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U.S. Department of Energy Final Report

Final Report for the Chautauqua Radio Workshop Project

Final Technical Report Covering Project Period of: July 1, 1980-Oct. 30, 1981

Report Issued: January 25, 1982

by:

The Chautauqua Institute for Self Reliance
Rt. 1

Millfield, Ohio 45761

Issued by: Project Director; Bobbi Renz

U.S. D.O.E. Contract No.: DE-FG03-81IR11128

Project Sponsored by: The Office of Consumer Affairs, U.S. D.O.E

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FINAL REPORT

for

THE CHAUTAUQUA RADIO WORKSHOP PROJECT

Performed By:

The Chautauqua Institute for Self Reliance

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DISTRIBUTION LIST

The final report for the Chautauqua Radio Workshop Project
has been distributed to the following agencies and or departments:

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ABSTRACT

Energy Conservation Education must reach millions of Americans in order to see any real and immediate decrease in energy consumption. Since our society gets much of its information from the media, this seems like a most effective vehicle for disseminating energy conservation information to the American Public.

Radio is listened to by the vast majority of Americans each day of their lives. Radio as a communications medium is an extremely cost effective method of mass communication and education, and is perceived as a personal medium which has great potential to affect a change in the daily energy consumption habits of the public. Call-in Radio programs centering around "energy conservation" are an effective method of presenting informative, energy education programming that provide instantaneous access for listener/consumer participation. The linking of available telephone and radio technology (via call-in radio shows) allows people all over the U.S., including remote rural areas, access to the latest energy conservation information and renewable energy technology.

PROJECT DESCRIPTION:

THE CHAUTAUQUA RADIO WORKSHOP PROJECT

The radio call-in show Chautauqua has proven itself to be a successful vehicle for disseminating information on energy conservation and appropriate technology to a wide audience.

Chautauqua is a daily call-in radio show (260 hour-long shows) broadcast over Public Radio Station WOUB fm, Athens, Ohio. Chautauqua has been broadcast daily over WOUB since November 1977. This radio series covers a wide range of topics such as; energy conservation, developing small scale alternative energy sources (like windpower, solar energy, Wood Heat, alcohol production, earth-sheltered home construction, etc.), backyard vegetable production, and food preservation. The programs information is generated by the guests, listeners and the show's host.

The idea of using the technology of radio and telephone in this way--to disseminate practical information on conservation and appropriate technology--has not been fully realized nor developed elsewhere in the U.S. The tremendous success and listenership which the Chautauqua show in southeastern Ohio and West Virginia has generated could, and should be duplicated all across the country.

Here is a brief outline of the proposed steps to accomplish the proliferation of the Chautauqua radio concept throughout the U.S.:

- I. Maintain the existing regional Chautauqua show in Southeastern Ohio and West Virginia as a model show to serve as training grounds and workshop site for prospective radio producers from all over the U.S.

- A. Establish an on-the job type training program and intensive workshop for 30 radio producers from all over the U.S.
 - 1. The 30 producers will be people with appropriate technology backgrounds or interest selected and endorsed by Public and Community Radio Stations interested in a regional Chautauqua show.
 - 2. Each of the 30 producers will be trained individually at a week-long intensive workshop.
 - 3. As part of the workshop, sample Chautauqua audio tapes will be provided to producers and participating radio stations.
- II. A "Chautauqua Notebook" will be printed and distributed to workshop participants (how-to information for establishing and producing regional Chautauqua shows.)
- III. A widespread promotional campaign will also be established to promote regional Chautauqua shows.
 - A. We will seek publicity (in the way of feature articles in national magazines and regional appropriate technology magazines.)
 - B. We will do promotional radio interviews with interested radio stations if possible.
- IV. A project liaison will help any interested station work out plans for their own local Chautauqua show.

FINAL REPORT:
CHAUTAUQUA WORKSHOP SUMMARY

During the first month of the Chautauqua Radio Workshop project we developed an intensive promotional campagne to promote the upcoming Chautauqua Radio training workshops. The promotion of this project extended across the U.S. The primary vehicles used were:

- 1) National magazine articles in widely energy conservation/ appropriate technology periodicals (see attached copies)
- 2) Promotional article in Broadcast trade journal; "Journal of Exploratory Radio", which stimulated interest from radio professionals
- 3) Promotional material sent via DACS(central National Public Radio Computer/communications system) to all 230 National Public Radio Stations across the country, which stimulated interest from Public Radio Station Managers and Personnel.
- 4) Live presentation about Chautauqua Training Workshops at National Energy Conservation through the Media Conference held in Washington, D.C., sponsored by Granzow Assoc(Media Consulting Firm) and funded by the U.S. D.O.E Consumer Affairs Department.
- 5) Distribution of print promotion material concerning The Chautauqua Radio Workshops to the 234 stations, and individuals requesting information concerning attendance at Chautauqua workshops.

A total of 234 requests for information and application form for Chautauqua Radio Workshops came in from community organizations, Public Radio Stations and Individuals from all over the U.S. From the number of applications we received, 30 participants were selected to take part in the workshop training sessions.

The 30 participants who attended the Chautauqua Workshops came from various regions of the country. Below is a list of the Chautauqua Radio Workshop Participants, and the area of the country which they each represented:

Michael Grofsorean- Detroit, Michigan
 Scott Maneleros-Drury, Arkansas
 Patricia Wengert- Vincentown, N.J.
 Judy McGimsy-Cedar Hills, Texas
 Kim Williams-Missoula, Montana
 Carol Geisecke-Youngstown, Ohio
 Claire Henrich- Seattle, Washington
 Sally Latch-Athens, Ohio
 Manuel Hernandez- PaloAlto, Ca.
 Jim Oldham-Yellow Springs, Ohio
 Don Murray-Boston, Massachusetts
 Chris McKinley-Polk, Ohio *
 Gayle DeAngelis-Billings, Montana
 Rob Frothingham-Steele, Illinois
 Mary Shaw-Cincinnati, Ohio*
 Sandra Bell-Canton, Ohio
 Beth Park-Philadelphia, Pennsylvania
 Ken Lassman-Lawrence, Kansas
 Mary Tucker-Toledo, Ohio
 Dick Bell-Boston, Massachusetts
 Larry Gage-Athens, Ohio
 Coleman Smith-Raleigh, N.C.
 Kathy Chapman-Concord, N.H.
 Chris Ballentine-Guilderland, N.Y.
 Karen Boomersbach-Grand Forks, N. Dakota
 Gail Vittori - Austin, Texas
 Donna Fossier-Athens, Ohio
 David Ross Stevens-Louisville, Kentucky
 Sheila Harrison- Massachusetts
 John Shafer-Findlay, Ohio

The Chautauqua training workshops were held in Athens, Ohio, at the Ohio University Telecommunications Center. (The staff at the Ohio University Telecommunications Department participated in training of the workshop participants, and studio facilities for this entire project were donated by Ohio University Telecommunications center.) Each of the 30 workshop participants attended a small-

*This participant was unable to attend full schedule of workshop training, so attended a condensed version, and received follow-up training tapes and material tailored to his/her needs.

group workshop (consisting of 2-4 participants) so that individualized on-the-job-training could be achieved. During the course of each week long training session, participants observed and assisted in the production of the live Chautauqua Radio Series broadcast over WOUB _FM Public Radio. This on-air program served as the core of the training experience for the participants. Participants observed and or participated in the production, research, and preliminary interviewing for this show. By the end of the workshops each participant produced and researched their own 1/2 hour pilot show on energy conservation related topics. These pilot shows were geared to their own region and audience to be served back at their locale. (See Workshop agenda for more details of the entire workshop schedule.)

As part of this training experience, all participants were given a copy of the Chautauqua Notebook(138pg training manual written as part of this project) and a series of sample Chautauqua Programs on tape to serve as examples of interviewing, and program production.

POST WORKSHOP FOLLOW-UP

The response and evaluations from the 30 participants was extremely favorable.(See Workshop Evaluations enclosed.)

Our training/assistance to these participants extended beyond the actual time they spent attending the workshops. Our post-workshop follow-up efforts have included consultation and assistance in program planning for some of the proposed energy conservation

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Radio Shows resulting from the workshops. Throughout the project time period, we were available to the Public Radio station managers and program producers on a free consulting basis. Additionally we sent more sample tapes of past on-air Chautauqua Programs (which displayed programming elements which applied to particular formats or focus areas) to stations attempting to start shows similar to Chautauqua.

To date, two of the workshop participants have already started regular radio programs (similar to Chautauqua) on their local Community/Public Radio Station. One such show was started last April at a small bilingual radio station in Cupertino, CA. The second energy conservation call-in series (resulting from this project) was started last spring, 1981 in Detroit, Michigan, at the Public Radio Station there. (This program is broadcast each Saturday morning over Public Station WDET.)

Although many of the participants in this Chautauqua Workshop Project have been actively pursuing the establishment of radio programs on energy conservation in their region, most of these efforts have run up against significant funding obstacles.

Due to the drastic reductions in government spending, particularly in the areas of Energy Conservation and Renewable Energy Programs, most of the funding source that expressed interest in funding assistance for the establishment of the Energy Conservation Radio

Programs(resulting from Chautauqua Project) are no longer in a position to offer any assistance. (some of the agencies that expressed hope in funding several of these proposed radio shows are no longer even in operation.)

Although the actual Chautauqua Training Workshops and the Chautauqua Radio Project were very successful from the standpoint of training other producers to producer energy conservation call-in shows elsewhere in the U.S., the potential long-term impact that this project could have has been severely reduced by the government cut-backs and a move away from emphasis on Energy Conservation and Renewable Energy Systems.

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FINAL REPORT:

WORKSHOP ADGENDA: CHAUTAUQUA RADIO WORKSHOPS

Attached is the adgenda that served as our workshop schedule during the intensive week-long Chautauqua Radio Workshops.

(These Workshops were held at the Ohio University University Telecommunications Center studio facilities, and consisted on small groups of workshop participants.)

11.
Please read over this agenda to see if there are items which are missing that you'd like to cover while you're here. Let us know what you'd like added or changed as soon as possible so that we can work it into the schedule.

NOTE: IN ADDITION TO THE ITEMS ON THE AGENDA, HERE ARE SEVERAL TASKS WHICH YOU SHOULD UNDERTAKE SOMETIME BEFORE WEDNESDAY. BUDGET YOUR TIME FOR YOUR OWN CONVENIENCE:

TASK #1: On Wednesday morning, you'll be taping your own 30-minute version of "Chautauqua." This will be a "miscellaneous" show. As soon as you can, LISTEN TO A TAPED VERSION OF A MISCELLANEOUS SHOW so that you'll have a good idea of what is expected from you as a host. We'll provide you with a sample tape and a cassette machine.

Even though it's a "miscellaneous" show you'll be taping on Wednesday, you'll still need to prepare for it. You may decide to do a theme-related show with several related topics. Whatever you decide to do with the show, you'll need to have some filler material ready for the times when no one is calling in. Sometime before Wednesday, you'll need to do some research or gather information for this half-hour show.

TASK #2: On Thursday, you'll be interviewing someone on a specific topic. (More about this later). This task relates to interviewing techniques. Pretend that you're going to interview a knowledgeable guest on either WINDPOWER or SOLAR STILLs (small-scale alcohol production). Research the topic and organize a list of questions that you'll want to ask your guest.

Once you feel prepared to conduct the interview, pick up the WINDPOWER or SOLAR STILL cassette tape from Bobbi's office and listen to it. While you're listening, role-play the part of the interviewer: make up impromptu questions to ask the guest as you go along. Jot down notes to yourself. Pretend that you're actually on the air and have to keep the interview going. What do you say next?

TASK #3: When you have time, listen to any other "Chautauqua" promos, Kidpower features, hour-long tapes, etc. The cassette tapes are in Bobbi's office and you're free to take them to the Library's Learning Lab during the day or back to the house in the evenings. We'll provide you with a portable cassette machine for the evenings.

MONDAY

- 8:00 BREAKFAST: Jim will meet you. Bring your meal ticket.
- 9:00 BAKER CENTER Rm 329: Listen to "Chautauqua"
- 10:30 The "CHAUTAUQUA CONCEPT" History of the show, finding topics, research, etc.
- 1:00 LUNCH (ALL TOGETHER)
- 2:00 BAKER CENTER Rm 329: Guests, Interviewing, etc.
- 4:00 ALDEN LIBRARY: tour Reference Room, Periodicals, Student Development Center Learning Lab, Government Documents, etc.

TUESDAY

- 9:00 Listen to "Chautauqua" at home. (91 FM)
- 10:30 BAKER CENTER Rm 329: Technical, Engineering, etc.
- 11:00 TELEMIX CONTROL STUDIO, RTV 3rd floor:
Everyone learns how to use the control board, cart machines, and other equipment. Each person will be given a few minutes to practice with the equipment.
- 1:00 LUNCH
- 2:00 This afternoon, you're basically free to budget your own time. Remember that you need to prepare for your "Miscellaneous" show which will be taped tomorrow (Wednesday) morning. Also, you'll want to practice interviewing by researching & listening to the WINDPOWER or SOLAR STILL tape.

Bobbi & Jim will be available all afternoon (until 5) if you have questions, need help, etc.

WEDNESDAY

9:00 Listen to "Chautauqua" at home. (91 FM)

10:30 TELEMIX STUDIO, RTV 3rd Floor:
Brief review of equipment, etc.

While each person records the show in the studio, the other participants will be in Bobbi's office listening to the program and calling in on the phone with various questions or responses.

The show will be taped so that you'll have a copy to take home with you.

11:15 - 11:45: TAPE FIRST SHOW

12:00 - 12:30: TAPE SECOND SHOW

12:45 - 1:15: TAPE THIRD SHOW

1:30 LATE LUNCH

3:00 BAKER CENTER Rm 329: As a group, we'll listen to portions of your "miscellaneous" shows, discuss and critique them.

4:00 Record "KIDPOWER" with Bobbi. EDIT "KIDPOWER"

THURSDAY

9:00 Listen to "Chautauqua" at home.

10:30 BAKER CENTER Rm 329: Grant-writing & funding, etc.

12:15 LUNCH

NOTE: This afternoon, we'll be going to visit and interview someone interesting who has been on "Chautauqua" several times as a guest. You'll be conducting a brief "on location" interview with this person using a cassette tape machine.

FRIDAY

- 9:00 Listen to "Chautauqua" at home.
- 10:30 BAKER CENTER Rm 329: Dave Kanzeg, Program Director.
- 11:15 TELEMIX STUDIO, RTV BUILDING—Prepare to Record Shows.
- 11:30 - 12:00 TAPE FIRST SHOW
- 12:15 - 12:45 TAPE SECOND SHOW
- 1:00 - 1:30 TAPE THIRD SHOW
- 1:45 LATE LUNCH (ALL TOGETHER) Over lunch, we'll discuss the week's activities, your reactions to the workshop, etc.
- 3:00 OVER & OUT

doonesbury

garry trudeau

FINAL REPORT:

CHAUTAUQUA WORKSHOP EVALUATIONS (from participants)

Attached are the workshop evaluations from workshop participants** evaluating the activities which took place during the Chautauqua Workshops, with comments and remarks concerning the training manuel written for this project (the Chautauqua Notebook).

**Please note; although we did train a total of 30 workshop participants, we have not been successful in receiving evaluation forms from each of these participants (after repeated requests). We are therefore sending the completed Workshop Evaluations which we have received to date.

CHAUTAUQUA WORKSHOP EVALUATION

1. What was your overall impression of the CHAUTAUQUA NOTEBOOK?

Very well organized, thorough. Complete, step-by-step guide. Professionally presented, yet with an appealing & realistic personal perspective.

2. Is there anything that you would like to see changed or added to the Notebook?

More hints & exercises on overcoming "Mike-fright." However, that really needs to be learned experientially.

3. Having read the Notebook & attended the 5-day workshop, did you learn enough about:

	YES	NO
Appropriate Technology	☒	☐
Finding Topics	☒	☐
Research Techniques	☒	☐
Finding Guests	☐	☒
Interviewing Techniques	☒	☐
Dealing with the Audience	☒	☐
General Technical Information	☒	☐
Budgeting/Funding/Grantwriting	☐	☒
Station Relations	☒	☐

4. How valuable was the "Miscellaneous" show production exercise?

A challenging, worthwhile experience, leaving me with the feeling that "yes, I could actually host a Chautauqua type program!"

5. How valuable was the "on location" interviewing exercise?

Researching for the interview was a good experience. There was not time for us to do an actual interview.

6. How could the week's schedule have been made more efficient or more valuable or more convenient?

The "guided" experience at the Walkers was fun, personal, & worthwhile in itself. The interviewing experience is also valuable though it's unfortunate the schedule did not allow for it.

7. In general, did the workshop provide you with the basic skills and information you'll need to produce & host your own version of a Chautauqua-like radio program?

yes.

8. How could we have made the week more valuable?

The workshop was a very successful experience. It was very clear that a great amount of planning, and hard work, and enthusiasm had gone into its development. The note book was not only helpful to me, but has been a valuable, believable, impressive tool in selling the idea to my local radio station.

TRAVEL ARRANGEMENTS: Excellent

HOUSING: Excellent

FOOD: Excellent

Kathy Chapman

CHAUTAUQUA WORKSHOP EVALUATION

What was your overall impression of the CHAUTAUQUA NOTEBOOK?

readable, good resources, good example of grant

Is there anything that you would like to see changed or added to the Notebook?

Having read the Notebook & attended the 5-day workshop, did you learn enough about:

	YES	NO
Finding Topics	☒	☐
Research Techniques	☒	☐
Finding Guests	☒	☐
Interviewing Techniques	☒	☐
Dealing with the Audience	☒	☐
General Technical Information	☒	☐
Budgeting/Funding/Grantwriting	☐	☒ good leads and some suggestions on budget
Station Relations	☒	☐

How valuable was the "Miscellaneous" show production exercise?

It was a good practice, although I need more practice on my own I now know how to approach it.

Did you gain as much production experience as you had expected?

yes

How could the week's schedule have been made more efficient or more valuable or more convenient? it was fine - we learned enough without getting burned out

In general, did the workshop provide you with the basic skills and information you'll need to produce & host your own version of a Chautauqua-like radio program? yes

How could we have made the week more valuable?

19.
COMMENTS? SUGGESTIONS? bicycles for mobility would
have expanded our territory

COMMENTS ON:

TRAVEL ARRANGEMENTS: fine with such coordinating restriction
HOUSING: great - convenient, helped us group together
FOOD: fair

CHAUTAUQUA WORKSHOP EVALUATION

What was your overall impression of the CHAUTAUQUA NOTEBOOK?

very exciting useful + well assembled.

Is there anything that you would like to see changed or added to the Notebook?

Having read the Notebook & attended the 5-day workshop, did you learn enough about:

	YES	NO
Finding Topics	☒	☐
Research Techniques	☒	☐
Finding Guests	☒	☐
Interviewing Techniques	☒	☐
Dealing with the Audience	☒	☐
General Technical Information	☒	☐
Budgeting/Funding/Grantwriting	☒	☐
Station Relations	☒	☐

How valuable was the "Miscellaneous" show production exercise?

very. A critical hands on taste of call-in information exchange

Did you gain as much production experience as you had expected?

Enough to go home + know what to work on.

How could the week's schedule have been made more efficient or more valuable or more convenient?

it was fine - covering alot, but plenty of breathing space.

In general, did the workshop provide you with the basic skills and information you'll need to produce & host your own version of a Chautauqua-like radio program?

Yes yes yes

How could we have made the week more valuable?

Thanks both Bobbi & Jim! it's
been a vacation with loads of
working inspiration —

COMMENTS ON:

TRAVEL ARRANGEMENTS:

AOK

HOUSING:

Comfortable Fitzsch > loved the
homeness

FOOD:

It would be great if cupboards could
be used at Coop. Many a lunch or even
supper I would have loved to get just

CHAUTAUQUA WORKSHOP EVALUATION

What was your overall impression of the CHAUTAUQUA NOTEBOOK?

professional, quite good

Is there anything that you would like to see changed or added to the Notebook? ~~perhaps more~~

No

Having read the Notebook & attended the 5-day workshop, did you learn enough about:

	YES	NO
Finding Topics	<u>✓</u>	_____
Research Techniques	<u>✓</u>	_____
Finding Guests	<u>✓</u>	_____
Interviewing Techniques	<u>✓</u>	_____
Dealing with the Audience	<u>✓</u>	_____
General Technical Information	<u>✓</u>	_____
Budgeting/Funding/Grantwriting	<u>✓</u>	_____
Station Relations	<u>✓</u>	_____

How valuable was the "Miscellaneous" show production exercise?

INVALUABLE

Did you gain as much production experience as you had expected?

could be more

How could the week's schedule have been made more efficient or more valuable or more convenient?

No

In general, did the workshop provide you with the basic skills and information you'll need to produce & host your own version of a Chautauqua-like radio program?

YES

How could we have made the week more valuable?

Only more contact board time

COMMENTS? SUGGESTIONS?

EVERYONE WAS GRACIOUS AND
MORE THAN HOSPITABLE

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COMMENTS ON:

TRAVEL ARRANGEMENTS:

HOUSING:

FOOD:

Just Fine

What was your overall impression of the CHAUTAUQUA NOTEBOOK?

Comprehensive - easy to read + packed w/ useful, easily assimilative info

Is there anything that you would like to see changed or added to the Notebook?

Having read the Notebook & attended the 5-day workshop, did you learn enough about:

YES

NO

Finding Topics

✓

Research Techniques

✓

Finding Guests

✓

Interviewing Techniques

✓

Dealing with the Audience

✓

General Technical Information

✓

Budgeting/Funding/Grantwriting

✓

Station Relations

✓

How valuable was the "Miscellaneous" show production exercise?

Probably the most valuable of all - always the most important lessons learned by an actual undertaking - was clear to me that much was learned between the first + 2nd pilots

Did you gain as much production experience as you had expected?

Would have liked more exp w/ editing, pre-recording, equipment in gen'l.

How could the week's schedule have been made more efficient or more valuable or more convenient? *There were ample conveniences -- a*

group research session might have been valuable, i.e. taking a single issue + pursuing it from regional perspective + then compare + criticize, noting how differences

In general, did the workshop provide you with the basic skills and information you'll need to produce & host your own version of a Chautauqua-like radio program?

Yes

reflect differences w/in the individual regions

How could we have made the week more valuable?

An on-site visit to a Chautauqua feature (i.e. goat farm, underground house) might be helpful in understanding how to pull info together to do a show

COMMENTS? SUGGESTIONS?

A wonderful experience overall -

much information into the week + especially good business

TRAVEL ARRANGEMENTS: *excellent*

HOUSING: *cold but comfortable*

FOOD: *excellent [coop arrangement might
be good]*

CHAUTAUQUA WORKSHOP EVALUATION

1. What was your overall impression of the CHAUTAUQUA NOTEBOOK?

I think it is great! Full of very worthwhile information

2. Is there anything that you would like to see changed or added to the Notebook?

NO

3. Having read the Notebook & attended the 5-day workshop, did you learn enough about:

	YES	NO
Appropriate Technology	☒	☐
Finding Topics	☒	☐
Research Techniques	☒	☐
Finding Guests	☒	☐
Interviewing Techniques	☐	☒
Dealing with the Audience	☐	☒
General Technical Information	☐	☒
Budgeting/Funding/Grantwriting	☒	☐
Station Relations	☐	☒

4. How valuable was the "Miscellaneous" show production exercise?

Very valuable. It is a hard show to do, and to attempt it was a good experience. I however, was displeased at my own performance.

5. How valuable was the "on location" interviewing exercise?

It was good. The exercise was done in such a way that I did not really do it myself, but to be there was very valuable.

6. How could the week's schedule have been made more efficient or more valuable or more convenient?

(add another week!) I say this because I feel I need much time to really get ready for my show.

7. In general, did the workshop provide you with the basic skills and information you'll need to produce & host your own version of a Chautauqua-like radio program?

yes. I hope the radio station I work at will give a lot of assistance with learning all

8. How could we have made the week more valuable?

You did great!!

the radio technique training.

On No. 3 above the middle checks ✓ only mean
I wished I had more of these areas under
control. I'm sure in time I will

10.

COMMENTS ON:

TRAVEL ARRANGEMENTS: *excellent*HOUSING: *excellent*FOOD: *excellent**end*

1. What was your overall impression of the CHAUTAUQUA NOTEBOOK?
Interesting and educational

2. Is there anything that you would like to see changed or added to the Notebook?
I feel it is complete and understandable.

3. Having read the Notebook & attended the 5-day workshop, did you learn enough about:

	YES	NO
Appropriate Technology	<u>✓</u>	<u> </u>
Finding Topics	<u>✓</u>	<u> </u>
Research Techniques	<u>✓</u>	<u> </u>
Finding Guests	<u>✓</u>	<u> </u>
Interviewing Techniques	<u>✓</u>	<u> </u>
Dealing with the Audience	<u>✓</u>	<u> </u>
General Technical Information	<u>✓</u>	<u> </u>
Budgeting/Funding/Grantwriting	<u>✓</u>	<u> </u>
Station Relations	<u>✓</u>	<u> </u>

4. How valuable was the "Miscellaneous" show production exercise?
good for getting the feet wet.

5. How valuable was the "on location" interviewing exercise?
Interesting, educational & helpful

6. How could the week's schedule have been made more efficient or more valuable or more convenient?
Good as was. I feel it was

7. In general, did the workshop provide you with the basic skills and information you'll need to produce & host your own version of a Chautauqua-like radio program?
I believe so the rest is up to each individual with experience

8. How could we have made the week more valuable?
I feel it was adequate

See inclosed letter

29.

10. COMMENTS ON:

TRAVEL ARRANGEMENTS:

HOUSING:

FOOD: I feel you went to great lengths to

provide something for each one's particular style of eating

x28

CHAUTAUQUA WORKSHOP EVALUATION

1. What was your overall impression of the CHAUTAUQUA NOTEBOOK?

AN EXCELLANT COMMUNICATION OF THE CHAUTAUQUA PRODUCT

2. Is there anything that you would like to see changed or added to the Notebook?

IF ANYTHING, A MORE EXTENSIVE LIST OF RESOURCES AND PUBLICATIONS

3. Having read the Notebook & attended the 5-day workshop, did you learn enough about:

	YES	NO
Appropriate Technology	☒	☐
Finding Topics	☒	☐
Research Techniques	☒	☐
Finding Guests	☒	☐
Interviewing Techniques	☒	☐
Dealing with the Audience	☒	☐
General Technical Information	☒	☐
Budgeting/Funding/Grantwriting	☒	☐
Station Relations	☒	☐

"ENOUGH" IS A RELATIVE WORD AND NOT APPROPRIATE FOR A YES-NO QUESTION

4. How valuable was the "Miscellaneous" show production exercise?

A PERFECT EXERCISE

5. How valuable was the "on location" interviewing exercise?

A PERFECT EXERCISE

6. How could the week's schedule have been made more efficient or more valuable or more convenient?

NO WAY THAT I CAN THINK OF

7. In general, did the workshop provide you with the basic skills and information you'll need to produce & host your own version of a Chautauqua-like radio program?

YES

NO WAY YOU COULD HAVE PUT MORE DETAILS 31
INFORMATION OR EXERCISES INTO ONE WORK
9. COMMENTS? SUGGESTIONS?

I ADMIRE YOUR SENSITIVITY TO THE EDUCATIONAL
NEEDS OF THE PEOPLE ATTENDING THE WORKSHOP

10. COMMENTS ON:

TRAVEL ARRANGEMENTS: EXCELLENT

HOUSING: EXCELLENT

FOOD: EXCELLENT

sm

CHAUTAUQUA WORKSHOP EVALUATION

1. What was your overall impression of the CHAUTAUQUA NOTEBOOK?

VERY Comprehensive

2. Is there anything that you would like to see changed or added to the Notebook?

NOT THAT I CAN THINK OF, THE NOTEBOOK IS A SUPER. JOB

3. Having read the Notebook & attended the 5-day workshop, did you learn enough about:

	YES	NO
Appropriate Technology	X - to get started	
Finding Topics	X	
Research Techniques	X	
Finding Guests	X	
Interviewing Techniques	X	
Dealing with the Audience	X	
General Technical Information	X	
Budgeting/Funding/Grantwriting	X	
Station Relations	X	

4. How valuable was the "Miscellaneous" show production exercise?

quite! maybe do a couple or three even

5. How valuable was the "on location" interviewing exercise?

very! & terrific intro to APPROPRIATE TECH.

6. How could the week's schedule have been made more efficient or more valuable or more convenient?

group disc after listening to morning shows (maybe)

7. In general, did the workshop provide you with the basic skills and information you'll need to produce & host your own version of a Chautauqua-like radio program?

Yes, I feel like I'd like to "try my wings"

8. How could we have made the week more valuable?

should have

- great organization & planning
- wonderfully contagious enthusiasm
- terrific hosts
- APPRECIATION TO STATION STAFF for info & encouragement
- HIGHLY INDIVIDUALIZED

10. COMMENTS ON:

TRAVEL ARRANGEMENTS: check other agencies

HOUSING: cool @ times, otherwise great - very "homey"

FOOD: CASA's great, wonderful variety of places
- exclude CS's dinners -THANK
YOU
AGAIN!
//

may

1. What was your overall impression of the CHAUTAUQUA NOTEBOOK?

a first-class job

2. Is there anything that you would like to see changed or added to the Notebook?

can't think of anything now

3. Having read the Notebook & attended the 5-day workshop, did you learn enough about:

	YES	NO
Appropriate Technology	☒	☐
Finding Topics	☒	☐
Research Techniques	☒	☐
Finding Guests	☒	☐
Interviewing Techniques	☒	☐
Dealing with the Audience	☒	☐
General Technical Information	☒	☐
Budgeting/Funding/Grantwriting	☒	☐
Station Relations	☒	☐

4. How valuable was the "Miscellaneous" show production exercise?

We did it twice and still made mistakes so it was very valuable

5. How valuable was the "on location" interviewing exercise?

very necessary

6. How could the week's schedule have been made more efficient or more valuable or more convenient?

I can't think of anything

7. In general, did the workshop provide you with the basic skills and information you'll need to produce & host your own version of a Chautauqua-like radio program?

yes, it did

8. How could we have made the week more valuable?

If I think of anything later. 35

9. COMMENTS? SUGGESTIONS? as I work through the process, I'll let you know.

I appreciate the map.

10. COMMENTS ON:

TRAVEL ARRANGEMENTS: excellent

HOUSING: excellent

FOOD: excellent

Kim

9. COMMENTS? SUGGESTIONS?

INVITE OTHER STATION PERSONNEL TO MEET US 37.
FOR TALK, DINNER, PLAY, ETC. THE "TEA PARTY"
WAS A VALUABLE EXPERIENCE. ~~IT~~ PROVIDED
BETTER PERSPECTIVE INTO STATION LIFE.

10. COMMENTS ON:

TRAVEL ARRANGEMENTS: GOOD

HOUSING: ^{MORE THAN} ADEQUATE (A LITTLE COLD, BUT THAT WAS FINE)
GOOD LOCATION

FOOD: EXCELLENT

1. What was your overall impression of the CHAUTAUQUA NOTEBOOK?
The NOTEBOOK is clear, down-to-earth and full of enthusiasm. A dedicated young environmentalist could learn how to conduct CHAUTAUQUA from reading it, without even taking the course.

2. Is there anything that you would like to see changed or added to the Notebook? No.

3. Having read the Notebook & attended the 5-day workshop, did you learn enough about:

	YES	NO
Appropriate Technology	_____	_____ <u>x</u>
Finding Topics	_____ <u>x</u>	_____
Research Techniques	_____	_____ <u>x</u>
Finding Guests	_____ <u>x</u>	_____
Interviewing Techniques	_____ <u>x</u>	_____
Dealing with the Audience	_____ <u>x</u>	_____
General Technical Information	_____	_____ <u>x</u>
Budgeting/Funding/Grantwriting	_____ <u>x</u>	_____
Station Relations	_____ <u>x</u>	_____

4. How valuable was the "Miscellaneous" show production exercise?
It was good exercise, but it would take more study to avoid rambling. Thoughts must be well organized and coherent for the listener to follow them and want to respond.

5. How valuable was the "on location" interviewing exercise?

Excellent, but I didn't have the nerve to ask the group to put up with my taking their time for a "staged" interview.

6. How could the week's schedule have been made more efficient or more valuable or more convenient? Convenience was great. Efficiency also. I'd have liked more practise sessions with equipment and several more opportunities to put on half-hour shows.

7. In general, did the workshop provide you with the basic skills and information you'll need to produce & host your own version of a Chautauqua-like radio program? No. Skills can be developed only with time and experience.

8. How could we have made the week more valuable?
I can't think of anything YOU could have done, but several things I could have done to take advantage of your instruction.

9. COMMENTS? SUGGESTIONS? Had a great time. Enjoyed meeting you two and Merv Rowman and others around the station, as well as Carol and the CAC weatherization director. Found the whole atmosphere stimulating. If I can't get on the air, it isn't because you left anything out. You gave me step-by-step instructions and every opportunity to "catch on".

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10. COMMENTS ON:

TRAVEL ARRANGEMENTS: OK

HOUSING: OK

FOOD: OK, but I wouldn't have minded eating with the OU students in their dining halls.

CHAUTAUQUA WORKSHOP EVALUATION

40

1. What was your overall impression of the CHAUTAUQUA NOTEBOOK?

I thought it was great. A lot of time was spent in its preparation

2. Is there anything that you would like to see changed or added to the Notebook?

Not anything I can think of

3. Having read the Notebook & attended the 5-day workshop, did you learn enough about:

	YES	NO
Appropriate Technology	☒	☐
Finding Topics	☒	☐
Research Techniques	☒	☐
Finding Guests	☒	☐
Interviewing Techniques	☒	☐
Dealing with the Audience	☒	☐
General Technical Information	☒	☐
Budgeting/Funding/Grantwriting	☒	☐
Station Relations	☒	☐

4. How valuable was the "Miscellaneous" show production exercise?

Very valuable - It helped see possible strengths and weaknesses of my own show

5. How valuable was the "on location" interviewing exercise?

N.A.

6. How could the week's schedule have been made more efficient or more valuable or more convenient?

I don't know. I thought the time was well-managed.

7. In general, did the workshop provide you with the basic skills and information you'll need to produce & host your own version of a Chautauqua-like radio program?

Yes, I believe so.

8. How could we have made the week more valuable?

I don't know. It was very valuable to me.

9. COMMENTS? SUGGESTIONS?

Great workshop

CHAUTAUQUA WORKSHOP EVALUATION

1. What was your overall impression of the CHAUTAUQUA NOTEBOOK?

Excellent! Very well laid out - I read practically the whole thing when I sat down to thumb through it at home. Good to send it early.

2. Is there anything that you would like to see changed or added to the Notebook?

Seems complete to me

3. Having read the Notebook & attended the 5-day workshop, did you learn enough about:

	YES	NO
Appropriate Technology	☒	☐
Finding Topics	☒	☐
Research Techniques	☒	☐
Finding Guests	☒	☐
Interviewing Techniques	☒	☐
Dealing with the Audience	☒	☐
General Technical Information	☒	☐
Budgeting/Funding/Grantwriting	☒	☐
Station Relations	☒	☐

4. How valuable was the "Miscellaneous" show production exercise?

I did both my programs as "miscellaneous" shows and found the experience very valuable - felt very comfortable by the end. We all felt that it was a very good idea to do that kind of show - good way to learn to handle the most difficult aspect of the show.

5. How valuable was the "on location" interviewing exercise?

ya

would have been nice to go out & meet some local do-it-yourselfers. technical experience would have been good too

6. How could the week's schedule have been made more efficient or more valuable or more convenient?

I think it's very important for people to listen to their shows soon after doing them - we all did this on our own, which was good but you should make sure people listen somewhere. That feedback is essential. It might have been good to listen to excerpts with the whole group - both for the positive & over

7. In general, did the workshop provide you with the basic skills and information you'll need to produce & host your own version of a Chautauqua-like radio program?

Definitely - I feel very good about pursuing the project over the coming months, and will encourage others elsewhere when I can

8. How could we have made the week more valuable?

I think, spend more time on location, trying - that would have been nice. If possible

9. COMMENTS? SUGGESTIONS?

I really thought the workshop ^{well planned} (not too much or too little to do at a time) & very much appreciated the relaxed pace and therefore it especially appropriate since the kind of work can get very pressurized. As a result of the way the week went, I think everyone has a relaxed and comfortable feeling about doing this kind of show - which is in fact essential to the show itself. 42

10. COMMENTS ON:

TRAVEL ARRANGEMENTS: ^{you all were} fine & very cooperative & helpful
HOUSING: fine - we should weatherize Mrs. Gilkey's though
FOOD: great!

CHAUTAUQUA WORKSHOP EVALUATION

43

1. What was your overall impression of the CHAUTAUQUA NOTEBOOK?

Well done, helpful, clear, concise, most informative.

2. Is there anything that you would like to see changed or added to the Notebook?

More pictures of Bobbi. (Just kidding.)

3. Having read the Notebook & attended the 5-day workshop, did you learn enough about:

	YES	NO
Appropriate Technology	☐	☒ <i>not intended of the workshop</i>
Finding Topics	☒	☐
Research Techniques	☐	☒ <i>could do more on use of library and Gov. Docs.</i>
Finding Guests	☒	☐
Interviewing Techniques	☒	☐
Dealing with the Audience	☒	☐ <i>oops! in notebook want more specific writing and such</i>
General Technical Information	☒	☒
Budgeting/Funding/Grantwriting	☒	☐
Station Relations	☒	☐

4. How valuable was the "Miscellaneous" show production exercise?

Great! Brakes the ice.

5. How valuable was the "on location" interviewing exercise?

Good.

6. How could the week's schedule have been made more efficient or more valuable or more convenient?

Hardly

7. In general, did the workshop provide you with the basic skills and information you'll need to produce & host your own version of a Chautauqua-like radio program?

Yes. General & specifics

8. How could we have made the week more valuable?

*~~Show Going to on site alternative tech projects~~
Forget it, not the intent of project.*

9. COMMENTS? SUGGESTIONS?

You all did a beautiful workshop!

CHAUTAUQUA WORKSHOP EVALUATION

1. What was your overall impression of the CHAUTAUQUA NOTEBOOK?

An excellent resource

2. Is there anything that you would like to see changed or added to the Notebook?

Nope

3. Having read the Notebook & attended the 5-day workshop, did you learn enough about:

	YES	NO
Appropriate Technology	☒	☐
Finding Topics	☒	☐
Research Techniques	☒	☐
Finding Guests	☒	☐
Interviewing Techniques	☒	☐
Dealing with the Audience	☒	☐
General Technical Information	☒	☐
Budgeting/Funding/Grantwriting	☒	☐
Station Relations	☒	☐

4. How valuable was the "Miscellaneous" show production exercise?

Invaluable

5. How valuable was the "^{guest}~~on-location~~" interviewing exercise?

See #4

6. How could the week's schedule have been made more efficient or more valuable or more convenient?

Pace was just right

7. In general, did the workshop provide you with the basic skills and information you'll need to produce & host your own version of a Chautauqua-like radio program?

Yup. If I think of anything later, I'll let you know.

8. How could we have made the week more valuable?

45.
1. What was your overall impression of the CHAUTAUQUA NOTEBOOK?
VERY WELL THOUGHT-OUT, ORGANIZED, WRITTEN.

2. Is there anything that you would like to see changed or added to the Notebook? MUCH MORE INFO ON FUNDRAISING, TELEPHONE HYBRID SYSTEM, INTERVIEW QUESTIONS AND EXAMPLES OF INTERVIEW SITUATIONS, PROBLEMS, PITFALLS, COMMON MISTAKES.

3. Having read the Notebook & attended the 5-day workshop, did you learn enough about:

	YES	NO
Appropriate Technology	<u>X</u>	<u> </u>
Finding Topics	<u>X</u>	<u> </u>
Research Techniques	<u>X</u>	<u> </u>
Finding Guests	<u>X</u>	<u> </u>
Interviewing Techniques	<u> </u>	<u>X</u>
Dealing with the Audience	<u>X</u>	<u> </u>
General Technical Information	<u>X</u>	<u>X</u>
Budgeting/Funding/Grantwriting	<u> </u>	<u>X</u>
Station Relations	<u>X</u>	<u> </u>

4. How valuable was the "Miscellaneous" show production exercise?

NOT VERY. I THINK AN INTERVIEW SHOW IS MORE APPROPRIATE. MISCELLANEOUS SHOWS DEPEND ON/RELY ON THE PROGRAM HAVING DEVELOPED A BIT OF A FOLLOWING. CAN'T GO FOR MISCELLANEOUS SHOWS RIGHT OFF THE BAT.

5. How valuable was the "on location" interviewing exercise?

VERY VALUABLE TO SEE SOMEONE INVOLVED IN A.T. and SELF-SUFFICIENCY.

NOT VALUABLE AS FAR AS INTERVIEWING TECHNIQUE. WORK ON DOING FEATURES SEEMS TO BE A LOW PRIORITY IN GETTING A LIVE TALK SHOW TOGETHER.

6. How could the week's schedule have been made more efficient or more valuable or more convenient? REPLACE MISCELLANEOUS

SIMULATED SHOW WITH AN INTERVIEW SHOW, AND ADD A SECOND INTERVIEW SHOW.

7. In general, did the workshop provide you with the basic skills and information you'll need to produce & host your own version of a Chautauqua-like radio program? YES.

8. How could we have made the week more valuable? SEE #6, AND MORE EXTENSIVE FUND-RAISING INFO - HOW TO FORM SOCIETY CORP, BUDGETIN FOR GRANT APPLICATIONS,

9. COMMENTS? SUGGESTIONS?

TELEPHONE HYBRID INFO IN BOOK AND FROM WOURB ENGINEERS INADEQUATE. I WILL WRITE TO YOU ABOUT IT

What was your overall impression of the CHAUTAUQUA NOTEBOOK? 46

THE NOTEBOOK WAS AN EXCELLENT PRIMER. IT PROVIDED ME WITH ALL OF THE BASIC INFORMATION THAT I NEEDED. THE ONLY IS THERE ANYTHING THAT YOU WOULD LIKE TO SEE CHANGED OR ADDED TO THE Notebook?

MATERIALS (PEOPLE POWER + U.S.D.A. REPORT ON ORGANIC FARMING) WERE ALSO GOOD BACKGROUND DOCUMENTS.

Having read the Notebook & attended the 5-day workshop, did you learn enough about:

YES

NO

Finding Topics

☒ ☐

Research Techniques

☒ ☐

Finding Guests

☐ ☒

Interviewing Techniques

☒ ☐

Dealing with the Audience

☒ ☐

General Technical Information

☐ ☒

Budgeting/Funding/Grantwriting

☒ ☐

Station Relations

☐ ☒

① THESE WILL REALLY COME FROM ACTUAL EXPERIENCE - THOUGH WHAT WE DID COVER WAS A GOOD INTRO.

How valuable was the "Miscellaneous" show production exercise?

VERY. IT PROVIDED US WITH THE OPPORTUNITY TO EXPERIENCE AN ACTUAL BROADCAST.

How valuable was the "on location" interviewing exercise?

THE INTERVIEWING EXERCISE WAS VERY VALUABLE, AS IT ENABLED ME TO EXPERIENCE THE ROLE OF AN INTERVIEWER. MR. BOWMAN WAS INDEED A SUPER GUEST.

In general, did the workshop provide you with the basic skills and information you'll need to produce & host your own version of a Chautauqua-like radio program?

YES

How could we have made the week more valuable?

7 PERHAPS BY STRETCHING THE WEEK-LONG WORKSHOPS TO TWO WEEKS.

COMMENTS? SUGGESTIONS?

OBSERVATIONS FROM INSIDE ^{THE} STUDIO DURING A LIVE BROADCAST WERE VERY VALUABLE!

CHAUTAUQUA WORKSHOP EVALUATION

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What was your overall impression of the CHAUTAUQUA NOTEBOOK?

It is a Very complete, detailed map of the Chautauqua concept

Is there anything that you would like to see changed or added to the Notebook?

I Nothing I can think of at this time, however, as I proceed with my show, I'll have read the Notebook & attended the 5-day workshop, pass it on to you.

YES

NO

Finding Topics

X

Research Techniques

X

Finding Guests

X

Interviewing Techniques

X

Dealing with the Audience

X

General Technical Information

X

Budgeting/Funding/Grantwriting

X

Station Relations

X

How valuable was the "Miscellaneous" show production exercise?

It was a very good exercise, not only to get practice & immediate input, but also to have a tape of it to take back home to our local stations so they can get a good picture of what it will sound like at home and how each of us will come off over the air.

In general, did the workshop provide you with the basic skills and information you'll need to produce & host your own version of a Chautauqua-like radio program?

Definitely

How could we have made the week more valuable?

The only way would have been to make it two weeks of "hands on", research, practice, etc

COMMENTS? SUGGESTIONS?

Don't think of any at this time.

Thank you very much for this excellent opportunity.

Gayle DeAngelis

48
I thought it was very clearly and comprehensively written. I found the most helpful part the grant application and budgeting examples.

2. Is there anything that you would like to see changed or added to the Notebook?

None

3. Having read the Notebook & attended the 5-day workshop, did you learn enough about:

	YES	NO
Appropriate Technology	<u>✓</u>	<u> </u>
Finding Topics	<u>✓</u>	<u> </u>
Research Techniques	<u>✓</u>	<u> </u>
Finding Guests	<u>✓</u>	<u> </u>
Interviewing Techniques	<u>✓</u>	<u> </u>
Dealing with the Audience	<u>✓</u>	<u> </u>
General Technical Information	<u>✓</u>	<u> </u>
Budgeting/Funding/Grantwriting	<u>✓</u>	<u> </u>
Station Relations	<u>✓</u>	<u> </u>

4. How valuable was the "Miscellaneous" show production exercise?
I think it was the most helpful part of the week - the simulation of actually being on the air was very real. By creating a show like that, one really learns the areas you need to work on.

5. How valuable was the "on location" interviewing exercise?

I wish I had used the opportunity to record the interview more formally.

6. How could the week's schedule have been made more efficient or more valuable or more convenient?

Can't think of any way

7. In general, did the workshop provide you with the basic skills and information you'll need to produce & host your own version of a Chautauqua-like radio program? *Yes, I felt very confident that I could produce a radio show on my own.*

8. How could we have made the week more valuable?

9. COMMENTS? SUGGESTIONS?

I thought the week was very well organized. Also, Babbie was very flexible enough to work with me (to other attendees) on topics of importance (a problem) peculiar to me.

What was your overall impression of the CHAUTAUQUA NOTEBOOK?

Very well organized, informative - personal

Is there anything that you would like to see changed or added to the Notebook?

Having read the Notebook & attended the 5-day workshop, did you learn enough about:

	YES	NO
Finding Topics	☒	☐
Research Techniques	☒	☐
Finding Guests	☒	☐
Interviewing Techniques	☒	☐
Dealing with the Audience	☐	☒ <i>we had a "select audience."</i>
General Technical Information	☒	☐
Budgeting/Funding/Grantwriting	☒	☐
Station Relations	☒	☐

How valuable was the "Miscellaneous" show production exercise?

Very - Made you realize all that goes into a Mse. show.

How valuable was the "on location" interviewing exercise?

This was the best experience for me.

In general, did the workshop provide you with the basic skills and information you'll need to produce & host your own version of a Chautauqua-like radio program?

yes

How could we have made the week more valuable?

—

COMMENTS? SUGGESTIONS?

FINAL REPORT:

CHAUTAUQUA NOTEBOOK

The Chautauqua Notebook was written as part of this U.S. D.O.E funded project, to serve as a training manual for the Chautauqua Training Workshops. (See Table of Contents, attached, from this Notebook and introductory chapter also attached, for a brief summary of the contents of the Chautauqua Notebook.) (Copies of the actual Chautauqua Notebook have been sent to: John Ortman, Consumer Affairs Office, U.S. D.O.E, and Carol Gates, Conservation and Solar Applications Division, U.S. D.O.E, San Francisco Operations Office, Oakland, Ca., and The Technical Information Center, Oak Ridge, TN.)

The Chautauqua Notebook:
appropriate technology on radio

by:
bobbi renz

Many thanks to the Director of the Office of Consumer Affairs of the U.S. Department of Energy, Tina Hobson, whose vision of energy conservation is broad enough to include use of the broadcast media as an appropriate tool not only for disseminating information on appropriate technology, but for pooling the knowledge of the nation's most valuable resource—its people.

As part of a larger project, this Notebook was prepared with a portion of the funds provided by DOE Grant No. FG 03801R-11128 appropriated by the Office of Consumer Affairs, U.S. Department of Energy. The views and opinions expressed herein are not necessarily those of the U.S. Government nor the U.S. Department of Energy.

This Notebook was written and prepared by the Chautauqua Institute for Self-Reliance which is solely responsible for its contents.

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FOREWORD

During the past three years I have worked to establish a daily call-in program on Public Radio Station WOUB-FM in Athens, Ohio. The program, Chautauqua, is an informal "information exchange" whereby listeners, guests, and I, as the show's host, share practical and do-it-yourself ideas on a wide range of appropriate technology and self-reliance topics.

Because listening to the radio is, for millions, a common everyday experience, Chautauqua has proven the call-in format to be an effective and efficient way to disseminate information on conservation, renewable energy, appropriate technology, and self-reliance.

The level of listener interest and participation in Chautauqua is impressive; people have come to rely upon the program for credible information which is in-tune with their lives and their needs. The mood of the show is lively and down-to-earth and encourages all sorts and ages of people to share what they have experienced with others.

After seeing and hearing the success of this show, I have come to believe that using a call-in radio program like Chautauqua as a vehicle for information-exchange is an important option for change whose potential has not yet been realized. It's an important piece of the same puzzle into which we already fit appropriate technology books, journals, magazines, pamphlets, newspapers, and hands-on workshops.

The writing of this notebook is an effort to share my experience in establishing and maintaining a regional call-in information-exchange on appropriate technology and self-reliance.

I'm hopeful that as the idea and enthusiasm for this show spreads, other call-in shows like Chautauqua might develop all across the United States, making use of yet another important tool for solving some of our most pressing contemporary energy problems.

BOBBI RENZ
Producer/Host

INTRODUCTION TO APPROPRIATE TECHNOLOGY

For years now, we in the United States have been chasing after the lifestyle and belief that "bigger is better." The complications and ramifications of this pursuit are many and far-reaching.

We have come to rely heavily upon "high technology" to take care of many of our needs. But because the understanding and control of this high technology rests with just a few individuals, it leaves the rest of us highly dependent, in the dark, and out of control. This may well be the first time in history that the majority of the people in a society have lost the basic knowledge and skills necessary to provide for their own individual needs.

There is a growing disillusionment with this state of affairs; a growing belief that technology should be more appropriate to our needs while giving greater respect to our resources at hand.

The term "appropriate technology" advocates a greater number of small, decentralized technologies to meet our needs for food production and preservation, energy, shelter, etc. Appropriate technology makes use of renewable local resources, relies heavily upon human labor and skill, and holds high the commitment to conserve and use our remaining resources efficiently.

Appropriate technology makes greater use of decentralized technologies and systems which are simple to install, operate, and maintain. This leaves the responsibility for their operation and maintenance with individuals and/or communities.

A-2

Because these systems are decentralized, they can be tailor-made to suit the needs of the people in any given region while paying close attention to the local environment, resources, materials, job-needs, and climate in that area.

Along with a variety of new technologies, many of the concepts and systems offered under the label of appropriate technology are actually age-old methods of doing things which have simply been adapted to contemporary times. Appropriate technology, itself, doesn't mean going back to "horse and buggy" days. It does, however, require that we undertake a task of self-examination in order to rediscover our basic needs and that we inventory our limited resources in order to develop systems which can link the two in ways that are appropriate and environmentally sound.

There are thousands of people in this country who are completely unaware that they are using what we call "appropriate technologies" in their everyday lives. These people have simply been using the resources at hand to get something accomplished, perhaps because those resources are the only ones they can afford, or because they are the only ones available, or perhaps because of values which dictate a job to be done in a certain way.

Add to that the recent innovations in the field of renewable energy, modern adaptations of old ideas, and the new enthusiasm for doing-for-oneself, and there's a vast potential for more appropriate technologies which are compatible not only with our economic needs, but with our environmental, social, and human needs as well.

Somewhere in this technological evolution there is a role for the broadcast media to play in communicating all the things that groups and individuals are doing to develop the field of appropriate technology. In fact, there is an unrealized potential for turning broadcast technology, itself, into an appropriate technological tool which can be used to help us reach an appropriate and sustainable future.

FINAL REPORT:

PROMOTIONAL MATERIAL FOR THE CHAUTAUQUA RADIO WORKSHOP PROJECT

The Chautauqua Radio Workshop Project received promotional articles in several energy conservation/ appropriate technology periodicals, and a broadcast trade journal, The Journal of Exploratory Radio during the course of this project. (See attached copies of these promotional articles.) Further promotion for this project included: Promotional print information concerning Chautauqua workshops was sent to all (230) National Public Radio Affiliate Stations via the central computer/communications system, DACS.

2) live presentation about Chautauqua Training Workshops at National Energy Conservation through the Media Conference, held in Washington, D.C., sponsored by Granzow Assoc. (media consultants) funded by Consumer Affairs Office, U.S. D.O.E.

3) Distribution of print promotion material/application concerning the Chautauqua Radio Workshops to the 234 radio stations, individuals, and community organizations requesting information about these workshops.

ENERGY RADIO SHOW

It's a typical weekday morning and a gentleman in Malta, Ohio, picks up the phone in his bedroom to explain to a woman in Webster Springs, West Virginia, how to graft her apple trees. A woman in Nelsonville chats with a man in Pomeroy about constructing a root cellar. A man in Chillicothe explains to a woman in Lancaster the details of putting up a windmill. A man in Guysville gives some advice to a man in Sugar Grove about cleaning a chimney. A woman in Rio Grande hurries in from her barn to pick up her kitchen phone and explains to a woman in Morgan Falls, Virginia, how to transplant blackberries. And a man in Parkersburg describes to a man in Logan, Ohio, how to use a pile of decomposing sawdust to heat bath water to 120 degrees.

What's interesting is not that these telephone conversations are warm and friendly, lively and personal...what's interesting is that these people have never met, don't know one another's name, and may never speak to each other again. Yet without leaving their homes, they've spent a few moments on the phone sharing ideas, advice, and suggestions with others who need their help.

And telephone conversations like these are taking place five days a week as a result of interconnecting every telephone in a 32-county area in southeastern Ohio and West Virginia via an information-exchange broadcast over Ohio University's radio station, WOUB-FM.

By accepting collect calls from anywhere in the listening area, the one-hour radio program "Chautauqua" has made it possible for listeners to talk to one another.

And they *do* talk to one another. In their living rooms, kitchens, bedrooms, bathrooms, at their offices, in their barns, in their workshops, their cars and trucks, and out in their gardens...people throughout the region are tuning in and listening. But more importantly, they're participating -- calling in to share what they know.

And what are they talking about? Conservation,

Producer Bobbi Renz hosting her daily energy radio show.

solar energy, small-scale agriculture, appropriate technology, and self-reliance. Or, more specifically, how to raise goats, put up fencing, work a team of horses, cook on a wood stove, construct an underground home, eliminate garden pests without chemicals, smoke meat, grow herbs, preserve food, construct dams, stock ponds, build greenhouses, put together composting toilets, set up methane generators, and literally dozens of other topics.

Who's behind this unique radio program in which the listeners are as important as the people in the studio? Bobbi Renz. A bright, personable, remarkable young woman who four years ago got tired of listening to talk-shows which did nothing more than encourage people to complain about the nation's problem. A woman who had a hunch that the listeners might know more than the "experts." A woman who felt that if only we could tap the vast pool of knowledge that lies hidden among the public, that the nation's energy and inflation problems could be solved...a little at a time...by the people themselves.

And so, on top of her full-time job as a traffic manager at the radio station, Bobbi Renz volunteered her time to produce and host "Chautauqua" -- a program that picked up where most call-in shows left off. Although it took a while to convince the listeners that what they had to say was important, to help listeners overcome the shyness of being on the radio, and to help them modify their notion that call-in shows were only for voicing your opinion, Renz built the show's listenership to what it is today -- the most listened-to local program on the region's largest station.

By linking together two common household instruments -- the radio and the telephone -- she has turned them into a tool for tapping the Appalachian region's most valuable resource...its people. By doing so, she has helped to overcome the traditional barrier of isolation so prevalent in the rural area.

By giving visibility to the windmills and underground homes sprinkled throughout the region, by

LIVING ALTERNATIVES, MARCH 1981

making people aware of their local resources, their local talent, their local ingenuity, the program has helped to create a real sense of community among its listeners. Now, by discussing problems and sharing solutions, those listeners are demonstrating to one another that average, everyday people can gain some amount of control over their daily lives.

Along with the growing success of "Chautauqua," Renz has had several offers to expand into video with a television version of the show. But she is quick to point out that radio is a more appropriate medium for an information-exchange. "Radio" is a more personal medium," she says. While radio may suffer occasionally from a lack of visuals, "you can go a long way with a good verbal description."

Actually, the lack of visuals has proven to be an advantage. By helping to overcome traditional stereotypes, it allows people to trade information with individuals they might never talk to on the street. As a result, long-haired back-to-the-landers can pick the brains of sweet, grey-haired little old ladies...and vice versa. And well-to-do university professors can learn from marginal-income high school dropouts...and vice versa.

Renz says, "My feeling is that everyone has something to contribute. While listeners may not be experts on every topic, everyone has some knowledge about something they've learned. The trick is to get them to call in and share that information with others."

Not only can people share information with other listeners in the area, they can also ask questions of special guests in the studio who have developed some expertise or valuable knowledge on a specific topic.

And, as Bobbi points out, "One of the nice things about a call-in show is that you can call out as well." So thanks to long-distance telephone interviews, the people of southeastern Ohio and West Virginia have been able to ask questions and chat leisurely with dozens of authors, government officials, and other well-known (and sometimes not-to-well known) individuals from around the country. These people might never consider going on the lecture circuit to talk about their particular skill or vocation, but they are more than willing to share an hour of their time talking over the phone.

In short, "Chautauqua" is a broadcast phenomenon. It is radio at its best. And when the station management realized what a good thing they had in "Chautauqua," they offered to network the program via satellite in order to turn it into a national call-in on appropriate technology.

But Renz wasn't convinced that "bigger was better."

Renz explains that "part of the show's value and appeal is that it can be specific to the needs of the people in the listening area. A national show just wouldn't be practical. Solar energy in Maine is something different from solar energy in Arizona. The growing season in the South starts months ahead of the growing season in the far North."

Rather than go national with the program, Bobbi Renz decided that it would be more practical to assist other individuals around the country who wanted to start their own versions of "Chautauqua" on their own local, non-commercial radio stations.

So, under the auspices of a grant from the U.S. Department of Energy's Office of Consumer Affairs, Bobbi is now busy sharing with 30 individuals some

of the specialized broadcast expertise she's developed after having produced and hosted over 850 morning editions of "Chautauqua."

Perhaps the most delicate task faced by Renz and her small staff is the actual selection of individuals who will attend their workshops. Not everyone has the combined talents required to make a successful host. What's needed is just the right blend of enthusiasm for appropriate technology and self-reliance along with the warm personality needed to help listeners overcome their instinctive reluctance to be "on the air," plus the curiosity needed to draw information out of the listeners, and the self-confidence and willingness to blend into the background so that the listeners can do the talking. That is certainly a rather unique combination of assets.

But one by one, through careful networking and

What's needed is just the right blend of enthusiasm for appropriate technology and self-reliance along with the warm personality needed to help listeners overcome their instinctive reluctance to be "on the air."

At home, Bobbi practices what the listeners preach.

screening, Renz is finding her talented participants and bringing them together in small groups of two to five to the small, brick-streeted town of Athens, Ohio.

There, they're given basic skills in radio production as well as valuable pointers on conducting research, locating and interviewing guests, producing and managing the program, writing for grants, looking for funds, generating publicity, and maintaining smooth station relations.

Then, to let them try their hand at what they've learned, the participants are given an opportunity to produce and host their own pilot program.

Phil Hart describes the passive solar home he built.

Perhaps the highlight of the week-long stay in Athens is when the participants venture out into the rolling hills of the Appalachian countryside to visit owner-built passive solar homes, wind generators, solar greenhouses, self-sufficient homesteads, or organic gardens where they can do on-location field interviews with individuals and families who have begun to incorporate appropriate technology comfortably into their everyday lives.

So far, participants from Montana, Illinois, New Hampshire, Missouri, New Jersey, North Carolina, North Dakota, Michigan, and Texas have made their way to Athens to spend a week with Renz and her Chautauqua staff. The response to the training has been not only enthusiastic, but productive. Already, many of the participants are well on their way to

By giving visibility to the windmills and underground homes sprinkled throughout the region, by making people aware of their local resources, the program has helped to create a real sense of community.

establishing information-exchanges on their own local stations.

For Renz, the hope is that once a dozen or more of the programs have established themselves around the country, the idea will catch on and similar programs will begin popping up on their own all over America -- putting people of other areas in touch with themselves while encouraging them to share what they know about solar energy, conservation, food production, and other practical aspects of self-reliant living. ■

For more information about the "Chautauqua" radio workshops, contact: Bobbi Renz, Chautauqua Institute for Self-Reliance, Route 1, Millfield, Ohio, 45761. (614)594-6628

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Bobbi Renz

Broadcasting the Good Life

The people in southeastern Ohio are talking to themselves—about raising sheep, growing sprouts, planting windbreaks, mulching gardens, raising ducks, drying fruits, working mules, building windmills, insulating homes, growing herbs, preserving food, tapping trees, making syrup, constructing dams, stocking ponds, heating homes, and a hundred other topics. They're all part of the ongoing dialogue on "Chautauqua," the one-hour call-in information-exchange broadcast each weekday morning over Ohio University's radio station, WOUB-FM. For 250 days each year in the tiny Appalachian town of Athens, Ohio, producer/host Bobbi Renz acts as a go-between for thousands of callers eager to exchange specific "how-to" information on appropriate technology, conservation, solar energy, small-scale food production, and other aspects of self-reliant living.

Tired of the typical call-in shows that antagonize listeners and invite heated controversy but offer few solutions for our social, economic, environmental, and energy problems, Renz volunteered to host and produce "Chautauqua" on top of her full-time job as traffic manager at the local public radio station. That was four years ago. Now, after having produced over 850 editions of her award-winning program, she has built it into the most listened-to locally produced program in the region.

Renz feels that the show's success is due to the simple fact that "it affords some measure of recognition to those who are willing to share the secrets of their self-sufficiency skills with others." One of the most valuable resources for the program, she notes, has turned out to be "old-timers" who share their experiences of how things were done *before* America became addicted to fossil fuels.

Several days a week, Renz invites a guest into the studio or conducts an hour-long interview over the phone on specific topics such as constructing an underground passive solar home, building a masonry woodstove, raising goats, or putting up fencing; afterwards, callers from around the region are put on the air to ask their specific questions, or to relate their own experiences. Other days are "miscellaneous" days, when the *listeners* are given a chance to steer the show in whatever direction they choose—asking questions to help them solve the problems they're encountering in their efforts to do more for themselves.

Recently, thanks to a grant from the U.S. Department of Energy's Office of Consumer Affairs, Bobbi Renz has been busy locating thirty other individuals from around the country who are interested in hosting similar information exchanges on their *own* local noncommer-

radio production skills that they'll need to produce and host their own version of "Chautauqua."

"Chautauqua" host Bobby Renz

Renz feels that the show "affords some measure of recognition to those who are willing to share the secrets of their self-sufficiency skills with others."

cial radio stations. Once selected, they'll attend an intensive week-long workshop in Athens, where they will learn the basic research, interviewing, grant-writing, and

Soon, Renz hopes, dozens of similar shows will be popping up all around the country, encouraging people in other areas to start talking to themselves—about solar greenhouses, organic gardening, insulated shutters, caulking windows, growing mushrooms, pressing cider, soap-making, beekeeping, chimney sweeping . . . Says Renz: "Everyone has something to contribute."

For more information, contact: Chautauqua Institute for Self-Reliance, Route 1, Box 234, Millfield OH 45761, (614) 594-6628.

BEST

"...Chautauqua disseminates good information, but what makes it unique is the way it draws out the wisdom and knowledge of the audience... It is especially heartening to hear from people who are actually living the way I am trying to learn to live; that is, using less energy, and yet doing so in a creative and joyful way, rather than in the spirit of deprivation."

Bobbi Renz,
Ohio University Telecommunications Center

CHAUTAUQUA

In the late 19th Century, "chautauqua" referred to a traveling information show. Troupes of performers would go from town to town, set up their tents and perform for the entertainment and enlightenment of whole communities.

Radio, which to some extent supplanted the communications functions of the earlier movement, is now bringing it back to life in Athens, Ohio. In the same spirit of information sharing, WOUB-FM's call-in Chautauqua radio program encourages popular dialogue centered on appropriate technology.

Callers create each Chautauqua program by sharing what they know about such topics as weatherization, organic gardening, installing solar water heaters, wood heating, and food preservation.

Aired by the Ohio University radio station in Athens, the program covers an area with a potential audience of over one million people. A significant percentage of listeners in the Appalachian region of Ohio and West Virginia served by the station are low-income families.

Bobbi Renz, the show's producer/host, is largely responsible for Chautauqua. When it was first broadcast in November of 1977, the show was produced on a voluntary basis, and ran for a half-hour every weekday. Since then, its audience has grown enormously and the small

staff of Chautauqua has continued to expand their efforts.

In May of 1979, the National Center for Appropriate Technology awarded WOUB a grant of \$15,000 to expand the program to its present one-hour format. This additional air time allows for special features and more extended exchange of information. Low-income families are the target audience, because these people must immediately cope with the rising cost of energy. Listeners throughout the area can participate by calling the station, collect.

Renz says the show reaches a wide variety of people, although it addresses very specific questions. "It's a medium which allows for personal and informal conversations. People from all walks of life have access to it. Since it's a call-in show they can actually participate, and it's a medium that can reach many, many people at once. Unlike a book or article on a given subject — building a solar greenhouse, for example — people listening to this radio show can join-in with specific questions...and get answers tailor-made to their circumstances, available local resources, and so on.

"As I see it, using radio broadcast in this way is really making appropriate use of the existing technologies of radio and telephone, which could be successful all across the U.S.," says Renz.

The program features guests who

respond to listeners' questions on specialized topics. It also includes "Kidpower," a 10-minute pre-recorded weekly feature that presents children's ideas on energy, poetry, stories, inventions and songs. The kids' phone conversations abound with original thoughts.

Kidpower has received favorable acclaim from the WOUB audience, and from teachers and youngsters in the area. Working with the public school system, the Chautauqua staff has been able to combine the radio program with classroom lessons, encouraging Kidpower responses. Many classes have made a tradition of tuning-in to the show each Friday when the show is broadcast. Kidpower has proven a significant tool in educating the adults of tomorrow on energy by allowing them to learn from each other and, of course, in educating the adults of today.

The Chautauqua series won the Ohio Educational Broadcasting Award (OBIE) for Community Service in 1979. Producer/host Bobbi Renz also won an OBIE for her voluntary work and extraordinary dedication.

In July of 1980, Chautauqua received additional funding of \$58,000 from the Department of Energy (DOE) to expand the program. Because the show has proven so successful in Ohio, a plan was developed to use the format as an example for radio producers

around the country.

DOE provided the funds to train 30 potential radio producers from around the country in a week-long, hands-on workshop to be held at WOUB. The small workshops involve two or three participants each week to ensure thorough training and to help potential producers set up programs that will meet the specific needs of their own communities. The Chautauqua staff will continue to coordinate the various programs nationwide.

To date at least 18 radio stations have expressed interest in the idea. The first workshop was held in October, 1980, and similar workshops will continue throughout the next year.

Chautauqua is just the beginning of an information network that has the potential to educate millions of people in learning to use appropriate technologies. From roving performers to radio waves, over more than a century, "chautauqua" continues to mean *people learning from each other*.

Contact:

Bobbi Renz
Ohio University
Telecommunications Center
9 South College
Athens, OH 45701
(614) 594-5662

Coming of age in the 80's

Kidpower

A new generation will come of age in the 1980's. To a large extent, decisions made decades before will shape their world; then it will be their turn to take up the reins of what has seemed for years a runaway horse.

Because this generation will inherit the 80's, A.T. Times thought it appropriate to give them a voice in this issue. It was not difficult to find a few spokeschildren. In fact, we found a part of the new generation that is not content to sit back and wait for their "coming of age." They are grammar school students featured on "Kidpower," a children's radio show produced in Athens, Ohio.

"Kidpower is a weekly feature of "Chautauqua," a local radio call-in show that features self-reliance and appropriate technology. "Kidpower" airs for five to ten minutes on Friday and Saturday mornings over WOUB-FM. The kids are invited to present their ideas on the show after a screening by "Chautauqua" host Bobbi Renz.

The kids definitely have ideas - from Jason Gray's rigging a piano to produce electricity to an 11-year old who powers the overhead light in his bedroom from a miniature windmill outside his window. Renz reports the children often write in with inventions.

Beyond the mechanics and the tools of energy and appropriate technology, the kids have opinions on energy policy. Give a listen...

photo courtesy of WOUB-FM

"Kidpower" guest David Gagliano, 14, of Athens explains how his homemade solar water heater works to talk show host Bobbi Renz. David's water heater is made largely of recycled materials, with the back from an old gun rack and coils from an old refrigerator. Broadcast as a regular feature of WOUB-FM's "Chautauqua" program, the kids' show

reaches a 32-county area in Ohio and West Virginia. "Chautauqua" was chosen by the Ohio Education Broadcasting Commission in 1979 as the outstanding community service program in Ohio public broadcasting. NCAT and the Tri-County Community Action Agency of Athens are sponsors of the program.

I want to tell you about our underground house. Don't get the idea that it's completely underground. The front isn't underground. Just the other parts. It's kind of built into the side of a hill.

The reason it's underground is because it's energy-efficient. Under a certain level underground it always stays the same temperature, around 50 degrees or so. So you can see why that helps. Imagine it's like zero degrees outside; then it's 50 underground, so then all you have to heat up to is maybe 20 degrees or whatever you like.

We're planning to cut down on all that oil and gas and tell OPEC who's who by heating our home with a wood stove, solar energy and the earth's heat.

About the solar part of it all, I didn't exactly mean we're going to have giant solar things. The sun's simply going to shine through our windows on our southeastern side. That's the side you get the most sun, I think. When the sun shines in through the windows the sun's heat gets trapped and it stays in.

Not only does it stay toasty warm in the winter, in the summer it stays cool. As I told you before, the earth's temperature always stays like 50 degrees, so you can imagine in the summer it's nice and cool in our underground house.

We have almost exactly, I think, two feet of earth on our house. In the spring we're going to throw some grass on top of our roof and we may even grow some flowers, so we'll have to think about mowing our roof.

You may ask why we're doing this thing, but I think we ought to start taking energy around us into our own hands. I mean, not mess up Mother Nature or anything, but just take what's around us. When I'm older I wish to see more underground, more solar, and more wind power, even some tidal power houses and building being put up, so we kids can have some energy left for us, too.

Robert Bowman
Age 12
Athens, Ohio

I have this invention that runs a generator on electrical energy by playing the piano...

Each key, or to be conservative, every other key has a string attached to it so when you push the key down the string comes down. The string will be on the outside of the keys and go through little holes drilled in the piano and they'll pull down on a wheel.

The gizmo underneath each of the keys, a sort of spool winder, should be connected to the keys so that when you push the key down the bunch of gears activate the spool winder and pull the string taut again.

Each turning wheel would have the shaft attached to it and the shaft would be connected to an electrical generator and when the shaft was turned, the electrical generator would produce electrical energy.

Kind of a simple idea - you could elaborate on it. You could adapt it for other things, like organs and typewriters, things like that. You couldn't make too much energy from it, but if you got some kind of

special generator you could produce enough to, say, turn on a light.

You ever hear somebody play the piano in a big auditorium? You could hook the generator up to the auditorium's lights and the lights would be out and when the piano player starts playing the lights would go on, depending on how loud she was playing and how fast.

You could get a set of colored lights and have each key activate different lights. You could have five different generators on the piano, each generator connected up to a different kind of light.

It would be really difficult to build, but if you really set your mind to it, you could do it. We have a piano, but I don't know if my mom would allow me to drill holes in it and set an electrical generator in it...

Jason Gray
Age 11
Ames, Ohio

drawing by Robert Bowman

Energy Poem

These things you do for you and me
Will save us lots of energy.
You do these things to save our land
So our life will be so grand.
Turn out that light,
And flick that switch
And don't wash your clothes until you itch.
Take a shower very fast
So our energy will last.
Burn your wood so you'll be cozy
And the rest of your life will be rosy.
Ride your bike to work or school
Then you won't be a fuelish fool.
If we work together in all kinds of ways,
We'll save energy the rest of our days.

Molly Morgan
Age 10
Millfield, Ohio

FUEL CO-OPS lower-cost urban energy

If something is cheaper by the dozen, imagine what happens when the denominator is a million. A fuel consortium formed by the Association of Neighborhood Housing Developers (AHND) in New York City is learning first-hand.

Last year AHND supplied 500,000 gallons of fuel oil to 23 buildings in three New York boroughs. Then they published a how-to booklet on organizing a fuel consortium, entitled "Cheaper by the Million."

This year the consortium plans to serve an estimated 100 buildings, providing from 2 to 4 million gallons of oil at a cost of about 10 cents less per gallon than the going rate. AHND estimated it saved its members \$50,000 in its first year of operation - from \$100 to \$150 for each of the 727 apartments served.

The AHND Fuel Consortium is a partial answer to New York's growing urban decay. When a building owner cannot maintain a building or pay taxes on it, he often will abandon it. Subsequently, New York has become the unwilling landlord of some 4,000 buildings, most of them in the city's poorest neighborhoods.

AHND, a non-profit organization with 52 neighborhood housing affiliates in Manhattan, the Bronx and Brooklyn, represents community housing groups in managing about one-fourth of the tax-foreclosed buildings.

BESIDES THE FUEL CO-OP, AHND also has organized liability and health insurance consortiums. Other AHND co-ops in the planning stage include organizations for buying fire insurance and building materials. The idea of buying fuel in bulk has taken hold in other parts of the city, with two new groups organized within the last year.

AHND has received about \$37,000 from private foundations to organize and operate the fuel consortium, with the idea the co-op will be economically self-sufficient soon. But Toby Sanchez of

AHND cautioned the road to fuel self-sufficiency is not without its bumps.

Fuel companies are quite receptive to the fuel co-op idea, according to Sanchez, because they can sell in bulk, but also - perhaps more importantly - because they don't have to handle customer billing.

That unpopular task falls with the administrator of the consortium. Another main problem the AHND faces in New York is competing with the city's Emergency Fuel program, which assures fuel oil delivery for vacated buildings or buildings where tenants cannot make payments.

The fuel consortium, which uses a budget billing plan similar to the plans used by many utilities, cannot go one month without a payment. So tenants of the buildings often turn to the city's program.

THE CITY CHARGES more for the fuel, but doesn't demand immediate payment,

Sanchez said. Tenants end up paying back the fuel loans in the summer, at a higher price.

"Cheaper by the Million" details the consortium's first year of operation, including sample documents and contracts, step-by-step directions for forming a consortium, and examples of "pegging" the price of oil, payment systems, and delivery procedures.

The 25-page booklet is available by writing AHND, 115 East 23rd Street, New York, N.Y. 10010; cost is \$3 postpaid. Other fuel co-ops recently organized in New York are:

Housing Energy Alliance for Tenants (HEAT)
156 Fifth Ave.
New York, N.Y. 10010
Contact: Roy Battiste

N.Y. Public Interest Research Group (PIRG)
5 Beekman Street
New York, N.Y. 10038
Contact: Pam Fairclough

A.T. radio show offers workshops

ATHENS, Ohio - "Chautauqua," a live radio talk show for public discussion of appropriate technology and self-reliance, may be coming soon to a public radio station near you.

That's the hope of Bobbi Renz, producer of the show aired over WOUB-FM to listeners in 32 counties in southeastern Ohio and West Virginia over the past three years.

The show recently has received a \$58,000 grant from the Energy Department's Consumer Affairs Division to sponsor week-long internships for people wanting to start similar programs on public broadcasting stations in their area.

Renz believes that the show's radio call-in format (featured in the Jan./Feb. issue

of A.T. Times) is an effective medium for a.t. information; not only can you reach a large audience, but the audience can reach the show.

Past "Chautauquas" have discussed everything from do-it-yourself alternative energy systems to backyard gardening and raising goats, rabbits and bees. The show also has gained a following of grade-school aged children who phone in their ideas on a.t.

Renz asks that anyone interested in producing such a program on public radio should contact her about the internship program at:

Chautauqua
Route 1, Box 234
Millfield, OH 45761
phone: (614) 594-5321 or
594-6628

CHAUTAUQUA INSTITUTE for SELF-RELIANCE

Route 1, Box 234 Millfield, Ohio 45761

614-594-6628 448-4233 592-6237

Dear friends:

The Chautauqua Institute produces a daily one-hour information-sharing call-in radio program for southeastern Ohio and West Virginia which is currently broadcast over Public Radio Station WOUB-FM in Athens, Ohio.

While the philosophical thrust of the Institute is one of decentralization and small-scale appropriate technology, the actual goal of the Chautauqua radio program is to provide its listeners with practical "how-to" information on becoming more self-sufficient. Each morning, information, advice, comments, and suggestions are solicited not only from special guests who may be in the studio, but from the thousands of listeners themselves. All facets of conservation, solar energy, and appropriate technology are explored. For a more detailed list, see the attached program description.

In order to help establish similar information-sharing call-in radio programs throughout the country, the Consumer Affairs Office of the U.S. Department of Energy has provided the Chautauqua Institute with a grant to select 30 individuals who would be willing to volunteer their time to establish a version of Chautauqua on their own local public radio station, and to train them in the basic techniques of radio production and program management.

Therefore, we are presently looking for 30 resourceful, hardworking individuals who are committed to the concepts of appropriate-technology, decentralization, and community self-sufficiency. NO PRIOR RADIO EXPERIENCE IS NEEDED!!!

Each of the 30 individuals selected will be invited to attend one of our 5-day training sessions in Athens, Ohio, where they will spend time with the Chautauqua staff learning interviewing techniques, budgeting, and other aspects of managing the show. Part of this training will involve observing and participating in the production of the live Chautauqua call-in in southeastern Ohio. They'll be given tips on research, on locating guests, and on building a dedicated listenership. They'll also be given suggestions for working with their own local radio station to secure funds for keeping the program on the air and, hopefully, for paying themselves a salary.

The first of these sessions will be held in late September; the rest will be scheduled sometime during the following nine months. Expenses for housing, meals, and travel to and from Athens will be covered.

If you know of anyone who may be interested in volunteering their time and energy to establishing and hosting such a program, please ask them to write us for further information and a training-session application form.

Thanks for passing this information along to those who may be interested.

Most sincerely,

Bobbi Renz
Producer

"Chautauqua"

69.

an information exchange on radio

CHAUTAUQUA is a unique call-in talk show broadcast each weekday morning over Public Radio Station WOUB-FM in Athens, Ohio. Unlike most call-in talk shows where controversial arguments are provoked and where listeners are expected to expound their political views, the Chautauqua program places a high priority on appropriate technology and self-reliance and therefore encourages guests and listeners to share ideas, experiences, and ways of "doing for oneself."

By accepting "collect" calls from anywhere in the listening area, Chautauqua allows its audience to discuss ideas not only with local guests in the Chautauqua studios, but occasionally with guests from other parts of the country via long distance phone lines. In this way, listeners gain access to specialized information which may not be available locally.

On some days there is no special guest in the studio or on the phone lines. Instead, the host and listeners provide much of the information and the program tends to flow freely from topic to topic. Usually within minutes of a listener's call for information. . . whether it be a request for tips on building a solar food dryer, ways of preventing moisture build-up in an earth-insulated home, or methods of eliminating a specific garden pest without the use of commercial pesticides. . . other listeners begin phoning in to offer their advice and suggestions or to share their experiences.

Part of the uniqueness of Chautauqua is that it draws from the vast amounts of knowledge stored in its listening audience, and provides a measure of recognition to those individuals who are willing to share their experience and know-how with others.

Certainly one reason for Chautauqua's success and tremendous popularity is due to the fact that, for an hour each morning, it takes two readily available instruments--the radio and the telephone--and turns them into an appropriate technological "tool" for drawing from the region's most valuable resource. . . its people.

REGULARLY DISCUSSED TOPICS INCLUDE:

PASSIVE SOLAR HOMES
SOLAR WATER HEATERS
CONSERVATION TECHNIQUES
WOOD HEATING & COOKING
WIND GENERATORS
SOLAR PONDS — STORAGE
SOLAR GREENHOUSES
ALCOHOL FUELS — GASOLIN
SOLAR FOOD DRYERS
RECYCLING TECHNIQUES
SOIL CONSERVATION
WOOD-LOT MANAGEMENT

TAPPING GROUND WATER
WATER WELLS
WATER PUMPS
DAM CONSTRUCTION
POND CONSTRUCTION
CISTERNS
SMALL-SCALE HYDRO-
POWER SYSTEMS
WATERLESS TOILETS
SMALL-SCALE LIVESTOCK:
SHEEP, GOATS, CATTLE
RABBITS, ETC.

ORGANIC GARDENING
MULCH GARDENING
INTEGRATED PEST CONTROL
COMPANION PLANTING
ORCHARDS
TREE GRAFTING
BEE-KEEPING
FOOD PRESERVATION
HERBS
COMPOSTING
WORK HORSES, OXEN
TOOL-MAKING

CHAUTAUQUA INSTITUTE for SELF-RELIANCE

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FINAL REPORT:
LOCAL PRODUCTION/BROADCAST OF THE CHAUTAUQUA RADIO SERIES

As part of the Chautauqua Radio Workshop Project funding was provided for the production of the daily Chautauqua call-in radio program.(broadcast from 9am-10am each weekday over Public Radio Station WOUB FM). During the course of this D.O.E grant 348 live hour long broadcasts of the Chautauqua Radio program were produced and aired.

The Chautauqua Radio program is a call-in information exchange on energy conservation and Appropriate Technology topics. (see attached list of program topics covered during this period.) Listeners from 32 counties of Ohio and West Virginia call-in to participate in this program on a regular basis, sharing questions, comments and how-to information. During the D.O.E. grant period we received an average of 30 on-air listener calls per week during the live Chautauqua Broadcasts. In addition to energy conservation information generated by the programs host and listeners a large number of Appropriate experts appeared as guests on Chautauqua during the course of this project. Since the D.O.E grant offered this project a healthy phone budget for the Chautauqua Program we were able to have a high caliber of expert guests on the show, from all over the U.S., via phone lines without requiring these guests to travel in order to share some of their knowledge with the listeners in S.E Ohio and West Virginia. These long-distance interviews with well-

known experts in A.T. were an especially popular element of the D.O.E funded Chautauqua Series.

In addition to the information disseminated via the live Chautauqua broadcasts we made available to our listening audience, follow-up print material relevant to energy conservation. We received approximately 700 listener letters in response to the Chautauqua Series (during this grant period); many of these letters contained requests for supplementary print material. Where possible we were able to send supplementary print material (free of charge) on a wide range of energy how-to topics which we gatered over the course of the year from various departments of the government and other organizations offering energy education print material.

The broadcast of this regional Chautauqua Series continues to be one of the most popular locally-produced program offered over Public Radio Station WOUB-FM. The production of this program series was a highly successful component of the Chautauqua Radio Workshop Project.

Chautauqua Topics

ENERGY CONSERVATION:

Resource recovery
Energy-efficient appliances
Energy-efficient owner-built homes
Energy-efficient water heaters
Weatherization and insulation
Building materials for energy-efficiency
Arkansas framing and other energy-efficient building practices
Energy tax credits (IRS)
Building storm windows
Jobs and energy conservation
Building and using a composting toilet
Regional recycling
Recycling around the home
Recycling/rebuilding old tools
Recycling innovation
Homemade hand tools from "junk"
Building with recycled building materials
Planting windbreaks and other foliage for conservation
Using local building materials
Small-scale brick manufacturing using local materials
Logging local timber
Insulation shutters you can build
Home cooling in summer; reflective shutters you can build
Evaluation of "gas saving devices"
Bicycling as a means of transportation
Organic/energy-efficient agriculture
Decentralized agriculture
Community gardens
How to build and use a solar cold-frame
Backyard gardening and pest management
Planting and propagating fruit trees
French intensive gardening
Permanent-mulch gardening
Preserving food: home canning, freezing, and drying of food
Building and using a root cellar for fruit and vegetable storage
Low-cost make-shift root cellars for food preservation
Raising grains on a small scale
Hand-operated tools for food harvest
Raising livestock
Preserving meat at home on a small scale
Building and using a smoke house
Composting
Growing nut trees as windbreaks and food sources
Hydroponics
City-gardening
Grey-water systems
Self-reliant living in the country
Self-reliant living in the city
Raising dairy goats, homemade dairy products
Raising dairy cows, homemade dairy products

ALTERNATIVE ENERGY SOURCES:

Wind power for pumping water
 Re-building old wind generators
 New wind power systems
 Energy-efficient wood heat stoves
 Central heating with wood
 Homemade wood stoves—design and safety
 Masonry woodstoves
 Woodstove and chimney safety & how to clean your chimney
 Wood cook stoves
 Wood-fired water heaters
 Building and using a fireplace-furnace
 Woodstove pollution and how to reduce it
 Heating with sawdust
 Cooking on a wood heat stove and building a wood heat oven
 Wood-plot management and gathering firewood
 Heating with coal stoves and coal pollution
 Building a low-cost solar water heater
 Building a wood-fired and solar water heating system (dual source)
 Building & using a "breadbox" solar water heater
 Building a small-scale solar lumber kiln (dryer)
 The community solar lumber kiln (larger scale)
 Constructing a solar pond for a community heating system
 Building and using a solar greenhouse (low cost)
 The attached rock-wall greenhouse
 Building a solar food dryer (low cost) for a humid climate
 The Mine-Air Solar Greenhouse for community use
 The solar window-box collector
 Attached solar greenhouses for mobile homes
 The mini-solar window-box greenhouse
 Building and using a solar-still for alcohol fuel
 Energy from Biomass
 The 3-Cow methane fuel system (small scale)
 Co-generation
 Building an earth-sheltered house
 Passive solar home construction
 Trombe-wall construction
 The Geo-Solar home
 Generating electricity from small independent systems
 Energy efficient water pumping, including ram-pumps
 The Stirling piston engine
 Pedal power
 Getting your small energy systems ready for winter
 Hydropower
 Horse-power for farming
 Farming with mules
 Farming with oxen