To the Graduate Council:

I am submitting herewith a thesis written by Faye D. Kuehn entitled "Local TV Programming in the Public Interest in Knoxville: A Telephone Survey." I recommend that it be accepted in partial fulfillment of the requirements for the degree of Master of Science, with a major in Communications.

Jack B. Haskins, Major Professor

We have read this thesis and recommend its acceptance:

Accepted for the Council:

Vice Chancellor
Graduate Studies and Research

LOCAL TV PROGRAMMING IN THE PUBLIC INTEREST IN KNOXVILLE: A TELEPHONE SURVEY

A Thesis

Presented for the

Master of Science

Degree

The University of Tennessee, Knoxville

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ABSTRACT

Broadcasters in the United States face the ever-challenging problem of providing television programming which is in the "public interest, convenience and necessity." Individual licensees who are found by the Federal Communications Commission (the governing legal body) to be doing less than fulfilling promised local public service programming are threatened with the loss of renewal of license.

This telephone survey was designed to determine the public service image as perceived by the public of the three commercial television licensees that serve Knoxville, Tennessee. The study concluded that the general viewing public prefers to be entertained and not informed beyond the daily news. This would appear to reinforce the opinion of many broadcast licensees with regard to providing local public service programs. People usually express a need for certain local programs but given a choice between entertainment and information, programs which entertain prevail in viewer selection. Since the daily news broadcast is part of the majority of viewers' daily routine, this program should receive top priority from station management. That is, the news which is broadcast daily should be of the highest quality and should contain as much serviceable information as possible.

No significant correlations were found among the demographic characteristics and viewer preferences in the statistical treatment of the data. No singular factor can be considered as predictive of viewing preference.

The Add-A-Digit method was found to be an effective and time-saving telephone sampling technique. The maximum number of call backs to complete an interview never exceeded four. On the average, ten interviews were completed every two hours by each interviewer.

TABLE OF CONTENTS

CHAPTER		PAGE
INTRODUCTION		1
I.	FORMAL STATEMENT OF PROBLEM	6
	Assumptions	6
	Hypothesis	7
	Limitations	7
	Definition of Terms	7
II.	REVIEW OF LITERATURE	11
	Methodology	11
	Narrative	12
III.	THE RESEARCH PLAN	22
	Population	22
	Sample Selection	22
	Data Collection	24
	Instructing the Interviewers	25
	Analysis of Data	25
IV.	SURVEY RESULTS	26
	Demographic Characteristics of the Respondents	26
	Age	26
	Education	27
	Occupation	28
	Favorite television category of respondents	28
	TV program category that gives most helpful information to respondents	29
	TV program category respondents would like to see a Knoxville station produce	30
	Viewership of public service TV programs	30
	Evening news viewing habits of respondents	32
	Quality ratings of local newscasts on Knoxville TV stations	32
	Telephone interview completion rate	32
	Summary of Principal Findings	34
V.	DISCUSSION	35

CHAPTER PAGE

VI. SUMMARY AND CONCLUSIONS 38

Summary 38
Conclusions 39
Public Service Programming in the Future—Some Suggestions 40

BIBLIOGRAPHY 42

APPENDIXES 47

Appendix A 48
Appendix B 50
Appendix C 52
Appendix D 54
Appendix E 56
Appendix F 59

VITA 78

LIST OF TABLES

TABLE		PAGE
I.	Age of Respondents	27
II.	Education Levels of Respondents	27
III.	Occupations of Respondents	28
IV.	Favorite TV Program Category of Respondents	29
V.	TV Program Category That Gives Most Helpful Information to Respondents	30
VI.	TV Program Category Respondents Would Like to See a Knoxville Station Produce	31
VII.	Summary of Public Service TV Program Viewership	31
VIII.	Evening News Viewing Habits of Respondents	33
IX.	Quality Ratings of Local Newscasts on Knoxville TV Stations	34
X.	Telephone Information from South Central Bell Forecasting Division	49

INTRODUCTION

Broadcasters have long faced the challenge of serving the public interest in such a way that their license to continue broadcasting might be renewed every three years while maintaining high program ratings to assure profitable returns on their financial investments. Broadcasters play two roles, then, the first being that of public trustee of the air waves assigned by the Federal Communications Commission (hereafter, the FCC). The second controlling role is that of being private businesses designed to make a profit. To continue to make a profit, broadcasters attempt to service their viewers through the daily program schedule which tends to contain a large percentage of entertainment. Other programs on the schedule are categorized by the FCC and may be included in the broadcasters' promise of performance (filed as part of the license renewal form, every three years).

Historically, the guidelines were vaguely set by the Communications Act passed by Congress, in 1934. These guidelines were summarized by Head[1] as follows:

1. The radio waves belong to the people.
2. Broadcasting is a unique service.
3. Service must be equitably distributed.
4. Not everyone may be a licensee.
5. Radio is a form of expression protected by the First Amendment.
6. The government has discretionary regulatory power to deal with new situations.

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[1]Sydney Head, Broadcasting in America: A Survey of Television and Radio (Boston: Houghton Mifflin Co., 1956), p. 131.

7. Government powers are not absolute; decisions can be appealed in court.

In effect, these phrases leave the exact meaning open to various interpretations of the law. As each broadcaster molds his operation to fit his personal interpretation of the law, the FCC judges the appropriateness of these actions by review at license renewal time. As with all legal cases, the precedents set in the past greatly affect the present decisions. This makes broadcasters fearful of the ever increasing encroachment of the Federal government on freedom of speech.

Decisions continue to be handed down by the FCC which sometimes add to the confusion and rarely make the operating rules clearer. In the Communications Act of 1934,[2] Congress delineated the jurisdiction of the FCC, made the transmissions of radio and television signals a form of interstate commerce, and authorized the issuance of the three year license to qualified applicants. The license is renewed if satisfactory analysis results when actual programming is compared with promised service.

Quality programming and public service standards are encouraged in the National Association of Broadcasters (hereafter, the NAB), a membership organization of radio and television stations. The NAB provides a set of rigid guidelines, similar to a code of ethics, developed closely along the lines of an earlier document prepared by the Federal Communications Commission in 1946. The FCC publication,

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[2]The Communications Act of 1934, As Amended, Section 309(a).

Public Service Responsibility of Broadcast Licensees, known as the "Blue Book"[3] (the color of its cover) recognizes the need for sustaining programs, or those programs offered by the station as a public service and not necessarily sponsored.[4] The Blue Book recommends that a station carry programs that promote discussion of public issues, that satisfy minority tastes, that provide a service to nonprofit organizations, that provide a format for new experimentation, and that encourage stations to rely more on local programming sources than network feeds.

In effect, the Blue Book sets up the procedure for license renewal which has as its most critical part the composite week of programming. Days are randomly selected to form one week, and a content analysis is performed on that material according to the programming categories designated by the FCC. Such close scrutiny of the broadcast log demands more accountability on the part of the licensee and stresses the need to provide at least a minimum of public service time.[5]

In addition to the Blue Book, FCC Opinions, Holdings, Rulings, and Primers on controversial areas of programming are used as guides by licensees. For instance, the Ascertainment Rule[6] requires that management

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[3]See Sydney Head, The Golden Web (New York: Oxford University Press, 1968), pp. 227-236, for a detailed account of the origins of the blue book.

[4]Chester, Giraud, et al. Television and Radio, 3rd Ed. (New York: Appleton, Century, Croft, 1950), pp. 129-132.

[5]The FCC provides no percentage guidelines for broadcasters to follow. This determination results from the ascertainment of the community needs study.

[6]FCC 68-847, 33 Federal Register 12113, issued by the FCC by public notice, August 22, 1968.

level personnel meet with community leaders to discuss the needs of the community which the licensee promises to serve.[7] Using this as a guideline, the licensee supposedly develops programming which meets the needs discovered in the community discussions.

A broadcast station's use of a channel for the period authorized is premised on its serving the public.[8] A study designed to assess Knoxville's public service television programming will be conducted using a telephone survey. (See Appendix F, p. 59.) This telephone survey will attempt to evaluate the public's reaction to the public service programming of all the commercial television licensees serving Knoxville (i.e., WATE, Channel 6, NBC affiliate; WBIR, Channel 10, CBS affiliate; and WTVK, Channel 26, ABC affiliate). This study is distinctive in that it directly queries the viewer's reaction to public service programming since a direct measure of acceptance of good programming could be whether a viewer is watching and if so, with what frequency. None of the television stations in Knoxville survey their viewers in this way, although they do perform their obligatory ascertainment of the community's needs to formulate the program schedule. Television rating services such as Arbitron and Nielson provide demographic viewer data primarily for the sales

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[7]Formal ascertainment studies are no longer required for stations licensed to communities of less than 10,000 population, however, those licensees must identify problems of their communities to be dealt with in future programming.

[8]FCC Form 301, Application for Authority to Construct a New Broadcast Station or Make Changes in an Existing Broadcast Station, Section IV-A, p. 9.

department while other forms of feedback are solicited through community leader contacts by management level personnel at the station. Individual letters voluntarily sent directly to the station's Program Manager are considered and filed in the Public File.[9]

This survey will attempt to emphasize service oriented television programming rather than the most commonly rated "entertainment" shows.

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[9]"Availability of Locally Maintained Records for Inspection by Members of the Public," 28 FCC2d 71 states that "The file shall be maintained at the main studio of the station, or at any other accessible place (such as a public registry for documents or an attorney's office) in the community to which the station is or is proposed to be licensed, and shall be available for public inspection at any time during regular business hours."

CHAPTER I

FORMAL STATEMENT OF PROBLEM

How do the television viewers in Knoxville react to the local public service programming of the commercial television stations who serve them? For purposes of this study, public service programming is that meaning applied to the term "public service" as defined by the FCC. Licensees are required to produce local programs which are intended to serve the needs of the community. This study was designed to find out if Knoxville viewers actually watch specific public service programs, and, if so, whether these programs provide information the viewers say they need.

Assumptions

1. People watch television for a variety of reasons, one being to be entertained, another, to stay informed.
2. People are not usually aware of the distinctions made by the FCC between local programming and network feed, but people do expect the same quality from locally produced shows as they receive from networks, such as ABC, CBS, and NBC.
3. People report their actual viewing habits truthfully and do not tailor their responses to conform with programming they feel they ought to watch.
4. People are aware of what they watch and why they select certain programs.

Hypothesis

People consider television programming primarily as a form of entertainment; the daily newscast serves as the information source.

Limitations

1. The telephone survey will not contain questions about every local public service program offered by each station; only a sample from each will be included.
2. Program service by the Public Broadcasting Service (PBS) affiliate, WSJK, Channel 2, and Cable television service by Athena Company will not be included in the questionnaire. Both Public and Cable broadcasters are subject to somewhat different FCC rules and regulations.

Definition of Terms

Exact legal definitions for programming types are quoted below from the FCC Form 301, Section IV-A, pages 7-8.

> 8. Sources of programs are defined as follows:
> (a) A local program (L) is any program originated or produced by the station, or for the production of which the station is primarily responsible, and employing live talent more than 50% of the time. Such a program taped or recorded for later broadcast, shall be classified as local. A local program fed to a network shall be classified by the originating station as local. All non-network news programs may be classified as local. Programs primarily featuring records or transcriptions shall be classified as recorded even though a station announcer appears in connection with such material. However, identifiable units of such programs which are live and separately logged as such may be classified as local (e.g., if during the course of a program featuring records or transcriptions a non-network 2-minute news report is given and logged as a news program, the report may be classified as local).

(b) A network program (NET) is any program furnished to the station by a network (national, regional or special). Delayed broadcasts of programs originated by networks are classified as network.

(c) A recorded program (REC) is any program not defined above, including, without limitation, those using recordings, transcriptions, or tapes.

9. Types of programs are defined as follows:
If a program contains two or more identifiable units of program material which constitute different program types as herein defined, each such unit may be separately logged and classified.
The definitions of the first eight types of programs, (a) through (h) are not intended to overlap each other, and these types will normally include all the programs broadcast. The programs classified under (i) through (k) will have been classified under the first eight and there may be further duplication among types (i) through (k).

(a) Agricultural programs (A) include market reports, farming or other information specifically addressed, or primarily of interest, to the agricultural population.

(b) Entertainment programs (E) include all programs intended primarily as entertainment, such as music, drama, variety, comedy, quiz, etc.

(c) News programs (N) include reports dealing with current local, national, and international events, including weather and stock market reports; and when an integral part of a news program, commentary, analysis and sports news.

(d) Public Affairs programs (PA) include talks, commentaries, discussions, speeches, editorials, political programs, documentaries, forums, panels, round tables, and similar programs primarily concerning local, national, and international public affairs.

(e) Religious programs (R) include sermons or devotionals; religious news; and music, drama, and other types of programs designed primarily for religious purposes.

(f) Instructional programs (I) include programs, other than those classified under Agricultural, News, Public Affairs, Religious or Sports, involving the discussion of, or primarily designed to further an appreciation or understanding of, literature, music, fine arts, history, geography, and the natural and social sciences; and programs devoted to occupational and vocational instruction, instruction with respect to hobbies, and similar programs intended primarily to instruct.

(g) Sports programs (S) include play-by-play and pre- or post-game related activities and separate programs of sports instruction, news, or information (e.g., fishing opportunities, golfing instruction, etc.).

(h) Other programs (O) include all programs not falling within definitions (a) through (g).

(i) Editorials (EDIT) include programs presented for the purpose of stating opinions of the licensee.

(j) Political programs (POL) include those which present candidates for public office or which give expression (other than in station editorials) to views on such candidates or on issues subject to public ballot.

(k) Educational Institution programs (ED) include any program prepared by, in behalf of, or in cooperation with, educational institutions, educational organizations, libraries, museums, PTA's or similar organizations. Sports programs shall not be included.

10. Commercial matter (CM) includes commercial continuity (network and non-network) and commercial announcements (network and non-network) as follows:

(a) Commercial continuity (CC) is the advertising message of a program sponsor.

(b) A commercial announcement (CA) is any other advertising message for which a charge is made, or other consideration is received.

(1) Included are (i) "bonus" spots, (ii) trade-out spots, and (iii) promotional announcements of a future program where consideration is received for such an announcement or where such announcement identifies the sponsor of the future program beyond mention of the sponsor's name as an integral part of the title of the program (e.g., where the agreement for the sale of time provides that the sponsor will receive promotional announcements, or when the promotional announcement contains a statement such as "LISTEN TOMORROW FOR THE [NAME OF PROGRAM] BROUGHT TO YOU BY [SPONSOR'S NAME]").

(2) Other announcements including but not limited to the following are not commercial announcements:

(i) Promotional announcements, except as defined above;

(ii) Station identification announcements for which no charge is made;

(iii) Mechanical reproduction announcements;

(iv) Public service announcements;

(v) Announcements made pursuant to Sections 73.119(d) or 73.289(d) of the Rules that materials or services have been furnished as an inducement to broadcast a political program or a program involving the discussion of controversial public issues;

(vi) Announcements made pursuant to the local notice requirements of Sections 1.580 (pre-grant) and 1.594 (designation for hearing) of the Rules.

11. A public service announcement (PSA) is any announcement (including network) for which no charge is made and which promotes programs, activities, or services of federal, state or local governments (e.g., recruiting, sales of bonds, etc.) or the programs, activities or services of non-profit organizations (e.g., UGF, Red Cross blood donations, etc.), and other announcements regarded as serving community interest, excluding time signals, routine weather announcements and promotional announcements.

12. A program is an identifiable unit of program material, logged as such, which is not an announcement as defined above (e.g., if, within a 30-minute entertainment program, a station broadcasts a one-minute news and weather report, this news and weather report may be separately logged and classified and a one-minute news program and the entertainment portion as a 29-minute program).

13. Composite Week - Seven days designated annually by the Commission in a Public Notice and consisting of seven different days of the week.

14. Typical Week - A week which an applicant projects as typical of his proposed weekly operation.

CHAPTER II

REVIEW OF LITERATURE

Methodology

A review of the literature related to the question of how commercial television stations serve "in the public interest" as required by the FCC was performed in three major categories. The first category concerned the legal aspects which broadcast licensees must be aware of in order to maintain and renew their license every three years. The second category was the historical background which led to the formation of the existing laws by which broadcasters operate today. The third category dealt with the research methodology and past findings of previous studies in television audience behavior. It is probably common knowledge that large numbers of people watch television, however, researchers are interested in quantitative data that explain why and how often people watch, and especially what programs interest them enough to tune in regularly.

To obtain information on the three major categories mentioned above, this researcher consulted sources which will be detailed in the narrative. The card catalog, dissertation abstracts, and master's abstracts were searched by using key words and phrases such as television, television programming, audience behavior, broadcasting rules and regulations, speech-theater, journalism, mass communications, communications, audience research methodology, polling, surveys,

sampling techniques, Federal Communications Commission, public service programming. Professional journals such as Journal of Broadcasting, Journalism Quarterly, and Journal of Marketing Research were consulted using the indexes of each volume by title. Several legal forms published by the FCC were obtained from Mr. Larry Perry, a communications lawyer in Oak Ridge and part-time instructor at the University of Tennessee, Knoxville. A considerable amount of legal information was gathered during Mr. Perry's class in FCC Rules and Regulations. Mr. Perry's first hand experience presenting cases before the FCC in Washington provided insightful understanding to the sometimes mysterious workings of the Commission. Other documents not available in the library collections were obtained for reference from the production managers of WATE-TV (John Reese) and WBIR-TV (Pete Fennelly). These professional broadcasters gave a considerable amount of their time during the early planning stages of the survey. At that time, they offered helpful suggestions concerning the content of the questionnaire and openly discussed their station's programming and policy development.

Special help in the estimation of in-house survey research costs was obtained from Mr. Jim Kuehn, researcher, producer-director for WSJK-TV, the PBS (Public Broadcasting Service) affiliate in Knoxville. Mr. Kuehn was engaged in an ascertainment survey for his station at the time this thesis was being written.

Narrative

One of the best historical treatments not only of the broadcasting industry but the laws which govern its licensees may be found in the

four volumes written by Eric Barnouw, The Golden Web, The Image Empire, Tube of Plenty: The Evolution of American Television, and A Tower in Babel. Only an extended, thorough reading of the somewhat dryer Federal Register from the early 1930's to the present day could give the reader such an historical tracing. Of particular value are the analyses of the development of the rules and regulations with special attention paid to their relationship to marketing and the business aspects of what was then a new form of private enterprise—licensing of the public air waves for profit.

Basic to the understanding of television broadcast operation, and specifically programming offered, is a working knowledge of the FCC's Rules and Regulations established through public law in the Communications Act of 1934, as amended. Many of the rules are cited to support the requirements imposed upon commercial broadcasters by the law so cited above. Specific cases which have set precedent for those sections pertaining to Ascertainment of Community Needs were searched and reviewed for further understanding concerning the licensee's programming regulations in the FCC Reports. Other Decisions, Mandates, Orders, Opinions, and Recommendations were referred to when necessary in the Federal Reporter and the Federal Register. More specifically, the FCC Public Notice entitled "Ascertainment of Community Needs by Broadcast Applicants" was released August 22, 1968. (FCC 68-847, 33 Federal Register 12113). This document, perhaps more than any other (except the Communications Act of 1934 itself), serves to fully detail what the FCC expects a licensee to do in preparation of a programming schedule.

In the Minshall Broadcasting Company, Inc., petition to enlarge issues, 11 FCC 2d 796 (1968) four basic elements were delineated to aid a licensee in establishing a legal programming service:

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

In the case of the Andy Valley Broadcasting System, Inc. (petition to deny) FCC 68-290 (1968), the Commission held that a survey of community needs is mandatory and that applicants, despite long residence in the area, may no longer be considered ipso facto, familiar with the programming needs and interests of the community.

The Commission went on to state that if the Processes of Part I of the FCC Application are carried out in good faith, the programming service will be rooted in the people whom the station is obligated to serve and who will be in a much better position to see that the obligation to them is fulfilled.

FCC Form 301, Application for Authority to Construct a New Broadcast Station or Make Changes in an Existing Broadcast Station, provides explicit information about the legal requirements for television programming. Careful reading of the sections which apply to television programming that truly serves the community needs would lead the reader to believe little could go wrong in development of the broadcast service schedule. However, other sources of information, such

as the viewer surveys, reveal a discrepancy between what the public says it wants and what it actually watches.

A concise but insightful book by Jeffry Shrank, TV Action Book, clearly documents several elements which relate to the formulation of a sound, serviceable broadcast schedule and delineates precisely how to go about evaluating local television service. Shrank reviews the historical evolution and implications of the phrase, "public interest, convenience, and necessity," to show how the various elements of the law, ownership restrictions, programming influence, and audience characteristics move the genuinely concerned viewer to take action against a broadcaster. Included in the text are numerous survey forms to evaluate such things as program content, viewing habits, promise versus performance programming, ownership, and percentages of commercials. A complete listing of agencies to write and organizations that provide legal assistance in petitioning to deny a station's license renewal are well described.

For further explanation of the constraints of the FCC Rules and Regulations, Bleum, Cox and McPherson's Television in the Public Interest devotes an entire chapter to the evolution of the Blue Book and its concepts of balanced programming.

Of all the books considered in the literature search, the most comprehensive and directly related source is Bower's Television and the Public, which correlates two separate surveys performed ten years apart, the first in 1960 reported by Dr. Gary Steiner and one in 1970 performed by Bower. This study is so comprehensive that,

for purposes of this thesis, only small portions will be used. Of importance to the public interest aspect of this thesis is the analysis of data that shows that the more educated the viewer, the greater his concern for better television (p. 78) and the greater his need for more educational programming. Whether or not these same people watch programs when they are offered is quite another matter.

Throughout the discussions of the balanced programming aspect of broadcasting (as required by law) all the authors agree that finding out what the public truly wants is the most problematic, the most intriguing question faced by the industry.

Audience researchers attack the problems of programming by finding out who's watching, when, and, if possible, why. Of those watching, researchers record age, income, sex, occupation, and educational level. From 1963 to 1976, the Journal of Broadcasting reported the findings of independent researchers who have approached the television audience behavior question. These researchers are armed with computer technology designed to analyze the demographic characteristics of the viewers with great precision. Dr. Keith Mielke reported in an article published in the Journal of Broadcasting, (volume 9, 1964) entitled, "Education Level as a Correlate of Attitudes Toward Television," that people with more education tended to believe that others with less education would hold a more favorable attitude toward television. Other researchers, such as Dr. James Flynn III have looked at the broader question of the viewers' image of the ideal television station. In an article published in Journal of Broadcasting, (volume 16, Winter,

1971-72) entitled, "The Ideal Television Station; A "Q" Study," Flynn reported eight categories of viewers. Each category represented a common grouping of television station programming strategies. Respondents were labeled as "reality seekers," "excitement seekers," "perfectionists," "escapists," "self-improvement types," "good taste seekers," "fun seekers," and "interest seekers." The idealistic respondents envisioned rather sophisticated taste for much of the programming. These results were not, however, a record of the actual viewing habits of the respondents.

Dr. David Lewis looked at the programming problem from the other side of the television tube. In the Journal of Broadcasting, (volume 14, Winter, 1969-70) Dr. Lewis reported eight factors to be considered by the television program managers as the daily viewing schedule was drawn up. The most highly rated factors were not surprising, especially in view of the fact that broadcasters are in business to make a profit. Of great influence were the FCC rules and regulations, the competitions' programming strategy and ratings, the cost to produce a program series or one-time-only show, but most important of all the factors was the knowledge, personal taste, and experience of the program manager.

FCC rules and regulations call for an ascertainment of the community needs to be used as a guide in the formulation of new programs. Community leaders are to be canvassed for their opinions since they are in communication with the people they represent or lead. In Journal of Broadcasting, (volume 13, Spring, 1969) Thomas Baldwin and Bradley Greenberg presented a "Comparison of Public and Community Leader

Attitudes," to evaluate locally produced television shows. According to the results, community leaders appeared to take a more serious view of television and its functions. Particularly discrepant were the talk shows with local people and local issues. The leaders requested more in-depth programming while the public preferred lighter shows of a less serious nature. These results would appear to indicate that total reliance on community leaders during a needs study could mislead the program manager and actually misrepresent the apparent preferences of the general public.

Similar studies of the broadcasting audiences were found in the Dissertation Abstracts from 1948 to 1976. Early studies focused on the radio listenership to see if some indications of preference could be assigned to a combination of demographic factors. A factor which rated highest most consistently throughout the studies was the element of entertainment. In a survey performed by Jim Ludlow, in 1957, entitled, "Television Program Preferences of Listeners in Utah County, Utah," males showed some different preferences in music and drama than females. Females preferred classical and religious music while men preferred country-western music. As age increased, the viewers' preference for entertainment decreased and tended to favor instead, religious, political, and public affairs programming. As education increased preference increased for cultural material. As education increased, the viewers' preference for pure entertainment decreased.

Another study executed by John Thayer in 1962 entitled, "The Relationship of Various Audience Composition Factors to Television

Program Types," tended to confirm the findings of Ludlow in that the more educated the viewer the more sophisticated the program preferences became.

One dissertation entitled, "Development of A Forced Choice Instrument to Measure TV Station Images," by Malachi Topping, in 1965, used a panel of Oklahoma residents to rate the images of the stations serving their community. The scores for the stations indicated no significant difference in the images of the stations. The study did show that news and variety were factors affecting the ratings, however, the educational level and occupation of respondents did not show a significant relationship to rating the stations.

Still another approach to the programming puzzle has been taken by researchers to see if it is possible to devise a formula to good programming that draws high ratings while serving the public interest. In a dissertation directed by Jack B. Haskins at Syracuse in 1971, John Worden attempted to create "A Systematic Method for Creating New Ideas for TV Programs from Audience Interest in Leisure Activities." Worden concluded, among other things, that people with the same leisure interests tend to have the same television program content interests.

Maintaining the interest of the mass audience has not been successfully or consistently achieved in the public affairs program category. Frank Wolf's dissertation entitled, "Some Determinants of Public Affairs Programming of Commercial TV in the U.S.," revealed the unsurprising conclusion, among others, that the single most important factor shaping the quantity of public affairs programming

shown on commercial television was the quest for profits by networks and station organizations. Wolf concluded that the quantity of programs, types, scheduling and controversiality were highly dependent on the amount of money available, the ownership structure, and the relationship between networks and their station affiliates. Affiliates editorialized more frequently and CBS affiliates more than any other stations. The newscast was found to be the most common form of public affairs programming.

When a station is successful, that is, when it manages to draw the highest ratings on programs, researchers want to know why. In his dissertation entitled, "Factors Affecting Variations of Local Ratings of Evening Network Television Programs in Markets with Three Local VHF TV Stations," Howard Hopf found the following factors interacting. A station with high ratings was the first established licensee or longest open on-air station, would be likely to have its own radio station, would be likely to own a local newspaper, and would have high ratings thirty minutes before the network evening newscast.

Such tendencies in monopolistic ownership structures led the FCC to press hard for diversity in programming provided, in theory at least, by independent stations in the same market. A dissertation by Karl Nestvold entitled, "The FCC Theory of Diversity As It Applies To Local News and Public Affairs Programming on Independent Stations," concluded that, among other things, independent UHF stations (largely due to low budgets and small staffs) do not provide as much diversity in news and public affairs as the network affiliates.

Has there ever been, or should there ever be hard and fast guidelines to formulate the public service programming of all broadcast licensees everywhere in the United States? Such a question was studied at great length by Darrel W. Holt in 1967, in his dissertation entitled, "Public Service Broadcasting: A Contextual and Historical Search for the Construct." Holt concluded that no such construct has ever existed in the broadcast market. He found that the term "public service" relates less to broadcasting than to the socioeconomic and political climate prevailing within the FCC. Holt suggested that the lack of such a construct was an advantage for broadcasters in that it probably allows them to better serve their particular community.

Such are the intricacies of researching the problems of programming in the public interest. The literature search revealed rather consistent findings related to demographic characteristics and offered no absolute guidelines which would resolve the problem of programming in accordance with the FCC.

CHAPTER III

THE RESEARCH PLAN

The telephone questionnaire used to collect the data for this study was designed to elicit the respondents' television viewing habits that relate particularly to public affairs and local issues programming. An effort was made to discover some descriptive assertions about Knoxville television viewers. Using the demographic data, the researcher attempted to find explanations for viewer preferences. All data collected during one month's broadcasting schedule reflect the viewer preferences at that point in time. No year-round viewing patterns could be generalized from this one-time-only survey.

Population

The universe consisted of all subscribers serviced by South Central Bell Telephone Company who live in Knox County. This population represents 91% of persons with telephones in Knox County. The remaining 9% who have telephones receive service from these independent companies: Halls, Concord, and Powell. (See Appendix A, p. 48), for further breakdown of phone number assignments.

Sample Selection

A subscriber to South Central Bell's service is assigned a telephone number with seven digits, for example, 584-2603. The first

three digits, 584, are referred to as the Central Office Number (CON), and are assigned by location of residence. The last four digits, 2603, are assigned in banks of numbers ranging from 0000 to 9999. Phone numbers are assigned in sequential order.

In order to give those persons with unlisted numbers the same chance of being included, the Add-A-Digit[10] method was used to create the telephone numbers to be used. The procedure is as follows:

(a) A sample of 586 residential telephone numbers was drawn from the current Knoxville directory published by South Central Bell, two numbers randomly selected from each of the 293 pages in the directory.

(b) The column and line from which the number was selected was chosen at random using a table of random numbers.

(c) Once column and line were determined, the residential telephone number was selected, noted, and changed in this way. For example, this number, 693-4698, was recorded and changed to 693-4699 by adding one to the last digit.

By changing each listed telephone number by one digit, nonresidences and lines unassigned were included. The main reason the Add-A-Digit method was used, however, was to give subscribers with unlisted numbers an equal chance of being selected.

The following list indicates persons who had no chance of being included in the sample:

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[10]Frank Walker, "Their Opinion Counts," Advertising Research Foundation Proceedings, 1974, p. 14.

(a) persons without a telephone because it is too expensive;

(b) persons who recently moved into town who are able to subscribe but have not yet done so; and

(c) persons with a line out of order or disconnected for repair. (That number may have been selected, but the call could not be completed.)

A completed sample of 200 respondents, 100 male and 100 female, was obtained. An even male/female respondent ratio was purposely obtained by screening questions at the outset of the interview to see if men displayed different program preferences than women.

Data Collection

The telephone survey method was selected as most suitable for this study because of the relatively short period of time it would take to complete the sample. It was considered to be a good means of obtaining a high response rate with a minimum number of interviewers.

Quantitative data were collected in these areas of interest:

1. daily viewing times, by ranges (morning, afternoon, evening);
2. percentage of viewers who prefer given categories of television programs;
3. percentage of viewers who say they watch given programs;
4. types of programs viewers say they would watch if opportunity to view existed;
5. percentage of telephone numbers drawn by Add-A-Digit methodology which are working residential numbers.

Instructing the Interviewers

Because the interview by telephone may be easily terminated at any point in time, the interviewers were well rehearsed to insure friendliness in manner, clarity in purpose. Both male and female interviewers were used to conduct the survey. William Thomas and Faye Kuehn conducted the interviews.

Analysis of Data

Questionnaire responses were coded and the data was transferred to punch cards for processing by computer. The Statistical Package for the Social Sciences (SPSS) was used to cross tabulate the demographic and viewer preference data. This computer program generated a considerable amount of output which did not pertain to the main objective of the study; however, the cross tabulations provided a detailed breakdown of the various television program categories by each demographic characteristic. This kind of viewer information would be most helpful to a television time salesman. The chi-square values indicated significance or nonsignificance among the variables.[11]

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[11] Earl R. Babbie, Survey Research Methods, (Belmont: Wadsworth Publishing Co., 1973), pp. 309-312.

CHAPTER IV

SURVEY RESULTS

As stated in Chapter I, the purpose of the survey was to find out how television viewers in Knoxville react to the public service programming of the commercial television stations who serve them. Are the programs now offered (in the public service category) serving the needs of the Knoxville viewers? The reader should be reminded once again that "public service" has a special meaning to the broadcast licensee when program categories are discussed. For purposes of this study, the FCC legal definition of "public service" programming has been applied throughout. The reader should be aware, however, that a broadcaster also serves the public in a broader sense by the entire program schedule.

Demographic Characteristics of the Respondents

Each respondent was asked to give some demographic information at the close of the interview.[12]

Age. Slightly more than half the respondents were over 30 years of age but less than 65. The age distribution is shown in Table I.

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[12] Cross tabulation of demographic data resulted in large numbers of cells with zero frequencies. In these cases x^2 could not be used as a test of significance.

TABLE I

AGE OF RESPONDENTS

Age Group	Total f	Total %
	n=200	
Under 18	1	0.5
18 - 29	44	22.0
30 - 49	56	28.0
50 - 64	54	27.0
65+	35	17.5
NA	1	0.5
Refused	9	4.5

Education. At least two-thirds of the respondents had completed high school. More than 25% of all respondents attended college. Table II shows the education levels of the respondents.

TABLE II

EDUCATION LEVELS OF RESPONDENTS

Educational Level (Years of Schooling)	Total f	Total %
	n=200	
0 - 8	21	10.5
9 - 11	32	16.0
High School	83	41.5
Some College	49	24.5
Graduate School	5	2.5
Postgraduate Work	1	0.5
NA or Refused	9	4.5

Occupation. Respondents were from three main groups: housewives (29%), professionals (20.5%), and retired (12.5%). Table III shows the complete sample by occupation.

TABLE III

OCCUPATIONS OF RESPONDENTS

Occupation	Total	
	f	%
	n=200	
Professionals	41	20.5
Managers	7	3.5
Clerical	15	7.5
Craftsmen	8	4.0
Operatives	3	1.5
Service Workers	6	3.0
Laborers	1	0.5
Saleswomen	3	1.5
Housewives	58	29.0
Retired	25	12.5
Students	6	3.0
Unemployed	9	4.5
Indeterminate	1	0.5
No Answer	17	8.5

Favorite television program category of respondents. A large number of respondents (112) selected entertainment programs over all other categories. By education, the largest group responding to entertainment as the favorite category had finished high school. The next largest group (25%) had attended some college. Male/female response to the entertainment category was virtually the same. By occupation, 31.3% housewives and 16.1% professionals formed the two

largest groups that selected entertainment. Age of the respondent appears to have no effect on selection of program category; all age groups chose entertainment. Table IV shows the favorite TV program category selected by respondents.

TABLE IV

FAVORITE TV PROGRAM CATEGORY
OF RESPONDENTS

TV Program Category	Total	
	f	%
	n=200	
Entertainment	112	56.0
Sports	15	7.5
News	14	7.0
Religious	12	6.0
Public Affairs	4	2.0
Instructional	1	0.5
Cultural	1	0.5
Don't Know, No Answer	41	20.5

TV program category that gives most helpful information to respondents. By education, 44.8% of those sampled who selected the news category had finished high school, 25.8% had attended college. By sex, 45.4% female, 54.6% male chose the news category. By occupation, those groups selecting the news category were 24.5% housewives, 22.1% professionals, and 11% retired. A most noticeable difference occurred in age groups among those who selected the religious category, 11 of the 15 were over 65. Table V shows the TV program category that respondents said gave them the most helpful information.

TABLE V

TV PROGRAM CATEGORY THAT GIVES MOST HELPFUL INFORMATION TO RESPONDENTS

TV Program Category	Total	
	f	%
	n=200	
News	163	81.5
Religious	15	7.5
Entertainment	8	4.0
Public Affairs	5	2.5
Other	2	1.0
Sports	1	0.5
Cultural	1	0.5
Don't Know, No Answer	5	2.5

TV program category respondents would like to see a Knoxville station produce. The most popular program category mentioned by 33% of the respondents was, of course, entertainment. A surprising 17% had no idea what they would like to see but a substantial 16% said more religious programming was needed. Table VI shows the respondents' choice of TV program categories.

Viewership of public service TV programs. When actual viewing habits are compared with responses to questions about possible public service programs, a discrepancy becomes rather obvious. Respondents say they would watch a program, for instance, that would give them more information about local community services. Given a choice, however, the majority of respondents select entertainment programs over any other category. Table VII shows five public service programs with the total number of respondents who say they have seen the program.

TABLE VI

TV PROGRAM CATEGORY RESPONDENTS WOULD LIKE TO SEE A KNOXVILLE STATION PRODUCE

TV Program Category	Total	
	f	%
	n=200	
Entertainment	66	33.0
Don't Know	34	17.0
Religious	32	16.0
Sports	17	8.5
Public Affairs	16	8.0
Cultural	14	7.0
Instructional	12	6.0
News	4	2.0
Other	3	1.5
No Answer	2	1.0

TABLE VII

SUMMARY OF PUBLIC SERVICE TV PROGRAM VIEWERSHIP[a]

Title of Program	Total	
	f	%
Channel Six Report	117	58.5
Channel Ten Report	118	59.0
Drum	34	17.0
Farm and Home Hour	60	30.0
Scrunch	40	20.0

[a]Frequencies do not add up to 200 because the question asked if they had seen a given program. Each frequency reported is therefore to be read as follows: Channel Six Report, 117 out of 200 respondents had seen the program. This represents 58.5% of all respondents.

Evening news viewing habits of respondents. Most of the respondents identified rather strongly with one TV station's nightly news service. Some viewers associated the network affiliation with the local news service to identify which channel they watched regularly. Table VIII shows the frequency with which respondents say they watch the TV nightly news.

Quality ratings of local newscasts on Knoxville TV stations. Most Knoxville television viewers give a rating of average to good to the evening news service of their favorite channel. They appear to tune in to the same channel habitually and rely on that newscast to keep up on the day's events. Table IX shows a summary of the quality ratings attributed to the three Knoxville stations' nightly newscast.

Telephone interview completion rate. The Add-A-Digit method for generating telephone numbers proved to be a good system though time-consuming for the interviewers. It took 508 telephone numbers to obtain 200 completed interviews. Only 18 completed connections were non-residential numbers. There were 53 disconnects, 55 refusals, and a total of 720 call backs. The call back figure is rather large because each telephone number was dialed up to five times in an attempt to complete the interview. Each interviewer managed to complete five questionnaires per hour, on the average. Two persons, William Thomas and Faye Kuehn, conducted the interviews.

TABLE VIII

EVENING NEWS VIEWING HABITS OF RESPONDENTS

Newscast, Time Shown Channel Number, Network Affiliation	Frequencies: "How often do you watch (newscast)?" (n=200) Once a Week, *Month	Twice a Week, *Month	Three Times Week, *Month	Daily *Every Saturday	Never, N/A, DK	Have seen, don't like
EYEWITNESS NEWS						
(Monday-Friday, 6 p.m.)	21	56	41	64	12	6
(Saturday, 6 p.m.)	*47	*79	*14	*24	31	5
(Channel 6, NBC)						
FIRST EDITION NEWS						
(Monday-Friday, 6 p.m.)	22	14	4	4	98	15
(Channel 26, ABC)	*31	*12	*0			
TV TEN NEWS						
(Saturday, 6 p.m.)	*40	62	21	*37	40	0
(Channel 10, CBS)						

TABLE IX

QUALITY RATINGS OF LOCAL NEWSCASTS ON KNOXVILLE TV STATIONS[a]

TV Station (channel, time)	Quality Ratings							
	Good		Average		Poor		No Answer	
	f	%	f	%	f	%	f	%
WATE, Ch. 6 (M-F, 6 p.m.)	74	37.0	110	55.0	1	0.5	15	7.5
WATE, Ch. 6 (Sat., 6 p.m.)	52	26.0	117	58.5	2	1.0	29	14.5
WBIR, Ch. 10 (Sat., 6 p.m.)	63	31.5	94	47.0	1	0.5	42	21.0
WTVK, Ch. 26 (M-F, 6 p.m.)	17	8.5	68	34.0	12	6.0	103	51.5

[a]Frequencies add across to 200 and may be read as follows: WATE was rated "good" by 74 of 200 respondents, or 37%, with 110 of 200 rating newscast as "average," 1 of 200 rated it "poor," 15 of 200 had not seen it or did not have an answer.

Summary of Principal Findings

When the viewer tunes in to a given TV channel, he/she expects news information which will update the local situation in the community. Beyond the news program, however, the viewer prefers to be entertained. Given an opportunity to request certain television programs of any category, the viewer has few, if any, suggestions to offer and if a suggestion is made, it will be a request for more entertainment.

Apparently no singular factor may be used to predict audience viewing response. Generally, entertainment has been found to be the best competitor to any other TV program category.

CHAPTER V

DISCUSSION

The results of this study are in accordance with the Arbitron TV ratings for the same period during which the questionnaire was administered. In general, the hypothesis stated in Chapter I is supported by the survey results. That is, people watch television primarily to be entertained and only secondarily to be informed about the daily news events. A similar study, though far more comprehensive, performed by Steiner in 1960 and repeated in 1970 supports some of the findings of this survey.

Of no surprise was the finding that entertainment captures the mass audiences. All other program categories fall far below in popularity, with the exception of the daily newscast.

Special interest groups have demanded changes in the program schedules from the total number of commercial breaks to the content of the programs offered. The viewer has taken to playing a dual role whereby demands for programs are made and viewing habits are entirely different and in conflict with requests. Program suggestions tend to fall in the public service category. The broadcaster performs the mandatory ascertainment of community needs study to find out what the viewer needs. Some plans are made to produce programs that fulfill the needs of the viewers. In checking the ratings for these public service programs, the broadcaster finds out that no one (or almost no one) is watching. Special interest groups become ecstatic

when good programs are produced by their station; however, from the broadcaster's point of view, it becomes difficult to justify the expenditure of funds on poorly rated programs, and begins to look like an exercise in futility to continue.

But broadcast licensees continue to produce public service programs to maintain their good status with the FCC. When filing their application for renewal of license, the licensees promise to provide a given percentage of time to public service programming. The promised percentage is generally low so that the performance figures will be considerably higher. There is nothing wrong with this strategy; it is just good business practice when license renewal time comes about. In question is the matter of audience. Who benefits from all this compliance with the FCC Rules and Regulations?

Perhaps there is reason to look back at the public service programs that are produced. Broadcast managers know public service programs traditionally lose money and will never be so popular as to become profitable. With this prior experience, management's budgetary support for proposed public service programs will likely be negligible. Well-produced programs usually require that a considerable amount of money be expended on production staff, talent and materials. Hopefully, the end product will be a high quality production.

Does all this mean that poorly supported public service programs cannot compete with high budget programs? It may mean that the

competition is unfair but real. Even costly entertainment series are cancelled due to their inability to compete with stronger programming.

Looking at Knoxville's three commercial TV stations and the public service programs they provide, judgment becomes difficult to render in light of the small audiences that are paying attention. A far easier question to be answered would be one that is related to daily news service. Large audiences faithfully tune in on a regular basis and tend to rely upon this service to keep up to local events.

CHAPTER VI

SUMMARY AND CONCLUSIONS

Summary

It is apparent from this study, and from similar research in broadcast programming, that the television viewer is of two minds when seated in judgment of the broadcast schedule. There is no single demographic characteristic which will predict viewing behavior. Given a chance to request certain types of programming, the average viewer seldom suggests programs other than entertainment. Given suggestions of public service program possibilities, however, the viewer expresses a need and says he/she is interested in the proposal. Followup research indicates that public service programs have little or no audience. Assuming the public need so expressed in ascertainment studies is genuine, the broadcaster must, in all good faith, provide programming which fulfills the public interest. Consider again the idea that serving "the public interest" is broader in the sense that it refers to the station's total program schedule from news to sports to entertainment to all other program categories. For purposes of this study, however, the more narrow FCC definition of public service programming was used.

In view of the findings of this and related other studies, the public needs may well be served by superior newscasts. One operational difficulty arises from this solution, however. News programs are in a separate category from public service which means other special

programs must still be provided with or without audiences. The FCC does not stipulate that programming service be profitable. In the same manner, nonprofitability of programming does not serve as an excuse to discontinue to provide it.

Monetary support is probably necessary to improve the quality of locally produced public service programs. If the element of entertainment can be introduced to carry instructional information, so much the better.

Conclusions

The survey results support the hypothesis of the study, that is people watch television to be entertained, primarily, and to become informed about the news events, secondarily. It follows that given a choice between entertainment and information or other program categories (such as instructional, cultural, religious, and so on), the viewer will select entertainment. In determining viewer behavior, it appears that no single demographic characteristic is predictive. Cross tabulation of the data for this study produced so many low frequency cells that standard tests for significance became meaningless. Had the categories been collapsed, some tendencies might have become evident. That is, age and education, in particular, might have indicated significantly differing viewer preferences. In order to improve the audience exposure to public service programs, the element of entertainment appears to be a necessity. Broadcast licensees must comply with the FCC Rules and Regulations in order to maintain their license, and thereby must continue to struggle for a way to present information

which the public says it needs. Creative community service personnel are challenged to provide these programs.

Public Service Programming in the Future—Some Suggestions

In order to improve the broadcasting service, viewers must become more involved. People express an interest in and a need for certain kinds of information to be programmed on the local station serving their community. To request programs which will have no audience is a waste of a powerful and potentially effective medium. Broadcasters at the programming level of station management must invest in better staff and resources to upgrade the quality of locally produced programs. Scheduling of public service material might work well if informative segments are integrated within the entertainment segments. Promoting these informative series might attract and alert audiences from other viewing times.

Local stations in many communities have received special recognition from involved citizens' groups for their outstanding public service programming. Hopefully, the number of these stations will increase. For some communities the most active public service programmers are to be found at the cable service. Another source of high quality community service programming is the public television station.

Perhaps the future will see a return to greater cooperation between the public stations and the commercial channels. There is room for both kinds of programming, entertainment and educational.

What is called for to make both almost as popular is a merging of the creative talents and the monetary support which can make a good production happen. Good examples have already been set by the staffs of the Children's Television Workshop. These producers have shown that learning does not have to be dull, rather it is an exciting process which can be productive and entertaining at the same time.

There will always be a public need to be served. How well and how creatively this task is handled remains a constant challenge to the broadcast industry. The other side of the challenge goes to the viewer who must talk back to the industry to improve the local television service.

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APPENDIXES

APPENDIX A

TABLE X

TELEPHONE INFORMATION FROM SOUTH CENTRAL BELL
FORECASTING DIVISION

LOCATION	CENTRAL OFFICE NUMBER	TOTAL RESIDENTS MAIN w/o ext.	TOTAL BUSINESS w/o trunks	TOTAL RESIDENTS EXTENSIONS	TOTAL BUSINESS EXTENSIONS	TOTAL OCCUPIED HOUSEHOLDS or potential customers
BEARDEN	584 588	12,724	2,655	10,897	2,269	13,550
WEST	690 693	10,647	1,479	10,515	1,018	11,200
SOUTH	573 577	14,407	1,496	8,590	1,250	15,800
FOUNTAIN CITY	688 689	15,981	1,647	9,527	1,259	17,600
MAIN DOWN-TOWN	522 523 524 525 546 637 971 974	29,903	9,627	15,338	8,140	33,100

All data above refer to services provided in Knox County. South Central Bell serves 91% of all potential subscribers in Knox County. The remaining 9% of potential customers in Knox County are served by Powell, Concord, and Halls Tennessee Telephone companies.

All figures as of 2/1/76.

APPENDIX B

DIRECTIONS TO INTERVIEWERS

WELCOME! PLEASE READ CAREFULLY!

STEP ONE: Attend BRIEFING/TRAINING sessions on these days:

STEP TWO: Familiarize yourself with the entire questionnaire. Practice reading every question aloud to obtain a smooth, clear, friendly delivery.

STEP THREE: Pick up your interview packet from Mrs. Kuehn in the Library AV section on

Check your packet for these items:

1) Questionnaire forms: you should have 50.
2) Random telephone number list (250 numbers).
3) Reporting forms on completed calls, refusals, and no answers.
4) Time card for hours worked.
5) Expense report forms for receipted items. SAVE ALL RECEIPTS.

STEP FOUR: If you encounter a problem, please call in to the office: 546-0751, Ext. 281.

APPENDIX C

TELEPHONE CALLING PROCEDURE

CALLING PROCEDURE: to obtain completed interviews follow these steps and remember to vary your calling times.

1) NO ANSWER or BUSY SIGNAL

Mark the number, note the time of day call was placed. Make 5 call backs using the same procedure. Keep record of attempts to call the number for later checking.

2) REFUSAL

Make note of number for later use by tabulator.

3) BUSINESS NUMBER REACHED or NONRESIDENCE

Terminate with brief explanation and thanks.

4) PERSEVERE TILL YOUR PACKET IS COMPLETED

Continue to make calls until all interviews have been done. See your INFORMATION SHEET in your packet for total number of completed interviews assigned to you.

5) Adhere to the calling schedule as indicated:

Make calls only between the hours indicated: 9 am - 9 pm.

APPENDIX D

TELEPHONE NUMBERS RECORDING FORM

DIRECTIONS TO INTERVIEWER: ****PLEASE NOTE****

1. Proceed to make your calls in order as they appear on this list, from top to bottom to last number.

2. Place a check mark in each box as a number is attempted but unanswered, with a connection completed.

3. Place a "C" in the appropriate trial box upon completion of the call, with remarks if you must call back for respondent not home, with call back time.

4. Place an "N" in the appropriate trial box for nonworking number.

5. BE SURE TO MAKE FIVE ATTEMPTS TO COMPLETE A CALL IF YOU GET A BUSY SIGNAL OR A CONNECTION COMPLETED THAT DOES NOT ANSWER.

NUMBER	1	2	3	4	5	6	7	NON-WORK-ING	REMARKS
588-1765									
693-8485									
546-1840									
688-2344									
523-7549									
522-0472									
637-8727									
584-8388									

APPENDIX E

COST ESTIMATE

The actual cost of this survey was relatively low, due to the volunteer labor in most phases. However, the real cost will be shown for the purposes of this thesis to show total expenses if a television station had performed the survey itself with some outside consulting during the stages of sample selection and later during statistical analysis of research data gathered.

This estimate is based on two sources: NAB's Broadcast Research Primer and NAEB's (1972) "Do-It-Yourself Audience Research In Public Broadcasting," by Warren L. Wade.

Out-Of-Pocket Expenses

Questionnaire pretest (6 hrs. @ $2.25)	13.50
Interviewer study time (20 hrs. @ $2.25)	50.00
Interviewing: average of 6 interviews per hr. for completed calls (34 hrs. @ $2.25)	76.50
average of 12 attempts per hr. for numbers in use (67 hrs. @ $2.25)	150.75
Supervisory fees	100.00
Transportation	10.00

Materials: paper, postage, envelopes, duplication		50.00	
Computer time and programming:			
3 days @ $100 (fee)	300.00		
processing & key punching	100.00	400.00	
TOTAL out-of-pocket expenses		850.75	
Staff Time			
Planning		255.00	
Supervision and verification		100.00	
Tabulation		250.00	
Analysis and report preparation		150.00	
TOTAL staff time		755.00	$1605.75

APPENDIX F

QUESTIONNAIRE

KCS No. ___ ___ ___ (C1-3)

Interview # ___ ___ ___ (C4-6)
Card # (C7)

START START START START START START START

(WHEN RESIDENCE PHONE ANSWERS) Hello, is this _____? (C8-10)

(Write in number if correct) (Code exchange only) ___ ___ .

(If NOT, say "Sorry, wrong number" and redial)

This is _____. I'm interested in your opinions about local television programs in Knoxville. Your opinions will be used for a research project at the University of Tennessee, College of Communications. For this interview, I need to talk with the MAN /WOMAN of the house.

(IF CORRECT RESPONDENT ON LINE
CONTINUE QUESTIONNAIRE ON NEXT
PAGE)

(IF WRONG SEX ON LINE) May I speak to HIM/HER please?

(IF NOT HOME) When could I call back? TIME___DAY____
(WRITE IN RESPONSE)

(IF NO ONE OF THE CORRECT SEX LIVES THERE) I'm also interested in your opinions. Is this the head of the household?

(WHEN ON LINE, REPEAT INTRODUCTION IF NECESSARY AND CONTINUE INTERVIEW ON NEXT PAGE)

(IF RESPONDENT REFUSES TO BE INTERVIEWED, MARK "X" HERE) ___(C11)
(CODE AS "0" IF MARKED)

1

(IF CORRECT RESPONDENT ON LINE...)

START START START START START START START START START

1. Do you have a television set in working order in your house? (C12)

YES	1	(CIRCLE)	*(200)*[a]
NO	2	(TERMINATE THANX)	*(0)*
Don't Know.	3	(TERMINATE THANX)	*(0)*
N/A	4	(TERMINATE THANX)	*(0)*

(IF YES...)

2. At what times do you usually watch television DURING THE WEEK? (PROMPT) (Monday through Friday)

(CIRCLE)	morning 5 to noon....	1	(C13)	*(3)* *(13)* *(118)* *(3)*[b] *(39)* *(18)*	(C13)
	afternoon 12 to 5pm...	2	(C14)		(C14)
	evening 5:30p to 2a..	3	(C15)		(C15)
	N/A	4	(C16)		(C16)
	DK	5	(C17)		(C17)

3. At what times do you usually watch television on SATURDAY?

	morning	1	(C18)	*(5)* *(12)* *(130)* *(2)* *(24)* *(9)* *(9)*	(C18)
	afternoon	2	(C19)		(C19)
(CIRCLE)	evening	3	(C20)		(C20)
	N/A	4	(C21)		(C21)
	DK	5	(C22)		(C22)

[a]Frequencies are reported in italics beside each response in the questionnaire.

[b]Questions 2, 3, and 4 show frequencies in several combinations of reported viewing times, for instance, some respondents said they watched television in the morning and evening only or just in the evening. The brackets indicate each combination.

2 2 2 2 2 2 2 2 2

4. At what times do you usually watch television on SUNDAY?

(CIRCLE)

morning	1	(C23)	(10)	(C23)__
afternoon	2	(C24)	(12)	(C24)__
evening	3	(C25)	(93)	(C25)__
N/A	4	(C26)	(18)	(C26)__
DK	5	(C27)		(C27)__

(3) (22) (35) (17)

5. What's your favorite television program? (WRITE IN RESPONSE)

_____ (C28-29)

(CODE RESPONSE AFTER INTERVIEW) (CIRCLE)

Entertainment.....	1	(112)
News	2	(14)
Public Affairs...	3	(4)
Other.....	4	(0)
Religious.....	5	(12)
Instructional.....	6	(1)
Sports.....	7	(15)
Cultural.....	8	(1)
N/A.....	9	(2)
DK.....10 (PROMPT) (GO TO #7)		(39)

(IF ANSWERED ANY BUT N/A OR DK...)

6. Why do you like it? (WRITE IN RESPONSE) (C30) __

(CODE AS FOLLOWS: (CIRCLE)

funny, entertaining.....	1	(111)
informative(news)	2	(22)
inspirational(religious)	3	(16)
aesthetically enriching	4	(2)
DK just like it	5	(20)
N/A.....	6	(28)

3 3 3 3 3 3 3 3 3 3 3

7. What program on television gives you the most helpful information? (WRITE IN RESPONSE)

(C31-32)

(CODE AS FOLLOWS:

Entertainment	1	(CIRCLE)	(8)
News	2		(163)
Public Affairs	3		(5)
Other	4		(2)
Religious	5		(15)
Instructional	6		(0)
Sports	7		(1)
Cultural	8		(1)
N/A	9		(4)
DK	10	(GO TO #9)	(1)

8. How often do you watch it? (CIRCLE) (C33-34)

once a month	1	(6)
twice a month	2	(3)
three times	3	(4)
every week	4	(24)
once a week	5	(5)
twice a week	6	(1)
three times	7	(9)
every day	8	(141)
never	9	(0)
N/A	10	(3)
DK	11	(4)

(MORE)

4 4 4 4 4 4 4 4 4 4 4 4

9. There's a program shown on Channel TEN, called "TV TEN REPORT" (C35)
It comes on Sunday nights at 6p-m.
Have you seen it? (CIRCLE)

YES.....1		(117)
NO.....2	(GO TO #12)	(81)
DK.....3		(2)
N/A.....4		(0)

10. (IF YES)....How often do you watch it: (PROMPT)

once a month.....1	(CIRCLE)	(29)	(C36)
twice a month.....2		(39)	
three times.....3		(25)	
every week.....4		(24)	
Never.....5		(30)	
N/A.....6	(GO TO #12)	(51)	
DK.....7		(0)	
have seen, don't like..8		(2)	

11. As a good source of local information about Knoxville...
would you say this program gives you

(25)	greater..... 1	(CIRCLE)	(C37)
(86)	the same..... 2		
(4)	or less..... 3	information than others you watch?	
(5)	DK..... 4		
(80)	N/A..... 5		

5 5 5 5 5 5 5 5 5 5 5

12. There's a program shown on Channel SIX, called "Channel Six Reports,". . . . . it comes on Sundays at 6p-m. Have you ever seen it? (C38)

YES.	1	(CIRCLE)	(118)
NO	2	(GO TO #15)	(81)
DK	3		(0)
N/A.	4		(1)

13. (IF YES)...How often do you watch it: (PROMPT) (C39)

once a month...	1	(CIRCLE)	(41)
twice a month..	2		(51)
three times....	3		(6)
every week.....	4		(17)
Never.	5	(GO TO #15)	(31)
N/A.	6		(50)
DK.	7		(2)
have seen, don't like..	8		(2)

14. Would you say this program is: (C40)

Good.	1	(30)	(CIRCLE)
Average.	2	(86)	
or Poor.	3		as a service to the community?
DK.	4	(3)	
N/A.	5	(81)	

6 6 6 6 6 6 6 6 6 6 6

15. There's a program shown on Channel TWENTY-SIX, called "Drum" ..... it comes on Sundays at 1p-m. Have you ever seen it?

YES.....	1	(CIRCLE)	*(34)*	(C 41)
NO.....	2	(GO TO #18)	*(164)*	
DK.....	3		*(1)*	
N/A.....	4		*(1)*	

16. (IF YES)...How often do you watch it: (PROMPT)

once a month.....	1	(CIRCLE)	*(13)*	(C42)
twice a month.....	2		*(4)*	
three times.....	3		*(2)*	
every week.....	4		*(1)*	
never.....	5		*(55)*	
N/A.....	6		*(101)*	
DK.....	7	(GO TO #18)	*(9)*	
have seen, don't like...	8		*(15)*	

17. Would you say this program is:

(5)	good..... 1	(CIRCLE)	(C43)
(10)	average..... 2		
(15)	or poor..... 3	as a service to the community?	
(2)	DK..... 4		
(168)	N/A. 5		

7 7 7 7 7 7 7 7 7 7 7 7

18. Would you watch a program that told you more about local news events?

YES.....	1	(CIRCLE)	(184)	(C44)_
NO.....	2	(GO TO #20)	(15)	
DK.....	3		(0)	
N/A.....	4		(1)	

19. (IF YES)...Would you be:

(41)	very interested.....1	
(124)	interested.....2	
(CIRCLE) (19)	only slightly interested...3	
(6)	not interested at all.....4	(C45)_
(10)	DK.....5	

in this kind of programming?

20. Would you watch a program that explained various community services in Knoxville?

(C46)_

YES.....	1	(CIRCLE)	(171)	
NO.....	2	(GO TO #22)	(28)	
DK.....	3		(0)	
N/A.....	4		(1)	

21. (IF YES)...Would you be: (CIRCLE)

(89)	very interested.....1	
(121)	interested.....2	
(21)	only slightly interested...3	
(12)	not interested at all.....4	(C47)_
(11)	DK.....5	

in this kind of programming?

8 8 8 8 8 8 8 8 8

22. Would you watch a program that gave you ideas about smart home making, budgeting, sewing, and gardening,etc?

YES.....	1	(CIRCLE)	(159)	(C48)__
NO.....	2	(GO TO #24)	(40)	
DK.....	3		(0)	
N/A.....	4		(1)	

23. (IF YES)...Would you be:

(32)	very interested.....1	(CIRCLE)
(96)	interested.....2	
(34)	only slightly interested..3	(C49)__
(15)	not interested at all.....4	
(0)	DK.....5	
(23)	N/A.....6	

... in this kind of programming?

24. Would you watch a program that showed you better ways to lead a healthier life?

YES.....	1	(CIRCLE)	(174)	(C50)__
NO.....	2	(GO TO #26)	(21)	
DK.....	3		(0)	
N/A.....	4		(5)	

25. (IF YES)...Would you be:

(68)	very interested.....1	(CIRCLE)
(85)	interested.....2	
(21)	only slightly interested..3	(C51)__
(5)	not at all interested.....4	
(1)	DK.....5	
(20)	N/A.....6	

...in this kind of programming?

9 9 9 9 9 9 9 9 9 9 9

I am going to read you a short list of television program titles. Would you please tell me how many times you watch each of them. These are daily.

26. Have you seen the "Farm and Home Hour" on Channel TEN? (C52)

YES.....	1	(CIRCLE)	(60)
NO.....	2	(GO TO #29)	(139)
DK.....	3		(0)
N/A.....	4		(1)

27. (IF YES)...How often do you watch it: (PROMPT) (C53-54)

once a week.....	1	(CIRCLE)	(12)
once a month.....	2		(18)
twice a week.....	3		(8)
twice a month.....	4		(3)
three times wk.....	5		(1)
three times a mo...	6		(7)
every day.....	7		(0)
never.....	8		(43)
DK.....	9	(GO TO #29)	(7)
N/A.....	10		(86)
have seen, don't like..	11		(15)

28. Would you say this program is:

(16)	good.....	1	(CIRCLE) (C55)
(30)	average.....	2	
(14)	or poor.....	3	as a service to the community?
(9)	DK.....	4	
(131)	N/A.....	5	

10 10 10 10 10 10 10 10 10

29. Have you seen "Eye Witness News" on Channel SIX at 6p-m with Sam Brown?

(C56)__

YES.....	1	(CIRCLE)	(188)
NO.....	2	(GO TO #32)	(10)
DK.....	3		(0)
N/A.....	4		(2)

30. (IF YES)...How often do you watch it: (PROMPT)

(C57)__

once a week....	1	(CIRCLE)	(21)
twice a week...	2		(56)
three times...	3		(41)
every day.....	4		(64)
never.....	5		(6)
DK.....	6		(2)
N/A.....	7	(GO TO #32)	(4)
have seen, don't like	8		(6)

31. Would you say this program is:

(C58)__

(74)	good.....	1	(CIRCLE)
(110)	average.....	2	
(1)	or poor.....	3	as a service to the community?
(0)	DK.....	4	
(15)	N/A.....	5	

11 11 11 11 11 11 11 11

32. Have you ever seen "First Edition News" with Randy Pruett on Channel TWENTY-SIX at 6p-m? (C59)__

(CIRCLE)

YES.....1 (102)
NO.....2 (GO TO #35) (97)
DK.....3 (0)
N/A.....4 (1)

33. (IF YES)...How often do you watch it: (PROMPT)

(CIRCLE) (C60-61)__

once a week.....1 (22)
once a month.....2 (31)
twice a week.....3 (14)
twice a month.....4 (12)
three times week..5 (4)
three times month.6 (0)
every day.....7 (4)
never.....8 (44) (GO TO #35)
N/A.....9 (48)
DK.....10 (6)
have seen,don't like....11 (15)

34. Would you say this program is:

(17) good..... 1
(68) average..... 2
(12) or poor..... 3
(11) DK..... 4
(92) N/A..... 5

(CIRCLE) (C62)__

as a service to the community?

12 12 12 12 12 12 12 12

The next three programs I'll mention, are shown once a week. Would you please answer these questions as you did for the previous titles I just gave you.

35. Have you seen " TV- Ten News" on Channel TEN Saturday night at 6 p-m? (C63)__

YES.....	1		(160)
NO.....	2	(GO TO #38)	(38)
DK.....	3		(1)
N/A.....	4		(1)

(CIRCLE)

36. (IF YES)...How often do you watch it: (PROMPT) (C64)__

once a month.....	1	(CIRCLE)	(40)
twice a month....	2		(62)
three times.....	3		(21)
every Saturday...	4		(37)
never.....	5		(9)
DK.....	6		(11)
N/A.....	7	(GO TO #38)	(20)
have seen, don't like..	8		(0)

37. Would you say this program is: (CIRCLE) (C65)__

(63) good..... 1
(94) average..... 2
(1) or poor..... 3 as a service to the community?
(2) DK..... 4
(40) N/A..... 5

13 13 13 13 13 13 13 13 13

38. Have you ever seen "Eye Witness News" on Channel SIX..Saturday night at 6 p-m ?

(CIRCLE) (C66)__

YES.....	1		(168)
NO.....	2	(GO TO #41)	(29)
DK.....	3		(1)
N/A.....	4		(2)

39. (IF YES)...How often do you watch it: (PROMPT)

(CIRCLE) (C67)__

once a month.....	1		(47)
twice a month.....	2		(79)
three times.....	3		(14)
every Saturday....	4		(24)
never.....	5		(8)
N/A.....	6		(19)
DK..	7	(GO TO #41)	(4)
have seen, don't like...	8		(5)

40. Would you say this program is:

(52)	good.....	1	(CIRCLE) (C68)__
(117)	average.....	2	
(2)	or poor.....	3	as a service to the community?
(4)	DK.....	4	
(25)	N/A.....	5	

14 14 14 14 14 14

41. Have you ever seen "Scrunch" ... It comes on at 7:30 a-m on Saturday morning on Channel TEN?

(CIRCLE) (C69)__

YES.....	1		(40)
NO.....	2	(GO TO #44)	(159)
DK.....	3		(0)
N/A	4		(1)

42. (IF YES)...How often do you watch it: (PROMPT)

(CIRCLE) (C70)__

once a month.....	1		(2)
twice a month.....	2		(7)
three times.....	3		(0)
every Saturday....	4		(5)
never.....	5		(72)
N/A.....	6	(GO TO #44)	(85)
DK.....	7		(1)
have seen, don't like....	8		(12)
have seen, only my kids watch it...	9		(16)

43. Would you say this program is: (CIRCLE) (C71)__

(18)	good.....	1	as a service to the community?
(9)	average.....	2	
(13)	or poor	3	
(4)	DK.....	4	
(156)	N/A.....	5	

15 15 15 15 15 15 15

44. What kind of tv program would you like to see a Knoxville station put on ? (WRITE IN RESPONSE) (C72-73)_

_____

_____

_____

(CODE AS FOLLOWS:)	(CIRCLE)
Entertainment.....1	(66)
News.....2	(4)
Public Affairs.....3	(16)
Other.....4	(3)
Religious.. 5	(32)
Instructional..... 6	(12)
Sports..... 7	(17)
Cultural..... 8	(14)
N/A.... 9	(2)
DK..... 10	(34)

(MORE)

16 16 16 16 16 16 16

16 16 16 16 16 16

45. What was the highest grade you completed in school?_____ C74)__

(WRITE IN RESPONSE)

(CODE AS FOLLOWS)
(CIRCLE)

0 - 8.....1	(21)
9 - 11.....2	(32)
H.S.....3	(83)
Some college....4	(49)
Grad school.....5	(5)
Post grad.....6	(1)
Other.....7	(0)
N/A.....8	(8)
DK.....9	(1)

46. Into which of these ranges does your age fall? _____ (C75)__

(WRITE IN RESPONSE)

under 18.....1	(1)
18- 29 2	(44)
30- 49 3	(56)
50-64 4	(54)
65 +.....5	(35)
DK.....6	(0)
N/A.....7	(1)
refused.....8	(9)

(MORE)

17 17 17 17 17 17

47. What is your occupation? (WRITE IN RESPONSE) (C76-77)_

(CODE AS FOLLOWS:)

(CIRCLE) (41)01 Professional, technical & kindred workers
(7)02 Managers, officials & proprietors, except farm (both salaried & self-employed)
(15)03 Clerical and kindred workers
(8)04 Craftsmen, formen & kindred workers
(3)05 Operatives and kindred workers
(6)06 Service workers, except private household
(0)07 Private household workers
(0)08 Farmers and farm managers (not laborers or formen)
(0)09 Farm laborers and formen
(1)10 Laborers except farm and mine
(3)11 Saleswomen
(58)12 Housewife
(25)13 Retired
(6)14 Student
(1)15 Unemployed
(1)16 Indeterminate
(17)17 No response or refused

THANK YOU VERY MUCH FOR YOUR TIME. YOU HAVE BEEN MOST HELPFUL .

(end end end end end end end end end end end)

(FILL IN ONLY AFTER CALL TERMINATED)

48. FEMALE.....1 (CIRCLE) (100) (C78)__
MALE.....2 (100)
INDETERMINATE.....3

49. Date interview completed_____(WRITE IN) (C79-80)__

50. Number of call backs for completion_____(WRITE IN) (C81) ____

VITA

Faye Darlene Kuehn was born in Lethbridge, Alberta, on June 7, 1945. She attended elementary schools in that city and was graduated from St. Joseph's Girl's High School in 1963. The following year she began work on a Bachelor of Science degree at the University of Oregon in Journalism. She transferred to complete her program of study at the University of Idaho in Radio-TV-Film. In the fall of 1968, she was given a teaching assistantship at the University of Kansas where she began work on the Master of Science degree in Radio-TV-Film. She transferred once again to the University of Tennessee, in 1971, where she received a teaching assistantship in the newly formed Broadcasting department of the College of Communications.

She is employed full-time at Roane State Community College, in Harriman, as the Media Specialist in the nonprint department of the library.

She is married to James Kuehn and has two children, Marian, age 6, and Susan, age 7.