



# New Horizons Community Engagement Study

Native Radio Quantitative and Qualitative Pilot Survey

**Native Public Media, Inc**

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### Executive Summary:

Native radio stations serve Tribal audiences in local communities, on reservations and on the Internet. They encourage voices and ideas that are critical to the health of Native cultures and tribal lifeway's, but usually do not get heard in mainstream media. It is Native Public Media's hope that by systematically measuring the impact of these stations, the result will broaden understanding among many constituents about the important ways in which these stations contribute to the health of the individuals and communities they serve. In addition, data gleaned from this type of survey may help stations make better-informed decisions about their services, how they use their resources and capacity to improve the critical work they do.

The New Horizons Community Engagement Study was designed to seek out information about the station's community engagement, usage, impact on community services and people, and how the station contributed to the overall health the station's respective community. It was also designed to help guide station managers and programmers by showing areas where stations have had impact and where impact might be improved. The scope of this project was limited. This was a pilot project involving two stations. However, the long-term goal is to institutionalize standardized metrics across the entire Native radio system.

### Introduction

With forty-two Native radio stations on the air and more on the way, more people in Indian Country are listening to radio than ever before. However, the question of who is listening to what has become the subject of heated national debate and controversy as the airwaves, both radio and television, commercial and non-commercial, are scrutinized for content, depth, authenticity, relevance and truth.

Barbara Cochran, in her white paper *Rethinking Public Media: More Local, More Inclusive, More Interactive* states that the "Knight Commission sees a major role for public service media in meeting community information needs. To become local, this paper recommends identifying and scaling up successful models." This mindset is already in practice at tribal radio stations.

In Indian Country, Native radio stations have always been local, inclusive and interactive. At the same time, Native radio stations have long been invisible in the public service media industry and their role unappreciated against a landscape where broadband is still not available to 90% of tribal communities, where tribal newspapers have folded and where solid information remains critical to the health of independent and engaged tribal members. Tribal-centric or hyper-local models are successful in Indian Country and examples abound, but quantifying the successes is more difficult because the data does not exist.

Traditionally, radio listenership is tracked by Arbitron, “a media and marketing research firm serving the media—radio, television, cable and out-of-home—as well as advertisers and advertising agencies. Arbitron’s core businesses are measuring network and local-market radio audiences across the United States; surveying the retail, media and product patterns of local market consumers; and providing application software used for analyzing media audience and marketing information data.”<sup>1</sup> Arbitron provides the industry with statistical breakdowns on the percentage or “share” of radio listeners tuned in to a given station at a given time; and ratings or percentage of potential listeners tuned into a program or station at a given time whether they are actually listening to the radio or not. From this quantitative measure, stations are able to determine their Cumulative Audience (Cume), expressed as the estimated number of listeners in any given time period; or the Average Quarter Hour (AHQ) measure of the average number of listeners during a quarter hour. Combined with demographic and other information, these quantitative metrics drive the station’s genre-driven programming strategy by determining how the program formatting and the frequency of underwriting or advertising breaks will be lined up. In short, the business plan and branding of the station is tied directly to the ratings breakdown.

The mission of Native radio stations is serving the local community and engaging their audience in programming and content that will not only enlighten but also improve the lives of tribal members. Programming and content for local Native radio stations is not usually derived from quantitative audience measurements, but through direct engagement with local health care professionals, school teachers, public safety officers, the elderly and youth, the tribal council, and individual tribal members. As a result, the flavor and tone of the radio programming is most often termed eclectic by traditional broadcasters who cater one style or programming genre such as western, hip hop, or news. On tribal homelands, tribal stations and their community engagement-programming genre reflects community’s diversity. The station provides a public service by programming content that is more inclusive of the community and by reaching out to as many segments of its community as possible. The resulting sound is unique, local and relevant, but difficult to quantify. While Arbitron is widely used by large and urban market public stations, it is a competitive based metric and does not work well in capturing the data in rural and Native radio stations, where the samples are too small to provide accurate data.

In 2004, shortly after Native Public Media (NPM) was established, under its former name of the Center for Native American Public Radio (CNAPR), NPM sought to investigate the market realities of Native radio stations. Native radio stations, for the most part, are community and/or tribal licensed radio stations serving vast geographic and sparsely populated regions. They are community resources or anchor institutions that reflect and share local culture, explore issues, and bring the outside in through national program services. In general, Native stations are isolated and do not conform or adjust easily to mainstream public radio business and service models. The market realities and business opportunities for most Native American stations are so different from the norm that they have become outliers when compared to the rest of the public radio station population.

However, assessing audience engagement, a difficult endeavor in any market, is necessary in order to inform local Native broadcasters, underwriters, and other potential investors on who and why audiences are listening, in addition to how many people are listening. This type of audience research, while cumbersome and time consuming, provides this valuable information.

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<sup>1</sup> <http://www.arbitron.com/about/home.htm> retrieved on 5-17-11.

This “close” listening practice demonstrates the importance of radio in communities and can provide the kind of data needed to extend Native radio outreach, increase community engagement, produce more focused programming, and allow the station to be fluid, flexible and relevant in its programming with content reflective of the ever changing tribal experience.

Programming at tribal stations is not set; a station empowered with real data is proactive and can change programming and content to reflect local and community needs. Native broadcasters need this type of data to stimulate access to more revenue and resources. For years, Native radio stations have struggled to convince underwriters and funders of their station’s reach in an environment where underwriting has been suppressed for Native stations due to a variety of socio-economic factors. Native broadcasters know that good metrics will aid underwriters and funders in seeing what stations, their local tribal governments and community members already know—the radio station as an essential part of the community—they understand the critical importance of a strong and healthy information ecology for Native peoples. Native radio stations are the information backbone of Native America and are valued community assets.

Demonstrating the value of Native radio for communities is important; NPM seeks to tell that story. In 2008, Native Public Media embarked on continued research to find out whether metrics unique to Native radio stations could be developed. With the help of Dennis Hamilton from Public Radio Capital (PRC) and tribal consultant Chris Corrigan, NPM and PRC produced three “New Horizons” metrics that merged quantitative and qualitative methods.

In 2010, after consultation with partner stations, Native Public Media piloted the New Horizons Community Engagement Study, the first version of the New Horizons metrics at KWSO in Warm Springs, Oregon and at KOHN, in Sells, Arizona. The data harvested from this effort, provides a window into how local tribal members value their station and why. For small stations that do not have the capacity in terms of personnel, the ability to gather the data in a uniform way was not easy. However, despite difficulties in gathering the data, this information will stimulate our conversation around the question that initially launched the New Horizons project: “What is good radio and how do we measure it?”

Native radio stations have a wonderful story to tell and the New Horizons Community Engagement Study helps to tell that story. As public service media continues to be embroiled in the defunding debate and public pressure to reform public media rages on, Native radio stations must be more proactive in telling the world about the good work they do daily on the ground in communities. Armed with good data, Native Public Media is a strong advocate and ally and together we can strengthen the voice of Native America.

To the Project Team, thank you all so much for your participation and support.

Loris Taylor,  
President,  
Native Public Media

## Purpose Statement:

The overall goal of measuring community impact by Native public radio stations is to provide baseline information about how stations are essential and vital in the Native communities they serve. As resources to the media industry become smaller and as the media industry grows, it is increasingly important to effectively tell Congress, federal agencies and funders the story of how Native stations are a solid investment and how Tribal stations engage the community members on health, economic development, the electoral process, public safety, and other information essential to an informed citizenry. In the long-term, the measurement of station engagement and the data this process procures will provide another communications vehicle for the stations to engage their listeners, build upon their strengths as anchor institutions, and to create and sustain programming that promotes healthy, engaged, independent Native communities.

## New Horizons Community Engagement Study Goals and Objectives:

The goal is to create and institutionalize a standardized methodology for obtaining community engagement metrics across the entire Native radio system (current stations and new stations) as an annual NPM service. These metrics are designed to offer a systematic approach to helping Native American stations measure impact in the communities served by the stations.

**Objective 1:** Measure on an annual basis where and how Native public radio stations are having impact.

**Objective 2:** Use that information to help Native stations make decisions about how best to use their resources to improve services.

The information obtained in this study, though limited as this is a pilot project, demonstrates the need for a standardized methodology for tribal stations to measure impact in the communities served by the stations by; 1) helping station managers better understand how people use and perceive the station; 2) increasing awareness and sense of responsibility for the important role of the station in their community among listeners who participate in this process; 3) providing valuable empirical and qualitative evidence that the station is having impact or describe areas where improvement is needed to increase impact; 4) the report will a) help stations tell their story; b) help stations show impact or needs to funders; and c) help NPM to tell the national Native Public Media story. The survey instruments are simple and inexpensive, but they paint a picture of impact through soliciting feedback from users and through stories that illuminate the station's meaning and place in the community.

## Methodology

This project to obtain and quantify station stories and value in the community also has its own story. The history of tribal media, be it newspapers, radio, television or new media, is the history of how Natives tell their story and who they tell their story too. Measuring this engagement is a storytelling endeavor, but quantifying the story is a difficult task indeed. The idea to measure Native station impact goes back to the inception of Native Public Media. Not surprisingly, the development of a methodology to measure Native station engagement was an evolving process. After several incarnations, the pilot project was implemented in early 2011.

## Background:

In its early incarnation as CNAPR, Native Public Media explored the market realities of Native radio. In 2008, NPM undertook a more formal study methodology and sought the expert help of Public Radio Capital's Dennis Hamilton. Through this partnership, NPM worked to find ways to measure Native station impact and how to help Native stations use that information to make decisions about improving services. Chris Corrigan joined the NPM/PRC Team providing his expertise in bridging Native cultural values with qualitative and quantitative measurements.

The result was the creation of three community engagement measurement methodologies designed to seek out information about station usage, impact on community services and people, and how the station contributes to the overall health of their respective community. These metrics were also designed to help guide managers and programmers by highlighting areas stations impacted the community and where impact might be improved.

1. *Listener Polling*: Called the Annual Count, this methodology was designed to count listenership. Stations would ask listeners to call a toll free number and when they connect, listeners would hear a short thank you message, and be told to hang up. A simple count of the numbers would create an opportunity to calculate ratios between the number of listeners (at given times) and the total population. This instrument was designed to happen once per year during a two-week period.
2. *Public Service Announcement Feedback Loops*: This methodology involved creating an agreement among individuals, services, organizations, and agencies that used the station's PSA services. In exchange for on-air mentions, organizations would provide feedback to stations regarding how many people stated that they had attended a specific event as a result of hearing about it on the radio. This instrument was designed to be used year round and results would be compiled immediately following an Annual Count.
3. *The Healthy Community Quadrant*: This methodology sought to use storytelling to elicit qualitative information from listeners, visitors, and others with stories to tell about how the station served them individually and the community at large. Like the PSA feedback loop, data collection would occur year round and would then be compiled immediately following the annual count. This instrument was intended to categorize impact in the following sectors: psychological and spiritual; cultural; actions and behaviors; social and natural systems.

## Pilot Study:

Once these methodologies were designed, Native Public Media decided that the measurements should be tested on a small scale to see if the methodologies worked for radio station personnel and provided the kind of data that would be useful to participant stations. However, prior to testing and in consultation with some of the Native stations, NPM quickly learned that the stations considered the task of collecting data using all three methodologies burdensome in the context of their regular station duties and because their staff capacity is small. On the average, Native stations employ five or less full-time personnel.

In late 2010, being mindful of Native station concerns, the project was redesigned and the methodologies simplified. Keeping station limitations in mind, and using the original New Horizons metrics as a foundation, a survey metric was devised making it easier and simpler for station personnel or volunteers to administer and take advantage of interviewing listeners at events held in the community. The pilot methodology consists of a community survey with six questions administered by station personnel at events they had advertised in the community via PSAs.

In early 2011, NPM began the pilot of the New Horizons Community Engagement Study with two partner tribal radio stations, KWSO and KOHN; both volunteered to participate. Each station agreed to complete listener surveys using the instrument in Appendix I at two separate events for a total of four surveys. The surveys were sent to each station via email, customized for each event and accompanied by an appropriate script and directions for use of the survey (Appendix II). The survey was designed to keep station capacity limitations in mind, with only six multiple-choice questions and one story question. Additionally, there was a short follow-up survey of the two participating station managers about the process.

### Survey Instrument:

The New Horizons pilot survey instrument, was developed by Native Public Media as a standardized instrument with non-leading questions, which included a general demographic question, five multiple-choice questions and one qualitative question. The demographic question was the least likely to be answered, but generated some of the more important results to be gleaned from the research.

The five multiple-choice questions, included in full in Appendix I, asked listener: 1) how did you hear about the event (TV/radio/internet/tribal paper/other); 2) do you listen to the station (yes/no); 3) if so, why do you listen to the station (news/music/community info/language programming/ emergency information/all/other); 4) if so, where do you listen to the station (home/car/internet/all/other); and, 5) what times do you listen to the station (am/afternoon/noon/drive time/overnight/other). The final question asked listeners their favorite story about the station or to explain what the station means to the listener and/or the community. Each of the multiple-choice questions included a space for a qualitative answer.

The stations completed hard copies of the survey for each respondent, which were then returned to Native Public Media for processing and analysis. Each survey was entered into Survey Monkey for quantitative tabulation. Qualitative information was analyzed and interpreted by Native Public Media for trending topics and data was grouped accordingly and is reported in the findings.

There were some limitations to the study instrument, discovered upon implementation. The demographic information was often not completed. It is unknown whether this was an oversight or if respondents truly did not want to answer the question. Also, many interviewees added an answer to multiple choice question five asking where respondents listen to the station; many indicated they listen at work. This should have been an answer choice for question five. Finally, regarding question six, respondents often cited in the qualitative response box that they listened to the station on weekends, which was not a choice, but clearly should have been. There may have also been confusion between the terms drive time and afternoon. Better data could have been gained if these terms were clearer.

### KWSO<sup>2</sup>

Owned and operated by the Confederated Tribes of Warm Springs Oregon, KWSO 91.9 FM is a non-profit, community radio station broadcasting from Eagle Butte, on the Warm Springs Reservation, with 4,300 watts of power. In an effort to give full disclosure, the Station Manager at KWSO is on the NPM Board of Directors. KWSO is a member of Native Public Media, the Oregon Association of Broadcasters and an affiliate of Native Voice One, Public Radio International and National Public

<sup>2</sup> <http://www.kwso.org/> and [http://www.warmsprings.com/warmsprings/Tribal\\_Community/](http://www.warmsprings.com/warmsprings/Tribal_Community/) both referenced on 5-4-11



Radio. KWSO participates in the Corporation for Public Broadcasting Community Service Grant Program.

Home of the Warm Springs, Wasco, and Paiute tribes, the Warm Springs Reservation is inhabited by nearly 4,000 tribal members, most of whom live in or around the town of Warm Springs. Programming on KWSO offers the Warm Springs Reservation and surrounding areas news, information, education, and an increased awareness of important issues that affect the community and individual lives.



## Warm Springs Survey Results

KWSO agreed to complete two surveys for the New Horizons Community Engagement Study. However, they actually surveyed listeners at three events between January and February of 2011, all of which are included in the results. The three events include the Elvis Birthday Bash, the Miss Warm Springs Pageant, and the Mt. Hood Meadows Ski Day. Each event was either announced via Public Service Announcements and/or the station community calendar. At least one event required prior registration.

### Elvis Birthday Bash

The Elvis Birthday Bash was held on January 8, 2011. KWSO ran Public Service Announcements (PSAs) about the event fifty-six times leading up to the event and included the event on their live community calendar. There were seventy-five attendees, of which thirty-four participated in the survey. The station had two staff members host a table at the single point of entry to the event. According to their records “there was no crowding and [and] I would say we delivered a “medium” sell to get folks to engage in the survey process with us.”<sup>3</sup>

What is your age?		
Answer Options	Response Percent	Response Count
13-17	14.7%	5
18-24	5.9%	2
25-34	20.6%	7
35-44	11.8%	4
45-54	20.6%	7
55+	26.5%	9
<b>answered question</b>		<b>34</b>
<b>skipped question</b>		<b>0</b>

Of the thirty-four attendees surveyed, fifty-five years of age or over were the highest number of attendees at 26.5%. Nearly equal were the number of attendees that were forty-five to fifty at 20.6% and ages twenty-five to thirty-four also at 20.6%. Interestingly, few surveyed were in the age group of thirty-five to forty-four. Not surprisingly there were fewer attendees that were younger, ages thirteen through twenty-four; perhaps these age groups did not know of or remember Elvis.

<sup>3</sup> Email communication on 5-4-11 with station manager Sue Matters.



### How did you hear about this event?

Answer Options	Response Percent	Response Count
a. TV	0.0%	0
b. Radio Announcement	44.1%	15
c. Internet (please explain: facebook, twitter, etc)	5.9%	2
d. Tribal Paper	2.9%	1
e. Other	70.6%	24
Other (please specify)		25
<b>answered question</b>		<b>34</b>
<b>skipped question</b>		<b>0</b>

While 44.1% of those surveyed definitely heard the PSAs, the overwhelming majority (70.6%) heard about the event via other means. Of the twenty-five responders citing that they had heard about the event via other means, the majority (sixteen) heard by word of mouth in the community, while the other nine saw flyers, posters, or other signage.

### Do you listen to KWSO Radio Station?

Answer Options	Response Percent	Response Count
Yes	88.2%	30
No	11.8%	4
<b>answered question</b>		<b>34</b>
<b>skipped question</b>		<b>0</b>

Overwhelmingly (88.2%), event attendees who responded to the survey listen to the station.

### If so, why do you listen to KWSO Radio Station?

Answer Options	Response Percent	Response Count
a. News	22.6%	7
b. Music	12.9%	4
c. Community Info	29.0%	9
d. Language Programing	3.2%	1
e. Emergency Info	12.9%	4
f. all	54.8%	17
g. other	9.7%	3
Other (please specify)		3
<b>answered question</b>		<b>31</b>
<b>skipped question</b>		<b>3</b>

Overall, KWSO audiences listen to the station for a variety of reasons, with 54% listening to all types of station programming. However, listeners value community information the most (29%), followed closely by news (22.6%). Music, emergency information and language programming were also cited as reasons for listening to KWSO.

If so, where do you listen to KWSO?		
Answer Options	Response Percent	Response Count
a. Home	61.3%	19
b. Car	71.0%	22
c. Internet	0.0%	0
d. all of the above	3.2%	1
e. other	6.5%	2
Other (please specify)		2
<b>answered question</b>		<b>31</b>
<b>skipped question</b>		<b>3</b>

Of the thirty-four surveyed at this event, 71% listen to the station in their car and 61.3% listen in their homes. Two respondents indicated that they listen at work.

If so, what times do you listen to KWSO Radio Station?		
Answer Options	Response Percent	Response Count
a. AM	74.2%	23
b. Afternoon	12.9%	4
c. Noon	0.0%	0
d. Drive Time	19.4%	6
e. Evening	12.9%	4
f. Overnight	0.0%	0
g. All of the Above	12.9%	4
h. other	0.0%	0
Other (please specify)		0
<b>answered question</b>		<b>31</b>
<b>skipped question</b>		<b>3</b>

The times that the KWSO audience listens to the station correspond with the former question about where they listen; respondents listen in their car (71%) in the morning (74.2%). Clearly morning drive time is popular among listeners of KWSO. Afternoon drive time is strong as well with 19.4%. Listeners in the afternoon (12.9%) and evening (12.9%) may correspond with the percentage listening from home, but it is unknown.

Please tell us your favorite story about KWSO Radio Station OR please tell us what KWSO radio stations means to you and your community.	
Answer Options	Response Count
	26
<b>answered question</b>	<b>26</b>
<b>skipped question</b>	<b>8</b>

KWSO had a great response to the qualitative question about the community value of the station with twenty-six out of thirty-four responding. Half of the respondents (13 out of 26) value localism and the tribal cultural connection of the station. Some responses included, "Its our own radio;" "The station is

an asset to the tribal organization;” and, “The station means a lot to the community, it’s a good resource for the life of the community.” One respondent gave a substantive response, “My favorite story: when I was 18 and I came from the city to the rez, there was no radio station, so we’d listen to the a.m. radio from California. When we got KWSO, it filled a void. I love the special music programs like the Big Band Show.”

Others surveyed stated that they listened for general information such as current events, news, weather or music programming (7 out of 26). Listeners also like specific programming (6 out of 26) such as Earth and Sky or Audio Java (local show).

### KWSO Tribal Ski Day

The KWSO Tribal Ski Day was held at Mt. Hood Meadows on February 25, 2011. A total of seventy-five attended the event and twenty-three were surveyed. The station did not broadcast a PSA. However, the event was talked about live on air and announced on the live community calendar for five days and listeners were to sign up ahead of time. Each day the community calendar items were read between five and eight times. The information was readily available and corresponds to the number of people who signed up.

What is your age?		
Answer Options	Response Percent	Response Count
13-17	33.3%	2
18-24	0.0%	0
25-34	33.3%	2
35-44	33.3%	2
45-54	0.0%	0
55+	0.0%	0
<i>answered question</i>		<b>6</b>
<i>skipped question</i>		<b>17</b>

Demographic representation at this event was equally distributed at 33.3% between three age groups, thirteen to seventeen, twenty-five to thirty-four, and thirty-five to forty-four.

How did you hear about this event?		
Answer Options	Response Percent	Response Count
a. TV	0.0%	0
b. Radio Announcement	13.0%	3
c. Internet (please explain: facebook, twitter, etc)	4.3%	1
d. Tribal Paper	47.8%	11
e. Other	39.1%	9
Other (please specify)		10
<i>answered question</i>		<b>23</b>
<i>skipped question</i>		<b>0</b>

Forty-seven percent of respondents heard about the Tribal Ski Day via the tribal newspaper. Interestingly, 39.1% (other) specified that they heard about this event through word of mouth. KWSO

did not broadcast a Public Service Announcement for this event, yet 13% state they heard about the event on KWSO's live radio announcements. Very few get their information from the Internet (4.3%), despite the fact that the station maintains a website and a strong Facebook presence.

Do you listen to KWSO Radio Station?		
Answer Options	Response Percent	Response Count
Yes	95.7%	22
No	4.3%	1
<i>answered question</i>		<b>23</b>
<i>skipped question</i>		<b>0</b>

Of twenty-three surveyed at this event, 95.7% or twenty-two listen to KWSO.

If so, why do you listen to KWSO Radio Station?		
Answer Options	Response Percent	Response Count
a. News	25.0%	5
b. Music	10.0%	2
c. Community Info	45.0%	9
d. Language Programing	10.0%	2
e. Emergency Info	15.0%	3
f. all	35.0%	7
g. other	25.0%	5
Other (please specify)		4
<i>answered question</i>		<b>20</b>
<i>skipped question</i>		<b>3</b>

In this survey of attendees at the KWSO Tribal Ski Day, respondents indicate that community information is one of the top reasons that they listen to the station. Thirty-five percent indicate that they listen to the station for all types of programing. Of the 25% that indicated they listen for other reasons, most cited that they listen for native programming especially the Native Drum show.

If so, where do you listen to KWSO?		
Answer Options	Response Percent	Response Count
a. Home	52.4%	11
b. Car	57.1%	12
c. Internet	0.0%	0
d. All of the above	9.5%	2
e. Other	23.8%	5
Other (please specify)		5
<i>answered question</i>		<b>21</b>
<i>skipped question</i>		<b>2</b>

As was reflected in the Elvis survey, the audience is listening primarily in their cars (57.1%) and at home (52.4%); respondents in the other category cite work at 23.8%.



**If so, what times do you listen to KWSO Radio Station?**

Answer Options	Response Percent	Response Count
a. AM	71.4%	15
b. Afternoon	19.0%	4
c. Noon	4.8%	1
d. Drive Time	14.3%	3
e. Evening	28.6%	6
f. Overnight	0.0%	0
g. All of the Above	14.3%	3
h. Other	9.5%	2
Other (please specify)		3
<b>answered question</b>		<b>21</b>
<b>skipped question</b>		<b>2</b>

Again, a huge percentage of KWSO’s listeners are in the morning (71.4%), clearly during drive time. Evening is cited as another major time when the audience listens at 28.6%. A large number of listeners tune in during the afternoon (19%) and during afternoon drive time (14.3%). Several respondents (9.2%) said they listen at other times, which they specified as weekends.

**Please tell us your favorite story about KWSO Radio Station OR please tell us what KWSO radio stations means to you and your community.**

Answer Options	Response Count
	7
<b>answered question</b>	<b>7</b>
<b>skipped question</b>	<b>16</b>

Nearly half of the respondents at the KWSO Tribal Ski Day gave qualitative answers and explained their stories about the station or talked about how they value the station. Six out of the seven who responded cited that they listen because of community and cultural information that KWSO broadcasts. One person said, “The station helps keep us more traditionalized-Talking Drum (local show) and current issues.” Another said, “The station supports the community and keeps everyone connected.”

**KWSO Miss Warm Springs Event**

The KWSO Miss Warm Springs Pageant was held on January 21, 2011. There were 150 attendees of which twenty were surveyed. The station ran 119 PSAs to inform potential contestants and then ran an unreported number of PSAs featuring a former Miss Warm Springs encouraging attendance at the event. Additionally, the event was included on the station’s live events calendar. KWSO had one staff member who endeavored to garner survey participation with event attendees, however there was not table set up and there were multiple points of entry to the event. The station manager said, “this was a busy environment and we probably did a “light” sell to get folks to do our survey.”<sup>4</sup>

<sup>4</sup> Email communication on 5-4-11 with station manager Sue Matters.

What is your age?		
Answer Options	Response Percent	Response Count
13-17	0.0%	0
18-24	14.3%	1
25-34	0.0%	0
35-44	28.6%	2
45-54	42.9%	3
55+	14.3%	1
<b>answered question</b>		<b>7</b>
<b>skipped question</b>		<b>13</b>

This survey took place at the Miss Warm Springs Pageant, and the audience included many proud family members such as grandparents and parents at the event as demonstrated by the demographic data. 42.9% were age's 45-54 and 28.6% ages 35-44 respectively. Another 14.3% were ages 18-24. 14.3% were age 55 or over.

How did you hear about this event?		
Answer Options	Response Percent	Response Count
a. TV	0.0%	0
b. Radio Announcement	36.8%	7
c. Internet (please explain: facebook, twitter, etc)	5.3%	1
d. Tribal Paper	15.8%	3
e. Other	52.6%	10
Other (please specify)		8
<b>answered question</b>		<b>19</b>
<b>skipped question</b>		<b>1</b>

Slightly over half of the attendee's (52.6%) cited other when asked how they heard about the event. When asked about specifics, all stated word of mouth. Despite over 119 PSAs, only 36.8% cited they heard about the event from the radio. Another 15.8% heard about the event in their tribal newspaper. Finally, one person saw it on the Internet, but they did not specify where.

Do you listen to KWSO Radio Station?		
Answer Options	Response Percent	Response Count
Yes	95.0%	19
No	5.0%	1
<b>answered question</b>		<b>20</b>
<b>skipped question</b>		<b>0</b>

Listenership is high among this surveyed group at 95%.

### If so, why do you listen to KWSO Radio Station?

Answer Options	Response Percent	Response Count
a. News	16.7%	3
b. Music	27.8%	5
c. Community Info	11.1%	2
d. Language Programing	5.6%	1
e. Emergency Info	5.6%	1
f. all	72.2%	13
g. other	5.6%	1
Other (please specify)		1
<b>answered question</b>		<b>18</b>
<b>skipped question</b>		<b>2</b>

This community likes a variety of programming as is evidenced by 72.2% citing that they listen to KWSO for news, music, community information, language programming and emergency information (all). More than a quarter of respondents listen for music programming (27.8%). News is also popular among listeners with 16.7% citing it as the reason they listen.

### If so, where do you listen to KWSO?

Answer Options	Response Percent	Response Count
a. Home	68.4%	13
b. Car	42.1%	8
c. Internet	0.0%	0
d. all of the above	15.8%	3
e. other	10.5%	2
Other (please specify)		1
<b>answered question</b>		<b>19</b>
<b>skipped question</b>		<b>1</b>

As with the other surveys by KWSO in this study, the audience listens in both their car and home. However, in this particular survey, home listenership is higher at 68.4% than in automobiles (42.1). This is opposite of the other two measurement of listenership in this community. Another 15.8% say they listen both at home and in the car.

### If so, what times do you listen to KWSO Radio Station?

Answer Options	Response Percent	Response Count
a. AM	52.6%	10
b. Afternoon	5.3%	1
c. Noon	5.3%	1
d. Drive Time	10.5%	2
e. Evening	5.3%	1
f. Overnight	0.0%	0
g. All of the Above	36.8%	7



h. other	10.5%	2
Other (please specify)		0
<b>answered question</b>		<b>19</b>
<b>skipped question</b>		<b>1</b>

Again, the KWSO audience listens primarily in the morning, in this survey 52.6%. Many listeners cite listening all referenced times (36.8%). Other listeners cite afternoon (5.3%), noon (5.3%), and evening (5.3%) as their favorite times to listen. While several persons surveyed (10.5%) cited other as the time they listened, they did not specify a time. In the other surveys, weekends were most often cited as the other time the audience listens.

<b>Please tell us your favorite story about KWSO Radio Station OR please tell us what KWSO radio stations means to you and your community.</b>	
<b>Answer Options</b>	<b>Response Count</b>
	7
<b>answered question</b>	<b>7</b>
<b>skipped question</b>	<b>13</b>

More than half of respondents cited specific information on the value KWSO has in the community. Three cited that they enjoy the variety of programming. Another three cited specific shows they like or dislike. The audience enjoys Talking Drum and Birthday Parade, while disliking the Latino Hour. One listener stated, “I like it when you play pow-wow music. The station tells you things you need to know that’s ndn [Indian].”

### **KWSO Findings**

When compiling and analyzing the qualitative responses, several patterns emerged. The number of responses to this open-ended question demonstrates several things, one that the surveyor knew how to ask a question, but also that the interviewee’s had something to say about how they valued their station.

The findings indicate that KWSO listeners value their local programming. The audience often makes reference to specific local shows. The show *Talking Drum* is a very popular show, cited by name multiple times in each of the three surveys completed. This show incorporates pow-wow music (which listeners also indicated that they like) and airs weekdays from 5-7am and at 6pm. The show also airs on weekends from 5-8am, noon and at 6pm.

The three surveys initiated by KWSO indicate that listeners overwhelmingly listen in the morning. In each of the three surveys, KWSO listeners cite morning as the time they listen, with 49.4% of all listeners surveyed listening in the morning. Additionally, the KWSO audience listens nearly equally in both their car and home with 60.7% of all listeners listening in homes and 56.7% listening in their cars.

It is very interesting and not surprising to note that word of mouth or the moccasin grapevine is still more prevalent. Despite the fact that the station ran PSAs for two out of three of these events, most cited they heard about the respective event via word of mouth. Arguably, the station is a part of the grapevine and people don’t differentiate.

Another strong finding of the study, listeners in the Warm Springs community value the station because of its direct connection to the community and how it creates linkages in the community. Respondents

directly commented on the cultural aspect with regard to the community connection. Additionally, several specifically that they do not like the Latino Show, one saying it was not culturally relevant in their community.

## KOHN<sup>5</sup>

KOHN completed two surveys for the New Horizons pilot project. However, the survey format for the second event was reproduced differently and did not adhere to the standardized criteria, thus there was no way to measure it against the first survey. For this reason, the results were disqualified and are not included here. As a result, only one event is included. Findings for this station are limited.



KOHN 91.9 FM, “(The) Voice of the Tohono O’odham Nation,” is located 20 miles west of Sells, Ariz. on the Tohono O’odham reservation. The building that houses the radio station, just off of Highway 86, was constructed eight years ago out of adobe made from traditional materials. In full disclosure, the Station Manager at KOHN is a former member of the NPM Advisory Board.

In addition to music, KOHN also broadcasts an hour-long program focused on the local news of the Tohono O’odham reservation. They also broadcast National Native News, a five-minute newscast that broadcasts weekdays on reservation radios across the country.

KOHN also broadcasts the Tohono O’odham Legislative Council meetings as they unfold, giving listeners the chance to hear first-hand what their government is doing. These meetings last from 9 a.m. to 5 p.m. for five days a week once a month. The Tribal Council will advise KOHN when they go into executive session, which the station is prohibited from broadcasting.

The radio station broadcasts much of its programming, in particular the public service announcements, in the O’odham language. A recent PSA told listeners about vaccinations for H1N1 in O’odham. “We try to push O’odham first, then we do it in English,” said Fred Lopez, Production Technician at KOHN. There is very little Spanish programming.

## 73<sup>rd</sup> Annual Tohono O’odham Tribal Fair and Rodeo

KOHN chose one of their community’s largest events to survey listeners. Arizona’s longest running all-Indian rodeo is the Tohono O’odham Nation Rodeo and Fair was held February 3 to February 6, 2011 at the Eugene P. Tashquith Sr. Livestock Complex in Sells, Arizona. The Tohono O’odham Nation Rodeo and Fair is hosted by the tribe and is widely popular. The multi-day event includes a parade, rodeo competitions, and performances throughout the week. There are also traditional foods, music, and dances, and carnival games.<sup>6</sup> The survey was taken on February 3<sup>rd</sup>, 2011. There were 300 total attendees, sixty surveys were completed and twenty people declined to participate in the survey. KOHN ran PSA’s for the event. Starting ten days prior to the event they ran four during the day and two overnight for a total of sixty PSAs.<sup>7</sup>

<sup>5</sup> <http://borderbeat.net/news/1028-reservation-radio-kohn> referenced on 5-4-11

<sup>6</sup> [http://www.tonation-nsn.gov/rodeo\\_fair.aspx](http://www.tonation-nsn.gov/rodeo_fair.aspx) retrieved on 5-5-11

<sup>7</sup> Email communication with Maria Donahue at KOHN on 5-5-11.

### What is your age?

Answer Options	Response Percent	Response Count
13-17	2.7%	1
18-24	5.4%	2
25-34	18.9%	7
35-44	37.8%	14
45-54	16.2%	6
55+	18.9%	7
<b>answered question</b>		<b>37</b>
<b>skipped question</b>		<b>23</b>

The demographic data indicates that a large portion of attendees (91.8%) surveyed by KOHN at this event were adults over the age of twenty-five. Younger adults either were not in attendance or were not surveyed and represented only 8.1% of respondents.

### How did you hear about this event?

Answer Options	Response Percent	Response Count
a. TV	1.7%	1
b. Radio Announcement	53.3%	32
c. Internet (please explain: facebook, twitter, etc)	3.3%	2
d. Tribal Paper	41.7%	25
e. Other	33.3%	20
Other (please specify)		12
<b>answered question</b>		<b>60</b>
<b>skipped question</b>		<b>0</b>

KOHN ran at least sixty PSAs advertising the event and 53.3% of survey respondents indicate that they heard these spots. Another 41.7% indicated that they read about the event in the tribal paper. An additional 33.3% indicated that they heard about the event via other means. This is not surprising, given that this event was the 73<sup>rd</sup> annual event; four persons cited that they knew about the event precisely because the event is annual. Another six, cited word of mouth as how they heard about the event.

### Do you listen to KOHN Radio Station?

Answer Options	Response Percent	Response Count
Yes	96.7%	58
No	3.3%	2
<b>answered question</b>		<b>60</b>
<b>skipped question</b>		<b>0</b>

As a tribal station in a remote location, KOHN is the only radio station in this geographic area; 96.7% in the region listen to the station when in listening range.

### If so, why do you listen to KOHN Radio Station?

Answer Options	Response Percent	Response Count
a. News	22.4%	13
b. Music	55.2%	32
c. Community Info	27.6%	16
d. Language Programing	5.2%	3
e. Emergency Info	8.6%	5
f. all	44.8%	26
g. other	6.9%	4
Other (please specify)		3
<b>answered question</b>		<b>58</b>
<b>skipped question</b>		<b>2</b>

KOHN listeners like their music, with 55.2% citing music as the main reason they listen. Respondents also indicate that they like the variety of programming and listen for all types of shows. Another 27.6% enjoy the community information programming that KOHN broadcasts. News is also popular programming with 22.4% of those surveyed citing this as a reason they listen. Emergency and language programming are important enough to rank at 8.6% and 5.2% respectively, but are not primary reasons the audience listens. Finally several respondents listed specific reasons they listen, which were cultural. One stated that they like to listen to Waila Music (a kind of dance music developed by the Tohono O’odham people). The other stated that they enjoy news that is broadcast in the O’odham language.

### If so, where do you listen to KOHN?

Answer Options	Response Percent	Response Count
a. Home	41.4%	24
b. Car	60.3%	35
c. Internet	0.0%	0
d. all of the above	17.2%	10
e. other	13.8%	8
Other (please specify)		8
<b>answered question</b>		<b>58</b>
<b>skipped question</b>		<b>2</b>

KOHN’s audience listens primarily in the car (60.3%) with another 41.4% listening in the home. Of these listeners, 17.2% listen both in the car and at home. Eight respondents or 13.8% cited listening at work (which was not a choice, but was specified in their quantitative answers).

### If so, what times do you listen to KOHN Radio Station?

Answer Options	Response Percent	Response Count
a. AM	27.6%	16
b. Afternoon	25.9%	15
c. Noon	8.6%	5

d. Drive Time	19.0%	11
e. Evening	20.7%	12
f. Overnight	1.7%	1
g. All of the Above	44.8%	26
h. other	5.2%	3
Other (please specify)		3
<b>answered question</b>		<b>58</b>
<b>skipped question</b>		<b>2</b>

It is interesting to note that the KOHN audience listening times are rather evenly dispersed, with 27.6% listening in the morning, 26.9% in the afternoon, 20.7% in the evening and 19% during drive time.

**Please tell us your favorite story about KOHN Radio Station OR please tell us what KOHN radio stations means to you and your community.**

Answer Options	Response Count
	23
<b>answered question</b>	<b>23</b>
<b>skipped question</b>	<b>37</b>

KOHN audiences took the time to respond to this Qualitative question. Nine out of twenty-three responded to this question with substantive information about how they value the cultural programming of station. One person said something very profound, “Kah O’Odhham huvel nui means listening in the wind to our people.” Another person told a story “ I think it was hearing someone share their life story on Peoples Voice. I believe sharing helps others. I am proud of you all KOHN staff for making all this possible. Keep up the good work.” The audience likes hearing about the news of the nation, but also likes the variety of programming and certain DJs were mentioned by name.

### KOHN Findings

Unfortunately, because KOHN’s second survey had to be disqualified, the findings are limited to what is outlined in the one event. No patterns of listenership can emerge without additional surveys. However, the surveys were designed to also collect the qualitative data about stations or the stories and why people in tribal communities value their radio. In this endeavor, the KOHN findings clearly show that this station is highly valued by the community.

### Station Participant Survey Results

As a part of the pilot, NPM completed a follow-up survey with the two station managers of the stations participating in the study. In order to gauge the effectiveness and understand the effects of implementing this community engagement survey, NPM administered a survey of the two station managers after the community surveys took place. At the time they took the survey, they had not seen any of the findings.

This short survey contained four questions and was administered via Survey Monkey. The two station managers were asked: 1) what were the challenges in gathering the data; 2) do you think the information you gathered will be useful in engaging your audience, and if so, how; 3) what is a better way of measuring station audience engagement; and 4) was the New Horizons Audience Engagement Survey that your station participated in worth the trouble and why?

In response to question one about the challenges of gathering data, one station manager reported that it was difficult to determine the appropriate event to maximize the targeted response. The other station manager indicated several challenges. First, they said it was difficult to ensure that they had enough staff to gather the data. Secondly, they thought the multiple choice questions were easier for the respondents and that they had to create examples for the respondents in order to get them to respond to the requests for explanations. In reviewing this answer, NPM is concerned that perhaps the examples used by the interviewers might have been leading.

Question two asked the station managers if the information gathered by the study would be useful in engaging their audiences. Both agreed that it would not, but for different reasons. One station manager stated that the responses were not specific enough and that their role in disseminating information was not relevant because participants were well informed by other means. The other station stated that feedback is always relevant and helpful, but that the survey was too small to make any major changes as a result of it.

Each station manager was asked if there was a better way to measure station engagement than the survey and both stated yes and cited their current practices. One station said that targeted PSAs where they partnered with a department were more successful, although they did not state how success was measured. They gave an example where they created scripted dialogue in traditional language programming in conjunction with a local department.

The other station likes to implement monthly listener phone surveys. They also do online versions using Survey Monkey. They aim for obtaining 100 completed surveys and they survey for targeted feedback on issues.

## Overall Findings:

One of the most important finding is the overwhelmingly high percentage of people who listen to these stations. 93.9% was the average percentage of those who listened to the stations across the four surveys. Few radio stations get 90% or 95% of their samples listening. Follow-up studies are warranted to see if this is true across the Native radio system.

From these responses, it is clear that Arbitron, in its efforts to measure audience engagement in terms of the relationship to advertising dollars, is neither relevant nor adequate for measuring community valuation of Native stations. Indeed, Arbitron does not bother with Native stations because samples are too small, yet a station located in the heart of tribal homelands may be the lifeline of the entire community.

After reviewing the findings of the surveys and analyzing the data, NPM is left with more questions than answers. How do we get station managers to see the intersection of theory and practice in measuring station engagement? How do we get stations to take ownership of the process and value the results? How do we fund the application of a study system-wide?

This study found that stations are resistant to the implementation of such a study for a variety of reasons, including capacity, value judgments, limited funding and lack of understanding about metrics in general; all of which can be remedied with funding. Both NFCB staff and participating Station Managers had difficulty understanding the process of collecting standardized data. One of the station managers stated that measuring station engagement needed to be “real world not academic.”

## Recommendations:

Both station managers were asked if the New Horizons Audience Engagement Survey was worth the trouble; both said no. They said the process was difficult and time consuming. Still, NPM believes these issues can be overcome with the following recommendations.

1. *Capacity:* Capacity can be addressed with funding for additional station staff, use of trained volunteers and the establishment of a full-time data analyst devoted to assisting staff in gathering data about their stations and local community engagement. In general, all the Native stations operate with an average of five station personnel or less. The need to increase station staff capacity is overwhelmingly critical in all areas of station operations and had a direct effect on the implementation of this pilot study.
2. *Training:* Lack of understanding of the process and value judgments about the process can be overcome by working with the station and via training. This work must be evergreen. It will take time and work to create value for this type of tool and to get the needed buy in from stations and station managers so that eventually it will become an integral part of the station's culture.
3. *Funding:* Overcoming the funding issue is significant both in addressing the taxed station staff syndrome afflicting Native stations and in implementing metrics that are meaningful to the Native Radio network. In order to implement system-wide use of the NPM New Horizons Station Engagement Tool, there are human, capital and logistical needs. Most importantly is the need for a research and data analyst to create the New Horizons Station Engagement Tool Kit and to analyze and interpret data. Despite the fact that the study is simple, the Native Radio system would need a research and data analyst to implement the study; follow up with stations; collect, compile, enter and analyze the data; and to write corresponding reports. If such studies were being implemented at a variety of stations at any given time, a full-time analyst would be warranted, along with a professional grade subscription to a cloud survey product like Survey Monkey. This is paramount in the process.

The limitations of this study including the scope and size are apparent; yet, the findings are still significant. The study, even in its limited scope, produced valuable quantitative and qualitative data about how the respective communities value their station. However, NPM anticipates significant difficulties in implementing a larger study process across the Native Radio system without significant investment and commitment from funding partners to tell the story of how Native radio stations engage community members and serve as vital anchor institutions by and for Native peoples. It is a story yet to be fully told.

## Next Steps

NPM believes that the results of this Pilot Study are extremely vital. It includes the first quantitative and qualitative data assessing the state of the Native radio system. Now that the pilot is completed and the data is analyzed the next step is the presentation of the data for discussion at the Annual Native Radio Summit in 2011. Follow-up includes the incorporation of the discussion into the findings and repackaging for publication. It is undetermined at this time, if this project will be implemented in the Native radio system, but it is NPM's sincere hope that this study contributes to the larger understanding and value of radio in tribal communities.



## Appendix I-Survey Instrument

**Script:** “Do you have a minute to complete a short 5-question survey? Great! Thanks! This is a survey about this event (**insert event info**) and the (**Insert station info**) Radio Station in (**insert community info**) Community. We’re trying to gather stories about how our community values and uses our radio station. The information can be very valuable to our station as we try to get funding for expanded programing.”

*How to use the survey: Please read each question and the possible choices to the community members at the event and record the answers. Multiple answers are fine; please take notes on back if needed. Keep all surveys, completed and incomplete, and turn in to station survey coordinator.*

*Have a station employee or volunteer will ask community members these questions at the event and will complete this survey for the interviewee. The survey should may be completed at the time on survey monkey or plugged in later manually. A survey monkey site will be created to plug the data into; this will aggregate the data automatically. The story info can be complied manually for analysis and/or other use.*

*What is your age range? 13-17; 18-24; 25-34; 35-44; 45-54; 55+. Thank you so much for participating in our survey.*

There are 5 questions:

- 1) How did you hear about this event? (Please pick one)
  - a. TV
  - b. Radio Announcement
  - c. Internet (Please explain box Facebook; Twitter, station?)
  - d. Tribal paper
  - e. Other (please Explain box)
- 2) Do you listen to KXYZ Radio Station?
  - a. Yes
  - b. No
- 3) If so, why do you listen to KXYZ Radio Station?
  - a. News
  - b. Music
  - c. Community info
  - d. Language programing
  - e. Emergency info
  - f. All
  - g. Other (please explain box)
- 4) If so, where do you listen to KXYZ Radio Station?
  - a. Home
  - b. Car
  - c. Internet
  - d. All of the Above
  - e. Other (please Explain Box)
- 5) If so, what times do you listen to KXYZ Radio Station?
  - a. AM
  - b. Afternoon
  - c. Noon

- d. Drive Time
  - e. Evening
  - f. Overnight
  - g. All of the Above
  - h. Other (Please Explain Box)
- 6) Please tell us your favorite story about the KXYZ Radio Station OR please tell us what the KXYZ Radio Station means to you and your community. (Explanation Box of 250-500 words)

## Appendix II

### NATIVE PUBLIC MEDIA NEW HORIZONS SURVEY INSTRUCTIONS

- 1) Please make adequate blank copies of the survey and take to the event;
- 2) The script for the interviewer and directions are at the top of each survey; have volunteers ask each person they approach to participate using the script as a guide:
  - a. Have them record the age range of the interviewee; (no names)
  - b. Have them record/keep a running tally of the number of people they approach but that refuse to participate (using hatch marks is fine);
  - c. Have them keep all surveys, both incomplete and complete.
- 3) In a large mailing envelope please send the following items to Traci Morris:
  - a. All completed and incomplete surveys;
  - b. A record of the official number of persons attending the event (can be obtained from the event organizer);
  - c. A total number of persons approached that refused to participate.
  - d. Send to: