio stations were asked if their station had received, from the Highway Traffic Safety Center's communication office, the 30-second Public Service Spots "Know-How Makes The Difference." If they had, whether they were scheduled for program use. Fourteen of the eighteen stations (77.8%) receiving the spots had scheduled them for presentation. This information was presented in Table 4.19.

In Question number thirteen representatives reporting for radio stations were asked if their station had sent a representative to the "Breathalyzer Recertification" press conference and luncheon. They responded

as follows: Yes 3.6 per cent, No 58.6 per cent and Not Notified 37.8 per cent. (The reader is once again reminded that the notices and invitations were sent only to the media broadcasting in the district in which the recertification program was being presented.)

In-Service Workshop

In an original effort to understand the attitudes of Michigan's radio station representatives towards improved highway traffic safety communications, as well as ascertain the need for an in-service workshop of this nature, Questions number fourteen, fifteen and sixteen were included in the study.

The eight different in-service workshops, listed in Table 4.29, were those which the radio representatives were asked to evaluate participation potential as a statewide and/or district workshop. Finally, the respondents were asked to rank proposed objectives were such a highway traffic safety communication workshop to be scheduled. Question number fourteen provided the suggested list.

Table 4.29 presents the number of first through eighth place rankings given to the eight topics recommended for an in-service workshop for the improvement of highway traffic safety communications originated by highway traffic safety personnel for the use by the radio stations of the state of Michigan.

TABLE 4.29.--Rank order of topics recommended for an in-service workshop for highway traffic safety communications preparation personnel--radio

Topic	Rank								% Num- ber One ^a
	1	2	3	4	5	6	7	8	
A Measure of Success: Self-Criticism	6	5	3	2	4	2	3	4	10.7
Competition for Public Service Time	5	11	3	3	2	2	3	2	8.9
Functions of the Local Radio Station	18	5	10	5	1	2	0	0	32.1
Organizing a Public Service Schedule	5	4	2	7	4	4	2	1	8.9
Radio-Highway Traffic Safety Jargon	2	9	5	6	1	3	3	3	3.6
Role and Responsibility of Communication Preparation Personnel	3	4	9	4	4	2	2	1	5.4
Script Style	5	7	9	1	6	2	4	0	8.9
What Is News?	11	6	5	7	2	2	0	2	19.6
Others	1	0	0	0	0	0	0	0	1.8

^aActual computed value rounded to the nearest tenth.

The order in ranking of the topics included in Question number fourteen resulted in 32.1 per cent of the representatives of Michigan's radio stations selecting Functions of the Local Radio Station as their first choice. What is News was the topic selected by 19.6 per cent; A Measure of Success; Self-Criticism received 10.7 per cent; Competition for Public Service Time, Organizing a Public Service Schedule and Script Style each received 8.9 per cent; Role and Responsibility of Communication Preparation Personnel was recommended by 5.3 per cent; Radio-Highway Traffic Safety Jargon was the selection of 3.5 per cent and Others was suggested by only one or 1.7 per cent of the representatives of radio stations making first choice recommendations.

No comments were offered by the radio respondents to this question.

Table 4.30 presents the number and percentage of radio respondents who answered Question number fifteen "Would you participate in a statewide and/or district highway traffic safety communications workshop?"

Thirty-four of the eighty-seven respondents, 39.1 per cent, said Yes they would participate; thirteen, 14.9 per cent, said No and forty, 45.9 per cent, reported that they were Undecided.

Comments written in addition to checking a selection for Question number fifteen will be found in Appendix E, part 28.

TABLE 4.30.--Radio respondents answer question relating to workshop participation

Answer	Number	Per Cent ^a
Yes	34	39.1
No	13	14.9
Undecided	40	45.9

^aActual computed value rounded to the nearest tenth.

Asked in Question number sixteen to rank three safety communication workshop objectives and/or suggest Others, representatives of the radio stations gave a clear majority to their first choice.

Table 4.31 presents the number of first through fourth place rankings given to the three objectives.

To keep the Public Informed Concerning Purposes, Accomplishments and Needs of Highway Traffic Safety was the objective selected by 70.4 per cent of those responding. To Develop Public Awareness as Well as Willingness to Support Highway Traffic Safety (financially) was their second choice; receiving 20.9 per cent of the first place rankings. A far distant third choice was the objective To Improve the Public Image of Highway Traffic Safety Administrators and/or Communicators; receiving only 4.9 per cent of the ratings as first choice. Other suggestions accounted for 3.7 per cent of the respondents' selections.

TABLE 4.31.--Rank order of highway traffic safety communication workshop objectives--radio

Objectives	Rank				% Number One ^a
	1	2	3	4	
To Develop Public Awareness as Well as Willingness to Support Highway Traffic Safety (financially)	17	28	15	0	20.9
To Improve the Public Image of Highway Traffic Safety Administrators and/or Communicators	4	15	36	0	4.9
To Keep the Public Informed Concerning Purposes, Accomplishments and Needs of Highway Traffic Safety	57	19	1	0	70.4
Others	3	1	0	1	3.7

^aActual computed value rounded to the nearest tenth.

The comments added to Question number sixteen will be found in Appendix H, part 29.

Results of the Television Questionnaire

Upon receipt of completed questionnaires the television data were hand recorded and tabulated. The results of the tabulation were then organized for presentation as follows:

- (1) Sources,
- (2) Priorities,
- (3) Purposes,

- (4) Use of HTSC Materials and
- (5) In-Service Workshop

Appendix D contains the listing, by districts, of the television stations included in this study as well as the individual and address to which the questionnaire was mailed; a total of twenty-five.

Coded comments, by these television opinion leaders, are germane to the reader's decoding what these representatives of television stations implied through their answers to the questions of this study; therefore, each comment is to be found in Appendix E. The comments and question answers combine to give the reader an insight into the problems highway traffic safety communicators faced as they accepted their role as informational change agents.

Sources

Questions number one, two and twelve were included in this study to discover the media representative's rating of the usefulness of highway traffic safety information or materials which they received from the sources listed in the questionnaire.

Table 4.32 presents the number as well as percentage of television respondents rating the usefulness of materials received from the sources listed in study Question number one; parts A, B, C and D.

TABLE 4.32.--Rating of the usefulness of highway traffic safety materials received by television respondents answering question number one

Source	Very Useful	Useful	Somewhat Useful	Not At All Useful	Total Useful ^a
	%	%	%	%	%
Private Organizations	45.5	40.9	13.6	00.0	100.0
Police, hospitals	59.1	13.6	13.6	13.6	86.4
Federal, state and local governments	34.8	34.8	30.4	00.0	100.0
Highway Traffic Safety Center--MSU	45.0	30.0	20.0	5.0	95.0

^aActual computed value to the nearest tenth.

Of the representatives reporting for Michigan's television stations who responded to Question number one A 100 per cent found the materials which they received from private organizations such as the Safety Councils, A.A.A. or insurance companies to be Useful. Specifically, 45.5 per cent rated such contributions as Very Useful; 40.9 per cent reported that they were Useful and 13.6 per cent said Somewhat Useful. No tallies were recorded for Not at all useful.

Eighty-six and thirty-six one hundredths per cent of the representatives reporting for television stations, in answer to Question number one B, stated that the information which they received from police, hospitals and

other sources about highway incidents, deaths, injuries, property damage, etc. was Useful. Specifically, 59.1 per cent rated these contributions as Very Useful. The remaining percentage was equally divided, 13.6 per cent, among each of the following: Useful, Somewhat Useful and Not at all useful.

In response to Question number one C, 100 per cent of the representatives reporting for television stations rated federal, state and local governments as Useful sources of information relating to research, standards and other programs. Specifically, 34.8 per cent said such information was Very Useful, another 34.8 per cent reported such information as Useful and 30.4 per cent said governmental information was Somewhat Useful. No tallies were recorded for Not at all useful.

Answers to Question number one D revealed that 95.0 per cent of the representatives reporting for television stations rated the materials and information provided by Michigan State University's Highway Traffic Safety Center as Useful. Specifically, 45.0 per cent rated the contributions of the HTSC as Very Useful, 30.0 per cent said that such materials were Useful, 20.0 per cent evaluated the materials as Somewhat Useful. Five per cent commented that such contributions were Not at all useful.

It is noteworthy that twelve of the twenty-five representatives reporting for Michigan's television stations, 48.0 per cent, took the time while responding to Question number one to make a written comment following their evaluation of highway traffic safety informational sources and/or materials. The comments are available for perusal in Appendix E, part 30.

Of the representatives reporting for television stations who responded by selecting a number one source of useful releases relating to highway traffic safety, in answer to Question number two, 31.8 per cent rated the National Safety Council as their first choice.

Table 4.33 presents the number of first through seventh place rankings given to the twelve sources listed in this study as supplying the state of Michigan's television stations with highway traffic safety information and/or materials.

The in order ranking of organizations, in answer to Question number two, resulted in the National Safety Council with 31.8 per cent of the television representatives selection as their first choice. In addition 27.3 per cent selected the A.A.A., 13.6 per cent named both the Local Police and the Michigan Department of State Police, 9.1 per cent supported Michigan State University's HTSC and 4.6 per cent selected the Wire Services as their number one source. The Insurance

TABLE 4.33.--Rank order of Michigan public and private organizations who provide the most useful highway traffic safety communications--television

Organization	Rank							% Num- ber One ^a
	1	2	3	4	5	6	7	
A.A.A.	6	7	3	1	0	0	0	27.3
Highway Traffic Safety Center, MSU	2	3	2	2	1	0	0	9.1
Insurance Industry	0	1	2	1	0	1	0	0.0
Local Police	3	2	3	0	2	0	0	13.6
Michigan Driver Education Association	0	0	1	0	0	1	1	0.0
Michigan Office of Highway Safety Planning	0	0	2	0	0	0	0	0.0
Michigan Department of State Police	3	6	2	3	0	1	0	13.6
Michigan Women for Highway Safety	0	0	0	0	0	0	1	0.0
National Safety Council	7	2	4	0	2	0	0	31.8
Traffic Safety for Michigan	0	0	0	0	0	0	1	0.0
Wire Services	1	1	1	2	0	1	1	4.6
None	0	0	0	0	0	0	0	0.0
Others	0	0	1	0	0	0	0	0.0

^aActual computed value rounded to the nearest tenth.

Industry, Michigan Driver Education Association, Michigan Office of Highway Safety Planning, Michigan Women for Highway Safety, Traffic Safety for Michigan and Others did not receive any of the television respondents first choices as a number one source of information.

Although limited in number the respondents' comments to Question number two are included in Appendix E, part 31, to provide the reader with those suggestions contributed by television's opinion leaders.

Of the twenty-five representatives reporting for television stations who responded to Question number twelve a total of twelve, 48.0 per cent, stated that their station had received the 60-second, color, video spots listed in the question as having been distributed by the Highway Traffic Safety Center's communication office.

Table 4.34 presents the number of titles received as well as the number of scheduled "60-second Safety Spots."

Although there was no space allowed, in Question number twelve, for written comments four of the respondents volunteered pertinent information. Their comments will be found in Appendix E, part 32.

Priorities

Questions number three, four, five and eleven were included in the study to develop a list of preferences which television representatives gave for selecting highway traffic safety materials for broadcast.

TABLE 4.34.--HTSC's 60-second "Safety Spots" received by television respondents

Titles	Received	Scheduled	% ^a
FTV-681 "Share the Road" (Cars and Motorcycles)	5	5	100.0
FTV-682 "Speed & Changing Conditions"	6	6	100.0
FTV-683 "Alcohol and Traffic"	7	7	100.0
FTV-684 "Following Too Closely"	9	9	100.0
FTV-685 "Ran Off Roadway"	7	7	100.0
FTV-686 "Obeying Traffic Signal"	8	8	100.0
FTV-701 "Blocked Vision"	10	10	100.0
FTV-702 "Collision Course"	10	10	100.0
FTV-703 "Passing Judgment"	8	8	100.0

^aActual computed value rounded to the nearest tenth.

In answering Question number three the representatives reporting for television stations stated, in their opinion, the approximate number of minutes (the assessment scale: More than ten minutes to None) they scheduled and/or programmed per day for highway traffic safety messages.

Table 4.35 presents the number of respondents selecting each of the time categories as well as the percentage making the choice.

Of the television representatives responding, Zero per cent (00.0%) estimated that a total of ten minutes or more time was allocated each day for highway

TABLE 4.35.--Time allocation of daily news and/or editorial programming devoted to local, state and national highway traffic safety information--television

	Time									
	More Than 10 Min	10 Min	5 Min	3 Min	2 Min	90 Sec	60 Sec	30 Sec	Varies	None
Number Selecting	0	0	2	4	3	3	2	2	2	5
Percentage ^a	00.0	00.0	8.7	17.4	13.0	13.0	8.7	8.7	8.7	21.7

^aActual computed value rounded to the nearest tenth.

traffic safety news or editorial programming. Other estimates and percentages were: Five Minutes, 8.7 per cent; Three Minutes, 17.4 per cent; Two Minutes, 13.0 per cent; Ninety Seconds, 13.0 per cent; Sixty Seconds, 8.7 per cent; Thirty Seconds, 8.7 per cent; "Varies," 8.7 per cent and "None," 21.7 per cent.

Comments offered by television respondents relating to Question number three are presented in Appendix E, part 33.

Question number four asked representatives reporting for television stations to rank six contributing factors in order of their editorial, news and public service time programming.

Table 4.36 presents the number of first through sixth place rankings given to the six subjects suggested by this study for editorial comments on Television.

Table 4.37 presents the number of first through sixth place rankings given to the suggested subjects for news coverage by television.

Table 4.38 presents the number of first through sixth place rankings given in answer to Question number four relating to the selection of Public Service items.

Editorially Table 4.36 indicates that 44.4 per cent of the television representatives responding gave the highest priority to Driver Practices. The most important factor in selecting highway traffic safety

TABLE 4.36.--Rank order of editorial subject matter--television

Subject Matter	Rank						% Num- ber One ^a
	1	2	3	4	5	6	
Driver Practices	4	1	1	0	0	0	44.4
Highway Conditions	1	1	0	0	1	0	11.1
Research	1	1	0	0	1	1	11.1
Traffic Laws	1	2	1	0	0	0	11.1
Traffic Legislation	1	4	1	0	0	0	11.1
Vehicle Condition	1	0	2	2	0	0	11.1
Others	0	0	0	0	0	0	00.0

^aActual computed value rounded to the nearest tenth.

TABLE 4.37.--Rank order of news subject matter--television

Subject Matter	Rank						% Num- ber One ^a
	1	2	3	4	5	6	
Driver Practices	1	1	3	0	5	0	6.3
Highway Conditions	11	2	1	0	0	0	68.8
Research	1	3	1	4	1	0	6.3
Traffic Laws	1	3	2	1	0	0	6.3
Traffic Legislation	1	4	3	0	0	0	6.3
Vehicle Condition	1	1	0	4	0	1	6.3
Others	0	0	0	0	0	0	0.0

^aActual computed value rounded to the nearest tenth.

TABLE 4.38.--Rank order of public service matter--television

Subject Matter	Rank						% Number One ^a
	1	2	3	4	5	6	
Driver Practices	12	1	3	0	0	0	70.5
Highway Conditions	0	4	1	1	4	0	0.0
Research	0	0	2	3	4	0	0.0
Traffic Laws	4	4	1	1	0	0	23.5
Traffic Legislation	0	2	3	0	1	0	0.0
Vehicle Condition	1	4	4	2	0	0	5.8
Others	0	0	0	0	0	0	0.0

^aActual computed value to the nearest tenth.

information for news coverage, as evidenced by Table 4.37, shows that 68.8 per cent of those responding selected Highway Conditions. As their priority for public service time allocation respondents indicate in Table 4.38 that 70.6 per cent of those responding selected Driver Practices as the factor which received preference over the other five subjects suggested by the study.

Comments added by the television respondents to Question four will be found in Appendix E, part 34.

In response to Question number five, 50.0 per cent of the representatives reporting for Michigan's television stations rated Available Material as their first consideration as to whether highway traffic safety information

was to be scheduled for viewing, 40.0 per cent selected Interest to viewers and 10.0 per cent named Other factors. Communicator Credibility, Preparation Style and No Opinion were not selected as first considerations by any of the respondents.

Table 4.39 presents the number, percentage and rank order given, in answer to Question number five, to the six suggested factors for consideration of highway traffic safety information for television broadcast.

TABLE 4.39.--Television respondents evaluate factors of consideration for highway traffic safety information broadcast

Factor	Number	Per Cent ^a	Rank
Available Materials	10	50.0	1
Communicator Credibility	0	00.0	0
Interest to Listeners	8	40.0	2
Preparation Style	0	00.0	0
No Opinion	0	00.0	0
Other	2	10.0	3

^aActual computed value rounded to the nearest tenth.

Comments added by the television respondents in addition to answering Question number five will be found in Appendix E, part 35.

Question number eleven requested the television respondent to indicate the appeals which his station

directed to the driver and/or weekend viewer. The study offered a selection of eight choices. Of those responding to the request 33.3 per cent selected Alcohol/Drugs and Driving as their number one choice, 28.2 per cent stated that they used information relating to Official Highway Traffic Warnings, 15.4 per cent used "Scoreboard" appeals, 10.2 supported "Scare" appeals, 7.7 per cent selected Scenic and/or Vacation Trips, 5.1 per cent stated None and Michigan's Point System was not listed as an appeal by any of the respondents to this question.

Table 4.40 presents the number, percentage and rank order of appeals, listed in Question number eleven, directed to the driver and/or weekend viewer.

TABLE 4.40.--Television appeals directed to the driver and/or weekend viewer

Appeal	Number	Per Cent ^a	Rank
Alcohol/drugs and driving	13	33.3	1
Official highway traffic warnings	11	28.2	2
Point system	0	00.0	0
"Scare"	4	10.3	4
Scenic and/or vacation trips	3	7.9	5
"Scoreboard"	6	15.4	3
None	2	5.1	6
Other	0	00.0	0

^aActual computed value rounded to the nearest tenth.

Of those television representatives responding to Question number eleven, 33.3 per cent directed television appeals relating to the use of Alcohol and Drugs and Driving to the weekend viewer. Other selections and percentages were as follows: Official highway traffic warnings, 28.2 per cent; "Scoreboard," 15.4 per cent; "Scare," 10.2 per cent; Scenic and/or vacation trips, 7.8 per cent; No Appeals, 5.1 per cent and Point system, Zero per cent (00.0%).

The comments of television respondents, added to Question number eleven answers, are included in Appendix E, part 36.

Purposes

Questions number six, seven, eight, nine and ten were included in the study to give media representatives an opportunity to express their opinions relating to the aspects of a highway traffic safety communication which make them desirable for broadcasting.

In their answers as well as written comments to Question number six Michigan's television representatives accepted nominal use of the "Scare" approach to highway traffic safety message presentation to their viewers.

Table 4.41 presents the number, percentage and rank order given to the "Scare" appeal technique by the television respondents to this study.

TABLE 4.41.--Television respondents evaluate "Scare" approach to highway traffic safety

Value	Number	Per Cent ^a	Rank
Very Good	2	8.7	4
Good	8	34.8	1
Fair	4	17.4	3
Poor	7	30.5	2
Unacceptable	2	8.7	4

^aActual computed value rounded to the nearest tenth.

Of the television representatives responding 8.7 per cent rated the technique as Very Good, 34.8 per cent recorded their evaluation as Good, 17.4 per cent recorded their evaluation as Fair, 30.5 per cent marked the approach a Poor technique and 8.7 per cent responded that the approach was Unacceptable. None of the respondents stated that they had No Opinion.

Interesting comments added to four of the answers to Question number six are included in Appendix E, part 37.

Question number seven requested the television respondent to indicate those aspects of highway traffic safety they believed to be the most neglected by those who prepared the releases, in two categories: A. General news coverage and B. Public education and promotion.

Table 4.42 presents the number, percentage and rank order of those aspects of highway safety most neglected by those who prepare materials and releases for television presentation.

Answers to Question number seven A revealed that 35.7 per cent of the representatives reporting for television stations regarded Needed Legislation as that aspect of highway traffic safety which is most neglected, in the area of general news coverage, by those who prepare materials and releases for television programming. In addition: Causes of Accidents received 25.0 per cent, News of Enforcement received 21.4 per cent, Other aspects received 10.7 per cent and Status of Legislation received 7.1 per cent of the neglect responses.

Answers to Question number seven B revealed that 37.0 per cent of the representatives reporting for television stations regarded Vehicle Inspection as the aspect of highway traffic safety public education and promotion which was the most neglected. Legislative Action received 29.6 per cent, Highway Conditions and Techniques of Communication each received 14.8 per cent and Michigan's Point System was listed by 3.7 per cent as those aspects needing attention.

None of the television respondents offered comments in addition to their answers to Question number seven.

TABLE 4.42.--Aspects of highway traffic safety believed to be most neglected in releases received by television respondents

Aspect	Number	Per Cent ^a	Rank
<u>A. General News Coverage</u>			
Cause of Accidents	7	25.0	2
Needed Legislation	10	35.7	1
News of Enforcement	6	21.4	3
Status of Legislation	2	7.1	5
Other	3	10.7	4
<u>B. Public Education and Promotion</u>			
Highway Conditions	4	14.8	3
Legislative Action	8	29.6	2
Point System	1	3.7	5
Techniques of Communication	4	14.8	3
Vehicle Inspection	10	37.0	1
Other	1	3.7	5

^aActual computed value rounded to the nearest tenth.

Of the representatives reporting for television stations 39.1 per cent responded to open-ended Question number eight discussing what kinds of additional information relating to highway traffic safety would be most helpful to their station in its day-to-day editorial, news and/or public service programming. These informative answers, included in Appendix E, part 38, call for highway traffic safety communicators to provide a continuous report of research and local follow-up information.

Question number nine elicited responses from 52.2 per cent of the representatives reporting for television stations. It was an open-ended opportunity for television respondents to state what they believed the purpose of highway traffic safety promotion should be. Those who took the time to write an answer provided the reader with the admonition to educate the users of the highway transportation system regarding safe driving and incident prevention. These statements are quoted in Appendix E, part 39.

Question number eleven, an open-ended invitation to respond, elicited comments from 56.5 per cent of the television respondents relating to the things they look for first in a highway traffic safety communication when selecting material for programming; make the message usable on television was the clear suggestion. Their specific comments are included in Appendix E, part 40.

Use of HTSC Materials

Questions number one D, two, twelve and thirteen were included in the study to ascertain television representatives' awareness as well as use of the Highway-Traffic Safety Center communication office's materials which were available, on a limited basis, prior to the distribution of the questionnaire.

Table 4.43 presents the television respondents' opinions as to the usefulness of highway traffic safety information and/or materials distributed by the HTSC's communication office.

TABLE 4.43.--Television respondents evaluate usefulness of information and/or materials provided by HTSC communication office

Usefulness	Number	Per Cent ^a	Rank
Very Useful	9	45.0	1
Useful	6	30.0	2
Somewhat Useful	4	20.0	3
Not at all Useful	1	5.0	4

^aActual computed value rounded to the nearest tenth.

Given four choices, in Question number one D, as to the usefulness of the Highway Traffic Safety Center communication office's contributions in the promotion of highway traffic safety 45.0 per cent of the respondents rated the information and/or materials received as Very

Useful; additionally: 30.0 per cent said the contributions were Useful and 20.0 per cent marked them as Somewhat Useful. Five per cent marked them as Not at all useful.

Comments specifically addressing themselves to Question number one D were not received from the television representatives who returned the questionnaire.

In Question number two representatives reporting for television stations were asked to rank in order, from a list of eleven organizations, their first, second and third place sources of useful highway traffic safety communications. Table 4.33 shows that as a number one choice HTSC's communication office received 9.1 per cent of the responses.

In Question number twelve representatives reporting for television stations were asked if the station had received, from the HTSC's communication office, the 60-second, color, video "Safety Spots." If they had were they scheduled for showing. Table 4.34 shows that 52.2 per cent reported that they had received one or more and 100 per cent of those receiving them reported they had scheduled the spots for viewing.

In Question number thirteen representatives reporting for television stations were asked if their station had sent a representative to the "Breathalyzer Recertification press/TV conference and luncheon." They responded as follows: Yes, 37.50 per cent; No, 37.50

and Not Notified, 31.35 per cent. (It is noted that invitations to these meetings are sent only to the media in the district within which they are being held.)

In-Service Workshop

Questions number fourteen, fifteen and sixteen were included in the study in an original attempt to understand the attitudes of Michigan's television station opinion leaders towards improved highway traffic safety communications and to ascertain the need for an in-service workshop of this nature. Eight different In-Service Workshop topics were suggested; television representatives were asked if they would participate in a statewide and/or district workshop; finally the respondent was requested to rank proposed objectives in case such a highway traffic safety communication workshop was to be scheduled.

Table 4.44 presents the number of first through eighth place rankings given to the eight topics recommended by this study for an In-Service Workshop for highway traffic safety communication preparation personnel.

The order in ranking of the topics included in Question number fourteen resulted in 25.00 per cent of the representatives of television stations selecting Organizing a Public Service Schedule as their first choice, Competition for Public Service Time and the Role and Responsibility of Communication Preparation Personnel both received 18.8 per cent of the first choice

TABLE 4.44.--Rank order of topics recommended for an in-service workshop for highway traffic safety communications preparation personnel--television

Topic	Rank								% Number One ^a
	1	2	3	4	5	6	7	8	
A Measure of Success: Self-Criticism	2	1	0	2	0	0	1	0	12.5
Competition for Public Service Time	3	2	1	1	0	0	0	1	18.8
Functions of the Local Television Station	1	0	3	1	0	2	0	0	6.3
Organizing a Public Ser- vice Schedule	4	0	1	0	2	1	1	0	25.0
Role and Responsibility of Communication Pre- paration Personnel	3	4	1	1	1	0	0	0	18.8
Script Style	0	3	1	1	0	0	0	0	0.0
Television-Highway Traffic Safety Jargon	0	0	2	0	1	0	0	0	0.0
What is News?	2	2	0	2	0	1	0	0	12.5
Others	1	0	0	0	0	0	0	0	6.3

^aActual computed value rounded to the nearest tenth.

responses. A Measure of Success: Self-Criticism and What is News? both received 12.5 per cent of the first choice selections. Functions of the Local Television Station and Others each received 6.3 per cent of the respondent's first choice selections.

None of the television respondents to Question number fourteen added written comments to their answer.

Table 4.45 presents the number and percentage of television respondents who answered Question number fifteen, "Would you participate in a state-wide and/or district workshop?" Comments will be found in Appendix E, part 41.

TABLE 4.45.--Television respondents answer question relating to workshop participation

Answer	Number	Per Cent ^a
Yes	10	47.6
No	2	9.5
Undecided	9	42.9

^aActual computed value rounded to the nearest tenth.

Asked in Question number sixteen to rank safety communication workshop objectives and/or suggest Others representatives of the state's television stations gave a clear majority to their first choice.

Table 4.46 presents the rank order of Highway Traffic Safety Communication Workshop Objectives as rated by television station respondents.

TABLE 4.46.--Rank order of highway traffic safety communication workshop objectives--television

Objectives	Rank				% Num- ber One ^a
	1	2	3	4	
To Develop Public Awareness as well as Willingness to Support Highway Traffic Safety (financially)	9	6	2	0	45.0
To Improve the Public Image of Highway Traffic Safety Administrators and/or Communication	0	2	10	1	0.0
To Keep the Public Informed Concerning Purposes, Accomplishments and Needs of Highway Traffic Safety	11	9	1	0	55.0

^aActual computed value rounded to the nearest tenth.

To Keep the Public Informed Concerning Purposes, Accomplishments and Needs of Highway Traffic Safety was the objective selected by 55.0 per cent of those responding to Question number sixteen. To Develop Public Awareness as well as Willingness to Support Highway Traffic Safety (financially) was the first choice of 45.0 per cent of those responding. To improve the Public Image of Highway Traffic Safety Administrators and/or

Communicators was not the recipient of any first place responses. No alternate choices were supplied in the comment section of the question.

Summary of the Study

This chapter presented a descriptive analysis of the study data provided by representatives of Michigan's newspapers (56 daily and 270 weekly), radio stations (39 FM and 131 AM) and television stations (25). Figures showed the locations of each of the media. Tables presented the media representative's selection of responses as offered in the study.

Data presented in the chapter were divided into four major sections:

- (1) Analysis of Questionnaire Returns,
- (2) Result of the Newspaper Questionnaire,
- (3) Results of the Radio Questionnaire and
- (4) Results of the Television Questionnaire.

The results of the findings of the study in each of the media sections were sub-divided in order to provide the reader with five types of information from the opinion leaders of press, radio and television. These types of information were: Sources, Priorities, Purposes, Utilization of HTSC materials and In-Service Workshop.

Chapter V contains the summary, conclusions, recommendations and discussion.

CHAPTER V

SUMMARY, CONCLUSIONS, RECOMMENDATIONS AND DISCUSSION

In the preceding chapter the descriptive analysis of the data provided by the representatives of Michigan's newspapers, radio and television stations was presented. In this, the final chapter, the reader will find the following information: A summary of the problem, method of study and findings, conclusions based on the data, recommendations and recommendations for further research and discussions.

Summary

Statement of the Problem

The major purpose of this study was to obtain an attitudinal evaluation of the respondent's professional views regarding the acceptability of the highway traffic safety communications received by his newspaper, radio station or television station. Secondary objectives were to investigate the respondent's acceptability of, as well as suggested topics for a statewide or regional highway

traffic safety communicators/media conference or workshop. An additional objective related to the use of highway traffic safety information released by Michigan State University's Highway Traffic Safety Center.

A review of literature pertaining to highway traffic safety communication revealed: National leaders recognize shortcomings of present-day highway traffic safety communication programs, such as: Accessibility, Adequate planning and Technical vocabulary. The Insurance Institute for Highway Safety (IIHS) and the National Safety Council (NSC) provide a majority of printed highway traffic safety information. Compiled literature, also, indicates that there currently exists no coordinated highway traffic safety informational services on a statewide basis; geographic areas tend to act in their own way and interests.

Method of Study

Questionnaires, employing opinion and checklists, rating scales and opportunities for comments, were mailed to media representatives in the state of Michigan.

Questionnaires were mailed to each of the 56 daily and 270 weekly newspapers published in the state of Michigan, 39 (FM) and 131 (AM) radio stations operating in the state of Michigan and 25 television stations licensed to operate in the state of Michigan during the period of this study.

The investigation of media personnel's opinion of highway traffic safety informational services and/or communications was designed to conform to the boundaries of the state of Michigan.

The data were tabulated and where possible percentages were computed in order to descriptively compare the findings. Results of this tabulation were further divided into five types of information about media representative's beliefs relating to highway traffic safety information and/or services. These types were: Sources, Priorities, Purposes, Utilization of Highway Traffic Safety Center Materials and In-Service Workshop.

Major Findings

The section which follows is a summary of the findings of this study; reflecting the expressed opinions of newspaper, radio and television personnel responding to questions relating to the information and materials submitted for printing or broadcast.

Sources of Highway Traffic Safety Information

Of the Michigan press representatives responding, 88.25 per cent stated that the information and materials they received from police, hospitals and similar sources about highway accidents, deaths, injuries and property damage, was either "very useful" or "useful" when compared to information received from private organizations

or from federal, state and local governments. Data indicated that 80.7 and 79.2 per cent, respectively, of the press respondents felt that materials and information from the private and governmental sectors was not as beneficial as that obtained from police, hospitals and similar sources and therefore should be ranked as either "useful" or "somewhat useful."

Among those responding for Michigan's radio stations, 79.0 per cent expressed a feeling that information and materials received from private organizations and 77.3 per cent ranking information received from police and hospitals stated that it was either "very useful" or "useful." Information from the government sector was again ranked by 78.6 per cent of the majority of respondents as being "useful" or "somewhat useful."

Representatives of Michigan's television stations were of similar opinions with the majority, 86.4 per cent and 72.7 per cent, respectively, ranking the materials and information received from private organizations and police and hospitals as being "very useful" or "useful." Unlike the press or radio respondents, television representatives felt that materials and information received from governmental agencies, also, proved beneficial.

Priorities

Of the Michigan press representatives responding, 65.4 per cent stated that the information and materials

they received relating to "Driver Practices" (driver's action when vehicle is underway) was the most important subject for filler material. The highest editorial priority, 50.6 per cent, was given to the same factor. The data, also, showed that priorities for space allowance were given to "Driver Practices" when newspapers make space allocations for news coverage.

Sixty-four and one-tenth per cent of the Michigan radio representatives stated that the information and materials they received relating to "Highway Conditions" was given top priority for news coverage. "Driver Practices" was given the highest editorial priority rating for television scheduling.

Purposes

It was interesting to note that a small segment (3.8%) of Michigan's press representatives found the "scare" approach "unacceptable" for press usage. Rather, respondents were inclined to rate the "scare" approach as "useful." Sixteen and two-tenths per cent stated that it was a "very good" technique, 62.0 per cent were agreed the approach should be rated either "good" or "fair" and 18.1 per cent said it was a "poor" technique in so far as news value is concerned.

There was rather even distribution in the ratings assigned to the "scare" approach by Michigan's radio representatives. Twenty-six and three-tenths per cent

judged this approach to be "very good," 28.3 per cent rated it "good" and 25.3 per cent agreed that it was "fair" and 14.1 per cent stated that it was a "poor" technique. As with members of the press a small number of respondents, 5.1 per cent, rated this technique as "unacceptable."

The ratings given the "scare" approach by television representatives show that 8.7 per cent felt it was a "very good" medium and 8.7 per cent felt that it was "unacceptable." Those remaining were divided as follows in their ranking of this technique: 34.8 per cent indicated that it was a "good" practice, 17.4 per cent agreed that it was "fair" and 30.5 per cent stated that it was a "poor" approach.

Of the press representatives responding, 42.6 per cent regarded "Causes of Accidents" as that aspect of highway traffic information which is most neglected in general news coverage.

Data indicated that a plurality of, or 35.9 per cent of, the radio personnel responding regarded "Causes of Accidents" as that aspect of highway traffic safety information which is most neglected in general news coverage.

Of the television representatives responding, 35.7 per cent regarded "Needed Legislation" as that

aspect of highway traffic safety information which is the most neglected in general news coverage.

Use of Highway Traffic Safety
Center Materials

Michigan's press representatives indicated the usefulness of materials and/or information from the Highway Traffic Safety Center when 40.9 per cent rated these materials as Somewhat Useful, 32.3 per cent marked Useful, 18.3 per cent rated them as Very Useful and 8.60 per cent marked such contributions as Not at all useful.

Michigan's radio station representatives viewed materials from the Highway Traffic Safety Center thusly: 42.1 per cent marked them as Useful, 32.9 per cent marked Somewhat Useful, 13.2 per cent rated them as Very Useful and 11.84 per cent marked such contributions as Not at all useful.

Michigan's television station representatives ranked the usefulness of Highway Traffic Safety Center materials as follows: 45.0 per cent rated them as Very Useful, 30.0 per cent Useful, 20.0 per cent Somewhat Useful and 5.0 per cent as Not at all useful.

In-Service Workshop for
Media Personnel

"Function of the Local Press" and "What Is News?" were most often suggested as topics for in-service workshop. Each received 34.33 per cent of the press

representative's support for discussion in the event that a highway traffic safety communicators-media representatives workshop was scheduled.

Three out of ten (20.4%) said "Yes" they would attend a workshop relating to highway traffic safety, half (53.8%) were "Undecided" and one-fourth (25.8%) of the responding press said they "Would Not Attend."

The topic "Functions of the Local Radio Station" received 32.1 per cent of the radio station representative's choices as a topic for discussion should a highway traffic safety communicators-media representative's workshop be offered.

Thirty-nine and one-tenth per cent of those representing radio respondents said "Yes" they would attend such a workshop, 45.9 per cent stated that they were "Undecided" and 14.9 per cent said they "Would Not Attend."

The topic "Organizing a Public Service Schedule" was selected by more television representatives (25%) as first choice for discussion than any other topic in the event that a highway traffic safety communicators-media representative's workshop would be scheduled.

Of those representing television stations about half (47.6%) said "Yes" they would attend such a workshop, 42.9 per cent indicated they were "Undecided" and 9.5 per cent said they "Would Not Attend."

Conclusions

The following are the conclusions based upon the findings of this study:

1. Michigan's press representatives were agreed that materials and information received from police, hospitals and similar sources had greater usability in the daily and weekly press than materials received from any other source. Therefore, it might be concluded that private and governmental agencies have not produced newsworthy, localized releases and materials.
2. Michigan radio stations looked to private organizations and police as equal sources of information and materials.
3. Television stations used material and information received from either private organizations, police or government agencies.
4. "Driver Practices" rated most newsworthy with members of the press.
5. The topic "Highway Conditions" lends itself best to radio coverage.
6. Television, because of its visual nature, is ideally suited to the topic "Driver Practices."

7. It was generally agreed among media representatives that the "scare" approach is of some value in disseminating the highway traffic safety message to the public.
8. Michigan's newspaper and radio personnel desired additional information regarding accident causation.
9. Michigan's television stations would consider additional information relative to needed traffic safety legislation.
10. An organization such as the Highway Traffic Safety Center can provide news media with useful highway traffic safety materials and information.
11. Michigan's media representatives were generally agreed that in-service workshops devoted to a discussion of highway traffic safety information would be desirable.
12. Highway traffic safety communicators are admonished to recognize a concern relating to organizational publicity within messages and/or materials.
13. The findings of this study indicate that highway traffic safety communicators need to know which of the mass media is best suited for specific messages.

14. There is a need for a carefully designed study to ascertain media attitude towards highway traffic safety informational services--the number of messages, their sources and publication and/or broadcast.
15. The findings of this study indicate that personal contact and closeness to the source have a marked effect upon the use of highway traffic safety information and materials.

Recommendations

As a result of this study, the following recommendations are presented:

1. The findings of this study should be incorporated in highway traffic safety communication courses taught in the state of Michigan.
2. The Michigan Office of Highway Safety Planning and the Highway Traffic Safety Center of Michigan State University should, on a cooperative basis, conduct one-day highway traffic safety communicator-media representative workshops; using topics selected from this study. The workshops should be scheduled on a district basis similar in nature to those of this study.
3. Michigan Women for Highway Safety, through the organization's Secretariat and County Chairmen,

accept a major role in the establishment of highway safety communicator and/or media representative localized informational services, working out better methods of disseminating traffic safety information.

4. A national conference, replicating the Denver Symposium, should be conducted.
5. Specialized segments of this study (newspaper, radio and television) should be prepared and distributed to all of those media.

Discussion

Traffic safety campaigns which make heavy use of the mass media are being conducted by many communicators and organizations. Methods vary and are sometimes contradictory. Regardless of the communicator's good intentions, many campaigns fail because the messages do not motivate the public to drive safely.

Highway traffic safety communicators must, therefore, continually analyze their program to see if attitudes and behavior are being altered. If not, the reason for communication failure must be sought out and corrected.

In order to get the motor vehicle operator to heed highway safety mass communications, the message must realistically state the problems in terms of deaths and injuries. Having done this, the highway traffic

safety communicator should not create scapegoats nor rely on generalized slogans and "gimmicks." The highway traffic safety communicator should deal in messages which are specific in helping the "average" individual to become a safer, more knowledgeable user of the highway transportation system.

Mass media reaction to safety communications depends upon a variety of physical and psychological factors, as well as upon the economic setting at the time the communication is received. Whether a message will become effective depends upon the highway traffic safety communicator, the media used, the manner of presentation, the message and the situation in which the idea is received.

The highway traffic safety communicator should strive to develop public support for the traffic safety program. He must inform and convince press, radio and television representatives to support and disseminate those messages which are intended to curtail the traffic toll.

Representatives of the mass media are sensitive to the problems of highway traffic safety. National surveys have shown that the role of the mass media, in collision prevention, is important and can be improved. Motorists seem to expect some solutions of highway traffic safety problems through the mass media.

Mass highway traffic safety communications should convince the public to adopt safety innovations. A continued effort by both mass media and face-to-face communication through highway traffic safety legislative and community leaders is a necessity.

It would seem, therefore, that the findings of this study further emphasize the need for the continued personal delivery by Highway Traffic Safety Center personnel of releases and/or materials to the newspapers, radio and television stations of the state of Michigan and increasing the service wherein possible.

Abstracts of this study, specifically prepared for and delivered to press, radio or television media in Michigan would establish personal contact as well as report to those media the results of their representative's participation in the study.

In addition, this discussion would not fulfill its purpose if it lacked comment relating to the development of a "communication awareness" among present and future secondary driver education instructors. Hopefully this will provide the basis for personal, local and professional highway safety communications and/or materials desired by respondents to this study.

Even though Michigan's media view the "scare" technique as useful, research indicates that it has little chance to help traffic safety. Even if emotions

are suitably aroused, the methods of capitalizing on them are not usually clear and probably the receivers will then be confused.

Man's need for sleep imposes a limit on the media's work day. Highway traffic safety messages are available by the ton or hour, but the users of the highway transportation system take them by the ounce or minute. The mass media reader, listener or viewer wants information and/or entertainment, not instructions, during his driving or leisure time. The role of the mass media in accident prevention, therefore, is to make certain the ounce or minute of the traffic safety message which is accepted by the receiver influences him to become a safer user of the nation's highway transportation system.

Nevertheless, all audiences must be made aware of how highway accidents can be avoided. They must know what is being done--or what is not being done--to prevent motor vehicle accidents. This information, provided by highway traffic safety communicators, must be based upon local facts and research.

A model for effective media contact by highway traffic safety communicators, therefore, must be based upon specific local information. There is no room in the model to make assumptions; all information needs to be factual and localized if traffic safety educators

desire to establish credibility with the media personnel making comments in this dissertation. There is reason to hope that traffic safety communications based on this theory will be considerably more effective than past efforts.

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APPENDICES

APPENDIX A

LETTERS OF TRANSMITTAL

NEWSPAPER

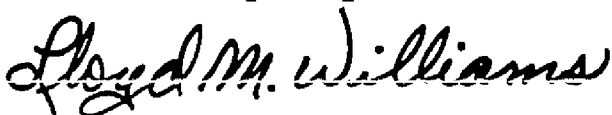
Highway Traffic Safety Communications Survey
Box 2212, Michigan Avenue Station
Lansing, Michigan 48911

All of the media have contributed substantially to efforts to further highway traffic safety. As a newspaperman, you are in a unique position to suggest communication needs and/or ways to reduce highway traffic accidents.

It is my desire to get opinions of people in your position to guide me in planning and developing highway traffic safety communication materials.

Will you please take the time to complete the enclosed questionnaire, adding comments which you would consider important?

Respectfully requested,



Lloyd M. Williams, Graduate Assistant
Traffic Safety Information Exchange
Room 58, Kellogg Center
Michigan State University
East Lansing, Michigan 48823

LMW:jj
Enclosure

RADIO

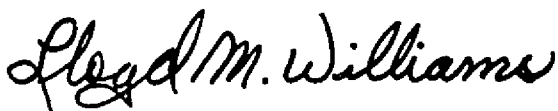
Highway Traffic Safety Communications Survey
Box 2212, Michigan Avenue Station
Lansing, Michigan 48911

All of the media have contributed substantially to efforts to further highway traffic safety. As a broadcaster, you are in a unique position to suggest communication needs and/or ways to reduce highway traffic accidents.

It is my desire to get opinions of people in your position to guide me in the planning and development of highway traffic safety communication materials.

Will you please take the time to complete the enclosed questionnaire, adding comments which you would consider important?

Respectfully requested,



Lloyd M. Williams, Graduate Assistant
Traffic Safety Information Exchange
Room 58, Kellogg Center
Michigan State University
East Lansing, Michigan 48823

LMW:jj
Enclosure

TELEVISION

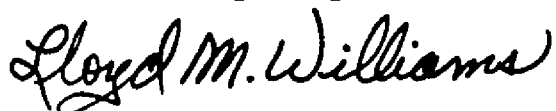
Highway Traffic Safety Communications Survey
Box 2212, Michigan Avenue Station
Lansing, Michigan 48911

All of the media have contributed substantially to efforts to further highway traffic safety. As a television broadcaster, you are in a unique position to suggest communication needs and/or ways to reduce highway traffic accidents.

It is my desire to get opinions of people in your position to guide me in the planning and development of highway traffic safety communication materials.

Will you please take the time to complete the enclosed questionnaire, adding comments which you would consider important?

Respectfully requested,



Lloyd M. Williams, Graduate Assistant
Traffic Safety Information Exchange
Room 58, Kellogg Center
Michigan State University
East Lansing, Michigan 48823

LMW:jj
Enclosure

APPENDIX B
QUESTIONNAIRES

NEWSPAPER

highway traffic safety communications survey

Lloyd M. Williams, Graduate Assistant
Michigan State University

Highway Traffic Safety Center
East Lansing, Michigan 48823

NEWSPAPER QUESTIONNAIRE

Please check and/or rank your answers to the following questions. Comments will evaluate, as well as aid, in the planning of future highway traffic safety communications for printed media.

1. You or someone at your plant receives many materials from public and private organizations promoting traffic safety in one form or another. You may find the information you receive from some organizations is more useful than from others. (Please check how useful.)

A. From private organizations; such as the Safety Council, AAA, or from insurance companies:

- Very useful
 Useful
 Somewhat useful
 Not at all useful

COMMENT:

B. From police, hospitals, and other information sources about highway accidents, deaths, injuries, property damage, etc:

- Very useful
 Useful
 Somewhat useful
 Not at all useful

COMMENT:

C. From federal, state, and local governments on highway traffic safety research, standards, and other programs:

- Very useful
 Useful
 Somewhat useful
 Not at all useful

COMMENT:

D. From Michigan State University's Highway Traffic Safety Center:

- Very useful
- Useful
- Somewhat useful
- Not at all useful
- COMMENT: _____

2. Rank in order the public or private organizations which provide you with the most useful communications relating to highway traffic safety. (Please select 1st, 2nd and 3rd: more if you wish.)

- AAA
- Highway Traffic Safety Center, Michigan State University
- Insurance industry
- Local police
- Michigan Driver Education Association
- Michigan Good Roads Federation
- Michigan Office of Highway Safety Planning
- Michigan Department of State Police
- Michigan Safety Council and/or National Safety Council
- Michigan Women For Highway Safety
- Michigan Traffic Improvement Association
- Traffic Safety for Michigan
- Wire services
- None
- Others (specify): _____

COMMENT: _____

3. Among the various contributing factors of highway traffic safety, to which do you give the highest priority in your editorial, news, or filler spaces? (1 = highest; 5 = lowest; please rank each column.)

	EDITORIAL	NEWS	FILLERS
Driver Practices	_____	_____	_____
Highway Conditions	_____	_____	_____
Research	_____	_____	_____
Traffic Laws	_____	_____	_____
Traffic Legislation	_____	_____	_____
Vehicle Condition	_____	_____	_____
Others (specify):	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

COMMENT: _____

4. In your opinion, approximately how many column inches per publication of editorial, news, and/or fillers does your publication devote to local, state and national highway traffic safety communication? (Please check.)

 20 in. 15 in. 10 in. 5 in. 4 in. 3 in. 2 in. 1 in. 0 in.

5. Why do selected factors in question #3 get the most attention? (Please rank in order of your preference.)

- Available material
- Communicator credibility
- Interest to reader
- Preparation style
- No opinion
- Others (specify): _____

COMMENT: _____

6. How do you rate the "Scare" approach to highway traffic safety -- i.e., the holiday weekend predictions, scoreboards, safety fillers, yearly totals and accident pictures or advertisements?

- Very good
- Good
- Fair
- Poor
- Unacceptable
- No opinion

COMMENT: _____

7. What aspect(s) of highway traffic safety do you believe is (are) most neglected by those who prepare the releases? (Please check one or all.)

A. In general news coverage:

- Causes of accidents
- Needed legislation
- News of enforcement
- Status of legislation
- Other (specify): _____

COMMENT: _____

B. In public education and promotion:

- Highway conditions
- Legislative action
- Point system
- Techniques of communication
- Vehicle inspection
- Other (specify): _____

COMMENT: _____

8. What kinds of additional information relating to highway traffic safety would be most helpful to your newspaper in day-to-day coverage?

9. What purpose do you believe highway traffic safety promotion should serve?
10. What are the first things you look for in a highway traffic safety communication?
11. What appeals do you direct to the driver and/or weekend reader?
- Alcohol/drugs and driving
 - Official highway traffic warnings
 - Point system
 - "Scare"
 - Scenic and/or vacation trips
 - "Scoreboard"
 - None
 - Other (specify): _____
- COMMENT: _____
12. Did your publication receive, from the Highway Traffic Safety Center's Communication Office, the following releases: (Please comment regarding publication.)
- A. "NEWS FILIERS"?
- Yes
 - No
- COMMENT: _____
- B. Dr. Al King's "SNOWMOBILE STUDY" editorial material?
- Yes
 - No
- COMMENT: _____
- C. Regional meeting of Michigan Women For Highway Safety?
- Yes
 - No
- COMMENT: _____
- D. "BREATHALYZER RECERTIFICATION" press conference and luncheon?
- Yes
 - No
- COMMENT: _____

13. Did your newspaper send a representative to the "Breathalyzer Recertification" press conference and luncheon?

- Yes
- No
- Not notified
- COMMENT:

14. Which topics would you recommend for an in-service workshop for highway traffic safety communications preparation personnel? (Please rank in the order of your preference.)

- A Measure of Success: Self Criticism
- Competition for Public Service Space
- Functions of the Local Press
- Organizing a Public Service Schedule
- Press - Highway Traffic Safety Jargon
- Role and Responsibility of Communication Preparation Personnel
- What is News?
- Writing Style
- Others (specify): _____

COMMENT: _____

15. Would you participate in a statewide and/or regional workwhop?

- Yes - Topic selection: _____
- No
- Undecided
- COMMENT:

16. Please rank the following safety communication objectives in the order you would have them presented to the workshop:

- To develop public awareness as well as willingness to support highway traffic safety (financially).
- To improve the public image of highway traffic safety administrators and/or communicators.
- To keep the public informed concerning purposes, accomplishments, and needs of highway traffic safety.
- Others (specify): _____

COMMENT: _____

THANK YOU for your assistance.

Lloyd M. Williams

RADIO

highway traffic safety communications survey

Lloyd M. Williams, Graduate Assistant
Michigan State University

Highway Traffic Safety Center
East Lansing, Michigan 48823

RADIO QUESTIONNAIRE

Please check and/or rank your answers to the following questions. Comments will evaluate, as well as aid, in the planning of future highway traffic safety communications for the broadcast media.

1. You or someone at your station receives many materials from public and private organizations promoting traffic safety in one form or another. You may find the information you receive from some organizations is more useful than from others. (Please check how useful.)

- A. From private organizations; such as the Safety Council, AAA, or insurance companies:

Very useful
 Useful
 Somewhat useful
 Not at all useful
COMMENT:

- B. From police, hospitals, and other information sources of highway accidents, deaths, injuries, property damage, etc:

Very useful
 Useful
 Somewhat useful
 Not at all useful
COMMENT:

- C. From federal, state and local governments on highway traffic safety research, standards, and other programs:

Very useful
 Useful
 Somewhat useful
 Not at all useful
COMMENT:

D. From Michigan State University's Highway Traffic Safety Center:

- Very useful
 - Useful
 - Somewhat useful
 - Not at all useful
- COMMENT: _____

2. In your opinion, what order of usefulness of communication relating to highway traffic safety results from the following public and/or private organizations? (Please rank in order 1, 2, 3; more if you wish.)

- AAA
- Highway Traffic Safety Center, Michigan State University
- Insurance industry
- Local police
- Michigan Driver Education Association
- Michigan Office of Highway Safety Planning
- Michigan Department of State Police
- Michigan Women For Highway Safety
- National Safety Council
- Traffic Safety for Michigan
- Wire Services
- None
- Others (specify): _____

COMMENT: _____

3. In your opinion, approximately how much time of the daily news and/or editorial programming does your station devote to local, state and national highway traffic safety communication? (Please check.)

More 4 min. 3 min. 2½ min. 2 min. 1½ min. 60 sec. 30 sec. None

4. Among the various contributing factors of highway traffic safety, to which do you give the highest priority in your editorial, news, or public service time? (1 = highest; 5 = lowest)

	EDITORIAL	NEWS	PUBLIC SERVICE
Driver Practices	_____	_____	_____
Highway Conditions	_____	_____	_____
Research	_____	_____	_____
Traffic Laws	_____	_____	_____
Vehicle Condition	_____	_____	_____
Other (specify):	_____	_____	_____

COMMENT: _____

5. Why do selected factors in question #4 get the most attention?
(Please rank in order of preference.)

_____ Available material

_____ Communicator credibility

_____ Interest to listeners

_____ Preparation style

_____ Length of material

_____ No opinion

_____ Other (specify): _____

COMMENT:

6. How do you rate the "Scare" approach to highway traffic safety -- i.e., the holiday weekend predictions, scoreboards, safety spots, and yearly totals?

_____ Very good

_____ Good

_____ Fair

_____ Poor

_____ Unacceptable

_____ No opinion

COMMENT:

7. What aspects(s) of highway traffic safety do you believe is (are) most neglected?

A. In general news coverage:

_____ Causes of accidents

_____ Needed legislation

_____ News of enforcement

_____ Status of legislation

_____ Other (specify): _____

COMMENT:

B. In public education and promotion:

_____ Highway conditions

_____ Legislative action

_____ Point system

_____ Techniques of communication

_____ Vehicle inspection

_____ Other (specify): _____

COMMENT:

8. What kinds of additional information relating to highway traffic safety would be most helpful to your station in day-to-day coverage?

9. What appeals do you direct to the driver and/or weekend listener?

Alcohol/drugs and driving

Official highway traffic warnings

Point system

"Scare"

Scenic and/or vacation trips

"Scoreboard"

None

Other (specify): _____

COMMENT: _____

10. What purpose do you believe highway traffic safety promotion should serve?

11. What are the first things you look for in a highway traffic safety communication? (length, timing, localized, fear, etc.)

12. Did your station receive, from the Highway Traffic Safety Center's Communication Office, the 30-second spots "KNOW-HOW MAKES THE DIFFERENCE"; the green, plastic box containing 30 public service announcements?

A. Received?

Yes

No

B. Programmed?

Scheduled, used

Scheduled, not used

Not used

COMMENT: _____

13. Did your station send a representative to the "BREATHALYZER RECERTIFICATION" press/radio conference and luncheon?

Yes

No

Not notified

COMMENT: _____

14. Which topics would you recommend for an in-service workshop for highway traffic safety communications preparation personnel? (Please rank in order of your preference.)

- A Measure of Success: Self Criticism
- Competition for Public Service Time
- Functions of the Local Radio Station
- Organizing a Public Service Schedule
- Radio - Highway Traffic Safety Jargon
- Role and responsibility of Communication Preparation Personnel
- Script Style
- What is News?
- Others (specify): _____

COMMENT: _____

15. Would you participate in a statewide and/or regional workshop?

- Yes - Topic selection: _____
- No
- Undecided

COMMENT: _____

16. Please rank the following traffic safety communication objectives in the order you would have them presented to the workshop:

- To develop public awareness as well as willingness to support highway traffic safety (financially).
- To improve the public image of highway traffic safety administrators and/or communicators.
- To keep the public informed concerning purposes, accomplishments, and needs of highway traffic safety.
- Others (specify): _____

THANK YOU for your assistance.

Lloyd M. Williams

TELEVISION

highway traffic safety communications survey

Lloyd M. Williams, Graduate Assistant
Michigan State University

Highway Traffic Safety Center
East Lansing, Michigan 48823

TELEVISION QUESTIONNAIRE

Please check and/or rank your answers to the following questions. Comments will evaluate, as well as aid, in the planning of future highway traffic safety communications for the television media.

1. You or someone at your station receives many materials from public and private organizations promoting traffic safety in one form or another. You may find the information you receive from some organizations is more useful than from others. (Please check how useful.)

- A. From private organizations; such as the Safety Council, AAA, or insurance companies:

Very useful
 Useful
 Somewhat useful
 Not at all useful
COMMENT:

- B. From police, hospitals, and other information sources about highway accidents, deaths, injuries, property damage, etc:

Very useful
 Useful
 Somewhat useful
 Not at all useful
COMMENT:

- C. From federal, state, and local governments on highway traffic safety research, standards, and other programs:

Very useful
 Useful
 Somewhat useful
 Not at all useful
COMMENT:

D. From Michigan State University's Highway Traffic Safety Center:

- Very useful
 - Useful
 - Somewhat useful
 - Not at all useful
- COMMENT: _____

2. Rank in order the public or private organizations which provide you with the most useful communications relating to highway traffic safety. (Please select 1st, 2nd and 3rd; more if you wish.)

- AAA
- Highway Traffic Safety Center, Michigan State University
- Insurance industry
- Local police
- Michigan Driver Education Association
- Michigan Office of Highway Safety Planning
- Michigan Department of State Police
- Michigan Women For Highway Safety
- National Safety Council and/or local Council
- Traffic Safety for Michigan
- Wire services
- None
- Others (specify): _____

COMMENT: _____

3. In your opinion, approximately how much time of the daily news and/or editorial programming does your station devote to local, state and national highway traffic safety communications? (Please check.)

More 10 min. 5 min. 3 min. 2 min. 1½ min. 60 sec. 30 sec. None

4. Among the various contributing factors of highway traffic safety, to which do you give the highest priority in your editorial, news, or public safety service time? (1 = highest; 5 = lowest)

	EDITORIAL	NEWS	PUBLIC SERVICE
Driver Practices	_____	_____	_____
Highway Conditions	_____	_____	_____
Research	_____	_____	_____
Traffic Laws	_____	_____	_____
Traffic Legislation	_____	_____	_____
Vehicle Condition	_____	_____	_____
Others (specify):	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

COMMENT: _____

5. Why do selected factors in question #4 get the most attention?
 (Please rank in order of your preference.)

- Available material
- Communicator credibility
- Interest to listeners
- Preparation style
- No opinion
- Other (specify): _____

COMMENT: _____

6. How do you rate the "Scare" approach to highway traffic safety -- i.e., the holiday weekend predictions, scoreboards, safety spots, and yearly totals?

- Very good
- Good
- Fair
- Poor
- Unacceptable
- No opinion

COMMENT: _____

7. What aspect(s) of highway traffic safety do you believe is (are) most neglected?

A. In general news coverage:

- Causes of accidents
- Needed legislation
- News of enforcement
- Status of legislation
- Other (specify): _____

COMMENT: _____

B. In public education and promotion:

- Highway conditions
- Legislative action
- Point system
- Techniques of communication
- Vehicle inspection
- Other (specify): _____

COMMENT: _____

8. What kinds of additional information relating to highway traffic safety would be most helpful to your station in day-to-day coverage?

9. What purpose do you believe highway safety promotion should serve?

10. What are the first things you look for in a highway traffic safety communication?

11. What appeals do you direct to the driver and/or weekend listener?

- Alcohol/drugs and driving
- Official highway traffic warnings
- Point system
- "Scare"
- Scenic and/or vacation trips
- "Scoreboard"
- None
- Other (specify): _____

COMMENT: _____

12. Did your station receive, from the Highway Traffic Safety Center's Communication Office, the following 60-second "Safety Spots" and have you scheduled them for public service time?

	<u>Received:</u>		<u>Scheduled:</u>	
	Yes	No	Yes	No
FTV-681 "SHARE THE ROAD" (Cars and Motorcycles)	_____	_____	_____	_____
682 "SPEED & CHANGING CONDITIONS"	_____	_____	_____	_____
683 "ALCOHOL AND TRAFFIC"	_____	_____	_____	_____
684 "FOLLOWING TOO CLOSELY"	_____	_____	_____	_____
685 "RAN OFF ROADWAY"	_____	_____	_____	_____
686 "OBEYING TRAFFIC SIGNAL"	_____	_____	_____	_____
701 "BLOCKED VISION"	_____	_____	_____	_____
702 "COLLISION COURSE"	_____	_____	_____	_____
703 "PASSING JUDGEMENT"	_____	_____	_____	_____

13. Did your station send a representative to the "BREATHALYZER RECERTIFICATION" press/TV conference and luncheon?

- Yes
- No
- Not notified

COMMENT: _____

14. Which topics would you recommend for an in-service workshop for highway traffic safety communications preparation personnel? (Please rank in order of your preference.)

- A Measure of Success: Self Criticism
- Competition for Public Service Time
- Functions of the Local Television Station
- Organizing a Public Service Schedule
- Role and Responsibility of Communication Preparation Personnel
- Script Style
- Television - Highway Traffic Safety Jargon
- What is News?
- Others (specify): _____

COMMENT: _____

15. Would you participate in a statewide and/or regional workshop?

- Yes - Topic selection: _____
- No
- Undecided

COMMENT: _____

16. Please rank the following safety communication objectives in the order you would have them presented to the workshop:

- To develop public awareness as well as willingness to support highway traffic safety (financially).
- To improve the public image of highway traffic safety administrators and/or communicators.
- To keep the public informed concerning purposes, accomplishments, and needs of highway traffic safety.
- Others (specify): _____

COMMENT: _____

THANK YOU for your assistance.

Lloyd M. Williams

APPENDIX C

NUMBER AND PERCENTAGE OF RESPONDENTS
ANSWERING QUESTIONNAIRE ITEMS

NEWSPAPER

highway traffic safety communications survey

Lloyd M. Williams, Graduate Assistant
Michigan State University

Highway Traffic Safety Center
East Lansing, Michigan 48823

NEWSPAPER QUESTIONNAIRE

Please check and/or rank your answers to the following questions. Comments will evaluate, as well as aid, in the planning of future highway traffic safety communications for printed media.

1. You or someone at your plant receives many materials from public and private organizations promoting traffic safety in one form or another. You may find the information you receive from some organizations is more useful than from others. (Please check how useful.)

- A. From private organizations; such as the Safety Council, AAA, or from insurance companies:

<u>17</u>	Very useful	16.35%	97.12% = Useful
<u>50</u>	Useful	48.08%	
<u>34</u>	Somewhat useful	32.69%	
<u>3</u>	Not at all useful	2.89%	

COMMENT:

Appendix E, Part 1

- B. From police, hospitals, and other information sources about highway accidents, deaths, injuries, property damage, etc:

<u>57</u>	Very useful	55.88%	99.02% = Useful
<u>33</u>	Useful	32.35%	
<u>11</u>	Somewhat useful	10.78%	
<u>1</u>	Not at all useful	0.98%	

COMMENT:

Appendix E, Part 1

- C. From federal, state, and local governments on highway traffic safety research, standards, and other programs:

<u>18</u>	Very useful	17.82%	97.03% = Useful
<u>40</u>	Useful	39.60%	
<u>40</u>	Somewhat useful	39.60%	
<u>3</u>	Not at all useful	2.97%	

COMMENT:

Appendix E, Part 1

D. From Michigan State University's Highway Traffic Safety Center:

<u>17</u>	Very useful	18.28%	91.40% = Useful
<u>30</u>	Useful	32.26%	
<u>38</u>	Somewhat useful	40.86%	
<u>8</u>	Not at all useful	8.60%	

COMMENT:

Appendix E, Part 1

2. Rank in order the public or private organizations which provide you with the most useful communications relating to highway traffic safety. (Please select 1st, 2nd and 3rd; more if you wish.)

<u>22</u>	AAA	23.40%
<u>5</u>	Highway Traffic Safety Center, Michigan State University	5.32%
<u>0</u>	Insurance industry	0.00%
<u>37</u>	Local police	39.36%
<u>0</u>	Michigan Driver Education Association	0.00%
<u>0</u>	Michigan Good Roads Federation	0.00%
<u>0</u>	Michigan Office of Highway Safety Planning	0.00%
<u>13</u>	Michigan Department of State Police	13.83%
<u>5</u>	Michigan Safety Council and/or National Safety Council	5.32%
<u>1</u>	Michigan Women For Highway Safety	1.06%
<u>0</u>	Michigan Traffic Improvement Association	0.00%
<u>3</u>	Traffic Safety for Michigan	3.19%
<u>6</u>	Wire services	6.38%
<u>0</u>	None	0.00%
<u>2</u>	Others (specify): _____	2.13%

COMMENT:

Appendix E, Part 2

3. Among the various contributing factors of highway traffic safety, to which do you give the highest priority in your editorial, news, or filler spaces? (1 = highest; 5 = lowest; please rank each column.)

	EDITORIAL	NEWS	FILLERS
Driver Practices	<u>41</u> = 50.62%	<u>29</u> = 32.22%	<u>34</u> = 65.39%
Highway Conditions	<u>6</u> = 7.41%	<u>24</u> = 26.67%	<u>2</u> = 3.85%
Research	<u>4</u> = 4.94%	<u>7</u> = 7.79%	<u>6</u> = 11.54%
Traffic Laws	<u>11</u> = 13.58%	<u>18</u> = 20.00%	<u>5</u> = 9.65%
Traffic Legislation	<u>15</u> = 18.52%	<u>6</u> = 6.67%	<u>3</u> = 5.77%
Vehicle Condition	<u>2</u> = 2.47%	<u>2</u> = 2.22%	<u>2</u> = 3.85%
Others (specify): _____	<u>2</u> = 2.47%	<u>4</u> = 4.44%	<u>0</u> = 0.00%

COMMENT:

Appendix E, Part 3

4. In your opinion, approximately how many column inches per publication of editorial, news, and/or fillers does your publication devote to local, state and national highway traffic safety communication? (Please check.)

19	16	19	21	3	4	5	1	3
20.88%	17.58%	20.88%	23.08%	3.30%	4.40%	5.50%	1.10%	3.30%
20 in.	15 in.	10 in.	5 in.	4 in.	3 in.	2 in.	1 in.	0 in.

5. Why do selected factors in question #3 get the most attention? (Please rank in order of your preference.)

19	Available material	23.17%
4	Communicator credibility	4.88%
56	Interest to reader	68.29%
1	Preparation style	1.22%
0	No opinion	0.00%
2	Others (specify):	2.44%

COMMENT:

Appendix E, Part 4

6. How do you rate the "Scare" approach to highway traffic safety -- i.e., the holiday weekend predictions, scoreboards, safety fillers, yearly totals and accident pictures or advertisements?

17	Very good	16.19%
32	Good	30.48%
33	Fair	31.43%
19	Poor	18.10%
4	Unacceptable	3.81%
0	No opinion	0.00%

COMMENT:

Appendix E, Part 6

7. What aspect(s) of highway traffic safety do you believe is (are) most neglected by those who prepare the releases? (Please check one or all.)

A. In general news coverage:

60	Causes of accidents	42.55%
24	Needed legislation	17.02%
30	News of enforcement	21.28%
25	Status of legislation	17.73%
2	Other (specify):	1.42%

B. In public education and promotion:

36	Highway conditions	29.51%
17	Legislative action	13.93%
24	Point system	19.67%
18	Techniques of communication	14.75%
25	Vehicle inspection	20.49%
	Other (specify):	

COMMENT:

Appendix E, Part 7

COMMENT:

Appendix H, Part 7

8. What kinds of additional information relating to highway traffic safety would be most helpful to your newspaper in day-to-day coverage?

Appendix E, Part 8

9. What purpose do you believe highway traffic safety promotion should serve?
Seventy-two responses; 67.29% of those answering the questionnaire.
Appendix E, Part 9
10. What are the first things you look for in a highway traffic safety communication?
Sixty-nine responses; 64.49% of those answering the questionnaire.
Appendix E, Part 10
11. What appeals do you direct to the driver and/or weekend reader?
- | | | |
|-----------|-----------------------------------|--------|
| <u>60</u> | Alcohol/drugs and driving | 31.41% |
| <u>48</u> | Official highway traffic warnings | 25.13% |
| <u>1</u> | Point system | 0.52% |
| <u>15</u> | "Scare" | 7.85% |
| <u>50</u> | Scenic and/or vacation trips | 26.18% |
| <u>7</u> | "Scoreboard" | 3.67% |
| <u>4</u> | None | 2.09% |
| <u>6</u> | Other (specify): _____ | 3.14% |
- COMMENT:
Appendix E, Part 5
12. Did your publication receive, from the Highway Traffic Safety Center's Communication Office, the following releases: (Please comment regarding publication.)
- A. "NEWS FILIERS"?
- | | | |
|-----------|-----|--------|
| <u>61</u> | Yes | 71.77% |
| <u>24</u> | No | 28.23% |
- COMMENT:
See D. below
- B. Dr. Al King's "SNOWMOBILE STUDY" editorial material?
- | | | |
|-----------|-----|--------|
| <u>25</u> | Yes | 31.65% |
| <u>54</u> | No | 68.35% |
- COMMENT:
See D. below
- C. Regional meeting of Michigan Women For Highway Safety?
- | | | |
|-----------|-----|--------|
| <u>33</u> | Yes | 40.74% |
| <u>48</u> | No | 59.26% |
- COMMENT:
See D. below
- D. "BREATHALYZER RECERTIFICATION" press conference and luncheon?
- | | | |
|-----------|-----|--------|
| <u>24</u> | Yes | 31.58% |
| <u>52</u> | No | 68.42% |
- COMMENT:

13. Did your newspaper send a representative to the "Breathalyzer Recertification" press conference and luncheon?

<u>4</u>	Yes	4.04%
<u>66</u>	No	66.67%
<u>29</u>	Not notified	29.29%

COMMENT:

Appendix E, Part 12

14. Which topics would you recommend for an in-service workshop for highway traffic safety communications preparation personnel? (Please rank in the order of your preference.)

<u>3</u>	A Measure of Success: Self Criticism	4.48%
<u>3</u>	Competition for Public Service Space	4.48%
<u>23</u>	Functions of the Local Press	34.33%
<u>2</u>	Organizing a Public Service Schedule	2.99%
<u>0</u>	Press - Highway Traffic Safety Jargon	0.00%
<u>9</u>	Role and Responsibility of Communication Preparation Personnel	13.43%
<u>23</u>	What is News?	34.33%
<u>1</u>	Writing Style	1.49%
<u>3</u>	Others (specify): _____	4.48%

COMMENT:

Appendix E, Part 13

15. Would you participate in a statewide and/or regional workwhop?

<u>19</u>	Yes - Topic selection:	<u>20.43%</u>
<u>24</u>	No	25.81%
<u>50</u>	Undecided	53.76%

COMMENT:

Appendix E, Part 14

16. Please rank the following safety communication objectives in the order you would have them presented to the workshop:

<u>28</u>	To develop public awareness as well as willingness to support highway traffic safety (financially).	34.15%
<u>3</u>	To improve the public image of highway traffic safety administrators and/or communicators.	3.66%
<u>51</u>	To keep the public informed concerning purposes, accomplishments, and needs of highway traffic safety.	62.20%
<u>0</u>	Others (specify): _____	0.00%

COMMENT:

None

THANK YOU for your assistance.

Lloyd M. Williams

RADIO

highway traffic safety communications survey

Lloyd M. Williams, Graduate Assistant
Michigan State University

Highway Traffic Safety Center
East Lansing, Michigan 48823

RADIO QUESTIONNAIRE

Please check and/or rank your answers to the following questions. Comments will evaluate, as well as aid, in the planning of future highway traffic safety communications for the broadcast media.

1. You or someone at your station receives many materials from public and private organizations promoting traffic safety in one form or another. You may find the information you receive from some organizations is more useful than from others. (Please check how useful.)

- A. From private organizations; such as the Safety Council, AAA, or insurance companies:

<u>41</u>	Very useful	41.00%	97.00% = Useful
<u>38</u>	Useful	38.00%	
<u>18</u>	Somewhat useful	18.00%	
<u>3</u>	Not at all useful	3.00%	

COMMENT:

Appendix E, Part 15

- B. From police, hospitals, and other information sources of highway accidents, deaths, injuries, property damage, etc:

<u>56</u>	Very useful	57.73%	96.91% = Useful
<u>19</u>	Useful	19.59%	
<u>19</u>	Somewhat useful	19.59%	
<u>3</u>	Not at all useful	3.09%	

COMMENT:

Appendix E, Part 15

- C. From federal, state and local governments on highway traffic safety research, standards, and other programs:

<u>14</u>	Very useful	14.29%	92.86% = Useful
<u>39</u>	Useful	39.80%	
<u>38</u>	Somewhat useful	38.78%	
<u>7</u>	Not at all useful	7.14%	

COMMENT:

Appendix E, Part 15

D. From Michigan State University's Highway Traffic Safety Center:

10	Very useful	13.16%	88.16% = Useful
32	Useful	42.11%	
25	Somewhat useful	32.90%	
9	Not at all useful	11.84%	

COMMENT:

Appendix E, Part 15

2. In your opinion, what order of usefulness of communication relating to highway traffic safety results from the following public and/or private organizations? (Please rank in order 1, 2, 3; more if you wish.)

47	AAA	48.45%
1	Highway Traffic Safety Center, Michigan State University	1.03%
2	Insurance industry	2.06%
23	Local police	23.71%
0	Michigan Driver Education Association	0.00
0	Michigan Office of Highway Safety Planning	0.00
11	Michigan Department of State Police	11.34%
0	Michigan Women For Highway Safety	0.00
9	National Safety Council	9.28%
1	Traffic Safety for Michigan	1.03%
2	Wire Services	2.06%
0	None	0.00
1	Others (specify): _____	1.03%

COMMENT:

Appendix E, Part 16

Please see TABLE 4.12 for Rank Order of these organizations; 1st through 7th place rankings by radio representatives.

3. In your opinion, approximately how much time of the daily news and/or editorial programming does your station devote to local, state and national highway traffic safety communication? (Please check.)

Appendix E, Part 18

15	12	14	2	20	6	16	7	1
More	4 min.	3 min.	2½ min.	2 min.	1½ min.	60 sec.	30 sec.	None
16.13%	12.90%	15.05%	2.15%	21.51%	6.45%	17.20%	7.53%	1.08%

4. Among the various contributing factors of highway traffic safety, to which do you give the highest priority in your editorial, news, or public service time? (1 = highest; 5 = lowest)

	EDITORIAL	NEWS	PUBLIC SERVICE
Driver Practices	11-50.00%	14-18.18%	45- 56.96%
Highway Conditions	5-22.73%	49-63.64%	13- 16.46%
Research	2- 9.09%	2- 2.58%	6- 7.59%
Traffic Laws	2- 9.09%	10-12.99%	9- 11.39%
Vehicle Condition	1- 4.54%	1- 1.30%	6- 7.59%
Other (specify): _____	1- 4.54%	1- 1.30%	0- 0.00%

COMMENT:

Appendix E, Part 19

5. Why do selected factors in question #4 get the most attention?
(Please rank in order of preference.)

21	Available material	28.38%
9	Communicator credibility	12.16%
36	Interest to listeners	48.65%
4	Preparation style	5.41%
1	Length of material	1.35%
0	No opinion	0.00%
3	Other (specify):	4.05%

COMMENT:

Appendix E, Part 20

6. How do you rate the "Scare" approach to highway traffic safety -- i.e., the holiday weekend predictions, scoreboards, safety spots, and yearly totals?

26	Very good	26.26%
28	Good	28.28%
25	Fair	25.25%
14	Poor	14.14%
5	Unacceptable	5.05%
1	No opinion	1.01%

COMMENT:

Appendix E, Part 22

7. What aspects(s) of highway traffic safety do you believe is (are) most neglected?

A. In general news coverage:

37	Causes of accidents	35.92%
18	Needed legislation	17.48%
28	News of enforcement	26.92%
15	Status of legislation	14.42%
6	Other (specify):	5.77%

COMMENT:

Appendix E, Part 23

B. In public education and promotion:

14	Highway conditions	13.86%
19	Legislative action	18.81%
21	Point system	20.79%
20	Techniques of communication	19.80%
21	Vehicle inspection	20.79%
6	Other (specify):	5.94%

COMMENT:

Appendix E, Part 24

8. What kinds of additional information relating to highway traffic safety would be most helpful to your station in day-to-day coverage?

Appendix E, Part 25

Forty-eight responses; 47.06% of those answering.

9. What appeals do you direct to the driver and/or weekend listener?

<u>65</u>	Alcohol/drugs and driving	29.28%
<u>50</u>	Official highway traffic warnings	22.52%
<u>3</u>	Point system	1.35%
<u>30</u>	"Scare"	13.51%
<u>36</u>	Scenic and/or vacation trips	16.22%
<u>31</u>	"Scoreboard"	13.96%
<u>0</u>	None	0.00%
<u>7</u>	Other (specify): _____	3.15%

COMMENT:

Appendix E, Part 26

10. What purpose do you believe highway traffic safety promotion should serve?

Appendix E, Part 27

Seventy-nine responses; 77.45% of those answering.

11. What are the first things you look for in a highway traffic safety communication? (length, timing, localized, fear, etc.)

Appendix E, Part 21

Eighty-nine responses; 87.25% of those answering.

12. Did your station receive, from the Highway Traffic Safety Center's Communication Office, the 30-second spots "KNOW-HOW MAKES THE DIFFERENCE"; the green, plastic box containing 30 public service announcements?

A. Received?

18 Yes 21.69%

65 No 78.31%

B. Programmed?

14 Scheduled, used 77.78%

2 Scheduled, not used 11.11%

2 Not used 11.11%

COMMENT:

Appendix E, Part 17

13. Did your station send a representative to the "BREATHALYZER RECERTIFICATION" press/radio conference and luncheon?

4 Yes 3.60%

65 No 58.56%

42 Not notified 37.84%

COMMENT:

None

14. Which topics would you recommend for an in-service workshop for highway traffic safety communications preparation personnel? (Please rank in order of your preference.)

<u>6</u>	A Measure of Success: Self Criticism	10.71%
<u>5</u>	Competition for Public Service Time	8.93%
<u>18</u>	Functions of the Local Radio Station	32.14%
<u>5</u>	Organizing a Public Service Schedule	8.93%
<u>2</u>	Radio - Highway Traffic Safety Jargon	3.57%
<u>3</u>	Role and responsibility of Communication Preparation Personnel	5.36%
<u>5</u>	Script Style	8.93%
<u>11</u>	What is News?	19.64%
<u>1</u>	Others (specify): _____	1.79%

COMMENT: _____

None

15. Would you participate in a statewide and/or regional workshop?

<u>34</u>	Yes - Topic selection:	39.08%
<u>13</u>	No	14.94%
<u>40</u>	Undecided	45.98%

COMMENT: _____

Appendix E, Part 28

16. Please rank the following traffic safety communication objectives in the order you would have them presented to the workshop:

<u>17</u>	To develop public awareness as well as willingness to support highway traffic safety (financially).	20.99%
<u>4</u>	To improve the public image of highway traffic safety administrators and/or communicators.	4.94%
<u>57</u>	To keep the public informed concerning purposes, accomplishments, and needs of highway traffic safety.	70.37%
<u>3</u>	Others (specify): _____	3.70%

Appendix E, Part 29

THANK YOU for your assistance.

Lloyd M. Williams

TELEVISION

highway traffic safety communications survey

Lloyd M. Williams, Graduate Assistant
Michigan State University

Highway Traffic Safety Center
East Lansing, Michigan 48823

TELEVISION QUESTIONNAIRE

Please check and/or rank your answers to the following questions. Comments will evaluate, as well as aid, in the planning of future highway traffic safety communications for the television media.

1. You or someone at your station receives many materials from public and private organizations promoting traffic safety in one form or another. You may find the information you receive from some organizations is more useful than from others. (Please check how useful.)

- A. From private organizations; such as the Safety Council, AAA, or insurance companies:

<u>10</u> Very useful	45.45%	100% = Useful
<u>9</u> Useful	40.91%	
<u>3</u> Somewhat useful	13.64%	
<u>0</u> Not at all useful	0.00	
COMMENT:		

Appendix E, Part 30

- B. From police, hospitals, and other information sources about highway accidents, deaths, injuries, property damage, etc:

<u>13</u> Very useful	59.09%	86.36% = Useful
<u>3</u> Useful	13.64%	
<u>3</u> Somewhat useful	13.64%	
<u>3</u> Not at all useful	13.64%	
COMMENT:		

Appendix E, Part 30

- C. From federal, state, and local governments on highway traffic safety research, standards, and other programs:

<u>8</u> Very useful	34.78%	100% = Useful
<u>8</u> Useful	34.78%	
<u>7</u> Somewhat useful	30.44%	
<u>0</u> Not at all useful	0.00	
COMMENT:		

Appendix E, Part 30

D. From Michigan State University's Highway Traffic Safety Center:

9	Very useful	45.00%	95% = Useful
6	Useful	30.00%	
4	Somewhat useful	20.00%	
1	Not at all useful	5.00%	

COMMENT:

Appendix E, Part 30

2. Rank in order the public or private organizations which provide you with the most useful communications relating to highway traffic safety. (Please select 1st, 2nd and 3rd; more if you wish.)

6	AAA	27.27%
2	Highway Traffic Safety Center, Michigan State University	9.09%
0	Insurance industry	0.00
3	Local police	13.64%
0	Michigan Driver Education Association	0.00
0	Michigan Office of Highway Safety Planning	0.00
3	Michigan Department of State Police	13.64%
0	Michigan Women For Highway Safety	0.00
7	National Safety Council and/or local Council	31.82%
0	Traffic Safety for Michigan	0.00
1	Wire services	4.55%
0	None	0.00
0	Others (specify): _____	0.00

COMMENT:

Appendix E, Part 31

In your opinion, approximately how much time of the daily news and/or editorial programming does your station devote to local, state and national highway traffic safety communications? (Please check.)

0	0	2	4	3	3	2	2	5	2
More	10 min.	5 min.	3 min.	2 min.	1½ min.	60 sec.	30 sec.	None	Varies
		8.70%	17.39%	13.04%	13.04%	8.70%	8.70%	21.74%	8.70%

Appendix E, Part 33

Among the various contributing factors of highway traffic safety, to which do you give the highest priority in your editorial, news, or public safety service time? (1 = highest; 5 = lowest)

	EDITORIAL	NEWS	PUBLIC SERVICE
Driver Practices	4-44.44%	1-6.25%	12-70.58%
Highway Conditions	1-11.11%	11-68.75%	0-0.00%
Research	1-11.11%	1-6.25%	0-0.00%
Traffic Laws	1-11.11%	1-6.25%	4-24.71%
Traffic Legislation	1-11.11%	1-6.25%	0-0.00%
Vehicle Condition	1-11.11%	1-6.25%	1-5.87%
Others (specify): _____	0-0.00%	0-0.00%	0-0.00%

COMMENT:

Appendix E, Part 34

5. Why do selected factors in question #4 get the most attention?
 (Please rank in order of your preference.)

<u>10</u>	Available material	50.00%
<u>0</u>	Communicator credibility	0.00
<u>8</u>	Interest to listeners	40.00%
<u>0</u>	Preparation style	0.00
<u>0</u>	No opinion	0.00
<u>2</u>	Other (specify):	10.00%

COMMENT:

Appendix E, Part 35

6. How do you rate the "Scare" approach to highway traffic safety -- i.e., the holiday weekend predictions, scoreboards, safety spots, and yearly totals?

<u>2</u>	Very good	8.70%	43.48% = Good
<u>8</u>	Good	34.78%	
<u>4</u>	Fair	17.39%	
<u>7</u>	Poor	30.45%	
<u>2</u>	Unacceptable	8.70%	
<u>0</u>	No opinion	0.00	

COMMENT:

Appendix E, Part 37

7. What aspect(s) of highway traffic safety do you believe is (are) most neglected?

A. In general news coverage:

<u>7</u>	Causes of accidents	25.00%
<u>10</u>	Needed legislation	35.71%
<u>6</u>	News of enforcement	21.43%
<u>2</u>	Status of legislation	7.14%
<u>3</u>	Other (specify):	10.71%

COMMENT:

None

B. In public education and promotion:

<u>4</u>	Highway conditions	14.82%
<u>8</u>	Legislative action	29.63%
<u>1</u>	Point system	3.70%
<u>4</u>	Techniques of communication	14.82%
<u>10</u>	Vehicle inspection	37.04%
<u>1</u>	Other (specify):	3.70%

COMMENT:

None

What kinds of additional information relating to highway traffic safety would be most helpful to your station in day-to-day coverage?

Appendix E, Part 38

Nine responses; 39.13% of those answering.

9. What purpose do you believe highway safety promotion should serve?

Appendix E, Part 39

Twelve responses; 52.17% of those answering.

10. What are the first things you look for in a highway traffic safety communication?

Appendix E, Part 40

Thirteen answers; 56.52% of those answering.

11. What appeals do you direct to the driver and/or weekend listener?

<u>13</u>	Alcohol/drugs and driving	33.33%
<u>11</u>	Official highway traffic warnings	28.21%
<u>0</u>	Point system	0.00
<u>4</u>	"Scare"	10.26%
<u>3</u>	Scenic and/or vacation trips	7.69%
<u>6</u>	"Scoreboard"	15.39%
<u>2</u>	None	5.13%
<u>0</u>	Other (specify): _____	0.00

COMMENT:

Appendix E, Part 36

12. Did your station receive, from the Highway Traffic Safety Center's Communication Office, the following 60-second "Safety Spots" and have you scheduled them for public service time? 12 of 23 questionnaires returned; 52.17% answered this item.

	<u>Received:</u> Yes No		<u>Scheduled:</u> Yes No	
FTV-681 "SHARE THE ROAD" (Cars and Motorcycles)	<u>5</u>	---	<u>5</u>	---
682 "SPEED & CHANGING CONDITIONS"	<u>6</u>	---	<u>6</u>	---
683 "ALCOHOL AND TRAFFIC"	<u>7</u>	---	<u>7</u>	---
684 "FOLLOWING TOO CLOSELY"	<u>9</u>	---	<u>9</u>	---
685 "RAN OFF ROADWAY"	<u>7</u>	---	<u>7</u>	---
686 "OBEYING TRAFFIC SIGNAL"	<u>8</u>	---	<u>8</u>	---
701 "BLOCKED VISION"	<u>10</u>	---	<u>10</u>	---
702 "COLLISION COURSE"	<u>11</u>	---	<u>11</u>	---
703 "PASSING JUDGEMENT"	<u>8</u>	---	<u>8</u>	---

Appendix E, Part 32

- Did your station send a representative to the "BREATHALYZER RECERTIFICATION" press/TV conference and luncheon?

<u>6</u>	Yes	37.50%
<u>6</u>	No	37.50%
<u>5</u>	Not notified	31.25%

COMMENT:

None

4. Which topics would you recommend for an in-service workshop for highway traffic safety communications preparation personnel? (Please rank in order of your preference.)

<u>2</u>	A Measure of Success: Self Criticism	12.50%
<u>3</u>	Competition for Public Service Time	18.75%
<u>1</u>	Functions of the Local Television Station	6.25%
<u>4</u>	Organizing a Public Service Schedule	25.00%
<u>3</u>	Role and Responsibility of Communication Preparation Personnel	18.75%
<u>0</u>	Script Style	0.00
<u>0</u>	Television - Highway Traffic Safety Jargon	0.00
<u>2</u>	What is News?	12.50%
<u>1</u>	Others (specify): _____	6.25%

COMMENT: _____

None

5. Would you participate in a statewide and/or regional workshop?

<u>10</u>	Yes - Topic selection:	47.62%
<u>2</u>	No	9.52%
<u>9</u>	Undecided	42.86%

COMMENT: _____

Appendix E, Part 41

6. Please rank the following safety communication objectives in the order you would have them presented to the workshop:

<u>9</u>	To develop public awareness as well as willingness to support highway traffic safety (financially).	45.00%
<u>0</u>	To improve the public image of highway traffic safety administrators and/or communicators.	0.00
<u>11</u>	To keep the public informed concerning purposes, accomplishments, and needs of highway traffic safety.	55.00%
	Others (specify): _____	

COMMENT: _____

None

THANK YOU for your assistance.

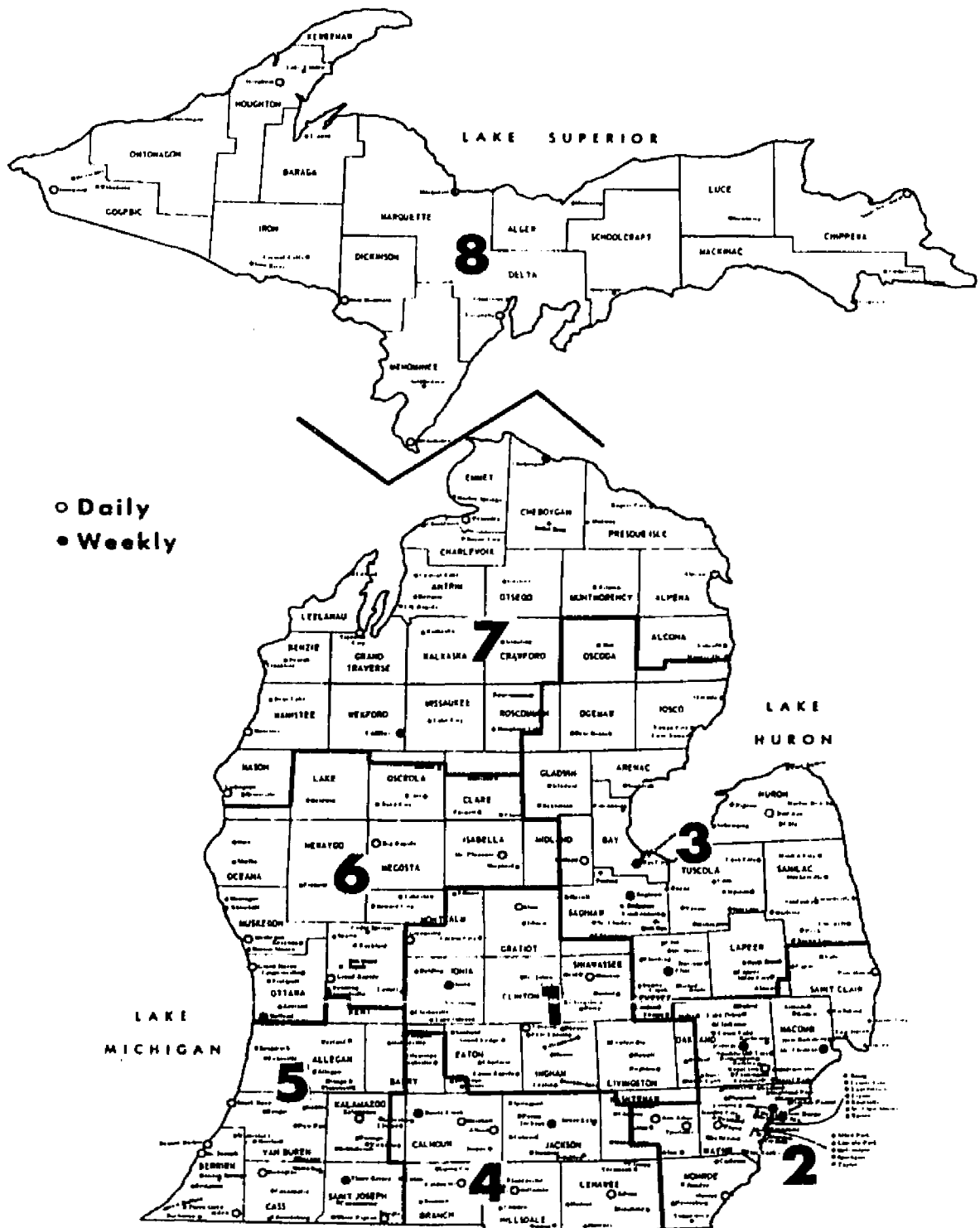
Lloyd M. Williams

APPENDIX D

POPULATION BY DISTRICTS

NEWSPAPERS

Location of Michigan Newspapers



Elmer E. White, Executive Secretary, Michigan Press Association, Michigan Newspaper Directory & Ratebook, 1971, pp.46 - 47.

Figure D-2.--Location of Michigan Newspapers

DISTRICT #1

ARGUS-PRESS = D
J.E. Campbell, editor
201 East Exchange St.
OWOSSO, MI. 48867

DAILY RECORD-LEADER = D
David C. Elliot, managing editor
414 North State St.
ALMA, MI. 48801

DAILY SENTINEL-STANDARD = D
Fred M. Kidd, Jr., editor
114 North Depot
IONIA, MI. 48846

THE DAILY NEWS = D
Mack Wample, managing editor
109 N. Lafayette St.
GREENVILLE, MI. 48838

THE STATE JOURNAL = D
John D. Ward, news editor
120 E. Lenawee
LANSING, MI. 48919

ADVERTISER = W
Dwight C. Brown, publisher
13 Bridge Street
SARANAC, MI. 48881

BANNER-NEWS = W
Dwight W. Cowden, publisher
112 N. Pleasant
BELDING, MI. 48809

CLINTON COUNTY NEWS = W
Rollin A. Huard, Jr., publisher
120 E. Walker Street
ST. JOHNS, MI. 48879

ENTERPRISE = W
Harry Stapler, publisher
101 W. Grand River
WILLIAMSTON, MI. 48895

ENTERPRISE & OBSERVER = W
Philip Power, publisher
P. O. Box 2428 Livonia
FARMINGTON, MI. 48151

GAZETTE = W
Frank M. Braendle, publisher
211 West Main
CARSON CITY, MI. 48811

GRATIOT COUNTY HERALD = W
John B. Stafford, editor
123 N. Main St.
ITHACA, MI. 48847

HERALD = W
William C. Sliger, publisher
101 N. Lafayette
SOUTH LYON, MI. 48178

INDEPENDENT = W
Georgene W. Cantine, publisher
215 South Bridge St.
GRAND LEDGE, MI. 48837

INGHAM COUNTY NEWS = W
Richard W. Brown, editor
222 West Ash
MASON, MI. 48854

IONIA COUNTY NEWS = W
Fred M. Kidd, Jr., publisher
114-116 N. Depot
IONIA, MI. 48846

JOURNAL = W
Arthur W. & Ethel J. Carstens, publishers
156 S. Main
EATON RAPIDS, MI. 48827

LIVINGSTON COUNTY ARGUS-DISPATCH = W
Richard Ode, managing editor
107 E. Grand River
BRIGHTON, MI. 48116

LIVINGSTON COUNTY PRESS = W
 Allen Nequette, managing editor
 111 N. Michigan
 HOWELL, MI. 48843

LOCAL REPUBLICAN = W
 John Gingus, publisher
 126 South Main
 LESLIE, MI. 49251

MERIDIAN TOWNE COURIER = W
 Harry Stapler, publisher
 423 Albert St.
 EAST LANSING, MI. 48823

PRESS
 Fred J. Veith, publisher
 100 E. Grand River
 LAINGSBURG, MI. 48848

RECORD = W
 Charles H. Geiger, publisher
 129 Division
 CLARKSVILLE, MI. 49325

REPUBLICAN-TRIBUNE = W
 Franklin W. Sassaman &
 Wells H. Rauser, publishers
 114 E. Lovett St.
 CHARLOTTE, MI. 48813

REVIEW = W
 Richard Rudnicki &
 Lena I. Klein, publishers
 135 North Grand Ave.
 FOWLERVILLE, MI. 48836

REVIEW & OBSERVER = W
 Joseph J. Blackmore, publisher
 333 Kent St.
 PORTLAND, MI. 48875

SENTINEL = W
 John & Gloria Nelson, publishers
 135 Main St.
 SUNFIELD, MI. 48890

SHIAWASSEE COUNTY JOURNAL = W
 Raymond L. Watkins, publisher
 107-109 East 2nd St.
 PERRY, MI. 48872

THE COMMUNITY NEWS = W
 Richard W. Brown, publisher
 Holt Plaza - P.O. Box 2
 HOLT, MI. 48842

TIMES
 Eugene R. Stone, publisher
 125 E. Main
 EDMORE, MI. 48829

TIMES
 Robert T. Gharrity, managing editor
 445 North Main
 MILFORD, MI. 48042

TOWNE COURIER = W
 Harry Stapler, publisher
 423 Albert St.
 EAST LANSING, MI. 48823

TOWN CRIER & BRIEF SUN
 Charlotte B. Camp, publisher
 110 1/2 North Clinton St.
 STOCKBRIDGE, MI. 49285

WAVE = W
 Richard L. Foltz, publisher
 1010 - 4th Ave.
 LAKE ODESSA, MI. 48849

DISTRICT #2

NEWS = D

David Tefft, news editor
340 E. Huron St.
ANN ARBOR, MI. 48106

THE FREE PRESS = D

Vincent Klock, news editor
321 Lafayette Blvd.
DETROIT, MI. 48231

THE NEWS = D

Albert L. Abbott, news editor
615 Lafayette Blvd.
DETROIT, MI. 48231

THE PRESS = D

John Kauffman, news editor
20 E. Michigan Ave.
YPSILANTI, MI. 48197

TIMES HERALD = D

Louis Dunn, news editor
907 Sixth St.
PORT HURON, MI. 48060

ADVANCE = W

C. Neff Shorter, publisher
3281 Coolidge Hwy.
BERKLEY, MI. 48072

ALLEN PARKER = W

William S. Mellus, publisher
1661 Fort St., Lincoln Park
ALLEN PARK, MI. 48146

ANCHOR BAY BEACON = W

Warren Stromberg, publisher
5170 Washington
NEW BALTIMORE, MI. 48047

CITIZEN = W

Joseph Kargol, publisher
11901 Jos. Campau Ave.
HAMTRAMCK, MI. 48212

CLARION = W

Charles G. Seed, publisher
313 Main St.
ROCHESTER, MI. 48063

COMMUNITY NEWS = W

Ben Nathanson, publisher
16300 Harper
MT. CLEMENS, MI. 48224

COURIER = W

Charles Hasse, publisher
1216 St. Clair River Dr.
ALGONAC, MI. 48001

EAGLE = D

Ray G. Clift & Wesley F. Willett,
publishers
35612 Michigan
WAYNE, MI. 48184

EAST SIDE NEWSPAPER GROUP = W

Ben Nathanson, publisher
16300 Harper
DETROIT, MI. 48224

ECCENTRIC = W

Paul Neal Averill, publisher
1225 Bowers Street
BIRMINGHAM, MI. 48012

ENTERPRISE & LEGAL TIMES

Ray Clift & Wesley Williett, publishers
330 Main St.
BELLEVILLE, MI. 48111

EVENING NEWS = D

David Bagnall, city editor
20 West First St.
MONROE, MI. 48161

EXPOSITOR = W

Arthur & Bonnie M. Brown, publishers
21 South Main
YALE, MI. 48097

GUARDIAN-REVIEW = W

Roy Clift & Wesley Willett, publishers
29215 Ford Rd.
GARDEN CITY, MI. 48135

HERALD (TIMES) = W

Walter W. & E. Virginia Schultz,
publishers
74230 Fulton
ARMADA, MI. 48005

HIGHLAND PARKER = W

John P. Parks, publisher
30 Bartlett Ave.
HIGHLAND PARK, MI. 48203

JEWISH NEWS = W

Philip Slomovitz, publisher
17100 W. 7-Mile Rd.
DETROIT, MI. 48235

JOURNAL = W

Charles J. Hasse, publisher
1216 St. Clair River Dr.
ALGONAC, MI. 48001

JOURNAL AND EMMETT EXPRESS = W

Thomas A. & Nola J. Sadler, publishers
126 N. Main
CAPAC, MI. 48014

LEADER = W

Marguerite H. Webster, publisher
25105 W. Warren
DEARBORN HEIGHTS, MI. 48127

LEADER = W

James A. Sherman, publisher
38 S. Washington
OXFORD, MI. 48051

LINCOLN PARKER = W

William S. Mellus, publisher
1661 Fort St.
LINCOLN PARK, MI. 48146

MACOMB DAILY = D

Patrick J. Sloan, news editor
P. O. Box 707
MT. CLEMENS, MI. 48043

MAIL & OBSERVER - PLYMOUTH = W

Philip Power, publisher
P.O. Box 2428
LIVONIA, MI. 48154

MADISON NEWS = W

John P. Parks, publisher
251 E. 9 Mi. Rd
MADISON HEIGHTS, MI. 48220

MESSENGER = W

Harry E. Lester, publisher
1209 Monroe Ave.
CARLTON, MI. 48117

MESSENGER = W

William S. Mellus, publisher
1661 Fort St.
LINCOLN PARK, MI. 48146

MICHIGAN CHRONICLE = W

L. M. Quinn, editor
479 Ledyard
DETROIT, MI. 48201

NEWS = W

James A. Sherman, publisher
5 South Main
CLARKSTON, MI. 48016

NEWS = W

Robert B. Edgar, publisher
99 Kercheval Ave.
GROSSE POINTE, MI. 48236

NEWS = W

John P. Parks, publisher
251 E. 9 Mi. Rd.
FERNDALE, MI. 48220

PRESS = W

Robert Foley Smith, publisher
14510 Michigan
DEARBORN, MI. 48126

NEWS & FRANKLIN FOUR CORNERS PRESS = W

Betty Lewis, publisher
29455 Northwestern
SOUTHFIELD, MI. 48705

PRESS = D

Jack Stroud, news editor
48 W. Huron St.
P.O. Box 9
PONTIAC, MI. 48056

NEWS-HERALD = W

Frank J. Beaumont, publisher
2245 Eureka Ave.
WYANDOTTE, MI. 48192

RECORD = W

William C. Sliger, publisher
101 North Center St.
NORTHVILLE, MI. 48167

N. W. OAKLAND COUNTY HERALD-ADVERTISER

Donald J. Campbell, publisher
115 Martha St.
HOLLY, MI. 48442

= W

REDFORD OBSERVER = W

Philip Power, publisher
P. O. Box 2428
LIVONIA, MI. 48154

NOVI NEWS = W

William C. Sliger, publisher
101 N. Center St.
NORTHVILLE, MI. 48167

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139 Riley St.
DUNDEE, MI. 48131

REPORTER = W

Paul L. Tull, publisher
106 W. Michigan Ave.
SALINE, MI. 48176

OBSERVER = W

Philip H. Power, publisher
P.O. Box 2428
LIVONIA, MI. 48151

REVIEW = W

Martin A. Carlson, publisher
30 North Broadway
LAKE ORION, MI. 48035

OBSERVER = W

Melvin E. Bleich, publisher
124 West St. Clair
ROMEO, MI. 48065

ROMULUS ROMAN = W

Ray G. Cliff & Wesley F. Willett,
publishers
330 Main St.
BELLEVILLE, MI. 48111

PARKLAND COURIER = W

Harry H. Weinbau, publisher
16862 Joy Road
DETROIT, MI. 48228

SOUTHGATE SENTINEL = W

William S. Mellus, publisher
1661 Fort St.
LINCOLN PARK, MI. 48146

PETERSBURG SUN = W

Frederic Flox, publisher
139 Riley St.
DUNDEE, MI. 48131

SPINAL COLUMN = W
T. J. Colford, publisher
Box 14
UNION LAKE, MI. 48085

THE LEGAL ADVERTISER & GAZETTE TIMES = W
John P. Parks, publisher
251 East 9-Mile Rd.
FERNDALE, MI. 48220

ST. CLAIR COUNTY INDEPENDENT-PRESS = W
Harry E. Atkins, Jr., general manager
504 S. Water
MARINE CITY, MI. 48039

THE REVIEW = W
Harry Atkins, manager
69347 Main St.
RICHMOND, MI. 48062

TAYLOR TRIBUNE = W
William S. Mellus, publisher
1661 Fort St.
LINCOLN PARK, MI. 48146

THE TROY TIMES = W
Catherine Neff Shorter, publisher
37 East Maple
TROY, MI. 48084

THE BOOSTER & MILAN LEADER = W
John P. & Barbara Stommen, publishers
5 W. Main
MILAN, MI. 48160

TIMES = W
Kenneth R. Weidner, publisher
2702 Riverside Drive
TRENTON, MI. 48183

THE COURIER-MONROE AD-VENTURE = W
Richard F. Daggert, publisher
727 East Main
TEMPERANCE, MI. 48182

TIMES HERALD = W
Frank H. Bewick, publisher
22656 Michigan Ave.
DEARBORN, MI. 48124

THE DAILY SENTINEL = D
Joy Smith, managing editor
45184 Cass
UTICA, MI. 48087

TIMES-HERALD & THE DRYDEN NEWS = W
Thomas A. & Nola J. Sadler, publishers
137 Mp. Main
ALMONT, MI. 48003

THE DAILY TRIBUNE = D
Grant W. Howell, managing editor
210 E. Third St.
ROYAL OAK, MI. 48068

WARRENDALE COURIER = W
Harry H. Weinbau, publisher
16862 Joy Road
DETROIT, MI. 48228

THE GUARDIAN = W
Frank J. Beaumont, publisher
26330 E. Huron River Dr.
FLAT ROCK, MI. 48134

WEST SIDE COURIER = W
Harry H. Weinbau, publisher
16862 Joy Road
DETROIT, MI. 48228

THE LEDGER STAR = W
Ray Clift & Wesley Willett, publishers
26701 Michigan
INKSTER, MI. 48184

WESTLAND EAGLE = W
Ray G. Clift & Wesley F. Willett,
publishers
2211 N. Wayne Rd.
WAYNE, MI. 48185

WESTLAND OBSERVER = W
Philip H. Power, publisher
P. O. Box 2428
LIVONIA, MI. 48151

DISTRICT #3

DAILY NEWS = D

Norman C. Rumble, editor
124 S. McDonald St.
MIDLAND, MI. 48640

HURON DAILY TRIBUNE = D

Clare J. Hewens, Jr., editor
211 N. Heisterman
BAD AXE, MI. 48413

THE JOURNAL = D

Richard F. Shappell, news editor
200 E. First St.
FLINT, MI. 48502

THE NEWS = D

James P. Brown, editor
203 So. Washington Ave.
SAGINAW, MI. 48605

TIMES = D

David C. Miller, news editor
311 Fifth St.
BAY CITY, MI. 48706

ALCONA COUNTY REVIEW = W

Ethel H. Chapelle, publisher
111 Lake Street
HARRISVILLE, MI., 48740

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203 East Cedar
STANDISH, MI. 48658

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Thomas W. Howell, publisher
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CHESANING, MI. 48616

BANNER = W

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4121 Main St.
BROWN CITY, MI. 48416

BLADE-CRESCENT = W

Robert A. Neuman, publisher
111 East Main
SEBEWAING, MI. 48759

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John Haire, publisher
6550 Main
CASS CITY, MI. 48726

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William A. Engel, publisher
Main Street
UBLY, MI. 48475

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Richard E. List, publisher
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BAY CITY, MI. 48706

ENTERPRISE = W

Marguerite Caswell, publisher
6008 State
KINGSTON, MI. 48741

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Owen A., Jr., & Betty Rood, publishers
219 No. Saginaw St.
DURAND, MI. 48429

GAZETTE = W

Kenneth J. & Charlotte Taylor,
publishers
3957 Huron St.
NORTH BRANCH, MI. 48461

GENESEE COUNTY HERALD = W

John A. & Alice M. Harrington,
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11738 Saginaw Street
MT. MORRIS, MI. 48458

GENESEE COUNTY LEGAL NEWS = W

Helen M. Gillett, publisher
111 W. Young Street
CLIO, MI. 48420

GLADWIN COUNTY RECORD = W
Paul D. Moon, publisher
400 West Cedar Ave.
GLADWIN, MI. 48624

HAMPTON OBSERVER = W
Charles E. & Patricia McMartin,
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701 Elm St.
ESSEXVILLE, MI. 48732

HERALD = W
James D. Wilson, publisher
8719 State St.
MILLINGTON, MI. 48746

HERALD = W
William A. Engel, publisher
1524 Main St.
MINDEN CITY, MI. 48456

HURON NEWS = W
John C. Hewens & Clare J. Herens, Jr.
publishers
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PORT AUSTIN, MI. 48467

INDEPENDENT = W
Robert G. Silbar, publisher
125 South Leroy St.
FENTON, MI. 48430

INDEX = W
Bradley Owen, general manager
112 So. State
DAVISON, MI. 48423

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J. Berkeley Smith, publisher
110 W. State St.
TAWAS CITY, MI. 48730

JOURNAL = W
Lloyd F. Buhl, publisher
4002 Chandler St.
CARSONVILLE, MI. 48419

JOURNAL = W
Ernest J. LaPorte, publisher
111 E. Third St.
PINCONNING, MI. 48650

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Robert M. Myers, publisher
69 Nepessing
LAPEER, MI. 48446

LABOR NEWS = W
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Kackmeister, editors
817 E. Genesee St.
SAGINAW, MI. 48607

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Marion & Beverly Stimer, publishers
716 No. Bridge St.
LINDEN, MI. 48451

LEADER = W
Robert C. Neumann, publisher
6427 Morris St.
MARLETTE, MI. 48453

MESSENGER = W
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111 West Young St.
CLIO, MI. 48420

MONITOR = W
William & Joanne Langford, publishers
6071 Fulton St.
MAYVILLE, MI. 48744

MONITOR & HEMLOCK HERALD = W
Odessa R. Smazel, editor
140 W Saginaw
MERRILL, MI. 48637

NEWS = W
Clinton Grainger, publisher
613 South Main
FRANKENMUTH, MI. 48734

NEWS = W

Morton D. Stebbins, publisher
11514 So. Saginaw
GRAND BLANC, MI. 48439

NEWS = W

Paul B. Adams & Maxine E. Maul,
publishers
8014 Miller Road
SWARTZ CREEK, MI. 48473

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D. E. & R. E. Beebe, publishers
208 East Main
FLUSHING, MI. 48433

OGEMAW COUNTY HERALD = W

Robert S. Marshall, publisher
215 W. Houghton
WEST BRANCH, MI. 48441

OSCODA COUNTY NEWS = W

Keith W. Cournyer & Son, publishers
M10, MI. 48647

PIONEER TIMES = W

Ernest J. LaPorte, publisher
101 So. Main St.
VASSAR, MI. 48768

PRESS = W

J. Berkeley Smith, managing editor
311 South State St.
OSCODA, MI. 48750

PRESS = W

Karen L. Baxter, editor
408-10 Hancock St.
SAGINAW, MI. 48602

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PIGEON, MI. 48755

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2534 Black River St.
DECKERVILLE, MI. 48427

REPORTER = W

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613 South Main
REESE, MI. 48734

REPUBLICAN-TRIBUNE = W

Eldon W. Felker, publisher
43 South Elk
SANDUSKY, MI. 48471

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publishers
14 West Lapeer
PECK, MI. 48466

SANILAC JEFFERSONIAN = W

Carl Black, editor
66 Howard Ave.
CROSWELL, MI. 48422

TAWAS HERALD = W

Nelson E. & William Thornton,
publishers
408 Lake St.
TAWAS CITY, MI. 48763

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Thomas J. Mitchell, publisher
124 Ross Street
BEAVERTON, MI. 48612

THE TOWNSHIP TIMES = W

Rudolf Schmitt, Jr., publisher
6115 State
SAGINAW, MI. 48603

TIMES = W

R. J. Busch, publisher
123 No. First St.
HARBOR BEACH, MI. 48441

TIMES = W

C. Clair Cross, publisher
131 Bancroft
IMLAY CITY, MI. 48444

TUSCOLA COUNTY ADVERTISER = W
Rudolph H. Petzold, publisher
344 No. State St.
CARO, MI. 48723

UNION = W
Paul W. Grim, publisher
336 So. Saginaw
SAGINAW, MI. 48655

VALLEY FARMER = W
James Gerity, Jr., publisher
905 Henry
BAY CITY, MI. 48706

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CITIZEN PATRIOT = D

Herbert W. Spendlove, editor
214 S. Jackson St.
JACKSON, MI. 49201

DAILY NEWS = D

Richard L. Connor, managing editor
33 McCollums
HILLSDALE, MI. 49242

DAILY REPORTER = D

Seton C. Bovee, editor
15 W. Pearl St.
COLDWATER, MI. 49036

DAILY TELEGRAM = D

Donald L. Frazier, editor
133 N. Winter St.
ADRIAN, MI. 49221

ENQUIRER and NEWS = D

Bruce H. McIntyre, managing editor
155 W. VanBuren
BATTLE CREEK, MI. 49016

EVENING CHRONICLE = D

Dean Broetzman, managing editor
115 S. Grand St.
MARSHALL, MI. 49068

EVENING RECORD = D

George V. Mather, editor
111 W. Center St.
ALBION, MI. 49224

ADVANCE = W

Duane DeLoach, publisher
131 S. Lane St.
BLISSFIELD, MI. 49228

ARGUS = W

Dwight L. Phillipps, publisher
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GALESBURG, MI. 49053

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Ben Wade, publisher
1124 Page Ave.
JACKSON, MI. 49203

CRESCENT = W

Raymond K. Smith, publisher
150 N. Main
CLIMAX, MI. 49034

ENTERPRISE = W

Harry Macomber, publisher
11 East Main
MANCHESTER, MI. 48158

GAZETTE = W

Robert Gordon Jones, publisher
126 N. Main
BELLEVUE, MI. 49021

HANOVER-HORTON LOCAL = W

Lloyd M. Baker, publisher
116 West Main
HANOVER, MI. 49241

HERALD = W

James C. Lincoln, publisher
110 E. Logan Street
TECUMSEH, MI. 49286

INDEPENDENT = W

Robert E. Dunn, publisher
261 E. Chicago
JONESVILLE, MI. 49250

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Blair C. Bedient, publisher
122 East Main
HOMER, MI. 49245

JOURNAL = W

Raymond W. Smith, publisher
113 W. Chicago St.
BRONSON, MI. 49028

LEADER = W

Walter P. Leonard, publisher
8071 Main St.
DEXTER, MI. 48130

LOCAL = W

H. H. Farley, publisher
108 Tecumseh St.
CLINTON, MI. 49236

MAPLE VALLEY NEWS = W

John Boughton, publisher
110 Maple Street
NASHVILLE, MI. 49073

NEWS = W

Lina J. Pardee, publisher
12327 Spring Arbor Rd.
CONCORD, MI. 49237

NEWS = W

Robert & B. H. Mather, publishers
237 E. Michigan Ave.
GRASS LAKE, MI. 49240

NEWS = W

Rae S. Corliss, publisher
Box 38
PARMA, MI. 49269

OBSERVER = W

Robert G. Green, publisher
120 North Street
MORENCI, MI. 49256

OPTIC = W

Stewart A. Graham, publisher
129 N. Main
OLIVET, MI. 49076

POST-GAZETTE = W

Edward Potter, publisher
113 S. Market St.
HUDSON, MI. 49247

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James E. Hawkins, publisher
114 Hammond
UNION CITY, MI. 49094

SIGNAL = W

Richard W. Dobbyn, publisher
104 Maple St.
SPRINGPORT, MI. 49284

SQUARE DEAL = W

Thomas S. Erickson, editor
138 N. Division
BATTLE CREEK, MI. 49017

STANDARD = W

Walter P. Leonard, publisher
300 North Main
CHELSEA, MI. 48118

THE EXPONENT = W

Wm. T. Schepeler, publisher
160 S. Main
BROOKLYN, MI. 49230

THE FARMER'S ADVANCE = W

Woodrow W. Wilcox, publisher
124 S. Main
CAMDEN, MI. 49232

THE WRIGHT GUIDE = W

Mary Ann Marker, publisher
100 Main St.
WALDRON, MI. 49288

DISTRICT #5

COMMERCIAL = D
 Christopher Williams, editor
 124 No. Main St.
 THREE RIVERS, MI. 49093

DAILY JOURNAL = D
 Douglas Bullock, editor
 307 W. Chicago Road
 STURGIS, MI. 49091

DAILY NEWS = D
 David T. Hayhow, editor
 203 Commercial St.
 DOWAGIAC, MI. 49047

DAILY STAR = D
 Jack E. Backer, editor
 217 N. Fourth St.
 NILES, MI. 49120

DAILY TRIBUNE = D
 Donald V. Schoenwether, editor
 259 Kalamazoo St.
 SOUTH HAVEN, MI. 49090

GAZETTE = D
 Daniel M. Ryan, editor
 401 S. Burdick St.
 KALAMAZOO, MI. 49003

THE HERALD-PRESS = D
 W. J. Banyon, editor
 116 State Street
 ST. JOSEPH, MI. 49085

THE NEWS PALLADIUM = D
 W. J. Banyon, editor
 Oak & Michigan Streets
 BENTON HARBOR, MI. 49022

ADVANCE = W
 Richard M. Rosga, publisher
 228 W. Monroe Street
 BANGOR, MI. 49013

ADVERTISER-RECORD = W
 Joseph A. Cox, publisher
 169 South Washington
 CONSTANTINE, MI. 49042

ARGUS = W
 Victor Spaniolo, publisher
 U. S. 12 Main St.
 EDWARDSBURG, MI. 49112

BERRIEN COUNTY RECORD = W
 Caryl A. Herman, publisher
 111 Days Ave.
 BUCHANAN, MI. 49107

COMMERCIAL = W
 Meredith & Bernice Clark, publishers
 109 South Main St.
 VICKSBURG, MI. 49097

COMMERCIAL - RECORD = W
 Arther L. Lane, Jr., publisher
 403 Lake Street
 SAUGATUCK, MI. 49453

COMMUNITY ENTERPRISE = W
 Dorthea Crocker, editor
 Telephone Building
 BRIDGMAN, MI. 49106

COURIER = W
 Gordon E. Banasik, publisher
 138 Main
 COLOMA, MI. 49038

COURIER LEADER = W
 Felix A. Racette & James R. Freer,
 publishers
 114 S. Kalamazoo St.
 PAW PAW, MI. 49079

COUNTY NEWS - GAZETTE = W
 John J. Axe, publisher
 221 Trowbridge St.
 ALLEGAN, MI. 49010

SUN & CALEDONIA NEWS = W
Donald E. Boysen, publisher
124 East Main St.
MIDDLEVILLE, MI. 49333

TIMES = W
Vilma A. Roumell
33 North Barton
NEW BUFFALO, MI. 49117

UNION = W
Richard K. Dorothy, publisher
109 So. Farmer
OTSEGO, MI. 49078

VIGILANT = W
Victor Spaniolo, publisher
127 South Rowland
CASSOPOLIS, MI. 49031

DISTRICT #6

DAY SPRING = W

Jack C. Sinclair, publisher
315 RN. Center
HARTFORD, MI. 49057

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Charles Barrett, publisher
200 East Bridge
PLAINWELL, MI. 49080

EXPRESS = W

Melvin Plath, publisher
216 East State St.
COLON, MI. 49040

EXPRESS = W

Chandler L. Garrison, publisher
115 North Grand
SCHOOLCRAFT, MI. 49087

GALIEN RIVER GAZETTE = W

James R. Boughner
110 North Elm Street
THREE OAKS, MI. 49128

GLOBE = W

Irvin P. Helmey, publisher
133 East Superior
WAYLAND, MI. 49348

HAMILTON-PRESS = W

Cliff Paine, Jr., publisher
127 W. Main
PENNVILLE, MI. 49408

HERALD = W

Cliff Paine, Jr.
127 Main St.
PENNVILLE, MI. 49408

HERALD HEADLINER = W

Karl W. Coons, manager
7616 S. Westnedge
PORTAGE, MI. 49081

JOURNAL - ERA = W

Charles D. Mierau
111 W. Ferry Street
BERRIEN SPRINGS, MI. 49103

NEWS = W

Ossian B. Mosses, publisher
State St.
GOBLES, MI. 49055

NEWS = W

Charles H. Geiger, publisher
129 Division
FREEPORT, MI. 49325

NEWS = W

Donald D. Moorman & C. D. Moorman,
publishers
149 East Main
MARCELLUS, MI. 49067

POST = W

Donald D. Moorman, publisher
117 S. Kalamazoo St.
WHITE PIGEON, MI. 49099

RECORD = W

Gordon E. Banasik, publisher
138 Main
WATERVLIET, MI. 49098

REPUBLICAN = W

Glenn G. Hayes, publisher
121 So. Phelps St.
DECATUR, MI. 49045

ST. JOSEPH CO. OBSERVER = W

Al Grossman, publisher
113 E. Main St.
CENTERVILLE, MI. 49032

DAILY TIMES NEWS = D

Clair Hekhuis, managing editor
215 North Main
MT. PLEASANT, MI. 48848

DAILY TRIBUNE = D

A. W. McCall, editor
101/3 No. Third St.
GRAND HAVEN, MI, 49417

EVENING SENTINEL = D

Werner Veit, editor
54/6 West 8th St.
HOLLAND, MI. 49423

PRESS = D

W. A. Butler, publisher
Press Plaza, Vandenberg Center
GRAND RAPIDS, MI. 49502

THE CHRONICLE = D

Robert C. Herrick, editor
981 Third St.
MUSKEGON, MI. 49443

THE PIONEER = D

John Fairman, editor
118 N. Michigan Ave.
BIG RAPIDS, MI. 49307

ALMANAC = W

Anne Frahm, publisher
652 Lovett S.E.
GRAND RAPIDS, MI. 49506

ARGUS = W

George E. Grim, publisher
213 Wright Ave.
SHEPHERD, MI. 48883

CITY NEWS = W

W. A. Butler, publisher
54/6 West 8th Street
HOLLAND, MI. 49423

CLIPPER = W

Niels T. Andersen, publisher
90 North Main St.
CEDAR SPRINGS, MI. 49319

ENTERPRISE = W

Fred E. Butler, publisher
313 Lincoln Ave.
LAKEVIEW, MI. 48850

FORUM-WHITE LAKER = W

Don F. Seyferth, publisher
104 Colby
WHITEHALL, MI. 49461

GEORGETOWN STAR = W

Anne Frahm, publisher
4005 Chicago Dr.
GRANDVILLE, MI. 49418

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Jack W. Corbin, publisher
123 State Street
HART, MI. 49420

LAKE CO. STAR = W

Floyd E. Hubbard, publisher
712 - 9th Street
BALDWIN, MI. 49304

LEDGER SUBURBAN LIFE = W

Francis E. Smith, publisher
105 No. Broadway
LOWELL, MI. 49331

NEWS = W

J.M. & J.L. Grim, publishers
206 Main
FARWELL, MI. 48622

OBSERVER = W

James H. Spencer, publisher
371 Main St.
COOPERSVILLE, MI. 49404

OBSERVER = W
 Frederick Gigax, publisher
 8674 Ferry St.
 MONTAGUE, MI. 49437

OSCEOLA COUNTY HERALD = W
 Alfred R. Bransdorfer, publisher
 101 West Slosson
 REED CITY, MI. 49677

OCEANA HERALD = W
 E. C. Huggard, managing editor
 170 No. Michigan Ave.
 SHELBY, MI. 49455

RECORD = W
 Minnie M. Farmer, publisher
 133 White St.
 HOWARD CITY, MI. 49329

RECORD = W
 Corey VanKoevering, publisher
 16-22 South Elm St.
 ZEELAND, MI. 49464

REGISTER = W
 Duncan Cameron, publisher
 120 Courtland Street
 ROCKFORD, MI. 49341

REVIEW = W
 Fred S. Smith, publisher
 226 No. Main
 EVART, MI. 49631

SENTINEL = W
 William D. Elden, publisher
 112 West 4th St.
 CLARE, MI. 48617

SENTINEL-LEADER = W
 Baert D. Brand, publisher
 343 South Union
 SPARTA, MI. 49345

STAR - W
 Anne Frahm, publisher
 4005 Chicago Dr.
 GRANDVILLE, MI. 49418

THE SOUTH KENT NEWS - WYOMING ADVOCATE = W
 Charles C. Vaughan, publisher
 4215 So. Division Ave.
 WYOMING, MI. 49508

TIMES = W
 Ralph B. Rogers, Jr.
 3350 Main Street
 RAVENNA, MI. 49451

TIMES-INDICATOR = W
 R. E. & P. M. Hostetler, publishers
 44 West Main
 FREMONT, MI. 49412

WALKER STAR = W
 Anne Frahm, publisher
 4005 Chicago Dr.
 GRANDVILLE, MI. 49418

WYOMING STAR = W
 Anne Frahm, publisher
 4005 Chicago Dr.
 GRANDVILLE, MI. 49418

FORREST HILLS ALMANAC = W
 Anne Frahm, publisher
 4005 Chicago Dr.
 GRANDVILLE, MI. 49418

NORTH END ALMANAC = W
 Anne Frahm, publisher
 4005 Chicago Dr.
 GRANDVILLE, MI. 49418

DISTRICT #7

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Myrton M. Riggs, publisher
308-310 No. Main Street
CHEYBOYGAN, MI. 49721

OBSERVER = W

Myrton M. Riggs, publisher
308-310 No. Main Street
CHEYBOYGAN, MI. 49721

EVENING NEWS = D

Craig Vollmer, news editor
P. O. Box 616
CADILLAC, MI. 49601

LUDINGTON DAILY NEWS = D

Paul S. Peterson, managing editor
202 North Rath Ave.
LUDINGTON, MI. 49431

MASON CO. PRESS = W

John E. Legault & Clayton M. Spencer,
publishers
100 W. Broadway
SCOTTVILLE, MI. 49454

NEWS = D

Phil Richards, editor
P. O. Box 367
ALPENA, MI. 49707

NEWS ADVOCATE = D

Gerald J. Skiera, editor
75 Maple Street
MANISTEE, MI. 49660

NEWS-REVIEW = D

James Doherty, editor
319 State Street
PETOSKEY, MI. 49770

THE RECORD EAGLE = D

Robert A. Batdorff, editor
120 W. Front St.
TRAVERSE CITY, MI. 49684

ANTRIM COUNTY NEWS = W

Cyril A. & Shirley E. Dolezel,
publishers
206 No. Bridge St.
BELLAIRE, MI. 49615

BENZIE COUNTY PATRIOT = W

John W. Peterson, publisher
406 Main St.
FRANKFORT, MI. 49635

BENZIE-RECORD = W

Norman E. Curtis, publisher
249 Benzie Blvd.
BEULAH, MI. 49617

COURIER = W

Thomas R. McDaniels, publisher
111 Bridge Street
CHARLEVOIX, MI. 49720

CRAWFORD CO. AVALANCHE = W

Howard D. Madsen
P. O. Box 490
GRAYLING, MI. 49738

HERALD-NEWS = W

Darrel K. & Elsin S. Matheson,
publishers
905 Lake Ave.
ROSCOMMON, MI. 48653

LEADER & KALKASKIAN = W

Wilson W. & Wilma Rowell, publishers
248 South Cedar Street
KALKASKA, MI. 49646

LEELANAU ENTERPRISE-TRIBUNE = W

E. J. Ziebell & Clifford Egeler,
publishers
112 Chandler
LELAND, MI. 49654

MANISTEE COUNTY = W

May Buell, editor
7686 Lake Street
BEAR LAKE, MI. 49614

MONTMORENCY CO. TRIBUNE = W
John F. Weber, publisher
ATLANTA, MI. 49709

NEWS = W
Richard T. Apking, publisher
303 State Street
ONAWAY, MI. 49765

NORTHLAND PRESS = W
A.G. Smith, publisher
106 So. Lake Street
BOYNE CITY, MI. 49712

NORTH WOODS CALL = W
Marguerite Gahagan, publisher
P. O. Box 37
ROSCOMMON, MI. 48653

OTSEGO CO. HERALD TIMES = W
James L. Grisso, publisher
122 North Otsego Ave.
GAYLORD, MI. 49735

PRESQUE ISLE COUNTY ADVANCE = W
Harry H. Whiteley, publisher
104 South 3rd Street
ROGERS CITY, MI. 49779

PROGRESS = W
Ward Babcock, publisher
215 River St.
ELK RAPIDS, MI. 49629

RESORTER = W
Robert J. Hamp, Jr.
4049 W. Houghton Lake Dr.
HOUGHTON LAKE, MI. 48629

STRAITSLAND RESORTER = W
Patricia Rogers Hamlin, publisher
3595 Club Road
INDIAN RIVER, MI. 49749

THE HARBOR-LIGHT = W
Wes Maurer, publisher
683 Pine Street
HARBOR SPRINGS, MI. 49740

TORCH = W
Paul E. Lisk, publisher
CENTRAL LAKE, MI. 49622

TRIBUNE RECORD = W
I. T. Wedin, publisher
419 No. Lake St.
CADILLAC, MI. 49601

WATERFRONT = W
Ross G. & Martha Bradley, publishers
100 North Main
LAKE CITY, MI. 49651

UP DISTRICT

MUNISING NEWS = W

Mr. M. J. Kiley & Mr. S. Sadak
P. O. Box 30
MUNISING, MI. 49862

L'ANSE SENTINEL = W

Mr. R. W. Menge & Mr. K. W. Menge
202 North Front St.
L'ANSE, MI. 49946

DIAMOND DRILL = W

Mr. Ralph G. Dalpra, editor
229 Superior Ave.
CRYSTAL FALLS, MI. 49920

REPORTER = W

Mr. C. P. Shields, editor
230 W. Genesee
IRON RIVER, MI. 49935

NEWS = W

Mr. M. B. Fretz, editor
314 Newberry Ave.
NEWBERRY, MI. 49868

THE WEEKLY WAVE = W

Mr. R. L. Easterbrook, editor
P. O. Box 112
CEDARVILLE, MI. 49719

REPUBLICAN NEWS & ST. IGNACE ENTERPRISE = W

Mr. W. J. Chatelle & Edwyna C.
Nordstrom, editors
128 North State
ST. IGNACE, MI. 49781

HERALD = W

Mr. Edward F. Wolfe, editor
326 River St.
ONTONAGON, MI. 49953

PIONEER TRIBUNE = W

Mr. James M. Tagg & Mr. David A. Rood,
editors
212 Walnut Street
MANISTIQUE, MI. 49854

DAILY GLOVE = D

Mr. George Nelson, editor
118 E. McLead Ave.
IRONWOOD, MI. 49938

HERALD = W

Maureen K. Winter, editor
109 E. Mary St.
BESSEMER, MI. 49911

NEWS = W

Mr. George W. Westlund, editor
412 Sunday Lake
WAKEFIELD, MI. 49968

DAILY MINING GAZETTE = D

Irene Waisanen, editor
65 Isle Royale St.
HOUGHTON, MI. 49931

DAILY PRESS = D

Jean Worth, editor
600 Ludington St.
ESCANABA, MI. 49829

DELTA REPORTER = D

Mr. R. A. Watson, editor
11 North 9th St.
GLADSTONE, MI. 49827

NEWS = D

Mr. Ray Crandall, editor
215 E. Ludington St.
IRON MOUNTAIN, MI. 49801

THE EVENING NEWS = D

Mr. George A. Osborn, editor
109 Arlington St.
SAULT STE MARIE, MI. 49783

THE HERALD LEADER = D
Mr. Roger Williams, editor
122 Sixth Ave.
MENOMINEE, MI. 49858

MENOMINEE CO. JOURNAL = W
Mr. Francis A. Bayee, editor
STEPHENSON, MI. 49887

THE MINING JOURNAL = W
Mr. Ken Lowe, editor
249 Washington St.
MARQUETTE, MI. 49855

RADIO

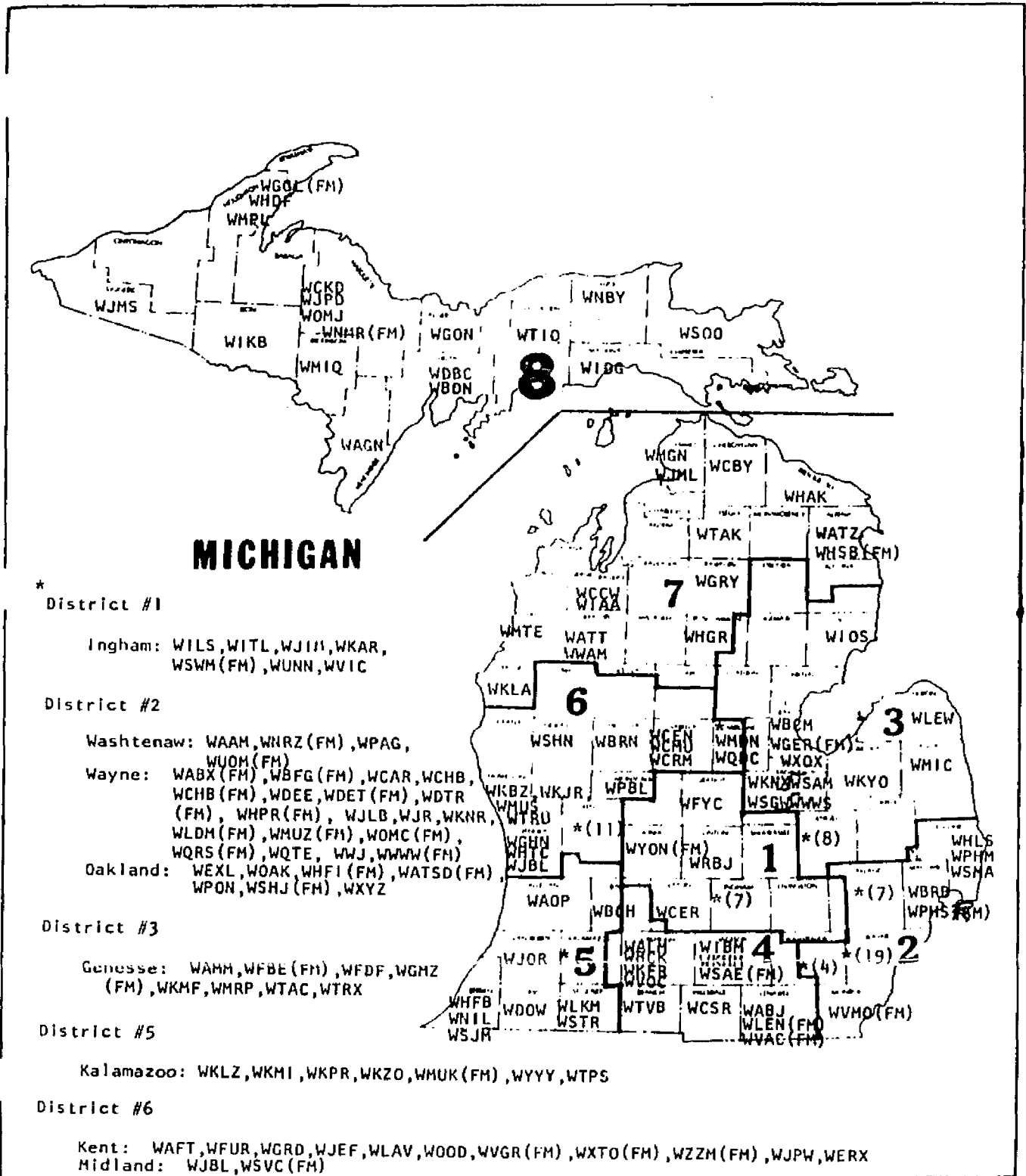


Figure D-3.--Location of Michigan radio stations

DISTRICT #1

WCER
David L. Hicks, general manager
Box 218
CHARLOTTE, MI. 48813

WFYC
David W. Sommerville, station manager
Box 429
ALMA, MI. 48801

WFYC
Bill Burns, program director
Box 429
ALMA, MI. 48801

WILS/WILS-FM
E. L. Byrd, general manager
600 Cavanaugh Rd.
LANSING, MI. 48910

WITL/WITL-FM
Bob Lee, program manager
Michigan National Tower
LANSING, MI. 48933

WITL/WITL-FM
"Chuck" Mefford, president
Michigan National Tower
LANSING, MI. 48933

WJIM/WJIM-FM
Bryan S. Halter, program director
P.O. Box 1226
LANSING, MI. 48904

WJIM/WJIM-FM
Harold F. Gross, president
P.O. Box 1226
LANSING, MI. 48904

WKAR/WKAR-FM
Michigan State University
Dennis Larson, news director
EAST LANSING, MI. 48823

WKAR/WKAR-FM (Interview)
Michigan State University
Richard Estell, general manager
EAST LANSING, MI. 48823

WSWM-FM
John F. Casey, station manager
P. O. Box 289
EAST LANSING, MI. 48823

WUNN
Warren Bolthouse, director
MASON, MI. 48854

WVIC/WVIC-FM
Bill Light, news director
2517 E. Mt. Hope Ave.
LANSING, MI. 48910

WRBJ
David Hallin, program director
P. O. Box 320
ST. JOHNS, MI. 48879

DISTRICT #2

WAAM
Wayne W. Adair, general manager
Box 1600
ANN ARBOR, MI. 48107

WABX-FM
Harvey Oushinsky, news director
3307 David Scott Tower
DETROIT, MI. 48226

WBFM-FM
James Clark, news director
8009 Lyndon Ave.
DETROIT, MI. 48238

WBRB/WBRB-FM
Paul Allen, program director
P. O. Box 489
MOUNT CLEMENS, MI. 48043

WCAR/WCAR-FM

Attn.: News Director
18900 James Couzens Highway
DETROIT, MI. 48235

WCHB

Gary Shephard, news director
32790 Henry Ruff Ed.
INKSTER, MI. 48141

WCHD-FM

Charles Henry, general manager
2994 W. Grand Blvd.
INKSTER, MI. 48202

WDEE

Lawrence H. Webb, news director
7441 Second Ave.
DETROIT, MI. 48202

WDET-FM

John B. Buckstaff, station manager
Wayne State University
5035 Woodward Ave.
DETROIT, MI. 48202

WDTR-FM

Mrs. Ethel Tincher, general manager
9345 Lawron Ave.
DETROIT, MI. 48206

WEXL

Gordon A. Sparks, general manager
P. O. Box X-100
ROYAL OAK, MI. 48220

WOAK-FM

Royal Oak Public Schools
709 N. Washington
ROYAL OAK, MI. 48067

WHFI-FM

Tom Miles, news director
P. O. Box 404
BIRMINGHAM, MI. 48012

WHLS/WHLS-FM

Ralph Iden, news director
Box 807
PORT HURON, MI. 48060

WHPR-FM

Greg Byndrian, program director
12541 Second Ave.
HIGHLAND PARK, MI. 48203

WJLB

Thomas J. Warner, general manager
3100 Broderick Tower
DETROIT, MI. 48226

WJR/WJR-FM

William Harris, news director
2100 Fisher Bldg.
DETROIT, MI. 48202

WKNR

Al Morgan, news director
15001 Michigan Ave.
DEARBORN, MI. 48126

WLDM-FM

Alan B. Hendry, news director
15401 W. Ten Mile Rd.
DETROIT, MI. 48237

WMUZ-FM

Chuck Cossin, Jr., program director
12300 Radio Place
DETROIT, MI. 48228

WNRZ-FM

Larry Dotxon, operations manager
Box 5
ANN ARBOR, MI. 48107

WOMC-FM

Garnet G. Sparks, president
Box X100
DETROIT, MI. 48220

WPAG/WPAG-FM

Ted Heusel, news director
Hutzel Bldg.
ANN ARBOR, MI. 48108

WPAG/WPAG-FM

Edward F. Baughn, president
Hutzel Bldg.
ANN ARBOR, MI. 48108

WPHS-FM

Warren Consolidated Schools
Charles E. Lampinen, station manager
WARREN, MI. 48093

WATSD-FM

Board of Education Waterford Township
Mihran Kupelian, general manager
2800 Bender St.
DRAYTON PLAINS, MI. 48020

WPHM

Woodruff B. Crouse, president
905 Sixth St.
PORT HURON, MI. 48060

WPON

William E. Morgan, station manager
Riker Bldg.
PONTIAC, MI. 48059

WPON

Fred Henzi, news director
Riker Bldg.
PONTIAC, MI. 48059

WQRS-FM

Stanley Akers, president
901 Livernois Ave.
DETROIT, MI. 48220

WQTE

Bill Carnett, news director
944 Free Press Bldg.
DETROIT, MI. 48226

WQTE

Richard E. Jones, president
944 Free Press Bldg.
DETROIT, MI. 48826

WSHJ-FM

John Dell Monache, manager
24675 Lahser Rd.
SOUTHFIELD, MI. 48075

WSMA

David R. Sommerville, news director
5300 Marine City Highway
MARINE CITY, MI. 48039

WUOM-FM

Fred Hindley, news director
University of Michigan
ANN ARBOR, MI. 48107

WVMO-FM

Ed Fortin, manager
Box 701
MONROE, MI. 48161

WWJ/WWJ-FM

W. R. Williams, program manager
622 Lafayette Blvd.
DETROIT, MI. 48231

WWW-FM

Ron Rose, program director
2930 East Jefferson
DETROIT, MI. 48207

WXYZ/WXYZ-FM

Andy Driscoll, program manager
20777 W. Ten Mile Rd.
SOUTHFIELD, MI. 48075

DISTRICT #3

WAMM

Tony King, program director
740 So. Saginaw St.
FLINT, MI. 48502

WFBE-FM

Flint Public Schools
Susan Kilmer, manager
Oak Grove Campus
FLINT, MI. 48503

WFDF

William Betts, news director
406 Garland St.
FLINT, MI. 48502

WGMZ-FM

Roy Youngmark, program director
903 Stevens St.
FLINT, MI. 48503

WKMF

Jim Harper, news director
505 Citizens Bank Bldg.
FLINT, MI. 48502

WMRP/WMRP-FM

Ellis L. Fenton, general manager
3217 Lapeer St.
FLINT, MI. 48503

WBCM/WBCM-FM

Ted A. Peloubet, news director
814 Adams St.
BAY CITY, MI. 48706

WGER-FM

Gale Sullivan, station manager
100 Wenonah Park Bldg.
BAY CITY, MI. 48706

WXOX

David Maurer, news director
306 Phoenix Bldg.
BAY CITY, MI. 48706

WXOX

Donald K. Mayle, executive vice-
president
306 Phoenix Bldg.
BAY CITY, MI. 48706

WTAC

Peter Cavanaugh, program director
Box 600
FLINT, MI. 48501

WTRX

Les Root, news director
Box 1330
FLINT, MI. 48501

WLEW/WLEW-FM

John F. Wisner, general manager
935 So. VanDyke Rd.
BAD AXE, MI. 48413

WIOS

Sandy Curtis, news director
523 Meadow Rd.
TAWAS CITY, MI. 48763

WIOS

John J. Carroll, president
523 Meadow Rd.
TAWAS CITY, MO. 48763

WMDN

Steve Brouwer, news director
Box 1513
MIDLAND, MI. 48640

WQDC-FM

Jay Allen Woosnam, news director
229 E. Main St.
MIDLAND, MI. 48640

WKNX

Joseph Kiss, news director
5200 State St.
SAGINAW, MI. 48603

WSAM/WSAM-FM

Bill Corbier, news director
Box 1776
SAGINAW, MI. 48605

WSGW/WSBM-FM

Jerry Schroeder, program director
400 Mason Bldg.
SAGINAW, MI. 48607

WWWS-FM

Don Mott, news director
114 1/2 So. Washington Ave.
SAGINAW, MI. 48607

WMIC/WMIC-FM

George E. Benko, president
19 So. Elk
SANDUSKY, MI. 48471

WKYO

John Bowles, news director
101 No. State St.
CARO, MI. 48723

WYNZ

Attn.: Program Director
P. O. Box 1520
YPSILANTI, MI. 48197

DISTRICT #4

WABJ
 Jerry Wolder, news director
 121 W. Maumee St.
 ADRIAN, MI. 49221

WALM/WALM-FM
 Richard Watson, station manager
 Irwin Ave.
 ALBION, MI. 49224

WBCH/WBCH-FM
 David McIntyre, program director
 Box 88
 HASTINGS, MI. 49058

WBCH/WBCH-FM
 Kenneth R. Radani, president
 Box 88
 HASTINGS, MI. 49058

WBCK
 James Cleaver, news director
 390 Golden Ave.
 BATTLE CREEK, MI. 49015

WCSR
 Tony Flynn, general manager
 170 Northwest St.
 HILLSDALE, MI. 49242

WCSR
 Park Hayes, news director
 170 Northwest St.
 HILLSDALE, MI. 49242

WIBM/WBBC-FM
 Robert B. Lees, general manager
 Box 180
 JACKSON, MI. 49204

WJCO
 William Hart, general manager
 Box 380
 JACKSON, MI. 49204

WKFR/WKFR-FM
 Rick D'Amico, news director
 710 Michigan National Bank Bldg.
 BATTLE CREEK, MI. 49015

WKHM/WKHM-FM
 Don Weal, news director
 1700 Glenshire Drive
 JACKSON, MI. 49201

WLEN-FM
 Richard D. Lackie, station manager
 Box 374
 ADRIAN, MI. 49221

WSAE-FM
 Spring Arbor College
 SPRING ARBOR, MI. 49283

WVAC-FM
 Craig Kallio, station manager
 Speech Dept. Adrian College
 110 S. Madison St.
 ADRIAN, MI. 49221

WTVB/WANG-FM
 Dick Peterson, general manager
 Box 32
 COLDWATER, MI. 49036

WTVB/WANG-FM
 Larry C. Schubert, news director
 Box 32
 COLDWATER, MI. 49036

WVOC
 James Roberts, news director
 Box 17
 BATTLE CREEK, MI. 49016

DISTRICT #5

WAOP

Alger R. Workman, program manager
Box 980
OTSEGO, MI. 49078

WDOW

John Cureton, news director
Box 150
DOWAGIAC, MI. 49047

WHFB/WHFB-FM

J. P. Scherer, general manager
Box 608
BENTON HARBOR, MI. 49022

WJOR

Ken Coe, general manager
559 Phoenix St.
SOUTH HAVEN, MI. 49090

WKLZ

Dan Daniels, station manager
2315 Schippers Lane
KALAMAZOO, MI. 49003

WKMI

James R. Higgs, news director
1360 Melody Lane
KALAMAZOO, MI. 49003

WKPR

Carl Fielstra, news director
Box 867
KALAMAZOO, MI. 49003

WKZO

Daryl Sebastian, public affairs
director
590 W. Maple St.
KALAMAZOO, MI. 49003

WMUK-FM

Garrard D. Macleod, program director
Western Michigan University
KALAMAZOO, MI. 49003

WYYY

Larry Knight, program director
2315 Schippers Lane
KALAMAZOO, MI. 49001

WLKM

Dennis W. Nickell, general manager
Box 1510
THREE RIVERS, MI. 49093

WNIL/WNIL-FM

Wallace Simpson, program director
Box 221
NILES, MI. 49120

WSJM/WSJM-FM

Charles Hoffman, program director
414 State St.
ST. JOSEPH, MI. 49085

WSTR/WSTR-FM

Lee Droeger, manager
Box 70
STURGIS, MI. 49091

WTPS

Neil Rogers, general manager
Box 248
PORTAGE, MI. 49081

DISTRICT #6

WCEN/WCEN-FM

Jim Hughes, news director
Box 407
MOUNT PLEASANT, MI. 48858

WCEN/WCEN-FM

Charles E. Anthony, general manager
Box 407
MOUNT PLEASANT, MI. 48858

WCMU-FM

Arthur A. Bartfay, general manager
Central Michigan University
MOUNT PLEASANT, MI. 48858

WCRM/WCRM-FM

Russell Holcomb, general manager
11170 No. Mission Rd.
CLARE, MI. 48617

WAFT

Carol S. Haines, news director
355 Covell Rd.
GRAND RAPIDS, MI. 49504

WFUR/WFUR-FM

Attn.: News Editor
399 Garfield Ave. S.W.
GRAND RAPIDS, MI. 49504

WGRD

Ron White, program director
35 Lafayette N.E.
GRAND RAPIDS, MI. 49503

WJEF/WJEM-FM

Carl E. Lee, executive vice-president
280 Ann St. N.W.
GRAND RAPIDS, MI. 49504

WLAV/WLAV-FM

Mel Vandegavel, news director
1010 Waters Bldg.
GRAND RAPIDS, MI. 49502

WOOD/WOOD-FM

Dick Cheverton, news director
120 College Ave.
GRAND RAPIDS, MI. 49502

WVGR-FM

Fred Hindley, news director
Cherry Valley Ave.
MIDDLEVILLE, MI. 49333

WXTD-FM

Boyd Conrad, news director
1607 Robinson Rd. S.E.
GRAND RAPIDS, MI. 49506

WYON-FM

Dan Coltrane, news director
Box 143
IONIA, MI. 48846

WZZM-FM

Bill Holen, program director
P. O. Box 13
GRAND RAPIDS, MI. 49501

WJPW

Jack Lee Payne, manager
ROCKFORD, MI. 49341

WERX

Bill Hoogewind, news director
Box 9082
WYOMING, MI. 49509

WBRN

Richard Cook, program director
13574 Northland Drive
BIG RAPIDS, MI. 49307

WKBZ

John Graska, news director
592 W. Pontaluna Rd.
MUSKEGON, MI. 49444

WMUS/WFFM-FM

John Sicard, program director
517 W. Giles Rd.
MUSKEGON, MI. 49445

WTRU

Bill Trap, news director
Box 248
MUSKEGON, MI. 49443

WKJR

Jim Stapleton, manager
Box 178
MUSKEGON HEIGHTS, MI. 49444

WSHN

James Collier, news director
Box 191
FREMONT, MI. 49412

WGHN/WGHN-FM

Attn.: Station Manager
228 1/2 Washington St.
GRAND HAVEN, MI. 49417

WHTC/WHTC-FM

Ralph Valentine, news director
Box 911
HOLLAND, MI. 49423

WJBL/WJBL-FM

Attn.: News Director
Box 808
HOLLAND, MI. 49424

WSVC-FM

Dennis Rosenblum, program director
Saginaw Valley College
2250 Pierce Road
UNIVERSITY CENTER, MI. 48710

WPLB/WPLB-FM

Attn.: Program Director
P. O. Box 9
GREENVILLE, MI. 48838

DISTRICT #7

WATT

Gary Knapp, news director
P. O. Box 603
CADILLAC, MI. 49601

WWAM/WWTW-FM

Gene Ellerman, general manager
P. O. Box 627
CADILLAC, MI. 49601

WATZ/WATZ-FM

Drew McClay, manager
Midwest Broadcasting Co.
ALPENA, MI. 49707

WHSB-FM

Harvey A. Klann, president
Water Street
ALPENA, MI. 49707

WCBY/WCBY-FM

Loren James, news director
P. O. Box 384
CHEBOYGAN, MI. 49721

WTAK

John Blair, manager
P. O. Box 87
GAYLORD, MI. 49735

WHAK

Harvey A. Klann, president
Moltke Drive
ROGERS CITY, MI. 49779

WHGR/WJGS-FM

Gordon B. Sparks, general manager
3431 Houghton Lake Drive
HOUGHTON LAKE, MI. 48629

WIAA-FM

Thomas Torbet, news director
INTERLOCHEN, MI. 49643

WKLA

Marty Kryger, news director
Box 609
LUDINGTON, MI. 49431

WMTE

Charles Hedstrom, president
P. O. Box 128
MANISTEE, MI. 49660

WMTE

Bennard Schroeder, news director
P. O. Box 128
MANISTEE, MI. 49660

WGRY

Attn.: General Manager
P. O. Box 141
GRAYLING, MI. 49735

WCCW/WCCW-FM

Attn.: Program Director
346 East State St.
TRAVERSE CITY, MI. 49684

WMBN

Attn.: General Manager
PETOSKY, MI. 49770

WJML

Attn.: General Manager
Perry-Davis Hotel
PETOSKY, MI. 49770

UP DISTRICT

WAGN
 Loren B. Koesling, president
 Box 325
 MENOMINEE, MI. 49858

WCKD
 Mr. Wesley Larson, news director
 ISHPEMING, MI. 49849

WJPD
 Lane Dawson, program director
 Box D - U. S. 41 West
 ISHPEMING, MI. 49849

WDMJ/WDMJ-FM
 Mr. Eldon W. Wallace, program director
 249 W. Washington St.
 MARQUETTE, MI. 49853

WNMR-FM
 Northern Michigan University
 Learning Resources Center
 Bruce G. Mitchell, manager
 MARQUETTE, MI. 49855

WDBC
 Jim Pinar, news director
 606 Ludington St.
 ESCANABA, MI. 49829

WLST
 David J. Pinozek, manager
 Box 608
 ESCANABA, MI. 49829

WGGL-FM
 Michigan Tech. U.
 Read G. Burgan, director
 HOUGHTON, MI. 49931

WHDF
 Roland B. Burgan, general manager
 Douglass House Hotel
 HOUGHTON, MI. 49931

WTIQ
 Peter Denman, news director
 1501 Deer St.
 MANISTIQUE, MI. 49854

WMPL/WMPL-FM
 Dick Storm, news director
 326 Quincy St.
 HANCOCK, MI. 49930

WMPL/WMPL-FM
 William Blake, president
 326 Quincy St.
 HANCOCK, MI. 49930

WIKB
 Jim Murphy, news director
 Box AC
 IRON RIVER, MI. 49935

WIDG
 Thomas M. Winston, general manager
 Box 216
 ST. IGNACE, MI. 49781

WJMS
 Robert Knutson, general manager
 124 E. McLeod Ave.
 IRONWOOD, MI. 49938

WGON
 Tom Feldhusen, news director
 250 N Box 326
 MUNISING, MI. 49862

WMIQ
 Attn.: News Director
 211 E. Ludington St.
 IRON MOUNTAIN, MI. 49801

WNBY
 Van Brown, news director
 Box 1
 NEWBERRY, MI. 49868

WS00
 Ernest Michaud, news director
 Box 400
 SAULT STE. MARIE, MI. 49783

TELEVISION

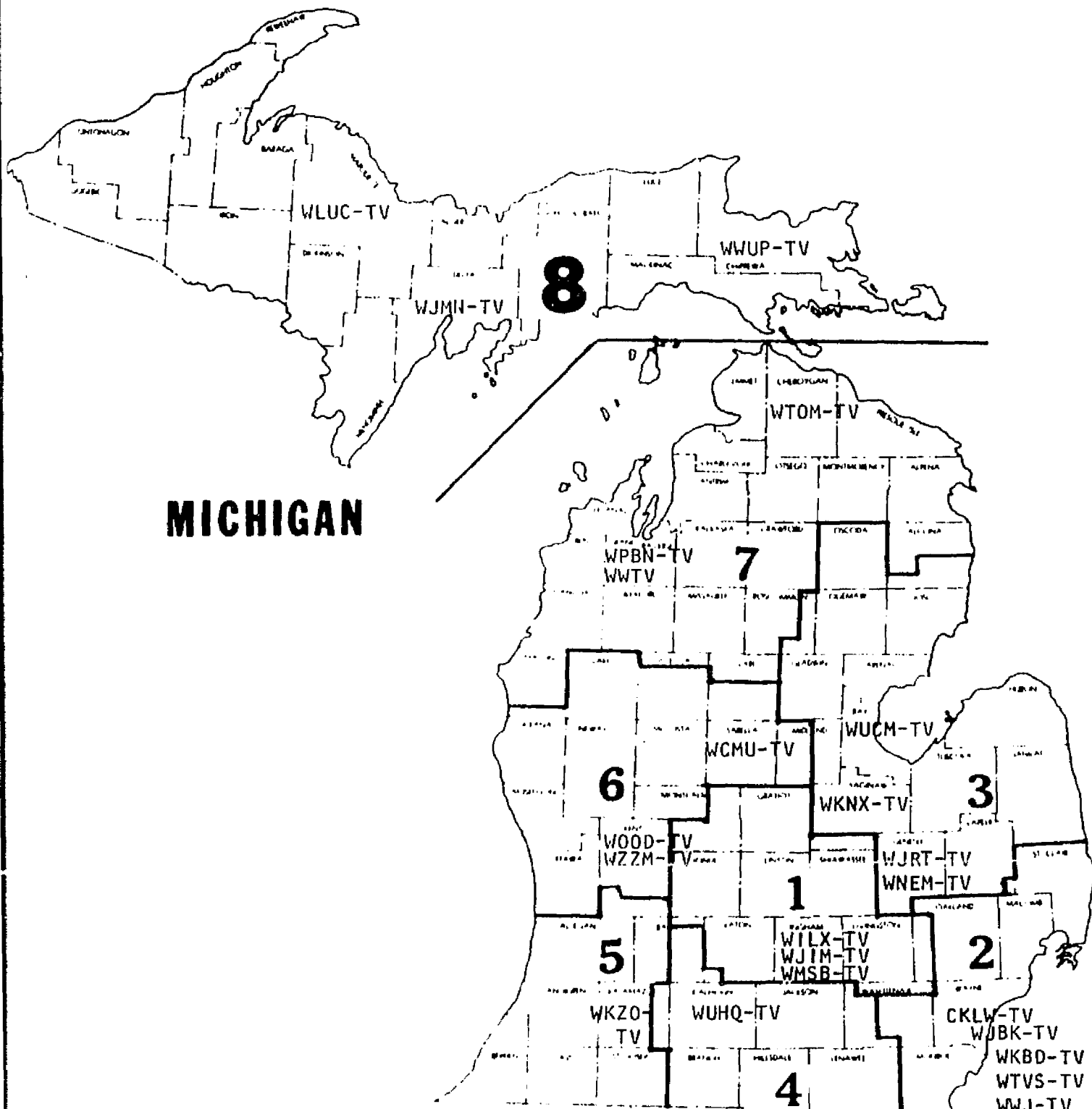


Figure D-4, --Location of Michigan television stations

DISTRICT #1 -- TV

WILX-TV

Thomas M. Russell, news director
Box 380
JACKSON, MI. 49204

WJIM-TV

Tom Jones, operations manager
P. O. Box 1226
LANSING, MI. 48904

WMSB-TV

Kay Ingram, program manager
600 Kalamazoo, St.
EAST LANSING, MI. 48823

DISTRICT #2 -- TV

CKLW-TV

J. Ruttle, program director
1450 Guardian Bldg.
DETROIT, MI. 48226

WJBK-TV

Todd Spoeri, program director
7441 Second Ave.
DETROIT, MI. 48202

WKBD-TV

Ernest A. Jones II, program director
Box 359
SOUTHFIELD, MI. 48075

WTVS-TV

James N. Christianson, general manager
269 W. Eleven Mile Rd.
SOUTHFIELD, MI. 48075

WWJ-TV

W. R. Williams, program manager
622 Lafayette Rd.
DETROIT, MI. 48231

WXON-TV

Harry Elstermann, program manager
100 Decker Rd.
WALLED LAKE, MI. 48099

WXYZ-TV

Frank Benesh, news director
20777 W. Ten Mile Rd.
SOUTHFIELD, MI. 48075

DISTRICT #3 -- TV

WUCM-TV

William J. Ballard, general manager
Delta College
UNIVERSITY CENTER, MI. 48710

WNEM-TV

Tom Eynon, news director
5700 Becker Rd.
SAGINAW, MI. 48606

WKNX-TV

William J. Edwards, president
5200 State St.
SAGINAW, MI. 48603

WJRT-TV

Luke Choate, news director
2302 Lapeer Rd.
FLINT, MI. 48503

DISTRICT #4 -- TV

WUHQ-TV

John W. Lawrence, president
1609 Security National Bank Bldg.
BATTLE CREEK, MI. 49016

DISTRICT #5 -- TV

WKZO-TV

Daryl Sebastian, public affairs
director
590 West Maple St.
KALAMAZOO, MI. 49003

DISTRICT #6 -- TV

WCMU-TV

Mary Lou Galician, program director
Central Michigan University
MOUNT PLEASANT, MI. 48858

WOOD-TV

Dick Cheverton, news director
120 College Ave. S.E.
GRAND RAPIDS, MI. 49502

WZZM-TV

Jack Hogan, news director
Box 13
GRAND RAPIDS, MI. 49501

DISTRICT #7 -- TV

WTV

Bob Lee, news director
P. O. Box 627
TRAVERSE CITY, MI. 49601

WPBN

Harry R. Lipson, general manager
Paul Bunyan Building
TRAVERSE CITY, MI. 49684

WTOM-TV

Attn.: News Director
CHEYBOYGAN, MI. 49721

UP DISTRICT -- TV

WJMN-TV

Charles Leonard, news director
1181 E. Mason St.
GREEN BAY, WISCONSIN 54305

WLUC-TV

Don Ryan, program manager
Box 460
MARQUETTE, MI. 49855

WWUP-TV

Bob Lee, news director
Box 627
TRAVERSE CITY, MI. 49601

APPENDIX E

COMMENTS

APPENDIX E, Part 1

Newspaper Respondents Written Comments to Question #1

#5. Many times it appears to be a pitch for private organizations to get free ink.(1A) Quite often make good feature material.(1C) Generally locally acceptable.(1D)

#8. In most cases, they are more interested in promoting themselves rather than safety.(1A) These people are interested in saving lives, not their own materialistic ends.(1B) Tend to be too broad and general for small community use - nothing local, or of local interest - this is for big papers.(1C) Interesting to read, but would be better used if in story format rather than digest form.(1D)

#9. Very Useful, if localized.(1A)

#14. Seldom use this stuff, it's usually too lengthy & general.(1A) Only if it concerns local statistics.(1B) Nope - our paper just doesn't have the room.(1C) Again, only if pertaining to our readers.(1D)

#17. Safety Council only.(1A)

#19. We use very little 'canned stuff.' Even if it is good, which I'm sure all highway traffic safety material is. Our problem is space. We have a large staff and we cover a large area---just current news fills our columns with some left over. Our editorials are on local issues---schools, millage, sanitary landfills, etc.(1)

#21. Safety Council only.(1A) Just starting to receive.(1D)

#31. Insurance company material is excellent although too commercial.(1A) We get very little.(1B) If presented in readable form.(1C) We use an MSU traffic safety filler every week. They are concise and to the point.(1D)

#43. They always put some of the company's advertising in, mostly their name.(1A).

#59. We use little of this type of material - seldom local enough.(1)

#71. All info is useful; we don't use all, but we do study, file and/or use.(1)

#74. We are a legal newspaper and unlike a community or daily newspaper, we do not disseminate news be it judicial or otherwise, we are comprised of legal notices, bar association notes and the like.(1)

#76. Local, Local, Local.(1B) Wasted, not enough read or care.(1C) The fillers.(1D)

#81. Particularly at high-traffic holiday periods.(1A) Not always as cooperative as we'd like.(1B) Don't recall obtaining much material from this source.(1D)

#92. Hospitals seem reluctant to give info other than patient's condition.(1B)

#104. Especially insurance companies. Some politicians privately ridicule Safety Council findings and choose to ignore its useful findings.(1A) A useful aid would be statements from police and doctors concerning drinking drivers and the .10 drunk driver level.(1B) Sometimes difficult to separate red tape from useful information.(1C)

#130. AAA sends material in a form we can use readily without a lot of re-writing; so do State Police on some things like monthly traffic death reports, etc. We have to pry the record of local accidents out of police and

Comments to Question #1 continued:

sheriff's deputies, but where and how of local accidents is the best material local citizens can get as to how to avoid accidents in the community -- location, circumstances, time, conditions, etc.(1)

#135. State Highway Department info very useful, accurate, relevant.(1C)

#155. Not familiar with what we get.(1D)

#175. We receive very few things about highway safety from anyone. We do get AAA Motor News(which we use) and occasionally one from Michigan State Police, but very little more.(1)

#190. AAA does a good job.(1)

#194. AAA, State Highway Department, State Police and Traffic Safety for Michigan releases very useful; most of rest not.(1A)

#197. Especially the AAA and the Safety Council.(1A)

#199. Mostly background.(1A) If they would cooperate.(1B)

#234. AAA's the best - public service oriented and do not tout their organization, policies, etc.(1A) Tend to be somewhat dry and fact-filled.(1C) Good fill but - overuse of MSU in references.(1D)

#237. Don't believe we receive any.(1D)

#243. Our local law enforcing officers aren't very cooperative on these basis.(1B)

#252. From the weekly standpoint, releases about local problems are best - National releases have little application.(1C)

#269. Good statistical presentations and news stories well done and more tightly edited.(1A) We must exercise caution in using data and other details relating to accidents and deaths because of possible legal actions.(1B) Many contain good information but are too lengthy and often too late; their contents have already been incorporated into news wire service stories.(1C) This has been valuable. It deals frequently with regional news in our area, which we always look for.(1D)

#273. AAA's "Bring 'em Back Alive" material - namely the special events maps, are used regularly in the COURIER throughout the summer.(1A)

#276. We have especially found items from Safety Director James Hove quite useful.(1C)

#277. Nothing is geared to small weekly newspapers. Their interest is in promoting their own organizations.(1A) None received.(1B)

#278. I don't recall receiving any.(1D)

#286. AAA releases often are timely and interesting. Traffic Safety news releases used for editorial comment. Preceding holidays is best timing.(1A) This is not a source of traffic news here other than law enforcement people.(1C)

#289. Particularly cartoon material.(1A)

#294. We use absolutely no canned highway safety material. Regrettable as it may seem, I feel that highway fatality reports make the strongest and possibly the only impression on people in regard to highway safety.(1)

#304. More should be forthcoming from these specialists in field - many are at times reluctant to provide other than bare essentials.(1B)

#319. AAA(Michigan) useful; some insurance output, not most.(1A) Much better accident investigation needed.(1B) Sometimes difficult to separate red tape from useful information.

APPENDIX E, Part 2

Newspaper Respondents Written Comments to Question #2

#2. Our information from other agencies is very limited - we apparently do not receive regular releases.

#13. Michigan TIA would rank 4th if you include county(Oakland) branch in your appraisal.

#36. Detroit Traffic Safety Assn. - #1.

#42. Traffic Safety Association.

#59. We find little space in a paper our size.

#76. #1 - fillers.

#84. County Highway Department.

#98. Wire service usually has AAA, State Police, National Safety Council reports.

#130. #2 Local Police - But we have to go after the information we need. Traffic Safety for Michigan -- Information but not in shape for us to use without rewriting time we don't have.

#135. State Highway Dept. Newsletter.

#190. Michigan - seven titles, Not really aware which group the information comes from.

#192. #1 - Local Post Michigan Department of State Police.

#194. Michigan State Highway Department releases.

#243. Need more local promotions.

#252. Road Commission - County.

#269. Ratings are based solely on our local experience.

#289. Get lots of junk little usable, practically nothing of a local nature.

#304. Daily contacts essential in our coverage and fall into separate category - or lead position in relation to GAZETTE coverage of the news.

#319. Wire Services - not a source.

APPENDIX E, Part 3

Newspaper Respondents Written Comments to Question #3

#5. These vary too much as to weather conditions, time of year(is legislature in session?), etc. to evaluate.

#13. We use news items on space available basis unless there is specific local application.

#14. Seldom use any of this stuff except for fillers.

#19. Accidents, fatals.

#50. Motorcycle helmet law. Monroe County District judges don't recognize state helmet law - declared unconstitutional. At least three people without helmets have died in County recently because they were without helmets.

#61. Horsepower, speed oriented ads.

#71. We use fillers regularly.

#76. Accidents - staff written, local aspect only. Use all fillers if small.

Question #3 continued:

#79. Because we are a local community paper we do not have the space for news stories -- but we do use information supplied to us for crusading for greater traffic safety.

#130. Very few accidents due to vehicle failures through the years. Tire blowouts used to cause more accidents; not so many of them in recent years.

#132. Courts & Judges. Feel that a judge should be stricter on the drunken driver and on narcotics abusers.

#190. Fillers - not provided in right form.

#237. Space at a premium except for stories involving local people, places & events.

#277. Snow conditions.

#278. We usually have so much local news that it crowds out this type of material.

#304. Use all whenever data is available and frequently rewrite with additions in editorial - we attempt to be as comprehensive as possible.

#307. These are the areas in which we can help.

#319. In specific cases, driver practices & vehicle condition hardly ever ascertainable for news articles.

APPENDIX E, Part 4

Newspaper Respondents Written Comments to Question #5

#5. Timeliness.

#8. We have some nasty road conditions in this area which contribute to at least 5 deaths per year and hundreds of injuries.

#13. Local application is of primary importance.

#130. We cover local accidents every week. We use outside material on the subject when it is in shape so we can use it readily, within our space limitations.

#132. Time element. That is holiday traffic or weather conditions -- also recent rash of auto accidents.

#194. Driver practices get most editorial attention because they cause most crashes. Traffic laws get most news attention so we can keep public informed.

#237. Interest to LOCAL readers.

#250. Readily available from Chief of Police who provides material almost weekly.

#304. To promote greater awareness of need of safety practices. "You can trust habits more than yourself."

#307. Areas in which we have most influence.

APPENDIX E, Part 5

Newspaper Respondents Written Comments to Question #11

#14. Personal appeal.

Question #11 continued:

- #21. Additional police & auxiliary on patrol + helicopter.
- #98. Pertinent to area people.
- #199. Just be careful.
- #200. Important local accidents.
- #252. The familiar could kill you.
- #277. Occasional traffic safety reminder.
- #307. Drive Safely.

APPENDIX E, Part 6

Newspaper Respondents Written Comments to Question #6

- #5. Has proven a failure over many years.
- #14. May work for awhile but effect wears off.
- #31. It can't happen to me.
- #84. Approach is not too good for weekly papers wince we publish midway between last weekend's mishaps & next weekend's
- #92. Statistics, if many are used in same story, are dull and are often confused. An occasional figure in a filler is fine; a few scattered stats in one story OK. But other than stats, that is, mere statements in scare tactics usually are impressive.
- #98. Wolf, Wolf approach wears off. We try to stress positive aspects - Plan Ahead, take time for holiday trip.
- #130. But don't repeat the same one over and over again. Clear, concise, harsh pictures and articles, but the next time use a different one.
- #175. Around here no one seems to grab the "Scare" tactics as real things. We haven't had anyone die in an auto accident here in the past two years.
- #194. Good, if not used so often that they become a case of crying "Wolf."
- #199. Fair, but unproductive.
- #234. Poor taste - there's a better way to education other than "scaring" people into something...it has to be a personal level approach.
- #252. To a certain extent "scare" tactics repulse the people in this area. Blood has no place in a weekly newspaper.
- #269. Sometimes I question how effective this approach is, but it seems that the 'shock' treatment does reach the individual driver.
- #273. Few drivers believe it is ever going to happen to them. Major emphasis should be on family protection and injury to others.

APPENDIX E. Part 7

Newspaper Respondents Written Comments to Question #7

- #130. Many accidents reported wrong by officers, including State Police.
- #192. Causes of accidents, in detail.
- #194. Our belief is that nuts behind the wheel probably cause as much as 90% of smashups; more concentration on bad drivers needed to improve safety.

Question #7 continued:

- #197. They(the listed aspects) are good as they are.
- #273. Not traffic points but insurance points. Few of our readers really understand what poor driving record will do to their insurance.
- #289. Causes of accidents. Would be most interested in number of accidents that are caused by smokers momentarily having their attention diverted from driving. Think this is a long neglected cause of accidents...But, if you are a smoker, You'll laugh this one off.

APPENDIX E, Part 8

Newspaper Respondents Written Comments to Question #8

- #2. Regular releases - satisfactory.
- #3. Driving warnings.
- #5. Most should be geared to time elements; i.e., Holiday traffic, tire stud laws, etc.
- #8. Causes of accidents - what can our people be on the alert for - a list of "fatal" intersections, roads, areas, etc.
- #9. Safety of vehicles, Causes of Accidents, Local Law enforcement practices in traffic safety.
- #13. We are a weekly newspaper. Better local police(city, township, county and state) cooperation and communication badly needed.
- #14. More info on how to phase out the automobile.
- #19. None
- #31. To get the message across somehow, someway, that "SPEED KILLS."
- #33. This can hardly be specific.
- #36. More background on research, possible Legislative solutions.
- #40. No special need.
- #61. 1 - Safety of cars, rated by experts. 2 - Vehicle safety research projects.
- #69. Local references, statistics, conditions, etc.
- #71. Inasmuch as we are a local community newspaer, we need stories that are localized. Thus, mail releases that can be localized are so handled -- with the work & time - for our publication. We need localized stories.
- #85. Brief concise articles on conditions, i.e.: detours, traffic flow on holidays, etc.
- #92. More holiday - related info --- before and after: weather conditions, statistics, quotes, etc.
- #104. Statistics - Alcohol involved accidents, defective vehicle accidents, . . .
- #107. ?
- #132. ?
- #136. Articles relating to causes of accidents.
- #189. Details.
- #192. Progress of traffic law enforcement: Ticket after accident, Court action, sentence, actual fine paid or time in jail served.

Question #8 continued:

- #194. Perhaps a monthly analysis of the erratic driving practices responsible for that month's death toll: wire service or highway dept.
- #229. Day by day toll, not just on weekends.
- #232. Highway improvements.
- #234. Causes of accidents - accident profiles, perhaps showing causes... also status of legislation & status of improvements.
- #237. More on accidents involving local people.
- #243. What corrective measures are going to be taken - such as Accident Alley - M - 21.
- #252. Local area news - road conditions, Bad areas researched & "corrected" if possible.
- #273. (See #7) Not traffic points but insurance points. Few of our readers really understand what a poor driving record will do to their insurance premiums.
- #277. Releases pertinent to our county.
- #286. Traffic safety research data. Information on defensive driving techniques, driver mental attitudes. Alcohol & driving.
- #290. Local accident cost & lives and insurance costs.
- #304. Constant promotion of safety awareness, driving tips and hints, need for caution and mental alertness - everything helps.
- #319. Facts - what is being done - why? What should be done - why?

APPENDIX E, Part 9

Newspaper Respondents Written Comments to Question #9

- #3. Reduce number of injury & fatal accidents.
- #5. Inform reader in interesting fashion.
- #8. The saving of lives.
- #9. Elimination of accidents. Reader education, safety.
- #13. Reduction of accidents.
- #14. Should relate to the individual rather than group - should bring statistics "closer to home."
- #21. Research & correction.
- #28. Alert drivers to need for safety in driving.
- #31. To save lives.
- #33. Saving of lives, prevention of injuries, preservation of property.
- #40. To keep the public aware of safety problems and cures.
- #42. Get kids in high schools involved.
- #50. Attempt to keep drivers alert for ever present dangers.
- #61. Cut down accidents by teaching drivers and making manufacturers more safety conscious.
- #73. Prevention of injury, Saving of lives.
- #79. To keep the public constantly aware of the need for careful driving at all times and a reduction in accidents on highways.
- #84. To enlist the aid of as many motorists as possible in safe driving.
- #85. Alert public on problem and educate them on ways of prevention.

Question #9 continued:

- #92. Informative to public with 'punch' for reader to remember.
- #98. To reduce wrecks.
- #104. Instigators of highway safety reform.
- #106. Saving lives.
- #116. To inform & teach public.
- #119. Keep down accidents.
- #130. Traffic Safety, NOT LAW ENFORCEMENT unless it has something to do with traffic safety. Point up good driving practices, driving hazards, points on defensive driving, courtesy to other drivers.
- #132. Relay warnings as to road conditions. Inform drivers of highway improvements.
- #136. The purpose, highway traffic safety promotion should serve, is to keep people informed on how they can save themselves from self destruction on our highways.
- #148. Education - Prevention.
- #184. Caution and strict attention of driver at all times. No Mixing of alcohol and driving.
- #189. To make the public aware.
- #192. Inform on basis of new facts from research.
- #194. To reduce traffic injuries and losses.
- #197. Decrease traffic accidents.
- #226. Safety.
- #229. Educate driver's continuously.
- #232. Public awareness.
- #234. You just answered that - highway traffic safety promotion.
- #237. Safer driving habits - increased sense of personal responsibility by drivers.
- #250. Prevention of accidents & saving of lives.
- #252. Warn public of bad roads - conditions. Warn of enforcement - "YOU" may get a ticket approach. Generally good driving practice.
- #273. Reducing accidents.
- #276. Prevention - driver mis-conduct; car failures mechanically; road conditions.
- #277. To inform the public.
- #278. To awaken the public to the menace (but how?).
- #286. Reduction of highway injuries & deaths, driver safety education, better safety engineering in highway design.
- #290. Encourage safety.
- #292. To save lives - prevent accidents.
- #304. Education never stops.
- #307. To try to reduce accident toll.
- #312. To promote safety - as they have been doing.
- #319. Starts as individual responsibility.

APPENDIX E, Part 10

Newspaper Respondent Written Comments to Question #10

- #3. Any local application.
- #5. News value.
- #8. What is it about - is it local?
- #9. Local applicability in news or editorial possibilities; e.g., safe driving on 4th, drunk driving.
- #13. Local application.
- #14. Is it local?
- #21. New research & correction of interest to the reader.
- #28. Local interest.
- #31. Readability.
- #33. Relevance.
- #36. Clarity - thoroughness.
- #40. Subject matter, timeliness.
- #42. Who & where.
- #50. Local interest.
- #59. Our town's name.
- #61. Is it tied to the fatals we had this year? Does it call the facts straight or butter them up?
- #71. Is it local to appeal to our readers?
- #73. Local area information?
- #76. How far is the "30 dash?"
- #84. Local angle, maximum reader identification.
- #85. Local aspect; then condition to urban centers.
- #98. Pertinent to area people.
- #104. The topic - whether it's a space filler or of real interest.
- #116. Good lead - public interest.
- #119. Is it of interest to local readers.
- #130. Guess I've got to say good sense. AAA does good job on drunk driving, bad driving records of repeaters, some other things. But when something comes through showing blind devotion to the word "speeding" I throw it away. Reckless driving, yes; careless, anything but the overworded cover-up word "speeding."
- #132. Local interest.
- #136. Fatality rate - cause of accidents.
- #139. If there are trade or company names we throw it out.
- #148. Credibility.
- #184. Some factor that applies to local area or state drivers.
- #189. Statistics.
- #192. Something new - too many tend to be merely harping on safety without adding new facts to back it up.
- #194. Something new or different.
- #197. Nothing special.
- #226. Reader interest.
- #229. New approach.
- #232. Source of information.
- #234. If it will appeal to our specialized suburban readership.

Question #10 continued:

- #243. The aim, the focal point, the results.
- #245. Something that hasn't been said a hundred times before.
- #250. Is it local? Does it apply in our area(rural & semi-rural)?
- #252. Local draw or appeal.
- #266. Reader interest - through that, effective impact.
- #273. Facts.
- #276. If it applies to anything of recent happening in our community - county - state.
- #277. Information pertaining to Leelanau County.
- #286. Local implication.
- #290. Local tie-in.
- #292. Brevity.
- #304. Local or regional interest.
- #307. Chances of readership.
- #312. Local interest.
- #319. What readers ought to know.

APPENDIX E, Part 11

Newspaper Respondents Written Comments to Question #12

- #5. Generally locally acceptable.
- #8. Interesting to read, but would be better used if in story format rather than digest form.
- #14. Again, only if pertaining to our readers.
- #21. Just started receiving.
- #31. We use MSU traffic safety filler every week. They are concise and to the point.
- #76. The fillers.
- #81. Don't recall receiving much material from this source.
- #155. Not familiar with what we get.
- #234. Good fill but - over use MSU in references.
- #237. Don't believe we receive any.
- #269. This has been valuable. It deals frequently with regional news of our area, which we always look for.
- #278. I don't recall receiving any.

APPENDIX E, Part 12

Newspaper Respondents Written Comments to Question #13

- #5. We covered with picture & story.
- #19. Not notified. Would probably have gone.(We've had stories on the breathalyzer when it was inaugurated in Brighton Police Post.) If we cover a meeting personally we do a story. Everything in our paper is done by the staff.

Question #13 continued:

- #59. Not close enough.
- #61. Reporter took test, main story and sidebars.
- #71. No - small staff.
- #194. No - but we did a couple of features on breathalyzer with local officers and participants.
- #269. Our reporter was guinea pig for demonstration.

APPENDIX E, Part 13

Newspaper Respondents Written Comments to Question #14

- #14. Add a course called, "What the editor does," or something similar.
- #85. Discuss releases too long for a weekly paper.
- #130. Writing style - Put in a form we can use with least possible revision--we're short on time as well as space.
- #175. Field trip: to a small town Press. How not to tell people about highway traffic safety.
- #194. More concentration on the No. 1 and by far major problem: the habitual bad driver.

APPENDIX E, Part 14

Newspaper Respondents Written Comments to Question #15

- #3. If available.
- #5. Would probably send a representative. (Had checked No.)
- #13. This survey is being completed by the managing editor of the South Lynn HERALD as it effects this local newspaper; on this topic, no attempt is made to speak for the publisher.
- #14. I'm very busy.
- #28. Yes, What is News.
- #36. Have to see program & format.
- #61. Yes, How to get press response.
- #71. Do not feel statewide workshop would be localized enough to produce results.
- #92. Would depend on date, my schedule at time, location, etc.
- #106. No time = I am sorry.
- #130. Getting the bad and poor drivers off the road! Getting at the real cause of accidents.
- #199. It would need to be challenging.
- #252. Yes, Local Traffic Safety. Death is death, but I am more interested in a low death toll in Osceola County than in Detroit.
- #263. Not unless it was fairly close to us.
- #273. Depends on when, where & time of week and year.
- #276. It would depend on circumstances considerably.
- #286. Don't feel qualified.
- #307. Probably not.

APPENDIX E, Part 15

Radio Respondents Comments to Question #1

#2. AAA only. Others very little.(1A) Items used for newscasts. Undated items practically non-existent.(1B) Very limited in quantity and quality. Often stories that are received are written more for newspapers than for radio.(1C) None ever received, to my knowledge.(1D)

#7. But if they buy time elsewhere - material cannot be aired - nor name. Prime example - AAA.(1A) Never receive from them.(1D)

#9. I don't see much material coming from MSU.(1D)

#26. It depends on what it is that they have going at that particular time.(1A)

#36. Use A.A.A. info exclusively.(1A) State Police & H'way Dept. releases used.(1B)

#38. The AAA reports - particularly the weekend and holiday traffic reports are broadcast regularly on WHLS.(1A) These sources are essential in reporting news of accidents.(1B) These reports form the basis of news items and are frequent sources of persons for special interviews.(1C) We occasionally refer to the Traffic Safety Center for information.(1D)

#40. Too many PSA's spoil the broadcast! Saturation of media with PSA's is a reality.(1A) Rarely received here.(1D)

#43. Actually, this applies only to AAA which supplies telephone reports of traffic conditions on weekends and special occasions. Most scripted traffic tips, fatality forecasts and other information is almost totally useless.(1A) In reporting news of traffic mishaps, State Police operations bureau is good source of preliminary information, but is handicapped by delays in getting data from other enforcement agencies which hold onto it, sometimes for many hours, without any obvious reason. This process should be improved.(1B) We cannot rank MSU Center because I simply cannot remember when we last received anything we were able to put to use. If the information has been coming in, it has not come to my attention.(1D)

#58. AAA is best.(1A) Useful to our News Department.(1B) Most of it is unimpressive - dull stuff that we don't like put on our air.(1C) The trouble with such material is that we get a flood of it from so many sources and Traffic Safety is but one of many Public Service undertakings.(1D)

#80. Propoganda no longer carries the weight needed for inspiring public - They've heard it all before.(1A) Dependent on severity of accidents, or incidental detail, valuable source of running news material.(1B) Features often make for interesting presentations.(1C) Statistics, no - trends and new developments, yes.(1D)

#86. Exception: Triple-A "Bring-'Em-Back Alive" traffic reports and road condition reports.(1A) Not familiar with these reports.(1D)

#89. Sometimes too broad in nature to be 'localized.'

#92. To my knowledge, we did not receive any of your materials.(1D)

#93. We use AAA Holiday News Service - Tire Industry Safety Council promos are good. Could use more.(1A) State Police announcements are about the best source; in fact only regular source we have.(1B) State Highway Dept. weekly newsletter.(1C) Do not recall receiving material from this source.(1D)

Question #1 continued:

- #94. State Police helpful if we call them. Hospitals - forget it!(1B)
- #96. AAA - Very Useful. All others - Useful.(1A)
- #102. AAA weekend reports and promotion packages provide the backbone of our traffic safety promotions for each holiday.(1A) Not at all useful (qualified). Only source in area Michigan State Police holiday public service announcements, which are of dubious value, as they are only scripts. Actuality type material has better impact and is easier to handle.(1B) We have little contact, cannot evaluate.(1D)
- #115. Triple A Road Reports on Holiday Weekends and in Winter contain road information and a safety tip and are used on our station regularly.(1A) Don't recall what has been sent.(1D)
- #122. Not aware of what, if anything, we receive from this source.(1D)
- #126. Local - Very Useful. Others not so communicative.(1B) Do we get info from You?(1D)
- #128. AAA best.(1A)
- #133. Unknown to me.(1D)
- #136. Can't recall receiving before this past week.(1D)
- #142. We are not receiving them.(1D)
- #145. Do not receive that much.(1A) Mainly from Allegan Sheriff. Usually good for news. Also Michigan State Police.(1B) Receive very little.(1C) Receive very little.(1D)
- #146. Do not receive.(1D)
- #160. It is the only resource we have to utilize.(1A) Have not received anything at all from MSU's Center.(1D)
- #161. Not sure we have received any information.(1D)
- #164. There are no varying degrees...the information from any of the above sources is either usable or not usable. Each of these organizations has...on different occasions...distributed information which has fallen into both categories.(Useful, Not at all Useful).(1)
- #170. Should be 'localized' when possible; at least 'Regional' within state.(1C) Haven't seen any.(1D)
- #175. I am not aware of any material forwarded to me from Center.(1D)
- #186. AAA only.(1A)
- #189. It seems to me that most of the money that could be used for promoting safety is used, instead, for public lobbying for more road building. The State spends thousands for useless P.R.(1C)
- #193. Most helpful is the information from the State Police. But it would help if local authorities assisted.(1B) I have not seen any from your organization, But would like to.(1D)
- #199. It is useful only when we can get a local representative of that company to sponsor same. Otherwise, it generally gets in a free plug for the sponsoring organization, which we will not allow.(1A) It is useful only when it applies to local situations, or contains local statistics.(1C) Again, it is useful only if we can apply it locally.(1D)
- #200. We receive little or no material from federal agencies, some from state and local agencies.(1C) We receive little material from MSU's Traffic Safety Center.(1D)

Question #1 continued:

#204. Particularly useful are the holiday road reports.(1A) Don't recall receiving much of anything.(1D)

#208. AAA supplies timely and functional material of a very tangible nature. Absolutely the best, and largely localized.(1A) This information is not as educational, but is rather an indicator of what lack of safety means.(1B) Very little received of local value.(1C) Very little of local value.(1D)

#223. Not familiar with MSU Center.(1D)

#233. Being a public station, all material received is at least looked at before being tossed aside. However, much of the material is too commercially biased for our use - unless we re-write it. And then we could have done the original.(1A) Could be useful, but since none have been submitted, judgment is difficult.(1B) These make up a sizeable portion of our air-ready PSA's.(1C) Could be useful, but since none have been submitted, judgment is difficult.(1D)

#236. Sometimes information is dated and, too often, slanted.(1A) Once again, dryly presented statistics detract from message's impact.(1C)

#237. They do not relate to the Western Upper Peninsula.(1D)

#303. State Police Public Service Spots have an excellent presentation.(1C)

#305. #-A Holiday Hourly Traffic Reports enable listeners to avoid heavy traffic areas - plus create awareness of defensive driving.(1A) Haven't received any!(1D)

#306. AAA in particular.(1A)

APPENDIX E, Part 16

Radio Respondents Written Comments to Question #2

#2. Goodwin Construction. Goodwin currently working on I-69 around Charlotte.

#7. Alcohol Safety is important! Need to know what material is available for each of these sources.

#38. Those numbered are our sources of information for news, and some special programs. We receive directly, little material from the other organizations.

#40. Unranked sources rarely, if ever, apply to WHPR.

#43. Michigan Emergency Patrol(Citizen band radio information on traffic conditions). "Active" information comes only from these sources. "Passive" items, such as spot announcements do come from MSU, the National Safety Council, The Michigan Secretary of State, etc., but most of them are either sophomoric or are played and replayed ad nauseam.

#58. In other words, the newsier and the more localized it is, the better.

#99. Have found info from Genesee County Traffic Safety Commission very valuable. Has been used frequently in news and have also devoted several weeks of a public affairs series to this purpose.

#115. Michigan Dept. of State - highway safety announcements.

Question #2 continued:

- #145. Allegan County Sheriff.
- #154. Local Safety Council.
- #161. The rest would rate about the same.
- #164. Cannot be accurately determined. Any of the above may distribute useful information at times and unusable material on other occasions.
- #166. Michigan Highway Department.
- #168. Department of Highways.
- #178. It would be difficult to rank these, since all are useful to some extent.
- #195. Dept. of transportation.
- #199. Very difficult to assess.
- #222. We are not receiving MSU Safety Messages.
- #223. Very little contact from most agencies listed.
- #233. These being the only contributors to date to this station limits judgment.

APPENDIX E, Part 17

Radio Respondents Written Comment to Question #12

- #9. Not certain.
- #11. Not scheduled, used.
- #43. Public service department handled.
- #59. Question for Program Director.
- #75. Do not remember it recently.
- #80. Too lengthy for scheduling in periods when all public service type agencies and causes compete for availabilities.
- #86. Not aware of this material being received.
- #89. Would probably have run them if received.
- #126. Not to my knowledge.
- #154. Yes - if these came within the last 2 or 3 years (none recently).
- #160. Would like to have it.
- #164. I do not recall having seen it.
- #195. No...to my knowledge.
- #197. Not known.
- #199. Prefer recorded spots.
- #200. Wish we had!
- #204. Don't know.
- #241. Limited use.
- #303. No record of receipt - but would like them.
- #304. Don't know - I didn't see personally. If we did, we used it. If not we would like to have it.

APPENDIX E, Part 18

Radio Respondents Written Comments to Question #3

- #7. 2 minutes to 60 seconds + editorials.
- #9. 3 minutes (But varies greatly).
- #26. More on weekends and Holidays.
- #30. 7 minutes.
- #36. Average (heavy on week-ends and holidays).
- #38. In news very difficult to answer, since this varies with what news stories of this nature are breaking - some days none some days more than 4 minutes.
- #40. 60-seconds PSA's.
- #43. Impossible to estimate. Much info communicated outside the news.
- #58. This would be an impossible figure to come up with. It would vary seasonally and with transient local conditions.
- #99. Variable.
- #100. More - Spots & Programs; 2 minutes - News.
- #126. More -(news); 60 seconds -(minimum PSA). Much more at holiday times - at least 10 minutes.
- #141. 4 minutes, monthly average.
- #145. Some days more, some days less - 3 minutes.
- #164. None specific. Dependent on day of the week, time of year, holiday, etc.
- #173. Much variation - won't try to measure.
- #199. Very Little.
- #204. 2 minutes - it varies, of course.
- #216. Varies from none to 20 minutes per day.
- #303. More - includes News Copy.

APPENDIX E, Part 19

Radio Respondents Written Comments to Question #4

- #4. Very little done on a News basis, area too small; No Editorials, do use AAA Holiday Road Reports.
- #7. Alcohol: Editorial #1; Public Service #1.
- #26. We don't do editorials.
- #38. In commentary, I, as news director, have voiced my conviction that drivers are more important in highway safety matters than any other consideration - and I have said publicly that if drivers would use good judgment and common sense at all times, this would do more for safety than any other factor.
- #43. An entertainment programs.
- #91. Public service - No priority.
- #94. I would prefer more PSA, etc. material on driver practices & would gladly schedule more time but small staffs don't have the time to research or write this material. We rely on material sent to us.

Question #4 continued:

- #96. Driving defensively - watch out for the other guy - Editorial #1, News #1 and Public Service #1.
- #100. We are in a rural area and could use 20 sec., 30 sec., Spots on Slow Moving Farm Units on our High Speed Highways; also could use back to School Safety Spots.
- #102. Accident-Fatality Impact. The Accident-Fatality Impact is more properly an effect than a cause, but we consider this to be a major ramification - it should be listed.
- #127. Traffic Volume.
- #136. No Editorials.
- #140. No editorials.
- #142. We use all we can - Time.
- #145. Sheriff Interviews on each subject; replaces editorials.
- #160. No editorials.
- #161. No editorials.
- #162. No editorials.
- #164. It is my opinion driver error and/or neglect is the major factor contributing to highway accidents. Public service time is so oriented.
- #189. We do not editorialize. News stories stand on their own merit.
- #199. Traffic problem areas.
- #200. No editorial coverage given to traffic safety.
- #211. Accident reports.
- #233. No editorials or news.
- #236. Statistical information.
- #300. Do not editorialize on highway safety.

APPENDIX E, Part 20

Radio Respondents Written Comments to Question #5

- #36. We feel the BIGGEST factor is Driver Ed. & Auto maintenance.
- #38. You failed to list - Accurate source of Information. Accuracy is in my opinion, along with availability, the most important reason for using material.
- #53. Direct reports from police agencies.
- #102. Obviously, we consider the MOST important, and the most effective & easiest way to reach the listener.
- #126. We try to cover police news, highway safety, and good driving in that order, with the big push on holidays & bad weather days.
- #141. What ever becomes most important to the safety of people.
- #154. Relevance to safety problems(in our opinion). Criteria for news differs from others - reply based on Public Service."
- #160. Preparation style, some cases.
- #164. Desired psychological effect.
- #178. They are most compatable with radio and vice versa.
- #189. It's obvious that poor driving cause most accidents so that's what we concentrate on.!

- #199. Importance to local traffic situation.
- #200. More locally oriented material is preferred.
- #303. Editorial & News staff accepts - what we believe is proven statistics That people(Driver) is by far #1 Problem in Traffic Safety.

APPENDIX E, PART 21

Radio Respondents Written Comments to Question #11

- #2. Listener association. Good presentation of information.
- #3. Timing & local.
- #4. 1. General content, 2. Localized, 3. Length.
- #7. Localization, length, continuity, originality - and if it can be done with "Jocks."
- #8. Localized. Does it motivate? Is it creative enough to 'catch' listener then 'move' them.
- #9. A reason to justify its use.
- #10. Localized, impact, time.
- #11. Local, timely.
- #14. Length, quality of production(music - sound effects, etc.), interest to listeners.
- #26. Timing, localized.
- #30. Brevity, importance to listeners in our audience, source and immediacy.
- #34. Appropriateness to local listeners, length of script.
- #36. Length, immediate impact, importance, will the listener react?
- #38. Timing, length, localized interest, communication of information which will arouse interest.
- #40. Educate and motivate re.; safe driving techniques.
- #43. Pertinence to the listener.
- #47. Purpose.
- #53. Length.
- #57. Local, the length.
- #58. Brevity, localization, scare element.
- #70. Length and listener interest.
- #71. Length - localized.
- #75. Length of announcement, evaluate contents.
- #77. Localized - seasonal - if taped = length.
- #80. It must, first, have local appeal, and second have some meaning to the listeners.
- #82. Length and localization.
- #86. Localized, length.
- #89. Length, localized.
- #91. Relevant meaning, length, interest, local interest.
- #92. Timing.
- #93. Local impact, length, what does it say? Is it a valuable new approach.
- #94. Localized.
- #96. Length, Is the spot vital to our audience?

Question #11 continued:

- #100. Length, timing.
- #102. 1. Quality, 2. Relevance, 3. Timing.
- #103. Localized if possible & holiday info - we are a large tourist area.
- #115. Memorability - did I learn something from it?
- #122. Length, timing, localized.
- #123. Timing, localized.
- #126. Timing, does it communicate?
- #127. Believability.
- #128. Length, localized.
- #133. Honest, believability - approach - not more than 30 sec.
- #136. Timing, recorded quality.
- #137. Timing.
- #140. Length, localized.
- #141. Localized, impact potential, will it help.
- #142. Localized.
- #145. Length & how interesting it is.
- #146. Length, timing.
- #147. Length and professionalism of material.
- #154. Combination of factors - again depends on intended type of air usage.
- #160. Localized, fear.
- #162. Localized.
- #164. Psychological effect, subject matter.
- #166. Localized.
- #168. Length.
- #169. Localized.
- #173. Does it hold the listener's attention?
- #175. Localized.
- #189. Quality & significance.
- #193. Locality, timing, length.
- #194. Localized.
- #195. Audience appeal along with length, timing and local interest.
- #197. Timing, Localization.
- #199. Localized.
- #200. Local appeal, level of significance, timing, written in an interesting style.
- #204. Content.
- #205. Quality approach.
- #208. Length, timing, localized.
- #211. 1. Localized, 2. Timing, 3. Length and 4. Fear.
- #216. Length, timing.
- #218. Length & localized.
- #219. Length.
- #220. Localized.
- #222. Timing.
- #227. Localized --- timing.
- #233. Length. Is it a PSA, or a series of 5 min. programs, or a half-hour special?

Question #11 continued:

- #234. Localization, length and timing in that order.
- #236. Length, of course, then immediacy, content, localization and impact, not necessarily based on fear.
- #241. Length.
- #300. Different approach than most. Original idea, quality of recording, effect locally.
- #303. All - or combination of: length, timing, localized and fear.
- #304. Localized - interest - length.
- #305. Shortness & effectiveness.
- #306. Length, localized.
- #307. Localized.
- #315. Localized.

APPENDIX E, Part 22

Radio Respondents Written Comments to Question #6

- #2. Safety Spots, very good; poor, all others.
- #4. Don't have much effect do they...in final totals?
- #7. Unfortunately - you can cry wolf for years & when people are met with a crisis they have forgotten. Need fresh ideas - always.
- #38. Skilled educational material - able to arouse motorists' participation - would be truly effective.
- #40. Scare tactics overused in all types of PSA's; dulling effect.
- #43. Poor when taken alone. Predictions are anathema. But we sometimes use weekend statistics on Monday morning when other state news is unavailable and when the period has been particularly good, particularly bad or major mishaps have occurred.
- #94. We should educate drivers and not try to scare them into obeying traffic rules.
- #126. If done right - too much, or done poorly, they're a detriment.
- #128. Safety is basically a negative item in the first place!
- #142. The hard true approach is best.
- #147. This type of information dissemination during holiday periods need not necessarily be of a "scare" nature; simply an appeal to the awareness of obvious hazards.
- #154. Necessary evil.
- #164. I believe the "scare" approach is the only way to jar motor vehicle operators out of the habit and complacency in the limited time radio has to devote to this subject.
- #197. I don't feel that very many people pay much attention to them anymore.
- #200. Research indicates that the "boomerang effect" in "scare" approaches is highly probable - turns people off.
- #208. It's a personal preference - I prefer fact to scare.
- #233. Personally - silly. Station - related -- again, no submissions, no judgements.

Question #6 continued:

#234. My opinion is that the safety spots probably do the most good with the weekend predictions and scoreboards doing almost no good at all.

#236. Generates a definite apathy in listeners. A case in point is the relative ineffectiveness of anti-smoking "scare" campaigns.

#303. Possibly running totals (fatals) have been over used in some instances & new approaches may be needed.

APPENDIX E, Part 23

Radio Respondents Written Comments to Question #7A

#7. News tends to cover the worst - but the small accidents are identifiable to all.

#9. Causes of accidents, especially types of people who tend to have accidents - ages, etc.

#36. Who was at fault(if) & why?

#38. I believe all of the above are rather well covered in the news reporting.

#75. Too much tolerance for the drunken driver.

#80. Seldom does investigating agency provide adequate follow-up.

#100. Need for more creative announcements on all facets.

#136. Vehicle inspection.

#154. Leniency in court handling of traffic cases.

#164. None specific. News is news...and often information such as listed above is simply not available.

#189. It is essential the public knows that high point, drinking drivers cause so many accidents.

#200. Bad roads & road conditions.

#208. I.E. The drinking driver seems to be a large contributor yet, particularly on fatals, by the time a driver is adjudged drunk - it's old news and not used.

#237. Better highways.

#303. Stronger enforcement for reckless driving & driving without a license & insurance.

APPENDIX E, Part 24

Radio Respondents Written Comments to Question #7B

#2. Proper driving habits maybe not neglected, but needs more emphasis.

#10. Causes of accidents, laws.

#14. Affects of Drinking & Drugs on Driving.

#38. Skilled preparation of educational material to arouse driver participation.

#40. Auto maintenance.

#58. Not sure.

Question #7B continued:

- #77. Seasonal: 60 Sec. discs/tapes.
- #80. Causes.
- #91. Driver Practices.
- #100. Spot announcements on Safety.
- #102. Public support for strict enforcement in Courts.
- #147. None. Most stations receive all sorts of material and can successfully formulate an all-encompassing program with prudent selection of subjects to fit all the time they have available.
- #164. Driver Practices...defensive driving techniques. Properly operated, motor vehicles are a safe and convenient mode of transportation. Driver awareness and technique must be stressed. Mechanical malfunctions are rare, if vehicle is maintained.
- #189. We should make it tougher - But that's a legislative, not broadcasting problem.
- #208. The courts could do more public relations in regards to penalty.

APPENDIX E, Part 25

Radio Respondents Written Comments to Question #8

- #2. Road conditions in progress on major highways throughout the state. Bad highways or intersections to be avoided if possible.
- #7. News-wise...nothing much. Public service-wise - A lot. Need causes, prevention, projects - etc.
- #9. Good PSA's that really have something to say.
- #30. More highway/road condition information for use in traffic reports.
- #38. Possibly some sort of a weekly report - county by county - of areas where heavy traffic congestion exists or is expected, along with alternate routes to by-pass these areas.
- #40. Positive advice, re.: car maintenance & driving techniques.
- #43. Driving conditions, particularly those based on fast changing weather conditions.
- #47. Highway conditions.
- #57. None that we can think of.
- #58. I believe we have a wealth of information now - more than we can effectively use.
- #75. :10 sec and; 30 sec.spot announcements for long weekends, with other not-dated for day-to-day use.
- #80. Guidance on trends in causes other than driver error - Also, more reasonable access to experts in highway design safety.
- #89. Information relative to pending traffic legislation.
- #91. Tips on driver techniques.
- #93. More professional public service recordings.
- #94. Basic driving rules! Slow traffic to right, etc.
- #96. 30 sec. spots on tape of good technical quality. Not a "garbage" DUB!"
- #100. Spot announcements.

Question #8 continued:

- #108. Promotional material to urge more strict legislation & court enforcement of existing laws.
- #115. AP should give causes of accidents when they report them and drop their emphasis on the tabulation of accident victims.
- #122. AAA Holiday & Winter reports are interesting, factual, & attentive. Wish we could have more things like this on a continuing basis, however we do get complaints from area insurance salesmen because AAA receives so much 'Free Publicity.'
- #126. Continual hints on good driving.
- #127. Heavier news coverage of accidents, injuries, driving records of involved drivers.
- #128. No specific comment.
- #133. Vehicle safety standards.
- #140. Fatalities per day not just weekends.
- #141. Continual traffic conditions, continual driver education.
- #142. State standing - How many accidents per/day/year - take lives in state.
- #154. Regular news on number of convictions for traffic violations - It's obviously impressive when we dig it out - another "scare tactic."
- #160. Bad roads and road repair.
- #164. 'Quicky' driver education capsules promoting safe operating practices and defensive driving techniques.
- #168. Highway conditions, public service announcements.
- #193. Traffic conditions and status of roads around the state, a daily report for airing as a news story.
- #199. Anything local.
- #200. More road condition reports, especially in summer - more road construction reports & detour info.
- #204. Running summary of legislation - w/views of the various highway groups concerned.
- #205. Suggestions for action in specific accident situations...Example "What do you do to avoid hitting a deer when it stops in the road," etc.?
- #208. Answered previously.
- #211. A closer contact & willingness to co-op with police.
- #218. Major causes of accidents ---?
- #222. Detour & construction areas.
- #227. Accurate winter driving conditions on a regional basis. For Example - A road report for the U.P. only....a report designed for a specific area.
- #233. Have no day-to-day coverage at present. However, drivers and riders need seat belt habits. Tell them about road conditions(not traffic - the road itself). Stress vehicle condition checks.
- #236. Simply that news is more effective if broadcast when it happens, rather than hours or days later.
- #300. Road construction news, regionally.
- #305. Tips on what motorist should be aware of - in different seasons, time of week, etc.

Question #8 continued:

#307. Areas of high accident and the causes of the accidents at each different area. More info as to road construction, i.e.: lanes closed, times they closed, best alternate, route to avoid.

#315. Number of persons who would escape injury or death if they were wearing seat belts.

APPENDIX E, Part 26

Radio Respondents Written Comment to Question #9

- #2. Accident reports.
- #7. Would love to get info on scenic &/or Vacation Trips - Desperately.
- #10. General Safety.
- #14. Seat Belts.
- #26. Holiday highway traffic warnings.
- #36. Scoreboard(from UP wire).
- #40. Driver 'do's and dont's'.
- #43. Except for actual reports on conditions, our public service department handles scheduling and data on spot announcements, features, etc.
- #58. Road conditions.
- #128. All of these.
- #161. Road conditions.
- #164. Safe driving practices and defensive driving.
- #193. AAA - Bring 'Em Back Alive Slogans.
- #200. Preventative measures, defensive driving.
- #219. Weather and Traffic Conditions.
- #233. We do not direct. We offer. We offer what we receive, we receive none of the above(unless "Highway Hi-lights" qualifies under 9 - 5).

APPENDIX E, Part 27

Radio Respondents Written Comments to Question #10

- #2. Education of the driver. Warnings of the major causes of accidents.
- #3. Stop deaths & accidents on highway.
- #4. Should inform, not scare, work for tougher laws.
- #7. To prepare people in situations, stressing defensive tactics.
- #8. To eliminate highway accidents, naturally.
- #9. Reduce accidents - make people aware of dangers.
- #10. Road conditions(Michigan), Impact (as opposed to scare) for Michigan drivers.
- #11. To Change(Improve driver attitudes).
- #14. To make safer drivers & cut accidents.
- #26. Less accidents.
- #30. Should be of immediate interest to the motorist listening on his car/truck radio. Give him information that will help him or her.

Question #10 continued:

- #34. To reduce highway accidents and fatalities through information to public.
- #36. To make people aware of their responsibilities to themselves and others.
- #38. Primarily to arouse drivers to use common sense and good judgment - so they will stay away from dangerous situations and drive within the limits of their ability and the capabilities of their vehicles.
- #40. Educate & motivate re. safe driving techniques.
- #43. To keep driver, educator, legislator, carmaker and insurer posted as to his responsibilities to each other element, to himself and to the public at large.
- #47. Make the driver think.
- #57. To help reduce fatals & accidents.
- #58. Make the driver take his safety more seriously.
- #71. Prevent accidents.
- #75. Fewer accidents.
- #77. Alerting drivers to hazards from themselves & other drivers.
- #80. To force the driver to continue to think, and therefore act, safely.
- #82. Information.
- #86. Promote defensive driving.
- #89. Be both informative and educational.
- #91. To educate drivers -- provide correct information to help them avoid mishaps.
- #92. To save lives.
- #93. Instill that second conscience to keep you cool even when the 'putsers' (slow vehicles), hills, curves & clocks are against you.
- #94. Promote good driving at home, in city, etc. Everything seems to be directed to expressway driving.
- #96. To make the listener more aware of traffic safety.
- #99. Emphasis on defensive driving.
- #100. Education.
- #102. 1. Motivate the citizen to force governmental action on highway safety. 2. Reduce fatalities during difficult driving periods.
- #103. Lower accidents of all kinds.
- #115. To get the point across.
- #122. Save lives; prevent injuries, reduce accidents.
- #123. To inform the highway users.
- #126. Solid reminders of good driving habits, overcoming seasonal difficulty and fighting misconceptions.
- #127. Education, indication of and follow-up on prosecution of drivers.
- #128. To save lives.
- #136. Driver education & re-emphasis in known causes.
- #137. Awareness, to the point of being receptive for action - attitude.
- #140. It should serve as a curb to accidents & lower insurance rates.
- #141. To reduce traffic accidents.
- #142. Reduction of Death & injuries.
- #145. Getting bad drivers off the road.
- #146. To remind & inform.

Question #10 continued:

- #147. Make people aware of traffic hazards and how best to avoid needless accidents.
- #154. Reduce traffic accidents.
- #160. Should educate, i.e. - information on laws, points, etc.
- #164. First, to lay the blame squarely where it belongs...on the driver... to strip away his defenses, then stress safe operation and defensive driving.
- #168. To reduce deaths resulting from traffic accidents.
- #173. To save as many lives as possible.
- #175. To cut down the DEATH TOLL.
- #189. Slow down motorists & make them more concerned about driving.
- #193. To promote and alert the driver to be prepared for the unexpected - "Watch Out for the Other Guy," "Defensive Driving."
- #194. Reduction of Traffic fatalities.
- #195. To prevent traffic accidents.
- #197. To educate the apparent ignorant driver of his driving problems.
- #200. Making drivers familiar with preventative measures and improving highway conditions.
- #204. Safety.
- #205. Make most information available before the nuts hit the pavement.
- #208. Save lives and reduce P.I. accidents.
- #211. Keep listeners informed.
- #216. Save lives.
- #218. Educate.
- #219. A reminder of road and weather conditions.
- #222. Educating drivers.
- #233. Reduce vehicle accidents, promote vehicle tourism.
- #236. Decreasing the rate and number of traffic mishaps, major & minor.
- #241. Reduce accident rate.
- #300. To remind driver of safety.
- #303. As listed in question #9 above.
- #304. Point out specific benefits to driver in terms of dollars & life loss.
- #305. Inform motorists.
- #306. To reduce fatalities in any way possible.
- #307. Save lives - move traffic smooth.
- #315. The safety a person has while riding in an auto. We are more interested in learning if a person was wearing his seat belt in an accident.

APPENDIX E, Part 28

Radio Respondents Written Comments to Question #15

- #2. Effective means of communication.
- #7. Alcohol is now - & will on further topics of importancy.
- #10. Competition for Public Service time
- #26. If I have the time.(That's my whole problem.)
- #38. Sometimes, with a small staff, it is difficult to arrange time away from station - but if this can be arranged, I would be glad to participate.

Question #15 continued:

- #43. Would need to know what such a workshop purported to accomplish and how it would be conducted.
- #58. It would depend on when and where it was held. Like most radio stations, we have a small, compact staff, and we're all busy all of the time. It is quite a sacrifice to devote substantial time to an outside activity.
- #80. Workshop would accomplish little if more understanding of the true nature of the problem is not generated.
- #82. We do not have a news dept. as such, so that would hinder our participation somewhat.
- #86. With small staff it's difficult to make a commitment.
- #89. If I can be of any more help please contact me.
- #102. Our staff is too limited to participate.
- #103. If at all possible.
- #115. Limited time available.
- #128. If time permitted.
- #133. We would be happy to send our public service director.
- #137. Any topic.
- #142. If possible.
- #145. No time.
- #147. Regional problems.
- #164. Would be unable to do so.
- #173. Yes, if time is available.
- #189. Any responsible broadcaster would be well-aware of the needs in this area. Workshops waste time and money.
- #193. Please place me on your mailing list to receive your materials, if I can help you.
- #211. Schedule them in local areas so local problems can be taken up and minimum time from work.
- #236. Cooperation between media and their sources. Given an opportunity to prepare and a locale within reasonable travel distance.
- #237. If it were held at Northern Mich. University.
- #303. Material most useable by media. Would suggest news oriented persons. Also depend on location.
- #305. Limited personnel.

APPENDIX E, Part 29

Radio Respondents Written Comments to Question #16

- #9. Make public aware of causes of accidents, demographics of typical people involved in accidents.
- #38. The need for SKILLED presentation of information so as to arouse drivers to participate in safe driving practices. May I have a copy of the results of this survey.
- #80. Keeping the public informed - The others would be a waste of time.

Question #16 continued:

#102. To develop an advertising campaign designed to get legislators, courts and insurance companies to stop the prattle and start acting and quit leaving traffic safety up to the good will and competence of the motor-ing public. To get out of the public relations business on traffic safety with pap like this and stimulate action by the public servants.

#115. To study entertaining and/or informative communications and discover why they are successful. (I.E. Triple A Reports; Dept. of State's humorous spots; news stories that explain how accidents occurred.)

#142. Urge Public Involvement - one and all approach.

#189. Why waste time on any of them? Just work getting the message of Who causes accidents.

#233. Why should we develop a way to get the public to pay for highway safety? They paid for their cars, and their insurance, and their gas. Teach them to use what they have already paid for, and they will be less hostile to the idea. Who would buy anything labelled "We'll only charge you a little money to do something you could just as well do free?"

#303. Discover new ways of motivating public demanding higher standards by drivers, etc.

APPENDIX E, Part 30

Television Respondents Written Comments to Question #1

#2. Interestingly enough radio material superior to T.V.(1A) General excellent coop. from official sources in this area...unusual, by the way.(1B) Inclined to "Pap" and "Puffery."(1C) Visually static generally.(1D)

#3. Because ---- does not have a 'nightly' news service we are not in need of this type of information.

#7. Safety Council.(1A) No news program to use them in.(1B) Not familiar with service.(1D)

#9. Have not received any material.(1B, 1D)

#10. Material could be more useful if it were mailed directly to the Editorial Director.(1D)

#11. Useful for background and commentary purposes.(1C) Film spots most useful.(1D)

#12. Prefer to eliminate commercial ident from Ins. Co. material.(1A) Don't get much.(C)

#13. Some of these tend to go beyond the line that separates public service from commercial material and can't be used.(1A) Some of these tend to be poorly produced and look amateurish and can't be used.(1C)

#14. Haven't received.

#15. AAA stories on issues such as Zilwaukee Bridge, Sleeping Bear Dunes, etc. very useful.(1A) More useful when applied locally.(1C) If it includes film w/story.(1D)

#17. We don't get enough.(1D)

#20. We are able to utilize, not too much due to market size.(1B)

APPENDIX E, Part 31

Television Respondents Written Comments to Question #2

- #2. Also valuable = Michigan Driver Education Association and Michigan and/or National Safety Councils.
- #5. Some wire service material is based on information from other Sources listed.
- #8. T.S.A. about as good.
- #16. Local Safety Council.
- #17. As mentioned, we get very little. But, could use much more.
- #19. We cannot run AAA Auto Safety Spots.
- #20. AAA rates high due to it's assistance with road reports during Peak of Holiday Seasons. Not necessarily wo with announcements of PSA's.

APPENDIX E, Part 32

Television Respondents Written Comments to Question #12

- #6. Actual titles not available by count.
- #9. Some of the spots run were some time ago & nothing current has been available.
- #10. Please mail to Public Service Director.
- #23. Don't know - I'm News Director not Public Service Director.

APPENDIX E, Part 33

Television Respondents Written Comments to Question #3

- #4. 2 or 3 times a month(60 sec.) or when warranted.
- #7. No news or editorial programming.
- #8. Varies.
- #13. 5 min. weekly(approx.).
- #18. News - much variation - won't try to measure.

APPENDIX E, Part 34

Television Respondents Written Comments to Question #4.

- #9. We do not air daily newscast - only specific community news.
- #23. We don't editorialize.

APPENDIX E, Part 35

Television Respondents Written Comments to Question #5

- #8. They are all most important.
- #16. Relevance to Safety Problems in our area. Length of Material.
- #20. Need for understanding in these areas.

APPENDIX E, Part 36

Television Respondents Written Comments to Question #11

- #3. To some degree through PSA spots.
- #9. None are directed specifically, messages are rotated.

APPENDIX E, Part 37

Television Respondents Written Comments to Question #6

- #5. Predictions-No, Comparative totals-Yes.
- #12. Do not think it is working - A case of crying Wolf.
- #16. Necessary evil.
- #19. They are not listening.

APPENDIX E, Part 38

Television Respondents Written Comments to Question #8

- #2. Research Info.
- #3. Since we do not program daily - no comment.
- #4. News of research & legislation would be easy to slot in newscasts due to viewer interest.
- #6. PSA's.
- #8. We're most interested in anything which will help traffic safety.
- #12. Follow-up information on "Causes" i.e.: Driver Fault(Drunken, Poor Eyesight, Lack of Knowledge of Laws, etc.); Poor highway Design; Automobile Fault.
- #16. Regular news on number of convictions for traffic violations.
- #19. Satisfied.
- #20. More positive stand on Hiway Issues - less dodging.

APPENDIX E, Part 39

Television Respondents Written Comments to Question #9

- #2. Common sense incentives to safety.
- #5. 1. Prevent deaths, injuries. 2. Reduce costs of driving, i.e. insurance rates.
- #6. Public Information & Education.
- #9. Advising people how to avoid accidents. Updating people on current & past driving laws.
- #12. Reduce accident potentials.
- #13. Attitude change and control.
- #16. Reduce traffic accidents.
- #18. To save as many lives as possible.
- #19. Showing people what life is like without any other member of their family.
- #20. Aimed at stopping or definitely slowing accident rates.
- #21. To educate the public to drive safely.
- #22. Educate; defensive driving for all.

APPENDIX E, Part 40

Television Respondents Written Comments to Question 10

- #2. Pertinence, believability, honesty.
- #5. 1. Novel approach. 2. Believability. 3. Effectiveness and 4. Pertinence.
- #6. Clarity, relevance, Good taste.
- #9. Content and overall message.
- #11. Good communication of an effective message.
- #12. Credibility, Viewer Impact.
- #13. Importance of message. Lack of commercialism.
- #16. Combination of factors - Depends on intended type of usage.
- #18. Does it hold the viewers attention?
- #19. Usability for television.
- #20. Fresh approach.
- #21. Immediate area conditions.
- #22. Local application.

APPENDIX E, Part 41

Television Respondents Written Comments to Question #15

- #15. Yes, if in Flint.
- #16. Competition for Public Service Time.
- #17. Yes - If possible.
- #18. Yes, if time is available.
- #19. Our time is limited to public service. It wouldn't be useful to us.
- #20. Station Function - etc.