

- (6) Improved methods of farming;
- (7) More funds for schools and teachers;
- (8) Diminution of sub-standard housing;
- (9) "Spot Lighting" and emphasizing positive events;
- (10) Entertainment fare;
- (11) In-depth coverage of local, regional, national and international events;
- (12) Upgrading moral standards and "a return to God".
- (13) Development of local talent;
- (14) Promotion of events and activities of area civic, religious, economic and nonprofit organizations; and
- (15) Reduction of traffic fatalities and accidents.

While the above list is far from exhaustive, it is representative of the more pressing needs articulated by interviewees.