

Appendix A: Community Survey Results

The responses to the online community survey conducted by KBOO from April 14, 2011 through May 7, 2011 are listed below, in the order in which they were asked. There were one hundred respondents, many answered several questions. Very few answered all questions. The responses to the final question in the survey do not appear here because they are related directly to the completion of the strategic planning process, which was completed in June 2011.

1. What is the single most important improvement you would like to see happen at KBOO?

- Internet streaming
- Better, more consistent music programming ...for programmers to recognize that doing radio is a privilege, not a right.
- To continue to broadcast out to the gorge
- Hire a real executive director who can lead the organization
- Financial sustainability if coupled with sustainable leadership
- Better communication with staff and volunteers
- Bring new faces to talk radio in the mornings
- Continue building on improvements in mutual respect and communication within the organization.
- Confirmed, factual & balanced information that the community can trust - it is SUCH a rare thing to offer! ... see how KBOO can partner with OPB and KMHD. These are 3 fantastic stations and it would make more sense to support all 3, as a strong package.
- Programming; higher standards, better training, more variety
- More visibility and marketing of KBOO.
- Less insular – more friendly and welcoming to public
- Improved performance of the radio hosts
- ... a daily or weekly program...[to]... specifically tell us what our politicians did today or this week with emphasis on Oregon's elected office holders.
- Constantly improving outreach and program promotion, both inside and outside the station. This should be on everyone's mind all the time. We must think like a business promoting itself in the world.
- Get rid of old stale programming that survives only because KBOO is so change resistant. That and train people more so production quality is better, especially for news.
- Provide listeners-supporters with a weekly hour on-air discussion with board members about the operation of KBOO. It can be a call-in or focus group.
- Less call-in shows
- More youth involvement
- Less underwriting
- Get more listeners and members!
- Replace a lot of the Latin music.
- Strengthen national and international presence and connections.
- Change. I've long observed that change is not a KBOO value.

- Establish consistent funding sources so you don't have to do the annoying pledge drives so often and so long.
- When I go to your site, I want to see Upcoming Events in the region, such as Anti War rallies.
- Use all of our capabilities--HD radio and 2nd web stream
- Intergenerationalism
- Playlist that shows the time it played so I can tell which song it was that I loved so much!
- I want KBOO to live up to its potential, and the only way it can do that is to start from the inside, going outwards.
- Subscription podcasts
- KBOO needs to make air time available for opinions and positions that are unpopular at ... KBOO! On every issue of the day, the programming is so predictable! If anyone tries to offer perspectives that differ with the predetermined attitudes and positions of the long-standing hosts and management ... they don't get on the air.

- The level of dissension that seems to exist in the KBOO community disturbs me. People feel strongly about things, but there doesn't seem to be a common shared direction and feeling of goodwill.
- Unbiased news
- Stability with station managers and with board of directors. There is currently too much turnover.
- I'd like to see all KBOO programming archived and available via the web.
- More balance in politics.
- If you hang ... around KBOO long enough, you'll see the entire shiny beast for what it really is. A mass of confusion that a lot of hard working people try to organize on a daily basis.
- Increased web presence and use of the website by programmers.
- Staffing organized to stabilize the place!!! Get the collective management thing figured out quick.

2. KBOO would like to expand and improve its Internet services. Would improved streaming of your favorite shows result in you:

Listening more:	56 responses
Providing increased financial support:	15 responses
Becoming a volunteer:	9 responses
Other:	Activism; Subscribe to podcasts

Comments:

- Streaming doesn't address the fact that listeners are not able to tune in live to their favorite programs. An archive of past programs would allow listeners to time-shift and listen on their media players.

- KBOO needs a secondary stream to utilize the many talented volunteers who would like to become programmers but are gridlocked out by tenured programmers or long-running programs that get handed off to friends.

3. Grant funding is one element of KBOO's new financial strategy. Many foundations and trusts are located in Portland and provide grants for public purposes. Do you have a specific concern about KBOO seeking and receiving grant funds? (please specify)

YES: 13 responses

NO: 66 responses

The majority of specific concerns were related to "no strings attached" or corporate interests of funders as well as fears that grant funding would impede KBOO's independent reputation.

4. Do you have a clear idea on how to develop a new revenue stream for KBOO...or expand existing fundraising methods?

- Greater visibility
- Focus KBOO brand (5 responses)
- Better programs
- Raffle/auction
- Raising money for specific projects, versus for general funds
- Rent studios
- Isdn line
- More friendly
- Station in Eugene
- Social media networks/knowing your audience
- Increase major donor giving
- Hire fundraising staff
- Fundraising training for development staff and membership
- Fundraising in outlying listener areas
- Develop a way to collaboratively partner with "competitors," e.g., we want to donate to many local and worthy causes, such as OPS, KMHD, City Club, Audubon, Portland Public School Foundations, etc., but simply can't. How can all of the great causes find common ground, share resources, help each other?
- Tee-shirt design contest advertised to all art departments of colleges, art school high schools, would interest students to discover KBOO. Maybe a \$5 entry fee. Awards at a summer music venue. Publish all appropriate entries online for listeners to vote on.
- Quality has to go up. There is a vacuum in local news. More news, less commentary.
- You could assist those in translator land to help you fund raise in our communities.
- You should make some ability to donate without giving up personal information.
- Maybe be more aggressive in drawing comparisons between KBOO and OPB Radio during pledge drives. There must be others who feel the same way, but if you could provide examples of how KBOO's reporting is more honest than OPB's, or how it is different/better, I think you might pick up some additional supporting members.

- Expand the youth programming, could possibly increase support for future revenue.
- More dances, parties, events. More fundraising concerts. Have a biodiesel or hybrid van go around the country promoting KBOO (online). Get a Washington DC lobbyist! Use eBay to sell KBOO gift packages and memberships. Create a local annual event that becomes part of local tradition. Get more of the uber rich to donate. Work with State government to add a bigger tax incentive for donating to KBOO specifically. Build solar for the building and broadcasting needs - eventually you will be able to sell excess electricity back to the power companies.
- Auction local wines/local vineyards or a CSA share from local farmers etc.
- Grant writing should be front and center. Many foundations focus exactly on what you are doing.... what has been keep you from going after grants in the past? seems very strange.
- Grassroots communication; word of mouth. also, there are websites that exist to raise money; these sites are set up for people to discuss which projects or businesses they need funds for.
- Start from the INSIDE OUT. If things on the inside are good, then things on the outside will be good. There's just no way that KBOO can successfully move into the future as long as it's filled with fear-based power-over types.
- I would listen even more if it weren't such laborious process to search out and download each individual audio file.
- Directly appeal to major donors.
- There seems to be very little representation of the Asian community on KBOO. No Chinese, Japanese, Korean, Taiwanese, Vietnamese, Thai, etc. I'm not sure if KBOO has previously attempted to reach out to these communities, but it would be nice to have some discussion or music from these communities as well.
- No, but I will think about it. I think we need to build on our strengths - i.e., older listeners (I am in my 60's) who have some money, and explain how we (KBOO) are reaching younger people and why that is happening. I am not sure that it is happening.
- Charge for trainings to the public (non-volunteers).
- Have shorter, more frequent membership drives. The three-week model is too long and cumbersome. Instead, try 3 1-week drives and special fundraising days.
- Perhaps a second web stream could generate its own revenue stream via underwriting.
- Direct outreach to target demographics to recruit programmers. Training programmers & other volunteers in effective fundraising.
- KBOO does some outstanding shows on current and controversial topics. I think we can promote them better.
- You have to get over the culture of poverty thing before you come up with ideas. Anybody who is against "capitalist" ideas for charging \$ for things is an idiot. This is a longstanding roadblock.
- It would be cool to have a "swag" store on the KBOO site, shopping cart and all.
- Here are some random ideas: 1) social enterprise towards earned income might be a good way to go, such as provide podcast or audio services for nonprofits (maybe it's recording and podcasting lectures or panels, or helping a nonprofit create audio stories or features); 2) partner with groups to develop oral history projects that could be co-funded or grant funded; 3) get indie musicians to donate songs that you could charge for download. 4)

kick starter campaigns for specific projects; 5) provide in school or after school programs.

- KBOO license plates

5. KBOO has a community education component of our mission. Should KBOO provide training and skill building in radio media to the general public, children, interested parties, and for other locations that are starting their own community radio station?

YES: 67 responses, most with “if it makes economic sense for the organization”
NO: 5 responses

Maybe under the following conditions:

- There should be some kind of volunteer requirement. People receiving free training should give something back to KBOO.
- Where the participants meet/agree with KBOO's values of inclusivity, diversity, social justice. Where the people have no other options for receiving this training--and/or are from under/not-usually-represented identities/communities.
- I think KBOO should lay off of educating others about building their own community radio station until KBOO itself is really stable financially and organizationally FIRST. I think our resources (especially staff and board) are spread too thin right now.

6. KBOO serves primarily the Portland Metro area. What three steps could we take to provide better services in this community?

The following answers received five or less votes each:

- Community events
- Announce public activities
- Local bands
- Announce local venues
- Live broadcasts
- Higher visibility
- Giveback to the community
- Improve studio phone line
- Host should post playlists
- Improve outreach and promotion
- Sponsor more special events
- Investigative reporting of local news
- Focus the brand
- Improve programming
- Partner with nonprofits
- Local government officials' interviews
- Stronger news programming
- More outreach in the exurbs
- Outreach to new arrivals

- More cohesive board with better community connection
- Better internal operations

Additional comments:

- Join or increase participation with Jobs with Justice to create broader awareness of KBOO within the labor movement and to find opportunities for providing support.
- Create "community action days" on KBOO to highlight the work of local grassroots organizations working in our community.
- Provide field trips to the station for local elementary and junior high school classes to promote awareness of broadcast media and community-base, democratic institutions.
- Weekly call-in with KBOO Board aired, more along the lines of Town Hall
- Don't yield to strip programming.
- Help create jobs in local media. Help volunteers find jobs and careers in media. Partner with more local non-profits.
- Do outreach locally
- Network with other organizations
- More focus on all the good volunteer work that is going on in Portland
- Work in the schools. Work in the music industry. Mostly not preach to the choir.
- I feel Hood River is part of the Metro area as compared to say, La Grande. We shop and attend events in Portland.
- Remove some barriers to participation--limited airtime causes us to turn away would-be DJs.
- Doing in-person outreach. Mass flyering (both station-wide and individual shows). Getting interviews with local and national publications and other media. Representing the station at media conferences and events.
- Work towards naming and neutralizing those who bring the organization down.
- 1. More interviews with all sorts of people and groups. Get everyone listening to hear someone s/he knows. 2. Find someone to donate 1000 radios with KBOO marked in neon paint, and then donate to people who will use them and share them. 3. Publicize on TriMet
- Reach out to more of Portland.
- Bring a greater diversity of programming with a manageable schedule for the great volume of listeners that, with hope, a greater diversity of programming would bring. Stop using the word Community as a buzzword.
- Re-instate the outreach position. Have a dedicated staff member for a training program
- Ask TRI-MET to put KBOO on its speakers. 2. Have a station setup at Saturday Market where people can hear KBOO 3. Go out into the community and do KBOO-inspired, radio-themed murals in all the quadrants. The best thing you can do for this community is get in their face and make them realize you are an independent radio station in Portland that is completely self sustainable. Public exposure to what's on the radio.
- Get more involved with area schools. 2) More prominent partnerships. 3) Better promotions through programs.

7. For many KBOO is a little or unknown entity in the community. If you feel this statement is true can you suggest a key step that would help make the community more aware of KBOO and its services?

- Reopen outreach coordinator position
- Development full time
- Programming on big issues
- Clever billboards. KBOO painted on the backs of naked bicyclists.
- More relevant programming that other media will take notice of.
- More self-promotion of unique content
- Community groups to use KBOO in their stores/businesses
- Think bigger as it relates to promotion
- Partnering with or sponsoring like-minded organizations - partnerships and sponsorships with educational institutions (from preschool through university) could be fruitful.
- Outreach, advertising, expand board
- More focused tabling at events, possibly motivated by the programmers, they know their audience better...maybe.
- Providing information in an objective form that would enable the listener to reach their own viewpoint. Play music during prime times that has broader appeal.
- Although the charter may have had a noble start, it's outdated and becoming a hindrance to the station, fiscally.
- If KBOO completely re-framed the playing field, in terms of a bold collaboration with other PDX+ community-facing services & value, this would be game changing and could be made visible to the community. WOW, can you imagine? What if KBOO became the convener, along with a few core partners (also struggling), that could completely re- envision how all our fantastic community resources could partner together, share resources, cross-pollinate, and bring "the BEST" to our community based on what it values?
- More visibility, more outreach to new residents, flyers and the program guide in more and different places.
- Expand service area
- Organize Corvallis to maintain service
- Place someone on City Council. For every commercial billboard that gets approved in city limits, there should be one allotted for local non-profits including KBOO
- We live in the Columbia Gorge. There is never any effort to engage our community until spring/fall fund drives--and then you only mention us as a surprise anomaly. Take the rural areas of Oregon seriously! Come out and host a show in our towns. Find a local reporter who will give regular reports on Columbia Gorge activities.
- Advertise. Advertise -- and identify key programmers and programming that might make folks want to tune in.
- Improved public relations and marketing
- Posters on Max trains. Billboards. Everyone in Portland should wear a KBOO t-shirt.
- Target the segments of the community in which KBOO is unknown. For instance, if unknown among young people, sponsor concerts and street fairs events. If unknown among athletic communities, sponsor or do coverage/interviews at sporting events.

- Advertising on billboards, flyers or other *effective* method.
- You could create a partnership with groups like Peace Fellowship, providing T-shirts and literature for many events.
- Have programming available online that people can recommend to friends.
- An ad or article in the Friday Oregonian weekend insert
- The best way to learn about anything, KBOO included, is through word of mouth. The anti-membership/anti-discussion mentality will ALWAYS hurt the organization, and no amount of agenda setting and/or censorship will conceal it. KBOO keeps whatever reputation it earns. So again, fix the inside, and the outside will fix itself. No cheating--
- Do something heroic, and make sure it shows up on the front page of the newspaper(s). Invite more youth groups, school groups, and senior groups, social and political groups to speak, like a weekly intro. Forum to introduce groups to the community or to the city. Run for office. Sponsor a kayak trip, with much publicity, that paddles Oregon rivers to interview people about what they want to hear and how to get involved. Be first at something. Catch people's attention. "First community radio station ever to ..."
- Clarify KBOO's services to the Portland citizenship. I think the Programming charter is eloquently written, but doesn't really mean anything to too many people within the communities that KBOO is supposedly attempting to reach out to and empower. It is eloquent, nothing more.
- Introduce an hour-long regular new program from and about and by students on college campuses in our area. They can choose their subjects and issues. The locale can move weekly. Make it a show they want to appear on and listen to.

8. Please take a few minutes to let us know a little about your involvement with KBOO. Are you a long-time supporter?

No:	36 responses
Yes:	74 responses
Listener not supporter:	1 response

9. How often do you listen to KBOO each week?

Daily:	32 responses
Only my favorite shows:	39 responses
Every other day:	17 responses

10. Are you a current supporting member of KBOO?

Yes:	69 responses
No:	28 responses

11. Are you a past supporting member of KBOO?

Yes:	73 responses
No:	14 responses

12. Have you never been a supporting member of KBOO?

Yes:	7 responses
No:	37 responses

13. Demographic Info: I identify as (male, female, transgender, etc)

Male:	39 responses
Female:	44 responses

14. Age Cohort Group (check one)

Age 18 and under:	3 responses
Age 19-35:	10 responses
Age 36-50:	33 responses
Age 51-65:	42 responses
Age 66+:	8 responses

15. Ethnicity (check one, optional)

White:	62 responses
African-American	0 responses
Middle Eastern	1 response
Hispanic	0 responses
Asian/Pacific Islander	3 responses
Native American	1 response
Other	

