



**Burlington Listening Session
Tuesday April 21, 2015**

The listening session was attended by 8 Tri States Public Radio Staff members and 9 members of the Burlington community.

The session was moderated by station manager, Jonathan Ahl. The session opened with a brief presentation on Tri States Public Radio and introductions of staff members present. After the station presentation the participants were asked a number of questions. A summary of the questions and answers is below.

What would you like to tell us about your community?

- Our population of Des Moines County is below average in college diplomas. Historically, a blue-collar manufacturing town. Community needs greater emphasis on higher education. Education levels certainly affect listener levels/audience size for TSPR.
- Community is getting more diverse. Anything TSPR could do to redress that issue would be appreciated.
- You hear from people there is nothing to do; but there is so much going on.
- Burlington is a rather insular community. Not a lot of people from the outside coming in, like you might have in a college town.
- Heritage Center—wish people knew more about it and would go to the exhibits.

What are the major issues facing your community?

- Xenophobia
- Community is very insular. I hear from people who live here and who have not been downtown in five years.
- Misperceptions about crime.
- Changing demographics, and a strong conservative element that is concerned about that. It's not just changing ethnic demographics; it's age, religion, etc. Lots of issues related to urban living.
- There's been a lot of movement in terms of economic development in the community. Now people say, "Traffic's getting really bad in Burlington." "Bring us jobs, but now there's traffic!"
- Housing market is really tight row because of economic development.

What can TSPR do to cover these issues better?

- Talking with community leaders
- More coverage of special events
- TSPR has more Burlington news than the local stations

Anything else you wish people knew about your community?

- A lot happening on Jefferson Street. Need to let people know all that's going on in the community.
- No university here, but we have the symphony and many other cultural things. Surprising for a small town.
- Burlington has a municipal band that does concerts all summer long at the park.
- Used to listen to KUNI in Cedar Rapids. Liked that they would come down to concert sites to record bands and broadcast bands; aware that TSPR is doing things like that and would like to see more. Other possible venues: The Washington and Starr's Cave.

Is TSPR serving the cultural needs of your community?

- Think you do a great job. Really happy to find a local public radio station here.
- TSPR has a great variety.
- Would like to see "Q" again.
- Not a huge classical music fan, and has been enjoying the variety of the 7 p.m. hour.
- Love "The Moth" and would love to see the show come regionally.

How would you like TSPR to be engaged in your community?

- More concerts in the area. Means something to the community to have TSPR make an effort to have things outside of Macomb.
- I am so glad you have 106.3!
- Would like to see staff members present at other events, such as "The Criterium" – Film Festival at the Capitol – and service club meetings.