

NEEDS AND INTERESTS

A. SURVEY METHODS

Applicant's continuing efforts to seek out and determine the tastes and desires of its viewers and the needs of the communities which it serves include the following methods:

- (1) Wide distribution of written questionnaires,
- (2) Telephone surveys,
- (3) Personal interviews with community leaders,
- (4) Contacts between WSLs staff members and the community via active participation in civic, religious, social, economic, philanthropic and other organizations, and
- (5) Correspondence with viewers.

Examples of groups contacted, via one or more of the survey methods listed above, are set forth below. To avoid duplicati

