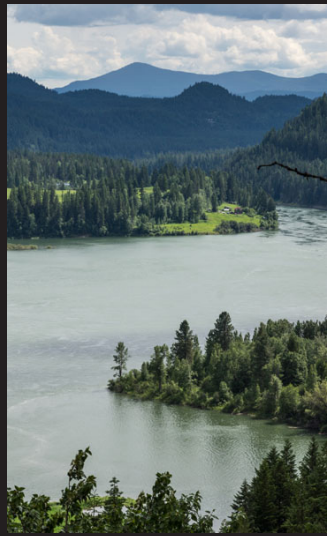


Spokane Public Radio

TRANSFORMATIONS 2020

Audience & Access



SPOKANE
PUBLIC RADIO

KPBX 91.1 | KSFC 91.9 | KPBZ 90.3

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TRANSFORMATIONS: SPR AUDIENCE DEVELOPMENT AND ACCESS CAMPAIGN 2020

Our audience is changing.

Our technology is changing.

Public Radio is changing.

It's a good beginning . . .

Changes

Recent changes at SPR have been profound. In 2015, SPR moved into the newly acquired and remodeled Fire Station No. 3. In the last five years, SPR's audience has grown by about 20 percent. Local news and arts coverage have grown significantly.

Listeners aged 25 to 35 are Spokane Public Radio's fastest growing demographic (Nielsen) for national news. Our local and regional news stories have tripled in quantity. Arts and cultural coverage have significantly expanded and improved. These changes have been positive—and intentional. It's a good beginning, but there is still much to do. Challenges remain.

National research indicates that four demographics in particular remain under-served by public radio: younger people, people of color, military personnel, and rural populations. SPR plans to address this.

At the same time, our broadcast equipment, especially at the tower sites, is aging. Frequent and increasing failures put access to public radio content in our region at risk. Meanwhile, the usual federal source of public radio capital funding—the National Telecommunications Information Administration (NTIA) grant designed for this need—was discontinued a few years ago.

Stations our size across the country also bear the greatest burden of programming costs as a ratio to our total operational revenue. We live and operate in less population-dense areas compared to stations in major markets like Seattle and San Francisco or Los Angeles and New York. It simply costs more, per person served, to provide a great public radio service.

As wonderful as progress has been, SPR cannot simply “coast.” Advancement and growth of our service to a wider audience requires a bold vision—and bold actions. SPR must prepare for a changing audience and a changing world.

We are now committed to raising \$1 million with one primary goal

Build and better serve our audience.

But there are challenges . . .

Who Isn't Listening?

Recent data indicate that younger listeners, people of color, rural residents, and people in the military are not well served by public media across the country.

Even so, SPR's audience is growing most quickly in the 25-35 age bracket for our news magazine programs. We know the interest is there—and there is also considerable overlap in younger, rural, diverse, and military demographics. There are also differences in *how* these people listen.

Here's what we know so far . . .

Younger Listeners:

- Are listening on more varied platforms. They seek more on-demand information and entertainment through digital means—primarily through smart devices such as phones and smart speakers—which according to NPR's latest data, is an astounding growth area.
- Want more relevant news and information on issues that affect their demographic, such as jobs, education, student loans, and employment prospects.
- Are seeking "radio" that is accompanied by video, live webcasts, and searchable on-demand content.

SPR has an "extra" content stream in KPBZ. It's currently used to bring independent public radio content from across the system to our area. This is a valuable service—but what if we build this content service out to better reflect the needs of younger and more diverse audiences? And at the same time, this could provide a training ground for the next generation of public radio professionals, including journalism, marketing, finance, and the myriad activities a public radio station is involved in daily. It's a win-win.

Programming for the future has already begun—but to do it well, SPR needs new audio and video editing equipment (powerful computers) and software; flexible lighting for our studio, cameras and recording equipment; and people who can be dedicated to these tasks.



Listeners search for treasures at SPR's annual Record Sale fundraiser.

Diverse Audiences—People Of Color and Multi-Cultural Audiences:

People of color comprise more than 15% of the population in Spokane Public Radio's listening area.

- Want more programs and news relevant to their issues and concerns.
- Programs that reflect the music and arts of different homelands and cultures.

Some recent initiatives currently include:

- A new SPR pilot called “Refugee Stories” in partnership with World Relief Spokane. As refugees from other nations arrive, we follow people and families to see how they fare in their new homeland. This important pilot will be expanded as resources are developed.
- More targeted events for diverse audiences. These include:
 - Several themed “Kids’ Concerts” each year that involve music from Africa, Latin America, the Marshall Islands, Asia, and more.
 - Our annual record sale, which is our most popular event, attracts people from all walks of life from all over the region.
 - In the summer of 2019, the “Smithsonian World Music Workshop” presented at Eastern Washington University with a final concert, recording session, and a resulting special program and podcast from Spokane Public Radio in partnership with EWU and the Smithsonian Institute Folkways Department. This is also a pilot for a possible annual event.
- Representation. SPR is actively recruiting more diverse representation for our staff, board of directors, and community advisory board. This will help promote greater diversity of views

and perspectives for the future as well as more proactively developed content for our future listeners.

- Ultimately, we hope these efforts result in more diverse programming and features on our airwaves, as well as online, on-demand, and searchable content.

This said, talking about diverse audiences is different from serving and reaching diverse audiences. More research—and representation within our organization—is needed.



Students from the Salish School of Spokane perform as part of the “Smithsonian World Music Workshop.”

About 100,000 active military personnel and veterans reside in SPR's coverage area.

The Military:

Surveys of military personnel indicate that public radio is not high on their listening lists. Reasons for this are unclear—but it may have to do in part with overlap in these other underserved demographics, it may be a highly transient population that doesn't have the necessary time to connect with the local public broadcasting stations. But some possible solutions seem clear.

SPR must offer:

- More news and programs relevant to military audiences. These might include issues such as long deployments, PTSD, veteran's affairs, and more.
- Formatting more familiar to younger demographics, including military personnel and their families, as they seek information and entertainment in similar digital areas including video, webcasts, and so on.
- An increased awareness of international news, such as NPR international coverage, BBC World Service, and World Radio Network.

Spokane Public Radio is well placed to do this. Fairchild Air Force Base is home to more than 5,000 active service personnel, and Spokane to 50,000 veterans. Beyond better service and news coverage for this military population, the base itself offers a potential source of many worthwhile stories.

The base, just 12 miles to the southwest of Spokane, houses the 92nd Air Refueling Wing, which provides air refueling as well as passenger and cargo airlift and aero-medical evacuation missions. These support U.S. and coalition conventional operations as well as strategic deterrence missions. It is the operational base for several military schools including the Survival, Evasion, Resistance and Escape School.

Current efforts to develop and improve our service for military personnel include working with NPR and Northwest Public Broadcasting (our public media neighbors to the south) to invite *Story Corps* and other military coverage to our area with a strong focus on military stories. We hope to develop stronger partnerships with the bases and military administration to help us improve our service to our armed forces.



U.S. Air Force Gen. Maryanne Miller, Air Mobility Command commander, speaks with U.S. Air Force Airman Sean McFarlene, 92nd Maintenance Squadron isochronal crew chief at Fairchild Air Force Base, Washington, March 28, 2019. (U.S. Air Force photo by Airman 1st Class Lawrence Sena.)

The majority of SPR's coverage area is rural and agricultural.

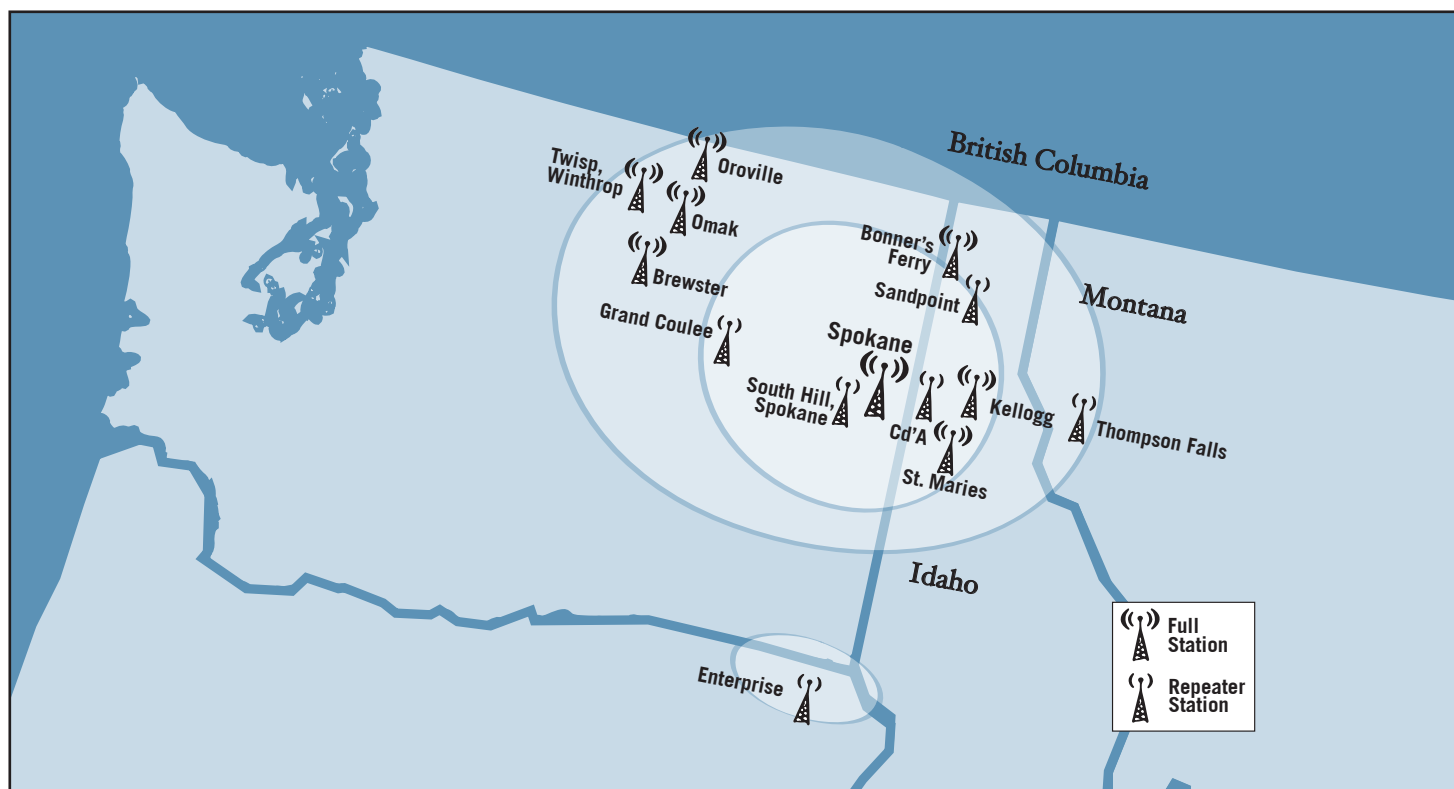
Rural Audiences:

Spokane Public Radio serves an extensive rural population across 20,000 square miles of the Inland Northwest. In many places, SPR is the only media service available.

One of our biggest impacts for this campaign will be to upgrade transmitters and ancillary equipment (emergency generators, electrical service, etc.) to

harden these facilities against fires, snow, and ice while securing the service to include access to our entire broadcast service (KPBX, KSFC, and KPBZ) through HD Radio[®]. For the northwest and southeast areas of our coverage in particular, the new transmitters will bring KSFC and KPBZ to these areas at a fraction of the cost of installing new radio stations. This will also save thousands of dollars in broadcast engineering studies and FCC legal permissions.

SPR is undertaking the hiring of additional staff to cover the stories from rural areas that are not served as well as urban populations. To borrow a line from the Northwest News Network, of which SPR is a charter and governing member, we will "tell the stories about the issues that matter to the region, with special attention to the places 'in between' and the voices not often heard."



SPR must build and better serve our audience . . .



SPR's audience is growing—and changing. Our audience is increasingly younger and more diverse. Listening habits are changing, using digital access and “on-demand” platforms in addition to traditional radio broadcasts. Research indicates that we need to better serve certain demographics, especially younger, racially diverse, rural, and military listeners using these technologies.

Today people in our coverage area—about 20,000 square miles of the Northwest—include these changing demographics.

However, these are populations that public radio has historically not served particularly well. Fact-based journalism and an awareness of local, national, and global events are critical. Every segment of our population has a right to the balanced information and factual content that public radio provides.

Spokane Public Radio already produces relevant content, but access to this information needs to be expanded. SPR provides service to an extremely large area, essentially free of charge. We already cover many rural communities. SPR is already a trusted brand both locally and nationally.

So how should we grow and better serve these listeners? . . .

But how?

(1) Expand Our Accessibility

Changes in technology now enable much greater access through new digital developments such as smart speakers, podcasts, on-demand programming, streaming, and so on. We are partnering with NPR to expand our digital capabilities and accessibility on many platforms even further.

New “traditional” radio transmitters are now capable of “HD” (digital) transmissions. This allows us to place an HD signal for two additional stations, KSFC (news and information, 24/7) and KPBZ (currently independent public radio stations’ content from across the country) into underserved rural areas. While it requires an HD radio, these have become more reasonable in cost, and they are now standard in many models of newer cars. This capability would offer “new” stations KSFC and KPBZ to coverage areas not previously reached.

We also need to . . .





SPR's transmitter atop McClure Mountain serves the Methow Valley.

(2) Address Critical Needs:

Replacement of several transmitters and ancillary hardware addresses a critical need. The broadcast equipment is aging, the infrastructure of the towers and land ownership is changing, and the traditional source of funding for such capital hardware expenses no longer exists. (See “Changes”, page 1.)

Replacement will address these issues—and also upgrade and stabilize this equipment in places that are increasingly threatened by fire, ice, and floods. These dangerous events have been trending up for several years, and this trend may even indicate our new “normal.” Such emergencies sometimes interrupt our broadcasts in areas that are most affected. When such events occur, that is when our services are most needed for emergency updates, conditions, hazard zones, and so on. And after damage occurs, it’s often months before we can access equipment for repairs. When left unattended, such failures create news deserts.

SPR must also . . .



SPR's Mica Peak transmitter is the main broadcast tower for KPBX.



(3) Program For The Future

Efforts are underway to double again our news reporting and SPR's capacity for broader coverage. A new "Refugee Stories" series pilot includes programs both on-air and on-line features that follow recent refugee experiences in our area. This is being produced in partnership with World Relief Spokane and Refugee Connections.

We are working to establish a new U.S. military "beat" to look at issues of long deployments, PTSD, veteran's affairs, and much more.

Local arts and culture coverage is essential—and growing. Kids' Concerts and educational programs are central to our mission and help engage future audience members.



Podcasting represents one of public radio's largest growth areas, and is routinely accessed by listeners under the age of 45.

The NPR One app now includes SPR content. The Inland Journal is both a radio show and an on-demand podcast.

Recent initiatives also include increased local and regional arts and cultural reporting. Our reporting has lately included more Native American issues, studies based on research of the opioid crisis, forums (with live webcasts) and subsequent call-in programs focusing on homelessness, and more. Increased reporting capacity necessitates a local reporter that will focus on these beats for targeted—and typically underserved—demographics.

Fairchild Airbase near Spokane houses more than 5,000 active duty personnel. SPR's listening area is home to nearly 100,000 veterans. It's time to tell their stories.



Team Fairchild's all-women flight aircrew at Fairchild Air Force Base, Washington, March 8, 2019. (U.S. Air Force photo by Airman 1st Class Whitney Laine.)

Education



Licenses granted to public radio stations by the Federal Communications Commission (FCC) are called NCE, or Non-Commercial Educational licenses. SPR is “Non-Commercial” because there are restrictions on what we can say about our supporting businesses. (Briefly, we cannot air comparatives like “We’re the best!” or price info including “Free!” or anything clearly promotional such as “first ten customers get half off!”) We are also required to reveal who is supporting our station’s programming.

Our broadcast license is “**Educational**” because it’s at the very heart of what we do. Every day, we educate listeners about what is going on in our communities, our nation, and our world. We offer news, information, entertainment, and cultural programming.

KPBX Kids’ Concerts bring free, educational, musical experiences to a broad audience.

Concerts rotate in style and venue, including this performance by the Spokane British Brass Band at St. John’s Cathedral.

Beyond this, we offer several free “Kids’ Concerts” each year. Concerts are open to all, including children and families who might not otherwise be able to afford such live cultural events. Kids’ Concerts may feature folk, rock, jazz, classical, or world music from various parts of the world, but they have this in common: Kids and families love them, and they provide an educational element about the cultures of our nation and world. At the same time, we are building enlightened listeners for the future. Concerts may be recorded and broadcast later, providing even broader reach.

SPR also provides programs on historical and cultural events, such as the moon landing in 1969, the Woodstock concert, the wars our nation has fought, and much more.

SPR doesn’t just offer educational elements—**SPR is an educational service at its very heart.**

Children and young artists perform live in the KPBX studio as part of Musicfest Northwest, an annual showcase of regional music students.

SPR’s Educational Features include:

- *History Features*
 - *Cultural Criticism and Reviews*
 - *Humanities*
 - *Arts*
 - *Musicfest Northwest Young Artists*
 - *Kids’ Choirs and Chamber Ensembles*
 - *Community Fairs at Local Colleges*
 - *Science Programming*
 - *Podcasts*
 - *Live Interviews and Online Streaming*
 - *Election Coverage*
 - *Lifelong Learning*
 - *Author & Artist Interviews*
 - *Live Music Performances*
 - *Civic Information*
- And so much more . . .*



Podcasting is now NPR's largest growth sector by a factor of eight.

SPR must be found where our audience is:

Public Radio is found on several platforms today. Podcasting is now NPR's largest growth sector by a factor of eight. Younger listeners in particular get their news, information, culture, and entertainment online through smart devices, phones, computers, and through some form of digital content. Even as

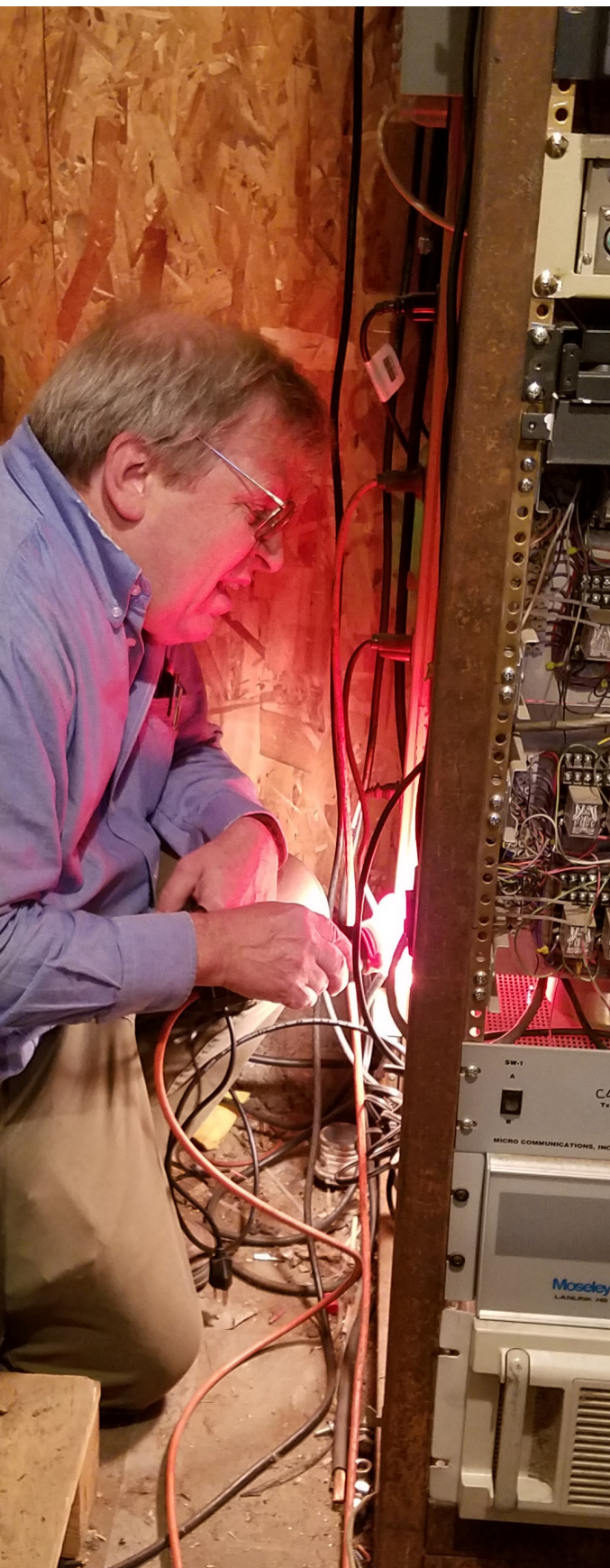
traditional public radio holds steady with many millions of listeners nationally, there is great thirst and a growing audience for this content on many platforms. NPR One and podcast development are central initiatives to serve this need.

NPR and SPR are partnering to expand this access. SPR must grow our ability to provide access to this content through technological means.

This effort requires new video and editing software, computers to handle the tasks, high-capacity storage servers to archive and provide access to this content, newer more capable transmitters, and more. As future audiences expect more content and instant access, SPR has taken initial (and successful) steps to provide it. But there is much more to do.



Listeners attend a live taping of *Movies 101*, one of SPR's locally produced podcasts and radio programs.



Conclusion

We envision one strong—yet relatively brief—capital campaign. Our goal is to follow this with years of growth and stronger service.

A more informed populace makes for more informed decisions—about our lives, our communities, and our world.

We can wait for change and see what happens . . . or we can embrace these changes and serve our communities better now.

Your gift will make this transformation possible. Please partner with Spokane Public Radio in creating a vibrant new era of service, a part of a well-informed community, and a strong new future.

Efforts are now underway to develop matching grants to fuel and catalyze this capital campaign.

Please join us!

Board of Directors

John Allison

Member

Marlo Faulkner

Member

Daniel Fratini

Member

Helle Jorgensen

Chair

Gary Livingston

Member

Max Mendez

Member

Linda Mielke

Member

Melanie Rose

Member

Jennifer Westra

Treasurer

Community Advisory Board

Mary Alberts

Member

Laura Bracken

Member

Pat Garvin

Member

Don Hamilton

Chair

Carol Hunter

Member

Katie Moog

Member

Dee Rodgers

Member

Ryan Yahne

Member

Your gift can be made in many ways.

Cash, gifts of appreciated stock, vehicle donations, life insurance, and other gift methods can apply.

There may be tax benefits. Please consult your attorney or tax advisor.

Once equipment and technology needs are met, any remaining funds from this campaign will be used to build the Fund for the Future endowment. The Spokane Public Radio Fund for the Future at the Innovia Foundation will build over time to support staff and program development with audience development and access in mind.

www.innovia.org

Thank you for your ongoing support of Spokane Public Radio.

Sincerely yours,

Cary Boyce, President and General Manager

Please Make Your Pledge Today

(And please note: it's important that gifts be "in addition to" and not "instead of" annual pledge funds that support SPR's programming and day-to-day operations.)

You can simply fill out this form and return it to SPR:

Spokane Public Radio: Audience and Access Campaign

I wish to make a gift commitment of \$_____

☐ I give permission for my gift/pledge to be applied to any matching grants for which it may be eligible.

(Please check this box to allow matching dollars from matching agencies and organizations!)

☐ Contact me about Named Gift Opportunities.

☐ I wish to remain anonymous.

Name(s): _____

Address: _____

Email: _____

Phone(s): _____

Signature: _____ Date: _____

Payment Schedule:

Total Gift of \$ _____

will be paid over _____ years (max 5) as follows:

☐ *Sustaining Member:*

Increase monthly gift by \$ _____ and designate the additional amount to SPR—Audience and Access.

☐ *Amount enclosed* \$ _____

☐ *First payment of* \$ _____

will be made on ____/____/____

Remaining payments to be made:

☐ Annually, beginning ____/____/____

☐ Semi-annually beginning ____/____/____

☐ Quarterly, beginning ____/____/____

☐ Monthly, beginning ____/____/____

Payment by Credit Card option:

Visa MasterCard Discover American Express

Card #: _____

Expires: ____/____

Name on Card _____

Please return form to: Spokane Public Radio, 1229 N Monroe St. Spokane, WA 99201

You can also donate securely online at **SpokanePublicRadio.org/audience** or by phone at (509) 328-5729.

Spokane Public Radio

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