USING THE MEDIA FOR FAMILY PLANNING

Mary-jane Snyder, Jane Clark, and Margaret White with Merry Lee San Luis

A PROFESSIONAL DEVELOPMENT MODULE

EAST-WEST COMMUNICATION INSTITUTE

EAST-WEST CENTER

Workbook
USING THE MEDIA FOR FAMILY PLANNING

by

Mary-jane Snyder
Jane Clark
Margaret White
with
Merry Lee San Luis

Margaret White, Associate General Editor

Module Text

Workbook

PROFESSIONAL DEVELOPMENT MODULES

A series of learning modules for professional and administrative staff working in development communication programs.

• John Middleton, General Editor

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East-West Center
East-West Communication Institute
Honolulu, Hawaii
OTHER TITLES NOW AVAILABLE
IN THE MODULAR PROFESSIONAL DEVELOPMENT PROGRAM

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January 1975  (T, M, W)

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**KEY:**  
C (Case Study)  
D (Databook)  
T (Text)  
W (Workbook)  
M (Manager's Guide)  
E (Exercise Book)  
CB (Casebook)
FOREWORD

Any discipline faces the challenge of translating what it learns from research and practice into a form usable by persons who apply knowledge to problems. This challenge is particularly demanding in the field of economic and social development, and nowhere more so than trying to inform and educate people about the problem of population.

Population problems exist, in one form or another, throughout the world. To help solve these sensitive and difficult problems, a large number of countries depend upon a group of professionals working in what has come to be called Population IEC (information, education, and communication). These professionals, working under great difficulties, often isolated from the sources of learning, feel a continuing need to keep up with recent knowledge in their field. The East-West Communication Institute, under the general supervision of Dr. Robert P. Worrall and the specific direction of Dr. John Middleton, and with the support of the U.S. Agency for International Development, has made an effort to respond to this need.

The Modular Learning Materials, of which this is one unit, are not quite like any other learning materials in the subject area. They have been developed with the aid of scholars and practitioners, and tried out by representatives of the audience for whom they are intended: working professionals. Consequently, they represent a blend of theory and practice in what we believe is a usable form and one we hope will be widely helpful.

Wilbur Schramm
EDITOR'S INTRODUCTION

These materials are part of a series of development modules designed and produced at the East-West Communication Institute to assist professionals working in population and family planning information, education, and communication (IEC) programs in sharpening their professional skills. A wide range of expertise--drawn from IEC programs in Asia and the United States, from universities, and from the Communication Institute staff--has been brought to bear on the development of the materials. Acknowledgment of authorship is given in each module. The project has been supported with a grant from the U.S. Agency for International Development.

We began this project with the major goal of producing professional instructional materials which, in addition to serving as the core of population IEC professional development programs at the Institute, could be adapted and used in a variety of training and development settings. To this end we have attempted to make each module as complete and self-sufficient as possible. The modules are self-instructional to lessen the burden on teaching and training staffs, and to facilitate their use on an individual basis. We have built the modules around real life cases, problems, examples and data, and have sought at all times to strike a balance between principles and techniques for practical application.

A basic premise of our work with the modular materials is that they will be constantly revised. As we use the materials in Honolulu, and as cooperating institutions use them in other institutional settings in Asia, Africa, Latin America, and the United States, we receive feedback which helps us refine and improve the modules. We are especially grateful to the 40 participants from Asia, Africa, Latin America, and the United States in the First Modular Program of Professional Development in Population and Family Planning IEC who helped us conduct the first full field test of the materials in Honolulu in the spring of 1974. Their critical review and commentary has been a rich source of ideas for improvement. We owe a similar debt of gratitude to the numerous IEC experts around the world who reviewed and criticized the materials. A special vote of thanks is due the Planned Parenthood Federation of Korea, which has generously shared with us the results of their project to review, revise, and adapt modules for their own use.

Recognizing the need for continual improvement of the modules, we are nonetheless sharing them in this "second revised form." We encourage non-profit education and training institutions to use the materials, revising, adapting, translating and tailoring them to meet their needs. We would be grateful for feedback on the nature and results of such efforts.
We intend to continue developing existing modular materials and will be adding modules as the need arises. Institutions interested in obtaining copies of the modules and audiovisual support materials are encouraged to write to the Communication Institute for more details.

The conceptualization and coordination of the project has been the work of the Task Group for Modular Professional Development. Without the creativity and hard work of these people, there would have been no modular materials: Ronny Adhikarya, George Beat, Jerry Brown, Ellwood B. Carter, Sanford Danziger, James R. Echols, O.D. Finnigan, Francine J. Hickerson, Ying Ying Hsu, D. Lawrence Kincaid, David Kline, Sumiye Konoshima, Jan LaBrie, Iqbal Qureshi, David Radel, Syed Rahim, Merry Lee San Luis, John Shklov, Mary-jane Snyder, Victor Valbuena, Hichul Whang, Margaret White, and Robert P. Worrall.

This project was supported by the Office of Population, U.S. Agency for International Development, AID/csd-1059. Special thanks are due to Dr. Wilbur Schramm, whose guidance has been essential, and to Dr. Robert P. Worrall, who, as Assistant Director, gave this project the support needed to transform an idea into reality.

John Middleton
Honolulu, 1977
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Exercise I. Media Checklist

List below all the media available in your country for possible use in your program. Let your imagination lead you.

1.
2.
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4.
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12.
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22.
23.
24.
25.
e tc.

Check your list against Frank Wilder's in Appendix I. Having checked, do you want to expand yours further?
Exercise II. Newspaper Checklist

List all of the newspapers that reach the audiences you have identified as your program targets. For suggestions about where to look, see page 25 of the module text.

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

11.

12.
The format in this workbook is only one way to organize your media file. You may wish to put this workbook into a loose leaf binder so that it is easier to add to or revise descriptions. Sections for each medium could be tabbed. (You could also keep information on 3" x 5" cards in a card file.) Use at least one page for each newspaper or radio station. You may need to use even more.
Exercise III: Newspaper File

NEWSPAPER NAME__________________________________________

CHIEF CONTACT ___________ PHONE NO. ________________

ADDRESS ________________________________________________

EDITOR _________________________________________________

PUBLICATION DAY(s) _______________________________________

DEADLINES _______________________________________________

TECHNICAL INFORMATION __________________________________

________________________________________________________________

CIRCULATION ______________________________________________

________________________________________________________________

READERSHIP _______________________________________________

________________________________________________________________

DEPARTMENTS AND EDITORS ________________________________

________________________________________________________________

________________________________________________________________
Exercise III: Newspaper File

NEWSPAPER NAME_________________________________________________________

CHIEF CONTACT ______ PHONE NO. ________________________________

ADDRESS ________________________________________________________________

EDITOR ________________________________________________________________

PUBLICATION DAY(s) _____________________________________________________

DEADLINES ______________________________

TECHNICAL INFORMATION ________________________________________________

________________________________________________________________________

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CIRCULATION _____________________________________________________________

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READERSHIP ______________________

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DEPARTMENTS AND EDITORS ________________________________________________

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<td><strong>CHIEF CONTACT</strong></td>
</tr>
<tr>
<td><strong>PHONE NO.</strong></td>
</tr>
<tr>
<td><strong>ADDRESS</strong></td>
</tr>
<tr>
<td><strong>EDITOR</strong></td>
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<td><strong>PUBLICATION DAY(s)</strong></td>
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<td><strong>TECHNICAL INFORMATION</strong></td>
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<td><strong>CIRCULATION</strong></td>
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<tr>
<td><strong>READERSHIP</strong></td>
</tr>
<tr>
<td><strong>DEPARTMENTS AND EDITORS</strong></td>
</tr>
</tbody>
</table>
Exercise III: Newspaper File

NEWSPAPER NAME

CHIEF CONTACT

PHONE NO.

ADDRESS

EDITOR

PUBLICATION DAY(s)

DEADLINES

TECHNICAL INFORMATION

CIRCULATION

READERSHIP

DEPARTMENTS AND EDITORS
Exercise IV. Magazine File

MAGAZINE: __________________________

ADDRESS: __________________________________________ PHONE NO. ______________

CIRCULATION: __________________________________________

AUDIENCE: __________________________________________

EDITOR: __________________________________________

SPECIAL SECTIONS: __________________________________________

TECHNICAL INFORMATION:

Print: __________________________________________

Photo: __________________________________________

COMMENTS: __________________________________________
Exercise IV. Magazine File

MAGAZINE: ____________________________________________

ADDRESS: ____________________________________________

______________________________________________________ PHONE NO. __________

CIRCULATION: _________________________________________

_______________________________________________________

_______________________________________________________

_______________________________________________________

AUDIENCE: ____________________________________________

_______________________________________________________

_______________________________________________________

_______________________________________________________

EDITOR: ______________________________________________

_______________________________________________________

SPECIAL SECTIONS: _____________________________________

_______________________________________________________

TECHNICAL INFORMATION:

Print: ________________________________________________

Photo: _______________________________________________

COMMENTS: ____________________________________________

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_______________________________________________________

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_______________________________________________________

10
Exercise IV. Magazine File

MAGAZINE: ________________________________________________

ADDRESS: ________________________________________________

________________________________________ PHONE NO. ____________

CIRCULATION: ______________________________________________

__________________________________________________________

AUDIENCE: ________________________________________________

__________________________________________________________

EDITOR: ________________________________________________

__________________________________________________________

SPECIAL SECTIONS: ________________________________________

__________________________________________________________

TECHNICAL INFORMATION:

Print: ________________________________________________

Photo: ________________________________________________

COMMENTS: ________________________________________________

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Exercise IV. Magazine File

MAGAZINE: ________________________________

ADDRESS: ________________________________ PHONE NO. __________________________

CIRCULATION: ________________________________

AUDIENCE: ________________________________

EDITOR: ________________________________

SPECIAL SECTIONS: ________________________________

TECHNICAL INFORMATION:

Print: ________________________________

Photo: ________________________________

COMMENTS: ________________________________

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12
Exercise IV. Magazine File

MAGAZINE: ____________________________________________

ADDRESS: ____________________________________________

d ______________________________ PHONE NO. ___________

CIRCULATION: _________________________________________

____________________________________________________

AUDIENCE: ____________________________________________

____________________________________________________

EDITOR: ______________________________________________

____________________________________________________

SPECIAL SECTIONS: ____________________________________

____________________________________________________

TECHNICAL INFORMATION:

Print: __________________________

Photo: _________________________

COMMENTS: _________________________________________

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Exercise V. Radio File

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<th>PERSONNEL: General Manager:</th>
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<table>
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<tr>
<th>PROGRAMS: (Make a section for each program you might be able to use.)</th>
</tr>
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<tbody>
<tr>
<td>Name of Program or Show:</td>
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<tr>
<td>Format:</td>
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<tr>
<td>Target Audience:</td>
</tr>
<tr>
<td>Broadcast Time:</td>
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<tr>
<td>Length of Show:</td>
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<tr>
<td>Live or Taped:</td>
</tr>
<tr>
<td>Show Host:</td>
</tr>
<tr>
<td>Contact:</td>
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</tbody>
</table>

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Exercise V. Radio File

STATION NAME: ____________________________________________

ADDRESS: ___________________________________ PHONE NO. _______________________

CHIEF CONTACT: _________________________________________

FORMAT: ________________________________________________

MARKET REACH: _________________________________________

ON AIR: _________________________________________________

AFFILIATION: ___________________________________________

PUBLIC SERVICE POLICY: __________________________________

TECHNICAL REQUIREMENTS: ______________________________

WIRE SERVICES: __________________________________________

PERSONNEL: General Manager: ____________________________

Public Service Director: _________________________________

Program Director: ________________________________

News Director: ______________________________

Advertising Manager: _________________________________

PROGRAMS: (Make a section for each program you might be able to use.)

Name of Program or Show: ________________________________

Format: _______________________________________________

Target Audience: ________________________________________

Broadcast Time: _________________________________________

Length of Show: _________________________________________

Live or Taped: __________________________________________

Show Host: _____________________________________________

Contact: ______________________________________________
Exercise V. Radio File

STATION NAME: ________________________________________________________________

ADDRESS: __________________________ PHONE NO. ____________________________

____________________________________________________________________________

CHIEF CONTACT: ______________________________________________________________

FORMAT: ______________________________________________________________________

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MARKET REACH: __________________________________________________________________

ON AIR: ______________________________________________________________________

AFFILIATION: __________________________________________________________________

PUBLIC SERVICE POLICY: __________________________________________________________________

TECHNICAL REQUIREMENTS: __________________________________________________________________

WIRE SERVICES: ______________________________________________________________________

PERSONNEL: General Manager: ______________________________________________________

Public Service Director: ____________________________________________________________

Program Director: __________________________________________________________________

News Director: _____________________________________________________________________

Advertising Manager: ________________________________________________________________

PROGRAMS: (Make a section for each program you might be able to use.)

Name of Program or Show: __________________________________________________________

Format: ______________________________________________________________________

Target Audience: __________________________________________________________________

Broadcast Time: __________________________________________________________________

Length of Show: __________________________________________________________________

Live or Taped: ____________________________________________________________________

Show Host: ______________________________________________________________________

Contact: ______________________________________________________________________
Exercise V. Radio File

STATION NAME: ____________________________________________

ADDRESS: __________________________ PHONE NO. ________________

_____________________________________________________________

CHIEF CONTACT: ____________________________________________

FORMAT: ____________________________________________________

_____________________________________________________________

MARKET REACH: _____________________________________________

ON AIR: ____________________________________________________

AFFILIATION: _______________________________________________

PUBLIC SERVICE POLICY: _____________________________________

TECHNICAL REQUIREMENTS: ________________________________

WIRE SERVICES: _____________________________________________

PERSONNEL: General Manager: ________________________________

Public Service Director: ______________________________________

Program Director: __________________________________________

News Director: ______________________________________________

Advertising Manager: ________________________________________

PROGRAMS: (Make a section for each program you might be able to use.)

Name of Program or Show: ________________________________

Format: ____________________________________________________

Target Audience: __________________________________________

Broadcast Time: ___________________________________________ 

Length of Show: ___________________________________________

Live or Taped: _____________________________________________

Show Host: _______________________________________________

Contact: ________________________________________________
Exercise V. Radio File

STATION NAME:

ADDRESS: __________________________ PHONE NO. __________________________

CHIEF CONTACT: __________________________

FORMAT: __________________________

MARKET REACH: __________________________

ON AIR: __________________________

AFFILIATION: __________________________

PUBLIC SERVICE POLICY: __________________________

TECHNICAL REQUIREMENTS: __________________________

WIRE SERVICES: __________________________

PERSONNEL: General Manager: __________________________

Public Service Director: __________________________

Program Director: __________________________

News Director: __________________________

Advertising Manager: __________________________

PROGRAMS: (Make a section for each program you might be able to use.)

Name of Program or Show: __________________________

Format: __________________________

Target Audience: __________________________

Broadcast Time: __________________________

Length of Show: __________________________

Live or Taped: __________________________

Show Host: __________________________

Contact: __________________________
Exercise VI. Television File

STATION NAME: ______________________________________________________

ADDRESS: ______________________________ PHONE NO. __________________

CHIEF CONTACT: _____________________________________________________

FORMAT: ________________________________

MARKET REACH: ______________________________________________________

ON AIR: ________________________________

AFFILIATION: _________________________________________________________

PUBLIC SERVICE POLICY: _____________________________________________

TECHNICAL REQUIREMENTS: __________________________________________

WIRE SERVICES: _______________________________________________________

PERSONNEL: General Manager: __________________________________________

                        Public Service Director: _________________________________

                        Program Director: _________________________________________

                        News Director: ___________________________________________

                        Advertising Manager: ______________________________________

PROGRAMS: (Make a section for each program you might be able to use.)

Name of Program or Show: ______________________________________________

Format: ______________________________________________________________

Target Audience: _______________________________________________________

Broadcast Time: ______________________________________________________

Length of Show: _______________________________________________________

Live or Taped: _________________________________________________________

Show Host: ___________________________________________________________

Contact: _____________________________________________________________
Exercise VI. Television File

STATION NAME: ____________________________________________

ADDRESS: __________________________ PHONE NO. ____________

____________________________________________________________________

CHIEF CONTACT: _____________________________________________

FORMAT: _____________________________________________________

____________________________________________________________________

MARKET REACH: ______________________________________________

ON AIR: ______________________________________________________

AFFILIATION: _________________________________________________

PUBLIC SERVICE POLICY: _______________________________________

TECHNICAL REQUIREMENTS: _____________________________________

WIRE SERVICES: ______________________________________________

PERSONNEL: General Manager: _________________________________

    Public Service Director: _________________________________

    Program Director: _______________________________________

    News Director: __________________________________________

    Advertising Manager: ____________________________

PROGRAMS: (Make a section for each program you might be able to use.)

Name of Program or Show: _______________________________________

Format: _______________________________________________________

Target Audience: ______________________________________________

Broadcast Time: ______________________________________________

Length of Show: ______________________________________________

Live or Taped: ________________________________________________

Show Host: __________________________________________________

Contact: _____________________________________________________
Exercise VI. Television File

STATION NAME: ____________________________

ADDRESS: ___________________ PHONE NO. __________________

______________________________________________________________

CHIEF CONTACT: ________________________________

FORMAT: ________________________________________

______________________________________________________________

MARKET REACH: ________________________________

ON AIR: ________________________________________

AFFILIATION: ________________________________

PUBLIC SERVICE POLICY: _______________________

TECHNICAL REQUIREMENTS: ______________________

WIRE SERVICES: ________________________________

PERSONNEL: General Manager: __________________________

Public Service Director: __________________________

Program Director: ________________________________

News Director: ________________________________

Advertising Manager: ________________________________

PROGRAMS: (Make a section for each program you might be able to use.)

Name of Program or Show: __________________________

Format: ________________________________

Target Audience: ________________________________

Broadcast Time: ________________________________

Length of Show: ________________________________

Live or Taped: ________________________________

Show Host: ________________________________

Contact: ________________________________
Exercise VI. Television File

STATION NAME: ____________________________________________

ADDRESS: ______________________ PHONE NO. ________________

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CHIEF CONTACT: __________________________________________

FORMAT: __________________________________________________

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MARKET REACH: ____________________________________________

ON AIR: ___________________________________________________

AFFILIATION: ______________________________________________

PUBLIC SERVICE POLICY: ____________________________________

TECHNICAL REQUIREMENTS: _________________________________

WIRE SERVICES: ____________________________________________

PERSONNEL: General Manager: ________________________________

Public Service Director: ______________________________________

Program Director: __________________________________________

News Director: ______________________________________________

Advertising Manager: _________________________________________

PROGRAMS: (Make a section for each program you might be able to use.)

Name of Program or Show: _________________________________

Format: ___________________________________________________

Target Audience: __________________________________________

Broadcast Time: ___________________________________________

Length of Show: ___________________________________________

Live or Taped: _____________________________________________

Show Host: _______________________________________________

Contact: _________________________________________________
Exercise VI. Television File

STATION NAME:________________________________________________________

ADDRESS: ___________________ PHONE NO. ____________________________

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CHIEF CONTACT: ______________________

FORMAT: ______________________________

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MARKET REACH: _______________________

ON AIR: ______________________________

AFFILIATION: _________________________

PUBLIC SERVICE POLICY: ______________

TECHNICAL REQUIREMENTS: ___________

WIRE SERVICES: _________________________

PERSONNEL: General Manager: ________________________________

   Public Service Director: ________________________________

   Program Director: ________________________________

   News Director: ________________________________

   Advertising Manager: ________________________________

PROGRAMS: (Make a section for each program you might be able to use.)
Name of Program or Show: ________________________________
Format: ________________________________
Target Audience: ________________________________
Broadcast Time: ________________________________
Length of Show: ________________________________
Live or Taped: ________________________________
Show Host: ________________________________
Contact: ________________________________
Exercise VII. Audience Cross-File

Go back through your media file and find all of the media that reach your important audiences (listed on page 4 of the Introduction). Keep this as an integral part of your media file.

<table>
<thead>
<tr>
<th>Audience</th>
<th>Medium</th>
<th>Publication or Station</th>
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</thead>
<tbody>
<tr>
<td>1.</td>
<td>A.</td>
<td>a.</td>
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<td>b.</td>
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<td></td>
<td></td>
<td>c.</td>
</tr>
<tr>
<td></td>
<td>B.</td>
<td>a.</td>
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<td></td>
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THE EAST-WEST CENTER is a national educational institution established in Hawaii by the U.S. Congress in 1960 to "promote better relations and understanding between the United States and the nations of Asia and the Pacific through cooperative study, training and research."

Each year the East-West Center brings together more than 1,500 men and women from the many nations and cultures of these regions. They work and study together while exchanging ideas and experiences in cooperative programs seeking solutions to important problems of mutual concern to East and West. For each participant from the United States in Center programs, two participants are sought from the more than 60 countries and territories in Asia and the Pacific area.

Five institutes with international, interdisciplinary academic and professional staffs conduct the East-West Center's problem-oriented programs. East-West areas on which Center programs are focused include communication across national barriers, culture and language learning, food systems, population dynamics, and technological adaptation in developmental processes aimed at improving the quality of life. Each year the Center awards a limited number of Open Grants for graduate degree education and innovative research by Senior Fellows in areas not encompassed by institute programs.

The Center is directed by an international Board of Governors of a public, non-profit educational corporation—known as the "Center for Cultural and Technical Interchange Between East and West, Inc."—created by the Hawaii State Legislature in 1975. The United States Congress provides basic funding for Center programs and for the variety of scholarships, fellowships, internships and other awards. Because of the cooperative nature of Center programs, financial support and cost-sharing arrangements are also provided by Asian and Pacific governments, regional agencies, private enterprise and foundations. The Center is situated on land adjacent to and provided by the University of Hawaii, which conducts classes and grants degrees for degree-seeking East-West Center students who also are involved in the Center's problem-oriented programs.

THE EAST-WEST COMMUNICATION INSTITUTE concentrates on the use of communication in economic and social development and in the sharing of knowledge across cultural barriers. The Institute awards scholarships for graduate study in communication and related disciplines, primarily at the University of Hawaii; conducts a variety of professional development projects for communication workers in specialized fields of economic and social development; invites Fellows and visiting scholars to the Center for study and research in communication and to help design projects; offers Jefferson Fellowships for Asian, Pacific, and U.S. journalists for a semester at the Center and the University of Hawaii; conducts and assists in designing and carrying out research; arranges conferences and seminars relating to significant topics in communication; conducts a world-wide Inventory-Analysis of support, services and country program needs in communication programs; assembles relevant communication materials with emphasis on Asian and Pacific material and makes these available for students, scholars, and practitioners at the Center and elsewhere; and publishes papers, reports, newsletters, and other materials emanating from the above activities.