

Running Head: Masters Report

Masters of Professional Communication Project Report

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Masters of Professional Communication Project Report for
Chris Holmes, Southern Utah University

Overview of Masters Projects Elements

From a young age I developed a keen interest in radio, not just broadcasting generally, but radio specifically. It may be a result of an overactive mind that often led to insomnia. I did not grow up with a television in my bedroom, but the radio was a companion. I often fell asleep to the radio. It was in some ways a comfort to fall asleep only to be awakened by the CBS News stinger at the top of each hour through the night, followed by a five-minute newscast. After which, I would fall back asleep. I distinctly remember the progression of news reports one such night regarding the fate of a Korean Airliner that strayed over Sakhalin Island in 1983. In the first hours of the night an airliner was missing. Later, unconfirmed evidence of a catastrophic mid-air explosion, and by daylight reports of debris in the Sea of Japan. Eventually, the Soviet Union would confirm that it had indeed shot down what it described as a "spy plane."

My grandfather also influenced me. Born in 1912, he grew up in radio's golden age. He owned a jewelry store in our hometown. Each morning he would pick me up at six o'clock to help prepare the shop for the day's business, before I went to school. Never were we there without the radio tuned to KSL 1160AM out of Salt Lake City. At the time the station touted itself as "The Best of Everything." The description was an accurate one. News—local and national, agricultural reports, music and other talk and information in a way that was just about

as good as radio could be done—every morning Monday through Saturday for four years of my most impressionable early teens.

Finally, I spent my early twenties studying in Japan. While Japanese television offered little in the way of English language programming, the Armed Services Radio Network provided news, music, sports and other programming in a language that didn't require constant effort to understand. I relaxed, or did my homework to NPR's "All Things Considered," American music programming, interview shows and an occasional MLB broadcast.

An unwelcomed, mid-life career change gave me what I would eventually come to appreciate as an opportunity to reconnect with a first-love. I began work on a Masters of Professional Communication degree in the spring semester of 2008. I was accepted into the program in the fall of 2009. After taking some elective courses and deciding upon Mass Communication as an area of focus, I approached Cal Rollins, Station Manager of KSUU, Dr. Art Challis, advisor and Dr. Jon Smith, committee chair and suggested the idea of a radio professional development package as my masters project.

This development package includes several aspects designed to prepare one for a career in radio broadcasting and journalism:

1. SUU Sports Information/Media Relations internship;
2. Radio sports coverage;
3. Hard and feature radio news reporting;
4. Weekly radio news and feature program *Friday Journal*.

Each is outlined in greater detail below.

Media Relations Internship

The purpose of the SUU Media Relations internship was to acquaint myself with a working media information operation, produce actual industry-standard materials under deadline and develop writing skills to meet industry standards—all under the direction of a capable, seasoned mentor. I began with SUU Athletics Media Relations in August of 2008. I worked under the direction of Associate Athletic Director for Media Relations, Neil Gardner. Beginning in the fall of 2008 my responsibilities involved assisting Neil with event management of SUU football games.

This included media material and information preparation prior to each home game, statistical management during each home game, collecting and arranging media postgame interviews of coaches/players, postgame press release preparation and distribution to media outlets. On three occasions I also travelled to SUU road football games in the place of Neil Gardner and performed necessary media relations duties.

During the winter I performed similar responsibilities for the men's basketball season. In the spring, Neil allowed me, with his oversight, to be the primary media relations contact for SUU softball.

My responsibilities included writing and issuing a preseason prospectus. I also acted as official scorer for each home game and distributed results to the media relations contacts for the visiting institutions and to media outlets. I handled the public address system for all home games including National Anthem, player introductions, game progress, inning summary and other necessary announcements.

When SUU softball took to the road it was my responsibility to track game progress and collect statistical records from the opponent media relations contact upon completion of the

game. It was also my responsibility for both home and road games to write a game summary to distribute to media outlets.

Upon the conclusion of the season I archived season team and individual statistics and updated the SUU career record books where necessary. I performed the above duties and any other requested tasks under the direction of Neil Gardner for the fall semester of 2008, spring of 2009, fall of 2009 and spring of 2010.

Radio Sports Coverage

Under the direction of Cal Rollins, station manager at KSUU and Dr. Art Challis, advisor I acted as the voice of the *Rolling Rubber Halftime Report*. I produced, wrote, edited and hosted the halftime reports for SUU football, and men's basketball broadcasts. These responsibilities continued through the spring of 2012.

I recorded, edited and produced *Highlights from the Thunderbird Club Coaches Luncheon*. I attended the Monday Thunderbird Club luncheon events, recorded the proceedings, edited the material for time and narrated the highlights for broadcast and inclusion on the KSUU podcast site. These efforts began in the fall of 2009 and continued through spring of 2012.

I produced a two-hour pregame build-up program titled, *Thunderbird Game Day* preceding SUU football games both home and away. The broadcast featured *Highlights from the Thunderbird Club Coaches Luncheon*, *This Week in Big Sky Football*, and original features. I produced a similar 15-minute program for men's basketball during the 2012-2013 season.

I acted as the producer and play-by-play voice of the *Power 91 High School Game of the Week* starting in the fall of 2009 through the spring of 2012, covering at least one football and basketball broadcast per week during the seasons. From 2010-2012 I also broadcasted high school baseball, SUU baseball and SUU softball, including the post-season.

During this period I also marketed the *Game of the Week* to underwriting partners. I assisted and worked under the direction of Dr. Art Challis with SUU football broadcasts as color commentator, field/postgame reporter and back up play-by-play announcer for selected games from the fall of 2008 through spring of 2011.

Hard and Feature Radio News Reporting

From the fall semester of 2009 through the spring semester of 2012, I acted as KSUU News Director. I produced both hard news and feature news stories for play on KSUU and Utah Public Radio. I also established and maintained a podcast page featuring news and sports features broadcasted on KSUU.

Although not a part of my masters professional development project I continue as the southern Utah correspondent for Utah Public Radio. I also contribute news and feature coverage for Cherry Creek Radio, and host the *Southern Utah Forum*, a live, one-hour drive-time daily news commentary and community interest program heard on radio station KSUB in Cedar City.

I also contribute to sports coverage for Cherry Creek Radio in Cedar City, managing the production of two high school sports radio broadcasts on KCIN and KSUB. I am also the play-by-play voice of Cedar High School football and basketball on KSUB, as well as other play-by-play duties for Cherry Creek Radio in Cedar City and St. George.

Weekly Radio News and Feature Program *Friday Journal*

I produced and hosted *Friday Journal*, an original 30-minute prerecorded (edited) radio news and feature program. Programs aired for two-week cycles (new program every two weeks) during academic semesters. The program began with a short local news segment

(updated each week) followed by feature stories and interviews produced mostly by me, but also including the work of other students and faculty. The first edition of the program aired on August 28, 2009 and continued through April 2011. I also established and maintained the *Friday Journal* podcast site making broadcasts available for listening-on-demand.

Recognition

As a means of measuring the quality of these productions, selected pieces were submitted to the Broadcast Education Association Student Media Arts Festival in 2009 and 2010 under several categories (see below). I also submitted work to the Utah Broadcasters Association in 2009, 2010 and 2011 under several categories (see below).

Submissions. In December of 2008 I submitted the maximum allowable of three stories to the BEA Student Media Arts Festival for 2009. The results are as follows:

- The piece *Rolling Rubber Halftime Report: Death of Steve Hodson* (see Appendix 1, Appendix 9) was awarded 1st place in the Radio-Sports Reporting category at the 2009 BEA Student Media Arts Festival. The piece then competed with other 1st place entries in the Radio division and was awarded the *King Foundation Best of Festival Award for 2009*.
- The piece *Steve Hodson Feature* (see Appendix 2) was awarded 2nd place in the Radio-Feature News Reporting category at the 2009 BEA Student Media Arts Festival.
- The piece *Vietnam Veterans Memorial* (see Appendix 3, Appendix 9) was awarded 2nd place in the Radio-Hard News Reporting category at the 2009 BEA Student Media Arts Festival.

Submissions. In July of 2009 I submitted four pieces to the Utah Broadcasters Association for consideration. The results are as follows:

- The piece *Rolling Rubber Halftime Report: Death of Steve Hodson* (see Appendix 1, Appendix 9) was awarded a Golden UBEE in the Best Sports Program category by the Utah Broadcasters Association in 2009.
- The piece *Steve Hodson Feature* (see Appendix 2) was awarded a Golden UBEE in the Best News Feature category by the Utah Broadcasters Association in 2009.
- The piece *Vietnam Veterans Memorial* (see Appendix 3, Appendix 9) was awarded a Golden UBEE in the Best News Reporting in a Series category by the Utah Broadcasters Association in 2009.
- The piece *Auto Woes Hit Home* (see Appendix 4, Appendix 9) was awarded a Golden UBEE in the Best Single Event News Coverage category by the Utah Broadcasters Association in 2009.

Submissions. In December of 2009 I submitted the maximum allowable three stories in the BEA Student Media Arts Festival for 2010. The results are as follows:

- The piece *Friday Journal, 11-27-09* was awarded 2nd place in the Radio-Newscast category.
- The piece *Auto Woes Hit Home* (see Appendix 4, Appendix 9) was awarded 3rd place in the Radio-Hard News category at the 2010 BEA Student Media Arts Festival.

- The piece *Dixie State Rivalry—A Friday Journal* production was awarded Honorable Mention in the Radio-Specialty Program category.

Submissions. In July of 2010 I submitted six pieces to the Utah Broadcasters Association for consideration. The results are as follows:

- The piece *Friday Journal 11-27-09* was awarded a Golden UBEE in the Best Newscast category by the Utah Broadcasters Association in 2010.
- The piece *SUU v. Dixie State Football Rivalry—A Friday Journal* production) was awarded a Golden UBEE in the Best Single Event News Coverage category by the Utah Broadcasters Association in 2010.
- The piece *Rolling Rubber Halftime Report-Nick Miller* was awarded a Golden UBEE in the Best Sports Program category by the Utah Broadcasters Association in 2010.
- The piece *I-15 Brush Fire* was awarded a Golden UBEE in the Best Breaking News Coverage category by the Utah Broadcasters Association in 2010.
- The piece *U.S. Senate Candidate Debate (A Friday Journal* production) was awarded a Silver UBEE in the Best News Reporting in a Series category by the Utah Broadcasters Association in 2010.
- The piece *Cowboy Country: A Friday Journal* Production (see Appendix 8, Appendix 9) was awarded a Silver UBEE in the Best Feature Story or Program category by the Utah Broadcasters Association in 2010.

Submissions. In July of 2011 I submitted five pieces to the Utah Broadcasters Association for consideration. The results are as follows:

- The piece *Thunderbird Game Day 10-30-10 Thunderbird Family Break* (see Appendix 7, Appendix 9) was awarded a Golden UBEE in the Best Sports Program category by the Utah Broadcasters Association in 2011.
- The piece *Kyle Peterson Story: A Friday Journal Production* (see Appendix 5) was awarded a Golden UBEE in the Best Feature Story or Program category by the Utah Broadcasters Association in 2011.
- The piece *SUU Gas Leak* (see Appendix 6, Appendix 9) was awarded a Golden UBEE in the Best Breaking News Coverage category by the Utah Broadcasters Association in 2011.
- The piece *KSUU Newsbreak 11-1-10* (produced with Cal Rollins) was awarded a Golden UBEE in the Best Newscast category by the Utah Broadcasters Association in 2011.

Analysis of Professional Development Project

Media Relations

Intercollegiate sporting competitions began around the turn of the last century with loosely organized, student-run football match ups that were characterized by “mass formations and gang tackling [that too often resulted in] numerous injuries and [sometimes even] deaths” (History, 2013, para. 2). According to Klein (2012), “The Chicago Tribune reported that in 1904 alone, there were 18 football deaths and 159 serious injuries, mostly among prep school players” (para. 2). With his own son on the Harvard freshman team President

Theodore Roosevelt took action to save intercollegiate football from a banishment movement that was quickly gaining momentum from an appalled public (Klein, 2013).

The culmination of the White House meetings with university administrators was the formation of the Intercollegiate Athletics Association of the United States (History, 2013). By March of 1906 the alliance grew in membership to 62 charter institutions and adopted the modern moniker National Collegiate Athletics Association (History, 2013). The new organization set about to radically reform the game through significant rule changes for the 1906 season.

“They legalized the forward pass, abolished the dangerous mass formations, created a neutral zone between offense and defense and doubled the first-down distance to 10 yards, to be gained in three downs” (Klein, 2012, para. 7). More changes in 1909 further eliminated restrictions on the forward pass and formed the foundations of the game we see today (Klein, 2012).

Today, the NCAA oversees 1,281 member institutions and each year awards 45 championships for men’s sports and 60 championships for women’s sports (Championship Central, 2013). Ironically, the Division I Football Bowl Subdivision (comprising the largest football programs in the country) does not have an NCAA administered championship. It is, however responsible for billions of dollars of revenue annually to the NCAA, its member schools and media outlets.

ESPN compiled revenue records for 2008 showing that five member schools generated revenue in excess of one-hundred million dollars for the year (College Athletics Revenue-2008, 2013). Among the sources of revenue, The Ohio State University alone generated nearly \$15-million in “media rights.” The University of Texas earned \$16,639,171 in the category of

“branding,” which includes sales of branded items, corporate sponsorships and the like (College Athletics Revenue-2008, 2013). But institutions were not always so eager to incorporate media participation in their programs.

The twenties were a radio free for all, and most Major League Baseball owners and college administrators looked upon the broadcast of its games as free publicity. But with the onset of the Depression the sharp dip in attendance somehow became radio’s fault in the eyes of many (Smith, 2001).

At the time, the only real source of income was ticket sales at the event. Aside from William Wrigley who happily accommodated multiple radio crews, professional baseball club owners and colleges alike became wary of the new medium, afraid if people could hear accounts of the game at home for free, they would not pay to come to the ballpark or stadium. Pioneer broadcaster Red Barber (1970), who started out in Florida, notes that the old Southern Conference banned radio reports of all conference football games for two seasons. The same year (1932) the Eastern Intercollegiate Association, which included the Ivy League schools did the same. As the Depression deepened, the Southwest Conference would follow (Smith, 2001). The NCAA had ruled to leave it up to individual schools, and/or conferences to make policy regarding radio broadcasts (Smith, 2001).

In professional baseball’s largest market, owners and GM’s were unanimous. In 1933, afraid radio would hurt the gate, the three New York teams, the Giants, Dodgers and Yankees entered into an agreement to ban radio broadcasts of games (Halberstam, 1999). There were exceptions. NBC continued to broadcast World Series games, and opening day games in the New York area were broadcast as an official invitation to baseball for the coming season (Halberstam, 1999). But generally, major league baseball (involving local teams, whether at

home, or on the road) could not be heard in New York City during the golden age of radio.

In 1933, WINS hired Earl Ray Harper for the purpose of broadcasting sporting events including baseball. A sponsor was secured to bankroll baseball broadcasts, but the Yankees, Giants, and Dodgers each declined (Halberstam, 1999). Harper instead, broadcasted games for the Newark Bears, the Yankees minor league affiliate. There he proved that far from harming the gate, radio created new interest, especially among women (Halberstam, 1999)—an observation also made by Wrigley and Larry MacPhail in Cincinnati (Barber, 1970). Interest and attendance exploded, as did the quality of play. The Bears won the “Little World Series” in 1937 (Halberstam, 1999).

The Newark Bears were not the only team to begin to question the conventional wisdom and join William Wrigley. One by one, teams from the heartland recognized what they were missing including Detroit, Cleveland, St. Louis (Halberstam, 1999) and Cincinnati (Barber, 1970). Regular radio broadcasting broke into the megalopolis when Boston signed on (Halberstam, 1999). Radio was still a divisive subject at the baseball meetings (Halberstam, 1999), but less and less so. The New York clubs were powerful, but were more and more an island unto themselves when it came to their attitudes about radio broadcasting. Like the baseball clubs, colleges and universities began to warm to radio, and later television coverage. The key breakthrough was the establishment of broadcasting rights.

Broadcasting outlets initially challenged broadcasting rights. It was the contention of many, particularly unauthorized media, that baseball games were news, not private events. No one had the “rights” to reporting news. Before calling games for WINS in the New York area, Earl Ray Harper recreated games for an unauthorized station in Cleveland, WJAY. When it could no longer gain entrance into the stadium, WJAY continued recreations by hijacking the

play-by-play from the authorized competitor. The competitor purposely “recreated” two phony plays during one of their authorized broadcasts. When the “faked” plays went out over the air in Harpers recreation, the scam was exposed (Halberstam, 1999). It would take some years for major league baseball and collegiate athletics to tighten up agreements and for courts to establish precedents.

As broadcast rights came about, unapproved broadcasters often used telegraph/telephone recreation to skirt licensing and other restrictions. In July of 1936 three American League clubs, New York, Boston, and Philadelphia filed a complaint with the FCC that WMCA was reproducing their baseball games without permission. The suit sought revocation of the WMCA broadcasting license. In their defense, WMCA stated that it was merely broadcasting “its version” of the games, and never stated in the broadcasts that the games in question emanated *directly* from any of the stadiums (Halberstam, 1999, italics in original). The recreations also tended to run about an inning behind actual play. Therefore, in the eyes of broadcasters they fell into a legal gray area. The FCC rulings in favor of the American League clubs cemented the rights of ball clubs and intercollegiate institutions to control broadcasts and opened a new stream of revenue that incited colleges, universities and ball clubs to work with media in promoting games.

According to its athletic website, the University of Alabama which heads the ESPN revenue list of 2008 with an annual take of \$123,769,841 enlists no less than eight employees in media relations alone. But responsibilities go well beyond promotion. The NCAA dictates stringent rules with regard to statistic dissemination, as well as video and audio highlights so as to protect lucrative exclusivity contracts with authorized media outlets. These guidelines all fall under the purview of media relations personnel (Media Coordination, 2013).

Radio News & Features

Newspapers brought about the first medium capable of disseminating news to masses of consumers. Along with it, came the power to use media to influence public opinion. Many insist that William Randolph Hurst was the first to do so with broad success (Sparks, 2006). But certainly others found personal and professional benefit from such wide distribution of the printed word.

Regardless, it was not until the advent of motion pictures that the first studies of media effect began to arise. Was it that scholarly research had not yet matured enough in order to consider media effects prior to this time, or was it that the immense popularity of motion pictures so exploded within American social life that so many were caused to suspect, or even fear a deleterious effect, giving rise to such research? Both explanations, and perhaps others may explain the lag in timing in media effects research. It would appear that from the beginning, the visual media are to dominate the genre of study.

Lowery & DeFleur (1983) report that in 1922 “some 40 million [motion picture] tickets were sold every week in the United States. By the end of the decade, the figure had more than doubled to 90 million” (p. 32). Certainly, the mass popularity of the medium prompted many to assume a commensurate mass influence (Sparks, 2006). Researchers responded to these assumptions with studies exploring such possibilities, and the discipline of mass media effects research was born.

Although, Sparks (2006) is quick to note that their methods would not stand up to modern scientific scrutiny, the ground-breaking studies on media effect were the Payne Fund Studies which concentrated on movie content, emotional and physiological response, and studies of behavioral effect by Harold Bloomer.

Radio is a particular focus of my project and the means and methods of making it a more effective medium of information dissemination, as well as a more entertaining and enjoyable medium is a priority in the continuing development of my skills and craft. Media effects research, from the beginning has given “short shrift” (Keith, M., 2007, p. 530) to radio. The highly publicized Hadley Cantril (1940) led Princeton studies in the aftermath of Orson Welles’ *War of the Worlds* adaptation were the first widely recognized research into the then blossoming medium. Although, Cantril (1935) had initiated radio research five years earlier in *The Psychology of Radio*.

The advent of television, however has resulted in an almost wholesale transfer, and preoccupation with that medium as the proving ground of both recall and effect research in media. The rise of the Internet has drawn attention still further away from radio as a subject of media effects research. Radio research has always been limited (in competition with movies and later television). Since the arrival of television, radio studies have received even less attention, and the few radio studies, exploring both recall and effect, have centered almost solely on radio advertising messages.

Research investigating the comparative qualities of print, computer, radio and television in delivering accurate news is almost entirely lacking. An exception is DeFleur & Davenport (1992) “Audience recall of news stories presented by newspaper, computer, television and radio.” (This research considered only written text news delivered through the medium of a computer screen. DeFleur & Davenport (1992), conducted prior to Internet video and audio streaming did not consider the computer screen as a delivery medium for video or audio messages.)

With so many media vying for the attentions of consumers, it is inevitable that researchers would explore the comparative abilities of each to deliver desired messages. DeFleur & Davenport (1992) specifically compared audience recall of the same news stories delivered by radio, television, newspaper and computer screen. The researchers report: “facts from news stories presented by newspapers or computer screen were recalled at a significantly higher level than were facts from the same stories when presented via radio or television (DeFleur & Davenport, 1992, p. 1010). DeFleur & Davenport (1992) also express some surprise that “results from computer screens were closer to newspapers than to television” (p. 1010).

Such results do not seem to me at all surprising given the nature of presentations in this study. Newspapers disseminate information via the active and concentrated process of reading. Subjects are further able to take in information at, more or less, one’s personal pace. Newspapers can be read and reread, and if the reader experiences a lapse in concentration, the reader can review the material to rectify any confusion.

Everything true of newspapers in this study can also be said of textual information delivered by the computer screen. The computer screen, though resembling a television in appearance, delivers information in the same manner as the newspaper—in written form, through the active process of reading—a fact acknowledged by the researchers. Again, DeFleur & Davenport (1992), conducted their research prior to Internet video and audio streaming. Only textual information delivered via a computer screen was considered.

Television and radio, on the other hand involve more passive processes of watching and listening—also acknowledged by DeFleur & Davenport (1992). The information is further, delivered at a pace dictated by the presenter, not the consumer. Perhaps a more informative, apples-to-apples study would compare news stories presented by newsprint and computer screen,

and a separate study comparing television and radio—the latter being the focus of much of my study and attention. Interestingly, DeFleur & Davenport (1992) also express some surprise that their study found “no significant differences [in recall] between radio and television as a news medium... despite the fact that [television] has been the preferred source for large segments of the population” (p. 1021).

More directed research would be interesting. For example, while the visual aspect of television and Internet video certainly provides some advantages in the delivery of information, it may also be instructive to explore whether or not television’s bombardment of the visual sensory may also get in the way of the dissemination of information by distracting the consumer’s attention away from the details of the message. Farr & Muscarella’s (1991) study described below suggests that this might be the case. It is an interesting hypothesis worthy of further study: whether or not radio news listeners absorb and retain details of a message more efficiently because listeners are forced to internally visualize, personalize and interpret such messages for themselves without being distracted by visual stimuli.

In another comparative study, Dertouzos & Garber (2006) analyzed U.S. Army advertising and recruiting data from 1981-1985, and compared recruiting results and advertising in television, radio, magazines, and newspaper. The unremarkable conclusion of the study is that all media were effective, and that if budget constraints limited advertising, recruiters should start with print advertising, expand to radio as budgets allow, and market in television as more advertising dollars are available.

A final conclusion on the part of the researchers does seem remarkable if only in so far as to bring into question the value of a 2006 study utilizing data from the early 1980s: “due to significant changes in the media landscape, most notably the growth of cable, satellite, and

Internet services... empirical results from the early 1980s should be used only with caution in the design of policies today” (Dertouzos & Garber, 2006, p. 122).

The above research represents the limited comparative studies in Communication involving radio, television, and other media. This is not especially surprising given that as mentioned, radio research generally, has “been given short shrift for too long, and this constitutes a material oversight in media education,” according to Michael Keith (2007, p. 530).

Another discipline showing limited explorative efforts into the comparative effectiveness of audio versus video is in education. In an unpublished study titled, “Is Video Really Necessary? A Study Comparing Interactivity in Video and Audio Classrooms,” Farr & Muscarella (1991) compare the “amount of interactivity generated in three different instructional settings:” a) face-to-face instruction in a television classroom; b) real time instruction via microwave (two way interactive video); and c) audio teleconference instruction supplemented with prerecorded [instructional] videos. The findings reveal that there is no substitute for face-to-face instruction when it comes to interactivity, but in the audio environment “the majority of students’ interactions were comments rather than questions, showing a substantially greater degree of understanding of the material” (Farr & Muscarella, 1991, p. 1)—indicating that there was no significant loss in interaction via audio compared to two-way video. In fact, would not a “substantially *greater degree* of understanding” (Farr & Muscarella, 1991, p. 1, italics added) confirm the otherwise unexplored hypothesis above—that when it comes to details, audio outperforms video?

Radio research has had an overwhelming inclination toward techniques in advertising effectiveness, as opposed to other research foci. Francesca R. Dillman Carpentier (2010) produced a study showing improved “persuasive radio message effectiveness with auditory

structural complexity to radio news” (p. 76)—the researcher found that listener recall and enjoyment of radio news significantly improved when light background music was employed, but deteriorated markedly if the background music became too complex. As of late, KSL Radio in Salt Lake City has utilized such a technique in presenting some feature news (with a light music background). Features presented on NPR’s *This American Life* are also examples of this.

My project, radio feature program *Friday Journal* utilized instrumental music to transition from one feature or segment to the next. In my present assignment, I likewise utilize a music bed to return from commercial breaks and transition. But, based on this research I have determined to produce some features accompanied by a continuous, light music bed. I have steered away from the utilization of a music bed for hard news. Carpentier (2010) also analyzed anchor voice qualities (pitch) and concluded upon an optimal range for recall and enjoyment.

The pattern of research to understand the how radio as a medium might be more affective, without comparison to other media, continues with Potter’s (2006) report. “This experiment tested an intuitive principle in the radio industry; that production effects (i.e., laser sounds, voice modulation, etc.) increase listener attention to messages” (p. 35).

Three experimental promotional announcements were played to subjects as voice only, three with laser effects, and three with echo effect. The promos alternated between two-minute segments of talk show content. “Results show cardiac deceleration following production effects, indicative of automatic allocation of attention” (p. 35), reports Potter (2006). Memory tests also indicated increased recognition of information in the effects promos, “although not all memory tests reach[ed] statistical significance” (Potter, 2006, p. 35). I utilize a laser “stinger” to initiate my daily hard newscasts at KSUB.

Other radio specific research: in “How Voice Reports, Actualities Affect Recall of Radio

News” Grady (1987) debunked the accepted radio industry maxim that actualities are key to recall of radio news reports—it may sound better, it may seem more interesting, but no significant difference was shown between voiced reports, and reports with actualities. Despite these findings—for the sake of affinity, I continue to incorporate actualities wherever possible with my reporting for KSUB, KDXU and Utah Public Radio.

Television is the darling consumer medium, and although the means of delivery have changed, and continue to evolve—from terrestrial radio waves, to cable, to satellite and Internet streaming, television or some variation—including Internet video streaming, will remain the dominant medium of news, information, and entertainment until the holodeck of the Starship Enterprise becomes commonplace in the homes of media consumers. Likewise, media research will likely continue to revolve around the dominant visual media, as has been the case since the advent of television—and movies before that.

To be certain, television provides many advantages over radio. Who would rather listen to an audio broadcast of a sporting event if a video broadcast is available? How much more engaging it is to experience a newscast in which an anchor states, “you are looking at live video from News Chopper 7 of a warehouse fire on Front Street,” than to listen to a radio reporter say, “we’re coming to you live from Front Street where a warehouse fire continues to belch flames and smoke into the afternoon sky...” Interesting—yes, but does that mean that television is more efficient in relating details and information? More research is needed in this area.

Sportscasting

It was the bottom of the ninth inning of a yet scoreless game between archrivals, the Chicago Cubs and St. Louis Cardinals. Through the window connecting the studio to the adjoining room, the announcer could see his telegraph operator begin to type—his cue to have

the pitcher start his wind-up.

It is 1934—the dawn of radio’s golden age, and “recreation” is the mode of operation for the broadcast of America’s pastime for many remote radio stations—in this case *WHO*, De Moines, Iowa. A telegraph operator at the ballpark would send out abbreviated Morse code descriptions of the action. “B1H” is ball one high; “S1S” is strike one swinging, for example (Smith, 1987). Any number of affiliated stations in remote locations would receive the coded messages, type or scribble it down in some form of common English, and pass it on to an announcer who, using much imagination, would recreate the action for the local audience.

This time the announcer gasped as he took the note, “The line has gone dead,” it read. The young man was short on experience, but quick on his feet. He had the batter foul the pitch down the third base line.

A few years later the announcer would talk station managers into sending him to southern California to accompany the Cubs at spring training. While there, he would take a screen test and sign a contract with Warner Brothers Pictures, bringing his sportscasting days to an end. There were yet greater things ahead for the young Ronald Reagan. Reagan tells the rest of the story in a letter to a friend:

There were several other stations broadcasting that game and I knew I’d lose my audience if I told them we’d lost our telegraph connections so I took a chance. I had (Billy) Jurgens hit another foul. Then I had him foul one that only missed being a homerun by a foot. I had him foul one back in the stands and took up some time describing the two lads that got in a fight over the ball.

I kept on having him foul balls until I was setting a record for a ballplayer hitting successive foul balls and I was getting more than a little scared. Just then

my operator started typing. When he passed me the paper I started to giggle – it said: “Jurges popped out on the first ball pitched (Reagan, 2003, p. 32).

“Recreation” may seem like a crude method, considering the first live, on-site broadcast of a major league baseball game occurred more than a decade earlier, on August 5, 1921. KDKA in Pittsburgh broadcasted a game between the Pirates and Philadelphia. Harold W. Arlin, a foreman with Westinghouse called the game into a telephone on a special three-station hook up with KDKA (Pittsburgh), WJZ (Newark, NJ), and WBZ (East Springfield, MA)—a fairly sophisticated arrangement for a first-ever broadcast (Spatz & Steinberg, 2010).

It did not take long for Westinghouse to recognize the interest that could be generated by broadcasting baseball games. Baseball was not the first sport to be broadcast by the new mass medium. On Sept. 6, 1920, WWJ aired the first radio broadcast of a prize fight between Jack Dempsey and Billy Miske (Schwartz, 2013). The first broadcast of a collegiate football game also preceded the baseball debut. On November 25, 1920 station WTAW aired the game between Texas University and Mechanical College of Texas. But Ham (2012) opines that “four fateful events” (p. 9) combined to make baseball the sports broadcast favorite in the early twentieth century: “Ruth, radio, rule changes and the Roaring Twenties” (p. 9)—a coincidence that furthered both baseball and radio broadcasting.

In October of 1921, WJZ would be responsible for another baseball first: the broadcast of the opening game of the World Series, although Tommy Cowan the announcer was not at the ballpark. He received descriptions of the game via telephone from a newspaper writer, and offered up the first of many recreations while seated in a shack atop the Westinghouse building in Newark (Barber, 1970).

By October the following year (1922) WJZ would broadcast the World Series opener live

from the Polo Grounds between the New York Yankees and New York Giants. Grantland Rice and Ray Guy, an engineer at WBZ were the announcers (Covill, 2013).

While broadcasting from a distance created technological and economic barriers for radio stations, home games presented somewhat less of a challenge. Starting with the 1925 season, Hal Totten took the microphone at Wrigley making station WMAQ, Chicago, the first to broadcast every home game of a big league ball club, the Chicago Cubs (Smith, 1987). Cubs owner William Wrigley was the exception. He allowed several Chicago stations to broadcast Cubs games. By the later half of the twenties, no less than five Chicago radio stations carried Cubs home games (Smith, 1987)—not to mention the recreations by more remote stations as noted. He was the first to facilitate them by building glass encased broadcast booths at Wrigley Field (Barber, 1970). He felt radio would generate interest and ultimately attract more people to the ballpark (Barber, 1970). He was ahead of his time.

As noted above, the onset of the Depression created a less-than-welcoming attitude toward radio broadcasts as owners and college administrators dealt with declining gate receipts (Smith, 2001). Radio's part in generating greater interest in the game, as evidenced by the Newark Bears experiment detailed above, gradually became the accepted paradigm by the time television supplanted radio as the dominant medium.

As Shaw (1991) observes, once a medium is replaced in dominance by a newer medium, it will never regain dominance. Shaw also insists that rarely will a newer medium result in the complete obsolescence of an older medium. Radio's survival is in "narrowcasting"—that is, striving to serve the unique needs of a narrower audience (Shaw, 1991). Radio will succeed in doing just that. The following are some of the ways and reasons why radio can continue to find a place in the broadcast of sporting events.

First, radio will continue because radio broadcasts are easy and inexpensive to produce. Although, the growing ease of Internet video streaming does present a challenge. Radio would do well to embrace the opportunity in that video streaming still benefits from a play-by-play description. Duo-casting is in deed more and more common. Radio also affords the listener the ability to do something else while enjoying the broadcast. Driving for example, if not impossible, is certainly prohibitively dangerous to do while watching a videocast. In this way radio will serve a market that no other can serve. The recent advent of satellite radio will only serve to expand this market, as will Internet audio streaming.

Some actually prefer a radio broadcast over television. Veteran Milwaukee Brewers broadcaster Bob Uecker opines that a good announcer on radio can develop a more intimate connection with the listener than a T.V. man, by creating an image for a person that cannot otherwise view the game. “It’s a kick to make baseball come alive to a guy hundreds of miles away who’s never seen your home park” (Smith, 1987).

Television broadcasters can often be found talking about topics other than the game, a fact lamented in a recent NPR commentary by noted sports commentator Frank Deford (2007) which he titled “*Babble in the Booth.*” Deford (2007) also quoted the late Howard Cosell as saying “no matter how powerful television might be, one authentic radio voice can possess even more authority” (Deford, 2007, para. 6). The radio listener *listens* more intently than with television—because he must.

Another radio “narrowcast” example is the proliferation of the sports-only talk radio format. Aside from listening to the game itself, individual fans, team reps, and sportscasters are afforded a daylong platform from which to gloat, lament, opine, second-

guess and belly-ache with regard to their favorite teams. The blogging phenomenon may offer a challenge, but for better or worse, sports talk radio is alive and well observes Eric Covil (2013) in his article “Radio and its Impact on the Sports World” writing for the American Sportscasters Online website:

The ground-breaker in the All-Sports format is WFAN-AM in New York City, which hit the airwaves in July 1987. Within its first decade in existence, the radio station became the first in history to top the \$50 million mark in advertising billing... The explosion of this format is not limited to large cities/markets. All-Sports radio stations have started in Gainesville, Florida, Atlantic City, New Jersey, and Chattanooga, Tennessee and none of these cities have major sports franchises. Perhaps the most surprising is what is happening in Salt Lake City, Utah, where four radio stations have started or switched to the All-Sports format. This is a city with only one major sports team (Covil, 2013, para. 22).

Whether from local terrestrial stations and Internet streams covering the exploits of the hometown team, or satellite radio providing “every team, and every game” to any and everyone worldwide, radio will continue to bring sports to America’s homes, fix-it shops, bars and automobiles.

Conclusions and Take-Aways

The Power of the Narrative

The ability to tell a story, and transform raw information into a narrative is an obvious requirement for a good feature story. As I have encountered the daily flood of unprocessed verbiage that flows into the hands of a good news gatherer, I have also been

continually impressed with the importance and power of the narrative, even in hard news. There is a vast difference between a press release and a news story. If asked to offer advice to a student journalist I would begin with that thought: “a press release does not a news story make.”

There are days when the news found within the deluge of press releases is obvious. “If it bleeds, it leads,” is the established, albeit bemoaned adage. However, more often than not, a journalist will need to look deeper in order to fulfill one’s daily obligation for filling the newscast. Appendix 10 is typical of news releases issued on a daily basis by law enforcement and other agencies. My daily practice, and my advice to would-be news writers is, “Look for the story.” Or, “Look for what can tell a story.” Read the information and ask yourself, “What’s the narrative here?”

For example, July 24 is a holiday in Utah, but in Arizona it is just another day, and the information contained in the news release received from Patricia Carter of the Mohave County Sheriff’s Office on July 24, 2013 reflects the ordinary preponderance of that which emanates on any given day from a law enforcement agency.

As I would on any day, I skimmed through the details and asked myself, “Does anything here tell a story?” To me, one among them did (See Appendix 10 and 11):

WARRANT ARREST – KINGMAN. Mohave County Sheriff’s deputies arrested

Jeremy William Kitchen, 24, of Salt Lake City, Utah, late Tuesday (7/23) afternoon on a fugitive from justice felony warrant issued out of Salt Lake City. Deputies learned the whereabouts of a wanted felon identified as Kitchen. Approximately 7:30 p.m., deputies

responded to a residence in the 3500 block of Martin Lane. Upon arrival, deputies contacted a male subject matching the description of Kitchen. The male subject tried giving a false name, but a tattoo on his neck spelled Kitchen. Kitchen was taken into custody without incident. He was transported and booked into the Mohave County Jail.

How does one frame that? What's the storyline? It must be put in terms with which the layman can relate. A written sample of the news story I generated from this otherwise uninteresting press release is found in Appendix 11. An audio recording of the story is found in the Internet links listed in Appendix 9.

Make a List and Check it Twice

A second bit of advice is to begin immediately to compile a media contact list. Begin with law enforcement: municipalities, then counties, then state, then federal jurisdictions in one's area. As you read news stories prepared by others take note of the authorities quoted and add them to your list. Reading and accessing as much news as possible will very quickly build one's list into a most useful news gathering tool.

With the onset of social media, jurisdictions are very quickly turning to Twitter and Facebook to disseminate press information. It is important to establish accounts for oneself. A separate account for journalism correspondence from one's personal account is best. Check it at least morning and afternoon. Some jurisdictions still use a daily email. If so, make sure you're on their list. Others will only post news and releases on a website. For the most pertinent ones, again, make a list and check them often.

Finally, when public information officers respond to extra requests, such as additional information or a sound bite, always—always go out of your way to thank them for the extra effort. A sense of professional separation is important, but that does not mean that one is exempt

from expressing gratitude for effort above and beyond the call of duty that in turn adds to your story.

Deficiencies and Reflections

If there are deficiencies in my professional development as a news writer and reporter they lie in information gathering. It has only been recently that I've learned how access government records including probable cause statements, court schedules and the journalists' rights and procedures in obtaining government records. These matters lie at the basis of information gathering—especially for investigative reporting. I wish that I had not waited so long to educate myself on these fundamental skills.

“The Government Records Access and Management Act (GRAMA) is a broad-ranging Utah law dealing with the management of government records... GRAMA is intended to balance the public's constitutional right to access information, individual privacy rights, and government's interest in restricting access to some records for the public good” (What is Grama?, 2014, para. 1).

Other states have similar mechanisms for accessing public information. GRAMA requests are fundamental to information gathering, and the sooner one can establish relationships and familiarity with agencies most often petitioned, the more likely to be able to gain access to information in a timely manner.

(See Appendix 12 for a sample GRAMA Request Form.) The process for petitioning for a public record pursuant to GRAMA involves a written request to the agency in question including your “name, mailing address, daytime telephone number (if available), and a description of the record requested that identifies the record with reasonable specificity” (Requesting records, 2014, para. 1). The agency legally has 10 business days to grant or reject

the request. If the record is “for the public good” as opposed to the mere personal benefit of the petitioner—such as a media request, the agency has five business days to respond.

A non-response within the allotted time frame constitutes a denied request. “If a request for records is denied by the governmental entity, any person may appeal that decision to the chief administrative officer of that governmental entity by filing a notice of appeal within 30 days” (Appealing, 2014, para. 1). If that appeal is denied, one may appeal to the State Records Committee (Appealing, 2014). The key to obtaining necessary records in a timely matter, more than anything else is based on relationships. Even if granted within the five-day window, deadlines will be hard to meet if a necessary record is not obtained within a day, or even hours.

Finally, accessing court scheduling has become much easier in Utah. The state court website <https://www.utcourts.gov/cal/> is updated daily, if not more often and enables the reporter to access this important information via the Internet. Again, were I to do so again, I would have included some aspect of these information gathering skills in my project—even if only as a written component. Another deficiency not addressed by the project itself, but fulfilled by myself on a personal basis is media sales. A basic overview of the fundamentals of media sales should be a component in any professional development strategy. In radio, nothing happens without being sold.

In all, however, the professional development package outlined in this work has proven invaluable in placing me on a track to find professional success as a radio journalist and show host. I am currently host of the Southern Utah Forum daily drive-time program in KSUB. I am News and Sports Director at KSUB. This year I will act as producer for two high school sports broadcasts, one college sport broadcasts, a coach’s call in show. Importantly, I have also found success in media selling for the above, and other programming which has not only benefited me

by understanding the “big picture” in relation to the development of radio program, it has also benefited me financially in the form of commissions.

I thank those at Southern Utah University, Utah Public Radio and Cherry Creek Radio who have contributed to the success of, and continue to add to my professional development.

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Figure Captions.

Figure 1. Broadcast Education Association Radio Awards Ceremony. April 2009. Jon Smith, SUU Communication Department Chair (left), Chris Holmes, SUU Graduate Student (middle), Cal Rollins, KSUU Station Manager (right).

Figure 2. King Foundation Best of Festival Awards Ceremony. April 2009. Art Challis, SUU Communication Department Professor (left), Chris Holmes, SUU Graduate Student (middle), Jon Smith, SUU Communication Department Chair (right).

Figure 3. KSUU Station Manager Cal Rollins (far right) and SUU Graduate Student Chris Holmes (front, left) with other SUU Communication students at the Utah Broadcasters Association UBEE Award ceremony, October 2009.

Figure 4. KSUU Station Manager Cal Rollins (far right) and SUU Graduate Student Chris Holmes (front, left) with other SUU Communication students at the Utah Broadcasters Association UBEE Award ceremony, October 2009.

Figure 1



Figure 2



Figure 3



Appendix 1

HOST:

Welcome to the Rolling Rubber Halftime Report. I'm Chris Holmes. About a month ago, I sat down with Thunderbird women's basketball coach Steve Hodson. A new season—his third with Southern Utah was just around the corner. I also knew that Hodson was at the time undergoing cancer treatments. I'd long wanted to do a story—not on basketball, but on his heroic battle with multiple cell myeloma, while at the same time juggling responsibilities as a Division I college basketball coach.

Hodson, was by now is in his eighth year of treatments, and he graciously agreed to the interview. The feature story aired just two weeks ago, during halftime of the Southern Utah vs. Cal Poly football game. Today, just two weeks after that airing, Steve Hodson was eulogized by family and friends and laid to rest in his adopted hometown of Cedar City. Hodson passed away on Monday, at his home, surrounded by family after this most recent round of treatments proved ineffective.

Director of Athletics Ken Beazer...

BEAZER:

"The passing of Steve is obviously devastating to the university and the athletics department. He touched so many lives, that he leaves a big void, not only here on campus and in our department, but in the region and the surrounding areas."

HOST:

Although, Steve Hodson was born and raised in Orem, Utah it was southern Utah where he would become a basketball fixture. He played for SUU from 1975 to 78, and was an assistant coach for the men's programs that both SUU and Dixie State. But it was at the high school level where he would have his greatest success—and some would insist his greatest impact on the youth of the area. Coach Hod led four high school teams to state titles—twice with the boy's program at Cedar High, once with the boys at Canyon View high school and once with Canyon View's girls team.

It was during his tenure at Canyon View in 2000, that Coach Hodson was first diagnosed with multiple-cell myeloma. Who better than Coach Hod himself to describe its affects...

HODSON:

What it does, is... it messes with your bone marrow... causes any of a multitude of things because of your compromised immune system."

HOST:

This rare form of cancer carries a life expectancy of from two-and-half to four years with treatment. By the time Hodson was hired as women's basketball coach at SUU he was in his fifth year with the disease. According to Ken Beazer the topic never came up during the consideration process. They were getting top-rate coach and an even better person.

BEAZER:

“When talking with Coach Hodson during the hiring process the illness... the cancer never came up. We never talked about it. I knew about it. I’d done my research. Obviously, he knew about it. There was never a focus on it, nor was it ever an issue with us. It was strictly trying to hire the best coach for the women’s basketball program at that time. And we did.”

HOST:

And so, on top of the every day lifestyle changes and cancer treatments—usually twice a year Hodson took on the rigors of managing a Division I college basketball program. More on that when the Rolling Rubber Halftime Report continues.

Break.

HOST:

Welcome back the Rolling Rubber Halftime Report. As if day to day care and twice yearly cancer treatments was not enough Steve took on a most demanding career—that of a college basketball head coach. In October, we talked with Coach Hod and several of his players as they prepared for yet another season. Here’s what they had to say.

HODSON:

“So, yea it’s a challenging job, but it’s... it’s also one of those things, Chris, it just... it gets you to where you can focus on it and not focus on the cancer.”

HOST:

Kaila Goff is a sophomore guard...

GOFF: “It’s really hard to see a man that you respect so much and just... admire so much to be struggling.”

HOST:

Cassie Platt played for coach Hodson at Canyon View High School and joins the Thunderbirds is a new freshman...

PLATT:

“I just love him... you just love him. You... you might not know him very well, or you might know him, but you know what? You just love him once you meet him.”

HOST: Challis Pascucci is a sophomore forward.

PASCUCCI:

“Just one comment that one of our teammates made... Stephanie Samson. She told us you know... if Coach Hodson can come out here everyday you know... barely being able to walk around and stuff like that ... then that should motivate us to work even harder out here on the floor.

HOST:

Anne Westwood-Higby is a senior forward and team leader.

HIGBY:

“I don’t know... he’s never going to give in. I remember, I went in and... it’s like ‘coach you can take one day off.’ He’s not going to give up. I think as soon as he gives up he... I don’t know... I don’t want to say... I don’t know. I don’t want to say that, but...”

HOST:

What Anne doesn’t want to say is what no one wants to think about: the inevitable consequence of giving up. To the naïve it may seem that after eight years of treatments they would become so routine that it becomes easier.

HODSON:

“It’s harder. Yea, it just gets harder. You just want to be done. I feel like I owe this community... my very very best in trying to fight this disease. And there are times when, quite frankly, I want to be done. You can’t get through anything without support. And the support of my family and the support of this community is... has made it palatable... to be able to live through it... and to... to fight. And to say, ‘I’m not just going to give in.’”

HOST:

Athletics Director Ken Beazer speaks of the flood of expressions upon the news of the death of Steve Hodson...

BEAZER:

“The outpouring of... of well-wishes from people within the coaching profession from across the nation has... has been overwhelming, and a testament to the type of individual he was... as a coach. He not only was a great coach but a better individual in the way he prepared the student athletes for life—not just the games, but the way he taught them to handle situations and that was evident in the way he approached this disease. He never once took a ‘whoa is me’ position. He was always very positive and upbeat. To the day he passed away he was he was positive and upbeat.”

HOST:

If you happened to miss our original feature story you can access it at SUUnews.com. Look for the story on Steve Hudson where you'll find the two-part radio series. That's going to do it for the Rolling Rubber Halftime Report. It's halftime in the northern prairie. We'll be back with Art Challis and live second-half action, right after this.

Appendix 2

HOST:

Basketball season is just around the corner. For most that means falling leaves, shorter days and the squeak of sneakers on hardwood floor. For Southern Utah women's basketball coach Steve Hodson it means one other thing: another round of radiation and chemotherapy.

Hodson's cancer was diagnosed eight years ago. Like any cancer patient he can give you the very date.

HODSON:

September 27th we found out that something was wrong, and they chased demons for a couple of months, found the demon, and from there we've been being treated for eight years... for a disease that's a two-and-a-half to four year lifespan, normally. I'm very lucky.

HOST:

Hodson's immune system is the principal target of the disease.

HODSON:

It's multiple-cell myeloma... and what it does is it... it messes with your ah... bone marrow... causes any of a multitude of things because of... ah... your compromised immune system.

HOST:

As a result, Hodson undergoes radiation and chemo treatments, typically twice a year, ideally just before and just after the basketball season.

HODSON:

We put poison in this morning, so... part of my beginning day, you know. Somebody... somebody starts with bacon eggs and I start with poison, so... you know... sometimes, it is what it is, but at the same time you deal with it and move on.

HOST:

The treatment scheduling is something that comes about my constant monitoring and consultation with his physician. The focus is on maintaining things to live for.

HODSON:

I have a brilliant doctor—absolutely super man... ah... good person and he ah... you know he knows what's best for me and yet... and yet... at the same time he lets me live, you know. He allows me to coach my basketball teams and he ah... he sets up my schedule.

HOST:

Above and beyond basketball, there's family.

HODSON:

We actually started dating my junior year in high school. She ended up going to ah...

abroad in Australia where she spent some time and studied with one of the BYU groups. And when she came back from Austria, ahhh... it was right—the timing is right. So we have now been married, ah... 31 years? And ah... very knowledgeable lady, loves history and has been my best assistant coach I've ever had.

I have three daughters, five grandkids—there's um... there are four boys and one princess and she gets anything she wants from her grandfather.

HOST:

Beyond the treatments, there are certain lifestyle changes that must be dealt with every day of the year—and all of this while managing a very challenging career—that of a Division I college basketball coach. More on that tomorrow, in the second part of this series. Chris Holmes, Power 91 News.

Break.

HOST:

Steve Hobson's battle with multiple-cell myeloma accompanies the rigors of a most demanding career—that of a head coach in Division I college basketball.

HODSON:

So, yea it's a challenging job, but it's also one of those things, Chris, it just... it gets you to where it... you can focus on it and not focus on the cancer.

HOST:

Hodson claims that his coaching style remains for the most part, unchanged.

HODSON:

You know, I go home and tell my wife—it was just a couple of weeks ago, and I said, 'You don't have to worry about the fire. It's there. I lit 'em up today.' I said, 'They... they weren't doing it the way it needed to be done. I want perfection on the floor. They didn't give it to me. They didn't give me the effort that we need to have.'

HOST:

But as the team prepares for another season, one could pose the question: how many parts is Coach Hod's condition distraction and how many parts inspiration? So far, according to the team, the only distraction is in seeing the struggles of someone for whom they care very much. Kayla Goff is a sophomore guard.

GOFF:

"It's really hard to see a man that you respect so much and just... admire so much to be struggling."

HOST:

Cassie Platt played for coach Hodson at Canyon View High School and joins the Thunderbirds is a new freshman...

PLATT:

“I just love him... you just love him. You... you might not know him very well, or you might know him, but you know what? You just love him once you meet him.”

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“Just one comment that one of our teammates made... Stephanie Samson. She told us you know... if Coach Hodson can come out here everyday you know... barely being able to walk around and stuff like that... then that should motivate us to work even harder out here on the floor.

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“I don’t know... he’s never going to give in. I remember, I went in and... it’s like ‘coach you can take one day off.’ He’s not going to give up. I think as soon as he gives up he... I don’t know... I don’t want to say... I don’t know. I don’t want to say that, but...”

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What Anne doesn’t want to say is what no one wants to think about: the inevitable consequence of giving up. To the naïve it may seem that after eight years of treatments they would become so routine that it becomes easier.

HODSON:

“It’s harder. Yea, it just gets harder. Because you just want to be done. I feel like I owe this community... my very very best in trying to fight this disease. And there are times when, quite frankly, I want to be done.

HOST:

So where do you find the strength to keep going?

HODSON:

Ah... you know, my family, like I said. Ah... my Savior. Which is... you know... people want to believe, don’t want to believe—doesn’t really matter. I... I’m so fortunate to have so many people that seem to care. And ah... it’s been... it’s been a amazing ride, and ah... would I want to get on the ride and... and you know, do it? Well, no... not really. You know... if you give me a choice I’m... I’m not going to try and be a hero. Ah... You can’t get through anything without support. And the support my family and the support of this community is... has made it palatable... to be able to live through it... and to... to fight. And to say, ‘I’m not just going to give in.’”

HOST:

[Basketball practice background audio] The Thunderbird women begin play with an

exhibition match against Dixie State at 7 o'clock in the Centrum this Saturday. They begin regular season play on November 14th, in the Centrum at 7PM, against UC-Davis. Chris Holmes, Power 91 News. [Fade out of background audio].

Appendix 3

HOST: Southern Utah has become rather acquainted with grieving as of late. On the 22nd of August, 10 residents all perished when their twin engine turboprop went down near Moab. Memorials both private and public immediately followed. Last Saturday yet another memorial took place, this time honoring eight separate Iron County residents. Similarly, these 8 were remembered for their lives of service and sacrifice. In contrast, these eight Iron County servicemen lost their lives in separate incidents many years ago in Southeast Asia. In the intervening years politics, public sentiment, and the passage of time had denied love ones of public support and local acknowledgment. Saturday's dedication of the Iron County Vietnam Veterans Memorial was hopefully in some measure compensation. Further, the new memorial also pays tribute to the living, for Iron County Vietnam Vets, the memorial constitutes a public welcome home, equally belated but equally appreciated.

VETERAN: This is our welcome home, forty years later. We're being honored and we served with these fellows here and it was a war I'll tell ya. So we're here to take care of these young folks that are coming back from Iraq and Afghanistan. We won't let it happen to them what happened to us.

HOST: In the voices of family members reading the names of fallen loved ones, decades of incomplete consolation are perceptible.

FAMILY MEMBER: David John Richsteig, US Marine Corps.

HOST: In the voices of surviving veterans, a long yearning for recognition of faithful service is finally satisfied.

VETERAN: Oh heck, it took this a long time to show what we did in Vietnam. You know, it has been a really tough struggle. Really I got two of my two brother's name on there and that really makes me feel big to see their name.

HOST: The Rotary Centennial Veterans Park is located at the east end of 200 North Street. Later this month, on the 27th, the already completed Korean War Memorial will be dedicated. Later this year, on Veterans Day, ground will be broken for the proposed World War II Memorial. Chris Holmes Power 91 News.

HOST: Not a sound most would associate with the dedication of a memorial for Vietnam veterans, but then again for those few who are aware of the disproportionate representation of Native Americans among Vietnam Vets, Utah Goshute Jerry Bear's rendition of "The Walk of the Warrior" was entirely appropriate to the occasion. For those less aware, Cedar City's mayor Gerald Sheratt set the record.

GERALD SHERRATT: Because there were some 80,000+ Native Americans who served over the 11 years of the war in Vietnam and 41,000 of them were right in Vietnam. 226 of them lost their lives. Indeed for the Native Americans, they had more people in Vietnam serving at per the size of their group than any other ethnic group in our nation.

HOST: Utah Paiute tribal chairperson Laura Tom was likewise gratified to see both the participation and the recognition.

LAURA TOM: I'm very very proud that the Paiute tribe were a part of the event this past weekend and I'm very pleased that we had so many people come out and not only support the tribe but also everyone in the community.

HOST: It was the 1924 Snyder Act that finally granted US citizenship to all Native Americans. Yet even before that, in World War I and ever since, natives have fought for their country and like other soldiers in many cases they've sacrificed their lives. Paiute and Vietnam Veteran Brian Jake:

BRIAN JAKE: I've got 2 of my 2 brothers name on there and that really makes me feel great to see their name.

HOST: Mr. Jake speaks of Wilbert Dwayne Kanosh and Kennard King Kanosh who constitute a full one quarter of the eight fallen Iron County Vietnam Veterans honored by the newly constructed memorial. Again, tribal chairperson Laura Tom:

LAURA TOM: I was pleased to see that 2 of our members from the tribe were acknowledged and they have a name on the walls and to have it close by the headquarters for the Paiute Tribe of Utah.

HOST: There was a day an army beret with eagle feather or a military uniform accompanied by tribal head dress may have appeared an odd contradiction. To these veterans, it seems perfectly consistent, representing their devotion to both their distinctive culture and their beloved country for whose freedoms they have hazarded their own lives to defend. Chris Holmes Power 91 News.

Appendix 4

HOST: Chris Holmes with the Power 91 newsbreak:

JIM LUNT: Shock and disbelief. We had no idea we would be considered because we've been with them for 75 years.

HOST: Jim Lunt of Lunt Motor Company in Cedar City describing his reaction upon learning that the business that's been in his family since 1934 is among the list of Chrysler dealerships to be axed by the beleaguered automaker.

JIM LUNT: Basically bought in dollar programs and paid our bills. Really no reason that we felt we should even be considered.

HOST: In addition to notifying each dealer by overnight letter, Chrysler also released the list to the media. The result was that many dealerships like Lunt Motors first learned of their fate not from Chrysler, but over the Internet.

JIM LUNT: We found that our employees about 8 o'clock/9 o'clock were getting phone calls from friends that the list was on the Internet and so they were on the Internet looking and the letter came to us about 10 o'clock.

HOST: Beyond the initial feelings of shock and dismay, other emotions ensued.

JIM LUNT: Well, even betrayal. That's what it kind of feels like, that you've been with somebody for 75 years and you've been loyal to them, you haven't gone out and sought other franchises- you've bought their parts and you've sold their cars and you've taken care of customers.

HOST: Jim's grandfather Lynell Lunt along with his brother started the business in the depths of the Great Depression.

JIM LUNT: My grandfather and his brother started the business in 1934. They were working for a Ford dealership and this was during the depression and not a very good time, but they went out on their own. My grandfather handled service and parts and then his brother Wilson handled the sales end of it and they built the business and eventually it went to my father who now is the dealer principal.

HOST: The dealer principal, Jim's father Mitch Lunt notes that relations with Chrysler have been very warm over the years until just recently, when the automaker began to pressure Lunt to spend money to remodel and update their facility.

MITCH LUNT: They'd like us to be up-to-date and have a new building. In my opinion, people are a lot more important than things and the way we treat people is much more important than having a marble floor, or fancy new upholstery and fancy new desks.

HOST: Lunt further asserts that it costs Chrysler virtually nothing to have them as a dealer. And for every car that sits on their lot, Chrysler has already been paid. If they're too many dealers let the marketplace determine who stays and who goes. The argument, although somewhat simplistic, does have merit says president of the Utah Auto Dealers Association, John Garff.

JOHN GARFF: The lion's share—95% of the costs are born by the dealer, but there are some costs that are born by the manufacturer in having too many dealers. But that doesn't mean there aren't other ways that the manufacturer could do that.

HOST: As to the real root causes of US automakers competition and profitability problems, Garth is hardly bashful in expressing his opinion.

JOHN GARFF: The United Auto Workers, they're the ones responsible for bankrupting this company. In a Chrysler factory, or a GM or Ford Factory, a high school educated person gets paid seventy-five dollars per hour to put on a bumper. Lets take a quick example is when the factory shuts down, a union factory shuts down, the union workers get 95% of their wage for sitting home doing nothing. Whereas in a Toyota or a Honda shop in the US, nonunion, they get nothing.

HOST: On the 4th of June lawyers representing the doomed dealers will appear before a New York bankruptcy court seeking some recourse, or at the very least, more time. Again Jim Lunt:

JIM LUNT: Hopefully they can get a continuance or something. This was all just put on such a fast track timetable that no one's even had time to react or even know how to react.

HOST: Otherwise, on June 9th the 75 year relationship comes to an end.

JIM LUNT: I would equate it to being in a battle. You're cold and muddy and hungry and you're being shot at and all of a sudden you turn around and the lieutenants or the sergeants that are behind you are shooting you in the back. That's the way it feels.

HOST: Across town Bradshaw Chevrolet Buick escaped similar cuts by GM, but Mark Bradshaw feels what happened to Lunt Motors hurts everyone, perpetuating a misconception that Cedar City or even St. George may no longer be the place to shop for new cars.

MARK BRADSHAW: It was very surprising to us, it was a shock. It was a sad situation. I talked to Mitch the day after and it's very unfortunate. They are some of the nicest people around and some of us other dealers have talked we think that kind of thing hurts all of us to some degree because it just hurts the general feeling in the public I guess.

HOST: Sun Country Chrysler of St. George was also on the Chrysler hit list. Short of a legal longshot it appears the best option for the two Southern Utah businesses is to sell used cars and to continue servicing vehicles. By odd coincidence, I just received a recall notice from Chrysler on my 2005 Dodge Durango directing me to my local dealer for the installation of a small part to rectify the problem. After June 9th, the closest Chrysler dealers along the I-15 corridor may be a nearly equidistant 2 1/2 hour plus drive south to Las Vegas or North to Utah Valley. Chris

Holmes Power 91 News.

Appendix 5

HOST: Chris Holmes with a Power 91 newsbreak.

IVAN PETERSON: We just thought he'd have some stitches and be alright. The doctor came to talk to us and said with these kinds of injuries, you have to know that fifty percent of these people are fatal.

HOST: That was the shocking prognosis received from doctors by parents of an SUU student who suffered what turned out to be a very serious brain injury in a longboard accident. A longboard differs from a regular skateboard with a longer base for faster travel as opposed to tricks and turns. After emergency surgery, intense rehabilitation and a lot of support, Kyle Peterson of Cedar City resumes his studies toward a degree in chemistry at SUU. In June of 08', Kyle had just competed the Utah Summer Games earning a gold and two silver medals in swimming. Kyle was looking forward to continuing his university studies.

KYLE PETERSON: I remember seeing a car coming down Leigh Hill and the next thing I remember is being in the hospital.

HOST: There are no known witnesses to the accident. Kyle was not sure whether the incident involved the car or not.

KYLE PETERSON: I don't know. I didn't have any road rash, so I'm not certain that I was hit by a car.

HOST: Ivan and Jill Peterson are Kyle's parents.

JILL PETERSON: We just got a call from a neighbor it was close by the accident and she said come, Kyle's he hurt bad. He was just laying in the middle of the road and there was people gathered all around and people were holding his hands and he was kind of thrashing around.

HOST: Kyle was taken to Valley View Medical Center in Cedar City then life-lighted to Intermountain Medical Center in Salt Lake City.

IVAN PETERSON: I went with Kyle on the plane. When we got to the Intermountain Medical Center in Salt Lake, they took him right in for brain surgery and he had a depressed skull fracture, with hematomas on the inside of his skull and on the outside of his skull. They had to remove part of his skull to get one of the hematomas and they took the other one off and replaced part of his skull with plates and then they attached what they call a bolt which is just a thing that monitors if the brain is swelling. They put that in and then they hoped for the best.

HOST: Despite the seriousness of Kyle's injuries and the dire odds laid down by medical experts, Ivan and Jill Peterson were sustained by a faith that their son would be okay, albeit at a pace much slower than their anticipated timetable.

JILL PETERSON: We felt like it'd be okay. We did from the beginning. We felt like he would make it and be alright, but it was so much longer than we thought. He was in hospital a full

month and when they did release him, it was so much sooner than they thought it would be, but it was so much longer than we thought it would be.

HOST: The sensations, struggles, frustrations and the perspective are things that perhaps only Kyle and those who have endured a similar ordeal can understand.

KYLE PETERSON: The way that I can explain it to people best maybe is it's like you have your world and then all of a sudden it got shaken up, confused, flipped upside down and then like a puzzle you are told, to kind of put it back together and so like I had to learn to walk again and learn to do several other things.

HOST: Studies came easily to Kyle in high school and while he had already made the transition to college before his accident, the increased demands of university studies were compounded by the cognitive limitations imposed upon him since his injury.

KYLE PETERSON: Last semester was really difficult for me to get the piece of information the teacher talking about and commit to long-term memory where I could remember that for a test. So school was hard because it was different. Because I had to get use to a new learning style.

HOST: Kyle's parents see his frustration but are quick to point out to him the progress that he has made in just one years time.

JILL PETERSON: When he first started back to school, he was doing C and D work and then as the semester went on, began doing B work and then by the end he had a couple of A's and a couple of B's for his final grades. So he still is improving. We think he'll keep progressing for a while.

IVAN PETERSON: He had to work through high school and that, but he was able to do it. I mean, and he got a 4.0 and was a really good student. He did have to work at it, now he just has to work a lot harder.

HOST: The added energy required for Kyle Peterson to function and to continue to recover often results in not just a physical, but a kind of mental fatigue.

KYLE PETERSON: I find a lot of times by about 9 or 10 o'clock in the morning I'm just I'm as tired as I maybe would've been at 9 or 10 o'clock at night before the accident it just because it's trying to reestablish those connections it just tires out really quickly.

HOST: Dr. Randy Jensen is a neurosurgeon at University Medical Center in Salt Lake City. Although not involved in Kyle Peterson's treatment, he says that fatigue is a common affliction for those recovering from brain injury.

DR. JENSEN: It seems like patients that have had head injuries, even things that are seemingly mild head injuries will sometimes complain of having fatigue and feel like they have to put more effort into doing tasks that were very simple for them before their head injury.

HOST: Research does indicate that sleep plays an important role in healthy brain function.

DR. JENSEN: And it seems to me that even patients that have required brain operations or patients that have had head injuries, the one thing they all kind of come back and say is that they seem to have a lot of need for more sleep than they did before and there's a lot of good studies and evidence to suggest that a lot of the processing is done off-line while you sleep at night. Maybe that whole process is just slowed down and they need more sleep to accomplish it.

HOST: As Kyle struggled to regain motor and cognitive skills, the Petersons could not help but wonder how he might respond to an activity that had always seemed instinctive to him: Swimming.

JILL PETERSON: Yep, that was one really fun thing. He was anxious to get back in the water and he had to relearn all of his motor skills, so we didn't even know if he could swim or not. So we were in the water with him the first time he got in and he didn't have to relearn it, he just started swimming. It was one of the few things he didn't have to work at.

HOST: And so one year after his gold and silver medal performances, Kyle Peterson again took to the water.

KYLE PETERSON: Yeah, it went well, I'm able to compete. The doctors were a little bit nervous. I mean physically they figured nature would just take its course, but how would his mentality do when he was actually competing. I do have to kind of think a little bit differently when I'm racing. I have to remind myself that I can't go quite as fast as I would want to go because if I do then I'll be so tired that I can maybe barely get out of the pool.

HOST: No summer games medals this year for Kyle Peterson. His long, slow, steady recovery continues, as does his swimming. Kyle is thinking about a career as a physician's assistant. In the weeks prior to our interviews, Jill Peterson noted a report in the local newspaper of another SUU student who suffered a head injury while riding a longboard. Apparently his injuries were not as serious as those of her son. Had they been wearing helmets, it's unlikely that either would've suffered any significant lasting injury. Chris Holmes Power 91 News.

Appendix 6

Breaking News: Dewey Street Gas Leak.

HOST: This is Chris Holmes with breaking news on Power 91. A city utility crew working on Dewey Street, just south of the SUU campus, has ruptured a gas line which has resulted in the scramble of Cedar City Fire, Questar Gas, and other repair personnel to the scene. So far no evacuations have been ordered as winds have directed the leak away from housing. Residence and SUU personnel in the area of 200 S. at roughly 400 W. are asked to remain vigilant in case an evacuation order is issued. Again a Cedar city utility crew working on Dewey street south of the SUU campus has ruptured a gas line. The mishap is not associated with the construction of the SUU Science Center, although construction workers at the site have been asked to cease construction and leave the area as a precaution. Again residents of Dewey and nearby streets have not yet been evacuated. We will keep you posted. Stay tuned to Power 91. Chris Holmes, Power 91 News.

Appendix 7

HOST: Welcome back to Thunderbird Gameday. I'm your host Chris Holmes. Dixie State at SUU less than 45 minutes away. Well the Thunderbirds come into the Dixie State game at the top of their game. The win last week at UC Davis marked not only the fourth victory in a row, but it also offered the T-Birds another bit of personal satisfaction that would've otherwise gone completely unnoticed except by the players and coaches themselves. Team breaks are a long-standing football tradition not just at the end of an offensive or defensive huddle but throughout practices and training sessions, team meetings and the like. Players extend a hand in breaking unison with an important phrase or statement the team's nickname for example. Early on, Ed Lamb took exception to one such phrase and banded it from use until he felt the team earned it back.

ED LAMB: I'm not big on the team break every time we lift weights or have a meeting or drink Gatorade we have to get a break. But that's kind of a football culture that they grow up with. So I don't tell them hey break it out, but they do anyway, after we're done with anything. So, but they were breaking out all the time on Thunderbird family and I let that go on for a little while but then made a declaration that we weren't going to have a T-Bird family break until we won our first conference championship.

HOST: Team leader Akeem Anifowashe, now a senior, confesses some confusion at the time:

AKEEM ANIFOWASHE: Um, to be honest I didn't really understand because I've been here for 3 years and I've been around a lot of players that's already been here and I felt like we were a family. But obviously Coach Lamb is here to lead us in the right direction and he kind of felt like that the players weren't bonding and weren't moving in the direction that they should. So he didn't have all the breaking.

HOST: Ed Lamb provides an explanation:

ED LAMB: Because they didn't in my estimation at that time they didn't prepare like family, they didn't play like family and if you're family and you compete against your brother in practice, you're going to hit him harder than you would hit other guys. And we didn't practice that way. And if you're family and your brother plays running back and you play running back, but your brother gets the call in the game and rips off a nice run, you're not going to begrudge him for that. You're going to celebrate that, and we didn't do that so...

HOST: Ed Lamb's banning of the T-Bird family break as you might expect added greater meaning to the phrase and gave the players something to work toward. Akeem Anifowashe:

AKEEM ANIFOWASHE: It's bigger than a name. It's all the players coming together with a lot of camaraderie, we love each other, um like I said, we're a brother from another mother. Um, our coach didn't feel like we were family, he didn't feel like we were bonding as well as we should or come together like a family. So he actually outlawed the T-Bird family break until he said it was good for us to have the break.

HOST: The players were impatient, but Ed Lamb held firm.

ED LAMB: They tried to have a T-Bird family break after the South Dakota win, and I told them no.

HOST: But even a disciplinarian like Ed Lamb couldn't deny his team after their great West conference championship clenching victory at UC Davis.

ED LAMB: And then but after the Davis game it wasn't in my hands anymore so that was probably one of the best parts of the day was they got to have that T-Bird family break. And they earned it.

AKEEM ANIFOWASHE: I think it was a good thing for us because we always kept that in the back of our mind and we always wondered when he was going to let us make the break. When he finally did, it was joy everywhere around the team.

HOST: In retrospect says Akeem:

AKEEM ANIFOWASHE: Yeah, Yeah that was definitely something to accomplish. We always hang out outside of football, during football, and it just brings us a lot closer just knowing that we have that bond. You know, that we have made friends here that we'll be friends with forever. And it means a lot to us.

HOST: Thunderbird football coach Ed Lamb and senior linebacker Akeem Anifowashe on the T-Bird family break. Coach Ed Lamb and his T-Bird family take on the Dixie State Red Storm this afternoon at 1:00. Art Challis and the Thunderbird Sports Network joins us at 12:45 for the pregame. In the meantime, Thunderbird Game Day on Power 91 continues right after this break.

Appendix 8

HOST: Chris Holmes with a Power 91 newsbreak. No need to adjust your dial. No one's been toying with your radio. Many a regular listener of Power 91 is tuned in early Saturday morning and expected to hear this:

CONT. HOST: Cowboy Country hosted by Art Bowman airs from 7 AM to 10 AM every Saturday. And is part of KSUU's original weekend programming. Original is the operative word. Retired school teacher and music historian Art Bowman has been Cowboy Country's only host since 1988. We asked him what endeared him to this type of music.

ART BOWMAN: They play all kinds of music on the radio out in the barn while we were milking cows when I was growing up. Good old KOPP with trail boss Wayne Moss. Can't ever forget listening to that. It was a fun show and that's where I really became involved with that. However, there have been several people who have given me records over the years. Some of the records they gave me were stacks of country and western that they had collected. So I've enjoyed it for a long time.

HOST: Art explains some of the nuances such as the difference between country and western.

ART BOWMAN: Well actually up to 1940's even into the 50s, there wasn't a whole lot of difference. There was a small difference between them, but it wasn't great. Since then, there's become a regular chasm. Right now they're defining western music as being mostly cowboy music. Songs about the open range and about cowboys and country, well, I think most of you know what country is. It's certainly not the same as what I play on my program. It's come a long ways. To me I think it's a little bit of 70's and 80's rock, mixed in with just a touch of country, most of it.

HOST: Beyond simple nostalgia, there's also a cultural significance to this old music.

ART BOWMAN: There are those that claim that there are only two types of music that are really purely American. One's Jazz and the other is Cowboy Music.

HOST: The first hour of Cowboy Country features bluegrass, western swing, and what might be called vintage country.

ART BOWMAN: That first hour I usually play real easy, old stuff. Country Western was any of it at all. It was first recorded in about 1922. Up till then it existed, just nobody had ever put it on record. And then Vernon Dalhart recorded the prisoner's song in 1924, which was the first million seller in country music.... Once that happened, the record companies really started going out and trying to get other people. And through going around and recording people out in the woods, if you would, they finally found the Carter family, and Jimmy Rogers and a whole bunch of those early country stars that really set the stage for modern country music...

Jimmy Rogers yodeled everything and so yodeling became really popular and oddly enough it hasn't stuck in country, but western music uses quite a bit of yodel.

HOST: This significant chapter in American music history nearly faded into history, but for a few shows like cowboy country and the widely popular 2000 Cohen Brothers film and soundtrack, *Oh Brother Where Art Thou*..... The second hour of Art Bowman's show features the aforementioned Western or singing cowboy music, which along with jazz is said by some to be one of two music genres of distinctively American origin. The popularity of this music coincided for the most part with the popularity of western motion pictures.

ART BOWMAN: Started off largely with the Sons of the Pioneers though cowboy wasn't all they recorded. Roy Rogers and Gene Autry came along and there was a whole bunch of that became real popular up through, oh I'd say Marty Robins pretty well ended it in the early 1960s. And it kind of faded away, then a group called Riders in the Sky started recording in the early 1980s. And it kind of came back and there are groups all over now that record cowboy music and have these concerts and these chuckwagons.....And I'm glad to see it coming back, it's really some enjoyable music. And there's probably been as many cowboy songs written since 1980 as there was before.

HOST: Among the cowboy songs being produced by contemporary artists are those that carry a local flavor.....

ART BOWMAN: Yeah, that's the Red Rock Wranglers. It was written by old Curly Sindegard out in Paragonah and then that group sang it.....

HOST: Cedar City's own Steve Downs is a former member of the Red Rock Wranglers and is now recording on his own....

ART BOWMAN: Western Music Association is still going strong and there are a lot of people who belong to that and I get discs all the time. If you hear me play a new disc, it's usually they've arranged for it to be sent to me. And I belong to that chapter too. But out in Roy and West Haven and so forth there's quite a group there that records, The Saddle Strings, Stampede, in fact, the president for the last couple of years of the Western Music Association has been Steve Taylor, his wife has done an awful lot with that group. And they've been here to perform on several occasions. We've interviewed them too.

HOST: In the late 80's Professor Lionel Grady of SUU's Communication Department was in charge of the campus radio station and wanted to develop original programming. The line-up of weekend shows included various genres: Cowboy Country, Jazz, Classical, even Opera music.

DR.GRADY: I'd say most of the credit for the success of the show goes to Art Bowman because there are very few individuals that have a combination of his vast knowledge along with his vast music collection.

HOST: When Art Bowman's cowboy country began in the late 80s, we can be sure that there were some who snickered at both the style of the host and the nature of music, in favor of what was popular at the time. Then again, within a few short years those individuals moved on as did the popularity of their music. Through it all, Art Bowman and Cowboy Country have persisted. Likewise today there are some who appreciate neither the style nor the cultural significance of the show, and are quick to suggest that there's a good reason that this type of music is so unique. If you feel that way, those of us who eagerly tune in early every Saturday morning have a suggestion of our own: Go back to bed. Get up at your regular time and it will all be over.

Chris Holmes Power 91 News.

Appendix 9

Links to selected stories produced as part of my Masters of Professional Communication professional development package.

<http://southernutahradio.podbean.com/e/ksuu-death-of-steve-hodson/>

<http://southernutahradio.podbean.com/e/ksuu-auto-woes-hit-home/>

<http://southernutahradio.podbean.com/e/ksuu-tularemia/>

<http://southernutahradio.podbean.com/e/ksuu-supercomputers/>

<http://southernutahradio.podbean.com/e/ksuu-native-american-vietnam-vets/>

<http://southernutahradio.podbean.com/e/ksuu-bah-humbug/>

<http://southernutahradio.podbean.com/e/ksuu-byu-recruiting-missionaries/>

<http://southernutahradio.podbean.com/e/ksuu-jack-cook/>

<http://southernutahradio.podbean.com/e/ksuu-tbird-family-break/>

<http://southernutahradio.podbean.com/e/ksuu-cowboy-country-endures/>

<http://southernutahradio.podbean.com/e/kitchen-1414682307/>

Appendix 10

**MCSO PRESS RELEASE
July 24, 2013****WARRANTS ARREST – LAKE HAVASU CITY**

Mohave County Sheriff's deputies arrested Mary Kate Murphy, 24, of Lake Havasu City, early Tuesday (7/23) afternoon on a failure to appear felony warrant issued by Mohave County Superior Court and two misdemeanor warrants for failure to appear issued by Lake Havasu City Municipal Court. Approximately 12:00 p.m., deputies contacted Murphy at a residence in the 3100 block of Osborne Drive regarding her outstanding warrants where she was taken into custody without incident. Murphy was transported and booked into the Mohave County District III Substation.

WARRANT ARREST – KINGMAN

Mohave County Sheriff's deputies arrested Jeremy William Kitchen, 24, of Salt Lake City, Utah, late Tuesday (7/23) afternoon on fugitive from justice felony warrant issued out of Salt Lake City. Deputies learned the whereabouts of a wanted felon identified as Kitchen. Approximately 7:30 p.m., deputies responded to a residence in the 3500 block of Martin Lane. Upon arrival, deputies contacted a male subject matching the description of Kitchen. The male subject tried giving a false name, but a tattoo on his neck spelled Kitchen. Kitchen was taken into custody without incident. He was transported and booked into the Mohave County Jail.

WEAPONS OFFENSE – KINGMAN

Mohave County Sheriff's deputies arrested Nolan Gene Martin, 36, of Kingman, Tuesday (7/23) evening for possession of a prohibited weapon, possession of a weapon by prohibited person, felonies, and driving with a suspended license, misdemeanor. Approximately 9:56 p.m., deputies responded to a suspicious vehicle in the 4300 block of Able Drive. Upon arrival, deputies observed the vehicle, a primer gray hatchback, turn onto Diagonal Way and pull into a convenience store in the 3700 block of Diagonal Way. Deputies contacted the driver identified as Martin. While speaking with Martin, deputies observed a weapon on the backseat. A record check showed Martin to have a suspended driver's license and to have a history of felony convictions. Martin was taken into custody without incident. Deputies confiscated the loaded weapon, a .410 shotgun. The barrel had been cut down to a length of approximately 12 inches. He was transported and booked into the Mohave County Jail. The vehicle was towed from the scene.

WARRANT ARREST – MOHAVE VALLEY

Mohave County Sheriff's deputies arrested Nathion Phillip Gourley, 34, of Covina, CA, early Wednesday (7/24) morning on an outstanding warrant. Approximately 4:00 a.m., deputies contacted Gourley during a traffic stop on Highway 95 at milepost 227. A record check showed Gourley to have a misdemeanor warrant for failure to pay fines issued by Bullhead City Justice Court. Gourley was taken into custody without incident. He was transported and booked into the Mohave County District II Substation.

Appendix 11

(ANCHOR LEAD IN): IT IS NOT UNUSUAL FOR A PERSON TO AFTERWARDS REGRET GETTING A TATOO, BUT AS KSUB'S/KDXU'S CHRIS HOLMES REPORTS, FOR A WANTED UTAH FUGITIVE, ONE PIECE OF BODY ART PROVED TO BE PARTICULARLY INCONVENIENT.

(STORY): 24-YEAR-OLD JEREMY WILLIAM KITCHEN WAS WANTED ON A FUGITIVE FROM JUSTICE FELONY WARRANT ISSUED OUT OF SALT LAKE CITY. MOHAVE COUNTY, ARIZONA DEPUTIES, ACTING ON A TIP RESPONDED TO A RESIDENCE IN KINGMAN. UPON ARRIVAL, DEPUTIES CONTACTED A MALE SUBJECT MATCHING THE DESCRIPTION OF KITCHEN. THE SUSPECT TRIED GIVING A FALSE NAME, BUT A TATTOO ACROSS THE BACK OF HIS NECK SPELLED OTHERWISE. "K-I-T-C-H-E-N." KITCHEN WAS TAKEN INTO CUSTODY WITHOUT INCIDENT. HE'S CURRENTLY IN THE MOHAVE COUNTY JAIL FACING EXTRADITION BACK TO UTAH.

Appendix 12

UTAH GOVERNMENT RECORDS REQUEST FORM

TO: _____
 (Name of government office holding the records and/or name of agency contact person.)

Address of government office: _____

Description of records sought (records must be described with reasonable specificity):

- I would like to inspect (view) the records.
- I would like to receive a copy of the records. I understand that I may be responsible for fees associated with copying charges or research charges as permitted by UCA 63G-2-203. I authorize costs of up to \$ _____.
- UCA 63G-2-203 (4) encourages agencies to fulfill a records request without charge. Based on UCA 63G-2-203 (4),
 I am requesting a waiver of copy costs because:
- releasing the record primarily benefits the public rather than a person. Please explain:

- I am the subject of the record.
- I am the authorized representative of the subject of the record.
- My legal rights are directly affected by the record and I am impoverished.
 (Please attach information supporting your request for a waiver of the fees.)

If the requested records are not public, please explain why you believe you are entitled to access.

- I am the subject of the record.
- I am the person who provided the information.
- I am authorized to have access by the subject of the record or by the person who submitted the information. Documentation required by UCA 63G-2-202, is attached.

Other. Please explain:

I am requesting expedited response as permitted by UCA 63G-2-204 (3)(b). (Please attach information that shows your status as a member of the media and a statement that the records are required for a story for broadcast or publication; or other information that demonstrates that you are entitled to expedited response.)

Requester's

Name: _____

Mailing

Address: _____

Daytime telephone number: _____ **Date:** _____

Signature: _____