

December 15, 1976

Mrs. Beatrice Clay  
National Council of Negro Women  
609 S. Walters Street  
San Antonio, Texas 78203

Dear Mrs. Clay:

Enclosed is our letter of transmittal to Texas State Bank, indicating a deposit of \$290.00 to the account of National Council of Negro Women. This amount is the balance of our allocation for the program, and the final reimbursement to the account. We are also enclosing additional forms for making the final financial report in case you need them.

You are reminded to close the bank account when the program ends. Make sure that all bills are paid and bank charges are deducted, then make a check payable to the Voter Education Project, Inc., for the balance and send it to us.

It has been a pleasure working with you, and we wish you the best in your future programs.

Sincerely,

J. Stanley Alexander  
Research Director

JSA:gj

Enclosures



National Council of Negro Women (NCNW)  
Voter Education Project (VEP)  
Report #6

DEC 6 1976

2. Citizenship Education

- (a) NCNW - VEP San Antonio, Texas 78203, 609 S. Walters St.
- (b) Reporting Period October 17-29; November 1-5, 1976
- (c) Nature of activities and results
  - 1. Sample Ballots were explained and discussed at 25 locations (3,000 individuals); with 10 organizations (1,357 individuals)
  - 2. Minature voting machines demonstrated with 25 locations (above) and 17 organizations above plus 541. Grand total results October 4-29; Discussion of Sample ballot, 4,919 individuals; Minature voting machines 5,458.
  - 3. Public Service Announcements were received October 1976 from Martilla, Payne, Kiley and Thorne, Inc. The VEP group set up community monitors for TV and radio stations as per directions. Separate report of this activity is attached.
- (d) Materials used have been submitted.
- (e) Leadership submitted in previous reports.
- (f) Cooperation same as reported. No other requests were made of political entities. TV and radio stations were generally cooperative. Location of proper person to secure public service announcement information was time consuming. Individuals difficult to reach because of heat of the campaign prior to election. Many were on leave immediately after the election.
- (g) The number of persons directly or indirectly involved in or benefiting from the program approximately 5,000 from sample ballot and minature voting machine; 1,000,000 Tv and radio spot announcements and public service announcements in San Antonio (850,000 + 150,000 in San Antonio service area of South Texas Valley).



Date 11-1-76

I.D.# 1027 (Independent)

Station, Phone # KTFM 655-3500

City/State \_\_\_\_\_

Public Service Director Tony Raven, Prog Dir

Call Back      1      2      3      4

Hi, my name is Emma Hill and I'm calling  
for the Voter Education Project.

1) We recently sent you four Public Service Announcements promoting the idea of registering and voting, and I was wondering if you received them. (All in the Family, Maude, Chico and the Man, Muhammed Ali)

☐ Yes

☒ No

2) May I ask if you have already previewed these spots.

☐ Yes

☐ No (see #5)

3) Have you played any of these Public Service Announcements on the air or do you plan to?

☐ Yes

☐ No

4) Which spots have you used?

☐ All in the Family

☐ Maude

☐ Chico and the Man

☐ Muhammed Ali

5) Is there anything that I or VEP can do to encourage you to use our Announcements?

6) Finally, we will be conducting a more in-depth follow-up survey to learn more about Public Service Announcements and your station's policy towards them. May I call you back at some time after November 2 and talk with you about this at greater length? (Probe: If respondent is not proper person to talk with, ascertain who is. Also measure responsiveness to the above suggestion.)

☒ Yes

☐ No

Name of person to call back (if different from respondent) \_\_\_\_\_



Date 11-1-76

I.D.# 1150

Station, Phone # KSAO 648-3511

City/State 5500 Alamo San Antonio, Texas 78222

Public Service Director Captian Diablo

Call Back 1 2 3 4 Program Dir.: Bob Allen

Hi, my name is Femma Hill and I'm calling  
for the Voter Education Project.

1) We recently sent you four Public Service Announcements promoting the idea of registering and voting, and I was wondering if you received them. (All in the Family, Maude, Chico and the Man, Muhammed Ali)

☐ Yes

☒ No

2) May I ask if you have already previewed these spots.

☐ Yes

☐ No (see #5)

3) Have you played any of these Public Service Announcements on the air or do you plan to?

☐ Yes

☐ No

4) Which spots have you used?

☐ All in the Family

☐ Maude

☐ Chico and the Man

☐ Muhammed Ali

5) Is there anything that I or VEP can do to encourage you to use our Announcements?

6) Finally, we will be conducting a more in-depth follow-up survey to learn more about Public Service Announcements and your station's policy towards them. May I call you back at some time after November 2 and talk with you about this at greater length? (Probe: If respondent is not proper person to talk with, ascertain who is. Also measure responsiveness to the above suggestion.)

☒ Yes

☐ No

Name of person to call back (if different from respondent) \_\_\_\_\_



Date 11-1-76

I.D.# 102

Station, Phone # KDXT(FM) 225-2751

City/State 411 E. Daringo 78204

Public Service Director Mr. Warren Knox Public Relations

*do not send tapes*

Call Back

1

2

3

4

DAVID Safir, Prog Dir.

Hi, my name is Emma Hill and I'm calling  
for the Voter Education Project.

1) We recently sent you four Public Service Announcements promoting  
the idea of registering and voting, and I was wondering if you received  
them. (All in the Family, Maude, Chico and the Man, Muhammed Ali)

☒ Yes

☐ No

2) May I ask if you have already previewed these spots.

☐ Yes

☒ No (see #5)

3) Have you played any of these Public Service Announcements on the  
air, or do you plan to?

☐ Yes

☒ No

*cannot use tapes*

4) Which spots have you used?

☐ All in the Family

☐ Maude

☐ Chico and the Man

☐ Muhammed Ali

5) Is there anything that I or VEP can do to encourage you to use  
our Announcements?

6) Finally, we will be conducting a more in-depth follow-up survey to  
learn more about Public Service Announcements and your station's policy  
towards them. May I call you back at some time after November 2 and talk  
with you about this at greater length? (Probe: If respondent is not proper  
person to talk with, ascertain who is. Also measure responsiveness to the  
above suggestion.)

☒ Yes

☐ No

Name of person to call back (if different from respondent) \_\_\_\_\_



Date 11-1-76

I.D.# 1250

Station, Phone # KU KA 225-5757

City/State 501 West Quincy 78212

Public Service Director Mr. Dole DO, Angela

Call Back      1      2      3      4

Hi, my name is Emma Hill and I'm calling  
for the Voter Education Project.

1) We recently sent you four Public Service Announcements promoting  
the idea of registering and voting, and I was wondering if you received  
them. (All in the Family, Maude, Chico and the Man, Muhammed Ali)

☒ Yes

☐ No

2) May I ask if you have already previewed these spots.

☒ Yes

☐ No (see #5)

3) Have you played any of these Public Service Announcements on the  
air or do you plan to?

☒ Yes

☐ No

4) Which spots have you used?

☒ All in the Family

☐ Maude

☒ Chico and the Man

☐ Muhammed Ali

5) Is there anything that I or VEP can do to encourage you to use  
our Announcements?

6) Finally, we will be conducting a more in-depth follow-up survey to  
learn more about Public Service Announcements and your station's policy  
towards them. May I call you back at some time after November 2 and talk  
with you about this at greater length? (Probe: If respondent is not proper  
person to talk with, ascertain who is. Also measure responsiveness to the  
above suggestion.)

☒ Yes

☐ No

Name of person to call back (if different from respondent) \_\_\_\_\_



Date 11-1-76

I.D.# 1200

Station, Phone # WOAI 226-4251  
~~226-9331~~

City/State \_\_\_\_\_

Public Service Director John Marks, Prog. Dir.

Call Back      1      2      3      4

Hi, my name is Emma Hill and I'm calling  
for the Voter Education Project.

1) We recently sent you four Public Service Announcements promoting  
the idea of registering and voting, and I was wondering if you received  
them. (All in the Family, Maude, Chico and the Man, Muhammed Ali)

☒ Yes

☐ No

2) May I ask if you have already previewed these spots.

☒ Yes

☐ No (see #5)

3) Have you played any of these Public Service Announcements on the  
air or do you plan to?

☒ Yes

☐ No

*Incorporated into other station  
spots*

4) Which spots have you used?

☒ All in the Family

☐ Maude

☒ Chico and the Man

☐ Muhammed Ali

5) Is there anything that I or VEP can do to encourage you to use  
our Announcements?

6) Finally, we will be conducting a more in-depth follow-up survey to  
learn more about Public Service Announcements and your station's policy  
towards them. May I call you back at some time after November 2 and talk  
with you about this at greater length? (Probe: If respondent is not proper  
person to talk with, ascertain who is. Also measure responsiveness to the  
above suggestion.)

☒ Yes

☐ No

Name of person to call back (if different from respondent) \_\_\_\_\_



Date 11-2-76

I.D.# 860

Station, Phone # KONO 225-5111

City/State \_\_\_\_\_

Public Service Director Frank Mortensen

Call Back 1 2 3 4

Hi, my name is Beverly Dudley and I'm calling  
for the Voter Education Project.

1) We recently sent you four Public Service Announcements promoting  
the idea of registering and voting, and I was wondering if you received  
them. (All in the Family, Maude, Chico and the Man, Muhammed Ali)

☐ Yes

☐ No

*did not receive*

2) May I ask if you have already previewed these spots.

☐ Yes

☐ No (see #5)

3) Have you played any of these Public Service Announcements on the  
air or do you plan to?

☐ Yes

☐ No

4) Which spots have you used?

☐ All in the Family  
☐ Maude  
☐ Chico and the Man  
☐ Muhammed Ali

5) Is there anything that I or VEP can do to encourage you to use  
our Announcements?

6) Finally, we will be conducting a more in-depth follow-up survey to  
learn more about Public Service Announcements and your station's policy  
towards them. May I call you back at some time after November 2 and talk  
with you about this at greater length? (Probe: If respondent is not proper  
person to talk with, ascertain who is. Also measure responsiveness to the  
above suggestion.)

☐ Yes

☐ No

Name of person to call back (if different from respondent) \_\_\_\_\_



Date 11-2-76

I.D.# \_\_\_\_\_

Station, Phone # KMFM (FM) 344-8481

City/State \_\_\_\_\_

Public Service Director \_\_\_\_\_

Call Back 1 2 3 4

Hi, my name is Beverly Dudley and I'm calling  
for the Voter Education Project.

1) We recently sent you four Public Service Announcements promoting  
the idea of registering and voting, and I was wondering if you received  
them. (All in the Family, Maude, Chico and the Man, Muhammed Ali)

☐ Yes

☐ No

*Not received - Used a  
written script received  
from a Natl. source.*

2) May I ask if you have already previewed these spots.

☐ Yes

☐ No (see #5)

3) Have you played any of these Public Service Announcements on the  
air or do you plan to?

☐ Yes

☐ No

4) Which spots have you used?

☐ All in the Family  
☐ Maude  
☐ Chico and the Man  
☐ Muhammed Ali

5) Is there anything that I or VEP can do to encourage you to use  
our Announcements?

*Early delivery of written script*

6) Finally, we will be conducting a more in-depth follow-up survey to  
learn more about Public Service Announcements and your station's policy  
towards them. May I call you back at some time after November 2 and talk  
with you about this at greater length? (Probe: If respondent is not proper  
person to talk with, ascertain who is. Also measure responsiveness to the  
above suggestion.)

☒ Yes

☐ No

Name of person to call back (if different from respondent) \_\_\_\_\_



Date 10-28, 1029-1976  
11-1, 11-2 1976

I.D.# 630

Station, Phone # KMAC 223-6211

*KMAC*  
*3:00*

City/State \_\_\_\_\_

Public Service Director Shirley Browning, Prog. Dir

Call Back

(1) (2) (3) (4)

Hi, my name is Beverly Dudley and I'm calling  
for the Voter Education Project.

1) We recently sent you four Public Service Announcements promoting  
the idea of registering and voting, and I was wondering if you received  
them. (All in the Family, Maude, Chico and the Man, Muhammed Ali)

\_\_\_ Yes

☒ No

2) May I ask if you have already previewed these spots.

\_\_\_ Yes

☒ No (see #5)

3) Have you played any of these Public Service Announcements on the  
air or do you plan to?

\_\_\_ Yes

☒ No

4) Which spots have you used?

\_\_\_ All in the Family  
\_\_\_ Maude  
\_\_\_ Chico and the Man  
\_\_\_ Muhammed Ali

5) Is there anything that I or VEP can do to encourage you to use  
our Announcements?

*No problem, if received*

6) Finally, we will be conducting a more in-depth follow-up survey to  
learn more about Public Service Announcements and your station's policy  
towards them. May I call you back at some time after November 2 and talk  
with you about this at greater length? (Probe: If respondent is not proper  
person to talk with, ascertain who is. Also measure responsiveness to the  
above suggestion.)

\_\_\_ Yes

\_\_\_ No

Name of person to call back (if different from respondent) \_\_\_\_\_



Date 10-28-76

I.D.# \_\_\_\_\_

Station, Phone # KKYX 684-0068

City/State \_\_\_\_\_

Public Service Director Bill Rohde, Prog. Dir.

Call Back 1 (2) 3 4

Hi, my name is Beverly Dudley and I'm calling for the Voter Education Project.

1) We recently sent you four Public Service Announcements promoting the idea of registering and voting, and I was wondering if you received them. (All in the Family, Maude, Chico and the Man, Muhammed Ali)

☒ Yes

☐ No

2) May I ask if you have already previewed these spots.

☒ Yes

☐ No (see #5)

3) Have you played any of these Public Service Announcements on the air or do you plan to?

☒ Yes

☐ No

4) Which spots have you used?

☒ All in the Family

☐ Maude

☒ Chico and the Man

☒ Muhammed Ali

5) Is there anything that I or VEP can do to encourage you to use our Announcements?

6) Finally, we will be conducting a more in-depth follow-up survey to learn more about Public Service Announcements and your station's policy towards them. May I call you back at some time after November 2 and talk with you about this at greater length? (Probe: If respondent is not proper person to talk with, ascertain who is. Also measure responsiveness to the above suggestion.)

☒ Yes

☐ No

Name of person to call back (if different from respondent)

*Very cooperative. Glad to receive them. Could use them earlier.*



Date 10-29-76

I.D.# 93 (92.9)

Station, Phone # KITY 225-5111

City/State \_\_\_\_\_

Public Service Director Frank Mortensen

Call Back 1 2 3 4

*Do not run  
recorded spots  
just live copy*

*KITY-*

Hi, my name is Beverly Dudley and I'm calling  
for the Voter Education Project.

1) We recently sent you four Public Service Announcements promoting  
the idea of registering and voting, and I was wondering if you received  
them. (All in the Family, Maude, Chico and the Man, Muhammed Ali)

☐ Yes

☐ No

2) May I ask if you have already previewed these spots.

☐ Yes

☐ No (see #5)

3) Have you played any of these Public Service Announcements on the  
air or do you plan to?

☐ Yes

☐ No

4) Which spots have you used?

☐ All in the Family

☐ Maude

☐ Chico and the Man

☐ Muhammed Ali

5) Is there anything that I or VEP can do to encourage you to use  
our Announcements?

6) Finally, we will be conducting a more in-depth follow-up survey to  
learn more about Public Service Announcements and your station's policy  
towards them. May I call you back at some time after November 2 and talk  
with you about this at greater length? (Probe: If respondent is not proper  
person to talk with, ascertain who is. Also measure responsiveness to the  
above suggestion.)

☐ Yes

☐ No

Name of person to call back (if different from respondent) \_\_\_\_\_



Oct. 28, 1976  
Date Nov 1, 1976

I.D.# 1480  
Station, Phone # KAPE 223-3877  
City/State San Antonio, Texas  
Public Service Director Rudy Green *Program Director*  
Call Back (1) (2) 3 4

Hi, my name is Pauline Brown and I'm calling  
for the Voter Education Project.

1) We recently sent you four Public Service Announcements promoting  
the idea of registering and voting, and I was wondering if you received  
them. (All in the Family, (Maude) Chico and the Man, Muhammed Ali)

*Received 3 PSA's.*

☒ Yes  
☐ No

2) May I ask if you have already previewed these spots.

☐ Yes  
☐ No (see #5)

3) Have you played any of these Public Service Announcements on the  
air or do you plan to?

☒ Yes  
☐ No

4) Which spots have you used?

☒ All in the Family  
☐ Maude  
☒ Chico and the Man  
☒ Muhammed Ali

5) Is there anything that I or VEP can do to encourage you to use  
our Announcements?

6) Finally, we will be conducting a more in-depth follow-up survey to  
learn more about Public Service Announcements and your station's policy  
towards them. May I call you back at some time after November 2 and talk  
with you about this at greater length? (Probe: If respondent is not proper  
person to talk with, ascertain who is. Also measure responsiveness to the  
above suggestion.)

☒ Yes  
☐ No

Name of person to call back (if different from respondent) Cista Ayers

*Call between 2-5 P.M.*



Date

Oct. 28, 1976

Nov. 1, 1976

Nov. 16, 1976

(15)

I.D.# 1310Station, Phone # KBUC 222-9191

City/State \_\_\_\_\_

Public Service Director

Harrell  
Mr. Banks  
Gene Kelly

Program Director

Call Back

(1)

(2)

(3)

4 after 5

was never able to catch  
him available PRBHi, my name is PAULINE BROWN  
for the Voter Education Project.

and I'm calling

Athelene Steele  
Jacked  
with Eleanor Timmons

1) We recently sent you four Public Service Announcements promoting the idea of registering and voting, and I was wondering if you received them. (All in the Family, Maude, Chico and the Man, Muhammed Ali)

☒ Yes  
☐ No

2) May I ask if you have already previewed these spots.

☒ Yes  
☐ No (see #5)

3) Have you played any of these Public Service Announcements on the air or do you plan to?

☐ Yes  
☒ No

Would you spot them if you did get them?  
Eleanor couldn't say. He may have  
gathered them and did not give them to her.

4) Which spots have you used?

☐ All in the Family  
☐ Maude  
☐ Chico and the Man  
☐ Muhammed Ali

5) Is there anything that I or VEP can do to encourage you to use our Announcements? Would have to consult Mr. Banks.

6) Finally, we will be conducting a more in-depth follow-up survey to learn more about Public Service Announcements and your station's policy towards them. May I call you back at some time after November 2 and talk with you about this at greater length? (Probe: If respondent is not proper person to talk with, ascertain who is. Also measure responsiveness to the above suggestion.)

☐ Yes  
☐ No

As helpful as she could be not having seen or heard of the material. Very pleasant.

Name of person to call back (if different from respondent)

Eleanor Timmons

I called



Date Nov. 16, 1976

I.D.# 107.5

Station, Phone # KBUC (7M) 224-7611

City/State SAN ANTONIO, TEXAS

Public Service Director Gene Kelly

Call Back 1 2 3 4 Harrell Banks, Prog. Air.

*No answer to  
call  
PRB*

Hi, my name is PAULINE BROWN and I'm calling  
for the Voter Education Project.

1) We recently sent you four Public Service Announcements promoting  
the idea of registering and voting, and I was wondering if you received  
them. (All in the Family, Maude, Chico and the Man, Muhammed Ali)

☐ Yes

☐ No

2) May I ask if you have already previewed these spots.

☐ Yes

☐ No (see #5)

3) Have you played any of these Public Service Announcements on the  
air or do you plan to?

☐ Yes

☐ No

4) Which spots have you used?

☐ All in the Family  
☐ Maude  
☐ Chico and the Man  
☐ Muhammed Ali

5) Is there anything that I or VEP can do to encourage you to use  
our Announcements?

6) Finally, we will be conducting a more in-depth follow-up survey to  
learn more about Public Service Announcements and your station's policy  
towards them. May I call you back at some time after November 2 and talk  
with you about this at greater length? (Probe: If respondent is not proper  
person to talk with, ascertain who is. Also measure responsiveness to the  
above suggestion.)

☐ Yes

☐ No

Name of person to call back (if different from respondent) \_\_\_\_\_



Date Nov. 1, 1976

I.D.# 1350

Station, Phone # KCOR 225-2751

City/State \_\_\_\_\_

Public Service Director ~~David~~

Call Back 1 2 3 4

*Warren Knopf (see below)*  
*Frank Cortez*

Hi, my name is PAULINE BROWN and I'm calling  
for the Voter Education Project.

1) We recently sent you four <sup>3</sup> Public Service Announcements promoting  
the idea of registering and voting, and I was wondering if you received  
them. (All in the Family, Maude, Chico and the Man, Muhammed Ali)

☒ Yes

☐ No

2) May I ask if you have already previewed these spots.

☐ Yes

☐ No (see #5)

3) Have you played any of these Public Service Announcements on the  
air or do you plan to?

☐ Yes

☐ No

4) Which spots have you used?

☐ All in the Family

☐ Maude

☐ Chico and the Man

☐ Muhammed Ali

5) Is there anything that I or VEP can do to encourage you to use  
our Announcements?

6) Finally, we will be conducting a more in-depth follow-up survey to  
learn more about Public Service Announcements and your station's policy  
towards them. May I call you back at some time after November 2 and talk  
with you about this at greater length? (Probe: If respondent is not proper  
person to talk with, ascertain who is. Also measure responsiveness to the  
above suggestion.)

☐ Yes

☐ No

Name of person to call back (if different from respondent)

*Warren Knopf* → *If the material was*  
*Public Relations* *a tape rather than a*  
*KQXT-7M* *script he is sure it*  
*411 E Durango was not used.*  
*San Antonio, 78204*



Date Nov. 1, 1976  
Nov. 2, 1976

I.D.# \_\_\_\_\_

Station, Phone # KDRY 824-5361

City/State \_\_\_\_\_

Public Service Director Sam Morris Jr. *Did not have chance to reach S. Morris PRB*

Call Back 1:30 + 2 3 4

Hi, my name is PAULINE BROWN and I'm calling for the Voter Education Project.

1) We recently sent you four Public Service Announcements promoting the idea of registering and voting, and I was wondering if you received them. (All in the Family, Maude, Chico and the Man, Muhammed Ali)

☐ Yes

☐ No

2) May I ask if you have already previewed these spots.

☐ Yes

☐ No (see #5)

3) Have you played any of these Public Service Announcements on the air or do you plan to?

☐ Yes

☐ No

4) Which spots have you used?

☐ All in the Family

☐ Maude

☐ Chico and the Man

☐ Muhammed Ali

5) Is there anything that I or VEP can do to encourage you to use our Announcements?

6) Finally, we will be conducting a more in-depth follow-up survey to learn more about Public Service Announcements and your station's policy towards them. May I call you back at some time after November 2 and talk with you about this at greater length? (Probe: If respondent is not proper person to talk with, ascertain who is. Also measure responsiveness to the above suggestion.)

☐ Yes

☐ No

Name of person to call back (if different from respondent) \_\_\_\_\_



Date Nov 1, 1976

I.D.# 104.57M

Station, Phone # KEXL (7M) 696-9940

City/State \_\_\_\_\_

Public Service Director Lony Dale

*Special Manager  
Rep Tackett*

Call Back      1      2      3      4

Hi, my name is PAULINE BROWN and I'm calling  
for the Voter Education Project.

1) We recently sent you four Public Service Announcements promoting  
the idea of registering and voting, and I was wondering if you received  
them. (All in the Family, Maude, Chico and the Man, Muhammed Ali)

☒ Yes

☐ No

2) May I ask if you have already previewed these spots.

☒ Yes

☐ No (see #5)

3) Have you played any of these Public Service Announcements on the  
air or do you plan to?

☒ Yes

☐ No

*They have played all of them. However  
they were rewritten and incorporated into  
other PS ANNOUNCEMENTS*

4) Which spots have you used?

☐ All in the Family

☐ Maude

☐ Chico and the Man

☐ Muhammed Ali

5) Is there anything that I or VEP can do to encourage you to use  
our Announcements?

6) Finally, we will be conducting a more in-depth follow-up survey to  
learn more about Public Service Announcements and your station's policy  
towards them. May I call you back at some time after November 2 and talk  
with you about this at greater length? (Probe: If respondent is not proper  
person to talk with, ascertain who is. Also measure responsiveness to the  
above suggestion.)

☒ Yes

☐ No

*Very cooperative.*

Name of person to call back (if different from respondent) \_\_\_\_\_



Date Oct. 28, 1976

I.D.# \_\_\_\_\_

Station, Phone # KISS (FM) 223-6211

City/State \_\_\_\_\_

Public Service Director \_\_\_\_\_

Call Back ☒ 1 ☐ 2 ☐ 3 ☐ 4

*Station uses general  
type announcements  
fall this category  
PRB.*

Hi, my name is PAULINE BROWN and I'm calling  
for the Voter Education Project.

1) We recently sent you <sup>3</sup> ~~four~~ Public Service Announcements promoting  
the idea of registering and voting, and I was wondering if you received  
them. (All in the Family, ~~Maude~~, Chico and the Man, Muhammed Ali)

☐ Yes

☐ No

2) May I ask if you have already previewed these spots.

☐ Yes

☐ No (see #5)

3) Have you played any of these Public Service Announcements on the  
air or do you plan to?

☐ Yes

☐ No

4) Which spots have you used?

☐ All in the Family

☐ ~~Maude~~

☐ Chico and the Man

☐ Muhammed Ali

5) Is there anything that I or VEP can do to encourage you to use  
our Announcements?

6) Finally, we will be conducting a more in-depth follow-up survey to  
learn more about Public Service Announcements and your station's policy  
towards them. May I call you back at some time after November 2 and talk  
with you about this at greater length? (Probe: If respondent is not proper  
person to talk with, ascertain who is. Also measure responsiveness to the  
above suggestion.)

☐ Yes

☐ No

Name of person to call back (if different from respondent) \_\_\_\_\_



Date 10-28-76

I.D.# 930

Station, Phone # KITE 696-9940

City/State \_\_\_\_\_

Public Service Director \_\_\_\_\_

Call Back      1      2      3      4

*KITE  
Very responsive  
and co-operative*

Hi, my name is Beverly Audley and I'm calling  
for the Voter Education Project.

1) We recently sent you four Public Service Announcements promoting the idea of registering and voting, and I was wondering if you received them. (All in the Family, Maude, Chico and the Man, Muhammed Ali)

☒ Yes  
☐ No

2) May I ask if you have already previewed these spots.

☒ Yes  
☐ No (see #5)

3) Have you played any of these Public Service Announcements on the air or do you plan to?

☒ Yes  
☐ No

4) Which spots have you used?

☐ All in the Family  
☐ Maude  
☐ Chico and the Man  
☐ Muhammed Ali

*Could not  
remember which  
one used  
No (Very nicely)  
Doing all he can*

5) Is there anything that I or VEP can do to encourage you to use our Announcements?

6) Finally, we will be conducting a more in-depth follow-up survey to learn more about Public Service Announcements and your station's policy towards them. May I call you back at some time after November 2 and talk with you about this at greater length? (Probe: If respondent is not proper person to talk with, ascertain who is. Also measure responsiveness to the above suggestion.)

☒ Yes  
☐ No

Name of person to call back (if different from respondent) \_\_\_\_\_