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### **Abstract**

Erbring and Clarke suggest and justify specific question wordings for three sets of media-related items in the 1980 NES Survey. First, the authors address questions that measure frequency of media use and exposure and attention to various media sources. Specifically, they suggest adding questions to the survey to measure news magazine readership and TV reliance. Second, Erbring and Clarke discuss the sequence of items that measure beliefs about the "most important problem" the President will have to face. The authors argue that nontraditional wording and follow-up probes should be incorporated into the survey questions in order to better gauge public opinion. In addition, the authors argue that multiple responses should be allowed for the most important problem question. Finally, the paper addresses possible survey questions concerning presidential candidates and their campaigns. The authors suggest adding follow-up questions to probe agreement/disagreement among respondents' interpersonal communication partners.