

AMERICAN FORCES VIETNAM NETWORK



AUDIENCE OPINION Research & Analysis

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CHAPTER I

INTRODUCTION

TO BE EFFECTIVE, A RADIO AND TELEVISION NETWORK MUST BE LISTENED TO AND WATCHED. Silent radios and darkened television sets are monuments to ineffective programming and lack of appreciation for the tastes and desires of the network's audiences.

A military radio and television network is a unique operation. It need not show a quarterly profit--so it has no financial balance sheet to gauge its appeal. It may sometimes be susceptible to the influence of persons who have limited appreciation for the principles of effective programming and broadcasting techniques. It is manned by a continuously rotating staff which has no permanent ties to the broadcasting operation. As a government facility financed by tax dollars, it is subject to criticism from everyone who has an "investment" in the operation--each taxpayer.

As a public enterprise, it is necessary that it take extraordinary precautions to be non-controversial and non-sensational. In brief, the military broadcasting network must gain and hold its general audience with programming material and presentations that are relatively conventional in nature.

Therefore, to be effective the military operation must determine the desires and preferences of its audiences and, within reason and good taste, satisfy those desires.

Objectives of the Survey.

During the period ~~November~~ through December 1968, the American Forces Vietnam Network conducted a systematic survey of United States Army, Navy, Marine Corps and Air Force personnel stationed in the Republic of Vietnam. Its purpose was to determine the personal characteristics of the AFVN audiences and to determine their desires in the areas of AM radio, television, news and sports programming. FM radio programming is not covered in this report.

In addition, the survey attempted to determine the most appropriate times to broadcast and/or telecast certain programs.

Also, various questions were asked to determine the amount of coverage obtained by AFVN's radio and television signals and the quality of those signals.

Finally, the survey tried to determine the degree, if any, to which AFVN was fulfilling its mission of providing information and entertainment to U.S. servicemen in Vietnam.

Previous Research.

It is believed that the audience survey being herein reported is the first taken under combat conditions using a randomly selected sample. That is, individuals were selected at random and were specifically designated to receive questionnaires.

The success and precision of any survey or public opinion poll is dependent on selecting an unbiased sample. Other military audience surveys have obtained information by utilizing survey coupons printed in newspapers or daily bulletins or distributing questionnaires to

dining facilities and living quarters. Public opinion researchers are dubious of results obtained by these methods. Investigation has shown that the types of persons who will voluntarily complete and return those forms are not truly representative of the general public. Therefore, it is expected that the information obtained from this sample of randomly selected personnel will have reliability and precision not obtained in any previous military audience survey.

Unfortunately, the results of surveys conducted by commercial and educational research organizations are not available in Vietnam. Therefore, no comparisons can be made between the results of this survey and previous research into radio and television audience programming preferences.

CHAPTER II

THE AMERICAN FORCES VIETNAM NETWORK

The mission of the American Forces Vietnam Network contains two principal objectives. The first is similar to that of other Armed Forces Radio and Television facilities while the second is unique to AFVN.

Mission.

To provide commanders with a radio and television capability to broadcast information and entertainment programs for United States Armed Forces personnel assigned duty in the Republic of Vietnam and to provide engineering assistance to the Joint United States Public Affairs Office for the installation of television facilities for the Government of Vietnam.

This survey will attempt to determine the audience desires that will permit AFVN to effectively fulfill the first objective stated in its mission.

History.

Armed Forces Radio in Vietnam began operation on August 15, 1962 from studios located in downtown Saigon. At that time almost all audio, transmitter and broadcasting equipment was borrowed from U.S. and Vietnamese military and civilian agencies. Spare parts and supplies were obtained from various military resources and all military personnel operating the station were obtained from COMUSMACV personnel resources. The station was operated by a five-man crew and several volunteer announcers and newsmen. The first radio programs were transmitted for 18 hours a day. Around-the-clock programming began in February 1965. Eventually, radio repeater transmitters were installed and then additional radio sites were established at Qui Nhon, Da Nang, Pleiku, Can

Ranh Bay. The latest radio site, at Quang Tri, was established in late 1968, during the period that this audience survey was being conducted. The radio locations are electronically connected thereby forming a true network.

Television made its debut in Vietnam on February 7, 1966. The programs were telecast from C-121 "Blue Eagle" aircraft circling over Saigon. In late 1966 television vans began operation in Qui Nhon and Da Nang and a fixed site in Saigon relieved the "Blue Eagle". Early 1967 saw television become operational at Pleiku, Cam Ranh, Hue and Tuy Hoa. The Hue station was overrun in the VC offensive at Tet 1968. Quang Tri became the newest AFVN TV station in December 1968.

Facilities.

The AFVN AM radio network has two 50,000 watt AM stations, two 10,000 watt AM stations, one 1,000 watt and one 250 watt AM station situated throughout South Vietnam. The 50,000 watt stations are located in Saigon and Pleiku. The transmitter for the Saigon station is located at Cat Lo, about 60 miles southeast of the capital. A third 50,000 watt station will be located at Cam Ranh Bay and will replace the temporary 10,000 watt station currently in operation there. Permanent 10,000 watt stations are in Qui Nhon and Da Nang. A 1,000 watt station at Quang Tri became operational in late 1968, at the time of this survey.

The AM radio network affiliates receive most of their programming from the network key station in Saigon via an in-country military communications system. A variety of network music and information

programs interspersed with news broadcasts every hour are carried by the affiliates who also produce programs tailored to the specific needs of their local audience for three hours each day.

Separate FM radio programming is presently available in the Saigon and Cam Ranh Bay areas. During 1969, additional FM radio stations will serve the Qui Nhon, Da Nang and Pleiku areas offering the audiences a choice of programs throughout most of the day.

AFVN has VHF-TV stations operating in Saigon, Qui Nhon, Da Nang, Pleiku, Cam Ranh Bay and Tuy Hoa. Quang Tri TV went on the air during the period of this survey. A UHF-TV repeater station at Phan Rang Air Base rebroadcast the signal from the station at Cam Ranh Bay. It is expected that a VHF TV station will be established at Chu Lai in 1969.

Most of the television program material consists of film and videotape copies of programs presented on the television networks in the USA. These programs are shipped from the network main station to the affiliate stations in a package that provides an entire week of program material. This circuit is supplemented by another direct shipment from the Armed Forces Radio and Television Service, Los Angeles, California, that provides each station with current film coverage of important news and sports events. In addition to these program materials, the affiliate stations broadcast locally produced daily news reports, musical reviews featuring entertainers visiting Vietnam and special information programs.

The AFVN Network News Branch, located at the Saigon key station, provides coverage of U.S., international, Vietnam and sports news for

both radio and television. It uses material from Associated Press, United Press International and the Armed Forces News Bureau. Direct teletype and audio communication with AFRTS-Washington permits the live radio broadcast of major news events from the United States. Television newsfilm services are provided by ABC-TV and CBS-TV to the Saigon station. Affiliate stations receive copies of the newsfilm and other visual material along with teletype copy from the major press services to assist them in preparing their TV newscasts.

CHAPTER III

PROCEDURE AND METHOD

The Questionnaire.

The questionnaire was developed using inputs submitted by the AFVN Chiefs of Radio, Television, News and Engineering branches. In addition, former survey forms used by AFVN and AFTV, Ramstein, Germany, were used as guides to develop meaningful questions.

The first-draft questionnaire was pretested on Saigon-based officer and enlisted personnel in order to eliminate vague wording and possible bias. The finalized cover letter (Appendix A) and questionnaire (Appendix B) were mailed to the sample on November 25, 1968.

The questionnaire was divided into the following parts:

1. Items 1 through 4 permitted the identification of each respondent using a four digit numerical code.
2. Items 5 through 12 requested personal data on each respondent while items 13 through 17 investigated general respondent opinions about the AFVN radio and television operation.
3. Items 18 through 32 and 37 through 48 were concerning with obtaining radio programming opinions and items 33 through 36 determined the quality of the AM radio signal.
4. Opinions toward television programming and production were asked in items 49 through 60. One question (item 55) asked about the quality of the television signal.
5. Items 61 through 80 were devoted to gaining information about news and sports presentations.

6. Finally, a wind-up open-ended question encouraged the respondents to express their opinions about any subject of their choosing.

The Sample.

The sample is a stratified random sample. The names of personnel to receive questionnaires were selected within the following parameters:

1. A 3,000 man base was arbitrarily selected to be surveyed. An additional 10 percent (300) names were added to this base to allow for originally-selected personnel who may be unable to participate in the survey because of death, transfer, emergency leave, etc. Overall, 3,303 names were selected to receive questionnaires. They were the sample for the 550,000 U.S. Vietnam-based servicemen.

2. The sample was stratified by selecting men from each service using the ratio of overall service representation in Vietnam. Thus, 67 percent of the names selected were Army personnel, 15 percent were Marine Corps, 12 percent were Air Force and six percent were Navy.

3. Within each service, the sample represented pay grades as shown in TABLE I.

TABLE I

PAY GRADES OF SAMPLE BY SERVICE AFFILIATION

	<u>Army</u>	<u>Navy</u>	<u>USMC</u>	<u>USAF</u>
O-10 thru O-4	3%	3%	3%	3%
O-3 thru W-1	7	7	7	10
E-9 thru E-6	11	15	11	12
E-5 or less	$\frac{79}{100\%}$	$\frac{75}{100\%}$	$\frac{79}{100\%}$	$\frac{75}{100\%}$
	(N-2213)	(N-199)	(N-495)	(N-396)
			Total N-3303	

Response Rate.

As mentioned, all questionnaires were mailed on November 25, 1968. Returns were discontinued on December 24, 1968—an elapsed period of four weeks. Extensive radio and television spot announcements encouraged the return of questionnaires.

A total of 257 questionnaires had been returned undelivered because of incorrect addresses and other reasons. When subtracted from the total 3,303 originally mailed, this makes the actual sample total 3,046—which is the sample size that will be used hereafter.

When returns were discontinued, a total of 1,285 completed questionnaires had been received—a 42.1% return. Eventually more than 1,450, (almost 48 percent) were received but the size of the return by the original cut-off date was satisfactory for a valid and reliable survey. Less than 1,200 persons were surveyed by the George Gallup polling organization to accurately forecast the 1968 national election vote of almost 70 million voters. Therefore, it is possible that the 1,285 returns of this audience survey can accurately reflect the desire of 550,000 servicemen.

TABLE II presents a breakdown of questionnaire returns by service and the pay grade of the respondent.

TABLE II
SERVICE AFFILIATION AND PAY GRADES BY SAMPLE AND RETURN PERCENTAGES

<u>SERVICE</u>	<u>% of Sample</u>	<u>% of Return</u>	<u>Difference</u>
Army	67%	68%	+1
Navy	6	6	--
USMC	15	12	-3
USAF	<u>12</u>	<u>14</u>	<u>+2</u>
	100%	100%	6
<u>PAY GRADE (All services)</u>			
O-10 thru O-4	3%	5%	+2
O-3 thru W-1	7	7	--
E-9 thru E-6	12	12	--
E-5 or less	<u>78</u>	<u>76</u>	<u>-2</u>
	100%	100%	4
	(N-3046)	(N-1285)	

Differences between the overall structure of U.S. forces in Vietnam and the structure as reflected in questionnaire returns are considered within reasonable tolerances.

Significance Levels.

The Army as a service and the pay grades of E-5 or less, regardless of service, are in the overwhelming majority of their respective categories. Any percentage difference between those designations and

any other category is considered statistically significant. All other comparisons must differ by more than five percent to be considered significant.

CHAPTER IV

ANALYSIS OF FINDINGS

This chapter will provide the statistical findings of the research and a descriptive interpretation of the tables. Since this report deals with five areas of inquiry, this chapter is divided into sections appropriate to each interest.

Part A will report demographic information about the respondents. This is done to establish the composition, background and general character of the sample. Simple frequency counts provide most of the percentage information for this section.

Part B will investigate the respondents' opinions toward the AFVN radio operation. Cross tabulational analysis will begin in this section and continue throughout the remainder of the chapter.

Part C will report on opinions concerning AFVN television programming and production.

Part D provides information on AFVN news and sports matters.

Part E presents general opinions of the sample on any subject of their choosing.

Part A--Personal Information

Item A1:

The overwhelming majority of the sample was male. Servicewomen are stationed in Vietnam and were included in this survey. However, they represent less than 1% of the sample. For simplicity of narrative presentation, the sample will be referred to as all male.

Item A2:

As was noted in the preceding chapter (TABLE II), the composition of the sample by service and pay grade closely approximates the actual composition of forces in Vietnam--as reported by service personnel centers. Concerning the most critical factors with regard to a valid return, two-thirds of all servicemen in country are Army--and two-thirds of the returns were from Army servicemen. More than 75 percent of all men, regardless of service, are in the pay grade of E-5 or less. More than 75% of the returns were from those pay grades. The highest rank surveyed was major general, the lowest E-1.

Item A3:

TABLE III presents data on the age, primary duty area and education of the sample. Almost 75% is age 25 or younger with an additional 20% being in the 26-40 age grouping. Only 5% of the sample is age 40 or older.

Logistics and support is the primary duty area of almost half the sample. Almost 1 in 4 men are primarily combat men with the "Other" category (11%) containing personnel who divide their time between combat and support functions--and who can not be neatly categorized.

The highest educational level attained by the respondents form a classic bell-shaped curve. One in 10 men has less than a high school diploma, almost half the sample is a high school graduate, 1 in 4 has some college experience and another 1 in 10 is a college graduate. 4% of the sample has post-graduate experience.

TABLE III

PERSONAL INFORMATION ABOUT THE SAMPLE

<u>SAMPLE CHARACTERISTICS</u>	<u>PERCENTAGE</u>
Age:	
20 or less	29%
21-25	45
26-30	8
31-40	11
41-50	4
51 or more	1
Not ascertained	2
	<hr/> 100%
	(N-1285)
Primary Duty Area:	
Combat	23%
Administration	16
Logistics/Support	47
Other	11
Not ascertained	3
	<hr/> 100%
	(N-1285)
Education:	
Less than high school diploma	10%
High School diploma	49
Some college	26
College diploma	10
Graduate school experience	4
Other and not ascertained	1
	<hr/> 100%
	(N-1285)

Item A4:

Respondents were asked to indicate the Corps area in which they are usually located along with the AFVN radio station and the AFVN television station that served their areas. That information is not included in this report because of security considerations. However, the information is available to AFVN detachment personnel who can obtain a minute break-down of opinions from personnel serving in their particular locales.

Item A5:

Radio is considered by the sample to be the best source for news of world events, entertainment shows and general information. TABLE IV shows that 2 of 3 men rate radio as the principal source for news and 7 of 10 pick radio as the best source for general information. In the area of entertainment the media of radio and television are more closely rated as having equal value.

Interpretation of this table must take into consideration the fact that a radio signal reaches almost every serviceman in Vietnam while the TV signals reach a significantly lower population. Availability of signal, in itself, is an important consideration when analyzing the results of this probe.

Item A6:

To a majority of presumably drafted servicemen, it is not considered unusual that spot announcements about GI Bill benefits are the most popular informational items. Rest and Recreation information is second in popularity while mailing/postal spots ranked third.

TABLE IV
RELATIVE APPEAL OF RADIO-TV EXPRESSED BY RESPONDENTS

<u>Question</u>	<u>RESPONSE</u>					<u>Total</u>
	<u>Radio</u>	<u>TV</u>	<u>Both-Equal</u>	<u>No Opin.</u>	<u>Not Ascert.</u>	
In Vietnam, which is best source for <u>news of world events</u>	66%	9%	21%	3%	1%	100%
Which is best source for <u>entertainment shows</u>	42	36	15	4	3	100%
Which is best for <u>general information</u>	70	9	15	4	2	100%

Row Number-1285

TABLE V
APPEAL OF SPOT ANNOUNCEMENTS

<u>ANNOUNCEMENT</u>	<u>RANK ORDER</u>	<u>PERCENTAGE</u>
GI Bill	1	27%
R and R	2	23
Mailing/Postal	3	13
Special Services	4	6
Allotments	5(tied)	2
10% Savings Plan	5(tied)	2
Red Cross	5(tied)	2
Savings Bonds	8(tied)	1
Voting	8(tied)	1
Not ascertained		23
		100%
		(N-1285)

Announcements about Special Services activities were ranked fourth. Information on allotments, 10% Savings Plan, Red Cross, Savings Bonds and voting had very limited appeal to the sample.

A high percentage of respondents (23%) failed to mark this question-- which indicates either no interest in the question or inability to choose one topic as being most important.

As a counter-check against the popularity of certain spots, the sample was asked to indicate the spots of least importance to them. Voting and savings bonds were ranked as most unimportant with GI Bill and R&R being listed as least unimportant. That is, when asked to list spots of least importance, the sample inverted the order as reported in TABLE V.

The time-frame during which this survey was taken may have influenced the sample against the voting spots. The U.S. presidential election was held in early November and this survey was begun later that month. The combination of having been recently saturated with "get out the vote" spots and the absence of any forthcoming election may have alienated, or created apathy, within the sample.

Part B--Radio Section

Item B1

TABLE VI presents data of general interest concerning radio.

Almost all servicemen in Vietnam own, or have access to, an AM-band radio. Two of 3 respondents already have an FM band on their radio and more than 25% indicated they would buy an FM band radio if FM became available in their area. Therefore, when AFVN FM facilities become

TABLE VI
RESPONSES CONCERNING RADIO BY AGE AND SERVICE

<u>RESPONSE</u>	<u>AGE</u>		<u>SERVICE</u>				<u>Total Sample Pctage</u>
	<u>25 or less</u>	<u>26 or more</u>	<u>Army</u>	<u>Navy</u>	<u>USMC</u>	<u>USAF</u>	
Personnel who own or have access to radio	99%	99%	99%	100%	100%	99%	99%
Men who presently have FM radio band	67	67	68	68	62	65	67
Men who would buy radio with FM band	28	26	29	18	27	20	27
Personnel who have a tape recorder	40	40	40	38	30	54	40
Favorable opinion of AFVN radio announcers (excellent-good) Number	85 (954)	84 (316)	85 (873)	85 (86)	84 (143)	79 (183)	85 (1285)

operational in early 1969, the data indicate that there will be a potential audience of almost 90% of the troops in country.

The sample was asked if they owned a tape recorder--and 40% replied affirmatively. This response appears to be unreasonably high. Perhaps the wording of the question was not sufficiently specific. It might be assumed that some men answered on the basis of a tape recorder being available to them or having one back in the United States. Nevertheless, many men probably have small recorders that are used to tape personal messages for mailing to the U.S. The Vietnam Regional Exchange reports annual sales of tape recorders in excess of 120,000. Other sources for purchase are on the Vietnamese economy, at R&R locations, ship's stores, etc.

The question concerning tape recorder ownership was asked to determine the number of men who had the capability of recording from the radio and thus depriving AFVN of a "live" listener. The data on this probe are inconclusive. However, judging from the number of respondents' complaints against announcers "talking into the record", it appears that a significant number of troops do record directly from the radio.

AFVN radio announcers, who strive to maintain a rapidly-paced, witty, up-tempo format, were rated as either excellent or good by over 8 of 10 in the sample.

Item B2:

TABLE VII provides information on the listening habits of the sample.

Almost 8 of 10 respondents listen to AFVN radio at least two hours per day with more than one-third answering that they listen more than 5 hours a day. As might be expected, the younger men are the more avid listeners. By service, Army troops listen more hours than men from the other services.

The time period from 1800 to 2100 is the best time for men to listen to the radio. Three of 10 men can tune in at some time during that period. The other time blocks have about equal attractiveness.

Only 2% of the sample indicated that they never or hardly ever listened to the radio.

Item B3:

Music is the primary radio programming material for the American Forces Vietnam Network. It is estimated that over 90% of the

TABLE VII

RADIO LISTENING HABITS BY AGE AND SERVICE

<u>PROBE</u>	<u>AGE</u>		<u>SERVICE</u>			<u>Total Sample</u>	
	<u>25 or less</u>	<u>26 or more</u>	<u>Army</u>	<u>Navy</u>	<u>USMC</u>		<u>USAF</u>
Listens to radio:							
Hardly ever	1%	2%	1%	0%	2%	2%	2%
1 hour or less per day	17	37	27	30	26	29	20
2 or 3 hours	28	36	31	32	30	33	31
3 or 4 hours	12	6	11	8	11	12	11
More than 5 hours	41	18	39	29	30	23	35
Not ascertained	1	1	1	1	1	1	1
TOTALS	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>
Best time for listening:							
Never listen	2%	1%	1%	0%	0%	1%	1%
0100-0700	9	16	12	18	9	14	12
0700-1200	18	14	17	26	18	13	17
1200-1600	14	12	13	8	13	15	13
1600-1800	12	9	11	9	9	13	11
1800-2100	30	29	30	22	35	28	30
2100-0100	13	17	14	15	14	14	14
Not ascertained	2	2	2	2	2	2	2
TOTALS	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>
Number	(954)	(N-316)	(873)	(86)	(143)	(183)	(N-1285)

spontaneous mail received at Network Headquarters comments on AFVN's music programming. When asked to rank eight types of music in order of preference, the sample responded as shown in TABLE VIII. The percentages for this table were obtained by considering the first choice ranking by each respondent.

Current Top 100 music was ranked first by 3 of 10 respondents. This type of music was preferred by 34% of the "under 25 years of age" grouping. Oldies but Goodies was a close second in ranking (27%).

It became obvious from the comments contained on the final page of the questionnaire that the term "Oldies but Goodies" was interpreted in two different ways. It appears that OBG to the younger audience is up-tempo music that has survived and is still popular after the passage of several years. To the older audience, OBG is music in the popular standards category.

Country and Western music was rated a relatively distant third (13%) from the leaders. Soul was rated as most popular by 9% of the sample; thereby ranking fourth in the overall grading.

In descending order, classical, jazz, folk and Latin music were the final choices with the statistical significance among them being minor. Each of these categories has about 4% of the total audience.

At the time of this survey AFVN was playing music in the following weekly proportions:

Oldies and pop standards	41%	Jazz	4
Top 100	28	Latin	2
Country and Western	10	Classical	1
Soul	9	Folk	1
		Other (polka, etc)	4

TABLE VIII

RANKING OF MUSIC BY PERCENTAGE AND AGE

<u>TYPES OF MUSIC</u>	<u>PERCENTAGE</u>	<u>AGE</u>	
	<u>Total Sample</u>	<u>25 or less</u>	<u>26 or more</u>
Current Top 100	30%	34%	22%
Oldies but Goodies ¹	27	28	21
Country-Western	13	10	22
Soul	9	12	2
Classical	6	3	12
Jazz	5	4	7
Folk	4	4	7
Latin	2	1	3
Not ascertained	<u>4</u>	<u>4</u>	<u>3</u>
TOTALS	100%	100%	100%
Number	(1285)	(954)	(316)

1--This category contains both up-tempo (rock) music that continues to be popular after at least one year and conventional popular standards.

Item B4:

The sample was asked to rate both AFVN and Stateside produced shows. TABLE IX presents the results in this inquiry.

For AFVN-produced shows, Million Dollar Music (up-tempo Oldies) was given a positive (liked very much or just fair) rating by 70% of the listeners. Dawnbuster (middle of the road) was also rated positively by 70% of the sample. Go and Mod Morning (both Top 100) were in the 60% category. Orient Express (Top 100) had a 37% rating--with 44% of the sample not being familiar with the show. Panorama (a Monitor-type format) was positively rated by slightly more than half its audience.

Chris Noel was the most popular Stateside show (74%) followed by Joe Allison (52%), John Doremus (42%), Gene Weed (43%) and Roger Carroll (41%). Placement in that order was in relation to the percentage of the sample that rated each show as "liked very much."

TABLE IX also estimates the peak audience that tunes-in during each program (calculated from statistics in TABLE VII) and, on the basis of positive show ranking, estimates each show's sustained audience. Peak audiences range from 59,000 persons (Panorama and Chris Noel) to 162,000 (Go). Go sustains the largest audience with Orient Express being lowest in that regard.

For information, the shows, during the programming cycle being surveyed, were scheduled as follows:

Million Dollar Music	M-F 1500-1700
Dawnbuster	M-Sat 0600-0900
Go	M-F 2000-2200

TABLE IX

RADIO SHOW POPULARITY BY PERCENTAGE OF SAMPLE

SHOW	RANKING				Estimated Peak Audience ²	Sustained Audience ³
	Liked Very Much	Just Fair	Not Liked	Not Fam. Don't Know		
Produced in Vietnam:						
Million Dollar Music	51%	20%	8%	17%	65	46
Dawnbuster	49	27	6	14	85	65
Go	39	21	6	28	162	97
Mod Morning	37	26	9	24	92	58
Panorama	26	28	14	27	59	32
Orient Express	17	20	14	44	65	24
Produced in U.S.:						
Chris Noel	50	24	9	13	59	44
Joe Allison	33	19	26	17	65	34
John Doremus	19	23	9	42	75	32
Gene Weed	18	25	11	38	70	30
Roger Carroll	15	26	11	41	75	31

Row Number-1285

2-Figures are in thousands

3-Figures are in thousands

Mod Morning	M-F 1000-1200
Panorama	Sat 1500-1900
Orient Express	M-Sat 0100-0400
Chris Noel	M-F 1700-1800
Joe Allison	M-Sat 0500-0600
John Doremus	M-F 2300-2400
Gene Weed	M-F 1300-1500
Roger Carroll	M-F 0000-0100

Item B5:

When asked the quality of the AFVN radio signal, 47% reported it excellent, 38% good, 11% fair and 2% poor. 54% of the sample reported the best signal is received at night while 24% thought daytime reception was best. A significant 18% wrote in the answer that they got a good signal all the time. Two-thirds of the respondents said there was no interference on the AFVN radio frequency while one-fifth reported interference--the most often cited causes being an aircraft control point or radar facility. Interference in those cases occurs both day and night.

Part C--Television Section

Item C1:

It is difficult to accurately determine how many men in Vietnam get a television signal. Several questions (10, 49 and 50) had spaces to be checked if the respondent could not receive a TV signal. To question 10, 8% of the sample indicated that they could not get a TV signal

and another 2% did not answer the question. Some of the persons who failed to answer the question presumably were disinterested because they could not get a signal and failed to notice a specific block that indicated that condition. On question 49, 12% indicated that they could not get TV reception and 4% neglected the question entirely. The percentages for question 50 were 12% and 11%.

The best estimate that can be made on this probe is that between 80% and 90% of men in country can receive a television signal. This coverage is probably higher at the present time because, as was mentioned earlier, AFVN TV Quang Tri (I Corps) became operational at the conclusion of this survey period.

Item C2:

TABLE X shows the respondents' television viewing habits.

Approximately 14% of the sample could not receive a TV signal and another 37% hardly ever watched TV. One in 3 respondents watched from one to three hours per day.

Of the television viewers, 6 of 10 indicated that the hours 1800-0100 were the best times for watching TV. The data indicate that afternoon audiences are relatively meager.

Marine Corps personnel, mainly concentrated in I Corps where the Quang Tri operation recently became operational, had the most difficulty watching TV. 75% of the Marine sample never or hardly ever watched TV.

By age, the older troops (26 or over) made up the larger portion of the TV audience.

TABLE I
TELEVISION VIEWING HABITS BY AGE AND SERVICE

<u>PROBE</u>	<u>AGE</u>		<u>SERVICE</u>				<u>TOTAL SAMPLE PCTAGE</u>
	<u>25 or less</u>	<u>26 or more</u>	<u>Army</u>	<u>Navy</u>	<u>USMC</u>	<u>USAF</u>	
Viewing Data:							
Have no signal	14%	9%	11%	17%	27%	3%	14%
Hardly ever	38	38	37	30	47	39	37
1 hour per day	12	18	15	11	6	16	14
2-3 hours	19	25	21	23	9	24	20
3-4 hours	8	4	7	11	0	9	7
More than 5	2	2	3	1	1	2	2
Not ascertained	7	4	6	7	10	7	6
TOTAL	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>
Best time for watching:							
Have no signal	14	7	11	16	34	5	14
1200-1600	2	2	2	2	0	5	2
1600-1800	6	6	4	6	3	11	6
1800-2100	42	53	47	39	26	51	45
2100-0100	15	17	16	22	12	16	16
Other	13	9	7	1	8	2	6
Not ascertained	8	6	13	14	17	9	11
Number	<u>100%</u> (954)	<u>100%</u> (326)	<u>100%</u> (873)	<u>100%</u> (86)	<u>100%</u> (143)	<u>100%</u> (180)	<u>100%</u> (1285)

Item C3:

TABLE XI presents general information data concerning television.

Of the TV viewers, about one-fifth (55,000) own their own sets. Billets (38%) and dayrooms (15%) are the settings for most TV watching. Slightly more than 50% of the sample reported an excellent or good TV signal.

AFVN television announcers were rated either good or excellent by 57% of the respondents. By service, men in the Army and Air Force give more positive ratings to the announcers.

AFVN television is considered essential or of some value by almost 7 or 10 men. Only 2% of the sample felt that the medium was not worthwhile. More than 6 of 10 men believed that they were being kept informed by TV spot announcements "most" or "some of the time."

Item C4:

The data in TABLE XII indicate that most men have no preference for a particular day to watch television.

More than 6 of 10 men answered "no preference" when asked what day was best for them to watch TV. Less than 2 of 10 preferred Sunday. All other days had about equal appeal.

The late evening period is the preferred time for watching television. Half the sample indicated that 2000 to 2330 was the best time to watch a feature such as a 90-minute film. The time period 1800-2000 weekdays and Sunday afternoon had about equal appeal with 1 in 10 men.

By age, there is little difference in the sample concerning the preferred day to watch television. However, older men stated a preference for the 2000-2130 time slot.

TABLE XI

TELEVISION OPINIONS BY AGE AND SERVICE

<u>RESPONSE</u>	<u>25 or less</u>	<u>26 or more</u>	<u>Army</u>	<u>Navy</u>	<u>USMC</u>	<u>USAF</u>	<u>Total Sample</u>
Men who own their own TV set	18%	21%	20%	22%	6%	21%	19% ⁴
Men who have positive opinion of AFVN TV announcers (excel or good)	55	57	58	47	38	62	57
Men who receive excellent or good TV signal	52	60	55	53	34	58	53
Men who consider TV essential	41	44	44	37	21	42	41
Men who consider TV of some value	27	30	27	32	20	36	28
Men who consider TV not worthwhile	2	2	1	3	5	1	2
Men kept informed by TV spots most or some of the time	61	62	62	52	35	67	61
Number	(954)	(316)	(873)	(86)	(143)	(180)	(1285)

⁴-Vietnam Regional Exchange reports annual sales of television sets in excess of 70,000. Therefore, 19% of TV audience (about 55,000) owning their own sets appears to be a realistic figure.

TABLE XII
TELEVISION PREFERENCES BY AGE AND SERVICE

<u>PROBE</u>	<u>AGE</u>		<u>SERVICE</u>				<u>TOTAL SAMPLE PCTAGE</u>
	<u>25 or less</u>	<u>26 or more</u>	<u>Army</u>	<u>Navy</u>	<u>USMC</u>	<u>USAF</u>	
Best day to watch:							
Monday	1%	0%	1%	0%	0%	1%	1%
Tuesday	3	2	2	1	0	3	3
Wednesday	2	1	1	1	0	6	2
Thursday	2	1	1	1	2	3	2
Friday	2	2	1	0	0	5	2
Saturday	6	6	7	8	1	5	6
Sunday	15	17	17	15	13	12	16
No preference	61	61	60	66	67	60	62
Not ascertained	8	10	10	8	17	5	6
Total	100%	100%	100%	100%	100%	100%	100%
Best time to watch 90 minute feature film:							
1800-2000	12%	6%	11%	8%	7%	11%	11%
2000-2130	26	39	30	29	15	38	30
2130-2300	19	22	20	30	15	18	20
1430-1600 (Saturday)	3	2	2	0	2	5	3
1430-1600 (Sunday)	9	6	9	3	8	9	9
Other	10	8	9	12	12	9	9
Not ascertained	21	17	19	18	41	10	18
Total	100%	100%	100%	100%	100%	100%	100%
Number	(954)	(316)	(873)	(86)	(143)	(180)	(1285)

Item C5:

Comedy shows are the favorite type of television entertainment. TABLE XIII lists eight types of show in rank-popularity order.

From comments contained on the open-ended final page of the questionnaire, it appears that the Rowan and Martin Laugh In is, within the comedy framework, the most popular individual show. Sports is second in appeal with drama, westerns and current events having their particular advocates. Locally produced shows on military units and USO tours had limited appeal. Educational programs, such as language-learning, were rated last.

By age, sports was most popular with the older troops and current events made a strong showing in the "26 or older" age group.

Only the Navy respondents preferred sports programming over comedy.

Part D--News and Sports Section

Item D1:

TABLE XIV presents data on general opinions concerning the AFVN news operation.

More than 9 of 10 men in the sample felt that AFVN news kept them "very much" or "pretty much" informed. Younger men were more satisfied with present news coverage.

Servicemen 25 years of age and younger indicated that news about the United States was more important than international or Vietnam war news. Men 26 years of age and older rated international news first, followed by U.S. and war news. Overall, the news categories were ranked as follows: U.S., international and Vietnam war news. All three types of news had relatively large audiences.

TABLE XIII

TELEVISION SHOW POPULARITY BY AGE AND SERVICE

<u>SHOW</u>	<u>AGE</u>		<u>SERVICE</u>				<u>TOTAL SAMPLE PCTAGE</u>
	<u>25 or less</u>	<u>26 or more</u>	<u>ARMY</u>	<u>NAVY</u>	<u>USMC</u>	<u>USAF</u>	
% of men who like best:							
Comedy	29%	17%	25%	22%	20%	30%	25%
Sports	17	21	16	24	14	24	18
Drama	13	14	12	16	11	16	13
Westerns	14	9	13	10	12	8	13
Current Events	5	18	9	4	4	12	9
Local shows	3	2	3	3	2	1	3
Info on local mil.	1	1	1	1	1	0	1
Ed. shows	1	1	0	2	2	1	1
Not ascertained	17	17	21	18	34	8	17
Total	100%	100%	100%	100%	100%	100%	100%
Number	(954)	(316)	(873)	(86)	(143)	(180)	(1285)

TABLE XIV

RESPONSES CONCERNING NEWS BY AGE AND SERVICE

<u>RESPONSES</u>	<u>AGE</u>		<u>SERVICE</u>				<u>TOTAL SAMPLE PCTAGE</u>
	<u>25 or less</u>	<u>26 or more</u>	<u>Army</u>	<u>Navy</u>	<u>USMC</u>	<u>USAF</u>	
AFVN news keeps men very much or pretty much informed	91%	88%	91%	86%	93%	86%	91%
USA news is most important	41	32	37	51	40	43	39
International news is most important	31	38	34	19	34	35	34
Vietnam war news is most important	20	20	21	17	20	13	20
All news is important	9	13	9	5	11	10	10
Present radio news coverage is "about right"	73	72	72	72	75	67	72
Would listen to <u>radio</u> weekend news wrap-up	50	60	54	48	52	52	54
Would watch <u>TV</u> weekend news wrap-up	38	54	43	39	32	48	43
Positive opinion of newscasters (excel. or good)	86	83	82	77	84	78	83
Number	(954)	(316)	(873)	(86)	(143)	(180)	(1285)

Of significance in the news-ranking probe is the fact that 10% of the sample wrote in the comment "all news is important." This indicates that a sizable portion of the sample is interested in all forms of news and does not distinguish among types.

AFVN AM radio presents newscasts every hour, on the hour. Seven of 10 respondents relied that present coverage "is about right." Six percent of the sample felt there are too many newscasts and 11% indicated there should be more.

More than 5 of 10 respondents said that they would listen to a radio review of the week's top news stories. On the television side, almost 4 of 10 indicated a desire for a weekly wrap-up. Older persons (26 or more) had a stronger desire for both radio and TV news reviews.

Finally, more than 8 of 10 persons in the sample thought that AFVN newscasters were either "excellent" or "good" in their jobs. Younger troops were more pleased with the performance of the newscasters.

Item D2:

Ninety-three percent of the sample listens to at least one radio newscast a day with 1 in 3 people hearing 2 or 3 daily. TABLE XV presents this information.

Television newscasts draw an average of 44% of the sample. Projected onto the total service population in Vietnam, this statistic indicates that approximately 106,000 men watch a TV newscast sometime during each day.

Radio newscasts between the hours of 0600 and noon draw the largest audience (28%). Newscasts between noon and 1800 and 1800 and 2100 have about equal appeal--each drawing about 18% of the sample.

TABLE XV
NEWS PREFERENCES BY AGE AND SERVICE

<u>RESPONSE</u>	<u>AGE</u>		<u>SERVICE</u>				<u>TOTAL SAMPLE PCTAGE</u>
	<u>25 or less</u>	<u>26 or more</u>	<u>Army</u>	<u>Navy</u>	<u>USMC</u>	<u>USAF</u>	
Listen to radio newscasts:							
1 per day	11%	17%	12%	17%	13%	19%	14%
2-3 per day	32	40	33	26	37	34	34
4-6 per day	28	25	27	27	22	32	28
7 or more	19	12	18	16	15	8	17
Watch TV newscasts:							
None	39	30	34	36	59	33	37
1 per day	25	40	30	30	12	36	29
2 per day	15	13	17	6	3	13	15
Likely to hear radio newscast:							
0100-0600	10	11	10	18	7	11	11
0600-1200	24	39	29	25	17	29	28
1200-1600	19	11	17	16	16	13	17
1600-1800	14	7	12	12	13	10	12
1800-2100	18	17	16	11	27	23	18
2100-0100	8	11	9	11	10	8	9
Likely to watch TV newscast:							
1300-1700	6	4	5	3	4	7	5
1800	17	12	17	15	10	16	16
1900	17	32	22	23	6	27	21
2000	8	11	10	9	3	11	10
2100-later	10	11	11	9	6	9	11
Number	(954)	(316)	(873)	(86)	(143)	(180)	(1285)

Television newscasts are most popular around 1900. Newscasts between 1300-1700 have limited appeal.

Generally, younger servicemen (25 or less) listen to more radio newscasts (7 or more) while older men are able to watch at least one telecast per day. Older men listen to the 0600-1200 radio newscasts while the 1600-1800 news time slot audience is dominated by younger listeners.

Item D3:

TABLE XVI provides general information on sports.

Overall, 8 of 10 men responded that AFVN sports coverage kept them "very much" or "pretty much" informed. One-third of the sample wanted more sports programming and almost half the sample listens to play-by-play radio sports broadcasts.

The 1968 World Series was broadcast live in Vietnam beginning at 0200. Rather than rebroadcast the games in their entirety, they were capsulized into 30-minute specials that were aired in the afternoon. This procedure appears to provide sufficient sports coverage of even major events. Almost 6 of 10 men reported that they heard some portion of the seven-game series during live broadcast. 80% of the respondents indicated that they received sufficient World Series coverage.

By age, the younger troops were more pleased with AFVN sports operations than the 26 years of age and older men—although both groups indicated substantial support for present sports programming.

By service, there were little differences of opinion on the sports operation with the exception of two areas. Marine Corps personnel

TABLE XVI

RESPONSES CONCERNING SPORTS BY AGE AND SERVICE

<u>RESPONSE</u>	<u>25 or less</u>	<u>26 or more</u>	<u>Army</u>	<u>Navy</u>	<u>USMC</u>	<u>USAF</u>	<u>TOTAL SAMPLE PCTAGE</u>
Men AFVN sports keeps very or pretty much informed	83%	74%	80%	82%	87%	78%	81%
Want more sports information?							
Yes	40	26	36	33	39	33	36
No	56	71	60	62	58	61	60
Positive opinion of AFVN sports announcers (excel. or good)	77	65	69	64	77	66	70
Like sports events on radio?							
Yes	51	41	48	48	53	49	49
No	27	34	24	20	18	31	25
Listen to live World Series coverage?							
Yes	60	51	57	56	58	61	58
No	37	48	40	40	36	37	40
Receive enough World Series coverage?							
Yes	79	83	78	87	78	86	80
No	14	9	13	8	14	8	12
Number	(954)	(316)	(873)	(86)	(143)	(180)	(1285)

were most satisfied with the jobs being done by AFVN sports announcers (77% versus the overall sample average of 70%) and Navy and Air Force men were above average in their opinion that AFVN World Series coverage was sufficient.

Item D4:

Those persons in the sample who indicated that they wanted more sports coverage were invited to designate two sports that were of particular interest. Every sport known to man was eventually mentioned. However, football was the one sport that was most often designated. Of course, this survey was taken during football season and that time-frame may have influenced those responses. As a general observation, it appears that the major professional sports (football, baseball and basketball) were desired in greater quantities during their respective seasons by the 36% of the sample that desired more sports programming.

No statistical analysis was performed on the individual sports that were singled out by the respondents. However, in the first 100 replies, the following sports were specifically nominated for added coverage:

Football--19 comments
Basketball--10
Boxing--7
Auto Racing--6
Golf--4
Hockey--3
Other--9

Item D5:

For watching sports events on television, Sunday was the specific day that was most preferable to more than one-third of the respondents. Table XVII applies. Another one-third of the sample reported that "any day" was acceptable for sports programming.

TABLE XVII

TELEVISION SPORTS PREFERENCE BY AGE AND SERVICE

<u>RESPONSES</u>	<u>AGE</u>		<u>SERVICE</u>				<u>TOTAL</u>
	<u>25 or less</u>	<u>26 or more</u>	<u>Army</u>	<u>Navy</u>	<u>USMC</u>	<u>USAF</u>	<u>SAMPLE</u> <u>PCTAGE</u>
Best day to watch sports events:							
Monday	2%	0%	1%	1%	0%	1%	2%
Tuesday	1	2	0	2	0	3	1
Wednesday	1	1	0	0	1	3	1
Thursday	1	1	0	0	0	3	1
Friday	0	0	0	0	0	2	0
Saturday	7	7	8	9	2	6	7
Sunday	36	38	38	45	30	32	37
Any Day	35	36	34	32	36	40	35
Best time to watch sports event:							
1200-1600	14	13	12	22	9	18	14
1600-1800	10	11	10	11	8	10	10
1800-2100	29	27	31	23	20	31	29
2100-2400	12	19	15	10	7	18	15
Anytime	8	7	6	5	10	12	8
Not at all	16	15	15	23	33	5	16
Number	(954)	(316)	(873)	(86)	(143)	(180)	(1285)

The time period from 1800-2100 is the overwhelming favorite for sports programming (29%). Other time periods have about equal appeal (from 10% to 15%).

The data indicate that about 16% of the sample has no interest in sports programming.

Marine Corps personnel, it would appear by surface examination, has the least interest in sports programming. However, it must again be remembered that many Marines in I Corps could not receive a television signal until the AFVN Quang Tri facility became operational at the end of the survey period. Therefore, it is suspected that many of their answers of "not at all" to preferable sports time slots was significantly influenced by the unavailability of a signal.

Part E--General Opinions of Respondents

Item E1:

The final page of the survey questionnaire invited the comments of the respondent on any subject of his choosing. Limited analysis was performed on these comments. Generally, the comments just provided amplifying information on the respondent's reason for answering certain questions in a specific manner. Also, the comments tended to add emphasis to particular preferences of the respondent--be it a certain type of music or favorite Stateside television show.

In all, a total of 734 of 1285 respondents added comments to the main survey questionnaire--a 57% portion.

Following are general categories of comments:

Advocated programming choices stated in main questionnaire	55%
Complimented the AFVN operation	40%
Were uncomplimentary to the AFVN operation	5%
TOTAL	<u>100%</u>

In addition, the following category is considered significant:

Expressed gratitude for the AFVN survey effort	6%
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Item E2:

In order to present a rounded view of the respondents' opinions, the following is a randomly selected cross-section of comments. A table of random numbers was used to determine the responses that are included in this section.

This comment came from a young (20 or less) Army man stationed in III Corps:

I would like to see live coverage of basketball games. Also the late movies being shown are too old. There should be more up to date movies if possible. (Questionnaire number 0020)

Another Army man, this one in II Corps, said:

I've been in Vietnam almost 10 months now, and to me hearing and seeing television along with radio was an asset to me. I say this because I work at nights and without the radio or television I don't think I could have survived my tour here in Vietnam. With these luxuries it made my job performance much better than if I did not have them. I'm really grateful that we're that advanced that we're able to obtain these luxuries. I'm an active listener to the radio and watch television every chance I get, because I own both items. Speaking of the World Series, it was just superb and the broadcasting times are excellent for me. (I work at night.) Also your musical programs are very good, but I would like to see (Herman Griffith) program on a little longer. Also I would like to hear more soul music on the air. I've written to Chris Noel, Gene Weed, Herman Griffith and expressed my preference at which they are now playing more than they were. Chris Noel has really outdone herself. Well thanks for everything and I consider it an honor to be asked to express my feeling towards AFVN radio and television. (Q-0110)

A Navyman, 20 years old, had this to say:

There's one thing I don't like about AFVN radio. When the Top 100 are played. Most of the songs are the top songs in California. I think many of the guys over here would appreciate hearing the top ten songs from their home towns. I realize that it would be impossible for you to you to get all the small towns in each state but if you got the cities from each state. It would bring home a little bit closer to the guys over here. (Q-0161)

Another serviceman from the Navy expressed his opinion this way:

AFVN in general is very good. Your news and sports coverage is about the best I've seen. Your music, in part, is very good. You're doing an excellent job. Keep it up. (Q-0277)

A soldier in the 21-25 age bracket reported:

The majority of the support troops work on a day schedule. This does not allow the average soldier to get the so-called variety of programs. So is it practical to schedule the most popular programs at the time the majority of the listeners have free time? (Q-0332)

This from an Army trooper in the Mekong Delta:

It is stimulating to know that you are conscientious enough to want to find out if AFVN is giving the troops in Vietnam the coverage that they want. AFVN is surely one of the bigger morale builders in Vietnam, for the programs offered help to take the average soldier's mind off of the days behind and ahead. It soothes nerves and offers a chance to relax to some good music and programming. Here in the Delta there is not much chance to watch TV as sometimes the signal is weak and it often costs too much to rig an appropriate antenna. I do, however, listen to the radio every chance I get, as it is often times the only type of entertainment readily available. I especially like the Dawnbuster and Go programs, and of course Chris Noel speaks for herself. (Who doesn't listen to her?) All in all I must take the opportunity to congratulate you on the excellent job that you are doing for all of us in Vietnam. Keep up the good work and all of us out here thank you for a service that in lonely moments is helpful and soothing for our nerves. Thank you for making me part of this survey and I hope that the questions answered will suffice. Thank you again. (Q-0431)

An Air Force Staff Sergeant at Tan Son Nhut Air Base, Saigon:

The main thing the people in my barracks agree on is to do away with hour-long shows such as Dom DeLuise, John Gary and Joey Bishop. These take up much of the too few hours that we get to view TV. One variety show a week is sufficient for the time we have. Our organization works odd hours and normally cannot keep track of a series--

especially when a show is broken in two parts (i.e., Mission Impossible) a couple of weeks ago. This is a very well attended show but it is disturbing to only see one half. We never know when the ending is coming. More shows like Walt Disney's (Silver Skates) would be very much appreciated. Action pictures and shows are the favorites of the fellows in this barracks such as Combat, Ironside, Wild West, Bonanza, Big Valley, etc. At one time here in the barracks there was my TV and one other in the next cubicle, so I have a pretty good idea of what our people like. I am writing this for all of us. (Q-0484)

From a 21-25 year old Army man in III Corps:

AFVN radio constantly plays the top 20. Don't leave enough for other current sounds, i.e., last week I heard Bang Shang A Lang 50 million times. Chris Noel is gross, obnoxious and is definitely the worst announcer ever. The sports announcer on night time TV also leaves something to be desired. Seems as though he has considerable trouble keeping his eye on the camera and when he turns away from his notes long enough he - - - - up. (Q-0567)

Another soldier from III Corps:

Keeping in time with all of the changes of AFVN, please change the national anthems at 2355 to 2400 to something that is played as beautifully as the music is beautiful. It sounds like it's coming out of a cracker jacks box. (Q-0673)

An Air Force man in the 26-30 age category:

I would like to make just one request of your TV department. I realize that you are trying to put the best programs on the air for us, but I have been in-country for 5 months now and there are a lot of people who are tired of re-runs of the re-runs. Isn't it possible to get up to date episodes of your programs from AFTV Service in Los Angeles? We would sure like to turn our TV on after work and say we didn't see that episode instead of tuning in and saying we saw that 100 times before. (Q-0745)

A soldier in I Corps:

We can not get TV where we are at. (Q-0809)

Another soldier, this one in II Corps:

More pro football. More movies. No re-up talks on TV. Try and get "Twilight Zone" and "High Chapperal." (Q-0986)

Music was mentioned by another soldier:

Radio--not enough country and western music. Everybody doesn't like soul music and there is only a couple of hours of country and western music played to every 12 or more hours of soul and pop hits. (Q-1052)

An Army battalion communications chief in II Corps:

I wish that you could do something about the TV signal for this battalion. (Q-1137)

A Marine Corps corporal in I Corps:

I have been in Vietnam 10 months. The only time I have ever heard of somebody listening to a TV program was this past summer. It was a $\frac{1}{2}$ hour show and the reception was very poor. I personally did not have the opportunity to watch this program. At present I myself, and probably a few others, do not know, or are poorly informed, about any TV programs available up here. I think TV would be nice to have up here even though I have never seen a TV since I've been in country. I thank you for sending me this form and informing me and others of the progress you are trying to make. (Q-1217)

Another Marine in I Corps:

The AFVN radio in general is a good radio station, good announcers, a variety of music, sports and news. I listen to it most of the time except in the day time we cannot pick it up. I like the way they try and play what the men want to hear. To me that is what makes the station good. (Q-1265)

CHAPTER V

SUMMARY, CONCLUSIONS AND IMPLICATIONS

Summary

Personal Information Summary

The general audience of the American Forces Vietnam Network is overwhelmingly male. Servicewomen represented less than 1% of the sample.

Army personnel made up two-thirds of the sample return. Other service representation were: Air Force--15%, Marine Corps--12%, Navy--6%.

Personnel in the paygrades of E-5 or less represented more than 75% of the sample. Also, almost 75% of the sample was age 25 or less. Logistics/support was the primary duty area of almost half the sample.

Almost half the sample were high school graduates with an additional 1 in 4 having some college experience. One in 10 men were less than high school graduates and 1 in 10 were college graduates.

Radio was considered by the majority of the sample to be their best source for news of world events and general information. Radio and television were considered more equal sources for entertainment shows--although radio did hold a 6 percentage point margin in that category.

A radio signal reaches almost every serviceman in Vietnam while a television signal reaches between 80% and 90% of the sample.

Spot announcements concerning GI Bill benefits, Rest and Recreation information and mailing/postal matters had the greatest appeal within the sample.

Radio Summary

Almost all servicemen in Vietnam own, or have access to, an AM-band radio with two-thirds of the sample having access to an FM-band radio. Eight of 10 men rated AFVN announcers as either excellent or good in performing their jobs.

One-fifth of the sample listens to the radio less than one hour per day with more than 75% listening from two to more than five hours per day. Two percent of the respondents indicated that they hardly ever listen to the radio.

The time period from 1800 to 2100 is the best time for men to listen to the radio. Three of 10 men can tune in at some time during that period. The 0700-1200 time slot was the next most popular listening period.

Respondents were asked to rate eight types of music. The rank order was: Top 100, Oldies but Goodies, Country-Western, Soul, Classical, Jazz, Folk, and Latin. Top 100 and Oldies but Goodies had about equal top-rating appeal.

Million Dollar Music (Oldies but Goodies) and Dawnbuster (middle of the road) were the most popular (liked very much) AFVN-produced shows. Chris Noel and Joe Allison were the most popular Stateside-produced shows.

Television Summary

At the time this survey was taken the northern part of I Corps tactical zone did not have television service. Approximately 14% of the sample could not receive a TV signal--many of whom are now served by AFVN-TV Quang Tri.

Thirty seven percent of the respondents hardly ever watched TV. One in 3 watched from one to three hours per day.

Almost 7 of 10 men considered AFVN-TV as essential or of some value and more than half the sample reported receiving either an excellent or good TV signal. Almost one-fifth of the respondents said they owned their own television set. AFVN television announcers were rated excellent or good by 57% of the sample. More than 6 of 10 men said that TV spots kept them informed most or some of the time.

More than 60% of the sample answered "no preference" when asked what day was best for them to watch TV. Less than 2 of 10 preferred Sunday with all other days having about equal appeal--when specific days were mentioned.

In popularity order, eight types of television programs were ranked as follows: Comedy, sports drama, westerns, current events, local shows (USO, special services, etc), programs on local military and educational shows. More than 7 of 10 men favored the top four types of shows with 1 in 10 indicating a preference for the latter shows.

News and Sports Summary

More than 9 of 10 respondents felt that AFVN news kept them "very much" or "pretty much" informed. U.S. news was rated first in popularity followed by international news and Vietnam war news. Ten percent of the sample indicated that all types of news was important to them.

Seven of 10 men in the sample replied that AFVN's present radio format of newscasts "on the hour, every hour" was "about right." More than 8 of 10 men thought that AFVN newscasters were either "excellent" or "good" in their jobs.

Ninety three percent of the sample listens to at least one radio newscast a day with 1 in 3 people hearing 2 or 3 newscasts daily. Radio newscasts between the hours of 0600 and noon draw the largest audience (28%). Television newscasts are most popular around 1900.

In sports, 8 or 10 men in the sample responded that AFVN coverage kept them "very much" or "pretty much" informed. One-third of the sample wanted more sports programming.

World Series coverage by AFVN consisted of the live broadcast in the early morning hours and a 30-minute capsulization of each game the following afternoon. Eighty percent of the sample indicated that they received sufficient Series coverage.

Almost half of the sample indicated that they listened to radio play-by-play coverage of regular sports events.

Sunday was the preferred day to watch a sports event on television (37%) although "any day" received a similar percentage of responses. The 1800-2100 time slot was the most popular time to watch a sports event.

Seventy percent of the sample thought that AFVN sports announcers were either "excellent" or "good."

Conclusions

Survey Conclusions

Gathering information with a self-report instrument such as a questionnaire has distinct limitations. There are certain questions to which the respondent may "cheat" in his answers. These questions usually involve personal information. For instance, he may over-rate his educational level or indicate that he owns a tape recorder or television

set--when, in fact, he only intends to purchase these items. Therefore, the statistics on personal information must be examined with a certain amount of skepticism.

Other questions, which are not connected with the self-esteem of the respondent, have higher response validity and reliability. These questions ask his opinion on a subject that is removed from his personal life and from which he cannot gain any perceptible self-gratification. In other words, a respondent is not likely to "cheat" on any question in which there is no psychological reward value. Therefore, it is believed that the statistics, other than those involving personal information, have a high degree of validity.

Within reasonable tolerances, the questionnaire return (42.1%) matched the actual composition of U.S. servicemen in Vietnam. It is believed that the size and composition of the return makes the survey reliable.

Confidence in the findings of any survey is dependent upon the survey being repeated by another researcher under comparable conditions. For this reason it is hoped that this survey will be repeated by future staff members of the American Forces Vietnam Network.

Radio Conclusions

The data presented in this report support the statement that a radio signal can reach almost every serviceman in Vietnam. The quality of that signal to 85% of the sample was "excellent" or "good."

Upon establishment of FM broadcasting facilities in Vietnam, the data indicate that over half the population currently in-country will have the means to receive an FM signal.

AFVN radio is listened to by almost 98% of the U.S. military population. The evidence presented in this report suggests that at least two-thirds of the population are avid listeners--who listen at least two hours per day.

With regard to programming, the data indicate that the "Mod" music that is "selling" as evidenced by being included on chart rankings in the United States, is the most popular type of music with the AFVN audience. Oldies but Goodies, which includes both pop standards and up-tempo music which continues to sell over a period of years, is also highly popular. Country-western and soul music also have substantial audiences.

It would appear from the sample responses that AFVN radio announcers are performing their jobs in a commendable manner.

Television Conclusions

AFVN television is a necessary and important medium for providing entertainment in a war zone. More than 4 of 10 respondents indicated that AFVN-TV was essential.

Signals from AFVN television facilities reached at least 80% of all men stationed in Vietnam (See Item C1, Chapter IV). More than half the sample reported either an "excellent" or "good" signal. With the establishment of AFVN-TV Quang Tri, a television signal can now be received by most of the troops deployed in base camps situated in the northern I Corps tactical zone (Dong Ha, Quang Tri, Camp Evans, Hue, Camp Eagle and Phu Bai).

Package shows provided by AFRTS Los Angeles are the most popular types of television programming material. Comedy and sports show are the most popular types of shows. Programs on local entertainment, information features on local military units and educational shows have limited popularity.

AFVN television announcers had the lowest job performance rating with the sample--but a majority (57%) thought they were either excellent or good. There is possibly a conflict in this probe e.g. it is not believed that the average viewer will distinguish between a regular TV announcer and a television newscaster. It must be remembered that newscasters were rated "excellent" or "good" by 8 of 10 respondents.

On-camera announcers have to impress their audiences by two means--sight and sound. A look of exasperation or faulty technical presentation, of less concern to a radio listener, can cause a negative impression on a TV viewer. Also, any serviceman announcer standing before a television camera invites comparison with highly-experienced and presumably more mature civilian counterparts.

It would be an exceptional talent that would compare favorably with, especially, U.S. network television personalities. This line of reasoning is not meant to suggest that radio announcers can long be appreciated if their product is lackluster performance. It is suggested that the comparison of radio announcers with television announcers requires thoughtful and sophisticated reflection beyond the mere citing of statistical findings.

News and Sports Conclusions

The data indicate that the vast majority of AFVN's audience believes that they are receiving sufficient news and sports information. Newscasts are not too frequently scheduled to be overpowering or too infrequently scheduled to be untimely.

Both newscaster and sports announcers were given favorable ratings by over 70% of the sample, which indicates an appreciation for their job performance.

More than one-third of the sample indicated a desire for more sports coverage--especially of football and minor sports. With over 60% of the sample satisfied with current sports programming, it is considered that that task is being performed in a commendable manner.

The data support abolition of double-programming sports events carried on radio--even of major events. Direct broadcast with mention in regular newscasts and wrap-up specials seems to be optimum coverage.

Overall AFVN Operations Conclusion

If majority opinion is considered an index for determining success in performing a morale mission, then the data support the statement that AFVN is successfully performing its mission of informing and entertaining U.S. servicemen in Vietnam. A realistic, meaningful and credible assessment beyond that statement would require a more elaborate survey conducted by persons completely removed from the AFVN and military broadcasting operation.

Implications

This survey has uncovered some items of interest which it might be well to mention in the interest of improving information and entertainment service to U.S. military personnel.

First, it should be recognized that the Vietnam-based audience is unique--with the possible exception of the U.S. audience in Korea. It is a large, all-male, young audience of presumably non-career personnel. The average age of personnel in Vietnam is probably lower than in any other part of the world. This fact implies that the average listener is just recently removed from a civilian environment and his tastes are still largely influenced by that environment. Therefore, it seems reasonable to assume that entertainment that is popular with a comparable age group in the United States will be popular with the same service age group. And there are fairly accurate means of measuring programming popularity.

Sales of music records, and subsequent inclusion on popularity charts, are the best indication of current music tastes. In addition, all commercial networks maintain departments whose function is to determine the composition of the audiences they attract and the popularity of their programs. Of course, with this information known, the problem then becomes one of obtaining the desired programming within the restrictions imposed on military broadcasting operations.

Nevertheless, the point to be made is that world trouble-spots in which sizable U.S. troops might be stationed will probably be populated

by audiences such as is currently in Vietnam. Therefore, the programming for those areas should be specialized to take into account the youthful composition of the audience and the absence of dependents--whose programming tastes need be no consideration.

While the vast majority of mobilized service audiences will be young and have distinct tastes, the needs of older, and probably more influential, servicemen cannot be ignored. In the area of radio programming, the availability of both AM and FM bands seems to be an optimum solution to best satisfying everyone's tastes. However, care must be exercised at the local level to ensure that there is, in fact, different programming presented on the two channels. In traditional fashion, up-tempo programming would be broadcast on the AM band with more subdued programming on FM.

Any assumption that an authorized military broadcasting facility or network has a monopoly in a combat area is disproved by the experience in Vietnam. Short-wave, Voice of America, enemy broadcasts (Hanoi Hanna), etc. compete with AFVN. However, the greatest competition comes from "pirate" broadcasting outlets that can be established surreptitiously by practically any ingenious communications outfit. Also base alert systems that program music between operational announcements are another form of competition. Therefore, to attract an audience and be effective the authorized broadcasting facilities must, within reason and good programming practices, give the troops what they want. "What they want" and an influential's opinion of "what they should have" must be resolved into some type of compromise that does not interfere with overall network effectiveness.

The matter of music selection has become a more delicate issue in today's environment of social and moral conflict. The non-selection of music with controversial lyrics is an item of some concern. With the relatively fast turnover of personnel in the combat zone there is a continual influx of persons who are familiar with the music that has some reasonably wide-spread popularity because of some ideological focus of the lyrics. Also, juke boxes in service clubs, record stacks in PXs and chart listings in service newspapers are sources from which information can be gained on what music is popular at any given time. Therefore, the exclusion of any music from military broadcasting outlets can be damaging to the credibility and reputation of the network. This is not to say that absolutely no restrictions should be placed on music forwarded to field activities. However, exceptional care must be taken when the matter of exclusion is considered.

With regard to newscasts some respondents mentioned a perceived dissimilarity between AFVN newscasts and short-wave broadcasts from Manila, Australia, etc. Again the problem of exclusion of certain types of news is delicate. Some form of news management, for security reasons, will always be necessary in a combat zone. Unrestricted and unmanaged news flow will only provide the enemy with an additional source of intelligence. However, in those cases where no security is involved and where civilian media are disseminating what might be considered embarrassing news items, their exclusion from military newscasts can only damage the credibility of the outlet.

Why are there no current Hollywood motion pictures on AFVN television? That question was raised by a significant number of servicemen in the open-ended portion of the survey.

While it is recognized that the television-showing of current movies would probably be impossible in areas where admission fees are charged for the same product, this is not the case in Vietnam. Regular motion picture showings are free throughout the republic and the use of current films on TV would only increase the number of personnel who would be entertained. Perhaps some type of experimental program of showing current movies on military television outlets would prove agreeable to both the motion picture industry and the military.

With successful exploits in outer space receiving extensive publicity, the feasibility of satellite television communications with the United States was raised by some of the respondents. It might be assumed that servicemen of the future stationed on distant shores will expect direct television service with the frequency of today's direct radio service.

It is recognized that many of the items discussed in this section are not new. In addition, it is recognized that many of the proposed solutions are idealistic and theoretical. However, it is intended that they be confirmed as still existing and be matters of continuing research.

APPENDIX A
QUESTIONNAIRE COVER LETTER

HEADQUARTERS
UNITED STATES MILITARY ASSISTANCE COMMAND, VIETNAM
AMERICAN FORCES VIETNAM NETWORK
APO San Francisco 96309

MACOI-A

25 November 1968

Dear Soldier, Sailor, Marine or Airman:

The American Forces Vietnam Network (AFVN) is conducting an audience survey throughout South Vietnam. This survey will attempt to determine how the radio, television, news and sports departments of the network can better serve the U.S. servicemen stationed here.

Your name was randomly selected from a master list of all American military men serving in Vietnam. A computer was used to make the selection. In all, over 3,000 men will receive a questionnaire--such as the one enclosed.

The information gained from this survey will assist AFVN to determine just what types of individuals listen and watch our programs. Also, we can only give you the kind of programming you most desire if we knew what you want.

The success of this project depends of each person completing the questionnaire and returning it in the enclosed envelope. Please take a few minutes to do yourself and us a favor.

Respectfully,

James E. Wentz

JAMES E. WENTZ
AFVN Survey Coordinator

APPENDIX B
SURVEY QUESTIONNAIRE

AUDIENCE SURVEY
AMERICAN FORCES VIETNAM NETWORK

Note. There is no need to put your name on this questionnaire. Responses will be included in statistical analysis only. The success of this survey depends on complete responses from everyone sent a questionnaire. Therefore, please answer every question frankly. When you finish, please check back to make sure you have answered every question. FOR EASY RESPONSES, CHECK MARKS CAN BE USED TO ANSWER MOST QUESTIONS.

For
Office
Use

1234

PERSONAL DATA

- 5 \$ Branch of Service?
 Army_____ Navy_____ USMC_____ AF_____ Other(which one?)_____
- 6 \$ Pay grade _____
 (List as E-5, O-3, etc. not rank)
- 7 \$ Age _____
- 8 \$ In what Corps area are you usually located?
 I Corps_____ II Corps_____ III Corps_____ IV Corps _____
 Don't Know _____ Other(please specify) _____
- 9 \$ What AFVN radio station serves your area?
 Saigon_____ Qui Nhon_____ Da Nang_____ Pleiku _____
 Cam Ranh area_____ Don't know_____ Can't receive radio signal _____
- 10 \$ What AFVN television station serves your area?
 Saigon_____ Qui Nhon_____ Da Nang_____ Pleiku _____
 Cam Ranh_____ Tuy Hoa_____ Don't know_____ Can't get TV signal _____
- 11 \$ What is your primary duty area?
 Combat_____ Admin_____ Logistics/Support_____ Other _____
- 12 \$ What is the highest grade of schooling or equivalent you have completed?
 Less than high school diploma_____ High school diploma _____
 Some college_____ College diploma_____ Grad school _____
 Other(please specify)_____
- 13 \$ Between radio and television. in Vietnam, which do you consider your best source for news on world events?
 Radio_____ Television_____ Both-equal_____ No opinion _____

- 14 \$ Between radio and television in Vietnam, which do you consider your best source for entertainment shows?
Radio _____ Television _____ Both-equal _____ No opinion _____
- 15 \$ Between radio and television in Vietnam, which do you consider your best source for general information?
Radio _____ Television _____ Both-equal _____ No opinion _____
- 16 \$ Listed below are various types of "spot" announcements. Please rank two of them according to which one contains information of most interest to you--and the one of least interest. Indicate the one of most interest by marking the number "1" by it and mark a number "10" by the one of least interest.
- 17 Mailing/postal _____ Special Services _____
- Allotments _____ Savings Bonds _____
- GI Bill _____ Red Cross _____
- R&R _____ Voting _____
- 10% Savings Plan _____

RADIO SECTION

- 18 \$ Do you own a radio?
Yes _____ No _____
- 19 \$ If you do not own a radio, is there a place where you can listen to one?
Yes _____ No _____ I own radio _____
- 20 \$ At present, does your radio have an FM band?
Yes _____ No _____
- 21 \$ If FM were available in your area, would you buy a radio set that had an FM band?
Yes _____ No _____ Depends _____ Don't know _____ Already have FM _____
- 22 \$ Do you own a tape recorder?
Yes _____ No _____
- 23 \$ On an average day, how much time do you spend listening to AFVN radio?
Less than 1 hour _____ 1 hour _____ 2 or 3 hours _____
3 or 4 hours _____ More than 5 hours _____ Hardly ever listen _____
- 24 \$ What is the best time for you to listen to AFVN radio?
Early morning _____ Morning _____ Afternoon _____ Late afternoon _____
0100-0700 _____ 0700-1200 _____ 1200-1600 _____ 1600-1800 _____
Early evening _____ Late evening _____ Does not apply _____
1800-2100 _____ 2100-0100 _____ Never listen to radio _____

25 § Listed below are 8 types of music. Please rank them according
26 to how you like these types of music. Indicate the one you
27 like best by marking the number "1" by it; mark a "2" by the
music you like second best, and so on. Rank each of the 8 music
types so you will mark an "8" by the one of least interest.

28 Jazz _____ Classical _____
29 Folk _____ Latin American _____
30 Soul _____ Country-Western _____
31 Current _____ Oldies but
32 Top 100 _____ Goodies _____

33 § How is the reception for AFVN radio in your area?
Excellent _____ Good _____ Fair _____ Poor _____ Can't get signal _____

34 § When do you receive the best radio signal?
Daylight hours _____ Night-Time _____ Can't get signal _____
Other(please specify) _____

35 § Is there any interference from other radio stations on the
AFVN frequency?
Yes _____ No _____ Don't know _____ Other(specify) _____

36 § If there is interference, when does it usually happen?
Daylight hours _____ Night-time _____ Have no interference _____
Other(please specify) _____

§ Listed below are some of the programs produced in-country by
AFVN radio. Please rate them according to your preference
by circling a number beside each program.

1--Liked very much 2--Just fair 3--Not liked 4--Don't know
Not familiar-

37 1 2 3 4 -- Orient Express

38 1 2 3 4 -- Dawnbuster

39 1 2 3 4 -- Mod Morning

40 1 2 3 4 -- Go

41 1 2 3 4 -- Million Dollar Music

42 1 2 3 4 -- Panorama

§ Listed below are some of the Stateside programs carried on AFVN radio. Again, rate them according to your preference by circling a number beside each program.

Not familiar-

1--Liked very much 2--Just fair 3--Not liked 4--Don't know

43 1 2 3 4 -- Chris Noel

44 1 2 3 4 -- Gene Weed

45 1 2 3 4 -- Country Corner (Joe Allison)

46 1 2 3 4 -- Roger Carroll

47 1 2 3 4 -- John Doremus

48 § In general, what is your opinion of AFVN radio announcers?
Excellent _____ Good _____ Fair _____ Poor _____ No opinion _____

TELEVISION SECTION

49 § On an average day, how much time do you spend watching AFVN television?
Hardly ever watch _____ Less than 1 hour _____ 2 or 3 hours _____
3 or 4 hours _____ More than 5 hours _____ Can't get TV signal _____

50 § What is the best time for you to watch AFVN television?
Afternoon _____ Late afternoon _____ Early evening _____ Late evening _____
1200-1600 _____ 1600-1800 _____ 1800-2100 _____ 2100-0100 _____
Does not apply- _____ Other _____
Can't get TV signal _____ (please specify) _____

51 § Do you own a TV set?
Yes _____ No _____

52 § Where do you normally watch TV?
Billet _____ Military club _____ Service club _____ Dayroom _____
Mess hall _____ Other(specify) _____ Never watch TV _____

53 § What is the best time for you to watch a 90 minute feature film on TV?
1800-2000 _____ 2000-2130 _____ 2130-2300 _____
1430-1600 _____ 1430-1600 _____ Other _____
(Saturday) _____ (Sunday) _____ (Please specify) _____

54 § What one day is best for you to watch TV?
Monday_____ Tuesday_____ Wednesday_____ Thursday_____ No preference-
Friday_____ Saturday_____ Sunday_____ Doesn't matter_____

55 § How clear is your AFVN TV signal? Can't get
Excellent_____ Good_____ Fair_____ Poor_____ TV signal_____

56 § Please indicate your opinion, in general, of AFVN television announcers?
Excellent_____ Good_____ Fair_____ Poor_____ No opinion_____
Can't receive TV signal_____ Other(specify)_____

57 § Do you believe AFVN television is providing a worthwhile service for yourself?
AFVN TV is essential_____ AFVN TV is of some value_____
AFVN TV is not worthwhile at all_____ No opinion_____
Other(please specify)_____

58 § Do the spot announcements on AFVN television keep you informed on subjects such as voting, Red Cross, R&R, etc.?
Yes, most of the time_____ Yes, some of the time_____
No, not very much_____ No, not at all_____ No opinion_____
Other(please specify)_____

59 § Listed below are eight types of TV programs. Please rank them according to your personal taste. Indicate the one you like most by marking the number "1" by it; mark a "2" by the one you like second most, and so on. Rank each of the 8 programs so that you will mark an "8" by the one you like the least.
60 Comedy_____ Educational shows (learning a language)_____
Drama_____ Current events_____
Local shows (USO show,etc)_____ Info on local military_____
Sports_____ Westerns_____

NEWS AND SPORTS SECTION

61 § Does AFVN radio and television news keep you informed?
Yes, very much_____ Yes, pretty much_____ No, not very much_____
No, not at all_____ No opinion_____ Other(specify)_____

- 62 \$ Which one type of news on AFVN is most important to you?
 USA news _____ International news _____
 Vietnam war news _____ Other(specify) _____
- 63 \$ Which one type of news on AFVN is least important to you?
 USA news _____ International news _____
 Vietnam war news _____ Other(specify) _____
- 64 \$ How do you feel about the amount of AFVN radio news coverage?
 There are too many newscasts _____ It's about right _____
 There should be more newscasts _____ Other(specify) _____
 No opinion _____
- 65 \$ On an average, how many AFVN radio newscasts do you listen to
 per day?
 None _____ At least 1 _____ 2 or 3 _____ 4 to 6 _____
 7 or more _____ Don't know _____
- 66 \$ How many television newscasts do you watch each day?
 None _____ One _____ Two _____ Three _____ Don't know _____
- 67 \$ When are you most likely to hear an AFVN radio newscast?
 Early morning _____ Morning _____ Afternoon _____ Late afternoon _____
 0100-0600 _____ 0600-1200 _____ 1200-1600 _____ 1600-1800 _____
 Early evening _____ Late evening _____ Does not apply-
 1800-2100 _____ 2100-0100 _____ Never listen to radio _____
- 68 \$ How do you feel about the amount of AFVN television news coverage?
 There are too many newscasts _____ It's about right _____
 There should be more newscasts _____ No opinion _____
 Other(please specify) _____
- 69 \$ When are you most likely to watch an AFVN television newscast?
 Between 1300-1700 _____ 1800- _____ 1900 _____ 2000 _____
 2100 _____ 2200 _____ 2300 or later _____ Not at all _____
- 70 \$ On AFVN radio, would you listen to a review of the week's top
 News stories if it was scheduled?
 Yes _____ No _____ Depends _____ Don't know _____
- 71 \$ On AFVN television, would you watch a review of the Week's top
 news stories if it was scheduled?
 Yes _____ No _____ Depends _____ Don't know _____

- 72 § Does AFVN sports news keep you informed?
 Yes, very much _____ Yes, pretty much _____ No, not very much _____
 No, not at all _____ Don't know _____ Never listen to sports _____
- 73 § Are there any sports you would like to have more information about?
 If yes,
 Yes _____ please list: 1 _____ 2 _____
 No _____
- 74 § What is the best day for you to watch a two hour sports event on television?
 Monday _____ Tuesday _____ Wednesday _____ Thursday _____
 Friday _____ Saturday _____ Sunday _____ Any day _____
- 75 § What is the best time of day for you to watch a sports event on AFVN television?
 Afternoon _____ Late afternoon _____ Early evening _____ Late evening _____
 1200-1600 _____ 1600-1800 _____ 1800-2100 _____ 2100-2400 _____
 Anytime _____ Not at all _____
- 76 § In general, please indicate your opinion of AFVN news announcers?
 Excellent _____ Good _____ Fair _____ Poor _____ No opinion _____
 Don't listen to news _____
- 77 § In general, please indicate your opinion of AFVN sports announcers?
 Excellent _____ Good _____ Fair _____ Poor _____ No opinion _____
 Don't listen to sports _____
- 78 § In general, do you like to listen to regular baseball, football and basketball games (not of the importance, for instance, of the World Series) on radio?
 Yes _____ No _____ Depends _____ Don't know _____
- 79 § Did you listen to the live radio coverage of the recent baseball World Series?
 Yes _____ No _____
- 80 § Did you receive enough coverage of the World Series on AFVN radio?
 Yes _____ No _____

THAT'S IT. PLEASE MAKE SURE YOU HAVE ANSWERED EVERY QUESTION.
PLEASE RETURN THE QUESTIONNAIRE IN THE ENCLOSED ENVELOPE.
THANK YOU VERY MUCH

$$44\% = 106^{000}$$