THE RELATIONSHIP BETWEEN DESIRED RESULTS
AND THE MARKETING TOOLS USED
IN RECREATION PROGRAMMING

DISSERTATION

Presented to the Graduate Council of the
University of North Texas in Partial
Fulfillment of the Requirements

For The Degree of

DOCTOR OF PHILOSOPHY

By

Barbara Anne Skipper, B.S., M.S.
Denton, Texas
August, 1992
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The purpose of this study was to compare two types of flyers used in the promotion of a recreational special event by a nonprofit agency. Informational and persuasive flyers were developed for an audience participation murder mystery play presented at Carswell Air Force Base near Fort Worth, Texas. Flyers were distributed throughout this military community. Only those individuals interested in attending a theatrical production registered for this program.

A pretest and posttest were administered. Data were analyzed using Chi square goodness of fit tests, tests of proportions, and t-tests. Findings were: (a) persuasive flyers were more effective than the informational type in attracting potential patrons to register for an audience participation murder mystery play, (b) persuasive flyers were also more effective in attracting potential patrons to actually attend a murder mystery production, (c) however, persuasive flyers were not more effective in influencing the expectation or satisfaction of the patrons with the murder mystery production, and (d) neither type of flyer
attracted patrons with any different demographic profiles who registered for or who attended this murder mystery production.

In view of the findings of this study, the following recommendations for further study appear to be warranted: (a) further research on the use of flyers for advertising and marketing of recreational and leisure activities, programs and special events might be beneficial; (b) further research is also needed to validate that persuasive flyers are more effective in enticing the potential patron to register for and attend a recreation activity; and (c) more study is also required to see whether it is possible for flyers to influence patron expectation and satisfaction with a recreational program.
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CHAPTER 1

INTRODUCTION TO THE STUDY

Advertising is expensive. A thirty-second television commercial during regular prime time on WFAA in Fort Worth, Texas, cost $13,000 (Ann Baron, personal communication, April 10, 1992). And a thirty-second spot on WBAP radio station in Fort Worth, Texas, cost $400 (Carrie Littlefield, personal communication, April 10, 1992). Furthermore, an advertisement 4 inches by 7 inches in the Fort Worth Star-Telegram, Fort Worth, Texas, cost $966.98 for one day (Reva Fouse, personal communication, April 10, 1992). Likewise the use of a billboard for one day from Billboards By The Day in Dallas, Texas, cost $300 (Mary Cotton, personal communication, April 10, 1992). The high cost of traditional advertising methods has resulted in recreation and leisure services personnel seeking lower cost yet effective and efficient ways to advertise and to promote their activities. Flyers are one such form of low cost advertising widely used in the promotion of recreation programs and leisure activities. Two commonly used types of flyers are informational and persuasive. A study of
these two different types of flyers could give recreation personnel insight as to which flyer type is more effective for use with a particular activity or client group.

Currently there appears to be little, if any, documented research available on the use of flyers as advertising, nor has research been done making comparisons of these two types of flyers. This lack of documented research has kept individuals or organizations with limited funding from knowing which was the most beneficial type of flyer to use in their promotion. In many instances, both types of flyers were used in an effort to reach every potential client and attract or entice them to attend.

The information gathered through this study could provide better insight for recreation staffs in their future planning of publicity campaigns. Additionally, the information obtained by this study could assist anyone who uses flyers as a means of advertising. The nonprofit sector will find this information especially useful, since there is inadequate funding available for more costly but more effective means of publicizing their services.

Problem of the Study

The problem examined in this study was how a not-for-profit recreational agency with limited funding could most effectively utilize flyers in its promotional efforts and
programming. From this problem the following research questions were deduced:

1. Which type of promotion flyer yields the greatest number of registrants for a program?
2. Which type of promotion flyer yields the greatest number of attendees from the registrants?
3. Will either type of promotional flyer affect participant's expectations?
4. Will either type of promotional flyer affect participant satisfaction with program participation?
5. Will either type of flyer attract participants with different demographic profiles to register?
6. Will either type of flyer attract registrants with different demographic profiles to participate?
7. Will there be a relationship between participant's demographic profiles and their expectations for the program?
8. Will there be a relationship between participant's demographic profiles and their satisfactions with the program?

Purpose of the Study

The purpose of this study was to determine the effects of two types of flyers, persuasive and informational, on the marketing of a recreational special event by an agency with a limited promotional budget.
Hypotheses

The general premise of this study was that persuasive flyers are a more effective means for advertising recreational and leisure activities as well as programs and special events. In testing this general premise, eight hypotheses were developed to investigate the eight research questions respectively.

Hypothesis 1

Persuasive and informational flyers will have an unequal number of registrants for the murder mystery production.

Hypothesis 2

The proportion of registrants attracted by each flyer will be unequal.

Hypothesis 3

There will be differences in responses about program expectations between those who had received the persuasive or informational flyer.

Hypothesis 4

There will be differences in the responses about satisfaction with the program for those who had received the informational or persuasive flyer.

Hypothesis 5

There will be differences in the demographic profiles
for the patrons registering for the program.

Hypothesis 6

There will be differences in the demographic profiles for the registrants attending the program.

Hypothesis 7

There will be a relationship between the demographic profiles and patron expectations for the program.

Hypothesis 8

There will be a relationship between the demographic profiles and patron satisfaction levels with the program.

Significance of the Study

The results of this study could assist any not-for-profit agency or any agency with a small budget to be more effective in advertising and promoting their activities with the use of flyers. These results could also enable recreation personnel, continuing education groups, church groups, student services, and many other groups that are currently using flyers for advertising to concentrate their efforts on the more beneficial type of flyer.

Definition of the Terms

For the purpose of this study, the following definitions are provided:
Flyers

One-page advertisements that are produced in large quantities and distributed to as many potential clients as possible.

Informational flyers

Rudimentary flyers that provide only very basic information to the potential patron. Informational flyers tell what the program is, where it will be held, when the program is scheduled, and how much it will cost.

Persuasive flyers

Written to encourage patrons to attend certain events. Persuasive flyers are intended to entice patrons and to manipulate their expectations with statements like have a good time, relax with friends and family, meet new people, and make new friends.

Delimitations

This study was conducted at Carswell Air Force Base, a small military community located near Fort Worth, Texas. Access to this military installation was limited to authorized personnel and their guests. The data were collected in July, 1991. Children were not included in this study. Children are not generally permitted in the recreation center unless they are accompanied by their parent or legal guardian. Since children are not regular patrons of the recreation center, children would not have
been able to preregister, nor would their posttest information be beneficial to the study.

This was a one-time experiment, using only one community; therefore, the only findings that can be generalized pertain to the community being studied. "Often, however, informed judgments are made from one study to a population" (Trask, 1989, p. 6). Stanley and Campbell (1963) wrote "we do attempt generalizations by guessing at laws and checking out some of these generalizations in equally specific but different conditions" (p. 17).

Limitations of the Study

One limitation of the study is that only people interested in theater and the performing arts would desire to attend the audience participation murder mystery type of program. Many of the potential patrons who saw one or the other of the different types of flyers chose not to attend, thus limiting the number of patrons answering the questionnaire to those who were already interested in this special type of program. Additionally Carswell is a closed community and only individuals with access to the installation saw the flyers. Another limitation of this research project was that Carswell Air Force Base was a very small community, and it was impossible to prevent personnel from having expectations about the event that were unrelated to the kind of promotional material used for
advertising.

An additional factor that limited this study is that friends and family of the cast members attended the performances. These individuals attended the audience participation murder mystery only to see their friends and family members perform, not because they received a flyer about the program. These individuals were not included in the study, since they did not attend the performances as a result of seeing a flyer.

Another limiting factor in this study was the military community itself. Individuals in the armed forces maintain little control over their lives, because they can be moved from one location to another at a moment's notice. Additionally, military patrons who preregister for any program may fail to attend because they are called to work as a result of the arrival of an inspection team, an exercise or an aircraft incident. The military community accepts this lack of control over their own lives as a part of the commitment. Military families also view the family circle in a different light than their civilian counterparts. They are frequently away from family other than their immediate family members. And when one talks about family, the military community often thinks of the family that is not living in the same area.
Basic Assumptions

It was assumed that patrons who responded to the questionnaire answered all questions honestly. When receiving the questionnaires, patrons were told that there were no wrong answers. The recreation center staff also informed the patrons that the information on the questionnaire was going to be used only to assist the Recreation Center in providing better leisure experiences for them. Informing the patrons that the questionnaire was to be used only to improve programming should have prevented patrons from answering the questions as they believed the staff wanted the questions answered.
CHAPTER 2

SYNTHESIS OF RELATED LITERATURE

The problem being investigated required a search of the literature from a variety of fields including advertising, promotion and publicity, communication, marketing, and persuasion. Recreation and leisure services personnel are generally faced with multiple responsibilities at each level or step in the program development cycle, which has four major stages: a) agency culture, b) target program development, c) operational strategies, and d) follow-up analysis (Rossman, 1989, p. 65-69). Within the scope of the programming cycle, a programmer must also work within the confines of the agency; assess the leisure needs of the patrons and potential patrons; conceive programs and activities that will meet the assessed needs of that group; as well as plan, promote, implement, and evaluate the programs and/or activities developed for each group. This study concentrated on one of the critical steps in program development cycle: promotion of the program, activity, or special event.

Under the umbrella of program promotion, one finds a
myriad of information, concepts, theories, and disciplines. Recreation professionals who desire to use the most effective means of promoting their programs must assemble a working knowledge of program promotion from all the available sources. It is difficult to completely separate the different disciplines in this literature review because each one is closely aligned with the others and they all interact with each other. However, to organize the literature review, each of the fields previously identified are reviewed separately.

Advertising

Flyers are used to draw attention to a program and to influence potential patrons to participate. As such, they are advertising. Advertising "is simply defined as 'drawing attention to something' [sic]" (Dyer, 1982, p. 2). In the professional literature, another definition is "paid and controlled mass communication. Its purpose is to impart information, to affect attitudes and to induce action beneficial to the advertisers" (Nolte & Wilcox, 1984, p. 345). And an even more refined definition, "advertising is paid, nonpersonal mass communication or direct marketing tools such as flyers, brochures, catalogs, and the like" (Soares, 1991, p. 13).

Commercial recreation corporations often have large advertising budgets that are used to market and to
publicize their respective organizations. Wet 'N Wild, a water park in Arlington, Texas, spent over a million dollars on advertising the water park in 1991 (Brian Weatherford, personal communication, April 17, 1992). Six Flags Over Texas spent over two million dollars on advertising the Arlington amusement park (Kim Bowdry, personal communication, April 22, 1992). Major recreational complexes have the funds necessary to spend many dollars attempting to convince the consumer to try their recreational activity. "Advertisements are costly, goal directed activities, whereby advertisers aim at influencing target groups and at creating changes in attitudes, preferences, and propensity to purchase their products" (Gronhaug, Kvitastein & Gronmo, 1991, p. 42).

Nonprofit recreation agencies are not operated to generate a profit, and not-for-profit recreation agencies often have limited budgets. The Fort Worth Parks and Recreation Department decreased its marketing budget from $21,936 in 1991 to zero dollars in 1992 (Charles Dryfus, personal communication, April 17, 1992). Even so the Fort Worth Parks and Recreation Department, Programs Division, does estimate that approximately $1,000 per year is spent on flyer reproduction (Evelyn Brown, personal communication, April 23, 1992). While at the same time competing with major commercial advertisers, agencies like the Fort Worth Parks and Recreation Department must attempt
to convince the consumer to use their facilities and their services.

"Advertising expenditures for individual firms, particularly consumer goods type firms, continues to increase, representing a significant portion of revenues" (Reynolds & Gengler, 1991, p. 61). Commercial advertising budgets are skyrocketing. For example, "in 1988 Phillip Morris became the first single company to crack the 2 billion dollar mark for annual advertising expenses" (Endicott, 1989, p. 1). Recreation agencies know advertising is important, but due to stringent funding they do not have the budget to compete. "The immensity of these annual commitments to advertising expenditures reflects the importance which industry places upon the role of advertising in the marketing process" (Reynolds & Gengler, 1991, p. 61).

However community, church, industrial, and military recreation agencies are not so fortunate. Limited funding means limited advertising alternatives, and recreation staffs are forced to use economical types of program promotion, such as flyers which are an attractive low budget means of disseminating information about activities. "Flyers offer an inexpensive, quickly prepared, easily updated means of communication" (Burke, 1991, p. 8). An additional low cost factor is that flyers "can be distributed on street corners, under windshields, at
events, on bulletin boards, and more" (Levinson, 1989, p. 101).

"When advertisers purchase time and/or space in media vehicles, they are buying an opportunity to communicate a message to the audience of those vehicles" (Abernathy, 1991, p. 33). Moreover, this is why recreation personnel use flyers. They are attempting to communicate with all the potential patrons about an activity. Unfortunately advertising can be an inefficient undertaking.

More than half a century ago, John Wanamaker, one of the founding fathers of the modern department store, is supposed to have said, 'Fifty percent of my advertising budget is wasted. I know that. My problem is I don't know which half is being wasted'. (Somers, Gupta & Herriott, 1990, p. 35).

If professionals like Wanamaker believe that part of their advertising expenditures is ineffective, recreation staffs face an even greater dilemma. Knowing that flyers are a less expensive and less effective method of advertising when compared to advertising on television, radio, or newspapers, recreation personnel still aspire to be as effective as possible. In an effort to resolve this undesirable predicament, it is necessary to investigate the method of advertising used to increase its effectiveness. This current study will investigate the effectiveness of flyers as an advertising method.

The word "flyer" seems to be absent from most of the professional literature of communication, persuasion, marketing, advertising, publicity and promotion. With
limited information on the use of flyers in recreation, recreation staffs find themselves thrown into the position of being publicists. The literature defines a publicist as "a person who prepares information or written or visual materials" (Nolte & Wilcox, 1984, p. 3). A successful recreation publicist must know how to plan a publicity campaign, how to implement the plan, and how to evaluate the results.

Paley suggests that developing an advertising campaign consists of many steps. The precampaign phase includes the market analysis, product research, and customer research. This precampaign research will include:

- a study of competitive products, positioning, media, distribution, and usage patterns. Identifying perceived product characteristics and benefits. And conducting demographic and psychological studies of the prospective customers; investigate media, purchasing, and consumption patterns. (Paley, 1989, p. 316)

Recreation personnel do not generally have the time or funds to conduct this extensive type of research prior to promoting a program or activity. Instead they must rely on their previous needs assessments, suggestions and past attendance records to provide them with the information needed to develop a program or activity.

The next step in developing an advertising campaign is to set advertising objectives.

Objectives are guidelines for action that spell out what you want to achieve. It could be said that the basic objective of all advertising is to sell something—a product, service, idea, or company. Thus,
the means to the end in advertising is effective communication, resulting, ideally, in positive attitudes and/or behavior on the part of the receivers of the message. (Paley, 1989, p. 318)

The subsequent campaign step is to decide on the level of appropriation. This is where recreation separates from other entities planning an advertising campaign. Other for profit agencies with larger advertising budgets can choose more expensive types of advertising, while recreation personnel are forced to choose a more economical means of promoting their programs. Paley suggests that after an agency has developed the advertising objectives the ensuing steps are:

1. Formulate advertising strategy (develop creative approach and prepare "shopping list" [sic] of appropriate media),
2. Integrate advertising strategy with overall marketing strategy (make sure that advertising supports and is supported by other elements of marketing mix),
3. Develop detailed advertising budget (break down overall allocation to spending on media categories and individual media),
4. Choose message content and mode of presentation (develop alternative creative concepts, copy, and layout),
5. Analyze legal ramifications (have chosen copy reviewed by legal staff or counsel),
6. Establish media plan (determine media mix and schedule),
7. Review agency presentation (see entire planned campaign in perspective for approval),
8. Production and traffic (finalize and reproduce advertisement(s), buy media time and space, and deliver ads),
9. Insertion of advertisements (actually run ads in chosen media),
10. Impact control (get feedback on customer and competitive reactions),
11. Review and revise (adjust advertising execution or spending level to conditions). (Paley, 1989, p. 316-317)
It is an easy observation that there are many places along the advertising campaign trail that leave room for possible errors to be made by recreation personnel.

Promotion and Publicity

Promotion and publicity are so similar in nature that both concepts are included in this section of the literature review. "Promotion is basically communication which seeks to inform, persuade, or remind members of a potential client group of an agency's program and services" (Howard & Crompton, 1980, p. 448). Nolte and Wilcox define publicity "as unpaid and uncontrolled mass communication. It imparts information, affects attitudes and may induce action. The action may be beneficial or harmful to whatever is publicized" (Nolte & Wilcox, 1984, p. 5). It may be true that publicity in the public and community recreation arena is not paid for in the same sense that one pays for advertising, but individuals using that publicity certainly do not consider it uncontrolled mass communication.

"Promotion has had many meanings over the years. The original connotation in Latin was 'to move forward' [sic]. More recently the meaning has narrowed so that it refers to communication undertaken to persuade others to accept ideas, concepts, or things" (Engle, Warshaw & Kinnear, 1991, p. 13).
Promotion and publicity are essential elements of program development. Without the program being promoted and publicized, potential patrons may not know about the program and therefore may not attend. The lack of proper planning for promotion can result in even the best programs failing to be successful. With this in mind, recreation personnel are constantly striving to find the best means to promote their activities within the confines of their limited budgets.

Promotion of the activity or program is only one part of the program development cycle. Recreation personnel do not have as many steps to complete in planning a program promotion as a traditional advertising agency would have in an advertising plan. Instead, recreation personnel can utilize parts of the advertising campaign strategy to assist them in promotion of their program, activity, or special event. However, individuals promoting and publicizing recreation activities and programs are faced with numerous other dilemmas. They sincerely believe recreation is beneficial and that recreation involvement is the best alternative for the public, especially for those individuals who are involved in negative and socially unacceptable leisure activities. Therefore, recreation personnel strive to involve all potential patrons in socially acceptable activities.

However, the recreation publicist must not get so
carried away in an attempt to entice the public that he or she advertises a bigger or better program than can actually be presented. Recreation personnel must deliver what they promise.

Effective publicity must be absolutely honest (lies, exaggerations, partial truths and cover-ups will backfire on you and the organization), can only inform and persuade (it must be based on merit, whatever you publicize must be worthy of public approval), it must be creditable (the public must believe it), and publicity must be appropriate (it must fit the public's perception of what you publicize), razzle-dazzle might work for a night spot, but it would be unsuitable for a bank." (Nolte & Wilcox, 1984, p. 12)

To maintain credibility, one must always attempt to deliver what the publicity promised.

A good promotional campaign will not be able to sustain participation in services that are not well designed and based on identified patron wants. Promotion must also be supported with a product that is well designed, delivered at the right time and place, and made available at the appropriate price. (Rossman, 1989, p. 226)

Promoting the program is basic to getting people to try it the first time. The type of promotion, informational or persuasive, which is most effective with the medium of flyers will be examined in this study.

Communication

Effective promotion of recreation activities persuades and entices patrons to participate. The end result can be a happy and satisfied client. This persuading and enticing is done through communication. Communication at its simplest level "exists whenever one person transmits a
message that is received by another individual and is acted upon by that individual" (Bettinghaus & Cody, 1987, p. 2).

The communication process consists of five elements "source, (or sender), message, channel, receiver and feedback" (Goff, 1989, p. 25). The source or sender is the one wishing to tell another something; in the recreation field, the source is the recreation department wishing to tell the public about a recreation program, activity, or special event. The message is written or spoken information that is transmitted to the public about the program. The channels can be "ways of presenting a message so that it can be seen, heard, touched, tasted, or smelled" (Goff, 1989, p. 25). In the case of many recreation messages, the channel is flyers. "The fourth element in the communication process is the receiver—the person or persons at the opposite end of the communication process from the source" (Goff, 1989, p. 25). In recreation the receiver is the public. The fifth element in the communication process "is the feedback that enables the practitioner to determine the effectiveness of his or her message" (Goff, 1989, p. 26).

Again, the different disciplines overlap, advertising is a part of communication. Much of the advertising literature consists of research concerned with the selling of products. Selling is done through communication with the potential buyer. Recreation personnel must seek out
literature on the selling of services. "A service is any activity or benefit that one party can offer to another that is essentially intangible and does not result in ownership of anything" (Kotler, 1985, p. 477). The selling of leisure services is what recreation personnel do. Advertising literature is entwined with the marketing, communication, promotion, and persuasive literature—which is where the selling of services and products is discussed. Therefore, recreation personnel should use the literature of these fields in the attempt to learn how to sell recreation and leisure services. Recreation personnel who are attempting to sell recreation and leisure services are attempting to sell the benefits derived from participation in a program or activity. The benefits can range from fitness to companionship. Therefore, recreation flyers are attempting to persuade people to register and to attend a program because of the type of benefit they will receive.

Marketing
The concept of marketing leisure services and recreation is relatively new.

In the 1950's, companies began to realize that a sale was not predominantly dependent upon an aggressive sales force, but dependent rather upon a customer's decision to purchase or not to purchase. There was recognition that what business thought it produced was not of primary importance to its success. What a customer thought he or she was buying was considered value, determined what a business was, what it produced, and whether or not it would prosper. Thus, a company was more likely to succeed if it looked
through its customers' eyes, identified what the customer wanted, and then provided it. This increased responsiveness to the customer indicated the emergence of the marketing or customer service orientation which constitutes the basis of the concept of marketing. (Howard & Crompton, 1980, p. 306)

It was only forty years ago that the various companies developed the concept of marketing and it is still evolving.

Marketing is an elusive subject, difficult to discuss because it is difficult to define. It encompasses a wide range of activities from technicalities of logistics to the purest speculation about what people want now, what they will want in the future, and how much they will pay to have their wants satisfied. (Tedlow, 1990, p. 5)

In addition, it was not until the 1970s that the concept of societal marketing evolved which states: "The justification for an agency's existence is the satisfaction of clients' wants and the preservation of the long-term interests of the community" (Howard & Crompton, 1980, p. 314).

Recreation and leisure services fall under this concept of marketing. This twenty year old concept in recreation and leisure services is so new that it lacks the necessary research and literature to justify the currently held beliefs of professionals in the recreation and leisure services field. However, in reading the marketing information for nonprofit organizations, the recreation and leisure services professional finds examples from a variety of related fields on how to market one's services. Simply defined, "marketing is the effective management by an organization of its exchange relations with various markets
and publics. All organizations operate in an environment of one or more markets and publics" (Kotler, 1982, p. xiii).

Recreation personnel appear to have been marketing programs everyday without benefit of the conceptual framework provided by the marketing literature. However, the best programs will fail without a promotion campaign, known in the marketing literature as marketing strategy. Before beginning a promotion campaign, recreators must know what programs interest their clientele. This can be determined by means of a needs assessment. However, recreators are using the wrong terminology again, since a human need is a state of felt deprivation in a person.

Majaro suggests that:

Marketing aims to identify, anticipate and satisfy consumer 'needs.' [sic] One often forgets that the word 'needs' [sic] includes a large number of elements—some rational and some emotional. Some needs are tangible, others intangible. Needs are dynamic in the sense that they change with cultural and societal changes and also with the individual's own progression through his life cycle. Various attempts have been made to divide human needs into hierarchical sequence. (Majaro, 1982, p. 81)

Maslow developed a theory of personality based on hierarchy of personal needs, which Schultz (1986) elaborates.

Maslow's hierarchy of needs are:

5. The need for self-actualization
4. The need for esteem
3. The need for belonging and love
2. The need for safety
1. The physiological needs...
In Maslow's hierarchy of needs, the needs that stand at the bottom of the motivational ladder must be satisfied before those at the top can be satisfied. Indeed, the needs at the top will not even appear until the lower-order ones have been at least partially satisfied...It is only when people have adequate food (and the rest of their physiological needs are satisfied) and when they feel safe that they come to feel the needs for belonging and love. And when those needs are satisfied, people long for esteem. When they achieve that, they desire self-actualization. (Schultz, 1986, p. 300)

Kotler builds on Maslow's assessment by explaining that human wants are needs that are shaped by a person's culture and individuality, and demands are wants that are backed by purchasing power. Whether needs assessments or wants assessments, the nonprofit agency programmers must decide which programs to offer their clientele. High cost tour and travel programs will probably not be very successful in an economically deprived neighborhood.

After the needs assessment, the programmer begins to develop programs for specific groups: preschoolers, teenagers, senior citizens, or any other specific group of people. In the marketing literature this is called target marketing, which happens when "the organization distinguishes between different segments making up the market, chooses one or more of these segments to focus on, and develops market offers and marketing mixes tailored to meet the needs of each target market" (Kotler, 1982, p. 216).

Each field has a unique terminology that has added specific meanings to their group. Recreators may refer to
concepts differently, but they are well aware of the need for a targeted marketing plan. It would be foolish to advertise a senior citizen program to the whole community and pass out flyers in the local schools, "since the main aim of a sound marketing planning process is to enable the organization to target its effort on the most promising audience groups" (Majaro, 1982, p. 79).

Recreation personnel may use non-technical terminology; however, recreators have been attempting to use sound marketing planning in order to be more effective in providing leisure services to the community. "Marketing allows the organization to be more effective in two ways: a) the targeted audience is more satisfied with the offering; b) improved marketing efficiency results in better use of organizational resources" (Winett, 1986, p. 88).

**Persuasion**

The next literature to be reviewed is the persuasion literature. Persuasion generally refers "to any change in attitudes that results from exposure to a communication" (Petty & Cacioppo, 1986, p. 5). An effective persuasive communication is one with the purpose of capturing and holding the receiver's attention while it conveys an easily comprehended message. The idea of persuading the client is not a new one. Moreover, politicians have been using this
concept since the election process began. "The conceptual basis for effective message content and presentation format appears to be a combination of social learning and communication principles" (Winett, 1986, p. 112). A review of the existing research in the area of persuasion shows that "persuasion studies have declined since 1970" (Roloff, 1980, p. 7). The reason for the decline is a misunderstanding of the science of persuasion. While some believe that "persuasion falls short of blatant coercion" (Roloff, 1980, p. 12), others believe "persuasion is necessitated by the single fact that all of us differ in our goals and the means by which we achieve them" (Reardon, 1981, p. 19).

The use of persuasion is part of our everyday life. A mother tries to persuade a child to behave, a teacher tries to persuade a child to learn and recreators try to persuade patrons to participate in their activities. And yet, "existing literature supported the view that nearly every independent variable studied increased persuasion in some situations, had no effect in others, and decreased persuasion in still other contexts" (Petty & Cacioppo, 1986, p. 2). Recreators attempt to persuade potential patrons to attend programs and activities.

"Commercial recreation operations often use an aggressive advertising campaign to attract consumers or to persuade customers to use their services instead of the
services of another supplier" (Rossman, 1989, p. 226).
This is a simple attempt to change a person's attitude as a result of a communication. Recreation personnel, publicists, advertisers, and people who market products are all in the business of persuading an audience to try whatever they are offering. In recreation and leisure services, the organization is trying to get the public to participate in the diverse programming offered for that organization. "Persuasion is a form of communication in which every person who ventures forth into the company of others must participate" (Reardon, 1981, p. 19).

Persuasion is an important part of the daily life of every human being. What we eat, what we wear, whom we listen to, what music we prefer, what church we go to, and whom we will vote for are all affected by persuasive communication. In fact, persuasion is used so frequently and is so persuasive in our daily lives that we often fail to recognize when we are using persuasive communication or when we are exposed to it. (Bettinghaus & Cody, 1987, p. 1)

There are seven key questions concerned with the art of persuasion. They are:

1. Can people be persuaded?
2. Who can be persuaded?
3. How can people be changed?
4. What appeals are most effective?
5. How are ideas put over?
6. How are mass audiences reached?
7. What have been found to be the effects of mass communications? (deMare, 1979, p. 246)

The answers to these questions are helpful to individuals who are trying to persuade the public to participate in recreational activities. People can be persuaded "depending on the person and what he is being
persuaded of" (deMare, 1979, p. 246). Different personality types respond differently to persuasion attempts. deMare describes highly persuadable individuals as people with imagination, while those that resist persuasion are individuals with dull or hostile personalities. Once again different people can be changed by different methods. deMare suggests that people with an opinion already held respond to presentation of the favorable side first, while others without a formed opinion respond to presentation of both sides best.

Perhaps to recreational personnel the most important question to be answered is "What appeals are most effective?" deMare states that "it is well established folklore that people are primarily swayed by their emotions, and that if one can gain control of their attention through emotion one can persuade" (deMare, 1979, p. 248). Perhaps this explains why so many advertisers use commercials that lead you to believe that a happy life will follow if you use their product. When Mustangs were first introduced by Ford Motor Company, they presented a commercial showing a young woman driving a Mustang receiving a lot of attention from males, and in the next scene a newly married couple drove away in a Mustang. Thus the prospective buyer might think that the Mustang helped that young woman find happiness through marriage.
Problems with Program Promotion

One of the problems recreation personnel have in trying to provide the best programming to their patrons is that the group (the public) is too large, money is too scarce, and there are too few personnel to serve all the people. "It is important to emphasize a fundamental point; very few firms can nowadays be 'all things to all men' [sic]. The aim of satisfying every consumer regardless of size, wealth, location, habits, taste and attitudes is a gargantuan task" (Majaro, 1982, p. 79).

Recreation personnel must remember that "a responsive organization is one that makes every effort to sense, serve, and satisfy the needs and wants of its clients and publics within the constraints of its budget" (Kotler, 1982, p. 33).

Another aspect recreators must consider is that recreation clients are constantly bombarded with promotion, publicity, advertising, and marketing. It is almost impossible for anyone to avoid the continuous flow of advertisements. "Prior to fully awakening, individuals are exposed to radio announcers proclaiming the merits of various wares" (Cacioppo & Petty, 1985, p. 98). This constant barrage continues throughout the day with newspapers, radios, televisions, billboards, and bank statement stuffers. Even in the grocery store "consumers are bombarded by advertisements on cash register receipts,
shopping bags, shelves, aisle directories, and even on shopping carts" (Schumann, 1991, p. 17). "Recent estimates place the average American as the target of over 1500 persuasive appeals per day from national advertisers alone" (Will, 1982, p. 98).

As massive as advertising campaigns are, even professional advertisers do not always know what is the best available means to use in order to sell their products successfully.

As important as advertising decisions are to the success of business firms, most managers are so uncertain about the effects of different levels and types of advertising, and their interaction with pricing policies, that they fall back on educated guesswork and seat-of-the-pants judgments. (Somers, Gupta & Herriott, 1990, p. 35)

Nonprofit agencies must not be too hard on themselves, considering the complicated advertising decisions that they are called upon to make daily, without the benefit of a major advertising agency to assist them.

Public recreation, military recreation, and any not-for-profit organization of the leisure service industry must compete with this barrage of commercial information but do it with low funding and without the assistance of marketing experts or agencies. "Nonprofit organizations and others involved in social marketing usually will not have sufficient funds to achieve the saturation level and exposure of, say, lite beer ads" (Winett, 1986, p. 103). This factor alone makes it essential that recreation
departments plan their publicity campaigns. Kotler has said "promotion involves the effective use of five major persuasive communication instruments: advertising, publicity, personal contact, incentives and atmospherics" (Winett, 1986, p. 102).

"The promotion component of a modern marketing campaign involves several tools in addition to advertising" (Winett, 1986, p. 88). Marketing is as diverse as leisure interest in that it has different meanings to different people. Depending on the organization, marketing is viewed from many and varied perspectives.

Marketing need not involve a tangible product. It can be done more for public interest outcomes, yet the process must be highly specific. The organization's objectives must be designed to fit the target market's needs and desires, not the seller's personal interest and tastes. This point emphasizes that marketing is a democratic technology in that the organization's objectives and offerings must fit the customers. (Winett, 1986, p. 88)

Many times the well meaning, nonprofit organization's objectives do not fit the needs or desires of all customers. Smokers are often offended by the anti-smoking campaigns; yet these campaigns are designed and presented for the benefit and good of everyone. Recreation personnel, too, must attempt to convince the customer to try a program or activity. This puts a recreation staff member in the business of persuading the public to attend. There are many persons who would call this manipulation.

The word 'manipulation' [sic] usually connotes hidden and unfair ends and/or means used in the influence
process. We argue that if a cause is marketed openly with the purpose of influencing someone to change his or her behavior, then the process is not manipulative, any more than is the activity of the lawyer, religious leader, or politician trying to convince others. If the social marketer simply makes the strongest possible case in favor of a cause without distorting the facts, the approach is not manipulative. Social marketing, especially when used in counter-marketing, can provide a voice for those with competing points of view. (Fox & Kotler, 1980, p. 30)

Yet the recreation professional "is not trying to manipulate, but rather offer an alternative" (Fox & Kotler, 1980, p. 91). As in the case of leisure time fitness sessions, the classes are a way to improve the quality of one's life. Recreation programs and activities can be viewed as an alternative to boredom, loneliness, and a large spectrum of undesirable feelings, emotions and activities. Recreation advertising or marketing is constantly trying to persuade the potential patron that recreation activities offer something beneficial.

An additional consideration for recreation personnel is the wide number of copy variables that are involved in the process of the recreation personnel sending out the advertisement and the potential patron receiving and processing the advertisement. As in all communication copy there is always a source, a message, a channel, and a receiver. The first variable is source credibility. "Remember credibility is dependent on the perceptions of the receiver, and not necessarily on any actual characteristics of the source" (Bettinghaus & Cody, 1987,
In the very first variable there are internal variables. Factors involved in the differing reactions to the source may be the reputation of the source and the attractiveness or charisma of the source.

The second variable of copy is the message which can also consist of many variables. The same message can be interpreted differently as a result of the differences in the receiver. Bettinghaus and Cody suggest:

We cannot help developing meanings toward the stimuli we encounter. Whether we are talking about verbal or nonverbal code systems, meaning becomes an important part of our consideration of persuasive messages....

1. People learn meanings they associate with words and gestures.
2. People will have similar meanings, either denotative or connotative, only to the extent that their learning experiences have been similar....
3. Because meanings are learned...the meanings are in the people not in the words or gestures.
4. Because meanings mediate responses, they may serve as reinforcers of behavior. Thus, the meanings that receivers process will help determine perceptions of the world, the messages attended to, and the responses that are made. (Bettinghaus & Cody, 1987, p. 107)

Channels can consist of the spoken word (person to person), the written word as the case of flyers, and in the mass media area of radio, television, movies, and videos. Not everyone will respond the same to each of these channels because each person is different, bringing a different perspective with them to receive the message. Each of these variables: the source, the message, the channel, and the receiver are closely and constantly interwoven and play an integral part in every advertisement.
made by recreational personnel. And each of these
communication variables is involved in persuasion.

Each of these factors can be expected to produce
different responses on the part of the receivers, and
should trigger different kinds of messages on the part
of sources. It is the extremely large number of
possible outcomes that makes persuasion both so
difficult and so interesting" (Bettinghaus & Cody,
1987, p. 6).

Other important variables for individuals using flyers
to promote their activities are color of paper and ink,
type of graphics to use, size and style of lettering, the
wording of the copy itself, and the way all these elements
are combined on the flyer. In picking the color of paper,
one must consider "men like blue first....red is the first
148). Color selection for flyers is a complicated matter.

When selecting a color for a printed piece, a few
other points should be considered by the printer
before a final selection should be made:

1. A color that is appropriate should be
selected for the job. It would be poor policy to use
blue and black on an advertisement for fire trucks
when red is the color the average person thinks of in
relation to fire, firemen and fire trucks. Therefore,
red and black would be a better choice.

2. Do not use the same color or colors as your
customer's competitor does on his advertising.

3. If an object that is naturally a certain
color is to be printed, do not for any reason print in
another color. In using color advertising containing
a cut of lemon, it is necessary to print the cut in
yellow, the color recognized as natural for lemons.

Red is a bold and powerful color, and very appealing.
If it is used too often or in too great a quantity as
a second color, red becomes commonplace. It will be
found that a single spot or line of red will be enough
to catch the eye....Yellow is the color of light and
the sun. It is a very brilliant color and when used
as a background for black, or as a yellow letter on
black, it is easily read at a distance....People associate orange with gold. It is brilliant and suggests wealth and happiness....Green is the color of nature. As nature is genuine, green suggests sincerity....Violet is symbolic of splendor, royalty and pomp. It is the color of night, darkness and is a calming, soothing color....Blue is symbolic of the sky and water. It represents patience, hope and quietness. It is the favorite color of the majority of people. (Printing Layout and Design, 1968, p. 149-150)

However, sometimes for low budget recreation programs, the color for flyers has been the color available in the storage closet.

Another important variable in the production of a flyer is the selection of the picture or graphic for the flyer. "Pictures often play a major role in persuasive messages" (Miniard, Bhatla, Lord, Dickson, & Unnava, 1991, p. 92). The right graphic may make the flyer more effective.

It is essential to conceive of all the various illustrative materials as capable of being edited in precisely the same way as words, since incisive 'picture editing' [sic] is achieved by the same thought process and same editorial techniques as word editing. First, obviously, is picking the right pictures. Second, the illustrations are organized in a sequence that reinforces the flow of the verbal argument, complements it, works with it. Third, through size and visual emphasis, the relative importance of the content of the illustrative material is indicated, in the same way that tone-of-voice topography reflects the relative importance of the verbally expressive thought. (White, 1982, p. 2)

Selecting the font is the next problem for anyone preparing a flyer to use as a promotional tool. The professionals in the field call fonts typography.

There is just too raw graphic material to choose
from: all those typofaces the printer has; the special ones from the typesetting house; the new, fashionable ones that are becoming available for photographic setting; the plethora of cold-type and pressure-sensitive faces made by the different manufacturers for mechanical or photographic typesetting machinery. This veritable babel of visual voices explains the confusion and lack of cogent direction evident in much of today's typography. (White, 1982, p. 80)

White suggests that it takes years to become good at typography, that you should use the least possible number of typefaces and type sizes, and stay within a family of typefaces when creating printed materials. He also states that "most normal type faces have sufficient variation within the family to encompass the differences in size, weight (i.e., blackness), and emphasis necessary for the editor to express the relative importance of the words (White, 1982, p. 82).

The last step in flyer preparation is selection of the verbal copy itself. Copy is the wording selected for use on the flyer that is intended to entice the reader to respond to the flyer. Marilyn and Tom Ross suggest in their book *Big Marketing Ideas for Small Service Businesses* that "anytime you write—whether it's an ad, a brochure, or a news release—you're much more apt to seduce prospects with a 'you' approach than 'me' or 'we' or 'I' approach. All of us like personalized copy that addresses our individual needs" (Ross, 1990, p. 43). They also suggest that
to arouse the potential buyer, use punchy verbs and
adjectives. Terms like 'miraculous,' 'magic,' or 'spectacular' [sic] usually sound unconvincing and exaggerated. On the other hand, honest, colorful words produce positive mood changes. Cut through the communication chatter with clear, memorable copy that offers prospects instant solutions to nagging problems. According to Yale University research, the 12 most persuasive words in the English language are:

<table>
<thead>
<tr>
<th>Save</th>
<th>Health</th>
<th>Love</th>
<th>Proven</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discover</td>
<td>You</td>
<td>Easy</td>
<td>Results</td>
</tr>
<tr>
<td>Safety</td>
<td>Guarantee</td>
<td>Money</td>
<td>New</td>
</tr>
</tbody>
</table>

(Ross, 1990, p. 44)

Janiszewski found "there is mounting evidence that the organization of the advertising environment can influence the comprehension and evaluation of print advertising material" (Janiszewski, 1990, p. 53). There appears to be an abundance of variables that are a part of each flyer the publicist attempts to produce. Recreation personnel, who generally work without the assistance of a professional marketing expert, must consider all these factors before attempting to produce a flyer. Then, they must attempt to persuade potential patrons by making a flyer attractive, creative, and interesting. "An advertisement must capture attention, be accurately understood, be retained in memory, and be yielded to by the target audience in order to have persuasive impact" (Engel, Warshaw, & Kinnear, 1991, p. 361).

Catching the potential patron seems to be the key to attracting them to attend the activity. The Ogilvy Center conducted a large-scale study that found "people who like a commercial 'a lot' [sic] were twice as likely to be
persuaded by it than people who felt neutral towards the advertising" (Beil, 1990, p. 38). Perhaps, as well as attractive, creative and interesting, flyers should arouse positive feelings in the potential patrons. Certainly, the ones potential patrons will remember are the flyers that they liked. Taking all these variables into consideration has sometimes caused recreation personnel to create several flyers for a small activity.

At first one might feel that repetition is the way to persuade the public to participate, and therefore, that it is the key ingredient to a successful publicity campaign. "In the communication sector repeated presentations of persuasive communications are common place" (Cacioppo & Petty, 1985, p. 102). "However, the most common empirical finding in the area of message repetition is that persuasion first increases then wears out as the number of repetitions increases" (Cacioppo & Petty, 1985, p. 98).

Although it is axiomatic in recreation that one could not publicize events and programs too much, the evidence suggests that too much publicity can be counterproductive. With that concept in mind, it appears that recreation program marketing can be reduced to two simple factors: (a) targeting the correct audience, and (b) persuading that audience to participate. Target or marketing segmentation is the dividing up of the market by demographics such as age, gender, location, etc. Then, the marketing plan is
tailored to suit the unique needs of that particular group. "By catering to differing characteristics possessed by several subgroups (or submarkets), it is hoped that the deeper overall penetration of the target population will be accomplished" (Fine, 1981, p. 63).

There are many opportunities to fail in the promotion of recreation or leisure activities, programs, and special events, but there is no other means available to let the potential patrons know about activities, programs, or special events.

Conclusions

Recreation program managers who are responsible for program development and management are also in the business of program promotion, including: developing publicity, promotion, advertising, communication, marketing, and the selling of recreation and leisure services. They become promotion managers.

A promotion manager is a marketing manager responsible for an organization's marketing communication and promotional efforts....The promotion manager, in addition to ensuring marketing communication congruence, is in charge of all overt efforts to promote a product. This includes advertising, sales promotion, public relations and publicity, personal selling, display, and anything new. (Soares, 1991, p. 13)

The literature of all fields related to advertising, communication, marketing publicity, and promotion is tied together; one area can not be totally separated from the
other areas. "Advertising is but one part of the communication mix; communication is but one part of promotion; promotion is but one component of the marketing mix. Thus, advertising—as with all other components—is never created in isolation" (Paley, 1989, p. 314-315).

Individuals who want to be successful in attracting potential patrons to an activity must draw on the information and research of all the related fields. Competition for the leisure time of potential patrons is strong.

Soares (1991) provides a list of ten tips for creating promotional feats. They are:

1. Carefully craft products that maximize quality.

2. Produce and promote your product's prime value as highest quality or lowest price.

3. Coordinate pricing, placing, and packaging to communicate the product's prime value.

4. Set highest promotional campaign goals based on lowest realistic budget.

5. Design promotional activities to complement each other for additive or even multiplicative effect on heightened consumer awareness, preference, intention, and action regarding purchase of your brand.

6. Make every promotional activity an event to be remembered.

7. Execute promotional campaigns like a theater
production—all operations go on linearly yet concurrently.

8. Be flexible enough to change tactics at the last second to react to a new threat or capitalize on a new opportunity.

9. Evaluate promotional results against quantified objectives.

10. Keep customers happy, loyal, and vocal about you, your company, and your product by providing excellent after the sale service (p. 205-206).

Soares' ten points can be adapted to assist recreation personnel in the development of their promotional activities. Soares concludes by telling the reader to "do what is right well and you will sell. Continually refine your company's mission, product, and promotion to best serve humanity and your organization's mission will be completed. Learn from the past and the future for worthwhile marketing opportunities" (Soares, 1991, p. 206).

While many organizations operate for a profit, "an important part of the American economy—some say as much as 20 percent—operates for some other reason besides making a profit" (Rachman, 1985, p. 587). These not-for-profit agencies use advertising, marketing, communication, persuasion, and promotion as do the agencies working for profit. The difference is in what they market and why.

This nonprofit group is larger than one might expect.

According to one estimate, one out of ten service workers and one out of six professional in the United
States is employed in the nonprofit sector. Included in this sector are 350,000 religious organizations, 37,000 human service organizations, 6,000 museums, 5,800 private libraries, 4,600 secondary schools, 3,500 hospitals, 1,500 colleges and universities, 1,100 symphony orchestras, and countless other labor unions, government bodies, political parties and the like. (Rachman, 1985, p. 579)

In spite of the large portion of non-for-profit agencies, the literature contained few references to flyers perhaps because flyers are primarily used in the nonprofit arena since they are an inexpensive way to publicize an event or program. The literature appears to concentrate on large scale advertising such as television, radio, magazines, and billboards. Yet nonprofit organizations, and even small businesses, must seek less expensive means of getting the message across to their consumers. This may account for the emergence of several new publications like Guerrilla Marketing Attack (Levinson, 1989) and Big Marketing Ideas For Small Service Businesses (Ross, 1990) that mention the use of flyers.

"In virtually every populated area in the United States, in fact in most civilized areas of the world, are bulletin boards that serve as a forum for signs advertising entrepreneurs, businesses, products, and services of all kinds" (Levinson, 1989, p. 86). While other advertisers can utilize television, radio and the newspaper, the small business or the not-for-profit advertisers are using the less expensive types of advertising, such as flyers. These other mediums are used by major corporations with large
advertising budgets and with funds readily available for research projects and grants.

It is possible that doing research on the use of flyers has been overlooked simply because it is low cost advertising and is used primarily by nonprofit organizations. Certainly recreation planners would enjoy having large advertising budgets that could purchase the more effective means of advertising including television and radio commercials. Since this is not the case, recreation advertisers and others in the nonprofit arena will continue to use flyers as the low budget but basic means of telling the community about their service products.

Recreation personnel seeking to attract patrons to their events must use information that is available from the marketing, advertising, promotion, communication, and persuasion literature. They must select the information that applies to them and then develop it for use in the not-for-profit sector. Nonprofit agencies "must develop two separate marketing programs--one looking 'back' [sic] at its contributors and one looking 'forward' [sic] at its clients" (Stanton, 1984, p. 513). It is more important to always remember that "the customer has a veto" (Tedlow, 1990, p. 375). And without customers where would recreation personnel, or big business, itself be? This study, then, will utilize the implications of all
applicable literature previously cited to develop two types of flyers, informational and persuasive, and empirically test the efficacy of them for program promotion and impact.
CHAPTER 3

PROCEDURES FOR COLLECTION OF THE DATA

The Population

The population used in this research was the military community at Carswell Air Force Base, Texas. It is a closed community; only authorized individuals and their guests can enter this military institution. Carswell is similar to a small city, with a hospital, police and fire departments, grocery store, department store, gas station, restaurants, and a recreation department. This city consists of 5,000 active duty military personnel, 1,000 reserve personnel, 1,000 civilian personnel, an extremely large retired military population, and the family members of all these personnel. The actual population could include contract workers on the base, volunteers at various base agencies, and vendors who supply Carswell.

The Sample

The sample for this study was not randomly selected. The individuals who chose to register for and attend the murder mystery production became the sample group. The fact that the sample consisted only of individuals who chose to be involved resulted in a self-selected sample.
The promotional flyers used for this audience participation murder mystery play were distributed, in the manner normally used by the recreation center, throughout the installation. The individuals who received a flyer and chose to register for the play and to attend the play became the subjects of this study. Flyers for this and all Carswell Recreation Center activities, are routinely distributed to all organization offices on the installation through the interoffice mail distribution channels and stacks of flyers are placed in high traffic areas, such as the base exchange (the base department store) and the commissary (the base grocery store). In order to insure random distribution of both types of flyers, the flyers were stacked in a manner that resulted in every other flyer being either a persuasive or an informational flyer. Cast and crew members of \textit{Broadway Babylon} handed out flyers that were also stacked to result in every other flyer being either a persuasive or an informational flyer. The sample consisted of those individuals who chose to register for and to attend the event.

\textbf{Flyers}

In order to study this problem, an informational flyer and a persuasive flyer were created for the promotion of the audience participation murder mystery play. In an
effort to prevent the potential patrons from comparing the flyers and discussing the difference, the flyers were designed to look exactly alike to the casual observer. Both flyers were printed on goldenrod color paper, a very bright yellow, with black printing.

The informational flyer (flyer A) and the persuasive flyer (flyer B) contained the same heading, the same size lettering, and the same type of font (style of lettering). The first line of the heading contained the largest letters, which was the title of the production, "Broadway Babylon". The next line, of the heading consisted of smaller size letters of the same font as the first line, contained a very brief description of the production: "A Murder A La Carte Mystery Play". The final line of the heading gave credit to the author: "By Peter dePietro". The letters were smaller but of the same font used in the first two lines. The graphics, a large gun and knife, were identical on both flyers. The gun pointed straight across the flyer to the left and the knife pointed diagonally at the gun. And in the right bottom corner of both flyers was the information: It's FREE and door prizes will be given away. This statement was followed by the date: "July 19 and 20", the time, "7 PM", and the location, "at your Recreation Center".

Both flyers also included instructions for the potential patron to:
Bring this flyer to the Recreation Center, sign up for the program and become eligible to win 2 FREE Six Flags tickets.

The informational flyer (see appendix A) provided the potential patron with only the most basic type of information about the murder mystery program. Informational flyers generally include information only on the type of activity, the date, time, cost, and location. In order to make the flyers look alike to the casual observer, the informational flyer contained a statement about the Recreation Center's discount ticket sales program. This filler statement was designed to appear the same size and shape and with the same font style as the enticement statement on the persuasive flyer. The informational flyer filler read:

Remember your Recreation Center is your ticket connection for special discounts and tickets to local area attractions and events.

We want you to have a summer of fun while you are saving money.

On the other hand, the persuasive flyer (see appendix B) presented the same basic information, but instead of the 'ticket connection' information it contained a persuasive paragraph designed to entice patrons to attend the program.
The paragraph stated:

Escape with friends and family to a new and different experience.

Enjoying a fun filled, relaxing evening of murder, mystery and mayhem.

Improve your sleuthing skills while attempting to solve the dastardly crimes.

There were 181 adults attending the production. This fact was noteworthy because only 150 were expected, based on the attendance record of past theatrical productions presented by the Recreation Center. The two types of flyers designed for this experiment were the only promotion used in promoting and advertising this special event.

Grouping Subjects for Data Analysis

Patrons who completed the pretest but who did not attend the play were placed in one group and then divided into subgroups of those who had received flyer A and those who had received flyer B. Those who attended the play were divided in those patrons who received the informational flyer and those who received the persuasive flyer. Patrons who attended the production without prior sign up were placed in a separate group for recreation center information purposes only and were not used in this study.

Comparisons were then made to see if one type of flyer resulted in more registrations than did the other. Further
comparisons were then made to see if either flyer resulted in more patrons attending the performance. A comparison was also made to see if the patrons who had received the persuasive flyer had significantly higher expectations than did those who received the informational flyer. Additionally, a second comparison was made to see if the patrons who had received persuasive flyers actually attained a higher level of satisfaction than those in the informational flyer group. Did the suggestion of having fun influence those who had received the persuasive flyer to have more fun than those patrons who did not receive the persuasive suggestion on the informational flyer? Did the patrons receiving the persuasive flyer really relax, or were they persuaded to think they relaxed? Did they really improve their deductive skills, or were they persuaded that they improved their sleuthing skills?

The number and type of flyers sent out was tracked to compare the number and type sent out with the number and type that patrons returned to the Recreation Center in order to register for the program. Additional information was collected by gender, age, rank, and status to see if these demographic variables explained any differences between the groups.

Survey Instruments

Questionnaires

Two questionnaires were developed for use with this
special event, a pretest and a posttest. Both instruments were developed from a sample questionnaire in J. Robert Rossman's textbook *Recreation Programming: Designing Leisure Experiences*. "Participant-reported satisfaction with leisure engagement is a well-accepted measure of leisure outcome" (Rossman, 1984, p. 41).

Sandra L. Hupp from the Department of Physical Education, Sport, and Leisure Studies at Washington State University in Pullman, Washington, has used this questionnaire. She presented a paper entitled "Developing an Instrument to Evaluate Leisure Programme [sic] Satisfaction." This paper was presented at the Sixth Canadian Congress on Leisure Research. Hupp revised Rossman's original questionnaire. The results of her research conclude "overall programme [sic] satisfaction reliability was 0.87 with factor reliabilities ranging between 0.95 (fun and pleasure) and 0.71 (both environment and relaxation)."

On the pretest questionnaire, demographic information questions were taken from the Air Force Strategic Air Command Leisure Needs Survey. This questionnaire was used by the Air Force to measure personnel satisfaction with recreational facilities and to rate/compare those facilities within each Air Force Command.

Five members of the University of North Texas Department of Kinesiology, Health Promotions, and
Recreation Department, as well as five recreation practitioners from military recreation, were asked to judge both the flyers and the questionnaires. Suggested changes were made to the original questionnaires (such as deleting unrelated questions, correcting statements to match verb tenses, and combining statements when possible).

Research Design

This study used a quasi-experimental design, separate-sample pretest-posttest design. This design was suited for this research project, according to Campbell and Stanley:

For large populations, such as cities, factories, schools, and military units, it may often happen that although one cannot randomly segregate subgroups for differential experimental treatments, one can exercise something like full experimental control over the when and to whom of the 0, employing random assignment procedures. (Campbell and Stanley, 1963, p. 49)

As a result of the flyer distribution, it was impossible to control who actually was exposed to the informational flyer and who was actually exposed to the persuasive flyer. Due to the inability to control the experiment, this research must fall into the quasi-experimental arena. Campbell and Stanley encourage the use of the quasi-experimental design when a better design is not feasible:

There are many natural social settings in which the research person can introduce something like experimental design into his scheduling of data collection procedures (e.g., the when and to whom of measurement), even though he lacks full control over
the scheduling of the experimental stimuli (the when and to whom of exposure and the ability to randomize exposures) which makes a true experiment possible. Collectively, such situations can be regarded as quasi-experimental designs (Stanley and Campbell, 1963, p. 53).

With those issues in mind, every effort was made to insure all possible controls over the experiment. No other type of promotion was used for this program. An equal number of informational flyers and persuasive flyers were mailed out and distributed to community members. Except for being kept within the Carswell population, it was not possible to actually control who received and/or read the flyer.

Flyers handed out personally by staff members or cast members were also rotated so that every other person received an informational flyer, and all others received persuasive flyers. Both flyers were the same color (yellow) and had the same amount of graphics and wording, so that patrons were not able to casually compare their flyers and discover a difference. Each flyer contained a statement at the bottom instructing the reader to take the flyer to the recreation center to register for the program and to become eligible for a free drawing for two Six Flags tickets. Prior to the murder mystery event, when the patrons registered/signed up for the program they were asked to complete a pretest to determine their expectations for this program. After the program, the patrons were asked to complete a second questionnaire or a post test.
The second questionnaire attempted to measure the realization of their expectations.

Each of the eight research questions was answered. In order to ascertain which type of flyer was more effective in attracting the attention of potential patrons to read about a recreational program or event, a comparison was made between the number of informational flyers and persuasive flyers the patrons used when registering for the audience participation murder mystery play. Since this study used a quasi-experimental design, the examination could only report:

a. the number of informational flyers and persuasive flyers returned by patrons when registering for the program, and

b. the percentage of the informational flyers and the percentage of persuasive flyers that were returned at the time patrons registered/signed up for the program.

Due to the quasi-experimental design of the research it is not possible to be sure that everyone of the 500 informational flyers and everyone of the 500 persuasive flyers were actually seen by potential patrons. Chi-square was used for a goodness of fit test. This permitted a comparison for statistical significance to be made between the expected and the actual return of the different types of flyers used to register for the program.

In order to measure which type of flyer was more
effective in attracting the potential patrons to actually attend the recreational program, the number of patrons who attended the event and had received the informational flyers were counted; the number of patrons who attended and who had registered with a persuasive flyer were also counted. The percentage of patrons who had received informational flyers was compared to the percentage of patrons who had received persuasive flyers prior to attending the play.

A z test of proportions (Stanley & Glass, 1970, p. 208) was completed to compare the number of patrons who registered for the program, the number of patrons who actually attended the program and the number of patrons who registered but did not attend the program.

In order to determine which one type of flyer was more effective in influencing the expectations and/or the satisfaction of the patrons with this recreational program, each item on the pretest and posttest were placed into a domain or scale. T-tests for each domain or scale were used to compare the pretest and the posttest for the group that received the informational flyer and for the group that received the persuasive flyer. The scales were tested for internal reliability. T-tests with means, standard deviations and standard errors were completed on each scale for each type of flyer for pretest and posttest results. Additionally, F-values were completed for each scale in
order to see if one type of flyer significantly influenced the patron's expectations for the program or their satisfaction with the program.

To study the demographic differences for a) the group reading the flyer, b) the group attending the event, c) the expectations, and d) the satisfaction levels of patrons who received Flyer A or Flyer B, a means and frequency count were completed for the group registering for the event and for the group attending the event. The demographic data for those who received the informational flyer were compared to the demographic data of those who received the persuasive flyer. The demographic information was used for descriptive purposes. Additionally, each scale was demographically compared and an analysis of variance was done for each scale and each demographic.

**Procedures for Analysis of the Data**

After the murder mystery, the pretest and posttest were matched using the last four digits of each patron's social security number. The questionnaires were then divided into four groups:

1. those who received an informational flyer and registered for the program,

2. those who received the informational flyer and attended the program,

3. those who received a persuasive flyer and
registered for the program, and

4. those who received a persuasive flyer and attended the program.
The eight research questions were asked and answered for each of the four groups.

Testing of the Hypotheses

The null hypothesis were true for each of the eight hypothesis. The null hypotheses were:

1. there will be no difference in the number of patrons who register for the program,

2. there will be no difference in the number of patrons that attend the program because of the informational flyer or the persuasive flyer,

3. there will be no differences in the level of expectation for patrons receiving the informational flyers and those receiving the persuasive flyers,

4. there will be no differences in the level of satisfaction for the patrons receiving the informational flyers and for those receiving the persuasive flyers,

5. the demographic profiles will not be different for the patrons registering for the program who had received informational flyers or persuasive flyers,

6. the demographic profiles will not be different for the patrons attending the program who had received the informational flyer or persuasive flyer,
7. there will not be a relationship between the demographic factors and patron expectation, and
8. there will not be a relationship between the demographic factors and patron satisfaction with the program.

**Question 1**

Which type of promotion flyer will yield the greatest number of registrants for a program? This study compared the expected registration for the program with the actual registration for the program. This was done with a Chi-square goodness of fit test. A z test of proportion was done on the number of registrants by each flyer type based on the total number of flyers for each type.

**Question 2**

Which type of promotion flyer will yield the greatest number of attendees from the registrants? To answer this question, a z test of proportion (Stanley & Glass, 1970, p. 208) was performed, in order to discover if one type of flyer was more effective in getting the potential patrons to actually attend the program.

**Question 3**

Will either type of promotional flyer affect patron expectations? To answer this question, a comparison was made between the expectations of the patrons receiving the
informational flyer and the expectations of the patrons receiving the persuasive flyer. This was accomplished by a comparison of the pretest and the posttest means for the group that received the informational flyer and for the group that received the persuasive flyer.

Question 4

Will either type of promotional flyer affect participant satisfaction with program participation? This was accomplished by a comparison between the satisfaction levels of the patrons receiving the informational flyer and the satisfaction levels of the patrons receiving the persuasive flyer. This was done by a comparison of the pretest and the posttest means for the group that received the informational flyer and for the group that received the persuasive flyer.

Question 5

Will either type of flyer attract participants to register with different demographic profiles? A comparison of the demographic data was made for patrons who registered for the program with an informational flyer and for patrons who registered with a persuasive flyer.

Question 6

Will either type of flyer attract registrants to participate with different demographic profiles? A comparison of the demographic data was made for patrons who
attended and had registered for the program with an informational flyer and for patrons who attended and had registered with a persuasive flyer.

Question 7

Will there be a relationship between the demographic profiles and patron expectations for the program? A comparison of the relationship between patron expectations for each scale and the demographic profiles of the patrons was made.

Question 8

Will there be a relationship between the demographic profiles and participant satisfaction with the program? A comparison of the relationship between patron satisfaction with the program and the demographic profiles of the patrons was made.
CHAPTER 4

PRESENTATION OF THE DATA

There were 181 adults attending the production. This attendance was noteworthy in light of the limited amount of promotion and publicity done for this special event. Based on the attendance records of past theatrical productions presented by the recreation center, only 150 patrons were expected to attend this program. The two types of flyers designed for this experiment were the only publicity used in promoting and advertising this special event.

Traditionally, a massive publicity campaign, using every available means of advertising, is orchestrated for all special events. The usual publicity campaign consists of articles placed in the base newspaper and the Recreation Department monthly magazine, an advertisement placed on the base television station, an announcement put on the marquee at the front entrance to the base, an announcement of a special event made at many base meetings, and a short announcement put in the weekly bulletin for the base. For major events, posters are usually placed in high traffic areas, banners are hung on busy thoroughfares, and sometimes even t-shirts or buttons are used as promotion.
In addition, personal written invitations are usually distributed to all commanders and to other important persons on base. The larger the event the more promotion and advertising is used. In spite of a less extensive publicity campaign, attendance was slightly higher than usual or expected.

Friday evening 97 adults attended the production, and 84 adults attended on Saturday night. Children were not included in this study, nor were they counted in the attendance figures for this activity. Not all patrons who attended the play signed up in advance for the program, and some patrons who attended on Friday night returned for a second time on Saturday night. Furthermore, many persons attended the production only to see a friend or loved one perform. Respondents who stated their reason for attending was to see a cast member perform were not included in this study.

Some patrons registered for the play but did not attend. Others patrons who signed up did not complete the pretest form correctly, did not circle responses for the questions, left out demographic information or omitted their social security number—making comparison of pretest and posttest impossible. Some pretests were completed by couples who were senior citizens and both pretests were completed by the wife only. Because the wife completed the pretest for both herself and her husband, this resulted in
even more of the pretests not being useable. However, 147
useable pretests were completed by potential patrons who
preregistered for this production.

Examination of the Hypotheses

The acceptability of each of the eight hypotheses was
determined by statistical analyses, using Chi square
goodness of fit, test of proportion, and t-test. The
hypotheses were either accepted or rejected at the
appropriate level of significance for each of the
hypothesis according to the type of statistical test
administered. The results of the statistical testing are
presented in the remainder of this chapter.

Registration and Attendance

Hypothesis 1

Persuasive and informational flyers will have an
unequal number of registrants for the murder mystery
production.

Of the 143 useable pretests, 51 potential patrons had
received the informational flyer and 92 had received the
persuasive flyer. Of the total, 64.3% signed up for the
event after receiving the persuasive flyer and 35.7% signed
up for the program after receiving the informational flyer.

Since the null hypothesis was assumed, it was expected
that one half of the patrons preregistering for the program
would bring in informational flyers and the other half would bring in persuasive flyers. If the total number of useable pretests (143) were divided in half, the result would be 71.5. That would have resulted in an expected response of 71.5 patron bringing an informational flyer with them when they registered for the murder mystery. The same number of 71.5 patrons would have been expected to register with the persuasive flyer. In fact, there were 20.5 more patrons who brought with them a persuasive flyer when they preregistered for the program (92) and 20.5 fewer patrons who brought informational flyers (51) when they preregistered for the murder mystery production at the recreation center.

Using this information with Chi square goodness of fit the statistical significance was found to be:

\[ X^2 = \sum \frac{(O-E)^2}{E} = \frac{(92-71.5)^2}{71.5} + \frac{(51-71.5)^2}{71.5} = \]

\[ \frac{(20.5)^2}{71.5} + \frac{(-20.5)^2}{71.5} = \]

\[ \frac{420.25}{71.5} + \frac{420.25}{71.5} = \]

\[ 5.8776224 + 5.8776224 = \]

\[ 11.755245 \]

Statistical significance was found at the .001 level.

This finding appears to support the hypothesis that the persuasive flyers were much better in attracting patrons to preregister for this event than were the
informational flyers. To further confirm this finding of statistical significance a test of proportions was administered for patron registration, using the total number of each type of flyer that was distributed throughout the community.

\[
Z = \frac{P_1 - P_2}{\sqrt{\frac{f_1 + f_2}{N_1 + N_2} \left(1 - \frac{f_1 + f_2}{N_1 + N_2}\right) \left(\frac{1}{N_1} + \frac{1}{N_2}\right)}}
\]

\[
= \sqrt{\frac{92}{500} - \frac{51}{500}}
\]

\[
= \sqrt{\frac{92 + 51}{500 + 500} \left(1 - \frac{92 + 51}{500 + 500}\right) \left(\frac{1}{500} + \frac{1}{500}\right)}
\]

\[
= \frac{0.082}{\sqrt{0.143} (1 - 0.143) (0.004)}
\]

\[
= \frac{0.082}{0.0221404} = 3.7036367
\]
Significance is found again (Z is significant at the plus or minus 1.96 level). This finding of statistical significance with the z test of proportion confirms the statistical significance that was previously found with the Chi square goodness of fit statistical test.

There were 78 useable posttests with matching pretests. Many people who attended the event did not sign up in advance or were attending the play to see a friend or family member perform. Not all patrons attending the play stayed to complete the posttest. However, it can be noted that the percentages of persuasive flyers and informational flyers obtained at preregistration almost exactly matched the percentages of individuals who attended and had received either persuasive flyers (62.8) or informational flyers (37.2).

The null hypothesis for hypothesis one is rejected and the alternate or research hypothesis is accepted. There is a statistically significant difference in the number of registrants for the murder mystery play who registered with a persuasive flyer.

**Hypothesis 2**

The proportion of registrants attracted by each flyer will attend in unequal proportion.

There were 29 individuals attending the play who had turned in informational flyers when registering for the
program, and 49 individuals attending the play who had registered with persuasive flyers.

As the simple percentages appear to indicate, individuals who received the persuasive flyer were both more likely to register for and attend the murder mystery program (37.17% of those signing up for and attending the program had preregistered with informational flyers; 62.82% of those patrons who had signed up for and attended the play registered with persuasive flyers).

Using the Chi Square formula with the information on the number of patrons expected to attend the program as a result of receiving a persuasive flyer and the actual number of patrons who attended and had signed up with persuasive flyers once again there was statistical significance.

\[
X^2 = \sum \frac{(O-E)^2}{E} = \frac{(29-39)^2}{39} + \frac{(49-39)^2}{39} = \\
\frac{(-10)^2}{39} + \frac{(10)^2}{39} = \\
\frac{100}{39} + \frac{100}{39} = \\
2.564 + 2.564 = 5.128
\]

Statistical significance was found at the .025 level.

This finding appears to support the hypothesis that the persuasive flyers were significantly better in attracting patrons to attend this event than were the
informational flyers.

Additionally, in order to further verify this finding of statistical significance a test of proportion was administered for patron attendance, using the total number of persuasive and informational flyers that were distributed throughout the community.

\[
Z = \frac{P_1 - P_2}{\sqrt{\frac{f_1 + f_2}{N_1 + N_2}\left(1 - \frac{f_1 + f_2}{N_1 + N_2}\right)\left(\frac{1}{N_1} + \frac{1}{N_2}\right)}}
\]

\[
\begin{align*}
49/500 & - 29/500 \\
\sqrt{\frac{49 + 51}{500 + 500}\left(1 - \frac{49 + 29}{500 + 500}\right)\left(\frac{1}{500} + \frac{1}{500}\right)} & = .098 - .058 \\
\sqrt{\frac{143}{1000}\left(1 - \frac{143}{1000}\right)\left(.002 + .002\right)} & = .04 \\
\sqrt{(.078)\left(1-.078\right)\left(.004\right)} & = \frac{.04}{\sqrt{.0002876}} = \frac{.04}{.0169587} = 2.3586713
\end{align*}
\]

Statistical significance was found (Z is significant at the \( \pm 1.96 \) level). The data appear to support a finding that
persuasive flyers are better at both attracting potential patrons to register and to attend a recreational program. This test of proportion confirms the Chi square significance.

However, further investigation was warranted. The persuasive flyer group had 43 registrants who did not attend the production and the informational flyer group had only 22 registrants that did not attend. A test of proportion was completed in order to see if the difference in nonattendance was significant for either flyer group.

\[
Z = \frac{P_1 - P_2}{\sqrt{\left(\frac{f_1 + f_2}{N_1 + N_2}\right) \left(1 - \frac{f_1 + f_2}{N_1 + N_2}\right) \left(\frac{1}{N_1} + \frac{1}{N_2}\right)}}
\]

\[
\sqrt{\left(\frac{49 + 29}{92 + 51}\right) \left(1 - \frac{49 + 29}{92 + 51}\right) \left(\frac{1}{92} + \frac{1}{51}\right)} = 0.5326086
\]

\[
\sqrt{\left(\frac{78}{143}\right) \left(1 - \frac{78}{143}\right) (0.0108695 + 0.0196078)} = 0.036099
\]

\[
\sqrt{(0.5454545) (1 - 0.5454545) (0.0304773)}
\]
There was no statistical significance (significance is found at plus or minus 1.96) found in the number of patrons who signed up for but did not attend the program.

Data presented in Table 1 demonstrate the number of potential patrons who preregistered for the program and the number of patrons who actually attended the murder mystery program. This information was compared by the type of flyer the potential patron brought with them when they came to the recreation center to preregister for the murder mystery play.

Table 1
Program Registration and Attendance by Informational Flyer And Persuasive Flyer

<table>
<thead>
<tr>
<th></th>
<th>Registration</th>
<th>%</th>
<th>Attendance</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Informational Flyer</td>
<td>51</td>
<td>35.7</td>
<td>29</td>
<td>37.2</td>
</tr>
<tr>
<td>Persuasive Flyer</td>
<td>92</td>
<td>64.3</td>
<td>49</td>
<td>62.8</td>
</tr>
<tr>
<td>Total</td>
<td>143</td>
<td>100.0</td>
<td>78</td>
<td>100.0</td>
</tr>
</tbody>
</table>

The data are presented in Table 1 to graphically confirm previous Chi square and Z tests of proportions hypothesis that patrons who had received the persuasive and
informational flyer would attend the play in unequal proportion. The null hypothesis is rejected and the alternate or research hypothesis is retained. The data also authenticate the information previously presented in the Chi Square calculations. The numbers of potential patrons who used persuasive flyers at the time they preregistered for this program was much higher than the number who used informational flyers when registering for the murder mystery. The data also established the fact that the persuasive flyers were much better at persuading the potential patrons to register for the event and attend the event than were the informational flyers. The percentages depicted an almost two to one influence factor for persuasive flyers by patrons for this particular program.

The Instruments

A pretest was given to each patron at the time they registered for the murder mystery play. Some patrons who attended the program had not registered, which resulted in those patrons not having a pretest to be considered in this part of the study. There were also some patrons who did not remain after the play to complete the posttest. A few patrons accepted the posttest, but did not fill it out prior to returning it to a staff member after the play or they left taking the questionnaire with them. This
resulted in the study having only 78 matching pretests and posttests. And 29 matching pretests and posttests were obtained from patrons who had received informational flyers and 49 matching pretest and posttest that were completed by patrons who had received persuasive flyers.

The pretest questionnaire (see appendix c) contained 16 items. Patrons were asked to what degree each item would contribute to their expectations for participation in the murder mystery program. The posttest (see appendix d) contained the same 16 items asked in the past tense. On the posttest patrons were asked to what degree each item on the posttest questionnaire had actually contributed to their satisfaction with the audience participation murder mystery.

The items on both the pretest and posttest questionnaires were scored on a seven-point Likert scale. A "not-applicable" choice was also included in the instrument. Many of the items on the pretest were similar and similar items were collapsed by averaging the items into domains. This procedure resulted in seven domains. The sixteen scales used on these pretests and posttests were adapted from the previous work of Rossman (1989) and Hupp (1990).

The first domain or scale contained all the items that were concerned with achievement. On the pretest questionnaire the achievement items were: item 1 which read
I expect to learn more about the activity; item 9 which read I expect a new and different experience; item 10 which read I expect to become better at it; and item 14 which read I expect to develop my skills and ability. On the posttest questionnaire the achievement scale was composed of item 1 which read I learned more about the activity; item 9 which read It was a new and different experience; item 10 which read I became better at it; and item 14 which read I developed my skills and ability.

The second domain or scale consisted of the items related to autonomy. The autonomy items on the pretest were item 2, I expect control over things; item 13, I expect to be in control of things that happen; and item 16, I expect a chance to be on my own. On the posttest the autonomy scale was composed of item 2, I had control over things, item 13, I was in control of things that happen; and item 16, It gave me a chance to be on my own.

The third scale was fun and contained only one item. Item 4 on the pretest was I expect to have fun and on the posttest I had fun.

The fourth domain or scale was social enjoyment which also was composed of items 3 and 6. On the pretest, item 3 was I expect to enjoy the companionship and item 6 was I expect to enjoy it with my friends and on the posttest item 3 was I enjoyed the companionship and item 6 was I enjoyed it with my friends.
The fifth domain contained the items that were concerned with relaxation. This scale on the pretest contained item 5, I expect to give my mind a rest; item 7, I expect to experience tranquility; and item 12, I expect to relax physically. On the posttest the relaxation scale was composed of item 5, I gave my mind a rest; item 7, I experienced tranquility; and item 12, I got to relax physically.

The sixth domain was composed of the items having to do with family escape. On the pretest these items were number 8 which read I expect to escape from my family for awhile and number 15 which read I expect to be able to be away from my family for awhile. On the posttest these items read Escape from my family for awhile and I was able to be away from my family for awhile.

The last scale or domain contained only one item. This item was concerned with family togetherness. The pretest item 11 read I expect to bring our family together more and on the posttest item 11 read It brought our family together more.

Each scale or domain was tested for internal reliability. The test for internal reliability was performed for each scale on both the pretest and posttest. Statistical Package for the Social Sciences (SPSS) was used to compute the alpha level or reliability coefficients for internal reliability for each scale or domain. The results
of these tests for internal reliability are presented in Table 2.

Table 2

<table>
<thead>
<tr>
<th>Scale</th>
<th>Alpha Pretest</th>
<th>N</th>
<th>Alpha Posttest</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Achievement</td>
<td>.8148</td>
<td>50</td>
<td>.8691</td>
<td>59</td>
</tr>
<tr>
<td>2. Autonomy</td>
<td>.8319</td>
<td>32</td>
<td>.9368</td>
<td>35</td>
</tr>
<tr>
<td>3. Fun</td>
<td>one item only - cannot be processed</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Social Enjoyment</td>
<td>.6333</td>
<td>71</td>
<td>.9090</td>
<td>75</td>
</tr>
<tr>
<td>5. Relaxation</td>
<td>.7882</td>
<td>57</td>
<td>.8533</td>
<td>56</td>
</tr>
<tr>
<td>6. Family Escape</td>
<td>.8659</td>
<td>37</td>
<td>.8588</td>
<td>34</td>
</tr>
<tr>
<td>7. Family Togetherness</td>
<td>one item only - cannot be processed</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

For a scale or domain to have interval reliability it must have an alpha level of .7 or higher. Only one scale or domain on the pretest questionnaire lacks internal reliability. This domain or scale was the one for social enjoyment. This domain or scale only had an alpha level of .6333. Alpha levels of .8 or higher indicated the instrument has strong internal reliability. The posttest scales and domains had stronger internal reliability scores. This could be a result of the patrons having just attended the program and knowing exactly what items
actually contributed to their satisfaction with the program. Patrons who did not answer an item, patrons who answered an item twice, or patrons who responded that an item was not applicable to them were not included in Table 2. The internal reliability for the pretest questionnaire confirms Hupp's (1990) findings about the instrument that were previously presented in chapter 3.

Expectations

The pretest instrument asked the patrons about their expectations for the murder mystery evening. The seven scales or domains were used to assimilate like items for the patron expectations.

Hypothesis 3

There will be differences in responses about program expectations between those who had received the persuasive or the informational flyer.

The null hypothesis was again assumed. The null hypothesis was that there would be no differences in the expectations of the patrons who had received the informational flyer as compared to the expectations of the patrons who had received the persuasive flyer. In order to test this hypothesis, means were completed on each scale for the informational flyer group and the persuasive flyer group. The results of these means appear in Table 3.
Table 3

Pretest Expectations For Each Scale by Mean, Standard Deviation, and Standard Error

<table>
<thead>
<tr>
<th>Scale</th>
<th>Informational</th>
<th>Persuasive</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Mean  St Dv  Error</td>
<td>Mean  St Dv  Error</td>
</tr>
<tr>
<td>1.</td>
<td>5.71   .95  .202</td>
<td>5.48   1.30  .245</td>
</tr>
<tr>
<td>2.</td>
<td>4.62   1.26  .456</td>
<td>4.60   1.33  .304</td>
</tr>
<tr>
<td>3.</td>
<td>6.50   .73  .118</td>
<td>6.28   1.11  .175</td>
</tr>
<tr>
<td>4.</td>
<td>6.17   .82  .135</td>
<td>5.97   .96  .166</td>
</tr>
<tr>
<td>5.</td>
<td>5.16   1.40  .270</td>
<td>5.27   1.28  .233</td>
</tr>
<tr>
<td>6.</td>
<td>3.23   1.28  .286</td>
<td>2.41   1.21  .292</td>
</tr>
<tr>
<td>7.</td>
<td>4.39   1.88  .411</td>
<td>4.58   1.84  .421</td>
</tr>
</tbody>
</table>

The means for independent samples was completed for each scale in Table 3. The results presented in this table revealed the expectations for each scale and each type of flyer were very close. The next logical step was to test for statistical significance in the differences in expectations for each flyer group. In order to test for significant differences in the pretest expectations for the information flyer group or persuasive flyer group t-test for independent samples were completed. These t-tests will demonstrate if the means for the scales presented in Table 3 are statistically different. The results of these t-tests are presented in Table 4.
Table 4

Results of T-test for Each Scale On The Pretest

<table>
<thead>
<tr>
<th>Scale</th>
<th>F Value</th>
<th>2-Tail Prob.</th>
<th>t Value</th>
<th>Degrees of Freedom</th>
<th>2-Tail Prob.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>1.87</td>
<td>.145</td>
<td>-.70</td>
<td>48</td>
<td>.486</td>
</tr>
<tr>
<td>2.</td>
<td>1.53</td>
<td>.399</td>
<td>-.04</td>
<td>30</td>
<td>.972</td>
</tr>
<tr>
<td>3.</td>
<td>2.33</td>
<td>.011</td>
<td>-1.05</td>
<td>76</td>
<td>.295</td>
</tr>
<tr>
<td>4.</td>
<td>1.48</td>
<td>.257</td>
<td>-.91</td>
<td>69</td>
<td>.364</td>
</tr>
<tr>
<td>5.</td>
<td>1.20</td>
<td>.625</td>
<td>.30</td>
<td>55</td>
<td>.766</td>
</tr>
<tr>
<td>6.</td>
<td>1.13</td>
<td>.815</td>
<td>-2.00</td>
<td>35</td>
<td>.053</td>
</tr>
<tr>
<td>7.</td>
<td>1.05</td>
<td>.918</td>
<td>.34</td>
<td>38</td>
<td>.739</td>
</tr>
</tbody>
</table>

The t-test results are displayed in Table 4. In all cases, the Pooled Variance Estimate has been used to determine statistical significance (P > .05). No statistical significance difference was found in the expectations of the patrons who had received the informational flyer as opposed to the patrons who had received the persuasive flyer. The null hypothesis was retained.

Satisfaction

The posttest questionnaire was designed to ask patrons about the satisfaction they experienced with the murder mystery production as a result of the 16 items on the
posttest. Items receiving two answers, no answers, or a not applicable response were not included in the data for analysis.

Hypothesis 4

There will be differences in the responses about satisfaction with the program for those patrons who had received the informational or persuasive flyer.

The null hypothesis was assumed. The null hypothesis was that there would be no differences in the satisfaction levels of the patrons who had received the informational flyer and the satisfaction levels of the patrons who had received the persuasive flyer. Means for independent samples were completed for each scale or domain. The items on the posttest were scaled or collapsed into the same seven domains that were used for the pretest expectations. The seven domains or scales are: (1) Achievement, (2) Autonomy, (3) Fun, (4) Social Enjoyment, (5) Relaxation, (6) Family Escape, and (7) Family Togetherness. The results of the means for independent samples revealed that the satisfaction levels for each scale when compared across type of flyer was very similar.

The data are presented in Table 5 to demonstrate the means for posttest satisfaction levels for both information flyer group and persuasive flyer type.
Table 5

Posttest Satisfaction For Each Scale by Mean, Standard Deviation, and Standard Error For Informational and Persuasive Flyer Type

<table>
<thead>
<tr>
<th>Scale</th>
<th>Informational</th>
<th></th>
<th></th>
<th>Persuasive</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Mean</td>
<td>St Dv</td>
<td>Error</td>
<td>Mean</td>
<td>St Dv</td>
<td>Error</td>
</tr>
<tr>
<td>1.</td>
<td>6.09</td>
<td>1.22</td>
<td>.226</td>
<td>5.96</td>
<td>1.30</td>
<td>.238</td>
</tr>
<tr>
<td>2.</td>
<td>4.72</td>
<td>2.19</td>
<td>.489</td>
<td>5.02</td>
<td>1.91</td>
<td>.493</td>
</tr>
<tr>
<td>3.</td>
<td>6.84</td>
<td>.44</td>
<td>.071</td>
<td>6.62</td>
<td>.91</td>
<td>.145</td>
</tr>
<tr>
<td>4.</td>
<td>6.57</td>
<td>.81</td>
<td>.131</td>
<td>6.35</td>
<td>1.23</td>
<td>.202</td>
</tr>
<tr>
<td>5.</td>
<td>5.23</td>
<td>1.73</td>
<td>.333</td>
<td>5.70</td>
<td>1.46</td>
<td>.271</td>
</tr>
<tr>
<td>6.</td>
<td>5.77</td>
<td>1.77</td>
<td>.378</td>
<td>5.25</td>
<td>2.25</td>
<td>.650</td>
</tr>
<tr>
<td>7.</td>
<td>5.67</td>
<td>1.65</td>
<td>.388</td>
<td>5.17</td>
<td>2.13</td>
<td>.613</td>
</tr>
</tbody>
</table>

The means for independent samples was completed for each scale in Table 5. The results presented in this table revealed that the satisfaction level for each scale and each type of flyer were very close. The next logical step was to test for statistical significance in the differences in expectations for each flyer group. In order to test for statistically significant differences in the posttest satisfaction levels for the information flyer group or persuasive flyer group t-tests were completed. The t-tests were used to test if the differences in the means for the scales presented in Table 5 were statistically significant.
The results of these t-tests are presented in Table 6.

Table 6

Results of T-test for Each Scale On The Posttest

<table>
<thead>
<tr>
<th>Scale</th>
<th>F Value</th>
<th>2-Tail Prob.</th>
<th>t Value</th>
<th>Degrees of Freedom</th>
<th>2-Tail Prob.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>1.14</td>
<td>.727</td>
<td>-.39</td>
<td>57</td>
<td>.698</td>
</tr>
<tr>
<td>2.</td>
<td>1.31</td>
<td>.610</td>
<td>.43</td>
<td>33</td>
<td>.669</td>
</tr>
<tr>
<td>3.</td>
<td>4.31</td>
<td>.000</td>
<td>-1.39</td>
<td>75</td>
<td>.168</td>
</tr>
<tr>
<td>4.</td>
<td>2.32</td>
<td>.012</td>
<td>-.90</td>
<td>73</td>
<td>.374</td>
</tr>
<tr>
<td>5.</td>
<td>1.41</td>
<td>.376</td>
<td>1.09</td>
<td>54</td>
<td>.279</td>
</tr>
<tr>
<td>6.</td>
<td>1.62</td>
<td>.332</td>
<td>-.75</td>
<td>32</td>
<td>.460</td>
</tr>
<tr>
<td>7.</td>
<td>1.67</td>
<td>.332</td>
<td>-.73</td>
<td>28</td>
<td>.474</td>
</tr>
</tbody>
</table>

The data displayed in Table 6 are presented with the Pooled Variance Estimate to determine statistical significance (P > .05). No statistical significance was found in the satisfaction levels of the patrons who had received the informational flyer as opposed to the patrons who had received the persuasive flyer. As a result of the finding of no statistical significance in the differences of the satisfaction level for the two flyer groups, the null hypothesis was again retained.
Demographics

The demographics in this study are presented for informational purposes only. Hypothesis 5 and Hypothesis 6 will be combined in the following tables. This was done in an effort to present the data for registration and attendance for each demographic in the same table. This was done to enable the reader to easily interpret and compare the data presented in the following tables.

Hypothesis 5

There will be differences in the demographic profiles for the patrons registering for the program based on the type of flyer received. The null hypothesis was assumed, that there would be no differences in the demographic profiles of patrons registering for the murder mystery production.

Hypothesis 6

There will be differences in the demographic profiles for the registrants attending the program based on the type of flyer received. Once more, the null was assumed, that there would be no differences in the demographic profiles for the patrons attending the murder mystery program.

The data that are presented in Table 7 displays a comparison of the program registration and attendance for the demographics of gender, race, and age. These data are compared by informational and persuasive flyer type.
Table 7
Program Registration And Attendance Demographics By
Informational (Info) and Persuasive (Pers) Flyer Type.

<table>
<thead>
<tr>
<th></th>
<th>Registration</th>
<th></th>
<th>Attendance</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Info  Pers</td>
<td></td>
<td>Info  Pers</td>
<td></td>
</tr>
<tr>
<td>Gender</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>27  48</td>
<td></td>
<td>15  26</td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>24  44</td>
<td></td>
<td>14  23</td>
<td></td>
</tr>
<tr>
<td>Race</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Caucasian</td>
<td>35  60</td>
<td></td>
<td>19  37</td>
<td></td>
</tr>
<tr>
<td>Hispanic</td>
<td>7  16</td>
<td></td>
<td>4  6</td>
<td></td>
</tr>
<tr>
<td>African American</td>
<td>6  14</td>
<td></td>
<td>4  5</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>3  2</td>
<td></td>
<td>2  1</td>
<td></td>
</tr>
<tr>
<td>Age Groups</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16-22</td>
<td>26  39</td>
<td></td>
<td>5  7</td>
<td></td>
</tr>
<tr>
<td>23-29</td>
<td>9  29</td>
<td></td>
<td>8  18</td>
<td></td>
</tr>
<tr>
<td>30-36</td>
<td>9  11</td>
<td></td>
<td>9  11</td>
<td></td>
</tr>
<tr>
<td>37-43</td>
<td>5  8</td>
<td></td>
<td>5  8</td>
<td></td>
</tr>
<tr>
<td>44-51</td>
<td>1  2</td>
<td></td>
<td>1  2</td>
<td></td>
</tr>
<tr>
<td>52-59</td>
<td>0  3</td>
<td></td>
<td>0  3</td>
<td></td>
</tr>
</tbody>
</table>

As in many of the previous tables, a review of the data found in Table 7 again clearly demonstrated that far more patrons who had received a persuasive flyer signed up for the murder mystery event and then actually attended the
program. However, neither registration nor attendance appeared to be different for either flyer type when compared by gender, race, and age.

Status is the term used in the military community to categorize individuals into groups for informational purposes. In this study the same status identifiers were used to divide the information into separate categories. The categories used under the status heading were (a) active duty military personnel, (b) retired military personnel, (c) civilian personnel and (d) family members of active duty military personnel, retired military personnel, and civilian personnel.

The Department of Defense is divided, for pay purposes, by military rank and civilian rates. In this study, the Department of Defense ranks and ratings were divided and presented by three categories: (a) the officer ranks, (b) enlisted personnel ranks, and (c) civilians employed by the Department of Defense grade ratings. The officer ranks start at 01 (second lieutenant) and go up to 010 (a four star general). The enlisted ranks begin at the E1 rank and go up to the E9 rank. The Department of Defense civilian grade structure at Carswell Air Force Base goes from GS-2, (i.e., a telephone operator, to GM-14, (i.e., the commissary manager). GM jobs are those positions that are considered to have significantly more stress and greater responsibility than the general schedule
positions of the same grade.

The data presented in Table 8 indicate the different status of the patrons who registered for and attended the murder mystery production, including family members. Also presented in Table 8 are number of personnel (military officers, military enlisted personnel and Department of Defense civilians) by military rank and civilian grade that preregistered for the murder mystery program. Table 8 also contains the number of military and civilian personnel who actually attended the play. The comparison was made by informational flyer type and persuasive flyer type, which the potential patron had received prior to preregistering for this program. The preceding data indicated that the persuasive flyers were more successful in getting potential patrons to preregister for and to attend the murder mystery than was the informational flyer.

It is interesting to note that all the officers and civilian personnel who registered for the program attended the program. It is also interesting to note that all the enlisted men with ranking of E6's and above who registered also attended. However, many of the younger individuals in the lower enlisted ranks signed up for the program, but did not attend. This table illustrated that more patrons who had received persuasive flyers registered for and attended the program.
Table 8
Patron Registration and Attendance By Status and Rank
Compared By Informational and Persuasive Flyer Type

<table>
<thead>
<tr>
<th>Status</th>
<th>Registration</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Info  Pers</td>
<td>Info  Pers</td>
</tr>
<tr>
<td>Active Duty</td>
<td>33  64</td>
<td>16  26</td>
</tr>
<tr>
<td>Family Members</td>
<td>8   11</td>
<td>3   6</td>
</tr>
<tr>
<td>Retired Personnel</td>
<td>1   2</td>
<td>1   2</td>
</tr>
<tr>
<td>Civilian Personnel</td>
<td>9   15</td>
<td>9   15</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Rank/Rate/Grade</th>
<th>Officer</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Info  Pers</td>
<td>Info  Pers</td>
</tr>
<tr>
<td>Officer</td>
<td>O2-1 O2-1</td>
<td>O2-1 O2-1</td>
</tr>
<tr>
<td></td>
<td>O3-1 O3-3</td>
<td>O3-1 O3-3</td>
</tr>
<tr>
<td></td>
<td>O5-2</td>
<td>O5-2</td>
</tr>
<tr>
<td>Enlisted</td>
<td>E1-2 E1-6</td>
<td>E2-2 E2-4</td>
</tr>
<tr>
<td></td>
<td>E2-11 E2-18</td>
<td>E2-2 E2-4</td>
</tr>
<tr>
<td></td>
<td>E3-14 E3-16</td>
<td>E3-1 E3-3</td>
</tr>
<tr>
<td></td>
<td>E4-11 E4-25</td>
<td>E4-2 E4-5</td>
</tr>
<tr>
<td></td>
<td>E5-7 E5-12</td>
<td>E5-7 E5-5</td>
</tr>
<tr>
<td></td>
<td>E6-2 E6-1</td>
<td>E6-2 E6-1</td>
</tr>
<tr>
<td></td>
<td>E7-1 E7-1</td>
<td>E7-1 E7-1</td>
</tr>
<tr>
<td></td>
<td>E8-1</td>
<td>E8-1</td>
</tr>
<tr>
<td></td>
<td>E9-2</td>
<td>E9-2</td>
</tr>
<tr>
<td>Civilian</td>
<td>Gs11-1 Gs7-1</td>
<td>Gs11-1 Gs7-1</td>
</tr>
<tr>
<td></td>
<td>Gs10-1</td>
<td>Gs10-1</td>
</tr>
<tr>
<td></td>
<td>Gs11-2</td>
<td>Gs11-2</td>
</tr>
</tbody>
</table>

There does not appear to be a difference in the number of individuals who registered for or attended the program after having received an informational flyer or a
persuasive flyer when compared by gender, age, race, military status, or rank/grade. In order to statistically analyze the demographic profiles of the patrons by the type of flyer they had received, a Chi square goodness of fit (Kachigan, 1986, p. 344-345) was performed for the registration and attendance groups, for each of the demographic profiles, and for each type of flyer. The results of this statistical test are presented in Table 9.

Table 9
Chi Square Goodness Of Fit For Patron Registration and Attendance By Informational and Persuasive Flyer With Demographic Data

<table>
<thead>
<tr>
<th></th>
<th>Registration</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Info Pers</td>
<td>Info Pers</td>
</tr>
<tr>
<td>Gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>2.94 2.94</td>
<td>1.48 1.48</td>
</tr>
<tr>
<td>Female</td>
<td>2.94 2.94</td>
<td>1.09 1.09</td>
</tr>
<tr>
<td>Race</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Caucasian</td>
<td>3.28 3.28</td>
<td>2.89 2.89</td>
</tr>
<tr>
<td>Hispanic</td>
<td>1.76 1.76</td>
<td>.2 .2</td>
</tr>
<tr>
<td>African American</td>
<td>1.6 1.6</td>
<td>.05 .05</td>
</tr>
<tr>
<td>Other</td>
<td>.1 .1</td>
<td>.17 .17</td>
</tr>
</tbody>
</table>

Table continues
<table>
<thead>
<tr>
<th>Age Groups</th>
<th>Registration Info</th>
<th>Registration Pers</th>
<th>Attendance Info</th>
<th>Attendance Pers</th>
</tr>
</thead>
<tbody>
<tr>
<td>16-22</td>
<td>1.3</td>
<td>1.3</td>
<td></td>
<td>.17</td>
</tr>
<tr>
<td>23-29</td>
<td>5.26</td>
<td>5.26</td>
<td>1.92</td>
<td>1.92</td>
</tr>
<tr>
<td>30-36</td>
<td>.01</td>
<td>.01</td>
<td></td>
<td>.1</td>
</tr>
<tr>
<td>37-43</td>
<td>3.46</td>
<td>3.46</td>
<td>.35</td>
<td>.35</td>
</tr>
<tr>
<td>44-51</td>
<td>.17</td>
<td>.17</td>
<td></td>
<td>.17</td>
</tr>
<tr>
<td>52-59</td>
<td>1.5</td>
<td>1.5</td>
<td>1.5</td>
<td>1.5</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Status</th>
<th>Registration Info</th>
<th>Registration Pers</th>
<th>Attendance Info</th>
<th>Attendance Pers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Active Duty</td>
<td>4.95</td>
<td>4.95</td>
<td>1.19</td>
<td>1.19</td>
</tr>
<tr>
<td>Family Members</td>
<td>.23</td>
<td>.23</td>
<td>.5</td>
<td>.5</td>
</tr>
<tr>
<td>Retired Personnel</td>
<td>.17</td>
<td>.17</td>
<td>.17</td>
<td>.17</td>
</tr>
<tr>
<td>Civilian Personnel</td>
<td>.75</td>
<td>.75</td>
<td>.75</td>
<td>.75</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Rank/Rate/Grade</th>
<th>Registration Info</th>
<th>Registration Pers</th>
<th>Attendance Info</th>
<th>Attendance Pers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Officer</td>
<td>1.0</td>
<td>1.0</td>
<td></td>
<td>1.0</td>
</tr>
<tr>
<td>Enlisted</td>
<td>4.45</td>
<td>4.45</td>
<td>.07</td>
<td>.07</td>
</tr>
<tr>
<td>Civilian</td>
<td>.9</td>
<td>.9</td>
<td>.9</td>
<td>.9</td>
</tr>
</tbody>
</table>

No statistically significant difference was found as a result of either informational or persuasive flyers in attracting any one gender, race, age group, military status group, or rank/rate/grade group. Significance was set at the .05 level. In order to have found significance
the value of 5.99 would have had to be exceeded.

The null hypotheses were retained for both Hypothesis 5 and Hypothesis 6. There were no differences found in the demographic profiles of the patrons registering for the murder mystery production found as a result of the Chi square goodness of fit test that was accomplished with the demographic data. And, there was no difference found in the demographic profiles of the registrants that attended the murder mystery evening as a result of the type of flyer they had received prior to registering for the program.

**Hypothesis 7**

There will be a relationship between the demographic profiles and patron expectations for the program.

The null hypothesis was again tested for Hypothesis 7. The null hypothesis asserts that there will be no relationship between the demographic profiles and patron expectations for the murder mystery production. The results of the test for correlation appear in Table 10. The test for correlation found significance in the demographic profile for status and rank/grade and the Relaxation domain. All the other demographics and domains were not found to be related. There were seven scales and five demographics. Only two items were found to be statistically significantly correlated and 33 items were found to not be significantly correlated. This resulted in the null again being accepted or retained. However, this
finding warrants further research.

Table 10

Demographic Profiles Correlation for Pretest Scales

<table>
<thead>
<tr>
<th>Gender</th>
<th>Age</th>
<th>Race</th>
<th>Status</th>
<th>Rank/Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>.1009</td>
<td>.0742</td>
<td>-.0018</td>
<td>-.2091</td>
</tr>
<tr>
<td>2.</td>
<td>.0066</td>
<td>.1302</td>
<td>.0691</td>
<td>-.1676</td>
</tr>
<tr>
<td>3.</td>
<td>.1200</td>
<td>-.0149</td>
<td>.0017</td>
<td>-.1069</td>
</tr>
<tr>
<td>4.</td>
<td>.1093</td>
<td>-.0699</td>
<td>.1455</td>
<td>-.0378</td>
</tr>
<tr>
<td>5.</td>
<td>-.0403</td>
<td>-.1451</td>
<td>.2124</td>
<td>-.4249**</td>
</tr>
<tr>
<td>6.</td>
<td>.3200</td>
<td>.0096</td>
<td>.2148</td>
<td>.2314</td>
</tr>
<tr>
<td>7.</td>
<td>-.0544</td>
<td>-.2120</td>
<td>.1895</td>
<td>-.1953</td>
</tr>
</tbody>
</table>

* indicates 1-tailed significance at the .01 level
**indicates 1-tailed significance at the .001 level

Hypothesis 8

There will be a relationship between the demographic profiles and patron satisfaction levels with the program.

The null hypothesis was assumed. This would mean there will be no relationship between the demographic profiles and patrons' satisfaction with the audience participation murder mystery production. The results of the correlation test for the posttest appear in Table 11.
Table 11
Demographic Profiles Correlation for Posttest Scales

<table>
<thead>
<tr>
<th>Scale</th>
<th>Gender</th>
<th>Age</th>
<th>Race</th>
<th>Status</th>
<th>Rank/Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>.0515</td>
<td>.0316</td>
<td>.1018</td>
<td>-.2721</td>
<td>-.1141</td>
</tr>
<tr>
<td>2.</td>
<td>-.0749</td>
<td>.1611</td>
<td>-.0018</td>
<td>-.2498</td>
<td>-.1146</td>
</tr>
<tr>
<td>3.</td>
<td>.1587</td>
<td>-.0545</td>
<td>.0653</td>
<td>-.2335</td>
<td>-.1359</td>
</tr>
<tr>
<td>4.</td>
<td>.1042</td>
<td>-.0004</td>
<td>.0313</td>
<td>-.2263</td>
<td>-.1820</td>
</tr>
<tr>
<td>5.</td>
<td>-.1471</td>
<td>.0097</td>
<td>.0693</td>
<td>-.4607**</td>
<td>-.3239*</td>
</tr>
<tr>
<td>6.</td>
<td>.1309</td>
<td>-.0327</td>
<td>-.0703</td>
<td>-.1780</td>
<td>.0130</td>
</tr>
<tr>
<td>7.</td>
<td>.1359</td>
<td>-.1708</td>
<td>.1645</td>
<td>-.1805</td>
<td>.0252</td>
</tr>
</tbody>
</table>

* indicates 1-tailed significance at the .01 level
**indicates 1-tailed significance at the .001 level

The statistical test for correlation again found significance in the demographic profile for status and rank/grade and the Relaxation domain. All the other demographics and domains were not found to be correlated. This finding supports the findings presented in Table 8 and again in Table 10. Once more, there were seven scales and five demographics. Only two items were found to be significantly correlated and 33 were found to not be statistically significantly correlated. This resulted in the null again being retained or accepted. This finding further supports the need for more research in this area.
Flyer Attraction

Each potential patron was asked a question on the pretest questionnaire about the flyer they had received. This question was asked simply to see if the patrons receiving the persuasive flyer would remember any of the enticing statements and to see if the patrons receiving the informational flyer remembered the ticket sales information. This question was "What features in the flyer attracted your attention to this program? Please list four items on the flyer, with the first being the most important to the least important." Many of the patrons responding to this question included two items for one response, such as gun and knife. This resulted in many answers being grouped into like or similar categories. The gun and knife responses were included in the graphics category. Date, place, and time were also consolidated into one category. Free six flags tickets and door prizes were included in the same category. Also included in that same category were any responses with words like escape, relax, solve, murder, fun, and friends. New and different as a response was placed in a separate category as was ticket sales. A category is also found for no answer or for answers that did not fit in another category.

The results for this question are presented in Table 12. These results are presented only for informational purposes. It is interesting to observe how many of the
potential patrons actually remembered any of the enticement statements on the persuasive flyer or the ticket sales information on the informational flyer. This information is presented by the patrons who registered for the program and it is compared to the patrons who actually attended the program. This information is then further subdivided by information flyer type and persuasive flyer type for the registration group and the attended group.

Examination of the data presented in Table 12 indicated that very few potential patrons were aware of the persuasive information on the persuasive flyer. Patrons reading the informative flyer were equally unaware of the nonsense information about the recreation center ticket sales program. Two answers appearing on a pretest for a patron who had received an informational flyer were recorded with an answer that they were attracted to the flyer by the escape/relax/solve/fun/friends. This information, however, did not appear on their flyer. This might have been because a member of a couple completing the requested information for the other member. Equally strange is that two individuals answered on the pretest that they remembered the recreation center ticket sales program. These two individuals had received persuasive flyers, and this information was not mentioned on the persuasive flyer. However, the recreation center does produce numerous flyers about the discount ticket sales
Table 12
Flyer Attraction for Patrons Who Registered and Attended

<table>
<thead>
<tr>
<th>Registration Info</th>
<th>Pers</th>
<th>Attendance Info</th>
<th>Pers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Color</td>
<td>31</td>
<td>65</td>
<td>11</td>
</tr>
<tr>
<td>Graphics</td>
<td>61</td>
<td>96</td>
<td>35</td>
</tr>
<tr>
<td>Free admission</td>
<td>25</td>
<td>33</td>
<td>11</td>
</tr>
<tr>
<td>Date/time/place/title</td>
<td>22</td>
<td>24</td>
<td>12</td>
</tr>
<tr>
<td>Free Six Flags tickets/door prizes</td>
<td>31</td>
<td>47</td>
<td>18</td>
</tr>
<tr>
<td>Murder mystery play</td>
<td>15</td>
<td>37</td>
<td>13</td>
</tr>
<tr>
<td>Escape/relax/solve murder/fun/friends</td>
<td>2</td>
<td>51</td>
<td>2</td>
</tr>
<tr>
<td>New and different</td>
<td>0</td>
<td>6</td>
<td>0</td>
</tr>
<tr>
<td>Ticket sales</td>
<td>4</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Other/no answer/two answers</td>
<td>13</td>
<td>21</td>
<td>11</td>
</tr>
<tr>
<td>Total</td>
<td>204</td>
<td>382</td>
<td>116</td>
</tr>
</tbody>
</table>

program. The patrons could have confused the information found on this flyer with any of the ticket sales flyers they had previously seen, they could also have somehow seen both flyers, or one half of a couple could have completed the pretest questionnaire for the other half of the couple
as well as themselves.

The data presented for the patrons who actually attended the event were very similar to the data presented for the patrons who registered for the event. It is interesting to note that the two answers with regard to the persuasive message escape/relax/solve/fun/friends found on questionnaires completed by patrons submitting an informational flyer at registration were still present. This could easily be a result of one member of a couple completing the pretest for both members. Only one person who actually attended the program listed ticket sales as an item remembered from the flyer at the time of registration.

Summary of the Results

This study found that persuasive flyers were better at attracting potential patrons to sign up for the murder mystery production. The study also found that the persuasive flyer was more successful in enticing patrons to actually attend the program. The study failed to find that patrons who had received the persuasive flyer had higher expectations or were more satisfied with the program than were the patrons who had received the informational flyer. Additionally, no differences were found in expectations or satisfaction levels for the demographically different groups registering for and attending the program. The study found a significant difference in the demographic rank/grade for both expectations and satisfaction. This
significant finding applied only to the Relaxation domain.

The data presented in this study indicated that the persuasive flyers used in this study were statistically significant in influencing potential patrons to register for and to attend a program than were the informational flyers. Based on the statistical analysis of this study, the null hypothesis was rejected for hypothesis one and two. The null hypothesis was retained for the other six hypotheses. Hypothesis one was retained because the persuasive flyer was found to be much better at attracting patrons to register for the murder mystery play. Hypothesis 2 was retained because the persuasive flyer was found to attract more registrants to attend the production than the informational flyer. Hypothesis 3 was rejected because no differences were found in the expectations of patrons who had received the informational or persuasive flyers. Hypothesis 4 was rejected because no differences were found in the satisfaction level of the patrons as a result of the flyers they had received. Hypothesis 5 was rejected because no demographic differences were found for the patrons registering for the program. Hypothesis 6 was rejected because no democratic differences were found in the patrons attending the program. Hypothesis 7 was rejected since there was a relationship between the demographic rank and grade and the patrons expectations for the Relaxation domain. Hypothesis 8 was rejected because
the only relationship between demographics and satisfaction were found for patron satisfaction by rank and grade for the Relaxation domain.

In Table 12 data were presented to show the flyer attraction for patrons compared by the type of flyer they had received prior to registering for the murder mystery production. The persuasive flyer used in this study was significantly more effective in attracting patrons to register for the program. Significance was found at the .001 level. This agrees with Havitz and Crompton (1990, p. 71) who found "persuasion messages can influence people's decisions." The persuasive flyer influenced the potential patrons to register for the program. The persuasive flyer was also found to be statistically more effective in attracting patrons to actually attend the murder mystery than was the informative flyer. Significance was found at the .025 level. Manfredo and Bright (1991, p. 14) suggested that "persuasive information distributed by recreation managers will influence behavior." In this instance, it appeared that the persuasive flyers were able to influence behavior by attracting the patron to attend the event.
CHAPTER 5

SUMMARY, DISCUSSION, CONCLUSIONS,
AND RECOMMENDATIONS

Summary

The purpose of this study was to compare two types of promotional flyers used in the promotion and advertising of recreational activities in a nonprofit organization.

According to one estimate, one out of ten service workers and one out of six professional in the United States is employed in the nonprofit sector. Included in this sector are 350,000 religious organizations, 37,000 human service organizations, 6,000 museums, 5,800 private libraries, 4,600 secondary schools, 3,500 hospitals, 1,500 colleges and universities, 1,100 symphony orchestras, and countless other labor unions, government bodies, political parties and the like. (Rachman, 1985, p. 579)

These types of organizations use promotional flyers. This study was concerned with the informational type of promotional flyer and the persuasive type of promotional flyer.

"Alfred Marshall first distinguished between informative and persuasive advertising" (James & Bergh, 1990, p. 23). The two types of flyers were used to promote an audience participation murder mystery play sponsored by the recreation center at Carswell Air Force Base in Fort Worth, Texas. The informational flyer contained only the
barest of information, which included only the most pertinent information such as the type of program, the date, the time, the location, and the cost. The persuasive flyer contained all the pertinent information, but it also contained enticing statements intended to encourage the potential patron to attend.

These informational and persuasive flyers were the only advertising used in the promotion of this audience participation murder mystery play. The flyers were designed to look exactly alike to the casual observer. The persuasive flyer contained an enticement section. On the informational flyer the same area was filled with information for the recreation center's discount ticket sales program. Thus, these differences became apparent only through reading their editorial content. Five hundred persuasive flyers and five hundred informational flyers were distributed throughout the Carswell Air Force Base community. Flyers were sent through the base distribution system to all offices on the installation, and stacks of flyers were placed in high traffic areas. Flyers were distributed in such a manner as to insure that every other flyer was an informational flyer and the alternate flyer was a persuasive one. Carswell Air Force Base is a small, closed community. Only individuals with access to this military installation were able to obtain the flyers.

The potential patrons were instructed, on both types of
flyers, to bring the flyer that they had received with them when they signed up for the program. Only patrons who were interested in seeing or participating in an audience participation murder mystery play would have preregistered for this program. As a result, the sample used in this study was self-selected.

At the time the patrons registered for the program, they were given a pretest to complete. The data for this study were derived from the 143 useable pretests. After attending the murder mystery play, the audience was given a posttest. There were 78 valid posttests, which also formed the data basis for this study.

The pretest (see appendix c) and posttest (see appendix d) contained 16 items. On the pretest, these items were concerned with patron expectations for the program. On the posttest, these 16 items were concerned with patron satisfaction with the program. The items on both the pretest and posttest were scored on a seven-point Likert scale. A "not-applicable" choice was also included in the instrument. Many of the items on the pretest were similar. These similar items are referred to as domains. The 16 items became the following seven domains or scales: achievement, autonomy, fun, social enjoyment, relaxation, family escape, and family togetherness.

This study was divided into four major phases:

1. To determine whether one type of flyer was more
effective at attracting patrons to register for a potential recreational activity and then to discern if one type of flyer was more effective in attracting potential patrons to actually attend an activity.

2. To determine if one type of flyer could influence the expectations of the potential recreation patrons and then to determine if one type of flyer could influence the satisfaction levels of the patrons attending the program.

3. To determine if there were differences in the demographic profiles for the group preregistering for the program with one type of flyer and if there were differences in the demographic profiles of the patrons attending the program who had registered with either a persuasive or informational flyer.

4. To determine if there was a correlation between the demographic data and patron expectation and to determine if there was a relationship between the demographic profiles and patron satisfaction with the event.

Discussion

There were eight hypotheses developed for this study. These hypotheses would have meaningful application only to agencies without unlimited advertising budgets. The null was assumed for all hypotheses.

The first hypothesis stated that the persuasive and informational flyer will have an unequal number of
registrants for the murder mystery production. The persuasive flyer used in this study was found to be statistically more effective (at the .001 level) at attracting patrons to register for the program. This finding agrees with Havitz and Crompton (1990, p. 14) who found "persuasion messages can influence people's decisions." In this instance the persuasive flyer influenced far more potential patrons to register for the murder mystery event than did the informational flyer.

The second hypothesis stated that the proportion of registrants attracted by each flyer will attend in unequal proportion. The persuasive flyers were more effective in attracting the potential patron to actually attend the recreational activity. The persuasive flyer used in this study was significantly more effective (.025) in attracting patrons to attend the murder mystery than was the informative flyer. Manfredo and Bright (1991, p. 14) suggested that "persuasive information distributed by recreation managers will influence behavior." In this instance, it appeared that in attracting the patron to attend the event the persuasive flyers were able to influence behavior.

The third hypothesis was there will be differences in the responses about program expectations between those who had received the persuasive or informational flyer. T-tests revealed there were no statistically significant
differences in expectations for the patrons who had registered with an informational flyer or a persuasive flyer.

The fourth hypothesis was there will be differences in the responses about satisfaction with the program for those who had received the informational or persuasive flyer. T-tests again revealed there were no statistically significant differences in responses about satisfaction with the program for the patrons who had registered with an informational flyer or a persuasive flyer.

The fifth hypothesis was there will be differences in the demographic profiles for the patrons registering for the program. A Chi square goodness of fit statistical analysis found no differences in the demographics of the patrons registering for the program.

The sixth hypothesis was that there would be differences in the demographic profiles or the registrants attending the program. Again a Chi square goodness of fit statistical analysis found no differences in the demographic profiles of the registrants that actually attended the program.

The seventh hypothesis was there will be a relationship between the demographic profiles and patron expectations for the program. The test for correlation revealed there was a relationship between status (status is the military way of categorizing active duty military
personnel, retired military personnel, civilian personnel, and family members of active/retired military personnel) and rank and grade (Department of Defense categories for pay purposes) with the domain relaxation. No relationship was found between any of the other demographics or domains. However, status was found on the pretest to be significantly correlated to the relaxation domain at the .001 level. The demographic rank and the relaxation domain are significantly correlated at the .01 level.

The eighth hypothesis was there will be a relationship between the demographic profiles and patron satisfaction levels with the program. Again, on the posttest, the test for correlation revealed there was a correlation between status, rank and grade and the domain relaxation. No correlation was found between any of the other demographics or domains. However, status was found on the pretest to be significantly related to the relaxation domain at the .001 level. The demographic rank and the relaxation domain are significant correlation exist at the .01 level.

The murder mystery play was selected for use with this study because a program of this type had never been attempted before at Carswell Air Force Base. A totally new program was used in an effort to prevent potential patrons from having preconceived expectations about the program. The recreation center's reputation may have still been a factor in influencing potential patrons to attend. The
amount of prior knowledge held by an individual is viewed as a key component of the cognitive approach to persuasion (Bettman, 1986). This factor must be considered when reviewing the results of this study.

Conclusions

Based upon the findings of this study these conclusions can be drawn:

1. Persuasive flyers were more effective in attracting potential patrons to register for and attend an audience participation recreational production.

2. Neither type of flyer was found to be more effective in influencing the expectations or satisfaction level of the patrons.

3. One type of flyer was not found to be responsible for attracting patrons of any certain race, gender, age, or military status to register or attend this production.

4. A relationship does exist for both patron expectations and satisfaction with a program, based on the demographics of status and rank/grade with the relaxation domain. No other correlation was found between demographic and patron expectations or satisfaction.

Recommendations

Further research on the use of promotional flyers for advertising and marketing of recreational and leisure activities, programs, and special events might be
beneficial. Additional research is also needed to determine whether it is possible for flyers to influence patron expectation or satisfaction with a recreational or leisure activity, program, or special event. The pretest and the posttest should be used again with additional items of relevance to the community or program being offered. A large number of items on both the pretest and posttest were scored as not applicable in this study.

A similar study should also be conducted using entirely different types of programs or events. This would permit the researcher to develop conclusions for a broader scope of the population in regards to recreational and leisure activities, programs, and special events and their use of promotional flyers.

Implications

Conclusions drawn from this study were limited because it did not contain external validity as it was conducted on a small military installation with limited access to recreation programs, activities, and events. The sample was too small to substantiate generalizations to other populations, or to any other leisure or recreational activities. However, the finding of this study would indicate that consideration should be given to which type of flyer is to be used by any agency operating with a limited advertising budget.

So many variables are involved in a study of this
type. First, only patrons with an interest in a certain recreational activity will choose to attend. This results in the sample always being self-selected. It is almost impossible for the reputation of the agency not to be a factor in the potential patrons decision to attend or not attend an activity. In the production of one flyer there are numerous variables that play a part in the response of the potential patrons. These variables include: color of paper used for the flyer; type, style and size of the lettering on the flyer; choice of the graphic and where it is placed on the flyer; and the written copy on the flyer.

There's more to creative editing than marking up copy. By an aware use of expressive graphic elements, and a purposeful relationship of words, pictures, and space, design becomes communication, not mere ornament. (White, 1982, p. xvi)

If the practitioner keeps this in mind, designing low-budget advertising for nonprofit recreational organizations need not be a chore. The resulting flyer can be both attractive and provocatvie. Flyers can influence choice to register and to attend, but not experiential outcome.
APPENDIX A

INFORMATIONAL FLYER
BROADWAY BABYLON

A MURDER A LA CARTE MYSTERY PLAY

By Peter dePietro

Bring this flyer to the Recreation Center, sign up for the program and become eligible to win 2 FREE Six Flags tickets. Remember your Recreation Center is your ticket connection for special discounts and tickets to local area attractions and events. We want you to have a summer of fun while you are saving money.

It's FREE and door prizes will be given away July 19 and 20
7PM at your Recreation Center
APPENDIX B

PERSUASIVE FLYER
BROADWAY BABYLON

A MURDER A LA CARTE MYSTERY PLAY

By Peter dePietro

Bring this flyer to the Recreation Center, sign up for the program and become eligible to win 2 FREE Six Flags tickets.
Escape with friends and family to a new and different experience.
Enjoying a fun filled, relaxing evening of murder, mystery and mayhem.
Improve your sleuthing skills while attempting to solve the dastardly crimes.

It's FREE and door prizes will be given away
July 19 and 20
7PM
at your Recreation Center
## LEISURE PROGRAM ANALYSIS QUESTIONNAIRE

You are intending to participate in the Murder Mystery Evening. Please indicate below the satisfaction(s) you are anticipating from your participation by circling the appropriate number on each scale indicating the degree to which you expect the item to contribute to your satisfaction with this program. Statements which you believe do not apply to this program should be marked by circling the 0 in the Not Applicable column.

<table>
<thead>
<tr>
<th>I expect...</th>
<th>Very Satisfying</th>
<th>Satisfying</th>
<th>Contributed No Satisfaction</th>
<th>Not Applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. to learn more about the activity</td>
<td>7</td>
<td>6</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>2. control over things</td>
<td>7</td>
<td>6</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>3. to enjoy the companionship</td>
<td>7</td>
<td>6</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>4. to have fun</td>
<td>7</td>
<td>6</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>5. to give my mind a rest</td>
<td>7</td>
<td>6</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>6. to enjoy it with my friends</td>
<td>7</td>
<td>6</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>7. to experience tranquility</td>
<td>7</td>
<td>6</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>8. to escape from the rest of my family for awhile</td>
<td>7</td>
<td>6</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>9. a new and different experience</td>
<td>7</td>
<td>6</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>10. to become better at it</td>
<td>7</td>
<td>6</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>11. to bring our family together more</td>
<td>7</td>
<td>6</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>12. to relax physically</td>
<td>7</td>
<td>6</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>13. to be in control of things that happen</td>
<td>7</td>
<td>6</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>14. to develop my skills and ability</td>
<td>7</td>
<td>6</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>15. to be able to be away from my family for awhile</td>
<td>7</td>
<td>6</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>16. a chance to be on my own</td>
<td>7</td>
<td>6</td>
<td>5</td>
<td>4</td>
</tr>
</tbody>
</table>

17. What features in the flyer attracted your attention to this program? Please list four items on the flyer, with the first being the most important to the least important.
   a. 
   b. 
   c. 
   d.

18. If you have attended other Rec Center programs, please rate it.
   Delighted  Pleased  Mostly Satisfied  Mixed  Mostly Dissatisfied  Unhappy  Terrible
   7   6   5   4   3   2   1   0

19. What is your gender?  ___ male  ___ female

20. What is your age?  

21. What is your status?  ___ active duty  ___ family member  ___ retired  ___ civilian

22. What is your rank/rate?  

23. What is your race?  ___ Caucasian  ___ Hispanic  ___ African American  ___ Other

Last four of social security number  _______ (used only to compare pre and post test).
APPENDIX D

POSTTEST QUESTIONNAIRE
5 MORE MINUTES OF YOUR TIME

CARSWELL RECREATION CENTER
LEISURE PROGRAM ANALYSIS QUESTIONNAIRE

You have participated in the Murder Mystery Evening. Please indicate below the satisfaction(s) you received from your participation by circling the appropriate number on each scale indicating the degree to which each item contributed to your satisfaction with this program. Statements which you believe did not apply to this program should be marked by circling the 0 on the Not Applicable column.

<table>
<thead>
<tr>
<th>Item Description</th>
<th>Very Satisfying</th>
<th>Satisfying</th>
<th>Contributed No Satisfaction</th>
<th>Not Applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I learned more about the activity</td>
<td>7</td>
<td>6</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>2. I had control over things</td>
<td>7</td>
<td>6</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>3. I enjoyed the companionship</td>
<td>7</td>
<td>6</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>4. I had fun</td>
<td>7</td>
<td>6</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>5. I gave my mind a rest</td>
<td>7</td>
<td>6</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>6. I enjoyed it with my friends</td>
<td>7</td>
<td>6</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>7. I experienced tranquility</td>
<td>7</td>
<td>6</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>8. Escape from the rest of my family for awhile</td>
<td>7</td>
<td>6</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>9. It was a new and different experience</td>
<td>7</td>
<td>6</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>10. I became better at it</td>
<td>7</td>
<td>6</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>11. It brought our family together more</td>
<td>7</td>
<td>6</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>12. I got to relax physically</td>
<td>7</td>
<td>6</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>13. I was in control of things that happen</td>
<td>7</td>
<td>6</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>14. I developed my skills and ability</td>
<td>7</td>
<td>6</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>15. I was able to be away from my family for awhile</td>
<td>7</td>
<td>6</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>16. It gave me a chance to be on my own</td>
<td>7</td>
<td>6</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>17. How important was participating in this program to you?</td>
<td>Very Important</td>
<td>Somewhat Important</td>
<td>Not Important</td>
<td></td>
</tr>
<tr>
<td></td>
<td>7</td>
<td>6</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>18. Which of the following statements reflects your overall satisfaction with this program?</td>
<td>Delighted</td>
<td>Pleased</td>
<td>Mostly Satisfied</td>
<td>Mixed</td>
</tr>
<tr>
<td></td>
<td>7</td>
<td>6</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>19. Would you attend future programs of this type?</td>
<td>yes</td>
<td>no</td>
<td></td>
<td></td>
</tr>
<tr>
<td>20. Why did you attend this program?</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Last four of social security number ____  (used only to compare pre and post test).
REFERENCES


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