To the Graduate Council:

I am submitting herewith a dissertation written by Lionel Grady entitled "The Enhancement of Radio News with Voice Reports and Actualities: An Experimental Study." I have examined the final copy of this dissertation for form and content and recommend that it be accepted in partial fulfillment of the requirements for the degree of Doctor of Philosophy, with a major in Communications.

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THE ENHANCEMENT OF RADIO NEWS WITH VOICE REPORTS AND ACTUALITIES: AN EXPERIMENTAL STUDY

A Dissertation

Presented for the

Doctor of Philosophy

Degree

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Lionel Grady

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ABSTRACT

There is a strongly held belief among broadcasting practitioners and educators that the credibility and appeal of radio news programs can be enhanced by the inclusion of actualities and voice reports.

A hierarchy of credibility and appeal effects was hypothesized based on four modes of presentation. The hierarchy stated that credibility, appeal, and recall effects of radio news would array themselves in the following order, from high to low: voice report with background sound, voice report with no background sound, actuality, and news anchor-only mode of presentation.

An experiment was designed using 145 undergraduates attending The University of Tennessee, Knoxville as subjects. The subjects were randomized into four treatment groups and exposed to a short radio news program containing one of the experimental modes of presentation. Immediately following exposure, the subjects were asked to complete a questionnaire which measured their recall of the stories and their assessment of the appeal and credibility of the news program as a whole.

The results failed to support the hypothesized hierarchy of effects. There were no significant differences among the four groups in levels of recall, credibility, or appeal.

It is concluded that, despite the widespread belief in the credibility-enhancing power of actualities and voice reports in radio news, this research was unable to find any evidence to support that belief.

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CHAPTER I

STATEMENT OF THE PROBLEM

Purpose and Significance of the Study

News has always been an important element of radio programming. Local stations have used radio news to inform their communities, provide saleable programming to their sponsors, and demonstrate to the Federal Communications Commission (FCC) their commitment to a specific amount of non-entertainment programming. Indeed, prior to 1981, the FCC frankly encouraged stations to provide a substantial amount of news and public affairs programming to their listeners as part of their public service obligation.

In February, 1981, however, the FCC deregulated programming guidelines which, among other things, had previously been used to persuade stations to provide news and public affairs programming (Howard & Kievman, 1983). This action, which was part of the overall "deregulation" effort of recent years, significantly reduced the legal obligation of AM and FM commercial stations to carry news programming.

The philosophy behind this and other deregulatory moves by the FCC was based on confidence in the free market. The Commission believed that the more than 8000 commercial radio stations in the United States would be forced, under competitive pressure, to be responsive to the needs and desires of their audiences. Their failure to do so would eventually cost them listeners, and later, advertising dollars.

With deregulation still fairly new, it is difficult to predict

precisely what its effects will be on radio news. Indeed, some stations have dropped their news programs entirely, while others continue to program as before deregulation. It is clear, however, that radio news will no longer be carried because of government fiat. Radio news must now justify itself to the station management as a cost-effective program form.

Much of the time, effort, and expense in the presentation of radio news involves the gathering of actualities and on-the-scene voice reports of news events by reporters. Industry professionals generally believe that actualities and voice reports enhance the quality of a radio news program. This view probably rests largely on the personal experience, tradition, and folk wisdom of the broadcasting industry. Whatever the origins of the belief, it is still widely held. A 1981 Associated Press survey of radio stations in the United States revealed that 85.8 percent of stations surveyed used actualities in their newscasts, especially in their local news stories (Associated Press, 1981).

The purpose of the radio news program is to channel information to the station's audience, provide interesting and appealing programming, and to maintain the credibility that news programming must have in order to be effective. Little, however, is known about what effect the use of actualities and voice reports has on the audience. Because of deregulation and its possible implications for radio news programming, it is vital that the basic elements of, and assumptions about, radio news be carefully examined to determine their effects on the radio audience.

The purpose of this study is to investigate the effects upon

audiences of the inclusion of voice reports or actualities in radio news stories in terms of the appeal, recall, and credibility of that news story.

To answer all the possible questions raised by government deregulation, even in the area of radio news alone, is beyond the scope of this study. It is felt that basic research into the effects of these modes of radio news presentation would, however, be timely.

The results of this study should provide much-needed insight for radio journalists on the effectiveness of some of their current methods of news presentation. It is hoped that this study will enable those journalists to allocate their resources in the most effective and efficient manner and to provide other researchers with a foundation for further research in the oft neglected area of radio news.

Research Questions

Radio news reporters devote considerable time and effort to providing their listeners with actualities and on-the-scene voice reports. They do so largely in the belief that these efforts will enhance the appeal, recall, and credibility of the news stories involved. Unfortunately, the assumptions upon which these beliefs rest have seldom been subjected to rigorous scientific inquiry.

The purpose of this research is to examine the relative effectiveness of actualities, voice reports, and voice reports containing story-relevant background sound, in enhancing the credibility, appeal, and recall level of radio news stories.

The specific questions to be investigated are these:

1. Do radio news stories containing voice reports produce greater recall, appeal, and perceived credibility among listeners than news stories read by a radio news anchor?

2. Do radio news stories containing actualities produce greater appeal and perceived credibility among listeners than news stories read by a radio news anchor?

3. Does the inclusion of story-relevant background sound in a voice report enhance the recall, appeal, and perceived credibility of that voice report?

4. Which of the four conditions of news delivery being investigated is most effective in producing high levels of recall, appeal, and perceived credibility?

Definitions

News program or Newscast--refers to a short program consisting of several separate radio news stories.

News anchor--refers to a person who reads radio news stories over the air from a studio.

Voice report--refers to a recorded report from a reporter who is at the scene of a news event, or who is covering, or who has covered the news event.

Background sound--refers to natural sound heard in the background of a voice report which presumably originates from the news event or related events.

Actuality--refers to the actual voice of a newsmaker, usually taped prior to broadcast and edited into a news story.

Local news--refers to news coverage of events taking place within the primary coverage area of a radio station.

Limitations

This study will be limited to consideration of the effects of actualities and voice reports (with and without story-relevant background sound) on the appeal, recall, and perceived credibility of the news stories in which they are included. All other variables will be held constant. The many other possible variables such as speed of delivery, sex of the news anchor, and style of delivery will not be considered in this study. Some of these variables have been dealt with in previous research; others will provide grist for scholars in the future.

Because of the laboratory setting of this research, a strong element of artificiality is introduced. News consumers normally hear and read about news events through a variety of print, broadcast, and interpersonal sources, all of which tend to reinforce the original message. Because of the one-time exposure to the treatment newscast, it is anticipated that recall levels will be low for most of the news stories tested.

Organization of This Study

Chapter II will provide background in the form of relevant research and theory which will place this study in its proper perspective. Chapter III will elaborate on the precise research design to be used in the investigation of the effects of actualities and voice reports on radio news. Definitions of independent and dependent

variables will be given and methods of measurement will be discussed. The results of the study will be provided in Chapter IV and the implications, conclusions, and recommendations suggested by the study will be provided in Chapter V. All questionnaire information and related material will be presented in the Appendices to this study.

CHAPTER II

REVIEW OF THE LITERATURE

This chapter will place this study in its historical and theoretical perspective. A brief history of radio news will be presented, with focus on the use of actualities and voice reports.

Scholarly and broadcast industry research which adds to the body of knowledge about radio and radio effects will be presented, along with a sampling of beliefs about radio news which are relevant to this study.

Finally, a brief examination of relevant credibility studies will be presented along with a proposed hierarchy of credibility, appeal, and recall effects based upon the use of voice reports and actualities.

Background of This Study

News programs have been an important part of radio since its very beginning. Reports of the results of the Harding-Cox election in 1920 are generally considered to be the first regular programming presented on the first regularly-broadcasting radio station, KDKA, Pittsburgh, Pennsylvania (Head & Sterling, 1982).

Although the time devoted to entertainment programming vastly outweighed the time devoted to news, news continued to have a prominent role throughout the early decades of broadcasting, despite initial resistance from newspapers and wire services who feared the competition. In 1930, the "Blue" network of the National Broadcasting Company began a 15-minute news program featuring Lowell Thomas. Even earlier, in

1923, H. V. Kaltenborn began a series of news commentaries on WEAF in New York City. Although the program was soon discontinued due to the controversy it generated, such commentaries became a fixture during the following decade (Clark, 1965).

As World War II approached, radio news came into greater prominence. By the late 1930's, radio had overcome much of the resistance of newspapers; and broadcast journalists such as Kaltenborn, Thomas, Edward R. Murrow, Robert Trout, William L. Shirer and others became almost as well known to most Americans as Jack Benny, Fibber McGee, and other radio entertainers. During World War II, these news reporters played a vital role in keeping the public informed about events in Europe and Asia. Both NBC and CBS set up news bureaus in Europe and fed voice reports via short-wave radio to their headquarters in the United States. These voice reports, generally performed live, represent some of the most striking journalistic events of that era (Head & Sterling, 1982).

During this period, radio reporting of local news was a relatively unusual event. Most news reporting was concerned with national and international events.

After the war, as the age of television began, radio news continued strongly, even as the radio networks cut back drastically on their entertainment programming (Foster, 1982). It was during this same period that local radio news began to achieve greater prominence as local radio stations began to rely less on network feeds and more on their own resources. The use of actualities and reports from the scene of local news events ultimately became standard practice for hundreds of radio stations.

Today, despite deregulation, news is still an important element in the radio programming mix. Radio has the advantage of being able to provide more immediate and more frequent news than other media (Busby & Parker, 1984). Many authorities feel that radio news programming is useful in attracting audiences and building the credibility of the station (Howard & Kievman, 1984).

For whatever reasons, radio news is programmed by a vast majority of radio station operators. A 1982 Associated Press survey of 450 radio stations in the United States revealed a number of facts relevant to radio news. Almost all stations involved in the survey presented news on a regular basis. The average station programmed news 125 minutes each day, with AM stations programming somewhat more on the average than FM stations. The average news program was 6.2 minutes in length. Sixty percent of stations rated news programming in general as either "important" or "very important." In regards to the type of news programming considered most important, local news was the clear favorite, with over 85 percent of respondents rating it either "important" or "very important" (Associated Press, 1983).

The study also revealed that 82.8 percent of responding stations employed full-time news directors and that, on the average, three station staff members were involved in news programming (Associated Press, 1983). Despite the excellence of some of the available research, radio in general and radio news in particular remain relatively unexplored. Much of the available information on the medium is that which can be gleaned from research primarily concerned with other media, such as television.

Dominick (1974) noted the dearth of radio effects studies and urged more investigation into the social impact of radio. His study revealed that sixth grade students with low-peer group membership listened more to radio than did those students with high-peer group membership. His study also determined that the low-peer group membership students listened more for information and less for entertainment purposes.

One early study of radio effects was done by Trenaman (1954). Using a quasi-experimental design in England, the effect of radio programs featuring the reading of books was investigated as to its effect on the use of certain library books. Results indicated that demand for certain books increased at local libraries after they were read over the air.

A number of radio studies have focused upon the audiences for various kinds of radio stations and the problems related to reaching those audiences. Troldahl and Skolnick (1967-1968) investigated the feelings and meanings that audience members find in radio. Their factor analysis of response patterns indicated that companionship, favorite programs, and a desire to keep up to date on world events figured prominently among the meanings people had for radio.

Similarly, Weintraub (1971) surveyed teenagers and attempted to learn the meanings and uses they find in radio. His factor analysis of their responses indicated that the teenagers in his study enjoyed radio primarily because of its verbal personality, its relevance in their lives, and its news function.

Moomey and Skolnick (1970) surveyed radio stations asking

programmers who they wanted to reach and how successful they admitted to being in that endeavor. Hesbacher, Clasby, Anderson, and Berger (1976) approached radio from the other direction in their effort to find out what audiences sought in a radio station. Their secondary analysis of Arbitron data for the Philadelphia area showed that factors making for a successful radio station included a good signal, good promotion, astute programming, and able execution of the format.

Some researchers have speculated about the potential for radio to be more than a news and entertainment medium. Cassirer (1977) cites the need for radio to be more interactive with its audience in order to become a true medium of communication rather than a tool for distribution of information. An example of the potential he envisions is taken from the experience of the nation of Senegal and its Rural Educational Radio. Launched in 1968, this experiment in interactive radio tried to involve listeners by encouraging them to write with questions and grievances regarding the government. The result was a large response by the audience and much governmental attention to the abuses cited by audience members, mostly in the area of agricultural policy.

Often, information about radio usage is gained from research into general media habits. O'Keefe and Spetnagel (1973) surveyed undergraduates at six Colorado colleges to learn about media usage among this sub-population. The results indicated respondents tended to listen to radio more than did the average population. These undergraduates also used television less than average and read fewer newspapers and magazines than did older adults. The males in the sample tended to use television more and read more newspapers than did the females. Females tended to use radio more than did males in this group.

Much of what is known about radio has been the result of research concerned with comparing radio or aural communication with other media.

Hyatt, Riley, and Sederstrom (1978), for example, in a study of the effectiveness of television weather programs, found that 61 percent of their respondents indicated they went to radio for news about the weather. This was especially true of younger people.

Haskins (1983) tested the relative levels of good and bad news in both television and radio. He found that both media featured predominately bad news, with television presenting slightly more bad news than radio. He found radio to be most negative in the evenings and television most negative in the mornings.

Several studies have compared the relative credibility of radio and other media. Jacobson (1969) found that radio placed third, after television and newspapers in terms of credibility. Only 11 percent of his respondents indicated they would believe radio if they received conflicting reports from other media. Durand, Bearden, and Teel (1979), in testing news and advertising credibility, found radio rated low in all areas except local news and advertisements related to furniture sales. Wulfemeyer (1983) found that only 18 percent of his respondents in San Diego, California, considered radio to be their major source of information. This contrasted with 42 percent who named television and 29 percent who named newspapers as their major sources of information. It was also learned that the respondents under the age of 30 used radio significantly more than did other age groups.

Dommermuth (1974), in testing McLuhan's theory of hot and cool media, was unable to find significant differences among television,

film, print, or audio in terms of retention or acceptance of message content.

Experimental research has often been used to test relative differences between aural and visual media in terms of recall, credibility, and other effects. Hadwiger (1970) used a 2X4 factorial design to test differences with audio versus visual information using four types of voices for the audio presentation. He learned that the "good" voice type, as opposed to "nasal," "breathy," or "tense," was better at imparting information in all conditions, whether audio or visual. The audio-visual message resulted in more information gain than the audio message only. These results were similar to those presented by Wilson (1974), who tested for information loss in audio versus visual presentations. The audio-only condition showed the most information loss, followed by the television condition and the print conditions, in that order.

Background music of different types was tested by Wakshlag, Reitz, and Zillman (1982) in combination with visual presentations on first and second grade students. Rhythmic, fast tempo music reduced attention and learning while music with slower tempos had no effect on attention or learning.

Slightly older children were tested by Beagles-Roos and Gat (1983) in a study contrasting radio and television story content. The radio group was conscious of more expressive language in the story presentation, although the details of the story were better recalled by the television group.

Cohen (1976) contrasted the effectiveness of radio and television

news in an election of the Israeli Knesset. His results indicated that no medium has a particular advantage in this type of setting. Some Knesset candidates fared better on one medium and some fared better by using another.

Katz, Adoni, and Parness (1977) contrasted recall and comprehension levels on radio and television news programs. In two studies, television demonstrated more recall than did radio. Comprehension, however, was not significantly increased by watching the news as opposed to hearing it.

Recall of radio information was contrasted with that of television and print media by Stauffer, Frost, and Rybolt (1981). There were no significant differences between those who viewed a presentation on television and those who read about it. Those who listened to the same presentation on radio scored the lowest recall levels.

Radio News Studies

Much of the research done among broadcasting industry practitioners is of a proprietary nature, done by private programming consultants and not readily available to the academic researcher. What is available is often well-done survey research such as that done by the Arbitron or Birch organizations which provide market-by-market reports of radio listening patterns.

There is no doubt that this type of research is extremely valuable to broadcasters and advertisers on a day-to-day basis. Unfortunately, there is little in the popular research that goes beyond who is listening to what radio programs and stations. There is precious little

available research, beyond some proprietary studies, that delves into questions of why people listen, or fail to listen, to a given program or program type.

Buckalew (1974) investigated the gatekeeper aspects of local radio news by doing a case study of a local radio news director. One of his conclusions was that, from an operational standpoint, "news is what an editor says is news" (p. 211).

Martin (1976) investigated radio news listening in a telephone survey of the residents of Lawrence, Kansas. Sixty-two percent of the respondents indicated that listening to radio news was an important part of their radio listening practices. However, 38 percent of the respondents said the news was not as important to them as the music and other programming elements. Twenty-one percent of the respondents said they listened to radio primarily because of the news.

Whitney (1979) resported on a case study of the news operation of a leading midwestern radio station. He noted that the largest news source was the wire services, followed by phone calls from public officials. He concluded that, from his observation, radio news tended to be more "reactive" than "active."

The effectiveness of radio as a tool for teaching illiterates was investigated by Stauffer, Front, and Rybolt (1980). Their study, conducted in Kenya, compared the comprehension of a 15-minute Voice of Kenya news program among adult illiterates, adults with some education, tenth grade students, and college students. The level of recall showed that college students remembered most from the broadcast, followed by educated adults, tenth grade students, and the illiterate adults. In

no group did the recall of the news stories exceed an average of 46 percent.

A number of studies have attempted to manipulate the various elements of a radio news program or a recorded speech in order to test comparative recall, appeal, interest, or credibility levels. One such experiment was designed to test the effect of sound, music, and production elements on the recall of radio news (Hollimon, 1962). Two treatment conditions were prepared, a straight news program read by a news anchor with no production elements and a "production" news program which featured an introduction by two announcers, the sounds of jet aircraft, and marching music. Between stories on the "production" news program the sound of a telegraph key could be heard. The results of this experiment indicated that recall levels were greater in the straight news condition than they were in the "production" condition. He found no significant differences between groups of subjects in terms of the perception of the announcer's knowledge of the facts, the trustworthiness of the announcer, or the perception of the accuracy of the facts presented.

Tatro (1965) manipulated the placement of news stories in a radio news program in order to determine the ideal placement scheme for maximum knowledge retention. Baron (1967) used loudness as an independent variable in testing recall of an informative speech. He found that while a small increase in the baseline volume helps short-term recall, a large increase tends to hinder it. A moderate decrease in the baseline volume had no effect on recall levels.

A "Cloze" procedure was used to measure comprehension of spoken

language (Wiio and Nordenstreng, 1970). Researchers reported a high correlation between interest level and level of comprehension.

Differences in retention levels between a standard news anchor radio news program and one that featured increased vocal emphasis was tested by Meyer and Miller (1970). Increased vocal stress and pauses apparently had no effect on recall levels or attitudes about the effectiveness of the news program. There were no significant differences between the two test groups.

Rossiter (1972) found no significant differences among recall levels when the independent variable was the sex of the speaker. Speed of delivery in a radio news program was tested by Smith and McEwen (1974). Results indicated recall was unaffected as long as delivery rates were between 160 and 220 words per minute. This speed in considered to be within the normal parameters of human speech.

A number of studies (Goldhaber, 1970; Wheeless, 1971; Bittner, Shamo, & Celorie, 1973) investigated the relative recall levels produced by electronically compressed speech, a practice which has been used somewhat in commercials in both radio and television. Results were inconclusive in most cases.

Additional verbal information in the form of repetitions of certain key facts was tested by Findahl and Hoijer (1975). Their results showed that repetition of certain elements does indeed assist recall, with more repetitions producing better recall levels.

The effect of commercials in a radio news program was investigated by Dominick (1976). The dependent variables were credibility, recall, and evaluation of the news program. He found, while recall of information

was the same in all conditions, more commercial messages decreased credibility and lowered the overall evaluation of the news program.

The inclusion of what the authors termed "bizarre" sentences was found to increase recall levels among subjects exposed to a variety of information (Cox & Wollen, 1981; Wollen & Cox, 1981). However, the effect of "timeliness cues" such as "moments ago," "news bulletin," or "this just in," apparently had no effect on recall of a radio news program (Tiedge & Ksobiech, 1982).

Bell (1982) content analyzed language styles used in radio news programs among five stations in Aukland, New Zealand. He found that newscasters often alter their speech to fit the audience they imagine to be listening. It was also learned that the news style of the stations in the study correlated strongly with audience prestige.

The effect of radio news actualities on recall and interest level was tested by Wulfemeyer and McFadden (1983). A convenience sample of 282 undergraduates at a major western university was used for this experiment. The subjects were exposed to one of two treatment conditions. Each treatment condition consisted of a three and one-half minute radio news program, one featuring three actualities and the other read by a news anchor. Each script featured five fictitious news stories. The script was the same in both conditions except for a few words of attribution in the actuality condition.

Following exposure to the news program, each subject filled out a questionnaire that consisted of aided recall questions in a multiple-choice format. There was also an instruction to rate the news program on a ten-point rating scale with ten being "very interesting."

Data analysis revealed that the actuality condition provided a negative effect. That is, those subjects who were exposed to the actuality condition showed lower recall levels and rated the news program as less interesting than those exposed to the news anchor condition.

Perceived Importance of Voice Reports and Actualities

The seemingly anomalous findings of the Wulfemeyer and McFadden (1983) study are well worth considering in light of the almost universal acceptance of the idea that actualities and voice reports enhance a radio news program.

Martin (1976) found that radio listeners consider both voice reports and actualities to be important elements of news programming. His telephone survey of the Lawrence, Kansas, market revealed that more than 82 percent of the respondents said they considered on-the-scene voice reports to be either "very important" or "somewhat important." Fifty-four percent of the respondents rated actualities as either "very important" or "somewhat important" to radio news.

On the surface, the Martin study would appear to support the idea that radio listeners value the use of actualities and voice reports. However, it must be noted that these results are self-reported information and are therefore subject to a certain amount of bias. It is common for interviewees to mask their true feelings and report their perceptions of the interviewers' wishes. A more telling indication of true feelings would indicate precisely how the subjects attend to these various modes of radio news presentation, and what effects these modes of presentation have on the subject's attitudes and behaviors. In

addition, it is important to learn if other modes of presentation might be as effective in achieving the desired effects.

This attitude about the importance of actualities and voice reports is reflected strongly in the practices of radio stations. The Associated Press (1983) survey of radio news practices revealed that 85.8 percent of stations said they used actualities in their news programming. Local actualities were rated "very important" or "somewhat important" by 90.6 percent of the responding stations.

Unsurprisingly, this perception of the importance of actualities and voice reports is strongly reflected in the literature of broadcast news. College texts on the subject, as well as industry guidelines continually stress the necessity for on-the-scene reports and the actual voices of newsmakers.

Dary (1970) writes that "actualities add measurably to a news program if they are kept short and meaningful" (p. 105). Unfortunately, no evidence is provided that would support this statement with empirical research. When taken into context, the clear implication of this statement is that credibility and listenability are improved with actualities.

The forward to the United Press International Broadcast Stylebook (1975), in making a case for on-the-scene coverage, says:

> When a person listens to a news he uses his own imagination to picture the event. If his imagination is not stimulated by what he hears, he won't bother to listen.

Gifford (1977) makes a strong case for the uses of voice reports and actualities, which he calls, generically, "tape." He notes that voice reports with background sound are similar to the familiar

television news device of the "stand-up." He suggests that "Ideally, all voicers should be recorded at the scene, making full use of available background sound" (p. 88). He further exhorts:

> Tape adds impact to the news. It's a dramatic contrast to the sound of prepared copy, written by newspeople. If you get people themselves talking on the air to a reporter on the scene you make the story more interesting and relevant to the audience. (p. 17)

Bittner and Bittner (1977) suggest that the use of actualities is a mark of professionalism.

> Actualities are the "actual" sounds of news in the making. It is the skillful use of actualities that differentiates the professional radio journalist from the amateur. . . . This is the excitement of the actuality, lending a new dimension of realism to any radio newscast. (p. 104)

With regards to voice reports, the Bittners are equally certain, and, unfortunately, equally vague about the research upon which these conclusions rest. They state: "When used responsibly, mobile news reports increase the professional stature of any radio news team" (p. 120).

Hall (1978) suggests that actualities and voice reports can add to the believability of a radio news program. Shook and Lattimore (1982) describe the usefulness of actualities thusly:

> Actualities help you to take your audience to the scene of the event. They allow your audience vicarious participation in the news events and hence a way to understand such events more fully. (p. 179)

Dudek (1982) makes a case for the uses of voice reports, especially those featuring background sound. "The density of a news event increases dramatically when it is presented from the scene by a skillful eyewitness reporter" (p. 79). He also adds that "much of an

event's drama is inherent in the 'natural' sound at the scene, which is capitalized on for the essence or background of reports" (p. 79).

Busby and Parker (1984), in an explanation of why such a large expenditure of time and staff effort is used for the gathering of actualities, write:

> The actuality varies the pace of the news program and takes the listener to where the news is actually happening . . . it gives the newscast vitality, immediacy, and realism. (p. 102)

White, Meppen, and Young (1984) assert that a radio news program is made more lively by a variety of voices, and that the audience expects to hear the voices of the newsmakers. They reiterate that "Actuality . . . is as important to radio news as videotape is to television news" (p. 114).

The reasoning on this subject is indeed very persuasive. Perhaps it has made such good sense that, over the years, it has very rarely been put to a scientific test.

Credibility and Radio News

One of the purposes of this research is to test ways in which the credibility of radio news could be enhanced, particularly in light of the great emphasis that industry and educational sources place on the credibility-enhancing value of voice reports and actualities.

Hovland, Janis, and Kelley (1953) in their work on source credibility, reported a number of experiments which attempted to measure the effects of source credibility on attitude change. One of their conclusions stated that "evidence indicates that the reactions to a communication are significantly affected by cues as to the communicator's intentions, expertness, and trustworthiness" (p. 35). They go on

to assert that expertness and trustworthiness are two of the main components of credibility.

One of the primary reasons, it would seem, for the use of actualities and voice reports in radio news is to enhance the credibility of that news program. Interest level is often mentioned along with credibility as another benefit of the use of actualities and voice reports.

A number of research endeavors have examined credibility to search for causative factors. Bishop, Boersma, and Williams (1969) tested the levels of credibility among various news media on the subjects of Vietnam and race relations. Their respondents rated television the highest, newspapers next, and radio last in levels of credibility. A majority of their respondents, who were primarily young people, believed the news media only part of the time concerning these issues.

Baseheart and Bostrum (1972) found support for the idea that attitude change is enhanced when the source of the communication is perceived as high in credibility and object of the communication perceives himself as low in knowledge and qualifications on the topic.

Singletary (1976) used factor analysis to investigate factors that create credibility. In this study, six factors emerged that accounted for most of the variation. These were knowledgability, attraction, trustworthiness, articulation, hostility, and stability. Mulder (1980) employed a uses and gratifications approach to media credibility and found that differing patterns of news seeking behavior will influence the perception of credibility of the news source.

In one study, Riffe (1980) found that unnamed sources were regarded as more believable than unbelievable. This study also found correlational evidence between credibility ratings of government sources and attitudes about government institutions.

Salter, Wieder-Hatfield, and Rubin (1983) investigated the use of sexist language and its effects upon credibility of the source. The results indicated that using the generic pronoun "she" hindered credibility among males and, to some extent, among females as well. The use of the generic pronous "they" had no effect on levels of credibility among males and somewhat enhanced the perceptions of competence among females.

The enhancement of credibility using clothing styles was investigated by Bassett (1979). He found that high status attire was always rated higher in credibility than low status attire. Hemsley and Doob (1978) contrasted two types of "looking behavior" in terms of the credibility they conferred upon witnesses in a courtroom situation. They found that the practice of gaze aversion, or looking downward while speaking, produced lower levels of credibility for the witness using it. Gaze maintenance, or the practice of looking directly at the object of communication while speaking, had no effect on credibility.

A Hierarchy of Credibility Effects in Radio News

Since research into the specific area of the credibility-enhancing effects of voice reports and actualities has been sparse to non-existent, it is somewhat speculative at this point to predict which of the proposed treatment conditions will result in the most credibility.

Nevertheless, some clues have been provided by previous theorists and researchers.

Expertness and trustworthiness are two attributes of credibility that have been mentioned by a number of theorists (Hovland, Janis, & Kelley, 1953; Sternthal, Phillips, & Dholakia, 1978). Further, Baseheart and Bostrom (1972) also noted that credibility is enhanced as the source appears to be more knowledgable on a given subject than the object of the communication perceives himself to be.

Naturally, only scientific tests can determine which of the various modes of news presentation actually increases, the credibility of the news program; but by using the criteria provided by the aforementioned researchers and theorists, it is possible to tentatively predict a hierarchy of effects from the four modes of presentation that are under consideration in this study.

Voice report with background sound. In this type of report, a field reporter is introduced to the listener as being on the scene of a news event. He may be there after the event has taken place, but he is there nonetheless. His introduction by the news anchor, his report, and his final reiteration of his presence at the news scene at the close of his report, all should work to establish a high level of perceived expertise in the minds of the listeners on the subject of this particular story. This situation is further enhanced by the inclusion of audible background sound. The sound, if it is relevant to the story, can add only to the reporter's credibility by dispelling doubts, if any, that he is indeed at the scene of the story.

For the reasons just cited, it is expected that the voicer with

sound condition will show the greatest effects of credibility. In addition, it is expected that the increased credibility will enhance the appeal and recall levels of the story and the news program as well.

Voice report with no background sound. This type of presentation should be only slightly less credible than the first condition, that of the voice report with background sound. Naturally, since this mode of presentation is the same as the first, with only the deletion of the sound, all the effects of credibility should be present here as well.

Because this mode of presentation is only slightly different than the voice report with sound, it is expected that it will place second in the hierarchy of credibility effects.

Actuality. It is believed that this mode of presentation has a great strength and some inherent weaknesses that cause it to result in less credibility than either of the voice reports. The great strength of the actuality is that it is the actual voice of the newsmaker, who should enjoy a great deal of credibility with the listener on the topic at hand. On the other hand, the actuality is usually kept very short. Most authorities urge that actualities be kept at under 30 seconds in length (Dary, 1970; Bittner & Bittner, 1977). Because of its extreme brevity, it cannot, by itself, tell the entire news story. This task falls to the news anchor, who generally does not imply that he or she has any special knowledge of the news story other than that provided by the script of the news program. Another, admittedly suspect, cause for a possible mitigation of credibility could be the suspicion that the

actuality may have been manipulated in some way to alter the contextual meaning of the original interview with the news maker.

News anchor. This mode of presentation should array itself last of the four modes herein discussed. As previously noted, the news anchor makes no special claims of expertise in most cases. Granted, some news anchors enjoy enormous credibility and their knowledge is well known to the audience. These are relatively unique cases and, in any case, are beyond the limits of this study. All things being equal, however, the news anchor should not have any special claims on credibility and therefore this mode of presentation should be last of the four in that regard.

Summary

The research that has been done in the area of radio news has provided many useful insights into the medium. There has been little effort, however, to address, with scientific inquiry, a belief that appears to be both deep and long lived: namely, that voice reports and actualities enhance the credibility of radio news programs.

Past research has consistently shown that radio news is ranked lower than that of competing media in the area of credibility. It follows that anything that might be done to learn more about how credibility could be enhanced would be of interest and benefit to the broadcasting industry.

A good deal of research into the area of source credibility has concerned itself with analyzing the effects rather than the causes of credibility and its related effects. There is, however, sufficient

information to enable a hierarchy of credibility effects in radio news to be tentatively put forth based on four popular modes of radio news presentation.

It is hoped that more information on the effects of these four modes of news presentation will enrich the literature of source credibility and provide some practical information to broadcasters on the most beneficial modes of radio news presentation.

CHAPTER III

METHODS AND PROCEDURES

The following hypotheses concerning the use of voice reports and actualities in radio news stories are to be tested:

H1: A radio news story containing either a voice report with background sound, a voice report with no background sound, an actuality, or a story read by a news anchor will create significant differences among groups in terms of perceived credibility. The array of credibility effects will range from the voice report with sound condition showing the greatest effect, to the voice report without sound, to the actuality, to the news anchor condition, in that order.

H2: A radio news story containing either a voice report with background sound, a voice report with no background sound, a voice report with no background sound, an actuality, or a story read by a news anchor will create significant differences among groups in terms of the appeal of the entire news program. The array of appeal effects will range from the voice report with sound condition showing the greatest effects, to the voice report without sound, to the actuality, to the news anchor condition, in that order.

H3: A radio news story containing either a voice report with background sound, a voice report with no background sound, an actuality, or a story read by a news anchor, will create significant differences among groups in terms of the level of recall of the facts of the story. The array of recall effects will range from the voice report with sound

condition showing the greatest effects, to the voice report without sound, to the actuality, to the news anchor condition, in that order.

Summary of Hypotheses

Hypotheses 1-3 predict an array of credibility, appeal, and recall effects that will make it possible to place each mode of radio news presentation in order based on the amount of credibility, appeal, and recall it produces in the subjects. It is expected that the modes of presentation will be in the following order: the voice report with sound, the voice report without sound, the actuality, and the news anchor condition.

Definition of Terms

The key concepts and constructs to be used are defined as follows:

Independent variable: there are four conditions to the mode of presentation of the independent variable:

-- voice report with background sound. This is the first condition. This means a news story delivered within the news program by a reporter who is presumably at the scene of a news event. The background sound, audible in the report, would presumably originate from some aspect of the news events being reported on.

-- voice report with no background sound. This is the second condition. This means a news story delivered within the news program by a news reporter who is presumably at the scene of a news event. There is no background sound audible.

-- actuality. This is the third condition. This means a news story read by a news anchor which contains, within the story, the

previously recorded voice of a newsmaker or eyewitness to a news event.

-- news anchor. This is the fourth condition. This means a news story within the news program which is read by the news anchor and contains no voice reports or actualities of any kind.

Dependent variables:

-- recall of facts. Fill-in questions to test the unaided recall and multiple-choice questions to test the aided recall will be used to determine the amount of information about each news story retained by the subjects. Questions will be asked about all news stories to conceal the story of interest. An option of "don't remember" will be included in all aided recall questions to discourage guessing.

-- credibility. A series of bi-polar adjectives on a seven-point scale will be used to measure the perceptions of subjects regarding the credibility of the news programs as a whole.

-- appeal. A series of bi-polar adjectives on a seven-point scale will be used to measure subjects' reactions to the news program in terms of its appeal and interest level.

Research Design

Broadcast researchers have access to an abundance of survey research provided by academics as well as by industry practitioners. There is, however, a noticeable paucity of experimental research in the area of radio news effects. Since the purpose of this research is to determine, precisely, the effect of four popular modes of news presentation upon audiences, it was determined that a controlled laboratory experiment would be most appropriate.

A convenience sample of 152 undergraduate students attending The University of Tennessee, Knoxville was used as subjects for this experiment.

Using Haskins' (1981) notational system, a posttest-only controlled randomized laboratory experiment appears in Figure 1.

Discussion of Research Plan

The great strength of a controlled laboratory experiment, such as this, is that it allows the researcher to make inferences as to the causal nature of the independent variables involved. Since this study was primarily concerned with the effects, if any, of various modes of news presentation on the radio, an experiment of this type was considered most appropriate.

The most salient weakness of this type of research design is the inability to generalize the findings of the study beyond the test subjects. This weakness is common to laboratory experiments of this type and is in part created by the non-naturalness of the setting, the obtrusiveness of the treatments and measures, and the non-random selection of the subjects. Regrettably, there is little that can be done within this type of design to overcome those weaknesses. One must accept the low external validity and make the best of what can be learned.

The subjects used in this experiment were randomized into four treatment groups. Although these subjects are a convenience sample, and are not meant to be representative of any larger population, the randomization procedures into equivelent groups will provide what is

	t1	t2	t3
P1a	--	T1(fx)	M1-3
P1b	--	T2(fx)	M1-3
P1c	--	T3(fx)	M1-3
P1d	--	T4(fx)	M1-3

Figure 1. Experimental Design

Legend: Population P1 = undergraduate students at The University of Tennessee, Knoxville

Times t1 = all time before the experiment

t2 = time of the treatments.

t3 = time of the posttest, immediately following exposure to the programs.

Treatments T1(fx) = forced exposure to radio news program containing a voice report with story-relevant background sound.

T2(fx) = forced exposure to radio news program containing voice report with no background sound.

T3(fx) = forced exposure to radio news program containing an actuality within the story of interest.

T4(fx) = forced exposure to a radio news program containing no voice reports or actualities. Story of interest read by the anchor.

Measures M1 = recall of facts of the news stories (aided and unaided recall).

M2 = appeal of the presentation.

M3 = credibility of program.

most desired in this research: reaction of the various groups across the four treatment conditions. In other words, it will be possible to measure the effects of each of the independent variables involved.

Production of the Treatment News Programs

Four treatment news programs were prepared under the aegis of the author, a former radio and television news reporter. Five news stories and a weather forecast were written and submitted to a panel of broadcast educators to assure that the stories were written in a realistic and professional manner. The stories and the weather forecast were fictitious, yet plausible, reports of events transpiring in a fictitious town in Kansas as reported on a non-existent radio station.

In each of the four treatment news programs, all the stories were exactly the same except for the mode of presentation of the story of interest. This particular story concerned an automobile collision which left three individuals hospitalized and a fourth individual in custody for drunk driving. The facts and the wording of this story are the same for all conditions. In the first condition, this story was presented in the form of a voice report delivered by field reporter "Scott Johnson" with the sound of passing cars clearly audible in the background. In the second condition, the exact same voice report was given with no audible background sound. In the third condition, the news story was read by the news anchor and featured a short actuality, a statement by investigating police officer "Russ Clayton." In the fourth condition, the entire story was read by the news anchor with no voice reports or actualities included. With the exception of a few

words introducing the field reporter or the source of the actuality, the wording was exactly the same in all conditions.

The length of each treatment news program was about 3 minutes and 45 seconds, with only a few seconds variation among the four programs.

The voice reports and the actuality were read by Tony Rasnake, a senior in Broadcasting at The University of Tennessee, Knoxville. The news programs were voiced by Allan Ellstrom, a professional announcer/newsman at WUOT-FM, Knoxville, who has worked at a number of radio stations. The wording, inflections, speed, emphasis, and story-order were the same in all treatment conditions. The only variation among treatment conditions was the mode of presentation of the story of interest.

Pretest

A pretest was run using 17 undergraduate students and 11 graduate students on May 13 and May 14, 1985, to discover any difficulties or ambiguities in the questionnaire. Randomization procedures were not fully used and only two conditions of the treatments were presented. The students used in the pretest were not involved in any of the classes that were subsequently used for the actual experiment and there was no reason to expect any significant contamination effects.

As a result of the pretest, the questionnaire was modified somewhat. Two questions were dropped from the series of aided recall questions. The pretest revealed that these questions were unnecessary to the study. In addition, the wording used in the unaided recall question was revised for greater clarity and uniformity of response.

The section of the questionnaire which used bi-polar adjectives was revised somewhat by the addition of seven sets of words. It was believed that the additional sets would create more accurate measures of appeal and credibility.

Experiment

The experiment was conducted in two separate time periods. The first phase of the experiment was conducted on the morning of May 22, 1985. At that time, 114 undergraduate students were randomized into four equivalent groups and separated for exposure to the treatment conditions. A second group of 37 students was similarly randomized and exposed to the treatments on May 24, 1985. Both groups were combined and treated as one in the data analysis. The sex and class standing of the subjects used in the experiment are reported in Table 1.

All subjects were informed that they were assisting in research relevant to a doctoral dissertation. They were assured of their anonymity and the voluntary nature of their participation (see informed consent form, Appendix II). The subjects were then told they would be listening to a short radio news program taken from a station in Kansas. They were asked to listen to the program and fill out a questionnaire which would help in the evaluation of the program. Students were assured in both written and spoken form that they were not being evaluated, that it was the news program that was on trial, as it were. It was hoped that this adjuration would reduce anxiety and guessing in the filling out of the questionnaires.

Monitors played the recordings of the news programs on reel-to-

TABLE 1

SEX AND CLASS STANDINGS OF SUBJECTS

Subjects	N	%
Sex		
Female	71	49.0
Male	74	51.0
Total	145	100.0
Class Standing		
Freshman	33	22.8
Sophomore	34	23.4
Junior	31	21.4
Senior	47	32.4
Total	145	100.0

reel tape recorders and then passed out questionnaires immediately after exposure.

The total time involved in listening to the news programs and filling out the questionnaires ranged from 10 to 20 minutes.

Statistical Analysis

This study attempted to discern the various effects experienced by the subjects because of their exposure to one of the various modes of news presentation.

All of the interval/ratio level data were analyzed using a One-way Analysis of Variance statistical procedure. The Statistical Package for the Social Sciences (SPSS) (Nie, et al., 1975) was used for computer analysis of the data. The level of significance used for all analyses was the .05 alpha level.

CHAPTER IV

RESULTS

The three research hypotheses stated in Chapter III concerning the effects of voice reports and actualities in radio news were tested by using a null hypothesis which predicted no significant differences among the four treatment groups involved in the experiment. The resulting data make inferences possible regarding these research hypotheses. The results are reported as follows.

Credibility

The following hypotheses concerning the use of voice reports and actualities in radio news stories were tested:

H1: A radio news story containing either a voice report with background sound, a voice report with no background sound, an actuality, or a story read by a news anchor will create significant differences among groups in terms of perceived credibility. The array of credibility effects will range from the voice report with sound condition showing the greatest effects, to the voice report without sound, to the actuality, to the news anchor condition, in that order.

Hypothesis 1 predicted an array of effects in terms of perceived credibility with the voicer with sound condition having the greatest effect, followed by the voicer without sound, the actuality, and the news anchor conditions in that order. There was no support for this hypothesis in the data. Therefore, Hypothesis 1 is rejected.

Credibility was thought to be a function of the 22 bi-polar

adjectives which was measured by a seven-point measuring scale to measure the perceived credibility of the various forms of the radio news program.

Factor analysis following the experiment revealed four dimensions of credibility among the responses to the questionnaire. Each dimension was checked for reliability. The dimensions were called "Professionalism," "Reliability," "Trustworthiness," and "Clarity." The results of the factor analysis are reported in Table 2.

The first dimension, "Professionalism," included the following sets of bi-polar adjectives: expert/inexpert, professional/amateur, trained/untrained, experienced/inexperienced. The reliability (Cronback's alpha) for this dimension was .82779. Analysis of variance showed no significant differences among groups in this composite variable ($F = .820$). The results are reported in Tables 3 and 4.

The next dimension revealed by the factor analysis was that of "Reliability." This dimension consisted of the following pairs of adjectives: accurate/inaccurate and reliable/unreliable. The reliability (Chronbach's alpha) for this dimension was .75196. Analysis of variance of this composite variable revealed no significant differences among groups ($F = .236$). Results of this analysis are reported in Tables 5 and 6.

The third dimension was called "Trustworthiness" and consisted of the following sets of adjectives: trustworthy/untrustworthy and credible/not credible. The reliability (Chronbach's alpha) for this dimension was .80520. Analysis of variance of the composite variable

TABLE 2

FACTOR ANALYSIS OF APPEAL AND CREDIBILITY DIMENSIONS SHOWING PRINCIPAL COMPONENT ANALYSES WITH VARIMAX ROTATION

Variable	Factor 1 "Appeal"	Factor 2 "Profes-sionalism"	Factor 3 "Reli-ability"	Factor 4 "Trust-worthiness"	Factor 5 "Clarity"
Interesting	.69	.12	.32	.15	.35
Exciting	.67	.17	.00	.00	-.10
Pleasant	.54	.09	.07	.20	.15
Aggressive	.59	.25	-.06	.10	-.24
Enjoyable	.66	.21	.16	-.01	.22
Easy to listen to	.41	.24	.15	.09	.47
Expert	.23	.51	.31	.19	.04
Professional	.24	.73	.19	.10	.27
Trained	.17	.70	.12	.03	.29
Experienced	.22	.66	-.02	.04	.20
Accurate	.11	.07	.65	.06	.04
Reliable	.03	.12	.87	.26	.14
Credible	.15	.07	.12	.64	.26
Trustworthy	.06	.11	.24	.94	.07
Believable	-.02	.25	.23	.26	.43
Clear	.05	.20	.01	.11	.55
Informative	.22	.22	.04	.32	.41
Percentage of variance accounted for	38.4	8.7	10.3	17.2	9.5

TABLE 3

ANALYSIS OF VARIANCE TABLE FOR COMPOSITE VARIABLE "PROFESSIONALISM"

Source	SS	df	MS	F
Between groups	51.799	3	17.266	0.820*
Within groups	2968.643	141	21.054	

*Not significant.

TABLE 4

MEAN SCORES FOR BI-POLAR ADJECTIVES MAKING UP COMPOSITE VARIABLE "PROFESSIONALISM"

Adjective Pair	Group Mean	Voicer w/sound	Voicer w/out	Actuality	News Anchor	F
Inexpert/ Expert	4.18	4.24	4.12	4.06	4.31	.302
Amateur/ Professional	4.21	4.29	4.22	4.00	4.34	.321
Untrained/ Trained	4.42	4.44	4.37	4.26	4.63	.446
Inexperienced/ Experienced	4.52	4.41	4.68	4.11	4.86	1.851

TABLE 5

ANALYSIS OF VARIANCE TABLE FOR COMPOSITE VARIABLE "RELIABILITY"

Source	SS	df	MS	F
Between Groups	4.039	3	1.346	0.236*
Within Groups	804.954	141	5.709	

*Not significant.

TABLE 6

MEAN SCORES FOR BI-POLAR ADJECTIVES MAKING UP COMPOSITE VARIABLE "RELIABILITY"

Adjective Pair	Group Mean	Voicer w/sound	Voicer w/out	Actuality	News Anchor	F
Inaccurate/ Accurate	4.97	5.12	4.90	5.00	4.89	.210
Unreliable/ Reliable	5.02	5.18	5.00	4.91	5.00	.254

"Trustworthiness" revealed no significant differences among groups ($F = .268$). The results of this test are reported in Tables 7 and 8.

The final dimension was termed "Clarity" and consisted of the following pairs of adjectives: believable/unbelievable, clear/unclear, informative/not informative, and easy-to-listen-to/difficulty-to-listen-to. The reliability (Chronbach's alpha) for this dimension was .65466. Analysis of variance of this composite variable showed no significant differences among groups ($F = 1.897$). The results of this test are reported in Tables 9 and 10.

All the dimensions of credibility, with the exception of "Clarity," achieved the .7 alpha level which is generally considered to be a minimum satisfactory level.

All the variables related to credibility were tested to determine if any differences among groups existed. Analysis of variance failed to reveal any differences among individual sets of bi-polar adjectives or groups of adjectives organized by dimension.

Appeal of Presentation

H2: A radio news story containing either a voice report with background sound, a voice report with no background sound, an actuality, or a story read by a news anchor will create significant differences among groups in terms of appeal of the news program. The array of appeal effects will range from the voice report with sound condition showing the greatest effects, to the voice report without sound, to the actuality, to the news anchor condition, in that order.

Hypothesis 2 predicted an array of appeal effects with the voice report with sound condition showing the greatest effect, followed by

TABLE 7

ANALYSIS OF VARIANCE TABLE FOR COMPOSITE VARIABLE "TRUSTWORTHINESS"

Source	SS	df	MS	F
Between Groups	2.500	3	0.833	0.268*
Within Groups	438.838	141	3.112	

*Not significant.

TABLE 8

MEAN SCORES FOR BI-POLAR ADJECTIVES MAKING UP COMPOSITE VARIABLE "TRUSTWORTHINESS"

Adjective Pair	Group Mean	Voicer w/sound	Voicer w/out	Actuality	News Anchor	F
Untrustworthy/ Trustworthy	5.38	5.32	5.32	5.17	5.31	.219
Not credible/ credible	5.30	5.29	5.27	5.20	5.43	.327

TABLE 9

ANALYSIS OF VARIANCE TABLE FOR COMPOSITE VARIABLE "CLARITY"

Source	SS	df	MS	F
Between Groups	93.688	3	31.229	1.897*
Within Groups	2321.485	141	16.464	

*Not significant.

TABLE 10

MEAN SCORES FOR BI-POLAR ADJECTIVES MAKING UP COMPOSITE VARIABLE "CLARITY"

Adjective Pair	Group Mean	Voicer w/sound	Voicer w/out	Actuality	News Anchor	F
Unbelievable/ Believable	5.27	5.35	5.32	4.83	5.57	1.684
Unclear/ Clear	5.03	4.62	5.37	4.69	5.40	3.230*
Not informative/ Informative	4.99	4.94	5.27	4.83	4.98	.978
Difficult-to-listen-to/Easy-to-listen-to	4.12	3.82	4.15	4.10	4.40	.680

*Statistically significant at .024 level.

the voicer without sound, the actuality, and the news anchor condition in that order. Hypothesis 2 was not supported by the data. Therefore, hypothesis 2 is rejected.

Appeal of presentation was thought to be a function of six pairs of bi-polar adjectives describing various aspects of appeal. Factor analysis after the experiment revealed that the six sets of adjectives did indeed create a reliable dimension of appeal. The six sets of adjectives used were: interesting/boring, exciting/dull, pleasant/unpleasant, aggresive/meek, enjoyable/unenjoyable, and easy-to-listen-to/difficulty-to-listen-to. A reliability check (Chronbach's alpha) on this dimension revealed an alpha level of .79157. Analysis of variance revealed no significant differences among groups for the composite variable "Appeal" ($F = .535$). This was true for the composite variable as well as for each individual set of bi-polar adjectives. The results of these tests are reported in Tables 11 and 12.

There were six bi-polar adjectives used in the questionnaire which did not factor into any of the composite groups. Analysis of variance was performed on each of these adjective pairs and none showed significant differences among groups. The results are shown in Table 13.

Recall of Information

H3: A radio news story containing either a voice report with background sound, a voice report with no background sound, an actuality, or a story read by a news anchor, will create significant differences among groups in terms of the level of recall of information from the stories. The array of recall effects will range from the voice

TABLE 11

ANALYSIS OF VARIANCE TABLE FOR COMPOSITE VARIABLE "APPEAL"

Source	SS	df	MS	F
Between groups	52.063	3	17.354	0.535*
Within groups	4572.765	141	32.431	

*Not significant.

TABLE 12

MEAN SCORES FOR BI-POLAR ADJECTIVES MAKING UP COMPOSITE VARIABLE "APPEAL"

Adjective Pair	Group Mean	Voicer w/sound	Voicer w/out	Actuality	News Anchor	F
Boring/ Interesting	3.54	3.50	3.41	3.60	3.69	.367
Dull/ Exciting	3.22	3.44	3.15	3.09	3.23	.344
Unpleasant/ Pleasant	4.14	4.35	3.93	4.06	4.26	1.095
Meak/ Aggressive	3.43	3.71	3.24	3.57	3.26	1.573
Unenjoyable/ Enjoyable	3.58	3.68	3.27	3.63	3.80	1.128
Difficult-to-listen to/Easy-to-listen to	4.12	3.82	4.15	4.10	4.40	.680

TABLE 13

MEAN SCORES FOR BI-POLAR ADJECTIVES UNASSIGNED TO COMPOSITE VARIABLES

Adjective Pair	Group Mean	Voicer w/sound	Voicer w/out	Actuality	News Anchor	F
Superficial/ Substantive	4.46	4.56	4.27	4.43	4.60	.506
Incomplete/ Complete	4.93	5.00	4.85	4.89	5.00	.120
Second-hand/ Live	3.48	3.82	3.66	3.29	3.11	1.543
Delayed/ Immediate	4.04	4.47	4.00	3.89	3.83	1.509
Timid/ Bold	3.69	3.41	3.93	3.66	3.71	3.363
Passive/ Active	4.25	3.77	4.27	4.31	4.63	2.520

report with sound condition showing the greatest effects, to the voice report without sound, to the actuality, to the news anchor condition, in that order.

Hypothesis 3 predicted an array of recall effects ranging from the highest in the voicer with sound condition, to the voicer without sound, to the actuality, to the news anchor condition, in that order. Hypothesis 3 was not supported by the data. Therefore, Hypothesis 3 is rejected.

An unaided recall question related to the story of interest showed no significant differences among the four conditions ($F = .429$). The effects, however, were in the predicted direction for this question. Responses to the unaided recall question by treatment groups are reported in Table 14

There were eight aided recall questions in the form of multiple-choice questions which related to the facts of the story of interest. A composite variable was created consisting of the combined correct scores for each of these eight questions. Analysis of variance failed to show any significant differences among groups ($F = .497$). Nor were there any significant differences among groups for each individual question. Results of the analysis of variance test are reported in Table 15. For comparison purposes, the results of each individual aided recall question are reported in Table 16.

As previously written, there were no statistically significant differences shown among the treatment groups. Furthermore, there emerged no clear pattern of results. The unaided recall question was the only element that followed the predicted direction of effects.

TABLE 14

RESPONSE TO UNAIDED RECALL QUESTION
BY TREATMENT GROUPS

Treatment Condition	Percent Responding Correctly	N
Voicer w/sound (N=34)	91.2	31
Voicer w/out sound (N=41)	90.2	37
Actuality (N=35)	85.7	30
News Anchor (N=35)	82.9	29

TABLE 15

ANALYSIS OF VARIANCE TABLE FOR AIDED RECALL QUESTIONS

Source	SS	df	MS	F
Between groups	27.284	3	9.095	0.497*
Within groups	2578.026	141	18.284	

*Not significant.

TABLE 16

MEAN SCORES FOR EIGHT AIDED RECALL QUESTIONS BY TREATMENT CONDITION

Treatment Condition	Mean Correct Answers	N
Voicer w/sound	3.6765	34
Voicer w/out sound	3.9512	41
Actuality	3.1429	35
News Anchor	3.6857	35

However, the "Appeal" composite variable showed the News Anchor condition with the most effect of the four. The "Clarity" composite variable revealed the voice report with background sound to have the most effect.

In no case did the Actuality condition emerge as the leading group in terms of effects. In fact the Actuality condition showed itself to be the weakest mode of presentation in the "Professionalism" variable, the "Clarity" variable, the "Trust" variable, and the Aided Recall composite variable.

It must be remembered that none of these groups showed significant differences, so it is somewhat reckless to draw inferences from the direction of the effects of the aforementioned composite variables. Nevertheless, the consistently poor showing of the Actuality condition is worthy of additional study.

The alpha levels shown in the reliability test provide a sufficient degree of confidence in the consistency of the measures employed.

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

The data resulting from this experiment provide no support for the idea that any significant differences exist among the four treatment groups in regards to levels of credibility, appeal, or recall. Neither was there support in the data for the proposed hierarchy of credibility effects which predicted an array of effects ranging from the voice report with sound, to the voice report without sound, to the actuality, to the news anchor mode of presentation. The unaided recall question, however, while not statistically significant, showed effects which ran in the hypothesized direction.

There were no significant differences among treatment groups in response to the unaided recall questions, the aided recall questions, or the series of bi-polar ajectives used to measure appeal or credibility. Only one of the bi-polar adjective pairs showed a significant difference among the four modes of presentations. This was the Unclear/Clear pair. Even in this case, the levels were not arrayed in the expected direction.

The mean levels of response to all the measures on the questionnaire were not only statistically insignificant, but they did not fall into any consistent response pattern, which might make possible another formulation of the effects hierarchy.

The array of the means of the various dependent variables,

although not statistically significant, provides some interesting insights which may stimulate further research. The news anchor condition, for example, consistently displayed values that were in the mid-to-upper levels of the array. By contrast, the actuality condition was often in a lower position than had been expected. These results, of course, are not conclusive, but they suggest the possibility that the news anchor mode of presentation is much stronger than previously thought, and the actuality mode much weaker.

Caution must be exercised in interpreting data wherein the null hypothesis is not disproved. The danger of design flaws, measurement weaknesses, or intervening variables is always a potential factor in explaining the results. Nevertheless, there is no evidence in these data that could be used to reject the null hypotheses.

Questions regarding the sensitivity of the measuring instrument cannot be completely answered, but the fact that no consistent pattern of effects emerged could be interpreted as evidence that there were no patterns to detect.

Another factor that must be considered in this research is the strength of the one manipulated story in the news program to influence the entire program. In this case, four of the stories and the weather report were the same in all conditions. Only one of the stories was manipulated for the experiment. The attitudinal measures tested the credibility and appeal of the entire news program, however. There is a slight possibility that the effects, if any, were insufficient to be demonstrable throughout the entire news program.

One finding that argues against this conclusion, however, is

that provided by responses to the recall elements of the experiment. Here, only the recall levels of the story of interest were measured. As previously reported, there were no significant differences among groups in this area.

The limitations and cautions of the experimental design are well known and have been discussed previously. The lack of external validity is a necessary precondition of this kind of study and must be accepted as part of limitations on this type of endeavor. The purpose of this research was to make inferences as to the causative factors related to the modes of presentation in radio news. It is felt that the design used here was sufficient to limit the influence of extraneous variables.

Implications for credibility research. As noted in Chapter IV, there were no significant credibility effects detectable in this research. It is doubtful that this was caused by a failure of trustworthiness or expertise to create credibility. Previous research in this area provides much support for this belief and makes that possibility unlikely. The results point to an inability of the four modes of presentation to create significant differences in those modes of presentation in terms of trustworthiness and expertise, and possibly other elements as well.

Much credibility research has been done which tests differences between audio and visual presentation. Although various modes of audio presentation have been dealt with, it would be timely for additional research to be conducted considering the practical needs of the broadcasting industry in the area of audio communication.

This type of research will enrich the knowledge of credibility while providing practical insights into this important area of electronic communication.

Implications for the broadcasting industry. It is unlikely that this study alone will create any widespread attitude change in the broadcasting industry with regards to radio news presentation. However, it must be stated emphatically that this research found no support whatsoever for the widespread belief that actualities and voice reports add to the credibility of a radio news program.

As the broadcast industry moves further into the age of deregulation, it must be borne in mind that the government will exercise far less influence on the decision of whether or not to carry radio news programs. As managers, program directors, and news directors make decisions vis-a-vis the news that heretofore were essentially made for them by pressure from the FCC, the expectations for radio news will rise accordingly. Radio news will increasingly be forced to pay its own way, as it were, by attracting listeners and sponsors. News directors will be pressured even more to develop news programs that maximize credibility, appeal, and profit. With such pressures increasing, hard decisions will have to be made on the cost effectiveness of gathering actualities and voice reports from the field.

It is hoped that this research will stimulate questions in the minds of radio broadcasters regarding the wisdom of allocating the many man-hours of staff time required for the gathering and editing of voice reports and actualities. There is no evidence in this study to suggest that these modes of presentation are in any way harmful to a news

program, but the results do not suggest that they are particularly beneficial either.

It is quite possible that the efforts of the news staff could be more profitably directed to the gathering, writing, and reading of the news rather than in taping and editing voice reports and actualities.

There are significant differences between this study and that reported by Wulfemeyer and McFadden (1983). The former study was not concerned with voice reports of any kind, and made no attempt to measure the credibility-enhancing effects of actualities. Further, it is felt that the use of six bi-polar adjectives to measure appeal was a more reliable measure that the single ten-point measure of interest used in the Wulfemeyer and McFadden study.

This study did attempt to measure recall in much the same manner as the Wulfemeyer and McFadden study. However, this study went far beyond that. An unaided recall question was included in the questionnaire to bolster the measurement of recall. Voice reports, both with and without background sound were tested in addition to actualities. The widespread industry uses of and beliefs about these modes of presentation made it essential that they be studied.

Despite the differences between the two studies, the Wulfemeyer and McFadden research provides an important starting point in the creation of a body of research literature dealing with the most commonly used modes of radio news presentation. Significantly, both studies fail to support the commonly held beliefs of the radio industry regarding the effects of these modes of presentation.

Recommendations

It is desirable that additional research be done in this important area. It is hoped that whatever research is done will be similar enough to this study to allow the present results to be either validated or responsibly called into question.

It is always a difficult and somewhat risky endeavor to challenge deeply held beliefs. There are thousands of radio newspeople working today who share the view that voice reports and actualities enhance a radio news program. That view is so basic to radio journalism and has such intuitive appeal that the temptation is always present to reject out-of-hand any information which may contradict it.

Despite the depth and tenacity of the common wisdom regarding modes of radio news presentation, there is now at least sufficient doubt about it to warrant further investigation. Research could profitably be addressed to the various types of news stories that might require actualities or voice reports. Perhaps these modes of presentation are more effective in certain types of stories than in others. More research needs to be devoted to the role of the news anchor in a radio setting. The factors relating to the credibility of various types of news anchors has been examined to some extent, but much more investigation is needed.

Another suggestion for future research in the area of radio news involves the news script. What elements of word usage, syntax, emphasis, repetition, and story-type have influence on the credibility of the entire news program?

Radio news remains an important conduit of information for the

American public. It is hoped that increased academic and industry enterest in the factors relating to the success of radio news will cast more light on this neglected area of broadcast research.

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APPENDICES

APPENDIX A

SCRIPT USED FOR TREATMENT NEWSCAST

SCRIPT OF RADIO NEWS PROGRAM

NEWS ANCHOR: THIS IS THE MORNING EDITION OF KNTT NEWS, BOB MASON REPORTING. GROUND BREAKING CEREMONIES ARE SCHEDULED TODAY FOR THE NEW AMERICAN TECHTRONICS ASSEMBLY PLANT TO BE BUILT IN KENTVILLE. MAYOR CLINTON FARNSWORTH AND REPRESENTATIVES OF THE SEATTLE-BASED ELECTRONICS COMPANY WILL OFFICIALLY BEGIN CONSTRUCTION OF THE FACILITY AT TEN O'CLOCK THIS MORNING. THE PLANT WILL BE USED TO ASSEMBLE ELECTRONIC COMPONENTS USED IN A VARIETY OF PRODUCTS MANUFACTURED BY AMERICAN TECHTRONICS. COMPANY OFFICIALS PREDICT THAT THE PLANT WILL EVENTUALLY EMPLOY MORE THAN 500 INDIVIDUALS, MOST OF WHOM WILL BE HIRED LOCALLY. ACCORDING TO MAYOR FARNSWORTH, THIS PLANT WILL ULTIMATELY CREATE MORE THAN ONE THOUSAND JOBS IN THE KENTVILLE AREA AND GREATLY ENRICH THE TAX BASE OF THE CITY AND COUNTY. THE MAYOR ALSO SAID THE DECISION BY AMERICAN TECHTRONICS TO BUILD IN KENTVILLE WAS PARTIALLY THE RESULT OF "OPERATION GROWTH" A RECENT EFFORT BY THE MAYOR AND CITY COUNCIL TO ATTRACT NON-POLLUTING INDUSTRY TO THE AREA.

NEWS ANCHOR: AN ARMED ROBBER HAS ESCAPED WITH MORE THAN 500 DOLLARS AFTER HOLDING UP THE SUNSHINE MARKET ON RANDOLPH ROAD IN EAST KENTVILLE. WITNESSES SAY A YOUNG WHITE MALE, WEARING A STOCKING MASK, APPROACHED THE STORE MANAGER ABOUT TEN O'CLOCK LAST NIGHT AND DEMANDED MONEY. THE MANAGER OF THE SUNSHINE MARKET, SAM REYNOLDS, AND TWO OTHER STORE EMPLOYEES WERE THEN HELD AT GUNPOINT WHILE THE MAN EMPTIED THE STORE SAFE OF THE DAY'S RECEIPTS. THE STORE HAD JUST CLOSED AND NO CUSTOMERS WERE PRESENT AT THE TIME. KENTVILLE POLICE ARE INVESTIGATING THE INCIDENT.

VOICE REPORT WITH BACKGROUND SOUND (1)

NEWS ANCHOR: AN ACCIDENT HAS LEFT A KENTVILLE FAMILY INJURED. KNTT'S SCOTT JOHNSON HAS THE STORY.

SCOTT JOHNSON: (SOUNDS OF PASSING CARS ON HIGHWAY IN BACKGROUND) A KENTVILLE MAN, HIS WIFE, AND DAUGHTER, ARE HOSPITALIZED AND A WICHITA MAN IS IN CUSTODY AFTER A COLLISION EARLY YESTERDAY AFTERNOON ON INTERSTATE 29. GEORGE AIKENS, SHARON AIKENS, AND TEN-YEAR OLD KATHY AIKENS ARE IN CRITICAL CONDITION AT KENTVILLE MEMORIAL HOSPITAL FOLLOWING A COLLISION WITH A PICKUP TRUCK DRIVEN BY TWENTY-YEAR OLD CLYDE MORRIS OF WICHITA. MORRIS WAS NOT INJURED IN THE ACCIDENT. ACCORDING TO OFFICER RUSS CLAYTON OF THE KANSAS HIGHWAY PATROL, WHO IS INVESTIGATING THE INCIDENT, MORRIS'S TRUCK CRASHED INTO THE REAR OF THE AIKENS VEHICLE AS BOTH WERE TRAVELLING EASTBOUND ON INTERSTATE 29, FOUR MILES EAST OF KENTVILLE. MORRIS HAS BEEN CHARGED WITH SPEEDING, RECKLESS DRIVING, AND DRIVING UNDER THE INFLUENCE OF ALCOHOL. HE IS BEING HELD WITHOUT BOND AT KENT COUNTY JAIL PENDING FURTHER INVESTIGATION. HOSPITAL AUTHORITIES REFUSED COMMENT ON THE NATURE OF EXTENT OF THE INJURIES SUFFERED BY MEMBERS OF THE AIKENS FAMILY.

SCOTT JOHNSON REPORTING....(SOUND OUT).

VOICE REPORT WITHOUT SOUND (2)

NEWS ANCHOR: AN ACCIDENT HAS LEFT A KENTVILLE FAMILY INJURED. KNTT'S SCOTT JOHNSON HAS THE STORY.

SCOTT JOHNSON: A KENTVILLE MAN, HIS WIFE, AND DAUGHTER, ARE HOSPITALIZED AND A WICHITA MAN IS IN CUSTODY AFTER A COLLISION EARLY YESTERDAY AFTERNOON ON INTERESTATE 29. GEORGE AIKENS, SHARON AIKENS, AND TEN-YEAR OLD KATHY AIKENS ARE IN CRITICAL CONDITION AT KENTVILLE MEMORIAL HOSPITAL FOLLOWING A COLLISION WITH A PICKUP TRUCK DRIVEN BY TWENTY-YEAR OLD CLYDE MORRIS OF WICHITA. MORRIS WAS NOT INJURED IN THE ACCIDENT. ACCORDING TO OFFICER RUSS CLAYTON OF THE KANSAS HIGHWAY PATROL, WHO IS INVESTIGATING THE INCIDENT, MORRIS'S TRUCK CRASHED INTO THE REAR OF THE AIKENS VEHICLE AS BOTH WERE TRAVELLING EASTBOUND ON INTERSTATE 29, FOUR MILES EAST OF KENTVILLE. MORRIS HAS BEEN CHARGED WITH SPEEDING, RECKLESS DRIVING, AND DRIVING UNDER THE INFLUENCE OF ALCOHOL. HE IS BEING HELD WITHOUT BOND AT KENT COUNTY JAIL PENDING FURTHER INVESTIGATION. HOSPITAL AUTHORITIES REFUSED COMMENT ON THE NATURE OR EXTENT OF THE INJURIES SUFFERED BY MEMBERS OF THE AIKENS FAMILY.

SCOTT JOHNSON REPORTING...

ACTUALITY (3)

NEWS ANCHOR: A KENTVILLE MAN, HIS WIFE, AND DAUGHTER, ARE HOSPITALIZED AND A WICHITA MAN IS IN CUSTODY AFTER A COLLISION EARLY YESTERDAY AFTERNOON ON INTERESTATE 29. GEORGE AIKENS, SHARON AIKENS, AND TEN-YEAR OLD KATHY AIKENS, ARE IN CRITICAL CONDITION AT KENTVILLE MEMORIAL HOSPITAL FOLLOWING A COLLISION WITH A PICKUP TRUCK DRIVEN BY TWENTY-YEAR OLD CLYDE MORRIS OF WICHITA. MORRIS WAS NOT INJURED IN THE ACCIDENT. WE SPOKE TO OFFICER RUSS CLAYTON OF THE KANSAS HIGHWAY PATROL, WHO IS INVESTIGATING THE INCIDENT...

RUSS CLAYTON: MORRIS'S TRUCK CRASHED INTO THE REAR OF THE AIKENS VEHICLE AS BOTH WERE TRAVELLING EASTBOUND ON INTERSTATE 29 FOUR MILES EAST OF KENTVILLE. MORRIS HAS BEEN CHARGED WITH SPEEDING, RECKLESS DRIVING, AND DRIVING UNDER THE INFLUENCE OF ALCOHOL. HE IS BEING HELD WITHOUT BOND AT THE KENT COUNTY JAIL PENDING FURTHER INVESTIGATION...

NEWS ANCHOR: HOSPITAL AUTHORITIES REFUSED TO COMMENT ON THE NATURE OR EXTENT OF THE INJURIES SUFFERED BY MEMBERS OF THE AIKENS FAMILY.

NEWS ANCHOR (4)

NEWS ANCHOR: A KENTVILLE MAN, HIS WIFE, AND DAUGHTER, ARE HOSPITALIZED AND A WICHITA MAN IS IN CUSTODY AFTER A COLLISION EARLY YESTERDAY AFTERNOON ON INTERSTATE 29. GEORGE AIKENS, SHARON AIKENS, AND TEN-YEAR-OLD KATHY AIKENS ARE IN CRITICAL CONDITION AT KENTVILLE MEMORIAL HOSPITAL FOLLOWING A COLLISION WITH A PICKUP TRUCK DRIVEN BY TWENTY-YEAR-OLD CLYDE MORRIS OF WICHITA. MORRIS WAS NOT INJURED IN THE ACCIDENT. ACCORDING TO OFFICER RUSS CLAYTON OF THE KANSAS HIGHWAY PATROL, WHO IS INVESTIGATING THE INCIDENT, MORRIS'S TRUCK CRASHED INTO THE REAR OF THE AIKENS VEHICLE AS BOTH WERE TRAVELLING EASTBROUND ON INTERSTATE 29, FOUR MILES EAST OF KENTVILLE. MORRIS HAS BEEN CHARGED WITH SPEEDING, RECKLESS DRIVING, AND DRIVING UNDER THE INFLUENCE OF ALCOHOL. HE IS BEING HELD WITHOUT BOND AT KENT COUNTY JAIL PENDING FURTHER INVESTIGATION. HOSPITAL AUTHORITIES REFUSED COMMENT ON THE NATURE OR EXTENT OF THE INJURIES SUFFERED BY MEMBERS OF THE AIKENS FAMILY.

NEWS ANCHOR: THE MAYOR OF KENTVILLE AND MEMBERS OF THE CITY COUNCIL ARE AT ODDS OVER THE DETAILS OF A MAJOR SCHOOL BOND PROPOSAL. MAYOR CLINTON FARNSWORTH SAYS THE 2.2 MILLION DOLLAR BONDING PROPOSAL SHOULD INCLUDE FUNDS FOR A NEW HIGH SCHOOL IN THE WESTSIDE AREA. THE COUNCIL MEMBERS, LED BY COUNCILMAN RALPH WILSON, CLAIM THAT A NEW SCHOOL IS NOT NEEDED AND THAT FUNDS SHOULD BE USED ON RENOVATION OF EXISTING SCHOOLS INSTEAD. ONCE DIFFERENCES BETWEEN THE MAYOR AND THE COUNCIL ARE RESOLVED, IT WILL BE UP TO THE VOTERS TO ACCEPT OR REJECT THE BOND PROPOSAL, SCHEDULED TO BE ON NEXT NOVEMBER'S BALLOT.

NEWS ANCHOR: A MALFUNCTIONING TRAFFIC SIGNAL AT MAIN STREET AND KANSAS AVENUE TURNED A BAD TRAFFIC SITUATION INTO A TERRIBLE ONE. THE SIGNAL, LOCATED AT ONE OF THE BUSIEST CORNERS IN KENTVILLE, WENT OUT OF ORDER ABOUT 4:30 YESTERDAY AFTERNOON, CAUSING TRAFFIC TO BACK UP FOR BLOCKS IN ALL DIRECTIONS. TRAFFIC OFFICERS OF THE KENTVILLE POLICE DEPARTMENT WERE DISPATCHED TO DIRECT TRAFFIC, BUT THE JAM STILL TOOK OVER TWO HOURS TO CLEAR UP. THE OFFENDING LIGHT WAS RESTORED TO WORKING ORDER SHORTLY AFTER NINE O'CLOCK LAST NIGHT.

NEWS ANCHOR: AREA WEATHER, PARTLY CLOUDY TODAY WITH HIGHS IN THE MID SEVENTIES, LOWS TONITE IN THE UPPER FIFTIES. TOMORROW, FAIR AND WARMER WITH HIGHS EXPECTED IN THE UPPER SEVENTIES.

THIS HAS BEEN THE MORNING EDITION OF KNTT NEWS, BOB MASON REPORTING.

APPENDIX B

INFORMED CONSENT STATEMENT

INFORMED CONSENT

STATEMENT

The following statement was read to all participants in the experiment prior to exposure to the treatment conditions:

You are being asked to participate in a short research project relevant to a doctoral dissertation. Your participation is voluntary and should take only a few minutes. You will be asked to listen to a short radio program and then fill out a questionnaire which will measure your attitudes about that program. You do not need to identify yourself in any way. All your responses will be anonymous. Thank you for your help in this project.

I am about to play a short news program taken from a small radio station in Kansas. We would like you to listen carefully to the program and then fill out a form which will help us to evaluate the program We ask that you refrain from talking or writing during the program. Thank you.

APPENDIX C

QUESTIONNAIRE

RADIO NEWS
QUESTIONNAIRE

This test is not intended to measure your memory. It is meant to test the effectiveness of the radio news program you have just heard. Therefore, it is important that you answer honestly all the following questions without guessing. If you do not remember, check that answer. You are not expected to answer all the questions.

I. On the rest of this page, please write a few words describing the subject matter of each of the stories from the news program you have just heard. Write down as many as you can recall. You do not need to place them in any particular order.

1)

2)

3)

4)

5)

(Weather)

Once you have completed this question as best you can, go on to the next page. DO NOT RETURN TO THIS PAGE after you have begun the other pages of this questionnaire.

II. CIRCLE THE LETTER CORRESPONDING TO THE CORRECT ANSWER.

(You are not expected to answer all of these questions. If you do not recall the answer, circle the response "don't remember". Do not guess at any of the answers.)

1. The new facility under construction in Kentville is being built by:

a. General Dynamics
b. American Techtronics
c. Technical Industries
d. American Industries
e. Don't remember

2. The new plant will be used to:

a. Assemble electronic components
b. Assemble automobile parts
c. Assemble home computers
d. Manufacture home computers
e. Don't remember

3. How many new jobs will be created in Kentville as a result of this new plant?

a. 200
b. 300
c. 1000
d. 2000
e. Don't remember

4. The store that was robbed last night in Kentville was named the:

a. Grocery Market
b. Kentville Market
c. Sunshine Market
d. Easttown Market
e. Dont' remember

5. The amount of money stolen in last night's robbery was about:

a. 700 dollars
b. 100 dollars
c. 250 dollars
d. 500 dollars
e. Don't remember

6. Which of the following statements best describes the robber of the market?

a. A short, stocky male wearing a stocking mask
b. A young, white male wearing a stocking mask
c. A young black male wearing a stocking mask
d. An unidentified male
e. Don't remember

7. At the time of the robbery, the story:

a. Was not yet open, so no customers were present
b. Was about to close, so some customers were present
c. Had just closed, so no customers were present
d. Was open, so many customers were present
e. Don't remember

8. In the story about the accident, how many people are now hospitalized?

a. One
b. Two
c. Three
d. Four
e. Don't remember

9. The name of the family driving in one of the vehicles was:

a. The Clayton family
b. The Aikens family
c. The Farnsworth family
d. The Morris family
e. Don't remember

10. The accident involved what two vehicles?

a. Two pickup trucks
b. Two automobiles
c. A Semi and a station wagon
d. A pickup truck and another vehicle
e. Don't remember

11. The individuals in the hospital are listed in:

a. fair condition
b. critical condition
c. serious condition
d. stable condition
e. Dont' remember

12. The accident took place:

a. On Interstate 29, about four miles east of Kentville
b. On Interstate 40 , about four miles east of Kentville
c. On Interstate 29, about four miles west of Kentville
d. On Interstate 40, about four miles north of Kentville
e. Don't remember

13. The name of the man charged with speeding, reckless driving, and driving under the influence of alcohol is:

a. Russ Clayton
b. Clyde Morris
c. Clinton Farnsworth
d. George Aikens
e. Don't remember

14. Hospital authorities:

a. cooperated fully in describing the condition of the injured parties
b. could not be reached for comment
c. refused to comment on the condition of the injured parties
d. said it was a terrible accident
e. Don't remember

15. The man charged with speeding and reckless driving:

a. was recently released on his own recognizance
b. was released on a 5000-dollar bond
c. is being held without bond
d. was unable to raise the money for his bond
e. Don't remember

16. In the story about the conflict between the mayor and the city council, what issue is at stake?

a. A new sewer bond proposal
b. A new school bond proposal
c. A proposal to raise the salaries of city employees
d. A proposal to build a new hospital
e. Don't remember

17. The mayor's position on this issue is that some of the money be used:

a. to renovate existing schools
b. to build a new high school in the Westside area
c. to increase the sewer capacity
d. to renovate the local hospital
e. Don't remember

18. In the story about the malfunctioning traffic signal, the signal was located:

a. at the corner of Main and Elm streets
b. right in the downtown area
c. at the corner of Main Street and Kansas Avenue
d. at the corner of Broadway and Center Street
e. Don't remember

19. The traffic jam caused by the malfunctioning light:

a. cleared up in a few minutes
b. is still not clear as of this report
c. took over two hours to clear up
d. took over four hours to clear up
e. Don't remember

20. Because of the faulty traffic signal:

a. traffic was backed up for blocks in all directions
b. some cars were stranded overnight
c. traffic was no worse than usual for that part of town
d. traffic was slightly heavier than usual
e. Don't remember

21. The offending traffic signal:

a. is still out of order
b. is expected to be repaired later this morning
c. was restored to working order after nine o'clock last night
d. was restored to order within minutes of the malfunction
e. Don't remember

22. The weather forecast for Kentville is predicting:

a. Storm warnings with heavy rains expected
b. fair weather with highs in the 70's
c. cold weather with overcast skies
d. a possible freeze warning
e. Don't remember

III. The following are words that might be used to describe the news program you have just heard. Circle the number that comes closest, in your opinion, to describing the news program as a whole.

	(extremely)				(neutral)				(extremely)
1.	INTERESTING	1	2	3	4	5	6	7	BORING
2.	CREDIBLE	1	2	3	4	5	6	7	NOT CREDIBLE
3.	TRUSTWORTHY	1	2	3	4	5	6	7	UNTRUSTWORTHY
4.	EXPERT	1	2	3	4	5	6	7	INEXPERT
5.	INACCURATE	1	2	3	4	5	6	7	ACCURATE
6.	UNRELIABLE	1	2	3	4	5	6	7	RELIABLE
7.	SUPERFICIAL	1	2	3	4	5	6	7	SUBSTANTIVE
8.	INCOMPLETE	1	2	3	4	5	6	7	COMPLETE
9.	LIVE	1	2	3	4	5	6	7	SECOND-HAND
10.	BELIEVABLE	1	2	3	4	5	6	7	UNBELIEVABLE
11.	IMMEDIATE	1	2	3	4	5	6	7	DELAYED
12.	CLEAR	1	2	3	4	5	6	7	UNCLEAR
13.	DULL	1	2	3	4	5	6	7	EXCITING
14.	NOT INFORMATIVE	1	2	3	4	5	6	7	INFORMATIVE
15.	UNPLEASANT	1	2	3	4	5	6	7	PLEASANT
16.	MEEK	1	2	3	4	5	6	7	AGGRESSIVE
17.	ENJOYABLE	1	2	3	4	5	6	7	UNENJOYABLE
18.	TIMID	1	2	3	4	5	6	7	BOLD
19.	EASY TO LISTEN TO	1	2	3	4	5	6	7	DIFFICULT TO LISTEN
20.	PROFESSIONAL	1	2	3	4	5	6	7	AMATEUR
21.	ACTIVE	1	2	3	4	5	6	7	PASSIVE
22.	TRAINED	1	2	3	4	5	6	7	UNTRAINED
23.	INEXPERIENCED	1	2	3	4	5	6	7	EXPERIENCED

IV. PLEASE CHECK OR FILL IN THE APPROPRIATE RESPONSE

female _____ male _____

Year in school: Freshman____ Soph.____ Jr.____ Sr.____ Grad.____

Age _____ (years)

What is your major in college?

Advertising _____

Broadcasting _____

Journalism _____

Public Relations _____

Other _____

Approximately how many hours do you spend listening to the radio each day on the average?

About _____ hours.

VITA

Lionel Arthur Grady was born in Washington, D.C., and grew up in the nearby suburbs of that city. Following service in the United State Army, he enrolled at Brigham Young University from which he received a B.A. in Broadcasting in 1973. An M.A. in Communications was awarded from BYU in 1979. During and between periods of schooling, Mr. Grady worked variously as a radio announcer, radio and television news reporter, account executive, and station manager.

He joined the journalism faculty of Kansas State University in 1979 and spent three years teaching and managing the campus radio station.

In 1982, he began doctoral studies at The University of Tennessee, Knoxville. He received the Ph.D. in Communications from that institution in 1985.