

**KSER FOUNDATION**

# Planning for the future



Volunteer Meeting: October 6, 2014



**KXIR** 89.9  
ORG

# Feasibility Study Report

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Optimus Fundraising

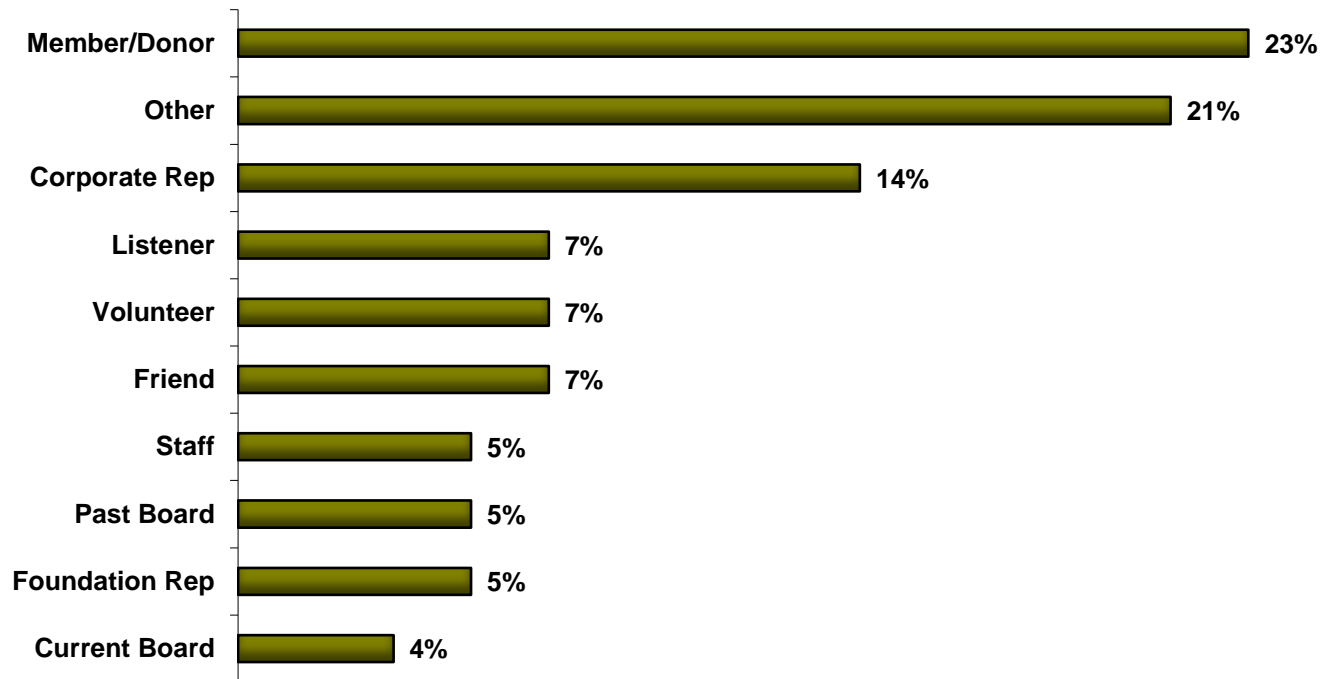
# Study Background

- **Interviews Began on May 29<sup>th</sup>**
- **Each Interview About One Hour in Length**
  - ✓ 27 Questions
  - ✓ Five Areas:
    - General/Specific Impressions of KSER
    - Thoughts/Impressions on Case
    - Potential Campaign Leaders and Donors
    - Own Participation as Leader/Donor
    - Other advice: goal(s), timing, strategy, etc.
- **Fifty-Nine (59) Interviews Completed with Sixty-Five (65) Individuals**
- **Two Focus Groups (Volunteers and Members)**
- **Online Survey: 270 Respondents**



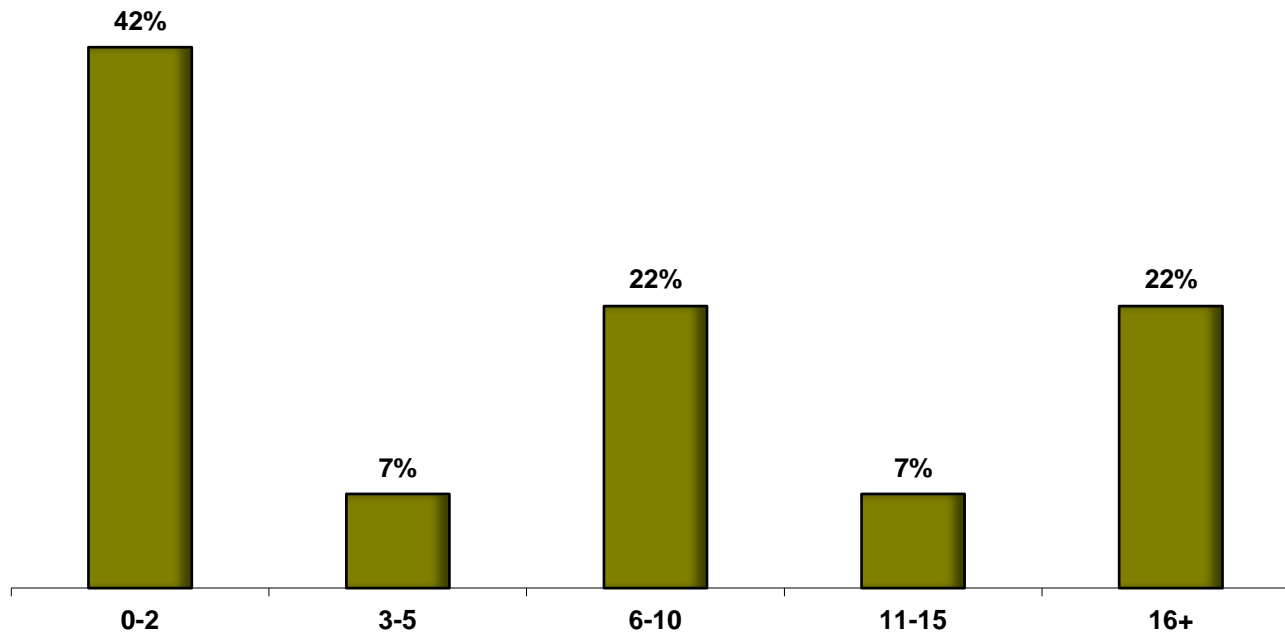
# Findings: About Participants

## Primary Relationship with KSER?



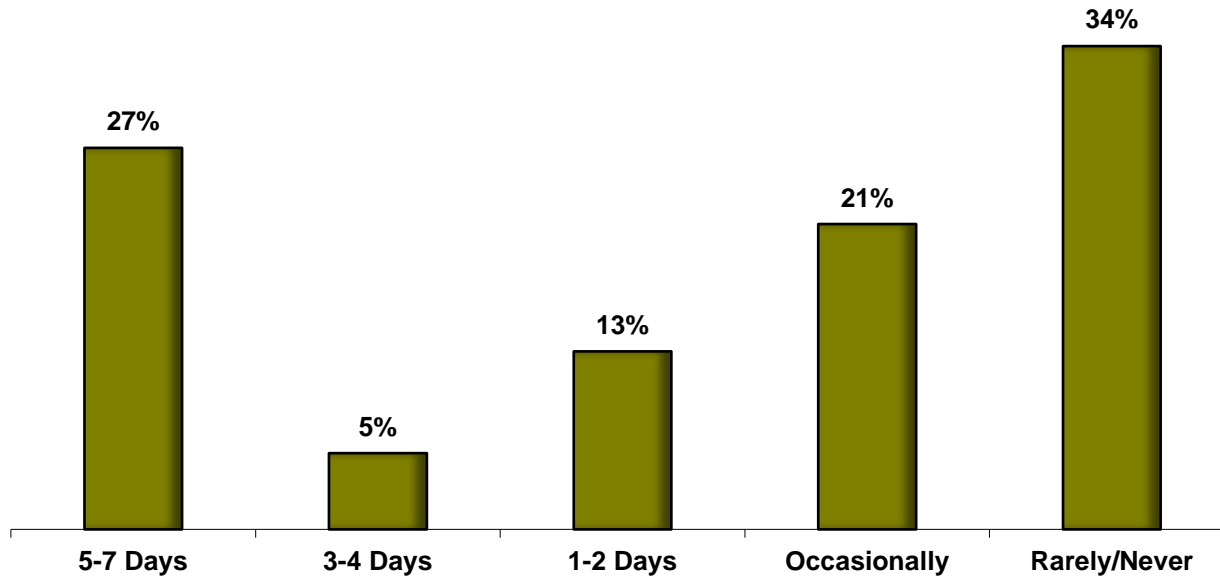
# Findings: About Participants

## Length of Association with KSER?



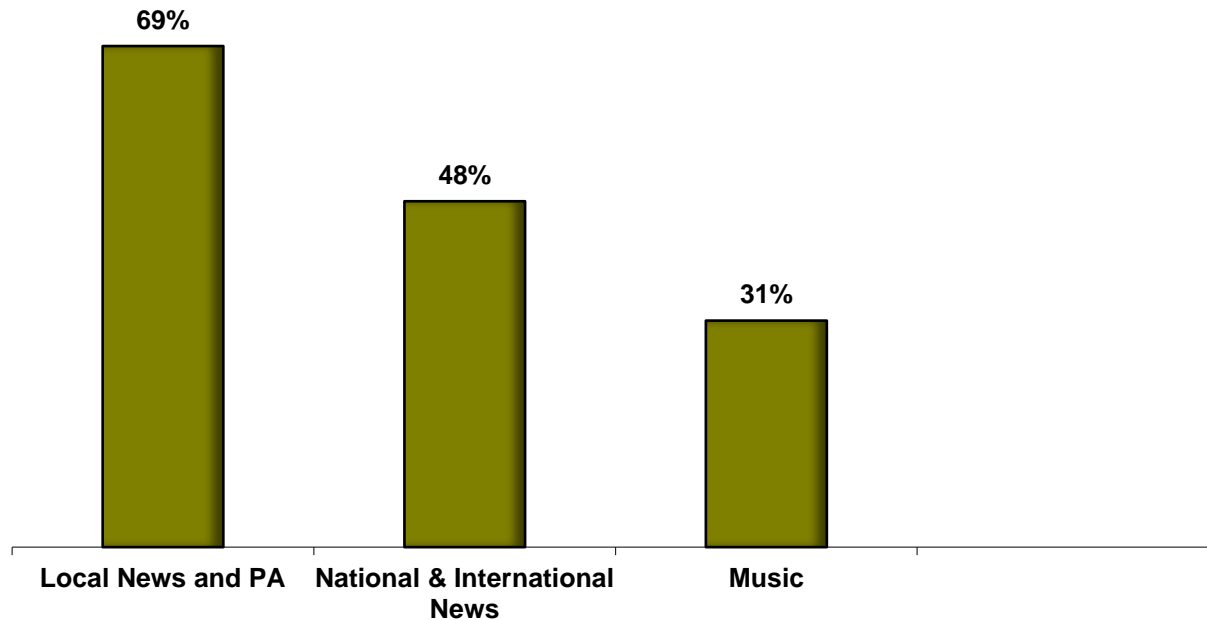
# Findings: About Participants

## How Often Do You Listen to KSER/KXIR?



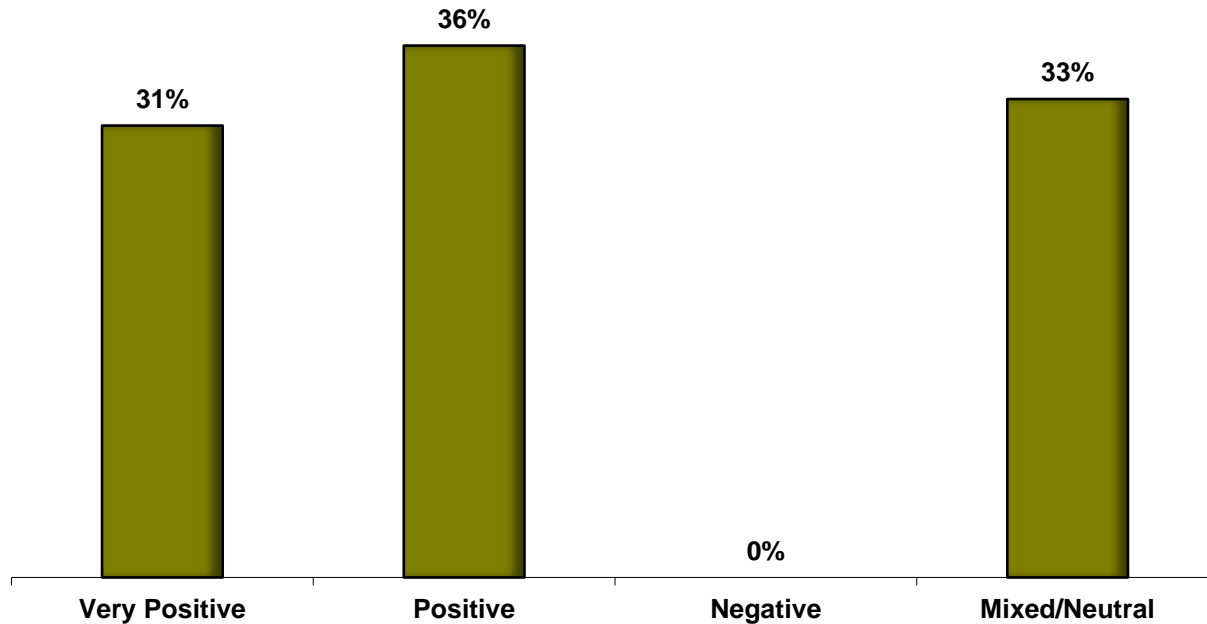
# Findings: About Participants

## KSER/KXIR Programming That Most Interests You?



# Findings: Impressions

## Overall Impression of KSER?

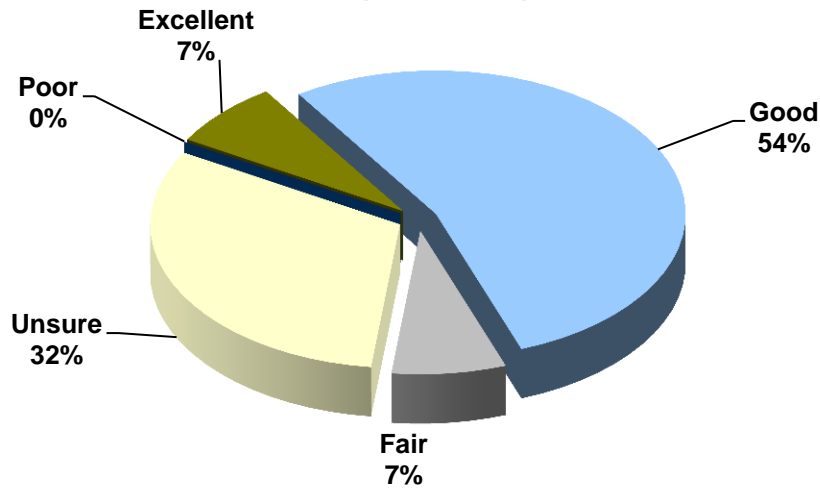




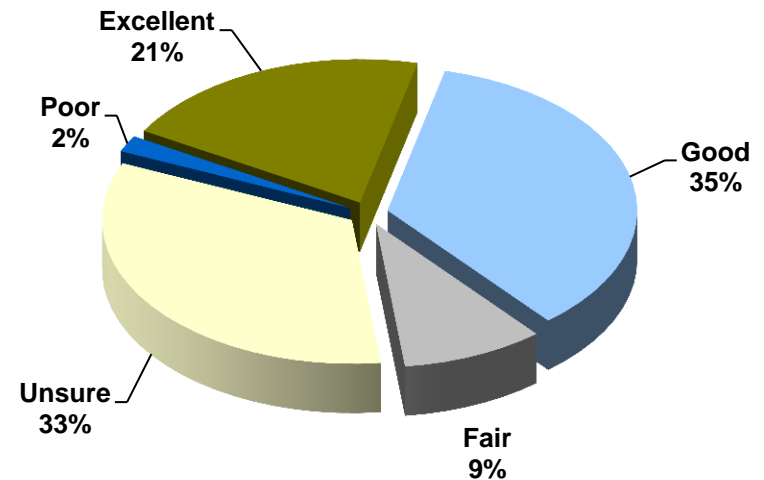
# Findings: Impressions

Evaluate KSER in the following areas...

**Programming Overall**



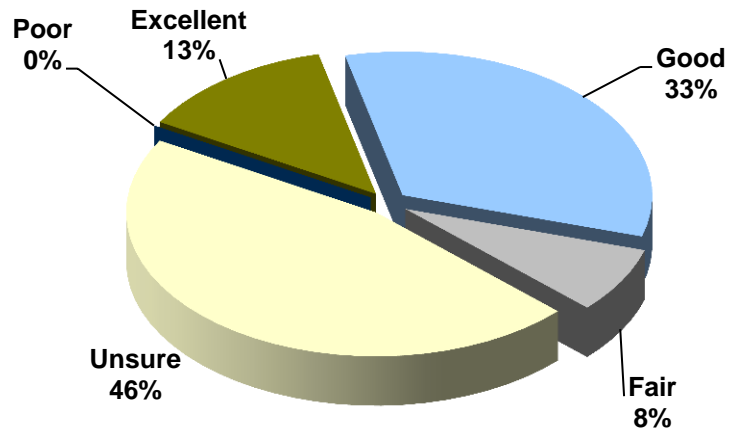
**Local News & Public Affairs**



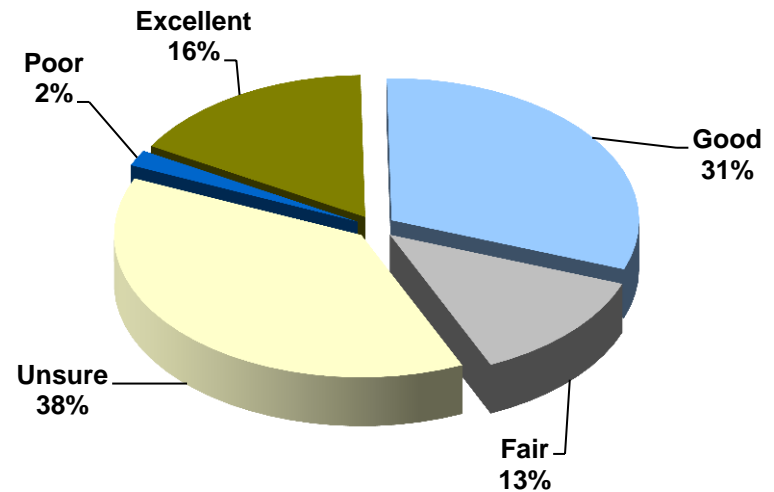
# Findings: Impressions

Evaluate KSER in the following areas...

**National & International News**



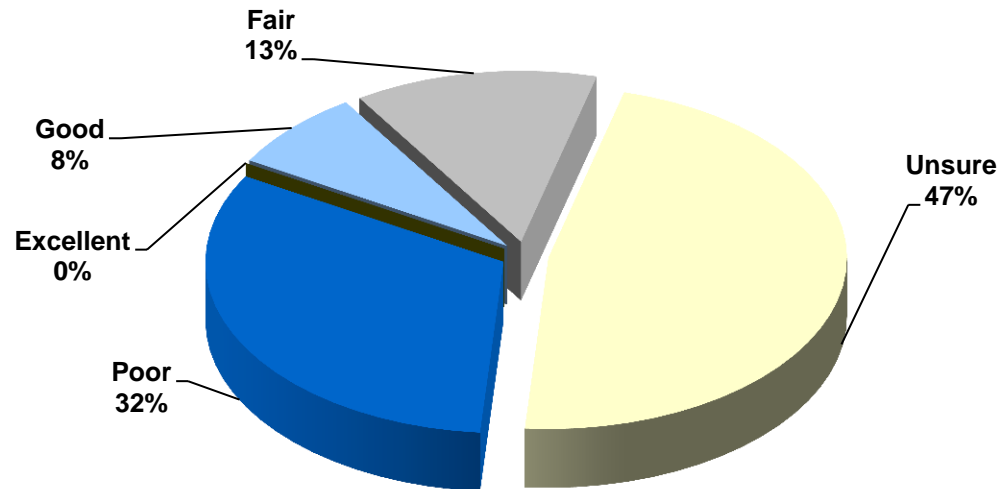
**Music**



# Findings: Impressions

Evaluate KSER in the following areas...

## Facilities



# Findings: Impressions

## Major KSER Strengths and Concerns?

### ■ Strengths Cited Most Often

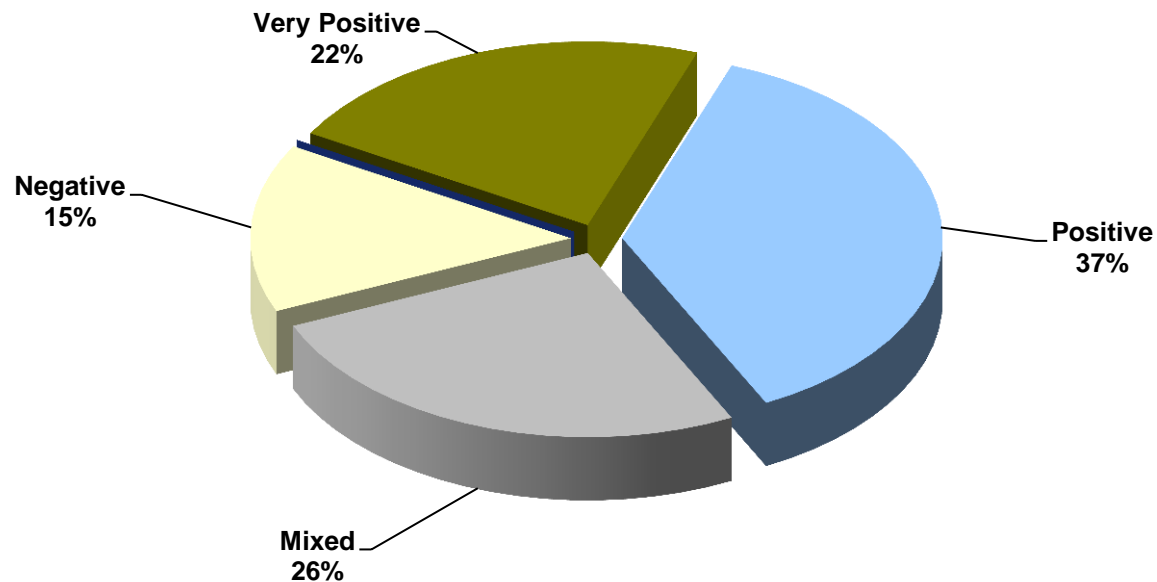
- 1) Local Focus and Content
- 2) Independent Public Radio
- 3) Diversity of Programming
- 4) Commitment of Volunteers
- 5) Experienced Management
- 6) Potential
- 7) (Eclectic) Music

### ■ Challenges/Concerns

- 1) Awareness and Community Profile
- 2) Fundraising and Sustainability
- 3) Under Resourced
- 4) Philanthropic Competition
- 5) Local News Gathering
- 6) Competition with Other Media

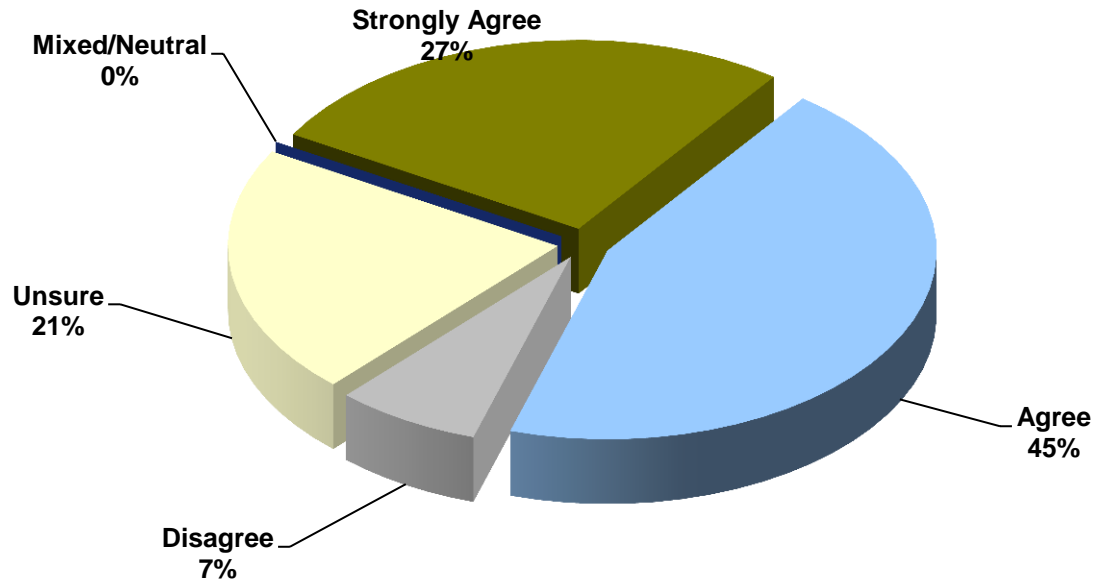
# Findings: Impressions

## Reaction to Plans to Develop Distinct Formats for KSER and KXIR?



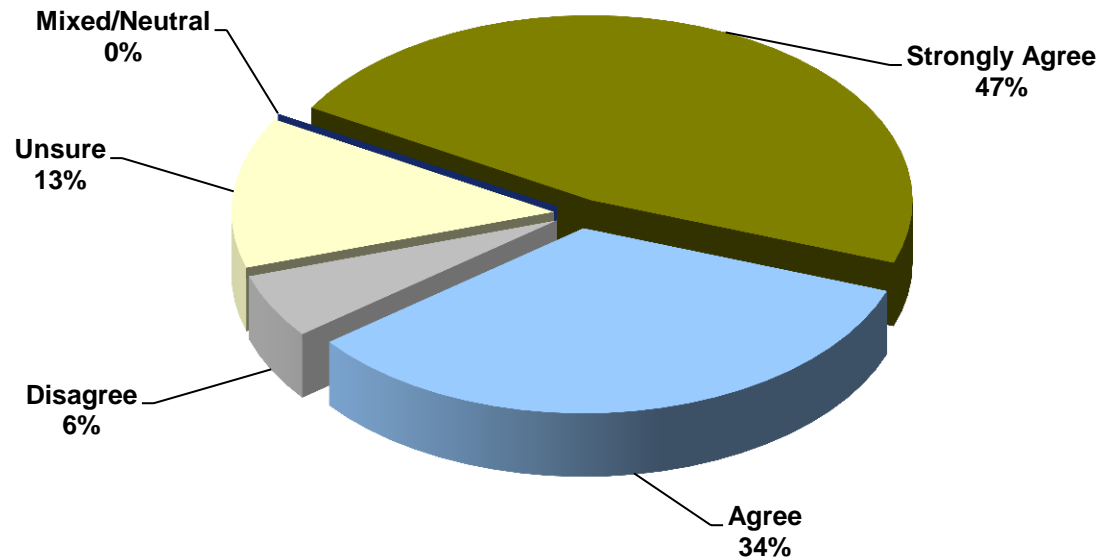
# Findings: Reaction to Case

## Reaction to Plans to Building a New PRCC ?



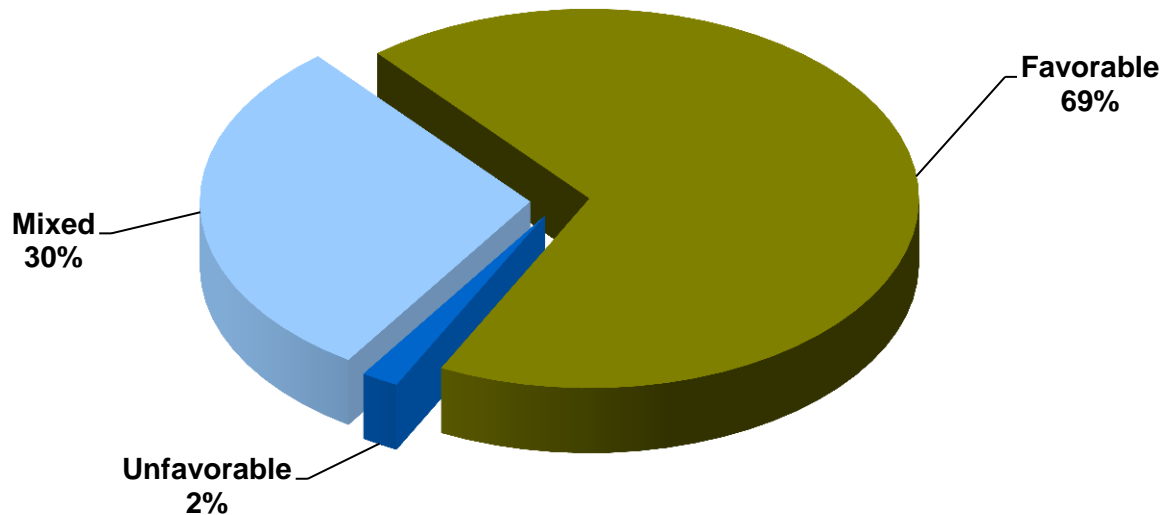
# Findings: Reaction to Case

## Reaction to Plans to Rebuild Endowment?



# Findings: Reaction to Campaign

## Reaction to Campaign?





# Online Survey

## ■ **Participants – 270 Total**

- ✓ Supporting Members/Donors: 72%
- ✓ Listener: 45%
- ✓ Volunteers: 15%
- ✓ Other: 12%

## ■ **Type of Programming Most Interests You?**

- ✓ Local News and Public Affairs: 42%
- ✓ National and International News: 39%
- ✓ Music: 80%

## ■ **Overall Impression of KSER?**

- ✓ Excellent or Very Good 78%

## ■ **Distinct Format for KSER and KXIR?**

- ✓ Agree or Strongly Agree: 36%
- ✓ Neither Agree or Disagree: 36%
- ✓ Disagree or Strongly Disagree: 28%

## ■ **Reaction to Plans to Create a New PRCC**

- ✓ Agree or Strongly Agree: 53%
- ✓ Neither Agree or Disagree: 37%
- ✓ Disagree or Strongly Disagree: 10%

## ■ **Reaction to KSER Endowment**

- ✓ Agree or Strongly Agree: 67%
- ✓ Disagree or Strongly Disagree: 4%

## ■ **Reaction to Campaign?**

- ✓ Agree or Strongly Agree: 55%
- ✓ Neither Agree or Disagree: 36%
- ✓ Disagree or Strongly Disagree: 9%

## ■ **Support Campaign with a Financial Gift?**

- ✓ Yes: 43%

# 2009-2014 Strategic Goals

- Reach and serve a growing audience
- Build a sustainable financial foundation
- Be recognized as a vital service in our community
- Launch new public radio station in Island County

# Collecting, Considering Community Input

2013

- Six community meetings
- Online survey

2014

- Three Community Conversations
- Feasibility Study

# Proposed Mission, Vision

## **Our Mission**

To enrich our community through public radio and other services dedicated to education, ideas and civic engagement.

## **Our Vision**

To be the preferred public radio stations for Snohomish and Island counties.

# Proposed Values

## **Local Service**

We focus on the communities where our signals are heard, putting a priority on the diverse voices, perspectives, music and culture that represent the communities we serve. We seek out ways to serve above and beyond our programming, and we collaborate with local artists and educational, social, civic, community and cultural organizations in those efforts.

## **Civic Engagement**

We present viewpoints and information not heard on commercial radio. We encourage dialogue on local, national and international issues so local residents can make informed decisions, and we actively engage with others who seek to connect individuals with ideas and action.

## **Education, Arts & Culture**

We enrich the lives of our listeners by exploring the breadth and depth of local, national, and world arts and cultures. We offer educational and informative public affairs programming and a diverse range of music that showcase local artists and organizations.

# Proposed Strategic Goals

- Upgrade our technology and facilities
- Offer distinct community-focused programming and local voices on each station
- Increase community awareness of KSER/KXIR's unique local services
- Develop and cultivate stronger partnerships
- Strengthen our financial foundation