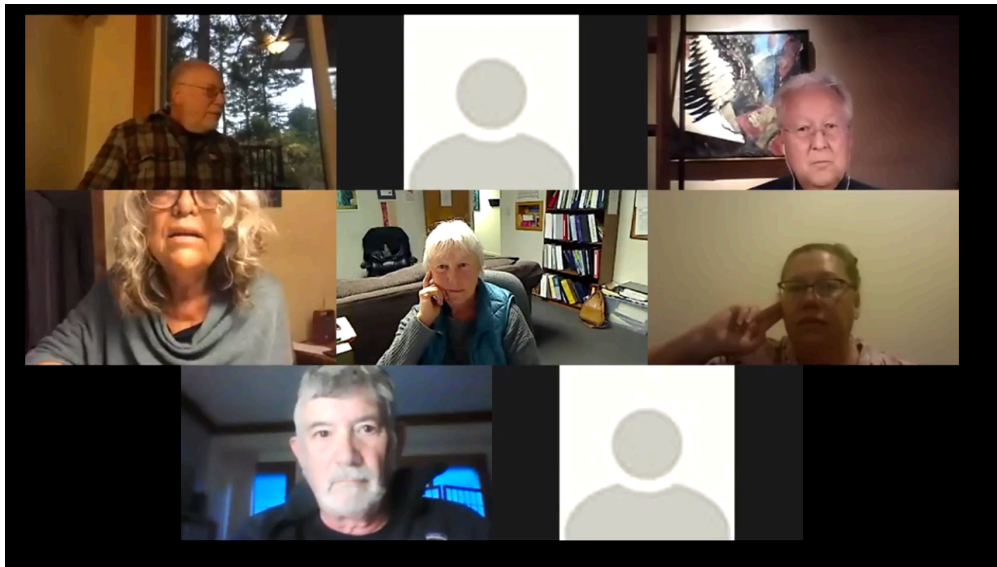


KZYY & Z Community Advisory Board (CAB) Annual Meeting via ZOOM Called to Order - Friday, November 13, 2020, 5pm PST

MEETING MINUTES

In attendance: Andy Stein, Tom Dow, Marty Durlin, Judy Albert, Cynthia Click, MK Grady, Jonathan Middlebrook, Alicia Bales, Kacy Palmieri, MaryLou Leonard (Zoom Meeting Administrator)



A. CALL TO ORDER

Introductions:

Andy Stein – Chairperson, Community Advisory Board (CAB) for the Mendo County Public Radio

Marty Durlin - General Manager, KZYY & Z

Tom Dow – KZYY Board President

Judy Albert – CAB

Cynthia Click - Volunteer

Michael Grady - KZYY Member 20 years, and Board member for 2 terms in last decade

Kacy Palmieri – Volunteer

B. REPORT FROM CHAIR

Andy Speaks to Results of Summer 2020 Listener Survey

Supporting document file name: 2020 Survey – final v1.1.pdf

MENDOCINO COUNTY PUBLIC RADIO LISTENER SURVEY SUMMER 2020

- English and Spanish Language Surveys Launched 16 July 2020 on SurveyMonkey via Email and Web-link
 - 1415 Invitations Sent via Email
 - Links to the English and Spanish Surveys Posted on the KZYX Website and Social Media
 - Frequent On-air Promotional Announcements
- Survey Closed 31 August 2020
- 597 Total Responses:
 - 594 in English, 3 in Spanish Language
 - 471 English-language Responses From the Emailed Invitation
 - 101 Responses Submitted via the Web Link
 - 25 English-language Responses Received on Paper

MCPR Listener Survey - 15 September 2020

2

- Responses were generally overwhelmingly positive & helpful.
- Not a lot of complaining.
- Low response rate from Spanish responses. However, many English language responses recommended more Spanish language programming, and Spanish language news programming.
- Slightly more than half of the emailed Survey Monkey invitations were opened:

Response to the Email Invitation

Invitations ?



562 clicked through (39.7%) ?

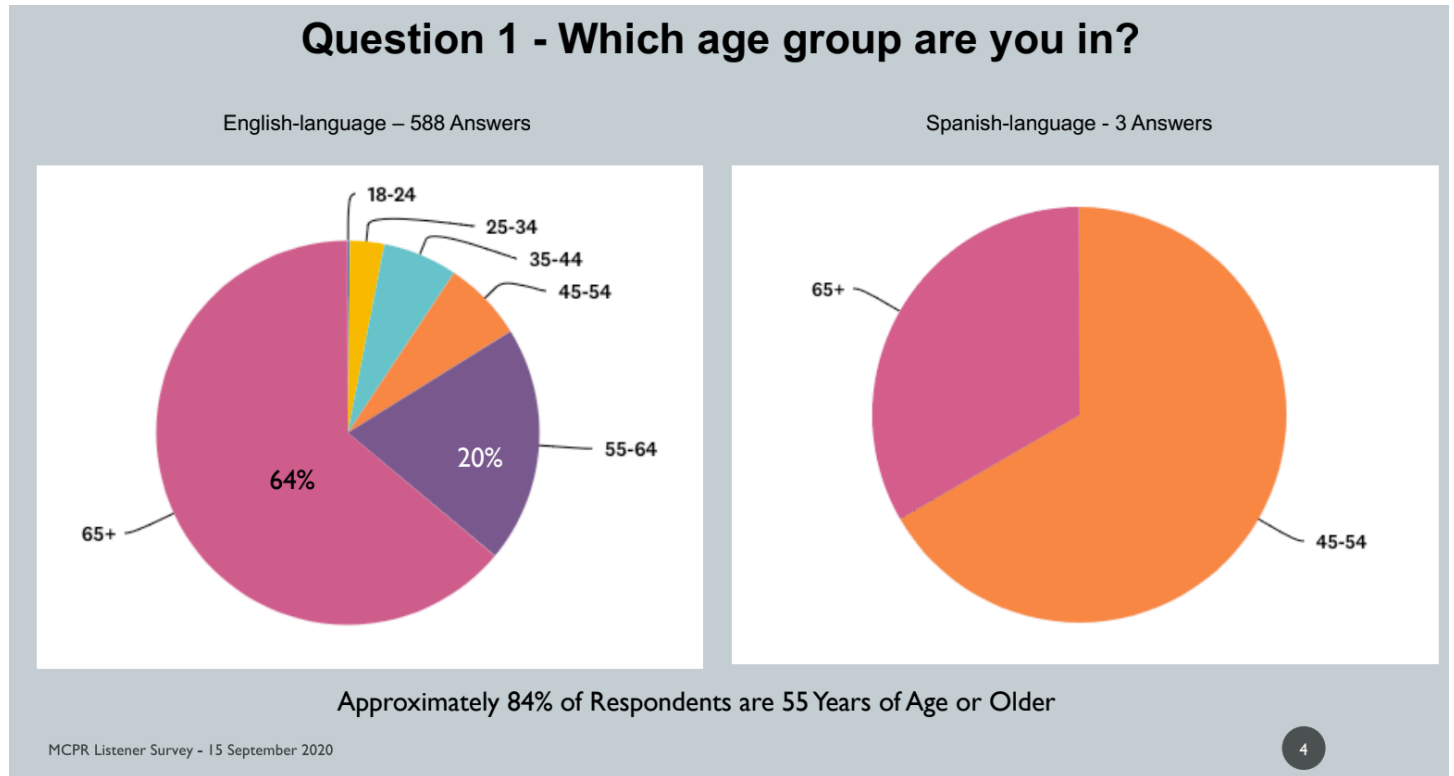
11 opted out (0.8%) ?



471 Completed Responses

- Very pleased with the rate & quality of responses.
- 562 clicked through & began the survey; 84% finished it & submitted their answers.
- 11 opted out, declined to do the survey & blocked future communications from KZYX Survey Monkey account.

SURVEY QUESTION 1:



- 84% listener respondents are 55 and older.
- Several wanted a 75+ age category.
- 65+ are active and responding. Don't know how that reflects the overall listenership. For later discussion.

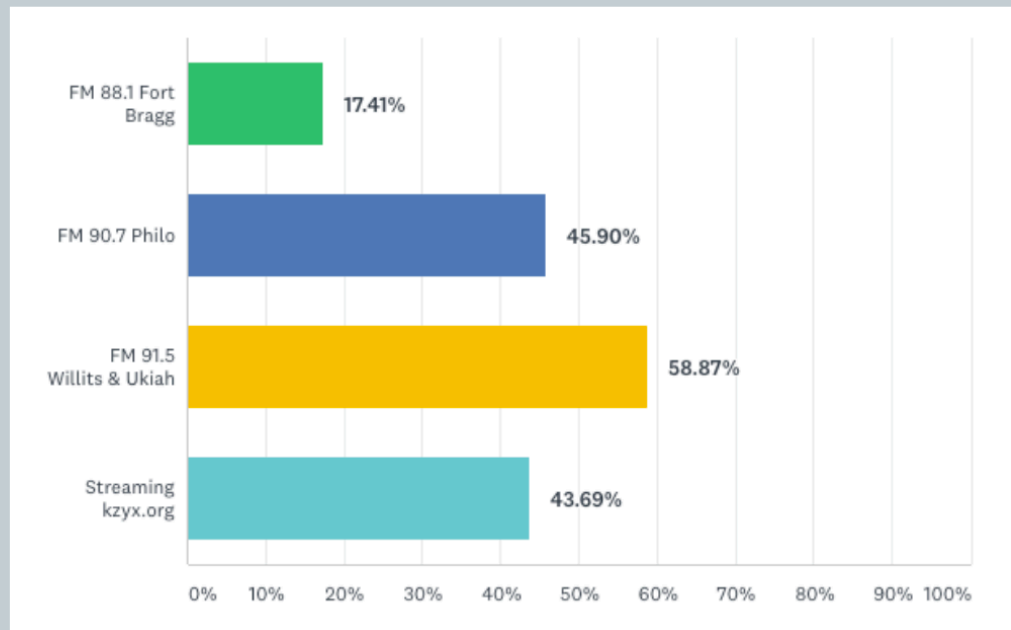
SURVEY QUESTION 2:

How do you access/listen to the station? - Multiple answers

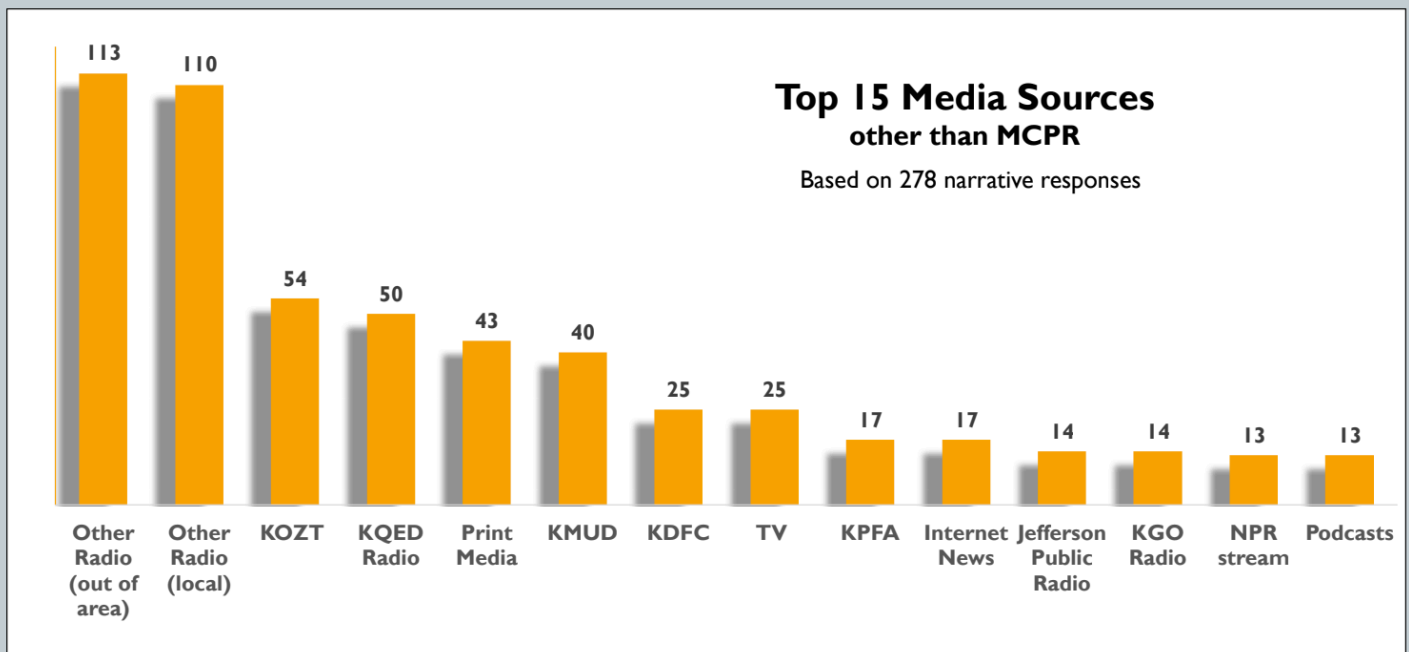
Philo more popular than Ft.Bragg – inland frequency more popular.
KOZT, KMUD, and KZYX popular for news sources.

Question 2 - Do you listen on FM, Streaming, or both? (please check all that apply)

589 Responses



Question 2 - Please list any other stations or media sources you access regularly

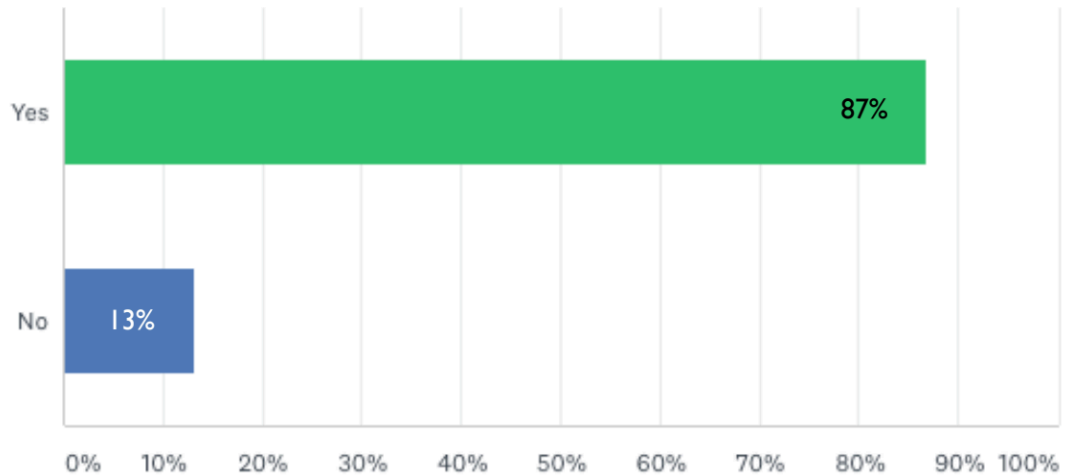


Question 3 takeaways:

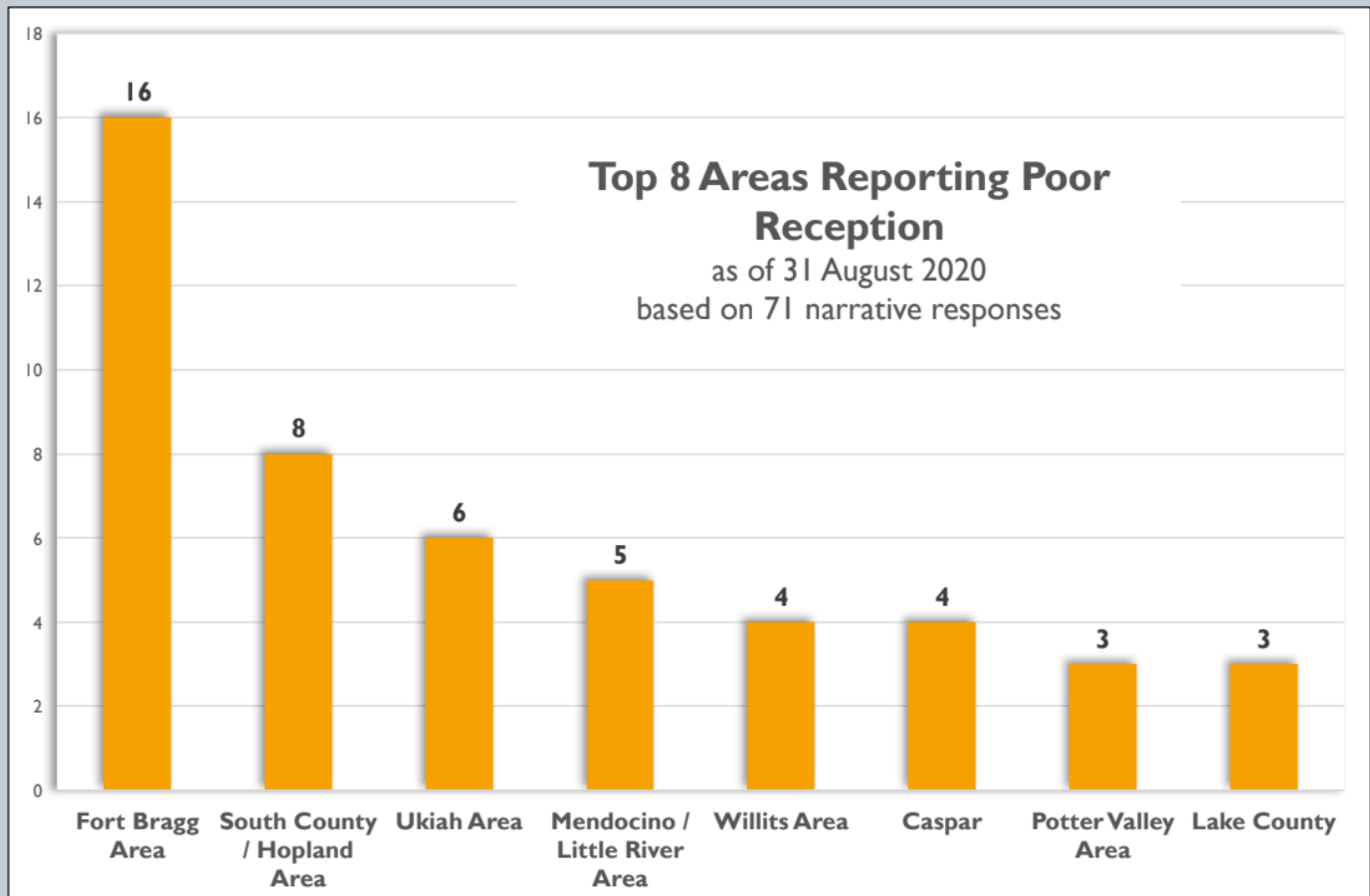
Ft. Bragg 88.1 FM reportedly has the worst reception. Marty lives in FB but listens to 90.7 Philo. For the most part, listeners are satisfied with radio reception.

Question 3 – Are you able to receive a strong signal from KZYX in your location?

578 Responses



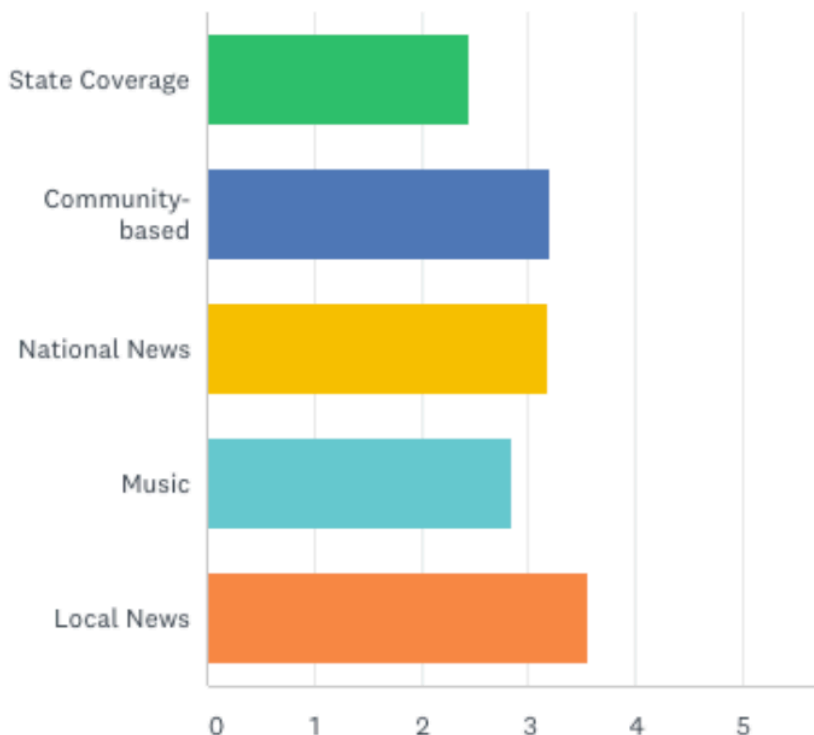
Question 3 – IF NO, please describe your location area



Question 4 takeaway: People are pleased with the balance of topics in our programming.

Question 4 - What programming is most valuable to you (rate in order of preference)?

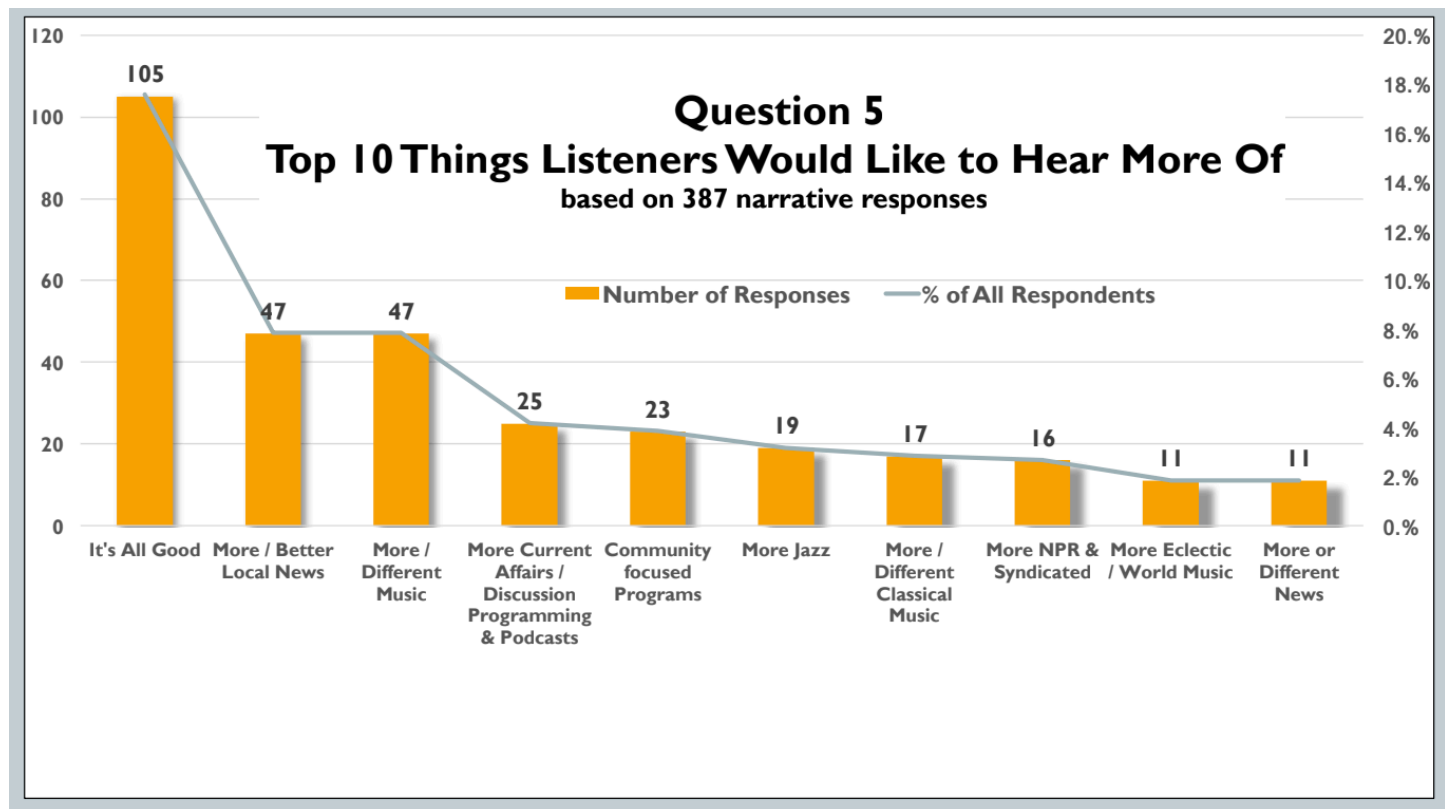
575 Responses



Question 4 - What programming is most valuable to you (rate in order of preference)? (continued)

	1	2	3	4	5	TOTAL	SCORE
State Coverage	2.29% 12	14.15% 74	29.64% 155	33.84% 177	20.08% 105	523	2.45
Community-based	25.52% 134	21.33% 112	16.19% 85	21.14% 111	15.81% 83	525	3.20
National News	30.43% 164	16.33% 88	14.10% 76	18.37% 99	20.78% 112	539	3.17
Music	22.51% 122	14.58% 79	19.37% 105	12.55% 68	31.00% 168	542	2.85
Local News	23.18% 127	35.95% 197	21.90% 120	11.68% 64	7.30% 40	548	3.56

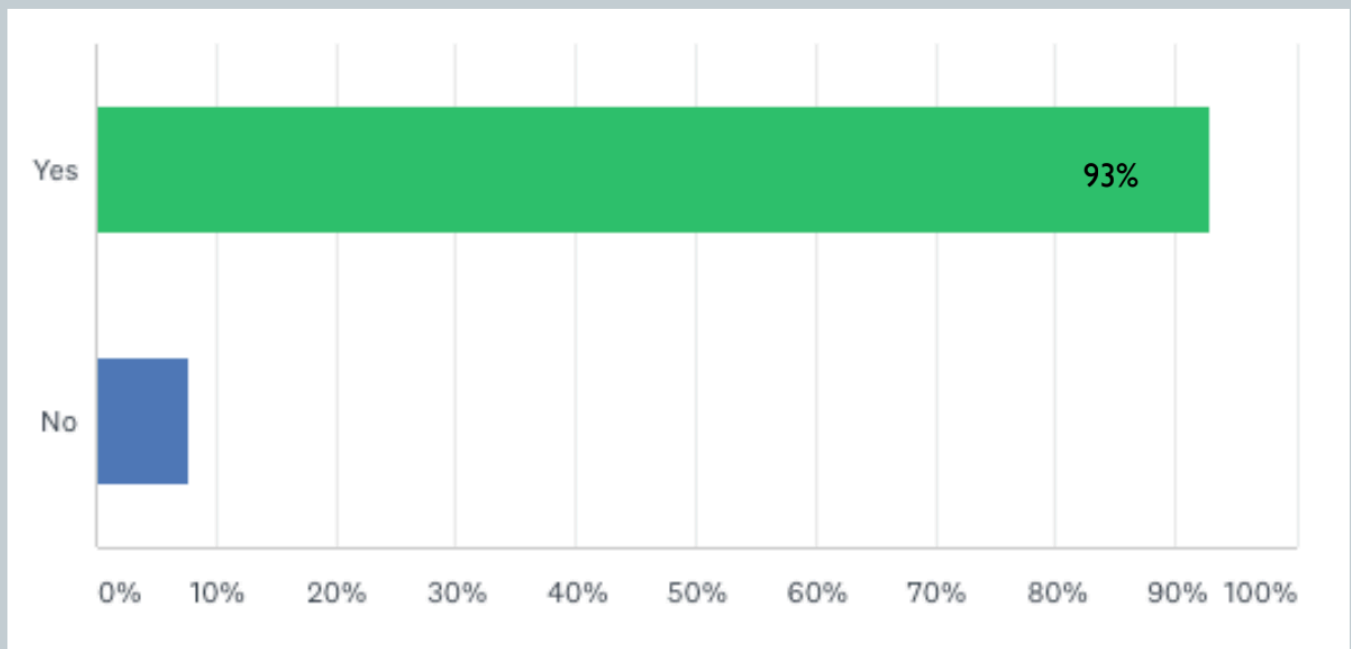
Question 5 takeaway – People are really quite happy with the station.

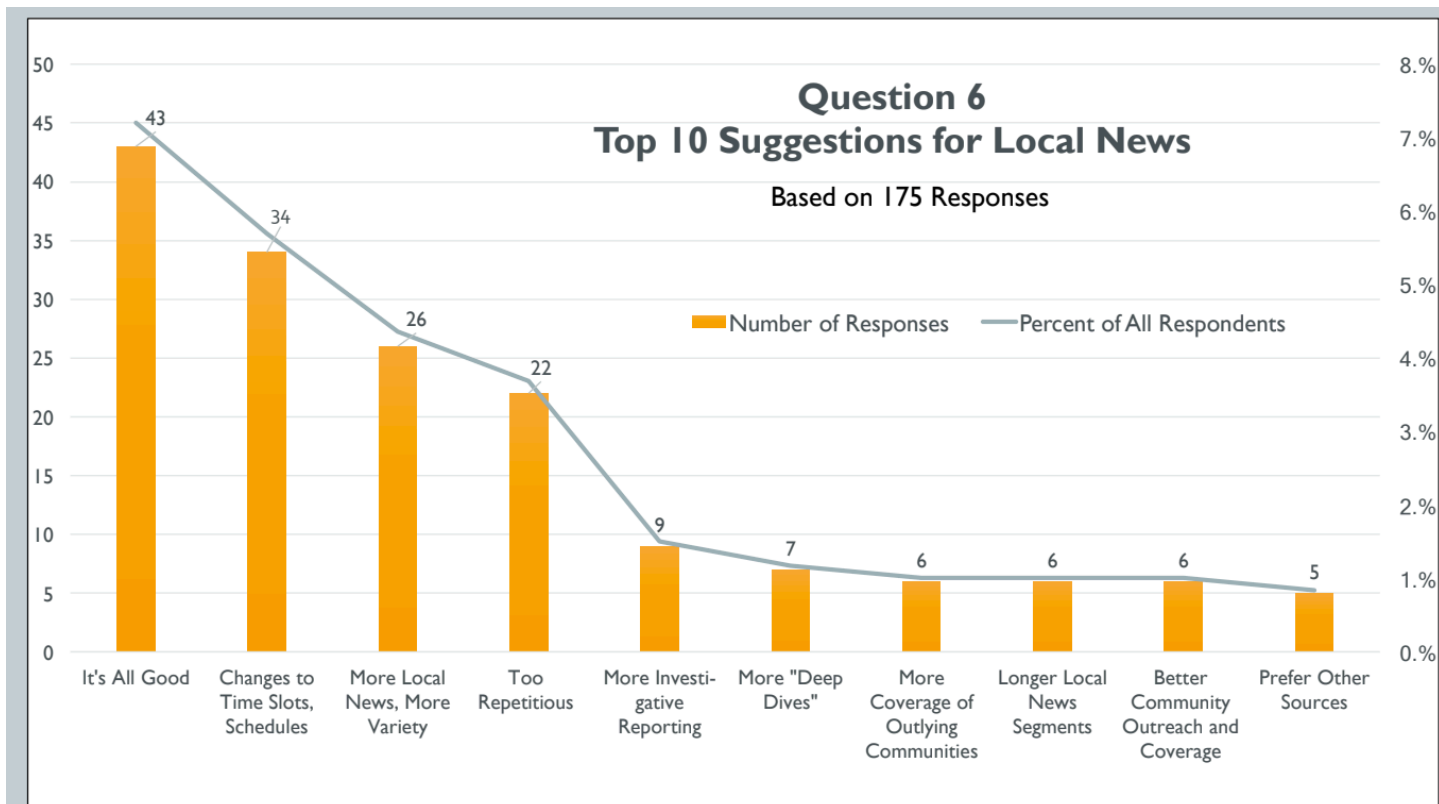


Question 6 takeaway - People are very happy with the frequency KZYX presents the local news.

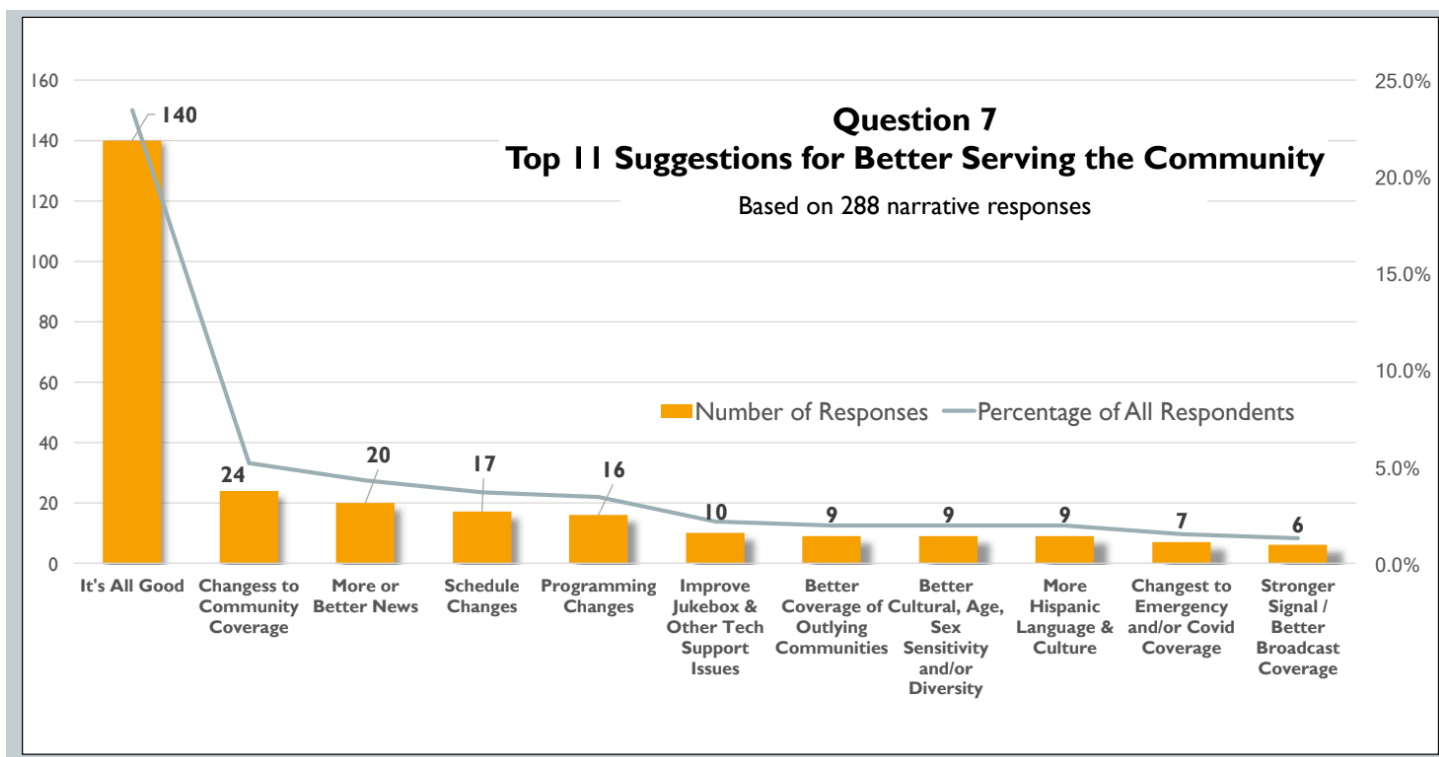
Question 6 – KZYX presents local news at 7:45 and 8:45 am, and 6 pm. Do you find this local news segment useful and informative?

549 Responses





Question 7 takeaway: Station is great, it's really serving our listener's needs very well.



Post report discussion:

AGE of LISTENERS

- Staff is young, only 2 above 50. 20's, 30's, 40's. We ARE trying to get younger ppl on the air.
- In about 10 years we may have a problem unless we attract younger ppl to this medium. We knew that and this survey confirms it. It's something that the station needs to think about for the future.
- CAB can work with KZYX and develop strategies for this.
- Seems incredibly lopsided that 64% of respondents are 65+.
- The concern is that only 65 and older are listeners, but maybe only 65 and older had the time & inclination to respond to the survey. Perhaps these are the ppl not working, and at home during Covid that would DO a survey.
- 1415 total survey invitations is about 60% of current membership database.
- 2500+ total membership currently.
- We don't have a member breakdown by age. This survey results are the closest stats we have (pages 4 & 5).
- This points to a future problem for KZYX.
- Radio is an old format, but hardly dead.

RADIO vs. PODCAST vs. APP FORMATS

The perception that radio is antiquated is not a unique situation/problem to KZYX.

Alicia has added podcasts: Corona Virus updates, local news, & all public affairs shows are podcasts now.

Website visits have gone up from averaging 9000 to 12,000 a month during the past 6 months (due to Covid).

We hope that listeners listen as an alternative to corporate owned media.

Alicia had the Head of Nat'l Federation of Community Broadcasters on the air today, and she thinks that we are kind of in a Golden Age of radio in that it is attracting a more diverse and younger audience. We hope it is, or beginning to.

The community radio community is aware of it, as we are, and understands this is part of the battle. We are aware this is happening and can tackle it.

We need to:

- Promote widely that you can listen to KZYX.org online with your iPhone, while you're walking, etc.
- Update the KZYX APP. A streaming APP exists but is funky and could use an update.
- Best thing is to get the word out MORE.

OVERALL IMPRESSIONS FROM SURVEY

All in all, a very good survey. A very good number of responses, and nice presentation of results.

More information is available in the Narrative Responses. Andy sent to Station Managers for more detailed review.

Gus commented:

- Less than ¼ of the membership responded. Not bad.

- We concluded population distribution from 3 Broadcast sources, and 1 streaming. Remember that ppl like Marty listen to Philo from the Coast. Since ppl can give several responses to their source it will be tricky to draw that conclusion from that data, unless you have some other data you're combining it with.

What surprised us in this report?

- That it was really positive.
- We had the usual scheduling gripes to move these programs to better times:
Thom Hartmann
Ralph Nader
Democracy Now
- Interesting that the same amount of people want more jazz, and less jazz.
- Common responses over decades: More local news, more local news...have more local content. We will look at beefing that up more.
- Quite a bouquet of responses. Pleasant surprise.

General results:

Listeners are pleased. But we KNOW we have work to do...

Knowing that ppl like where we ARE, should we be thinking about where the station could GO??

More of the same? Or visioning more of where the station could be?

Use our imaginations and think about more of what the station can do.

KZYY is decidedly one of the best public radio stations that exists, comparatively.

Good to look to the future, but also recognize what IS working now and not try to fix what isn't broken.

The time will present itself to make changes as the world around us changes. Change with the times.

Thank You

Thank you Andy for all your efforts! Thank you CAB for powering this survey, and for gathering us all on Zoom. We've read the report, but nice to hear the results and talk about them together in person.

We will put results online.

Big thanks to Marty & Alicia & Renne for organizing the survey and helping get it rolling!

Hope it's been useful info for the station.

Action items to be thinking about in the future?

1. Promote Jukebox more. It's a hidden treasure for those who missed parts of shows.

Do radio promos for podcasts and Jukebox. Having the chance to go back and listen is also a good way to reach a younger demographic, a different delivery system.

2. Start thinking about what works for the CAB.

3. Brainstorm on a new form of member gathering, a party, a festival, or a booth at Concerts in the Park where we can engage face-to-face with ppl. Hopefully by next summer something will open up.

4. Over this next year, write down new ideas for KZYY ways members can gather and participate in an annual music festival or an event ppl look forward to post-pandemic.

Write ideas down as they come to us and share them at the next annual CAB meeting (rather than brainstorming AT the meeting when we could actually be starting the planning process).

Thanks, Everyone! It's great to have a functioning CAB.
See you next year!!
Meeting adjourned.
