DATE: July 24, 1990

TO: UNM Radio Board, Professors Jenkins-Smith, Woodall, Risser

FROM: David Dunaway, Development Committee

SUBJECT: KUNM Community-Listener Survey

Thanks to the cooperation of Professor Jenkins-Smith and his associates at the Institute for Public Policy, we have now made arrangements to obtain the sampling frame and computer-assisted dailing equipment necessary to conduct our survey in a comprehensive and scientific manner.

The Development Committee (minus three of its members) met on July 23, as scheduled, to review the major issues which the survey would tackle. What follows is a general discussion of the survey, a listing of potential questions (not in final form), and a few final comments.

On July 30 at 7 p.m. the Development Committee will meet with Professor Woodall to fine-tune the wording of these and other questions for the survey; at the Board meeting on August 13, the Board will make a final decision as to these questions. Any Board member (or interested party) who would like to submit questions for the survey must do so in writing before the afternoon of July 30. Questions and comments can be left for David Dunaway in the Department of English.

The committee realized that no one survey could attempt to answer all questions for KUNM nor could it include all areas and constituencies of the station. Thus it was thought best to proceed with a sample of listeners drawn from the Albuquerque metro area (including Rio Rancho); subsequent surveys will target students (via phone and casual interviewing), our membership (via our own computer files), and another randomized sample of the non-metro Albuquerque community and listener.

For this current survey, it has been suggested that we use two stages of sampling. The first stage would be an independent random sample of the community at large, with a branched set of questions for those individuals (variously estimated from one in ten to one in thirty) who identify themselves as KUNM listeners. The second phase would involve a significantly larger number of calls (as many as 2,000) which would have only two or three questions for those answering the phone who were not KUNM listeners, and
the same branched set of questions for those who were; the
goal is to interview at least one hundred randomly selected
KUNM listeners, whether students or not, or members or not.

The coding and preparation of these questions will begin
immediately following the Board meeting of August 13;
Professors in the Departments of Sociology, Political
Science, and Communications are already recruiting graduate
and undergraduate students to serve as interviewers. These
people will receive one credit for their training and work
with the possibility of graduate students receiving
additional units. Training will take place in the second
half of August and first half of September, when the
interviews will begin in earnest for approximately the next
six weeks. (This schedule and these arrangements are
subject to revision at the request of the Survey Manager,
Dr. Gil Woodall.)

Thus we have two sets of questions: for the community at
large, in which we attempt to identify unserved needs and
who is unaware of KUNM; and, for the listeners, suggestions
as to how we can increase our audience and improve our
services.

Community: demographic questions
(age/gender/ethnicity/education); preconceptions about
public radio and KUNM; listening habits: times of
listening, consistent news source, and preferred types
of programming (music and other); may we offer you more
information about KUNM?

Listeners: demographic questions (as above); benefits
of listening of KUNM; What do you like/enjoy about
KUNM?; What do you dislike/not enjoy about KUNM?;
What programming unavailable on other stations would
you like to hear more of? less of?; What times do you
listen to KUNM?; What programs do you listen to?; Do
you contribute? If not, why not?

Our advisors have suggested a number of additional ground
rules for the survey: a limited number of questions
(preferably around 20); no KUNM staff or volunteers as
interviewers (though all are welcome in all other phases of
the project); that this survey be seen as a survey and not
as any attempt to formulate policy or programming for the
station; that the Survey Manager reports exclusively to the
UNM Radio Board.