

KPFT
Community Advisory Board
Community Needs Assessment
2013

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. Due to constraints, primarily time issues we were limited to only one of the elements we were wanting to achieve. This Assessment is based solely on an on-line survey which ran on the KPFT website from late August through mid-November 2013.

In the process of completing this assessment we also discovered that as of December 10th, 2013 KPFT has 7,089 listener members. In addition KPFT has three translators, one in Galveston, Texas, one in Goodrich, Texas and the third one, currently dark is in Huntsville, Texas. 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 ten members; Alan Alan Apurim, Lena Baines, Yuru Huang, Tim O’Dowd, Krupa Parikh, Carol McGregor, Rosie Soto, David Stahl, Susan Young and Marianne Martinez.

The CAB agrees that stronger efforts should be made in 2014 to prepare a more complete assessment instrument incorporating as many forms of listener participation as possible. Our goal is to complete a town hall meeting before August of 2014, which will be in addition to an on-line survey and outreach efforts into the community.

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 2013. 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

CAB subcommittee working group (Krupa Parikh, Timothy O’Dowd and Marianne Martinez), created the assessment questionnaire (*see Appendix A*). The questions were then placed onto the KPFT website by webmaster Patrick Hoyt. The CAB would like to thank and acknowledge Patrick for all his help and assistance throughout the process.

The CAB working group decided to make the survey short, there are only nine questions total. The CAB working group felt that having a shorter survey would encourage more listener feedback and involvement. Eight of the questions were multiple choices and the last question was open ended. The open ended question was designed primarily for the purpose of allowing participants to freely express their thoughts and ideas. The questions for the survey were basically brainstormed by the committee as it was the first survey that we had created. Listener feedback will be used to improve future surveys.

A public service announcement was written by the subcommittee and forwarded to management who then arranged to have the public service announcement recorded and played on a regular rotation. The public service announcement was played for approximately two months from September through November of 2013. The CAB would like to thank management, specifically Ernesto Aguilar for producing and scheduling the public service announcement.

In addition to the public service announcement an email blast was sent out to the station membership list. The CAB would also like to thank Robin Lewis for her help in writing and sending out email blasts to KPFT listener members.

Listeners were encouraged to go onto the website and respond to the survey by many of the station's programmers who took time away from their programs to request their listeners participate in the survey. We also wish to thank KPFT programmers for their help and cooperation with this process.

The majority of response to the survey occurred during the first two weeks that it played. Response then began to dwindle off for the next month or so. And the total number of respondents to the survey was 429.

ANALYSIS

The KPFT community needs assessment survey consisted of nine questions. Eight of the questions were multiple choices and the last question was open ended.

Question #1 provided participants with options concerning their status as listener members, 76% of the participants claimed to be **donating members** of KPFT. This question was answered by all of the participants, which were a total of 429.

Question #2 asked participants who were not donating, "what would encourage them to join?", 64 participants answered this question. Of those answering 43% answered that they would join had they gotten an **email reminder**. Although this line of questioning is important it may be necessary to re-word this question in such a way that all possible choices are provided for respondents to answer.

Question #3 asked, "How long have they been listening?" All of the 429 respondents answered this question. The highest answered choice was, **more than 10 years** at 58%. This question enabled us to obtain relevant demographic information.

Question #4 was, "how do you listen to KPFT?" 54% replied that they listen while **driving in their car**. The second most popular response was 52.6% stating that

they *listen on a traditional radio*. This question was answered by all of the 429 respondents. It appears that most still listen on traditional radio.

Question #5 asked respondents, “When do they listen”? This question was answered by 378 of the respondents and skipped by 52. The majority of respondents, 36% stated they *listen mostly in the morning*. The second most popular choice was 31.7% who *listen mostly on the weekends*. This question will need further examination to understand why so many listeners chose not to answer this question.

Question #6 asked respondents to identify the kinds of programs they prefer. 75.7% listen to *music programs* and 62% listen to *syndicated news programs* such as Democracy Now! This question was answered by all of the 429 respondents.

Question #7 asked respondents to rate a group of questions. The majority of the respondents answered that they felt *KPFT exposes them to information not heard anywhere else*.

Question #8 was answered by all of the 429 participants. This question tried to discover what turns listeners off. At what point do listeners change the dial. The majority, 40.7% stated that they turn off the dial when the *show they are listening to is over*.

Question #9 was an open ended question designed to allow listeners to express their thoughts about KPFT and provide suggestions for improvement. Answers to the open ended question have been organized into four categories; *music, general compliments, negative comments and a variety of suggestions*.

The total number of respondents who answered question #9 was 246 or 57% of the total respondents to the survey. That amount is a little more than half of the total respondents.

Of the total question 9 respondents 70 or 28% made comments concerning “music”. The majority of the music comments were positive. Only 8 of the total music comments were negative in nature.

The next category of response was “general compliments”. Of the total number of question 9 respondents there were 37 or 15% complimentary comments. These comments were mostly complimentary in nature and gave no suggestions for improvement or change.

There were also some comments of a negative nature. We found 37 or 15% of the total question 9 respondents to be of a negative nature. Although negative feedback can sometimes be useful the nature and tone of these comments did not seem productive.

The last category of responses we refer to as a “variety of suggestions”. These included a total of 96 or 40% of the total question 9 responses. As stated above, although some of the responses were satisfied customers and some were negative in nature...there were quite a few with good suggestions and ideas for improvement. It is this group of 96 responders that we feel is worth taking a closer look at. Some of their suggestions are sincere and unique. To survive in the 21st century we feel KPFT should give serious consideration to this group of recommendations.

And lastly, there were 3 responses to the survey, a little over 1% which simply stated “no comment” in their response.

SUMMARY OF RESULTS

Results from the survey provided us with information about listener/members of KPFT. The results are summarized as follows;

Those who participated in the survey are mostly...

- Donating members
- Regular listeners
- Have listened for more than 10 years
- Would like “email reminder” when their membership has lapsed
- Listen to KPFT on traditional radios
- Listen to KPFT on their car radio
- Listen in the morning hours.
- Listen on the weekends.
- Feel that KPFT exposes them to music, news and information not heard elsewhere.

In addition, 246 of the total 429 respondents provided feedback and suggestions for improvement.

OBSERVATIONS AND RECOMMENDATIONS

The results of the KPFT CAB survey suggest to us that there are several issues of concern to the community. These items are broken down into four groups; technical issues, fundraising, membership, and community services.

Observation: *Signal problems* were a recurring issue mentioned by survey respondents. Poor signal quality from time to time, problems with the HD channel (seems to get stuck in a loop), and the overall sound quality (static can be heard on the air). We discovered through our survey that the majority of listeners still listen to KPFT by radio. Many respondents mentioned listening on the internet but the majority still listens by radio or in their car radio.

Recommendation: *Priority should be placed on improving the radio signal.* Fund raising could be organized specifically for this purpose.

Observation: *Too many fund drives* was another issue raised by listeners. Listeners feel that fund drives are too frequent.

Recommendation: Alternatives to on-air fund drives should be used to supplement the fund drives. For instance, *more fund raisers* similar to the KPFT birthday bash.

Observation: *Membership* is relatively low, KPFT currently has 7,089 members.

Recommendation: Efforts must be made on all fronts to *increase membership*. In addition, retention of our current membership is essential. Email reminders are a good way to staying in touch with members. It is also recommended that the membership data base be continuously updated.

Observation: Many respondents mentioned the need for more *community interaction*. Ideas such as the creation of a *speaker's bureau* and a *volunteer street team* were just two of the many ideas suggested by respondents.

Recommendation: CAB, LSB, and KPFT staff should review some of these suggestions and implement them.