

A STUDY OF THE USE OF K-STATE RADIO NETWORK
PROGRAMS BY COMMERCIAL RADIO STATIONS IN KANSAS

by

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CHAPTER I

INTRODUCTION

Radio broadcasting has been in existence at Kansas State University since December 1, 1924, when Radio Station KSAC began programming on a regular basis. This broadcast service of the Extension Division of Kansas State University has been providing the people of Kansas with educational programming since that date.¹

Radio Station KSAC is operated by the Radio, Television and Film Department, Extension Division, Kansas State University.

KSAC began offering programs to commercial radio stations in Kansas in 1942, when equipment was purchased to make electrical transcription discs. The equipment was the best available to the broadcasting industry at the time, but the transcription process was slow and expensive. As a result, only a few stations received the programs from Kansas State University. Most of the transcriptions had some bearing on the promotion of better farming and homemaking methods.²

With the development of tape recorders after World War II, flexibility was added to KSAC's service to commercial radio stations. After the purchase of three Magnacorder tape recorders in 1948, numerous interviews were conducted away from the Kansas State University campus with farmers, county agents, and agricultural specialists.³

In spite of the purchase of additional recording equipment, KSAC sent only a few taped features to commercial radio stations during the years 1948 to 1953. Three or four programs were being mailed each week to 10 or 12 stations in Kansas by 1953. By 1957 the physical facilities of

the station were expanded, and all recording equipment was moved to the transmitter site north of the campus where the transmitter engineer became responsible for duplicating tape recordings of programs sent to commercial stations. With the improved facilities the K-State Radio Network began a steady growth which continues today.⁴

The K-State Radio Network is the name given to the service of providing to commercial and educational radio stations in Kansas educational and public service programs produced by the Extension Radio, Television and Film Department at Kansas State University.

The programs, broadcast once a week or more frequently, are distributed to the affiliate stations of the network by tape recording. Some programs, such as athletic events and distinguished lecturers, are broadcast by the affiliate stations through leased telephone lines.

Today, the reproduction facilities for taping programs to be distributed by the network include one master tape recorder, an Ampex model 440, and 14 smaller recorders onto which programs are recorded for distribution. These include Ampex models 601, 602 and AG600.⁵

The tape service of the K-State Radio Network is offered to any commercial or educational radio station in Kansas and in adjacent states which serve a Kansas audience. Since the programs are oriented for a Kansas audience there are few stations outside the state that receive the taped program service. The few stations receiving the service and not broadcasting to a Kansas audience are educational, noncommercial operations.⁶ This study is limited to the commercial radio stations operating in Kansas since the service of the K-State Radio Network is intended for Kansas stations and many of the programs would not be of interest to non-Kansas audiences.

When a program has been recorded in the KSAC studio, it is sent to the KSAC transmitter building where a technician re-records it onto additional tapes to be mailed to the subscribing stations. During the six-month period ending June 30, 1970, 9,570 tapes were re-recorded and sent to commercial and educational radio stations in Kansas.⁷

In 1968, Kansas State University was one of 45 land-grant universities of the 50 in the United States which offered some form of tape service to commercial radio stations. Those states which did not offer a tape service were Alaska, Arizona, Montana, New Hampshire and Oregon.⁸

Of the 45 universities offering a tape service, 37 had some form of broadcasting service, either a standard AM radio station, FM radio station or television station.⁹

It should be pointed out that many commercial radio stations, in accepting programs from the extension division of a land-grant university, serve their own interests as well as providing a public service. Each commercial broadcasting station in the United States licensed by the Federal Communications Commission is charged to operate "in the public interest, convenience and necessity."¹⁰ Thus, each commercial station is expected to broadcast a certain percentage of public service programming. Radio programs of an educational nature come within the definition of public service programming.

Commercial radio stations using programs from the K-State Radio Network are permitted to have the programs sponsored if they so desire. By selling the program to a sponsor the station may then broadcast the program in a time period when a greater number of persons are listening.

The only requirement is that the sponsor be approved by Kansas State

University. Commercial announcements must not imply endorsement of the product or service by Kansas State University. The following products or services are prohibited as sponsors: beer, wine, liquors, medical or surgical services, patent medicines, partisan politics, and organizations promoting one viewpoint on a controversial public issue.¹¹

CHAPTER I

Footnotes

¹Richard B. Ridgway, "A Historical Study of KSAC Radio," p. 44 (Unpublished Master's thesis, University of Missouri, 1968)

²Ibid., p. 93.

³Ibid., p. 94.

⁴Ibid., p. 95.

⁵Clyde Carlson, KSAC transmitter supervisor, interview at Kansas State University, Manhattan, Kansas, July 7, 1970.

⁶Jack Burke, manager of KSAC, interview at Kansas State University, Manhattan, Kansas, July 22, 1970.

⁷Clyde Carlson, op. cit.

⁸Neil Stueven, "A Comparison of South Dakota State University's Radio Tape Service with that of Other Land-Grant Institutions in the United States" (Unpublished Master's thesis, South Dakota State University 1968).

⁹Ibid.

¹⁰Communications Act of 1934, As Amended, U. S. Congress.

¹¹Radio and Television Policy Committee, Kansas State University, Manhattan, Kansas.

CHAPTER II

STATEMENT OF THE PROBLEM

In the spring of 1970, there were 54 commercial AM stations and 23 commercial FM stations operating in Kansas.¹ Of the total 82 commercial radio stations in the state, 51 received programs from K-State Radio Network at some time during the year.²

Programs from the K-State Radio Network are offered without charge to any radio station in Kansas requesting them. Each affiliate station is asked to return tapes to the Extension Radio, Television and Film Department at Kansas State University by using a "Postage and Fees Paid" envelope supplied by the University through the cooperation of the Extension Service of the United States Department of Agriculture. The tapes returned to the University are used again for subsequent recording of new programs.³

Broadcasts of Kansas State University athletic events are offered by the K-State Radio Network for the pro-rated cost sustained by the Network. This cost includes the leasing of telephone lines from the site of the event to the city in which the station is located and travel expenses of University personnel, if the game is not played at Kansas State University.⁴

Special broadcasts of distinguished lecturers appearing at the University are also offered for the cost of leasing telephone lines.⁵

The K-State Radio Network, an outgrowth of Radio Station KSAC, is one of several educational services of the Cooperative Extension Service at Kansas State University. By using radio broadcasting, the Extension Division brings the University to the people of Kansas. The purpose of both Radio Station KSAC and the K-State Radio Network is to bring educational programs, news of agriculture and home economics, informative events and University

news to the people of Kansas, who are the taxpayers from whom much revenue is received for continued operation. Although actual classroom lectures are not broadcast by Extension, the purpose of the radio facility is to serve as a classroom of the air in offering a vehicle for raising educational standards. The programs are designed for persons in Kansas of all races, creeds and colors.⁶

Although the records of the K-State Radio Network indicate the number of tape recorded programs mailed each year to a specific number of broadcast stations, such records give no information regarding what actual use is made of the programs.

The purpose of this study is to determine what actual use is made of these programs from the K-State Radio Network by commercial radio stations in Kansas. No study of this nature has been made to date. Main points in the information desired include day of the week and time of the day each program is broadcast. It is hoped these data will aid educational broadcasters in determining the program needs and desires of the commercial radio stations they serve.

Use of two other services of the K-State Radio Network will also be determined. They are the script service and the telephone feed service. Two scripts, written by Extension Specialists, are mailed to radio stations to be read by local announcers, and broadcast daily. They are "Homemaker Chats," and "Farm Flashes." The feed service carries general and sports news of the University, read by an Extension Specialist into a telephone recorder. A Kansas radio station calls a silent number and records the news for playback.

As mentioned above, it is the author's intention that this study will be of value to any educator or institution now serving or planning to serve

commercial radio stations with educational radio programs. It is hoped the study will be especially interesting to other land-grant universities providing similar services, particularly in the area of agricultural education. The information contained herein should also assist the K-State Radio Network by indicating the value of its programs to the commercial stations of Kansas or by providing an indication of what re-appraisal should be made in the current operation of supplying such programs.

A search of the literature did not yield any graduate masters or doctoral level study in recent years relating to specific uses of programming from a land-grant university by commercial radio stations.

The author wrote seven educational, non-commercial radio stations and 13 land-grant universities to determine if any studies have been made. Two of the radio stations and nine of the universities replied. Only those seven listed below had completed a study or survey of the use of educational programs by commercial stations.

Joseph J. Marks, editor, Extension and Research Information, Michigan State University, conducted a study in the spring of 1966 to determine the use of agricultural news on radio and television stations in Michigan. The results indicated widespread use of material supplied by Michigan State University. The study noted that "the number of commercial radio and television 'farm shows' is declining and the generally accepted reason for this decline is that sponsors do not care to invest money in a program of interest only to a small percentage of the total population." The study points out that this has caused a decline in the number of radio station personnel engaged in farm news, hence greater dependence on outside sources, such as the Extension Division of a land-grant university.⁷

Pennsylvania State University conducted a survey of its taped programs

and script packets in 1970. Detailed results of the survey were not supplied, but an excerpt indicated that "there seems to be sufficient interest in the services for us to continue offering them to broadcasters, and there appears to be sufficient interest in the individual subject matter areas to warrant our (Pennsylvania State) investigation of all possible material from the college specialists."⁸

Purdue University's tape service uses an ongoing system to determine how agricultural programming is serving the commercial radio stations in Indiana. When tape recordings are returned to the university, each station indicates use of the material on a label supplied with the recordings. This method of response shows 95 per cent of the programs are used in the early morning or noon time hours.⁹ This technique might well be employed at Kansas State University and elsewhere as an inexpensive way to learn how programs are being used. No indication was given as to what percentage of labels returned are filled out.

Cornell University conducted a survey on use of its tape service in 1968, but supplied only a questionnaire and no results. Another survey is planned in the near future.¹⁰

The University of Illinois has conducted surveys in the past and plans more for the future, but no specific information was supplied.¹¹

A 1968 thesis by Richard B. Ridgway at the University of Missouri, "A Historical Study of KSAC Radio," explores in depth the development of radio experimentation at Kansas State University beginning at the turn of the century and details a history of radio broadcasting at Kansas State University. The work does not deal with how commercial radio stations use K-State Radio Network programs, although a section is devoted to the development of the Network. This was referred to in Chapter I of this

report.

Another thesis, "A Comparison of South Dakota State University's Radio Tape Service with that of Other Land-Grant Institutions in the United States," by Neil Stueven, South Dakota State University, 1968, is a useful study but does not elaborate on the impact of tape services on commercial radio stations.

Stueven's thesis revealed that of the 50 land-grant institutions in the United States, 45 had facilities for producing tape-recorded radio programs. The study compared only the services of the other land-grant universities with those of South Dakota State University. There was no attempt in the work to outline when each land-grant university began service to commercial radio stations or how long each university had been providing its service.

As indicated earlier, Kansas State University has had a broadcast station for more than 45 years and has been serving commercial radio stations in Kansas since 1942. The nature of broadcasting has changed since that time, especially with the growth of television during the 1950's. In like manner, the content of programs from the K-State Radio Network has changed. An object of this study is to determine what future changes should be made. It is hoped those educators interested in agricultural broadcasting and/or educational broadcasting in the United States may find the results of this survey useful.

CHAPTER II

Footnotes

¹1970 Directory of Kansas Radio and Television Stations, Kansas Association of Radio Broadcasters.

²Records of the K-State Radio Network, July, 1970.

³Jack Burke, manager of KSAC, interview at Kansas State University, Manhattan, Kansas, July 22, 1970.

⁴Ibid.

⁵Ibid.

⁶Ibid.

⁷Joseph J. Marks, "Outlets for Agricultural News on Radio and Television," Michigan State University, 1966.

⁸Kevin G. Hayes, assistant radio-television editor, Pennsylvania State University, letter dated November 5, 1970.

⁹Horace S. Tyler, assistant in agricultural information, Purdue University, letter dated November 16, 1970.

¹⁰Gordon C. Webb, radio editor, Cornell University, letter dated November 13, 1970.

¹¹Ron Scherer, Communications specialist, radio, University of Illinois, letter dated November 12, 1970.

CHAPTER III

METHODOLOGY

This study was conducted by questionnaires which were mailed to the manager of every commercial AM radio station in Kansas and to those commercial FM stations in the state which use K-State Radio Network programs.

Listed on the questionnaire were all of the programs offered to commercial radio stations in Kansas. The respondent was asked to indicate day of week and time of day each program was broadcast, and to give reasons for scheduling or not using the program. He was also given an opportunity to make other comments about each program.

Also on the questionnaire were multiple choices and/or spaces for the respondent to check or indicate his opinion of the overall service from the K-State Radio Network, such as preferred length of program, production, quality, mail response, and opinion of the script service. A copy of the questionnaire appears in Appendix A.

The author is well aware, through personal experience in broadcasting, that many radio stations in Kansas, especially those in small towns, have very small staffs. Often the manager is also the sales manager and/or chief engineer and may also read the mid-day news on his radio station. His total full-time staff may not exceed six persons. He is a very busy man in a very competitive business and receives volumes of mail each day, much of which he throws away after a brief glance. Realizing the time demands on station managers, the author sent out the initial questionnaire, and if there was no response, followed up with a second questionnaire. For those stations which did not respond to the second mailing, the author used a final follow-up by placing a telephone call to the manager to secure

the information sought on the questionnaire.

The cover letter enclosed with the questionnaire in the first mailing requested the manager's cooperation. It suggested that a few minutes time from the manager now might result in revised and improved service from the K-State Radio Network. It was hoped that this approach would convince the manager of the important role he was performing in successfully completing the study.

Ideally, the author would have used the personal interview to secure the desired information. This technique would have insured the author that each question was dealt with personally by the station manager or his subordinate and would have minimized the number of unanswered questions in the questionnaire. It also would have broadened the scope of the study and would have allowed for the element of reaction to the questions. However, the personal interview was not possible because the author was not free to travel to all of the broadcast stations in Kansas.

For these reasons, a combination of the questionnaire and telephone interview was used to complete the study. The questionnaire was mailed to 54 radio stations in Kansas with 48 stations replying for a return percentage of 88.8 per cent. Mail responses were received from 36 stations and information from 12 stations was received by telephone.

The author felt that in discussing radio broadcast programming, a radio station official might decline to take time to complete a questionnaire but would not refuse a telephone interview. This proved to be correct. Thus, each station manager was given the opportunity of filling out the questionnaire at his convenience and, if he declined to do so, the disadvantage of the mail questionnaire was compensated for by following up with a telephone call to complete the information requested by the study. All but

11.2 per cent of the stations contacted by mail or telephone responded.

The following programs were offered to commercial radio stations in Kansas at the time this study was made:

"Agriculture Today" - A roundup of agriculture news of special interest to those in Kansas, with special emphasis on activities of the United States Department of Agriculture. This is a 15 minute program offered for broadcast six days a week.

"Plantorama" - A weekly five minute program designed to appeal to home gardeners with timely gardening information from plant scientists at Kansas State University.

"Radio Farm Talks" - A series of five programs two to three minutes in length on current agriculture topics. The program is designed to allow it to be incorporated into farm broadcasts of local stations.

"Best Buys" - A series of three 60 second and two 30 second announcements to aid the homemaker in consumer competence. The program deals primarily with food and nutrition.

"Conversation with Karla" - Five programs of five minutes length featuring guests from Kansas State University, the community and state interviewed by the KSAC women's director on a variety of topics such as education, home economics and current events.

"Kansas Campus Report" - A 15 minute weekly program which includes information and entertainment from the colleges and universities operated by the Kansas Board of Regents.

"Kansas Afield" - A weekly program lasting 12 minutes and 30 seconds which features information on fishing, hunting, camping and boating.

"Projection" - A weekly five minute program covering a spectrum of economic development in Kansas.

"Focus on Music" - A weekly 30 minute program featuring students and faculty of the Kansas State University music department.

"Perspective" - A weekly 30 minute discussion program dealing with the important issues facing the state and the nation.

"Cats Comments" - A weekly series of one to two minute features dealing with athletes and coaches at Kansas State University.

"Wildcat Warmup" - A weekly 15 minute program featuring athletes and coaches at Kansas State University and designed to be broadcast preceding athletic events.

The following chapter indicates from the findings of this study how commercial stations in Kansas use these programs, including the day of the week they are broadcast and the time periods each day that they are scheduled.

CHAPTER IV

FINDINGS

Results from tabulation of the questionnaire appear below and are also included in the tables in this chapter.

The figures in some sections will not balance because of multiple checking of questions. For instance, 35 stations indicated use of the program "Agriculture Today," and yet when the total is tabulated of stations using the three time periods the sum is 42. This is because seven stations broadcast the program more than once in different time periods.

Discussion of the replies from the commercial radio stations in Kansas appears below.

"Agriculture Today" was broadcast by 35 stations. As Table 1 shows, the program was broadcast by 21 stations between 5 a.m. and 9 a.m., 12 stations carried the program in the 11 a.m. to 1 p.m. period, and nine stations scheduled it at other times. The program was broadcast six times a week by 13 stations, five times a week by five stations, four times a week by one station, three times a week by three stations, two times a week by two stations, and only once a week by nine stations. Comments on the program ranged from excellent to good. Stations not broadcasting the program indicated they either had no time for it or it was not suited to the type of programming they broadcast.

TABLE 1
Summary of Use of
"Agriculture Today" in Kansas

Time Period Used	Number of Stations
5 a.m. to 9 a.m.	21
11 a.m. to 1 p.m.	12
Other times	9
Times Used per Week	
Six days	13
Five days	5
Four days	1
Three days	3
Two days	2
Once a week	9

"Plantorama" was broadcast by 12 commercial radio stations in Kansas. As Table 2 indicates, in the time period of 5 a.m. to 9 a.m., the program was broadcast by three stations. Between 11 a.m. and 1 p.m. three stations scheduled the program; three stations broadcast it in the time period of 1 p.m. to 6 p.m.; and three stations scheduled the program at other times. The program was broadcast on five days in the week. One station scheduled it on Sunday, two on Monday, three on Tuesday, one on Wednesday, and two on Saturday. There were no stations broadcasting it on Thursday or Friday and three stations failed to indicate what day of the week the program was broadcast. In listing reasons for declining to use the program, three stations indicated there was no time available in the broadcast schedule for it, two stations used similar programs from sources other than Kansas State University, three stations did not like the program, and officials of six stations said they had never heard of the program.

TABLE 2
Summary of Use of
"Plantorama" in Kansas

Time Period Used	Number of Stations
5 a.m. to 9 a.m.	3
11 a.m. to 1 p.m.	3
1 p.m. to 6 p.m.	3
Other times	3
Day of Week Scheduled	
Sunday	1
Monday	2
Tuesday	3
Wednesday	1
Thursday	0
Friday	0
Saturday	2

"Radio Farm Talks" was broadcast by 22 commercial radio stations in Kansas. As can be seen in Table 3, the program was broadcast by 12 stations in the 5 a.m. to 9 a.m. time period. Between 11 a.m. and 1 p.m., six stations scheduled the program; one station used the program outside these two time periods; and three stations did not indicate at what time the program was scheduled. "Radio Farm Talks" was broadcast six times a week by seven radio stations, five times a week by six stations, and once a week by two stations. Seven stations did not specify how many times during the week the program was scheduled. In explaining why the program was not broadcast, four respondents indicated they had never heard of the program, four respondents said the program was not scheduled because the K-State Radio Network program "Agriculture Today" (discussed above) was sufficient for their needs, and one respondent indicated sources other than K-State Radio Network were used for this type of programming. Three stations did not use the program because it did not blend in with their type of

programming, and three stations indicated no time was available in their program schedule to broadcast Radio Farm Talks.

TABLE 3

Summary of Use of
"Radio Farm Talks" in Kansas

Time Period Used	Number of Stations
5 a.m. to 9 a.m.	12
11 a.m. to 1 p.m.	6
Other times	1
Did not indicate	3
Times Used per Week	
Six days	7
Five days	6
Four days	0
Three days	0
Two days	0
Once a week	2
Did not indicate	7

"Best Buys" was broadcast by nine commercial Kansas radio stations. As Table 4 shows, four stations scheduled the program during the morning and through the noon hour (9 a.m. to 1 p.m.) and five stations broadcast the program at other times. No other specific times were listed. "Best Buys" was broadcast five days a week by seven stations, one station scheduled it three times a week, and one station broadcast it only once a week. In listing reasons for not broadcasting "Best Buys," six respondents indicated no knowledge of the program, two respondents said other sources were used for similar programming, four stations had no time available for it, and one respondent said the program was not compatible with others carried in the schedule. Comments from stations on "Best Buys" included "use it for the housewife audience" and "good consumer information."

TABLE 4

Summary of Use of
"Best Buys" in Kansas

Time Period Used	Number of Stations
9 a.m. to 1 p.m.	4
Other times	5
Times Used per Week	
Six days	0
Five days	7
Four days	0
Three days	1
Two days	0
Once a week	1

"Conversation with Karla" was scheduled by fourteen commercial radio stations in Kansas. In the time period of 5 a.m. to 9 a.m., as will be seen in Table 5, only one station broadcast the program. It was used by seven stations in the 9 a.m. to 1 p.m. period, and six stations broadcast the program in other time periods. The program was scheduled five days a week by 11 stations, twice a week by two stations, and one respondent did not specify how often it was scheduled during the week. Comments on Conversation with Karla were, "we use the program for the housewife audience" and "good consumer information."

In stating why "Conversation with Karla" was not broadcast, four respondents said it did not blend in with other programs on the schedule, one station used another source for similar programming, six stations had no time available for the program, and three respondents said they had never heard of the program.

TABLE 5

Summary of Use of
"Conversation with Karla" in Kansas

Time Period Used	Number of Stations
5 a.m. to 9 a.m.	1
9 a.m. to 1 p.m.	7
Other times	6
Times Used per Week	
Six days	0
Five days	11
Four days	0
Three days	0
Two days	2
One day	0
Did not indicate	1

"Kansas Campus Report" was broadcast by seven Kansas stations. Four stations broadcast Kansas Campus Report on Saturday, as Table 6 indicates, one scheduled it on Sunday, and three stations did not specify the day of week it was broadcast. In giving reasons for not broadcasting "Kansas Campus Report," five stations indicated no knowledge of the program, two stations did not schedule the program because it was not suited to others used, three stations used sources other than the K-State Radio Network for similar programming, and two respondents indicated no time was available in their schedule.

TABLE 6

Summary of Use of
"Kansas Campus Report" in Kansas

Time Period Used	Number of Stations
Not indicated by the respondents	7
Day of Week Scheduled	
Sunday	1
Monday	0
Tuesday	0
Wednesday	0
Thursday	0
Friday	0
Saturday	4
Did not indicate	3

"Kansas Afield" was broadcast by 16 commercial radio stations in Kansas. As can be seen in Table 7, the program was broadcast by three stations in the time period of 5 a.m. to 9 a.m. Four stations featured "Kansas Afield" during the morning and noon hour (9 a.m. to 1 p.m.). During the afternoon hours (1 p.m. to 6 p.m.), "Kansas Afield" was broadcast by four stations, and two stations scheduled the program at other times. Three stations did not specify the time of day it was broadcast. Four commercial radio stations in Kansas scheduled the program on Sunday, two on Monday, none on Tuesday or Wednesday, one on Thursday, one on Friday, seven stations broadcast the program on Saturday, and one station did not specify the day of the week it was used. In giving reasons why the program was not broadcast, two respondents said the program did not blend well with others on the station's schedule, one station used another source for similar programming, five respondents said no time was available for the program, and one station had not heard of "Kansas Afield."

TABLE 7

Summary of Use of
"Kansas Afield" in Kansas

Time Period Used	Number of Stations
5 a.m. to 9 a.m.	3
9 a.m. to 1 p.m.	4
1 p.m. to 6 p.m.	4
Other times	2
Did not indicate	3
Day of Week Scheduled	
Sunday	4
Monday	2
Tuesday	0
Wednesday	0
Thursday	1
Friday	1
Saturday	7
Did not indicate	1

"Projection" was broadcast by 22 stations in Kansas. Three stations scheduled it between 5 a.m. and 9 a.m., as seen in Table 8. Four stations broadcast the program in the 9 a.m. to 1 p.m. time period; five stations used it in the time period of 1 p.m. to 6 p.m.; two stations scheduled the program at other times; and eight stations did not specify the time of day it was broadcast. Six Kansas commercial radio stations broadcast "Projection" on Sunday, one on Monday, two on Tuesday, two on Wednesday, one on Thursday, two on Friday, three on Saturday, and five stations did not specify the day of the week it was scheduled. Two respondents indicated the program was not broadcast because it was not suited to other programming; one station used another source for similar programming; five respondents said they had no time available for the program; and one station had not heard of "Projection."

TABLE 8

*Summary of Use of
"Projection" in Kansas*

Time Period Used	Number of Stations
5 a.m. to 9 a.m.	3
9 a.m. to 1 p.m.	4
1 p.m. to 6 p.m.	5
Other times	2
Did not indicate	8
Day of Week Scheduled	
Sunday	6
Monday	1
Tuesday	2
Wednesday	2
Thursday	1
Friday	2
Saturday	3
Did not indicate	5

At the time of this survey, no commercial radio station in Kansas was broadcasting "Focus on Music," although it is featured on the Kansas State University station, KSAC. Two respondents indicated the program was not scheduled because it was not suitable considering other programs on the stations. Seven stations had no time available for the program, and one station had never heard of "Focus on Music."

"Perspective" was broadcast by 24 Kansas commercial radio stations. As indicated in Table 9, 18 stations broadcast the program on Sunday; none on Monday, Tuesday or Wednesday; one scheduled it on Thursday; none on Friday; three stations used it on Saturday; and two stations did not specify the day of the week it was scheduled. "Perspective" was used by four stations between 5 a.m. and 9 a.m.; five stations scheduled it in the morning and noon-hour time period of 9 a.m. to 1 p.m.; nine stations broadcast it in the

1 p.m. to 6 p.m. time period; and five stations scheduled "Perspective" during the evening hours of 6 p.m. to midnight. One respondent did not specify the time of day the program was broadcast. In stating reasons why the program was not broadcast, three respondents indicated no time was available in their program schedules, and two respondents said they had never heard of "Perspective."

TABLE 9

Summary of Use of
"Perspective" in Kansas

Time Period Used	Number of Stations
5 a.m. to 9 a.m.	4
9 a.m. to 1 p.m.	5
1 p.m. to 6 p.m.	9
6 p.m. to 12 midnight	5
Did not indicate	1
Day of Week Scheduled	
Sunday	18
Monday	0
Tuesday	0
Wednesday	0
Thursday	1
Friday	0
Saturday	3
Did not indicate	2

"Cats Comments" was broadcast by 12 stations. The program is often used in more than one time period on the same day or on more than one day in the week. Table 10 shows that two commercial radio stations in Kansas used the program in the 5 a.m. to 9 a.m. period; one station in the 9 a.m. to 1 p.m. period; three stations in the 1 p.m. to 6 p.m. time segment; and nine stations did not specify when the program was used. Six respondents

indicated the material was used as a part of news and sports programs.

"Cats Comments" was used by two stations on Sunday, two stations scheduled the program on Monday, two stations broadcast it on Tuesday, three stations used it on Wednesday, three stations on Thursday, four stations on Friday, three stations on Saturday and nine stations did not specify on what day the program was broadcast. One respondent said "Cats Comments" was not used because no sports was scheduled, three respondents used other sources for sports programs, two respondents said they had never heard of "Cats Comments", and one respondent had no time available for the program.

TABLE 10

Summary of Use of
"Cats Comments" in Kansas

Time Period Used	Number of Stations
5 a.m. to 9 a.m.	2
9 a.m. to 1 p.m.	1
1 p.m. to 6 p.m.	3
Did not indicate	9
Used in News or Sports	6
Day of Week Scheduled	
Sunday	2
Monday	2
Tuesday	2
Wednesday	3
Thursday	3
Friday	4
Saturday	3
Did not indicate	9

"Wildcat Warmup" was scheduled by 20 stations. All respondents reported using it just once each week. As seen in Table 11, one station broadcast Wildcat Warmup in the 5 a.m. to 9 a.m. time segment; two stations featured the program between 11 a.m. and 1 p.m.; 12 stations broadcast it during the

1 p.m. to 6 p.m. period; and five stations scheduled the program at other times. In explaining why "Wildcat Warmup" was not broadcast, one respondent said no sports programs were scheduled; three stations used other sources for similar programming; and one respondent reported no time available in the program schedule for "Wildcat Warmup." The program is broadcast on Saturdays during football season and on evenings preceeding basketball games.

TABLE 11

Summary of Use of
"Wildcat Warmup" in Kansas

Time Period Used	Number of Stations
5 a.m. to 9 a.m.	1
11 a.m. to 1 p.m.	2
1 p.m. to 6 p.m.	12
Other times	5

The managers of the commercial radio stations in Kansas were asked in the questionnaire to give their opinion of specific aspects of the K-State Radio Network service. Results of this section of the questionnaire are listed below.

The respondents were asked to indicate their general rating of current program offerings. There were responses from 46 stations. Twenty-three respondents checked excellent as a rating, 20 stations indicated good, three respondents chose fair and none indicated poor. Written comments on current offerings were "let's have more programs about children," "we like... the agricultural shows," "air (technical) quality is good," and "very timely material."

Forty-one stations indicated preferred length of programs from the K-State Radio Network. Nearly half of the respondents checked more than one category

listed. Thirty-four stations indicated a preference for programs five minutes in length, 11 stations indicated 15 minute programs, 10 stations checked 30 minute programs and four stations requested 60 second announcements.

Another request was to offer suggestions on program style or content, with responses from 12 stations. Some comments were, "most programs are excellent"; "we would like to have precise timing on programs"; "interview more athletes on sports programs"; "get into programs quickly with short themes and introductions"; "very well done"; and "we need lots of short features."

The commercial radio stations were asked to rate the technical and production content of programs from the K-State Radio Network. With 43 stations responding, 28 checked excellent, 15 indicated good, and none chose fair or poor. Comments were: "continue mail stickers (furnished by the K-State Radio Network for return of tape recordings to Kansas State University), they are very handy"; "mail service (of programs to individual stations from Kansas State University) leaves something to be desired"; "you (the K-State Radio Network) are 15 years ahead of the University of Nebraska."

Fourteen radio station officials commented on program needs not now being met by the K-State Radio Network. Comments were: "we would like more sports offerings"; "we would like more five minute non-agriculture programs"; "more news about fraternities and sororities"; "more news about the small colleges and universities of Kansas"; "more stories about agricultural research."

Station managers were asked to comment on mail response to K-State Radio Network programs compared with mail response to other programs broadcast. Of the 20 stations responding, 13 indicated little or no mail regarding programs

of any type was received from listeners. One respondent said the mail received was favorable to K-State Radio Network programs compared to others, four indicated the response was good, one station rated it as fair and one said the mail response was about the same as that regarding other programs broadcast by the station.

Replies from 34 stations were received to the question "Do you feel broadcasting Landon Lectures on Public Issues and other special events (such as student convocations) to be of value for your programming?" Twenty-one respondents replied yes, eight indicated no, one respondent said the value of such programming depends on the speaker appearing at Kansas State University. One station received such special programming only to use excerpts in newscasts. Three respondents said they had never broadcast lectures from Kansas State University.

Use of the K-State Radio Network script service was another area for comment which received responses from 38 stations. Eleven stations indicated daily use of the script service, 11 stations used the scripts only occasionally, four respondents said the scripts were seldom used, and 12 stations never used the service. Seventeen respondents asked that the script service for "Homemaker Chats" be continued, seven respondents said the script should be discontinued. Twenty-one respondents indicated the script for "Farm Flashes" should be continued, five said it should be discontinued, three respondents were not aware that the script was offered, and two stations used material received from county agents.

Forty-six commercial radio stations in Kansas responded to a request to indicate use of news stories available from the K-State Radio Network telephone feed service. Several respondents checked more than one category.

One station used the service daily, 11 stations used it occasionally, 15 stations seldom used the service and 22 stations never used the service. Three respondents indicated preference for general news of Kansas State University in the news stories placed on the telephone service, five respondents preferred sports news, and 17 indicated a preference for both sports and general news of Kansas State University.

Comments concerning attitudes toward the services rendered by KSAC and the K-State Radio Network were requested. Twenty-four stations responded. Three respondents said the service was excellent, three said it was very good. Two respondents indicated the tape recorded programs often arrive too late for the scheduled program broadcast time. Other comments: "we like the farm shows"; "far superior to what is offered by many universities"; "invaluable to local programming"; "we would like more programs on pollution control and consumer protection"; "you should do more promotion of your service to the radio stations"; "your service is fairly good."

Commercial radio station managers were asked to give their attitudes on controversial issues in programs of the K-State Radio Network. Thirty-four stations responded. None said there was too much controversy in the programs, 26 indicated there was adequate coverage now of controversial issues, and eight respondents complained that not enough material about controversy was being offered.

The summary of this study and the conclusions reached will be discussed in the following chapter.

CHAPTER V

SUMMARY

Many programs being offered to commercial radio stations in Kansas by the K-State Radio Network are well received. However, some areas of improvement in the service by the Network are indicated, as will be pointed out below.

The four most popular programs offered by the K-State Radio Network, as indicated by the number of stations carrying them, were "Agriculture Today," broadcast by 35 stations; "Perspective," carried by 24 stations; and "Radio Farm Talks" and "Projection," each broadcast by 22 stations.

The popularity of "Agriculture Today" and "Radio Farm Talks" indicates that the commercial radio stations of Kansas look to the broadcast service of the state's land grant university for information of interest to the farm audience. This should not be surprising when considering the fact that many small radio stations no longer have full-time farm directors because of economy reasons. It certainly seems advisable that agricultural programming be continued by the K-State Radio Network.

The programs dealing with home economics and aimed at the housewife or consumer audience are less enthusiastically received by the radio stations. At the time of this study, "Best Buys" was broadcast by nine stations and "Conversation with Karla" by 14 stations. Since favorable comments were made about these programs by the stations broadcasting them, perhaps a greater awareness by those Kansas stations not carrying them might increase their popularity. This will be dealt with below.

The two music or variety programs offered by the K-State Radio Network were poorly received at the time of this study. "Kansas Campus Report" was being carried by 16 stations and "Focus on Music" was not being broadcast by

any Kansas station, according to questionnaire responses. It should be pointed out that these figures vary on a monthly basis. "Focus on Music" had been broadcast by commercial stations in Kansas in the past and possibly will be again. It should also be noted that even though a program offered by the K-State Radio Network is not broadcast by any commercial radio station in Kansas, it will continue to be broadcast on a regular basis by KSAC, which is heard in virtually all areas of the state.

An area of improvement indicated for the K-State Radio Network is in the promotion of available programs. In the autumn of each year a program brochure is mailed to the manager of each station in Kansas detailing the offerings available during the coming academic year. In spite of this, there were 11 respondents reporting they had either never heard of or were not familiar with several programs available from Kansas State University. This is probably due to the volume of daily mail received by the manager of a small station and the lack of time he has for studying it. A solution might be a more personalized mailing to the station manager, or perhaps a registered letter, if this would be permitted by cost factors.

Another indication of inadequate promotion through existing mailing practices is the lack of response to the daily news feed service offered by telephone by the K-State Radio Network. Of the 46 stations responding to question ten of the questionnaire, 22 respondents indicated they never used the service. Of this number 11 respondents said they had never heard of the service, in spite of the fact that several mailings about the service have gone out to all stations in Kansas since it was begun in 1969.

The management of the K-State Radio Network might well consider the system used by Purdue University for determining when a program is used. As

mentioned in Chapter II of this report, a label is supplied with each recording sent to a commercial station. Use of the program is indicated on the label and returned to the University with the recording. This would allow constant input on how often a program is scheduled, what day of the week and what time of the day the program is broadcast.

It would be an advisable practice for the K-State Radio Network or any other educational agency serving commercial radio stations to constantly monitor the desires of the stations being served. Obviously it is not practical to answer all of the individual program requests, but a special mailing once a year by registered letter to the manager of each commercial station asking about his program needs might bring about fresh ideas for the Network. Examples from this survey are suggestions for programs devoted strictly to pollution control and consumer protection.

The technical and production quality of programs offered by the K-State Radio Network received compliments from the subscriber stations. This can be credited to the professional equipment in use at Kansas State University, as mentioned in Chapter I of this study. Also, KSAC has three experienced and professionally qualified broadcast engineers who are constantly at work to insure that the professional equipment of KSAC is operating at peak performance.

This study indicates that the service offered to commercial radio stations in Kansas by the K-State Radio Network is being well received by most stations. Although most programs are not broadcast at times of peak audience, they are satisfying public service needs of the station and are providing a service to the people of Kansas.

The programs of the K-State Radio Network have survived a major change in the programming of commercial stations during the past 23 years from

that of national commercial network service which offered a variety of programs to the present trend toward music appealing to the younger generation interrupted once every 30 or 60 minutes with a brief news summary. Stations in smaller cities serving rural audiences tend to deviate from this "music-news" pattern to offer programs dealing with agriculture, economics, public affairs and sports offered from Kansas State University and other sources.

With increased concern for promotion of programs and the needs of commercial radio station managers, the K-State Radio Network could increase its service and its popularity. Such action might well cause the commercial stations to have a greater appreciation for the program service.

This study has attempted to establish the use of K-State Radio Network programs by the commercial stations in Kansas, and to indicate the worth of these programs. The author trusts that the merits and deficiencies of the K-State Radio Network service brought out by this study will be of value to those educators interested in public service and educational radio broadcasting, and especially to educational broadcasters at other land-grant universities in the United States.

APPENDIX A

Please complete the information below on the programs you use from the K-State Radio Network. Leave blank the first three spaces regarding programs you do not use.

Program	Day Used	Time	Reason for Scheduling it This time	Reasons for Using or Not Using	Other Comments
1. Agriculture Today					
2. Plantorama					
3. Radio Farm Talks					
4. Best Buys					
5. Conversation With Karla					
6. Kansas Campus Report					

If you have additional comments please use the back of this sheet, then kindly turn to page two for more program listings.

Program	Day Used	Time	Reason for Scheduling at This time	Reasons for Using or Not Using	Other Comments
7. Kansas Afield					
8. Projection					
9. Focus on Music					
10. Perspective					
11. Cats Comments					
12. Wildcat Warmup					

Please complete pages 3 and 4

K-STATE RADIO NETWORK QUESTIONNAIRE
Page 3

1. Please check your general rating of current program offerings.
Excellent () Good () Fair () Poor ()

General Comments you may have on current offerings:

2. Your preferred length of programs from the K-State Radio Network.
5 minutes () 15 minutes () 30 minutes ()
60 second spots ()

3. Please offer any suggestions you may have on program format.

4. Please indicate how you would rate technical and production content
Excellent () Good () Fair () Poor ()

Additional comments:

5. Please comment on your program needs not now being met by the K-State Radio Network:

6. Please indicate your attitude on controversial issues in our programs.
Too much now () Adequate coverage now () Not enough ()

Additional comments:

K-STATE RADIO NETWORK QUESTIONNAIRE

Page 4

7. Please comment on mail response to our programs compared with others:
8. Do you feel broadcasting Landon Lectures and other special events to be of value for your programming?
9. If you receive copy from the K-State Script Service, please indicate use:
Daily () Occasionally () Seldom () Never ()
- Should the script service be continued?
Homemaker Chats Yes () No () Farm Flashes Yes () No ()
- Other comments:
10. Please indicate how often you use the feeds available from the Net by calling 913-532-6464:
Daily () Occasionally () Seldom () For Special events* only
Never ()
- Indicate your preference of subject matter on this service:
General K-State news () Sports () Both types ()
- Why do you use or not use this service and how could it be improved?
11. Your comments would be appreciated concerning your attitude toward services rendered by KSAC and the K-State Radio Network.

*Landon Lectures, special speeches, etc.

APPENDIX B

DIVISION OF EXTENSION, OFFICE OF EXTENSION RADIO AND TELEVISION
CALVIN HALL
PHONE: 913 532-6511

November 6, 1970

Dear Broadcaster:

The K-State Radio Network and Radio Station KSAC here at Kansas State University would appreciate a few minutes of your valuable time in helping us determine the future direction our programming to you may take.

You will note enclosed a brief, four-page questionnaire concerning K-State Radio Network programs. While surveys have been conducted before related to our operation, never before have we attempted to learn how you, the broadcaster, use our programs and what you think of them.

If you or your program director would fill out the questionnaire and return it to me at your earliest convenience we would be grateful to you. This is your opportunity to tell us what you think of us, and I hope you won't let this chance slip by!

Your name and your station will not be associated in any way with any report based on this questionnaire.

Return of this questionnaire by December 1 at the latest would be appreciated. Thank you for your cooperation.

Sincerely,



Donald I. Brewer
Extension Specialist, Radio-TV
RADIO STATION KSAC

DIB:n1

APPENDIX C

**THE ORIGINAL
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DIVISION OF EXTENSION, OFFICE OF EXTENSION RADIO AND TELEVISION
CALVIN HALL
PHONE: 913 532-6511

December 5, 1970

Dear Broadcaster:

On November 6 I mailed to all of the commercial radio stations in Kansas a questionnaire concerning use of and opinions about the program service of the K-State Radio Network.

To date, I have not received a completed questionnaire from you. Perhaps it has been lost in the mail or was somehow misplaced in the heavy quantity of mail which you receive each day.

We are striving for a 100 per cent return to our questionnaire by those Kansas stations which use our programs, and our records indicate that you do receive the service from the K-State Radio Network.

Enclosed you will find a photocopy of the questionnaire. Would you do us the favor of taking a few minutes today to fill it out and return it to me at the address on this letterhead? We hope that the few minutes you give us now will help us to improve our service to you in the future.

Thank you for your cooperation.

Sincerely,

Donald I. Brewer
Extension Specialist, Radio-TV
RADIO STATION KSAC

DIB:nl

A STUDY OF THE USE OF K-STATE RADIO NETWORK
PROGRAMS BY COMMERCIAL RADIO STATIONS IN KANSAS

by

DONALD I. BREWER

B. A., University of Tulsa, 1953

AN ABSTRACT OF A MASTER'S REPORT

submitted in partial fulfillment of the

requirement for the degree

MASTER OF SCIENCE

Department of Journalism
and Mass Communication

KANSAS STATE UNIVERSITY
Manhattan, Kansas

1971

Kansas State University began radio broadcasting on December 1, 1924, when radio station KSAC went on the air. The station has been in continuous operation since that date.

KSAC began offering programs at no charge to commercial radio stations in Kansas in 1942, when equipment was purchased to make electrical transcription discs. In 1948, three tape recorders were purchased and a few taped features were offered to the commercial radio stations. In 1953, the K-State Radio Network was serving 12 stations in Kansas and in 1957 the physical facilities of KSAC were enlarged and the service expanded.

Today, 50 of the 54 commercial radio stations broadcasting on the standard broadcast band feature programs from the K-State Radio Network. Operated by the Division of Extension, Department of Radio, Television and Film at Kansas State University, the K-State Radio Network offers programs on a daily and weekly basis by tape recording to better inform the people of Kansas about agriculture, economics, consumer interests, higher education in the state, and sports.

While programs from Kansas State University have been broadcast by commercial radio stations in Kansas for nearly 30 years, no determination has ever before been made as to how the stations use the programs, which is the purpose of this study.

The four most popular programs offered by the K-State Radio Network, according to this study, were Agriculture Today, broadcast in the early morning or noon hour daily; Perspective, a public affairs discussion program broadcast by most subscriber stations on Sunday; Radio Farm Talks, scheduled at various times and often within farm programs during the early morning hour or the noon hour; and Projection, a program about Kansas business and industry which is scheduled in all time periods.

Of the 54 stations receiving the questionnaire for this study, 48 responded for a return of 88.8 per cent. Comments from the stations concerning the content and quality of programs were generally favorable. However, many station officials indicated they had never heard of some of the programs offered by the K-State Radio Network in spite of annual publicity mailings.

This study indicates that commercial radio stations in Kansas might make even greater use of K-State Radio Network programs with a more vigorous promotion effort on the part of the Network, such as personal contact with station managers or an annual mailing of program offerings by registered mail.

K-State Radio Network programs continue to be used by commercial stations in Kansas even though radio broadcasting has undergone radical changes in the past two decades. With increased attention to program promotion and the needs of commercial radio station managers in the area of public service program, the K-State Radio Network could increase its service and popularity.