

# Survey 2017

March

## 2017 Ballot Survey - People Who Like To Answer Surveys Like The News

In (fill in correct month) of 2017 the Community Advisory Board of KZYX sent out a member survey with the ballots for the station's Board of Directors election. 729 ballots were received. 261 included an answered survey. The two open ended questions :What Listening Need of Yours is Best Met By KZYX? and, What Listening Need of Yours is Not Being Met by KZYX? garnered a large amount of data.

The CAB wants to improve our listening at meetings with the public and to be able to ask more specific questions on annual surveys with each future BOD ballot.

The questions were in the singular but many answers were in the plural. It is not possible to assign a concrete value to the numbers because some respondents named a genre and others were specific naming one or more programs or programers. We tried to re-code people's answers so as to find the smallest number of inclusive categories without misrepresenting the respondents intention. We attempted to re-code the expressed ideas in abbreviated form. If another respondent repeated the same opinion, we noted the number of those responses.

Your Community Advisory Board hopes the station staff and the Board of Directors will find these surveys useful and that members are interested to see what their fellow members feel.



~~this is a work in progress - needs explanations of process~~

## Suggestions under Needs Not Being Met

### News

More news from town of Mendocino

Sheri Glaser bring back "good news"

Astrological orientation on every new and full moon from a woman astrologer

### 2- More local news

2- More coastal news (KMUD does more)

Wants consistent radio id along with time and date

When re-running news id original date

More international

Misses Al Jazeera

More coverage of local politics- BOS meetings, town halls, city council meetings

Local community news (6 PM) needs journalism instead of reading newspaper on air

Police reports on the air

Expand evening news

3- Improve weather reporting

3- Improve road reporting

3- More frequent weather reports sometimes (stormy?)

Too much marijuana, too much homeless, more schools, fire, and other local districts

More details about what issues county supes are dealing with local

Wants extra hour of ATC, more NPR and less "nan???" Casting"

More international news

Wants news focused on daily stories. Too much special interest reports. Not enough nuts and bolts

county government, reports on services, OK for Lake co, not for Mendo

More county focused, locally focused public affairs, interview county supes, dept heads etc.

Would like expanded BBC in overnight line up, or Australian BC, but focus on local

Wants no music in AM, only news and commentary, i.e. The Take Away, local news

More on land use issues, more investigative local news

2- Doesn't like (trust) A Goodman, ideologue

News of city council and Board of Supes

More news stringers for more coverage of local politics

News from 4 - 7 PM too repetitive

Wishes station personnel used proper language, "ya know," "I mean, like," clear correct pronunciation

Wants wine industry news, farm worker news

BBC back at night

More emergency information, feels other stations do more on road closures and power outages

Wants longer local news

More about KZYX itself, BOD meetings, interviews w/ new programmers

~~More local news-~~

More local public affairs

More political, international proactive

Wants 2 hours of ATC

Could have 1 hr NPR AM and some other news show

Local environmental news coverage

Local native news

Want BBC and FSRN

More conservative news and programing

More topical and relevant news analysis

Likes Pacifica's coverage of national news over NPR's  
Wider regional Northern California news coverage  
State burn days with weather report  
Hour of local matters, "sort of an Anderson Valley Advertiser on the air"  
Too many repeats of local news  
More alternative news  
Simulcast KMUD news coverage of Mendo county  
Wants BBC replacing some NPR  
Finds KOZT provides very informative news on local issues in less time, feels KZYX just 1 in depth story  
Please announce times weather will be broadcasted  
Weather updates on weekends  
Good local show on government in County like Norman DeVall did  
2- Asks for WINGS- Women's International News Gathering service, Heart of the Earth  
Wants FSRN back  
Wants news about the station itself, one of the CAB recommendations that was implemented under Dechter and removed without comment from the CAB

4- Road reporting not up to date, need better road and wether updates

9- Negative views of NPR

28- More local news

5- More local shows

4- More local talk shows

1- Negative about "The World"

1- More State news

3- More BBC news, on suggested it replace some NPR

1- More public affairs shows

1- more international news

### Music

Wants more ethnic music, less "self-indulgent, self-promoting rambling"

7- Misses Saturday night Prairie Home Companion, something to replace it

Air Hard Knock Ratio

Doesn't like R??? in the night, Red. Soul Shakedown, DJ stuff

More alternative, 2- new music, new urban artists

2- Less talk from music programmers

More classical

More jazz – Less jazz

2- Wants locally programmed singer/songwriter current music in the AM, not during the week

Some week night 10 – 12 PM music not enjoyed

Requests Christmas programming be for a shorter period

More blues, less funk, Latin jazz

Wants new folk music

Wants live music

Would like exact playlist of music aired – posted on website or archived with the shows

Want conscious hip-hop program, would expand listener base

2- Misses e-town in 7 PM Saturday evening spot

More urban music/dance music

Would like music/variety show like Mountain Stage

More reggae programming

Doesn't enjoy late night music programming  
2- Wants more diverse music programming  
On 10 to 12 AM week days and Sunday evening too much classical and Jazz  
More Classical/opera  
Too much talk, wants more music

### Scheduling

Additional time for Community Calendar, more events announced  
2- Could 51% air in daytime?  
Please leave DN in PM  
Non-controversy show for Sunday night  
7- Suggests new news order and programming, ME 4 AM-7 AM  
Counter Spin AR at 4 PM  
DN be at 8 AM ½ the year if ½ listeners prefer that slot  
Wants Classical music in evenings, not Women's Voices or Grateful dead, but likes WDan and Radiogram and Moth  
Misses Car Talk  
Is Mendocino County Remembered no longer running during Humble Pie, misses it  
Wishes TAL was at a different time  
Wants no music in AM, only news and commentary, i.e. The Take Away, local news. Put music, classical and otherwise at dinner hour  
More news (more important than music or literary programs) accompanied by personal statements by reliable experienced sources  
3- Recommend AR and Barsamian  
Think Living on Earth and other weekend shows are on too early in the AM  
More talk shows, less music  
Wishes R. Nader were on at more convenient time  
Too many good shows at 4 AM when asleep  
Better fun shows, early eve Fri and Sat, liked E-Town then  
Misses Living on Earth at 6 AM Saturday  
Misses Jim Hightower's Lowdown  
Would like approx. 50/50 local and canned

### Engineering

2- Weather is important, don't play wrong day  
No coverage in Round Valley (Covelo), can only hear in car away  
Signal in FB (near CVS tan Cntr.) is poor  
Live on South coast, poor to no reception, stream from internet  
Unable to get clear signal North of Cleone, inconsistent in F Bragg  
Trouble with signal Lake Mendocino Drive North of Ukiah  
2- Fix the dead air especially in AM  
3- Technical problems  
Wishes programmers had more tech support- hates to have them struggle with phone calls during interviews

### Website

Way to know upcoming topics for specific shows

Wants a user friendly website that is updated consistently  
Having trouble with the O app

### Other

More diverse, less left leaning programming

Archived Judy Bari shows (once a month)

Multi hosts talk shows would be fun and effective

Keep bringing in all local voices- Left Right and Center

Hates hearing infighting made public

More in-depth, i.e. KPFA, Philip Malan and Terra Verde

Some local program hosts have strong political feelings and present topics from their point of view, arrogantly (yet realizes different people like different programmers and appreciates yanety???)

Doesn't want the fear, anger, hostility, lack of humility used in recent presidential election mirrored in the electoral process at KZYX (was shocked by candidate's night- Vaughn and Sakowicz)

More cooperation with KMUD

Writer's Almanac with Garrison Keeler

More diverse public affairs

Wishes that KZYX paid programmers, at least gasoline allowance

Tunes out during pledge drive, seem to have multiplied over the years

More local communication, call in shows on local matters, likes KMUD's All Sides Now where listeners can call in to record 2 min messages played ??? nights a week, any topic

Wants interviews with local county and city government leaders, would help me triangulate grand jury facts

4- Wants New Dimensions, but at a listenable time, not 4 AM

More county focused, locally focused public affairs, interview county supervisors, dept. heads etc.

Keep progressive (not hippy) character of station. Worries about corporate Republican militaristic programming will slip in as centered. Cites LRC and Politics a Love Story and a question on the air 3/15 candidate forum as worrisome

Disturbed by Jeff Blankfort's anti-Semitism, quotes him and compares to neo-Nazi wording, feels this is counterproductive to rights for Palestinians

5- Wants John Sakowicz and Norman DeValle back on air

Wants the Visionary Activist show, Caroline Casey

Too many fund drives

Turn on KMUD when don't like what's on

Another fun quiz type show like Says You

More diverse new programming like NNN, what about Hispanic/Latino news, talk show or discussion

Local cooking show with local seasonal ingredients

More Bioneers

More programming that is positive, forward thinking, solution filled to inspire, inform, educate

2- Wants the Moth

Children's programming Saturday AM, books read

Back east programming, not as personal and relevant to our likes here, i.e. TAL, Radio Lab

3- Recommend AR and David Barsamian

Would like traditional conservative or libertarian and honest show, can't recommend one, please keep looking, wants as much diversity as possible

3- Wants more real peer reviewed science and science news

Turning to KMEC for Ralph Nader and Jeremy S Cahill for topical and relevant analysis

Radio involvement with our schools

1- Former programmers they want back, Marco McLean, Dough Mckenty, Beth Bosk

More middle ground programmers  
 Want interesting, professional local programming  
 Weekly 5-10 minutes of books read and book reviews  
 Public affairs on family issues  
 Could there be an alternative feed during pledge drive for sustaining members?  
 Wishes we could blackball John Sakowicz  
 Should involve off air boosters to help  
 Mindfulness talks  
 2- Children's programming, teens, young adults  
 Wants affiliation with Mendocino College, courses in broadcasting, radio interns  
 Too much corporate and commercial advertising  
 Suggests booth at Ukiah County Fair to reach new listeners  
 2- More top quality political analysis  
 Wants equal access for volunteer/programmers  
 Wants financial transparency  
 Wants management to realize KZYS is community radio  
 Please return Layna Berman and John Sakowicz  
 Discussion should be on specialized areas (like KMUD) i.e. legal matters, current events etc. It's hosts are not informed enough on current events  
 Desires BOD report, CAB report on air with call-ins. More evening call in shows  
 Wants way to communicate with other members on website and on air. Feels station places obstacles to this need  
 Doesn't like choice of Ralph Nader  
 Herbalists go on and on- self promoting  
 More diverse commentary  
 Misses Lorraine Dechter  
 3- general negative feelings expressed about KZYX

### What Listening Need of Yours is Best Met by KZYS

#### 50- General positive

8- Radio's importance, connection to community  
 1- Afternoon programming weak  
 1- Drive time  
 1- Early AM

#### 49- News

63- Local news  
 27- National news  
 15- International news  
 69- NPR news  
 13- BBC, The World  
 48- Democracy Now  
 9- California report  
 8- National Native News  
 14- Emergency information, storm and road updates  
 1- Lost pets  
 21- Weather

Syndicated shows

- 11- General positive
- 4- City Arts and Lectures
- 9- This American Life
- 3- Radio Lab
- 2- Counter Spin
- 1- Project Censored
- 8- On the Media
- 6- Left, Right and Center
- 2- Commonwealth Club
- 17- Wait, Wait Don't Tell Me
- 10- Ted Radio Hour
- 2- Reveal
- 31- Fresh Air
- 1- Market Place Morning Report
- 2- Alternative Radio
- 2- Le Show

Locally Programmed Shows

- 6- General positive
- 16- Public Affairs
- 9- Community Calendar
- 1- Public Service Announcements

Genre of Music

- 25- Classical
- 8- World
- 25- Jazz
- 5- Reggae
- 10- Folk
- 52- Music and variety of music offered

Specific Music Shows and Programmers

- 1- Up in the night
- 1- Cardboard Prison Radio
- 5- Funk (Selector J)
- 1- One Ocean
- 2- Roots and All
- 1- Rhythm Running River
- 1- In the Groove
- 2- Over the Rainbow
- 3- Susan Juhl
- 1- Great American Songbook
- 2- Mendo Blendo
- 6- Hawaiian
- 14- Oak and Thorn
- 4- Patrick Gomes
- 1- Joel Cohen
- 1- Larry Hacken



6- Alma Latina  
1- Music Without Borders  
Counted in Folk- Lunch on the Back Porch and Dusty Roads and Dirty Strings  
16- Humble Pie  
6- Audible Feast  
4- Dead Air

Local: Educational, Spoken Arts, Call In, Interview shows and Programmers

15- Farm and Garden  
2- Wild Oak Living  
11- Ecology Hour (especially science)  
6- Mendo Comedy Block  
16- The Tree House  
12- Marvin Trotter  
13- Richard Miller  
2- Cal Winslow  
2- Corporations and Democracy  
9- Takes on the World  
12- Politics a Love Story  
12- TUC  
8- Renewable Energy Hour  
2- Holistic Health Perspectives  
7- Radio Curious  
6- Radiogram  
6- Consider This  
21- Trading Time  
2- Point and Click  
10- The Discussion  
9- The Short Wave Report  
7- Cannabis Hour  
6- Forthright Radio  
1- Pride Radio Mendocino

And

4- Likes Jukebox  
2- Thanks CAB

And, Comments the CAB Wants Programmers to See

Thanks to programmers!

Local shows have color and usually professional performance and when not charming

Amazing that we can attract such talented programmers on a volunteer basis

Thank you to the station volunteers and staff! I support you 100%. Great station

Love the music and spoken art- comedy, theater etc. Programming from people who love their material

Still miss Mike C, (Trading Time original host)

Love the work of our talented, dedicated programmers. Irreplaceable by any other media source

Love Ragtime Rick, wish he was still programming

The 9AM shows- all of them- your programmers are wonderful!

Adores Valerie Kim

Misses Valerie Kim

# Loves Valerie Kim

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