

SCOTT -
Possible idea ----

Spring 1984
WVBU Phone Survey

323 - 4732
Caller: Hello, my name is _____ and I'm calling from Bucknell University. I'm part of a media services group and we're conducting a study that will determine the role and status of college radio in the Susquehanna Valley. You've been randomly selected to reply to about 10 questions that would take about five minutes of your time. Are you willing to participate in this survey?

- 1) What kind of radio programming do you listen to the most?
(country, easy listening, rock, top 40, jazz, talk/news)
- 2) Have you ever heard of the student radio station at Bucknell University -- WVBU-FM? (if "no"-to (a))
- 3) Have you ever listened to WVBU? (if "no"-to (b))
- 4) Do you still listen? (if "no"-to (c))
 - 4.1) Would you say you listen regularly? off and on? or only once in a while?
 - 4.2) Are there specific times when you tend to listen to WVBU (morning, midday, late afternoon, evening, or late night)?
 - 4.3) Are there certain shows, DJ's, or other features of WVBU that you particularly enjoy listening to?
 - 4.4) Generally speaking, at what times of day do you usually listen to the radio? (morning, midday, late afternoon, evening, late night)
- 5) At Bucknell's radio station -- WVBU -- they have a lot of different types of radio programs throughout the day. For instance they have jazz shows, new music shows, folk shows, etc. spaced throughout the day. Are there any specific types of shows you would like WVBU to put on the air?
- 6) As part of a college radio station's responsibility to its surrounding community, it should address issues that concern the community. What do you think are some of the most pressing issues presently facing this area?
- 7) Could you tell me which of the following age groups you fit into? Group 1 is age 17 and under, group 2 is 18-25, group 3 is 26-35, group 4 is 36-45, and group 5 is 46 and over.
- 8) Do you work, go to school, keep house, or what? (if answer is "work", then...) What kind of work do you do; that is what's your job called?
- 9) Are you currently married, widowed, divorced, or have you never been married? Do you have any children living at home with you?
- 10) What' the highest grade in elementary school or high school that you finished and got credit for?

- (a) Which radio station do you listen to most often?
At what times of day do you usually listen to the
radio? (morning, midday, late afternoon, evening,
late night)

(go to #5)

- (b) Could you try and tell me why you have never listened
to WVBU? (don't receive it, don't think they play your
type of music, don't think it would be professional enough,
don't like the general format, have heard bad things
about it, etc.)

(return to (a))

- (c) Could you pinpoint the reason why you stopped listening
to WVBU? (could not pick it up well/at all, format
changes, favorite DJ left, favorite show no longer
on, like another station better, etc.)

(return to (a))

- (a) Which radio station do you listen to most often?
At what times of day do you usually listen to the
radio? (morning, midday, late afternoon, evening,
late night)

(go to #5)

- (b) Could you try and tell me why you have never listened
to WVBU? (don't receive it, don't think they play your
type of music, don't think it would be professional enough,
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(return to (a))

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to WVBU? (could not pick it up well/at all, format
changes, favorite DJ left, favorite show no longer
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(return to (a))

- (a) Which radio station do you listen to most often?
At what times of day do you usually listen to the
radio? (morning, midday, late afternoon, evening,
late night)

(go to #5)

- (b) Could you try and tell me why you have never listened
to WVBU? (don't receive it, don't think they play your
type of music, don't think it would be professional enough,
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- (c) Could you pinpoint the reason why you stopped listening
to WVBU? (could not pick it up well/at all, format
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(return to (a))