

KPFA FM 94 PACIFICA RADIO



“those who
have had a
chance for
four years
and could
not produce
peace should
not be given
another
chance.”

RICHARD M. NIXON, OCTOBER 9, 1968

THE PACIFICA POLL

The idea behind the Pacifica Poll is to find out who you are, where you live, how much you depend on us, how you translate that into financial support, and how well we are fulfilling your needs.

The Poll is not designed for use as a basis for major programming changes! If you indicate that you don't like public affairs broadcasting the way we do it, we won't consider for a moment eliminating it and becoming an all disc jockey, talk show radio station. We will try to figure out ways to do it better. We also might use the poll to make some time changes. For example, if it turns out the program you like best is being broadcast at nine o'clock on Sunday morning, we might consider re-broadcasting it. If most of you think interviews are a drag, we'll encourage program producers to bring you the same information in a different form. Rest assured you won't find old friends leaving the air as a result of this Poll. We are not running a popularity contest. Many of the things we do are not popular (that is, they don't have mass appeal), but they're important, and we'll keep it up as long as your support keeps us on the air. On the other hand, there's no reason why important radio has to be unpalatable radio, and we're trying to figure out ways to bring it to you in a form you like and at a time you can listen.

With all this in mind, please take a few minutes to think about the Poll, fill it in, and get it back to us as soon as you can. Please attach any additional comments you have about programming, promotion, the concept of the Poll itself, and, of course, as always, any spare change you can give to let us implement some of the ideas this Poll is bound to suggest to us.

FOLD IN HALF LENGTHWISE THEN FOLD IN FOURTHS [KEEP ON FOLDING] THEN USE MUCH TAPE, GLUE, STAPLES, CHRISTMAS SEALS OR WHATEVER.

Where do you live? 1/
 How long have you been a KPFA subscriber? 2/
 1 year or less 1-2 years 3-5 years 6-10 years
 over 10 years

I first subscribed during: 3/
 A Marathon or other special-fund appeal.
 Regular broadcasting time.

How many people in your household listen to KPFA? 4/
 Approximately how many hours a week do you: 5/
 Listen to KPFA?
 Watch TV?
 Read newspapers, magazines and books?
 Listen to other radio stations?

How much money did you donate to KPFA this past year? 6/
 This figure is closest to my income last year. 7/
 \$2,000 \$5,000 \$10,000 \$15,000 \$20,000

Please check the appropriate box which best describes your reaction to the following program areas.

	TURN IT OFF	HATE IT	IT'S OK	LIKE IT	LOVE IT	
NEWS						
Morning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	8/
Noon	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	9/
Evening	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10/
MUSIC						
Classical	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	11/
Jazz	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	12/
Folk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	13/
Electronic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	14/
New Composers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	15/
Indian	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	16/
Opera	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	17/
Rock/Popular	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	18/
LIVE RADIO						
Morning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	19/
Mid-day	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	20/
Late Night	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	21/
PUBLIC AFFAIRS						
Live Coverage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	22/
Berkeley City Council	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	23/
Commentary	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	24/
Special Reports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	25/
Interviews						
Live, with phone-ins	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	26/
Recorded	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	27/
Mind's Ear						
(parapsychology, occult)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	28/
Women's Programming	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	29/
Third World Programming	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	30/
DRAMA & LITERATURE						
Readings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	31/
Poetry	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	32/
Old Radio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	33/
Reviews of the Arts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	34/