

## Suggestions on Gathering Community Input

There are two easy methods – in-person gatherings; and online surveys.

1. **Hold 3-4 brown bag lunches or simple breakfast gatherings** with key community leaders and representatives of area organizations and businesses. Seek to have a minimum of 10-15 people at each session. Invite twice+ the number of people you want to have show up, providing 3-4 weeks lead-time.
  - Examples of participants might include: City and County Officials; University Officials; Chamber of Commerce Officials; Representatives of music venues; musicians; Leaders of Jaycees; Kiwanis; etc. In short, these should be members of communities important to you – presumably music-related and those who share your interest in providing good information about your community. They might be current listeners, but hopefully will include non-listeners as well. A minimum of 3-4 Board and/or Staff should be present at each meeting so that multiple people can hear the input, and also have the opportunity to make personal contact with the attendees – and thank them for their interest in joining with [station name] to help make your community and your listening area a better place to live!
  - Logistics: Select one person to facilitate the meeting, have another serve as the primary scribe to record feedback from the session. Be sure to capture answers on flip chart and on a tape recorder so that they can be shared.
  - Invitations might say something like the following.

“The mission of [station name] has been to our community with information, cultural, educational and global programming. [station name] has also been also committed to representing [license holder] as a major community resource.

As we review of our strategic direction, we know our past and future success depends on our meeting the community’s needs. We want your input on how we’ve been doing recently – and what we can do provide [the music and information] that helps strengthen our community!

We invite you to join a conversation that will help in our ongoing process of understanding how we can better serve our community.

*Join us and share your thoughts*

**DATE**

**TIME**

**LOCATION**

**(Breakfast/Lunch will be served – or bring your brown bag lunch)**

**RSVP to email and phone # by X date**

*We look forward to your participation in the conversation! What we learn together will allow us to better serve our area in programming, information and outreach in the years to come.”*

- Introduction to the meetings can be provided by Senior Management and a Board member.
    - Thank participants for their time and interest. Emphasize your joint mission of making your community a better place to live. [station name] is trying to do this through [music, news and information] – yet we know there is more to do and we are here to listen to your ideas.
    - Let people know that you won’t be able to act upon all of the suggestions, but that they will all be taken into consideration in the upcoming strategic planning process.
    - Possible questions:
      - “Currently, what is [station name] doing well?”
      - “What could we be doing to make [station name] *indispensable to (or a more valuable resource in )* the area?”
      - “Are there topics of community concern that residents *should* be discussing or be better informed about, but *aren’t currently*, that [station name] might be able to facilitate?”
      - “Are there activities in the local music and arts scene that deserve public attention that aren’t currently getting it?”
  - **Write up results of meetings, highlight key points and themes that were repeated.** Identify people from each group who’d be good candidates for coming into the studio to do a “MySource” piece, or who might serve as future Board members.
2. **Gather information from online questionnaires** – This can be done at the same time or after the in-person gatherings, and provides an opportunity to reach out to a different and broader group of individuals. Survey Monkey or a similar device can be used. Seek respondents through on-air spots, on your website, and/or in local, community newspapers, and with flyers at key music venues with tear-off info about the web link. To be able to deal with the responses, have a clear set of options for most questions, with space to write-in a free response. Provide a web link and specific time by which you want people to complete the survey. Send participants to your website when they complete the survey.
- Possible questions:

- What local and community issues do you try to keep up to date on? (list options, *e.g.* local business; local transportation issues; housing issues; the local economy; local arts activities; etc. )
  - Where do you currently get information about local and community issues? (list options – newspapers, public radio stations, commercial radio stations, TV stations, etc.)
  - Where do you currently get information about local and regional music? (list options – newspapers, public radio stations, commercial radio stations, TV stations)
  - What information about local and community issues and music makes you feel most excited about living in this community? (*e.g.* local music festivals; hearing about local musicians or news in the local press; information about your community in the national press; etc.)
  - Are there topics of community concern that residents should be discussing or be better informed about, but aren't currently, that [station name] might be able to facilitate?
  - Where do you live? (list options of towns/cities)
  - Where do you work? (list options of towns/cities)
  - Are you a current listener/viewer of [station name]? (Yes, No, I was in the past but no longer)
  - When do you listen to [radio station name]? (When I'm driving or in transit; When I'm at work; When I'm at home; I don't)
  - Are you a current donor to [station name]? (Yes, No, I was in the past but no longer)
  - Optional: Your name, email address, mailing address
- **Write up results of surveys, highlighting key points and themes that were repeated.**