

curious who just came to watch.

There was, for example, a young boy who came to present a proposal for a video tape and soon found himself on the air being interviewed by the coordinator about his project and receiving his first lesson in the use of the equipment. On another occasion two young boys visited out of curiosity and quickly found they had become the telephone operators for the rest of the day. In general, spontaneity was encouraged to the point that by the end of the experiment a group of young people had virtually taken over most of the studio and the operations such as camera work, tabulating results, answering phones and being guests. One woman who had never before done on-air announcing discovered that she also had no one to interview during the afternoon, quite fascinating interviews with her neighbors who were calling in to request tapes. Of the many things learned, a few things merit closer attention. One is the role of the announcer, or animateur. The import-

ance of his rapport with the audience has already been suggested. In general, the behavior of the animateur and the selection of this person depends a great deal on the kinds of people who telephone the station and on the mood he can maintain according to the time of day. The freedom he gives those with him on the air to express themselves can frequently set the tone for the viewers who are weighing participation in the show.

Another point of interest is the use of two channels, one for the studio activities and the other for tapes. It appears that in some cases this tends to separate the audience into groups who watch both channels and those who watch one or the other. This did not become a problem in terms of audience participation. In fact, for those stations who cannot or will not allocate two channels, using one channel and alternating the studio action with the tapes to be viewed may be quite satisfactory for their purposes.

