

## PROJECT ELEVEN—PLEASE?

The survey questionnaire insert in this issue, regarding the APCO National Operator/Dispatcher Training Course, marks the take off point for this long-planned project.

The importance of the survey cannot be over emphasized. "Everyone", to use a cliché expression, says we need such a project. But clichés do not documentations make, so it becomes necessary, once and for all, to use the usual classical approach to initiating the work in order that an acceptable basis of need can be constructed.

An infinite variety of questions can be asked in a survey, which is a hindrance rather than a help, for the trick is to ask the right questions in the right way. Advertising and survey groups have high salaried psychologists who determine what the "right" questions are by first determining what they wish the "right" answers to be.

APCO, of course, has no desire to slant the questions in its survey, except to "force" replies, in the sense that if a person is actually interested in what the project has the potential to offer in terms of a practical training course that person should take action, not just think, about the survey.

So, we use the entreat of "please" seven times in the special survey insert, four of which simply ask you to turn the pages, one asks that you detach the questionnaire card and two request that you do something about the questionnaire if, indeed, you are interested in the project.

So, since we have now exposed our hidden hooks, we submit that we are offering a fair deal. The rest is up to you.

the other considerations which were examined and subsequently determined to be necessary during the course of devising the survey questionnaire.

First, of course, was to judge what information was desired, and, its minimum extent. A considerable number of man-hours were expended in this effort, and the questions you see in the survey card represent an almost fifty percent reduction of the initial listing of questions. Even so, one may reasonably wonder about some of the questions and their phrasing. You may rest assured that every term of every question has a definite purpose. The analysis form that will be used in compiling the responses amounts to five typewritten sheets.

Secondly, we want everyone who reads the BULLETIN to respond to the questionnaire, because in this manner we obtain the level and type of interest. "Everyone", in this sense, means members and non-members from third trick operators to Governors, Congressmen and FCC Commissioners, equipment and service suppliers, foreign readers, and anyone else. In this direction, be assured that the survey analysis will sort all of this information so that the basic need of the qualified public safety radio users will be identified. The comments and information from the other readers will furnish important supplementary information.

Lastly, it is always difficult to phrase questions in a manner that a broad spectrum of respondents will clearly understand. We have done our best in this direction, and ask that our respondents carefully read the "definition" of terms on page 19.

So now the rest is up to you, because the whole project is by you and for you.

In addition, we would like to make clear a few of

Let's go.

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