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 programmers. 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.
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 weather 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 (Covel), 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 yankey???)
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 KZYX

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
2.1- Weather
Syndicated shows
11- General positive
4- City Arts and Lectures
9- This American Life
3- Radio Lao
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