1983

The Chinese Radio and Television Stations in the United States: A Historical Exploration

Lin Liang

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THE CHINESE RADIO AND TELEVISION STATIONS IN THE UNITED STATES--A HISTORICAL EXPLORATION

BY

LIN LIANG

A thesis submitted in partial fulfillment of the requirements for the degree Master of Arts, Major in Speech, South Dakota State University 1983
THE CHINESE RADIO AND TELEVISION STATIONS IN THE UNITED STATES--A HISTORICAL EXPLORATION

This thesis is approved as a creditable and independent investigation by a candidate for the degree, Master of Arts, and is acceptable for meeting the thesis requirements for this degree. Acceptance of this thesis does not imply that the conclusions reached by the candidate are necessarily the conclusions of the major department.

Judith Zivanovic
Thesis Adviser

Date

Judith Zivanovic
Head, Department of Speech

Date
ACKNOWLEDGEMENTS

I want to express my sincerest gratitude to Dr. Judith Zivanovic, Dr. Harold Widvey, Dr. Connie Gotsch, and Dr. Richard Lee for their well-rounded knowledge and generous guidance throughout the entire thesis.

A special word of appreciation goes to my parents for their spiritual support, understanding and much more.

The help and encouragement from a truly considerate friend, Larry Crowley, are gratefully acknowledged.

Ila Asmus, thank you for your "timely" assistance.

The author particularly wants to thank all those wonderful people who not only have contributed to the Chinese broadcasting in the United States but also to the understanding of it by responding to the surveys.

It is my hope that the completion of this study will inspire more in-depth studies on the relevant subjects for a better communication among mankind.

LL
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CHAPTER I

ORIGIN AND JUSTIFICATION OF THE STUDY

Historically, Chinese immigration to the United States began in around 1850, even though immigration statistics in the United States showed that forty Chinese had arrived before the news reached Hong Kong that gold had been discovered in California in the spring of 1848. As the gold rush tapered off in the early 1860s, the Chinese soon filled in as general laborers, domestic servants, cooks, and gardeners. However, they found opposition from the white laborers in the mining camps as early as 1852, and they were denied eligibility for citizenship. The need to be aided and protected was great. All of these factors led to the establishment of the "Chinatowns."

It should be noted, however, that their choice to gather in a limited area was not entirely involuntary. Early Chinese Americans, just like other Americans or British abroad, tended to establish their racial zones. Those Americans or British, especially in the East, "have their own schools, churches, clubs, newspapers . . ." said S. W. Kung in Chinese in American Life. The same things have taken place in the Chinese community. For instance, the first Chinese established their Chinese newspaper for
the first time in 1891. To understand the reasons for the Chinese to develop their own medium such as newspapers, a statement of Stuart Surlin may well be applied:

It is widely believed by experts in the field of communication that to gain acceptance and believability a message source should use a channel to which the receiver actively attends, and one with which he identifies as geared to his personal interests.

From the publishing of the first Chinese newspaper, The Chinese World, in San Francisco, Chinese newspapers played an important role for early Chinese immigrants educationally and communicatively. A consistent growth in the number of Chinese newspapers continued until 1960. Reports indicate that in 1946 there were fourteen Chinese dailies, but only eleven remained in 1960. By 1972 the total number of Chinese dailies had increased again to thirteen. However, 1982 Editor and Publisher International Yearbook reported that there were only ten Chinese newspapers publishing in the United States.

The decrease in the number of Chinese dailies during 1946 and 1960 led S. W. Kung to assume that the younger generation of Americans of Chinese ancestry would gradually lose their ability to speak and read the Chinese language. This assumption cannot be proved since there are no other studies completed concerning the relationship between the younger generation of Chinese Americans and the percentage they represented in the total readership of
Chinese newspapers. It is also possible that the broadcast media had risen to be a more popular mass media in the Chinese community, and the popularity could have attracted audience which were originally the readers of Chinese dailies.

Considering this possibility, it is significant that no studies have been done concerning the extent and possible influence of the Chinese electronic media--television and radio. This omission has left a void in the knowledge and understanding of the development and purpose of Chinese mass media in the United States. This current study, therefore, has attempted to fill this information gap by investigating radio and television stations which broadcast Chinese language programs in the United States.

**Statement of Purpose**

The purpose of this study is to trace the history of the radio and television stations in the United States that have been devoting air time in broadcasting Chinese programs. Surveys were conducted throughout the country to investigate stations' histories and purposes of broadcasting Chinese programs, programming and program production, audience composition, ethnic identity of the station founders and program managers, and financial sponsorship.

This study represents an attempt to provide an initial general overview of all the radio and television
stations in the United States that have been broadcasting Chinese programs by seeking answers to the following specific questions:

1. How many radio and television stations have been broadcasting some Chinese programs as well as other types of foreign language programs?

2. How many radio and television stations broadcasting Chinese programs are identified as Chinese or Non-Chinese stations?

3. Why does each type of station broadcast Chinese programs in the United States?

4. What time of the day/week does each type of station broadcast Chinese programs?

5. How many Chinese radio and television stations in the United States were founded by Chinese Americans?

6. How many stations' program managers are Chinese or Chinese Americans?

7. When did these radio and television stations begin broadcasting Chinese programs?

8. When and for what reasons did any of the Chinese radio and television stations stop broadcasting Chinese programs?

9. What kind(s) of Chinese programs does each type of station broadcast?

10. Does each type of station produce its own programs?
11. What kind(s) of Chinese programs does each type of station produce?

12. What kind(s) of Chinese programs does each type of station purchase from other stations or organizations?

13. Where do these stations purchase Chinese programs?

14. Who financially supports Chinese programs?

15. Who listens to or views Chinese programs?

16. How many of these Chinese stations are related to American national networks?

17. What is the coverage area of each type of station?

Definitions

The following definitions will be used in this study for the purpose of clarity:

Chinese Station--a station with more than half of the broadcasting hours per week attributed to Chinese programs.

Chinese Radio and Television Station--refers to the same definition of "Chinese Station."

Non-Chinese Station--a station which may broadcast Chinese programs but broadcasts such programs less than half of its broadcasting hours.
Chinese Program—a program recorded and broadcast in Chinese via air by mass media.

Chinese—the persons who hold Chinese citizenship.

Chinese American—the persons whose ancestors are Chinese but they themselves hold American citizenship.

Non-Chinese American—the persons who hold American citizenship and whose ethnicity is other than Chinese American.

Chinese Community—an area where Chinese immigrants, constituting a majority of the residents, have gathered for common social and economic interests in the United States.

Procedures

The following procedures have been followed to determine whether there had been any related studies and to answer the questions raised in the "Statement of Purpose":

1. The following literature was surveyed to determine if any previous studies had been undertaken which are similar to the current study:


It appeared that no preceding literature duplicates this study.

The following studies have revealed an interest in foreign language mass media in the United States but none duplicates the study.


A section entitled "The Chinese Press" from Chapter 10 in Chinese in American Life was found relevant to the current study while "The Danish-Language Press in America," "Chinese Theaters in America," "Primary Spanish Language Radio as a Function of Internal Colonialism" were to some extent similar in format to this study. However, it is apparent that this study is original in nature and intent, for none of the above studies seeks to investigate the Chinese language broadcast media in the United States.

2. A list of possible existing stations was determined from the following sources:
Asian American Studies Center, University of California at Los Angeles;

Chinese Media Committee;

Information and Communication Division of "Coordination Council for North American Affairs;"

Midwest China Study Resource Center;

Organization of Chinese Americans;

Broadcasting/Cablecasting Yearbook, 1982;


Publication Radio Stations in the United States

Broadcasting Foreign Language Programs, compiled by the

"Common Council for American Unity," 1958;

The publisher of Roster Yearbook, International Radio and Television Society, Inc.;

TV Factbook, 1981-82 Edition, Stations Volume, No. 50;


A list of stations supplied by Professor George Stoney (School of Arts, Radio/TV/Film Department, New York University). (The addresses of the organizations listed above may be found in Appendix A.)

However, the Chinese Media Committee, Asian American Studies Center, Midwest China Study Resource Center, and
International Radio and Television Society, Inc. did not provide or were unable to provide any information. The majority of the station listings was collected from the Broadcasting/Cablecasting Yearbook and Telephone Directories.

3. An initial letter was mailed to the stations listed in the data gathered in step 2 to investigate the identity of each station and to gather basic relative data. (See Appendix B.)

4. The second letter with a questionnaire was designed and sent to each station. (See Appendix C.) Questionnaires were numbered for identification. Two different letters were used on this step for the identified radio and television stations and those whose broadcasting identities were not yet known.

5. The materials of responding stations were kept for comparison and evaluation and the ones without responses were sent a follow-up letter. (See Appendix D.) If these stations still failed to respond after contact their names were discarded from the list of stations for analysis. However, for later researchers' references, the names and addresses of all the Chinese radio and television stations contacted may be found in Appendix E. As part of the follow-up procedures, telephone calls were also utilized in an effort to urge responses in steps 4 and 5 and to provide the complete data necessary for the evaluation.
6. The informational data collected included historical establishment, ethnic identity of the founders and program managers, sponsorship, program production and audience. The study employed the historical methodology. Statements were made attempting to describe the past events and the development of present operations of each type of station.

7. The study was summarized and conclusions were drawn.

**Overview of Chapters II, III, IV**

Chapter II deals with the historical background of Chinese Americans and the development of Chinese media in the United States. Chapter III contains a station profile and an analysis of the data gathered from the questionnaire survey. Chapter IV includes a summary of Chapter II and Chapter III and the conclusions of the existing data.

**Possible Contributions**

The study may offer potential contributions to both scholars and students of Chinese studies by providing informational facts about Chinese broadcasting in the United States. The findings of this study may be utilized by the broadcasting media to recognize the existing audiences, to better understand the sources for financing Chinese
programs, or simply for an inventory of substantial information. Moreover, it may contribute to a better understanding of Chinese Americans and Chinese in general.

It may enable individuals or research institutions to get a clearer picture of Chinese broadcast media in the United States. This study may also prompt more interest in studies of similar subjects as well as in the development of Chinese or other ethnic mass media in the United States.
FOOTNOTES


3 Li, p. 299.

4 Kung, p. 67.

5 Ibid., p. 180.


8 Kung, p. 224.

9 Ibid.


11 1982 Editor and Publisher International Yearbook (New York: Editor and Publisher Co., Inc.), pp. I-374.

12 Kung, p. 225.
CHAPTER II

HISTORICAL BACKGROUND

Immigration

The history of Chinese immigration to the United States may be divided into four important periods: the "free immigration" period (1820-1882), the "discriminatory restriction" period (1882-1904), the "absolute exclusion" period (1904-1943), and the "gradual liberalization" period (1943-1983). It is possible that 1820 was not the precise beginning year of the free immigration period, for there were no complete records of the Chinese available until the 1860 census, and the number of Chinese in the United States was not, for several years at least, recorded accurately. According to the report of the Immigration Commission published in 1911, only forty-two Chinese immigrants came to the United States in 1853, whereas 13,100 came in 1854. Then, reports indicate that from 1868 to 1877 more than 130,000 Chinese arrived while there were only 60,000 departures. Although there were somewhat different figures estimated by various American authorities, the increase was apparently significant and S. W. Kung believed that this marked increase intensified the anti-Chinese feeling during those years.
As we can see above, large scale immigration began in around 1854. The discovery of California gold served as a magnet to draw the people of southern China. As soon as the surface gold began to diminish, another employment opportunity emerged for the Chinese. A transcontinental railroad linking the Atlantic with the Pacific was under construction between 1864 and 1869. The Chinese eventually formed the main labor force on the construction of the iron rails. At the same time, their hard-working habits and the willingness to work for less were seen to undermine job opportunities for whites. The hostility toward the Chinese was therefore well developed. George F. Seward, a former United States minister to China, revealed some evidence given by witnesses who testified before the Congressional Committee in regard to the railroad construction and confirmed that the transcontinental and other railroads could not have been built so cheaply and so quickly without Chinese labor. His testimony reveals the development of the described controversy:

Q. Did you commence the construction of the Central Pacific with white or Chinese labor? A. We commenced with white labor. Q. How long did you continue it? A. We never discontinued it; we have always employed white labor. Q. I mean how long did you continue with that kind of labor extensively? A. We continued about a year and a half, when we found we could not get sufficient labor to progress with the road as fast as was necessary, and felt driven to the experiment of trying Chinese labor. I believe that all our
people were prejudiced against Chinese labor, and that there was a disposition not to employ them.

Consequently, said Stanford M. Lyman in *The Asian in North America*:

The United States Congress, influenced by the general anti-Chinese sentiment in California and pressured by the notoriously racist labor unions in the eastern and midwestern cities, passed restrictive legislation in 1882 prohibiting the coming of Chinese laborers for ten years.

In addition, under a special provision of law, alien Chinese laborers were not permitted to bring their wives or children to the United States. This law, known as the Chinese Exclusion Act, was renewed every ten years thereafter until total exclusion was achieved in the unlimited extension of the prohibition by the Act of 1904. The Immigration Act of 1924 additionally decided that Chinese wives of American citizens were not entitled to come to the United States.

All of these laws were repealed in 1943. The Chinese entrance to the United States was facilitated by several kinds of special laws and by private bills. During the Johnson Administration quotas by national origin were lifted and many more Chinese have since entered the United States.

According to Betty L. Sung and Gloria Stevenson in an article, "New Directions for Chinatown,":

The Immigration Act of 1965 extended the upper limits for immigrants from any one country to 20,000, and since then, Chinese immigration has been spectacular, initially increasing by as
much as 400 percent or 500 percent a year. This percentage was so large because the base number of immigrants was so small, of course, but the immigration spurt has nonetheless made a tremendous impact upon the Chinese communities in the United States.\textsuperscript{14}

The census statistics show that Chinese American numbers have been increasing from 237,292 in 1960 to 475,062 in 1970.\textsuperscript{15} It is recently estimated that in 1980 there were 806,027 Chinese Americans, who became the largest Asian group in the United States.\textsuperscript{16}

**Image of Chinese**

Long before the first gold seeker set foot upon American soil, the image of China and her people had been developed in the Western mind. To understand fully the American image of the Chinese, it is necessary to examine the general Western perceptions of China, for the roots of American attitudes toward the Orient were presumed to originate in their European heritage.\textsuperscript{17} Two basic images of Chinese held by Westerners were suggested by Stuart Miller:

On the one hand there is the favorable image of the China of ancient greatness and hoary wisdom: the China of Confucius, Father Ricci, Leibniz, Voltaire, Anson Burlingame, Lin Yutang, and Madam Chiang Kai-shek. In sharp contrast, there is a second basic image of a stagnating, perverse, semi-civilized breeding ground for swarming inhuman hordes: the China of Daniel Defoe, Lord Anson, John Quincy Adams, Denis Kearney, Sax Rohmer, and Mao Tze-tung.\textsuperscript{18}
So the Chinese did not arrive on American shores in an opinion vacuum. Walter Lippmann said: "We pick out what our culture has already defined for us, and we tend to perceive that which we have picked out in the form stereotyped for us by our culture."\(^{19}\)

William Appleton identified three distinct phases in the development of an image of China in the European mind before 1800.

From Marco Polo to the Travels of Sir John Mandeville in the sixteenth century there was a wondering, exotic never-never-land image, followed by a more realistic phase in which the assets and liabilities of Chinese civilization were carefully weighed. Then during the second half of the seventeenth century, Jesuit missionaries began to idealize Chinese government, law, and Confucian philosophy.\(^{26}\)

Harold Issacs characterized the following periods in terms of dominant American attitudes toward the Chinese:

1. The Age of Respect (eighteenth century)
2. The Age of Contempt (1840-1905)
3. The Age of Benevolence (1905-1937)
4. The Age of Admiration (1937-1944)
5. The Age of Disenchantment (1944-1949)
6. The Age of Hostility (1949-

All of these cannot be isolated from the American image of the Chinese. As far as the images of specific Chinese Americans are concerned, for the very first few years, the Chinese laborers were warmly welcomed by the people of California and by state and county officials and favorably viewed to be reticent, thrifty, industrious, and adaptable to various kinds of employment.\(^{22}\) When the native
working class in California began to promote anti-Chinese sentiments owing to the competition and the mass media provided the "coolies" image to the public, the Chinese were stereotyped as inferior, industrious, filthy, obedient, and cowardly.\(^\text{23}\) Enactment of the Chinese Exclusion Act and subsequent discriminatory legislation reinforced the negative image of the Chinese.\(^\text{24}\)

In recent years, contrasting viewpoints have been discussed pertinent to the perceptions of Chinese Americans by the American public. In a book published in 1971 the author Hsu said:

The Chinese, however, still fare as badly in the public media as they have in the past. Their best parts in movies are still as shady characters, servants, laundrymen, or spies speaking broken English, with pigtails on the back of their heads, and a silly grin on their otherwise expressionless faces, bowing every step of the way and being the victims in any sort of quarrel. The best parts for Chinese women stagnate at the level of being exotic, mysterious, or submissive. On the rare occasions in which a Chinese is featured in a role of some importance, the real facts about the Chinese are so mixed up that they are on a level with Alice in Wonderland.\(^\text{25}\)

Harold Issacs also suggested that "new perceptions of the Chinese rarely replace the older, contradictory stereotypes, . . . the public's perceptions of the Chinese are still ambivalent, combining admiration with contempt and affection with hostility."\(^\text{26}\)

On the other hand, Wen Lang Li wrote that World War II marked a change in American attitudes toward
The Chinese Community

For most of the early Chinese immigrants, migration to the United States was not motivated by plans for colonization, settlement, or permanent residence abroad. Rather, many apparently sought the overseas areas as places where, because of accidents of opportunity, a chance was offered to enhance their status when they returned to China. Stanford Lyman explained this: "They could suffer the exploitation because their hope for return to China served as a source of strength." 28

Indeed, the Chinese generally approached American society with a "sojourner" attitude. 29 This is particularly true in the case of early Chinese immigrants. To the sojourner, his own primary group--kin and friends in China--are the center of things. He might remain in an alien country for a very long period of time without being assimilated by it. This, combined with racial hostility, housing segregation, occupational exclusion, and the general pattern of discrimination in America, made Chinese Americans, partly voluntarily and yet partly involuntarily, enclose
themselves in a world of their own. "Chinatown," that quarter of the city reserved to Chinese business and residences, became an area where Chinese Americans believed mutual aid and protective organizations were available to mitigate outside hostilities.

Chinatowns, unlike zones established by some European immigrants, have usually been very small and confined to ghetto areas in some of the American cities largely due to the anti-Chinese movements in the past. Most of them are situated near a railway station (for example, in Boston, Pittsburgh, St. Louis) because the early Chinese wished to be readily accessible to relatives and friends. In New York and San Francisco they are situated near the docks, to be convenient for debarking immigrants.

The present function of Chinese communities, however, is somewhat different from that of one hundred years ago. Residential segregation, though still existent, is less prevalent than it once was. Many recent immigrants, especially affluent individuals, do not have to reside in Chinatowns as their predecessors did. According to the Census Bureau, in 1970, 33,069, or 56.4 percent of the 58,696 Chinese in San Francisco, lived in the Chinatown area. Only about half of San Francisco's 75,000 Chinese Americans lived in Chinatown, as reported by U.S. News and World Report, in July, 1980.
As more and more children and grandchildren of immigrant Chinese, advancing economically, have been able to move from Chinatowns, some Chinatowns are regressing rapidly. In Denver, Chinatown disintegrated because of a decline in Chinese residents. In some other cities, such as Butte, Montana since 1940, Chinese citizens left because the city had lost its single industry. The same situation obtains to some extent in Denver; Salt Lake City; Rock Springs, Wyoming; and Boise, Idaho. Yet not every Chinatown is declining; some are expanding, with many indications of progress. Boston is a notable example.

That Chinatown is in transition may be discerned by further illustrating Chinese Americans' residential distribution. The concentration of the Chinese in metropolitan cities reflected the rural-toward-urban movement of the total Chinese American population. In 1910, 57 percent of the Chinese were in cities of more than twenty-five thousand inhabitants. The proportion increased to 66 percent in 1920. The 1970 census showed approximately 70 percent of the Chinese population residing within central cities. Tables 1 and 2 show their population concentration by city and by state in the last few decades.
TABLE 1
CHINESE POPULATION IN THE UNITED STATES
BY CITY, 1930-60

<table>
<thead>
<tr>
<th>City</th>
<th>1930a</th>
<th>1940a</th>
<th>1950b</th>
<th>1960c</th>
</tr>
</thead>
<tbody>
<tr>
<td>San Francisco, Calif.</td>
<td>16,303</td>
<td>17,782</td>
<td>24,813</td>
<td>36,445</td>
</tr>
<tr>
<td>New York, N.Y.</td>
<td>8,414</td>
<td>12,753</td>
<td>18,327</td>
<td>32,831</td>
</tr>
<tr>
<td>Los Angeles, Calif.</td>
<td>3,009</td>
<td>4,736</td>
<td>8,067</td>
<td>15,443</td>
</tr>
<tr>
<td>Oakland, Calif.</td>
<td>3,048</td>
<td>3,201</td>
<td>5,531</td>
<td>5,264</td>
</tr>
<tr>
<td>Chicago, Ill.</td>
<td>2,757</td>
<td>2,013</td>
<td>3,334</td>
<td>5,082</td>
</tr>
<tr>
<td>Sacramento, Calif.</td>
<td>1,366</td>
<td>1,508</td>
<td>2,885</td>
<td>5,551</td>
</tr>
<tr>
<td>Seattle, Wash.</td>
<td>1,347</td>
<td>1,781</td>
<td>2,650</td>
<td>4,076</td>
</tr>
<tr>
<td>Boston, Mass.</td>
<td>1,595</td>
<td>1,383</td>
<td>2,101</td>
<td>3,592</td>
</tr>
<tr>
<td>Washington, D.C.</td>
<td>398</td>
<td>656</td>
<td>1,825</td>
<td>2,632</td>
</tr>
<tr>
<td>Stockton, Calif.e</td>
<td>991</td>
<td>1,052</td>
<td>1,825</td>
<td>2,291</td>
</tr>
<tr>
<td>Portland, Ore.</td>
<td>1,416</td>
<td>1,569</td>
<td>1,467</td>
<td>1,869</td>
</tr>
<tr>
<td>Philadelphia, Pa.</td>
<td>1,672</td>
<td>922</td>
<td>1,242</td>
<td>1,810</td>
</tr>
<tr>
<td>TOTAL</td>
<td>42,316</td>
<td>49,356</td>
<td>74,067</td>
<td>116,886</td>
</tr>
</tbody>
</table>

a Chinese population for cities of 100,000 or more.

b Figures shown for cities of 10,000 inhabitants or more with ten or more Chinese.

c Subject to possible revision prior to publication in the state reports PC (l)-B, General Population Statistics, Bureau of the Census, Washington, D.C.

d In 1930, the population of Sacramento was 93,750.

e Stockton had a population of 47,963 in 1930; 54,714 in 1940; and 70,853 in 1950.

Source: United States Census, 1930-60.
<table>
<thead>
<tr>
<th>Rank</th>
<th>1950</th>
<th>1960</th>
<th>1970</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Calif. (38.8)</td>
<td>Calif. (40.3)</td>
<td>Calif. (39.5)</td>
</tr>
<tr>
<td>2</td>
<td>Hawaii (21.6)</td>
<td>Hawaii (16.1)</td>
<td>N.Y. (19.0)</td>
</tr>
<tr>
<td>3</td>
<td>N.Y. (13.4)</td>
<td>N.Y. (15.8)</td>
<td>Hawaii (12.2)</td>
</tr>
<tr>
<td>4</td>
<td>Ill. (2.8)</td>
<td>Ill. (3.0)</td>
<td>Ill. (3.3)</td>
</tr>
<tr>
<td>5</td>
<td>Mass. (2.4)</td>
<td>Mass. (2.8)</td>
<td>Mass. (3.2)</td>
</tr>
<tr>
<td>6</td>
<td>Wash. (2.3)</td>
<td>Wash. (2.3)</td>
<td>Wash. (2.2)</td>
</tr>
<tr>
<td>7</td>
<td>Texas (1.6)</td>
<td>Texas (1.8)</td>
<td>N.J. (2.0)</td>
</tr>
<tr>
<td>8</td>
<td>Penna. (1.5)</td>
<td>Penna. (1.6)</td>
<td>Texas (1.9)</td>
</tr>
<tr>
<td>9</td>
<td>Oregon (1.4)</td>
<td>N.J. (1.6)</td>
<td>Penna. (1.6)</td>
</tr>
<tr>
<td>10</td>
<td>Ariz. (1.3)</td>
<td>Mich. (1.4)</td>
<td>Mich. (1.5)</td>
</tr>
<tr>
<td>Total Chinese Population</td>
<td>150,000</td>
<td>237,000</td>
<td>432,000</td>
</tr>
</tbody>
</table>

Note: The figures in parentheses are percentages of the total Chinese population.

Chinese Mass Media

It is quite natural and to be expected that immigrants of any nationality tend to live together in their respective communities, holding tenaciously to even the vestiges of their old-world customs, to their native languages, and to their revered traditions. Similarly, it is understandable that they should reach out for a message source in which their native language is used to
familiarize them with the information of their new homeland as well as that of their old world.

The publishing of Chinese newspapers, like that of other foreign papers, was educational and inspiring for those who otherwise could not be reached until they had learned enough English to read American newspapers. Unlike many of the immigrants from Europe, the Chinese did not establish their newspapers until almost four decades after their arrival more than a century ago. As pointed out previously, the early Chinese immigrants were mostly laborers and farmers, illiterate both in Chinese and in English. It was not until almost the end of the nineteenth century that there were sufficient Chinese merchants and other literates to justify at least one Chinese daily. The Chinese World was the first Chinese daily published, first appearing in San Francisco in 1891. The New China Daily News was the second, appearing in Honolulu in 1900. The third Chinese newspaper Young China was instituted from a more political rationale. Dr. Sun Yat-sen helped to establish the Young China newspaper in San Francisco in 1910 apparently to aid with the aim of overthrowing the Manchu regime. By the year 1910 the Chinese newspapers were prospering and the number of Chinese newspapers was increasing.
Although the Chinese newspapers were prospering and the number of newspapers was increasing, there was evidence of financial difficulty, for the Chinese press had been operating under handicaps.\(^{47}\) The limited circulation of many of these newspapers hardly allowed the owners to make both ends meet. Most of the time they had to rely on wire services and radio broadcasts to keep informed of the latest developments because they could not afford to send out reporters. Even though the Chinese papers have had the reputation of printing all the news about immigration and about the Chinese in the United States, the Chinese press, with few exceptions, was classified more as a journal of opinion than as a journal of information for, no matter how small the size of the paper, it printed a daily editorial.\(^{48}\)

Another fact about the Chinese newspapers is that, unlike some other foreign language newspapers in the United States becoming bilingual by adding an English section, the only Chinese bilingual paper, *The Chinese World*, failed in its experiment in New York City in 1958,\(^{49}\) suggesting there was a lack of demand for Chinese-English bilingual newspapers.

With the increase of the Chinese American population since 1947, one might assume that the Chinese press would find more readers to support its newspapers, therefore a persistent growth in the number of Chinese newspapers
could be expected. However, reports indicate that in 1946 there were fourteen Chinese dailies, but only eleven were found to operate in 1960.\textsuperscript{50} By 1972 the total number of Chinese dailies had increased to thirteen, with six in New York City and seven in San Francisco.\textsuperscript{51} This may have resulted in too much competition among a limited circulation. Today there are only ten Chinese newspapers publishing in the United States, as reported by \textit{1982 Editor and Publisher International Yearbook}.\textsuperscript{52}

Radio and television media with the broadcasting of Chinese programs, on the other hand, have evolved and grown gradually in the last two decades. From the responses received by the current survey, it was found that most of the radio and television stations began broadcasting Chinese programs in the decade of the 70s. Nearly all, including eight radio and three television stations, began broadcasting in that decade from the year 1970 to 1979, while one radio and one television station began between 1960 and 1969 and four television stations did not begin until this decade. (See Table 3.)

The replies indicated that one of the first (perhaps the first) radio stations is "Chung Wah Commercial Broadcast Company" (its original name was "Chung Hua Broadcasting Company of New York, Ltd."). It began its broadcasting of Chinese programs in New York in 1968. As far
TABLE 3

THE TIME PERIOD IN WHICH EACH TYPE OF STATION BEGAN BROADCASTING CHINESE PROGRAMS

<table>
<thead>
<tr>
<th></th>
<th>Radio</th>
<th>Television</th>
</tr>
</thead>
<tbody>
<tr>
<td>1960-1969</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>1970-1979</td>
<td>8</td>
<td>3</td>
</tr>
<tr>
<td>1980-1983</td>
<td>0</td>
<td>4</td>
</tr>
</tbody>
</table>

as television stations are concerned, KWHY-TV was the first station beginning Chinese broadcasting in Los Angeles, California, approximately in April, 1969. The Chung Wah Commercial Broadcast Company was founded by a Chinese-American Robert Y. Lee. They broadcast Chinese programs for the purpose of "providing information and entertainment to the Chinese community." KWHY-TV was founded by a non-Chinese American (the founder of Harriscope of Los Angeles, Inc.). Their reason for initiating Chinese broadcasting was "to fulfill a need for Chinese programming in the Los Angeles area." However, since December, 1982, KWHY-TV has no longer offered Chinese programs.

Concerning the founders of the total eighteen responding stations, more than half of the radio and television stations were founded by non-Chinese Americans, as indicated in Table 4. Only two radio and two television stations, which are identified as "Chinese stations" in
this study, had Chinese Americans as their founders. Beside the stations mentioned above, one radio station was founded by a local agency, another was affiliated with a college, and a television station was founded by a company.

<table>
<thead>
<tr>
<th>TABLE 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>THE FOUNDERS' IDENTITY</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Radio</th>
<th>Television</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chinese Americans</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Non-Chinese Americans</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>Local Agency</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Affiliated with College</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Company</td>
<td>0</td>
<td>1</td>
</tr>
</tbody>
</table>

Table 5 shows the reasons for which these stations broadcast Chinese programs. As presented in the table, the majority of stations, eight radio and five television stations, replied that a known Chinese speaking audience motivated their broadcasting of Chinese programs. It should be noted that in response to this question, three stations responded with more than one answer, while in the question concerning the founders' identity one station failed to answer.
TABLE 5

THE REASONS OF BROADCASTING CHINESE PROGRAMS

<table>
<thead>
<tr>
<th>Reason</th>
<th>Radio</th>
<th>Television</th>
</tr>
</thead>
<tbody>
<tr>
<td>Request of Audience</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Request of Advertiser</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>Known Chinese Speaking Audience</td>
<td>8</td>
<td>6</td>
</tr>
<tr>
<td><strong>Other:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To Provide Music to Community</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>To Market Cable to Chinese Community</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Request of Students</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

It is important to note that more than half of the radio and television stations which broadcast Chinese programs are not by the definition of this study considered "Chinese stations," for they broadcast Chinese programs less than half of their air time. There are only two radio and two television stations attributing more than half of their broadcasting hours to Chinese programming, which is applicable to the term "Chinese stations" in this study. Manhattan Cable TV was unable to provide an answer because it has no "station" for the cable television service to consider itself as a "station" in order to respond to such questions in the survey. The tabulated responses are listed in Table 6.
### TABLE 6

THE NUMBER OF STATIONS ATTRIBUTING MORE/LESS THAN HALF OF THE BROADCASTING HOURS TO THE CHINESE PROGRAMMING

<table>
<thead>
<tr>
<th></th>
<th>Radio</th>
<th>Television</th>
</tr>
</thead>
<tbody>
<tr>
<td>More than Half</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Less than Half</td>
<td>7</td>
<td>5</td>
</tr>
</tbody>
</table>

A detailed discussion of the types of programming, program format and program production, and audience studies will be presented in the following chapter.

**Summary**

The history of Chinese immigration to the United States has been popularly classified into four periods: the period of "free immigration" (1820-1882), the period of "discriminatory restriction" (1882-1904), the period of "absolute exclusion" (1904-1943), and the period of "gradual liberalization" (1943 to the present). Regardless of the extensive effect made by the early discriminatory legislation halting admittance for Chinese immigration, the population of Chinese Americans in the United States has increased spectacularly since the repeal of the Chinese exclusion acts in 1943. It is estimated that in 1980 there were 806,027
Chinese Americans, the largest Asian group in the United States.

The image of the Chinese has not changed as dramatically as their population in the United States, even though after 1943 a trend of change from a negative image to a positive one apparently developed. It is also noted that the American perceptions of the Chinese cannot be isolated from the images held by the Westerners and Europeans, and the images of "Chinese Americans" are usually stereotyped together with "Chinese" in general.

It is found that Chinatown is in transition regarding its function and residential distribution, although the bulk of the Chinese Americans still live in Chinatowns. The gathering of this ethnic group has nourished some of its social and economic institutions. The Chinese mass media is one of them.

Initially newspapers occupied an exclusive role for the Chinese among the mass media. However, the number of Chinese dailies have decreased in the recent years. The current study reveals that twelve radio and television stations began broadcasting Chinese programs in the 70s, during which time thirteen Chinese dailies were published. This may have resulted in too much competition and limited circulation for the Chinese newspapers. As a downward demand for the Chinese newspapers occurred in this decade,
four more television stations started their Chinese broadcasting. Presently only ten Chinese dailies remain publishing while approximately twenty-four radio and/or television stations operate.

More than half of the seventeen responding radio and television stations were founded by non-Chinese Americans, as indicated by the current survey. This study also shows that the most dominant reason for broadcasting Chinese programs by these stations was a "known Chinese speaking audience." Finally it was found that a prevailing number of stations broadcast Chinese programs less than half of their broadcasting hours.
FOOTNOTES


3 Ibid.


5 Betty L. Sung and Gloria Stevenson, "New Directions for Chinatown," Worklife (March 1976), p. 3.

6 Ibid., p. 4.

7 Two companies were placed in charge of the trans-continental railroad construction during 1864-1869. The Central Pacific Railroad Construction Company was in charge of laying tracks from the West, and the Union Pacific Company from the East. See Wen Lang Li, "Chinese Americans--Exclusion from the Melting Pot," The Minority Report, Anthony Gary Dworkin and Rosalind J. Dworkin, ed. (New York: Praeger Publishers, 1976), p. 299.


10 Ibid., p. 132.

11 Ibid.

12 Tung, p. 27.

13 Lyman, p. 132.

14 Sung & Stevenson, p. 4.


18 Ibid.

19 Ibid., p. 8.

20 Ibid., p. 11.

21 Ibid., p. 10.


23 Li, p. 310.

24 Ibid.


26 Li, p. 311.

27 Ibid., pp. 310-311.

28 Lyman, p. 13.

29 Ibid., p. 15.

30 Ibid.

31 Li, p. 308.


33 Ibid., p. 199.

34 Li, p. 308.


37 Schiffman, p. C-6.

38 Kung, p. 199.

39 Ibid.

40 Li, p. 307.

41 Ibid., p. 308.

42 Kung, p. 43.

43 Li, p. 307.

44 Kung, p. 197.


46 Ibid., pp. 224-225.


48 Ibid., p. 226.

49 Ibid., p. 225.

50 Ibid., p. 224.

51 Tung, p. 46.

52 1982 Editor and Publisher International Year Book (New York: Editor and Publisher Co., Inc.), p. I-374.
CHAPTER III

ANALYSIS OF STUDY

The primary task of this study is to obtain information concerning those radio and television stations which have been broadcasting Chinese programs in the United States. Various methods were taken in an attempt to solicit such information. This chapter will first review the procedures used in conducting the study and then the collected data obtained from the questionnaires will be tabulated and analyzed. Finally, a "station profile" is developed for the concerns of each specific responding station.

Procedure of Study

The subjects of this study are the radio and television stations in the United States that have been devoting air time to the broadcasting of Chinese programs. A list of the stations (See Appendix E.) was derived from a number of sources, which are available in step two of the procedures in Chapter I. Due to the fact that none of the sources was capable of giving a complete list of Chinese broadcasting stations in the United States, nor were the sources certain about the existence of such
stations, an informal letter was sent to possibly existing stations inquiring whether the stations broadcast Chinese programs.

Ten stations responded and among them the Far East Broadcasting Company stated that their radio station KGEI no longer broadcasts programs in Chinese, and when they did, the Chinese broadcasting was directed to the Chinese Mainland instead of the United States. Another station, KTVU, has a community affairs program "Asians Now," which is not a Chinese language program. They were, therefore, determined as unqualified subject stations for this study.

These two stations, along with the Chinese Broadcasting Corporation in Chicago, Illinois, whose letter was undeliverable and returned, were not sent a questionnaire (See Appendix C.). The remaining twenty-eight radio and television stations were mailed the questionnaires in the month of November 1982. Four weeks later fifteen replies had been received with the inclusion of a returned letter from Chinese Television in South Pasadena, California. Phone calls were made to those stations which had not responded as well as the ones which had not answered the questionnaires completely. Radio stations KBRG, KLOK, and KGST in California were then clarified as being unqualified stations because they do not broadcast Chinese programs. Thereafter, a follow-up letter (See
Appendix D.) with a copy of the questionnaire was sent to the remaining ten stations. Within the following six weeks five additional responses had been received. The total response was then brought to twenty for a 71 percent return.

These twenty responses were not all included for the final tabulations and analysis. As already mentioned, the letter to Chinese Television, P.O. Box 1305, South Pasadena, CA., was undeliverable and returned, signifying that this company or station does not exist or it has changed its address. Radio station WTEL in Philadelphia indicated in its questionnaire that they have other foreign language programs except Chinese, which disqualified its standing as a Chinese broadcasting station. Chinese Television Company in California is not included since it acts as a Chinese program distributor, and it has to purchase air time from KTSF-TV which broadcasts Chinese programs. Another station was ineligible because the sender indicated no name or address on the response. The final analysis was completed on the basis of the sixteen responding mailings including seventeen participating stations. (Sinocast in California was considered as a radio and television station because it has both Chinese radio and television service.) A brief overview of each station was also developed into a station profile.
The questionnaire contained twelve "general information" questions and two separate sections of five questions for identified radio and television stations. Those stations or broadcasting companies whose media identity were not known at the time the questionnaires were sent were mailed the questionnaires consisting of the "general information" as well as both section A and section B. Since the replies to those questions concerning the time when each type of station began Chinese broadcasting, the founders' identity, the reasons for broadcasting Chinese programs, and the station types were already discussed in Chapter II, the following analysis will be focused on the ethnic identity of the station program managers, Chinese programming types, Chinese program production, financial sponsorship for Chinese programming, audience composition, and the relationship between the subject stations and the national networks. Any other information generated by the survey or through other means will be reported in the "station profile."

**Ethnic Identity of Program Managers**

Item six was included in the questionnaire as a means to inquire into the ethnic identity of each station's staff in charge of Chinese programming. Of the nine radio stations responding to the questionnaire, four said that they have Chinese Americans in charge of their stations'
Chinese programming; one has a non-Chinese American; two have a "combination" employment of both Chinese Americans and Chinese; one wrote that it has a "combination" employment, which was not clearly distinguished among the three listed identities; and the one station answered "not applicable" for this question. On the other hand, the television stations' personnel in charge of Chinese programming are more evenly distributed among the three variables, for three television stations responded with Chinese Americans, and three others with Chinese. Two stations failed to answer the question. (See Table 7.)

TABLE 7
THE ETHNIC IDENTITY OF STATION STAFF IN CHARGE OF CHINESE PROGRAMMING

<table>
<thead>
<tr>
<th></th>
<th>Radio</th>
<th>Television</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chinese American</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Non-Chinese American</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Chinese</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>Combination:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chinese American &amp; Chinese</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>Unknown</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Not Applicable</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>No Answer</td>
<td>0</td>
<td>2</td>
</tr>
</tbody>
</table>
It should be noted that the initial intention of this question was to discover the ethnic identity of station program managers. However, by asking the stated question, some stations presented an answer for the ethnic identity of their Chinese Program Coordinator, independent program producers, or other comparable titles, which may not correctly reflect a real picture of all the requested station program managers' ethnic identities.

**Chinese Program Production and Purchase**

Item 8 on the questionnaire was designed to secure information regarding Chinese program production by each type of station, or, if Chinese programs were purchased, the kinds of programs each type of station purchased from other stations or organizations. The listed eleven types of Chinese programs were based on a list of program types provided by Sinocast in California. (See Appendix F.) "Children's programs" and "Chinese orchestra" were added to the list, as shown in the questionnaire under item 8. The tabulated responses in relation to item 8 are shown in Tables 8 and 9.

Table 8 indicates the types of Chinese programs that radio stations produce and purchase. It was found through analyzing the tabulated responses from the nine stations that KPOO-FM has the highest production rate of Chinese programs. Station WUSB-FM shows the second highest
## TABLE 8

THE TYPES OF CHINESE PROGRAMS THAT RADIO STATIONS PRODUCE AND PURCHASE

<table>
<thead>
<tr>
<th>Program Types</th>
<th>Chung Wah</th>
<th>Sinocast</th>
<th>FM Stations</th>
<th>Totals</th>
<th>A</th>
<th>B</th>
</tr>
</thead>
<tbody>
<tr>
<td>News</td>
<td>A</td>
<td>A</td>
<td>A</td>
<td>A</td>
<td>5</td>
<td>0</td>
</tr>
<tr>
<td>Chinese historical programs</td>
<td>B</td>
<td>AB</td>
<td>A</td>
<td></td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Chinese drama &amp; soap opera</td>
<td>AB</td>
<td>AB</td>
<td>A</td>
<td>A</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Chinese operas</td>
<td>B</td>
<td>B</td>
<td>A</td>
<td>A</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Modern Chinese music</td>
<td>B</td>
<td>B</td>
<td>A</td>
<td>A</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>Chinese orchestra</td>
<td>B</td>
<td>B</td>
<td>A</td>
<td>A</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Public affairs</td>
<td>A</td>
<td>A</td>
<td>A</td>
<td>A</td>
<td>8</td>
<td>0</td>
</tr>
<tr>
<td>Community information</td>
<td>A</td>
<td>A</td>
<td>A</td>
<td>A</td>
<td>7</td>
<td>0</td>
</tr>
<tr>
<td>Education programs</td>
<td>A</td>
<td>A</td>
<td>A</td>
<td></td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>Children programs</td>
<td>A</td>
<td>B</td>
<td>A</td>
<td></td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Religious programs</td>
<td>B</td>
<td>B</td>
<td>A</td>
<td></td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Other:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Traditional/Folk Classical</td>
<td></td>
<td></td>
<td></td>
<td>A</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

**NOTE:** A = Produce; B = Purchase.
<table>
<thead>
<tr>
<th>Program Types</th>
<th>Asian C. V.</th>
<th>Manhattan</th>
<th>Sinocast</th>
<th>KIKU</th>
<th>KSTS</th>
<th>KTSF</th>
<th>KWHY</th>
<th>WWHT</th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>News</td>
<td>A</td>
<td>A</td>
<td>B</td>
<td>B</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2 2</td>
</tr>
<tr>
<td>Chinese historical programs</td>
<td>AB</td>
<td>AB</td>
<td>B</td>
<td>B</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2 4</td>
</tr>
<tr>
<td>Chinese Drama &amp; soap opera</td>
<td>AB</td>
<td>AB</td>
<td>B</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2 4</td>
</tr>
<tr>
<td>Chinese operas</td>
<td>AB</td>
<td>B</td>
<td>B</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1 3</td>
</tr>
<tr>
<td>Modern Chinese music</td>
<td>AB</td>
<td>B</td>
<td>B</td>
<td>B</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1 4</td>
</tr>
<tr>
<td>Chinese orchestra</td>
<td>A</td>
<td>B</td>
<td>B</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1 2</td>
</tr>
<tr>
<td>Public affairs</td>
<td>A</td>
<td>A</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2 0</td>
</tr>
<tr>
<td>Community information</td>
<td>A</td>
<td>A</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2 0</td>
</tr>
<tr>
<td>Education programs</td>
<td>A</td>
<td>A</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2 0</td>
</tr>
<tr>
<td>Children programs</td>
<td>A</td>
<td>B</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1 1</td>
</tr>
<tr>
<td>Religious programs</td>
<td></td>
<td>B</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>A</td>
<td>1 1</td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Asian American</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1 0</td>
</tr>
</tbody>
</table>

NOTE:  A = Produce;  B = Purchase.
production rate with seven program types which is followed by Chung Wah Commercial Broadcast Company, Sinocast, and WKCR-FM with six program types. WRPI-FM indicated five program types that they produce as did KUSP-FM. Station KALW-FM produced two program types and KUSF-FM produced one program type.

In analyzing the purchase of Chinese programs by the nine stations, only two out of the nine stations purchased programs. Sinocast purchases seven program types and Chung Wah Commercial Broadcast Company purchases six program types for their station's use.

Further observations can be made by comparing the total tabulated responses. The responses from Table 8 indicate that the radio stations produce a greater number of Chinese programs than they purchase. The majority of the radio stations were also more likely to produce news, public affairs, and community information programs than to produce any other listed programs. As for purchasing programs by the stations, six out of the eleven program types were selected comparatively more often, which are, Chinese historical programs, Chinese drama and soap opera, Chinese opera, modern Chinese music, Chinese orchestra, and religious programs.

Upon observation of program production of the eight listed television stations, Asian Cine-Vision produced
eleven program types. Sinocast produces six program types and KTSF-TV produces one program type. Stations KWHY-TV, WWHT-TV, and Manhattan Cable TV were not included in the evaluation of responses from Table 9. KWHY-TV stopped broadcasting Chinese programs in December 1982. WWHT-TV had one program which combined all items of interest, but they did not purchase the program nor did they indicate if they produced it. In addition, the station discontinued its Chinese broadcasting on February 26, 1983. Manhattan Cable TV does not produce, purchase or "broadcast" Chinese programs according to the Program Manager, but the cable system does, however, carry fifteen hours of Chinese programs per week which are supplied by Chinese independent producers.

Included in Table 9 is the televisions' purchase selection of Chinese programs. Sinocast purchases the largest number of Chinese programs with a total of seven types. KSTS-TV purchases six program types and Asian Cine-Vision purchases four program types. The stations which show the lowest purchasing rate are KIKU-TV with three, and KTSF-TV with one purchase. As was mentioned in the analysis of the production of program types, stations KWHY-TV, WWHT-TV, and Manhattan Cable TV were not included in evaluating the responses from Table 9.
When analyzing the production and purchase rates of the responding television stations, some conclusions were drawn. First, a larger number of stations purchase Chinese programs than produce programs. Secondly, the stations show a higher rate of production of the following program types: news, Chinese historical programs, Chinese drama and soap opera, public affairs, community information, and education programs. Concerning the purchasing of Chinese programs, the television stations are more likely to purchase Chinese historical programs, Chinese drama and soap opera, and modern Chinese music.

Upon observation and evaluation of Tables 8 and 9, it is evident that some of the radio and television stations have been producing and purchasing the same types of Chinese programs for their stations' usage. More television stations produce and purchase the same types of Chinese programs than radio stations.

The program type that is most likely to be produced by radio and television stations is "public affairs." The type of Chinese programs that are least likely to be produced by radio and television stations is "religious programs." One radio and television station selected "other" as a response to item 8 on the questionnaire. The stations are, KUSP-FM which produces "traditional folk
classical" programs and television station Asian Cine-Vision which produces "Asian American."

The program types that are most likely to be purchased by the responding radio and television stations are "Chinese historical programs," "Chinese drama and soap opera," and "modern Chinese music." The purchase of "community information" "public affairs" and "educational programs" were selected the least by both radio and television stations.

**Suppliers of Chinese Programs**

The responding radio and television stations were then asked in item 9 to include the countries and companies from which they purchased Chinese programs. A composite of the tabulation, based upon seventeen responses to item 9, appears in Table 10. One radio station was excluded because its answer to this question was compatible with the one given for item 8 in the questionnaire. The detailed explanation may be found in the "station profile" under station "KUSP" later in this Chapter.

In observing the reported materials, Hong Kong led all other locations by a small margin in the position of Chinese program suppliers. However, since the number of both radio and television stations which indicated specific program suppliers is a minority, it is not appropriate to assume the dominance of Hong Kong being the place from
which most of the responding stations purchased their Chinese programs.

### TABLE 10

THE CHINESE PROGRAM SUPPLIERS

<table>
<thead>
<tr>
<th></th>
<th>Radio</th>
<th>Television</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hong Kong</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Taiwan</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Mainland China</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Other:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Supplied by advertiser</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>USA independent producer</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Brokerage arrangement (Local contact)</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>No answer</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Not applicable</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>No purchase</td>
<td>5</td>
<td>2</td>
</tr>
</tbody>
</table>

From Table 10, it can be observed that more than half of the radio stations did not purchase any types of Chinese programs, while only two television stations did not have any purchase. In addition there are two television stations responding with two answers for this question. One of them indicated that it purchased Chinese programs from Hong Kong and Taiwan, but failed to specify the company from which the Chinese programs were purchased. The other indicated that its Chinese programs were purchased from HKTvb, Hong Kong, and independent producers in the United
States. Another station, Chung Wah Commercial Broadcast Company, purchased Chinese programs specifically from RTHK, Hong Kong.

Financial Sponsorship

Item 10 of the "general information" questionnaire was asked to elicit information concerning the financial sponsorship that support Chinese programs. Each station was allowed to select one or any combination of the seven listed sponsor types as well as to write in other answers. The tabulated responses to item 10 are listed in Table 11.

| TABLE 11 |
|-----------------|-----------------|
| **FINANCIAL SPONSORSHIP THAT SUPPORT CHINESE PROGRAMS** | Radio | Television |
| Individual | 0 | 1 |
| School or educational institution | 2 | 0 |
| Non-profit organization | 1 | 1 |
| National Corporation | 0 | 0 |
| Local Company | 2 | 2 |
| Government | 0 | 0 |
| Religious group | 0 | 0 |
| Individual & non-profit organization | 1 | 0 |
| Non-profit organization, local company and religious group | 1 | 0 |
| Other: National advertisers & local company | 0 | 1 |
| Chinese Media Committee | 1 | 0 |
| Not applicable | 0 | 2 |
| No answer | 1 | 1 |
Of the total seventeen responding stations, three radio and three television stations included "local company," which made it the most significant sponsor for the Chinese programming. "Non-profit organization" appeared to be an important sponsor for four radio and television stations, while two respondents reported being supported by "individuals." "School or educational institutions," "religious groups," "national advertisers," and the "Chinese Media Committee" were all listed by one or two of the responding stations as their Chinese program sponsors. No station's Chinese programs were found sponsored by a "national corporation" or a "governmental agency." One radio and one television station gave no answer to this question. Still, two television stations, one giving no explanation and the other stating it no longer broadcasts Chinese programs, wrote "not applicable" as their responses.

**Target Audience Composition**

Item 7 on the questionnaire constituted four separate questions regarding who does the audience survey, the ethnic identity of the target audience, the target audience age group, and other characteristics of the target audience. An attempt was made to secure information from the responses to question 7b for the target audiences' ethnic identities, which are representative of the audience
composition in this study. As to question 7a, 7c, and 7d, the collected data will be reported in each station's profile.

Three identities were offered in 7b on the questionnaire: "Chinese," "Chinese American," and "Non-Chinese American." Each station was allowed to check one or any combination of these three identities. A tabulation of the results appears in Table 12.

### TABLE 12

<table>
<thead>
<tr>
<th>TARGET AUDIENCE ETHNIC IDENTITY</th>
<th>Radio</th>
<th>Television</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chinese</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Chinese American</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Non-Chinese American</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Chinese &amp; Chinese American</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Chinese, Chinese American, &amp; Non-Chinese American</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>No Answer</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

As indicated in the table, "Chinese and Chinese American" proved to be the prime target audience for Chinese programming. Eight of the seventeen responding stations reported having "Chinese and Chinese American" as their target audience. At the same time "Chinese American" by itself was claimed to be the Chinese program target audience by four radio and television stations,
while three respondents checked all three listed identities for their choice. One radio station specified that Chinese who still hold Chinese citizenship are considered their target audience. None of the respondents made "Non-Chinese American" alone their target audience for Chinese programming. One radio station chose to leave the question unanswered because it had never used listenership/audience research to make programming decisions and no attempt was made to answer any of the four separate questions listed in item 7.

National Network and Chinese Broadcasting Stations

Items A4 and B4 on the second part of the questionnaire--Section A and B--were designed to evoke not only the information concerning the relationship between the Chinese broadcasting stations and national networks in the United States, but also other identification information for each participating station.

From the responses obtained it is concluded that none of the participating Chinese radio stations was affiliated with any national network. It is also indicated that seven of the nine responding radio stations are "non-commercial stations," while the remaining two are "independent commercial stations."
The findings also showed that none of the television stations was an affiliate of any American national network. In contrast to the radio stations, six television respondents are "independent commercial stations," three of which provided pay TV service, and another of the six provided cable TV service. Only two of the total eight respondents reported providing cable TV service only, implying that these two cable services may not have any "station." There is no non-commercial station among the participating television stations.

Station Profile

This station-by-station profile is provided in alphabetical order with the arrangement of the stations which are located in New York State being reported first, the stations in California second, and finally, the station in Hawaii. The materials reported in each station's profile are based on the data collected from the questionnaires and the information received in the preliminary mailing.

New York

Asian Cine-Vision C.C., Inc.

The Asian Cine-Vision C.C., Inc. came into existence in 1976 for the purpose of serving the Chinese community with quality programming made by and about Chinese in
news, community service, drama, entertainment, arts and culture; in the same year it started broadcasting Chinese programs. The current station Administrative Director stated that the company was founded by Peter Chow, a Chinese American, and others. He further pointed out that they broadcast Chinese programs due to a "request of audience" and the "known Chinese speaking audiences." It was also indicated that their staff in charge of Chinese programming is a Chinese American.

The company used informal qualitative survey results to make its programming decisions. This kind of audience survey was done by the station itself. Asian Cine-Vision C.C., Inc. considered Chinese and Chinese Americans as their target audience. Only those over twenty years of age, who are largely Chinatown residents including families, working singles, and elderly, were seen as their target audience.

The kinds of Chinese programs that they broadcast and produced are news, Chinese historical programs, Chinese drama and soap opera, Chinese operas, modern Chinese music, Chinese orchestra, public affairs, community information, educational programs, children's programs, and "Asian American" programs. The company also purchased Chinese historical programs, Chinese drama and soap opera, Chinese operas, and modern Chinese music from Hong Kong TVB
Company and American independent producers. According to the station's Administrative Director, most of their Chinese programs are financially sponsored by "non-profit organizations."

With the provision of cable TV service, the Asian Cine-Vision C.C., Inc. currently broadcasts five hours of Chinese programs weekly. The broadcast time is on Monday through Friday from eight to nine at night. The station radius covers the Manhattan borough in New York City. The company indicated that more than half of its broadcasting hours per week were devoted to Chinese programs; other foreign language programming is in Japanese, Korean, and Pilipino.

Chung Wah Commercial Broadcast Company

In 1968, Chung Hua Broadcasting Corporation of New York, Ltd. was founded in New York by a Chinese American, Robert Y. Lee. It began its Chinese broadcasting in the same year with the awareness of a Chinese speaking audience. Their purpose for broadcasting Chinese programs was stated as to "provide information and entertainment to the Chinese community."

Recently the corporation changed its name to "Chung Wah Commercial Broadcast Company." With a Chinese American being its person-in-charge for the Chinese programming, the
company has used listenership research in the process of making programming decisions. These research efforts or surveys were done by the company itself and the results assured that its target audience is Chinese of all ages.

Chung Wah Commercial Broadcast Company produced and purchased the Chinese programs that they broadcast. Six kinds of Chinese programs are produced by the company. They are: news, Chinese drama and soap operas, public affairs, community information, educational programs, and children's programs. The six kinds that they purchased are: Chinese historical programs, Chinese drama and soap opera, Chinese operas, modern Chinese music, Chinese orchestra, and religious programs. The company purchased these Chinese programs from RTHK, Hong Kong.

Currently Chung Wah Commercial Broadcast Company broadcasts Chinese programs for a weekly total of 133 hours, which is more than half of the company's broadcasting hours. The nineteen hours daily Chinese broadcasting is allocated on Sunday through Saturday from 7:00 A.M. to 2:00 A.M. the next morning. No other foreign language programs are offered by this company.

As an independent commercial radio broadcasting company, Chung Wah Commercial Broadcast Company has most of its Chinese programs financially sponsored by local companies. The company's Administrative Assistant said
that a fifty mile radius from the Empire State Building is within the company's coverage area which includes New York, Newark, Queens, Brooklyn, Yonkers, and the Bronx.

Manhattan Cable TV

Manhattan Cable TV (MCTV) was established and began carrying Chinese programs in 1970, transmitting Chinese programs to the Chinese community, for they recognized that there is a substantial Chinese population in their franchise area. Fred Ciccone, MCTV's current Program Manager, stated that MCTV does not have any "stations," or studios, but is a cable system transmitting materials supplied by independent producers. The questions 1, 5, 6, 7, 8, 10, and A3, concerning the broadcasting hours and time schedule, the founder, the Chinese programming staff, audience studies, Chinese program production, and financial sponsorship for Chinese programming were not answered completely because they did not apply to MCTV's situation. Therefore, the founder's name, the ethnic identities of the founder as well as the staff in charge of Chinese programming were not available in the questionnaire. However, the cable system did identify that Chinese Americans are its target audience, even though it has never utilized audience research to make programming decisions.

No Chinese program types were claimed to be produced, purchased or "broadcast." Nevertheless, MCTV's
Program Manager declared that they carry fifteen hours of Chinese programs per week which are supplied by several Chinese independent producers. The kinds of Chinese programs that they carry include news, Chinese historical programs, Chinese drama and soap opera, Chinese operas, modern Chinese music, Chinese orchestra, public affairs, community information, educational programs, and children's programs. A special note was added that some of the Chinese programming is locally originated, while some of the programs are from Taiwan, Hong Kong and the Chinese Mainland.

For financial sponsorship for the Chinese programming, no answer was given. The Program Manager indicated that MCTV carries other language programs such as German, French, Spanish, Russian, Japanese, Korean, Pilipino, and Malaysian. The coverage area of MCTV is the lower Manhattan area.

WKCР-FM

WKCР-FM was established in the 1940s but not until 1970 did it start broadcasting Chinese programs for a known Chinese speaking audience. The station's Program Director explained that their purpose for broadcasting Chinese programs is to "consider our audience in the New York community, and since there exists such a large Chinese element here, we broadcast Chinese music." A
comment was made in response to item B5 on the question-naire, which reads: "By Chinese--and Chinese music--please understand Taiwanese, and mostly modern, popular Chinese music from Taiwan." Rather than giving the name of the founder, he indicated that WKCR-FM is affiliated with Columbia University. Both "Chinese" and "Chinese American" were checked for the identities of the station staff who are in charge of Chinese programming.

Without using listenership research results to make programming decisions, this station aimed to reach its target audience--all-aged Chinese and Chinese Americans--in the United States. According to the Program Director, WKCR-FM produced the following program types that they broadcast: Chinese operas, modern Chinese music, Chinese orchestra, public affairs, community information, and children's programs. No purchasing was carried out by the station. He also pointed out that most of their Chinese programs are financially sponsored by non-profit organizations.

The current broadcasting time for Chinese programs is on Saturday from six to nine in the morning for a weekly total of three hours, which is less than half of its broadcasting hours. As a school-oriented non-commercial station, WKCR-FM, also broadcast Haitian language programs.
It is noted that New York City is the main coverage area of the station.

**WRPI-FM**

WRPI-FM was founded in 1949 by a non-Chinese American named Ultor (The full name was not given.). The station received requests from audience, students, and acknowledged there existed a Chinese speaking audience; thus, it has included Chinese programs as part of the cultural programming on the weekends since 1979. Presently, the station has Chinese and Chinese Americans in charge of its Chinese programming.

WRPI-FM has not used listenership research to make any programming decisions. No information concerning audience studies was specified in the returned questionnaire. The Chinese program types the station has broadcast and produced include Chinese operas, modern Chinese music, Chinese orchestra, public affairs, and community information. The station does not purchase any Chinese programs.

The president of WRPI-FM stated that most of their Chinese programs are sponsored by schools or educational institutions. The station does not attribute more than half of its broadcasting hours to Chinese programs because each week there is only three hours of Chinese broadcasting on Sunday from noon to three o'clock in the afternoon.
But it also broadcasts other language programs including Spanish, Pilipino and Indian. This non-commercial station's radius covers Albany, Troy and Schenectady in New York.

**WUSB-FM**

In 1977, a non-Chinese American, Norman Prusslin, established WUSB-FM in the State University of New York at Stony Brook. In the next year (1978) this station, motivated by a known Chinese speaking audience, began broadcasting Chinese programs for the Chinese community on the campus and in the surrounding area. The current General Manager referred to a "combination" employment for station staff who are in charge of Chinese programming. However, no further explanation was given for the specific ethnic identity of the combination employment.

It is indicated that WUSB-FM does its own audience surveys and the programming decisions have been made associating with the survey results. Chinese Americans who are between the ages of twenty-one and forty, and who are in the university community and others, are identified as Chinese program target audience.

Seven different kinds of Chinese programming are produced by the station and form an hour Chinese variety program called "Sino 78." These program types include: news, Chinese drama and soap opera, Chinese operas, modern
Chinese music, Chinese orchestra, public affairs, and community information. WUSB-FM does not purchase any Chinese programs.

This non-commercial station's Chinese program is financially sponsored by schools or other educational institutions. The General Manager also indicated that less than half of their broadcasting hours—one hour—was spent from 6:00 P.M. to 7:00 P.M. every Sunday on broadcasting the Chinese program. Other ethnic language programming is broadcast in Indian, Pakistani, Persian, Latin, and Haitian. The broadcasting coverage area of WUSB-FM is mainly Long Island (Nassau-Suffolk).

**WWHT-TV**

WWHT-TV was established in 1977. Knowing the existence of the Chinese speaking audience and with the requests of advertisers, this station has telecast a Chinese program since 1981 in order to provide Chinese speaking viewers with news, information and entertainment in their native tongue. As described by the Station Manager of Programming, Lia Afriat-Hernandez, WWHT-TV was founded by its current owners, Wometco Enterprises, Inc., and an outside Chinese producer is responsible for the two-hour Chinese program, which occupied less than half of their weekly broadcasting time. Haitian, Jamaican and Yugoslav language programs are offered by the station.
She noted that the station does its own audience surveys. It was also confirmed that Chinese and Chinese Americans were the target audience for their Chinese programming, although no details were given regarding other general characteristics of their target audience.

No specific program types were checked for the Chinese program that they broadcast. Instead, the Manager of Programming indicated that its programming "combines all items of interest." As already mentioned, an outside producer provides the Chinese program, which is offered during the station's paid-for programming time. Therefore, WWHT-TV did not purchase Chinese programs, nor did their Chinese program have a financial sponsorship.

The station once had its Chinese program on Sunday from noon to two in the afternoon. This independent commercial station, which also provides pay TV service, just stopped its Chinese broadcasting on February 26 of this year (1983). (There was no indication whether this was a permanent or temporary program change.) Its radius covers the metropolitan New York City market.

California

KALW-FM

Station KALW-FM was founded by a local agency--San Francisco Unified School District--in 1941. Its
broadcasting of Chinese programs was inspired by a request from a Chinese speaking audience in 1972. The station was to provide news and information to its audience. Presently, because KALW-FM has such a small staff, it does not have a specific position for the person-in-charge of Chinese programming.

The station makes programming decisions by using listenership surveys conducted by an organization called Arbition. Its Station Manager stated that Chinese and Chinese Americans are their target audience for the Chinese programming. As far as the age group and other characteristics of the target audience are concerned, the Station Manager indicated that the information is unknown in research terms.

KALW-FM was the first radio station in the United States to do a news program in Cantonese. The station has been broadcasting the news program for the last ten years and continues to do so, as indicated by the Program Director.

The station does not produce or purchase any Chinese programs. The Chinese programs that they broadcast are mostly supplied by the Chinese Media Committee, which also financially sponsors the Chinese programs. KALW-FM currently does not broadcast any other foreign language programs.
This non-commercial station, at the present time, broadcasts Chinese programs every Monday through Friday from 11:00 P.M. to 11:30 P.M. and Saturday from 11:00 P.M. until midnight. KALW-FM's broadcasting hours of Chinese programming total three and one-half hours which does not qualify the station as a Chinese broadcasting station. The coverage area of the station is San Francisco-Oakland Metro Market.

KPOO-FM

Joe Rudolph and Lorenyo Milan, two non-Chinese Americans, founded KPOO-FM in 1972. Acknowledging the existence of Chinese speaking audiences, the station began its Chinese broadcasting the next year (1973) to inform the Chinese community and general public about Chinese affairs. A Chinese American is presently assigned to be in charge of the station's Chinese programming.

KPOO-FM indicated they use listenership research when making programming decisions. It was also declared by the station that it conducts its own audience surveys. The station's General Manager explained that the target audience for Chinese programming included all people of all ages and all professions.

The station does not purchase any Chinese programs. Instead, they produce their own Chinese programs, which include news, Chinese historical programs, Chinese drama
and soap opera, modern Chinese music, public affairs, community information, educational programs, and children's programs. Most of the Chinese programs are sponsored by individuals and non-profit organizations. The current broadcasting time for Chinese programming is on Tuesday from six to seven in the evening and Thursday from 6:00 P.M. to 9:00 P.M. The four hours of Chinese programming per week constitute less than half of KPOO-FM's total broadcasting hours.

As a non-commercial radio station, KPOO-FM also provides other language programs which are broadcast in Spanish and Pilipino. The General Manager further stated that they broadcast bilingual programs as well. The station currently covers the following locations in California: San Francisco, Oakland, Marin County, San Jose, Stockton, Santa Rosa, and Alameda.

**KSTS-TV**

A non-Chinese American, John Douglas, established KSTS-TV on May 31, 1981. In September of the same year, KSTS-TV originated its Chinese broadcasting due to the request of advertisers. The station's staff in charge of its Chinese programming is a Chinese who presently may have American citizenship.

The General Manager of KSTS-TV indicated that they have not used audience research to make programming
decisions. However, he considered Chinese Americans over twenty-one years of age as the target audience for their Chinese programming.

The station purchases six types of Chinese programs for their Chinese broadcasting, which include news, Chinese historical programs, Chinese drama and soap opera, Chinese operas, modern Chinese music, and Chinese orchestra. All of these Chinese programs are supplied by advertisers and financially sponsored by local companies.

Currently, the station attributes two hours weekly to broadcasting Chinese programs, which are less than half of the total broadcasting hours of KSTS-TV. The broadcast time is on Sunday from 10:00 A.M. to noon. Besides broadcasting Chinese programs, the station also broadcasts other foreign language programs such as Japanese, Persian, and Italian.

As an independent commercial station, KSTS-TV provides pay TV service for broadcasts in Chinese and Japanese. Its broadcasting radius covers mainly the San Francisco Bay area.

KTSF-TV

In San Francisco, KTSF-TV was founded by a non-Chinese American, Lillian Lincoln Howell, in 1976. The station began broadcasting Chinese programs in 1976 because of the existence of a Chinese speaking audience. Their
purpose for broadcasting Chinese programs was "to reach the Chinese community in the Bay area." Currently, the station has a Chinese independent program producer to administer its Chinese programming.

KTSF-TV conducted its own audience surveys to assist in making programming decisions. It is indicated by the station's Program Director that Chinese and Chinese Americans are the target audience for their Chinese programming.

To meet the station's need for the supply of Chinese programs, religious programs were produced by the station, while Chinese drama and soap opera types of programs were purchased from Taiwan and Hong Kong. No specific companies were named as a steady source from which the station could purchase Chinese programs.

"Individuals" are the primary sponsorship for this station's Chinese programs. The Chinese broadcasting time schedule is set on Saturday and Sunday, two hours on Saturday from two to two-thirty in the afternoon and four-thirty to six in the evening, and one hour on Sunday from 5:00 P.M. to 6:00 P.M. The station not only broadcasts three hours of Chinese programs per week, which does not constitute half of its broadcasting hours, but it also broadcasts Japanese, Greek, and other foreign language programs. This independent commercial station presently
covers the following cities: Sacramento, Stockton, Oakland, Fremont, Berkeley, Marin, San Francisco, San Mateo, San Jose, and Santa Clara in California.

**KUSF-FM**

In 1977, KUSF-FM was founded by a non-Chinese American, Fr. Fred Spieler. It began broadcasting Chinese programs in the year of 1978 to serve a known Chinese speaking audience and to meet the request of the general audience as a community service. The station's Chinese programming is presently administered by a Chinese American.

KUSF-FM's General Manager noted that they do their own audience surveys, which are utilized in the process of making programming decisions. He also pointed out that their target audience for the Chinese programming is Chinese and Chinese Americans whose ages are eleven and above.

Four types of Chinese programs are broadcast and produced by KUSF-FM. They are: news, public affairs, community information, and religious programs. The station indicated no purchase of Chinese programs. It was also noted by the General Manager that the total six hours of Chinese broadcasting is not more than half of the station's broadcasting hours. The Chinese programs are broadcast on Monday, Wednesday, and Friday from 7:00 P.M. to
7:30 P.M.; on Tuesday and Thursday from 6:00 P.M. to 7:30 P.M.; and on Saturday from 12:30 P.M. to 2:00 P.M.

Being a non-commercial station, KUSF-FM also provides other language programs, which include Spanish, French, Russian, Vietnamese, Cambodian, Armenian, Finnish, Pakistani, Afghan, Greek, Indian, Polish, and Fijian. Its current coverage area is the San Francisco Bay area.

KUSP-FM

David Freedman, a non-Chinese American, founded KUSP-FM in 1972. It began broadcasting Chinese programs in the same year for the purpose of providing Chinese music--mostly classical and traditional folk music--to its community. Currently, a non-Chinese American is responsible for the station's Chinese programming.

The Station Manager indicated that they conduct their own audience surveys and include them in making programming decisions. As for the target audience of its Chinese programming, the Station Manager said all people with or without Chinese ethnic identity are considered its target audience. However, only people whose ages are between twenty-one and sixty, of all occupations, are included as its target audience.

KUSP-FM produced the following Chinese programs which they broadcast: Chinese operas, modern Chinese music, Chinese orchestra, public affairs, and traditional
folk and classical (music) programs. Without checking any Chinese program types which they purchase, the Station Manager wrote "Lyricord, ODEON, UNESCO, Anthology, etc." from which they purchase Chinese programs. The station's Secretary explained that very few Chinese programs were purchased in the past, therefore, purchases of Chinese programs are not considered a steady source for their Chinese programming.

The Station Manager further indicated that their Chinese programs consist mainly of records of Chinese classical and traditional folk music. They have volunteer programmers who search and find records, both new and used, to augment their own shows. These shows are on Tuesday, Wednesday, and Thursday nights from 6:00 P.M. to 9:00 P.M. and on Friday from 1:00 P.M. to 4:00 P.M. The station itself produces a Chinese program which is broadcast on Tuesday from 7:00 A.M. to 9:00 A.M. for a weekly total of two hours of Chinese broadcasting which is less than half of its broadcast time.

Besides Chinese broadcasting, KUSP-FM also provides Spanish language programs. The current coverage area includes Santa Cruz, Monterey, Salinas, Los Gatos, and other neighboring areas.
KWHY-TV

KWHY-TV was founded by Harriscope of Los Angeles, Inc. in 1967. It began broadcasting Chinese programs in April 1969 in order to fulfill a need for Chinese programming in the Los Angeles area. According to the station's Secretary, KWHY-TV broadcast Chinese programs because of requests from advertisers and a known Chinese speaking audience. In December 1982, the station discontinued its Chinese broadcasting due to a change in their programming format. However, it was indicated that their staff in charge of Chinese programming was a Chinese who was independent of the station employees.

The station did not use audience surveys to make programming decisions. Still, it is mentioned that the target audience for the Chinese programming included all people over twenty-one years of age, who were professional people with business related to the stock market.

Since the station no longer broadcasts Chinese programs, no attempt was made to present the information concerning the program types that they broadcast, produced, and purchased; the suppliers of Chinese programs, and the financial sponsorship for the Chinese programming. Nonetheless, when the station did have Chinese programs, they were broadcast on Thursday through Saturday for a daily total of two hours of Chinese broadcasting. The Secretary
also pointed out that this independent commercial television station has a coverage area including Los Angeles county, Santa Barbara and San Diego. With the provision of pay TV service, the station presently does not broadcast any foreign language programs.

A note was added to provide the name and address of another station which may broadcast Chinese programs. The station is KSCI, Channel 18, 950 Cottner Avenue, Los Angeles, CA 90025, which was then mailed another copy of the questionnaire. However, the letter was undeliverable and returned.

**Sinocast**

The founders of Sinocast are Chinese named Arthur Hu, Kenneth Ma and Victor Huang, who are not yet American citizens. It was established on February 15, 1976 with radio service first and then the television service was later developed. The radio station began broadcasting Chinese programs on February 15, 1976 and the television station began telecasting Chinese programs in September 1980 for the purpose of providing information, entertainment and other programs needed in the Chinese community. Their staff in charge of Chinese programming is currently a Chinese American.

According to the Operations Manager, Sinocast does its own audience surveys and uses them in making
programming decisions. He also mentioned that the target audience for the Chinese programming is Chinese and Chinese Americans. Moreover, their target audience was described as aged over eleven, who usually are the typical family of all professions and sex genders.

Sinocast virtually broadcasts all the listed Chinese program types. Among them, news, Chinese historical programs, Chinese drama and soap opera, public affairs, community information, and educational programs are produced by the company itself and Chinese historical programs, Chinese drama and soap opera, Chinese operas, modern Chinese music, Chinese orchestra, children's programs, and religious programs are purchased from other stations or organizations, which were not specified by the company's Operations Manager.

Most of the Chinese programs that Sinocast broadcasts are financially sponsored by local companies in the San Francisco Bay area. Currently it broadcasts Chinese programs for its radio station on a daily basis on Monday through Saturday from 9:00 A.M. to midnight for a total of ninety hours per week. For the cable TV service, the eighteen hours of Chinese programs are aired on Monday through Sunday from 8:00 P.M. to 9:30 P.M. in addition to the midnight shows broadcast daily from 11:30 P.M. to 1:00 A.M., except for Wednesday and Saturday. A total of
108 hours of broadcasts constitutes more than half of the broadcast time of Sinocast.

This independent commercial station broadcasts no other foreign language programs. It serves the residents of the San Francisco Bay area.

**KIKU-TV**

The founder of station KIKU-TV is a non-Chinese American named Henry Kaiser. After the establishment of the station on July 4, 1962 in Hawaii, it did not begin broadcasting Chinese programs until January 1982. The purpose for broadcasting Chinese programs for a known Chinese speaking audience was indicated as to entertain the Chinese community in Hawaii. The station's staff in charge of Chinese programming is presently a Chinese American.

The General Manager mentioned the use of audience research in assisting with decisions concerning Chinese programming. He pointed out that KIKU-TV employs the Nielsen Corporation for the purpose of conducting the audience surveys. It is also indicated that the target audience for Chinese programming is Chinese Americans. He continued with more illustrations of target audiences' characteristics such as its age of thirty-one and over; both men and women; housewives; the retired; professionals and non-professionals.
Instead of producing its own, the station only purchases the Chinese programs that it broadcasts. The types of Chinese programs that they purchase include news, Chinese historical program, and modern Chinese music. According to the General Manager, KIKU-TV purchases Chinese programs through a brokerage arrangement with its local contact in Hawaii.

This independent commercial station has most of its Chinese programs sponsored by local companies and national advertisers. Some other foreign language programs were also indicated to be its broadcasting features which include Japanese, Korean, and Pilipino programs. The state of Hawaii is covered within the station's radius.

Summary

Five organizations, six bibliographical publications, and one outside scholastic contact had been utilized as the sources from which a list of possibly existing Chinese broadcasting stations was derived. A preliminary letter was sent to these stations inquiring whether the stations did broadcast Chinese programs. The second letter with a constructed questionnaire was then mailed to twenty-eight radio and television stations which might have been devoting air time to Chinese broadcasting. A total response of seventeen radio and television stations was received.
The data collected from the questionnaires was analyzed concerning the ethnic identity of the station program managers, Chinese program production and purchase, suppliers of Chinese programs, financial sponsorship for Chinese programming, target audience composition, and the relationship between the subject stations and the national networks in the United States. A station by station profile was finally developed to include all the information generated by the questionnaire survey and those obtained by other means in this study.

In the analysis of the ethnic identity of program managers, there is a tendency to employ Chinese Americans as the station staff in charge of Chinese programming. However, no prevalence for positioning Chinese Americans as person-in-charge of Chinese programming could be concluded.

As for the Chinese program production and purchase, it was disclosed that the responding radio stations produce a greater number of Chinese programs than they purchase. Of the nine radio stations, KPOO-FM has the highest production rate of Chinese programs with nine program types produced by the station. Only two out of the nine stations purchase Chinese programs. The program types which are most likely to be produced by the radio stations are: news, public affairs, and community information.
In contrast, television stations tend to purchase their Chinese programs from other stations or organizations. Sinocast purchases the largest number of Chinese programs with a total of seven program types. The responding television stations are more likely to purchase Chinese historical programs, Chinese drama and soap opera, and modern Chinese music.

An evaluation of Chinese program types indicates that "public affairs" is the program type that is most likely to be produced by the responding radio and television stations. The program types that are most likely to be purchased by the radio and television stations are "Chinese historical programs," "Chinese drama and soap opera," and "modern Chinese music."

No assured conclusions can be drawn from the suppliers of Chinese programs. Seven responding radio and television stations do not purchase any types of Chinese programs, which eliminated the number of stations reporting with specific program suppliers. Hong Kong led other locations in the position of Chinese program suppliers identified in the current study.

"Local companies," selected by six radio and television stations, are the most significant sponsors for the Chinese programming. "Non-profit organizations" also appeared to be an important financial sponsorship for
four radio and television stations. With relation to the target audience ethnic identity, Chinese and Chinese Americans proved to be the prime target audience for Chinese programming.

It was found that none of the radio and television stations was affiliated with any national networks in the United States. The majority of the radio stations are non-commercial stations, while most of the television stations are independent commercial stations.
CHAPTER IV

SUMMARY AND CONCLUSIONS

Summary

The purpose of this study has been to trace the backgrounds of the radio and television stations in the United States that have been devoting air time to broadcasting Chinese programs. Answers were sought for seventeen specific questions raised in the statement of purpose primarily concerning the stations' histories and purposes of broadcasting Chinese programs, Chinese program production and purchase, the suppliers of Chinese programs, audience composition, ethnic identity of the station founders and program managers, and financial sponsorship.

The study first demonstrated the historical background of Chinese immigration, images of Chinese, and factors concerning the Chinese community, which led up to the development of Chinese mass media in the United States. Literature research showed that four historical periods were popularly used to classify the Chinese immigration to the United States. They are: the period of "free immigration," the period of "discriminatory restriction," the period of "absolute exclusion," and the period of "gradual liberalization." Although contrasting viewpoints were
presented, a trend of change from a negative image of Chinese to a positive one was confirmed developing after World War II. It is also found that the images of "Chinese Americans" are usually stereotyped with "Chinese" in general.

Through the nourishment of the communities of Chinese Americans, Chinese newspapers emerged as the first Chinese media in the ever-changing Chinese community. However, the current study found a decrease in the number of Chinese dailies in recent years, while it was acknowledged from the responses of the questionnaire survey that a significant number of radio and television stations initiated Chinese broadcasting in the last two decades. Eight radio and three television stations began broadcasting Chinese programs in the 1970s subsequent to the founding of these radio and television stations beginning in 1968 and 1969. In this decade, four more television stations started their Chinese broadcasting.

Based on the materials obtained from the survey, it was further observed that more than one-half of the seventeen responding stations were founded by non-Chinese Americans. Only two Chinese radio and two Chinese television stations, as defined in this study, were founded by Chinese Americans. A "known Chinese speaking audience" was revealed to be the most significant reason for
broadcasting Chinese programs. It was also found that only those two radio and two television stations which were established by Chinese Americans attribute more than one-half of their broadcasting hours to Chinese programs.

For both radio and television stations, there is a tendency to employ Chinese Americans as their station staff in charge of Chinese programming. The study also indicated that seven out of the total seventeen responding stations do not purchase any types of Chinese programs. Two of the nine radio stations purchase Chinese programs, reflecting that a greater number of radio stations produce their programs, which are most likely to be news, public affairs, and community information program types. In contrast, a larger number of television stations purchase Chinese programs from other stations or organizations. Five television stations purchase Chinese programs, while only three stations produce their own programs. The program types that are most likely to be purchased by the television stations are: Chinese historical programs, Chinese drama and soap opera, and modern Chinese music. Moreover, it was determined that both radio and television stations, as a whole, are most likely to produce "public affairs," while the program types that are most likely to be purchased are "Chinese historical programs," "Chinese drama and soap opera," and "modern Chinese music."
The reported materials indicated that Hong Kong led other locations as a supplier of Chinese programs. However, this does not assume the dominance of Hong Kong as the place from which most of the stations purchased their Chinese programs, for only a minority of radio and television stations indicated specific program suppliers.

It was also found that the most significant sponsorship for the Chinese programming of the responding stations is a "local company." When analyzing the ethnic identity of the target audience for the Chinese programming, a combination of Chinese and the Americans of Chinese ancestry was most commonly selected as each station's target audience.

A characteristic difference was distinguished between the responding radio and television stations. The majority of the radio stations are non-commercial stations, contrasting with most of the television stations which are independent commercial stations. Nevertheless, it must be noted that none of the radio and television stations was affiliated with any national networks in the United States.

In the station profiles, some other information of interest in this study was presented in detail. It was found that the majority of the stations which broadcast Chinese programs also carry other language programs. Seven radio and six television stations provide more than
twenty-four foreign language programs, besides Chinese programs, in the United States. Only the two Chinese radio stations and two Chinese television stations do not broadcast any other foreign language programs.

Two of the seventeen responding stations recently ceased their Chinese broadcasting. KWHY-TV in California terminated its Chinese broadcasting in December 1982. WWHT-TV in New York discontinued broadcasting Chinese programs in February 1983. Both of them stopped Chinese broadcasting because of a change in the programming format.

Upon observation of the broadcasting time schedules and weekly total hours of Chinese programming, the actual number of hours spent on Chinese broadcasting ranged from one hour to 133 hours per week with a mean of 16.82 hours among radio and television stations. The broadcasting time attributed by all of the stations showed no preferable choice for broadcasting Chinese programs.

As far as the coverage areas are concerned, it is apparent that the responding stations are all located in the three states which have the largest concentrations of Chinese population—California, New York and Hawaii. Furthermore, the specific coverage areas of these stations include the cities of San Francisco, New York, Los Angeles, Oakland, Sacramento, and Stockton, which are also among the most populated cities with Chinese Americans.
Conclusions

Based on the findings of the questionnaire survey and the historical research, the following conclusions have been drawn. It is recognized that conclusions drawn from the questionnaire returns are accurate only to the degree that the respondents reported accurately.

1. No previous studies have been done on the Chinese broadcasting media in the United States. The general public is apparently unaware of the existence of such media.

2. Most of the radio and television stations which broadcast Chinese programs in the United States are not "Chinese stations" by the definition in this study.

3. The stations which are considered "Chinese radio and television stations" were founded by Chinese Americans. The stations attributing less than one-half of the broadcasting hours to Chinese programs were all founded by non-Chinese Americans.

4. The stations broadcasting Chinese programs tend to employ Chinese Americans in charge of their Chinese programming.

5. The majority of the radio and television stations initiated Chinese broadcasting due to a "known Chinese speaking audience."
6. Two television stations recently stopped broadcasting Chinese programs for the same reason—a change in the programming format.

7. In general, more radio and television stations produce rather than purchase Chinese programs.

8. The responding radio and television stations are most likely to produce "public affairs" and purchase "Chinese historical programs," "Chinese drama and soap opera" and "modern Chinese music."

9. The broadcasting time attributed to Chinese programming is of a diversified nature among the responding radio and television stations. No consistent pattern was found for the program schedules of Chinese broadcasting.

10. The majority of the stations which broadcast Chinese programs also carries other language programs.

11. As a whole, the stations which broadcast Chinese programs in the United States are likely to make Chinese and Chinese Americans their target audience for the Chinese programming.

12. None of the responding radio and television stations revealed an affiliation with any national networks in the United States.

13. Several cities in New York and California with the highest concentration of Chinese American population proved to be the popular coverage areas of the responding
radio and television stations which broadcast Chinese programs.

**Recommendations For Further Study**

On the basis of what has been learned from this study, it is recommended that additional research should be undertaken. Such studies may take the following forms:

1. An in-depth study examining Chinese broadcasting stations, the stations which attribute more than one-half of their broadcasting hours to Chinese programs, may further implement the understanding of Chinese electronic media and Chinese Americans' communication life.

2. A study to present the thorough history and up-to-date development of, not only the Chinese broadcasting media, but also the Chinese newspapers in America could be useful to the public's understanding of Chinese mass media in the United States as well as to the understanding by the industry itself.

3. Since prevalent Chinese program types that were broadcast, produced, and purchased by the subject stations are included in the current study, further effort may be made to determine which factors influence the program offerings of each individual station and those of the stations as a whole.

4. To gain an understanding and acknowledgement of the mutual influence and interactions between the Chinese
audience and the broadcasting stations, a study of the Chinese audience related to the Chinese programming decision-making might be of value.

5. Although this study may be considered an exhaustive one concerning the station backgrounds, it should be realized that a complete list of broadcasting stations which devote air time to the Chinese broadcasting might not yet be achieved. Therefore, in order to perceive a full picture of the development of such broadcasting stations, more follow-up studies could be beneficial.
APPENDIX A

LETTER AND LIST OF THE ORGANIZATIONS WHERE
CHINESE BROADCAST MATERIALS
MAY BE AVAILABLE
List of the Organizations Where Chinese Broadcast Materials May Be Available

Asian American Studies Center, 
University of California at Los Angeles 
3232 Campbell Hall 
Los Angeles, CA 90024

Chinese Media Committee 
121 Waverly Pl. 
San Francisco, CA 94108

Information and Communication Division 
Coordination Council for North American Affairs 
Office of USA 
5161 River Road 
Washington, DC 20016

International Radio and Television Society, Inc. 
420 Lexington Avenue 
New York, NY 10170

Midwest China Study Resource Center 
2375 Como Avenue 
St. Paul, MN 55108

Organization of Chinese Americans, Inc. 
2025 Eye Street 
N.W. Suite 926 
Washington, DC 20006
September 2, 1982

Dear

I am a graduate student at South Dakota State University in Speech--Mass Communication. Presently I am working on my master's thesis which primarily emphasizes on the historical development and current state of all the Chinese radio and television stations in the United States.

The term of "Chinese station" used in my thesis is defined as a station that has been or had been broadcasting Chinese programs mainly in Chinese with the inclusion of Chinese-owned stations.

I hope your organization can help me with the following:
--A list of all the Chinese radio and TV stations in the United States including their call letters, addresses, and general managers' names;
--The sources of publications relative to the subject of my thesis.

Your cooperation and speedy reply will be very much appreciated and will make a most valuable contribution to my thesis work.

Miss Lin Liang
417½ 9th Ave., Apt. #1
BROOKINGS, SD 57006

Sincerely,

Lin Liang
Graduate Assistant in Speech
South Dakota State University
APPENDIX B

PRELIMINARY LETTER
Dear . . . . . ,

I am a graduate student at South Dakota State University majoring in mass communication. Presently I am working on my master's thesis which will primarily emphasize on the historical development and current state of all Chinese-language radio and television stations in the United States.

Since your station broadcasts programs in Chinese I would be interested in the following information: the station's policies, the historical background, the development profile, financial information, technological equipment, and programming.

I will be very grateful if you would also make the study results of listenership as well as current and future expansion plans available to me.

Again, your cooperation and speedy reply to the matters I have related to you will be very much appreciated and will contribute to my thesis work in a most valuable way.

Miss Lin Liang
1227 5th St.
Brookings, SD 57006

Sincerely,

Lin Liang
APPENDIX C

COVER LETTER AND QUESTIONNAIRE
LIN LIANG  
417½ 9th Ave., Apt. #1  
Brookings, SD 57006  

Date: . . . . .

Dear . . . .,

In the month of September of 1982, I forwarded to you a letter requesting information concerning Chinese broadcasting stations in the United States.

Replies received have indicated that the open-ended nature of the letter made response difficult. For this reason, I have prepared the enclosed questionnaire to facilitate your reply.

Please respond as completely as possible and return it to me as soon as it is convenient. Your help is very much appreciated.

Sincerely,

Lin Liang  
Teaching Assistant in  
Speech Department  
South Dakota State U.
Dear . . . . . .,

In the month of September of 1982, I forwarded to you a letter requesting information concerning Chinese broadcasting stations in the United States.

Replies received have indicated that the open-ended nature of the letter made response difficult. For this reason, I have prepared the enclosed questionnaire to facilitate your reply.

The questionnaire contains two parts--general information and specific information under the headings Section A and B. Section A is for identified television stations and Section B for radio stations. However, you are sent both Section A and B due to the lack of previous knowledge concerning the identity of your broadcasting company. Please answer the questions in either (or both) section which applies to you and add a specified note (indicating whether your company provides radio or television programs) at the end of the questionnaire.

If you wish to receive a copy of the result summary, please indicate it also as you return the questionnaire. Your help and prompt reply are very much appreciated.

Sincerely,

Lin Liang
Graduate Assistant in Speech
South Dakota State University
QUESTIONNAIRE

Date ____________________________
Month __________________________

General Information

1. Does your station attribute more than half of the broadcasting hours per week to Chinese programs?
   Yes __________ No __________

2. What is the purpose for broadcasting Chinese programs in your station?
   ______________________________

(If you have any printed materials relative to question # 2 please feel free to attach them to this questionnaire)

3. Why does your station broadcast Chinese programs? (You may choose more than one answer.)
   Request of audience
   Request of advertisers
   Known Chinese speaking audiences
   Other (please specify)

4. When was your station established? ______________________________

5. What is the name(s) of the founder(s) of your station?
   ______________________________
   Is the founder(s):
   Chinese American (Ancestors are Chinese but they hold American citizenship.)
   Non-Chinese American (American citizen other than Chinese American.)
   Other (please specify)

6. Is your staff in charge of Chinese programming a:
   Chinese American
   Non-Chinese American
   Other (please specify)

7. Has your station ever used listenership/audience research to make programming decisions?
   Yes, (Please check the following items in question #7 which are true for your station.)
   No, (Please go directly to question #8.)
   Do its own audience surveys.
   Audience surveys are done by a survey/research organization.
   Organization name ____________________________
   Address ______________________________

7b. Who is the target audience for the Chinese programming?
   Chinese
   Non-Chinese American
   Chinese American
   Other (please specify)
7c. Target audience age group: (You may choose more than one)

- 1-10,
- 11-20,
- 21-30,
- 31-40,
- 41-50,
- 51-60,
- 61 or above

7d. Please briefly describe other characteristics of your target audience. (i.e. professions, sexual differences.)


8. What kind(s) of Chinese programs does your station produce or purchase from other stations or organizations?

<table>
<thead>
<tr>
<th>Produce</th>
<th>Purchase</th>
<th>Do not broadcast</th>
</tr>
</thead>
<tbody>
<tr>
<td>News</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chinese historical programs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chinese drama and soap opera</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chinese operas</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Modern Chinese music</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chinese orchestra</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Public affairs</td>
<td></td>
<td></td>
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<tr>
<td>Community information</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Educational programs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Children programs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Religious programs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other (please specify)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

9. Where does your station purchase Chinese programs?

- Name of company
- Name of country

10. Most of your Chinese programs are financially sponsored by:

- Individual
- Non-profit organization
- Local company
- Religious group
- School or educational institution
- National corporation
- Governmental agency
- Other (please specify)

11. Does your station broadcast other language programs?

- Yes
- No

- French
- Russian
- Korean
- Malaysian
- Other (please specify)

12. The coverage area of your station is: (Please note major cities covered within the radius of your station.)
Section A

A1. When did your television station begin broadcasting Chinese programs? 

A2. If applicable, please give the date when you stopped broadcasting Chinese programs. 

For what reason(s)?

_________ Financial difficulty  ___________ Advertising inconsistency

_________ Lack of audience  ___________ Other (please specify) 

A3. When does your station broadcast Chinese programs?

Sun. ________ hrs. from ________ am/pm to ________ am/pm

Mon. ________ hrs. from ________ am/pm to ________ am/pm

Tues. ________ hrs. from ________ am/pm to ________ am/pm

Wed. ________ hrs. from ________ am/pm to ________ am/pm

Thur. ________ hrs. from ________ am/pm to ________ am/pm

Fri. ________ hrs. from ________ am/pm to ________ am/pm

Sat. ________ hrs. from ________ am/pm to ________ am/pm

Weekly total ________ hrs.

A4. Please check each of the items which is true for your station.

_________ Affiliate of NBC

_________ Affiliate of ABC

_________ Affiliate of CBS

_________ Affiliate of other network, Name ________

_________ Independent commercial station

_________ Non-commercial station

_________ Provides cable TV service

_________ Provides pay TV service

A5. Are there any comments you wish to make pertinent to your station's audience, programming, or financing which have not been covered by the questionnaire?

Thank you for your time!

Your signature (with title) ________________________________

Your phone number: ________________________________
Section B

B1. When did your radio station begin broadcasting Chinese programs?

B2. If applicable, please give the date when your station stopped broadcasting Chinese programs.

For what reason(s)?

- Financial difficulty
- Advertising inconsistency
- Lack of audience
- Other (please specify)

B3. When does your station broadcast Chinese programs?

<table>
<thead>
<tr>
<th>Sun.</th>
<th>hrs.</th>
<th>from _______ am/pm to _______ am/pm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mon.</td>
<td>hrs.</td>
<td>from _______ am/pm to _______ am/pm</td>
</tr>
<tr>
<td>Tue.</td>
<td>hrs.</td>
<td>from _______ am/pm to _______ am/pm</td>
</tr>
<tr>
<td>Wed.</td>
<td>hrs.</td>
<td>from _______ am/pm to _______ am/pm</td>
</tr>
<tr>
<td>Thur.</td>
<td>hrs.</td>
<td>from _______ am/pm to _______ am/pm</td>
</tr>
<tr>
<td>Fri.</td>
<td>hrs.</td>
<td>from _______ am/pm to _______ am/pm</td>
</tr>
<tr>
<td>Sat.</td>
<td>hrs.</td>
<td>from _______ am/pm to _______ am/pm</td>
</tr>
</tbody>
</table>

Weekly total _______ hrs.

B4. Is your station a (an):

- Independent commercial station
- Non-commercial station
- Affiliate of network. Name

B5. Are there any comments you wish to make pertinent to your station's audience, programming, or financing which have not been covered by the questionnaire?

Thank you for your time!

Your signature (with title)______________________________________

Your phone number:____________________________________________
APPENDIX D

FOLLOW-UP LETTER
Lin Liang  
417½ 9th Ave., Apt. #1  
Brookings, SD 57006

Date: . . . . . . 

Dear: . . . . . .

This letter is in reference to the questionnaire that I sent you during the month of December, 1982. As you may concern, the results of this questionnaire survey will construct the main part of my thesis, and it is extremely important for me to get as much response as possible.

However, at this point of time, I have not yet received your questionnaire. Perhaps you have been very busy, out of town or simply forgotten to mail it out. For whatever reason, it will still be appreciated if you would complete the questionnaire attached and mail it as soon as it is convenient.

Thanks again for your time and assistance.

Sincerely,

Lin Liang  
Graduate Assistant in Speech  
South Dakota State University
APPENDIX E

LIST OF THE STATIONS CONTACTED WHICH MIGHT

BROADCAST CHINESE PROGRAMS

(NAMES AND ADDRESSES)
List of the Stations Contacted Which May Broadcast Chinese Programs (Names and Addresses)

New York

Asian Cine-Vision C.C. TV, Inc.
32 E. Broadway, 4th Fl.
New York, NY 10002

Manhattan Cable TV
120 East 23rd St.
New York, NY 10010

China Broadcasting Corporation (no response)
10 Confucius Plz.
New York, NY 14215

Chinese Community Television Network (no response)
22 Ebway
New York, NY 14215

Chung Wah Broadcasting Company of New York, Ltd.
16 Bowery
New York, NY 10013

Sino Radio (no response)
449 Broadway, 4th Floor
New York, NY 10013

WKCR-FM
208 Ferris Booth Hall
New York, NY 10027

WRPI-FM
1 WRPI Plaza
Troy, NY 12181

WUSB-FM
State University of New York
Stony Brook, NY 11794

WWHT Channel 60
390 West Market St.
Newark, NJ 07107
WFTI-TV (no response)
Box 459
Poughkeepsie, NY 12602

California

Chinatown TV Station (no response)
653 Kearny St.
San Francisco, CA 84108

Chinese Television Company
2 Waverly Plaza
San Francisco, CA 94108

KWHY-TV Channel 22
5545 Sunset Boulevard
Los Angeles, CA 90028

Chinese Television (non-deliverable)
P.O. Box 1305
South Pasadena, CA 91030

Chinese Television Co. (no response)
204½ S. Berendo
Los Angeles, CA 90004

Sino Cast
137 Waverly Place, 2nd Fl.
San Francisco, CA 94108

KBRG-FM (no Chinese broadcasting)
1355 Market St.
San Francisco, CA 94103

KLOK (no Chinese broadcasting)
P.O. Box 21248
San Jose, CA 85151

KTVU (no Chinese broadcasting)
Two Jack London Square
Oakland, CA 94607

KTSF-TV
185 Berry St.
San Francisco, CA 94107

KSTS-TV
2439 Bering Dr.
San Jose, CA 95131
KUSP-FM
P.O. Box 423
Santa Cruz, CA 95061

KUSF-FM
2130 Fulton St.
University of San Francisco, CA 94117

KGST (no Chinese broadcasting)
P.O. Box 11868
Fresno, CA 93775

KPOO-FM
P.O. Box 11008
San Francisco, CA 94101

Far East Broadcasting Company
1400 Radio Road
Redwood City, CA 94065

KALW-FM
2905 21st St.
San Francisco Unified School District
San Francisco, CA 94110

**Illinois**

Chinese Broadcasting Co. (non-deliverable)
210 W. 23rd St.
Chicago, IL 60616

**Philadelphia**

WTEL (no Chinese broadcasting)
4140 Old York Road
Philadelphia, PA 19140

**Honolulu**

KIKU-TV
150-B Puuhale Road
Honolulu, Hawaii 96819
APPENDIX F

SINOCAST INTERPRETATIONS OF CHINESE

PROGRAM TYPES
Sinocast Interpretations of Chinese
Program Types

News: domestic and international news (broadcast four
times a day on radio).

Chinese dramas and soap opera series: imported from Hong
Kong and Taiwan as well (as) locally produced.

Chinese operas: features traditional Chinese staging, a
full range of characterizations and stories of
ancient China.

Popular Chinese music: dedication hours are provided for
listeners.

Historical Chinese stories: exciting and colorful.

Public affairs: Sinocast is the far-reaching voice for
Chinese leaders and citizens stressing major
issues of public concern--housing, street crime
and employment, etc.

Community information: provide information for community
awareness.

Educational programs: English instructions, investment
tips and medical advices.

Religious programs: Christian out-reach.
BIBLIOGRAPHY

Books and Yearbooks


Journals and Periodicals


Unpublished Material


Newspapers