

KBRP Program Committee
Monthly Meeting
April 12, 2023
5:30 PM

Minutes

Call to order at: 5:30 PM

Attendance: Mark Parsons, Stephanie Peavey,
Kirk Reynolds

Absent: Joy Walden, Joe Graca, Jahfree Lambo, Stephen Yoder

*Note: In order to obtain a 5 person quorum needed for voting, Steve Yoder and Joe Graca were called during the meeting to vote by proxy.

Guest(s): Gail Leshar and Hugh

1.) Consideration of Gail Leshar's proposal.

Gail attended the meeting to answer questions about her program. Hugh confirmed that he has trained Gail and that she is ready to proceed. All favorably responded to Gail's demo. A vote was taken and the committee unanimously approved her show.

2.) Reports from Trainers about the status of their trainees

The only Trainer Report came from Hugh who mentored Gail. Hugh said that he appreciated the training packet that Steve Yoder put together, and that the tools in the packet made it easy to train.

3.) Consideration of running the program "Country Dog/City Dog."

The general opinion was that it lacked interest; that it didn't seem relevant to the Bisbee Community. A vote was taken with 5 "nays" and 1 "aye", so the show will not be included in the KBRP lineup.

4.) Other Business

Stephanie presented some information she feels is particularly relevant for making programming decisions; this included data on radio listenership in general, comments from people in the community about their program interests. She also pointed out that the Hispanic population of 27% in Bisbee is largely overlooked in KBRP programs. She wondered if efforts should be extended toward finding and encouraging someone to host a program that catered to the Hispanic. The summary of the information is included as an attachment to the minutes.

No other business was presented so the meeting was adjourned at 6:15 p.m.

Community Radio: April 12 Programming committee: Some data to consider for Programming considerations.

In case you think radio has been left in the dust 41% of the listening time of US adults is spent with the radio. (based on Nielsen 2021 data) Here is the data summary:

- * Radio is the listening medium of choice for 94% of people aged 35-49.
- * The number of radio listeners aged 13-34 has grown by 116% growth in 7 years
- * Thursday is the most popular day of the week for radio listening (followed by Friday).
- * The most popular listening time is 8-10 a.m. Lunch is the second most popular listening time, 11-1 followed by late afternoon 4-6

Much of this data pertains to listeners who are driving to and from work.

Data relevant to Community Radio:

- * **83% of adults aged 45+ tune in to community radio stations.**
- * **Based on US surveys, women account for 55% of all community radio listeners. Men aged 35-55 are most likely to listen to classic rock on community radio. Women are more likely to listen to new age, specialty programming**

THE BISBEE COMMUNITY

What would prompt more Bisbee residents to listen to KBRP? (anecdotal evidence based on "Man on the street intercept style surveys" What interests you about KBRP/ (asking both listeners and non-listeners), and what would you like to listen to on KBRP)

Varied and eclectic Music selection is great but.....

More Local news

More Local Events

"KBRP should broadcast the city council meetings"

"Host debates on major issues, like the jail."

"I wonder why they aren't doing the football games anymore?"

"KBRP should do something like the Bisbee Observer every week---Hey why not have a program called "the Bisbee Observer" on Air?"

Catering to the Underserved Population

27% of the Bisbee population is Hispanic:

23% of the Bisbee population speak Spanish as their primary language

93% of Hispanics use the internet (compared to 92% of whites—statistically the same)

Nationwide, Hispanics are more likely to listen to the radio for news and entertainment compared to Whites, AND they are more likely to be loyal to a particular station (Nielsen data).

This points to the need for programming that targets this underserved population in our community.---and not just another MARIACHI PROGRAM—and the need to survey this group to find out their particular interests.