

Public Survey Report

WFHB Strategic Plan

Facilitation and Analysis by Brian O’Neill, O’Neill Research LLC

March 7, 2012

Summary Analysis

This survey was conducted to provide both the public and members of the WFHB community of volunteers and listeners with the opportunity to express their opinions on the organization, programs, and key activities of WFHB and on its future direction. This information will help to guide the creation of a strategic plan. The survey has 191 respondents. This represents a self-selected sample and cannot be given a margin of error. However, it does provide valuable information on the attitudes and opinions of key stakeholders of the station. Over 90 percent of the respondents are listeners, 80 percent financial contributors, and over 40 percent volunteers. This survey does not provide information on non-listeners in the community.

Demographically, respondents are not representative of Monroe County as whole. They are more highly educated and have higher annual household incomes by significant margins. Where males comprise 49 percent of Monroe County’s population and females 51 percent¹, males comprise 55 percent of survey respondents and females 45 percent. There is a significant age disparity with the median age of respondents at 47 and the median age of Monroe County at 27.² It is also 10 years older than the median age in the state as whole at 37. The respondents are, therefore, relative to the community at large, much older, wealthier, more highly educated, and over-represented by males. Since over 90 percent of respondents are listeners, around 80 percent financial contributors, and over 40 percent volunteers, these disparities in regard to age, gender, and socioeconomic status may be indicative of a lack of accessibility. It may indicate a need to engage in more targeted outreach activities.

It is also clear from the survey findings that for those individuals who are engaged with the station, it is deeply appreciated and valued. We have divided our key findings into two categories by separating those questions which ask the respondents to rate an activity or organizational area.

It is important to note that in accordance with best research practices, we have left all respondent comments unedited which includes grammar and spelling as well as content and style.

¹ Cited from http://www.city-data.com/county/Monroe_County-IN.html.

² Cited from Stats Indiana at http://www.stats.indiana.edu/profiles/profiles.asp?scope_choice=a&county_changer=18105&button1=Get+Profile&id=2&page_path=Area+Profiles&path_id=11&panel_number=1

Key Findings

Ratings

- Q9) 77 percent of respondents rate the news programming at WFHB as above average or excellent.
- Q10) 85 percent of respondents rate the quality of music programming as above average or excellent.
- Q11) 72 percent of respondents indicate that WFHB connects them with the arts and cultural life of Bloomington and south central Indiana either very well or extremely well
- Q12) 67 percent of respondents indicate that WFHB keeps them informed about the mission and status of the community's public and social service agencies either very well or extremely well.
- Q20) Of the 45 percent of respondents who found the question applicable regarding experience as a volunteer at WFHB, 93 percent of them (42 percent of all respondents) found it satisfying or very satisfying, the top two choices.
- Q22) 45 percent of respondents rate promoting volunteer opportunities by WFHB as very effective or extremely effective while 33 percent rate it as moderately effective.
- Q24) 55 percent of respondents rate how WFHB differentiates its programming and mission from other radio stations and multimedia providers as very effective or extremely effective.
- Of all the activities and areas that were rated, the two lowest are promoting volunteer opportunities at 45 percent and differentiating the programming and mission at 55 percent. These are well below the other rated areas at 77, 85, 72, 67, and 93 percent. It is also important to note that these two lowest rated areas have very few respondents who perceive them as slightly effective or not at all effective; rather there are more respondents who view them as moderately effective. Nevertheless, there is substantial evidence that these activities are perceived to be less effectively managed.

Other Questions

- Q1) The clear preference for respondents among media providers in music, arts, and entertainment is for WFHB with 90.9 percent identifying themselves as listeners. WFIU/WTIU is second at 65.8 percent with other providers all under 30 percent.
- Q2) The percent of respondents who identify WFHB as their source for news again leads the other providers but is 10 points lower at 80.9 percent than those who listen to WFHB for music, arts, and entertainment.
- Q3) The overwhelming number of respondents are weekly or daily listeners at 28 and 59 percent respectively with only 13 percent listening once a month or less.
- Q4) Although comprised overwhelmingly of regular listeners, only 29 percent of the respondents identify WFHB as a both a multimedia provider and radio station.
- Q5) The most common places for listening to WFHB are in the car at 83.9 percent and at home at 75.8 percent with less than 30 percent listening at work.
- Q6) Listening times are relatively evenly distributed between morning, afternoon, and evening with afternoon the most common time at 34 percent.

- Q7) The vast majority of respondents at 77 percent primarily listen to WFHB on the radio with only 9 percent primarily using a computer or mobile device and only 13 percent using both sources about equally.
- Q8) 90 percent of the respondents prefer music programming, 57 percent news, and 45 percent special productions.
- Q13) Respondents identified 176 programs as favorites. Democracy Now, Dark End of the Street, and Reggae Children are all cited over 20 times.
- Q14) Respondents are proposing 85 new music programs in the ten areas detailed in the report below. Alt/Indie/Rock is the category with the most proposed programs at 22. Respondents are proposing 87 new talk programs in the nine categories detailed in the report below. Talk programming on local issues is the category with the most suggestions at 20.
- Q15) 109 respondents provided comments on WFHB programming. They are divided into positive and critical comments; 53 are generally positive and 56 are critical. Among the positive comments, the following programs or areas received the most attention:
 - Local Music
 - Variety and Diversity of Programming
 - Democracy Now!
- Among the critical comments, the following programs or areas received the most attention:
 - Too much talk
 - Too much music
 - Signal/Reception
 - Drive Time Music
 - DJ Air Breaks
- Q16) Nearly 80 percent of the respondents identify themselves as annual financial contributors to WFHB. 45 percent give less than 100 dollars, 31 percent give between 100 and 500 dollars, and 3 percent give over 500 dollars.
- Q17) 27 percent of the respondents indicate they have given annually for over five years, 28 percent within the last five years, and 23 percent only occasionally.
- Q18) At less than 20 percent, there are a relatively small number of respondents who are not contributors. Of these, 12.6 percent of the total respondents indicate that other organizations were a higher priority and 7.5 percent believe that the station gave no compelling reason or that the methods of giving were too inconvenient.
- Q19) 58 percent of respondents indicate that the question is not applicable, and we may infer that they are not volunteers. Most of the respondents who participate as volunteers are music DJs by a significant margin at 26.1 percent followed by administrative or clerical at 17.2 percent and news at 15.3 percent.
- Q20) Of the 45 percent who indicate this question is applicable, nearly all of them at 42 percent find their experience as a volunteer either very satisfying or satisfying.
- Q21) For the vast majority of respondents, this question is not applicable either because they have never volunteered or are presently volunteering. Of the remaining 22 percent who are previous volunteers, a very small percentage cite commitment to other organizations, about half at 10 percent indicate that they no longer have time, and just over half at 12 percent cite

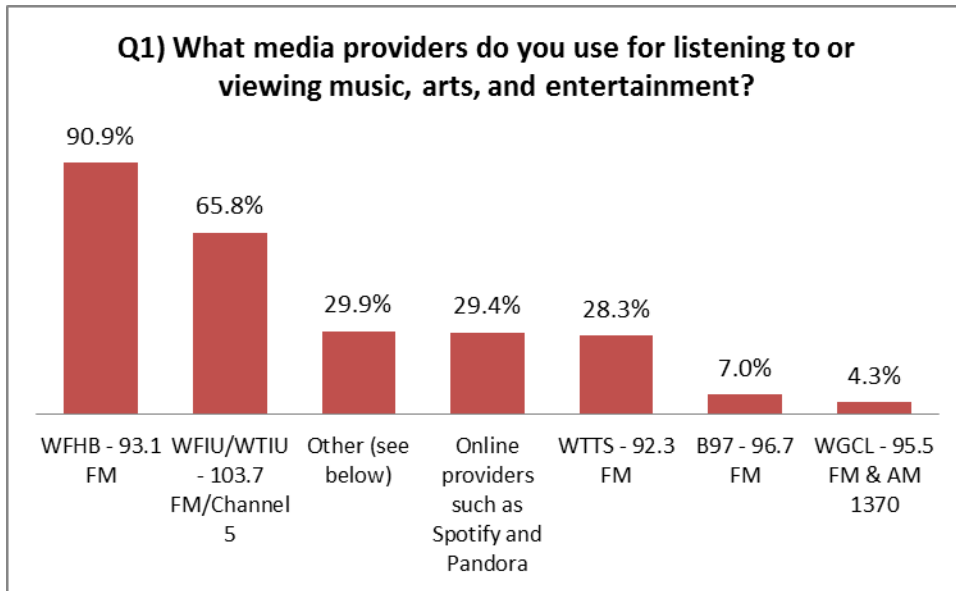
specific reasons under “Other.”. These reasons range from more demanding employment to board terms expiring.

- Q23) At 77.8 percent, *bumper stickers and billboards* are by far the most identified mediums by respondents for increasing WFHB’s visibility in the community. They are followed by the *Bloomington Farmer’s Market* at almost 70 percent and then *events and local magazines and newspapers* both of which are over 50 percent.

Crosstabs

- 83 respondents are not volunteers and of these, 28 have not made a contribution or about 1/3. These are listeners for the most part. The prevalent reason among this group for not giving as indicated on the Question 18 crosstab is that other organizations are a higher priority.

Survey Questions and Responses



The clear preference for respondents among media providers in music, arts, and entertainment is for WFHB with 90.9 percent identifying themselves as listeners. WFIU/WTIU is second at 65.8 percent with other providers all under 30 percent.

52 respondents identified other stations they listened to in addition to those listed above. They may be grouped into the following categories.

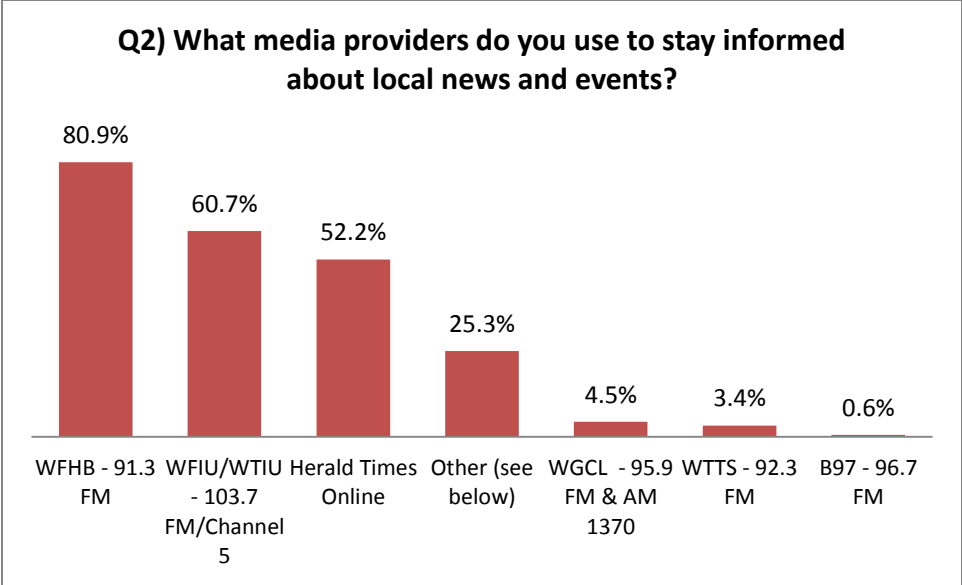
Station	Number of Respondents
Other Radio and TV Stations	22
Internet and Social Media	19
WIUX	11
Other Media	4

Specific comments provided by respondents are listed below.

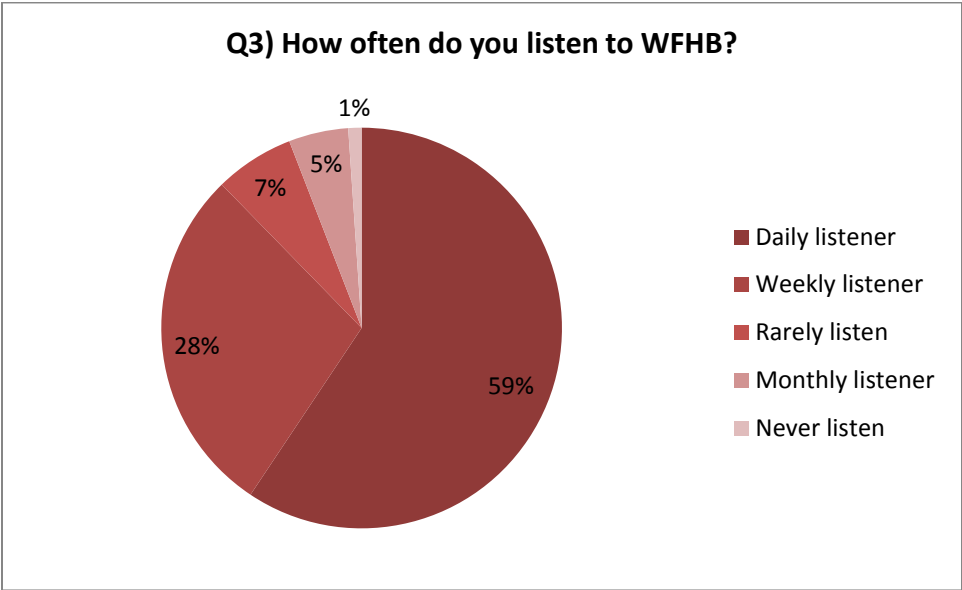
Other:

- Other:
- 105.1 IU sports,
- Rhapsody
- satellite radio

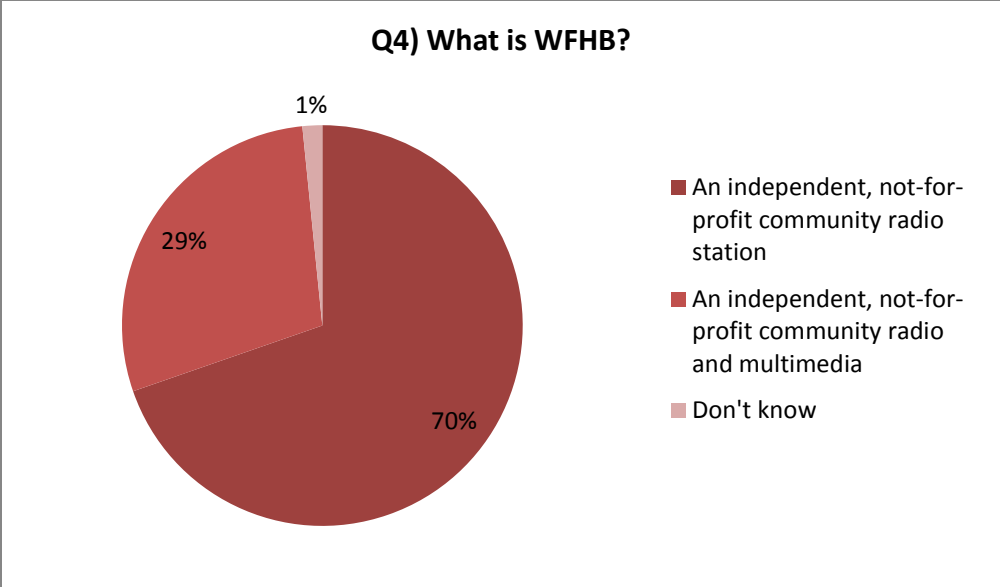
- 1070 The Fan
- 91.5 WJHS out of Columbia City Indiana
- 93.1 out of Indy (talk radio)
- 97.7 the oldies station.....
- Blogs/Dj Websites
- CATS Channel 3 Arts & Culture
- CBC Radio, ABC (Australia), BBC, NPR - all radio ,CTV, some German and Netherland stations, Middle Eastern stations through radiotower.com
- downloaded podcasts such as 16 Corners
- Facebook, Youtube,
- Herald Times
- hoosier country 105.1
- I am on the App Stitcher the most (on both iPad 2 and iPhone). I would highly recommend you have BOTH an App built for WFHB (similar to NPRs App) as well as have WFHBs podcasts listed on Stitcher for both live streaming and past programs). -Travis Trestler, ttrestler@authorhouse.com
- iheart
- internet media
- iTunes, RadioLover
- Mixcloud
- Mostly FBH though
- My Space, iTunes
- Netflix, CD's
- Netflix, Hulu, Grooveshark, RSW
- Pandora, WFHB, WFIU
- pandora, youtube playlists
- PBS website
- Radio Paradise
- Radio Paradise
- recommendations of friends
- Satellite Radio , podcasts - you only listed listening options
- Sirius
- Sirius XM
- Spirit 95 radio
- Tunein
- TuneIn Radio.app; News Music & Podcasts in over 5 diff Languages; fsrn, prn.org, kpfk, kalw, rádio-rio-de-janeiro, aljazeera-en, sbs-Portuguese, I
- unnamed, when scanning for a song I like
- WCLS
- WCLS
- WFMU "Beware the Blog", community radio out of NYC.
- WFYI - 90.1 FM
- WFYI - 90.1 FM, WICR - 88.7 FM
- WFYI 90.1
- wiux
- WIUX
- WIUX
- WIUX
- WIUX - 99.1 FM
- WIUX (IU Student Radio)
- WIUX 99.1
- wiux 99.1
- WIUX, some country station that runs IU games
- WIUX, WCLR
- Wiux. 97.7
- wprb, wtul
- WTIU, Hulu, netflix
- WWOZ online



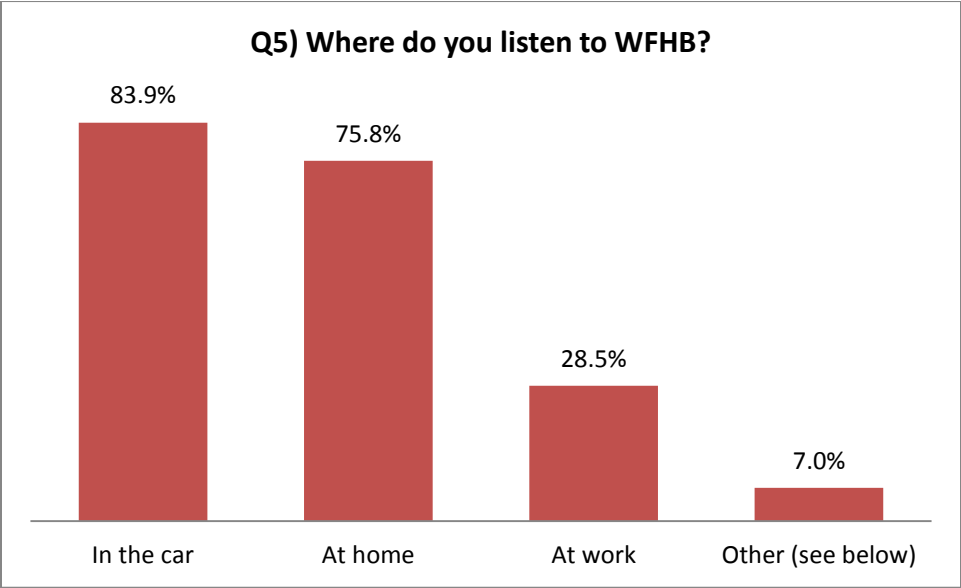
The percent of respondents who identify WFHB as their source for news again leads the other providers but is 10 points lower at 80.9 percent than those who listen to WFHB for music, arts, and entertainment. The same is true for WFIU/WTIU which again came in second at 60.7 percent for news - 5 points lower than respondents who identified themselves as listeners to WFIU/WTIU for music, arts, and entertainment. The Herald Times came in third as a news source at 52.2 percent.



The overwhelming number of respondents are weekly or daily listeners at 28 and 59 percent respectively with only 13 percent listening once a month or less.

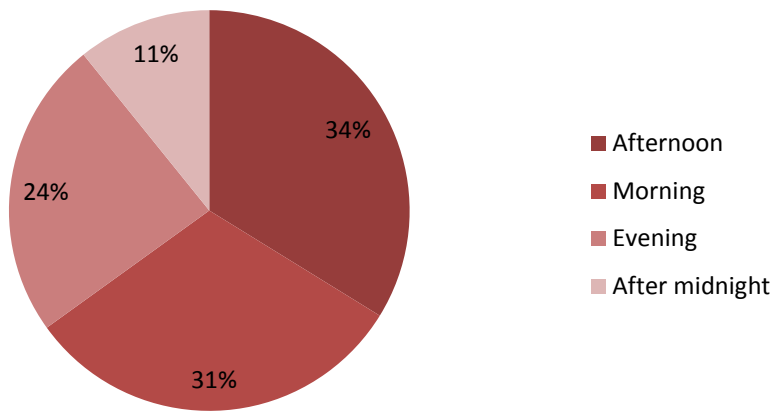


Although comprised overwhelmingly of regular listeners, only 29 percent of the respondents identify the WFHB as a both a multimedia provider and radio station.



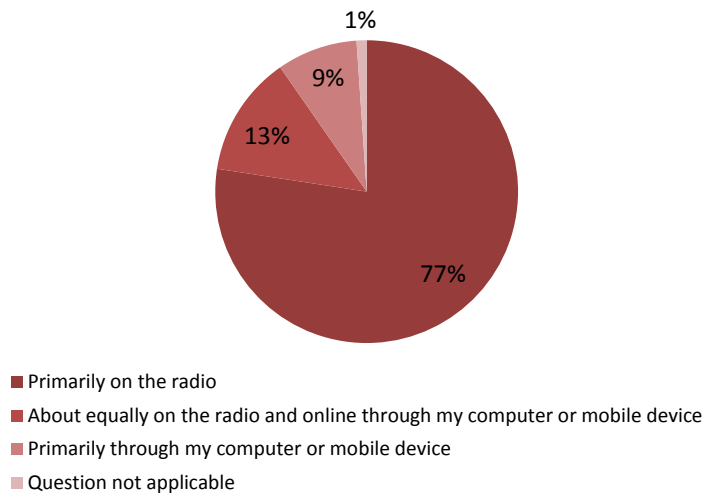
The most common places for listening to WFHB are by far in the car at 83.9 percent and at home at 75.8 percent with less than 30 percent listening at work.

Q6) When do you listen to WFHB?

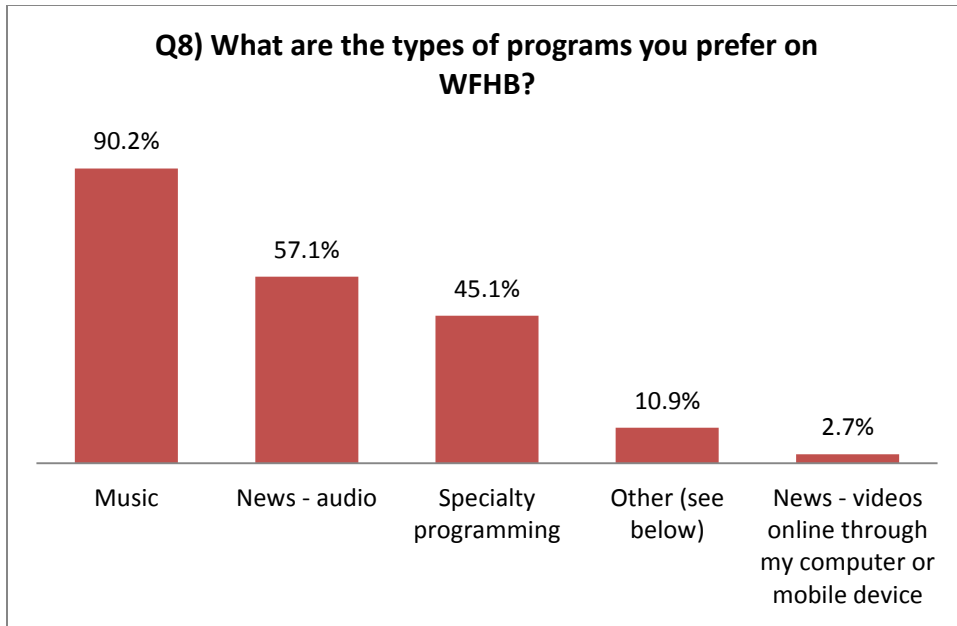


Listening times are relatively evenly distributed between morning, afternoon, and evening with afternoon the most common time at 34 percent.

Q7) How do you listen to WFHB programs?



The vast majority of respondents at 77 percent primarily listen to WFHB on the radio with only 9 percent primarily using a computer or mobile device and only 13 percent using both sources about equally.

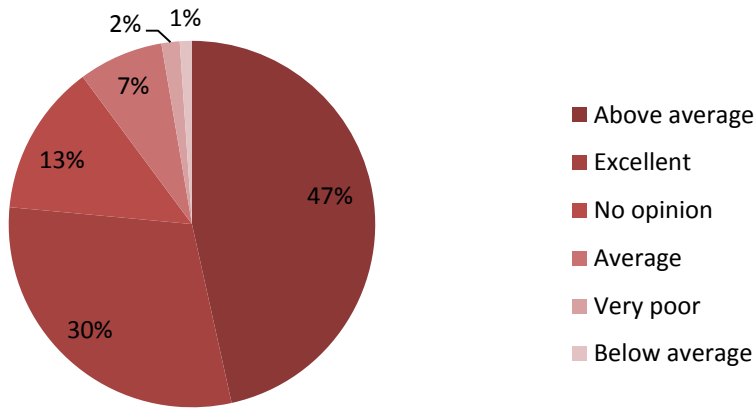


90 percent of the respondents prefer music programming, 57 percent news, and 45 percent special productions. Twenty respondents provided additional comments as listed below. There are no strong areas of consensus among the comments.

Other:

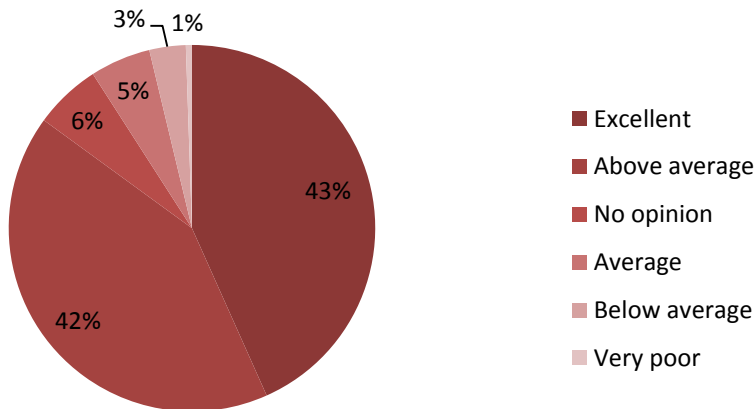
- A good mix of Important news and community events and mainly music.
- Alternative Radio, Democracy Now
- Brown County Hour only
- Democracy Now!, etc.
- Democracy Now, Alternative Radio, Saturday Mornings
- Dr. Zorba!
- Especially Reggie
- ethnic world and LIVE
- Hora latina
- I don't seem to tune in when there is news so I haven't heard WFHB news
- I enjoy the Specialty programming the most. Its LOCAL! hi chad. Patrick
- I would listen to teh BBC News hour if it was on earlier in the day. I woudl prefer it to be on 8-9am EST. BBC News is still one of the best news sources in the world.
- Latin music
- Live firebay shows
- local guests. 1370 used to have local guests, like the mayor, school board, etc. Then they got Hannity. I like talk radio, but I wanted to hear the local people, especially when they took call ins
- local music and news
- local sports talk radio
- news and public affairs
- Roots for Breakfast, Oldtime Train 45, Rural Routes, Dark End of the Street, In Search Of Song
- Whatever Program you're carrying, When I wish to hear it!

Q9) How would you rate the quality of news programming on WFHB?



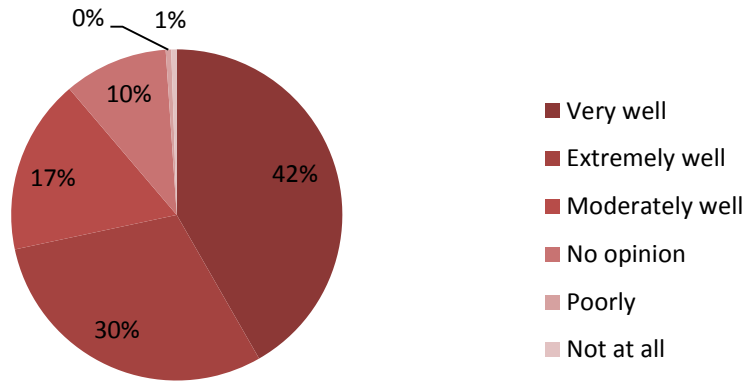
77 percent of the respondents believe that the news programming at WFHB is above average or excellent. Only 3 percent indicate that it is below average or very poor. 13 percent have no opinion.

Q10) How would you rate the quality of music programming on WFHB?



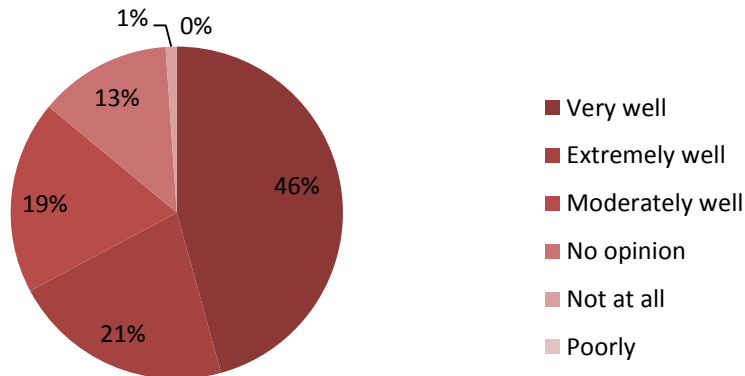
85 percent of respondents rate the quality of music programming as excellent or above average which is 7 points more than the rating received by the news programming. It is interesting to note that the respondents with no opinion on music at 6 percent is less than half of the number who had no opinion on the news at 13 percent.

Q11) How well does WFHB connect you with the arts and cultural life of Bloomington and south central Indiana?



72 percent of respondents indicate that WFHB connects them with the arts and cultural life of Bloomington and south central Indiana either very well or extremely well.

Q12) How well does WFHB keep you informed about the mission and status of the community's public and social service agencies?



67 percent of respondents indicate that WFHB keeps them informed about the mission and status of the community's public and social service agencies either very well or extremely well. Less than 1 percent indicate that it does so poorly.

Q13) Please name up to three of your favorite WFHB programs:

Program	Number of Mentions
Democracy Now!	37
Dark End of the Street	24
Reggae Children	22
Lazersaurus	13
Oldtime Train 45	13
Counter Spin	11
Dr. Zorba	10

Respondents identified 176 programs as favorites. Democracy Now, Dark End of the Street, and Reggae Children are all cited over 20 times. Lazersaurus, Oldtime Train 45, Counter Spin, and Dr. Zorba are cited 10 or more times. Other programs which were identified are listed below.

Program	Number of Mentions
Afternoon Music Mix	9
Crawfish Fiesta	9
Daily Local News	9
EcoReport	9
Rural Routes	9
Youth Radio	9
American Routes	8
In search of a song	8
Alternative Radio	7
Blue Monday	7
Brown County Hour	6
Golden Age of Radio	6
Planetary Caravan	6
Local Live	5
Free Speech Radio	4
Interchange	4
Local Music Show	4
Melody Unasked For	4
Native Spirit	4

New Dimensions	4
Old Changing Way	4
Roots for Breakfast	4
Hola Bloomington	3
Porch Swing	3
Stardust	3
Local News	3
What's the Juice	3
Blooming Out	2
E Town	2
Fast N Bulbous	2
Making Contact	2
Morning Mix	2
Old Time Radio	2
Radio Gnome Showgram	2
The Randy Bone Show	2
Afternoon/Morning/Night Mixes	1
All jazz programs, esp. Tilman's!	1
All of Saturday morning	1
All That Jazz	1
All the music & DJ spots	1
All the various music mixes	1
Amy Goodman	1
Any of Jason Nickey's shows, especially the local music show	1
Anytime Liza DJs	1
Arbutus Cunningham	1
BBC News	1
Beat Party	1
Beat Party shows with Jay Record and Sweet Caroline, when she did the Beat Party.	1
Bring it On	1
brother william	1
Brother William on Tuesdays	1
Brother Williams	1
Brother William's Afternoon Music Mix	1
Cindy Beale's afternoon music mix	1
Classical Spot	1
Daily Mix, any day	1
Daily mixes	1

Daily mixes	1
daily music mix	1
Daily news	1
Daily News	1
Democracy now, counterspin, short wave report, eco report, monday lectures at 11am, new dimensions	1
Dr. Zorba, Jason Wilbur & Live in house music & interviews	1
evening jazz thur	1
evening jazz tues	1
evening jazz wed	1
Evening News	1
everything up until noon is heard and liked	1
Farmers' Market	1
Firehouse Theatre	1
Firesign Theatre	1
Friday early morning	1
friday morning mix	1
FSRN	1
FSRN.org,	1
Gumbo	1
Harvest Home	1
Hightower	1
HopeDaddy's morning mix show	1
Hora latina	1
Hora latina	1
I like them all	1
I'm sure I am missing something.	1
Jason Nickey's programs	1
Jason WiburS in search of a song	1
Jazz on Thursday night	1
jazz on Tuesday, Wednesday, and Thursday evenings	1
jazz programs	1
Jazz programs	1
jazz show in the evening	1
Jazz Suite	1
Jazz Suite	1
Jim's show on Monday afternoons	1
Kathy Norton's morning mix	1
Kathy Romy's Thurs.morning music	1

La Hora Latina	1
Latino Hour with M. Brittain	1
Live drama with Mr. Fish	1
Liza Pavelich	1
local show on Wednesday	1
Lucille Bertuccio's Eco-Report and the Farmers Market/Gardening promos by Michael Symmons.	1
manion's and william's music shows- i miss liza on friday afternoons	1
Mark Richardson's show	1
Midnight show on Wednesday AM	1
Monday Blues Night	1
morning & afternoon mix	1
Morning and afternoon mixes (William)	1
Morning and Afternoon Music Mix	1
morning and afternoon music mix	1
Morning and Afternoon music mixes	1
morning and afternoon music mixes	1
Morning Mix	1
Music	1
Music Mix shows	1
Music Mix when 'Brother William' is on (good luck on law test)	1
Music Mixes	1
Music Mixes	1
Music Unasked For	1
News	1
news	1
news and public affairs programming	1
Not to dodge, but just about every afternoon mix.	1
Ol' Dirty Bryce	1
Old-time jazz	1
OTT 45	1
Peasant Diso type stuff	1
pm mix	1
public affairs programs (bring it on) BloomingOut, etc.	1
Radio Gnome Showgram	1
Randy Bone	1
Randy Bone Show	1
Rhythm ranch (bring it back!)	1

Road to Nowhere	1
Rolling Blackouts	1
Roots on Monday	1
rosko' s program and joes program	1
Sat Programming 8-4	1
Saturday bluegrass	1
Saturday daytime	1
Saturday late morning / early afternoon	1
Saturday Morning Live Music	1
Saturday Mornings and Afternoons	1
Saturday music	1
Saturday music - all day	1
Saturday programing from 8-5	1
Singer/Songwriter	1
Siren Songs	1
siren songs/early Friday afternoon music mix, golden age radio, Williams's Tuesday afternoon music, carolyn, cathy and Julia's programs	1
slique moniques house radio show	1
Sound Opinions	1
specialty shows	1
Standng Room Only	1
story telling	1
Sunday evening old radio shows & radio theater w/ Mr. Fish	1
Tall Steve's Show	1
Terminal Jive	1
the guy late tuesday nights	1
the one with Arbutus Cunningham and whats-his-name	1
the reggae music on Sundays	1
the Saturday morning folk music programs	1
Thursday Afternoon Mix - Sweet Caroline	1
Tuesday early morning	1
Tuesday evening jazz show with Tillman--can't remember name of show.	1
Tuesday night jazz	1
Wednesday early morning	1
Whenever Stewy is on.	1
Worker's Independent News	1

Q14) Please name up to three types of programs you would enjoy if they were offered by WFHB (disaggregated by Music):		
Program	Number of Mentions	Example
Alt/Indie/Rock	22	Punk/Garage/Metal/Drive Time
Jazz/Blues/Soul	13	
Interview	13	previews/news/reviews/bios
Local	9	
World	8	
Folk	8	
Other	4	Rap/Reggae
Electronic	3	
Syndicated	3	All Music Considered/ Woodsong
Classical	2	
Music Total	85	

Respondents are proposing 85 new music programs in the ten areas listed above. Alt/Indie/Rock is the category with the most proposed programs at 22.

Q14) Please name up to three types of programs you would enjoy if they were offered by WFHB (disaggregated by Talk):		
Program	Number of Mentions	Example
Local	20	Current events/local news and politics/Sports
Other	12	Children's/Atheist/Books/Food
Call-in	11	
Syndicated	10	FreeThought/ Le Show/This American Life
Art	9	Film/Events/Lotus
Comedy	9	
Outdoor/Agriculture	7	Gardening/ Environmental
Radio Theater	7	Short Stories
World News	2	
Talk Total	87	

Respondents are proposing 87 new talk programs in the nine categories listed above. Talk programming on local issues is the category with the most suggestions at 20.

Respondent suggestions for new programs are listed below:

- local histories
- Brazilian music
- In depth discussion of problems and positive solutions regarding peak oil/climate change/resource depletion, local food, permaculture, organic waste recycling, etc
- Jim Hightower again at 5:30
- Live Electronic Show with DJ's and vinyl
- Sports
- "Short form" news summary programs, ~10mins in length
- Classical and popular music of the Middle East & SW Asia
- video streams of local WFHB music events
- A local art & music-focused casual talk/interview show
- the art and artists in the listening area (and beyond -- we are the world!)
- A Comedy show
- local guests that took call ins
- more folky stuff- if that is even possible
- Freethought radio FFRF
- Atheist talk radio
- Underground Garage
- Audio Books ...
- I like BLUES music and would be happy to hear it
- local live music in the daytime
- Call in talk show about politics
- Grand ol opry
- Local sports
- Radio stories
- Phone-in talk shows
- political commentary
- Alternative News
- Comedy
- underground metal
- African music
- Music History & Musicology
- Urban gardening
- New, local and old school Rap and R&B
- morning rock and roll
- Blues
- Classical/Opera
- Folk sampler type
- Bbc world news service
- Prog rock show-Old Genesis,King Krimson,Tull,Yes, etc...
- More strictly jazz
- A garage rock show
- Audio Documentaries
- Alternative/Indie rock specialty shows
- Gardening program
- local interviews
- Indiana music retrospective, showcasing bands from the past and talking about their history
- extened local news, not just newswire stuff
- Call in talk show
- House of Blues
- played as much as possible
- Lotus coverage
- Call in talk show about gardening
- Live Americana aka woodsongs
- Reviews of plays music etc
- Local arts coverage
- Storytelling Projects
- outlaw/underground country
- Musician Biographies & Interviews
- Food equity
- swing, early jazz
- Public opinion
- Bluegrass history & Folk shows
- Fresh air type
- LOCAL talk/news on local issues
- Grateful Dead Program
- More strictly blues
- DJ Spikes doing live mixes
- Film reviews
- more local music
- all songs considered
- poetry, short stories, creative writing
- poetry, short stories, creative writing
- radio documentaries
- more blues
- A program about wildlife
- subject-focused call-in talk show
- A woman-focused specialty show livelier than the one that's on now
- Music Facts/Trivia show (various genres, changes each week)
- short stories
- more radio theater
- Caribbean Music (other than reggae)
- More punk/post punk/proto punk
- Costing the Earth
- Talk show about local food, farmers and restaurants
- A folk music program
- Connecting the Spots. Community members re-tooling and reconnecting in a stronger community goods and services.
- more Environmental info

- Music reviews
- in-depth, longer form stories
- e town
- stories highlighting local folks and what's important to them--chicken raiser, e.g.
- stories highlighting local folks and what's important to them--chicken raiser, e.g.
- funk soul R&B
- Woodsong Show From Lexington, KY
- Irish music programming
- A oldies rock and roll show
- Comic radio theater
- Kids reading their stories or poems.
- more free form
- expand jazz to include 1 weekend evening
- A Garage/Psych specialty show
- Occupy Update
- An 80's Music show
- book reading i.e. Radio Reader
- i like everything the way it is
- more comedy programming
- Teri Gross
- Middle Eastern Music
- a children's program/story and song
- More local music
- "A World of Possibilities" Mark Sumner
- event preiew shows: Lotus, Women's music fest, etc.
- Bluegrass in the Morning on Sunday!
- Maybe a weekly comedy program
- the types of programming I want are already offered by WFHB
- Art spot. interviews about art and artists changing our community and the world
- Jaz
- Less Democracy Now (once a day would be enough)
- 60s Garage-Surf Rock
- Music analysis and education
- Irish/Celtic Music
- Oldtime Music,Irish Music..Roots
- IU talking heads with Town heads
- Health & Diet that is NOT Zorba Paster
- More Local Music
- Street interviews
- this american life
- Music- a Blues hour
- Alternative medicine
- more podcasts
- a soul/funk/r&b show
- Underground metal
- Trading post
- Jazz
- more local music coverage
- Food & Gardening
- More Arbutus Cunningham
- Local political leaders informe the community
- financial talk show (syndicated one please!)
- Surf music
- Death metal
- comedy/national politics ie Le Show
- Contemporary electronic
- Talk radio for the left (Air America)
- Reggae Rasta Jams
- local music forum - talk about local music and music events
- Flot's Spot
- intermediate one liners like Jim Hightower
- Music Show with 2 hosts talking about music, guests & live music, too.
- Local arts program
- A call-in advice show
- A local live talk show host, not a syndication from some far off city
- A weekly radio variety show - different dj and type show each week.
- radio theatre could be interesting
- Call in talk show for local jail inmates and their families
- Old time radio shows
- Harry Shearer's "Le Show"
- Local Music Programs
- Spacerock
- Music News
- Nutrition
- drive time rock and roll
- More local music
- Interviews & stories abt international music
- Classical/opera
- More Avett Brothers!!
- Some kind of remotely intelligent comedy (not Lazersaurus)
- music/interview shows w/ local & touring musicians
- local musicians show
- jobs availability for old toads 55 yrs or older
- Different talk shows
- current events debate/discussion with community leaders
- New shows in general. A shake-up in the weekend day programming so that you can hear something other than bluegrass or

- Mountain Stage
- local singer/songwriter
- A good jazz show
- "Old Changing Way" earlier during my work day.
- FREE THOUGHT RADIO from FFRF (Atheist Radio)
- Woodsongs
- Alternative Music Programs
- Dr, Demento
- call in talk show
- Local music news, reviews, previews.
- Scratchy Old Records (WKU)
- maybe more local musicians - like a 2 hour set a week of only local?
- local call-in on the issues of the day
- Shows tapping local experts and resources (IU staff and other community residents) to give in-depth interviews in their area of interest.
- comedy
- Punk/Garage
- reggae.
- Show about animals, adoptable pets, issues, concerns; all to help homeless pets, etc. Guests, veterinarians, etc.
- dream telling
- a progressive rock music program
- French Canadian music
- Oldtime and appalachian mountain music and dance stuff!
- Spot On! a review of the ok... I'm out of ideas.
- City council panel show
- eTown
- more young people on the air more often.
- Show Tunes & Movie Scores
- local, local, local
- Stoner rock
- Call in - Local topics
- White Noise
- farm report (as distinct from gardening)

Q15) Please share any comments you may have about WFHB programs.

109 respondents provided comments on WFHB programming. They are divided into positive and critical comments; 53 are generally positive and 56 are critical. Among the positive comments, the following programs or areas received the most attention:

- Local Music
- Variety and Diversity of Programming
- Democracy Now!

Among the critical comments, the following programs or areas received the most attention:

- Too much talk
- Too much music
- Signal/Reception
- Drive Time Music
- DJ Air Breaks

The comments which were considered generally positive are listed below

- "Northern Lights" music from Scandinavia show was a favorite
- always fun to listen
- Always pleased w/ WFHB programs

- Big fan of Counterspin/Democracy Now/Making Contact/Alt. Radio/WIN, etc. Local news program also excellent. Local music programming is excellent and a fantastic opportunity for local artists. Keep it up, guys!
- evening jazz hosts are kicking it
- Find your news programming outstanding.
- I also like Blooming Out and Firehouse Theater.
- I am a complete fan of the station, I am so glad to be able to listen.
- I Enjoy William Morris, Arbutus Cunningham, Tillman, and Dave Britton especially. Sorry if I spelled their names wrong.
- I have many more than 3 favorite programs! I like hearing jazz, blues, and cajun music. I really like how you play Lotus artists leading up to Lotus, so I can decide which artists not to miss at the festival. I also like New Dimensions, the lady on today was fantastic. I also like to hear the local news program, although I am often busy with my kids during that time and don't always get to listen to it. There is a woman who does the music mix in the afternoons sometimes that I enjoy the songs she chooses. I even like Golden Age of Radio, and I am not that old. I really value diversity, and so does WFHB.
- I like all kinds of music and that's why listening to WFHB is fun.
- I like just about everything & have been a proud supporter since the beginning.
- I like the variety of music that I can hear on WFHB which is so much better than any of the other local radio stations. I like that I can find out about new artists or past artists that I will want to check out.
- I listen to various news shows, and them, but really, I still believe that radio is all about music!!!
- I listen to WFIU HD2 in the AM for Diane Rehm and then switch to WFHB at noon because Echoes is retarded, and usually stick with WFHB through the afternoon music mix and local news.
- I love all of them
- I love nearly everything I hear on WFHB, especially the local news, Bring It On, BloomingOUT, and all the roots and (real) country music.
- I love some of the music mixes (morning/afternoon). WFHB does a fine job with the news but I rarely listen to it do to timing and because it is ultimately limited in scope (What happens here is of limited impact in terms of the "big picture"). So be careful in spending too much much time & effort on this.
- I love the "community" aspect-anything goes.
- I love the diversity. I wish there were more individual personalities (DJ's using their names and being more personal/locally-oriented and talking to the listener in the present); and characters (like Arbutus Cunningham)
- I love WFHB!!!!!!!!!!!!
- I really have been enjoying Dr. zorba when I can.
- I think the station has really come together and achieved new success in the past year or so. It's wonderful to see how focus has improved its stability and offerings.
- I think you all are doing a great job. I live in Ellettsville. I listen to Democracy Now, the Daily Local News, Alternative Radio. I like the variety of programming available for the community: Bring It On, Youth Radio, Bloomingout, Hola Bloomington, etc. You're providing programming for niche interests, and I think that's terrific. I enjoy going to the live Follies. They're very well done.
- I was really happy recently to hear the guy who does the shortwave report give a shout out to wfhb for a "generous donation." Personally I LOVE the fact that Democracy Now is aired twice a day. I listen sleepily at 8am and then tune at noon to pay more attention to what caught my ear on the first listen. That said,and I hate to write this.... if there was other progressive alternative national or international news that needed a slot, perhaps once a day would be enough. But I sure would miss it.

- I'm happy with the current content on WFHB.
- I'm willing to give up listening time to allow some of the specialty programs such as Friday evening Spanish broadcasts (I don't speak Spanish), Golden Age Radio, the GLBT and Afro-American shows. Sometimes they are interesting but often they just don't 'speak' to me. The various music is worth checking out--I don't always enjoy it but it's almost always interesting. Sometimes I hear something and learn to like it.
- I've been away for 15 years and am just re-establishing media habits. Sorry not to know more about WFHB -- I value it highly.
- I've listen to it a little bit and do enjoy it when I catch it now and then but don't know any of the programming
- Just want to say thank you. I love this radio station so much. Please keep up the good work. Perhaps consider more bluegrass? Thanks!
- Keep up the good work.
- Keep up the great work!!!
- Lazersaurus is awesome, other than it's late time slot. I usually have to catch the end of his shows as podcasts because my bedtime is too early. That's all I've got to say.
- long time listener, former local, LOVE keeping in tune online!
- Love it and all the hard work
- Love Saturday's Child Like local music shows
- love the variety ! thanks!
- love WFHB!
- Many of the programmers on WFHB ARE excellent, but some I turn off, and I appreciate the daily local news and Democracy Now. The evening blues, jazz and latin programs are very fine, though I have less enjoyed the Tuesday jazz since only one artist tends to be featured, so I listen less to that show. I also enjoy Youth Radio, though I don't often listen at that time. I'm proud that WFHB carries the public affairs programs and represents the diversity of B'ton.
- Never Boring!
- not sure what's available, but in general, 100% behind you.
- Shows listed above #13, #14, and Dark End of the Street, The Porch Swing, I wish my schedule allowed for never missing them, but work gets in the way. Like Hola Bloomington too, glad that demographic is served.
- Since I'm ever able to Hear my Shows the same time everyday, I look at the list of Stns playing such show, and click it. This isn't to say I don't have Favorites, I Do! I also listen to Dzns of Podcasts and Music in various Languages, (my current Favorite being Greek). I'm fluent in 3 Languages and understand nearly 10, so I hear Broadcasts in many different Languages...
- Thanks for having a show devoted to Latin music.
- The best thing about the programming is the variety. It isn't "the classical station" or "the jazz station" or even "the eclectic music station". It's the community station.
- The station has great variety. There seems to be dedication from the on-air staff to broadcast quality.
- This isn't program specific: I moved to the US a few years ago from western Canada. (I married a Yank). I was in despair that I was ever going to find radio or TV that wasn't wildly slanted by politics. I was delighted when I stumbled upon WFHB while station searching on my car radio. After a couple of days of listening in the car, I was hooked.
- WFHB is awesome keep on peeping on!
- WFHB is the best radio station in Indiana.

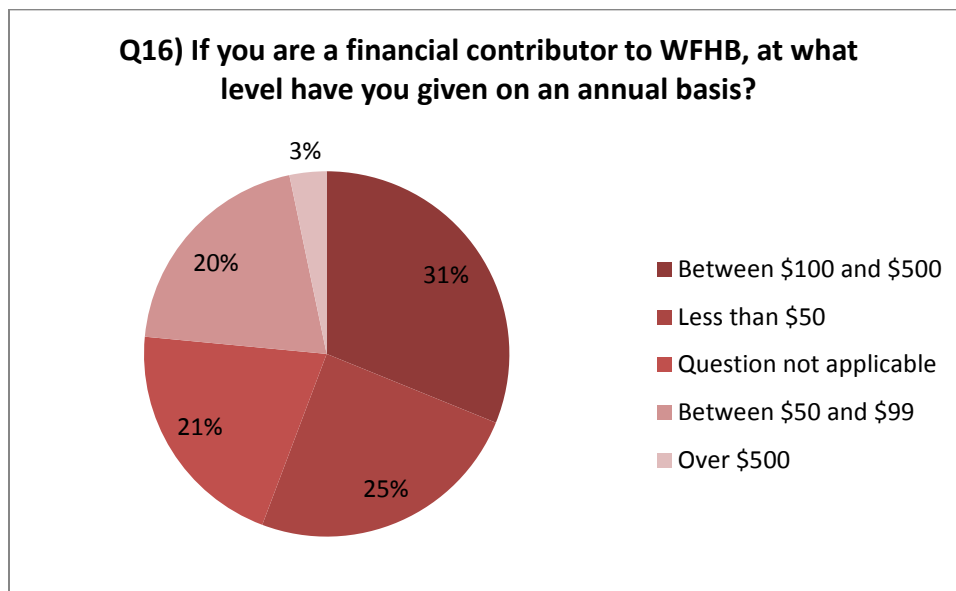
- WFHB rocks, and I can't think of anything I'd improve upon programming wise. Thanks for your support of local music!
- Comments which were considered generally critical are listed below:
- Routinely lose interest and change station during New Dimensions.
- Move Latin programming from Friday nights to a different time slot. Many spanish speaking listeners are working Friday nights in the service industry. Another night would make the programming more accessible to them, while also allowing for programming on Friday night that would appeal to a wider population of listeners who turn on the car radio on Friday nights. 2) Make Sunday mornings more diverse. WFHB is a blatant christain station on Sunday mornings. You can do better than that. Every faith in the world is present in your listening audience. 15-20% of them are non-believers in any faith. It would be nice to see this reflected in the programming of your worship shows.
- 1)It's a shame that WFHB's signals are so weak. 2) I don't like the idea of a paid "development" position. 3) Community Radio should avoid emulating the "corporate" business model.
- Cannot get reception from my home other than from the computer. I would listen more if I did.
- Culturally and politically to the left-unbalanced. And I'm generally liberal.
- Don't like Native Spirit. Sorry.
- find that I don't listen as much at night because the specialty programs are so limiting.. how much jazz do we really need between WFHB and WFIU? What about Americana, real country (I know I can get some of that on Saturdays..) So I would like a better variety at night...
- honestly, and sadly, I rarely get to listen to WFHB due to reception issues where I live and drive - I live outside of Gnow Bone
- I feel there is too much "Christian" programming for a station that is to be providing an open forum for all opinions. Most Sunday's we listen to "over easy" on WTTS because WFHB is a solid Christian station on Sunday mornings. Our town has members that worship all faiths and wfhb should work to embrace this as well as the thoughts of the atheists that make up 15-18% of the community. Also, The only evening that I regular go out in my car and turn on the radio is Friday night when my wife and I go out for dinner, etc. Unfortunately we again listen to WTTS because there is only Spanish programming on Friday night on wfhb. I like the diversity but wish non-english programming was not on prime time Friday night.
- I find Amy Goodman abrasive and a reason to turn the radio off immediately. Local news is good, but try to be just a little more objective / less left biased (and I do count myself as a liberal).
- I generally either enjoy FHB's programming, or, if it's not something in which I am particularly interested, I can at least appreciate why it's included in the programming. The only exception to this, and the only time I intentionally switch the radio off, is for "What's the Juice?" All the other talk-format programming either has a local focus or is related to music, and seems to fit with the overall purpose. This program, however, seems to bring the overall flow of Saturday programming to a halt, and seems particularly out of place. Please eliminate it from regular programming and make it available only as a podcast.
- I know it's a community radio station and you can't please everyone. I must be an old fogy – I have a hard time with some of the nonacoustic music and so don't listen as much as some.
- I like the diversity of music on WFHB but there's entirely too much talking. I prefer WIUX -- when I tune in, I know there's a 90% chance I'll be hearing music instead of DJ chatter. I think DJs could tighten up their patter to place the focus more on music. In other news, I'm not interested in the news programs, maybe because it's more talking. I guess I'm really just interested in hearing music.
- i love almost everything you guys do . . . i DO NOT like it when i hear music that i can hear on commercial stations like WTTS - i HATE top 40 and i REALLY HATE rap/hip-hop. also, the DJs on saturday night play crappy music and talk so fast and mumbly that i cannot understand a word of what they're saying (not

that they have anything worth hearing coming out of their mouths). overall, a very good job -- i would always love more folk music but your saturday morning/afternoon programming is excellent, please keep saturday the way it is..

- I love Democracy Now and the community programs you have but the music selections are sketchy. I wrote once more, maybe posted on your FB. I remember snarky comments made back to me, but I honestly was trying to tell the station that while it is nice to hear offerings that you don't hear on commercial stations, sometimes the selections offered are on WFHB are unpleasing to the ear, discordant sounds and I have literally had to change stations to NOT hear them. I personally love blues and when I'm in Chattanooga I listen to their community station (WUTC) and it has the BEST music, mostly blues all the time. It is different than the commercial stations, but generally all the time pleasant, relaxing, beautiful and pleasing to the ear music. Make fun of my comments or not, but it is the truth that if the music is BAD, even though people may want to be loyal listeners, they are going to turn it off. Some of the music on WFHB is plain bad and while eclectic is a fine idea, the music still has to be pleasant to hear to keep people tuned in.
- I love volunteering, but I think a more structured training program and schedule would greatly help new volunteers. My experience was ad-hoc.
- I really wish you had call in talk shows, or even more shows with guests on a wider variety of topics.
- I think there is too much bluegrass on Sat morning. I think 4 hours of any 1 genre is overkill. I also wonder about 2 hours of news/talk at evening commute time (5-7) 4 days a week. Love the news and the programs but that 2 hours talk block turns me off sometimes.
- I wish it had more power. I can't get it at home!
- I wish the general music mixes were offered more in the evenings (like in the afternoon) rather than genre specific shows
- I wish there was no news at noon, it really makes the day such a drag, man. News in the morning at 11 is fine, but it would be more enjoyable if there was a lunch request hour instead. You could have people call and leave requests or email, leave it on FB, twitter, too. Then you could gather the requests and have a Retro Request Hour, or something like that. Sometimes the PSA's are too long, and repetitious, and the music tends to be one sided, playing all Americana. I like variety, and there are too many jazz shows, how about a show with facts about the history of the local music scene and music played, too.
- I wish there were a better station to get your programming at my house. I live in the North-west corner of Brown County & 100.7 doesn't come in there, nor does 91.3.
- I would like a daily Southern Indian gardener update. Just a short 2 minute daily piece a couple times a day Mon-Fri. I'm horrible at remembering names but I love a lot of your evening talk and specific music (genres) shows. One last thing, I haven't noticed the annoying dog barking during the afternoon. If that is on purpose THANK YOU!!
- I would like shorter / less wordy advertisements and announcements. 15 seconds in length. I just need a name and a website. Also, more cross-promotion of music/news shows. Making connections of listeners of a music program that would enjoy a news program (e.g. Reggae Children / Planetary Caravan > EcoReport. And vice versa.)
- I would like to more music and alot less special interest programs during the day. this is why I did not renew my membership.
- I would LOVE to hear audio books being read by skillful commentators. The reason I don't listen to you guys for News is simply because your news personnel can't read. Nothing is more annoying than mispronounced names, miserable voice inflections, etc. I know you have volunteers, but don't you evaluate them somehow before they go on the air?

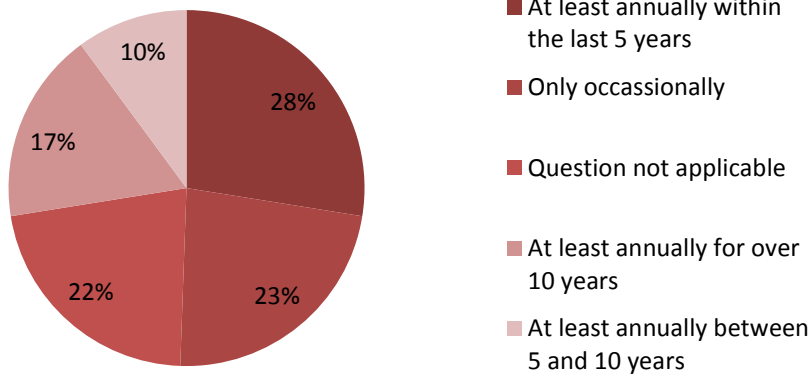
- It would be nice if you offered more programming in the early eve that was not Jazz. I think it is 4 out of 5. I really would like to listen then but as I do not like Jazz I never do then I do not continue to listen.
- less Amy Goodman and move the wine show somewhere else- say to after the story telling hour or off all together.
- less roots music / singer songwriter in afternoon mixes more instrumental selections in afternoon mixes
- Local music show is fine, Saturday's Child is great, but in my opinion local music should be significantly more prevalent on all music mixes and shows at all times every day. It should be rare to listen to a 5-6 song set and not hear something by a local performer. WFHB is local community radio, but I think where it fails most to live up to that is on playing local music and playing it with everything else. There is no need to be playing the Beatles on WFHB more than once-in-awhile. I feel strongly enough about this that it does influence my contributions a little bit.
- Local sports talk show would be great.
- More alternative music during the day that isn't bluegrass/folky in nature.
- Mostly disappointed with your Music mix programming through the week. I believe current adult alternative would bring you more listeners and would prefer to hear a current jazz mix on Sunday mornings. I feel the blue grass and folk tunes frequently played, contain sufficient christian influence. I tune in to WTTS on Sunday mornings to avoid the Christian music played on WFHB.
- Music mix seems to be for an older demographic. I've switched to WIUX for better music.
- Please--more music and less talking! News is everywhere--I listen to the radio to hear new artists or types of music I don't have. For several hours a day I don't listen because there are too many shows that are either news or other talk shows.
- Saturday programming needs more diversity in music.
- Some of the DJs lack focus and share TMI about their personal lives that has nothing to do with the program or the music.
- Some of the early morning mixes aren't really early morning stuff- lately Monday mornings have been questionable for my tastes
- stay a venue for as many music outlets (forums) as possible- From electronic/house to dulcimer pounding hillbillies
- Teach all on-air personnel how to pronounce "Django"!!!! Too much dead air.
- The morning commute should be strictly MUSIC! Amy Goodman is great but too much Amy in one day - ugh.
- The music mix shows are such a hit or miss!! Some DJs have really disjointed playlists and seem totally unprepared. I don't feel like many people know about the station. It should be a station for everyone! There's a whole listenership that enjoys pop music/ top 40 and they are completely ignored as potential listeners. Why do they mean less to WFHB? They are part of the community and could be potential donors, volunteers, etc. The station plays a LOT of other stuff, why not pop and country too?
- The programs are generally fine.The announcements are painful. Every time I hear Whiney Goodman start, I turn off the radio. I enjoy Jason Wilbur's show but the continuous announcements on Saturday are annoying. Regular listeners hear the same announcements all the time and they are no longer informative and annoying like a faucet drip.
- The radio theater is awful. Native spirit awful. So many awful djs who play the same garbage year after year. If I want classical I will go to wfiu.
- There is so much about interviews from people who do not lived in Bloomington and that do not apply in our community, we need interviews with local social workers, common folks etc. that is something need it specially in Spanish part of the Hola Latino interviews

- too much democracy now! and i'm a daily listener and financial supporter of DN.
- Too much folk and blues in the music programming. Many DJs who sound like they're asleep. Not enough current indie music.
- Too much talk. I would like a great music program on Sunday morning
- Too much white only psuedo ol' timey shit lame midwestern generic white only new age rasta hippie jam.
- We like Amy Goodman, but maybe cut back a little, and music during commute times is always good.
- With a few notable exceptions, I find WFHB boring. Its community radio, I understand, so I'm not complaining. There is stuff I like, and I'll listen to those when I can. I support the station on principle, and because its a good thing for Bloomington
- Zorba Pasteur ON Your Health is just the same tired drug pushing mainstream medicine program, that offers no alternative therapy....He has no knowledge or cares to have about healthy cures, he just wants to treat the symtoms. He has a great personality, but that is not enough.
- I like the variety. I listen from about 10 AM through about 8 PM. A few programs make me switch to a music station 'til they're over, but mostly I just go with what's on. The Spanish program on Fridays is one I don't listen to. It's nice you run it, but since I don't understand the conversation...



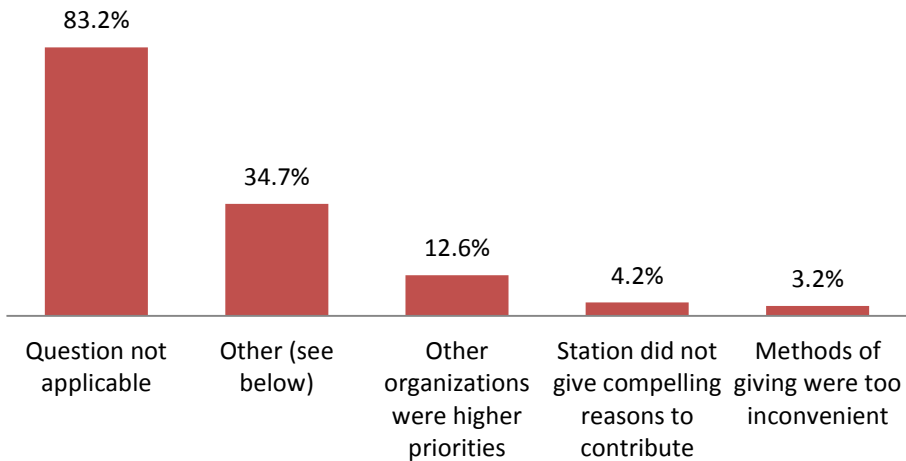
Nearly 80 percent of the respondents identify themselves as annual financial contributors to WFHB. 45 percent give less than 100 dollars, 31 percent give between 100 and 500 dollars, and 3 percent give over 500 dollars.

Q17) If you are a financial contributor to WFHB, how often have you made contributions?



27 percent of the respondents indicate they have given annually for over five years, 28 percent within the last five years, and 23 percent only occasionally.

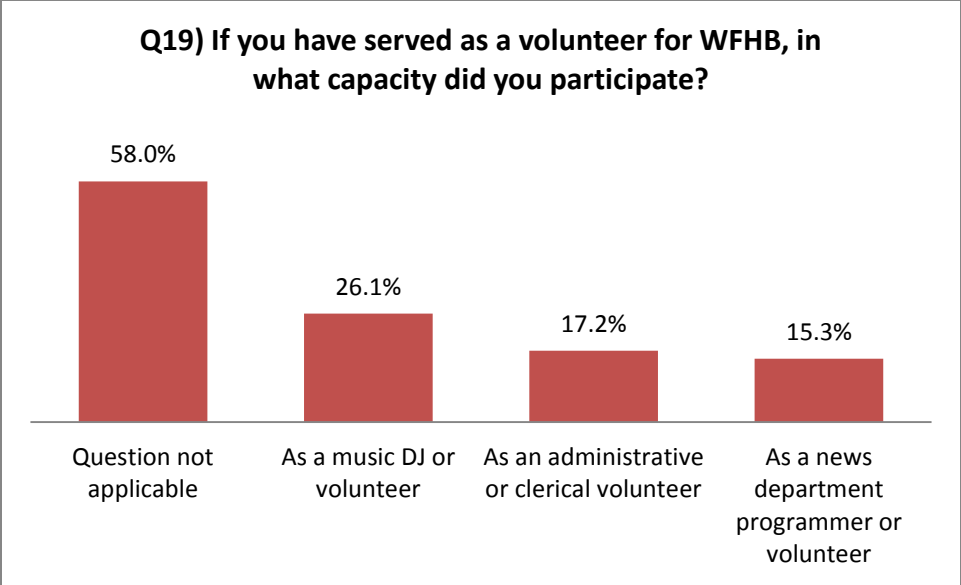
Q18) If you are a regular listener and haven't made a financial contribution to WFHB, what are your reasons?



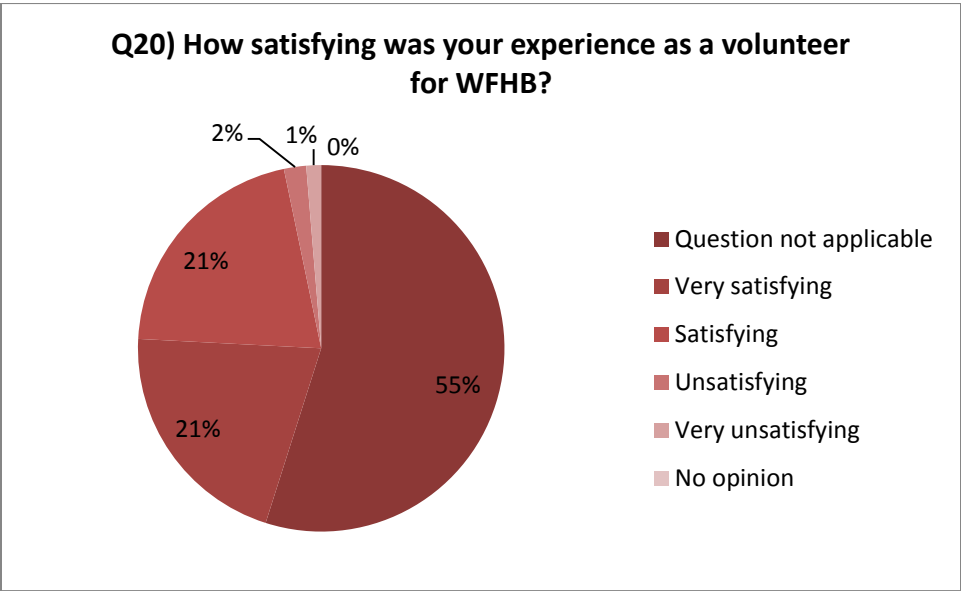
At less than 20 percent, there are a relatively small number of respondents who are not contributors. Of these, 12.6 percent of the total respondents indicate that other organizations were a higher priority and 7.5 percent believe that the station gave no compelling reason or that the methods of giving were too inconvenient.

Other:

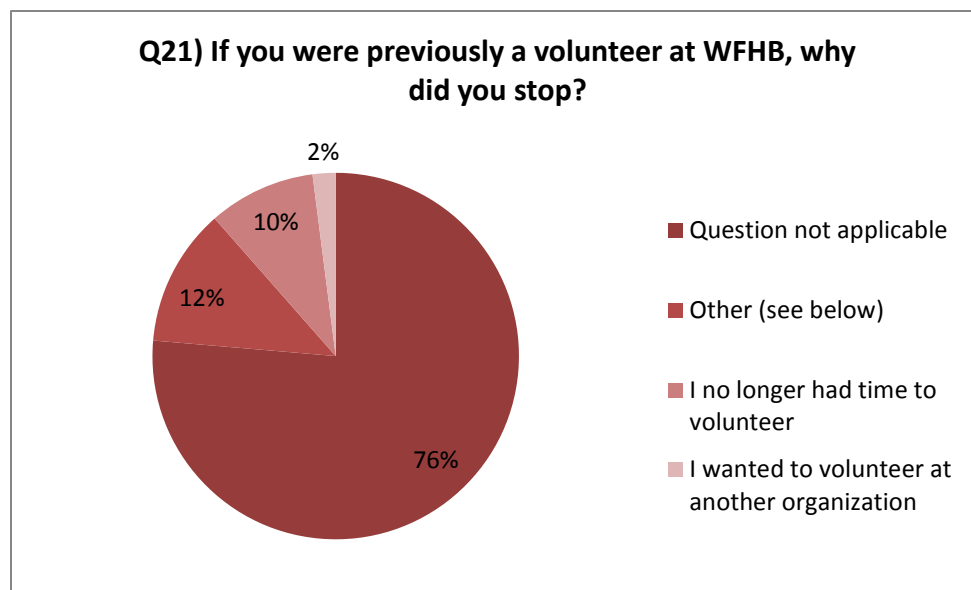
- #17 It isn't "only occasionally" or annually. I give about every other year. If that is seen as "only" might consider changing that viewpoint.
- At \$11 an hour, I don't have extra money
- been donating much time to Brown County Hr.
- can't afford to
- Can't afford to, but contribute as a fund drive volunteer
- currently have very little money to contribute
- Financial constraints at the time
- Haven't gotten around to it.
- I am damn poor
- I am unemployed with lots of student debt and no money to spare. I'll pay you later.
- I don't have the cash to donate.
- I have been donating time on a show, and my financial contributions have been going elsewhere
- I have been way too poor in recent years, but public/community radio is high on my list of priorities because I listen so frequently.
- I have given way more money to WFHB than I should be expected to given my salary.
- I have very little income.
- I volunteer!
- I'm low-income and can't contribute.
- I'm on DIS-ability, on a TINY Income, I pay my Basic Bills (my sole Luxury is DSL for WiFi. Additionally, Everytime I become a Donor, an Emergency arises, and I'm forced to Drop it. Life on Disab. Is Horrendously Frightening, & Insecure. I'm very, very Sorry!
- I'm poor. However, friends have told me, that if their auto giving account were automatic, that would be easier for them to give every drive. Is there a way you can just contact previous givers, and get their approval for the auto withdrawl on the next drive?
- income
- I've always considered myself too broke to give, but I have no real reason not to. I plan on donating at least some amount next fund drive.
- I've been out of work for over 7 years and it's all i can do to feed myself . . . partly why i listen so much is i don't watch TV (can't afford) and I really hate missing IU hoops games which i have to get family to DVR for me
- just moved to town - will donate next time
- Laziness and poorness.
- No money.
- Not always in my budget
- Only because I have been living on the brink of being broke since I discovered you guys last year. Next fund drive I plan to send you some love.
- Poverty
- recent listener, lazy, and also my wife donates
- see above comment
- Student
- This is for question #17 I have given during each fund drive, for the last three years.
- unemployed - but plan to give when I am able



58 percent of respondents indicate that the question is not applicable, and we may infer that they are not volunteers. Most of the respondents who participate as volunteers are music DJs by a significant margin at 26.1 percent followed by administrative or clerical at 17.2 percent and news at 15.3 percent.



Of the 45 percent who indicate this question is applicable, nearly all of them at 42 percent find their experience as a volunteer either very satisfying or satisfying.

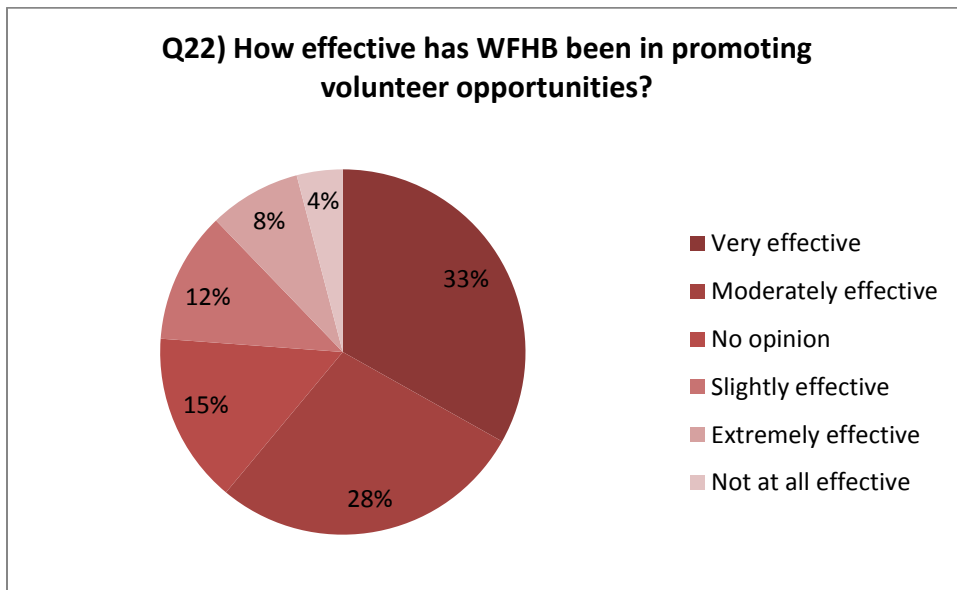


For the vast majority of respondents, this question is not applicable either because they have never volunteered or are presently volunteering. Of the remaining 22 percent who are previous volunteers, a very small percentage cite commitment to other organizations, about half at 10 percent indicate that they no longer have time, and just over half at 12 percent cite specific reasons under “Other.”. These reasons range from more demanding employment to board terms expiring.

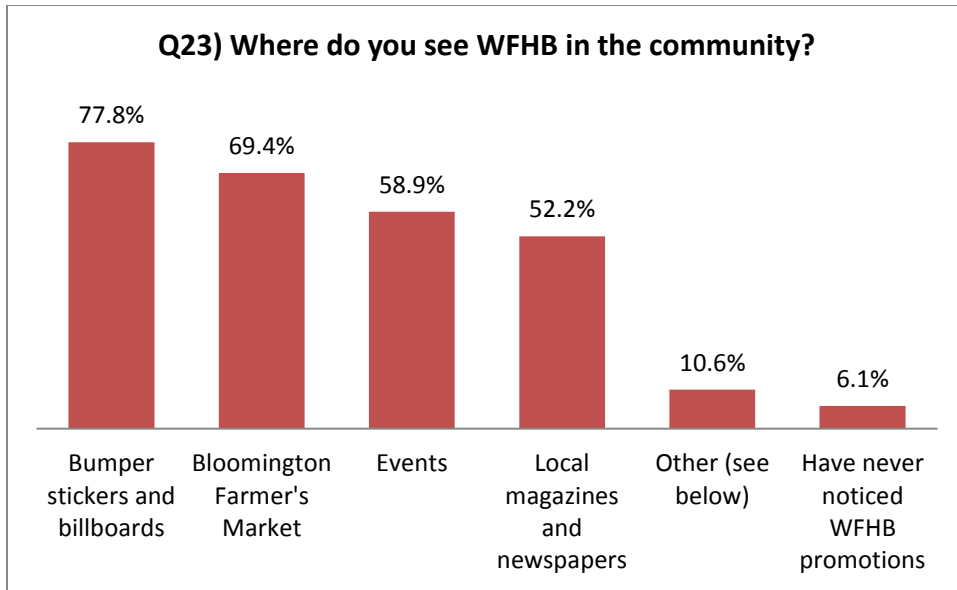
Other:

- Also, I had conflict with my two jobs, and found it hard to locate music in the library. There were issues with communication as the shows were monthly and times were confusing, especially to someone with hidden disabilities, help a sister out? I'm sure the city of Bloomington needs to help people with disabilities, especially since diversity is the question here. I cannot easily communicate what I need help with and it makes it challenging but when I mentioned it in various emails-and got no response, it made me feel disrespected, like I didn't matter. It seems cliquish too, as I felt left out of events, etc. I also really struggled in the studio and after mentioning it, no help was ever offered. A person should not have to beg for help, unless you don't care. I never felt like I could talk face to face, because no one was ever approachable, always mad and unfriendly. It's hard enough with disabilities, cause your smart but everyone thinks there smarter, and I don't care, I loved WFHB and put my heart into it, but felt like it really didn't matter to anyone, except the fans, so yes, sadly time and the damn disability whatever got in the way.
- Became busy with full-time employment.
- Disorganized and dysfunctional organization.
- every week is a lot, not sure get started to be involved, or start with a small commitment
- Former board member; term expired
- I have volunteered in less official capacities at WFHB events. I have thought about being a music programmer but didn't find the music director to be very friendly. I may still volunteer in the future.
- I was a board member & my time was up.

- I'm a Composer/Pianist. Since I never can Offer money, I'm always Volunteering a Solo Piano Concert to Nonprofits, as a Fundraiser. Since I'm not Yanni, (Whom I used to Know, and See as my Mentor, btw), few take, (even though my Music is just as Beautiful as his, if not more. I simply Chose not to pursue Fame, when I saw what It did to the Quality of Yanni's Music. I remained in the Nonprofit Sector. If you'd like to learn more, please write me at: info.larishar at yorkinternet dot net.
- I'm a current desk jockey.
- Moved out of Bloomington (and have since moved back).
- moved out of town
- My Board term ended
- see above
- Still doing some work with. News
- There seemed to be a lot of disorganization within committees and officers not doing what they were supposed to do which made it difficult to know what I was tasked with (particularly when meeting notes didn't come out in a timely way).
- There were no DJ spots available during the hours I was available
- This was five years ago. Staff were hard to talk to or to get their attention or find them to ask questions. The volunteer coordinator at that time made no effort to communicate with volunteers.
- While I enjoyed the overall atmosphere, there was a particular person with whom I had a conflict, and I just never got back to volunteering at the station.



45 percent of respondents rate promoting volunteer opportunities by WFHB as very effective or extremely effective while 33 percent rate it as moderately effective. Although this is certainly acceptable, it is significantly below the ratings other station activities received.



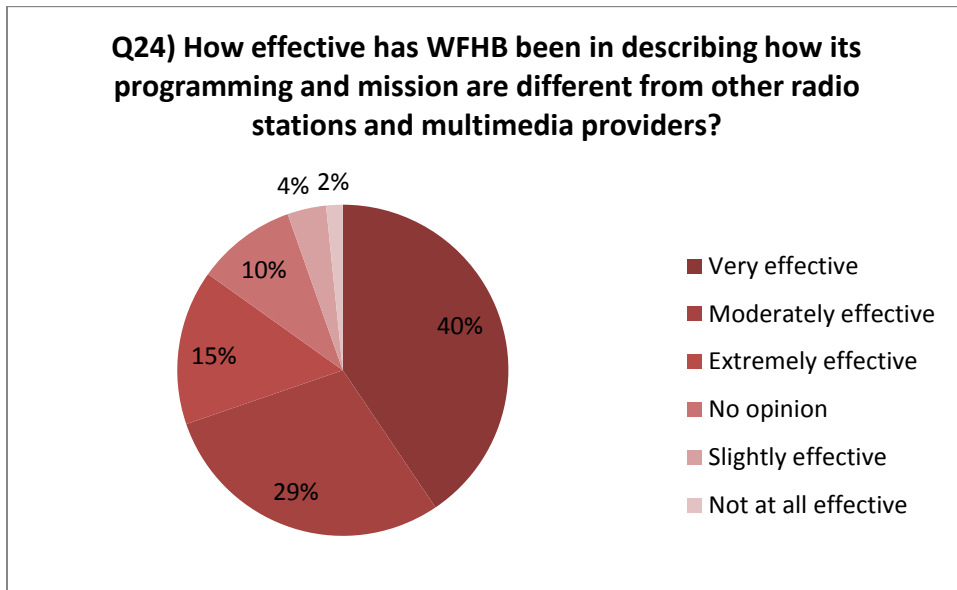
At 77.8 percent, *bumper stickers and billboards* are by far the most identified mediums by respondents for increasing WFHB's visibility in the community. They are followed by the *Bloomington Farmer's Market* at almost 70 percent and then *events* and *local magazines and newspapers* both of which are over 50 percent.

18 respondents identify other mediums or have comments about raising WFHB's profile in the community:

Other:

- 4th Street Fair, 4th of July Parade
- All
- Also sometimes there is a huge spotted dog outside your station house.
- Here's somewhere I used to "see" FHB, but no longer do: Bloomingfoods! The idea that they would play either Muzak or satellite radio instead of a local resource baffles me. I have found them to be less and less responsive to customer feedback, so I've quit banging my head against that particular wall, but perhaps it's worth the station's looking into it. I can see that being an awkward conversation, but one never knows.
- i just found you on the dial when i moved here from northern California & immediately knew i was on the right station
- I live in Eastern Greene County. Most trips to Bloomington are for purchases so we don't get downtown often.
- I think WFHB needs more bumper stickers that are bold. The last one (the square) doesn't have good graphic quality. I think WFHB needs more presence among IU students, they don't know about it by and large.
- I'm in Pennsylvania!
- Lotus Festival
- love riding my bicycle by the station when spot is out.
- Love the new ad in Bloom! Mike Cagle is awesome.

- my wife loves the variety shows, and we've attended about half a dozen of them
- Occupy Bloomington events
- REALLY like your new graphic artist - the BLOOM advert was great
- sponsoring music events...
- Word of mouth
- Word of mouth.
- You have a presence at the Farmer's Market, but nothing ever happens there. I am not aware that you originate any programming from there.



Very few respondents believe that the WFHB is ineffective in describing how its programming and mission are different from other radio stations and multimedia providers. 55 percent rate it as extremely or very effective and 29 percent as moderately effective.

Q25) Please share any suggestions you might have regarding how WFHB might become a more successful and effective community radio and multimedia provider:

67 respondents provide suggestions on how WFHB might become a more successful and effective community radio and multimedia provider. Their comments are wide ranging and generally fall into the following categories:

Programming	20
Technical	10
Political	2
Outreach	19
Volunteers	5
Miscellaneous	11
Total Comments	67

These comments are listed below under their respective categories:

Programming

- Cover more local art, theater and cinema activities.
- 2 hour blocks of talking post 5p makes me less likely to listen as does the jazz - that leans me more toward WIUX and then I am less likely to come back. I appreciate their more free form style (though the repetitive mix tapes are quite annoying). DAVID BRITTON IS A COMEDIC GENIUS - keep him.
- Quit NPR/PRI; Save your \$\$, stick w/ Al Jazeera English, FSRN.org, prn.fm, and such.
- Local sports radio show.
- Sometimes it seems like the local show is too much vintage-local and I'd like to hear more of people who are playing now.
- Work on music and news programming that could be nationally distributed, like American Routes.
- WFHB is doing an very good job. Stay focused on providing consistent content in terms of music and keep syndicated programming (most of which can be found on-line) to a minimum. If you are going to expand in "multimedia" be careful about directing time/effort here.
- short spots showcasing programs from different time of day. A listener on Sat. mornings might not know about Old Changing Way... Weekly spots focusing on few shows, not so much commercials but previews.
- more music less talk
- More music, less talk. Thank you for all you do to provide the community with diverse musical programming!
- Offer more specialty music shows. More world music, multicultural/ rock hybrid stuff, Celtic rock, serious progressive rock (1970s - present), political/ activist rock. Often I listen to the afternoon music mix but,

turn away because I don't appreciate/ like what I hear. Overall, WFHB is an excellent, exciting radio provider with extremely diverse programming. Bravo!

- Improve MIS-INFORMATION! Calendar mistakes & name mis-pronunciations. i.e. wrong date & wrong names.
- More new music. Less third rate whitewash junk.
- multimedia: video
- More interactive local programming drawing on the amazing resources we have--growers, chefs, educators, activists, musicians. I wish it were more of a way for people to share information I want to know--like tips on living in Southern Indiana.
- more consistency with the quality of Dj on air breaks
- Don't be afraid to be more edgy.
- I'd like to hear more programs with in-depth news reporting.
- I love the radio estation because allow diversity, but I think more input to those programs are need it, when I talk to people and ask them if they listening a particular program most people say yes they have but stop because it was boring no local focus in your programs (With this they mena the interviews in the talk shows, like HOLA and the gay and lesbian shows for example) in order to bring the local people to listening you have to have a more involved community. it is extremely important, that is what make WFHB different then other radio stations.
- I think the news and public affairs initiatives have been the most important effort to bring WFHB to a wider audience and to make it an integral part of a wider community.

Technical

- A stronger signal... you are a little crackly in southern Monroe Co
- We need a better website, where we can post the text to entire news stories, photos, and video. It can be something that is updated at least daily. Individual news stories should have their own individual links so that they can be shared. No one wants to listen to an entire 30 minute newscast if they're only interested in one of the stories. We also need to distinguish ourselves from WFIU/WTIU. I encounter too many people who still don't recognize our call letters. Billboards and ads in Bloom are amazing, but we need more.
- Be able to tune in the station while driving from a longer distance. I can listen on the computer at home but not in the car.
- Better (stronger) signal period
- increase frequency/broadcasting power
- make web site easier to use
- I'm a whiner: I listen online and the online feed sometimes stutters/hisses/whines continuously for hours at a time, making it hard to enjoy the music/talking. I assume there is some bug in the online broadcast software or maybe different mixer board configurations are recorded differently or something? It's perfect right now (3PM Feb 2nd 2012) but the last two afternoons were awful. Could even be my end for all I know but it often changes character dramatically between shows so I think it's probably some interaction with the mixing there..
- I wish there were a better station to get your programming at my house. I live in the North-west corner of Brown County & 100.7 doesn't come in there, nor does 91.3.

- I think if the station found a new location that is not so run down and perhaps more centrally located near foot traffic (kirkwood?) they would automatically reach more community members. Have the DJs listen to WFIU DJs and notice the amazing difference! If they sound professional that keeps folks listening!
- I know how hard it was for you to originally get permission to broadcast, so this is likely "pie in the sky" - - I would love it if you could get a slightly stronger signal. I live in no man's land between Bloomington and Ellettsville. Neither signal picks up at my home. I'm just glad I can stream it in over the net!

Political

- Cease representing the left
- Sounds like your Board of Directors could benefit from trainings and info about being an effective Board and non profit organization. I think the couple staff you have should be treated and compensated as professionals. There is a lot of trainings and info about effective organizations and running non profits that could be taken advantage of. WFHB is a wonderful asset to our community and a great organization!! Ya'll do not have to reinvent the wheel.

Outreach

- You could have a fun fundraiser, such as concert/ silent auction/ dinner type event. It could raise money and allow people to enjoy giving and feel more involved that way.
- There still seems to be a large segment in the community that has never heard of WFHB I think the farmer's market appearances are very important but finding other ways to reach out - perhaps more public parties or sponsoring of concerts. ?
- More effective promoting of your programing in Brown County
- WFHB seems like a closed shop to many, and its music programming SEEMS aimed a very few. I know that is not reality, but it is the perception.
- Increase listenership and station visibility in the community.
- Re-popularizing with the young crowd, and non-radio listeners should be the main objective. Sustaining the momentum of WFHB's current listenership is not too big of a threat. People inherently want to listen to the radio, you have to figure out JUST what is going to make each categorized listener respond.
- do more to cultivate high-school & college-aged listeners
- To reach out to everyone in the community, not just people with degrees from IU and also to collaborate more with the city of Bloomington. Have a "pet of the week" segment sponsored by WFHB & it's mascot, Spot. Help animals and WFHB out by discussing the adoption of animals at shelters in Brown County and even Monroe.
- reach out to I.U.grads in Indiana, & U.S. via internet.
- Promote online more
- Push harder on public relations and visibility of the station itself as a product/resource in the community. Keep developing/providing interactive (community to radio, individual to community, etc.) projects (e.g., storytelling, involvement in community events, etc.); build development resources with an eye toward being able to move toward more frequencies; broadcast opportunities; educational (about station itself) opportunities, etc. Focus and organization, new ideas and a steady volunteer organization.

- Focus your advertising on one very specific thing: getting more people to tune their radio to WFHB. Be present at every community event possible. It is SO important that WFHB is seen EVERYWHERE the community gathers.
- Although you may not have the budget for it I think you guys should market yourselves more in the community. There are a lot people around town who don't know that you guys are sitting right there in downtown Bloomington rocking out.
- Come promote yourself at the Bloomington winter farmers market on Saturdays. I see you at the summer market but the winter one is getting bigger and I think you'd enjoy it too!
- more sponsorship of youth events would get more teens listening
- It would be nice to see WFHB at more local events doing promotion for the events or at least reporting on them. It would be good to see the community radio station more throughout our community.
- Either give up on some of the small community fundraisers or promote them better. Sometimes I've been one of 3 or 4 people there.
- I think sometimes non-listeners get wfhb & wfiu confused; they don't understand that wfhb is a community station not affiliated with IU. Or sometimes if I say wfhb is a local station, then people get it confused with B97. I like the 'volunteer run, listener supported' tag because I think that distinguishes it from the commercial stations. But I think a greater distinction needs to be made to non-listeners to distinguish it from wfiu (and therefore turn them into listeners of wfhb!)
- Have regular scheduled events that people can attend, enjoy, and benefit from and WFHB can make money from...events with music, food and drink....

Volunteers

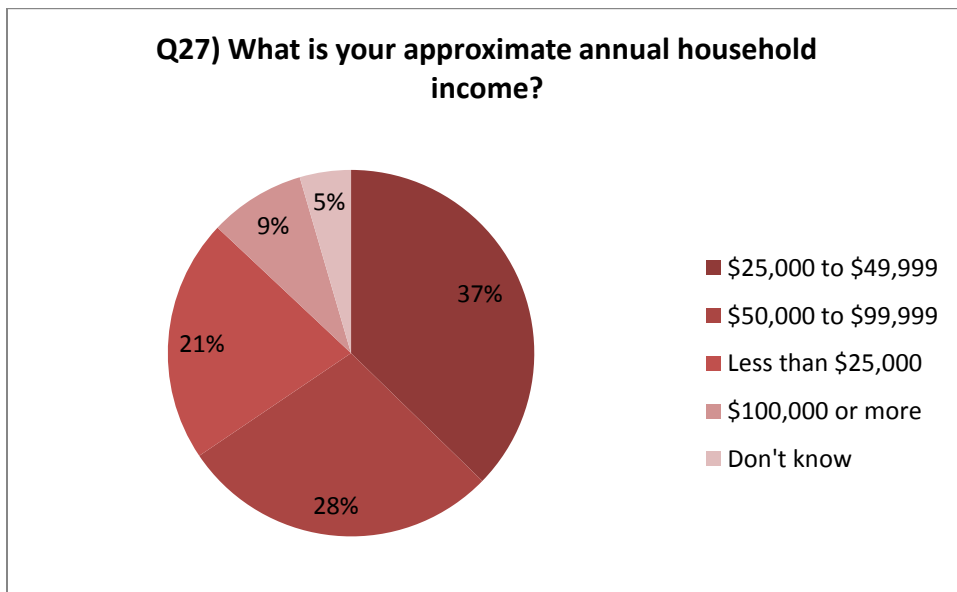
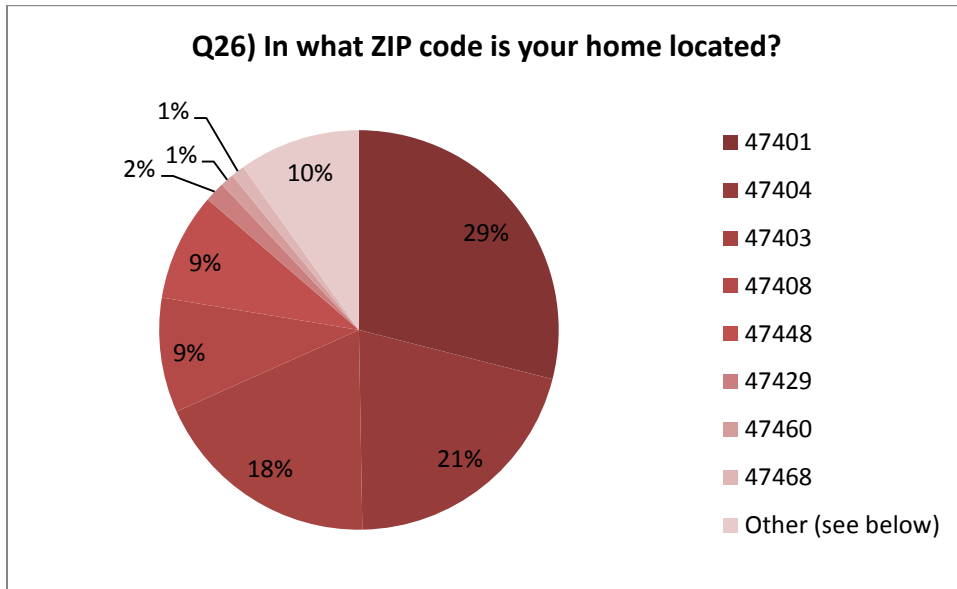
- In terms of volunteers, you need a shepherd. It's great to encourage people to volunteer, but if there is no one who is assisting a new person to find their place, they are likely to bolt. How do we bring them into the fold, help them discover and nurture their talents, and then share those skills?
- Have a volunteer coordinator that is enthusiastic about her/his job, makes an effort to bring people in, promotes the station, shows appreciation to volunteers, makes people feel part of a team.
- Offer volunteer training on days other than a Saturday.
- focus on music that the volunteers are passionate about. there are too many sources for our own musical wanderings to listen to someone who's not killing it.
- I think we need more volunteers but how to get them????

Miscellaneous

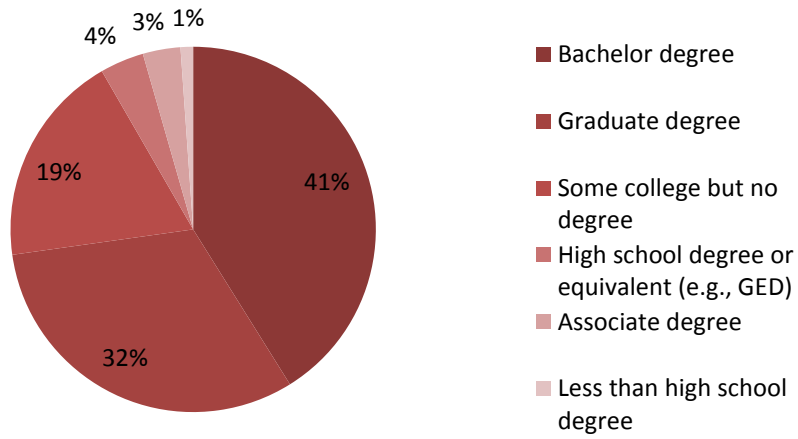
- It would be awesome to be able to listen to shows on the website after they have finished. I would listen to way more WFHB if I could fit it into my schedule this way.
- Less Alice Wolfson would be great.
- Keep up the great work --- change is good but not too much:)
- Just keep up with technology and it will continue to grow.
- Please ask the morning DJs to give the full weather forecast at 7:00 a.m. or thereabouts. Usually the DJs do give the weather, but once in a while the forecast I count on gets skipped or abbreviated. Thanks!

- The young fellow who has been recently hosting the second half of Monday morning needs some lessons in radio professionalism. His delivery is distracted and distracting (ummm, yeah, so....) and many of his music choices are not well suited to Monday morning -- too dissonant, loud, raucous. At times, his program has made me turn off my radio.
- Fix the link to How to Podcast. Encourage staff to return phone calls and emails. Update your website. Brown County Hour last show listed was in Aug. 2011. Use social media to announce accurate schedule of shows and events.
- I'm sorry but I don't know. My radio needs are met by WFIU. Perhaps WFHB could offer some attractive alternatives, but I don't know what these may be. It would help if programs such as Hora Latina and Hola Bloomington could be available on the demand on the web. This is because I'm usually doing other things on Friday when they air live.
- I think you guys are doing great! The Voice(s) of Bloomington!
- get better web content, more modern music, better public image from staff
- How about giving a very brief weather report every hour? Nothing fancy. Maybe just a forecast for the next twelve hours - temps and precip.

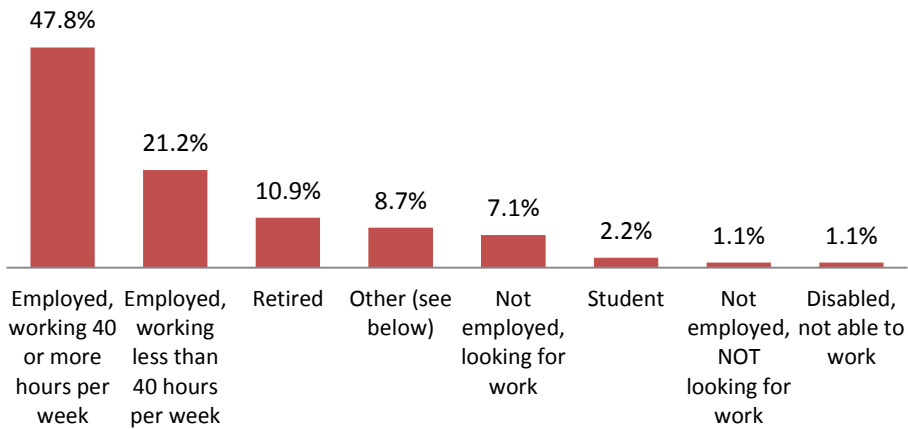
Demographic and Geographic Information



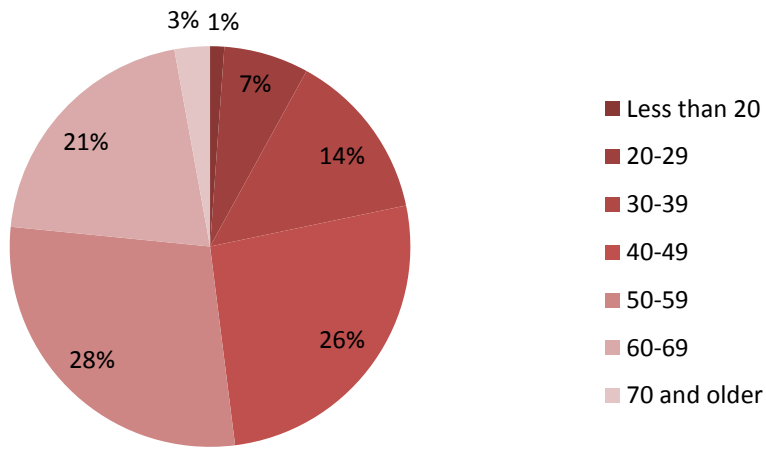
Q28) What is the highest level of school you have completed or the highest degree you have received?



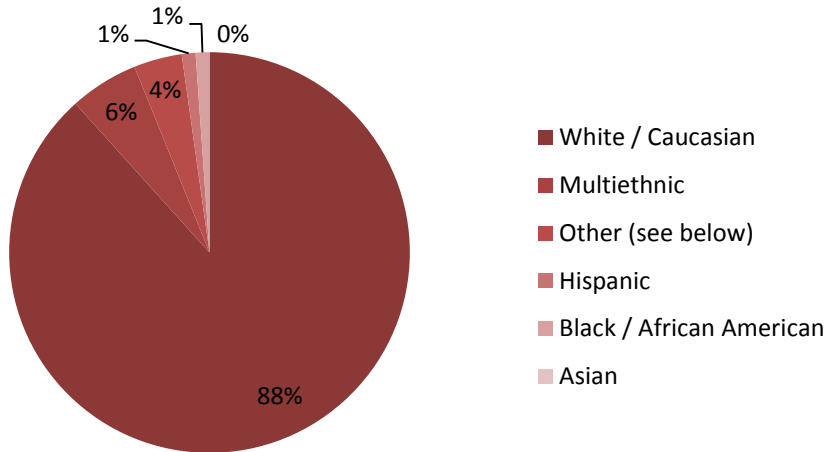
Q29) Which of the following categories best describes your employment status?



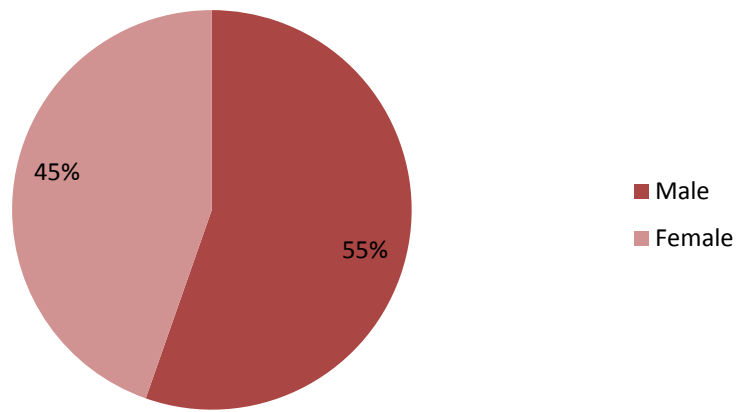
Q30) What is your age?



Q31) What race/ethnicity do you consider yourself?



Q32) Are you male or female?



Selected Cross Tabulations

A cross tabulation takes the response to a given question and breaks it down into sub-groupings based on the responses to one or more other questions – often demographic categories.

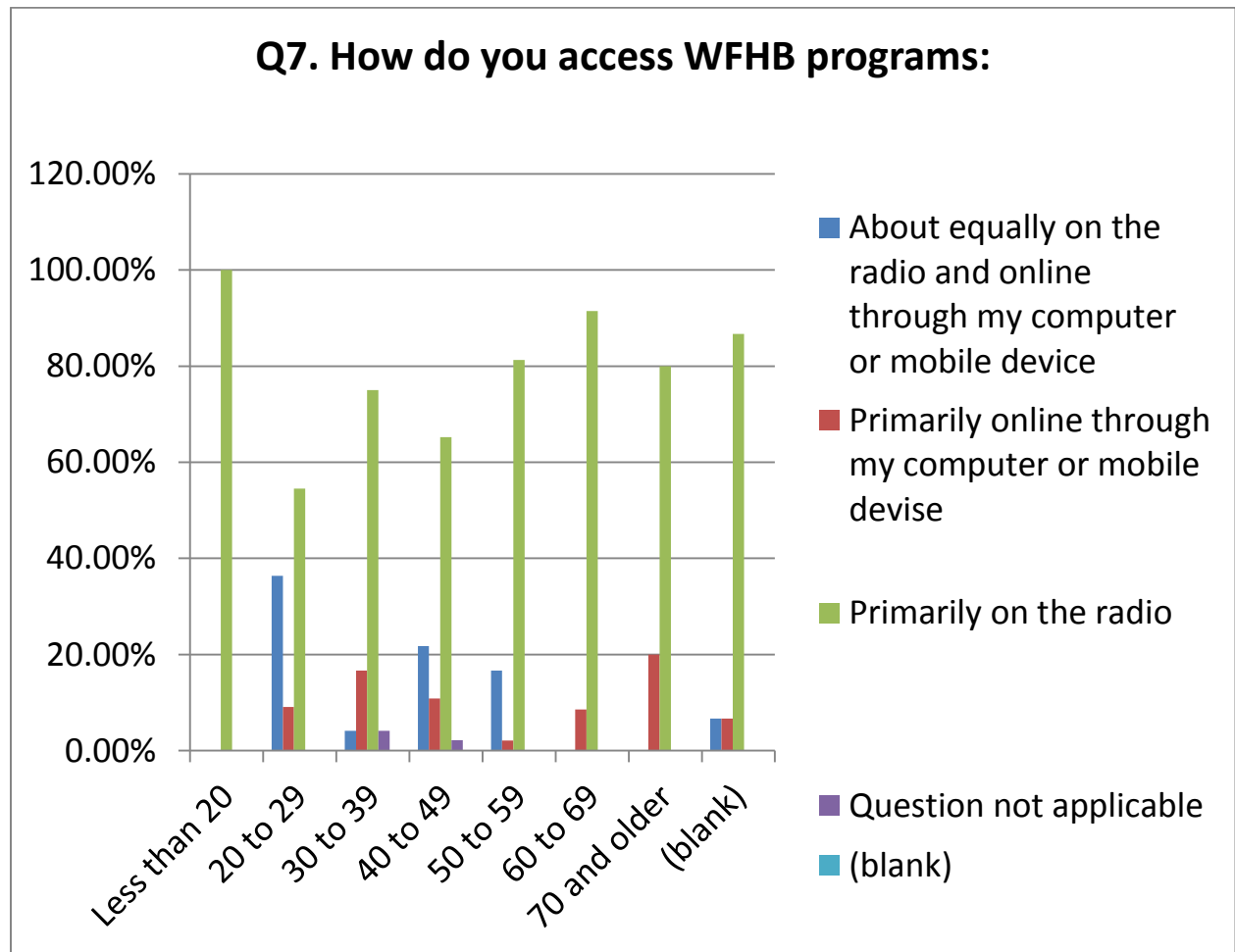
In the section of the report below, we provide a set of tables and charts representing cross-tabulations of selected key questions to gauge how demographic differences in response might be significant. We focused on questions dealing with “technology and multimedia” and “giving and station identity.” We measured questions in these areas terms of age, income, gender and volunteer satisfaction. The results do not indicate many noteworthy correlations.

In regard to Question 7, nearly all the respondents access WFHB over the radio across age differences. However, the very small number of respondents under the age of 40 – only 22 percent – make drawing any conclusions about the younger age cohorts unreliable.

We cross-tabulated Question 16 on amounts given and Question 17 on the frequency of giving in terms of age, income, gender, and volunteer satisfaction. Again, there are such a small number of dissatisfied volunteers among the respondents that no conclusion could be drawn about this group. The other crosstabs were predictable. Individuals who are older or who have higher incomes tend to give more and do so over a longer period of time. The most noteworthy correlation is between those individuals who indicate they are not volunteers (by responding to the question on volunteer satisfaction as not applicable) and those who also indicate that they have not made a financial contribution (by responding to the questions on giving as not applicable). 83 respondents are not volunteers and of these, 28 have not made a contribution or about 1/3. These are listeners for the most part. The prevalent reason among this group for not giving as indicated on the Question 18 crosstab is that other organizations are a higher priority. This is not a surprising finding either since we would expect volunteers, who are the most engaged group with the station, to be making more financial contributions than listeners.

Our final crosstab was conducted on Question 24 regarding how effectively WFHB has been describing how its programming and mission are different than other radio stations and multimedia providers. This question was measured in terms of how different age cohorts responded. No significant differences were found.

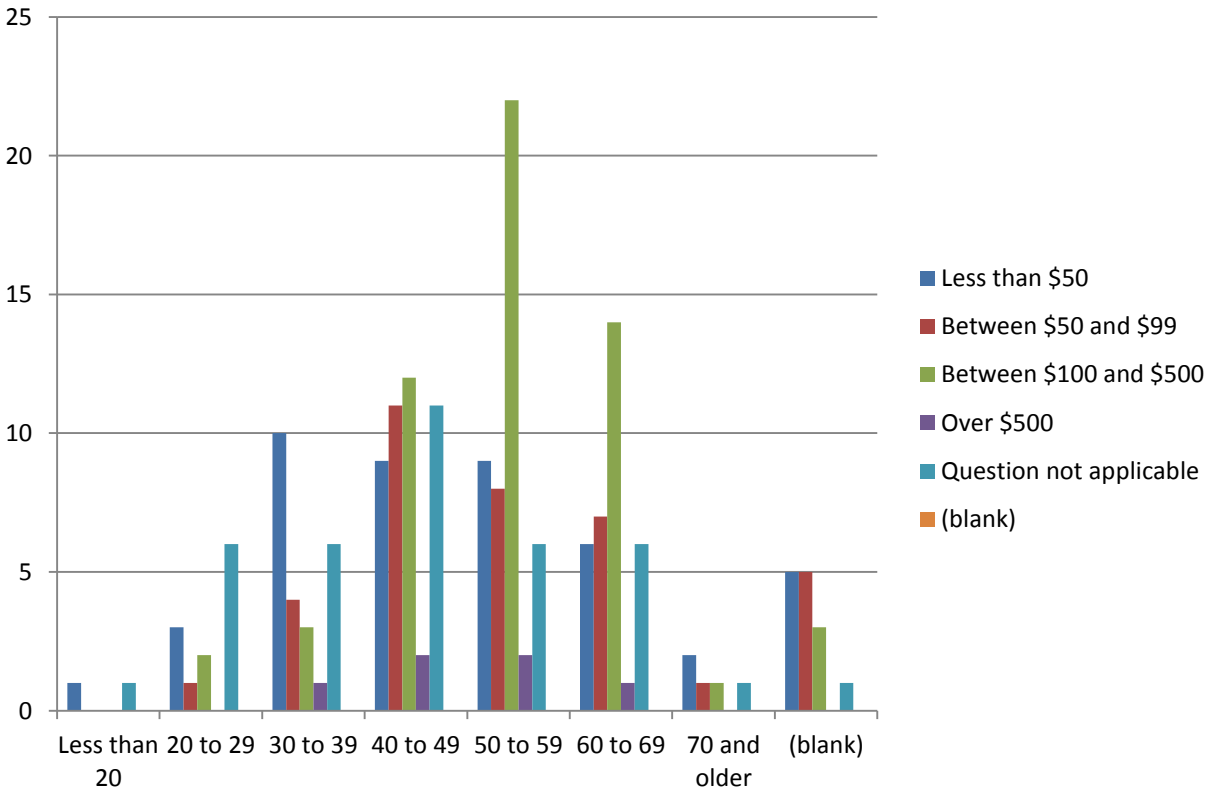
Q7. How do you access WFHB programs:					
Age Cohorts	About equally on the radio and online through my computer or mobile device	Primarily online through my computer or mobile devise	Primarily on the radio	Question not applicable	Grand Total
Less than 20	0.00%	0.00%	100.00%	0.00%	100.00%
20 to 29	36.36%	9.09%	54.55%	0.00%	100.00%
30 to 39	4.17%	16.67%	75.00%	4.17%	100.00%
40 to 49	21.74%	10.87%	65.22%	2.17%	100.00%
50 to 59	16.67%	2.08%	81.25%	0.00%	100.00%
60 to 69	0.00%	8.57%	91.43%	0.00%	100.00%
70 and older	0.00%	20.00%	80.00%	0.00%	100.00%
(blank)	6.67%	6.67%	86.67%	0.00%	100.00%
Grand Total	12.90%	8.60%	77.42%	1.08%	100.00%



Q16. WFHB has two fund drives each year and other fundraising events. If you are a financial contributor to WFHB, at what level have you given on an annual basis:

Age Cohort	Less than \$50	Between \$50 and \$99	Between \$100 and \$500	Over \$500	Question not applicable	Grand Total
Less than 20	1				1	2
20 to 29	3	1	2		6	12
30 to 39	10	4	3	1	6	24
40 to 49	9	11	12	2	11	45
50 to 59	9	8	22	2	6	47
60 to 69	6	7	14	1	6	34
70 and older	2	1	1		1	5
(blank)	5	5	3		1	14
Grand Total	45	37	57	6	38	183

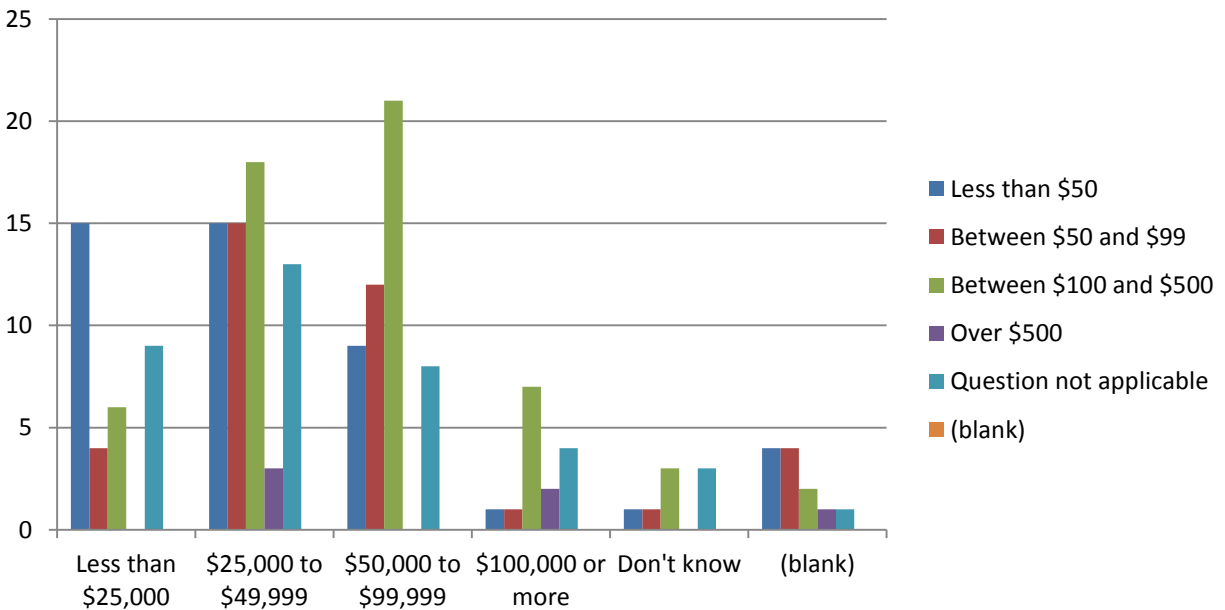
Q16. WFHB has two fund drives each year and other fundraising events. If you are a financial contributor to WFHB, at what level have you given on an annual basis:



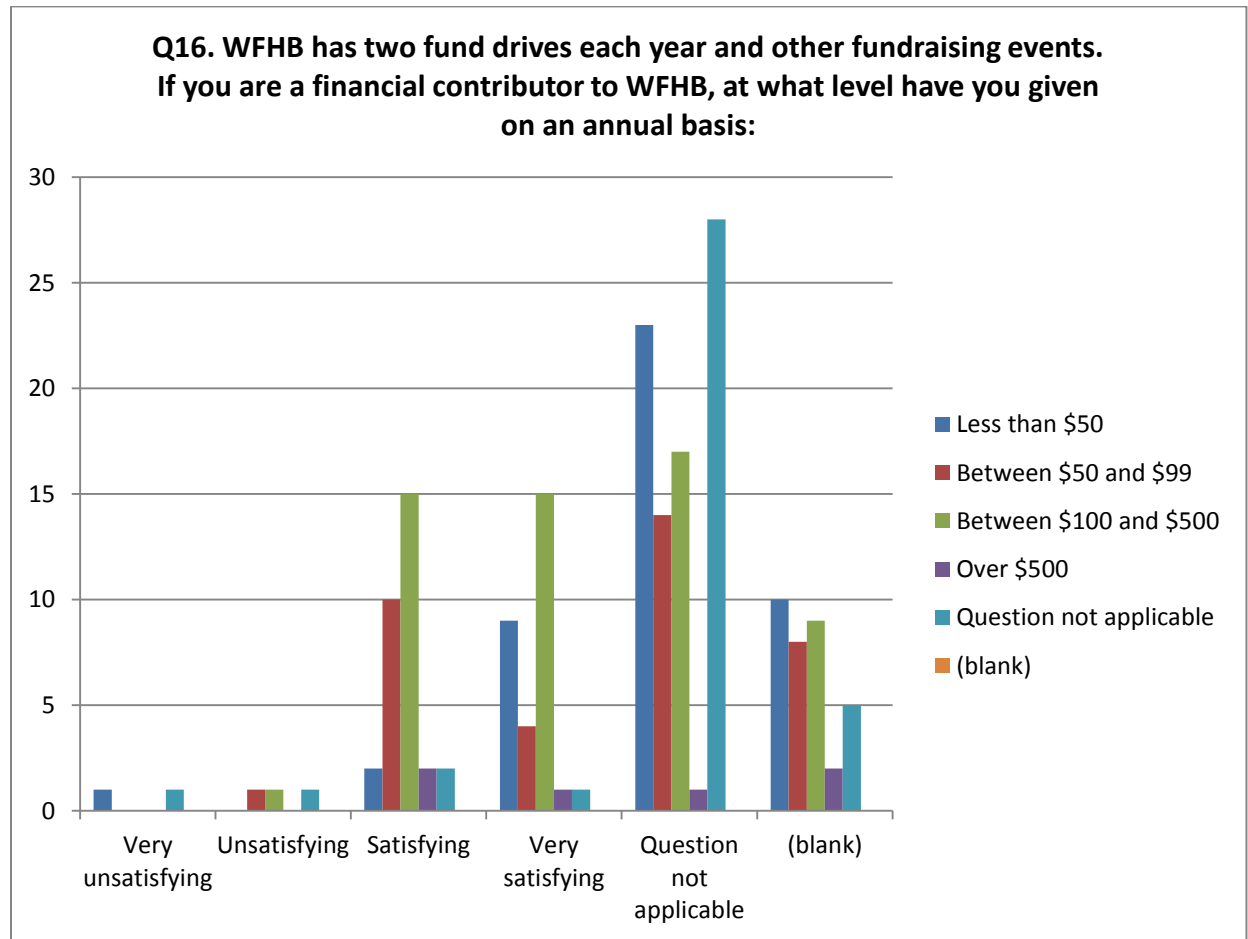
Q16. WFHB has two fund drives each year and other fundraising events. If you are a financial contributor to WFHB, at what level have you given on an annual basis:

Income	Less than \$50	Between \$50 and \$99	Between \$100 and \$500	Over \$500	Question not applicable		Grand Total
Less than \$25,000	15	4	6		9		34
\$25,000 to \$49,999	15	15	18	3	13		64
\$50,000 to \$99,999	9	12	21		8		50
\$100,000 or more	1	1	7	2	4		15
Don't know	1	1	3		3		8
(blank)	4	4	2	1	1		12
Grand Total	45	37	57	6	38		183

Q16. WFHB has two fund drives each year and other fundraising events. If you are a financial contributor to WFHB, at what level have you given on an annual basis:

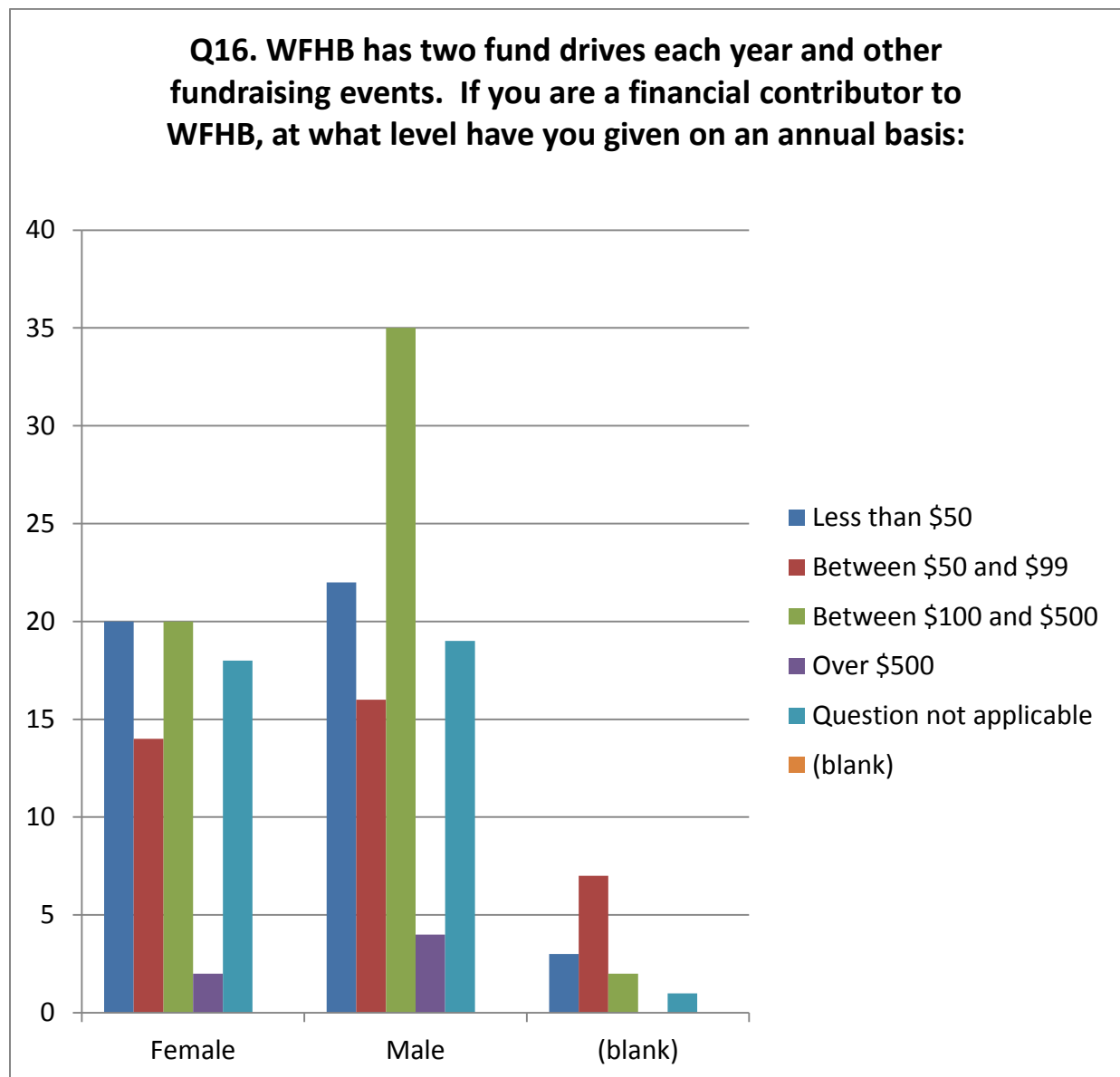


Q16. WFHB has two fund drives each year and other fundraising events. If you are a financial contributor to WFHB, at what level have you given on an annual basis:							
Volunteer Satisfaction	Less than \$50	Between \$50 and \$99	Between \$100 and \$500	Over \$500	Question not applicable	(blank)	Grand Total
Very unsatisfying	1				1		2
Unsatisfying		1	1		1		3
Satisfying	2	10	15	2	2		31
Very satisfying	9	4	15	1	1		30
Question not applicable	23	14	17	1	28		83
(blank)	10	8	9	2	5		34
Grand Total	45	37	57	6	38		183

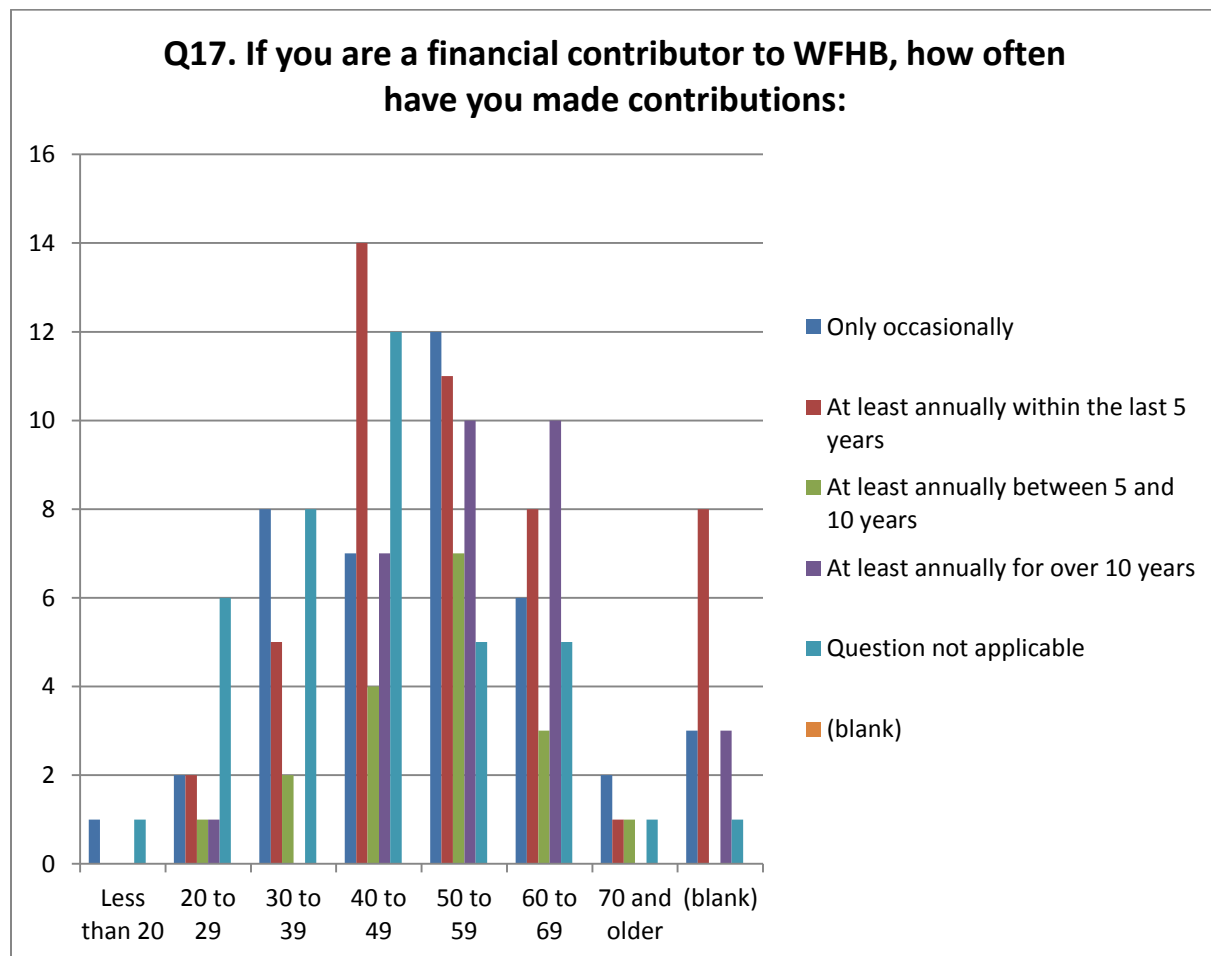


Q16. WFHB has two fund drives each year and other fundraising events. If you are a financial contributor to WFHB, at what level have you given on an annual basis:

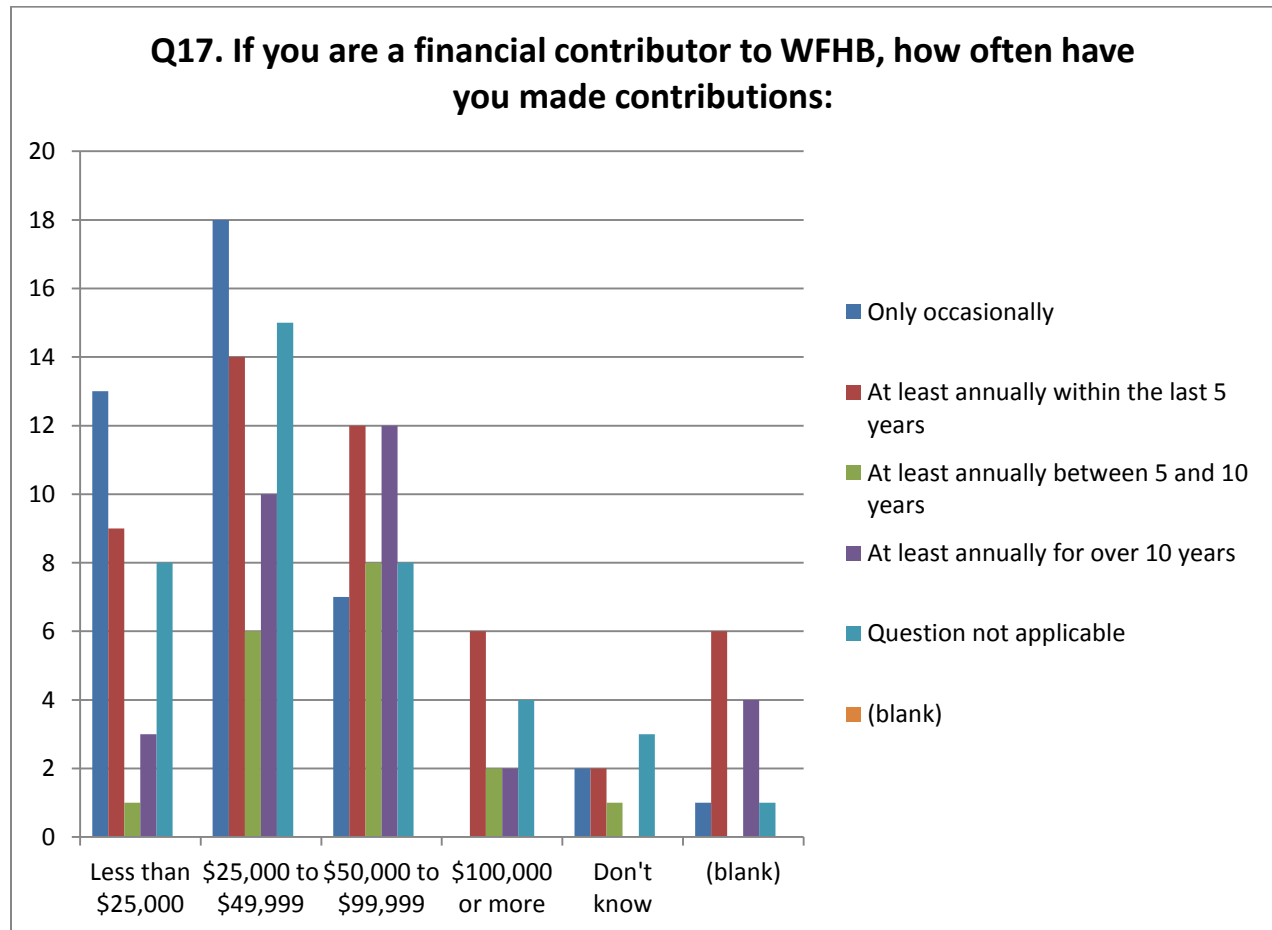
Gender	Less than \$50	Between \$50 and \$99	Between \$100 and \$500	Over \$500	Question not applicable	(blank)	Grand Total
Female	20	14	20	2	18		74
Male	22	16	35	4	19		96
(blank)	3	7	2		1		13
Grand Total	45	37	57	6	38		183



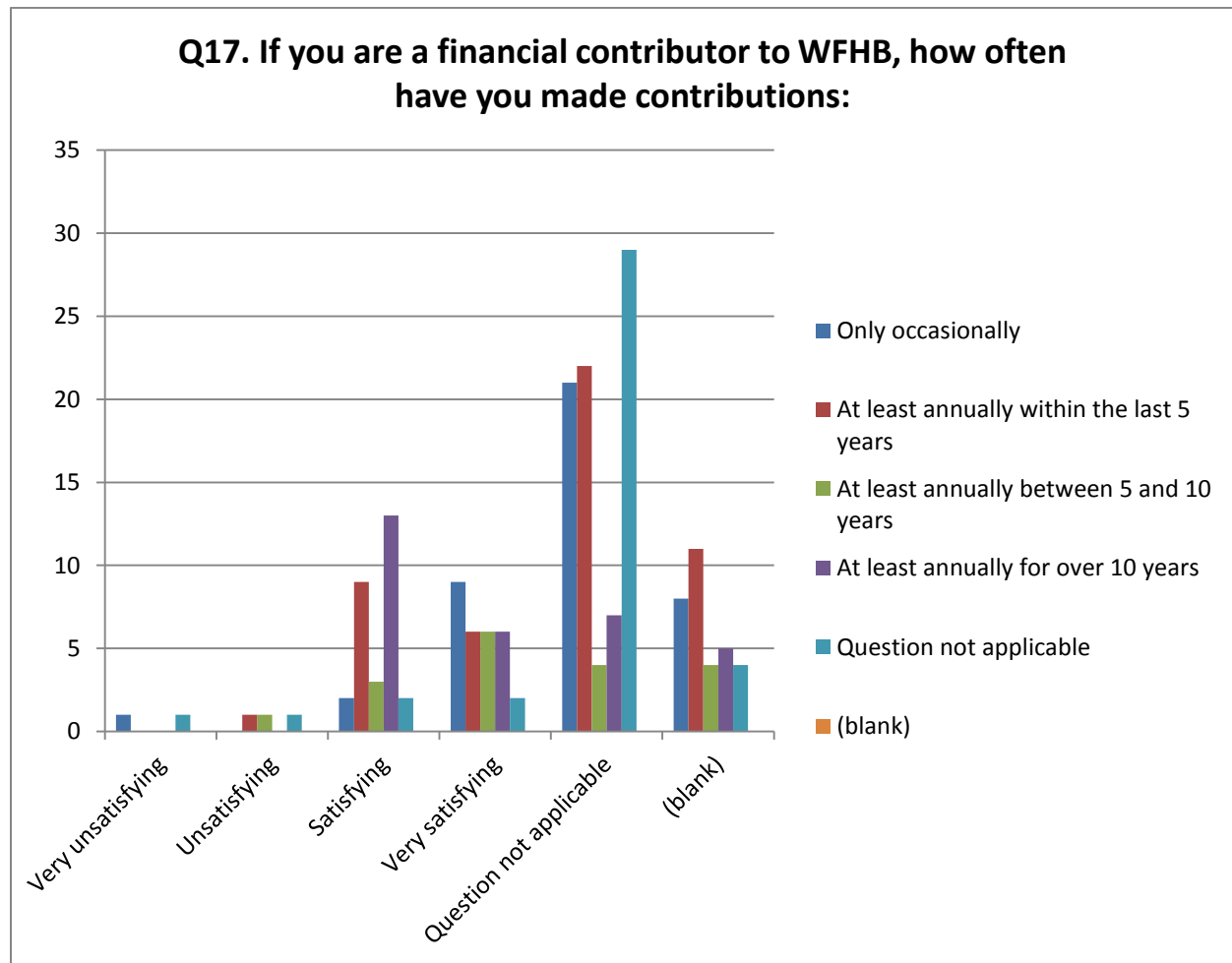
Q17. If you are a financial contributor to WFHB, how often have you made contributions:							
Age Cohorts	Only occasionally	At least annually within the last 5 years	At least annually between 5 and 10 years	At least annually for over 10 years	Question not applicable		Grand Total
Less than 20	1				1		2
20 to 29	2	2	1	1	6		12
30 to 39	8	5	2		8		23
40 to 49	7	14	4	7	12		44
50 to 59	12	11	7	10	5		45
60 to 69	6	8	3	10	5		32
70 and older	2	1	1		1		5
(blank)	3	8		3	1		15
Grand Total	41	49	18	31	39		178



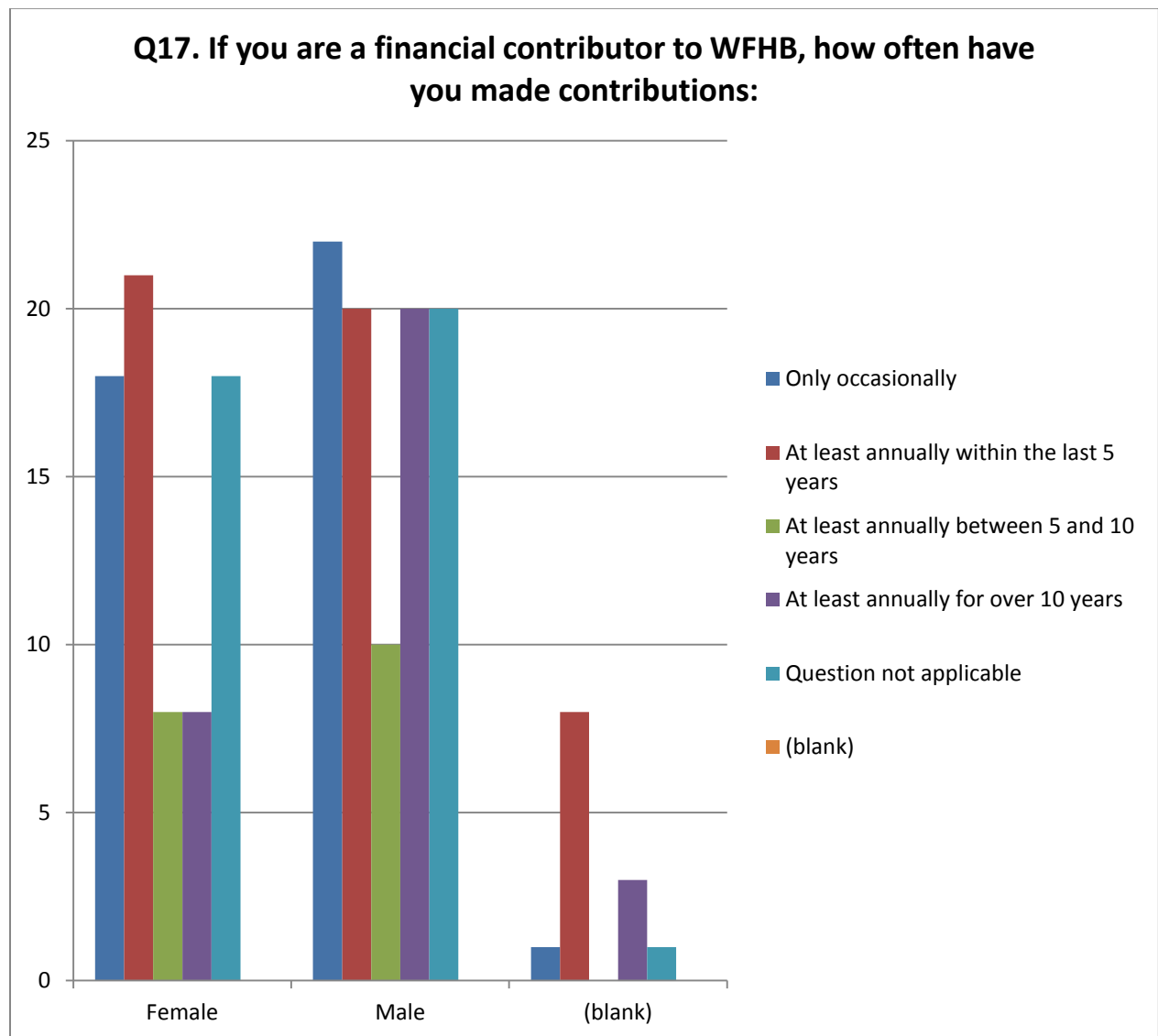
Q17. If you are a financial contributor to WFHB, how often have you made contributions:							
Income	Only occasionally	At least annually within the last 5 years	At least annually between 5 and 10 years	At least annually for over 10 years	Question not applicable		Grand Total
Less than \$25,000	13	9	1	3	8		34
\$25,000 to \$49,999	18	14	6	10	15		63
\$50,000 to \$99,999	7	12	8	12	8		47
\$100,000 or more		6	2	2	4		14
Don't know	2	2	1		3		8
(blank)	1	6		4	1		12
Grand Total	41	49	18	31	39		178



Q17. If you are a financial contributor to WFHB, how often have you made contributions:							
Volunteer satisfaction	Only occasionally	At least annually within the last 5 years	At least annually between 5 and 10 years	At least annually for over 10 years	Question not applicable		Grand Total
Very unsatisfying	1				1		2
Unsatisfying		1	1		1		3
Satisfying	2	9	3	13	2		29
Very satisfying	9	6	6	6	2		29
Question not applicable	21	22	4	7	29		83
(blank)	8	11	4	5	4		32
Grand Total	41	49	18	31	39		178



Q17. If you are a financial contributor to WFHB, how often have you made contributions:						
Gender	Only occasionally	At least annually within the last 5 years	At least annually between 5 and 10 years	At least annually for over 10 years	Question not applicable	Grand Total
Female	18	21	8	8	18	73
Male	22	20	10	20	20	92
(blank)	1	8		3	1	13
Grand Total	41	49	18	31	39	178



Q18. If you are a regular listener and haven't made a financial contribution to WFHB, what are your reasons:

Age Cohorts	Methods of giving were too inconvenient	Station did not give compelling reasons to contribute	Other organizations were higher priorities	Question not applicable
Less than 20				2
20 to 29		1	1	6
30 to 39		2	3	12
40 to 49	2		3	24
50 to 59		1	4	18
60 to 69			1	10
70 and older				3
(blank)	1			4
Grand Total	3	4	12	79

Q18. If you are a regular listener and haven't made a financial contribution to WFHB, what are your reasons:

Income	Methods of giving were too inconvenient	Station did not give compelling reasons to contribute	Other organizations were higher priorities	Question not applicable
Less than \$25,000			1	12
\$25,000 to \$49,999	2	1	3	27
\$50,000 to \$99,999		3	4	21
\$100,000 or more			3	8
Don't know				5
(blank)	1		1	6
Grand Total	3	4	12	79

Q18. If you are a regular listener and haven't made a financial contribution to WFHB, what are your reasons:

Volunteer satisfaction	Methods of giving were too inconvenient	Station did not give compelling reasons to contribute	Other organizations were higher priorities	Question not applicable
Very unsatisfying				1
Unsatisfying				3
Satisfying	1	1		13
Very satisfying				12
(blank)	1		1	2
Question not applicable	1	3	11	48
Grand Total	3	4	12	79

Q18. If you are a regular listener and haven't made a financial contribution to WFHB, what are your reasons:					
Gender	Methods of giving were too inconvenient	Station did not give compelling reasons to contribute	Other organizations were higher priorities	Question not applicable	
Female		1	3	7	26
Male		1	1	5	49
(blank)		1			4
Grand Total		3	4	12	79

Q24. How effective has WFHB been in describing how its programming and mission are different than other radio stations and multimedia providers?								
Age Cohorts	Not at all effective	Slightly effective	Moderately effective	Very effective	Extremely effective	No opinion		Grand Total
Less than 20				1	1			2
20 to 29			4	5	1	2		12
30 to 39	1	2	7	7	3	4		24
40 to 49	1	2	18	17	6	2		46
50 to 59	1	2	11	22	8	3		47
60 to 69			8	15	7	5		35
70 and older			1	3		1		5
(blank)		1	5	5	2	1		14
Grand Total	3	7	54	75	28	18		185

