

Announcing the Final Examination of  
Michelle Mueller Casanave  
for the degree of Master of Arts  
Friday, December 12, 1975, at 1:00 p.m.

TITLE: An Examination and Evaluation of Women's Programming at  
National Public Radio Affiliate Stations

STATEMENT OF PROBLEM: That women's programming has been ignored by  
NPR-affiliate stations.

SOURCES OF DATA: Johnson survey of special interest group programming  
for National Public Radio, Corporation for Public Broadcasting's  
Report of the Task Force on Women in Public Broadcasting,  
Association of Public Radio Station's study, National  
Organization for Women's testimony at Congressional hearings on  
Long Range Financing Bill for Public Broadcasting, Media Report  
to Women, material from National Association of Educational  
Broadcasters, and a survey of all NPR-affiliates.

FINDINGS: An outline of information available on women's programming,  
examination of survey results adding information to the field,  
and suggestions for possible remedies to the problem.

CONCLUSION: That there is a lack of women's programming at NPR-  
affiliates which is the lack of action on the part of affiliate  
stations and National Public Radio, but which could be remedied  
through positive efforts on their part.

Major: Communications

Committee in charge:

Degree(s) held:

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AN EXAMINATION AND EVALUATION OF  
WOMEN'S PROGRAMMING AT NATIONAL PUBLIC RADIO AFFILIATE STATIONS

Michelle Mueller Casanave  
Morehead State University, 1975

Director of Thesis:

A handwritten signature in blue ink, appearing to read "Joseph M. Mauer", is written over a horizontal line.

Statement of Problem

The object of this thesis is to examine women's programming at National Public Radio affiliates and analyze existing conditions as they affect women's programming. This question is important as women currently express feelings of neglect by media.

Sources of Data

Research material comes from the following sources: the Johnson survey of special interest group programming for National Public Radio, the Corporation for Public Broadcasting's Report of the Task Force on Women in Public Broadcasting, the Association of Public Radio Station's study, the National Organization for women's testimony at Congressional hearings on the Long Range Financing Bill for Public Broadcasting, Media Report to Women, material from the National Association of Educational Broadcasters, and a survey of all NPR-affiliates.

## Major Findings

Women's programming is examined in the second chapter in light of what is already available on the topic. The Johnson survey indicates a need on the local level for programming, and an inability on the part of stations to supply that need. His survey demonstrates that stations are aware of the need, but have not filled it.

The Corporation for Public Broadcasting's study of women in public broadcasting provides exact figures on women's employment, and information about the women-oriented material National Public Radio supplied to stations. It also provided excellent suggestions for improvements that could be made to improve the present status of women and women's programming at affiliate stations. Several other studies provide information. But a good deal of information that should be available is not due to lack of adequate research.

The Methodology Chapter outlines the structure of the survey the author conducted to fill some of the gaps in women's research. All National Public Radio affiliates were sent the survey.

The surveys were sent in September of 1975. The final surveys were received in December of 1975 with responses coming from 91 of 157 stations, or 58% of those contacted. Approximately half of the stations indicated that they produce some sort of women's programming, the average program is a half-hour long. Stations indicated an increase in the number of women requesting programs. The most interesting fact to emerge was that 90% of the station managers were interested in either auditioning or programming a women's program if

it was provided by National Public Radio. Above and beyond the 90% of the station managers said they would like to see NPR provide a regularly scheduled women's show.

### Conclusions

The last chapter offers some suggestions to solve the problems outlined in both the Previous Research chapter and the Results chapter. The solutions are provided in two separate sections: one directed towards individual National Public Radio affiliates, and the other towards National Public Radio itself.

Five appendices accompany the thesis:

- (1) the original cover letter of the pre-test,
- (2) the pre-test,
- (3) the cover letter sent with the survey sent to all the stations,
- (4) the final survey, and
- (5) a list of the stations contacted.

Accepted by:

Joseph Misiewicz, Chairman  
George B. Taylor

AN EXAMINATION AND EVALUATION OF  
WOMEN'S PROGRAMMING AT NATIONAL PUBLIC RADIO AFFILIATE STATIONS

by

Michelle Mueller Casanave

A thesis

submitted in partial fulfillment  
of the requirements for the degree of  
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436 440

Accepted by the faculty of the School of Humanities, Morehead State University, in partial fulfillment of the requirements for the Master of Arts degree.

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## CHAPTER I

### Introduction

Women's liberation has become a catchword of the 1970's. Women are attempting to achieve equality with men in all fields. Women are becoming more aware of themselves as individuals, not bound by the stereotyped roles of the past. One indication of this increased awareness is the growth of women's organizations in the past ten years. The National Organization for Women, founded by 26 women in 1966, now has 800 chapters across the United States with a membership of 35,000. The National Women's Political Caucus, founded in 1971, has increased to 300 chapters with 50,000 members in 1975. The handful of women's organizations in the 1960's number in the hundreds in 1975.

More and more businesses and industries are being examined by women and by their own bureaucracy to see if they are treating women fairly. One of the more important and visible industries undergoing this self-analysis is broadcasting. Women's leaders feel the media have contributed to the problem of stereotyping. There is a feeling among some that the media is not reflecting the changes that have occurred in the status of women. These concerns are being taken seriously. The Advisory Council of National Organizations claims electronic media has perpetuated the portrayal of women in subservient roles.<sup>1</sup> Licenses for radio and television stations across the nation

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<sup>1</sup> Advisory Council of National Organizations, Report on Women's Programming, (ACNO, 888 16th Street, N.W., Washington, D.C.), May 23, 1975, preface.

have been contested because of inadequate representation and/or portrayal of women. WABC in New York had its 1975 license renewal delayed because of this condition. The station was cited for:

...having failed to ascertain the problems, needs and interests of women and of failing to program to serve women's needs, of violating the fairness doctrine by presenting women in a "one-dimension" role as a sex object, girl friend or housewife and of discriminating against women in employment practices.<sup>2</sup>

Similar circumstances prevail at numerous other stations.<sup>3</sup> Charges have been made about commercial news content relating to women.<sup>4</sup> A study done on the portrayal of women in advertising by a consulting panel of the National Advertising Review Board shows that women all too often are shown in the home, with no outside employment, and with no recognition of the working woman.<sup>5</sup>

Electronic media consists of both commercial and public industries. Public media are apparently less immune to criticism than commercial media. Public television and radio have a special obligation and/or responsibility to their audience. One purpose for the existence of public broadcasting is to fill the gaps in audience

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<sup>2</sup> "Setback for NOW Is Seen in Loss of Two Key Cases," Broadcasting Magazine, April 7, 1975, p.71.

<sup>3</sup> Ibid., p.72.

<sup>4</sup> Judy Rowe, "Women in News Media," (NPR memorandum to Russell Johnson on results of symposium organized by the Institute for Scientific Analysis), May 2, 1975, pp. 1-2.

<sup>5</sup> Consulting Panel of the National Advertising Review Board, "Advertising and Women, A Report on Advertising Portrayed or Directed to Women," (Advertising Review Board, 850 Third Ave., N.Y., N.Y.), March, 1975, pp. 1-4.

coverage left by commercial media.<sup>6</sup> Public radio also depends to a certain extent on Congressional appropriations for their funding. Approximately thirty-two percent of the budget for public radio comes from federal financing.<sup>7</sup>

It was during the hearings before the Communications Subcommittee, Committee on Commerce, House of Representatives, April 9th, 1975, on House Bill 4563, (otherwise known as the Long Range Financing Bill for Public Broadcasting), that Cathy Irwin and Kathy Bonk of the National Organization for Women charged public media with poor hiring practices and inadequate coverage of women. Women were both underemployed and unemployed. Programs geared toward women were not being aired.<sup>8</sup> Women, by and large, were being ignored by the media as a special interest group. National Public Radio, the Corporation for Public Broadcasting and the Public Broadcasting System began taking steps to correct the problem. The Corporation for Public Broadcasting did a special study on "The Essentials for Effective Minority Programming In Public Broadcasting."

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<sup>6</sup> National Public Radio, "Program Focuses and Content Determination," Long Range Planning Book, (NPR, 2025 M Street, N.W., Washington, D.C.), 1975, p.8.

<sup>7</sup> U.S. Department of Health, Education and Welfare, Education Department in cooperation with the Corporation for Public Broadcasting, Status Report on Public Broadcasting, 1973 Advance Edition, (Washington: Government Printing Office), 1973, Figure 4, p.28.

<sup>8</sup> U.S. Congress, House, Committee on Commerce, Subcommittee on Communications, Long Range Financing Bill for Public Broadcasting, (HR-4563), Hearing, 94th Congress, 1st Session, (Washington: Government Printing Office), April 9, 1975, p.1753.

A special study of women in public media can be found in the 1975 Corporation for Public Broadcasting's Report of the Task Force on Women in Public Broadcasting. The Federal Communications Commission held a women's week, April 22 through April 25, 1975. Both the Public Broadcasting System (PBS) and National Public Radio (NPR) have held women's meetings as part of programs during recent national conventions. The National Association of Educational Broadcasters (NAEB) held a number of group sessions on women's issues, including programming, at their 51st convention, November 16th through the 19th, 1975. The NAEB established a special newsletter relating to women in the industry. A more specific presentation and analysis of pertinent material will appear in the research chapter of this study.

In this study the writer will examine and evaluate women's programming as it now exists at National Public Radio affiliated stations in the United States. This specific field was selected because the writer believes it represents a truer indication of the present status of programming attention denoted to the needs of women.

The vehicle chosen to gather data for this study was a questionnaire, sent to all National Public Radio affiliates in the United States. This survey examined the following material (1) the amount of women's programming done at various station, (2) who produces women's programming, (3) how much money is devoted to it, and (4) what audience is women's programming intended to reach. Through evaluation of the above mentioned data in combination with information

from previous research, a series of recommendations will be made regarding women's programming at NPR-affiliates.

## CHAPTER II

### Methodology

Public radio was selected to examine women's programming because public media, by its own definition should be more responsive to the needs of the people than commercial media. National Public Radio's statement of mission points out:

National Public Radio will assist its constituent member public radio stations in fulfilling the traditional mandate of noncommercial educational broadcasting in the unique environment of contemporary radio. That mandate is to provide for the otherwise unserved tastes, needs and interests of the public; to present material that challenges, provokes, broadens, and educates in both formal and informal situations.<sup>1</sup>

Thus women's programming should be reflected through public media before it is reflected in commercial media, since public media has been established to fill a void not presently served by commercial stations.

The study is limited to radio because of the writer's background and experience. The study excludes commercial media and public television.

The sample was restricted to National Public Radio affiliates because they are the largest, best-budgeted and highest-powered group of public radio stations. An NPR-affiliate must meet certain

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<sup>1</sup> National Public Radio, "Statement of Mission," Long Range Planning Book, (NPR, 2025 M Street, N.W., Washington, D.C.), 1975, p.3.

qualifications in order to receive money from the Corporation for Public Broadcasting. Among these requirements are:

1. The station must be licensed by the FCC as a non-commercial, educational radio station.
2. The station must operate with no less than 250 watts on a standard AM frequency or of no less than 3,000 watts effective radiated power at no less than 300 feet above average terrain on a standard FM frequency or the equivalent thereof.
3. A minimum of one adequately equipped studio and one separate control room must be available to provide for local program production and origination.
4. A minimum of five full-time professional radio staff must be employed on an annual (12 month) basis. At least three full-time staff members should be employed in a managerial and/or programming position.
5. The station's minimum operational schedule must be 18 hours per day, every day of the year.
6. The station's daily broadcast schedule must be devoted primarily to programming of good quality which serves demonstrated community needs of an educational, informational, and cultural nature, within its primary signal area.
7. The station must originate a significant, locally produced program service designed to serve its community of license.
8. The station must have a total annual operating budget of at least \$75,000 (including direct and indirect costs). This amount is exclusive of CPB Community Service Grant funds.<sup>2</sup>

A station which becomes an NPR-affiliate is a member of the public radio "high-powered elite;" when it has fulfilled all the above requirements. The stations selected for this survey were taken from the 1975 NPR Information Book, published by NPR. All 157 member stations listed in the 1975 book<sup>3</sup> were contacted (see Appendix A).

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<sup>2</sup> National Public Radio, NPR Information Book, (NPR, 2025 M Street, N.W., Washington, D.C.), 1975, pp. I-3-I-4.

<sup>3</sup> *Ibid.*, p.VIII-3.



A survey was used to determine the extent and utilization of women's programming at the above mentioned NPR-affiliated radio stations. This method was chosen because no such survey had been done through summer of 1975 relating exclusively to women's programming at the station level. National Public Radio and the Corporation for Public Broadcasting have done surveys on material NPR originates, but have not surveyed local stations.<sup>4</sup> NPR does not keep on file what programming local stations provide for special interest groups.<sup>5</sup> The survey method provided a technique for reaching all of the affiliated stations within a limited time framework. A survey was constructed to determine:

- (1) How much women's programming do stations produce?
- (2) What do stations consider the primary characteristic of women's programming?
- (3) Who produces women's programming?
- (4) How much money is spent on women's programming?
- (5) Do stations feel NPR is doing a satisfactory job with women's programming?

A pre-test was conducted of the instrument by sending the survey to ten stations drawn at random from the master list. These stations were selected by placing the call letters of each affiliated station on slips of paper. The slips were then divided into five geographic areas, and two were drawn from each area. Respondents were asked not only to supply the information on the questionnaire but also to make

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<sup>4</sup> Muriel Cantor and Caroline Isber, Report of the Task Force on Women in Public Broadcasting, (CPB, 1111 16th Street, N.W., Washington, D.C.), Oct. 8, 1975, p.7; see also Debbie Campbell, "Digest Summary of the Final Report of the Special Interest Project: Phase I," (NPR, 2025 M Street, N.W., Washington, D.C.), Oct. 1975, p.3.

<sup>5</sup> Statement by Donald Holloway, member of NPR Board of Directors, in a personal interview, Morehead, Kentucky, Oct. 30, 1975.

suggestions designed to improve the survey. These ten stations were:

WBUR-FM, Boston, Massachusetts	KMCR-FM, Phoenix, Arizona
KPFA-FM, Berkeley, California	KCFR-FM, Denver, Colorado
WLRN-FM, Miami, Florida	WWNO-FM, New Orleans, Louisiana
WSAC-AM, Manhattan, Kansas	WABE-FM, Atlanta, Georgia
WMEH-FM, Orono, Maine	WFCR-FM, Amherst, Massachusetts

Five of the ten stations in the pre-test responded, and using their suggestions, the survey was revised to its present form. The following definition of public affairs, taken from Interpreting FCC Broadcast Rules and Regulations, 1966, was included in the cover letter in order that stations would limit the types of programs to be considered to this definition in the appropriate questions.

Public Affairs (PA) includes, talks, commentaries, discussions, speeches, editorials, political programs, documentaries, forums, panels, round tables, and similar programs primarily concerning local, national and international public affairs. (1972) addition); Public affairs program is one which deals with public issues.<sup>6</sup>

A copy of the survey, an accompanying cover letter, and stamped, self-addressed return envelope was sent to all 157 NPR affiliated stations. All the stations were contacted in order to insure a representative return from NPR-affiliates.

Ninety-one stations, a return of 58%, responded with information which provides insight regarding women's programming at NPR-affiliates. Twenty of the above mentioned stations sent personal letters, some of which have been excerpted in the results section of this study.

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<sup>6</sup> Verne M. Ray, ed., Interpreting FCC Broadcast Rules and Regulations, (Tab Books, Thurmont, Maryland), 1966, p.32; see also Broadcast Mechanics/Engineering editors, Interpreting FCC Broadcast Rules and Regulations, Vol. III, (Tab Books, Blue Ridge Summit, Pa.), 1972, p.15.

## CHAPTER III

### Previous Research

The first noncommercial radio station began experimental operation in 1919 in Madison, Wisconsin with the identifying call letters 9XM, later changed to WHA. The first years of development for public radio were chaotic, until the Radio Act of 1927 brought some order in frequency assignments. Six years after the first noncommercial station began operation, the number of commercial stations had mushroomed to 171. By 1937, however, the number of public stations in the United States was reduced to a mere 38 as the depression and the expansion of commercial stations took their toll.<sup>1</sup>

In 1941, five channels operating on an assigned frequency between 42 and 43 megahertz (MHz) were authorized for noncommercial FM use. The present "reserved channel" assignments were allocated by the FCC in 1954. These 20 FM channels between 88 and 92 MHz were reserved exclusively for noncommercial educational broadcasting.<sup>2</sup> In 1967 the Public Broadcasting Act was passed by Congress, allowing the Corporation for Public Broadcasting to assist public radio and to provide public radio facility grants for the first time. The Act reads as follows:

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<sup>1</sup> Federal Communications Commission, "Educational Radio," Information Bulletin, (Washington: Government Printing Office), April, 1971, p.1.

<sup>2</sup> Ibid., p.1.

Sec. 396 (a)

(4) That it furthers the general welfare to encourage noncommercial educational radio and television broadcast programming which will be responsive to the interests of the people both in particular localities and throughout the United States, and which will constitute an expression of diversity and excellence...<sup>3</sup>

As a result of this Act, CPB founded National Public Radio, a nationwide noncommercial radio network. NPR began network distribution of programs in 1971. At the present time there are 157 NPR-affiliates in the United States broadcasting a minimum of 18 hours a day, heard by 2.4 million people a week,<sup>4</sup> employing 1156 full-time employees and 1455 part-time employees.<sup>5</sup>

Public radio plays a special role among media. It attempts to fill the gaps in program coverage left by commercial radio. In the words of NPR's Long Range Planning Book:

While all journalistic media deal with questions of public policy, public radio feels a special obligation to reflect the component groups and individuals who comprise the world we all share. Whereas commercial radio can prosper by segregating audiences demographically, public radio must strive to integrate diverse individuals and groups by presenting programming that reflects diversity rather than reinforcing conformity.<sup>6</sup>

Public radio set itself a difficult goal by accepting the terms of the Public Broadcasting Act and the goals of its own National Public Radio system. Evidence soon appeared which reflected some of

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<sup>3</sup> Public Broadcasting Act of 1967, S. 396 (a), 90 Stat. 129(1967).

<sup>4</sup> Status Report on Public Broadcasting, p.66.

<sup>5</sup> Cantor and Isber, Table 30, p.104.

<sup>6</sup> NPR, Long Range Planning Book, p.8.

the problems in reaching this goal. Indictments were heard of both NPR-affiliates and of NPR itself. The Advisory Council of National Organizations (ACNO), in a study commissioned by CPB, pointed out that one of the requirements for meeting this goal had not been met:

This mandate [1967 Public Broadcasting Act] covers all of the American public which includes 51% women. The emerging and changing role of women in our society is a reality yet to be fully recognized by public broadcasting.<sup>7</sup>

The National Organization for Women (NOW) backed up ACNO's allegations. NOW testified before the House Communications Subcommittee on April 9th, 1975, that they felt women were being ignored:

NOW's commitment to public broadcasting is strengthened by the fact that public broadcasting has a responsibility not only to respond to the needs of women, but to seek our advice and involvement. Obviously, this is not working the way it should at the national level and we, along with the other 45 national organizations who made these recommendations feel strongly that these issues do not go unheard...<sup>8</sup>

Ideas expressed at the women's meeting at the National Public Radio conference in Washington, D.C. during March of 1975 was indicative of the problems women were experiencing in public radio. Women who attended that meeting were displeased at that meeting with both the job individual stations were doing and with NPR's role as program coordinator and producer. The first step in the writer's

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<sup>7</sup> ACNO, preface.

<sup>8</sup> Long Range Financing Bill for Public Broadcasting, Hearings, p.1753.

investigation was to contact all possible sources of pertinent information listed in bibliographies and NPR material. A number of "no information" responses were received. The sources mentioned above included the Feminist Radio Network, American Women in Radio and Television, Inc., the Federal Communications Commission, the Public Affairs Broadcast Group (who indicated they were not aware of any other private firms producing radio programs for women), the National Association of Broadcasters (they started a program clearinghouse in Spring of 1975 which will deal with this type of information, but have nothing on women at the present time), and the University Microfilms system in Ann Arbor, Michigan (there was no previous thesis information).

The first institution to respond to requests for information was National Public Radio, who under the supervision of Russell Johnson of Howard University was itself conducting a special interest group study of its services. The Johnson study indicated women are the second largest special interest group requesting programming from NPR-affiliates, (blacks being the first). Of the stations responding to the Johnson survey, 11.3% indicated they had been requested to air women's programming because they were not already doing so.<sup>9</sup> A need apparently does exist, at the local level, for women's programming.

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<sup>9</sup> Russell Johnson, Preliminary Results of Special Interest Group Study, (NPR, 2025 M Street, N.W., Washington, D.C.), May 10, 1975, Table 16.

The previous research section of this study will be divided into four different areas: (1) the present situation in women's programming at NPR-affiliates; (2) some potential reasons for the present condition; (3) NPR's involvement; and (4) some recommended solutions by various groups.

The Advisory Council of National Organizations, after conducting their own study, arrived at this definition of women's programming:

Women's programming is that which presents a positive and diverse image of women, involves women at all levels of the program decision making process, integrates them into all areas of broadcast media, and gives emphasis to the particular experiences and issues that are of special significance to women but important to all Americans.<sup>10</sup>

A recent survey conducted by the Association of Public Radio Stations, CPB and NPR found in a sample of 12 stations that a weekly average of .73 hours of programming was produced for women.<sup>11</sup> The Johnson survey identified a total of 220 programs directed at special interest groups. Of these, 16%, or 36 shows were aimed at women.<sup>12</sup> Apparently very few of these shows actually hit their target audiences. The consulting group for the Johnson study listened to 88 of the 220 shows and found that only 9 of them actually reached their target audience due to the time they were scheduled and the program content

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<sup>10</sup> ACNO, p.3.

<sup>11</sup> Association of Public Radio Stations, Corporation for Public Broadcasting, and National Public Radio, "Minorities, Women and Public Radio," (CPB, 1111 16th Street, N.W., Washington, D.C.), April 1975, p.3.

<sup>12</sup> Debbie Campbell, "Digest Summary of the Final Report of the Special Interest Group Project: Phase I," (NPR, 2025 M Street, N.W., Washington, D.C.) October, 1975, p.1.

of the show. The consulting team also said the quality of two-thirds of the programs evaluated were "downright technically bad" and that content was "boring".<sup>13</sup> The group elaborated further on their findings:

From the programs that we listened to, we found little evidence of production planning, or pre-program involvement by special interest group members. From the type of questions asked, to the interviewing style, to the determination of what issue/problem would be covered, we found a singular lack of understanding of the less "newsworthy," but substantive issues confronting the special interest group being presented.<sup>14</sup>

Other problems included a lack of variety in program format, flat, soap-operaish approach to information, a tendency to focus on the problems of an organization, and a lack of planning on the producer's part.<sup>15</sup>

There were a number of reasons cited by different studies for problems in programming. One reason was a lack of proper advisory group involvement. The Johnson survey indicated that only 23 of 112 stations had advisory groups.<sup>16</sup> A report by the consulting group indicates that these advisory groups apparently do not function correctly because 90% of the personnel for the group are appointed by the station manager, and give no real input into the program

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<sup>13</sup> Cathy Irwin, "Special Report of August 4, 1975 to NPR President, Vice-President, SID Director, Department Directors from Special Interest Project Consulting Team. Report of the Findings and Recommendations on NPR Special Interest Programs," (NPR, 2025 M Street, N.W., Washington, D.C.), August, 1975, p.14.

<sup>14</sup> *Ibid.*, p.11.

<sup>15</sup> *Ibid.*, p.9-12.

<sup>16</sup> Debbie Campbell, "Digest Summary of the Final Report of the Special Interest Group Project: Phase I," (NPR, 2025 M Street, N.W., Washington, D.C.), October, 1975, p.3.



planning.<sup>17</sup> As the consulting team's report said:

We are quite aware that this is where white males have been traditionally involved. We are also aware that these people get defensive about this issue, and publicly as well as privately accuse Special Interest Groups and minorities of moving towards and designing mediocrity in their overwhelming concern for being heard. Our position is to allay these fears from the start.<sup>18</sup>

There are a very small number of advisory groups at the present time, and they have not been effective in providing feedback needed for program planning.

The second area of deficiency is production quality. More than half of the special interest programming of 112 stations is done by volunteers. The Johnson study points out that 67.2% of special interest group programming is done outside the station by community volunteers.<sup>19</sup> This, no doubt, accounts for some non-professional production. But there is a stronger underlying fault responsible for the large percentage of volunteers. There is a lack of women employees at NPR-affiliates. The National Organization for Women detailed this information in the hearings before the House:

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<sup>18</sup> Cathy Irwin, "Special Report of August 4, 1975 to NPR President, Vice-President, SID Director, Department Directors from Special Interest Project Consulting Team. Report of the Findings and REcommendations on NPR Special Interest Programs," (NPR, 2025 M Street, N.W., Washington, D.C.), August, 1975, p.6.

<sup>19</sup> Debbie Campbell, "Digest Summary of the Final Report of the Special Interest Group Project: Phase I," (NPR, 2025 M Street, N.W., Washington, D.C.), October, 1975, p.2.

Employment statistics for women in public radio are as staggering as those for public television. Of the 1,080 full-time local public radio station employees, only 242 or 23% are female, 75% of whom earn an average of less than \$7,500 per year. Women comprise 72% of the "non-professional" positions at local stations, and 86.4% of all traffic managers are women--earning approximately \$5,876 per year.<sup>20</sup>

These stations appear more disturbing when Tom Warnock of CPB revealed that the number of women in public radio has decreased 2.3% from 1972 to 1974.<sup>21</sup> The CPB Report of the Task Force on Women contained more indications of employment deficiencies:

However, at all three type of stations, the percentage of women who reached the highest level of responsibilities... was much lower than that of men with the same length service... Also men were more likely to be promoted than women. In radio 51% of the men and 40% of the women had been promoted.<sup>22</sup>

Management has proved difficult for women to break into. Tom Warnock continued his report with more information on women's upward mobility through the ranks:

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<sup>20</sup> Long Range Financing Bill for Public Broadcasting, Hearings, p.1754.

<sup>21</sup> Association for Public Radio Stations, Corporation for Public Broadcasting, and National Public Radio, "Minorities, Women and Public Radio," (CPB, 1111 16th Street, N.W., Washington, D.C.), April 1975, p.4.

<sup>22</sup> Muriel Cantor and Caroline Isber, Report of the Task Force on Women in Public Broadcasting, (CPB, 1111 16th Street, N.W., Washington, D.C.), Oct. 1975, p.12.

There is a clear (but slow) record of improvement for minorities in upper management positions, but the record for women in that category has actually decreased since 1972. (11.1% of the total compared with 8.9% of 1974).<sup>23</sup>

The following tables from Media Report to Women and the CPB Report of the Task Force on Women illustrate the problem:

Table 1

## Percentage of Men Employed at NPR-affiliates

	FY 1972	FY 1973	FY 1974	
<u>Positions</u>	<u>% Male</u>	<u>% Male</u>	<u>% Male</u>	
Upper Management	88.9%	91.3%	91.2%	
Other Professional & Technical	79.6%	73.8%	73.5%	
Non-professional	10.4%	27.5%	9.3%	24

Table 2

## Percentage of Women in Management at NPR-affiliates

<u>Position</u>	<u>Percentage (1975)</u>	
General Manager	4%	
Station Manager	12%	
Operations Manager	19%	
Program Manager	17%	
Production Manager	5%	
Business Manager	82%	
Chief Engineer	0%	25

<sup>23</sup> Gloria Penner, "Public Radio: 'The Record for Women...Has Actually Decreased Since 1972'," Media Report to Women, Vol.3, No.6, June 1, 1975, p.10.

<sup>24</sup> Ibid., p.10.

<sup>25</sup> Muriel Cantor and Caroline Isber, Report of the Task Force on Women in Public Broadcasting, (CPB, 1111 16th Street, N.W., Washington, D.C.), Oct. 1975, p.11.

Table 1 points out the predominance of male employees at NPR-affiliates in the upper and middle management positions. Women are a majority only in the non-professional category. There has been a decrease of 2.3% in the number of women in upper management positions since 1972, and an increase of 1.1% in the number of women holding non-professional positions.

Table 2 breaks down specifically the percentage of women who hold upper management positions at NPR-affiliates. The category with the highest percentage (82%) is that of business manager. No other category has more than nineteen percent female employment, and there are no female chief engineers. Employment statistics provide a poor picture of equal employment at NPR-affiliate stations.

Station managers explained the lack of programming for special interest groups in several ways. Of the responding stations in the Johnson study, 57% indicated that they were unable to determine or fulfill special interest group broadcast needs and 68.2% reported they consider current levels of special interest programming inadequate for target audience needs.<sup>26</sup> Out of all the surveys returned in the Johnson study 75% said that in order to make their programming more relevant there would have to be an increase in the quantity and quality of either local origination or prepackaged programming.<sup>27</sup>

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<sup>26</sup> Debbie Campbell, "Digest Summary of the Final Report of the Special Interest Group Project: Phase I," (NPR, 2025 M Street, N.W., Washington, D.C.), October, 1975, p.1.

<sup>27</sup> Ibid., p.2.

Unfortunately, National Public Radio stands in almost as bad a position. The women's meeting at the national NPR conference made these indictments:

- (1) NPR does not have an office or department to effectively handle women's submissions.
- (2) The Special Interest Group Department is temporary and is only studying the problem, not doing anything to solve it.
- (3) Women's issues are largely ignored on regular features.
- (4) NPR hiring practices discriminate against women.<sup>28</sup>

The last charge was substantiated by the CPB Report of the Task Force Report on Women, who found that while there were more women working for NPR percentage wise than local stations, this number still represents only 33%, and NPR tended to exclude women from management positions.<sup>29</sup> NPR does not presently produce a program exclusively for women or minorities, but has in the past said that both received coverage in regular features. But out of a total programming budget of \$1,040,000 for the second fiscal quarter of 1975, NPR spent only \$4,028 on women's units, which represents 4.8 hours out of 883 total program hours provided.<sup>30</sup> These figures are more disturbing when placed in the perspective of the following statement from the Advisory Panel on Essentials for Effective Minority Programming:

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<sup>28</sup> Statements expressed at "Women in Public Broadcasting" meeting at NPR national conference, March 26, 1975, Washington, D.C.

<sup>29</sup> Muriel Cantor and Caroline Isber, Report of the Task Force on Women in Public Broadcasting, (CPB, 1111 16th Street, N.W., Washington, D.C.), Oct. 1975, Table 37, p.108.

<sup>30</sup> NPR, National Public Radio Quarterly Report, Fiscal 1975 - Second Quarter, (NPR, 2025 M Street, N.W., Washington, D.C.), 1975, p.26.

According to CPB records, an additional \$198,600 was allotted to "Minority" programming on public radio, from a separate National Public Radio Budget of \$2.3 million; the use of these funds for minority programs as defined by the Panel is seriously questioned.<sup>31</sup>

Further examination of the contention that women are covered in episodes or units during regular programming, the CPB Report of the Task Force on Women reveals that during a sample week, (January 19-25, 1975), women's issues were ignored.<sup>32</sup> Not only were there fewer women on the air, but those women participated less.<sup>33</sup> As the Report concluded:

In adult radio programming the results were similar though females fare slightly better. There were 428 men (77%) and 127 women (23%). Ten radio programs (9½ hours) had no women participants.<sup>34</sup>

Yet another problem that people studying NPR discovered was lack of adequate data on programming content relating to women. The consultant group for the Johnson study explains the problem:

Poor data research also does NPR a disservice: a lay person reading this report could mistakenly think that only 12.2 hours out of a quarter total of 485 hours dealt with special interest groups.<sup>35</sup>

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<sup>31</sup> Advisory Panel on Essentials for Effective Minority Programming, Essentials for Effective Minority Programming In Public Broadcasting, (CPB, 1111 16th Street, N.W., Washington, D.C.), May, 1974, p.8.

<sup>32</sup> Muriel Cantor and Caroline Isber, Report of the Task Force on Women in Public Broadcasting, (CPB, 1111 16th Street, N.W., Washington, D.C.), Oct. 1975, p.23.

<sup>33</sup> Ibid., p.22.

<sup>34</sup> Ibid., p.22

<sup>35</sup> Cathy Irwin, "Special Report of August 4, 1975. to NPR President, Vice-President, SID Director, Department Directors from Special Interest Project Consulting Team. Report of the Findings and Recommendations on NPR Special Interest Programs," (NPR, 2025 M Street, N.W., Washington, D.C.), August, 1975, p.11-12.

If NPR wanted to defend the job they are doing at present, they would be unable to do so because of their poor data keeping system.

Station managers indicated that NPR has not done as much as it could have in the area of program production for special interest groups in the Johnson study. Of those responding to the Johnson study, 64.8% indicated that NPR could assist them by producing and distributing programs about special interest groups directed toward a general audience.<sup>36</sup> Another 61.7% went so far as to say they would have responded positively to special interest group requests if NPR assistance had been available.<sup>37</sup> In another segment of the Johnson survey, 59.4% stated that providing stations with increased NPR programming would be a significant determinant in their ability to meet special interest needs.<sup>38</sup> Both the Johnson study and the CPB Report of the Task Force on Women indicate that NPR has not lived up to its obligations toward affiliate stations.

Several different recommendations were made by CPB the women's meeting at the NPR conference, by the Johnson study, and others for possible improvements in both station and NPR positions. Individual stations are advised to hire more women, both in non-professional and upper management positions. Tom Warnock of CPB said:

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<sup>36</sup> Debbie Campbell, "Digest Summary of the Final Report of the Special Interest Group Project: Phase I," (NPR, 2025 M Street, N.W., Washington, D.C.), October 1975, p.2.

<sup>37</sup> Ibid., p.2.

<sup>38</sup> Ibid., p.2.

In particular, I urge you to make special efforts in recruiting qualified minority and women candidates for "upper management" positions at your station...Upward mobility to significant positions within a station depends upon the quality and quantity of the individuals in the lower professional and technical categories. That is why seeking out qualified minority and female applicants in this middle management category is essential.<sup>39</sup>

The National Organization of Women sees the wage and employment issue as a test of good faith for public broadcasting.

Stations must be required to demonstrate good faith efforts to eliminate the wage gap and the lack of upward mobility which women currently experience in American public broadcasting.<sup>40</sup>

Several suggestions were made by the consulting team of the Johnson study to improve program quality and content:

1. Avoid noting only melodramatic aspects of special interest group concerns, avoid superficiality.
2. Programs overall need more pre-production planning.
3. Programs need more continuity internally, and in series.
4. Programs need greater involvement of special interest group members.
5. Programs need to contain more accurate data.<sup>41</sup>

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<sup>39</sup> Gloria Penner, "Public Radio: 'The Record for Women...Has Actually Decreased Since 1972'," Media Report to Women, Vol.3, No.6, June 1, 1975, p.10.

<sup>40</sup> Long Range Financing Bill for Public Broadcasting, Hearings, p.1754.

<sup>41</sup> Cathy Irwin, "Special Report of August 4, 1975 to NPR President, Vice-President, SID Director, Department Directors from Special Interest Project Consulting Team. Report of the Findings and Recommendations on NPR Special Interest Programs," (NPR, 2025 M Street, N.W., Washington, D.C.), August 1975, p.17-18.



The CPB Report of the Task Force on Women also said that stations need to demonstrate a greater commitment to women's programming.

The last area of improvement which CPB suggested for individual stations relates to collection of data. Tom Warnock of CPB again asked "the station managers to maintain up-to-date records on employment and programming, especially programming designed for, by and about women."<sup>42</sup> He asked for this significant improvement because:

...radio will be queried on its progress in Congressional Oversight Hearings expected next year. We need to be able to respond by pointing to distinct improvements for ethnic minorities and women in employment and programming and other activities of the station.<sup>43</sup>

Public radio stations need to clear their name of the indictments presented against them.

National Public Radio has begun to take some steps to remedy its problems. On August 22, 1975 the NPR Board of Directors approved a plan which recommended that carry over funds from 1975 be used to activate the Department of Special Audience Programs on a permanent basis on or about January 1, 1976 (pending the selection of a Director). The department will be funded with \$37,000.<sup>44</sup> The Johnson

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<sup>42</sup> Gloria Penner, "Public Radio: 'The Record for Women...Has Actually Decreased Since 1972'," Media Report to Women, Vol.3, No.6, June 1, 1975, p.10.

<sup>43</sup> Ibid., p.10.

<sup>44</sup> Joseph Welling, (Chairman of NPR Board of Directors), "NPR Memorandum for Meeting August 22, 1975," (NPR, 2025 M Street, N.W., Washington, D.C.), Item 7, p.1.

survey recommends that this board coordinate regional special interest group programming centers.<sup>45</sup> The women's meeting at the national NPR conference in Washington, D.C. in March of 1975 recommended that:

Programming: That NPR should (a) originate a national women's program utilizing material produced by local stations, and or (b) as a technical network, distribute women's programming produced by local stations to member stations through a method of payment and line feed distribution currently used by NPR in providing Options, and (c) make time available on the NPR interconnect (for non-broadcast use) for women at member stations across the country to discuss and share information about women's programming (similar to the use of the interconnect for fund-raising and development).<sup>46</sup>

NPR has made the following commitment in its Subcommittee on Special Interest Programming, (consisting of chairman Don Holloway, WMKY-FM, Morehead, Kentucky; Bonnie Cronin, WBUR-FM, Boston, Massachusetts; and Basil Scott, administrative director of the New York State Department of Motor Vehicles, Albany, New York), to do more for special interest groups:

The American society is a pluralistic one, composed of many groups and speaking with many voices. In order to serve the diverse needs of society, NPR must reflect that pluralism.

There are many special interest groups within our society identified by race, sex, age, vocation, hobby, socio-economic status, and other factors. While recognizing that NPR should and will be concerned with all of them, special attention will be focused on those groups, which, by virtue of their ethnic or social identity, are subjected to the disadvantages inherent in a position of inequality in the American social structure.<sup>47</sup>

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<sup>45</sup> Debbie Campbell, "Digest Summary of the Final Report of the Special Interest Group Project: Phase I," (NPR, 2025 M Street, N.W., Washington, D.C.), October 1975, p.4.

<sup>46</sup> Janus Adams and Marty Durlen, "Recommendations from Radio Conference's 'Women in Public Broadcasting' Session," NAEB Letter on Women's Activities, Vol.2, No.2, April, 1975, p.1.

<sup>47</sup> NPR, Long Range Planning Book, item 1703.

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One of the contributing factors to the goal of focusing special attention on disadvantaged groups is the hiring of more women in the structure of NPR itself. Employment of more women is suggested by the CPB Report of the Task Force on Women. This same report also suggests more women be promoted to upper management positions.<sup>48</sup>

The last group of recommendations from the CPB Report is directed towards the Corporation for Public Broadcasting, in its position of overseer for National Public Radio. The Report suggests that:

1. CPB weigh heavily the equal and fair representation of women among the factors it considers when deciding what programs to fund.
2. CPB should prepare a manual to aid station and program managers in achieving a better balance in programming, and fair treatment of women.
3. CPB should increase the number of women in decision-making positions. One suggested means is a central job clearing-house for minority candidates.
4. CPB should monitor salary levels and insure equal pay for equal work.
5. CPB should establish grants that would provide training opportunities, including management training, of individual stations and/or appropriate production centers in areas of station operations that now employ few women. (e.g., engineering, and other technical jobs, some writing and production jobs, and management).
6. CPB should establish continuing broad-based national and local monitoring systems to assess the progress of public media in achieving fair treatment of men and women in broadcasting.<sup>49</sup>

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<sup>48</sup> Muriel Cantor and Caroline Isber, Report of the Task Force on Women in Public Broadcasting, (CPB, 1111 16th Street, N.W., Washington, D.C.), Oct. 1975, p.54.

<sup>49</sup> Ibid., p.54.

Such are the materials presently available about women involved in public radio. Much information is not available because of lack of adequate research, which is responsible, in part, for some of the problems public radio is now encountering. In the results section of this study the author will make a contribution toward filling the void of information available.

## CHAPTER IV

### Results

The pre-test of the questionnaire was sent to selected respondents July 17, 1975. The returns were received by September 3, 1975 and appropriate revisions in the questionnaire, based on pre-test suggestions, were made. The actual questionnaire was sent to the 157 NPR-affiliate stations in the United States on September 14, 1975. A total of 91 responses was received from the 157 stations for an 58% return. These responses included both completed surveys plus 20 letters attached from people who reacted strongly to the subject matter of the study. The results of each individual question were analyzed. The findings were then examined carefully to determine trends which appeared from the data.

The exact questions from the survey are presented at the heading of the various tables in this section. The number of responses is presented in parenthesis after each question. The percentage of stations responding is in brackets. The percentages of responses on each question, from all questionnaires returned, are given in each table for clarify and analysis.

Table 3

QUESTION 1: WHAT CHARACTERISTICS MUST A PROGRAM POSSESS TO BE CONSIDERED A WOMEN'S SHOW: (RANK FROM 1 TO 4) (67 responses) [73.6%]

Options	1		2		3		4	
	No. of Responses	Percent	No. of Responses	Percent	No. of Responses	Percent	No. of Responses	Percent
A. <u>topic</u> intended for female audience	(26)	38.8	(28)	41.8	(4)	5.9	(9)	13.4
B. woman hostess or talent	(5)	7.4	(6)	8.9	(26)	38.8	(30)	44.7
C. women guests on program	(3)	4.5	(9)	13.4	(33)	49.2	(22)	32.8
D. program aimed at female audience	(33)	49.2	(24)	35.8	(4)	5.9	(6)	8.9

The author wanted to determine what characteristics the respondents felt a program must possess in order to be considered a women's show. Approximately 49% of the respondents ranked as their first option that the program topic must be aimed at the female audience. The second most necessary ingredient for a program to be a women's show was that the program should be intended for a female audience (38.8%). It should be noted that 85% of the stations responding selected option D (program aimed at female audience) as their first or second choice while 80.6% of those responding chose option A (topic intended for female audience) as either their first or second choice.

Less essential items in this same regard were that women guests should frequent the program with women hostesses and/or talent. Option B (woman hostess or talent) was selected by 83.5% of the respondents as their third or fourth choice while 82% chose option C (women guests on program) as their third or fourth choice. Female oriented subject matter was apparently considered more essential for a women's show than for a female to be the hostess or talent or for women guests to appear on the program.

The data suggests that emphasis on subject matter limits the number of programs which can be considered women's programs. A female guest, hostess or talent may talk about whatever they like, but if the program is to be considered a women's show by the majority of stations, the program must be aimed at a female audience or deal with a feminine topic.

Based on the subject matter emphasized, one could infer stations are moving towards more pre-production planning of shows, Women hostesses, talent and guests imply an interview situation, which tends to be unstructured. As programming moves away from the interview format, more production planning will be necessary.

Table 4

QUESTION 2: DOES YOUR STATION AIR PROGRAMS AIMED AT WOMEN?  
(84 responses) [92.3%]

Options	No. of Responses	Percentages
A. Yes	(52)	61.9
B. No	(32)	388.0

This question was asked simply to find out if there had been an increase in the number of stations airing programming for women since the Johnson study was conducted in April of 1975. That study asked for the number of programs directed toward women, and 36 programs were reported from 112 stations. In the Johnson study 32.1% of the stations reporting aired programs directed toward women. The author's study, conducted in September of 1975, found a significant increase in the number of programs directed toward women with 61.9% of the stations reporting such programming, (52 programs from 84 respondents). These statistics reflect an increase of 24.9%. The increase indicates improvement in coverage of women and women's issues (and in particular significant because) it occurred within a six-month period, (August to September, 1975).

Table 5

QUESTION 3: WHY DO YOU PROGRAM WOMEN'S FEATURES: (PLEASE CHECK ALL APPLICABLE STATEMENTS) (67 responses) [73.6%]

Options	No. of Responses	Percentages
A. women's group request	(21)	21.0
B. ascertained need	(58)	58.0
C. FCC requirement	(4)	4.0
D. Individual listener request	((17)	17.0



Stations were asked to check more than one option on this question if they so desired. Station personnel indicated several reasons for airing programs for women. Ascertained need, (or the station management's individual determination of minority needs to be served), led all categories by a significant margin, receiving twice as many responses as the second most frequently named reason. This finding is consistent with the Johnson study, which indicated that the station managers were aware of the need of program women's features, but were having problems doing so. The "FCC requirement" option was offered to determine awareness of the individual filling out the form. The FCC cannot, by law, require any kind of programming. The majority of station personnel indicated a knowledge of the FCC's role, as only 4 respondents indicated women's programming was on FCC requirement. "Women's group requests" and "individual listener request" seem to have motivated some production. These two items have apparently gained in significance in the interval since the Johnson study, which showed that 14 of 112 stations (12.5%) received requests for programming for women, as compared with 38 of 67 stations (56.7%) in this study. No reason could be discerned for the increase. Women are becoming more active in making their desires known. Perhaps station managers are paying more attention to requests?

Table 6

QUESTION 4: HOW MANY HOURS A DAY DOES YOUR STATION BROADCAST?  
(84 responses) [92.3%]

		Options							
Hours per day		18	19	20	21	22	23	24	Other
No. of Responses		(41)	(16)	(4)	(4)	(0)	(0)	(13)	(6)
Percentages		48.8%	19.0%	4.7%	4.7%	0%	0%	15.4%	7.1%

National Public Radio stations are required under CPB regulations to broadcast at least 18 hours a day. The largest category of stations (48.8%) responding broadcast the minimum number of hours a day required to meet the CPB qualifications. Six other stations broadcast from five to sixteen hours a day. They are carried as an exception to the minimum hour rule, having been charter members of NPR. All other stations surveyed broadcast an average of 19 hours a day. Data on the number of hours a station broadcasts will allow for a specific breakdown of the percentage of women's programming at NPR-affiliate stations.

Table 7

QUESTION 5: HOW MANY HOURS A WEEK DOES YOUR STATION PROGRAM PUBLIC AFFAIRS? (80 responses) [87.9%]

		Options					
Hours per week		1-5	5-10	10-20	20-30	30-40	40 or more
No of Responses		4	14	23	19	10	10
Percentages		5.0	17.5	28.7	23.7	12.5	12.5

This question was asked to determine if a comparison could be made between hours designated for public affairs programming and the amount of programming directed towards women. The heaviest concentration of responses came in the 10-30 hours category. The comparison will be made on a station to station basis in the section following Table 8 where data are given relating to the number of hours per week stations devote to women's programming.

Table 8

QUESTION 6: HOW MANY HOURS A WEEK ARE DEVOTED SPECIFICALLY TO WOMEN'S PROGRAMMING? (52 responses) [57.1%]

Hours a week	Options					
	$\frac{1}{2}$ or less	$\frac{1}{2}$ -1	1-2	2-3	3-4	4 or more
No. of responses:	(7)	(12)	(15)	(7)	(2)	(9)
Percentages	13.4	23.0	28.8	13.4	3.8	17.3

The responses in Table 8 are significant in several respects. Nine stations show a fairly heavy emphasis on women's programming, broadcasting more than four hours a week to that specific audience. These nine stations broadcast a combined total of 36 hours of women's programming a week, out of 1204 broadcast hours, or 2.1% of their broadcast week. Two of the nine stations broadcasting 4 or more hours of women's programming were in the 5-10 hour a week public affairs category, three were in the 10-20 hour block, one was in the 20-30 hour category, two were in the 30-40 hour category, and one was in the 40 hour and above category. For Public Affairs programming

Table 9

Stations	Public Affairs Programming	Women's Programming
Station A	5-10 hours	4 or more hours
Station B	5-10 hours	4 or more hours
Station C	10-20 hours	4 or more hours
Station D	10-20 hours	4 or more hours
Station E	10-20 hours	4 or more hours
Station F	20-30 hours	4 or more hours
Station G	30-40 hours	4 or more hours
Station H	30-40 hours	4 or more hours
Station I	40 hours or above	4 or more hours
Station J	1-5 hours	$\frac{1}{2}$ hour or less
Station K	5-10 hours	$\frac{1}{2}$ hour or less
Station L	10-20 hours	$\frac{1}{2}$ hour or less
Station M	10-20 hours	$\frac{1}{2}$ hour or less
Station N	10-20 hours	$\frac{1}{2}$ hour or less
Station O	40 hours or above	$\frac{1}{2}$ hour or less
Station P	not available	$\frac{1}{2}$ hour or less

women's programming appears to have been a fairly large portion of these nine station's public affairs programming.

At the other end of the spectrum, there are seven stations broadcasting a half hour or less of women's programming a week. These seven stations broadcast women's programs a combined total of

three and a half hours a week, out of 987 broadcast hours, or .35%. One of the stations broadcasting a half hour or less of women's programming was in the 1-5 hour a week public affairs category, one was in the 5-10 hour category, three were in the 10-20 category, one was in the 40 and above category, and one did not specify. The stations broadcasting less women's programming generally broadcast less public affairs.

The 52 stations broadcasting women's shows average 1-2 hours of such programming per week. Women's programming apparently occupies anywhere from three to ten percent of the public affairs programming at the 52 stations indicating they air women's shows.

There were six stations broadcasting women's programming which were below the CPB minimum 18 hour broadcast day requirement. One station broadcasts five hours per day, and 2-3 hours weekly of women's programming, or approximately 7.1%. One station broadcasts twelve hours per day, and 1-2 hours of women's programs, or 1.7% weekly. One station broadcasts 15 hours a day, with 1-2 hours of women's programs, or .8%. The last two stations each broadcast 16 hours daily. One carries 1-2 hours of women's programs, or approximately .7%. The other carries 4 or more hours, or 2.0%.

The 52 stations that broadcast women's programming devote approximately 1.4% of their total broadcast week to this type of program. NPR-affiliates broadcast an average of 95 hours of women's programming per broadcast week.

Table 10

QUESTION 7: HOW MANY WOMEN'S SHOWS ARE LOCALLY PRODUCED?  
(56 responses) [61.5%]

Options						
No. of hours	None	½ or less	½-1	1-2	2-3	3 or more
No. of responses	(4)	(16)	(7)	(12)	(5)	(12)
Percentages	--	30.7	13.4	23.0	9.6	23.0

One of the findings of the Johnson study was that station managers felt they and their staff did not have enough time to produce women's shows, and that NPR should provide special interest group programs (which includes women's programs). This question was designed to determine how many stations actually produced their own women's programming. Of the 52 stations that responded affirmatively on production, 88.6% produce all their own women's programs, incorporating supplemental features.

Table 11

QUESTION 8: HOW MANY LOCALLY PRODUCED WOMEN'S PROGRAMS ARE PRODUCED BY THE FOLLOWING: (50 responses) [54.9%]

Options							
Women's Program Producers	station producer (female)	station producer (male)	student (female)	student (male)	community volunteer	other member of station staff	other
No of Responses	(32)	(9)	(12)	(3)	(23)	(1)	

This question was designed to serve two purposes: (1) to find out who is producing women's programming, and (2) to determine what effect the producer had on the amount of programming for women. Station personnel could respond to more than one option on question 8. Thirty-eight of the respondents indicated all their women's programming is produced by women.

Five respondents indicated all their women's programming is produced by males, and seven stations indicated both sexes worked on women's productions. Two male producers produced a half hour or less, one produced  $\frac{1}{2}$ -1 hour, two produced 1-2 hours, and one produced more than four hours of women's programming.

The combination of male and female producers resulted in two stations producing  $\frac{1}{2}$  hour or less of women's programming, two stations producing 1-2 hours, one station producing  $\frac{1}{2}$ -1 hours, and two producing 4 or more hours of women's programming.

Of the nine stations that indicated four or more hours of women's programming (Table 8), six stations had only women producers, two were produced by men and women and one had a male producer. Of the seven stations that indicated a half hour or less of women's programming (Table 8), three had solely women producers (all part-time), four had both men and women producers, and one had a male producer. The stations that produced more women's programming had more female employees based on the survey results.

There appear to be few male producer's involved in the production of women's programs. Those stations which air programs for women rely

to a large extent on their female employees to produce it. This is significant when related to the previously determined fact that stations have few female employees. If female employees do most of the production, is it possible to assume that the hiring of additional women would increase women's programming?

Table 12

QUESTION 9: WHAT IS THE CLASSIFICATION OF THE MEMBERS OF YOUR STAFF WHO PRODUCE WOMEN'S PROGRAMS: (51 responses) [56.0%]

Options	No. of Responses	Percentages
full-time	(40)	54.7
part-time	(16)	21.9
volunteer	(17)	23.3

This question attempted to determine the employment status of those producing women's programs for the various stations. Slightly over half are full-time employees. The other employees are either part-time employees or community volunteers. This finding appears to indicate a lack of support of women's programming on the part of station managers in not hiring more full-time employees to produce such programs even though there may be many other reasons for not having full-time employees. Part-time and volunteer workers cannot be expected to provide the professionalism or time necessary for maximum effect for women's programming.



Table 13

QUESTION 10: PLEASE ESTIMATE THE PERCENTAGE OF YOUR PROGRAMMING BUDGET THAT IS DEVOTED TO WOMEN'S PROGRAMMING: (45 responses) [49.4%]

Options	No. of Responses	Percentages
1-3%	(33)	71.1
3-5%	(7)	15.3
5-7%	(3)	6.6
7-10%	(2)	4.4
10% or more	(0)	0.0

The purpose of this question was to determine what percentage of total programming budget stations have allocated to women's programming.

A number of stations responded that they did not have a separate programming budget, therefore they could not respond to this item.

Those who did respond clearly indicated a small amount of their total programming budget was devoted to women's programming. After all the responses were totaled and divided by the number of respondents the average amount of money spent on women's programming was from one to three percent of their total programming budget. No station among these responding indicated they spent more than ten percent of their total budget on women's programming. These figures seem to indicate stations have not been making a substantial money commitment to women's programming, and that it is not a high priority programming item. If women constitute 53% of the American public, shouldn't they

receive more than one to three percent of the average NPR-affiliate's programming budget?

Table 14

QUESTION 11: WHAT PERCENTAGE OF YOUR WOMEN'S PROGRAMMING IS AIMED AT THESE AUDIENCES: (53 responses) [58.2%]

Options	No. of Stations Responding	Average Percentage of all responses
housewife	(24)	49.3
female college student	(8)	25.9
male college student	(1)	30.0
female student (high school/younger)	(4)	9.0
male student (high school/younger)	(1)	6.0
working women	(15)	32.1
working men	(3)	12.3
general audience	(32)	73.4

Question 11 allowed station personnel to respond to more than one option. The first column, (in parenthesis), indicates the number of stations who aim their women's programs toward a specific audience. Each station was also asked to indicate what percentage of their women's programming was directed at a particular audience. The second column shows the average of the percentage provided by the respondents on each option category.

Women's programming is not necessarily all directed at the same audience. This question seeks to determine what audiences stations are aiming for with their women's programs. Most programs appear to be aimed at a general audience as seen by the fact that this category had the largest number of stations responding and the highest overall percentage rating. The next highest percentage responses were for housewives and working women respectively. Men were for the most part ignored, as only 5 stations indicated they direct any of their programming at men (male student, male college student, working men), unless included in the general audience. Sixteen stations said they devoted 100% of their women's programming to the general audience.

Table 15

QUESTION 12: WHAT PERCENTAGE OF WOMEN'S PROGRAMS ARE TAKEN FROM OUT-SIDE SOURCES? (56 responses) [61.5%]

Options	No. of Stations Responding	Percentage of Programming Taken from source
other stations	(3)	37.0
Feminist Radio Network	(3)	16.6
National Public Radio	(26)	44.3
citizen's group	(7)	25.7
private broadcast network	(1)	1.0
other sources	(8)	no percentages available

A number of stations indicated that they did not produce all of their own women's programming. Question 14 also allowed station personnel to respond to more than one option. The first column, (in parenthesis), indicates the number of stations who utilize segments in a particular category. The second column indicates the average of the percentages each respondent takes from that category.

The data in Table 14 indicates that those stations who use segments from outside sources rely most heavily on National Public Radio (44.3%) for material. Twenty-six stations use NPR features compared to seven stations utilizing citizen's groups. Citizen's groups were the second most mentioned outside source listed as a contributor to women's programs. The Feminist Radio Network did not register as a strong contributor, despite increased publicity to get their material aired. Other stations were only mentioned three times, and private broadcast networks only once, (the name of the private broadcast network was not supplied). The sixth category allowed stations the opportunity to fill in "other sources" which had not been covered in the other five options. Three stations mentioned the Pacifica network on the West Coast, two utilized UPI features, one the Associated Press women's show. Another station mentioned the Department of Housing and Urban Development as a contributor to a consumer protection show for women, and one received material from the University of Chicago. These results support the earlier supposition that most stations that produce women's programs use other sources only as supplements or occasional features especially NPR

segments. National Public Radio and the majority of the other options do not provide a complete women's show.

Table 16

QUESTION 13: HOW MANY OF YOUR WOMEN'S PROGRAMS USE THE FOLLOWING FORMATS? (57 responses) [62.2%]

Options	No. of Responses	Percentages
modular	(14)	17.1
interview	(24)	29.6
monologue	(7)	8.6
combination	(28)	34.5
other	(8)	9.8

The data in Table 16 deals with the format of women's programs. Stations once again could provide more than one response. The data indicates that the majority of programs are either a combination of modular-interview-monologue or utilize the straight interview format. Monologue was the least popular program format with only seven responses or 8.7%. Eight stations listed other formats: documentary, poetry reading, speeches, drama, panel discussions, dialogue, and college. The numerically high percentage of shows which rely on modular and combination formats, (51.6%), leads credence to the charge by the consulting group of the Johnson study that women's programs tend to be disjointed and have poor continuity. The requirements of a polished, modular show are difficult to meet, especially with the emphasis on part-time and volunteer producers of women's shows.

Table 17

QUESTION 14: DO INDIVIDUAL WOMEN'S FEATURES ON OPTIONS, ATC, ETC.,  
 PROVIDED BY NPR, SATISFY YOUR CURRENT NEED FOR WOMEN'S PROGRAMS?  
 (74 responses) [81.3%]

Options	No. of Responses	Percentages
Yes	(32)	43.2
No	(42)	56.7

The data shown in Table 17 was sought for comparison with the results with the Johnson study to determine whether or not stations are satisfied with NPR's present role in women's programming. The majority of respondents, (58.7%), indicate they are not satisfied with present programming contributions from NPR. This data agrees with the Johnson survey results which indicated that 61.7% of the 34 respondents would like to see NPR exercise a large role in a special interest group production. It is assumed that a certain percentage of the Johnson study respondents were interested in women's programs as part of special interest groups.

Table 18

QUESTION 15: WOULD YOU LIKE TO SEE NPR PROVIDE A REGULARLY SCHEDULED  
 WOMEN'S PROGRAM? (82 responses) [90.1%]

Options	No. of Responses	Percentages
Yes	(54)	65.8
No	(20)	24.3
Audition first	(8)	9.7

The data from question 15 is a follow up to question 14, asking stations if they would like to see NPR take a larger role in women's programming by providing a regularly scheduled program. The answer is yes by a substantial margin, with 75% saying they would either like to audition the program or see it produced.

Table 19

QUESTION 16: IF NPR WERE TO PROVIDE SEVERAL WOMEN'S PROGRAMS, WOULD YOU MAKE ROOM FOR ONE OF THEM IN YOUR PROGRAM SCHEDULE?  
(81 responses) [89.0]

Options	No. of Responses	Percentages
Yes	(49)	60.5
No	(9)	11.1
Audition	(23)	28.3

The data in Table 19 indicates that if NPR produced several women's programs, almost 90% of the respondents would either air one of the programs or be interested in auditioning them for broadcast. These data are in agreement with the results of the Johnson survey showing that most stations would play more women's programming if it were provided for them by NPR.

Table 20

QUESTION 17: WOULD YOU LIKE A COPY OF THE RESULTS OF THIS SURVEY?  
 (84 responses) [92.3]

Options	No. of Responses	Percentages
Yes	(69)	82.1
No	(15)	17.8

Question 17 was asked to determine which stations would like copies of the results. Sixty-nine stations replied that they would, and will receive a brief summary of survey results.

Twenty letters were received from personnel who did not fill out the questionnaire, or who wanted to further explain their responses. The majority of the letters said women's programming should not be categorized. The following excerpts from both male and female, represent the content of some of the above mentioned letters:

I have a great deal of difficulty filling out things like this. I refer you to the most recent Columbia Journalism Review opinion piece on "minority" programming. I am very opposed to blocking programs into slots like women's programming.

I'm not a fan of breaking things down to male or female programming! In today's thinking, I feel that that approach is wrong. I can't honestly think of an area of interest that doesn't have appeal for both men and women.

I personally feel that the concept of women's programming is decidedly negative. To categorize such only defines and divides, allowing individual interpretation, and of course misrepresentation.



We broadcast to people. Women are people, ergo...

The difficult part is trying to believe that women are (or anyone is) gullible enough to believe that they need specific programming...

Women's programming - we aim at anyone, especially those who will aim money back at us.

...we do not broadcast programs produced only for women or about women. We broadcast people programs.

I mean, we have not yet been asked by local celestial physicists to broadcast a series of programs on the general and specific applications of the binomial theorem to computer-generated alternatives to the distribution of planetoid mass in the solar system. But it probably won't be long before the FCC decides that it should not only accept such a topic but we'll be required to form a citizen's council to generate such programs.

The survey seemed to touch a sore spot with some of the station personnel. They felt they were being asked to categorize that which should not be categorized. Evidently they felt that women's programming should not be examined as a separate entity, but within the structure of their complete broadcasting format. In the solutions/suggestions chapter, more time will be devoted to this idea.

The primary value of the survey was to establish specific reactions and desires on the part of NPR-affiliate stations in relation to the concept of women's programming. Station personnel appear to recognize its importance, as indicated by the increase in the number of women's shows aired. However, these same personnel place a great deal of the responsibility for increasing women's programming on the shoulders of National Public Radio. The station personnel are receptive to the prospect of airing women's shows, but National Public Radio apparently will have to assume a larger role than it now

exercises if women are to receive more coverage.

The final chapter of this study is devoted to suggestions for the improvement of women's programming at both NPR-affiliate stations and National Public Radio itself.

## CHAPTER V

### Solutions/Suggestions

The previous research and results chapters of this study show a desire on the part of responding NPR-affiliates to air more women's programming, either as separate programs, or integrated into overall programming presentations. Based on suggestions from individual station managers, the Corporation for Public Broadcasting, the women's group meeting at the National Public Radio conference in March of 1975, the Johnson study, and data from this study the following suggestions are made to help alleviate the problem of insufficient women's programming in public radio stations.

These suggestions are divided into two separate categories: (1) recommended action to be taken by NPR-affiliates, and (2) recommended action to be taken by National Public Radio.

- I. Solutions/Suggestions for Individual NPR-affiliates
  - A. NPR-affiliates need better ascertainment of their audiences.
  - B. NPR-affiliates need to hire greater numbers of qualified women.
  - C. Community women's groups need more programming input.
  - D. NPR-affiliates need a greater commitment of women's programming.
  - E. NPR-affiliates need to find more financial support for women's programming.
  - F. NPR-affiliates need better circulation and exchange of information on women's programs.

## II. Solutions/Suggestions for National Public Radio

- A. NPR needs to establish a Special Interest Groups Department to organize, produce and handle special interest group productions.
- B. NPR needs to increase and encourage production of women's programs at the national, regional and local levels.
- C. Revenue sharing funds could become an option for affiliate production on the local level of women's shows.
- D. NPR needs to help its affiliates find more financial support for women's programming.
- E. NPR should expand use of its regional feed system.
- F. NPR needs to hire greater numbers of qualified women and integrate more women into program segments.
- G. NPR should establish a central program information clearinghouse for its affiliates.
- H. NPR needs more accurate records of women's representation in NPR programming.

## I. Solutions/Suggestions for Individual NPR-Affiliates

Individual stations, management and personnel are the most important element in effecting the changes proposed in this study. These individuals make the final decisions about programming. The following suggestions for improvements are offered for consideration by anyone involved in the decision making process at NPR affiliate stations.

NPR-affiliates need better ascertainment of their audiences. Individual stations need to ascertain their audiences more closely than they presently appear to be doing. The consulting team for the

Johnson study pointed out that of eighty-eight shows they examined, supposedly aimed toward a certain audience (women among them), only nine actually reached the target audience.<sup>1</sup> Women's shows need to be more carefully examined in terms of content and times they are scheduled for broadcast if they are to reach the intended audience.

NPR-affiliates need to hire greater numbers of qualified women. A second area in need of improvement among public radio stations relates to employment practices. CPB spokesman Tom Warnock pointed out the recent decrease in female personnel cited earlier in this study. If more women were hired, it seems likely there would be an increase in the number of women's shows produced; for as the author's study indicates (Table 11) women produce the majority of women's programming.

Community women's groups need more programming input. Most individual stations need to actively seek women's information and program ideas. The majority of stations do not consult women's groups for program requests or suggestions. The survey compiled by the Association of Public Radio Stations in cooperation with CPB and NPR, showed that in 1974, only four or five women out of all 137 stations studied served on community program advisory boards for NPR-affiliates.<sup>2</sup> Better

<sup>1</sup> Russell Johnson, Preliminary Results of Special Interest Group Study, (NPR, 2025 M Street, N.W., Washington, D.C.), May 10, 1975, p.2.

<sup>2</sup> Association for Public Radio Stations, Corporation for Public Broadcasting, and National Public Radio, "Minorities, Women and Public Radio," (CPB, 1111 16th Street, N.W., Washington, D.C.), April 1975, p.3.

contact with the members of the community would improve the targeting of programs. The program manager could accomplish this objective by meeting with community advisory groups, responding to women's requests, seeking input from female employees, and researching women's issues in the community.

NPR-affiliates need a greater commitment to women's programming. The most important recommendation to be made regarding women's programming is simply that stations attempt to present and/or produce more programs, and information aimed at women. The author's data indicate that only one of three percent of the average programming budget at a public radio station producing women's shows, is spent on women. Since 53% of a prospective public radio audience should be composed of women, do they not deserve better representation in programming than they presently receive?

NPR-affiliates need to find more financial support for women's programming. In the Johnson study, lack of adequate resources was the leading reason for not producing special interest programming.<sup>3</sup> Those resources are available. There are a number of organizations who have indicated they would allocate funds for women's programming if approached with a well-developed, well-planned concept. The

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<sup>3</sup> Russell Johnson, Preliminary Results of Special Interest Group Study, (NPR, 2025 M Street, N.W., Washington, D.C.), May 10, 1975, Table 13.

National Organization for Women, the Office of Health, Education and Welfare, the Ford Foundation and others are open to new ideas. Station personnel should concentrate on securing additional financial support for women's programming. The members of the Stanton project, an independent group who produced a 13 week film series on women, have offered to review and critique proposals for women's shows and then suggest places to send them to obtain financing.<sup>4</sup> Stations should take advantage of this opportunity.

NPR-affiliates need better circulation and exchange of information on women's programs. Another improvement individual stations could make is better circulation and exchange of information on programs and program segments already available. If there was a regular regional and/or national circulating program file or booklet of all station offerings, and a detailed description of the shows that segments, more stations might offer a greater quantity of material for, by and about women. Better quality should also result from this action. Tapes could be bicycled for auditions if a station were interested in a particular selection. Such a service would be relatively inexpensive for the returns which could result. If a large number of stations indicate interest in a specific program, a

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<sup>4</sup> Stanton Project, Radcliffe College, Room B-1, 10 Garden Street, Cambridge, Massachusetts 02138.

provide more sensitivity to the needs of women in the listening audience, and more receptiveness to possible program ideas and concepts geared toward women. Closer contact with women's groups would most likely result in stronger community support and identification. Outside financial support for women's shows could pay for more professionalism in production, and a polished final product. With the exchange of ideas and support among themselves, individual stations could learn from each other, not only about women's programs, but other ideas as well. Women constitute 53% of the American listening public. They are not a minority, but a majority. Shouldn't public radio pay more attention to them?

#### Solutions/Suggestions for National Public Radio

The second series of solution/suggestions revolves around National Public Radio. The author is focusing on NPR separately because it plays a major role in the programming of its affiliates.

- (1) NPR feeds 4.3 hours of original daily programs (approximately 30 hours a week) to its 157 affiliates, excluding previously taped programs.<sup>5</sup>
- (2) NPR sends stations 7.4 hours of previously taped programs a week.<sup>6</sup>
- (3) Of every hour that NPR sends down the line, 64% of the stations pick it up and use it.<sup>7</sup>
- (4) It is estimated that by the 1980's, NPR will provide programming service to 300 of the nation's most powerful public radio stations.<sup>8</sup>

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<sup>5</sup> NPR, National Public Radio Quarterly Report, Fiscal 1975 - Second Quarter, (NPR, 2025 M Street, N.W., Washington, D.C.), 1975, p.16.

<sup>6</sup> Ibid., p.16.

<sup>7</sup> Ibid., p.3.

<sup>8</sup> NPR, Long Range Planning Book, 1975, p.18.



multifeed system could be arranged with NPR. (This concept is explained further under NPR improvements).

A number of stations responding to the author's survey indicated they felt women's programming should not be segregated as a separate programming unit or idea, but rather integrated into the general programming of the station. While this idea is admirable, and should be the eventual goal of broadcasting, there are indications that combination or integrated programming is not working successfully. Instead of women receiving coverage in regular programming, women are almost totally ignored. Under the guise of "broadcasting to all," women are excluded from coverage. Examples of this lack of women's programming are found in both the Previous Research and the Results chapters of this thesis. If a station is going to maintain an integrated programming format, with no individual units aimed at a particular audience, it should maintain a comprehensive summary of program content related to women to justify its approach. At the present time, most stations do not maintain such a summary, and are unable to dispute complaints from listeners and the FCC accurately because they cannot quantify or justify their apparent lack of women's programming. It is fine to say women are people, but a station must be able to show it is broadcasting to and reaching women as people.

Individual NPR-affiliates could improve women's programming both in amount and quality by paying more attention to women in their employment practices. An increased number of female employees would

Because of the input NPR makes to programming, affiliated stations, and the importance of its offerings in view of how much of it actually goes on the air, NPR's impact on programming deserves separate consideration.

NPR exists solely to help its affiliates. In view of the related and increased demands both from women and station personnel at the NPR convention in March of 1975, in the NAEB women's newsletter, in several CPB studies, for more women's offerings, it is time for NPR to take more positive action.

NPR needs to establish a Special Interest Groups Department to organize and handle special interest group productions. The first and most important step has already been taken by the NPR Board of Directors. That step is setting up a Special Interest Group Department which will help pull together and coordinate all of the facets of providing comprehensive special interest group programs. This Department has been approved by the Board of Directors of NPR on a temporary basis during research into its validity, and is scheduled for permanent existence on or about January 1, 1976, upon selection of a Director. This Department should be the guiding force for the improvements needed at NPR. The Director's first job should be to contact each member station's program manager or station manager via DACS survey, and make it imperative to fill it out and return. The survey will ask for specific program needs and guidelines. With more specific information available, according to region, the Director will be able to put into action the following suggestions.

NPR needs to increase and encourage production of women's programs at both the national and regional level. Programs produced by or thru NPR are the most obvious development needed. Programming should be developed in two different areas: local/regional and national. No station can match NPR in facilities, money and personnel needed to produce a nationally oriented women's show on topics of major interest.

The Office of Special Interest Groups could send stations a list of topics which are best dealt with on a national basis for annual consideration by the stations. This list might include such topics as:

- (1) "Women in National Politics"
- (2) "Women in Unions"
- (3) "Women's Liberation"

Program managers would then indicate which of these topics they feel would best serve their audiences. The two or three programs most in demand could be produced as a separate series by NPR for the station's consumption. More than one program should be produced so as to allow some choice if a particular topic is not suitable for a certain geographic audience. Stations would have the option of picking up individual segments if so desired. These programs could allow stations to follow-up, if desired, with more locally oriented information on the subject. The shows should be produced far enough in advance so that promotion can be done by the stations and allow time to produce their own local follow-up segments. The Public Broadcasting System has already set up a computer selection process

similar to this, which could be easily adapted to NPR's programming purposes.<sup>9</sup>

If a station wants to be more selective in its use of NPR materials a program similar to "All Things Considered" might be in order. This format is a modular show made up of different segments from all over the country, unified by narrator(s), from which local stations could excerpt what they want for local use. This program should not be produced exclusively by National Public Radio, but rather through program contributions from individual stations who have the funds and personnel to produce segments for NPR. Instead of being as generalized as All Things Considered, the above mentioned program could focus on events by, for, and about special interest groups, (including women). This would allow stations to pick up segments which are uniquely appropriate to their own geographic area and build their own shows around them. This procedure would provide a greater variety of material from which both NPR and stations could select segments. This format would also encourage individual stations to produce their own segments to compliment NPR contributions. The track record of station contributions to NPR so far is good, with 90% of the 157 affiliate stations contributing at some point during the 1974-1975 fiscal year.<sup>10</sup> Stations could choose to broadcast the special interest

<sup>9</sup> Richard K. Doan, "Brought to You by a Computer," TV Guide, Sept. 13-19, pp. 32-33.

<sup>10</sup> Michael Harris, "Fiscal Year 1975 Evaluation," (NPR memorandum to Corporate Planning and Program Policy Committee), (NPR 2025 M Street, N.W., Washington, D.C.), August 19, 1975, p.1.

group show in its entirety if they wish, or merely tape segments of it for further use. The ATC-format special interest group program is intended to supplement the individual station's needs. The segments produced by local stations could be paid for on the same basis and scale as present remuneration for "All Things Considered". Present NPR facilities are adequate to produce such a show on a weekly or biweekly basis with a slight increase in personnel and cost, which could be funded through the \$37,000 allocated the new Department of Special Interest Groups.<sup>11</sup>

Revenue sharing funds could become an option for production of women's shows. An alternative to stations accepting material from NPR is, of course, producing their own material. But, as one station manager pointed out, they lack funds for increased production. Instead of accepting packaged programs from NPR, some stations would rather be provided with funds of their own and produce a locally oriented program. This would be more desirable if the station wishes to do so. The Corporation for Public Broadcasting currently has matching grants for minority programming in cooperation with the Public Broadcasting System.<sup>12</sup> This program could be expanded to include NPR and its affiliates. Locally produced shows could also serve as

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<sup>11</sup> Joseph Welling, (Chairman of NPR Board of Directors), "NPR Memorandum for Meeting August 22, 1975," (NPR, 2025 M Street, N.W., Washington, D.C.), Item 7.

<sup>12</sup> Advisory Panel on Essentials for Effective Minority Programming, Essentials for Effective Minority Programming in Public Broadcasting, (CPB, 1111 16th Street, N.W., Washington, D.C.), May, 1974, p.7.

contributions to the ATC format special interest group program if this plan were followed.

NPR needs to help its affiliates find more financial support for women's programming. National Public Radio could also help stations obtain information on how to apply for grants. Working in cooperation with APRS, they could provide help in drafting proposals necessary to secure grant monies. National Public Radio might also assist with fund-raising drives and money campaigns. With their headquarters in Washington, D.C., NPR is much closer than most of the stations to potential financial resources and hopefully more in touch with new developments in appropriations. If potential financial resources assistance were more widely circulated and explained to stations, more money could potentially be available for local station production of women's segments and programs.

NPR should expand use of its regional feed system. Another possibility for development of programming is allowing more use of the regional feed system for less-than-national appeal women's shows. NPR is going multi-channel in its feed system with the advent of satellite transmission and will have more time available to send such programs down the line. NPR Board Director Don Holloway says the satellite system could become operable by late 1977.<sup>13</sup> Present time

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<sup>13</sup> Statement by Donald Holloway, member of NPR Board of Directors, in a personal interview, Morehead, Kentucky, Oct. 30, 1975.

availability and cost is somewhat restrictive because it is only possible to feed down one line. With the addition of more channels, it will be possible to have more shows fed down the line. Special interest groups should have high priority to compensate for past deficiencies in offerings. Thus, a greater number of minority interest shows could be made available.

NPR needs to hire greater numbers of qualified women and integrate

more women into programs and program segments. The next two suggestions are similar to those made for individual stations: (1) hire more qualified women, and (2) integrate more women into program offerings. Women need to be hired for input into the system, and to balance programming. The weakest area within NPR at the present time is the number of women oriented segments presently incorporated into regular programming. Folk Festival, Science Magazine, and 9 other programs did not contain a single woman oriented selection. National Public Radio segments which were female oriented were produced at a cost of \$4,028, 1.7% of the total NPR programming budget for the second fiscal quarter of 1975.<sup>14</sup> More attention, generally, needs to be paid to women in regular programming. These statistics show a disproportionate amount of money for women's programming.

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<sup>14</sup> NPR, National Public Radio Quarterly Report, Fiscal 1975 - Second Quarter, (NPR, 2025 M Street, N.W., Washington, D.C.), 1975, p.26.

NPR should establish a central program information clearinghouse for its affiliates. Another race in which NPR involvement could significantly improve the amount of women's programming is in the dissemination of information. NPR should be able to act as a central programming information clearinghouse for its member stations. Thus, if a station in Kentucky produced a show on Kentucky women, they could notify other stations in Kentucky and send down a regional tape feed of the show to other stations in Kentucky via NPR. Forms already exist at NPR for such a procedure, but currently no station has taken advantage of it.<sup>15</sup> A comprehensive listing of all programs offerings at all NPR affiliate stations could avoid duplication of work and inspire more regional cooperation in program production. To aid this development, greater use of regional interconnecting phone systems for discussions and comparison of ideas should be utilized. This idea has been advocated by the women's group at the NPR conference for the past three years, (1972-1975), but no action has been taken.<sup>16</sup> The exchange of information would establish more specifically the demand for women's programming, and exactly what the stations want. The DACS system could also be used effectively for listing new program offerings, both on a regional and a national basis.

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<sup>15</sup> Statement by Donald Holloway, member of NPR Board of Directors, in a personal interview, Morehead, Kentucky, Oct. 30, 1975.

<sup>16</sup> Janus Adams and Marty Durlen, "Recommendations from Radio Conference's 'Women in Public Broadcasting' Session," NAEB Letter on Women's Activities, Vol.2, No.2, April, 1975, p.1.



NPR needs more accurate records of women's representation in NPR regular programming. The last area of information gathering that needs to be improved is for NPR's own utilization. The present compilation and analysis of women's program segments is unclear and incomplete. National Public Radio would be better able to evaluate its own performance and make an accurate determination of its function if it had a more accurate system of quantifying what it produces. NPR leaves itself open to attack because it is not adequately prepared to defend its present programs.<sup>17</sup>

These suggestions could help National Public Radio meet its obligation to women by providing women's programming to its affiliates. The Special Interest Group Department should be the catalyst of the entire process, supervising the utilization of present resources to produce quality women's shows. It should encourage and stimulate production at affiliate stations as well as NPR, through financial aid and advice. NPR can help coordinate the efforts of local stations, and prevent overlap. It could provide services that affiliates have indicated are necessary. National Public Radio has outlined for itself the goal of serving the unserved needs of society in public radio. Shouldn't it meet its goals for women?

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<sup>17</sup> Cathy Irwin, "Special Report of August 4, 1975 to NPR President, Vice-President, SID Director, Department Directors from Special Interest Project Consulting Team. Report of the Findings and Recommendations on NPR Special Interest Programs," (NPR, 2025 M Street, N.W., Washington, D.C.), August, 1975, pp. 11-12.

Not all of these solutions can be put into action immediately. Not all of them should be utilized until further research has been done. Stations have clearly indicated a need for more women's programming, a need which is not being met. Women, representing 53% of the population of the U.S. have a right, as do others, to be represented on the airwaves. Commercial media does not have the obligation to the public which public media does, and so far, public media has not met its obligations to women. Right now, a little more than half of the NPR-affiliates in the country direct some portion of their programming to women. With a little more effort on the part of the stations and National Public Radio, women can be fairly represented. The time for studies, speeches and proposals is over. Enough time has been spent on them. The author's study (Table 19, p.46) clearly shows NPR affiliate stations want women's programming. Substantive research, realistic plans, program production and distribution should begin.

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APPENDIX I

National Public Radio

MEMBER STATIONS

ALASKA - College. . . . .	KUAC (FM)
Kotzebue . . . . .	KOTZ (AM)
ARIZONA - Phoenix . . . . .	KMCR (FM)
Tucson. . . . .	KUAT (AM)
Yuma. . . . .	KAWC (AM)
ARKANSAS - Jonesboro. . . . .	KASU (FM)
CALIFORNIA - Long Beach . . . . .	KLON (FM)
Los Angeles. . . . .	KUSC (FM)
Northridge . . . . .	KCSN (FM)
Pasadena . . . . .	KPCS (FM)
San Bernardino . . . . .	KVCR (FM)
San Diego. . . . .	KPBS (FM)
San Francisco. . . . .	KALW (FM)
San Francisco. . . . .	KQED (FM)
San Mateo. . . . .	KCSM (FM)
Santa Monica . . . . .	KCRW (FM)
Santa Rosa . . . . .	KBBF (FM)
Stockton . . . . .	KUOP (FM)
COLORADO - Denver . . . . .	KCFR (FM)
Greeley. . . . .	KUNC (FM)
DISTRICT OF COLUMBIA. . . . .	WAMU (FM)
	WETA (FM)
FLORIDA - Boynton Beach . . . . .	WHRS (FM)
Jacksonville. . . . .	WJCT (FM)
Miami . . . . .	WLRN (FM)
Tallahassee . . . . .	WFSU (FM)
Tampa . . . . .	WUSF (FM)
GEORGIA - Atlanta . . . . .	WABE (FM)
ILLINOIS - Carbondale. . . . .	WSIU (FM)
Chicago. . . . .	WBEZ (FM)
DeKalb . . . . .	WNIU (FM)
Edwardsville . . . . .	WSIE (FM)
Peoria . . . . .	WCBU (FM)
Springfield. . . . .	WSSR (FM)
Urbana . . . . .	WILL (FM) (AM)

INDIANA -	Bloomington . . . . .	WFIU (FM)
	Indianapolis . . . . .	WIAN (FM)
	W. Lafayette . . . . .	WBAA (AM)
	Vincennes . . . . .	WVUB (FM)
IOWA -	Ames . . . . .	WOI (FM)
	Cedar Falls . . . . .	WHKE (FM)
		KUNI (FM)
	Cedar Rapids . . . . .	KCKK (FM)
	Iowa City . . . . .	WSUI (FM)
KANSAS -	Lawrence . . . . .	KANU (FM)
	Manhattan . . . . .	KSAC (AM)
	Wichita . . . . .	KMUW (FM)
KENTUCKY -	Lexington . . . . .	WBKY (FM)
	Louisville . . . . .	WFPK (FM)
		WFPL (FM)
	Morehead . . . . .	WMKY (FM)
LOUISIANA -	New Orleans . . . . .	WWNO (FM)
MAINE -	Bangor . . . . .	WMEH (FM)
	Portland . . . . .	WMEA (FM)
MARYLAND -	Baltimore . . . . .	WBJC (FM)
	Takoma Park . . . . .	WGTS (FM)
MASSACHUSETTS -	Amherst . . . . .	WFCR (FM)
	Boston . . . . .	WBUR (FM)
	Boston . . . . .	WGBH (FM)
MICHIGAN -	Ann Arbor . . . . .	WUOM (FM)
	Berrien Springs . . . . .	WAUS (FM)
	Detroit . . . . .	WDET (FM)
	East Lansing . . . . .	WKAR-FM (AM)
	Flint . . . . .	WFBE (FM)
	Houghton . . . . .	WGGL (FM)
	Interlochen . . . . .	WIAA (FM)
	Kalamazoo . . . . .	WMUK (FM)
	Marquette . . . . .	WNMR (FM)
	Mt. Pleasant . . . . .	WCMU (FM)
MINNESOTA -	Collegeville . . . . .	KSJR (FM)
	Minneapolis/St. Paul . . . . .	KSJN (FM)
	Minneapolis . . . . .	KUOM (AM)
	Moorhead . . . . .	KCCM (FM)
	Northfield . . . . .	WCAL (FM)
	Pipestone . . . . .	KRSW (FM)

MISSISSIPPI - Senatobia . . . . . WNJC (FM)

MISSOURI - Buffalo . . . . . KBFL (FM)  
 Columbia . . . . . KBIA (FM)  
 Jefferson City . . . . . KLUM (FM)  
 Kansas City . . . . . KCUR (FM)  
 Maryville . . . . . KXCV (FM)  
 Point Lookout . . . . . KSOZ (FM)  
 Rolla . . . . . KUMR (FM)  
 St. Louis . . . . . KWMU (FM)  
 Warrensburg . . . . . KCMW (FM)

MONTANA - Missoula . . . . . KUFM (FM)

NEBRASKA - Omaha . . . . . KIOS (FM)

NEW MEXICO - Las Cruces . . . . . KRWG (FM)  
 Ramah . . . . . KTDB (FM)

NEW YORK - Albany . . . . . WAMC (FM)  
 Buffalo . . . . . WBFO (FM)  
 Canton . . . . . WSLU (FM)  
 New York City . . . . . WNYC (FM) (AM)  
 Oswego . . . . . WRVO (FM)  
 Rochester . . . . . WXXI (FM)  
 Schenectady . . . . . WMHT (FM)  
 Syracuse . . . . . WCNY (FM)

NORTH CAROLINA - Winston Salem . . . . . WFDD (FM)

NORTH DAKOTA - Fargo . . . . . KDSU (FM)  
 Grand Forks . . . . . KFJM (AM)

OHIO - Athens . . . . . WOUB (FM) (AM)  
 Bowling Green . . . . . WBGU (FM)  
 Cincinnati . . . . . WGUC (FM)  
 Columbus . . . . . WCBE (FM)  
 Columbus . . . . . WOSU (FM) (AM)  
 Kent . . . . . WKSU (FM)  
 Oxford . . . . . WMUB (FM)  
 Wilberforce . . . . . WCSU (FM)  
 Yellow Springs . . . . . WYSO (FM)  
 Youngstown . . . . . WYSU (FM)

OKLAHOMA - Stillwater . . . . . KOSU (FM)







APPENDIX II

Pretest Cover Letter

Program Director  
WBUR-FM  
630 Commonwealth Ave.  
Boston, Massachusetts 02215

Dear

I am currently engaged in research dealing with women's programming to fulfill partial requirements for my Master's degree. In my attempt to secure more information, I have designed the following survey. Before sending it to all the stations, I wanted to have an independent evaluation from a sampling of those who will be receiving the survey. I am trying to determine how much time, money and energy stations presently devote to women's programming, and whether or not National Public Radio's role has been satisfactory. Feel free to write any comments or suggestions on it, and then please send it back. Thank you for your help.

Sincerely yours,

Michelle Casanave  
graduate student  
Morehead State University  
Morehead, Kentucky 40351

APPENDIX III

Pretest

Station: \_\_\_\_\_ Survey Date: \_\_\_\_\_

Name: \_\_\_\_\_ Position: \_\_\_\_\_

1. What characteristics must a program possess to be a women's show; (Please check all applicable categories) a. topic \_\_\_\_\_ b. host (women) \_\_\_\_\_ c. guests (women) \_\_\_\_\_ d. audience \_\_\_\_\_
2. Does your station air programs specifically aimed at women: a. yes \_\_\_\_\_ b. no. \_\_\_\_\_
3. How many hours a week are devoted specifically to women's programming: a. 1/2 hour or less \_\_\_\_\_ b. 1-2 hours \_\_\_\_\_ c. 2-3 hours \_\_\_\_\_ d. 3-4 hours \_\_\_\_\_ e. 4-5 hours \_\_\_\_\_ f. 5/more \_\_\_\_\_
4. How many hours are locally produced: a. none \_\_\_\_\_ b. 1/2-1 \_\_\_\_\_ c. 1-2 hours \_\_\_\_\_ d. 2-3 hours \_\_\_\_\_ e. 3-4 hours \_\_\_\_\_ f. 4/more \_\_\_\_\_
5. What percentage of your public affairs budget is devoted to women's programming: a. 1-3% \_\_\_\_\_ b. 3-5% \_\_\_\_\_ c. 5-7% \_\_\_\_\_ d. 7-10% \_\_\_\_\_ e. 10-20% \_\_\_\_\_ f. 20% or more \_\_\_\_\_
6. What percentage of your programming is aimed at these audiences: a. housewife \_\_\_\_\_ b. student (college) \_\_\_\_\_ c. student (high school/younger) \_\_\_\_\_ d. working women \_\_\_\_\_
7. How many locally produced women's programs are produced by the following: a. station producer (female) \_\_\_\_\_ b. station producer (male) \_\_\_\_\_ c. outside community \_\_\_\_\_ d. member of news staff \_\_\_\_\_ e. Other (Please specify) \_\_\_\_\_
8. What percentage of women's programs are taken from outside sources: a. other stations \_\_\_\_\_ b. Feminist Radio Network \_\_\_\_\_ c. National Public Radio \_\_\_\_\_ d. private organization \_\_\_\_\_ e. private corporation \_\_\_\_\_ f. other (Please specify) \_\_\_\_\_
9. How many hours a week does your station program public affairs: a. 1-5 \_\_\_\_\_ b. 5-10 \_\_\_\_\_ c. 10-20 \_\_\_\_\_ d. 20-30 \_\_\_\_\_ e. 30-40 \_\_\_\_\_ f. 40 or more \_\_\_\_\_
10. How many of your women's programs use the following formats: a. modular \_\_\_\_\_ b. interview \_\_\_\_\_ c. monologue \_\_\_\_\_ d. other (Please specify) \_\_\_\_\_

11. Are you satisfied with NPR's role of co-ordinator and distributor of women's programming produced by local stations: a. yes \_\_\_\_\_  
b. \_\_\_\_\_
12. Are you satisfied with NPR's women's programming: a. yes \_\_\_\_\_  
b. \_\_\_\_\_
13. Would you be willing to dub a sample tape for this study if provided with tape: a. yes \_\_\_\_\_ no. \_\_\_\_\_
14. Would you like a copy of the results of this survey: a. yes \_\_\_\_\_  
b. no. \_\_\_\_\_
15. Please send a copy of your program guide with the women's shows circled. Thank you for your help. Label is enclosed with address.

APPENDIX IV

Cover letter

September 13, 1975

Dear Sir or Madam,

I am writing to request your help. I am doing research for my master's thesis on women's programming at NPR-affiliates. As part of my study, I am asking all of the stations to give me some basic information on their programming via the attached survey. Would you or another member of the station staff please fill it out and return it to me as soon as possible? A stamped, self-addressed envelope is enclosed for your convenience. If you have any questions, do not hesitate to call me. Thank you for your cooperation.

Sincerely yours,

Michelle Casanave  
5 Ward Oates Drive  
Morehead, Kentucky 40351

606-784-8721

P.S. For the purpose of clarity in the study, public affairs programming is defined as: talks, commentaries, discussions, speeches, editorials, political programs, documentaries, forums, panels, round tables, and similar programs primarily concerning local, national and international public affairs.

APPENDIX V

Survey

Name: \_\_\_\_\_ Position: \_\_\_\_\_

1. What characteristics must a program possess to be considered a women's show: (Please rank from 1 to 4) a. topic intended for female audience \_\_\_\_\_ b. woman hostess or talent \_\_\_\_\_ c. women guests on program \_\_\_\_\_ d. program aimed at female audience \_\_\_\_\_
2. Does your station air programs specifically aimed at women:  
a. yes \_\_\_\_\_ b. no. \_\_\_\_\_
3. Why do you program women's features: (Please check all applicable statements) a. women's group request \_\_\_\_\_ b. ascertained need \_\_\_\_\_ c. FCC requirement \_\_\_\_\_ d. individual listener request \_\_\_\_\_
4. How many hours a day does your station broadcast: a. 18 \_\_\_\_\_ b. 19 \_\_\_\_\_ c. 20 \_\_\_\_\_ d. 21 \_\_\_\_\_ e. 22 \_\_\_\_\_ f. 23 \_\_\_\_\_ g. 24 \_\_\_\_\_
5. How many hours a week does your station program public affairs:  
a. 1-5 \_\_\_\_\_ b. 5-10 \_\_\_\_\_ c. 10-20 \_\_\_\_\_ d. 20-30 \_\_\_\_\_ e. 30-40 \_\_\_\_\_ f. 40 or more \_\_\_\_\_
6. How many hours a week are devoted specifically to women's programming: a. 1/2 or less \_\_\_\_\_ b. 1/2-1 \_\_\_\_\_ c. 1-2 \_\_\_\_\_ d. 2-3 \_\_\_\_\_ e. 3-4 \_\_\_\_\_ f. 4 or more \_\_\_\_\_
7. How many women's shows are locally produced: a. none \_\_\_\_\_ b. 1/2 hr. or less \_\_\_\_\_ c. 1/2-1 \_\_\_\_\_ d. 1-2 \_\_\_\_\_ e. 2-3 \_\_\_\_\_ f. 3 or more \_\_\_\_\_
8. How many locally produced women's programs are produced by the following: a. station producer (female) \_\_\_\_\_ b. station producer (male) \_\_\_\_\_ c. student (female) \_\_\_\_\_ d. student (male) \_\_\_\_\_ e. community volunteers \_\_\_\_\_ f. other member of station staff \_\_\_\_\_ g. other (Please specify) \_\_\_\_\_
9. Are the members of your staff who produce women's programs:  
a. full-time \_\_\_\_\_ b. part-time \_\_\_\_\_
10. Please estimate the percentage of your programming budget that is devoted to women's programming: a. 1-3% \_\_\_\_\_ b. 3-5% \_\_\_\_\_ c. 5-7% \_\_\_\_\_ d. 7-10% \_\_\_\_\_ e. 10% or more \_\_\_\_\_

11. What percentage of your women's programming is aimed at these audiences: a. housewife \_\_\_\_\_ b. female college student \_\_\_\_\_ c. male college student \_\_\_\_\_ d. female student (high school/younger) \_\_\_\_\_ e. male student (high school/younger) \_\_\_\_\_ f. working women \_\_\_\_\_ g. working men \_\_\_\_\_ h. general \_\_\_\_\_
12. What percentage of women's programs are taken from outside sources: other stations \_\_\_\_\_ b. Feminist Radio Network \_\_\_\_\_ c. National Public Radio \_\_\_\_\_ d. citizen's group \_\_\_\_\_ e. private broadcast network \_\_\_\_\_ f. other (Please specify) \_\_\_\_\_
13. How many of your women's programs use the following formats: a. modular \_\_\_\_\_ b. interview \_\_\_\_\_ c. monologue \_\_\_\_\_ d. combination \_\_\_\_\_ e. other (Please specify) \_\_\_\_\_
14. Do individual women's features on Options, ATC, etc., provided by NPR, satisfy your current need for women's programs: a. yes \_\_\_\_\_ b. no \_\_\_\_\_
15. Would you like to see NPR provide a regularly scheduled women's program: a. yes \_\_\_\_\_ b. no. \_\_\_\_\_
16. If NPR were to provide several women's programs, would you make room for one of them in your program schedule: a. yes \_\_\_\_\_ b. no. \_\_\_\_\_