

MESSAGES BY DIFFERENT MEDIA FOR DETROIT RIOT 1967

*["How did you hear about the civil unrest, and what did you hear?"]*

Message	Radio	Television	Telephone	Person
Riot (general)	11.0	11.9	21.8	18.7
Riot on Twelfth Street	32.1	22.0	45.5	44.4
Police actions	3.6	10.2	3.6	2.1
Looting, stealing	16.5	18.6	10.9	11.2
Arson	14.7	10.2	12.7	12.4
Streets blockaded	1.8	0.0	1.8	2.1
Curfew	8.3	11.9	1.8	2.9
Unlicensed club raided	7.3	11.9	0.0	3.3
Ideological statement	0.9	1.7	0.0	2.9
No response <i>[incomplete answer]</i>	3.7	1.7	1.8	0.0
Total	100%	100%	100%	100%
Number of Respondents	109	59	55	241

*Data set based on interviews with 491 persons, representing some 10% of all direct arrests during four day civil disturbance.*

Table drawn by B. Singer, "Mass Media and Communication Processes in the Detroit Riots" (1970); *emphasis and comments added.*

CHANNELS THROUGH WHICH THOSE ARRESTED  
FOUND OUT ABOUT DETROIT RIOT 1967

Channel	Percentage of Responses
Direct Experience	26.9
Interpersonal: Phone	8.8
Interpersonal: Person	30.0
Radio	16.5
Television	9.0
Total	100.2%
Number of Respondents	491

After B. Singer, "Mass Media and Communication Processes in the Detroit Riots" (1970)  
Table based on interviews with 491 persons, representing some 10% of all direct arrests during four day civil disturbance.