

- (132) National Association of Broadcasters
- (133) Sportswriters & Sportscasters Assn.
- (134) American Radio Relay League
- (135) Ridge Rifle Association
- (136) International Assn. of Turtles
- (137) National Rifle Association
- (138) Pure Oil Racing Panel
- (139) Brotherhood Committee
- (140) National Assn. of Farm Broadcasters
- (141) Virginia Rural Safety Committee
- (142) Society of Real Estate Appraisers
- (143) Career Work for Students/Roanoke City
- (144) United Commercial Travelers
- (145) Fatima Guild

E. CONCLUSION

In summary, Applicant's survey techniques - including extensive distribution of written questionnaires, telephone surveys, personal interviews and informal contacts by Applicant's staff - afford Applicant frequent, in-depth data as to (1) program tastes and desires and (2) needs of the communities which it serves.