

**KPFT
Community Advisory Board
Community Needs Assessment
2014**

INTRODUCTION

The KPFT Community Advisory Board is charged with the completion of a community needs assessment as mandated by the Corporation of Public Broadcasting. It was our goal to complete a thorough assessment incorporating three elements; an on-line survey, a town hall meeting, and community outreach.

In the process of completing this assessment the community advisory board discovered that as of December, 2014 KPFT has 7,258 listener members. That is 169 or 2% more than last year. In addition KPFT has three translators, one in Galveston, Texas, one in Goodrich, Texas and the third one in Huntsville, Texas. The Huntsville transmitter was dark but is back on since Thanksgiving Day, November 24th, 2014. Overall, the signal range of the Station is approximately a 50 mile radius from Houston.

The KPFT Community Advisory Board, also known as the “CAB”, currently has eight members; Lena Baines, Tim O’Dowd, Anisa Faruqi, Marianne Martinez, Carol McGregor, Rosie Soto, Sue Wittie, and Susan Young.

In this year’s report the CAB made stronger efforts in preparing a more complete assessment instrument incorporating as many forms of listener participation as possible. In 2014 the KPFT CAB was able to hold a town hall meeting as well as outreach into several communities. An on line survey ran on KPFT from approximately September 30, 2014 to November 29, 2014.

PURPOSE

The purpose of the community advisory board is outlined by the Corporation of Public Broadcasting (CPB), and found in the CPB “Community Advisory Board Requirements”. As stated in Section II. B. 1. , *“the law provides that “the role of the board shall be solely advisory in nature...”It also stipulates that the board shall advise the governing body of the station and therefore must be distinct from and independent of the governing body. The purpose of the advisory board is to provide a vehicle for effective community input to the stations governing body about station programming, community service and impact on the community from the station’s major policy decisions. Congress believed that the establishment of community advisory boards would assist the stations to develop programs and policies that address the specific needs of the communities that they endeavor to serve.”*

The KPFT Community Advisory Board sees its purpose from two perspectives. First, our intent is to provide station listeners and members with a means in which to express their views, thoughts and concerns about Station programming. In addition, we wish to inform the station’s governing body about community services that are provided by the station. Secondly, we hope to assist management with a tool they can use for decision making, discussion and issues concerning Station programming.

The KPFT Community Advisory Board believes that change is constant. For this reason the CAB intends to grow, change and improve the community needs assessment on a yearly basis. This document covers the period from January through December of 2014. Our purpose is to present the station’s governing body and management with feedback from station listeners and members concerning their views and concerns about KPFT. This will be accomplished through outreach, town hall meetings and a community needs survey. All efforts are and will be accomplished in a timely manner by any and all members of the community who wish to serve on the CAB.

DATA COLLECTION

Outreach

Collecting data for the community needs assessment was accomplished in three ways; outreach into the community, holding a town hall meeting and completing a community needs survey.

The CAB outreached to a variety of groups and events from May through July 2014.

- 1.) Art Car Parade (May 10th, 11am), near town along parade route and KPFT tent. Passed out flyers for upcoming town hall meeting and talked with individuals about KPFT.
- 2.) Progressive Left Alliance (Tuesday, May 27th, 7pm), LLU, 2990 Richmond Ave. , 6th fl. Room 13
Tim O'Dowd gave a brief over view of the CAB town hall meeting, handed out flyers and invited all to attend.
- 3.) Harris County AFL-CIO Union Hall (Wednesday, May 28th, 7pm)
2506 Sutherland.
Tim O'Dowd and Marianne Martinez spoke to union members, handed out flyers and invited all to attend.
- 4.) Sierra Club (Thursday, June 12th, 7pm)
St. Stephens Episcopal, 1805 W. Alabama
Tim O'Dowd and Marianne Martinez spoke to the membership, handed out flyers and invited all the attend.
- 5.) CAB Town hall Meeting (Saturday, June 21st, 1pm-3pm)
2506 Sutherland.
- 6.) Miller Outdoor Theatre (Thursday nights in June)
Carol McGregor and Augie passed out CAB town hall flyers.

The primary purpose of the outreach effort was to inform people about KPFT, recruit new members for the station and invite individuals to the CAB Town Hall meeting held in June 2014. Presentations and prepared speech were given to groups encouraging them to support KPFT and become members of the station. Flyers and membership slips were distributed during all outreach events.

Town Hall Meeting

On Saturday, June 21st 2014 the KPFT Community Advisory Board held a town hall meeting at the AFL-CIO Union Hall at 2506 Sutherland, Houston, Texas.

The intent of the meeting was to:

- educate the community about Pacifica
- encourage interest in KPFT
- obtain feedback on how communities can be better served by KPFT

The meeting began at 1 p.m. and ended at approximately 5:30 p.m.

There were a total of 24 people in attendance at the meeting, 5 CAB, 3 LSB, 1 programmer, 1 staff, and 14 community members.

The 2014 CAB town hall meeting was promoted by several methods:

Flyer invitation

Flyers were posted in strategic locations at the station and various places where members are actively involved

KPFT website

Promotional ad was placed onto the KPFT website

KPFT PSA's

PSA's were played on the air

E-mail blast

CAB town hall was included in the station events email blast

Outreach

Flyers were passed out at:

Art Car parade, Progressive/Left Alliance, Harris Co. AFL-CIO, Sierra Club, Miller Outdoor events

Attendees:

Five CAB members were at the meeting; Carol McGregor, Tim O'Dowd, Marianne Martinez, Susan Young and Rosie Soto.

There were three LSB members at the meeting; DeWayne Lark, Nancy Saibara-Naritome, and Adriana Casanave.

There were two programmers and one staff member at the meeting; Cliff Smith, Obidike Kamal and Lydia Wacasey

Plus, there were 14 individuals from the community present.

Town Hall Meeting Agenda

Attendees sign in and completing of survey.

Showing of documentary, “*KPFA on the Air*”.

Round table style discussion with topic of, ‘**how can KPFT better serve the community you represent**’?

Passed out pledge forms.

Passed out volunteer forms,

Community Needs Survey (see appendix A)

The CAB accomplished most of it’s planning over the internet. A sub-committee of the CAB (the “survey committee) prepared questions for the survey and then brought their recommendations to a CAB general meeting where all members of CAB participated in the finalized version of what would be the CAB survey. In total there were 12 questions on the survey, 8 questions were open ended questions and 4 questions were multiple choice.

The community needs survey was posted onto the KPFT website for approximately two months, from September 30th, 2014 until November 29th, 2014. There were also two email blasts sent out from the Station to listener members encouraging them to complete the survey. CAB survey promos were also played on the radio for approximately 4 to 6 weeks, in rotation of about 2 or 3 times a day.

ANALYSIS

The Community Needs Survey

The KPFT community needs survey consisted of 12 questions. Eight of the questions were open ended and four were multiple choices. There were a total of 112 responses. This was significantly lower than our survey in the previous year which was 429.

Station management provided CAB with enhanced survey monkey tools that provided visual representations of the results and enhancing the reading of this report.

Question number one asked participants **“if they are currently members of KPFT”?**

70.9 percent of the responders said that they were members; the other 29.1 percent said that they were not members.

Question number two asked those who were not members, **“What would convince them to become members”?**

We grouped those responses into two categories; those who have limited financial resources at this time and the other group who were confused about what “membership” meant.

Question three asked responders **“how they listen to the station”?**

Over half of the responders,

53 percent stated that they listen to the station on a radio in their car.
29 percent listen to the station on a radio at home, and
12 percent listen to the station on a radio at work.
There were no responders who said they listen by way of a portable phone.

Question four asked responders, **“what programs do they listen to on KPFT?”**

Although all of the stations’ programs received some votes from their listeners the top five programs with the most votes in reverse order with number one having the most votes were:

- #5 - All Blues Programs
- #4- BBC
- #3 - Lone Star Jukebox & Spare Change (tied)
- #2- Wide Open Spaces
- #1 – Democracy Now!

Question five asked participants **“when do they listen most during the weekdays?”**

The majority of responders listen between the hours of 6 am to 3 pm.
34 listen from the hours of 3 pm. To 7 pm.

18 listen from 7 pm to 10 pm.
 4 of the responders said they listen from 10 pm to 2 am, and
 5 listen from 2 am to 6 am.

Question number six asked responders, **“When do you listen most during weekends?”**

19 listen from 6 am to 10 am.
 68 said they listen during 10 am to 3pm.
 24 said they listen from 3 pm to 7 pm, and
 11 listen from 7 pm. to 10 pm.
 9 of the responders said they listen from 10 pm to 2 am, and
 2 listen from 2 am to 6am.

Question seven was an open ended question. It asked participants, **“How can KPFT better serve the community?”**

40 of the 112 participants did not answer this question.
 16 said that KPFT was doing a great job serving the community. There were
 15 participants who gave different answers ranging from “training in radio
 operations”, to “preferred programming”. Another
 15 participants felt that KPFT could better serve the community with more
 outreach events/efforts. There were also
 15 responders who said that KPFT can better serve the community with “news,
 traffic and weather information”.
 2 responders wanted the BBC back on the air and
 9 said there should be more music.

Question number eight asked participants, **“What do you like about KPFT?”** The
 responses basically broke down into four categories;

music, community, diversity and commercial free.

Question nine asked participants, **“What would you like to change about KPFT?”**

33 responders skipped this question and
 14 said they were not sure.
 15 said they would like “more music”,
 3 said a “better signal”,
 3 said bring back the BBC,
 9 said less fund drives, and there were 35 who gave a variety of other responses.

Question ten asked responders to **“Describe KPFT in 10 words or less”**. There were a
 variety of answers but our favorite three are:

- Underground radio frequency for the enlightened
- Radio by the people, for the people
- A beam of light on the FM dial

Question number eleven asked responders for their **home zip code**.

19 did not answer this question and 93 did. There were 61 different zip code areas provided.

The zip codes that repeated the most were;

- 77058- S.E. Houston-Clear Lake area,
- 77084- W. Houston- Katy,
- 77018, 77008, 77006 - Inner Loop
- 77373 - N. Houston-Spring, and
- 77550 - Galveston

Question twelve asked responders **their gender**.

60 percent answered male and
40 percent answered female.

Question thirteen asked responders **their age**. The breakdown looked like this;

- 20's - 7
- 30's - 10
- 40's - 13
- 50's - 32
- 60's - 24
- 70's - 2

Question 14 was an **optional question allowing responders to self-categorize** if they wish. The majority skipped this question. It was answered by 48 participants.

Those responders who answered this question self-categorized themselves in the following ways,

- employment
- race
- marital status
- politics
- sexual preference

Question 15 was simply for "other comments". The majority skipped this question. It was answered by 41 participants.

We recommend that management and Local Station Board look at these responses to better understand what listeners are thinking about KPFT. Some examples of responses follow:

“I am aware of the economic consequences of airing programming not financially supported by the KPFT community, but I really miss the BBC, Garrison Keillor and This American Life.”

“I’m not sure why young people don’t listen to KPFT- when I drove my daughter around on weekends KPFT was always on but she never listens to it on her own. She is 22 now and she listens to pop stations like 104.”

“KPFT is one of the best things about coming to the Petro Metro”

“I tell everybody to listen. But a better way to get out the word is needed. Hot air balloon? Street theater? Wish I had a better idea.”

“We give when we can and truly believe in what you are doing. Wish we could get the word out to the rest of Houston. Guess billboards would be too expensive?”

“Moved to Houston 4 years ago from NJ and mourned losing WBGO. (Did not otherwise mourn leaving NJ.) Found them online, but also found Houston has great public radio, too!”

“I have used the Kroger ‘neighbor to neighbor’ barcode for KPFT when shopping at Kroger, but I am not really sure what it does. This kind of program could be better promoted during fund raising. When I moved to the Houston area about three years ago, I learned about KPFT from a “90.1 Radio for Peace” bumper sticker. KPFT could disperse more of these by sending them to donors, ect.”

The Town Hall Meeting

Overview - The CAB Town Hall meeting was held on Saturday, June 21st, 2014 at the AFL-CIO Union Hall on Sutherland. Methods of promotion were; flyers, KPFT website, email blast, KPFT promos and outreach. There were 25 participants at the town hall meeting. A documentary about Pacifica was shown to the attendees.

Although there were a total number of 25 attendees, CAB was expecting a larger turnout. We feel that practice and experience will draw larger crowds as we move ahead with these meetings in the future.

Outreach

Overview- CAB outreached to a variety of groups and events in 2014, mostly in the months from May through July. The purpose of the outreach effort was to inform the public about KPFT and spread awareness of the upcoming town hall meeting in June. CAB intends to increase our efforts this following year by using strategies that will enable us to be more effective. These plans need to be collaborated with other parties prior to taking effect. One of the ideas CAB has thought of developing is a sub-group of rotating members who will work as a “street team” at KPFT and other Houston area events.

SUMMARY OF RESULTS

The Community Advisory Board outreached to a variety of groups and events from May through July of 2014. There were six different events where CAB was able to speak to large groups of attendees about KPFT. CAB held a town hall meeting in June 2014 and although turnout was small we felt a degree of success with this meeting. There were 14 members of the listening community who were not a part of the radio's staff, governance or CAB.

This year's survey was not as successful as the one from 2013. This year there was less than one third of the responders we had last year.

In addition, although the total number of responders was small (112), one fourth of those responders said that they were "not" members of the station.

Other information we learned from the survey results;

- **Over 50% listen to the station on a radio in their car**
- **Top 5 best liked programs are also highest in pledges**
- **Most responders listen during the week from 6 am to 3 pm**
- **Most responders listen on weekends from 10 am to 3 pm**
- **CAB Survey "open ended" questions were often skipped**
- **Words most used to describe KPFT: music, community, diversity, commercial free**
- **There are many listeners in suburbs and nearby towns.**
- **Median age of responders was: 49-69 years of age**

OBSERVATIONS AND RECOMMENDATIONS

LAST YEAR

In last year's assessment there were four items of observation that we brought to the attention of the Station. These were; technical issues, fundraising, membership and community services.

Due to the nature of "volunteer" operated radio there will always be instances where the audio is not perfect. However we do want to commend station management on their effort to make improvements and to ensure that the transmitter in Huntsville got turned back on.

This past year membership levels have increased by 2 percent. We see that as a significant amount so long as it continues to increase.

Community services were also a concern mentioned frequently in last year's survey responses. The Station made great efforts encouraging participation from old and new listeners and members. An excellent example was the recent "Focus Groups" that were organized and brought many people who listen to the Station together to talk and exchange ideas on how to keep the Station moving forward.

THIS YEAR

Outreach- This year CAB will be focused on more outreach. We'd like to reach out into areas both inside and outside of the loop. We also realize that although it's important to remember that we are "separate and distinct" from governance and staff, it may be beneficial to work on projects with station staff and LSB outreach committee.

Town Hall Meeting (s)- CAB will hold at a minimum, one town hall meeting per year. Having that meeting at the same time each year would enable community members to know and anticipate when the meeting will be held. Consequently they will plan for the meeting and attend.

Community needs survey- We would like to have the survey run at about the same time each year so that listeners can anticipate when to expect the survey. We hope that might help get our response number higher than they were this year. In addition, CAB will work to make the survey questions easier to answer, while at the same time gathering relevant data we need from the listeners.