(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.