



## ACKNOWLEDGEMENTS

It is very gratifying for an opinion researcher to gain an enthusiastic response whether it contains the opinions he expected or not, since what he is after is not to reinforce his preconceptions but to gain objective information. When, however, as in the present case, the enthusiastic response of 56% (return prior to deadline) also appears to be in large measure a vote of confidence in the service you are providing, it is doubly rewarding. A deep vote of thanks to each man who returned a questionnaire and his buddies who often pitched in with group opinions.

A special note of appreciation goes out to:

1LT Stephen L. Wiltsie who designed the questionnaire, had the samples drawn, and took the survey to the point of mailing out the questionnaires,

CPT John M. Robinson and Mr. Henry G. Taylor of the MACV Data Management Agency who provided a great deal of assistance and the computer programming services.

GUNAR GRUBAUMS  
CPT, USA  
Saigon, Vietnam  
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## CHAPTER I

### THE AMERICAN FORCES VIETNAM NETWORK

#### The Mission

The mission of the American Forces Vietnam Network (AFVN) contains two principal objectives. The first is similar to that of other American Forces Radio and Television Service (AFRTS) facilities while the second is unique to AFVN. Our mission is:

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

This Survey will attempt to determine to what degree AFVN is accomplishing the first objective of its mission.

#### The History

Armed Forces Radio in Vietnam first went on the air at 0600 hours 15 August 1962 from studios in the Rex Hotel in downtown Saigon. The fledgling station broadcast for 18 hours a day using a transmitter and broadcasting equipment borrowed from US and Vietnamese military and civilian agencies. The station was operated by a five-man crew and several volunteer announcers and newsmen. By the fall of 1964, the station had moved to permanent facilities at the Brink Hotel and had an expanded staff of 17 full-time members.

On 24 December 1964 the Viet Cong struck their first blow at AFVN. Terrorists set off 250 pounds of explosives at the Brink and damaged a large section of the building. The station was forced off the air temporarily but was broadcasting again in a matter of hours. From amid the wreckage AFVN was sending out Christmas carols interspersed with calls for blood donations for those injured in the explosion.

Television made its debut in Vietnam on 7 February 1966 as three C-121 aircraft were outfitted with broadcast equipment. Programs were broadcast from these "Blue Eagles" until improved ground facilities in Qui Nhon and Da Nang and a fixed site in Saigon became operational on 25 September and 21 and 25 October 1966, respectively.

On Christmas Eve 1966, two years to the day after the explosion at the Brink station, the new Saigon facility came under attack. Small arms fire ripped holes in the building but no one was injured.

Early 1967 saw television become operational at Pleiku, Hue, Tuy Hoa and Nha Trang's Hon Tre Island.

On 3 May 1968 the VC struck again. This time 250 pounds of plastic explosives concealed in a taxi were set off not far from the Saigon station. No one at AFVN was injured and, though the building was damaged, broadcasting was only temporarily interrupted.

The Hue station was overrun in the 1968 VC Tet offensive. One AFVN man was reported killed and five captured.

The Hue station was moved to Quang Tri and resumed broadcasting in December 1968. The Chu Lai station was established in March 1969 and later converted to a television translator operation, rebroadcasting the Da Nang television signal.

The Quang Tri station was closed in July 1971 and was scheduled to be relocated in the Hue-Phu Bai area.

The Organization: Its Capabilities and Facilities

AFVN's present locations and facilities are:

Key Station:	Saigon	AM	50,000 watts	540 KHz
		FM	100,000 watts	99.9 MHz (stereo)
		TV	240,000 watts	Ch 11
Detachment 1:	Qui Nhon	AM	10,000 watts	770 KHz
		FM	25,000 watts	99.9 MHz
		TV	40,000 watts	Ch 11
Detachment 2:	Da Nang	AM	10,000 watts	850 KHz
		FM	25,000 watts	99.9 MHz (stereo)
		TV	40,000 watts	Ch 11
Detachment 3:	Pleiku	AM	10,000 watts	560 KHz
		FM	25,000 watts	99.9 MHz
		TV	40,000 watts	Ch 11
Detachment 4:	Cam Ranh Bay			
	Dong Ba Thin	AM	10,000 watts	900 KHz
	Cam Ranh Bay	FM	25,000 watts	99.9 MHz
		TV	40,000 watts	Ch 11
Detachment 5:	(Relocating to Hue-Phu Bai)			

The AM radio affiliates receive at least 19 hours of programming a day from the Saigon station via a network communications system. Up to five hours each day are available to the affiliates for local programming.

The Saigon station also originates 23 hours of programming each day for the FM radio affiliates with one hour reserved for local FM broadcasting. The primary source of FM programming is pre-recorded audio tape provided by AFRTS. The tapes are aired on automated equipment which automatically inserts spot announcements and other programming. There are approximately eight hours of live programming on FM each day. The Da Nang FM station originates all programs locally. It has the same automated capability as the Saigon station.



Most of the television programs presented on AFVN are film and videotape copies of programs shown on the television networks in the US. These programs are shipped from AFRTS-Los Angeles to Saigon and then "bicycled" to the detachments in a package which provides an entire week of program material. In addition, each station produces local daily news programs and special entertainment and information programs of a local nature.

The AFVN Network News Branch is located in Saigon from where it provides coverage of US, international and Vietnam news and sports on both radio and television. The News Branch uses material from the Associated Press, United Press International and the American Forces Radio and Television Service-Washington. A direct circuit from AFRTS-W permits the live radio broadcast of major news and sports events from the US. Television newsfilm services are provided to the network by ABC-TV and CBS-TV. Affiliate stations receive copies of the newsfilms and other visual material along with the teletype copy from the press services to assist them in preparing television newscasts. Hourly radio news is simulcast on AM and FM and, at selected times, on television. Virtually every station originates its own local television newscasts.

## CHAPTER II

### THE SURVEY

#### Previous Surveys

Two country-wide AFVN audience opinion surveys have been conducted prior to the present one. The first, initiated in 1968 and concluded in 1969, was a milestone effort since it was the first audience opinion survey to be conducted under combat conditions using a randomly selected sample. It was also the first such survey to be done in Vietnam.

The second survey was conducted during the period of July through September 1970. In the course of this report comparisons will be made with findings from the 1970 survey whenever such a comparison will contribute to the information derived from this present survey.

#### The Current Survey

The 1971 survey was conducted by AFVN during the period of April through June 1971. It was a country-wide audience opinion survey conducted using mailed questionnaires. The survey covered AM and FM radio and television. It attempted to determine as accurately as possible who the audience is, what the majority of this audience likes to watch and listen to, and when they can watch and listen.

In other words, the survey was designed to determine if AFVN was accomplishing its mission of providing entertainment and information desired by the US servicemen in Vietnam.

#### The Sample

The validity and success of any public opinion poll or survey depends upon selecting an unbiased sample. Professional researchers

have scientifically determined that the most valid results are obtained using a random sample of the group to be polled. The present survey used a computer selected random sample of all US Army personnel. Naval and Air Force personnel were not represented due to administrative and logistical problems in obtaining current rosters and computer time. However, the Army represents approximately 79 percent of the total troop strength and it was assumed that the tastes of Air Force and Navy personnel do not differ significantly from those of Army personnel. Therefore, it was felt that this all-Army representation would not detract from the overall validity of the sample.

Questionnaires were sent to 3,000 randomly selected troops all over the Republic of Vietnam. At that time there were 278,505 US military personnel in country. Questionnaires were sent to 1.1% of the total. This percentage represents a valid and reliable sample in an audience of this size.

#### The Questionnaire

The questionnaire was designed to elicit the most information from the respondents without going into such detail and length that interest in completing the questionnaire would be lost. To this end the 1971 questionnaire was shortened to 36 questions as opposed to 55 in 1970. The format was changed to make questions with multiple choice answers less confusing by listing the choices in a column. This also placed fewer questions and less print per page, hopefully making the questionnaire appear easier to fill out.

The final version of the cover letter (Appendix A) and the questionnaire (Appendix B) were mailed out on 15 May 1971.

The computer used to tabulate the results, an IBM 360/501, was set to compare each of the first eight responses with each of the remaining

49 responses. Although it is a 36 question survey, there are 57 responses due to three multiple answer questions. As the questionnaires were returned, the 57 responses on each of them were numerically coded to be entered into the computer.

The questions can be divided into the following general sections:

1. Questions 1 through 5 personal information
2. " 6 " 9 concerning radio and television
3. " 10 " 17 concerning radio
4. " 18 " 21 concerning television
5. " 22 " 30 concerning news
6. " 31 " 35 concerning sports
7. " 36 personal information (job description)

The Response

The cut-off date for returning questionnaires was 1 July giving an elapsed period of 46 days. Information was gathered and coded and turned over to the MACV Data Management Agency. By the cut-off date 1,669 questionnaires had been returned representing a 55.6% return as compared to 48.3% in 1970. This improved percentage of return occurred even though the elapsed time in 1970, 51 days, was longer than in 1971.

What the layman can very often not understand is how so few can express with any accuracy the desires of so many. The reasons involve rather technical statistics which require extensive study to understand. Suffice it to say that a random sample can indeed express the opinions of the whole population as proven time and again by election forecasts. Fewer than 1,200 persons were surveyed by the Gallup Poll to accurately

forecast the 1968 national election vote of almost 70 million voters (.000017% of the population). Our 1,669 returns from 278,505 servicemen is a significantly higher .6% response.

No one has ever attempted to measure directly the listening and viewing habits of everyone in the country (USA). If it were possible at all, the task would be of such magnitude that it would probably introduce so many tabulating errors that it would actually be less accurate than a good sampling procedure anyway. The layman tends to be skeptical of a procedure which presumes to judge the behavior of an audience of many millions on the basis of a sample of only a few thousand; yet it has been well established in other fields that a properly chosen sample can accurately show characteristics of a very large population.

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Sydney W. Head, Broadcasting in America (Boston: The Riverside Press, 1956). p. 240.

CHAPTER III

THE ANALYSIS

General. The information contained in Tables 1 through 5 was derived from answers to the first five questions on the questionnaire.

Table 1

LOCATION OF RESPONDENTS:

	<u>(1971)</u>	<u>(1970)</u>
Saigon (Key Station)	43.5%	(37.4%)
Qui Nhon (Detachment 1)	6.9%	( 8.8%)
Da Nang (Detachment 2)	18.3%	(22%)
Pleiku (Detachment 3)	4.4%	( 3.6%)
Nha Trang (Detachment 4)	7.5%	( 8.7%)
Quang Tri (Detachment 5)	17.5%	( 6.4%)
Tuy Hoa (Detachment 6)	1.5%	( 1.6%)
Not ascertainable	.4%	( .6%)

Table 1 reflects audience distribution by AFVN station coverage.

Note: The figures in parentheses are corresponding figures from the 1970 survey.

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Table 2

AGE DISTRIBUTION:

	(1971)	(1970)		(1971)	(1970)
17-20	20.5%	(26.2%)	41-45	2.9%	(1.8%)
21-25	47.0%	(52.9%)	46-50	1.3%	( .7%)
26-30	14.2%	( 9.0%)	51-55	.5%	( .1%)
31-35	8.7%	( 3.7%)	56-60	.1%	( .1%)
36-40	4.8%	( 4.8%)			

Table 3

TIME IN COUNTRY:

1 Month	.4%	6 Months	12.3%
2 Months	1.7%	7 Months	11.5%
3 Months	4.6%	8 Months	13.2%
4 Months	6.2%	9 Months	13.4%
5 Months	10.5%	10 Months	26.2%

Table 4

DUTY AREA:

Combat	31.3%
Non-Combat	68.6%
N/A	.1%

Table 4 reflects answers to question number 4 verified by answers to question 36 which indicated 1% more of the respondents were in non-combat positions.

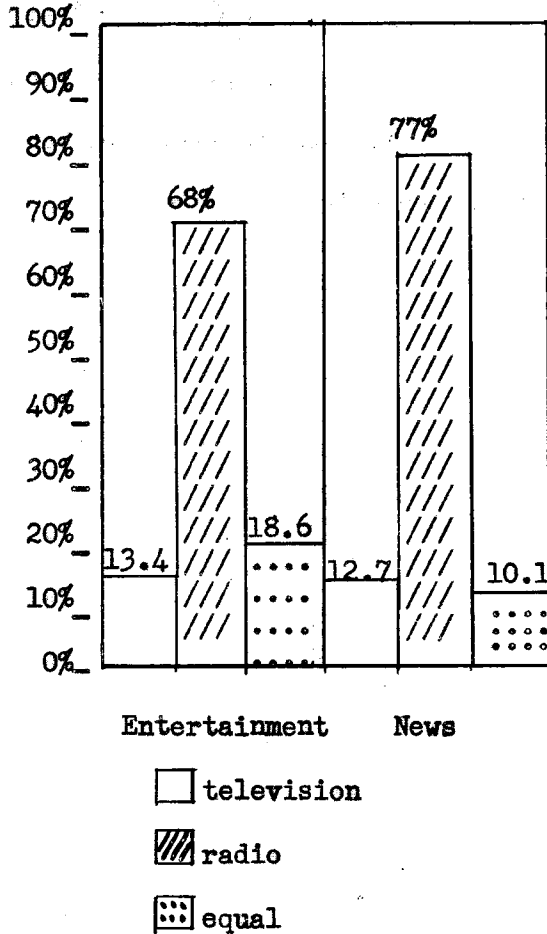
Table 5

EDUCATIONAL LEVEL OF RESPONDENTS:

	1971	(1970)
Less than a high school diploma	6.9%	( 7.5%)
High School diploma	39.1%	(43.5%)
Some college	28.0%	(33.0%)
College degree	20.6%	(11.0%)
Post graduate degree	4.6%	( 4.0%)
Other	.8%	( .5%)

Radio and Television. The information contained in the tables in this sections was derived from the four questions concerning radio and television.

Table 6 BEST SOURCE OF NEWS AND ENTERTAINMENT:



Radio as a source of entertainment has shown a 10% increase over the 1970 survey and a total increase of 26% since the 1968 survey. Television has shown a loss of 14.6% as a "best source of entertainment" compared to the 1970 survey.

Radio has also shown a significant gain as "best source of news" over the 1970 survey--77% as compared to 65%.



Table 7

VALUE OF AFVN'S "COMMERCIALS":

	<u>Useful</u>	Of little <u>use</u>	Of no use <u>at all</u>
R & R spots	59.6%	31.5%	8.9%
Directives and regulations	53.3%	36.0%	10.7%
Health and safety	56.8%	33.4%	9.8%

"Commercials" on Directives and Regulations have decreased 6% in usefulness since 1970; those on Health and Safety have dropped 10%.

Radio.

The information contained in the tables in this section was derived from the Radio Section of the questionnaire, questions 10-17.

When asked which form of radio they listened to, 54% of the respondents answered AFVN-AM, 26.9% preferred AFVN-FM, and 16.7% reported listening to both equally. Those reporting that they do not listen to radio comprised 2.3% of those replying. This shows a 6% decrease in AM listening and a corresponding 8% increase in FM listening over the 1970 results.

These results are in line with the findings reported in table 2 which indicate a decrease of nearly 12% of listeners in the 17-25 year old age group over 1970 and with the results of tables 8 and 9 which break down AM and FM listening by age groups. Obviously the younger listeners prefer the AM sound while, as age increases, so does FM listening. The converse is true in regard to education, as shown by tables 10 and 11 which break down AM and FM listeners by educational level.

Table 8 PERCENTAGE OF AM LISTENERS BY AGE GROUPS:

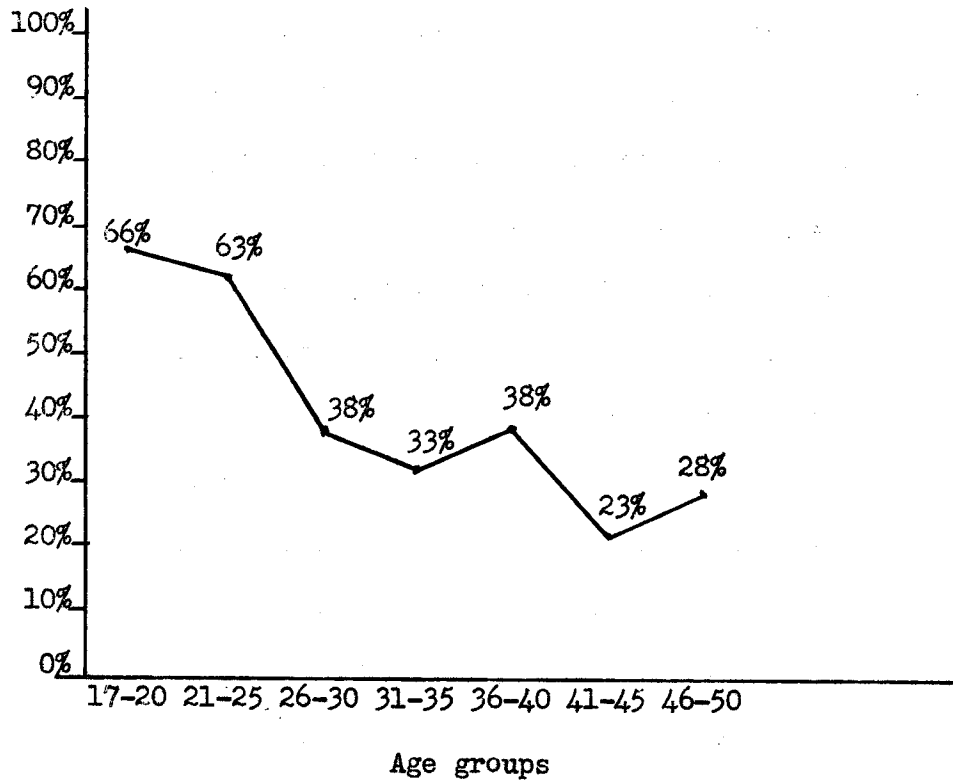


Table 9 PERCENTAGE OF FM LISTENERS BY AGE GROUPS:

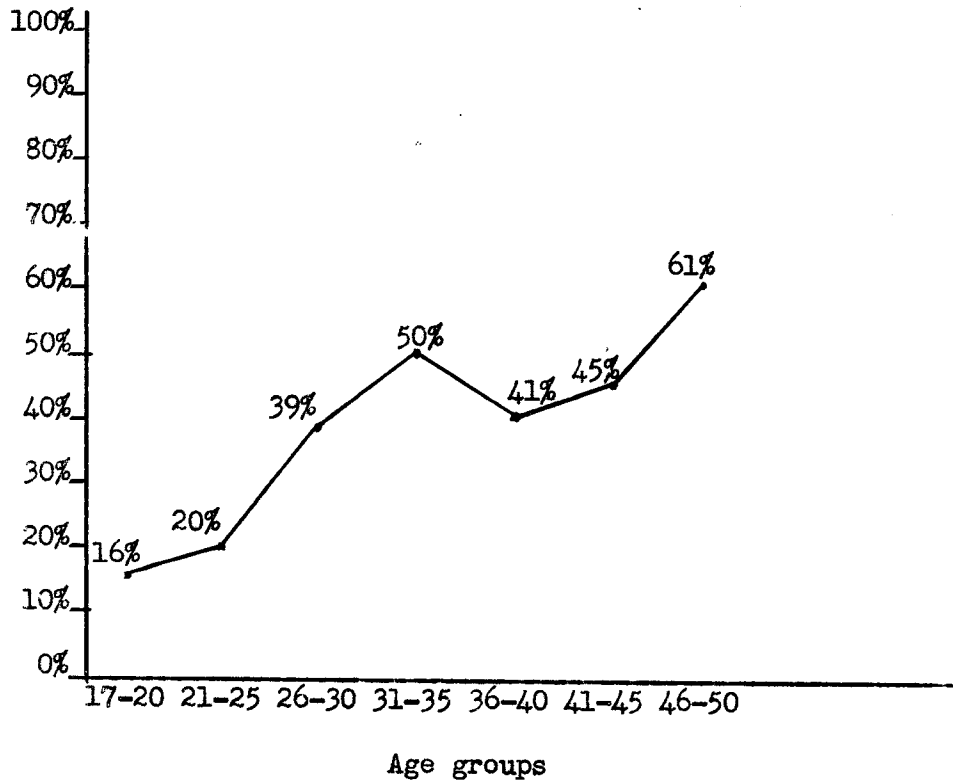


Table 10

PERCENTAGE OF AM LISTENERS BY EDUCATIONAL LEVEL:

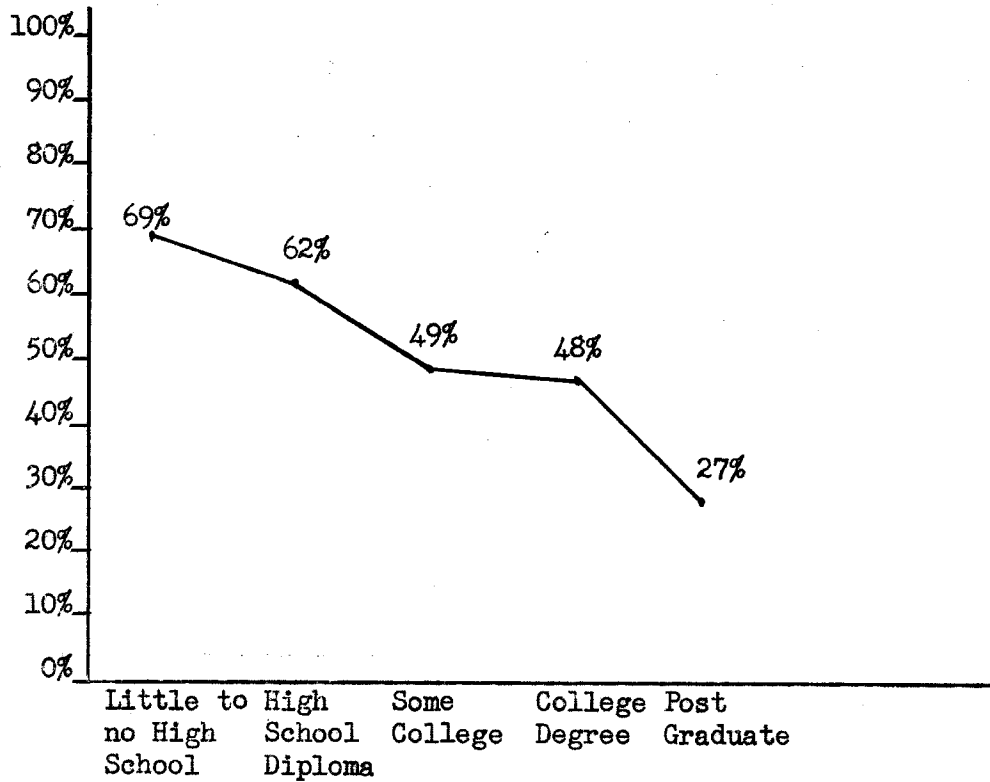
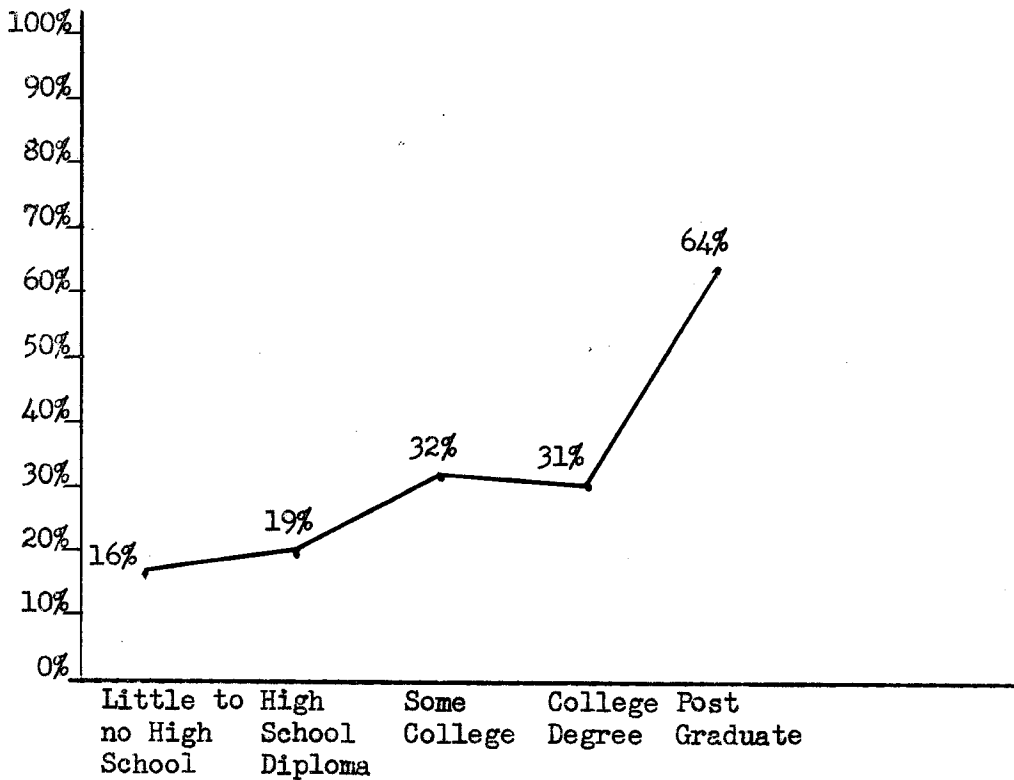


Table 11

PERCENTAGE OF FM LISTENERS BY EDUCATIONAL LEVEL:



Combat duty respondents preferred AM to FM 63% to 19% with 16% listening to both equally. Non-combat respondents were more equally divided 50% preferring AM while 31% liked FM and 17% listened to both equally.

Table 12 AVERAGE DAY'S AFVN-AM LISTENING TIME:

Hardly ever listen	12.3%
Less than one hour	11.8%
1 or 2 hours	26.1%
3 or 4 hours	22.3%
5 hours or more	23.9%
Can't receive AFVN-AM	3.5%

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Table 13 MOST LISTENED TO TIMES FOR AFVN-AM:

Early morning 0001-0600	5.8%
Mid morning 0600-0900	11.4%
Late morning 0900-1200	10.7%
Afternoon 1200-1500	17.4%
Late afternoon 1500-1800	8.0%
Early evening 1800-2100	21.8%
Late evening 2100-2400	13.2%
Never listen to AFVN-AM	11.2%

The most listened to times correspond also to the results of question 13 "times of day that AFVN-AM radio carries the programs that you enjoy the most" --1400-1600, 1800-2000, and 2100-2400.

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Table 14 AVERAGE DAY'S AFVN-FM LISTENING TIME:

Hardly ever listen	23.7%
Less than one hour	11.2%
One or two hours	23.0%
3 or 4 hours	15.7%
5 or more hours	13.3%
Can't receive AFVN-FM	12.4%

The above data compared with that of table 12 indicates that the younger devotees to AM have more staying power than the older (and more educated) FM listeners with a significantly higher percentage listening from 3 to 5 hours per day.

Even within the AM listener category the younger the listeners the more hours they listen. Thus 62% of the 17-20 year olds listen to from 3 to 5 hours of AM while 51% of the 21-25 year olds listen that much, and only 33% of 26-30 year olds can withstand that much AM per day.

Among FM listeners the peak listening hours per day is around the 1 to 2 hour point, and this holds true for all ages from 26 through 50.

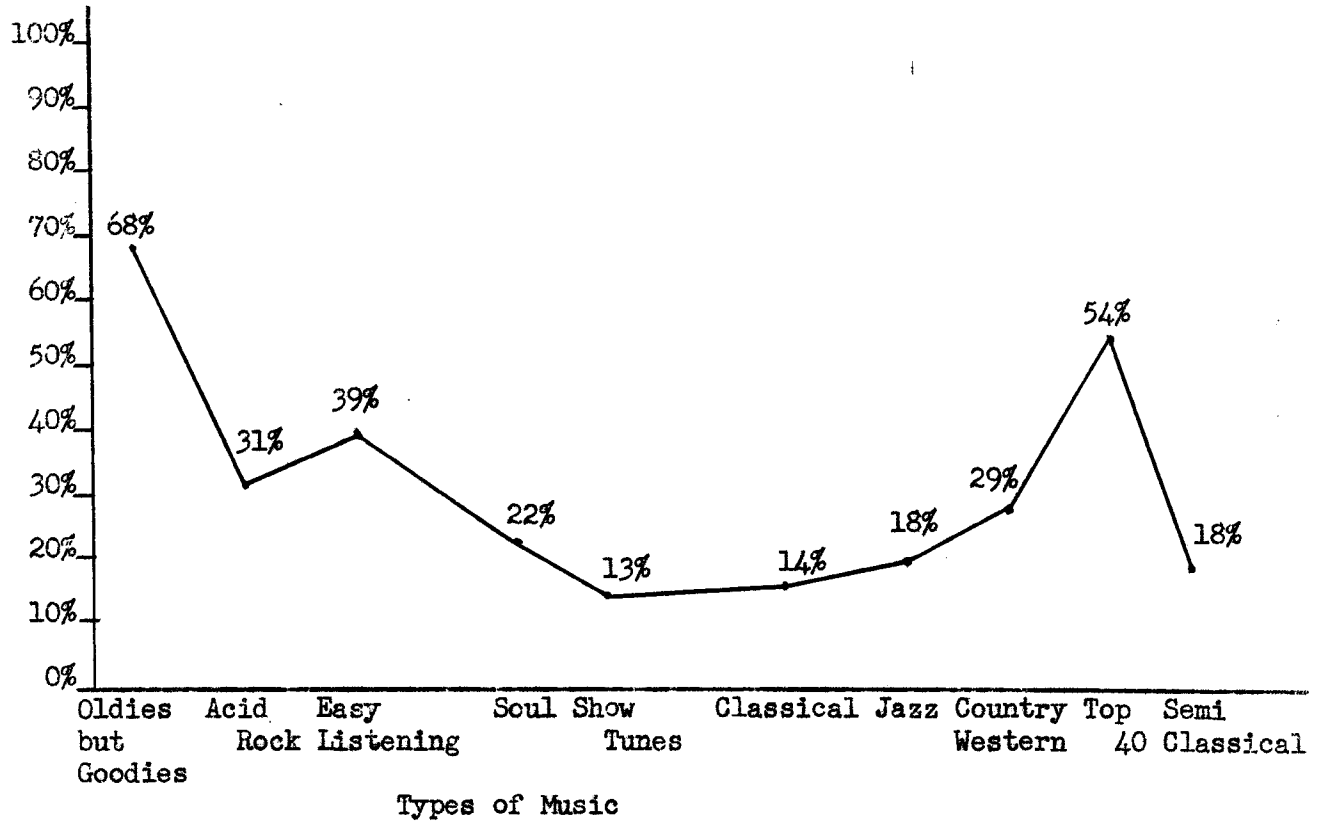
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Table 15 MOST LISTENED-TO TIMES FOR AFVN-FM:

Early morning 0001-0600	7.6%
Mid-morning 0600-0900	7.4%
Late morning 0900-1200	5.3%
Afternoon 1200-1500	7.0%
Late Afternoon 1500-1800	6.6%
Early evening 1800-2100	17.3%
Late evening 2100-2400	20.4%
Never listen to AFVN-FM radio	28.0%

Table 16

MOST POPULAR TYPE OF MUSIC:



The information presented in this table was gathered from question 16 which allowed more than one choice of "most listened to music". "Oldies but Goodies" has taken over the lead from "Top 40" which dropped some 18% in popularity since the 1970 survey. Results of question 17 reinforce these findings (table 17).

Table 17

WHAT ONE TYPE OF MUSIC WOULD YOU LIKE TO HEAR MORE OF ON AFVN RADIO?

Oldies but goodies	25.2%
Acid rock	14.2%
Easy listening	13.4%
Country western	12.9%
Top 40	11.3%
Soul	7.6%
Classical	5.2%
Jazz	4.6%
Semi-classical	3.2%
Show tunes	2.4%

There is no correlation between the preference for "Oldies but Goodies" and any of the demographic data to explain the increase in popularity of this type of music. While the fact that there are fewer 17-25 year old respondents this year may seem to account for some of this shift, more of that group like "Oldies" (74%) than "Top 40" (62%).

The most frequently expressed desires regarding radio programming in the "comments" section of the questionnaire were concerning country and western music. Eight listeners sought less of it but eight also desired more. Twenty others realized that there is a faction of C & W lovers which must be served, but they asked that they be served at some hour other than 1600 to 1800 which, for many "Oldies" and "Top 40" fans is "prime time".



Table 18      TIMES OF FM LISTENING BY COVERAGE AREAS:

	<u>Quang Tri</u>	<u>Da Nang</u>	<u>Qui Nhon</u>	<u>Pleiku</u>	<u>Tuy Hoa</u>	<u>Nha Trang</u>	<u>Saigon</u>
0001-0600	4.7%	2.8%	11.6%	9.6%	0.0%	8.3%	9.8%
0600-0900	8.0%	7.4%	4.7%	9.6%	0.0%	12.4%	6.6%
0900-1200	5.6%	4.6%	5.8%	0.0%	0.0%	6.2%	5.9%
1200-1500	6.6%	6.5%	7.0%	3.9%	20.0%	11.3%	6.8%
1500-1800	9.4%	5.5%	10.5%	5.8%	5.0%	10.3%	5.1%
1800-2100	11.3%	16.6%	20.1%	36.5%	20.0%	14.4%	18.0%
2100-2400	13.2%	22.0%	23.3%	25.0%	15.0%	22.7%	21.5%
Never Listen	40.4%	34.6%	16.3%	9.6%	40.0%	13.4%	26.0%

Note. Quang Tri and Tuy Hoa do not have FM.

Television

The information contained in the tables in this section was derived from the "Television Section" of the questionnaire.

Table 19 TIME SPENT WATCHING AFVN TELEVISION:

Once or twice a week	24.5%
1 hour or less a day	9.3%
2 hours a day	11.6%
3 hours a day	8.7%
4 hours or more a day	7.0%
Never watch AFVN television	38.9%

These figures reflect a 14% decrease in television viewing which is consistent with findings presented in Table 6. Combat troops, as may be expected, watch half as much television as non-combat troops. Other demographic factors such as age, education, time-in-country, and location appear to have no distinguishing influence upon time spent watching television.

Table 20 MOST WATCHED TIMES FOR AFVN-TV:

Afternoon 1200-1500	2.8%
Late afternoon 1500-1800	3.1%
Early evening 1800-2100	37.0%
Late evening 2100-2400	17.5%
Never watch AFVN-TV	39.0%

Note. Da Nang and Saigon sign on television at 1200. All other stations sign on at 1700 weekdays and 1200 on weekends.

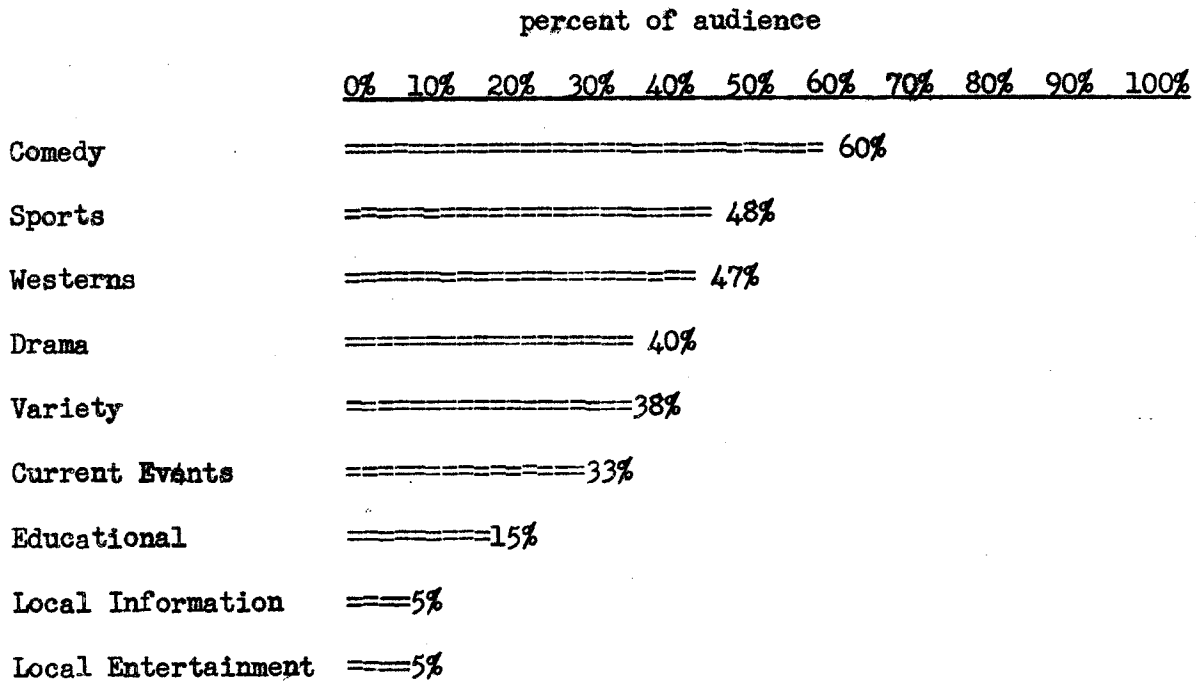
Table 21

WHEN AFVN-TV IS WATCHED THE MOST BY LOCATION:

	<u>Saigon</u>	<u>Det 1</u>	<u>Det 2</u>	<u>Det 3</u>	<u>Det 4</u>	<u>Det 5</u>	<u>Det 6</u>
1200-1500	4%	2%	2%	2%	2%	2%	0%
1500-1800	4%	2%	4%	4%	1%	2%	0%
1800-2100	41%	27%	34%	38%	46%	30%	62%
2100-2400	18%	14%	15%	19%	22%	18%	24%
Never watch	33%	55%	45%	38%	29%	47%	14%

Table 22

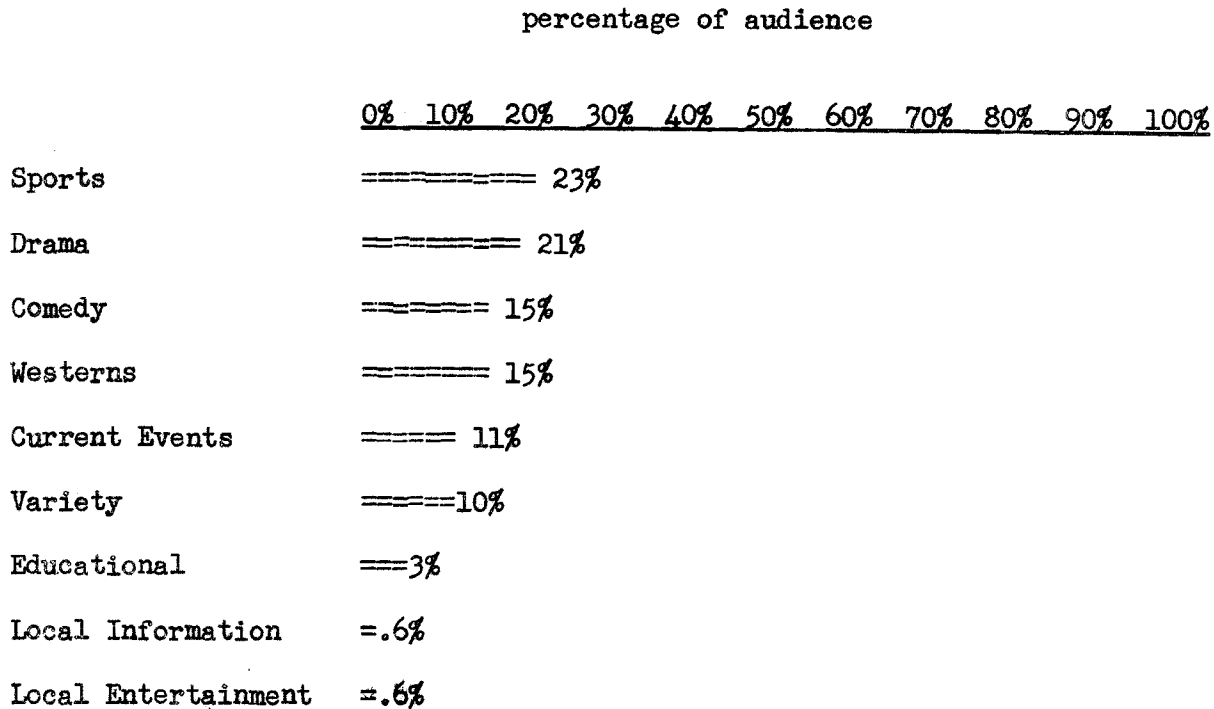
TYPE OF PROGRAMS MOST ENJOYED ON TV:



While Comedy and Sports retain their number 1 and 2 positions from last year with nearly the same percentages, Westerns edged out Variety for third place while Variety dropped to fifth place behind Drama. Perhaps the most significant gain in programming popularity was made by Current Events which, while retaining the same relative position, nearly doubled in percentage of respondents giving it a positive rating.

Table 23

WHAT ONE TYPE OF TV PROGRAM WOULD YOU LIKE TO SEE MORE OF?



It appears from Table 22 and 23 that Sports and Drama fans are more ardent than Comedy fans. Current Events also gains one position over its relative position in Table 22.

One category of replies to question 21 which also occurred quite often in the "comments" portion of the questionnaire was movies. Write-ins for movies totalled 125. Of these, 10 specified more horror movies, four wanted "old" movies. There were no requests for fewer movies.

The next most popular comment was "fewer re-runs". This opinion was voiced 27 times.

Table 24

WHAT ONE TYPE OF TV PROGRAM WOULD YOU LIKE TO SEE MORE OF ?

(BY LOCATION)

	<u>Quang Tri</u>	<u>Da Nang</u>	<u>Qui Nhon</u>	<u>Pleiku</u>	<u>Tuy Hoa</u>	<u>Nha Trang</u>	<u>Saigon</u>
Variety	12%	12%	13%	3%	0%	8%	9%
Comedy	17%	19%	18%	13%	13%	15%	14%
Educational	3%	1%	3%	3%	0%	1%	4%
Sports	27%	17%	23%	26%	31%	22%	23%
Drama	16%	20%	21%	33%	19%	20%	22%
Western	14%	17%	12%	13%	25%	24%	12%
Current Events	10%	13%	8%	10%	13%	9%	13%
Local Entertainment	.7%	.6%	0%	0%	0%	0%	.5%
Local Information	0%	.6%	2%	0%	0%	1%	.5%

News.

The information contained in the Tables in this section was derived from the "News Section" of the questionnaire.

Table 25

## MAIN SOURCE OF NEWS:

AFVN radio news	33.6%
Stars and Stripes	53.9%
AFVN television news	5.8%
Stateside newspapers and magazines	5.6%
Unit newspapers and magazines	.4%
Other	.7%

While more age and education tended to favor the Stars and Stripes as the primary source of news, the other variables of time-in-country, type of duty and location showed no significant deviation from the results shown in Table 25. Table 26 is printed primarily as of interest to the Detachments.

Table 26 MAIN SOURCE OF NEWS BY LOCATION:

	Source of News					
	Radio	Stars & Stripes	TV	Stateside Newspapers And Magazine	Unit Newspapers And Magazines	Other
Quang Tri	40%	53%	2%	4%	0%	2%
Da Nang	39%	54%	5%	2%	0%	0%
Qui Nhon	33%	58%	1%	7%	1%	0%
Fleiku	41%	46%	7%	5%	0%	0%
Tuy Hoa	33%	43%	5%	14%	0%	5%
Nha Trang	31%	60%	2%	7%	0%	0%
Saigon	29%	54%	9%	7%	1%	1%

Table 27 AMOUNT OF VIETNAM WAR NEWS:

Desire more	41%
Desire less	18%
Same amount as is now on	42%

In line with the increased interest in current events as evidenced in Tables 22 and 23 and Table 27 above, the comments section of the questionnaire yielded 23 requests for more news, 7 of these being specifically for war news.

As might be expected, combat troops are more interested in war news, as is everyone the longer they are in country.

Table 28

BEST TIME TO HEAR A RADIO NEWSCAST:

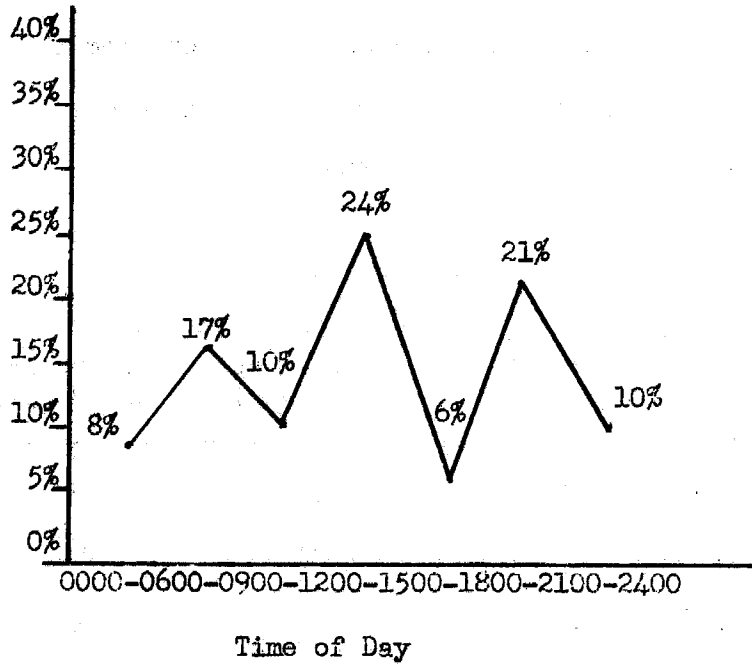


Table 29

MOST OFTEN HEARD AFVN RADIO EXPANDED NEWSCAST:

0300	2%
0600	11%
0700	11%
1200	38%
2000	23%
None of these	14%

Table 30

SOME AFVN TELEVISION STATIONS NO LONGER BROADCAST A LATE EVENING  
NEWS, SPORTS, AND WEATHER SHOW. HOW DO YOU FEEL ABOUT THIS?

Approve	15%
Disapprove	31%
No Opinion	44%
Still have the late evening TV news	11%

---

Table 31

DOES AFVN RADIO AND TELEVISION NEWS KEEP YOU INFORMED?

Very much	31.9%
Somewhat	57.4%
Not very much	6.5%
Not at all	1.1%
No Opinion	2.6%
Not ascertainable	5.5%

---

Table 32

AFVN NEWS IS:

Complete and honest	13%
Usually complete and honest	52%
Usually incomplete and not totally honest	17%
Almost always incomplete or not totally honest	9%
No Opinion	15%

Neither age, education, location, nor time in country affected opinion  
as to credibility of AFVN news.



Listeners to Paul Harvey's "Comments on the News" comprised 73% of the radio audience.

Sixty-eight per cent of the audience expressed that they did not want to hear specialized news reports such as Army news, Navy news, etc. on AFVN radio.

Sports. The information contained in this section was derived from the "Sports Section" (questions 31-35) of the questionnaire.

Table 33 ARE YOU MORE INTERESTED IN PLAY-BY-PLAY SPORTS EVENTS OR 5 TO 10 MINUTE SPORTSCASTS ON AFVN RADIO?

Play-by-play	33.3%
Sportscasts	34.4%
Equal	14.1%
Neither	18.2%

---

Table 34 MOST LIVE SPORTS EVENTS ON AFVN RADIO ARE CARRIED BETWEEN 0100 AND 0500. REPLAYS ARE USUALLY CARRIED AT 1305. WHICH DO YOU USUALLY LISTEN TO?

Live	11.5%
Replay	40.1%
Both	9.3%
Neither	39.1%

Over 55% of the respondents felt that the amount of sports on AFVN radio was about right, with 23% responding that there was too much and 20% responding there was not enough.

On AFVN-TV sports, 48% of the respondents felt that there was the right amount of sports being shown, while 28% wanted more and 18% wanted less.

Over 65% of respondents did not object to TV or radio sports repeats while 34% objected.

## The Listener-Viewer Composite

Our crystal ball, an IBM 360/50I computer has conjured up the following description of the "average GI" AFVN listener-viewer in the Republic of Vietnam.

He is a 21-to 25-year-old Army soldier with some college or a college degree;

he has been in the same geographical area for over ten months working in logistics/support;

He is intelligent and concerned about the world he lives in; while his prime source of news is the Stars and Stripes, his next main source of news is the radio and it is his primary entertainment and information medium;

He feels that the amount of war news on AFVN is about right and that AFVN news keeps him informed; his most often heard expanded radio newscast is at 1200 which corresponds to his best time to listen;

he feels that AFVN news is usually complete and honest, and he likes to listen to Paul Harvey's "Comments on the News";

he is not, however, overly concerned about the loss of the late TV newscast in some parts of the country;

he listens primarily to AFVN-AM over 3 hours per day, mostly in the early evening hours;

he likes "Oldies but Goodies", "Top 40", and "Easy Listening" in that order and would like to hear more "Oldies";

he watches AFVN-TV once or twice a week, usually in the early evening;

he likes comedy, sports, and westerns on television and would like to see more sports and drama;

he would just as soon listen to a radio sportscast as the play by play;

he usually listens to the afternoon replay rather than the early morning live sports events;

he feels that the amount of sports on radio is about right.

In summary, this young man's most immediate goal in life is DEROS and he is grateful to AFVN for helping pass the time until that date.

## CHAPTER IV

### THE APPLICATION

#### AFVN-AM

Changes in programming:

1. Reflecting the relative popularity of music in Table 16, a 7/5 ratio has been established between Oldies/Goodies and Top 40 music played during all local live shows except Town & Country, Soul Train and Power of Soul.
2. An additional prime time hour of Acid Rock/Underground music has been scheduled Saturday from 2105-2200.

#### AFVN-FM

Changes in programming:

1. Table 16 indicates that Classical music appeals to a relatively select audience. Consequently, Classical Showcase (formerly 2105-2230 Monday through Saturday) has been moved from the 2100-2400 prime time period and scheduled from 1905-2030 Monday, Wednesday and Friday. Philadelphia Orchestra (formerly 2005-2100 Monday) has been moved to 1905-2000 Tuesday. Carmen Dragon (formerly 2005-2100 Wednesday) has been moved to 1905-2000 Thursday.
2. Finch Bandwagon (formerly 2010-2055 Friday) has been moved into the 1810-1855 time period on Saturday ( a move forced by the re-scheduling of Concert in Classics).
3. Jazz programming, which also serves a relatively limited audience, has been discontinued in prime time. A 55-minute jazz program has been scheduled Monday, Wednesday and Friday from 1805-1900.

4. The prime time period formerly occupied by Classical and Jazz programs is now devoted to Easy Listening music in stereo.

AFVN-TV

Television programming during prime time is reasonably consistent with viewer preferences indicated by the survey. Accordingly, no major changes in television programming have been implemented.

**APPENDIXES  
A AND B**

**APPENDIXES**

APPENDIX A

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

MACOI-A

15 May 1971

Dear Soldier

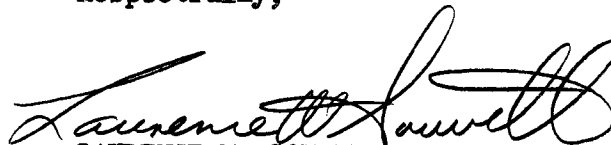
The American Forces Vietnam Network (AFVN) is conducting an audience survey throughout South Vietnam. This survey will attempt to determine how the radio, television, news, and sports departments of the Network can better serve the US servicemen stationed here.

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

The information gained from this survey will assist AFVN in determining just what kind of programs you want to listen to and watch. We can only give you what you want if we know what you want.

The success of this project depends upon 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,



LAURENCE W. SOUVILLE  
LTC, USA  
Officer In Charge

BE SURE TO WRITE "FREE" ON THE ENCLOSED RETURN ENVELOPE BEFORE MAILING.

APPENDIX B

AUDIENCE SURVEY  
AMERICAN FORCES VIETNAM NETWORK

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.

GENERAL

- 5 1. AFVN television originates from the following seven locations.  
Which one serves your area?

Quang Tri \_\_\_\_\_

Da Nang \_\_\_\_\_

Qui Nhon \_\_\_\_\_

Pleiku \_\_\_\_\_

Tuy Hoa \_\_\_\_\_

Nha Trang \_\_\_\_\_

Saigon \_\_\_\_\_

- 6 2. What is your age? \_\_\_\_\_

- 7 3. How many months have you been in Vietnam? \_\_\_\_\_ months

- 8 4. What is your primary duty assignment?

Combat \_\_\_\_\_

Non combat \_\_\_\_\_

- 9 5. What is the highest grade of schooling or equivalent you have completed?

Less than a high school diploma \_\_\_\_\_

High school diploma \_\_\_\_\_

Some college \_\_\_\_\_

College degree \_\_\_\_\_

Post graduate degree \_\_\_\_\_

Other \_\_\_\_\_

10 6. Between radio and television in Vietnam, which is your best source of entertainment?

Radio \_\_\_\_\_

Television \_\_\_\_\_

About equal \_\_\_\_\_

11 7. Between radio and television in Vietnam, which is your best source of news?

Radio \_\_\_\_\_

Television \_\_\_\_\_

About equal \_\_\_\_\_

12 8. Does AFVN radio and television news keep you informed?

Yes, very much \_\_\_\_\_

Yes, somewhat \_\_\_\_\_

No, not very much \_\_\_\_\_

No, not at all \_\_\_\_\_

No opinion \_\_\_\_\_

9. How well do AFVN's "commercial" on the following subjects serve to inform you?

13 R & R opportunities:

Useful \_\_\_\_\_

Of little use \_\_\_\_\_

Of no use at all \_\_\_\_\_

14 Directives and regulations:

Useful \_\_\_\_\_

Of little use \_\_\_\_\_

Of no use at all \_\_\_\_\_

15 Health and safety

Useful \_\_\_\_\_

Of little use \_\_\_\_\_

Of no use at all \_\_\_\_\_



RADIO SECTION

16 10. Which do you listen to the most?  
AFVN AM \_\_\_\_\_  
AFVN FM \_\_\_\_\_  
Both about equally \_\_\_\_\_  
Don't listen to AFVN radio \_\_\_\_\_

17 11. How much time do you spend listening to AFVN AM radio on an average day?  
Hardly ever listen \_\_\_\_\_  
Less than one hour \_\_\_\_\_  
1 or 2 hours \_\_\_\_\_  
3 or 4 hours \_\_\_\_\_  
5 hours or more \_\_\_\_\_  
Can't receive AFVN AM radio \_\_\_\_\_

18 12. During which period of the day do you listen most to AFVN AM radio?  
(choose one only)  
Early morning 0000-0600 \_\_\_\_\_  
Mid morning 0600-0900 \_\_\_\_\_  
Late morning 0900-1200 \_\_\_\_\_  
Afternoon 1200-1500 \_\_\_\_\_  
Late afternoon 1500-1800 \_\_\_\_\_  
Early evening 1800-2100 \_\_\_\_\_  
Late evening 2100-2400 \_\_\_\_\_  
Never listen to AFVN AM radio \_\_\_\_\_

19 13. Check the three times of day that AFVN AM radio carries the programs  
20 that you enjoy the most (choose three)  
21

0100-0500 _____	1400-1600 _____
0600-0800 _____	1600-1800 _____
0800-0900 _____	1800-2000 _____
0900-1100 _____	2000-2100 _____
1100-1200 _____	2100-2400 _____

22 14. How much time do you spend listening to AFVN FM radio on an average day?

Hardly ever listen \_\_\_\_\_

Less than one hour \_\_\_\_\_

1 or 2 hours \_\_\_\_\_

3 or 4 hours \_\_\_\_\_

5 hours or more \_\_\_\_\_

Can't receive AFVN FM radio \_\_\_\_\_

23 15. During which period of the day do you listen most to AFVN FM radio?  
(choose one only)

Early morning 0000-0600 \_\_\_\_\_

Mid morning 0600-0900 \_\_\_\_\_

Late morning 0900-1200 \_\_\_\_\_

Afternoon 1200-1500 \_\_\_\_\_

Late afternoon 1500-1800 \_\_\_\_\_

Early evening 1800-2100 \_\_\_\_\_

Late evening 2100-2400 \_\_\_\_\_

Never listen to AFVN FM radio \_\_\_\_\_

16. Listed below are 10 types of music. Place a check by the type or types that you really like to listen to.

24	Oldies but goodies _____	Classical _____	29
25	Acid rock _____	Jazz _____	30
26	Easy listening _____	Country-western _____	31
27	Soul _____	Top 40 _____	32
28	Show tunes _____	Semi-Classical _____	33

34 17. What one type of music would you like to hear more of on AFVN radio?

(write in) \_\_\_\_\_

TELEVISION SECTION

35 18. How much time do you spend watching AFVN television?

Once or twice a week \_\_\_\_\_

1 hour or less a day \_\_\_\_\_

2 hours a day \_\_\_\_\_

3 hours a day \_\_\_\_\_

4 hours or more a day \_\_\_\_\_

Never watch AFVN television \_\_\_\_\_

36 19. When do you watch AFVN television the most? (choose one only)

Afternoon 1200-1500 \_\_\_\_\_

Late afternoon 1500-1800 \_\_\_\_\_

Early evening 1800-2100 \_\_\_\_\_

Late evening 2100-2400 \_\_\_\_\_

Never watch AFVN television \_\_\_\_\_

20. Listed below are 9 types of TV programs. Place a check mark by the type or types that you really enjoy watching.

37 Variety \_\_\_\_\_

38 Comedy \_\_\_\_\_

39 Educational \_\_\_\_\_

40 Sports \_\_\_\_\_

41 Drama (non-western) \_\_\_\_\_

42 Westerns \_\_\_\_\_

43 Current events \_\_\_\_\_

44 Local entertainment (GI, USO groups, etc.) \_\_\_\_\_

45 Local information presentations \_\_\_\_\_

46 21. What one type of TV program would you like to see more of?

(write in) \_\_\_\_\_

NEWS SECTION

47 22. Which one of the following is your main source of news? (choose one only)

AFVN radio news \_\_\_\_\_

Stars and Stripes \_\_\_\_\_

AFVN television news \_\_\_\_\_

Stateside newspapers and magazines \_\_\_\_\_

Unit newspapers and magazines \_\_\_\_\_

Other \_\_\_\_\_

48 23. Would you like to have more or less Vietnam war news on AFVN?

More \_\_\_\_\_

Less \_\_\_\_\_

Same amount as is now on \_\_\_\_\_

49 24. When do you hear most AFVN radio news? (choose one only)

Early morning 0000-0600 \_\_\_\_\_

Mid morning 0600-0900 \_\_\_\_\_

Late morning 0900-1200 \_\_\_\_\_

Afternoon 1200-1500 \_\_\_\_\_

Late afternoon 1500-1800 \_\_\_\_\_

Early evening 1800-2100 \_\_\_\_\_

Late evening 2100-2400 \_\_\_\_\_

Never listen to AFVN radio news \_\_\_\_\_

50 25. Do you listen to Paul Harvey's "Comments on the News" heard at 1215 on AFVN radio?

Yes \_\_\_\_\_

No \_\_\_\_\_

- 51 26. Which one of AFVN's expanded radio newscasts do you hear most often?
- 0300\_\_\_\_\_
- 0600\_\_\_\_\_
- 0700\_\_\_\_\_
- 1200\_\_\_\_\_
- 2000\_\_\_\_\_
- None of these\_\_\_\_\_
- 52 27. Would you like to hear a specialized news report such as Army News, Navy News, etc. on AFVN radio?
- Yes\_\_\_\_\_
- No\_\_\_\_\_
- 53 28. Some AFVN television stations no longer broadcast a late evening news, sports, and weather show. How do you feel about this?
- Approve \_\_\_\_\_
- Disapprove\_\_\_\_\_
- No opinion\_\_\_\_\_
- Still have the late evening TV news\_\_\_\_\_
- 54 29. Does AFVN radio and television news keep you informed?
- Yes, very much\_\_\_\_\_
- Yes, somewhat\_\_\_\_\_
- No, not very much\_\_\_\_\_
- No, not at all\_\_\_\_\_
- No opinion\_\_\_\_\_
- 55 30. Considering only news heard on radio and television in Vietnam, which of the following most accurately reflects your opinion? AFVN news is:
- Complete and honest\_\_\_\_\_
- Usually complete and honest\_\_\_\_\_
- Usually incomplete and not totally honest\_\_\_\_\_
- Almost always incomplete or not totally honest\_\_\_\_\_
- No opinion\_\_\_\_\_

SPORTS SECTION

- 56 31. Are you most interested in play-by-play sports events or 5 to 10 minute sportscasts on AFVN radio?
- Play-by-play \_\_\_\_\_
- Sportscasts \_\_\_\_\_
- Equal \_\_\_\_\_
- Neither \_\_\_\_\_
- 57 32. Most live sports events on AFVN radio are carried between 0100 and 0500. Replays are usually carried at 1305. Which do you usually listen to?
- Live \_\_\_\_\_
- Replay \_\_\_\_\_
- Both \_\_\_\_\_
- Neither \_\_\_\_\_
- 58 33. How do you feel about the amount of sports on AFVN radio?
- Too much \_\_\_\_\_
- Not enough \_\_\_\_\_
- About right \_\_\_\_\_
- 59 34. How do you feel about the amount of sports on AFVN television?
- Too much \_\_\_\_\_
- Not enough \_\_\_\_\_
- About right \_\_\_\_\_
- 60 35. Do you object to AFVN radio or television repeating the same sports event at another time?
- I object \_\_\_\_\_
- I do not object \_\_\_\_\_

61 36. Write below a brief description of your job. (such as: clerk  
typist, infantry squad leader, etc.) \_\_\_\_\_

\* \* \* \* \*

Please insure that you have answered every question. Use the enclosed envelope to return your questionnaire by 1 July. Feel free to use the space provided below to make any comments you wish about AFVN radio or television. Your comments will be brought to the attention of the responsible section supervisor. Thank you.

REMEMBER TO WRITE "FREE" ON THE RETURN ENVELOPE BEFORE MAILING.