



# KTNA 2010 Listener Survey Results

March 26, 2010

Hello to KTNA members, listeners, and website users:

Following this brief note are results from the Listener Survey that KTNA concluded in late February. We had tremendous participation, with 161 individuals submitting surveys. The results are presented without much interpretation so that readers are free to draw their own conclusions. For the questions that invited written comments, a representative sample of comments is presented, but not every comment. The comments you don't see are generally repetitive of the ones displayed, are very general compliments or complaints, or are critical of particular volunteers or staff members. However, we are using all the feedback internally -- just because you don't see the comment you wrote doesn't mean that we are ignoring it. All comments are being examined and considered.

As is evident from the results, it is challenging to make everyone happy -- many respondents ask for different changes. More photos on the website, fewer photos on the website. Please don't replace Democracy Now, please dump Democracy Now right away. More BBC, less BBC. Our goal is not to make every listener happy all the time - an impossible task - but to ensure that everyone in the community finds some programming that is of significant value to them.

How do we make use of the results? For syndicated programming, the KTNA staff has proposed a set of changes for consideration by our Community Advisory Board (CAB). The CAB is composed of a representative set of community members who will provide recommendations before any changes are made. The CAB has already discussed the survey and program changes once, and will meet again on Wednesday, April 14 at 6pm at the KTNA office to continue their discussion. Members of the public are welcome to attend. In addition, some of the suggested changes to the website are already in the works. We are sharing specific compliments, suggestions, or criticisms with the individuals who can best use them.

The one item that almost everyone seems to agree upon is that more locally-produced programming is desirable. This is also the one area that is most difficult to address. Our local programming is dependent upon the energy of local volunteers. KTNA is a tool the community uses to share information, entertainment, music, and stories with each other. But the community has to provide the content. Do you have an idea for a show that you would like to host or help organize? Come in and chat with us -- we would love to help make it happen!

Sincerely,

Charlie Loeb  
Acting General Manager



## KTNA Listener Survey

**Please complete and return by February 21, 2010**

return to KTNA, P.O. Box 300, Talkeetna, AK 99676

OR

complete on-line at [www.ktna.org](http://www.ktna.org)

OR

deliver to the KTNA office on 2nd Street

1) Which news programs on KTNA do you find the most valuable? (check as many as apply)

- |   |  |
|---|--|
| <input type="radio"/> Morning (7:40am) Local News, announcements  | <input type="radio"/> NPR News (Morning Edition, All Things Considered, Weekend Edition) |
| <input type="radio"/> Mid-day (12:00pm) Local News, announcements | <input type="radio"/> NPR Talk of the Nation/Science Friday                              |
| <input type="radio"/> Evening (6:00pm) Local News, announcements  | <input type="radio"/> BBC news   |
| <input type="radio"/> Susitna Valley Voice                        |  |
| <input type="radio"/> APRN Alaska Nightly News                    | <input type="radio"/> I do not listen to news programs on KTNA                           |
| <input type="radio"/> Democracy Now                               |  |

2) If you listen to NPR News (Morning Edition, Weekend Edition, All Things Considered), which hours do you generally listen? (check as many as apply)

**Weekday mornings**

- 6:00-7:00am
- 7:00-8:00am
- 8:00-9:00am

**Weekday afternoons**

- 4:00-5:00pm
- 5:00-6:00pm

**Weekend Mornings**

- (Saturday/Sunday)
- 8:00-9:00am
  - 9:00-10:00am

3) Many KTNA listeners enjoy BBC news and would like to listen during some daytime listening hours. To serve the most listeners, a general world news program would be most ideal (as opposed to the more specialized 8:00am program *Europe Today*), but trade-offs are involved. Please indicate your preference(s) below.

- 6:00am** -- BBC *World Briefing/World Business News* in place of the 6:00-7:00am hour of NPR's *Morning Edition* (this segment of *Morning Edition* now plays at 8:00am also).
- 11:00am** -- BBC *News Hour* in place of the 11:00am-noon hour of NPR's *Talk of the Nation*. The 10:00am hour of *Talk of the Nation* would still play.
- 12:00pm** -- BBC *News Hour*, replacing *Informazine*; KTNA Mid-Day News moves to another time.
- 3:00pm** -- BBC *World Briefing/World Business News* in place of *Democracy Now*.
- I would rather not substitute BBC news for any of these programs.

4) Do you listen to *Informazine*, the half hour of short information programs that plays from 12:30-1:00pm on weekdays?

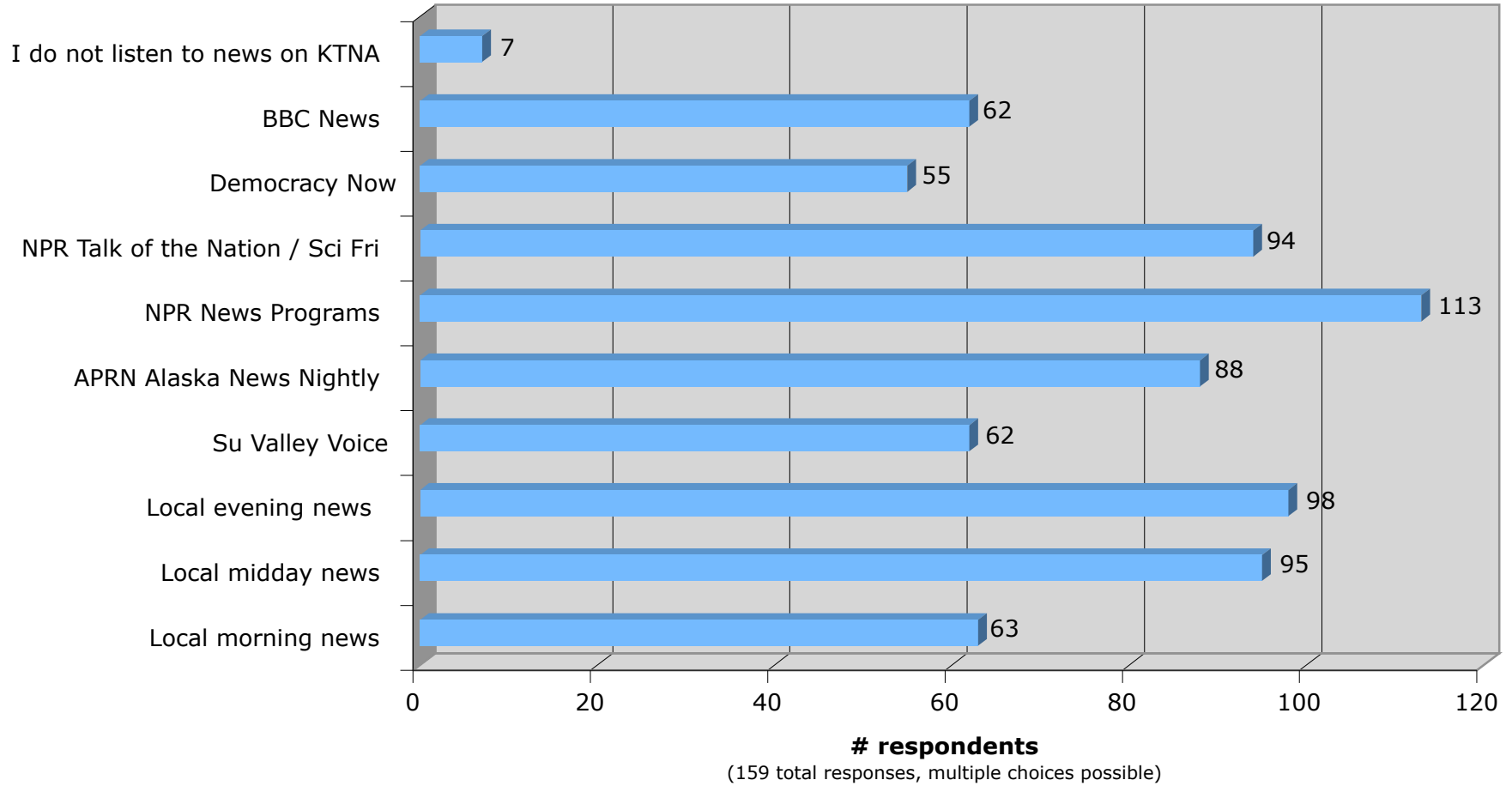
- Yes, and I value the information in these programs.
- Yes I sometimes listen, but I don't value them and/or I don't care whether KTNA plays *Informazine*.
- No, I generally do not listen to *Informazine*.

5) Which nationally-distributed music shows do you enjoy? (check as many as apply)

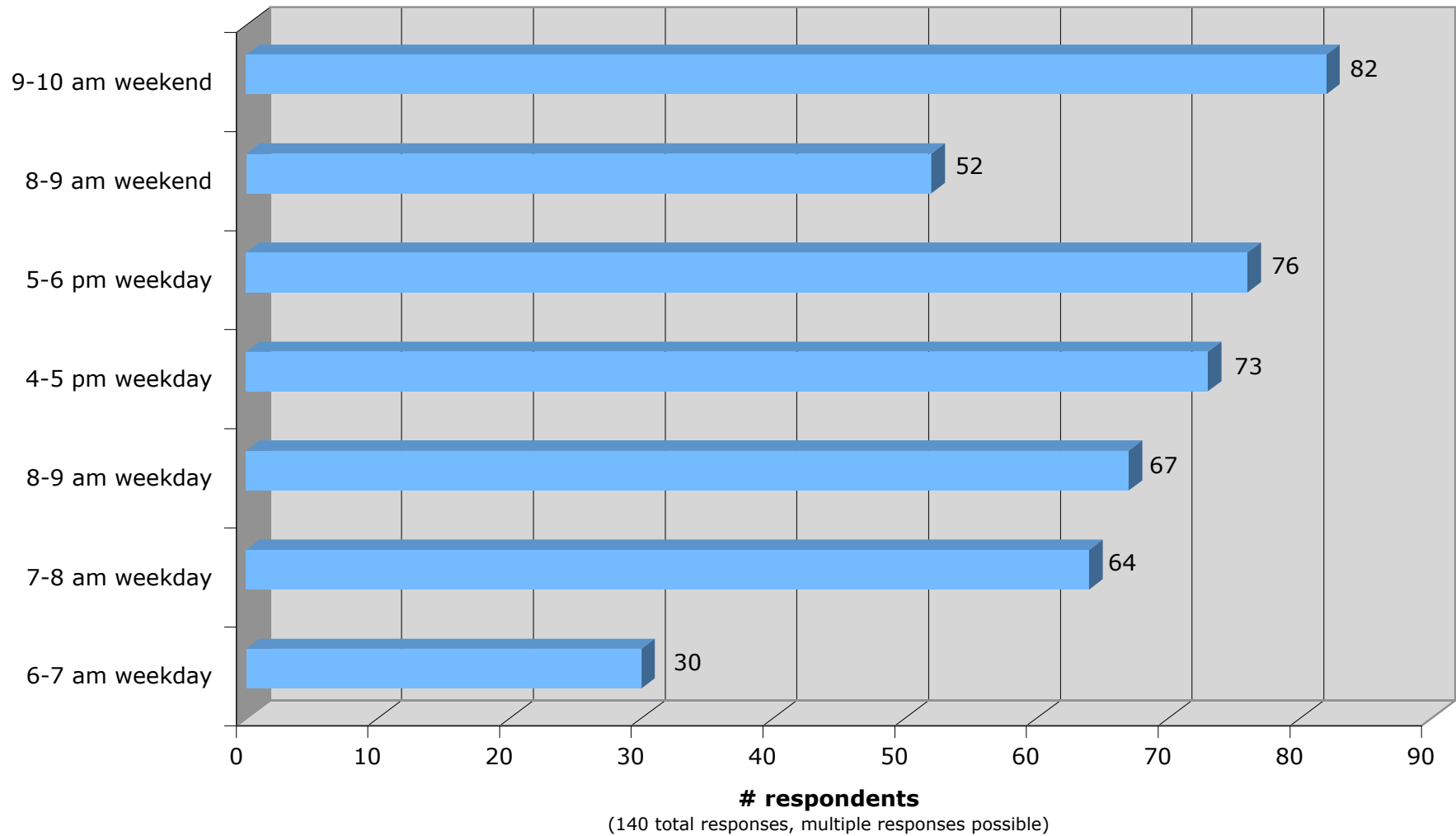
- |  |  |
|--|--|
| <input type="radio"/> Acoustic Accents (2pm Sun.)      | <input type="radio"/> Midnight Special (10pm Sat.)       |
| <input type="radio"/> American Routes (11am Sat.)      | <input type="radio"/> Mountain Stage (2pm Sat.)          |
| <input type="radio"/> Beale Street Caravan (11pm Wed.) | <input type="radio"/> Performance Today (9am weekdays)   |
| <input type="radio"/> The Brazilian Hour (1pm Wed.)    | <input type="radio"/> St. Paul Sunday (10am Sun.)        |
| <input type="radio"/> E-Town (2pm Fri.)                | <input type="radio"/> Swingin' Down the Lane (8pm Tues.) |
| <input type="radio"/> Folk Sampler (11pm Mon.)         | <input type="radio"/> Thistle & Shamrock (1pm Sat.)      |
| <input type="radio"/> Hearts of Space (10pm Sun.)      | <input type="radio"/> World Cafe (daily 2:00am)          |
| <input type="radio"/> Jazz Set (11pm Fri.)             | <input type="radio"/> I do not listen to these programs  |



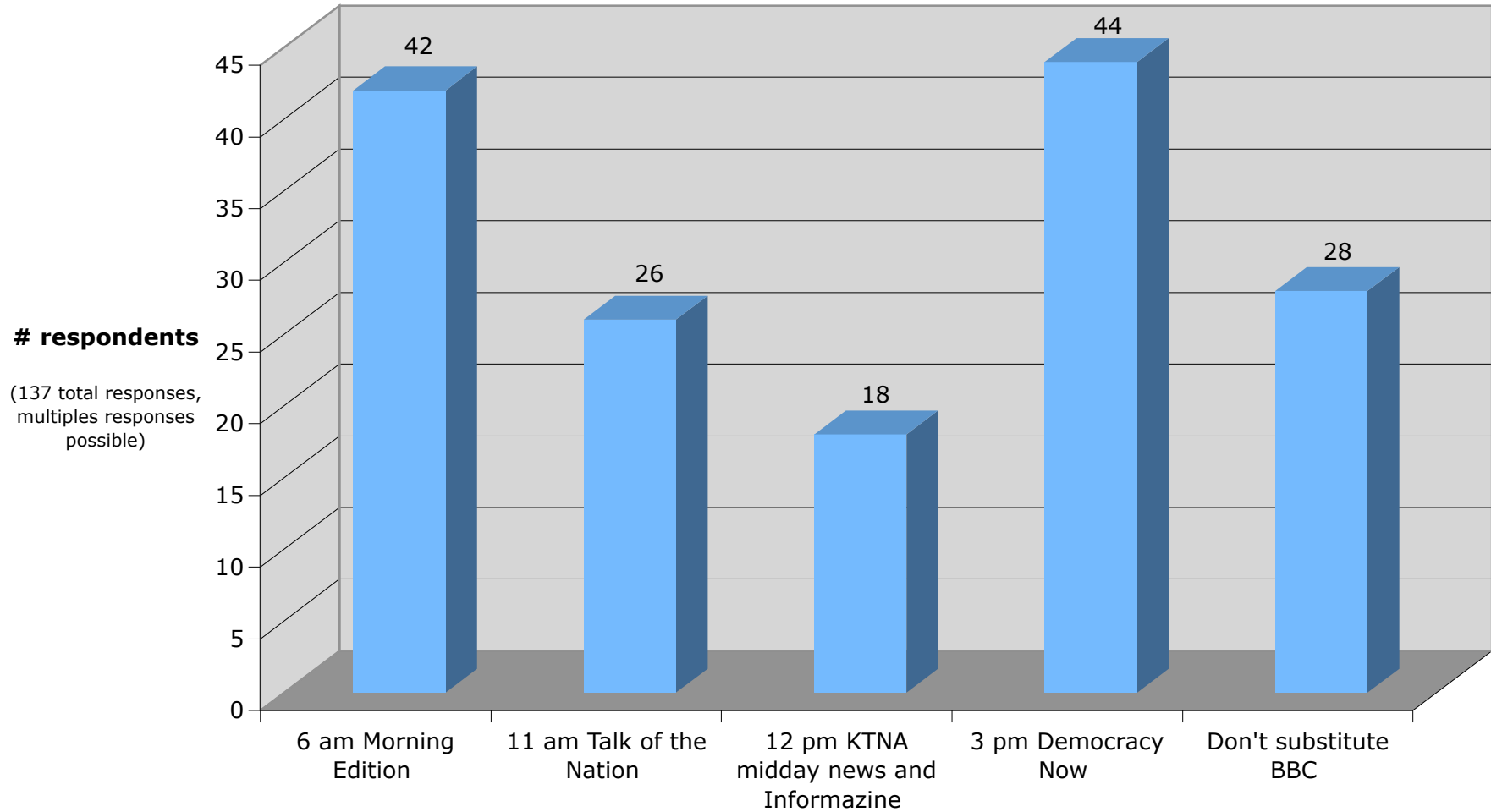
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**2) If you listen to NPR News (Morning Edition, Weekend Edition, All Things Considered), which hours do you generally listen?**

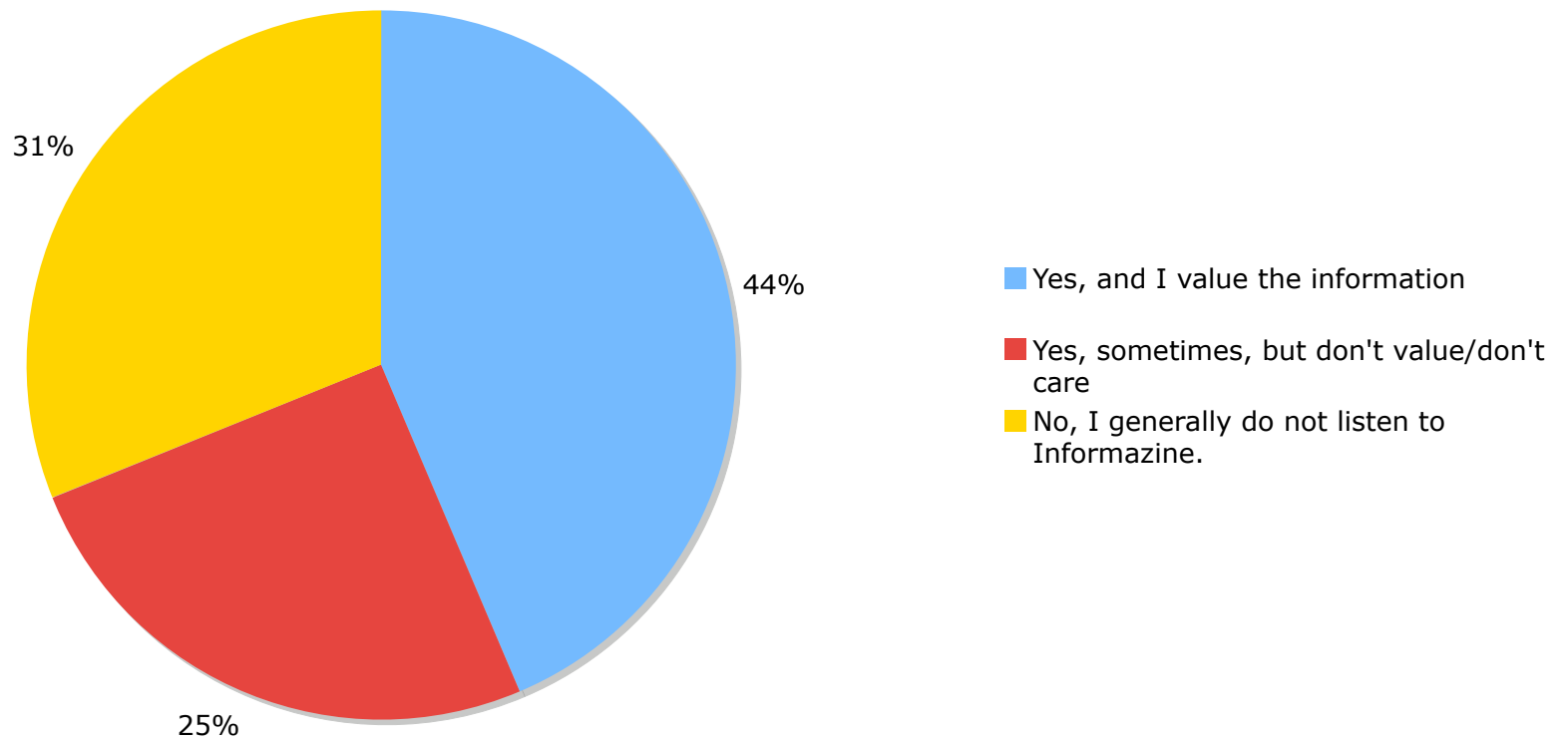


**3) Many KTNA listeners enjoy BBC news and would like to listen during some daytime listening hours, but trade-offs are involved. Please indicate your preference(s) below. BBC in place of....**

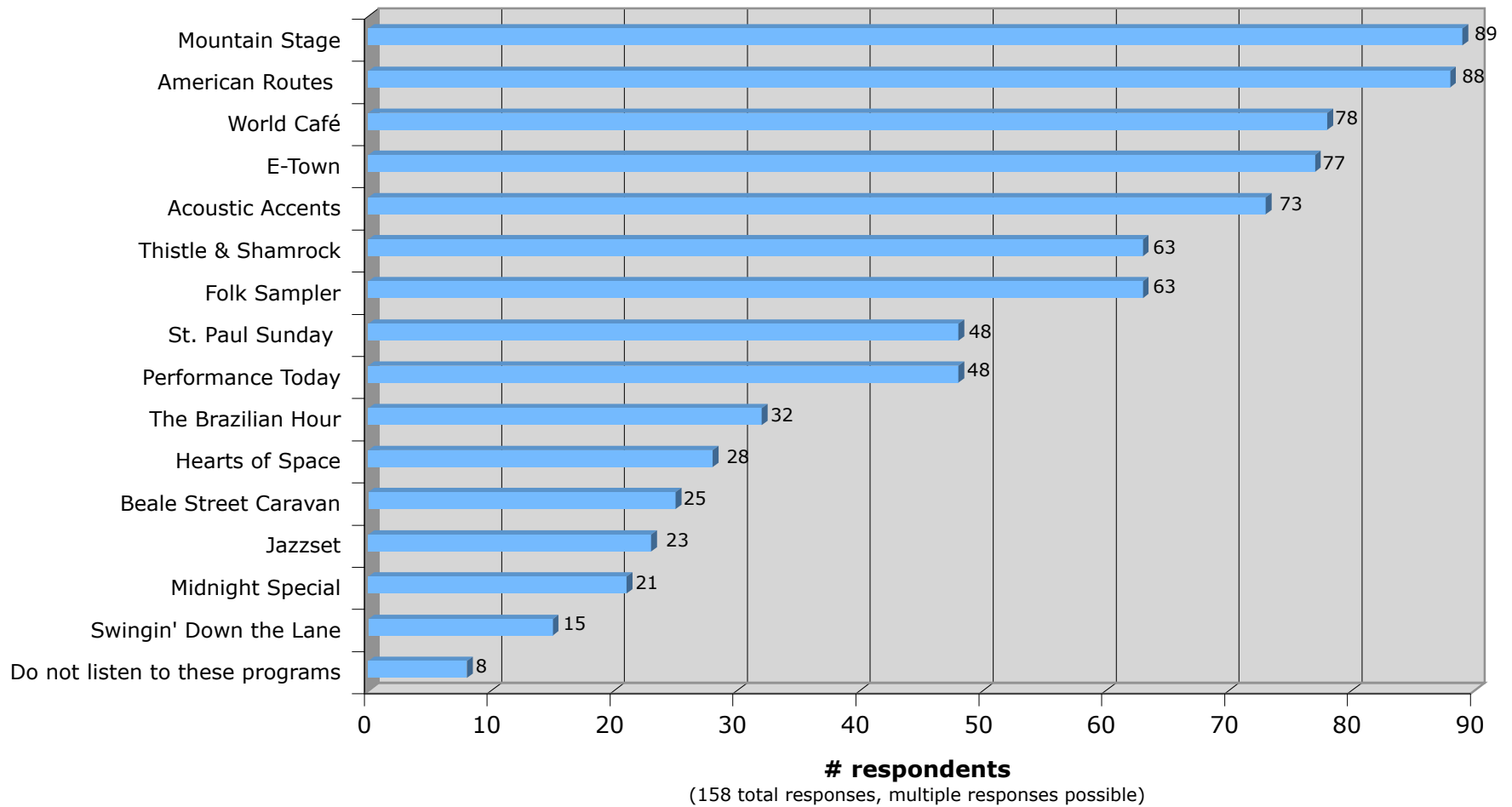


**4) Do you listen to Informazine, the half hour of short information programs that plays from 12:30-1:00pm on weekdays?**

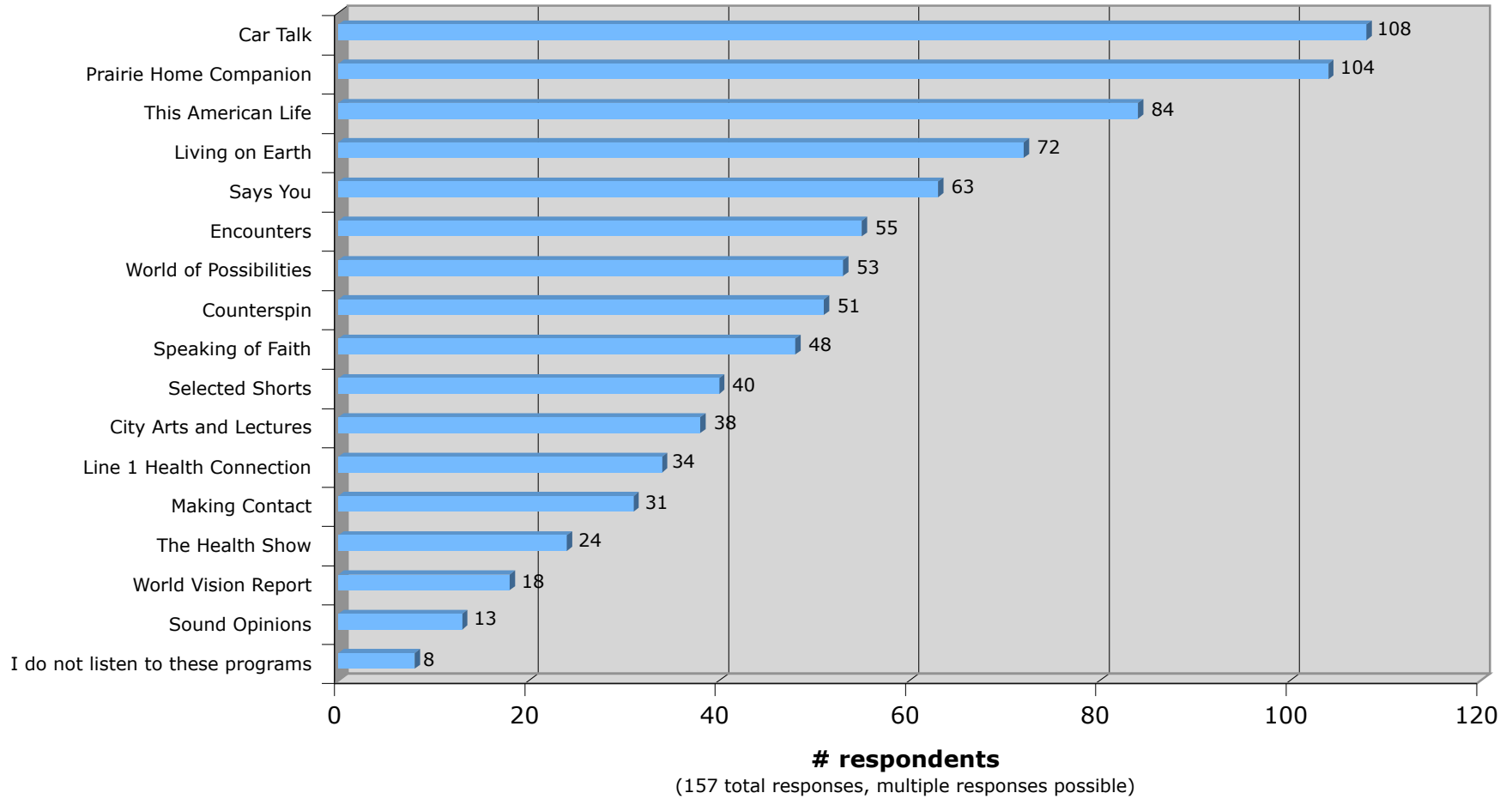
155 total responses



### 5) Which nationally-distributed music shows do you enjoy?



**6) Which statewide or nationally-distributed information, culture, or entertainment programs do you enjoy?**

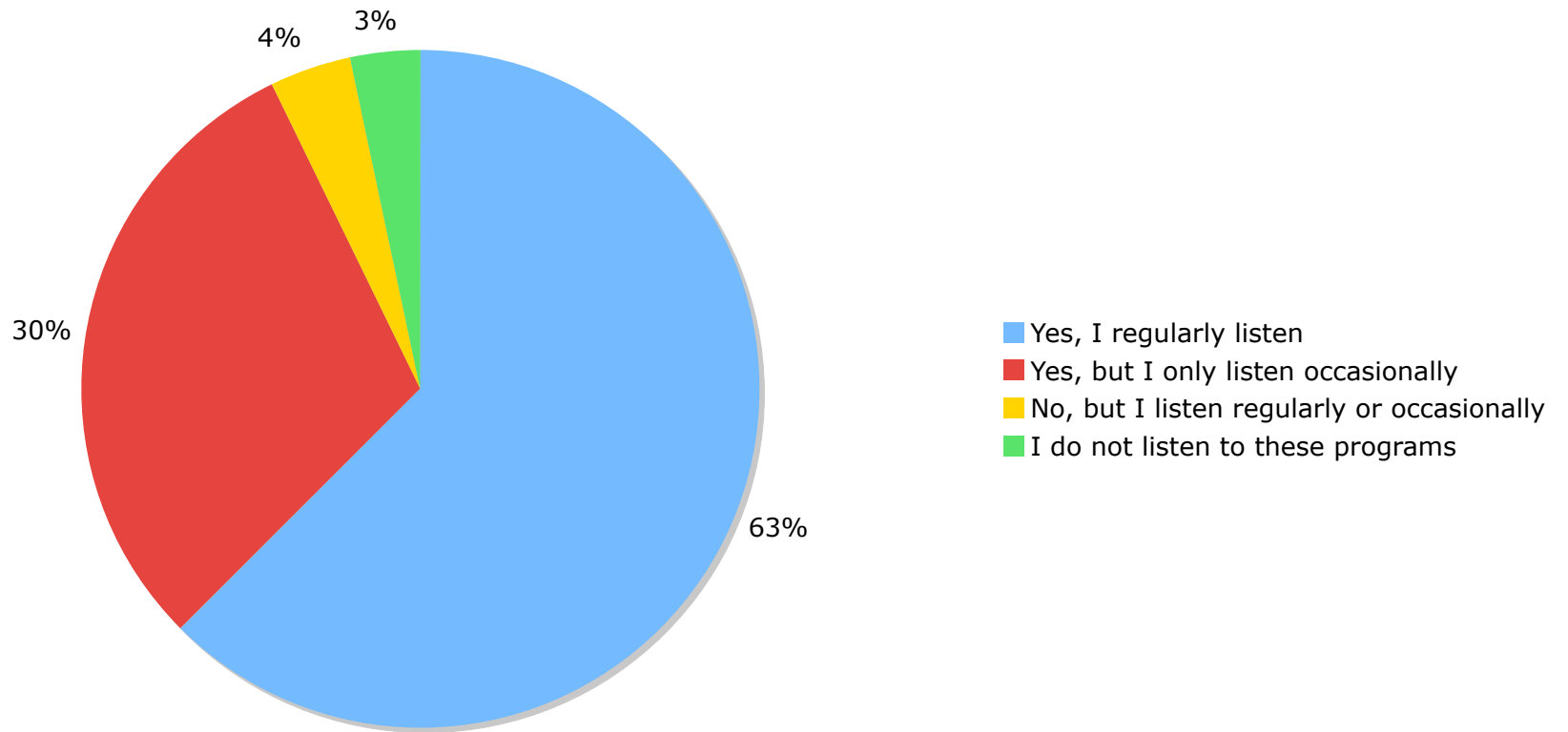


**7) Are there nationally-distributed news, information, or entertainment shows you have heard on other public radio stations you would like to hear on KTNA? Please tell us which ones.**

Show	# respondents who request
Wait, Wait Don't Tell Me	15
Fresh Air	10
Marketplace	4
Piano Jazz	3
Alaska Native News	2
Alternative Radio	2
Borealis Bluegrass Breakdown	2
Calling All Pets	2
Cowboy Corner	2
Echoes	2
Here and Now	2
Talk of Alaska	2
The World	2
Whaddaya Know - Michael Feldman	2
Alaska Economic Report	1
Arctic Cactus Hour (KNBA)	1
Bioneers	1
Cactus Cuisine (KNBA)	1
Chef's Table	1
Coast to Coast	1
Diane Rehm Show	1
Jazz at the Kennedy Center	1
Love Line (KROQ)	1
Mark Levine Show	1
Metropolitan Opera	1
National Press Club	1
Planet Money	1
Tavis Smiley	1
The Dennis Prager Show	1
The Infinite Mind	1
The Splendid Table	1
You Bet Your Garden	1

**8) Are locally-produced culture and information programs such as Nuggets, StarDate Susitna, and Earth & Beyond important to you?**

156 total responses



**9) How could we improve these locally-produced programs? Please provide suggestions, including alternative times for broadcast, topic ideas, format changes and/or new program ideas.**

Below is a sample of responses.

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I would like to see more creative local programs, and some programs specifically done by and for students in the community.

Topic ideas -

1. A literature or poetry program on which hosts and/or guests read from either their own work or the selected works of others.
2. A forum for discussion of current issues, whether local or national, by local people (I don't mean by elected officials or experts, but just by community members who have an interest in the issue and have made themselves knowledgeable about it).
3. Same idea as #2 but with a youth slant - high school students as hosts.

Love a lot of the local music programs, it's part of our uniqueness, but I do miss the serial programs like when the Hitchhikers Guide to the Galaxy was on the air, and Jessica's reading of Wind in the Willows. The children's story programs from a few years back were fun too. And of course...bring back Cheese Whiz. (But I can be flexible on this last point) :-)

Local opinion forum? Maybe? Just spitballing (could be trouble)

Local call-in talk show.

How about an exclusive local musician showcase hour once a week?

All of these are very valuable and interesting. My appreciation to Kathleen Fleming, who is a real asset to the Upper Valley. Nuggets is just generally good lately, but overall this has been the best program that you have produced as to ultimate value, especially from an historical preservation perspective. Thank you!

More local programming of any kind

As a listener outside the Talkeetna area (tennessee), I would like some of the localized programs repeated during our eastern time zone, rather carrying the NPR programs. I can hear NPR from several sources and would much rather hear LOCAL Talkeetna programming. Please note that the ONLY time my wife and I can listen is in the evening and night hours - OUR time - and we miss much of the the local programs as a result (we have get to bed early, as we rise early).

KNBA features a local music program that serves both as an interview and performance feature for local entertainers. This could be expanded beyond music to include any performing art that was verbal, like spoken word and story telling, for example.

Guest DJs perhaps, coming in with the regular djs if they are interested.

It would be nice if the dj's prepared for news, announcements, etc. in advance so the

broadcast seemed a little bit smoother & more "professional." That said, their volunteer efforts are greatly appreciated! One other thing: Nuggets, etc. often focuses on historical content only. It would be cool to have some sort of human interest angle that doesn't necessarily focus on the old days. How about touching base with seasonal people and even some of the tourists that come here?

More topics for Earth & Beyond. I'm glad Dan Harrell and Greg Curtis are doing them. Natural history topics maybe--information on trapping and other Alaska pursuits in short five minute segments.

Nuggets at 7pm on Tuesdays. Earth & Beyond and StarDate Susitna would be nice .... together and spotlighted at a special time - ie. before or after midday news.

Nuggets is a great idea (I hate the theme music), and the best programs have focused on the history of the area. More of the oral history types of things would be appreciated. As for Earth & Beyond -- some of the contributors are great, others are a real turn-off. The difference is probably whether what they are reporting is focused on the narrator or on the subject. If I can think of new programs, I'll send them on.

I wish that Nuggets were on later on in the evening, like 8 or 9 pm.

I know Nuggets is very volunteer driven, even in its production. I think the overall listening quality of Nuggets could eventually improve if it were able to achieve some standardization of its production quality level.

You could describe more of them on the web site. And make the schedule more printer friendly. The shows on there don't say who is the host.

How about Su Valley Voice right after the noon news.

I'd like to see a podcast feed of your local content so I can download them to my iPod automatically.

I would really appreciate special emergency school closure information. We only get KTNA radio. It is frustrating on days of questionable weather conditions and on school closures that KTNA doesn't have anything until 7:45 when kids are waiting for the bus as early as 6:30am.

I enjoy the interviews with long-time residents the most.

Would enjoy more reporting about coming events eg sled dog races we missed entirely. Suss out travel stories (eg Mike Fischer's bike thru Poland) from locals (eg Paul & Whitney's family trip to Borneo this winter). As much local reporting as possible - interviews of business people, RR workers, pilots, rangers, athletes, trail maintainers, snow plow guys, etc. More Nuggets. Keep up the good work Diana, Sue, Holly, Deb. More stuff on birds, freeze-up, break-up, termination dust elevation, ice thickness, etc.

There was a vision at one time for an "archive" style interview program (sort of Nugget-esque but more local character oriented). I think it would be valuable to have the bio's...Sue's show w/Jay, Emmila, and Mike's voice bites was great. Krista Maciolek did a few years ago w/Cliff etc. For the present and for posterity.

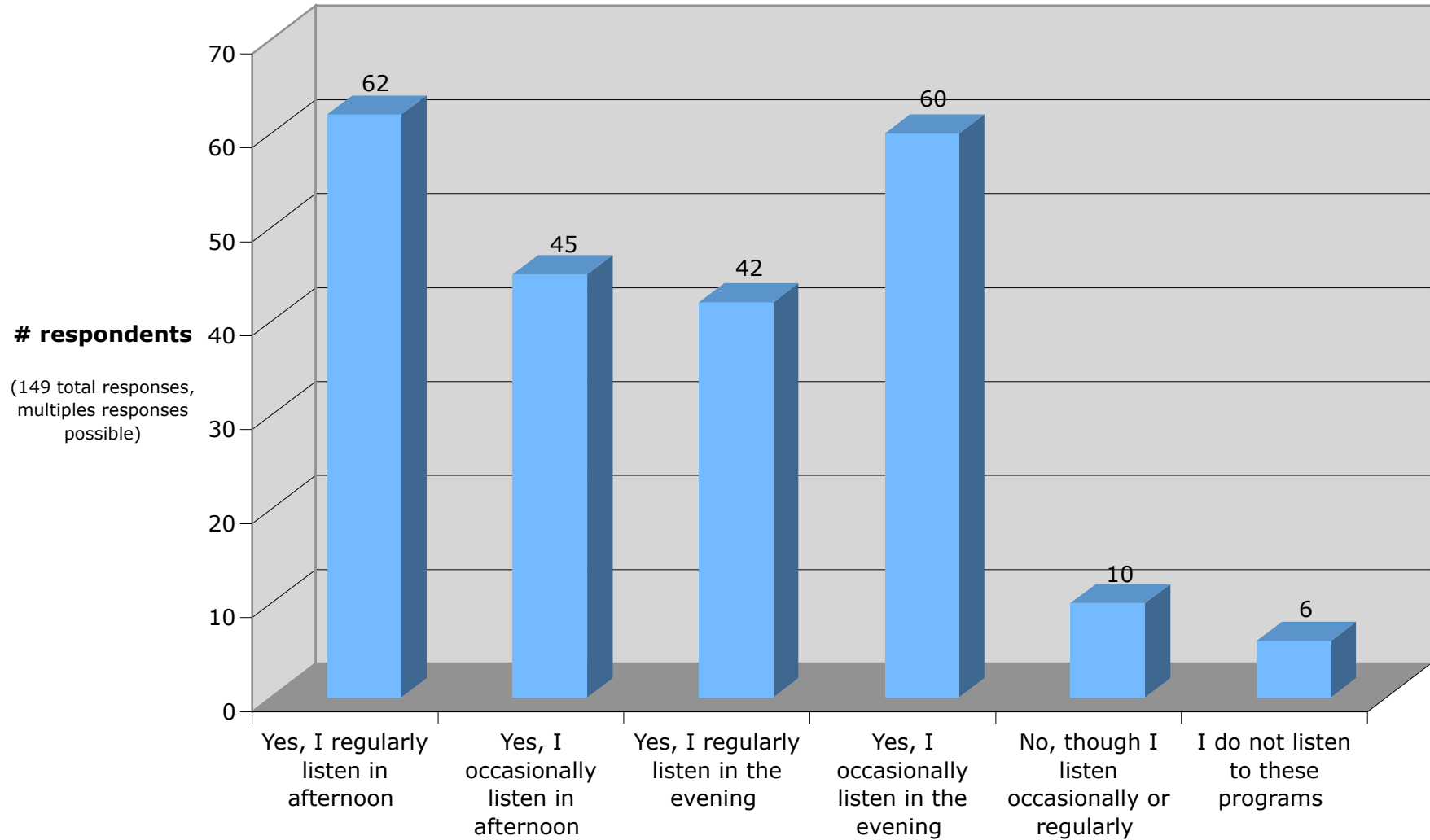
Local news are very important programs - times don't work for me. The 7:40am news is at

the worst possible time for me. I would love to ear it - 7:00? 7:10? 7:15? no later.

I'd like to hear old-style format shows late at night...you know a different chapter of a story each week brought to life on the radio. A funny kids music show maybe. KTNA Rocks! by the way.

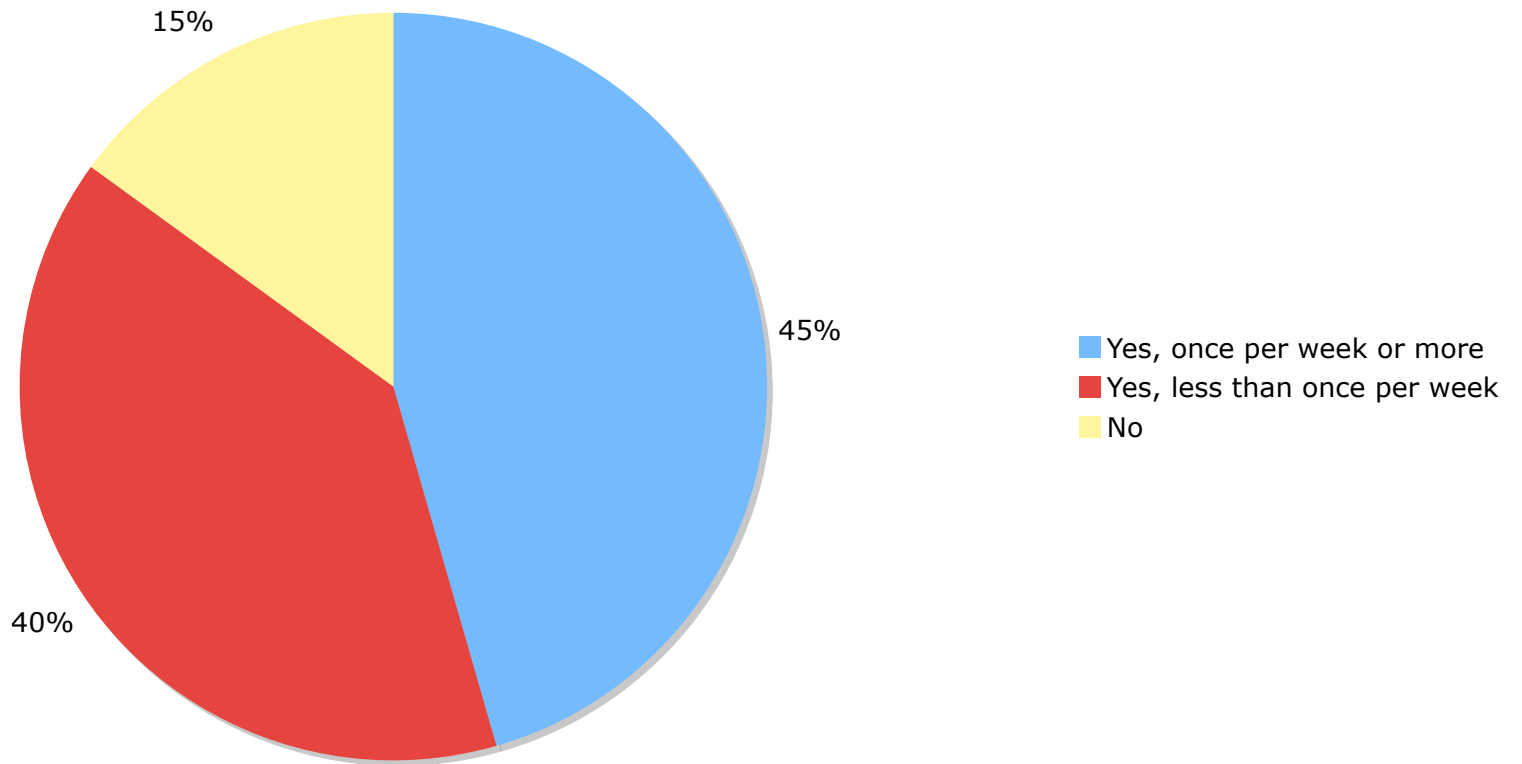
I notice a range of levels of competency regarding the dj/board operating skills of the various show hosts. I know that it probably contributes to a certain "homegrown Talkeetna" feeling that one might experience when listening, but I wonder if the overall professional quality of the station might improve if dj's were given the opportunity to refresh their board and mic skills from time to time, just as commercial bus drivers in Denali are given driver training refreshers at the beginning of each season.

**10) Are afternoon and evening music shows produced by local DJ's important to you?**



### 11) Do you use the KTNA website?

156 total responses



## **12) If you use the website, what services or content would you most like to see added to the site?**

Below is a sample of comments received.

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All of the news stories that air, I sometimes miss the news broadcast and the website only gets a few of the stories that were aired. Perhaps a calendar format for local events would be helpful, or a link to one. I think that the Chamber is working on a community wide calendar of events.

Up to date posting of ALL news stories (as is already done with announcements, classifieds, and Echoes).

I do not like combining all the news stories in one lump, as under Morning Newscasts, a file 21 minutes long. When you are looking for a specific story, you have to listen to the entire newscast, including the weather, road reports, and other unrelated information. If you want to listen, for example, to the Hatcher Pass motorized/non-motorized issue, you have to listen to all that went before... which came up about half way through the program on the 18th. It is also a large and time consuming download if you want to save the story, you have to save a huge file (2/18 morning news was nearly 20 MB) with weather, announcements, unrelated news stories, and so on. Worse, if you are looking for a particular story and don't know what day it aired, you can no longer just scan the local news titles, you have to read each day's news story titles within the newscast title to locate the story so you can listen to it. This method of posting news stories, lumped into a long news and announcement program is very user unfriendly. Please post news stories individually.

More photos.

More local happenings, not necessarily news, but classes or local musicians or events at the Sheldon Arts Hanger.

iPhone app. Clean up the left side-bar. It looks cool, but it's useless.

Archived downloadable programs in mp3, more pictures of local news etc and not in the flash slideshow as they are. website takes a long time to load.

I'd like to read the news posted online, rather than listen to it.

It would help to have the all of the (daily) news posted that day and local programs as well. This is useful if I have missed some or all of the broadcast.

A section that draws attention to local/northern Susitna Valley employment opportunities of any type.

More information on the DJs and their show; glad to see the calendar moved, since it rarely held information; more links to the NPR and APR news site too.

Full written transcripts of news stories, as I can't listen to the downloadable audio files many times (e.g. at work) or people I want to send them to can't do audio files. A tab button that says "News", home page could have other info?

I prefer to read news stories versus listen to them. That way I can skim and I don't have to disturb others.

Obvious access to a community calendar of events. Either hosted on the KTNA site or someone else's, just easy access to it from our main page.

I try to use the Amazon link as often as I shop online. It would be nice to know how much that is benefiting KTNA. I like that Diana is putting photos up on the site. I'm really glad that the website is able to facilitate voting and this survey. Keep up the good work.

I would love it if the news bits were a bit longer with at least the important details. I realize this is a RADIO website, so that's not really your aim, but sometimes I miss the news. I check the KTNA website every time I use the internet, but sometimes can't listen to the soundbites because I am in a public place like Nagley's.

Better schedule

Perhaps some kind of a ski report in winter of regional nature. How are the Fairbanks area x-c trails? What and when has been groomed locally? How are conditions at Girdwood? AT skiing at Thompson Pass or Turnagain Pass?

community blog

dj pages and playlists

How about an RSS feed so I can be automatically notified when content is added to the site?

Easier access to locally-produced shows - esp. photos, add more photos esp. from local photographers.

a way to download news (podcast?) for later listening  
newscasts available for later listening; underwriters given a "one click" button & their listings hyperlinked to their sites.

Better area weather coverage (surrounding area)

Links to the websites of programs making up KTNA's improved nationally and distributed line up of shows.

Community Calendar events

More news, fewer pictures.

A real-time request widget for local dj programming

Post each KTNA job description and annual salary

I listen on the web. A greater bitrate would be appreciated (recently reduced from 56kbps to 48kbps - sound quality is rather poor).

The website is cluttered. I suggest making it easier to read/look at by simplifying its design (start by hiding the tags).

**13) Please use the space below to provide any other comments or suggestions about KTNA programming.**

Below is a sample of responses.

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I think the services KTNA offers are invaluable to this and surrounding communities as a grassroots way of keeping in touch, as well as offering a voice to the community members. The local programming helps keep the world 'here', and present, not just 'out there somewhere'. This goes deeper into community values than is practical here, but I feel KTNA is a key reason this community is as open and diverse and informed as it is, and feel the sense of self-determination we enjoy is fostered by our ability to be personally represented over the airways. Thanks for everything!

I so appreciate having KTNA as part of the community. It is my lifeline.

Please bring back BBC news

You could run BBC from 1-2pm or 2-3pm, replacing some music shows.

More morning blues instead of BBC

Many KTNA listeners do not enjoy BBC news. Random reports from Europe are no substitute for stories about what's going on here.

I do support and listen daily to Democracy Now. I believe that this show provides a unique perspective that one does not get with NPR. Some might consider it radical, but it balances out conservative news perspectives and a lot of it is down to earth news. It is one of the main reasons that I joined up.

Deep six "counter spin" and "democracy now". Do it now!

Please bring World Cafe back to the afternoons - perhaps replace Democracy Now, which I just turn off, and I am a democrat.

I love Democracy Now...even though Amy Goodman always has a frog in her throat.

Keep up the good work - recent improvements in NPR schedule and AK News have been much appreciated

More jazz programs.

Folk Sampler - earlier please. More folk & bluegrass please.

I miss most programming from 10am-6pm because I am at work and can't listen there. I use the website to catch up on local news and found the links to state stories satisfy my other news needs. Maybe add national and international links (NPR & BBC?) (I thought NPR was on there?). I would rather hear "Europe Today" than "Business News" perhaps. Listen to NPR News on weekend afternoons.

I find the announcement policies hard to follow and I think they are becoming too

exclusionary. I understand the difficulty in creating a system that is fair to everyone and doesn't focus on business too much, but classes are a benefit to the community. Music is often "for-profit". And sometimes it seems like what I hear on KTNA is very focused on KTNA and Denali Arts Council only when there is so much else going on. Are any businesses in this town making that much profit, especially in winter? Is 501c3 the only benchmark for community benefit? Underwriting has become WAY WAY too advertisement sounding for what I would like to hear on a public radio station. I do value many of the services KTNA provides and am very glad it's there!

It would be helpful if the announcements included the local businesses that try to provide entertainment to us. It is nice to know what is going on, especially in the winter! This is really a big part of the community. These announcements should be just long enough to keep us informed, not to be unpaid advertising.

Look into another way to present Informazine. I believe it could have more impact than it does now.

Please replace Informazine. The sound-byte format sucks. Just about the worst half hour of NPR programming I've ever heard. Pathetic. Please.

I'm game for some more cultural programming, like City Arts and Lectures -- interviews or profiles of interesting people. And I think more humor or light-hearted programming would be nice. (Like Wait, Wait Don't Tell Me!) KTNA has too many serious, downer, sky-is-falling sort of news and variety shows.

I'm not sure what the show is at 10 pm on Saturday nights, but it is really terrible. The Bone Conduction Music Show was annoying but better than what you've got now. Maybe a local would like to host a late night Saturday show from 10-midnight? Or you could have the existing DJ's rotate, each one volunteering when possible and switching each week? A rotating special edition type show that would allow them out of their usual genres.

Working in new show promotions more often would help re-interest listeners in shows they may have forgotten about. The local show ones get old after a while if they don't change and aren't all covered.

The more local programming the better!

Prefer more music than news - 3-6pm in pm is all talk/news. I usually switch to KTNA (*sic*) as a result. I do like Alaska News Nightly - a lot.

Alaskans can certainly be proud of the work you are doing at KTNA. I live in Delaware and am crazy about all things Alaska. I found you guys while researching Denali. I sure stumbled on a treasure! Keep up the fantastic work. I would just suggest maybe starting an RSS or podcast feed to help really busy people stay informed when the site has new content.

I live about 6 months of the year on Katie Lake and KTNA is the only station I receive. I really like the fact that it is local and stresses community issues. The rest of the time I live in LosAnchorage and try to listen on-line.

Let's get APRN's Talk of Alaska with Steve Heimel. Over the years we have lost lots of Alaska content (when Teresa Bocker's Fairbanks broadcast went away especially). I really appreciate getting Alaska News Nightly. Thank you.

The radio station should not reflect one-sided politics - remember that there are other things in Talkeetna than the schools.

I really appreciate Echos, and think it is an important service, even with the proliferation of cell phones.

Boost the signal strength/increase the station power. Minimize the focus on internet use and concentrate on providing the best radio station for us radio listeners. Move the Folk Sampler to daytime or evening or perhaps repeat it.