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ABSTRACT

The purpose of this survey was to determine the extent to which carrier current radio has become a medium which can link and unify relatively small, well-defined groups in an effective and inexpensive way. The survey focused upon the auspices, structure, affiliation, day-to-day managerial responsibility, and administrative liaison of the stations; their commercial or non-commercial status; and the nature and scope of their programing. A multiple-choice questionnaire was mailed to 439 stations; of the 233 that responded, 25 stations reported that they were not operative carrier stations, resulting in a net sample of 208 stations. The findings indicated that: most stations are run as undergraduate student activities, few stations are used for formal or informal training; most stations carry commercial advertising, but few rely upon time sales for their main support; most stations rely upon institutional or student generated funds for their main support; programing consists mainly of recorded music; most stations afford little or no opportunity for student self-expression or news and public affairs programing; and most stations appear relatively free from institutional or outside controls but in most cases there appears to be little or no inclination to use this freedom innovatively. (WR)

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COLLEGE CARRIER CURRENT

A SURVEY OF 208 CAMPUS-LIMITED RADIO STATIONS

BINA

BROADCAST INSTITUTE OF NORTH AMERICA

FALL 1972

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COLLEGE CARRIER CURRENT:

A Survey of 208 Campus-Limited Radio Stations

Broadcast Institute of North America
147 East 81st Street
New York, N.Y. 10028

SUMMARY OF FINDINGS

In its survey conducted among 208 campus-bound carrier current radio stations, the Broadcast Institute of North America finds:

- Most stations are run as undergraduate student activities;
- Few stations are used for formal or informal training;
- Most stations carry commercial advertising, but few rely upon time sales for their main financial support;
- Most stations rely upon institutional or student-generated funds for their main support;
- Programming consists mainly of recorded music - mostly progressive rock or top 40;
- Most stations afford little or no opportunity for student self-expression or news and public affairs programming;
- Most stations appear to be relatively free from institutional or outside controls but in most cases there appears to be little or no inclination to use this discretion innovatively.

In spite of these somewhat negative findings, the Broadcast Institute of North America concludes that carrier current radio stations offer a unique potential for developing communications skills among college students and recommends that the institutional officials and the broadcasting industry assist students in attaining these goals.

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INTRODUCTION

Television is today's paramount national broadcasting medium. Radio, in contrast, has proliferated as a local service providing specialized programming to diverse audiences, i.e., millions of motorists, people who are unable to work in front of a television set, and the legion of young listeners with transistors swinging in their hands.

Over-air and wired radio stations are common features of college life in the United States. The wired, or carrier current radio station is perhaps the ultimate example of a broadcast facility deliberately limited in scope but with broad potential for reflecting, amplifying and indeed influencing the tastes, needs and desires of a community within a community.

Carrier current stations are not licensed, because the signal radiates through the institution's electrical system and not through the air. Like the college newspaper, they are directed to a campus-bound audience. They are subject to no governmental controls, but they may, of course, be subject to internal controls established by institutional administrators or by student sponsors.

This survey was designed in part to explore the extent to which carrier current radio has become a medium which can link and unify relatively small, well-defined groups in an effective and inexpensive way. The surveyors were also interested in the stations' potential as outlets for student information, activism and entertainment, as well as their use as a training ground for talented future broadcasters.

In formulating what is believed to be the first attempt to profile campus carrier current stations, the surveyors found little recent research from which to proceed. "The College Radio Study," issued by the Ford Foundation and the Corporation for Public Broadcasting in 1969, covered both wired and over-air college stations. These discrete broadcast services were not, however, separately characterized in this study, whose main purpose was to ascertain their potential in broadening public radio's base. Earlier in 1972, the Federal Communications Commission, alerted to the possibility that carrier stations might be relayed by local cable television systems, undertook to survey the stations and find out to what extent this was occurring. The FCC is assembling additional research materials for a projected report. Our own survey located 17 stations, 8.2% of the respondents, with such tie-ins.

Both the FCC and the Corporation for Public Broadcasting, used the membership list of the Intercollegiate Broadcasting System (IBS) as the basis for their surveys. IBS membership includes both carrier current and over-air college stations, but not all campuses are included. Our study, therefore, identified additional stations so that a more broadly representative sample could be surveyed. Using a commercial mailing list of all colleges and universities in the United States, our surveyors mailed 1,635 return post cards (Appendix 1). Of the 593 cards that were filled out and returned, 368 came from institutions which did not have carrier current stations, and 225 from places which did. The affirmative responses were combined with 214 additional stations on the IBS list, to provide a total sample of 439 stations.

The survey focused upon 1) the auspices, structure, affiliation, day-to-day managerial responsibility, and administrative liaison of the stations; 2) their commercial or non-commercial status and budgets, and 3) the nature and scope of their programming. The questionnaire itself used a multiple-choice format to simplify the response and reduce the demand on respondents' time.

The questionnaires, with covering letter and return envelope (Appendix 2), were mailed out in late April, 1972. Of the 439 recipients, 233 responded; of which 25 reported they were not operative carrier stations, leaving a final net sample of 208 stations. A list of the recipients and of those responding can be found as Appendix 3, and a map showing geographical distribution of the returns is in Appendix 4. It is evident that a much heavier response, proportionately speaking, came from the Northeast.

The survey was prepared and conducted by Ralph M. Jennings, consultant; Electra Yourke, research director, and Gwendolyn Pettit, staff assistant, Broadcast Institute of North America. They were assisted by Michael Meadvin, program director, and Louis Venech, news director, WKCR, Columbia University.

This inquiry does not, clearly, embrace the total universe of college and university broadcasting; but it does illuminate aspects of the prevailing conditions under which students presently manage carrier current facilities, and it is hoped that it will lead to further consideration of this medium as a vehicle of information and education.

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I - AUSPICES AND MANAGEMENT

The Broadcast Institute survey asked several questions about management and decision-making. Underlying these questions were the following considerations:

1. Is the day-to-day decision-making process in the hands of students?
2. Is there an identifiable relationship between the station and a formal college or university department?
3. Who has ultimate responsibility and how is the chain of accountability maintained?
4. In the view of station management, why does the station exist?
5. How do these factors relate to and influence each other and overall station operations? Do stations exhibiting given management characteristics tend to generate similar types of programming, use similar business practices, or have a similar view of their audiences?

Carrier current stations, in most cases, are managed on a day-to-day basis by students. Of 208 stations responding to the questionnaire, 181 or 87.1%, stated that the chief managerial person is a student (Table A). Eight stations reported that the job is filled by a paid student. Thus, the combined figures for paid and unpaid student managers is nearly 91%.

Other answers included faculty (8), paid staff (6), administrators (3) and hybrids (2), administrator/faculty and student/faculty, each found at one station.

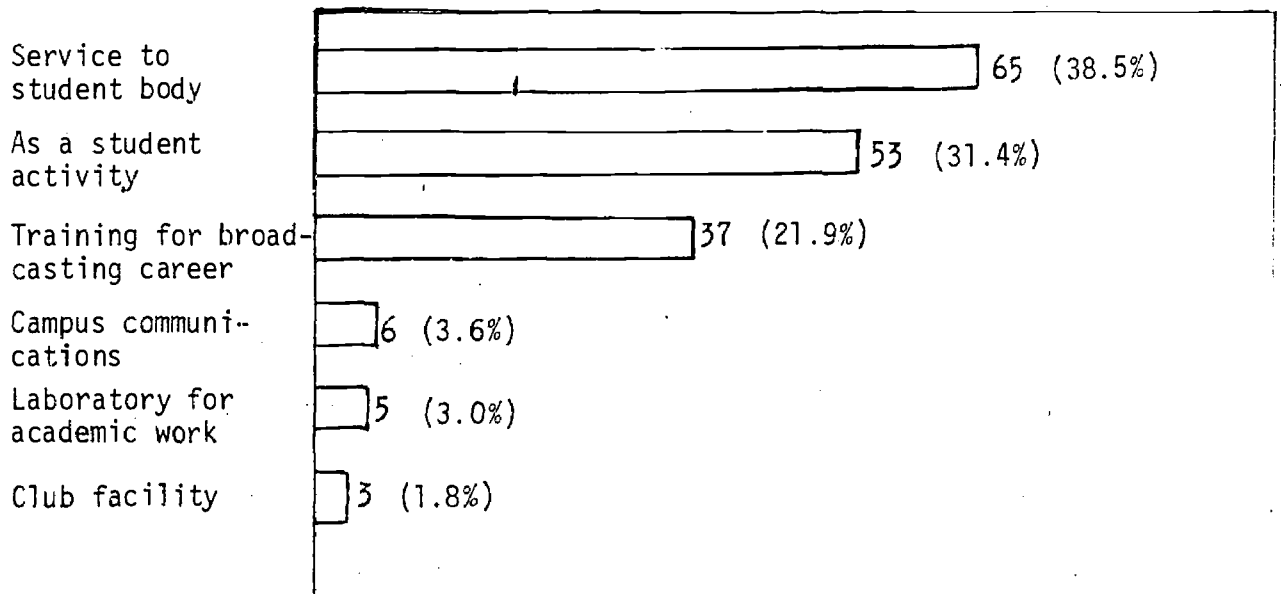
About one quarter of the respondents, 50 stations, are associated with academic or administrative departments. Thirty-seven stations, 74%, named a specific department under whose auspices they functioned. Communications departments accounted for 15 responses; Speech departments, 11; Fine Arts, 2; Journalism, 1; and Instructional Media, 1. The remaining 7 stations responsible to a department named an administrative division or individual officer of their institution.

Among the 50 departmentally supervised stations, 31 (62%) of the managers report either to an academic department or to a faculty-administration unit (Table B).* Among the 143 independently run carrier current stations, there is a more even distribution of accountabilities, but most stations, 39 (27.2%) are supervised by student affairs, student government or dormitory council units, followed by a student media governing body, 28 (19.4%). This appears to indicate that overall accountability among independent stations is most likely to reside with students. Eleven stations which operated independently of an academic department and one departmentally administered facility reported to no other body!

Day-to-day decision-making for carrier current stations is primarily in the hands of the students. In making their decisions, how do they view the stations' function? The questionnaire asked respondents to rank the stations' purposes on a supplied list. Among the 169 stations responding to this question, service to the student body (38.5%) and student activity (31.4%) were cited by the majority of the stations, while a smaller percentage named more narrowly defined goals - career training (21.9%), campus communications (3.6%), and academic laboratory work (3.0%).

Figure I

PRIMARY PURPOSE OF 169 STATIONS
INDICATING THEIR MAIN FUNCTION



*Tables and matrices reflect the fact that not all stations responded to all questions.

II - INCOME AND BUDGET

Among the 208 stations responding to the survey, 134 (63.8%) carry commercial advertising. The remaining stations operate non-commercially.

Operation as a commercial or noncommercial station does not appear to be a major factor in determining the purpose to which carrier current stations are put (Table C). Approximately 38% of the stations in each group said that they serve primarily as a service to students. There were some differences, however. The percentage of stations claiming that their primary purpose is training in broadcasting is more than twice as great among commercial (25.9%) than among noncommercial stations (12.2%). Only minor differences appeared between commercial and non-commercial stations in the other specified areas of purpose.

The budget level enjoyed by carrier current stations seemed to be influenced only slightly, if at all, by whether or not the facility carries commercial advertising (Table D). Over two-thirds of the stations have a budget in the range of \$1,000 - \$10,000 per year. The percentage was approximately the same among commercial and noncommercial stations. However, while 18.3% of the commercial stations have a budget in excess of \$10,000, 8.2% of the noncommercial stations are in this category. On the other hand, 25% of the non-commercial stations have budgets under \$1,000, while only 14% of the commercial stations do so.

Affiliation with an academic department appeared to be a minor factor in determining the budget range of most carrier current stations. Over two-thirds of the affiliated and the unaffiliated stations are in the \$1,000 - \$10,000 budget range (Table E). However, far more affiliated stations than unaffiliated stations have budgets under \$1,000 (28.3% and 15.5%, respectively); and more unaffiliated than affiliated stations have budgets of over \$10,000 (18.1% and 6.5%, respectively).

Stations affiliated with academic departments reveal somewhat different patterns of funding than those which are not affiliated with academic departments (Table F). Just over a quarter of the affiliated stations claim their academic department as the main source of income. Twice the percentage of affiliated stations (30.9%) as unaffiliated stations (15%) cite commercial revenue as their main support, while almost three times the percentage of unaffiliated (58.8%) as affiliated stations (21.4%) say they are supported by student activity funds.

It appears that stations tied to academic departments have less access to student-generated funds. At the same time, affiliation does not appear to generate financial support. Department-affiliated stations, it seems, depend more heavily upon commercial income than do unaffiliated stations. Thus, either the department's participation apparently helps develop commercial sales, or the academic tie precludes student funding and forces the stations to seek commercial revenue.

Although about two-thirds of the stations indicate that they carry advertising, only 28% of these commercial outlets state that commercial revenue is their major source of income (Table G). Most income for commercial and noncommercial stations comes from student activity funds (47.2% and 57.2%, respectively).

Most commercial stations report that they retain the revenue generated by commercial sales (105 of 134). Among the remaining 29 stations 17 indicate the disposition of their commercial revenue (Table H).

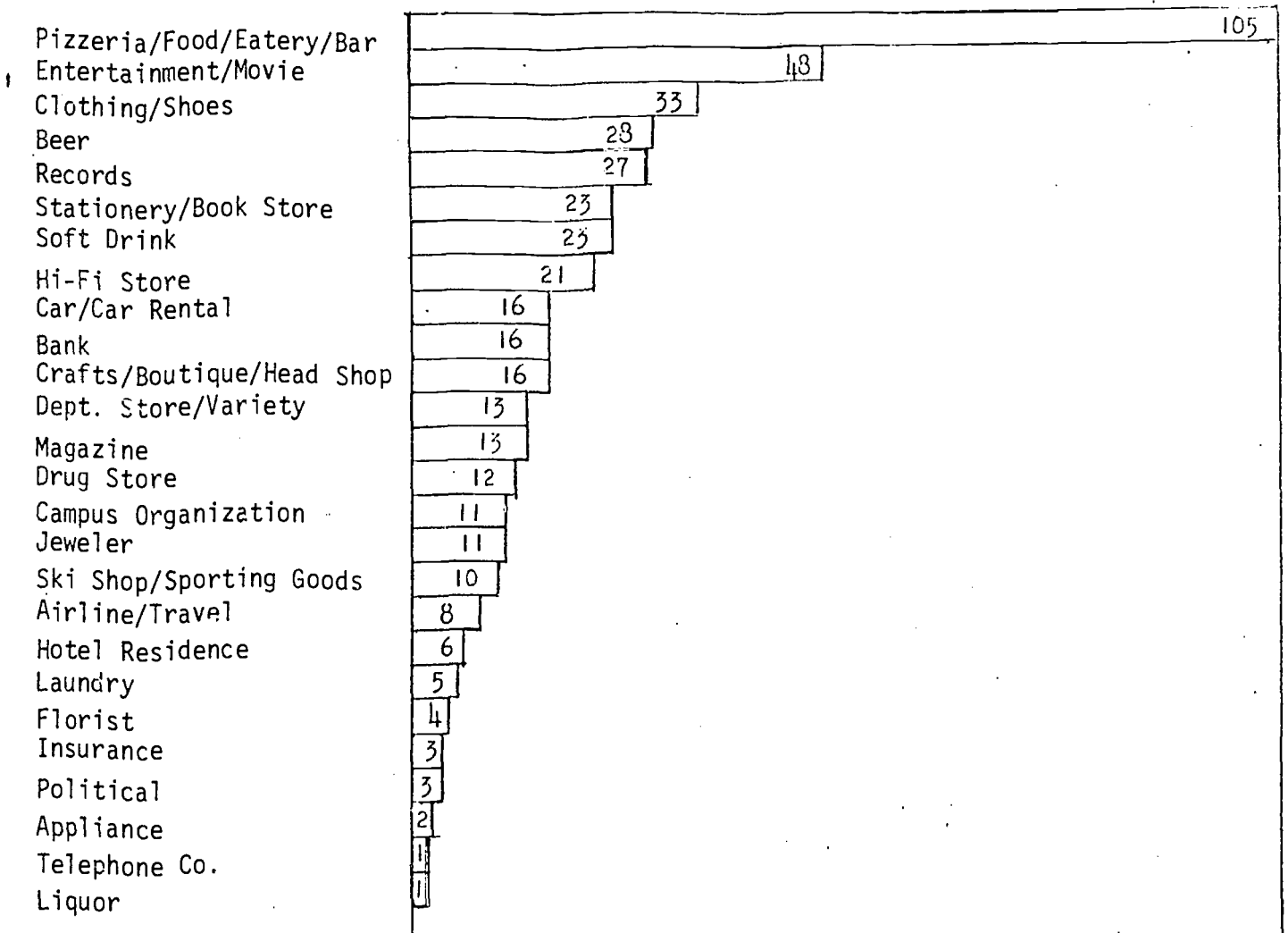
Commercial stations were asked to indicate the proportion of their advertising income that is derived from each of four sources: campus accounts, off-campus community accounts, regional accounts, and national accounts. The proportion of advertising revenue coming from these four sources and the number and percentage of stations claiming revenue from them (in 20% intervals) is shown in Table I.

Off-campus community accounts appear to be the mainstay of carrier current stations; little or no revenue appears to come from the other three sources.

Commercial stations were also asked to list their five largest advertising accounts. The types of accounts listed by the stations together with the number of stations citing them are shown in Figure II, below. In general, accounts are local food and retail merchants.

Figure II

ADVERTISING ACCOUNTS OF
COMMERCIAL CARRIER CURRENT
RADIO STATIONS

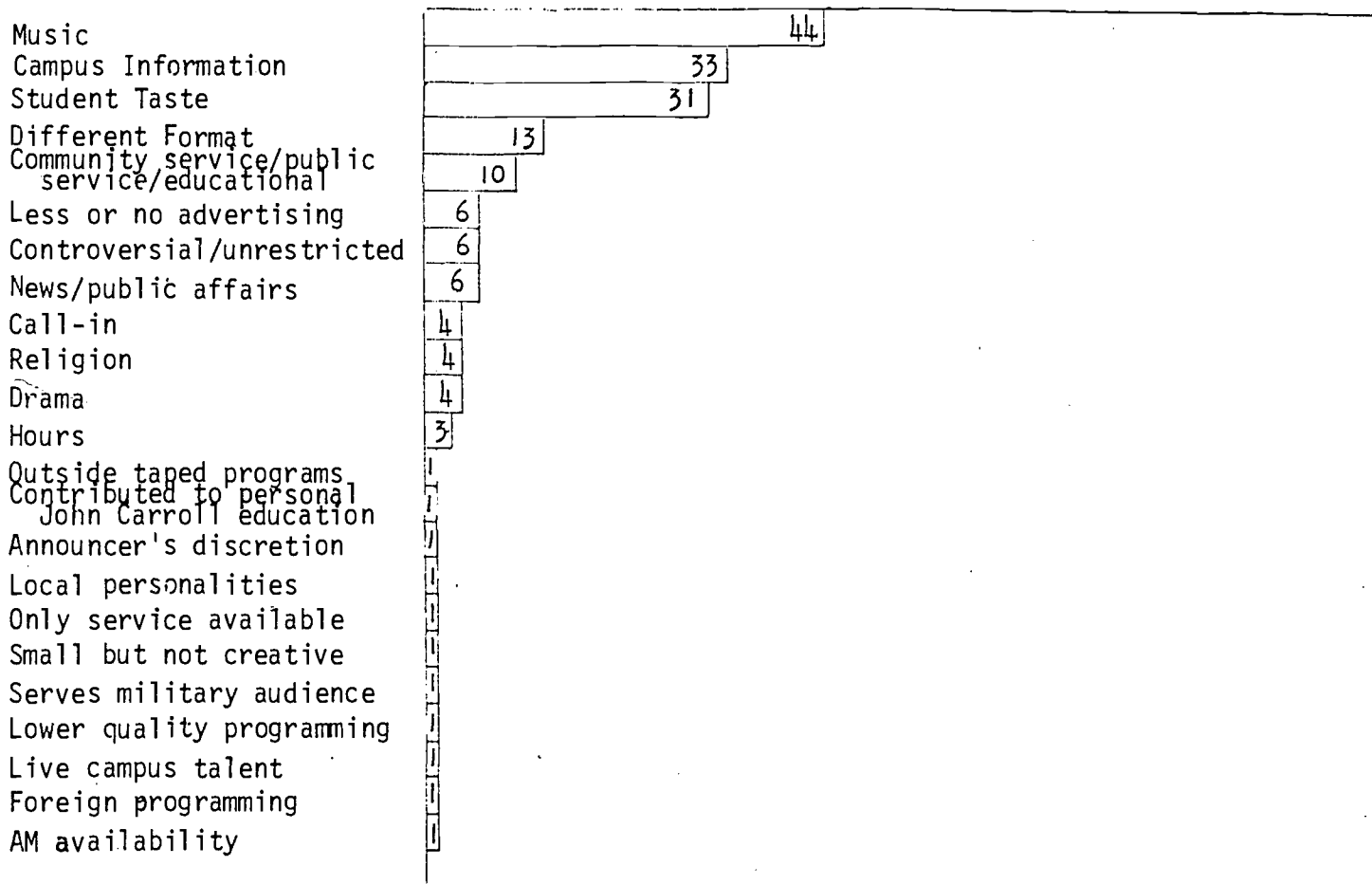


III - PROGRAMMING AND NEWS

A detailed breakdown of kinds of programs presented by stations responding to the survey is presented in Table J. Recorded music is the staple and other programming is peripheral. Stations listed two dominant music formats: progressive rock (52.4%) and Top 40 (27.4%). With very few exceptions, the remaining stations indicated that their formats mix these two types of music with oldies, soul, and other more specialized musical forms (Table K).

The carrier current broadcasters were asked to indicate what contribution they feel they make to the diversity of radio programming available to their listeners. The response is shown in Figure III, below. The presentation of recorded music was cited most often as the major contribution to program diversity, followed by the presentation of campus information and a more generalized catering to student tastes was third.

Figure III
CONTRIBUTION OF CARRIER CURRENT STATIONS
TO DIVERSITY OF PROGRAMMING AVAILABLE ON CAMPUS



Most stations cover varsity sports, but it must be kept in mind that major college sports are usually covered by local radio and television stations.

Carrier current radio appears to be a minor vehicle for information and opinion; little programming time is given to news and public affairs. In this respect, the college stations resemble many of their counterparts in professional radio.

A total of 107 of the 208 carrier current stations responded that they subscribe to a news wire service (51.4%). Thirty-five stations carry Associated Press, 74 subscribe to United Press International and two stations take both services.

Apart from the two major wire services, 55 stations (26.5%) indicate that they are subscribers to various other news services, and 22 of these (10.6%) use other print or wire services. Thirty-three stations (15.9%) supplement their news coverage with audio services.

The most popular print source is Earth News, a mail copy service that focuses on ecology, drug and consumer information, and anti-establishment political activities. It has 15 subscribers in the survey group. By far the most popular audio service is provided by ABC radio - 25 of the stations responding to the question carry one of the four ABC radio networks.

Emphasis on news and public affairs programming may be influenced by a number of factors. Student management so dominates the medium that no valid comparison can be made between news priorities at student-managed as opposed to non-student-managed stations.

About 75% of the commercial stations and 85% of the non-commercial stations devote 10% or less of their time to news and public affairs (Table L). Fewer noncommercial than commercial stations carry no news. Four out of five stations carrying over 20% news and public affairs were commercial.

Most stations present at least some local news coverage. Stations funded by schools and departments, by student activities funds, and by commercial income appear to offer a similar amount of local news. From two-thirds to three-quarters of the stations in each funding category provide at least some local news coverage (Table M).

Another factor that might affect coverage of local news is affiliation with an academic department. However, a comparison between the affiliated and unaffiliated stations shows no substantial difference in this respect (Table N).

The extent of news programming appears to be related to funding. For example, wire service subscriptions seem dependent upon budget level (Table O). Of 40 stations reporting a budget of \$100 - \$999, only 7 (17.5%) subscribe to a wire service. Of the 176 stations reporting a budget between \$1,000 and \$9,999, 75 (42.6%) are wire service subscribers. Among the 48 stations reporting an annual budget of more than \$10,000, 27 (56.3%) subscribe to a wire service.

The quality and scope of the news that is broadcast, or the manner of its presentation, are not measured in this quantitative study. Even with this reservation, however, the survey results show at most a minor emphasis on news. One-eighth of the college stations surveyed claim no news programming at all. This medium, then, does not seem to be providing an alternative information source for a campus audience.

IV - FINDINGS AND RECOMMENDATIONS

Most carrier current radio stations are run as undergraduate activities. Few are used for formal or informal training.

Some have loose ties with academic or administrative units but most are left entirely to student initiative. In fact, there is little apparent difference in programming patterns or operation between the student activity and college administered stations. Some are noncommercial; most sell advertising; but few rely upon time sales for their main source of income.

Recorded music is the predominant ingredient of the program format, comprised mostly of progressive rock, top 40 and a smattering of other contemporary sounds. Little time is allocated to other program fare. Diversity, for the most part, is measured by the records that are played. Student self-expression through news, public affairs, discussion, documentary or dramatic programming receives little attention on most stations and is ignored by others. Rip-and-read news appears to be a staple for stations with substantial budgets. Local news reporting receives very little emphasis. Except for play-by-play coverage of varsity sports, local, live programming seems to be a rarity. There are exceptions, of course, but these patterns apply in most cases.

One of the underlying concerns of this inquiry was to ascertain the extent of the carrier current stations' freedom to serve student needs and to reflect their interests. The study seems to reveal almost total independence for most stations, but little inclination to exercise this discretion innovatively.

The lack of diversity of program content is a characteristic of the carrier current stations which is especially distressing.

The college campus provides an ideal setting in which to develop a broadcast service which is experimental and responsive to its audience and measurable.* Host institutions, commercial and public broadcasters, individually and in concert, can help carrier current stations achieve their potential in several ways.

A. Institutional Encouragement and Support

Colleges and universities are considered by many to have both the responsibility to foster radio facilities which serve student needs and interests, and the obligation to refrain from dictating or suppressing the content of the medium. Supportive measures need not be exclusively or even primarily financial. Rather, it is believed that they should focus on the inherent educational value of student participation in broadcasting. Carrier current radio could be the focal point of formal and informal instruction in the communications process in our society.

Student/faculty/administration conferences would help independent stations to identify and to utilize more fully the intellectual and creative resources of the campus. Regional groupings of stations could enrich and broaden their programming by a planned interchange of tapes.

* The question of what campus audiences would like their stations to carry is one that is receiving some attention, as indicated by some of our respondents' informal addenda to our questionnaire. One researcher, Jonny Katz, of WFAL, Bowling Green State University forwarded a comprehensive survey of the role and effectiveness of that station.

B. Broadcast Industry Cooperation

There is also an important role for the commercial broadcaster or others connected with commercial broadcasters.

The college station provides an accessible and self-renewing pool of students from varied academic pursuits with a common interest in broadcasting. If broadcasting is to become a serious endeavor or a career objective for the best students, this experience must be made meaningful and practical. Professional broadcasters (and others related to the industry) could assist college stations by offering practical workshops in news reporting, technology and production, program planning, management, sales, and in demonstrating the ideals and positive contributions of broadcasting to society. Where possible, apprenticeships or off-campus-term jobs could be opened up by radio stations in adjacent communities. Those commercial stations could also serve as a link to the cultural resources of the community and region, creating a closer "town and gown" relationship.

Through interaction of this kind between the industry and students, an understanding of the problems and potentials of radio and television in an open society could be effected. The modest investment of time and attention called for on the part of the industry could both raise the quality of college radio stations and attract especially promising and motivated students to careers in broadcasting.

TABLES

Table A
Individual Handling
Day-to-Day Station Operation

| <u>POSITION</u> | <u>NUMBER</u> | <u>PERCENT</u> |
|------------------------|---------------|----------------|
| STUDENT | 181 | 87.1 |
| FACULTY | 8 | 3.8 |
| PAID STUDENT | 8 | 3.8 |
| PAID STAFF | 6 | 2.9 |
| ADMINISTRATION | 3 | 1.4 |
| STUDENT/FACULTY | 1 | .5 |
| ADMINISTRATION/FACULTY | 1 | .5 |

Table B
 Number and Percentage of
 Department and Independent Stations
 Reporting to Listed Entities

| To whom does responsible person report? | Departmental Administration (25% of Stations) | | Independent Administration (75% of Stations) | |
|--|---|------|--|------|
| | # | % | # | % |
| Committee | 0 | ---- | 3 | 2.0 |
| Faculty-student committee | 6 | 12.0 | 22 | 16.0 |
| Student affairs/govt/ dorm council | 4 | 8.0 | 39 | 27.2 |
| Academic department | 16 | 32.0 | 1 | .7 |
| Faculty-administrative | 15 | 30.0 | 24 | 16.7 |
| Student station staff | 1 | 2.0 | 15 | 10.4 |
| Student governing body for media only | 7 | 14.0 | 28 | 19.4 |
| Nobody | 1 | 2.0 | 11 | 7.6 |

Table C
 Primary Purpose Claimed by
 Commercial and Noncommercial Stations*

| <u>Station Purpose</u> | <u>Commercial Stations</u> | <u>Non-Commercial Stations</u> | <u>Totals</u> |
|---------------------------|--------------------------------|------------------------------------|------------------|
| Training for broadcasting | 31 (25.9%) | 6 (12.2%) | 37 (21.9%) |
| Student activity | 35 (29.2%) | 18 (36.7%) | 53 (31.4%) |
| Service to student body | 46 (38.3%) | 19 (38.8%) | 65 (38.5%) |
| Campus communication | 3 (2.5%) | 3 (6.1%) | 6 (3.6%) |
| Academic lab | 4 (3.3%) | 1 (2.0%) | 5 (3.0%) |
| Club facility | <u>1 (.8%)</u> | <u>2 (4.1%)</u> | <u>3 (1.8%)</u> |
| | 120 (71 %) | 49 (29 %) | 169 (100 %) |

* A total of 169 carrier current stations provided a usable response concerning the primary purpose of their facility.

Table D
Budget Range of
Commercial and Noncommercial Stations
for Last Concluded Fiscal Year*

| <u>Budget Range</u> | <u>Commercial Stations</u> | <u>Non-Commercial Stations</u> | <u>Totals</u> |
|---------------------|--------------------------------|------------------------------------|---------------|
| \$ 100 - \$ 999 | 19 (14 %) | 17 (25 %) | 36 (17.6%) |
| \$1,000 - \$9,999 | 92 (67.6%) | 45 (66.2%) | 137 (67.2%) |
| Over \$10,000 | 25 (18.3%) | 6 (8.2%) | 31 (15.2%) |

* A total of 204 stations provided a usable response concerning station budget range.

Table E
Budget Ranges of
Stations Affiliated and Unaffiliated
with Academic Departments*

| <u>Budget Range</u> | <u>Affiliated</u> | <u>Unaffiliated</u> | <u>Total</u> |
|---------------------|-------------------|---------------------|--------------|
| \$ 100 - \$ 999 | 13 (28.3%) | 24 (15.5%) | 37 (18.4%) |
| \$1,000 - \$9,999 | 30 (65.2%) | 103 (66.5%) | 133 (66.2%) |
| Over \$10,000 | 3 (6.5%) | 28 (18.1%) | 31 (15.4%) |

* A total of 201 stations indicated whether or not they were affiliated with an academic department.

Table F
Dominant Source of Income for
Stations Affiliated and Unaffiliated
with an Academic Department*

| <u>Dominant Source of Income</u> | <u>Affiliated</u> | <u>Unaffiliated</u> |
|--------------------------------------|-------------------|---------------------|
| School Allocation | 5 (11.9%) | 22 (14.4%) |
| Activity Funds | 9 (21.4%) | 90 (58.8%) |
| Department Allocation | 12 (28.6%) | 1 (0.6%) |
| Outside Grant | 0 | 2 (1.3%) |
| Club Budget | 0 | 10 (6.5%) |
| Commercial Income | 13 (30.9%) | 23 (15.0%) |
| Other | 3 (7.1%) | 5 (3.3%) |

* Of the 195 stations answering both questions, 42 had department affiliation and 153 did not.

Table G
Primary Source of Income for
Commercial and Noncommercial Stations

| <u>Primary Income Source</u> | <u>Commercial</u> | <u>Non-Commercial</u> |
|------------------------------|-------------------|-----------------------|
| School Allocation | 15 (11.0%) | 14½ (21.0%) |
| Student Activity Funds | 64 (47.2%) | 39½ (57.2%) |
| Department Allocation | 10 (7.3%) | 3 (4.3%) |
| Outside Grants | 2 (1.5%) | 0 |
| Club Budget | 2 (1.5%) | 7 (10.1%) |
| Commercial Income | 39 (28.0%) | 1 (1.4%) |
| Other | 3 (2.6%) | 4 (5.8%) |
| No Response | <u>1 (0.7%)</u> | <u>-</u> |
| Total | 135 (66.2%) | 69 (33.8%) |

Table H
Disposition of Commercial Revenue
If Not Retained by Station

| | |
|---|---|
| Student Activity Fund | 2 |
| FM Fund | 2 |
| Back to University | 2 |
| General School Fund | 2 |
| University General Fund | 1 |
| Apportionment Board | 1 |
| Associated Students | 1 |
| FM Purchase Fund | 1 |
| Dept. Account | 1 |
| Corp. Operating Funds (Yale) | 1 |
| Back to Station | 1 |
| University income account applied against budget expenditures | 1 |
| Into sinking fund for capital equipment | 1 |

Table I
 Proportion of Advertising Revenue
 Derived From Campus, Off-Campus, Community,
 Regional and National Accounts

| <u>Revenue Source</u> | <u>0%</u> | <u>1-20%</u> | <u>21-40%</u> | <u>41-60%</u> | <u>61-80%</u> | <u>81-100%</u> |
|----------------------------------|-----------|--------------|---------------|---------------|---------------|----------------|
| Campus accounts | 45(37.8%) | 60(50.4%) | 6(5.0%) | 4(3.4%) | 2(1.7%) | 4(3.4%) |
| Off campus community accounts | 7(5.9%) | 12(10.0%) | 9(7.6%) | 14(11.8%) | 34(28.6%) | 45(34.8%) |
| Regional accounts | 80(67.2%) | 30(25.2%) | 8(6.7%) | 1(0.8%) | 1(0.8%) | 1(0.8%) |
| National accounts | 60(50.4%) | 35(29.4%) | 11(9.2%) | 7(5.9%) | 7(5.9%) | 2(1.7%) |

Table J
Breakdown of Programming Presented
by Stations Responding to Survey

| Type of Programming | Percentage | | | | | | | | | | | | | | | | | | | | | |
|---------------------|------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--|
| | None | 1 - 5 | 6 -10 | 11-15 | 16-20 | 21-25 | 26-30 | 31-35 | 36-40 | 41-45 | 46-50 | 51-55 | 56-60 | 61-65 | 66-70 | 71-75 | 76-80 | 81-85 | 86-90 | 91-95 | 96-100 | |
| Instruction | 33 | 71 | 57 | 19 | 22 | 3 | 1 | 1 | | | 1 | | | | | | | | | | | |
| Performing Arts | 151 | 31 | 16 | 1 | 1 | | | | | | | | | | | | | | | | | |
| News/Public Affairs | 19 | 76 | 62 | 18 | 21 | 4 | 1 | 1 | | | | | | | | | | | | | | |
| Sports | 46 | 103 | 37 | 5 | 5 | | 2 | | | | | | | | | | | | | | | |
| Recorded Music | | | | | 2 | | | 1 | 4 | 3 | 7 | 2 | 8 | 12 | 20 | 23 | 30 | 29 | 32 | 24 | 6 | |
| Campus News | 22 | 99 | 51 | 10 | 5 | | | | | | | | | | | | | | | | | |
| Other | | 24 | 7 | 3 | 1 | | | | 1 | 1 | | | | | | | | | | | | |

Table K
Dominant Music Types Programmed by Carrier Current Stations*

| <u>Type of Music</u> | <u>Number of Stations</u> | <u>% of Stations</u> |
|-------------------------|---------------------------|----------------------|
| Progressive rock | 109 | (52.4%) |
| Top 40 | 57 | (27.4%) |
| Progressive Rock/Top 40 | 7 | (3.4%) |
| Other (religious) | 5 | (2.4%) |
| MOR | 4 | (1.9%) |
| Oldies | 2 | (1.0%) |
| Soul | 2 | (1.0%) |
| Progressive/Soul | 2 | (1.0%) |
| Prog R/MOR/Top 40 | 2 | (1.0%) |
| Prog R/Oldies/Top 40 | 2 | (1.0%) |
| Jazz | 1 | (0.5%) |
| Show Music | 1 | (0.5%) |
| Semi Classical/MOR | 1 | (0.5%) |
| Oldies/Top 40 | 1 | (0.5%) |
| Jazz/Class | 1 | (0.5%) |
| Prog/Folk | 1 | (0.5%) |
| Oldies/MOR/Top 40 | 1 | (0.5%) |
| Classical | 0 | |
| Semi-classical | 0 | |
| Foreign language | 0 | |
| Country/Western | 0 | |
| Folk | 0 | |

* Responses precluded determining dominant music type(s) for nine stations.

Table L
Percentage of News and Public Affairs Programming Carried
by Commercial and Noncommercial Stations

| <u>% of News and Public Affairs</u> | <u>Commercial</u> | <u>Noncommercial</u> | <u>Totals</u> |
|---|-------------------|----------------------|---------------|
| None | 15 (10.9) | 11 (15.9) | 26 (12.6) |
| 1 - 5% | 46 (33.3) | 29 (42.0) | 75 (36.2) |
| 6 -10% | 43 (31.1) | 19 (27.5) | 62 (30.0) |
| 11 -15% | 16 (11.6) | 3 (4.4) | 19 (9.2) |
| 16 -20% | 15 (10.9) | 7 (10.2) | 22 (10.6) |
| Over 20 | 3 (2.2) | -- | 3 (1.4) |

Table M
Dominant Source of Funding for
Number and Percentage of
Stations Originating and Not
Originating Regular Local News Programs

| <u>Dominant Source of Funds</u> | <u>Local News</u> | <u>Do Not Originate Local News</u> | <u>Totals</u> |
|---------------------------------|-------------------|--|---------------|
| Student Activity Funds | 64 (64.6) | 35 (35.4) | 99 (51.8) |
| Commercial Income | 31 (79.5) | 8 (20.5) | 39 (20.4) |
| School Allocation | 21 (72.4) | 8 (27.6) | 29 (15.3) |
| Departmental Allocation | 8 (61.5) | 5 (38.5) | 13 (6.8) |
| Club Budget | 6 (66.7) | 3 (33.3) | 9 (4.7) |
| Outside Grants | --- | 2 (2.9) | 2 (1.0) |
| TOTALS | 130 | 61 | 191 |

Table N
Number and Percentage of Department Affiliated
and Unaffiliated Stations Carrying and Not
Carrying Local News Programs

| <u>Local News</u> | <u>Department Affiliation</u> | <u>No Department Affiliation</u> | <u>Total</u> |
|-------------------|-----------------------------------|--------------------------------------|--------------|
| Yes | 30 (21.7%) | 108 (78.3%) | 138 |
| No | 17 (25.4%) | 50 (74.6%) | 67 |

Table 0
Budget Range of Stations
Subscribing to News Services*

| <u>News Services</u> | <u>Budget Range</u> | | |
|----------------------|---------------------|--------------------|----------------------|
| | <u>\$100-999</u> | <u>\$1000-9999</u> | <u>over \$10,000</u> |
| UPI | 4 (10 %) | 51 (29 %) | 19 (39.6%) |
| AP | 3 (7.5%) | 24 (13.5%) | 8 (16.7%) |
| other news services | 8 (20 %) | 37 (21 %) | 12 (25 %) |
| audio service | 5 (12.5%) | 25 (14.2%) | 9 (18.8%) |
| none | 20 (50 %) | 39 (22.1%) | -- |
| TOTAL | 40 | 176 | 48 |

* Some stations subscribe to more than one news service.

APPENDIX 1

Survey Postcard

Name of Institution _____
 Is there a carrier current station on campus? Yes _____ No _____
 If yes, please supply the following information: _____
 call letters of station _____
 name of station manager _____
 address of station _____
 Your name _____
 Title _____
 Campus address _____

First-Class Mail
 U.S. Postage
 Paid 6¢
 Permit # 7726

NEW YORK N.Y.

Broadcast Institute of North America, Inc.
 147 East 81 Street
 New York, New York 10028

BROADCAST INSTITUTE OF NORTH AMERICA
 147 East 81 Street, New York, New York 10028 (212) 628-7978

Dear Sir/Madam,

The Broadcast Institute of North America, an independent, non-profit research organization, is compiling a list of all carrier current radio stations. Please fill in the simple data requested on the attached card, tear it off, and mail it back to us, whether or not your institution has such a station.

Thank you very much.

Electra Yourke
 Research Director

BUSINESS REPLY MAIL
 No postage stamp necessary if mailed in the United States

POSTAGE WILL BE PAID BY _____
 BROADCAST INSTITUTE OF NORTH AMERICA
 147 EAST 81st STREET
 NEW YORK, NEW YORK 10028

FIRST CLASS
 Permit No. 47327
 New York, NY

BROADCAST INSTITUTE OF NORTH AMERICA

147 East 81 Street, New York, New York 10028 (212) 628-7978

April 27, 1972

Dear carrier current station manager:

The Broadcast Institute of North America, an independent, non-profit research organization, is initiating a survey of carrier current stations on all U.S. college and university campuses.

This survey was prompted by the interest of two student staff members of the Columbia University carrier station, WKCR-AM. They have assisted us in developing the enclosed questionnaire, and will participate in the analysis of returns.

College radio as a whole has been studied from one viewpoint or another many times, but none of these studies has limited itself to carrier current. We feel that its unique status and its special constituency set it apart from over-air broadcasting, and that a separate profile is long overdue.

Such data as has been gathered in the past has come only from the IBS membership which does not, of course, include all existing stations. The present inquiry will cover a much greater number.

Our initial phase will not go beyond a tabulation and analysis of the data from the enclosed questionnaire. As a participant, you are, of course, free to examine these materials and may, if you wish, receive a copy of the results of this preliminary study. Any subsequent research on our part must await returns from this first step.

We have made the questionnaire simple, factual, and directly related to carrier current operations, as our WKCR-AM advisors experience them every day. Our hope is that you will fill out the questionnaire and send it back by return mail. We have only until the end of the spring semester to complete this survey and analyze the results, so you can understand the urgency.

If you have any questions, let us know by letter or phone. I look forward to receiving these materials from you.

Sincerely yours,

Electra Yourke

Electra Yourke
Research Director

President
LOUIS G. COWAN

Vice President
SIG MICKELSON

Directors
EDWARD BARRETT • ELMER LOWER • NEWTON MINOW • JEROME B. WIESNER

Program Consultants
RALPH JENNINGS • PAUL LASKIN • SEYMOUR N. SIEGEL • ELECTRA YOURKE

APPENDIX 2

Call letters _____
School _____
City _____
State _____

SURVEY OF CARRIER CURRENT STATIONS

Broadcast Institute of North America

Spring, 1972

- 1/ By what method is signal distributed to campus buildings?
- a/ separate XMTR in each building
 - b/ central XMTR/coax
 - c/ CATV-type system
- 2/ Is your station picked up and relayed by any off-campus cable systems?
Yes _____ No _____
- 3/ Is your station administered by a department of the school?
Yes _____ No _____ If yes, please reply to the following questions:
- a/ Name of department _____
 - b/ Do station funds come from department budget? Yes _____ No _____
 - c/ Is there a departmental faculty advisor? Yes _____ No _____
 - d/ Is participation in station activities a requirement of any course? Yes _____ No _____
 - e/ Are station facilities used as a classroom laboratory in departmental course work? Yes _____ No _____
 - f/ Are station facilities regularly used by any other department or campus organization? Yes _____ No _____
If yes, by whom, and how? _____
 - g/ Are station facilities used by any off-campus groups? Yes _____
No _____ If yes, by whom? _____
- 4/ Please indicate sources of station funds (give approximate percentages)
- a/ school allocation %
 - b/ student activity funds %
 - c/ departmental allocation %
 - d/ outside grants %
 - e/ club budget %
 - f/ commercial income %
 - g/ other (please specify) % _____

BINA--2

5/ Please indicate the budget range of your station for the last concluded fiscal year:

| | |
|-------|---------------------|
| _____ | \$100 - \$999 |
| _____ | \$1000 - \$9999 |
| _____ | \$10,000 - \$49,999 |
| _____ | \$50,000 - \$99,999 |
| _____ | over \$100,000 |

6/ For what purpose(s) is your station maintained? (Please rank in order.)

| | |
|-------------------------------------|-------|
| a/ training for broadcasting career | _____ |
| b/ student activity | _____ |
| c/ service to student body | _____ |
| d/ intra-campus communication | _____ |
| e/ laboratory for academic work | _____ |
| f/ club facility | _____ |
| g/ other (please specify) | _____ |

7/ Who is responsible for the station's day-to-day functioning?

Name _____
Title _____

8/ Is the above person (check one)

| | |
|---------------------------|-------|
| a/ administration | _____ |
| b/ student | _____ |
| c/ faculty | _____ |
| d/ paid staff | _____ |
| e/ other (please specify) | _____ |

9/ To whom does he/she report?

| | |
|---|-------|
| a/ faculty committee | _____ |
| b/ faculty-student committee | _____ |
| c/ student affairs committee | _____ |
| d/ academic department (please specify) | _____ |
| e/ other (please specify) | _____ |

10/ Who selects the station manager?

| | |
|------------------------------|-------|
| a/ administration | |
| b/ faculty | |
| c/ faculty-student committee | |
| d/ department head | |
| e/ station staff | |
| f/ current manager | |
| g/ other (please specify) | _____ |

11/ Do you originate any live (non-recorded) programs? Yes _____ No _____

12/ Please indicate the approximate percentage of air time devoted to:

- a/ instruction %
- b/ performing arts %
- c/ news & public affairs %
- d/ sports %
- e/ recorded music %
- f/ campus news %
- g/ other (please specify) % _____

13/ Do you cover varsity sports? Yes _____ No _____

14/ Please rank by approximate percentage the recorded music you carry:

- a/ progressive rock %
- b/ jazz %
- c/ classical %
- d/ semi-classical %
- e/ oldies %
- f/ show music %
- g/ foreign language %
- h/ soul %
- i/ country/western %
- j/ folk %
- k/ MOR %
- l/ top 40 %
- m/ other (please specify) % _____

15/ Do you originate regular local news coverage? Yes _____ No _____

16/ Does your station subscribe to (check if yes)

- UPI _____
- AP _____
- other news service _____
- audio service _____

17/ In what ways does your station contribute to the diversity of programming available in your radio market?

18/ Does your station carry commercials? Yes _____ No _____

FOR COMMERCIAL STATIONS ONLY:

19/ What percentage of your advertising revenues comes from the following:

- a/ campus accounts %
- b/ off-campus community accounts %
- c/ regional accounts %
- d/ national accounts %

20/ Do proceeds from advertising go directly into station operating funds?
Yes _____ No _____ If no, where do they go?

21/ Please list your five largest advertising accounts during the last fiscal year. (Give generic names, if you prefer)

APPENDIX 3

ALABAMA

| | | |
|------|----------------------------------|---|
| WABP | Univ. of Alabama, University | |
| WSBR | St. Bernard College, St. Bernard | X |

ALASKA

| | | |
|------|----------------------------|---|
| KMPS | Univ. of Alaska, Fairbanks | X |
|------|----------------------------|---|

ARIZONA

| | | |
|------|-----------------------------------|--|
| KNAU | Northern Arizona Univ., Flagstaff | |
|------|-----------------------------------|--|

ARKANSAS

| | | |
|------|---|---|
| KHCA | Harding College, Searcy | X |
| KJBU | John Brown Univ., Siloam Springs | X |
| KSCA | Arkansas State Teachers College, Conway | |

CALIFORNIA

| | | |
|------|---|---|
| KALX | Univ. of California, Berkeley | |
| KBBK | Bethany Bible College, Santa Cruz | X |
| KBLA | California State College, Los Angeles | |
| KCMC | Claremont Men's College, Claremont | |
| KCR | San Diego State College, San Diego | |
| KCSB | Univ. of California, Santa Barbara | |
| KCSC | Chico State College, Chico | |
| KDVS | Univ. of California, Davis | X |
| KFSR | Fresno State College, Fresno | |
| KHCR | Los Angeles Harbor College, Wilmington | X |
| KLA | UCLA, Los Angeles | X |
| KOXY | Occidental College, Los Angeles | |
| KRHC | Rio Hendo Jr. College, Whittier | X |
| KRJC | Modesto Jr. College, Modesto | |
| KRTG | San Francisco State College, San Fran. | X |
| KSBS | The Cate School, Carpinteria | X |
| KSDA | Loma Linda Univ., Loma Linda | X |
| KSDT | Univ. of California, San Diego | X |
| KSLA | California State College, L. A. | |
| KUCR | Univ. of California, Riverside | |
| KUSF | Univ. of San Francisco, S.F. | X |
| KWEB | Webb School of California, Claremont | |
| KXXK | San Francisco Theological College, S.F. | |
| KXLU | Loyola Univ. of L.A., L.A. | X |
| KZSU | Stanford Univ., Stanford | |

Note: X - Respondent

COLORADO

| | | |
|------|---------------------------------|---|
| KAOS | Univ. of Denver, Denver | X |
| KAS | Adams State College, Alamosa | |
| KCFR | Univ. of Denver, Denver | |
| KCSU | Colo. State Univ., Fort Collins | |
| KWSC | Western State College, Gunnison | |

CONNECTICUT

| | | |
|------|--|---|
| WCCS | Central Conn. State College, New Britain | X |
| WCNI | Conn. College, New London | X |
| WHUS | Univ. of Conn., Storrs | X |
| WPKN | Univ. of Bridgeport, Bridgeport | X |
| WQSB | Quinnipiac College, Hamden | |
| WQSV | Quinnipiac College, Hamden | X |
| WRMC | Mitchell College, New London | X |
| WYBC | Yale Univ., New Haven | X |

DELAWARE

| | | |
|------|---------------------------|---|
| WHEN | Univ. of Delaware, Newark | X |
| WSLY | Wesley College, Dover | |

DISTRICT OF COLUMBIA

| | | |
|------|------------------------------|---|
| WAMU | American University | X |
| WCUA | Catholic Univ. of America | |
| WEBS | Marjorie Webster Jr. College | |
| WRGW | George Washington Univ. | X |
| WRTC | Trinity College | |
| WVCU | Catholic Univ. of America | X |

FLORIDA

| | | |
|------|--------------------------------|---|
| WFPC | Eckerd College, St. Petersburg | X |
| WJCR | Jones College, Jacksonville | |
| WNCR | New College, Sarasota | X |
| WPRK | Rollins College, Winter Park | |

GEORGIA

| | | |
|------|---------------------------------------|--|
| WACC | Atlanta Christian College, East Point | |
| WEMO | Emory Univ., Atlanta | |
| WGSC | Georgia State Univ., Atlanta | |
| WJTL | Oglethorpe Univ., Atlanta | |
| WSTB | Southern Tech. Institute, Marietta | |

IDAHO

| | | |
|------|------------------------|--|
| KUOI | Univ. of Idaho, Moscow | |
|------|------------------------|--|

ILLINOIS

| | | |
|------|------------------------------------|---|
| WELH | Eastern Ill. Univ., Charleston | X |
| WERA | Lewis College, Lockport | X |
| WETN | Wheaton College, Wheaton | |
| WIDB | So. Ill. Univ., Carbondale | X |
| WIIT | Ill. Inst. of Tech., Chicago | X |
| WILC | Ill. College, Jacksonville | |
| WILL | Univ. of Ill., Urbana | |
| WJMU | Millikin Univ., Decatur | X |
| WKDI | No. Ill. Univ., DeKalb | X |
| WLCC | Lincoln Christian College, Lincoln | |
| WLFC | Lake Forest College, Lake Forest | X |
| WLUC | Loyola Univ., Chicago | |
| WMMC | MacMurray College, Jacksonville | |
| WNPC | No. Park College, Chicago | |
| WPGU | Univ. of Ill., Urbana-Champaign | X |
| WRBC | Roosevelt Univ., Chicago | |
| WRBU | Bradley Univ., Peoria | |
| WRCR | Rockford College, Rockford | X |
| WRSB | Shimer College, Mt. Carroll | |
| WWQC | Quincy College, Quincy | |

INDIANA

| | | |
|-------|--|---|
| KHRC) | Purdue Univ., (Hall H-2), W. Lafayette | X |
| WHRC) | | |
| WCCR | (Cary Hall), W. Lafayette | X |
| WCTS | (Fowler Courts), W. Lafayette | |
| WHHR | (Harrison Hall), W. Lafayette | X |
| WILY | (Hall H-3), W. Lafayette | X |
| WMRH | (Hall H-1), W. Lafayette | X |
| WRFL | (Shreve Hall), W. Lafayette | |
| WVRH | (McCutcheon Hall), W. Lafayette | X |
| WBKE | Manchester College, No. Manchester | X |
| WFCI | Franklin College of Ind., Franklin | X |
| WGCS | Goshen College, Goshen | |
| WITB | Ind. Inst. of Tech., Fort Wayne | X |
| WIUS | Indiana Univ., Bloomington | X |
| WOWI | St. Joseph's College, Rensselaer | X |
| WSND | Univ. of Notre Dame, Notre Dame | X |
| WTUC | Taylor Univ., Upland | |
| WVTI | Valparaiso Tech. Inst., Valparaiso | X |

IOWA

| | | |
|------|-------------------------------------|---|
| KAMA | Iowa Wesleyan College, Mt. Pleasant | X |
| KCOE | Coe College, Cedar Rapids | |
| KICR | Univ. of Iowa, Iowa City | X |
| KIFC | Iowa State Univ., Ames | |
| KLOR | Loras College, Dubuque | X |
| KMC | Midwestern, Denison | |
| KPGY | Iowa State Univ., Ames | |
| KSUI | State Univ. of Iowa, Iowa City | |
| KWAD | Univ. of Iowa, Iowa City | |
| KWLC | Luther College, Decorah | |
| WGVU | Univ. of Dubuque, Dubuque | |
| WPCS | William Penn College, Oskaloosa | |

KANSAS

| | | |
|------|--------------------------------|---|
| KANU | Univ. Kansas, Lawrence | |
| KFHS | Fort Hays State College, Hays | X |
| KKWN | Kansas Wesleyan, Salina | |
| KLBC | Bethany College, Lindsborg | |
| KSRH | Kansas State Univ., Manhattan | X |
| KSWC | Southwestern College, Winfield | X |
| KUOK | Univ. of Kansas, Lawrence | X |

KENTUCKY

| | | |
|------|-------------------------------|---|
| WBKY | Univ. of Kentucky, Lexington | |
| WTLX | Transylvania Univ., Lexington | X |

LOUISIANA

| | | |
|------|-------------------------------|---|
| KGRM | Grambling College, Grambling | |
| WLDC | Loyola Univ., New Orleans | X |
| WLPI | La. Polytechnic Inst., Ruston | X |
| WLSU | La. State Univ., Baton Rouge | |
| WTUI | Tulane Univ., New Orleans | |
| | Dillard Univ., New Orleans | |

MAINE

| | | |
|------|---------------------------------|---|
| WBOR | Bowdoin College, Brunswick | |
| WHHE | Colby College, Waterville | X |
| WMMA | Maine Maritime Academy, Castine | X |
| WUMF | Univ. of Maine, Farmington | |

MARYLAND

| | | |
|------|------------------------------------|---|
| WFSC | Frostburg State College, Frostburg | X |
| WMUC | Maryland Univ., College Park | |
| WRNV | U. S. Naval Academy, Annapolis | X |

MASSACHUSETTS

| | | |
|------|--|---|
| WAIC | American Internatl. College, Springfield | X |
| WAMH | Amherst College, Amherst | |
| WBIM | Bridgewater State College, Bridgewater | X |
| WBS | Wellesley College, Wellesley | X |
| WCHC | Holy Cross, Worcester | |
| WCSB | Graham Jr. College, Boston | |
| WCUW | Clark University, Worcester | |
| WCWL | Berkshire Christian College, Berkshire | |
| WECE | Emerson College, Boston | X |
| WENC | Eastern Nazarene College, Quincy | |
| WHRB | Harvard Univ., Cambridge | |
| WLTI | Lowell Tech. Inst., Lowell | |
| WMS | Williams College, Williamstown | X |
| WNEU | Northeastern Univ., Boston | |
| WNRC | Nichols College, Dudley | |
| WRSA | Massasoit College, No. Abington | |
| WRWB | Babson Institute, Babson Park | |
| WSCB | Springfield College, Springfield | X |
| WSTO | Stonehill College, No. Easton | |
| WTBU | Boston Univ., Boston | X |
| WTCC | Springfield College, Springfield | X |
| WUBC | Boston College, Chestnut Hill | X |
| WVAC | Curry College, Milton | |
| WVMM | Merrimack College, North Andover | X |

MICHIGAN

| | | |
|------|---|---|
| WAUR | Andrew Univ., Berrien Springs | |
| WAYN | Wayne State Univ., Detroit | |
| WBKX | No. Michigan Univ., Marquette | X |
| WBSD | Olivet College, Olivet | |
| WCAL | Calvin College & Seminary, Grand Rapids | |
| WCBN | Univ. of Michigan, Ann Arbor | X |
| WCHP | Central Michigan Univ., Mt. Pleasant | |
| WEXL | Albion College, Albion | |
| WFRS | Ferris State College, Big Rapids | X |
| WHUR | Eastern Mich., Ypsilanti | X |
| WIDR | Western Mich. Univ., Kalamazoo | |
| WJRN | Northwood Institute, Midland | X |

MICHIGAN CONT.

| | | |
|------|-------------------------------------|---|
| WMCD | Mercy College of Detroit, Detroit | |
| WMGR | Marygrove College, Detroit | |
| WMJB | Macomb County Comm. College, Warren | |
| WMSN | Mich. State Univ., East Lansing | X |
| WSRL | Andrews University, Berrien Springs | X |
| WVOD | Univ. of Detroit, Detroit | X |
| WVAC | Adrian College, Adrian | |

MINNESOTA

| | | |
|------|------------------------------------|---|
| KARL | Carleton College, Northfield | X |
| KATY | College of St. Catherine, St. Paul | X |
| KBSB | Bemidji State College, Bemidji | X |
| KGMA | Mankato State College, Mankato | X |
| KMAC | Macalester College, St. Paul | X |
| KMSC | Moorhead State College, Moorhead | X |
| KSJU | St. John's Univ., Collegeville | X |
| KSMC | St. Mary's College, Winona | |
| KSTO | St. Olaf's College, Northfield | X |
| KUMM | Univ. of Minn., Morris | |
| WMMR | Univ. of Minn., Minneapolis | X |

MISSISSIPPI

| | | |
|------|---------------------------------------|--|
| WCBH | Univ. of Miss., University | |
| WMSU | Univ. of Southern Miss., Hattiesburg | |
| WSCM | Miss. St. College for Women, Columbus | |

MISSOURI

| | | |
|------|--|---|
| KBIL | St. Louis Univ., St. Louis | |
| KCBC | Central Bible Institute, Springfield | X |
| KCCS | Univ. of Missouri, Columbia | X |
| KCLC | Lindenwood College, St. Charles | X |
| KCUR | Univ. of Kansas City, Kansas City | |
| KDLX | Northwest Mo. State College, Maryville | X |
| KFRH | Washington Univ., Clayton | X |
| KGNT | School of the Ozarks, Pt. Lookout | |
| KMFA | Univ. of Missouri, Rolla | X |
| KMOE | Central Methodist College, Fayette | |
| KOBC | Ozark Bible College, Joplin | |
| KRC | Rockhurst College, Kansas City | |
| KXCV | Northwest Mo. State College, Maryville | |

MONTANA

| | | |
|------|------------------------------|--|
| KATS | Montana State Univ., Bozeman | |
|------|------------------------------|--|

NEBRASKA

| | | |
|------|--------------------------------|---|
| KOCU | Creighton Univ., Omaha | X |
| KOVF | Kearney State College, Kearney | X |
| KRNO | Univ. of Neb., Omaha | |
| KVNO | Univ. of Neb., Omaha | X |
| KWLN | Nebraska Wesleyan, Lincoln | |

NEVADA

| | | |
|------|-----------------------|---|
| KNYE | Univ. of Nevada, Reno | X |
|------|-----------------------|---|

NEW HAMPSHIRE

| | | |
|------|-------------------------------------|---|
| WFPR | Franklin Pierce College, Rindge | |
| WKNH | Keene State College, Keene | X |
| WPCR | Plymouth State College, Plymouth | X |
| WSAC | St. Anselm's College, Manchester | |
| WUNH | Univ. of N.H., Durham | X |
| WVNB | Nathaniel Hawthorne College, Antrim | X |

NEW JERSEY

| | | |
|------|--|---|
| WCPR | Stevens Institute, Hoboken | X |
| WERD | Drew Univ., Madison | |
| WFDM | Fairleigh Dickinson, Rutherford | |
| WFDU | Fairleigh Dickinson, Teaneck | X |
| WMCJ | Monmouth College, Ocean (W. Long Beach) | X |
| WNCE | Newark College of Engineering, Newark | X |
| WPC | William Patterson College, Wayne | X |
| WPRB | Princeton Univ., Princeton | |
| WRNU | Rutgers Univ., New Brunswick | |
| WRSU | Rutgers Univ., New Brunswick | X |
| WTSC | Trenton State College, Trenton | |
| WVMS | Montclair State College, Upper Montclair | X |
| WWRC | Rider College, Trenton | X |

NEW MEXICO

| | | |
|------|------------------------------------|--|
| KDEF | Univ. of Albuquerque, Albuquerque | |
| KRWG | New Mexico State Univ., Las Cruces | |

NEW YORK

| | | |
|-------------|------------------------------|---|
| KSLU | St. Lawrence Univ., Canton | |
| WALI (WBAU) | Adelphi College, Garden City | |
| WBCR | Brooklyn College, Brooklyn | X |
| WBSU | SUNY, Brockport | X |
| WCAG | NYU, New York City | |
| WCCR | City College, New York City | X |
| WCOB | SUNY, Cobleskill | X |
| WCSU | SUNY, Cortland | |

NEW YORK CONT.

| | | |
|------|---|---|
| WCVF | SUNY, Fredonia | |
| WECW | Elmira College, Elmira | |
| WEOS | Hobart College, Geneva | |
| WGSU | SUNY, Geneseo | |
| WHRW | Harpur College, Binghamton | |
| WICB | Ithaca College, Ithaca | X |
| WINO | Polytech of Brooklyn, Brooklyn | |
| WITR | Rochester Inst. of Tech., Rochester | X |
| WJFR | St. John Fisher College, Rochester | X |
| WJSL | Houghton College, Houghton | X |
| WKCR | Columbia Univ., New York City | X |
| WKCS | Keuka College, Keuka Park | |
| WKDT | U.S.M.A., West Point | X |
| WKGO | SUNY, Plattsburgh | X |
| WLIU | Long Island Univ., Brooklyn | X |
| WLMU | Le Moyne College, Syracuse | X |
| WMLC | Lehman College, Bronx | X |
| WNYT | N.Y. Inst. of Tech., Old Westbury | |
| WNYU | NYU, Washington Square, New York City | |
| WNYU | NYU, Bronx | X |
| WOCR | SUNY, Oswego | X |
| WOFM | St. Bonaventure Univ., St. Bonaventure | |
| WONY | SUNY, Oneonta | X |
| WPIR | Pratt Institute, Brooklyn | X |
| WPRH | Pratt Institute, Brooklyn | |
| WQCC | Queensborough Comm. Coll., Bayside | X |
| WQMC | Queens College, Flushing | |
| WRMT | Mohawk Valley Comm. Coll., Utica | X |
| WRPI | Rensselaer Poly., Troy | X |
| WRPS | SUNY, Potsdam | X |
| WRUC | Union College, Schenectady | |
| WRUC | Skidmore College, Saratoga Springs (in conjunction with Union College) | |
| WSCR | Southampton College, Southampton | |
| WSUA | SUNY, Albany | X |
| WSLC | Sarah Lawrence College, Bronxville | |
| WUSB | SUNY, Stonybrook | X |
| WVAT | SUNY, Alfred | |
| WVBR | Cornell Univ., Ithaca | X |
| WVCR | Sienna College, Loudonville | X |
| WVKR | Vassar College, Poughkeepsie | X |
| WYUR | Yeshiva Univ., New York City | X |

NORTH CAROLINA

| | | |
|------|---|---|
| WABY | Belmont Abbey College, Belmont | X |
| WANT | N. Carolina A & T State Univ., Greensboro | |
| WCAR | Univ. of N.C., Chapel Hill | X |
| WCAT | Western Carolina Univ., Cullowhee | |
| WDAV | Davidson College, Davidson | X |
| WDBS | Duke Univ., Durham | X |
| WECU | East Carolina Univ., Greenville | X |
| WEHL | Univ. of N.C., Greensboro | |
| WFDD | Wake Forest Univ., Winston-Salem | |
| WKNC | N.C. State College, Raleigh | |
| WLMC | Lees McRae College, Banner Elk | |
| WMHC | Mars Hill College, Mars Hill | |
| WPAK | N.C. State Univ., Raleigh | |
| WSAP | St. Andrew's Presby. College, Laurinburg | |
| WSPC | Pfeiffer College, Misenheimer | X |
| WVPS | Wilmington College, Wilmington | |

OHIO

| | | |
|------|------------------------------------|---|
| WEAD | Ohio Univ. (Read Hall), Athens | |
| WGAM | (Gametsfelder Hall) Athens | X |
| WIRV | (Irvine Hall), Athens | |
| WJHR | (James Hall), Athens | |
| WLHD | (Lincoln Hall), Athens | |
| WOUB | Athens | |
| WPKS | (Parks Hall), Athens | |
| WSAR | (Sargent Hall), Athens | X |
| WDCW | Defiance College, Defiance | |
| WERC | Univ. of Toledo, Toledo | X |
| WFAL | Bowling Green Univ., Bowling Green | X |
| WFIB | Univ. of Cincinnati, Cincinnati | X |
| WHCR | Heidelberg College, Tiffin | X |
| WHRM | Hiram College, Hiram | |
| WKCO | Kenyon College, Gambier | |
| WMOH | Western College for Women, Oxford | |
| WOBN | Otterbein College, Westerville | |
| WOSR | Ohio State, Columbus | |
| WRDL | Ashland College, Ashland | |
| WVFC | Findlay College, Findlay | X |
| WUJC | John Carroll Univ., Univ. Heights | X |
| WUSO | Wittenberg Univ., Springfield | |
| WVUD | Univ. of Dayton, Dayton | |
| WWSU | Wright State Univ., Dayton | X |
| WYSO | Antioch College, Yellow Springs | X |

OKLAHOMA

| | | |
|------|--------------------------------------|--|
| KAOS | Oklahoma Military Academy, Claremore | |
| KUVY | Univ. of Oklahoma, Norman | |

OREGON

| | | |
|------|-----------------------------------|---|
| KDUP | Univ. of Portland, Portland | |
| KLC | Lewis and Clark College, Portland | X |
| KLIN | Linfield College, McMinnville | |
| KPUR | Pacific Univ., Forest Grove | |

PENNSYLVANIA

| | | |
|------|--|---|
| KSFC | St. Francis College, Loretto | X |
| WAJC | Washington & Jefferson Coll., Washington | X |
| WCCB | Clarion State, Clarion | |
| WCSC | West Chester State College, West Chester | |
| WDCV | Dickinson College, Carlisle | X |
| WDNR | Widener College, Chester | X |
| WHRC | Haverford College, Haverford | X |
| WJC | Juniata College, Huntingdon | X |
| WJKB | Edinboro State College, Edinboro | |
| WKSC | Kutztown State College, Kutztown | X |
| WKVU | Villanova Univ., Villanova | X |
| WLCR | Lycoming College, Williamsport | |
| WLCV | Wilson College, Chambersburg | |
| WLRN | Lehigh Univ., Bethlehem | X |
| WLVR | Lehigh Univ., Bethlehem | X |
| WMAN | Drexel Institute of Technology, Philadelphia | |
| WMSR | Millersville State College, Millersville | |
| WNUH | Muhlenburg College, Allentown | X |
| WNFT | Slippery Rock State College, Slippery Rock | X |
| WPGH | Pittsburgh University, Pittsburgh | X |
| WQSU | Susquehanna University, Selinsgrove | X |
| WRCT | Carnegie Institute of Technology, Pittsburgh | X |
| WRMC | Moravian College, Bethlehem | X |
| WSJR | St. Joseph's College, Philadelphia | X |
| WSRN | Swarthmore College, Swarthmore | X |
| WSVC | St. Vincent's College, Latrobe | |
| WSYC | Shippensburg State College, Shippensburg | X |
| WVBU | Bucknell Univ., Lewisburgh | X |
| WVMM | Mt. Mercy College, Pittsburgh | |
| WVEC | Elizabethtown College, Elizabethtown | X |
| WWFM | Franklin & Marshall College, Lancaster | |
| WWGC | Gettysburgh College, Gettysburgh | X |
| WXAC | Albright College, Reading | |

PUERTO RICO

| | | |
|------|--|--|
| CUPR | Catholic Univ. of Puerto, Rico, San Juan | |
| WIAU | Inter American Univ., San German | |

RHODE ISLAND

| | | |
|------|--------------------------------|---|
| WBRU | Brown Univ., Providence | X |
| WDOM | Providence College, Providence | |
| WRIU | Rhode Island Univ., Kingston | X |

SOUTH CAROLINA

| | | |
|------|-----------------------------------|---|
| WARP | Erskine College, Due West | |
| WCBC | Columbia Bible College, Columbia | X |
| WCRN | Wofford College, Spartanburg | X |
| WCRO | Winthrop College, Rock Hill | |
| WFBA | Furman Univ., Greenville | |
| WUSC | Univ. of South Carolina, Columbia | X |

TENNESSEE

| | | |
|------|--|---|
| WETS | East Tenn. State College, Johnson City | X |
| WTGR | Memphis State Univ., Memphis | X |
| WTSU | Tenn. State Univ., Nashville | X |
| WUTM | Univ. of Tenn., Martin | |

TEXAS

| | | |
|------|------------------------------------|---|
| KACC | Abilene Christian College, Abilene | |
| KHPC | Howard Payne College, Brownwood | |
| KLCC | Lubbock Christian College, Lubbock | |
| KSMU | Southern Methodist Univ., Dallas | |
| KTEP | Univ. of Texas, El Paso | X |
| KTRU | Rice University, Houston | |

UTAH

| | | |
|------|--|---|
| KEPH | Utah State Agricultural Coll., Ephraim | |
| KWCR | Weber State College, Ogden | X |

VERMONT

| | | |
|------|---------------------------------|---|
| WCRS | Windham College, Putney | X |
| WJSC | Johnson State College, Johnson | X |
| WRUV | Univ. of Vermont, Burlington | |
| WSSE | St. Michael's College, Winooski | |

VIRGINIA

| | | |
|------|--|---|
| WCRC | Richmond Univ., Richmond | X |
| WGMB | Bridgewater College, Bridgewater | |
| WJRB | Virginia Commonwealth Univ., Richmond | |
| WLRC | Emory and Henry College, Emory | |
| WUVA | Univ. of Virginia, Charlottesville | X |
| WUVT | Virginia Polytechnic Inst. & State University, Blacksburg | X |
| WWRM | Randolph-Macon Women's College, Lynchburg | |

WASHINGTON

| | | |
|------|--|---|
| KCNC | Northwest College, Kirkland | X |
| KCWS | Central Washington State College, Ellensburg | |
| KEWC | Eastern Wash. State College, Cheney | X |
| KSSR | Seattle Pacific College, Seattle | X |
| KUGR | Washington State Univ., Pullman | X |
| KUPS | Univ. of Puget Sound, Tacoma | X |

WEST VIRGINIA

| | | |
|------|------------------------------------|---|
| WCAB | Alderson-Broadus College, Philippi | X |
| WCDE | Davis & Elkins College, Elkins | X |
| WVSC | Salem College, Salem | X |

WISCONSIN

| | | |
|------|----------------------------------|---|
| WBCR | Beloit College, Beloit | |
| WCCZ | Carroll College, Waukesha | |
| WLHA | Univ. of Wisconsin, Madison | X |
| WMUR | Marquette Univ. Milwaukee | |
| WRST | University of Wisconsin, Oshkosh | X |
| WSCI | Wisconsin State, Platteville | |
| WSNC | St. Norbert College, De Pere | |
| WSRM | Univ. of Wisconsin, Madison | X |
| WSSR | Univ. of Wisconsin, Madison | |
| WSUP | Wisconsin State, Platteville | X |
| WSUR | Wisconsin State, Eau Claire | |
| WVLC | Lakeland College, Sheboygan | |

MAP INDICATING LOCATION OF RESPONDENTS

