**Prompt**:

The following appeared in a memorandum from the manager of WWAC radio station.

"To reverse a decline in listener numbers, our owners have decided that WWAC must change from its current rock-music format. The decline has occurred despite population growth in our listening area, but that growth has resulted mainly from people moving here after their retirement. We must make listeners of these new residents. We could switch to a music format tailored to their tastes, but a continuing decline in local sales of recorded music suggests limited interest in music. Instead we should change to a news and talk format, a form of radio that is increasingly popular in our area."

*Write a response in which you discuss what specific evidence is needed to evaluate the argument and explain how the evidence would weaken or strengthen the argument.*

**Essay**:

The memorandum from the manager of WWAC radio station states that the declining number of listeners to their station can be attributed to the changing demographics of the area. The manager mentions that although the population is growing, the diminutive amount of listeners is due to the fact that the growth is mainly due to senior residents who have a different taste in music. He concludes that to increase the station’s popularity, they must adopt a news and talk format which is more favorable by the public. This argument is currently flawed and needs to evaluate the following two pieces of evidences in order to be more coherent.

First, the manager prematurely concludes that a decline in local sales of recorded music is directly correlated to a limited interest in music. Perhaps, with the inflow of many modern hand-held devices in the market, recorded music has simply become obsolete. It could also be the case that buying recorded music is not cost efficient since it would be more prudent to buy a music player and listen to music online. If any of these scenarios are true, the manager’s claim is weakened and requires more evidence.

Second, the manager focuses more on the new residents of the listening area, while neglecting to consider why the former resident listeners have been declining. It may be more economical to cater to their taste instead of completely changing the station’s business model to incorporate the older fashioned tastes of the new residents since it could be that the new residents are not avid listeners of radio since they are not familiar with the concept of it or perhaps just not interested in it. If the aforementioned case is true, then the manager’s argument doesn’t hold water.

To conclude, the manager’s claim, as it stands now, is based on some unwarranted assumptions which hider his/her argument. In order for the conclusion to be more effective, the manager must gather more evidence that substantiated the assumptions such as conductive a well-organized study to ascertain the reason for the waning amount of listeners. In so doing, the station will be able to create a more effective solution that is in favor for all of their listeners.