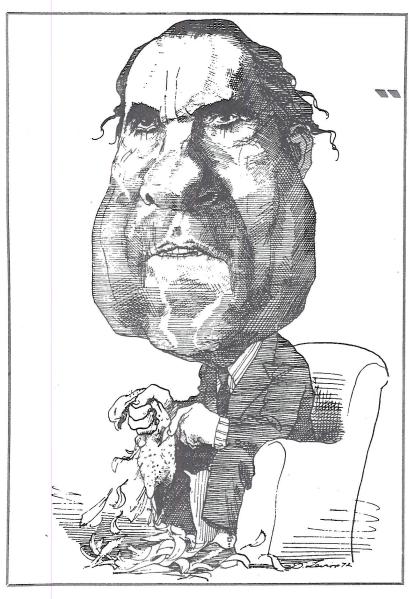
ISPIANTE IN 194 PAGIFICA RADIO



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

PACIFICA

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?					17	
	How long have you been a K [] 1 year or less [] 1-	PFA sub	scriber?		[] 6-1	2/ 10 years	
Andrews of the Party of the Par	I first subscribed during: [] A Marathon or other sp [] Regular broadcasting ti		d appeal.			3/	
	How many people in your he	ousehold	listen to I	KPFA?.		4/	
The second name of the second na	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 in [] \$2,000 [] \$5,000] \$15,0	00 []	7/ \$20,000	
The second second	Please check the appropriate box which best describes your reaction to the following program areas.						
	NEWS Morning Noon Evening	TURN IT OFF	HATE IT [] []	IT'S OK [] []	LIKE IT [] []	LOVE IT [] 8/ [] 9/	
The state of the s	MUSIC Classical Jazz Folk Electronic New Composers Indian Opera Rock/Popular					[] 10/ [] 11/ [] 12/ [] 13/ [] 14/ [] 15/ [] 16/ [] 17/ [] 18/	
	LIVE RADIO Morning Mid-day Late Night	[]	[] [] []	[] []	[]	[] 19/ [] 20/ [] 21/	
	PUBLIC AFFAIRS Live Coverage Berkeley City Council Commentary Special Reports Interviews	[]	[] [] []	[] [] []	[] [] []	[] 22/ [] 23/ [] 24/ [] 25/	
	Live, with phone-ins Recorded Mind's Ear	[]	[]	[]	[]	[] 26/ [] 27/	
	(parapsychology, occult) Women's Programming Third World Programming	[] []	[] []	[] [] []	[] [] []	[] 28/ [] 29/ [] 30/	
	DRAMA & LITERATURE Readings Poetry Old Radio Reviews of the Arts	[] [] []	[] [] []	[]	[] [] []	[] 31/ [] 32/ [] 33/	

[]

[] 34/