

To the Graduate Council:

I am submitting herewith a dissertation written by James Walker Busbin, II entitled "Public Service Communication Source Influence and Radio Gatekeeper Behavior: A Controlled Field Experiment." I 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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PUBLIC SERVICE COMMUNICATION SOURCE INFLUENCE
AND RADIO GATEKEEPER BEHAVIOR:
A CONTROLLED FIELD EXPERIMENT

A Dissertation
Presented for the
Doctor of Philosophy
Degree
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ABSTRACT

As American society has become more service oriented the significance of public service communication (PSC) has increased and yet formal research in this area has been limited. The purpose of this study was to examine one aspect within the realm of public service communication--access to PSC radio air time through radio gatekeepers. Additionally, in doing so, a communication theory was tested through an experimental design allowing the deduction of cause and effect relationships.

Hypotheses were derived from a theory of source valence, or source effects, originated by Herbert Kelman. This theory separated receiver response to source influence into three separate processes: compliance, identification and internalization. In essence, a subject complies with a source who has control, a subject identifies with a source who is attractive, and a subject internalizes the cause of a source with credibility, all of which would result in source-to-subject influence.

The field experiment revolved around the Innovation Center--a government-sponsored, nonprofit organization created to provide commercialization assistance to small time inventors. The Innovation Center is headquartered in Knoxville, Tennessee and is chartered to serve the Appalachian region of Tennessee which is approximately the eastern half of the state.

The experimental subjects were gatekeepers at the ninety radio stations in eastern Tennessee. A comparative treatments controlled field experiment was conducted to test the Kelman-based hypotheses

concerning a request from the Innovation Center to air public service advertisements (PSAs) and subsequent radio gatekeeper behavior. The ninety stations were randomly assigned into four groups. Compliance, identification and internalization source effects treatments were administered to three groups while the remaining group received a placebo treatment. The four treatments were operationalized through cover letters accompanying the Innovation Center's public service campaign package--all other elements were held constant while the author and content of cover letters was varied. The dependent variable was the actual number of airings granted the PSAs as later determined by station log book records in response to self-administered, mailed questionnaires.

A major finding was the existence of significant differences among the treatment groups in extent of PSA airing. The compliance treatment elicited a far larger number of total airings followed in order by identification, placebo, and internalization treatments. An additional finding regarded the time slot placement of public service announcements. Untrue to the conventional belief that PSAs are relegated to undesirable time slots (e.g., late at night), the Innovation Center's PSAs received equitable placement in all time slots with an inclination toward more desirable time slots. Slight differences in time slot placement among treatment groups were noted.

From a practical standpoint these findings indicate a possible means by which PSA sources can increase message airings--a variable over which broadcasters have control. From a research standpoint this

study makes an incremental contribution to much needed research and theory development in public service communication. Also, the procedures used in operationalizing Kelman's communication theory to this specific research setting will aid in the successful future application of Kelman's approach to other situations.

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CHAPTER I

PURPOSE AND SIGNIFICANCE OF THE STUDY

A. Introduction

The advent of broadcast communication heightened the presence of public service communication (PSC) in America. As radio flourished the Federal Communications Commission (FCC), in 1949, recognized the need to enact a fairness doctrine by which opposing sides of public issues were assured of equal access to broadcast communication. This was one manner in which broadcasting was held to serve the public good. Along with television came particular FCC requirements that broadcasters satisfy a responsibility to air public service communication. Public service communications are messages, the content of which are beneficial to the public good, and which are aired by broadcasters at no charge to the originator.

Public Service Communication is an integral function of today's mass media. The mass media's role in the communications within American society has grown in scope and importance and with this growth has come increased responsibilities for public service communication.

American society has come to be service oriented. Many of these services are extended by nonprofit and/or governmental organizations dependent upon public service communication. Public service communication is a crucial link between the services such organizations offer and the public for whom the services are intended. The dependence of many nonprofit and governmental organizations upon PSC is profound.

A paradox exists relative to these organizations and PSC; although PSC is a paramount concern to so many causes and organizations, little attention has been devoted to learning how to effectively communicate through public service channels. As a field of research in communication, public service communication is both worthy and fertile. The potential for contribution is great and the rewards could be many.

I believe that more attention needs to be turned toward public service communication. The necessary social, political and environmental evolutions in the United States have redefined public service communication as an increasingly important ingredient in the general health of the nation. In the absence of effective public service communication PSC dependent organizations could conceivably wane and fall. Thus, to the directors of social service organizations PSC is a crucial link to the society they serve and necessary to viability.

To date, social service directors have been forced to rely largely on common sense and conventional wisdom regarding PSC decisions. As a result, much public service communication often fails to communicate. Trial and error communication is an inefficient use of both the time and money of social service organizations. Additionally, the publics intended to benefit from the missions of such organizations are suffering from this failure to communicate.

Public service communication desperately needs and deserves the attentions of communication researchers. PSC stands to benefit as much from concerted research efforts as has the commercial advertising industry. Indeed, the relative gains in benefit from PSC research could be greater.

Possibly the largest problem for PSC has been its lack of coordinated research. The pervasiveness of PSC suggests that numerous communicators contemplate improvements in the PSC process. However, most of this research is pragmatic in concern and situation specific. Remote problems in PSC may be solved but little contribution may have been made in remedying universal PSC problems. All purveyors of PSC would stand to benefit from a formal program of coordinated research.

The most effective program of PSC research would be a coordinated and comprehensive one. There is a need to know the most effective ways to: (1) originate and/or produce public service messages, (2) access the media, and (3) determine audience uses and effects. Each of these steps is a crucial phase of the PSC process. Should the process fail at any one phase, the communication would fail altogether.

Each phase of the communication process is a functional area of research. There is a necessity to isolate components in individual projects, keeping in mind that each project undertaken should fit into the larger, more comprehensive framework of public service communication.

Also, there is a growing need for theory development in the area of public service communication. Much research in the public service area has been situation specific and not based on any overriding theory or theoretical orientation--the result being that such research lacks generalizability. While isolated discoveries may be made regarding a problem in a particular PSC system, often these revelations are of little use outside of the original context.

In the event that PSC research is conceptually tied to an overriding theory the results retain an essence that may be applied to many other PSC situations. Descriptive research only describes what happened in a particular case and suggests remedial steps which may be taken should the same situation develop again. Experimental, theoretical research aspires to explain why things happen and this wisdom then can be applied to a number of communication situations.

B. Research Background

Only in the 1970s has public service communication become the subject of serious investigation by researchers and practitioners, drawing from a wide range of disciplines and fields of study: advertising, marketing, public relations, political science, broadcasting, and journalism among others. It uses both interpersonal and mass communications via radio, television, film, newspapers, direct mail, telephone, magazine, outdoor and specialty advertising, posters, and outreach programs. The results may be as simple as a single 30-second television spot or as complex as a year-long multi-media campaign tied into an active outreach program. Research in the area of public service communication has tended to be concentrated on the types of PSC represented by these two extremes, with studies about the former dealing with message content and appeal, audience perceptions, and PSA use in television; and studies of the latter concerned with case studies, audience response, and comparative effectiveness of the media.

A summary of ten years of public service communication research has been included in Figure 1 in order to permit identification of

PSC MEDIA AND CHANNELS	TELEVISION	Considerable survey work Little known about effectiveness Biggest problems are gaining access and controlling time PSA is aired
	RADIO	Used more than television for public service Some surveys conducted Little known about effectiveness, though radio might be more efficient than TV Market segmentation recognized as an important tool for nonprofits, but not studied Understanding of gatekeeping process and access not well-developed
	NEWSPAPER	Three formats commonly used: news release, press conference, regular column Only the regular column has been studied for impact on audience Most information is highly practical in nature
	MAGAZINES	A new way for nonprofits to communicate No studies in this area to date
	DIRECT MAIL	Studies have looked at characteristics displayed by respondents to donation requests
	BILLBOARDS POSTERS SPECIALTIES PUBLICATIONS	A few studies have experimented with the relative effectiveness of posters and publications (leaflets, comic books) on attitudes of audiences Little study of other promotion methods' effectiveness
	FILM	Length of film and content have been compared to other media
PSC PROCESS COMPONENTS	TELEPHONE OUTREACH	Case studies, content analyses, and "head counts" dominate published articles in these two areas
	PLANNING AND PRODUCTION	Consideration has been given to preferences for certain products by media gatekeepers, but little is known about <u>why</u> an organization selects specific media to communicate its message
	MESSAGE CONTENT AND MESSAGE APPEAL	Investigated more than any other aspect of public service communication Can be easily manipulated in laboratory and field situations Research in commercial advertising can be directly applied to PSAs
	SOURCE SALIENCE AND CREDIBILITY	More work required in this area with respect to segmenting markets, size and visibility of organization, and media use
	MEDIA CHOICE AND ACCESS	Perhaps the one factor which can make or break a PSC effort Little known other than opinions of gatekeepers (radio and TV) collected through surveys Media gates and selection criteria employed by gatekeepers studies in a few instances through surveys, interviews, and observation Little attention given to comparative effectiveness of media relative to specific audiences and organizational goals and purposes
	MESSAGE EFFECTS AUDIENCE RESPONSE	Several field experiments and a few laboratory experiments have dealt with this area Has been studied extensively, second only to message content and appeal and often in conjunction with message studies No attempts to understand the process which leads an audience member to respond in intended (or unintended) ways to the PSA message

Figure 1. A summary of ten years of public service communication research

Source: Collins, N., Kennedy, B., Banks, M., & Busbin, J. Tennessee Valley Authority public service radio proposal: gatekeeper response to PSA message packaging and reply cards. Unpublished working paper, The University of Tennessee, 1980.

critical areas of immediate and future research. Television has been studied in experimental settings more than any other medium. These studies have dealt with bringing about audience behavior/attitude changes regarding health issues. Very little attention has been given to other media, especially radio and newspaper, or to the problem of maximizing access or controlling time and space in the media.

C. Need for the Study

The producer/distributor/sponsor of any PSA desires to have the message aired as often and as widely as possible in order to maximize potential audience effects. However, only limited formal research has been conducted regarding how to actually go about maximizing message airings. Most efforts in this area are based on intuition and nonrepresentative feedback channels (e.g., letters to the editor). Seldom has proper experimentation been conducted in PSC--experimentation that allows causal relationships to be derived between PSC variables.

In order for PSC sources to maximize audience effects (dependent variables) they need to know the relative influence of variables in the public service communication process (independent variables).

This dissertation examines one intermediate variable in the radio PSC process--radio gatekeeper behavior. Through a controlled field experiment involving a radio campaign sponsored by an actual PSA source, the relationship between independent and dependent gatekeeper variables will be tested. The terms gatekeeper, gatekeeping, and broadcaster will be used interchangeably in this dissertation. The project here does not concern itself with some particular individual who

functions in a gatekeeping role, but rather with the gatekeeping process which may involve more than a single person.

The results of this experiment should prove useful to both the participant organization and other PSC-dependent organizations as well. The results of this study should indicate means by which PSA sources can increase message airings--a dependent variable over which radio gatekeepers have control.

As in the case with a large proportion of PSC-dependent organizations, the participant organization of the present study is highly dependent upon radio. Fortunately, radio allows greater PSC access than many other media.

However, the competition for PSC radio air time, although relatively less severe than in many other media, is still significant. Sixty percent of all U.S. radio stations air more than 100 PSAs each week; 18 percent air 200 or more (Toran, 1977). But, according to the same survey, more than 40 percent of all radio stations reject 70 percent of all PSAs received. In Toran's words, "Obviously, this amount of waste shows something's wrong (p. 24)."

The limited amount of research that has been devoted to PSA radio gatekeeper behavior has usually focused upon tangible variables in the PSA selection process, for example, magnetic tape format, reel size, etc. As a result, a number of means by which to increase PSA acceptance through physical customization have been substantiated. Of paramount concern, however, may be the intangible elements of gatekeeper persuasion which every PSA appeal, in one form or another, includes. All PSA requests are accompanied by persuasive messages in one form or

another. On some occasions PSA requests include interpersonal contact such as personal delivery of a PSA package or conveying a PSA request by telephone. Due to the large number and dispersion of radio stations to which most PSC campaigns are delivered, common carriers are generally used. The vast majority of PSA radio campaigns are delivered through the U.S. mail.

When delivered by mail, the persuasive message of a PSA package typically takes the form of an explanatory cover letter voicing the PSA request. Even if not by design, PSA sources are engaging in persuasive communications to radio gatekeepers through the persuasive messages accomplished by such means as PSA package cover letters.

A literature search has revealed few attempts to scientifically test alternative strategies of persuading radio gatekeepers to accept PSAs for airing. Moreover, fewer studies have attempted to incorporate communication theory into the research process--a step which promises to enrich the results of the research considerably.

This dissertation proposes to do both: (a) investigate the nature of social influence and persuasive appeals over radio gatekeeper behavior, and (b) base this investigation upon a theoretical concept of communication theory.

In fulfilling these objectives, the present dissertation will help fill a void in PSC radio gatekeeper research. The approach and substance of this dissertation is much needed in communication theory, radio gatekeeper behavior, and strategy formulation by PSA-dependent organizations.

D. Definition of Terms

Radio Station: An AM or FM broadcast radio station licensed by the FCC for commercial operation.

Gatekeeper: A person at a radio station who renders decisions on program content and thus helps rule over the selection and air scheduling of incoming PSA requests.

Airing: The actual broadcast of a public service message over the air.

Public Service Communication (PSC): A general term applying to messages accepted and transmitted by mass media at no cost to the originator. Such messages are in the public interest and/or serve the public good.

Public Service Advertisement (PSA): A more specific term within PSC referring to PSC messages that are similar to commercial advertising in nature, i.e., 15, 30, or 60 seconds in length, often use similar production approaches, and seek placement in many of the same media as commercial advertising.

PSA Package: A selection of materials which collectively constitute a PSA request. The package is typically delivered to media outlets by a common carrier (e.g., U.S. Mail). Typical constituents are: a cover letter, a script or magnetic tape of the PSA, and an envelope in which these are delivered.

Cover Letter: An explanatory message which typically accompanies a PSA request; usually done in letter form on letterhead.

Air Time Slots: Time periods in a radio station's broadcast day in which audience size varies. The price of commercial advertising usually varies with the audience size and time slots. Four major time slots may be generalized to radio stations in East Tennessee:

6 am - 10 am, Morning drive time;

10 am - 3 pm, Day time;

3 pm - 10 pm, Afternoon drive time and evening;

10 pm - 6 am, Late night.

Log Book: A daily record maintained by radio stations of each individual item (e.g., paid advertisement, PSA, news segment, etc.) which is broadcast over the air.

Source Effects: A general term associated with the traditional source/message/channel/receiver communications model. The effects of a variation in source variables on the subsequent elements of the communications process. In this study, the effects of source variables on radio gatekeeper (channel) behavior are being examined.

Source Influence: A more specific term falling under source effects; the influence a source possesses is one source effect variable. Influence may exist in a variety of forms, for example, source control, source attractiveness, or source credibility.

Persuasive Approach: The manner in which source influence is conceived and conveyed to other elements in the communication process. In this study, three persuasive approaches directed at radio gatekeepers (channel) will be tested.

Antecedent State of Source Influence: The conditions precipitating the exertion of source influence; i.e., variables which set the

stage for source control influence, source attractiveness influence, or source credibility influence. Persuasive approach is the operationalization of antecedent state.

E. Statement of the Problem

For most non-profit and/or governmental organizations, public service communication is the chief link to the society they serve and thus critical to their existence. Researchers interested in PSC need to identify, select and study those aspects of the PSC process which have the most impact, yet about which the least is known. Considering the summary of PSC research presented in Figure 1, many areas need to be studied. One priority is to obtain empirical data which will contribute to understanding media gatekeeping processes and how to gain media access. An appropriate medium within which to study this phenomenon (also selected on the basis of needed research) is radio, since it is frequently used by nonprofit organizations, but has been given far less research attention than television. The potential impact, low costs and the more specific nature of radio audiences means that any information which assists nonprofit organizations in gaining access to desired air time and desired stations will benefit sponsors, stations and audiences. This dissertation examines the effects of source influence and persuasive approaches on radio gatekeeper behavior.

Virtually all PSA requests contain some sort of persuasive appeal to the broadcaster. The form of this persuasive appeal may vary a great deal, however. Such appeals may emerge in the form of mimeographed ultimatums or heart-rendering emotional pleadings. PSA source choice is

based on neither rhyme nor reason. Using intuition as a guidepost, most PSA sources simply attempt to exert the kind of source influence and approach which they think will work in swaying the broadcaster toward accepting their PSAs for airing.

Of particular relevance here is the degree of discretion enjoyed by a broadcaster in PSA selection. As previously noted, the majority of radio stations receive far more PSA requests than they have the potential to air. Thus, the station gatekeeper is faced with the necessary task of passing acceptance/rejection judgment on PSAs vying for a limited amount of available air time.

The broadcaster has a high degree of discretion in this situation. Few stations have policies so elaborate as to provide specifications into which acceptable PSAs must fall. Few PSA sources have established means of influence over radio gatekeepers as is sometimes the case with commercial (paid) advertisers. Station owners exhibit a general lack of interest in specific PSA selection--they typically are busy people whose foremost concern lies in the business/profit aspect of station operation. FCC requirements in the PSA area are quite general and vague and far from providing guidelines from which bases for PSA selection could be extrapolated, moreover, in January 1981, the FCC rescinded the principle of PSA airing requirements. This was part of a FCC radio deregulation package in which the FCC:

(a) eliminated its nonentertainment programming guidelines, currently 8% for AM stations and 6% for FM stations,

(b) eliminated its formal ascertainment requirements for new station and renewal applicants as well as for those acquiring stations either through assignment of license or transfer of control,

(c) eliminated its commercial limit guidelines, which currently prescribe a maximum of 18 minutes per hour, and

(d) eliminated the requirement to keep detailed programmed logs in licensees' public files ("Freer At Last," Broadcasting, p. 32).

These changes should have little effect on this study, however. Although the deregulation ruling has been passed and rendered as an option and order by the FCC, it appears that it will be well over a year before the ruling takes effect.

As noted in the January 13, 1981 edition of Broadcasting, "Deregulation Still No Cinch for Ferris FCC," it has taken since Fall, 1979 for the ruling to work its way through the FCC rulemaking process (see Appendix A for a diagram of the FCC rulemaking process). An FCC decision becomes effective thirty days after publication in the Federal Register, unless delayed by court action. And the Media Access Project--a Washington-based public interest law group--has already appealed the decision to the U.S. Court of Appeals in Washington, contending the action is in violation of the public interest standard mandated by the Communications Act, as well as the First Amendment ("Freer At Last," Broadcasting).

From the Knoxville office of Attorney Larry Perry, a specialist in communication law, it was learned that upon litigation, an FCC decision must be subjected to the FCC rulemaking process once again (Appendix A). It was estimated that should the FCC radio deregulation

proposal survive litigation, two years would pass before it would come into force.

Furthermore, Dr. Kent M. Sidel, Assistant Professor of Broadcasting at The University of Tennessee, submits that even under the ruling radio station operation would change little; in particular, the maintenance of a comprehensive station log book serves many purposes for the station per se and is a practice which will continue.

Finally, the radio deregulation proposal does not eliminate the responsibility of a station to serve the needs of the public--it only removes specific directives of how this is to be accomplished. Radio stations will still have an obligation to public service communication and will still need to maintain records of their public service performance ("Freer at Last," Broadcasting, January 19, 1981).

F. Research Setting

The process of public service communication has several facets. Generally speaking, variables in the PSC process may be grouped under four entities: source, message, channel, audience, and feedback. All the variables in the PSC process are a source of influence on the eventual effectiveness of a public service message.

In combination, there are multitudes of potential variables which may come into play in the process of sending out a public service message. For the present dissertation, a research setting was sought which would minimize the influences from several of these areas of influence. This would facilitate an unadulterated application of the

experimental treatments (independent variables) and enrich the meaningfulness of the results by the elimination of extraneous variables. Thus it became desirable to find a research setting in which radio broadcasters held no preconceived image of the participant PSA source and the messages promulgated by the PSA source were neither controversial or, conversely, boring. As a result, the relative impact of channel effects in the PSC process will be enhanced. As this dissertation focuses upon the channel effect of gatekeeper behavior, audience effects, which occur beyond gatekeeper behavior, do not play a role here.

This researcher was fortunate in locating a public service organization which was ideally suited for the present study--the Innovation Center. The Innovation Center is a government sponsored, nonprofit organization created to provide commercialization assistance to small time inventors. Free of charge, an inventor may seek advice and consultation from the Innovation Center concerning the commercial development of an invention. The eventual goal of the Innovation Center is to stimulate the local and regional economy through small business development (i.e., the local manufacturing of new products). The Innovation Center is headquartered in Knoxville, Tennessee and is chartered to serve the Appalachian region of Tennessee which is essentially the eastern half of the state. The primary sponsor of the Innovation Center is the Appalachian Regional Commission with additional support from the Tennessee Department of Economic and Community Development and the Knoxville Chamber of Commerce.

The Innovation Center is a new organization and thus has no prior image with gatekeepers. Additionally, its mission and subsequent PSC

messages lack controversy and are of general interest as was substantiated in a pretesting of Innovation Center PSC messages (detailed in Chapter IV).

G. Theoretical Underpinnings

Research in public service communication has tended to be situation specific and/or post hoc correlational studies. Seldom has PSC research been based on a overriding theory or theoretical orientation--the result being that much research in PSC lacks generalizability. Research based on theory may provide discoveries and explanations which bridge situations thereby contributing on a long-term basis to both scholarship and practice in the area.

The present dissertation is based on a theoretical orientation--a conceptualization originated by H. C. Kelman in the decade spanning the mid 1950s to mid 1960s.

Kelman was interested in the process by which people accept influence and subsequent behavioral outcomes. In particular, he focuses on the transferral of influence as a communication process. Kelman sought to distinguish among the natures of the process which occurs when some one exerts influence through communication. As a communication model, thus, Kelman was concerned with source influence.

Through a series of research efforts (Kelman, 1953; 1958; 1961; 1962; 1963) Kelman began to clarify the nature of the total process; three components of the process emerged (Figure 2):

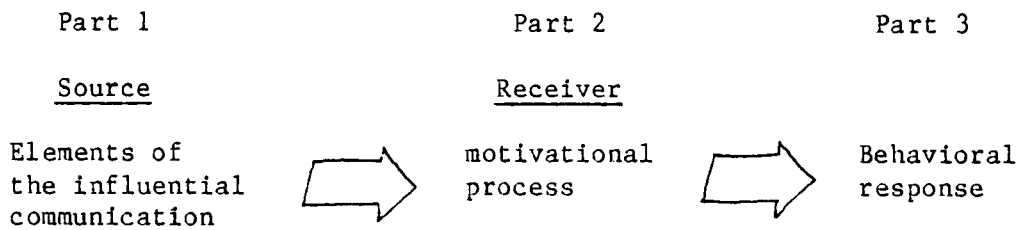


Figure 2. Components of Source Valence.

Elements of the influential communication tend to precipitate differing motivational processes, any of which could lead to a behavioral response. As Kelman explains it:

In other words, the underlying processes in which an individual engages when he adopts induced behavior may be different, even though the resulting overt behavior may appear to be the same.

(1958, p. 53)

Kelman continued in submitting that three different processes of influence can be distinguished: compliance, identification, and internalization--in a later chapter these will be discussed in detail. Each process is characterized by a distinct set of antecedent conditions involving a particular qualitative variation of a more general set of determinants. Given the proper set of antecedents, then, influence will take the form of compliance, identification, or internalization.

Tan (1981) offers these succinct explanations of the three processes:

Compliance: Compliance occurs when we are concerned with the social effects of behavior; that is, when we are concerned with attaining rewards or avoiding punishment, goals which can be achieved by accepting influence. The main characteristic of the influence source is power, which is the extent to which the source can control the means whereby rewards are attained and punishments avoided. Power also depends on the source's interest

in compliance, and on ability to scrutinize whether the receiver complies or not. Compliance occurs when a powerful source limits "choice behavior" of the receiver--that is, when the receiver is given an alternative to comply "or else."

Identification: Identification occurs when we are motivated to maintain a satisfying role relationship with the influence agent, which may be classical identification or a reciprocal relationship. In either case the role relationship is rewarding to us and we would like to continue it. The important source characteristic in identification is attractiveness. According to Kelman, an influence agent (or communication source) is attractive if it occupies a role that the receiver would like to occupy or if it occupies a role reciprocal to or supportive of the role that the individual wishes to maintain. A source is attractive to the receiver not necessarily because it possesses "likable" characteristics but because it has qualities that make a continued relationship desirable. Identification occurs when role requirements in a relationship are specified or made clear. One of these requirements may be the acceptance of influence from the source.

Internalization: Internalization occurs when we are concerned with how new opinions, attitudes and behaviors will fit into our value systems, or the sum total of what we already believe in. The major source characteristic in internalization is credibility, or the extent to which we think the source knows the "right answer" (expertise), and the source's lack of bias or intent to manipulate (trustworthiness). In internalization we are likely to be influenced by credible sources because arguments from such sources are likely to be the "truth." Internalization occurs when the individual perceives that acceptance of the influence will be instrumental in reinforcing his or her important values.

(p. 99)

Keynote terms which have been applied to these processes are control, attractiveness, and credibility. Kelman chose these terms as labels for his processes because, in essence, they summed-up the set of antecedent conditions constituting each process. That is, a subject complies with a source who has control, a subject identifies with a source who is attractive, and a subject internalizes the cause of a source with credibility. These relationships are depicted in Table 1: Kelman's conceptualizations as applied to radio gatekeepers.

TABLE 1
KELMAN'S CONCEPTUALIZATION AS APPLIED TO
RADIO GATEKEEPERS

Antecedent States of Source Influence	Consequent Process of Response	Behavioral Response as a Function of Compliance, Identification, or Internalization
PSA source possesses <u>CONTROL</u>	<u>COMPLIANCE</u>	Rejection/Extent of accep- tance (airings) of PSAs
PSA source possesses <u>ATTRACTIVENESS</u>	<u>IDENTIFICATION</u>	Rejection/Extent of accep- tance (airings) of PSAs
PSA source possesses <u>CREDIBILITY</u>	<u>INTERNALIZATION</u>	Rejection/Extent of accep- tance (airings) of PSAs
Absence of antecedent state of source influence	Evaluation of PSA per se only	Rejection/Extent of accep- tance (airings) of PSAs

One must bear in mind that while the representative terms control, attractiveness, and credibility are accurate and useful, these terms each denote a process of response to source effects. Each process is catalyzed by a specific set of ingredients, or antecedent states, involved in the communications act. The composition of each antecedent state is later reviewed in the methodology chapter.

It is through the rigor of these antecedent conditions that Kelman's work qualifies as a theoretical orientation. In essence, Kelman's source valence theory organizes and accounts for the full range of motivational forces which urge a subject to succumb to a persuasive communication. Independently or in combination, subjects engage in processes of compliance, identification, or internalization in succumbing to persuasive communication.

Although Kelman's work is far from new, his conceptualizations of source influence enjoy current application in a variety of disciplines. If the test of time is testimony to the validity and worth of a concept then Kelman's work is indeed sound. In social psychology Kelman's conceptualizations presently stand as a foremost theory regarding response to social influence. E. Aronson (1980) devotes a chapter to responses to social influence based on Kelman.

In the field of Marketing Kelman's work is often incorporated into models of buyer behavior. In 1969 Fishbein presented a behavior intentions model which was explicitly constructed to explain relationships between attitude and behavior. Fishbein's consumer behavior model has since received much critical acclaim. As Ryan and Bonfield (1975) observe:

The model provides a basis for studies integrating attitude and normative influences relative to behavior, may be useful for the explanation and prediction of consumer behavior utilizing behavioral intentions as a mediator, and has found conceptual antecedents and empirical support.

(p. 118)

The final phrase of Ryan and Bonfield's comment is of special significance for Kelman's theory of social influence is one of the conceptual antecedents incorporated into Fishbein's model.

Ryan and Bonfield continued to work with Fishbein's model over a period of several years. As part of their modifications of the original model Ryan and Bonfield combined the attitude and social influence (Kelman) components and gave them a stronger weighting in the overall equation. Ryan and Bonfield's work with Fishbein's model culminated in a field testing (1980). Their results were very supportive of the Fishbein model, and by implication, Kelman's conceptualizations of social influence:

This study adds correlational evidence in support of external validity to the body of research investigating Fishbein's Intentions Model...the evidence suggests the model is theoretically sound.

(p. 92)

Other studies have not provided such support to Kelman's conceptualization. Lynn (1973) employed a partial examination of Kelman's source valence theory in a multifaceted project regarding the Advertising Council and its public service communication. Factor solutions clustering source attributes for the Advertising Council according to Kelman's theory were weak.

Much as Kelman's work has been widely applied, Fishbein's model is gaining acceptance by researchers in a variety of settings. Of

special note is a research effort by Evans (1977) to apply the Fishbein model to the planning of public service advertising messages.

While some research efforts such as these have incorporated Kelman's theoretical orientation as a subcomponent of a larger model, the present dissertation uses compliance, identification, and internalization as its central theoretical groundwork. These three processes serve as the independent variable for the experiment conducted here. The dependent variable is the actual radio gatekeeping response to the independent variables--whether the broadcaster chooses to accept or reject the PSAs, and if accepted, the frequency and airing time slots granted to the PSA, in response to the three alternative process of source influence.

H. Research Questions

(a) Through a process of control and comparative treatments, what are the relative effects of the compliance, identification, and internalization processes on PSA acceptance and extent of airing?

(b) Through a process of control and comparative treatments, what are the relative effects of the compliance, identification, and internalization processes upon time slot scheduling for affected PSAs?

(c) Through a process of control and comparative treatments, what are the absolute effects on the dependent variable of the compliance, identification, and internalization processes as compared to a placebo treatment?

CHAPTER II

PUBLIC SERVICE COMMUNICATION IN RADIO; PRACTICE AND THEORY

A. Introduction

In the introductory pages of this dissertation a plea for comprehensive and coordinated PSC research was voiced. This plea was qualified by the necessity to focus on manageable facets of the PSC process while maintaining the generalizability of findings through the use of a guiding theoretical orientation.

The coverage of the following literature review reflects these goals; a comprehensive overview of subject areas in radio PSC is offered followed by consideration of the pragmatic and theoretical findings pertinent to the focus of this dissertation--source effects and gatekeeper behavior.

B. Production Factors

Radio broadcast stations are technologically complex facilities. Many methods of recording, sorting, storing, dubbing, and erasing program material are available to station personnel. The manner in which a PSA request interfaces with station technology has some influence on its acceptance and airing. Thus, two important variables with which PSC sources must contend are length and format.

Common PSA lengths are 10-, 20-, 30-, and 60-seconds, with no single length appearing to be overwhelmingly preferred. Thus the choice of length depends somewhat upon the message content and topic. Far more

important than the length of a PSA is that the timing of the spot and the timing shown on the material accompanying the spot be exact--not "about" 30 seconds, but exactly 30 seconds.

Preferred format in a study by Doner (1973) was typewritten script for both major market (74 percent) and secondary market (82 percent) radio broadcasters. Broadcaster's second preference was prerecorded reel-to-reel tape (major markets, 50 percent; secondary markets, 61 percent). Since many radio stations want script copy with recorded copy, sending both reel-to-reel and script would satisfy the maximum number of broadcasters in both markets. If "live copy" is used as the PSA format, it should always include reading time, since this helps station staff decide what they want to use from the provided selections and simplifies the editing process (Bates, 1978^b). Script PSAs have the advantage of enabling the organization to submit messages on the same topic in several lengths and incorporate a variety of appeals, thus increasing the chances that at least one of the spots will be aired.

Problems with format and production identified by the gatekeepers in a study by Toran (1977) included: not suitable for radio--too much like newspaper release: poor style and wording; improper timing (not exact); not received far enough in advance; poor pre-recorded quality; incomplete information about the organization; and inaccurate content.

C. PSA Package

With very few exceptions PSAs arrive at radio stations in some physical form--scripts, reel-to-reel tapes, etc. And in most instances PSAs are delivered by common carriers thus necessitating packages of

some description. The form of PSA packages bears some degree of influence in station gatekeeping processes.

The formal study of packaging is pursued in the marketing discipline. Although product packaging is an essential part of the marketing process, this variable in the marketing mix appears to have less influence over consumer behavior than the more prominent ingredients of product, price, place, and promotion. Alternative packages for products are extensively test marketed, but relatively little original research regarding why consumers prefer one package over another has been conducted. For instance, in Advertising Age (1963; "If Woman sees red..."), it was reported that in packaging and point of purchase displays red is the color most likely to put the female consumer in a buying mood, followed by blue, green, and yellow. However, it is not known why these color variations function in this way (thus allowing transposition to other situations), only that they do work.

A survey by Marketing News ("Packaging Impact," 1975) found that consumers may not notice as many as eighty percent of the products on supermarket shelves. In such environments, competition for the consumer's perception is fierce. In a similar manner, radio gatekeepers often confront a formidable stack of PSA packages through which they must sort, pick, and choose. According to Mandell and Rosenberg (1981) "consumers often choose the package which arrests their attention. A startling color scheme, photograph, or typeface may be the deciding factor in a purchase..." (p. 296). This suggests that PSA sources might be wise to distinguish the appearance of their PSA packages from competitive packages which broadcasters also receive.

Mandell and Rosenberg (1981) state that packaging serves several purposes in the marketing process: (1) product protection, (2) product use convenience, and (3) point of purchase promotion. Although PSA packaging parallels these functions somewhat, packaging research findings in marketing should be transferred with care to a PSC setting.

An aspect of packaging which is equally as pertinent as package appearance is package delivery. Most consumer goods decisions are unaffected by the delivery system by which products arrive at stores. The method of conveyance is more apparent to radio broadcasters. Research results regarding mailed questionnaires suggests that premium delivery class might stimulate a more positive reaction from a broadcaster; Champion and Sears (1969) and Cozan (1960) found that special postage and first class mail achieved higher response rates. However, the efficacy of this generalization has been seen to vary over situations. For example, in the eyes of a respondent a public agency may be seen to be wasting taxpayer's money by using first class mail; the respondent may thus be alienated and refuse to cooperate. In discussing delivery class Babbie (1979) concludes that "The Methodological studies of this issue do not appear to have resolved the matter (p. 162)."

D. Access to the Media

Accessing the media in the case of PSC is a two fold process--gaining acceptance for broadcast and gaining the air placement (frequency and air time) which best reaches the target audience. Green (1978) observes that selecting and scheduling where and how often messages appear is one of the most important factors in successful

nonproduct advertising. Access to the media with any degree of planning by nonprofit organizations is difficult, but may be improved by adhering to certain format, content, and "sales" tactics and by understanding and using FCC rules and ascertainment requirements (Bates, 1978^d).

Access to broadcasters may be greatly enhanced by developing positive relationships with station managers and gatekeepers (Booth, 1978; Bates, 1978^a; Media Action Handbook, 1975). Most of the references found in the literature concerning this strategy describe a process which is built up through the years. The Handbook suggested a step-by-step process of identifying gatekeepers by name and position, visiting them or calling (or at the very least addressing the PSAs to them), and personalizing the organization-station relationship at every possible step. This includes follow-up correspondence, thanking the gatekeeper for using the PSA and even suggesting that the station continue to use it.

E. Station Policies and Community Issues

Radio station gatekeepers are subject to a number of influences internal to the station per se. Station policy and/or community issues are among the foremost of these influences.

The few surveys conducted with radio gatekeepers as subjects have shown that gatekeepers are aware of their obligations to remember that the central purpose of public service advertising is to serve the public good. These studies have also shown that addressing community issues is often part of the radio station's policy in selecting and using PSAs.

Such policies may or may not be related to the ascertainment records which historically have been maintained by stations serving communities of over 10,000 (Bates, 1978^c).

The Media Action Handbook points out that public service directors, by having a personal interest in a program, tend to air PSAs related to the program. Furthermore, spots keyed to a specific time-focused community campaign may be given greater attention and air time than PSAs which have no timely characteristics or restrictions.

Simerly (1977) also identified three criteria used by gatekeepers (public service directors) in selecting PSAs for airing: (1) Is the information appropriate to the station's primary listening audience? (2) Is the source serving the station's geographic coverage area? and (3) Does the PSA meet a community need? As a result of a survey of Texas radio stations, Boutwell (1980) concluded that three factors are central to the success or failure of any PSA campaign: the degree of community relevance, the production quality of PSA tapes, and the non-profit status of the organization.

F. Message Content

The two major areas of influence of PSA message content are subject and appeal. In terms of absolute audience effect a highly controversial subject may elicit the greatest response. Correspondingly, an emotional or fear arousing message appeal may stimulate the greater reaction. From the results of a study incorporating message appeals (emotional, logical, source-attribute, and fear), Lynn (1974) suggested that message appeals should be chosen for specific audiences; no one appeal will be most effective in all cases.

G. Radio Audience Characteristics

Commercial advertisers have long practiced market segmentation and aimed at specific target markets through media planning. PSC researchers and practitioners have only begun to realize the implications of applying such marketing research techniques to public service situations. The primary handicap is the inability of the PSC professional to control the air time (and thus the probable audience) for a PSA. There are several ways to partially compensate for this lack of control. One way is to gear the PSAs as closely as possible to the radio station's format, geographic coverage area, market size, and audience characteristics, as suggested by Toran (1977). A second way is to identify the times when PSAs are most likely to be aired and gear the content and appeal to the type of audience most likely to be listening. The only method by which PSC sources could gain absolute control would be to purchase air time.

H. Theoretical Foundations

The unique nature of public service communication enables both a theory-building and a theory-borrowing approach. Limited research has been done in a concerted manner that would result in a body of principles and theories related to public service communication, as was shown in the summary of PSC research in Figure 1. This type of communication cannot be classified as marketing (as it is conventionally understood), nor as paid advertising or entertainment programming, thus creating the potential for new theories to emerge through interdisciplinary borrowing of theories.

At the same time, there is potential for testing some of the more established communication theories with regard to public service communication. Little is known about the how's and why's of audience use of PSC, indicating that some of the principles of uses and gratifications may apply. Equally as intriguing is the prospect of investigating the ability of PSC to "set the agenda" of public service issues in America (McCombs and Shaw, 1972).

A number of promising possibilities exist for marrying PSC to communication theory. The present dissertation draws from two formal areas of theory development: gatekeeper behavior and source effects. The particular theoretical orientation of source valence by H. C. Kelman is operationalized in the research design. As a result, a particular theoretical concept is being used to make a contribution to two more general areas of theory development. The balance of this section is devoted to review of gatekeeper theory, Kelman's theoretical orientation, and source effects.

1. Gatekeeper Theory

Gatekeeper theory focuses on the choices made regarding whether to air or print public service messages. The original premise of gatekeeper theory, as proposed by Lewin (1947) and later applied to the news media by White (1950) suggested that a number of "gates" are operative as a message goes from its origination to its destination. Following a national survey of radio stations and a review of existing evidence on the subject, Paletz, Pearson, and Willis (1977) stated that:

Our evidence all points to the importance of station gatekeepers in the funneling process. Being little influenced by Federal Communications Commission rules, National Association of Broadcasters guidelines, or the frequency or location of their stations, they use flexible criteria and personal preference to make the decision as to whether a PSA will reach the public.

(p. 42)

Central to gatekeeper theory is the importance of the decision-making context. Lewin (1947) emphasized that a person making a decision is influenced by social and psychological factors as well as perceived rules regarding the decision. White (1950) listed some of these influences pertinent to the news gatekeeper. Among them were personal prejudice or values, news judgment, timeliness, the number of different stories from different wires, and the amount of space available. Of these, the amount of space available, a seemingly mundane consideration, was found to be as important as some of the more "professional" factors, such as news judgments.

Noelle-Neumann (1973) hypothesized that news persons are highly influenced by what she termed "consonance"--the tendency to report items of a similar nature across all media at any one time. Brown (1979) concluded that gatekeeper's decisions are made both subjectively and in consonance with "audience interests and the environment which sparks those interests (p. 679)." Zimmerman and Bauer (1956) suggested that communicators may have an "imagined audience" in mind when making decisions as to media content.

The context of decision-making, then, includes not only professional judgments about the merits of messages, but also the object of audience of an intended communication and some of the more basic

constraints related to time or space availability in a medium. It is within such contexts that the study of public service communication may proceed.

Westley and MacLean (1957) proposed a model of the communication process that seems particularly appropriate to the study of public service communication. In that model, the authors distinguish between the "Advocate" and the "Communicator" in the process. The advocate is a sender of a message and the communicator is a gatekeeper who serves in a flow-through capacity. Nicolai and Riley (1972) reaffirmed that concept of the gatekeeper as a flow-through person: The real initial gatekeepers are not the editors or program decision-makers, but those who collect and initially report the information. In their study, gatekeepers were held to be the public relations people who sent news releases and information to newspapers.

In public service communication, much of the information comes to the editor or programmer already written or packaged. Very little message-gathering activity or decision-making is made by these people, in contrast to media news functions where editors or news directors also make reporting assignments. Therefore, many of the decisions listed by the gatekeeper studies are already made before PSC messages reach the station or news desk. The media gatekeeper, then, must base decisions on factors such as overall message content, time or space available, message and packaging quality, consonance of the message with the imagined audience or readership, salience between the gatekeeper and the source, and reference groups to which the decision-maker may refer.

2. H. C. Kelman's Theoretical Conceptualization

Unlike many concepts in the behavioral sciences which pertain to a particular item in a set of phenomena, Kelman's processes of compliance, identification, and internalization attempt to order, account for, and explain all behavior within a specific behavioral setting. When an environment contains social influence, persuasion, and communication, Kelman's theoretical orientation can be applied.

Kelman's concepts have been applied in social psychology (Aronson, 1980), marketing (Fishbein, 1967; Ryan and Bonfield, 1975; Ryan and Bonfield, 1980), and communications (Evans, 1977; Lynn, 1973; Strickland, 1980). The present dissertation applies the concepts to a specific area within communications--public service communication and gatekeeping behavior.

Kelman's theoretical orientation has evolved rather slowly. The origins of his work lie in the early 1950s. The processes of compliance, identification and internalization were formally presented in 1958. At that time Kelman's concepts were forced to compete with a host of other fledging theories in social psychology.

The merit of Kelman's work began to garner notice in its longevity. While other concepts rose and fell Kelman's weathered scrutiny and corroboration of the compliance, identification and internalization processes began to mount. Evidence of Kelman's concepts as a theoretical orientation grew.

In recent years interest in Kelman's work has heightened. This interest has, in part, perhaps been spurred by the increase in interdisciplinary research. The most active current users of Kelman's work

are not in the field of social psychology. Researchers in a variety of fields consider Kelman's concepts to be a theoretical orientation and are employing them as such (Tan, 1981).

Kelman explains compliance, identification and internalization as three distinct and somewhat mutually exclusive processes of source influence and subsequent behavioral response:

Compliance can be said to occur when an individual accepts influence because he hopes to achieve a favorable reaction from another person or group. He adopts the induced behavior--not because he believes its content--but because he expects to gain specific rewards or approval and avoid specific punishments or disapproval by conforming. Thus the satisfaction derived from compliance is due to the social effect of accepting influence.

[PSA source possesses Control]

Identification can be said to occur when an individual accepts influence because he wants to establish or maintain a satisfying or self-defining relationship to another person or group. This relationship may take the form of classical identification in which the individual takes over the role of the other, or it may take the form of a reciprocal role relationship. The individual actually believes in the responses which he adopts through identification, but their specific content is more or less irrelevant. He adopts the induced behavior because it is associated with the desired relationship. Thus, the satisfaction derived from identification is due to the act of conforming as such.

[PSA source possesses Attractiveness]

Internalization can be said to occur when an individual accepts influence because of the content of the induced behavior--the ideas and actions of which it is composed--is intrinsically rewarding. He adopts the induced behavior because it is congruent with his value system. He may consider it useful for the solution of a problem or find it congenial to its needs. Behavior adopted in this fashion tends to be integrated with the individual's existing values. Thus, the satisfaction derived from internalization is due to the content of the behavior.

(Kelman, 1958, p. 53)

[PSA source possesses Credibility]

An operationalization of compliance, identification and internalization is displayed in the methodology chapter. Thus, a procedure by which this theoretical orientation may be transferred among research settings is explicated.

3. Source Effects

Source effects is a general term emanating from the processes of a simple communications model; source/message/ channel/receiver. Using source as an independent variable, source effect would be systematic influence over the subsequent communications process resulting from variations of the source variable (Berlo, 1960).

From this general perspective it is clear that the phenomenon of source effects potentially includes multitudes of variables involved in various communications acts. For example, source effects have profound influence in interpersonal communication (Aronson and Worchel, 1966; Broxton, 1963; Byrne, 1961; Griffin, 1967; Sheffield and Byrne, 1967; Whittaker, 1965). Source variables studied in interpersonal communications have ranged from tone of voice and body language to sex of the source. Often researchers have interfaced such tangible source variables with more abstract influence such as message appeals and source credibility (Aronson and Golden, 1962; Byrne and Nelson, 1965; Hovland and Weiss, 1951; Mills and Jellison, 1968; Paulson, 1954).

Another area of source effects research is concerned with source effects and the mass media. Strickland (1980) devoted a doctoral dissertation to the study of the effects of sex, age, and sex-role attitudes on television newscaster credibility. Katz and Lazarsfeld (1955)

were largely concerned with bridging the gap between mass media and interpersonal source effects in their book Personal Influence: The Part Played by People in the Flow of Mass Communication. Lynn, Wyatt, Gaines, Pearce and Vanden Bergh (1978) examined the source effects of the Advertising Council relative to its own PSC messages.

Thus, it can be seen that source effects is a broad area of study. Selected for review in this dissertation are those source effects studies pertinent to radio gatekeeper behavior and the theoretical orientation applied here. As an organizational framework these studies are grouped under the source traits consistent with Kelman's concepts: source possesses control, source possesses attractiveness, and source possesses credibility.

Thus, in addition to reviewing the source effects literature pertinent to the present dissertation, this organizational approach will provide the individual research background for each of Kelman's processes.

a. Source control - source control differs more from source attractiveness and source credibility than they do between each other. While attractiveness and credibility are qualities which a subject attributes to a source, source control is a variable over which a subject has little discretion. Also, source control is the more obtrusive of this trilogy; a subject may practice selective perception regarding source attractiveness and credibility while source control is subject to forced exposure.

Kelman's concept of control as it functions in the process of compliance has dual influences; the gaining of reward and/or the

avoidance of punishment. These influences are represented in the literature by conformity studies and studies employing threatening or fear arousing communications.

The gaining of reward and the avoidance of punishment is central to the concept of conformity. And the rewards and punishments here revolve around the need to gain social approval (Allport, 1924; Morgan and King, 1966). As a negative reinforcer, social disapproval will also modify behavior (Greenspoon, 1955). Thus, social approval acts as an incentive toward which human behavior is unconsciously directed.

A source may exercise control over a subject if means can be established through which to grant or deny social approval. It has been proposed that people with a high need for social approval show the greatest susceptibility to control pressure and are most likely to conform (Crowne and Marlowe, 1964; McLaughlin and Hewitt, 1972).

Conformity can also be the result of both pressure and non-pressure situations. McGuire (1968) said that true conformity exists in the absence of social pressure, but with presumed expertise of an "other" functioning as a conformity catalyst. An example would be a gatekeeper yielding to air certain PSAs because he feels a source, who possesses high expertise, would desire for him to do so--even though the source has applied no overt pressure to obtain airing of the spots. Deutsch and Gerard (1956) identified this type of conformity as informational social influence--a change based on the belief that others are correct.

Communications which are fear arousing have been the subject of a number of communications effects studies. Source influence in the case

of fear arousing communications would vary. In some instances source might have a strong influence over fear arousing (e.g., a physician providing a fearful diagnosis) while in others message effect may occur independently of source.

Janis and Feshbach (1953) stated that communications which are highly fear arousing are relatively less effective in influencing opinion change. On the other hand, Leventhal and Singer (1966) cite much evidence which suggests a positive relationship between fear arousing and opinion change. Leventhal and Singer continued to suggest the hypothesis that:

...fear functions as a drive which promotes the acceptance of recommended actions, and, regardless of the absolute level of fear arousal used in any study, the communication which arouses more fear will be more persuasive.

(p. 137)

Following an experiment regarding dental hygiene, Leventhal and Singer (1966) contended that the arousing of fear is associated with the acceptance of persuasive communications. Evans, Rozelle, Lasater, Dembroski, and Allen (...) in a similar study added a measure of actual behavior through the use of a chemical indicator of actual tooth-brushing. The authors' results suggested that elaborated recommendations and positive affect were most effective in changing actual behavior, but that high fear and recommendations only were the most effective in changing reported behavior.

These findings lend some support to Kelman's concepts--especially the compliance process. Central to compliance is the gaining of a reward and/or the avoidance of punishments. Through a sense of control

over a gatekeeper, a PSC source could instill a fear of punishment. The impact of potential fear arousing in a PSC source/gatekeeper relationship might be of some question relative to many of the health and illness fear appeals used in early fear arousing studies.

Often the effects of threat in communication have been combined with an interaction with source credibility. Hewgill and Miller (1965) varied the extent to which a communication stressed the physical consequence of noncompliance with an advocated behavior. They found that the greatest shift in attitudes toward the position advocated occurred when a high credibility source presented a strongly threatening message.

Threat does not exist only in a physical sense; social sanctions may also function as source threats. Powell and Miller (1967) operationalized threat in terms of social approval for compliant behavior or disapproval for noncompliant and observed that the greatest positive attitude change occurred when a highly credible source voiced disapproval. In the low credibility situations, social approval and disapproval had the same effect.

A concept allied to source threats and fear arousing is subject locus of control. According to Rotter (1966), individuals characterized by an external locus of control perceive reinforcement to be beyond their control and attributable to chance, fate, or powerful others. Thus, such people will perceive highly credible communicators to be more likely sources of reinforcement than low credibility communicators, and therefore more persuasive.

These speculations are pertinent to source control. In the sense of locus of control, a source may be seen to be a controller of

reinforcement--both positive and negative. Under the condition of external locus of control, the process of compliance would be especially forceful.

b. Source attractiveness - source attractiveness is a central concept to Kelman's process of identification. In identification attractiveness exists as a desire to establish or maintain a satisfying or self-defining relationship to another person. Thus, both the person and the nature of the relationship may have attractive magnetisms. Attraction as such may be bred by a variety of mechanisms. Source/receiver similarity is the foremost of the variables which may engender audience-to-source attractiveness.

It has been widely assumed in communications research that communicators who are perceived as similar to their audiences are more likely to effect persuasion than those sources who are seen as dissimilar (Berscheid, 1966; Bettinghaus, 1968; Brock, 1965). But this subject is more complex than this simple proposition would suggest. Similarity/dissimilarity exists in several dimensions. Brembeck and Howell (1952) include interests, beliefs, and feelings as ingredients of similarity. These shared subjective states would be attitudinal similarities as distinguished from membership group similarities. Minnick (1957) observes that the speaker may effect attitude change not only by explicitly asserting that he shares interests, feelings, and beliefs but also by manifesting and/or emphasizing "similarity or identity in origin and parentage; schooling and upbringing; religious training, work experiences, economic class or condition..." (p. 126).

An additional distinction concerning similarities was observed by Simons, Berkowitz, and Moyer (1970): irrelevant similarities may be cited only to gain rapport (e.g., flattery) while relevant similarities enhance the communicator's image and may also serve to vitalize those audience values on which further attempts at persuasion may be anchored. Furthermore, the authors contend that a relevant similarity is one logically related to the proposition being advocated.

As a variable in a communications process similarity/dissimilarity includes numerous dimensions. In like manner, attitude toward the source is multidimensional. Simons, Berkowitz, and Moyer (1970) distinguish between primary cognitive bases for a receiver's image of the source (e.g., expertise, prestige) and primarily affective bases (e.g., likability, friendliness); that is, between factors of respect and attraction. Several researchers have displayed that similarity engenders attraction (Berscheid, 1966; Brock, 1965; Mills & Jellison, 1968). Other authorities have maintained that similarity leads to trust, respect, and/or ingroup feelings (Marsh, 1967; Minnick, 1957; Oliver, 1957).

In their review of group-process research, Kelly and Thibaut (1954) have drawn a similar distinction between respect for and attraction to a source:

In certain instances, the initiator may be viewed instrumentally as a "mediator of fact" by virtue of his perceived expertness, credibility, and trustworthiness. In other instances, the recipient may be motivated to agree with the initiator without regard to his "correctness"; agreement may become an independent motive. The strength of this motive seems to depend partly on the strength of positive attachment to and affection for the initiator.

(p. 743)

The closing sentences of Kelly and Thibaut's statement exemplify Kelman's process of identification. Furthermore, in their comprehensive review of similarity and communication Simons, Berkowitz, and Moyer (1970) conclude that:

A clear and consistent relationship between attitudinal similarity and attraction has been indicated. And if it is not clear under what conditions attitudinal similarity, racial similarity, or other membership group similarities are likely to be preeminent, it at least seems certain that interpersonal similarities are generally more significant determinants of attraction than equivalent dissimilarities. To the extent that attraction is a major determinant of message acceptance (as persons such as Brock, 1965, and Berscheid, 1966, have suggested), emphasis on interpersonal similarity should contribute to persuasion.

(p. 7)

c. Source credibility - Among the topics of source effects research, source credibility has undoubtedly been the most popular and thoroughly researched. A long heritage of source credibility research was begun by Carl Hovland with his article "The Influence of Source Credibility on Communication Effectiveness" (Hovland and Weiss, 1951). Hovland found that at the time of exposure subjects discounted material from untrustworthy sources but over time tended to disassociate the content and the source with the result that the original skepticism faded and the untrustworthy material was accepted.

At the time Hovland noted that "An important but little-studied factor in the effectiveness of communication is the attitude of the audience toward the communicator (p. 635)." Although the persuasiveness of a communication was recognized to have several ingredients, source credibility appeared to be the foremost of these. A number of succeeding studies on communication credibility indicated, in general, that the

more credible the communication source, the greater is the opinion change toward the communication advocated (Hovland & Weiss, 1951; Kelman and Hovland, 1953).

For several years following source credibility was a much researched topic. Interest in source credibility has persisted even to the present. However, as Sternthal, Phillips, and Dholakia (1978) observe, research in source credibility has lacked a theoretical research direction:

During the past five years research has focused more on identifying the dimensions underlying a communicator's credibility than on understanding how source credibility affects social influence.

(p. 286)

Several researchers have made attempts to break down source credibility into the component parts constituting the process of source credibility influence. Hovland, Janis, and Kelly (1953) originally divided source credibility into two attributes--trustworthiness and expertness. The authors referred to expertise as the extent to which a speaker is perceived to be capable of making correct assertions, while trustworthiness refers to the degree to which an audience perceives the assertions made by a communicator to be ones that the speaker considers valid.

Choo (1964) found that when two communicators both have high expertness, or when expertness is held constant, the trustworthiness attribute alone can differentially affect subject's opinion change. Thus, these two attributes of credibility appeared to be able to function independently.

Following a review of the literature regarding expertise/ trustworthiness in source credibility, Sternthal, Phillips, and Dholakia (1978) concluded that:

- (1) Highly trustworthy and/or expert sources produced a more positive attitude toward the position advocated than sources that are less trustworthy and/or expert.
- (2) Highly credible sources often induce more behavioral compliance than do sources having less credibility.
- (3) the source's trustworthiness and expertise do not affect immediate recall of the communication content.

(p.287)

These conclusions are consistent with and supportive of Kelman's process of internalization. Source credibility is a prerequisite to initiating an internalization process of accepting source influence.

There have been several attempts at marrying source credibility effects to cognitive dissonance theory. In 1965 Powell investigated source credibility and behavioral compliance as determinants of attitude change. The author based his study on cognitive dissonance theory:

...a condition in which a low credibility source may be more effective than one of high credibility in producing positive attitude change is clearly implied by dissonance theory. Specifically, dissonance theory suggests that if the receiver complied, either voluntarily or involuntarily, with the recommendation of a source, a low credibility source will effect greater attitude change than will a high credibility source...

(p. 670)

Powell's results indicated that: (a) high credibility sources effect greater positive attitude change in cases of noncompliance, (b) low credibility sources effect greater positive attitude change in cases of voluntary compliance, and (c) there is no difference in the

attitude change effects of high and low credibility in cases of involuntary compliance.

Powell's findings have interesting implications relative to Kelman's theoretical orientation as applied in the present research project. For instance, if a broadcaster perceived a PSA source to be credible, and yet still chose to not air the source's PSA requests, his attitude toward the source should change positively after the fact. Consequently, the prospects for the gatekeeper accepting PSAs for airing might be greater the second time around.

In 1966 Bochner and Insko further explored the dynamics of dissonance reduction. The authors manipulated the discrepancy between a message and subjects' beliefs on a topic, and source credibility. Subjects could either disparage the source of the message or agree to the essence of the message as means of reducing the dissonance produced by discrepant information. In this manner, the "power of source credibility" could be gauged. Bochner and Insko found opinion change to be linearly related to communicator-communicatee discrepancy for a high credibility source, and curvilinearly related to communicator-communicatee discrepancy for a medium credibility source.

In several investigations, the interaction between source credibility and authoritarianism have been investigated. In general, a significant credibility/authoritarianism interaction has been observed; highly authoritarian people were more persuaded by high than low credibility sources, whereas there was no systematic credibility effect for people who exhibited less of this attribute.

Johnson, Torcivia, and Poprick (1968) investigated the interaction between source credibility and authoritarianism in receivers. The authors' data suggested that if the source is clearly of high or low credibility, source credibility does not affect the subject's attention to, or comprehension of, the message. Rather, source credibility appears to have its major effect on the subject's propensity to accept the conclusions of the message. The hypothesis that high authoritarian receivers were more responsive to source credibility was not supported. However, the authors did suggest that the low authoritarian appeared to be more influenced by differences in source credibility than the high authoritarian.

Johnson and Izzett (1969) contested Johnson, Torcivia, and Poprick's (1968) results citing message comprehensibility as an unaccounted for influential variable. High authoritarians were found to less easily comprehend messages and thus responded relatively less to the favorableness of a high credibility source. Using a simple message, Johnson and Izzett showed no significant interaction between authoritarian level and source credibility manipulation. Thus, it appears that highly authoritarian people are strongly influenced by source credibility cues, whereas less authoritarian people make greater use of message cues in determining their attitude.

The exception to this proposition may be a case in which the subject has little knowledge (Johnson and Izzett, 1969; Johnson et al., 1968). In these situations low authoritarians must rely on the communicator's credibility as a basis for evaluation.

The experimental situation of the present dissertation benefits from this phenomenon. By employing a PSC source of which subjects have no previous knowledge, both high and low authoritarian gatekeepers perhaps will rely on source credibility as a basis for evaluation.

An additional individual variable which interacts with source credibility is issue involvement. The failure to observe a credibility main effect in several studies appears to be attributable to the fact that subjects were highly involved with the issue (Bergin, 1962; Johnson and Steiner, 1967; McGarry and Hendrick, 1974). Johnson and Scileppi (1969) and Rhine and Severance (1970) found that a highly credible source was more persuasive than a low credibility source when involvement was low and there was no systematic credibility effect when involvement was high. By using a relatively innocuous subject in the field experiment of this dissertation, the effects of high issue involvement have been minimized.

4. Source Effects in Public Service Communication

The consideration of source in PSC has not been a very thoroughly researched topic. There have been a number of studies regarding gatekeeper considerations of source, few of which formally qualify as a source effects study. For example, Baldwin (1977) found that sponsors are often checked by broadcasters for the legitimacy of their nonprofit status before PSAs are selected for possible air time. Once this has been verified, the purpose and issue are considered. Continuing, an organization soliciting funds is not often considered by radio/television

stations; nor is one which is known to have purchased time/space for ads at any time in the past (Doner, 1973). Intuitively, credibility of a sponsor as an unimpeachable source of factual information would seem to be an important factor positively influencing selection and use of PSAs. In support of this, one study has shown it to be true (Carver, 1973).

The theoretical consideration of source effects in PSC has only recently emerged after gestating through psychology and early communications theory. The venerable cognitive/affective/behavioral hierarchy of effects model implicates source effects. The hierarchy of effects model emanated from research in learning theory in which the objective stimuli of the environment were manipulated. "Stages" of learning were derived through research by such noted psychologists as Hull (1930) and Tolman (1948).

Subsequently, this influence led early communication researchers to place emphasis on the objective, quantifiable stimulus and response characteristics of communication. An example is Hovland's manipulations of order and arrangement of persuasive arguments, source credibility and audience demographics (Hovland, Lumsdaine and Sheffield, 1949; Hovland, Janis and Kelly, 1953). Communication and Persuasion by Hovland et al. (1953) was the first of a series of research monographs to come out of the Yale Communication and Attitude Change Program in the 1950s. The "Yale Program" proved to be one of the major forces shaping contemporary research and theory on communication and attitude change. Source effects were a significant part of Hovland's research subjects.

Research involving the hierarchy and source effects, however, has failed to verify any firm relationships. In an investigation of public

service advertising source effects, Lynn, Wyatt, Gaines, Pearce and Vanden Bergh discovered a negative relationship between message evaluation and behavioral response which "raises important questions about the presumed relationship between message evaluation and subsequent behavior (1978, p. 718)."

In the same study, Lynn and his co-authors observed that central to the issue of PSA effectiveness is the audience image of PSA sources. The authors proceeded to examine what effects source attribution and selective personal characteristics have on PSA message evaluation and behavioral response to PSAs. An interesting finding was that behavioral response to PSAs was not enhanced by source salience while no source attribution at all produced the greatest behavioral response. Recognizing that source effects on radio gatekeeper behavior is a different research setting, the findings of Lynn et al. contradict the hypothesized source effects in this study. It should also be noted that the subjects in the Lynn et al. study were a presumed PSC audience while the present dissertation focuses on radio gatekeepers.

In an earlier study, Lynn (1973) examined the relationships among source valence, the message, receiver relationships, and the manner in which a PSA was received. Several conclusions emerged from the study, among them were that: (a) source awareness may not be an effective predictor of message evaluation, and (b) credibility-liking attitudes toward the source are positively related to message evaluation.

In his study, Lynn (1973) used source valence as a variable affecting PSA perception. As noted by Lynn:

Source valence, a source-attribute theory by Kelman, is one of the most highly developed conceptualizations of source effects in attitude change. It has three domains: credibility, attractiveness, and power.

(Lynn, 1973, p. 673)

However, Lynn's results in this particular study did not subsequently provide a corroboration of Kelman's source valence theory.

CHAPTER III

PROCEDURES AND METHODOLOGY

A. Introduction

The response of broadcasters to public service announcement requests varies greatly. At one extreme the broadcaster may reject a PSA request altogether. Conversely, gatekeepers may choose to give a particular PSA extensive air time equating to thousands of dollars of paid, commercial air time.

When conceiving PSA campaigns most PSA sources rely on conventional wisdom to guide them in their decisions. Decisions concerning PSA packages which greatly influence the rejection/degree of acceptance by a radio broadcaster are often based on guesswork.

This dissertation aspires to eliminate some of the guesswork regarding one variable--the source influence and accompanying persuasive approach which is an integral part of the vast majority of PSA requests. Through the administration of a controlled field experiment, the present dissertation examines causal relationships between Kelman's conceptualizations of source influence and subsequent rejection/degree of acceptance of a package of PSAs.

Thus, the independent variable being manipulated is the antecedent state precipitating Kelman's three processes of response to source influence: compliance, identification and internalization. The dependent variable is the actual gatekeeping response to the independent variables--whether the gatekeeper chooses to reject the PSA request, accept the PSA request, and if accepted, the frequency and airing time slots granted to the PSAs.

B. Definition of Variables

Cover Letter is an INDEPENDENT VARIABLE; This variable is manipulated through four conditions: (a) cover letter embodying source influence precipitating compliance process of response, (b) cover letter embodying source influence precipitating identification process of response, (c) cover letter embodying source influence precipitating internalization process of response, and (d) cover letter with absence of source influence.

Follow-up Treatment Letter is an INDEPENDENT VARIABLE; This variable reinforces the original treatment and is manipulated through the same four conditions as Cover Letter.

Acceptance/Rejection is a DEPENDENT VARIABLE; Whether or not any of the package PSAs are selected for airing, and if selected, aired at least once by a radio station, during the experimental period, as determined by log book records.

Extent of Use is a DEPENDENT VARIABLE; Total number of times package PSAs are aired during the experimental period as determined by log book records.

Extent of Use by Time Slots is a DEPENDENT VARIABLE; Total number of times package PSAs are aired within the respective time slots: 6 am - 10 am; 10 am - 3 pm; 3 pm - 10 pm; 10 pm - 6 am, during the experimental period, as determined by log book records.

C. Choice of Methodology

There were, generally speaking, three basic modes of research available for this study--the laboratory experiment, the controlled

field experiment, and the survey. The laboratory experiment offers high internal validity but usually low external validity; the survey possesses just the opposite characteristics. Cook and Campbell (1976) called for more experimental designs applied to the natural (or field) situations where such designs are feasible and if extraneous variables are adequately controlled for. Even if full experimental control is lacking, the researcher must be sensitive to and aware of the variables which the design fails to control.

Field research offers flexibility in that the research design can be more easily modified in "mid-stream" if need be, and is often relatively inexpensive (Babbie, 1979). The only formidable obstacle is the demonstration of causation, usually more closely associated with controlled laboratory experiments. However, by adding controls to the field research (i.e., the controlled field experiment), one combines the advantages of both surveys and laboratory experimental designs, while minimizing most of their disadvantages (Haskins, 1968; Rogers, 1971).

The controlled field experiment seems especially useful in communications research. In several dozen other areas of comparison, the controlled field experiment either equals or surpasses its brethren (Haskins, 1968). In addition, the controlled field experiment allows for some evidence of the time order of the variables being examined, essential to establishing causation (Rogers, 1971).

For this study, the most practical blend of an internally valid design and an externally valid design--the controlled field experiment--was selected. This design effectively isolates the variables in question and renders results generalizable to the largest population

possible. The opportunity for careful execution varies, of course, from setting to setting, but the PSA gatekeeper setting employed here provided a rather isolated field environment, thus facilitating exact control of the independent variable. Accompanied by proper sampling procedures and randomization, this setting afforded an opportunity for a precise field experiment from which statements of causal relationship may be inferred.

D. Population and Sampling

The Innovation Center has been chartered to serve the Appalachian region of Tennessee. This area encompasses the eastern half of the state (see Appendix B for distinct service area with county boundaries). Thus, the area to which the Innovation Center would direct its public service communication is the same.

In a broad sense, the universe for this study would be gatekeepers in all FCC licensed stations in the United States. The population selected for this study are gatekeepers at all FCC licensed radio stations located in the area defined as the Appalachian region of Tennessee. This encompasses ninety radio stations. A listing of these gatekeepers and their respective radio stations is contained in Appendix C. This list was compiled from information provided by the Tennessee Association of Broadcasters and The University of Tennessee system Office of Information Services. Bob Gilbert, director of television and radio services for The University of Tennessee system Office of Information Services, provided a current identification of gatekeepers at the stations. Mr. Gilbert distributes PSC and news releases to these stations regularly.

The sample for this study consists of the entire population thus resulting in an error margin of zero.[?] Four treatments were administered in the controlled field experiment. The ninety radio station gatekeepers constituting the population were randomly divided among the four treatments.

E. Research Design

The research design employed in this study is a comparative treatments controlled field experiment. The notational design and legend (Haskins, 1981) are Figure 3.

The administration of this design advanced in three stages: (a) delivery of Innovation Center PSA packages to the four randomly assigned groups. While all other constituents of the package were held equal, Kelman's three antecedent states of source influences as embodied in a cover letter were varied among treatment groups while the remaining group received a placebo cover letter. One week later follow-up treatment letters were administered to each respective group; (b) a gestation period of seven weeks followed. During this time, the broadcasters performed their gatekeeping role under the influence of the experimental treatments, and (c) following the time period in which the PSA spots would have been aired, a measure was taken to determine the total number and time slots of airings by each sample member.

F. Experimental Hypotheses

Although Kelman's theory has enjoyed reasonably wide application (Aronson, 1980; Evans, 1977; Fishbein, 1969; Lynn, 1973; Ryan and

- P1 = All FCC licensed commercial radio stations in the state of Tennessee lying east of and including Macon, Smith, DeKalb, Cannon, Coffee, and Franklin counties as they form a north-south line.
- Pl_a = Random sample of P1.
- Pl_b = Random sample of P1.
- Pl_c = Random sample of P1.
- Pl_d = Random sample of P1.
- T1(ox) = PSA package with cover letter inducing antecedent state for compliance process of responding to source influence.
- T2(ox) = PSA package with cover letter inducing antecedent state for identification process of responding to source influence.
- T3(ox) = PSA package with cover letter inducing antecedent state for internalization process of responding to source influence.
- TP₁(ox) = PSA package with cover letter inducing no antecedent state and possessing low source influence (placebo).
- T4(ox) = Follow-up letter inducing antecedent state for compliance process of responding to source influence.
- T5(ox) = Follow-up letter inducing antecedent state for identification process of responding to source influence.
- T6(ox) = Follow-up letter inducing antecedent state for internalization process of responding to source influence.
- TP₂(ox) = Follow-up letter inducing no antecedent state and possessing low source influence (placebo).
- M1 = Determination of total number, by air times, of PSA spot airings through mail questionnaires and follow-up telephone interviews.

Figure 3. Notational design and legend

	t_1	t_2	t_3	t_4	t_5	t_6
Pla	--	T1(ox)	--	T4(ox)	--	M1
Plb	--	T2(ox)	--	T5(xo)	--	M1
Plc	--	T3(ox)	--	T6(ox)	--	M1
Pld	--	TP ₁ (ox)	--	TP ₂ (ox)	--	M1

Figure 3.

Bonfield, 1975; 1980) most studies have accepted the theory as a whole and assumed its internal validity. Comparisons and contrasts among the three processes of responding to social influence (compliance, identification and internalization) are infrequent. An exception to this was Lynn (1973) where a partial examination of Kelman's source valance theory was conducted. Using the Advertising Council as a PSC source, factor solutions clustering source attributes according to Kelman's theory were weak. Thus, there is little research history directly applicable to hypothesizing distinctions among the relative effectiveness of compliance, identification and internalization in eliciting radio gatekeeper response to PSC requests. The hypotheses offered here are largely a result of exploratory research in this regard conducted in the pretest process. Albeit that the pretesting was conducted in an unnatural setting the reactions of the pretest population were gauged contributing to the experimental hypotheses here.

H₁: A significantly larger number of radio stations will accept for airing PSAs accompanied by a compliance, identification, or internalization treatment than PSAs accompanied by a placebo treatment when acceptance/rejection is determined by log book records.

H₂: A significantly larger number of radio stations will accept for airing PSAs accompanied by a identification treatment than PSAs accompanied by a compliance, internalization, or placebo treatment when acceptance/rejection is determined by log book records.

H₃: A significantly larger number of radio stations will accept for airing PSAs accompanied by a internalization treatment than PSAs accompanied by a compliance or placebo treatment.

H4: Radio stations will grant a significantly greater extent of airing to PSAs accompanied by a compliance, identification, or internalization treatment than PSAs accompanied by a placebo treatment when extent of airing is determined by log book records.

H5: Radio stations will grant a significantly greater extent of airing to PSAs accompanied by a identification treatment than PSAs accompanied by a compliance, internalization, or placebo treatment when extent of airing is determined by log book records.

H6: Radio stations will grant a significantly greater extent of airing to PSAs accompanied by a internalization treatment than PSAs accompanied by a compliance or placebo treatment when extent of airing is determined by log book records.

H7: Radio stations will, to a significant extent, schedule higher listenership time slots for PSAs accompanied by a compliance, identification, or internalization treatment than PSAs accompanied by a placebo treatment when time slot airing is determined by log book records.

H8: Radio stations will, to a significant extent, schedule higher listenership time slots for PSAs accompanied by a identification treatment than PSAs accompanied by a compliance, internalization, or placebo treatment when time slot airing is determined by log book records.

H9: Radio stations will, to a significant extent, schedule higher listenership time slots for PSAs accompanied by a internalization treatment than PSAs accompanied by a compliance or placebo treatment when time slot airing is determined by log book records.

G. External/Internal Validity

This study exhibits high external validity in terms of population validity, but is limited in terms of external ecological validity. Population validity concerns the generalizability of results to the population from which the subjects were selected. In this case, the results could be generalized to radio gatekeeping processes concerning public service messages received by radio stations in the East Tennessee area, but not to stations in the Southeast United States nor the entire country.

However, there is a matter of degree involved here. Because the sample in this study consists of the entire population, generalizations are unnecessary--the results are absolute. From this posture, results are then more readily generalized to contiguous populations, for example, all commercial radio stations in the state of Tennessee.

Ecological validity concerns the generalization of the results to other settings or environmental conditions similar to the experimental setting or condition. In this case, attempting to generalize the results to other mass media, such as television, would be erroneous; they can be generalized only to the PSC radio environment due to radio's specialized functions and the inherent technological characteristics uncommon to other mass media.

This study exhibits high internal validity. Since there is no population pretest and since only a posttest was administered, history, or intervening variables posed no threat. Again, due to the fact that a posttest only was administered, maturation effects were minimized. As

only one administration of the posttest was administered to each subject, there could be no cumulative effects of the type usually associated with multiple testing of single individuals. No problems were encountered with instrumentation as single measurements were being taken (no pretest) in the same manner to the samples involved. Since there was no pretesting of the population samples, no "change" was observed and thus statistical regression will not be considered. Considering the relatively brief experimental period, mortality was not a significant threat. Selection-maturation interaction posed no problem due to the fact that neither selection nor maturation individually were threats. Ambiguity about the direction of causal influence was avoided since the order of temporal precedence is clear in this design and no confusion concerning the independent variables and the dependent variable is possible.

Interaction among experimental treatment groups could pose a threat to the internal validity of this study. However, cross-treatment contamination is expected to be minimal if at all. Sample members are geographically well separated. Moreover, the reception of the PSA package is a matter of routine nature to the gatekeepers and would instigate little out-of-office discussion.

H. Operationalization of Independent Variable

Kelman's theoretical conceptualizations of source influence may have never been applied to radio gatekeeper behavior. Thus a transposition was necessary to this research setting from those research

settings in which Kelman's source influence theory has been applied. The accuracy of this transposition is crucial.

For the results of this study to best contribute to research progress as a whole vis a vis Kelman the basic tenets of his conceptualizations needed to be extended to the gatekeeper situation. The viability of the present dissertation rests on the accuracy of this transposition.

A program of pretesting was obviously needed to achieve the necessary accuracy in transposing Kelman's conceptualizations into a foreign research setting. Because the success of these pretesting activities was central to the viability of the present dissertation, this researcher selected with care a pretest population. The author was formerly associated with a non-profit advertising organization in Alabama. This organization was devoted to the production and dissemination of public service communication. Thus the author became aware of and exposed to a large number of radio broadcasters and other media-related professionals in Alabama. This provided a useful arena for pretesting offering minimal risk of pretest contamination of the experimental population.

A prerequisite step to pretest development was a thorough examination of the various ingredients, which, in combination, constitute Kelman's three antecedent states of source influence. To this end, the literature was searched for all studies applying Kelman's constructs in differing research settings. Various applications of Kelman's criteria were extracted from these studies. Then, each approach (or ingredient)

was translated into radio gatekeeper terms. The resulting lists of "ingredients" for each respective antecedent state is contained in Appendix D.

The first stage of pretesting was designed to develop a lifestyle and value system profile of radio gatekeepers. Due to the nature of Kelman's conceptualizations, it was necessary to know, before the conceptualizations could be actualized, a number of lifestyle and value constructs about the subjects to whom the conceptualizations were to be applied. For example: (a) Compliance: Since reward and punishment are central to compliance as a process it must be determined what constitutes reward and/or punishment. A powerful reward to one subject group could be far less powerful to a subject group of a different nature; (b) Identification: Here the broadcaster desires to maintain a satisfying and self-defining relationship with the originator of the source influence. Obviously, the type of person with whom a gatekeeper could identify and with whom a gatekeeper would find a relationship to be gratifying needs to be determined; (c) Internalization: In this case, a broadcaster would accept source influence because his actions thereby would be intrinsically rewarding and congruent with his value system. Thus the value structures of radio gatekeepers needs to be fathomed.

As the first step in the program of pretesting interviews were conducted with a number of individuals who by some means had been exposed to radio gatekeepers. These interviews were conducted on a casual basis and included a wide range of respondents from disc jockeys

to current radio station program directors. The purpose of the interviews was to generate a list of radio gatekeeper lifestyle and value construct statements. A list of approximately one hundred fifty statements resulted. Also during this phase explorations were made regarding potential sources for cover letters and the contents of the letters themselves. As a result, the letter source choices and respective justifications for compliance, identification, and internalization displayed in Tables 2, 3, and 4 emerged.

The next stage in the pretest program was to refine and validate the radio gatekeeper lifestyle/value statements and the cover letters embodying source influence. To accomplish this, as well as further pretest procedures, a formal and controlled pretest procedure was called for. To this end, the author traveled to Alabama and assembled a pretest population of past and present gatekeepers (see Appendix E for listing and description of pretest population members). The author administered several measurement instruments to each pretest population member on an individual basis. A research design and notational legend (Haskins, 1981) illustrating these pretest measurements are in Figure 4.

An instrument was designed (Appendix F) by which to gauge the accuracy of the gatekeeper lifestyle/value statements. Pretest population members Pl₄, Pl₆, and Pl₁₀ were selected as evaluators of the lifestyle/value statements. These subjects were chosen because they, although having extensive gatekeeper experience, were not at that time in a gatekeeping role, thus favoring a clear perspective and objectivity. Based on the results of lifestyle/value statement scoring

TABLE 2

LETTER SOURCE CHOICE AND JUSTIFICATION:
COMPLIANCE

Cover letter source: Director of the PSA sponsoring organization

Relative to other potential cover letter sources, the director or president of a nonprofit organization has the greatest vested interest in the organization.

Most directors of nonprofit organizations are active members of the community at large.

Relative to other potential cover letter sources, the director or president of a nonprofit organization would have a more justifiable and sincere intent to monitor a radio gatekeeper's PSA airing behavior.

The director of a reputable social service agency has community visibility and influence and is thereby in a position to effectively wield social sanctions as rewards and punishments.

The director of a nonprofit organization has proximity to and potential influence over commercial business leaders who in turn supply radio's economic support through advertising.

Pretesting determined that gatekeepers are upwardly mobile and thus potentially responsive to agents controlling gatekeepers' exposure to business leaders through which they aspire to achieve their upward mobility.

TABLE 3

LETTER SOURCE CHOICE AND JUSTIFICATION:
IDENTIFICATION

Cover letter source: Fellow radio broadcasting professional

Relative to other social roles and professions, radio broadcasters relate more to fellow radio broadcasting professionals.

Relationships with fellow gatekeepers are typically mutually beneficial and are to be desired.

Broadcasters at noncommercial stations have enviable positions in that they are free of much of the "hassle" to which commercial stations broadcasters are subjected.

Commercial station broadcasters respect the love of the trade which, in part, keeps noncommercial station broadcasters in their job-- they generally are paid less than commercial station broadcasters.

Input to program format is a cherished privilege for broadcasters-- a fellow broadcaster is in a position to offer this as a part of a reciprocal role relationship.

TABLE 4

LETTER SOURCE CHOICE AND JUSTIFICATION:
INTERNALIZATION

Cover letter source: Nonprofessorial ranked scholar in the area

This role can validly establish an interest in the PSA effort while maintaining a lack of vested interest in the sponsoring organization.

A professorial level academician was judged to be less credible than "the hard working graduate type."

Credibility is also enhanced by the broadcaster's ability to better identify with a graduate student (e.g. similar demographics; many broadcasters had been graduate students themselves and/or have friends who were).

A graduate student working in the area of PSC and radio was considered well informed and up-to-date on the subject.

Association with The University of Tennessee aids legitimacy and credibility.

- P = Persons who presently are, or have been, U.S. radio station employees involved in gatekeeping decisions.
- Pl = Judgment sample of P located in the State of Alabama.
- Pl₁ = Anonymous
- Pl₂ = Anonymous
- Pl₃ = Anonymous
- Pl₄ = Bass, Greg
- Pl₅ = Colter, Mat
- Pl₆ = Hayden, Courtney
- Pl₇ = Hughes, Lisa
- Pl₈ = Price, Ron
- Pl₉ = Stark, Steve
- Pl₁₀ = Thompson, Wayne
-
- M1 = Lifestyle/value scoring instrument (Appendix F)
- M2 = Cover letter validity scoring instrument (Appendix I) for compliance process of source influence.
- M3 = Cover letter validity scoring instrument (Appendix I) for identification process of source influence.
- M4 = Cover letter validity scoring instrument (Appendix I) for internalization process of source influence.

Figure 4. Research design and notational legend

	t_1	t_2	t_3	t_4	t_5	t_6	t_7
Pl_1	--	--	--	M2	M3	M4	--
Pl_2	--	--	--	M3	M2	M4	--
Pl_3	--	--	--	M3	M4	M2	--
Pl_4	--	M1	--	M3	M4	M2	--
Pl_5	--	--	--	M4	M3	M2	--
Pl_6	--	M1	--	M2	M4	M3	--
Pl_7	--	--	--	M4	M2	M3	--
Pl_8	--	--	--	M3	M4	M2	--
Pl_9	--	--	--	M2	M3	M4	--
Pl_{10}	--	M1	--	M2	M4	M3	--

Figure 4.

a large portion of the original statements were judged to be nonrepresentative and thus eliminated. The surviving lifestyle/value statements along with their mean scores are in Appendix G.

Using the results of the lifestyle/value statement pretest, the PSA package cover letters were further refined. In essence, the cover letters are a product of executing the ingredients of the three source influence processes (Appendix D) in terms of radio gatekeepers' professional and lifestyle/value dimensions. Final versions of the resulting cover letters are in Appendix H.

As a validity check, the three cover letters were subjected to controlled pretesting. It was essential that each cover letter actually elicit the gatekeeper reaction defined by the constituents of each antecedent state of source influence. Instruments were designed to perform this validity check (Appendix I). The cover letters and corresponding questionnaires were individually administered to all members of the pretest population. The order in which letters were evaluated was randomized to neutralize one source of response bias.

The results of the validity check pretest were supportive of the accurate operationalization of the antecedent states of source influence in each cover letter (see Appendix J for a summary of this data).

While all other variables are held equal by means of experimental design it is necessary for treatments to have sufficient power to elicit measurable responses from the treatment groups. As an assurance that the treatments used in this study were of sufficient power follow-up treatment letters were sent to each group (Appendix L). Each follow-up

treatment letter was a slightly abbreviated version of its respective original treatment letter.

I. Measurement of the Dependent Variable

The dependent variables in this study are: (a) acceptance/rejection of the PSAs (dichotomous variable). (b) extent of use of the PSAs (ratio), and (c) extent of use of the PSAs by time slot (ordinal). There are a variety of means by which the effects on the dependent variable could be measured. An obvious means of measuring the dependent variable is direct scrutiny of a subject radio station's log book. However, while this method appears conventionally wise, the pretest population pointed out several complications which could detract from the effectiveness of this method. First, stations dislike opening their log books to indiscriminate scrutiny. Although log books are public information, certain sensitive items (e.g. a businessman monitoring a competitor's advertising program) could be extracted from the log book. When specific information from a log book is requested by a credible source, stations usually supply it willingly. Secondly, there is no standard format by which log books are maintained. Thus, while log books have information which is easily discernible to station personnel, an outsider might confront a deciphering task resulting in a degree of error. Lastly, a station log book is in constant use and often moves about a station a good deal, for example, from the owner's office to the program director's office to the ad salesman's office. Thus, albeit that the log book is public information, gaining physical access to it

could be a hindrance to measurement. All things considered, a mail questionnaire with follow-up reminder letters appeared to be the most effective method for measuring the dependent variable. A self-explanatory form which would facilitate the broadcaster in recording data from station log books was developed (Appendix K). The convenience offered by the form urged cooperation while also maintaining uniform data reporting across all stations.

One potential limitation of a self-reporting methodology is the clerical task necessitated by station personnel. Gatekeepers in particular harbor a great dislike for clerical details. Response rate to a mailed questionnaire would vary inversely with the clerical time needed to respond. It conceivably could take over one hour to extract log book measurement information for a station which provided relatively extensive airings over a lengthy test period. A methodological solution to such a problem was to request staggered reportings of PSA airings; Monday of the first week, Tuesday of the second week, etc. This dramatically reduced the clerical time in responding and increased response rate while still providing a solid base of measurement data from which extrapolations can be made with little error. A cover letter was included with the form to voice the request and explain the purpose of the study (Appendix M). The internalization treatment sample originally received treatment letters authored by James Busbin. To avoid sensitizing this treatment group to the presence of experimentation their data collection cover letters were authored by Ron Skenes, also a graduate student in the College of Communications.

Two follow-up reminder letters were sent to sample nonrespondents at timed intervals (Appendices N and O). All data collection mailings used first class postage. Sample response to the original data collection mailing (mailing 1) was 48.8%; the first follow-up mailing (mailing 2) increased this to a total of 61.1%; the second follow-up mailing (mailing 3) resulted in 62 useable responses and a response rate of 68.9%. There were three additional responses excluded in these results; the data provided was incongruous with the form of the data collection instrument and could not be used. Table 5 presents the questionnaire response pattern by treatment group and Table 6 presents a summary of questionnaire response.

J. Statistical Analyses

In this experimental study, the three source influence processes of compliance, identification, and internalization served as the independent variable. The dependent variable was the actual gatekeeping response to the independent variable--whether the broadcaster chose to accept or reject the PSAs, and if accepted, the frequency and airing time slots granted to the PSA, in response to the three alternative processes of source influence.

Normally distributed dependent variable scores could not be safely assumed here thus eliminating the application of parametric tests and necessitating the use of nonparametric tests. In order to analyze the results of the experiment several nonparametric testing procedures were employed: Chi-Square, Kolmogorov-Smirnov, and a generalized Friedman test. Chi-square was used to test the majority of the experimental hypotheses. In two instances, due to small cell values a

TABLE 5
QUESTIONNAIRE RESPONSE PATTERN BY TREATMENT GROUP

Treatment Group	Number of Sample Members	Response to Mailing 1			Response to Mailing 2			Response to Mailing 3		
		Response Mailing 1	Rate	Cumulative Response Rate	Response Mailing 2	Rate	Cumulative Response Rate	Response Mailing 3	Rate	Cumulative Response Rate
<u>Compliance</u>	22	12	54.5%		2	63.6%		2	72.7%	
<u>Identification</u>	23	11	47.8%		3	60.8%		1	65.2%	
<u>Internalization</u>	23	12	52.2%		2	60.8%		2	69.5%	
<u>Placebo</u>	22	9	40.9%		4	59.0%		2	68.2%	

TABLE 6
SUMMARY OF QUESTIONNAIRE RESPONSE

Treatment Group	Total Responses	Final Response Rate
<u>Compliance</u>	16	72.7%
<u>Identification</u>	15	65.2%
<u>Internalization</u>	16	69.5%
<u>Placebo</u>	15	68.2%

Kolmogorov-Smirnov test was used in addition to chi square. In order to make pairwise comparisons among treatment groups and time slots a generalized Friedman test procedure was used.

Chi-Square is a distribution free test which makes no assumptions about the population from which the sample was drawn. Four conditions should be met before a valid chi-square analysis can be applied to any kind of test:

- (1) The sample of observations should be independent of one another and drawn from the target population.
- (2) The data are usually of nominal measurement but may be higher for some kinds of tests.
- (3) The sample should contain at least 50 observations.
- (4) There should be no fewer than five observations in any expected cell.

(Clark and Schkade, 1974, p. 371)

There are three main types of chi-square tests: tests of goodness of fit, independence of classification, and homogeneity. One set of tables here uses the chi-square test for goodness of fit in which an observed sample distribution of any type may be compared with a theoretical distribution assumed to be the population distribution from which the sample was drawn. If there is a high degree of conformity between the two distributions, any slight difference may be assumed to be the result of sampling variation; i.e., chance. On the other hand, any large discrepancy between the two distributions may lead to the conclusion that the sample was drawn from some theoretical distribution other than the one proposed; i.e., differences exist beyond the influence of mere chance.

The chi-square goodness of fit test appropriate to the present analysis is one in which the observed sample distribution is assumed to come from a population with a uniform distribution. In this instance the expected values for each class are the total number of observations divided by the total number of classes. The number of degrees of freedom are the number of groups (or classes) minus one degree of freedom for the requirements of the total for the distribution.

A second set of tables uses the chi-square test of independence of classification. In tests of independence of classification data drawn from a single universe are classified according to some attribute (e.g. treatment groups). Chi-square is used to determine if the principles or criteria used for cross classification are meaningful. As a test of independence of classification, chi-square is not a measure of the degree or form of relationship but only a help in determining if the relationship is significant. Contingency tables result from the cross classification of data. The number of degrees of freedom in a test of independence of classification is always the product of the number of rows minus one times the number of columns minus one.

The Kolmogorov-Smirnov test may be used as an alternative to a chi-square test for goodness of fit when one is concerned with the hypothesis that an observed sample distribution is drawn from a population with a given theoretical distribution. One advantage of the K-S test is that it may be used when chi-square would be impractical because of the requirement that each expected frequency be at least five and that the sample be at least 50 (Champion, 1970).

The Friedman test determines whether or not K samples are different from one another with respect to some measured characteristic. It is appropriate when K samples are related, as when subjects act as their own controls through a series of experimental conditions or when subjects have been exposed to a number of different experimental conditions (Champion, 1970). The Friedman test used here was part of a computerized, statistical analysis package within Statistical Analysis System (SAS) 1981. Under the procedure of MRANK, SAS conducts a generalized Friedman test resulting in Z scores for pairwise comparisons of treatment variables. As explained in the SAS manual:

The MRANK procedure is used to test nonparametric hypotheses about the relation between a set of independent variables and a set of dependent variables. No assumptions are made about the form of the distribution of the dependent variables.... The independent variables may be classification variables (treatment variables) or may be quantitative or rank-order variables (regressors). The effects of nuisance variables may be eliminated in any hypothesis.

(1981, p. 36)

CHAPTER IV

FINDINGS, CONCLUSIONS, SUMMARY, AND IMPLICATIONS

A. Findings

Hypotheses H_1 , H_2 , and H_3 are concerned with the PSA acceptance/rejection ratio among treatment groups. It was hypothesized that the identification treatment group would exhibit the greatest degree of PSA acceptance followed in order by internalization, compliance, and placebo. The data pertinent to these hypotheses is summarized in Table 7: PSA acceptance/rejection by treatment.

Upon inspection, there appears to be incidences of significant differences in rejection/acceptance of PSA among treatment groups. And considering that the sample used in this field experiment was the entire population, these absolute differences have added relevance. However, statistical interpretation of these results showed no significant differences among treatment groups at the .05 level of significance. Using the number of accepting stations as N, a chi-square value of 1.4124 was yielded, which corresponds to a generous significance level of .70. Pairwise chi-square analysis also failed to approach the .05 level. Thus, the incidence of PSA rejection/acceptance among treatment groups is not significantly different from chance at the .05 level--hypotheses H_1 , H_2 , and H_3 are not supported.

To assure that the small values encountered in Table 7 did not unduely confound the chi-square analysis, a Kolmogorov-Smirnov test of significance was also performed on this data. The results of the K-S

TABLE 7

PSA ACCEPTANCE/REJECTION BY TREATMENT

	Total number of stations	Number of stations rejecting PSAs	Number of stations accepting PSAs	% of stations accepting
Persuade 1 Compliance	16	8	8	50.0%
Persuade 2 Identification	15	8	7	46.7%
Persuade 3 Internalization	16	12	4	25.0%
Persuade 4 Placebo	15	9	6	40.0%
chi-square = 1.4124, prob. = .70 Kolmogorov-Smirnov D value = .01, cannot reject null at .05				

test support the chi-square statistic: With a K-S D value of .01, hypotheses H_1 , H_2 , and H_3 cannot be supported at a .05 level of significance.

Had a larger sample size been involved here, these results may have approached significance. When correlated to the results of later hypothesis tests in this section, it can reasonably be expected that significance might emerge between compliance and identification relative to internalization and perhaps compliance, identification, and placebo relative to internalization.

Hypotheses H_4 , H_5 , and H_6 are concerned with the extent of PSA airing among treatment groups. It was hypothesized that the identification treatment would stimulate the greatest extent of PSA airing followed in order by internalization, compliance, and placebo. The data pertinent to these hypotheses is summarized in Tables 8 and 9: Total spot airings by treatment group, absolute scores, and total spot airings by treatment group, incidence scores.

The scores in Table 8 summarize the absolute number of airings across all days and time slots. Upon inspection it is obvious that very large discrepancies exist among the total number of PSA airings by treatment groups. The number of PSA airings by the compliance treatment group more than doubles the next largest number of airings and is nearly ten times the lowest number of airings. Equally as interesting is the fact that the placebo treatment elicited more airings than the internalization treatment. While stimulating far more airings than either internalization or placebo, the identification treatment still fell far short of the relatively large number of airings associated with the

TABLE 8
TOTAL SPOT AIRINGS BY TREATMENT GROUP, ABSOLUTE SCORES

	Compliance 1	Identification 2	Internalization 3	Placebo 4
Observed N, Total number of airings	200	95	27	49
Expected N, Theoretical distribution of airings	95.72	89.78	95.72	89.78
chi-square = 181.75 prob. = .0001				

TABLE 9
TOTAL SPOT AIRINGS BY TREATMENT
GROUP, INCIDENCE SCORES

FREQUENCY PERCENT ROW PCT COL PCT	compliance	identi- fication	internal- ization	placebo	
	1	2	3	4	TOTAL
• no airings	311 • • •	335 • • •	424 • • •	378 • • •	• • •
1 airing	83 28.82 38.60 60.58	75 26.04 34.88 88.24	21 7.29 9.77 87.50	36 12.50 16.74 85.71	215 74.65
2 airings	45 15.63 71.43 32.85	10 3.47 15.87 11.76	3 1.04 4.76 12.50	5 1.74 7.94 11.90	63 21.88
3 airings	9 3.13 90.00 6.57	0 0.00 0.00 0.00	0 0.00 0.00 0.00	1 0.35 10.00 2.38	10 3.47
TOTAL	137 47.57	85 29.51	24 8.33	42 14.58	288 100.00

STATISTICS FOR 2-WAY TABLES

CHI-SQUARE	29.049	DF=	6	PROB=0.0001
PHI	0.318			
CONTINGENCY COEFFICIENT	0.303			
CRAMER'S V	0.225			
LIKELIHOOD RATIO CHISQUAPE	32.489	DF=	6	PROB=0.0001

compliance treatment. The chi-square value for Table 8 is 181.75 which corresponds to a significance level of less than .0001.

For a different perspective on the data Table 9 was constructed using the Statistical Analysis System computer programming package. In Table 9 each incident of a single PSA airing, two airings, or three airings per time slot have been recorded by treatment group. This procedure deflates the widely distributed absolute airing scores. Also, it illuminates the intensity of air scheduling by treatment. For example, the compliance treatment exhibited a relatively greater proportion of dual PSA plays within a given time slot (32.85%) than the remaining three treatment groups (11.76%; 12.5%; 11.9%).

By deflating absolute scores to incidence scores a more conservative contingency table for chi-square analysis results. Yet still, the chi-square value for Table 9 is high--29.0049. This corresponds to a significance level of .0001.

Hypotheses H_4 , H_5 , and H_6 state that there are significant differences in the extent of PSA airings among the treatment groups. Considering the chi-square significance levels here hypotheses H_4 , H_5 , and H_6 are strongly supported.

While strongly significant differences regarding extent of PSA airing exist among the treatment groups none of the original extent of airing hypotheses of the present dissertation were supported. Table 10 graphically displays the hypothesized versus observed extent of airing treatment effects. As is evident, none of the hypothesized orderings of treatment response were substantiated in this field experiment. In a more simple format, Table 11 displays the extent of airing order of

TABLE 10
HYPOTHESIZED VERSUS OBSERVED EXTENT OF AIRING TREATMENT EFFECTS

Hypothesized	H ₄	H ₅	H ₆
	compliance, identification, and <u>internalization greater than</u> placebo	identification greater than <u>compliance,</u> internalization, or placebo	internalization greater than <u>compliance or</u> placebo
Observed	compliance, identification, and <u>placebo greater than</u> internalization	compliance greater than <u>identification,</u> internalization, or placebo	identification greater than <u>internalization or</u> placebo

TABLE 11
 EXTENT OF AIRING ORDER OF TREATMENT EFFECTS:
 HIGHEST TO LOWEST EXTENT OF PSA
 AIRING

Hypothetical	Observed
Identification treatment	Compliance treatment
Internalization treatment	Identification treatment
Compliance treatment	Placebo treatment
Placebo treatment	Internaliztaion treatment

treatment effects: highest to lowest extent of PSA airing. The compliance process of source influence elicited a significantly higher extent of PSA airing followed in order by identification, placebo, and internalization.

Hypotheses H7, H8, and H9 regard the scheduling of PSAs relative to listenership time slots among treatment groups. The concern examined by these hypotheses was the possibility of a station providing a large number of airings, but in undesirable time slots, as compared to another station providing less total airings but placing the PSAs in desirable time slots. The paramount significance of such behavior would be in identifying it as a treatment response.

Time slots were divided into four categories on the data gathering instrument: (1) morning, 6-10 am, (2) daytime, 10 am - 3 pm, (3) afternoon and evening, 3-10 pm, and (4) late-night, 10 pm - 6 am. These time slots were selected for their correspondence to audience size fluctuations (and subsequent spot airing prices).

Individual stations provide such information in Spot Radio Rates and Data published by the Standard Rate and Data Service. The time slots used here are approximations across all East Tennessee sample member radio stations. Universal labels applied to the respective time slots are morning drive time, daytime, afternoon drive time and evening and late-night. In most broadcast areas, with the exception of some large cities, the late-night time slot is a low listenership period for stations which broadcast during these hours followed in order by daytime, morning drive time, with afternoon drive time and evening receiving the highest listenership. This is true for the East Tennessee area. Also,

it is thought to be true that public service announcements tend to be relegated to lower listenership periods. Table 12 presents the absolute scores of total spot airings by time slot. This data suggests that the conventional belief of poor time slot PSA placement may not be well founded. Only 12.7% of the reported PSA placements occurred in the late night time slot while there was a relatively even division of airings among morning, daytime and afternoon and evening. A chi-square analysis of Table 12 results in a value of 30.63 which corresponds to a level of significance of .0001. Thus, significant differences do exist among the PSA time slot distributions reported in this study--a significance which leans towards desirable time slots.

Of course, some stations do not broadcast in late-night periods and thus would have reported no airings in this time slot. To account for this bias a separate analysis was conducted using only those stations which do broadcast after 10 pm. Table 13 presents the absolute scores of total spot airings by time slot for this sub-sample of stations. Again, it can be seen that the conventional contention of poor time slot placement of PSAs was not supported by the findings of this study.

Table 14 presents total spot airings by time slot, incidence scores. Here airings are classified by the incidences of single, double, or triple airings per time slot. In no time slot were four airings ever reported. Table 14 deflates the contingency table values of the absolute scores of total spot airings by time slot. It also illuminates the intensity of air scheduling by time slot. By deflating absolute scores to incidence scores a more conservative contingency

TABLE 12

TOTAL SPOT AIRINGS BY TIME SLOT, ABSOLUTE SCORES

	Time 1 6 - 10am	Time 2 10am - 3pm	Time 3 3 - 10pm	Time 4 10pm - 6am
Observed N, Number of airings	108	113	103	47
% of total	29.1%	30.5%	27.8%	12.7%
Expected N, theoretical distribution of airings	92.75	92.75	92.75	92.75
chi-square = 30.63, prob. = .0001				

TABLE 13
TOTAL SPOT AIRINGS BY TIME SLOT,
ABSOLUTE SCORES, SUB-SAMPLE

	Time 1 6 - 10am	Time 2 10am - 3pm	Time 3 3 - 10pm	Time 4 10pm - 6am
Observed N, Number of airings	46	36	37	45
% of total	28%	22%	22.5%	27.5%

TABLE 14

TOTAL SPOT AIRINGS BY TIME SLOT,
INCIDENCE SCORES

N	TIME				
FREQUENCY	6 - 10am	10am-3pm	3 - 10pm	10pm-6am	
PERCENT					
ROW PCT					
COL PCT	1	2	3	4	TOTAL
• no	356	339	355	398	•
airings	•	•	•	•	•
	•	•	•	•	
	•	•	•	•	
1 airing	52	80	58	25	215
	18.06	27.78	20.14	8.68	74.65
	24.19	37.21	26.98	11.63	
	66.67	84.21	73.42	69.44	
2 airings	22	12	18	11	63
	7.64	4.17	6.25	3.82	21.88
	34.92	19.05	28.57	17.46	
	28.21	12.63	22.78	30.56	
3 airings	4	3	3	0	10
	1.39	1.04	1.04	0.00	3.47
	40.00	30.00	30.00	0.00	
	5.13	3.16	3.80	0.00	
TOTAL	78	95	79	36	288
	27.08	32.99	27.43	12.50	100.00

STATISTICS FOR 2-WAY TABLES

CHI-SQUARE	10.302	DF=	6	PROB=0.1125
PHI	0.189			
CONTINGENCY COEFFICIENT	0.186			
CRAMER'S V	0.134			
LIKELIHOOD RATIO CHISQUARE	11.868	DF=	6	PROB=0.0650

table for chi-square analysis results. And in the case of Table 14 the chi-square value fails to achieve a significance level of .05.

A series of Tables report the time slot distribution of airings by treatment group: Table 15, time slot distribution of airings for compliance treatment group, absolute scores; Table 16, time slot distribution of airings for identification treatment group, absolute scores; Table 17, time slot distribution and airings for internalization treatment group, absolute scores; and Table 18, time slot distribution of airings for placebo treatment group, absolute scores. Through examination of these tables it appears that a significant difference may exist among the treatment groups' assignments of late-night PSA air times. Of particular interest is the discrepancy between the placebo treatment group and the rest; the placebo group placed 22.5% of its PSA airings in the late-night time slot while the balance of the treatment groups averaged 7.6% placement in the late-night time slot. Thus, although the placebo treatment exceeded the internalization treatment in absolute number of PSA airings, the PSAs placed by the internalization treatment group received a larger proportion of high listenership time slots. Using percentages to neutralize absolute differences a Kolmogorov-Smirnov test was performed to examine the significance of the differences in late-night time slot allocation among treatment groups. The K-S test resulted in a D Value of .2455 which permits a statement of significant differences with a probability of .01. Thus, the differences in late-night time slot allocation were not due to chance. Appendix P contains the incidence scores for time slot distribution of airings by treatment group. Appendix Q contains a generalized Friedman test treatment key

TABLE 15
TIME SLOT DISTRIBUTION OF AIRINGS FOR COMPLIANCE
TREATMENT GROUP, ABSOLUTE SCORES

	Time 1 6 - 10am	Time 2 10am - 3pm	Time 3 3 - 10pm	Time 4 10pm - 6am
Number of airings	57	54	57	32
% of total	28.5%	27.0%	28.5%	16.0%
% total of 1, 2 & 3	84.0%			

TABLE 16

TIME SLOT DISTRIBUTION OF AIRINGS FOR IDENTIFICATION
TREATMENT GROUP, ABSOLUTE SCORES

	Time 1 6 - 10am	Time 2 10am - 3pm	Time 3 3 - 10pm	Time 4 10 pm - 6am
Number of airings	30	33	29	3
% of total	31.6%	34.7%	30.5%	3.2%
% of total of 1, 2 & 3		96.8%		

TABLE 17

TIME SLOT DISTRIBUTION OF AIRINGS FOR INTERNALIZATION
TREATMENT GROUP, ABSOLUTE SCORES

	Time 1 6 - 10am	Time 2 10am - 3pm	Time 3 3 - 10pm	Time 4 10pm - 6am
Number of airings	9	10	7	1
% of total	33.3%	37.0%	25.9%	3.7%
% of total of 1, 2 & 3		96.2%		

TABLE 18
TIME SLOT DISTRIBUTION OF AIRINGS FOR PLACEBO
TREATMENT GROUP, ABSOLUTE SCORES

	Time 1 6 - 10am	Time 2 10am - 3pm	Time 3 3 - 10pm	Time 4 10pm - 6am
Number of airings	12	16	10	11
% of total	24.5%	32.7%	20.4%	22.5%
% of total of 1, 2 & 3		77.6%		

and a generalized Friedman test of time slot by treatment group generated through SAS (1981). The generalized Friedman test renders pairwise comparisons among all variables; in this case independent variables are time slot and treatment group and the dependent variable is incidence scores of PSA airings. Each pairwise comparison has a Z score which appears as an off-diagonal entry. The Z score corresponding to a probability level of .05 is + or - 2.00: the absolute value of a score equal to or greater than 2.00 is significant at the .05 level.

B. Conclusions

Three sets of experimental hypotheses were set forth by this dissertation. They concerned: (1) variation in PSA acceptance/rejection under the influence of experimental treatments of source influence, (2) variation in the extent of PSA airing under the influence of experimental treatments of source influence, and (3) variations in the scheduling of PSAs to high listenership time slots under the influence of experimental treatments of source influence.

In addition to the reporting of specific data resulting from this field experiment statistical tests of significance of difference were performed to gauge the probability of chance against the absolute effects of the experimental treatments on the dependent variable. The findings were that: (1) variations in PSA acceptance/rejection were not attributable to the experimental treatments, (2) variations in the extent of PSA airing were strongly attributable to the experimental treatments, and (3) variations in the scheduling of PSAs to high

listenership time slots were strongly attributable to the experimental treatments.

The compliance treatment elicited by far the greatest extent of airing response. A number of factors may account for this. A major distinction of compliance as compared to identification and internalization is the obtrusiveness of the process. Attractiveness and credibility are qualities which a subject attributes to a source. Rewards and/or punishments are tangibles which a source may establish before a subject; an analogy would be selective perception versus forced exposure.

Also, each treatment was a communication in and of itself. Thus, each treatment possessed some nature of "message appeal." The compliance treatment message contained threatening and (to a mild extent) fear arousing appeals. Hewgill and Miller (1965) and Leventhal and Singer (1966) respectively found that threatening and fear arousing communications were effective in eliciting subject response.

Finally, Rotter (1966) noted that individuals with an external locus of control perceive reinforcement to be beyond their control and attributable to chance, fate, or powerful others. To the extent that broadcasters are characterized by an external locus of control they would be susceptible to influence by a powerful source controlling rewards and punishments (i.e., positive and negative reinforcements).

A delicate aspect of the identification process appears to be the balance between relevant and irrelevant similarities. Simons, Berkowitz, and Moyer (1970) observed that too much irrelevant similarity content (e.g., weather conditions, flattery, etc.) begins to detract

from the effectiveness of relevant similarity content (e.g., life styles, opinions, socio-economic heritage, etc.). Also, a satiation level of attractiveness may function here; a subject may be attracted to a source to a maximum degree, after which continued promotion of the relationship can only reduce attraction.

The finding that the internalization treatment resulted in less extent of airing than the placebo treatment was unexpected. Further research would be desirable to explore the causes of this paradox. Such areas as Choo's (1964) dual dimensions of credibility--expertise and trust worthiness--would be fruitful starting points here. The most effective balance of credibility ingredients may vary from situation to situation. Message comprehensibility is another area ripe for additional research.

Johnson and Izzett (1969) found that high authoritarians less easily comprehended messages and thus responded relatively less to the favorableness of a high credibility source. Message effects may shroud source effects in a complex message.

An additional observation applies to all treatments in this experiment. It has been previously noted that each of the source influences of compliance, identification, and internalization is multi-dimensional. Appendix D lists a number of necessary ingredients for each source influence process. Furthermore, the manner with which each dimension interacts with the experimental environment is distinctive, and yet the manner in which the treatments were administered was the same for all treatments (i.e., cover letters and follow-up letters of similar form and same timing). Thus, surely the

effectiveness of the treatment procedure in activating the antecedent states for the processes of accepting source influence varied among treatments. For example, one treatment letter may effectively establish a compliance process while three successive treatment letters may be necessary to establish an equally strong process of internalization. Equalizing the "power" among multi-dimensional treatments may call for customization of treatment procedures.

The field experiment executed here lends support to Kelman's theoretical orientation of source influence. While all other things were held equal, treatments precipitating the processes of compliance, identification and internalization displayed significant variations in the dependent variable. This suggests that to a certain degree the processes of accepting source influence are independent and (perhaps to a lesser degree) mutually exclusive. However, while these processes may function independently, previous research (e.g., Lynn, 1973) and the present results suggest that the relative effects of each process of accepting source influence will vary among research settings. The bulk of previous research using Kelman's theoretical orientation used audience response as a dependent variable. The present study uses radio gatekeepers as subjects: their response as receivers of persuasive messages may differ from broadcast audience members at large as receivers of persuasive messages. Radio gatekeepers are compensated for their roles as message receivers, are subject to external influences in their decision making

(e.g., station policies) and the results of their decisions are readily apparent to peers and the public at large. Such conditions may alter response to persuasion relative to the higher discretion enjoyed by a mass communication audience. These phenomena may be related to the discrepancy between the present dissertation's hypothesized extent of airing order of treatment effect results and the actual results. The hypothesized results were based predominantly on the pretest population's reactions in a laboratory setting--their responses were rendered in an environment free from the influences of actual gatekeeping. When the field experiment was subsequently performed under the natural setting of the gatekeeping process the results differed.

Thus, the decision environment, or research setting, appears to be a factor bearing on the relative effectiveness of Kelman's three processes of source influence. This reflects on the predictive validity of Kelman's theoretical orientation in a crucial manner, i.e., with such variation in results its predictive validity is low. This detracts from Kelman's theoretical orientation as a whole.

Often, Kelman's theory was used as a contributing sub-component of a larger model of human behavior (Evans, 1977; Fishbein, 1969). Other researchers incorporated Kelman's theory as an independent module of a large study (Lynn, 1973). The present dissertation has used Kelman's source effects processes of compliance, identification and internalization as a sole theoretical basis. A theory is more parsimonious and generalizable when it functions well across a variety of research settings. Kelman's approach can be recognized as a communications theory of source effects. To the extent that it can be

applied to all instances of source influence in communications is a measure of its theoretical validity and worth.

Compliance, identification and internalization each denote a process of response to source effects. Each process is catalyzed by a specific set of ingredients, or antecedent states, involved in a communications act. It is through the rigor of these antecedent conditions that Kelman's work qualifies as a theoretical orientation. In essence, Kelman's source valence theory accounts for a full range of motivational forces which urge a subject to succumb to a persuasive communication. Independently or in combination, subjects engage in processes of compliance, identification, or internalization in succumbing to persuasive communications.

C. Summary

American society has come to be service oriented, and many of the organizations and institutions purveying services do so on a public service basis. Public service communication is a crucial link between the services such organizations offer and the public for whom the services are intended. The dependence of many nonprofit and governmental organizations upon PSC is profound. And yet despite the importance of PSC little attention has been devoted to learning how to effectively communicate through public service channels. In part, this low level of PSC research is due to the unavailability of research funds in most PSC-dependent organizations. In one sense, a heavier responsibility for research thus falls on the scholarly researcher in communications. Unlike the area of commercial advertising in which large sums are

devoted to research by private enterprise, the scholarly researcher in nonprofit and public service advertising stands to make much needed and significant contributions.

The present dissertation has aspired to make such a contribution. The results have proved to be valuable in a number of ways--to communication theory in general, to source effects in communication, to radio gatekeeper theory, to the application of field experimentation, and to the pragmatic concerns of both the sponsoring organization of this study and PSC-dependent organizations in general.

In the statement of the problem section of the present dissertation it was posited that researchers in PSC need to identify, select, and study those aspects of the PSC process which have the most impact, yet about which the least is known. Variations in source influence were found to have significant impact in this field experiment. However, source effects have perhaps not been regarded as a strong factor in the PSC process. Other elements in the PSC process have seemingly been considered more crucial, for example, message effects and audience effects. Perhaps source effects have been underestimated as an influential variable in the radio gatekeeping process. Thus, the contribution of this dissertation may be sizable through clarifying the nature and strength of source effects in gatekeeper behavior. The findings here may help stimulate a research focus on an often overlooked, yet worthy, subject.

Researchers are often perplexed by the occurrence of surprising and unexpected results. Post hoc pondering of explanations for research results is frequent among researchers. And it seems only just that this

writer should also ponder. While the experimental procedures used here allow cause and effect inferences, explanations of the gatekeeping process occurring between treatment and measurement are not possible.

Experimental results facilitate informed speculation in this regard but no definite answers. This writer's informed speculations regard:

(1) interactions among PSC process variables and (2) the mechanistic image of the gatekeeping process.

A large number of variables exist in the PSC process. The present experiment manipulated source effects variables. One is tempted to regard identifiable variables as discrete and independent (indeed, experimental designs aid in doing so). And while experimental design can hold interactions constant across treatment groups, it nonetheless cannot account for the nature of interactions. In a decision situation of high discretion (which gatekeepers enjoy), interactions among variables appear to play a large role in the decision outcome. For example, a broadcaster may blend together source credibility, peer approval pressure, and his own alter ego in making a PSA airing decision. This writer recommends that future research be devoted to studying the atypical decision environment of media gatekeeping. Variables here may interact in a fashion unlike the nature of interaction found in such decision situations as consumer behavior or media consumption. Theories and hypotheses generated in other decision research settings may not be totally valid for media gatekeeping.

Media gatekeeping appears to be viewed as somewhat of a mechanistic process. Such mental images as physical gates and network news wire machines enhance this impression. This writer, however, was

impressed with the humanity of the process known as gatekeeping. Most of the gates at work in this experiment appeared to be sociological rather than physical. Perhaps more accurate terminology would be radio broadcaster decision theory rather than radio gatekeeper theory. As an implication of what was learned in this dissertation, a suggestion is made to humanize considerations of gatekeeper theory.

This dissertation has hopefully made contributions to the methodologies of communications research. Fewer field experiments are conducted in communications research than surveys, content analyses, etc. Thus, the mechanics of field experimentation receive relatively less rigorous testing and evaluation than other approaches and methods. While the overall design here is a classic case of field experimentation, one aspect of the procedure was somewhat unique: a communications theory was used as the experimental framework, and furthermore, a theory which had heretofore never been applied in the specific setting of this study. It was necessary to explicate a theoretical orientation and operationalize it to a specific research setting. In this sense, the present dissertation may provide an example of the methodological adaptation and testing of a communications theory. It is hoped that the procedures used here will assist future communications researchers in theoretical operationalization and testing.

D. Implications

The results of this field experiment are useful to both the participant organization and other PSC-dependent organizations as well. The results indicate means by which PSA sources can increase message

airings--a dependent variable over which broadcasters have control. The pragmatic value of the findings here for the sponsoring organization, the Innovation Center, are obvious. In future radio PSC campaigns the Innovation Center would be well advised to use the compliance source influence cover letter on its PSA packages. The compliance approach yielded significantly greater positive response from broadcasters. Beyond the achievement of obtaining air play over competing PSA requests, the dollar value of the granted air time was quite high. Using spot radio rates and data published by Standard Rate and Data Service, an average cost per sixty second spot was derived for the stations in the population of this study. This approximate cost per spot was \$6.00. Extrapolating from the staggered-day reporting of the data gathering instrument a total number of airings during the seven week test period can be estimated. Multiplying these two items arrives at the information in Table 19: Estimated dollar value of granted air time by treatment group. The net monetary worth of the compliance treatment was \$4,410 greater than the second most effective treatment. A public service organization director can easily recognize the significance of this. The findings of this study have very specific pragmatic implications.

From a research standpoint, the implications are equally as valuable. There has been a growing need for theory development in the area of public service communication. Much research in the public service area has been situation specific and not based on any overriding theory or theoretical orientation. In the event that PSC research is conceptually tied to an overriding theory the results retain an essence

TABLE 19
ESTIMATED DOLLAR VALUE OF GRANTED AIR TIME
BY TREATMENT GROUP

	Extrapolated number of airings	Dollar value at averaged cost of \$6.00 per spot
Compliance	1,400	\$ 8,400.00
Identification	665	\$ 3,990.00
Internalization	189	\$ 1,116.00
Placebo	343	\$ 2,058.00

that may be applied to other PSC situations. Such is the case here. The internal validity of Kelman's conceptualization of source influence was supported by this dissertation. Moreover, the individual influences of each antecedent state of source influence were operationalized and measured. The theoretical framework provided in this dissertation may be applied to other PSC situations--situations where media gatekeepers are functioning in a highly discretionary decision environment. The implications here are that under such conditions a gatekeeping is subject to be influenced by external control through the granting and/or withholding of rewards and/or punishments even while such rewards and punishments may have no direct and immediate impact upon the person in a gatekeeping position. Less effective are influences based on similarity and liking or source credibility and rational appeals. While presently these are broad generalizations, through the use of Kelman's theoretical orientation and further refinements of the operationalization procedures used in this dissertation, future researchers should be better equipped to grapple with the understanding of media gatekeeping and public service communication.

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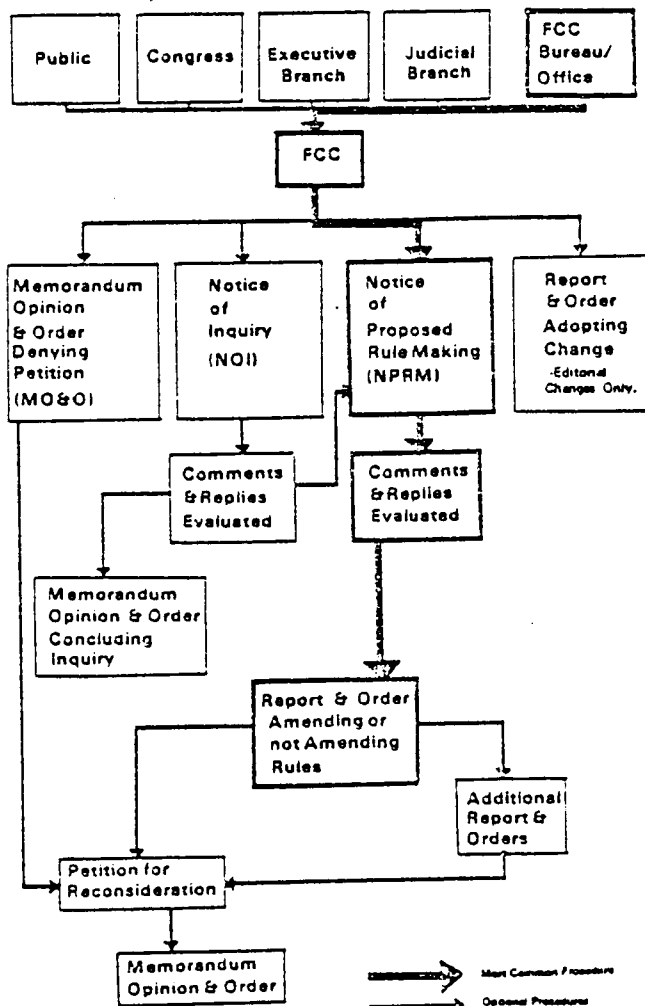
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APPENDICES

APPENDIX A:
FCC RULEMAKING PROCESS

How FCC Rules Are Made



Steps:

1. **Initiation of Action.** Suggestions for changes to the FCC Rules and Regulations can come from sources outside of the Commission either by formal petition, legislation, court decision, or informal suggestion. In addition, a Bureau Office within the FCC can initiate a Rule Making proceeding on its own.

2. **Bureau Office Evaluation.** When a petition for Rule Making is received, it is sent to the appropriate Bureau(s) Office(s) for evaluation. If a Bureau Office decides a particular petition is meritorious, it can request that Dockets assign a Rule Making (RM) number to the petition. A similar request is made when a Bureau Office decides to initiate a Rule Making procedure on its own. A weekly notice is issued listing all accepted petitions for Rule Making; the public has 30 days to submit comments. The Bureau Office then has the option of generating an agenda item requesting one of four actions by the Commission: if an NOI or NPRM is issued, a Docket is instituted, and a Docket number is assigned.

3. **Possible Commission Actions.** Major changes to the Rules are presented to the public as either an NOI or NPRM. The Commission will issue an NOI when it is simply asking for information on a broad subject or trying to generate ideas on a given topic. An NPRM is issued when there is a specific change to the Rules being proposed. If an NOI is issued, it must be followed by either an NPRM or an MO&O concluding the inquiry.

4. **Comments & Replies Evaluated.** When an NOI or NPRM has been issued, the public is given the opportunity to comment verbally, and then respond to the comments that are made. When the Commission does not receive sufficient comments to make a decision, a further NOI or NPRM may be issued, again asking for comments & replies. It may be determined that an oral argument before the Commission is needed to provide an opportunity for the public to testify before the Commission, as well as for the Bureau(s) Office(s) to present inverse opinions concerning the proposed Rule change.

5. **Report & Order Issued.** A Report & Order is issued by the Commission stating the new or amended Rule, or stating that the Rule will not be changed. The proceeding may be terminated in whole or in part.

6. **Additional Report & Orders Issued.** The Commission may issue additional Report & Orders in the future.

7. **Reconsideration Given.** Petitions for reconsideration may be filed by the public within 30 days; they are reviewed by the appropriate Bureau(s) Office(s); and/or by the Commission.

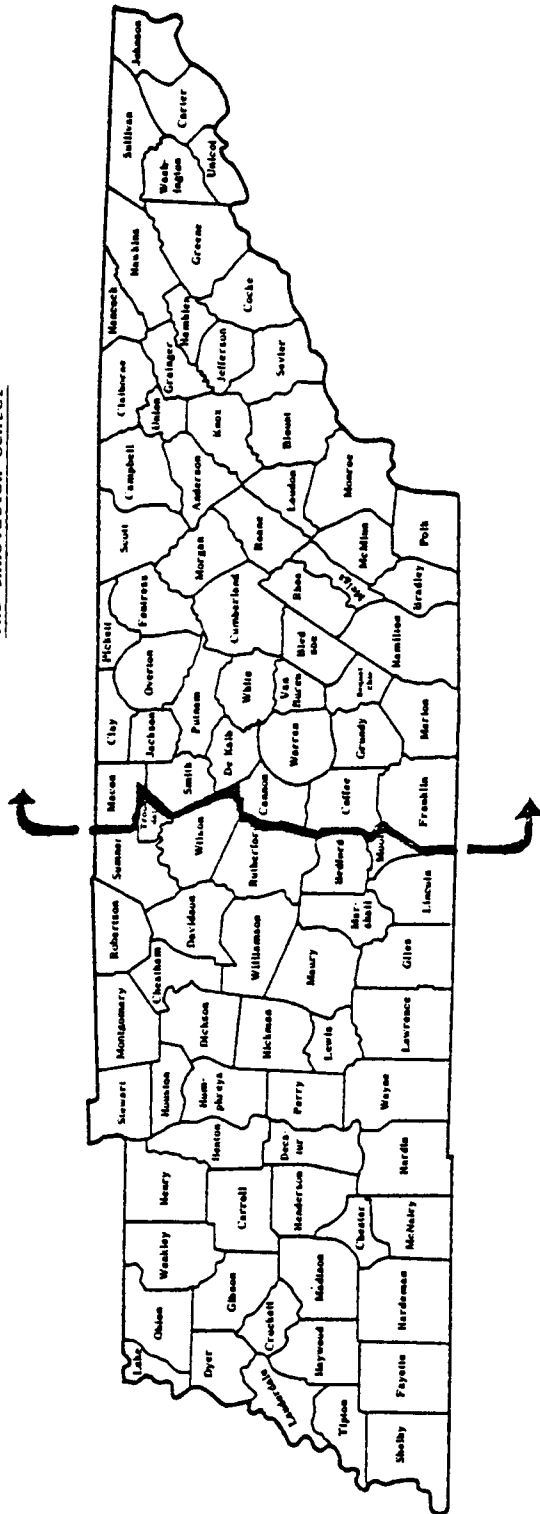
8. **Modifications Possible.** As a result of its review of a petition for reconsideration, the Commission may issue a MO&O modifying its initial decision or denying the petition for reconsideration.

Source: FCC Communicator, September, 1975.

APPENDIX B:

SERVICE AREA FOR INNOVATION CENTER

Service Area for
The Innovation Center



Appalachian Region of the
State of Tennessee

APPENDIX C:

POPULATION FOR THIS STUDY: GATEKEEPERS AND
RESPECTIVE RADIO STATIONS LOCATED IN
THE INNOVATION CENTER SERVICE AREA

Tennessee Location	Station Manager/ Program Director	Station	Daytime Power	Nighttime Power
Alcoa	Herman Petre	WEAG	1 kw	
Athens	Windy Miller	WYXI	2.5 kw	
Athens	Charles Westbrook	WLAR	1 kw	250 w
Bristol	Paul Culp	WOPI	1 kw	250 w
Carthage	Reggie Honey	WRKM	1 kw	
Chattanooga	Fred Webb	WNOO	5 kw	
Chattanooga	Michael Benms	WFLI	50 kw	1 kw
Chattanooga	Don Newberg	WGOV	5 kw	1 kw
Chattanooga	Dale Anthony	WZDQ	1 kw	
Chattanooga	Michael Sloan	WDEF	5 kw	5 kw
Chattanooga	Tom Sneed	WMOC	1 kw	250 w
Chattanooga	Bill Nash	WDXB	1 kw	250 w
Chattanooga	Roy Morris	WDOD	5 kw	5 kw
Church Hill	Bettye Creasy	WMCH	1 kw	
Cleveland	Clyde Thomason	WBAC	1 kw	250 w
Cleveland	Jack Hoskins	WCLE	1 kw	
Clinton	James Stair	WYSH	1 kw	
Cookeville	Larry Nunn	WPTN	250 w	
Cookeville	Stacey Mott	WHUB	1	
Copperhill	Robert Schwab	WLSB	1 kw	250 w
Cowan	Ben Watson	WZYX	5 kw	
Crossville	Jan Wyatt	WCSV	1 kw	250 w

Crossville	Warren Dean	WAEW	1 kw	
Dayton	Stan Reynolds	WREA	5 kw	
Dayton	Jack Pullin	WDNT	1 kw	
Elizabethton	James Austin	WBEJ	1 kw	250 w
Elizabethton	Eugene Hobson	WIDD	1 kw	
Englewood	Sue Kean	WENR	1 kw	
Etowah	Bruce Wentworth	WCPH	1 kw	
Erwin	James True	WEMB	5 kw	
Greenville	Paul Metcalf	WGRV	1 kw	250 w
Greenville	Ken Dearstone	WSMG	1 kw	250 w
Harriman	Lanis Yeary	WJZA	5 kw	
Jefferson City	Wayne Roberts	WJFC	500 w	
Jefferson City	Hugh Cate	WSBM	3 kw	
Jellico	John Callahan	WJJT	1 kw	
Johnson City	Rocky Stone	WJCW	5 kw	1 kw
Jamestown	N. A. Baz	WDEB	1 kw	500 w
Jamestown	Howard Cravens	WCLC	1 kw	
Johnson City	Norm Thomas	WJSO	5 kw	5 kw
Johnson City	Auther Kelsay	WETB	5 kw	
Kingsport	Ken Maness	WKIN	5 kw	500 w
Kingsport	Phil Roberts	WGOC	1 kw	
Kingsport	George Devault	WKPT	1 kw	250 w
Kingston	Ed Johnson	WTNR	1 kw	

Knoxville	Ron Baptist	WITA	1 kw	250 kw
Knoxville	Ted Delacourt	WKGK	1 kw	250 w
Knoxville	Marvin Thompson	WKXV	1 kw	
Knoxville	Harry Morgan	WSKT	5 kw	
Knoxville	Jimmy Clark	WJBE	1 kw	
Knoxville	Bruce Dodge	WHEL	1 kw	250 w
Knoxville	Chris Gallu	WNOX	10 kw	10 kw
Knoxville	Carlos Kivett	WEZK	100 kw	100 kw
Knoxville	Jim Dick	WIVK	100 kw	100 kw
Knoxville	Ron Hamilton	WRJZ	5 kw	5 kw
Lafayette	Billie Speck	WEEN	1 kw	
Lafollette	Elmer Longmire	WLAF	1 kw	250 w
Lenoir City	Robert McKeehan	WBLC	1 kw	
Lenoir City	Arthur Wilkerson	WLIL	1 kw	
Livingston	Richard Gillespie	WLIV	1 kw	
Madisonville	Will France	WZZI	500 w	
Manchester	Russell Daniel	WMSR	5 kw	
Maryville	Steve Corbett	WGAP	1 kw	250 w
McMinnville	Chuck Brown	WBMC	500 w	
McMinnville	Arthur Durham	WAKI	1 kw	250 w
Morristown	Hal Ashford	WCRK	1 kw	500 w

Morristown	George Guertin	WMTN	5 kw	
Mountain City	Paul Gobble	WMCT	1 kw	
Newport	Wayne Harris	WNPC	1 kw	
Newport	Dwight Wilkerson	WLIK	5 kw	500 w
Oak Ridge	John Pirkle	WOKI	100 kw	100 kw
Oak Ridge	L. B. Saunders	WATO	5 kw	500 w
Oneida	Hillard Mattie	WBNT	1 kw	
Pikeville	Proctor Upchurch	WUAT	250 w	250 w
Red Bank	Michael Benms	WSIM	3 kw	
Rockwood	Peabody Ledford	WOFE	1 kw	
Rogersville	Phillip Beal	WRGS	1 kw	
Sevierville	Hugh Trotter	WSEV	5 kw	
Smithville	Ralph Vaughn	WJLE	1 kw	
Soddy Daisy	Ben Hicks	WCHU	1 kw	
Soddy Daisy	George Hudson	WEDG	1 kw	250 w
South Pittsburg	Eaton Govan	WEPG	1 kw	
Sparta	Bob Gallaher	WUCR	1 kw	
Sparta	Tallye Tittsworth	WSMT	1 kw	
Sweetwater	Lynn Sherlin	WDEH	1 kw	
Tazewell	Floyd Turner	WNTT	500 w	
Tullahoma	Jerry Newton	WBGY	250 w	

Wartburg	Sandi Lavender	WECO	1 kw	
Winchester	Neil Bracken	WCDT	1 kw	250 w
Woodbury	Billy Allen	WBRY	500 w	

APPENDIX D:
CONSTITUENTS OF KELMAN'S ANTECEDENT
STATES OF SOURCE INFLUENCE

In order to establish COMPLIANCE as the antecedent state of source influence,

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The PSA agent should:

1. ...provide a means by which the radio gatekeeper may gain a specific reward or avoid a specific punishment controlled by the PSA agent.
2. ...provide a means by which the radio gatekeeper may gain approval or avoid disapproval from the PSA agent.
3. ...provide the opportunity for the radio gatekeeper to achieve a favorable reaction from the PSA agent.
4. ...establish himself as a member of a reference group which the radio gatekeeper would desire to join.
5. ...establish himself as an influential member of a group or social set to which the radio gatekeeper also belongs.
6. ...provide a means by which the radio gatekeeper may immediately please the PSA agent.
7. ...make it clear that the radio gatekeeper's behavior is observable and that the PSA agent will be observing.
8. ...convey to the radio gatekeeper the awareness that the PSA agent can supply or withhold some means needed by the radio gatekeeper for the achievement of his goals--actually or potentially.
9. ...apply pressure to the radio gatekeeper to select and air the PSA agent's PSAs.
10. ...attempt to block the potential selection by the radio gatekeeper of other PSAs which compete for air time with the PSA agent's PSAs.

The PSA agent should:

11. ...position himself as having high means-control over the radio gatekeeper.
-
-

In order to establish IDENTIFICATION as the antecedent state of source influence, 131

The PSA agent should:

1. ...promote the establishment and/or maintenance of a satisfying relationship with the radio gatekeeper--a relationship which the radio gatekeeper will find to self-defining.
2. ...convey that the favorable social relationship between he and the radio gatekeeper will be an ongoing one.
3. ...convey his possession of qualities that make a continued relationship to the PSA agent particularly desirable for a radio gatekeeper.
4. ...make the establishment of such a relationship contingent upon the airing of the PSAs.
5. ...nuture high attractiveness to the radio gatekeeper.
6. ...place the radio gatekeeper in a reciprocal role to the PSA agent.
7. ...establish how acceptance and airing of the PSAs will make the radio gatekeeper more like the PSA agent.
8. ...make the radio gatekeeper's airing of the PSAs a crucial part of meeting the PSA agent's expectations of the radio gatekeeper's role performance.
9. ...present qualities that he possessed which would cause a radio gatekeeper to desire a continued relationship with the PSA agent.
10. ...point out that he is the only "fellow radio employee" requesting PSA airing--other competing PSA requests have come from impersonal organizations.

11. ...activate this "fellow gatekeeper" role system, thus making selection of the PSA agent's PSAs the only choice consistent with this role identification.
 12. ...align acceptance of his PSAs with positive reference groups for the radio gatekeeper and rejection of his PSAs by the radio gatekeeper with negative reference groups for the radio gatekeeper.
 13. ...spell-out the requirements of the role relationship in which the radio gatekeeper's self definition is anchored.
 14. ...delineate the expectations of a relevant reference group for the radio gatekeeper.
 15. ...provide a self defining role relationship that forms a part of the radio gatekeeper's self-image.
 16. ...present himself in a role relationship which the radio gatekeeper would envy and desire to occupy himself.
 17. ...present his role in a manner which would induce the radio gatekeeper to be like the PSA agent.
 18. ...exude desirable characteristics that the radio gatekeeper lacks.
 19. ...offer control in a situation in which the radio gatekeeper is helpless, direction in a situation in which the radio gatekeeper is disoriented, or belongingness in a situation in which the radio gatekeeper is isolated.
-
-

In order to establish INTERNALIZATION as the antecedent state of source influence, 133

The PSA agent should:

1. ...engender high credibility with the radio gatekeeper.
2. ...establish his expertness and trustworthiness with the radio gatekeeper.
3. ...assure the radio gatekeeper that the act of airing the PSAs will be congruent with the radio gatekeeper's value system.
4. ...establish how airing the PSAs will aid congruence between the radio gatekeeper's actions and beliefs with his value system.
5. ...explain how airing of the PSAs is congenial with the radio gatekeeper's individual needs.
6. ...facilitate solutions to the radio gatekeeper's problems through direct information or the act of airing the PSAs.
7. ...stress the intrinsic value of PSA airing in general, as well as the Innovation Center spots in particular.
8. ...convince the radio gatekeeper that the act of airing the PSAs will be intrinsically rewarding to the radio gatekeeper.
9. ...facilitate the radio gatekeeper's perception of the act of airing the PSAs to be inherently conducive to the maximization of the radio gatekeeper's values.
10. ...convince the radio gatekeeper that the PSA agent is an expert on the subject matter of the PSAs.

11. ...convince the radio gatekeeper that the PSA agent is an expert on the subject of public service advertising in general.
12. ...convince the radio gatekeeper that the PSA agent is an expert on the nature of professional problems confronting a radio gatekeeper, i.e., program director or station manager.
13. ...concede that the radio gatekeeper should modify the PSA agent's recommendations to fit his own unique style.
14. ...acknowledge the radio gatekeeper's authority of choice over program material and PSAs.
15. ...explain how the production and packaging of the PSAs was tailored especially to suit the radio gatekeeper thus acknowledging the radio gatekeeper's power of selection.
16. ...suggest that the subsequent airing of the PSAs by the radio gatekeeper constituted agreement to the proposition that PSAs sent to radio gatekeepers should be designed to best suit the radio gatekeeper.
17. ...establish with the radio gatekeeper his lack of a vested interest in the organization for which the PSAs have been produced.
18. ...convince the radio gatekeeper that the PSA agent's statements are truthful, valid, and worthy of serious consideration.
19. ...convince the radio gatekeeper that the PSA agent knows the truth, and has firm bases for telling the truth.
20. ...win the overall respect of the radio gatekeeper.
21. ...establish a likemindedness with the radio gatekeeper.

The PSA agent should:

22. ...attempt to explain the implications of airing the PSAs to the important values of the radio gatekeeper.
 23. ...explain implications of airing the PSAs which the radio gatekeeper had been unaware heretofore.
 24. ...make apparent the advantages, in terms of the radio gatekeeper's values, of selecting the PSA agent's PSAs over other competing PSAs.
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APPENDIX E:
PRETEST POPULATION

PRETEST POPULATION

	<u>Name</u> (present employer)	<u>Format of radio station</u> <u>where employed in</u> <u>gatekeeping role</u>	<u>Location</u> (city/state)	<u>Number of years</u> <u>in position</u>
P1 ₁	<u>Anonymous</u>	Album rock, FM	Birmingham, Alabama	3
		Progressive country, AM/FM simulcast	Atlanta, Georgia	2
P1 ₂	<u>Anonymous</u>	Top 40, AM	Jacksonville, Florida	1
		Top 40, AM	Daytona Beach, Florida	2
		Country, AM	Tuscaloosa, Alabama	3
P1 ₃	<u>Anonymous</u>	Country, AM	Selma, Alabama	1
		Top 40, AM	Seattle, Washington	2
		Country, AM	Tuscaloosa, Alabama	2
P1 ₄	<u>Bass, Greg</u>	Top 40, AM	Chipley, Florida	1
	(Soutwell Studios, Birmingham, Kicks 106, Birmingham.)	Country, AM	Chipley, Florida	1
		Top 40, AM	Mobile, Alabama	1
		Top 40, AM	Tuscaloosa, Alabama	6
		MOR, FM	Tuscaloosa, Alabama	6
		Album rock, FM	Birmingham, Alabama	1

P1 ₅	<u>Colter, Mat</u> (<u>WTBC,</u> <u>Tuscaloosa.</u>)	Top 40, AM	Decatur, Alabama	2
		Top 40, AM	Huntsville, Alabama	1
		EZ listening, FM	Huntsville, Alabama	1
		Progressive rock, FM	Tuscaloosa, Alabama	2
P1 ₆	<u>Hayden, Courtney</u> (<u>Boutwell Studios,</u> <u>Birmingham,</u> <u>Kicks 106</u> <u>Birmingham.</u>)	Top 40, AM	Tuscaloosa, Alabama	9
		Progressive, FM	Tuscaloosa, Alabama	9
		Country, FM	Birmingham, Alabama	2
		Album rock, FM	Birmingham, Alabama	2
P1 ₇	<u>Hughes, Lisa</u> (<u>WUOA,</u> <u>Tuscaloosa.</u>)	Progressive rock, FM	Tuscaloosa, Alabama	3
		Progressive jazz, FM	Tuscaloosa, Alabama	3
P1 ₈	<u>Price, Ron</u> (<u>WACT,</u> <u>Tuscaloosa.</u>)	Contemporary progres- sive country, FM	Tuscaloosa, Alabama	7
		Traditional country, AM	Tuscaloosa, Alabama	7
P1 ₉	<u>Stark, Steve</u> (<u>WNPT,</u> <u>Tuscaloosa.</u>)	Country, AM	Tuscaloosa, Alabama	5

Pl ₁₀	<u>Thompson, Wayne</u>	Top 40, AM	Ozark, Alabama	2
	(Boutwell Studios,	Country, AM/FM	Ozark, Alabama	2
	Birmingham,	Top 40, AM	Tuscaloosa, Alabama	2
	Kicks 106,	Country, AM	Tuscaloosa, Alabama	3½
	Birmingham.)	Country, AM	Florence, Alabama	1
		Top 40, AM	Florence, Alabama	1
		Album rock, FM	Birmingham, Alabama	1

APPENDIX F:

GATEKEEPER LIFESTYLE/VALUE SCORING INSTRUMENT

APPENDIX G:
GATEKEEPER LIFESTYLE/VALUE STATEMENT LIST

Key: 5 = Strongly agree 143
4 = Agree
3 = Neutral
2 = Disagree
1 = Strongly disagree

The majority of Radio Gatekeepers:

SCORING WEIGHT:
(MEAN)

- | | | |
|----|--|-----|
| 1. | ...have a special affection for music, i.e., are "into" music. | 5.0 |
| 2. | ...are very current on music both in terms of artists and composers | 5.0 |
| 3. | ...do not necessarily favor, in personal preferences, the style of music purveyed by the stations at which they work. | 4.0 |
| 4. | ...often "backed into" their job in radio broadcasting, e.g. became a DJ as a part time job without intentions of staying in radio and yet continued on to become program director or station manager. | 4.3 |
| 5. | ...follow the progress of particular musicians and musical groups, often subscribe to "behind the scene" musical publications such as <u>Rolling Stone</u> . | 4.7 |
| 6. | ...typically have large record collections but do not (as might be expected) own a large and expensive high fidelity, stereo equipment system. | 2.6 |
| 7. | ...attend a relatively large number of live, musical concerts. | 5.0 |

The majority of Radio Gatekeepers:

SCORING WEIGHT:

(MEAN)

8.	...are not confirmed followers of the "arts", e.g. symphony orchestras, operas, plays.	4.7
9.	...are not themselves musicians, but astute consumers of music.	5.0
10.	...holding college degrees in broadcasting are in the vast minority, yet it appears that radio gatekeepers holding college degrees in general are in the majority. Very few radio gatekeepers hold masters degrees.	4.0
11.	...tend to be "loners", i.e., join few organizations, are not socially gregarious.	3.6
12.	...work at odd hours.	5.0
13.	...have a propensity for stimulant habits, e.g., drink a lot of coffee, smoke a lot of cigarettes, drink a lot of alcohol, etc.	5.0
14.	...have very quick and often times cynical senses of humor (e.g., humor as displayed on the popular television program M*A*S*H; Sat. nite).	4.7
15.	...social lives revolve around "radio people" and "music people".	5.0
16.	...typically not very active in community social life in the sense of Jaycees and other service organizations on the community society circuit (debutants, etc.)	4.3

The majority of Radio Gatekeepers:

SCORING WEIGHTS:

(MEAN)

17.	...identify to a large extent with America's youth culture and tend to perceive their listening audiences as younger than (in many cases) they actually are.	4.7
18.	...drive unusual automobiles e.g. old convertibles, pick up trucks, exotic foreign sports cars, "clunkers", vans, and RVs. Seldom does a radio gatekeeper own a Chevrolet Impala or other such MOR American made vehicle.	3.0
19.	...are politically extreme--either way to the right or way to the left. The skew of this distribution appears to be to the left. No clear cut relationship is apparent between station format (e.g., rock music vs. country western) and political ideologies (liberal vs. conservative).	3.3
20.	...are pro-small business and anti-big-business.	4.3
21.	...are repulsed by bureaucratic organizations and "red tape".	4.7
22.	...have somewhat of a fatalistic attitude about themselves and life in general e.g., "There's no use in fighting it because we're all going to go down with the ship" or "There's no use trying to change things because we're all up against the wall, and we may as well get used to staying there."	4.0
23.	...are very opinionated on a wide range of subjects.	5.0
24.	...dislike having to follow "program format" sheets based on "station personality" or listenership studies.	2.6

The majority of Radio Gatekeepers:

SCORING WEIGHTS:

(MEAN)

25.	...dislike being told what to do.	5.0
26.	...would prefer to have unbridled choice over music and programming.	5.0
27.	...are more prone to become disgruntled with business ownership and management than business employees in general.	4.7
28.	...are self-admittedly eccentric, and appear to be proud of it.	3.3
29.	...switch jobs on the average of about once every two year.	4.7
30.	...consider themselves to be more "in touch" with the American culture than others.	3.3
31.	...are highly critical of directors and producers in the entertainment and media business, e.g., movie producers, TV directors and producers, and to a lesser extent, musicians and music marketing people .	4.7
32.	...have suffered delusions of grandeur somewhere in the course of their career i.e., really believing they were going to "make it to the top" in the music or radio business.	4.7
33.	...tend to portray themselves as more eccentric than they actually are.	4.0
34.	...have, with few exceptions, never "made it to the top", and have grown somewhat skeptical and cynical during the process of not making it.	5.0

The majority of Radio Gatekeepers:

SCORING WEIGHTS:

(MEAN)

35.	...are aware of, or exposed to, individuals in their trade who have grown quite wealthy; proximity to such wealth and success amplifies the radio gatekeeper's relative sense of lack of success and wealth.	<u>4.3</u>
36.	...often appear to be frustrated people. Easily rationalize about their problem out loud to willing listeners.	<u>4.3</u>
37.	...readily discuss the prospects of their "getting out of radio altogether." Few, however, actually do permanently leave the broadcasting trade.	<u>5.0</u>
38.	...harbor disdain for the business community at large.	<u>4.7</u>
39.	...resent the control over their job performance which business has, e.g., the need to cater to business people for advertising revenue.	<u>4.3</u>
40.	...resent the control over their programming flexibility which businesses have, e.g. interruptions for commercial insertions.	<u>3.6</u>
41.	...dislike the advertising side of their responsibilities--they would rather concentrate on music and program content.	<u>3.6</u>
42.	...are frequently late for work.	<u>3.6</u>
43.	...respect "go getters" with entrepreneurial flair.	<u>5.0</u>

The majority of Radio Gatekeepers:

SCORING WEIGHTS:

(MEAN)

44.	...are rebellious in nature and identify with other individuals who are also rebellious in nature.	<u>3.6</u>
45.	...in public situations tend to be introverted, while in casual social situations are potentially quite extroverted.	<u>2.6</u>
46.	...perhaps use their "radio outreach" as an outlet for the extrovertiveness.	<u>5.0</u>
47.	...have a high self-identification with their trade and other radio broadcasting employees; "A small fraternity of equally crazy people."	<u>5.0</u>
48.	...complain a great deal about their job, but actually dote on it.	<u>5.0</u>
49.	...exhibit little loyalty to stations in particular, but high loyalty to the job and trade in general, and to listeners.	<u>4.3</u>
50.	...feel as if they are providing something of real value to the lives of their listeners.	<u>4.7</u>
51.	...read each and every listener's letter to the station with great interest.	<u>4.3</u>
52.	...dislike FCC required "public service and need" surveys and take little stock in the results of such surveys.	<u>3.3</u>
52.	...dislike listenership surveys; depend on their own intuition for judging what is good or bad material for their station.	<u>3.3</u>

The majority of Radio Gatekeepers:

SCORING WEIGHTS:
(MEAN)

53.	...resent the introduction of "radio marketing consultants" into their station (usually done by the station ownership).	4.3
54.	...long for absolute autonomy in the control of the radio station they run.	5.0
55.	...are frequently at variance with the desires of station ownership in the operation of the radio station.	5.0
56.	...are heavy consumers of "popular" and "generalist" media such as <u>People</u> and <u>Time</u> magazines, <u>60 Minutes</u> and <u>Dallas</u> television shows, and newspapers.	5.0
57.	...are sensitive to technical broadcast quality and prefer to be associated with a FM stereo station (as compared to AM).	5.0
58.	...consider audience size to override technical desirabilities, e.g. radio gatekeeper would prefer to run an AM station with a large audience than an FM stereo station with a small audience.	4.0
59.	...are less interested in making profits for the station than pleasing the listenership.	3.3
60.	...exhibit much jealousy among themselves primarily in terms of salaries, station power, audience size, technical characteristics (AM, FM, particular in-station equipment), and degree of autonomy allowed by station ownership.	4.0
61.	...have been full time disc jockeys and/or assume "fill in" shifts on the air in the absence of a regular DJ.	5.0

The majority of Radio Gatekeepers:

SCORING WEIGHTS:

(MEAN)

62.	...are self-reflective and thoughtful people.	4.0
63.	...dislike the clerical aspects of their jobs.	5.0
64.	...have cluttered offices.	4.3
65.	...consider themselves to be creative and imaginative people.	5.0
66.	...are somewhat unpredictable in their reactions to various situations.	4.7
67.	...are sensitive to the aging process and actively attempt to "stay young", not so much in appearance as in ideas and actions.	4.7
68.	...are not restaurant lunch eaters--they prefer deli sandwiches, pizzas, health food bars, etc.	2.6
69.	...consider their jobs to be important ones, and desire to excel in the execution of their responsibilities.	4.7
70.	...are heavy consumers of all media relative to the population at large.	5.0
71.	...as consumers of media, spend more time reading and watching TV than listening to radio.	2.6
72.	...for personal consumption, prefer unusual and innovative music forms such as jazz, big band music, obscure folk and blues singers.	4.3

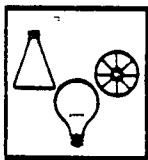
The majority of Radio Gatekeepers:

SCORING WEIGHTS:

(MEAN)

- | | | |
|-----|---|------------|
| 73. | ...consider themselves to be well informed (and in many cases self-appointed experts) on a wide range of subjects from nuclear energy to bluegrass festivals. | <u>5.0</u> |
| 74. | ...although reluctant and skeptical when confronting a decision on some situation, when they decide to take action, they do it with enthusiasm. | <u>4.7</u> |
| 75. | ...enjoy playing "one upsmanship" with competing stations, e.g., "Anything they can do we can do better." | <u>5.0</u> |
| 76. | ...are, on the whole, unusually colorful, eclectic, eccentric, and energetic people. | <u>3.3</u> |
| 77. | ...as a social character type, are nonconformists. | <u>4.3</u> |
-
-

APPENDIX H:
COVER LETTERS EMBODYING THE THREE ANTECEDENT STATES
OF SOURCE INFLUENCE



Innovation center

FOR ENTERPRISE DEVELOPMENT
IN APPALACHIA

(COMPLIANCE)

• Energy Opportunities
Consortium •
P.O. Box 2229
301 Church Ave.
Knoxville, TN. 37901
(615) 637-4553

Dear :

Enclosed is a package of public service announcements for the Innovation Center-- a nonprofit, government-sponsored organization designed to aid inventors with the commercial development of their inventions. Through the nature of your FCC requirements and responsibilities to the public, I would like for you to air these public service announcements. In fact, I would be highly pleased if you would air these spots extensively.

The Innovation Center is sponsored and funded by the organizations listed at the bottom of this page. I have alerted people throughout these organizations to our upcoming PSA radio campaign and they will be listening with great interest for our radio spots. In fact, I've asked them to stay tuned to the stations in their areas and report to me the airings of our spots.

Nothing would please me more than to receive word through our monitors that you are playing our radio announcements. I would very much like to give a favorable report on our PSA campaign to the Innovation Center Board of Directors--businessmen with proven success in enterprise development--originators of engineering firms, advertising agencies, marketing consulting firms, etc.

And at our next Innovation Center Board meeting I plan to pass out a listing of the radio stations and respective station managers and program directors who received our PSA package, and elaborate upon who subsequently helped the Innovation Center by airing our spots. As prudent businessmen and responsible members of their respective communities, I'm sure the members of our board will appreciate your decision to aid the Innovation Center in its mission.

Although surely you receive PSA requests from a number of long-lived organizations and interests, we are offering you the opportunity to assist us in the establishment of a new and innovative public service--and one that promises to contribute to the economic health and prosperity of East Tennessee.

Sincerely,

*Ervin F. Newman, P.E.
Director*

EFN:lb

•PROJECT PARTICIPANTS•

• Appalachian Regional Commission • The Tennessee Dept. of Economic and Community Development • Tennessee Valley Authority • Greater Knoxville Chamber of Commerce • East Tennessee Development District • University of Tennessee • Union Carbide Corp, Nuclear Division • Service Corps of Retired Executives

WUTK FM

154

(IDENTIFICATION)

Enclosed is a package of PSA spots for the Innovation Center--a new government sponsored, nonprofit organization designed to help small time inventors break into the marketplace with their inventions.

As station manager of the soon-to-be-open (hopefully) student radio station here at UT, the Innovation Center asked me to help them put together this package of PSAs. Well, I easily fell prey to the thin-wallet syndrome and presto!--here are the spots. Some big business types probably aren't too keen on the Innovation Center but I like what they're doing and I think I've put together a pretty good package of PSAs for the Innovation Center. And knowing (from my commercial radio days) the kind of low quality and institutional PSA requests you often get, I thought you might welcome a nice package of fresh material.

And while I've got you here, let me put in a plug for our new station. We're free to develop innovative and progressive programming and as we begin to assemble our format perhaps I could ask your advice and opinions on some things we might try. Without paid ads and stipulated inserts we have a lot of air time to fill.

I'm especially excited about our musical programming opportunities--and our college student listenership should be receptive to some new and different approaches.

Once our station gets into operation, perhaps you could drop by for a visit. Regardless, let's keep in touch over the next year--I'll put you on our play list mailing list. Or if you're employee hunting maybe I could link you up with some of the better student talent that will be passing through the student station here.

Again, please stop by for a visit when we get into operation, and while you're here you could tell me how this PSA campaign for the Innovation Center worked out.

Cordially,

*Ron Skenes
Station Manager*

RS:lb

Enclosure

Room 295 Communications Building
The University of Tennessee, Knoxville, TN 37916

College of Communications

155

THE UNIVERSITY OF TENNESSEE, KNOXVILLE, TENNESSEE 37916

Department of Advertising
(615) 974-3048

(INTERNALIZATION)

Enclosed is a package of public service announcements for the Innovation Center--a government sponsored, nonprofit organization recently created to help small time inventors with the commercial development of their inventions.

As an individual, I would like to appeal to you to air these particular public service announcements. I have long been concerned with mass media and society, and as a doctoral student and teacher at the University of Tennessee I have devoted my graduate career to the study of public service communication. I have no vested interest in the Innovation Center--as a Tennessee resident and citizen, and a scholar in this area, I simply want to see a worthy cause succeed.

I am aware of the challenges and decisions you face in the operation of your station, and I know that you desire to select PSAs which will benefit the largest proportion of your listening audience.

Please recognize that the Innovation Center does provide wide ranging benefits for area residents through economic development. New inventions, locally manufactured, provide new jobs and an influx of out-of-state money, both of which contribute to improved state, county, and city tax-supported services.

Furthermore, the Innovation Center provides a much needed means through which small time inventors may benefit from the fruits of their talents: American entrepreneurial spirit in recent years has waned in a market dominated by foreign countries and big business. The Innovation Center provides the channel through which small time inventors can gain market entry.

But you can provide the only channel through which these small time inventors can become aware of the services of the Innovation Center. Through airing these PSAs, you can join with me in helping the small time inventor succeed in a world of big business thus stimulating the local economy and resulting in better living conditions for everyone--including yourself.

Of course, my appeal is subject to your discretion; I only request that you extend to the Innovation Center your most serious consideration for PSA air time.

I have been exposed to the Innovation Center from its inception a year or so ago, and I have become so convinced of its worthiness that I have volunteered my services to the Innovation Center. Following my recommendations, this PSA package has been carefully assembled to facilitate proper delivery and introduction into your PSA selection process. Your selection for airing of the Innovation Center spots will confirm such packaging efforts as being worthwhile.

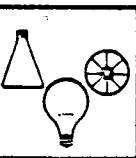
If you have any hesitancy concerning the worth and value of the Innovation Center and its mission, contact me personally for reassurances.

Sincerely,

J. Walker Busbin

JWB:lb

Enclosure



innovation center

157

FOR ENTERPRISE DEVELOPMENT
IN APPALACHIA

• Energy Opportunities
Consortium •
P.O. Box 2229
301 Church Ave.
Knoxville, TN. 37901
(615) 637-4553

(PLACEBO)

Dear _____:

Enclosed is a package of public service radio spots for
the Innovation Center.

The Innovation Center is government sponsored and nonprofit
and thus qualifies for public service air time.

Please consider airing our spots.

Thank you,

Jean Clapp, secretary

•PROJECT PARTICIPANTS•

Appalachian Regional Commission • The Tennessee Dept. of Economic and Community Development • Tennessee Valley
Authority • Greater Knoxville Chamber of Commerce • East Tennessee Development District • University of Tennessee • Union Carbide
Corp, Nuclear Division • Service Corps of Retired Executives

APPENDIX I:
VALIDITY SCORING INSTRUMENT FOR
THREE COVER LETTERS

Compliance

Letter from Ervin Newman:

absolutely moderately INDIFFERENT moderately absolutely
YES YES NO NO

1. Do you get the feeling that you would get some nature of reward from Mr. Newman if you air his spots? _____
2. Do you get the feeling that you might avoid some nature of punishment by airing Mr. Newman's spots? _____
3. Do you feel that by airing the spots you would win Mr. Newman's approval? _____
4. Would you agree that Mr. Newman appears to be in close company with successful businessmen? _____
5. Did Mr. Newman convince you that your station will be monitored to see if you actually do air his spots? _____
6. Would you agree that Mr. Newman is not actually applying pressure for you to air his spots? _____
7. Do you feel that Mr. Newman is suggesting that you not air other public service spots, apparently in order to make room for his own? _____

	absolutely <u>YES</u>	moderately <u>YES</u>	INDIFFERENT	moderately <u>NO</u>	absolutely <u>NO</u>
8. Do you feel that Mr. Newman might have some sort of influence in the business community?	_____	_____	_____	_____	_____
9. To the extent that Mr. Newman may have influence in the business community, do you feel his influence could affect you in some way?	_____	_____	_____	_____	_____
10. Do you agree that Mr. Newman would not actually disapprove if you didn't air his spots?	_____	_____	_____	_____	_____

Letter from Ron Skenes:



absolutely	moderately	INDIFFERENT	moderately	absolutely
<u>YES</u>	<u>YES</u>		<u>NO</u>	<u>NO</u>

- | | | | | |
|--|-------|-------|-------|-------|
| 1. Do you feel Mr. Skenes is trying to strike up some sort of friendly relationship with you? | _____ | _____ | _____ | _____ |
| 2. To the extent that Mr. Skenes is trying to strike up a rapport, do you feel that he wants it to be an ongoing thing? | _____ | _____ | _____ | _____ |
| 3. Do you feel that maintaining a rapport with Mr Skenes would be of any benefit to you? | _____ | _____ | _____ | _____ |
| 4. If you did not air the Innovation Center spots, do you think that Mr. Skenes would still want to strike up a rapport with you? | _____ | _____ | _____ | _____ |
| 5. Just from reading his letter, do you think that Mr. Skenes would be an enjoyable person to know? | _____ | _____ | _____ | _____ |
| 6. Not considering pay, do you feel that Mr. Skenes has a desirable job as manager of the new student station? | _____ | _____ | _____ | _____ |
| 7. Do you feel a "likemindedness" with Mr. Skenes? | _____ | _____ | _____ | _____ |
| 8. Does Mr. Skenes give you the impression that big business may not like the Innovation Center and thus would probably not want you to air the Innovation Center spots? | _____ | _____ | _____ | _____ |

	absolutely <u>YES</u>	moderately <u>YES</u>	INDIFFERENT	moderately <u>NO</u>	absolutely <u>NO</u>
9. If Mr. Skenes were in <u>your</u> shoes, do you think he would choose to air the Innovation Center spots?	_____	_____	_____	_____	_____
10. Does Mr. Skenes, as a station manager, seem to suggest that other station managers will provide air time for the Innovation Center spots?	_____	_____	_____	_____	_____
11. Are there good things about Mr. Skenes' particular station manager job that your radio station job lacks?	_____	_____	_____	_____	_____

Letter from J. Walker Busbin:

Internalization

absolutely moderately
YES YES
INDIFFERENT NO NO
absolutely absolutely

1. Did Mr. Busbin convince you that he is an expert on the role and nature of the Innovation Center? _____
2. Do you agree that although Mr. Busbin appears interested in promoting the Innovation Center's spots, he doesn't seem to hold a high regard for public service communication in general? _____
3. Do you feel that Mr. Busbin is the kind of person that you can trust? _____
4. Does it appear to you that Mr. Busbin is an expert on the subject of public service communication? _____
4. Are you convinced that in the long run, you're going to feel good about airing the Innovation Center spots? _____
6. Does it appear that Mr. Busbin has no vested interest in the Innovation Center? _____
7. Do you respect Mr. Busbin for the effort he is making on behalf of the Innovation Center? _____
8. Is the worth and value of the Innovation Center's mission clear to you? _____

	absolutely YES	moderately YES	INDIFFERENT	moderately NO	absolutely NO
9. Do you understand the nature of benefits that could accrue to you and your community through the Innovation Center?	_____	_____	_____	_____	_____
10. Do you feel that the Innovation Center is highly dependent on you as a communication link to the public they aspire to serve?	_____	_____	_____	_____	_____
11. Do you feel that Mr. Busbin knows little about the ins and outs of radio station operation?	_____	_____	_____	_____	_____
12. Do you feel that Mr. Busbin respects your discretion as a station manager, and thus is making a simple request?	_____	_____	_____	_____	_____

APPENDIX J:
SUMMARY OF RESULTS OF VALIDITY
SCORING INSTRUMENT

TABLE 20
SUMMARY OF RESULTS OF VALIDITY
SCORING INSTRUMENT: NEWMAN

<u>SCORING SCALE</u>												
	absolutely	moderately		INDIFFERENT		moderately	absolutely					
	<u>YES</u>	<u>YES</u>				<u>NO</u>	<u>NO</u>					
	5	4		3		2	1					
<u>Letter from Ervin Newman--Compliance</u>												
	<u>Pretest Population Member</u>											
<u>Question</u>	1	2	3	4	5	6	7	8	9	10		
<u>Number</u>	<u>Individual Question Scores</u>										<u>Mean</u>	<u>Average</u>
											<u>Deviation</u>	
1	4	4	4	3	4	5	5	4	3	4	4.0	.40
2	3	4	3	2	4	4	4	5	4	5	3.8	.38
3	5	4	4	5	3	5	4	4	4	4	4.2	.48
4	4	3	4	4	5	4	4	3	4	4	3.9	.36
5	3	4	4	3	4	5	3	4	4	5	3.9	.54
*inverse scale 6	5	4	4	3	4	5	3	5	5	4	4.2	.64
7	4	4	4	3	4	5	4	4	3	4	3.9	.36
8	4	3	4	3	4	4	4	4	5	4	3.9	.36
9	4	4	4	2	3	4	4	3	4	3	3.5	.45
*inverse scale 10	4	4	3	3	4	4	4	4	4	4	3.8	.32

*To balance question wording and reduce pattern response bias the yes/no polarity on these questions was reversed. For scoring purposes, the scale is inversed.

TABLE 21
SUMMARY OF RESULTS OF VALIDITY
SCORING INSTRUMENT: SKENES

SCORING SCALE

absolutely

moderately

INDIFFERENT

moderately

absolutely

YES

YES

NO

NO

5

4

3

2

1

Letter from Ron Skenes--Identification

Pretest Population Members

12345678910

Question Number

Individual Question Scores

Mean

Average Deviation

1

4

5

4

4

5

5

4

5

5

3

4.4

.60

2

4

4

4

5

4

5

4

5

5

3

4.3

.56

3

4

5

4

5

4

4

3

4

4

4

4.1

.34

inverse scale 4

3

3

4

4

4

4

3

4

4

4

3.7

.39

5

5

4

5

5

4

4

3

5

5

4

4.4

.60

6

4

5

5

5

4

4

4

5

4

3

4.3

.56

7

4

3

5

5

3

4

4

5

3

4

4.1

.64

8

4

3

4

5

3

3

3

5

4

4

3.8

.64

9

4

4

4

5

3

3

4

5

4

4

4.0

.40

10

4

4

5

4

4

5

4

5

5

3

4.3

.56

11

3

3

4

4

5

4

5

5

4

4

4.1

.60

SUMMARY OF RESULTS OF VALIDITY
SCORING INSTRUMENT: BUSBIN

SCORING SCALE

absolutely <u>YES</u>	moderately <u>YES</u>	INDIFFERENT	moderately <u>NO</u>	absolutely <u>NO</u>
5	4	3	2	1

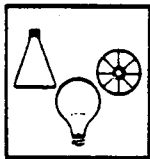
Letter from J. Walker Busbin--Internalization

		<u>Pretest Population Member</u>											
		1	2	3	4	5	6	7	8	9	10		
<u>Question Number</u>		<u>Individual Question Scores</u>										<u>Mean</u>	<u>Average Deviation</u>
1		4	4	3	3	5	3	4	5	4	4	3.9	.54
*inverse scale 2		4	5	4	3	5	3	4	5	4	4	4.1	.54
3		4	4	4	4	4	3	4	4	3	3	3.8	.52
4		3	3	3	3	4	2	5	5	2	3	3.3	.69
5		4	3	5	4	4	3	4	4	3	4	3.8	.48
6		3	3	4	4	4	3	4	4	2	3	3.3	.60
7		5	4	4	5	5	4	5	4	3	4	4.3	.55
8		5	4	4	4	5	4	4	5	4	5	4.4	.48
9		3	4	3	4	4	4	4	4	4	4	3.8	.32
10		5	5	4	4	5	4	4	4	4	5	4.4	.48
*inverse scale 11		4	4	4	5	5	4	4	4	5	5	4.4	.48
12		5	4	4	5	4	4	4	4	5	5	4.4	.52

APPENDIX K:
DATA GATHERING INSTRUMENT

APPENDIX L:

FOLLOW-UP LETTERS EMBODYING THE THREE ANTECEDENT
STATES OF SOURCE INFLUENCE



innovation center

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FOR ENTERPRISE DEVELOPMENT IN APPALACHIA

• Energy Opportunities
Consortium •
P.O. Box 2229
301 Church Ave.
Knoxville, TN. 37901
(615) 637-4553

(COMPLIANCE)

February 24, 1981

Ms. Sue Kean
WENR
Post Office Box 745
Englewood, TN 37329

Dear Ms. Kean:

A couple of weeks ago I mailed you a package of public service announcements for the Innovation Center -- a nonprofit, government sponsored organization designed to aid inventors with the commercial development of their inventions.

I was pleased when monitors throughout our sponsoring organizations reported that a number of stations have been airing our spots.

When I compile the final Board of Director's report on this campaign a month from now, I would be pleased to list you and your station among those that assisted the Innovation Center.

Although you receive PSA requests from a number of long-lived organizations and interests, we are offering you the opportunity to assist us in the establishment of a new and innovative public service -- and one that promises to contribute to the economic health and prosperity of East Tennessee.

Sincerely,

Ervin F. Newman, P.E.
Director

EFN:jdb

•PROJECT PARTICIPANTS•

• Appalachian Regional Commission • The Tennessee Dept. of Economic and Community Development • Tennessee Valley Authority • Greater Knoxville Chamber of Commerce • East Tennessee Development District • University of Tennessee • Union Carbide Corp. Nuclear Division • Service Corps of Retired Executives

(IDENTIFICATION)

February 24, 1981

Mr. Eaton Govan
WEPG
Post Office Box 8
South Pittsburg, TN 37380

Dear Mr. Govan,

A couple of weeks ago a package was sent to you of PSA spots for the Innovation Center -- a new government sponsored, non-profit organization designed to help small-time inventors break into the marketplace with their inventions.

I thought I'd just drop you a note to make sure you received the package -- I helped produce the spots and I think you'll get a kick out of them.

As far as our new student station goes, we're still just rolling along. I'm involved with an on-campus music preference survey right now. It's going to be interesting to see what turns up here, what with the preppy wave and big band things going on.

Remember to drop by for a visit when we get on the air -- I'd like to get your views on some things and you could tell me how the PSA spots for the Innovation Center worked out.

Cordially,

Ron Skenes
Station Manager

College of Communications

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THE UNIVERSITY OF TENNESSEE, KNOXVILLE, TENNESSEE 37916

Department of Advertising
(615) 974-3048

February 24, 1981

(INTERNALIZATION)

Mr. Neil Bracken
WCDT
Post Office Box 340
Winchester, TN 37398

Dear Mr. Bracken:

A couple of weeks ago you received a package of public service announcements from the Innovation Center -- a government sponsored, nonprofit organization recently created to help small inventors with the commercial development of their inventions.

Accompanying these spots was my individual plea for your assistance to the Innovation Center. I'm writing you now to further convince you of the worth and value of the Innovation Center. I have no vested interest in the Innovation Center -- as a Tennessee resident and citizen, and a scholar in this area, I simply want to see a worthy cause succeed.

Please recognize that the Innovation Center does provide wide ranging benefits for area residents through economic development. New inventions, locally manufactured, provide new jobs and an influx of out-of-state money, both of which contribute to improved state, county, and city tax supported services.

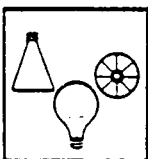
Furthermore, the Innovation Center provides a much needed means through which small-time inventors may benefit from the fruits of their talents. American entrepreneurial spirit in recent years has waned in a market dominated by foreign countries and big business. The Innovation Center provides the channel through which small-time inventors can gain market entry.

But you can provide the only channel through which these small-time inventors can become aware of the services of the Innovation Center. Through airing these PSA's you can join with me in helping the small-time inventor succeed in a world of big business thus stimulating the local economy and resulting in better living conditions for everyone -- including yourself.

Thank you.

Cordially,

J. Walker Busbin



innovation center

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FOR ENTERPRISE DEVELOPMENT
IN APPALACHIA

(PLACEBO)

February 25, 1981

• Energy Opportunities
Consortium •
P.O. Box 2229
301 Church Ave.
Knoxville, TN. 37901
(615) 637-4553

Mr. Robert Schwab
WLSB
Post Office Drawer AC
Copperhill, TN 37317

Dear Mr. Schwab:

A couple of weeks ago we mailed you a package of public service announcements for the Innovation Center.

I thought I would just drop you a note to make sure you received the package. If you have any questions about the Innovation Center, please feel free to call me.

Thank you,

Jean Clapp

Jean Clapp
Administrative Assistant

•PROJECT PARTICIPANTS•

• Appalachian Regional Commission • The Tennessee Dept. of Economic and Community Development • Tennessee Valley Authority • Greater Knoxville Chamber of Commerce • East Tennessee Development District • University of Tennessee • Union Carbide Corp. Nuclear Division • Service Corps of Retired Executives

APPENDIX M:

COVER LETTER FOR DATA GATHERING INSTRUMENT

James W. Busbin, II
116 Emmett Street
Knoxville, Tennessee 37919

April 15, 1981

WSBM FM
213 E. Andrew Jackson Hwy.
Jefferson City, TN 37660

Dear Radio People,

I would like to ask a favor of you.

I am a graduate student in the College of Communications at The University of Tennessee at Knoxville. As part of my course work and degree I have been assigned a case study involving an organization called the Innovation Center.

About eight weeks ago the Innovation Center sent out a package of public service radio spots--your station was listed as receiving one of these packages. The titles of the six commercials in this package were:

- | | |
|-----------------------------|-----------------------------------|
| 1. Sherlock Holmes, 60 sec. | 4. Carnival Barker, 30 sec. |
| 2. Wright Brothers, 60 sec. | 5. Alexander Graham Bell, 30 sec. |
| 3. Rocking Chair, 60 sec. | 6. Frog Hollow Furnace, 30 sec. |

As part of my assignment on this case I am comparing direct consumer response with how many times these commercials were aired in certain areas.

So, the favor I ask of you is simple; could you please refer to your station records and tell me how many times any of these six spots were played on certain days? I have included a self-explanatory form which will be convenient for you to fill in and mail back to me in the self-addressed, stamped envelope.

This class project has nothing to do with the Innovation Center itself and the information you provide will be used only for this academic purpose.

I know you are all busy people and that you probably receive a good many requests such as this. But please be assured that I sincerely do need and would appreciate your help here--I only have a few stations to work with and this case study is an important part of my school work. If you have any questions please call me at home--546-4878.

Thank you. I appreciate your time and help.

James Busbin

Enclosures

APPENDIX N:
FOLLOW-UP LETTER FOR DATA
GATHERING INSTRUMENT

James W. Busbín, II
116 Emmett Street
Knoxville, Tennessee 37919

May 5, 1981

WEZK-FM
Box 1388
Knoxville, TN 37901

Dear Radio People,

A week and a half ago I sent you the attached letter asking (maybe pleading is a better word) if you would fill in a form and mail it back to me in a self-addressed, stamped envelope.

Well, I've gotten several of these back but so far I haven't received yours.

Thus, I'm asking (or pleading) you to please help me out on this school project. I will not be able to finish this course work (and consequently graduate) unless I get this information from you.

In case you have misplaced my original request, another explanatory letter and questionnaire is attached.

This case study is a necessary part of getting my degree from UT and I really do appreciate your help.

Thank you.

Cordially,

James Busbin

Enclosures

PS - If you have mailed the form before receiving this follow-up, thanks.

APPENDIX O:

SECOND FOLLOW-UP LETTER FOR DATA

GATHERING INSTRUMENT

James W. Busbin, II
116 Emmett Street
Knoxville, Tennessee 37919

May 20, 1981

WFLI
621 O'Grady Drive
Chattanooga, TN 37409

Dear Friends,

I'm sorry to bother you again about this class project, but please allow me to make this final request--could some one (any one!) at your station please fill in this questionnaire for me?

I have to get a certain number of responses on these questionnaires before the results become validly representative. And at this point all I need is four responses--yours and three others.

So please help me out; I am so close and yet so far away.

Thank you very much,



James Busbin

Enclosure

(If you have mailed your form to me before receiving this--thanks.)

APPENDIX P:
INCIDENCE SCORES OF TIME SLOT DISTRIBUTION
OF AIRINGS BY TREATMENT GROUP

TABLE 23

TIME SLOT DISTRIBUTION OF AIRINGS FOR COMPLIANCE
TREATMENT GROUP, INCIDENCE SCORES

N	TIME				
FREQUENCY	6 - 10am	10am-3pm	3 - 10pm	10pm-6am	
PERCENT					
ROW PCT					
COL PCT	1	2	3	4	TOTAL
no airings	77 . . .	72 . . .	73 . . .	89 . . .	. .
1 airing	17 12.41 20.48 48.57	29 21.17 34.94 72.50	23 16.79 27.71 58.97	14 10.22 16.87 60.87	83 60.58
2 airings	14 10.22 31.11 40.00	8 5.84 17.78 20.00	14 10.22 31.11 35.90	9 6.57 20.00 39.13	45 32.85
3 airings	4 2.92 44.44 11.43	3 2.19 33.33 7.50	2 1.46 22.22 5.13	0 0.00 0.00 0.00	9 6.57
TOTAL	35 25.55	40 29.20	39 28.47	23 16.79	137 100.00

STATISTICS FOR 2-WAY TABLES

CHI-SQUARE	7.675	DF=	6	PROB=0.2629
PHI	0.237			
CONTINGENCY COEFFICIENT	0.230			
CRAMER'S V	0.167			
LIKELIHOOD RATIO CHISQUARE	9.244	DF=	6	PROB=0.1603

TABLE 24

TIME SLOT DISTRIBUTION OF AIRINGS FOR IDENTIFICATION
TREATMENT GROUP, INCIDENCE SCORES

N	TIME				
FREQUENCY	6 - 10am	10am-3pm	3 - 10pm	10pm-6am	
PERCENT					
ROW PCT					
COL PCT	1	2	3	4	TOTAL
• no airings	81 . . .	74 . . .	77 . . .	103 . . .	• .
1 airing	18 21.18 24.00 75.00	29 34.12 38.67 93.55	27 31.76 36.00 96.43	1 1.18 1.33 50.00	75 88.24
2 airings	6 7.06 60.00 25.00	2 2.35 20.00 6.45	1 1.18 10.00 3.57	1 1.18 10.00 50.00	10 11.76
TOTAL	24 28.24	31 36.47	28 32.94	2 2.35	85 100.00

STATISTICS FOR 2-WAY TABLES

CHI-SQUARE	9.520	DF=	3	PROB=0.0231
PHI	0.335			
CONTINGENCY COEFFICIENT	0.317			
CRAMER'S V	0.335			
LIKELIHOOD RATIO CHISQUARE	8.351	DF=	3	PROB=0.0393

TABLE 25

TIME SLOT DISTRIBUTION OF AIRINGS FOR INTERNALIZATION
TREATMENT GROUP, INCIDENCE SCORES

N	TIME				
FREQUENCY	6 - 10am	10am-3pm	3 - 10pm	10pm-6am	
PERCENT					
ROW PCT					
COL PCT	1	2	3	4	TOTAL
no airings	104	103	106	111	.
	.	.	.	.	.
	.	.	.	.	.
1 airing	7	8	5	1	21
	29.17	33.33	20.83	4.17	87.50
	33.33	38.10	23.81	4.76	
	87.50	88.89	83.33	100.00	
2 airings	1	1	1	0	3
	4.17	4.17	4.17	0.00	12.50
	33.33	33.33	33.33	0.00	
	12.50	11.11	16.67	0.00	
TOTAL	8	9	6	1	24
	33.33	37.50	25.00	4.17	100.00

STATISTICS FOR 2-WAY TABLES

CHI-SQUARE	0.254	DF=	3	PROB=0.9684
PHI	0.103			
CONTINGENCY COEFFICIENT	0.102			
CRAMER'S V	0.103			
LIKELIHOOD RATIO CHISQUARE	0.371	DF=	3	PROB=0.9462

TABLE 26

TIME SLOT DISTRIBUTION OF AIRINGS FOR PLACEBO
TREATMENT GROUP, INCIDENCE SCORES

N		TIME				
FREQUENCY PERCENT ROW PCT COL PCT		6 - 10am	10am-6pm	3 - 10pm	10pm-6am	TOTAL
		1	2	3	4	
• no		94	90	99	95	•
airings		•	•	•	•	•
		•	•	•	•	
		•	•	•	•	
1 airing		10	14	3	9	36
		23.81	33.33	7.14	21.43	85.71
		27.78	38.89	8.33	25.00	
		90.91	93.33	50.00	90.00	
2 airings		1	1	2	1	5
		2.38	2.38	4.76	2.38	11.90
		20.00	20.00	40.00	20.00	
		9.09	6.67	33.33	10.00	
3 airings		0	0	1	0	1
		0.00	0.00	2.38	0.00	2.38
		0.00	0.00	100.00	0.00	
		0.00	0.00	16.67	0.00	
TOTAL		11	15	6	10	42
		26.19	35.71	14.29	23.81	100.00

STATISTICS FOR 2-WAY TABLES

CHI-SQUARE	9.814	DF=	6	PROB=0.1327
PHI	0.483			
CONTINGENCY COEFFICIENT	0.435			
CRAMER'S V	0.342			
LIKELIHOOD RATIO CHISQUARE	7.168	DF=	6	PROB=0.3056

APPENDIX Q:
GENERALIZED FRIEDMAN TEST OF TIME SLOT BY
TREATMENT GROUP

APPENDIX R :
MEMO TO COMMITTEE ON RESEARCH INVOLVING
HUMAN SUBJECTS

College of Communications

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THE UNIVERSITY OF TENNESSEE, KNOXVILLE, TENNESSEE 37916

Department of Advertising

101-1 10/4-5048

Memo

To : Dean Donald G. Hileman, College of Communications

From : James W. Busbin and dissertation committee,
Dr. Jerry Lynn, Chairman

Subject : Research involving human subjects

Date : Jan. 28, 1981

In accordance with University requirements for research involving human subjects, we request that our College representative review the attached research proposal and forward it to the University chairperson for the Committee on Research Involving Human Subjects.

This study is a controlled field experiment, and as such, subjects are not subjected to a laboratory setting and, in fact, are unaware that they are the subject of study during the duration of the experiment. The variables under investigation here are benign and will cause no stress on study subjects. Questionnaires involved with the study will be voluntarily solicited. Complete confidentiality is guaranteed for all respondents and subjects.

VITA

James Busbin was born and raised in Huntsville, Alabama. Following graduation from Huntsville High School in 1968, he attended The University of Alabama for several years, receiving a Bachelor of Arts in Marketing in 1972 and a Master of Arts in Marketing in 1974.

Mr. Busbin held a variety of positions with The University of Alabama from 1972 through 1978: cultural concert series manager, commercial designer, photographer, sound engineer, and assistant director of a state-owned advertising agency which specialized in public service advertising. For one year, 1976, Mr. Busbin worked for the Department of Health, Education and Welfare as a communications director for a management training division. In addition, Mr. Busbin performed as an advertising consultant for a variety of enterprises.

During his stay at The University of Tennessee at Knoxville, Mr. Busbin has served as a graduate teaching assistant in the Department of Advertising of the College of Communications. He was chosen as a Bickel scholar two successive years and is a member of Kappa Tau Alpha Journalism and Communications Honor Society.

The author plans to continue the pursuit of college teaching, research, and service.