

**KPFA/LAB**

**COMMUNITY NEEDS ASSESSMENT COMMITTEE**  
**(CNAC)**  
**REPORT**

**APRIL 2002**

**KPFA/LAB**  
**COMMUNITY NEEDS ASSESSMENT COMMITTEE**

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## TABLE OF CONTENTS

<u>SUBJECT</u>	<u>PAGE #</u>
Community Needs Assessment Committee (CNAC)	2.
Acknowledgements	3.
Introduction	5.
Activism, Outreach and Improved Service Delivery	7.
News and Public Affairs Programming	10.
Drama & Literature, Environmental, Health, Spirituality and Science Programming	12.
All Programming Requested (other than Music)	13.
Music Programming	15.
Appendix I            People Living With Disabilities CNAC Meeting	17.
Appendix II           Data From All CNAC Survey Responses	20.
Appendix III          Great Quotes from Respondents	37.
Appendix IV          Breakdown of Mailed Responses by California City of Origin	39.
Appendix V           Breakdown of Mailed Responses by California County Of Origin	42.
Appendix VI          CNAC Summary Data for Mailed Responses	44.
Appendix VII         List of All CNAC Community Meetings by Location, Date and Number of Attendees	46.

## INTRODUCTION

In 2000 the KPFA Local Advisory Board (LAB) established a committee to undertake a community needs assessment study. The Community Needs Assessment Committee (CNAC) was charged with the LAB-mandated function of periodically soliciting recommendations and feedback from KPFA subscribers and volunteers about what they want from KPFA. The goal of the project, begun in the spring of that year, was to obtain information about listener interests, opinions, desires, grievances and general comments. A questionnaire was mailed out in June 2000 to all 29,000 of the people who were then KPFA listener-subscribers and volunteers. To date, a total of 1,845 people have responded to the mailing by submitting address and/or email information to the LAB. A total of 1,130 of these respondents also provided written answers to the list of questions below. This report, which covers replies received by the LAB through February 2002, is a summary and analysis of the raw data received from the written responses. At the time of this writing, answers to the questions are still being returned to the LAB at a rate of about one a week.

This report will be presented to the KPFA LAB, the KPFA General Manager and staff and the KPFA Program Council to help all of these groups evaluate KPFA programming. Copies of the report will also be provided to the interim Pacifica National Board and will be made available to the other Pacifica stations upon request to the KPFA LAB.

Many of those who responded to the questionnaire also included monetary donations with their replies. This money was provided in response to a request for donations to the lawsuits against the Pacifica Foundation, that were still pending at that time. Contributions were received in amounts ranging from \$5 to \$1000. That CNAC Committee collected a total of almost \$80,000 and forwarded the donations directly to the Vanguard Foundation/Free Pacifica Legal Action Fund.

The Committee also organized and sponsored 12 public meetings in various parts of the KPFA and KFCF signal areas (see Appendix I for a list of meeting locations) to give KPFA subscribers and other community members an additional forum to express their ideas and comments about KPFA. These meetings were held between June and October 2001. To maximize listener participation these meetings were announced on the air and flyers were prepared, distributed and posted throughout the various communities. A total of 371 people attended eleven of these meetings. Data from the Palo Alto meeting has been lost. Seventy-seven meeting attendees provided written responses to the following four questions:

1. What do you want, personally, culturally and politically, from KPFA?
2. What areas of programming would you like to see KPFA involved in that we haven't covered, or haven't covered well enough?
3. What would get you more involved in KPFA? What would get other people you know more involved?
4. What questions do you have of KPFA that have never been answered?

A tabulation of the raw data compiled from the responses is provided in the attached Appendix II. The survey was designed with open-ended, essay-type questions in order to elicit full and undirected responses from KPFA subscribers and volunteers. The unstructured nature of the questions made it difficult to summarize and analyze the results. Considerable effort was required to extract data from the individual replies. The CNAC Committee recommends that future surveys be formulated in a more structured manner to make the results easier to compile.

In 1995 over 60 individual programmers were fired from KPFA and replaced by the current programming format in an attempt to maximize prime-time listenership. At that time the Drama and Literature's department and programming were also drastically reduced. A lot of the post-1995 KPFA daytime programming is identified as "strip programming". This is defined as programs scheduled on successive days, usually weekdays. Some post-1995 programming also appears to be "block programming" which is defined as shows with a common demographic appeal, one after the other. The 1995 management at Pacifica and KPFA alleged that changing this programming format would increase listenership because it would appeal to commuters and build on the attachment that listeners form to familiar voices and predictable formats.

One way to interpret the data is to conclude that the programs mentioned most often are the programs/programmers respondents like the best. But another way is to interpret the data as those who identified the programs they listen to the most. The data results indicate that the highest volume of responses relate to prime-time/drive-time and daily weekday programs hosted by popular and familiar KPFA personalities. In other words, the data is skewed in favor of programs with greater frequency, with primetime and/or drive time placement, or with well-known hosts. For the most part, the late night programs were mentioned infrequently in the survey responses. It is possible that these programs would find a sizable audience if they were aired daily for a year during prime time/drive time.

*Please note that the survey was completed prior to the January 2002 settlement of the lawsuits against the Pacifica Foundation. As a result, many answers reflect the still unresolved struggles within Pacifica that were taking place at that time.*

*Also be aware that the analysis of this data, and the percentages and numbers reported, is based only on the answers received from the respondents. Since the survey questions were open-ended any percentages and numbers reported should be interpreted in that vein. That being said, when the CNAC reports that a certain percentage of respondents' support/like a certain program that does not mean that the other respondents do not. For example, it is indicated in the report that 7% of the respondents mentioned that they like Free Speech Radio News (FSRN). This does not mean that the other 93% of the respondents do not. It simply means that 83 respondents listed FSRN as one of their programming*

The following quotes illustrate how people feel about KPFA:

- From San Rafael: *“KPFA presents a fine diversity of programs. I would listen to many more of them were it not necessary to go shopping and take care of all the necessities of day to day living. The main reason I support KPFA is that, painful as it often is, I want to know what goes on in the REAL WORLD. I'm aware that the mainstream media often ignores or distorts important news about what goes on in the world”.*
- From Occidental: *“I'm so grateful that the issues raised on KPFA are even available. Go to many places in this country and there are no voices except corporate pabulum. We are very fortunate...thanks.”*
- From Loomis: *“I don't like to agree with all that's on KPFA but it's vitally critical that you stay alive and well.”*

## **ACTIVISM, OUTREACH AND IMPROVED SERVICE DELIVERY**

This section summarizes what respondents to the survey told us they want from KPFA and Pacifica overall. There were 350 respondents who explicitly expressed love and support for KPFA. A couple of people wanted the community to buy KPFA from Pacifica. There were also 333 people who made statements of support for the founding mission of Pacifica and for the struggle to return the Pacifica Foundation to this mission. They talked about what can be done to improve programming, staff, organization and radio reception for KPFA. They asked for more diversity in programming and staff. They discussed political organizing, the return of the Folio, and expressed interest in the Local Advisory Board. They suggested ideas to promote KPFA to its communities and signal area, and to raise money. They asked for improved Internet capabilities. And they indicated that they expect KPFA and Pacifica to hear and be responsive to listener input. The below replies are ranked in order of respondents' priorities:

### **General Programming**

There were seven issues that stood out, with significantly more requests than the others:

1. Positive public affairs programming/news, progressive success stories - 39
2. Political debates on the air, including alternative viewpoints - 34
3. Live coverage of major events - 27
4. Regular on air reports to the listeners -17
5. More diversity in programming, including multilingual programming - 14
6. Listener call-in shows - 12
7. Improved disability coverage and access - 11
8. No strip programming - 10

In addition to the above, there were also calls for relieving/replacing long term programmers and inserting fresh voices (6); programming with humor (5); restoring pre-'95-purge programming (4); rebroadcast of archival tapes (4); and better coordination with KFCF programming (3).

### **We Want Our Folio Back!**

Twenty-four people mentioned the Folio, stating that they wanted to receive it again. Requests were made for a mailed, printed version with the expiration date printed on the front, listener funding for the Folio and subscriptions for prisoners.

### **Outreach and Promotional Ideas for KPFA**

There were suggestions for advertising in union and church newsletters, at fairs and church bazaars, at demonstrations and political events, and on buses. Respondents suggested using posters, flyers or cards to invite new listeners. There were also requests for announcements on the air for: KPFA public affairs programs and times; scheduled guests, interviews, and topics coming up on other programs; and what other stations have public affairs programs and when. Collaboration with sister stations in the network was suggested as well as syndication of KPFA/Pacifica programming. Creation of a KPFA speakers' bureau was also suggested.

### **Fundraising Ideas for KPFA**

Suggestions were made for creating a cooperative of community resources as well as a credit union with shareholders, raffling off time for listeners to meet with programmers/ talk show hosts, organizing music festivals, and picnics.

### **KPFA Station Issues**

Aside from overwhelming love and support for KPFA there were also requests for more responsiveness to the community, local and/or community control of KPFA and more opportunity for the local community to support KPFA from 42 people. A couple of people said they like the Apprenticeship program and a couple of people would like KPFA to purchase a mobile unit.

Requests were made for The Program Council to have open meetings that are more accessible to listeners, i.e., meetings held in the evenings.

## **KPFA Staff Issues**

### **Sensitivity Training**

There were requests from 16 people for sensitivity training on issues of ethnicity, gender and immigrants, including requests for sensitivity to ethnic language terminology and requests not to use the phrase “illegal aliens”.

### **People to People Skills**

Training in interview and talk-show-host skills included requests for:

1. No divisiveness on the air - 15  
(*Note: This was interpreted by the CNAC as calling for hosts not to be rude, discourteous or mocking, sarcastic, belittling or condescending to guests or callers.*)
2. Less anger on the air - 7

Other requests in this category included no cursing on the air and no cutting off of listeners. There were also requests for regular staff training from 14 people including 7 who asked for the staff to receive interview training. Five people want staff evaluations to be instituted, and three would like conflicts between staff to be mediated. A couple of people asked specifically that KPFA staff support the Pacifica struggle.

## **Pacifica Foundation Issues**

Many people submitted statements of support for the Pacifica mission and for the struggle to return the Pacifica Foundation to its founding mission (333). Thirty-eight people requested on air coverage of Pacifica issues. Twenty-one people requested coverage of Pacifica National Board (PNB) meetings and 17 would like to hear Pacifica updates. There were also eight people who requested less coverage of the Pacifica struggle, and a couple who indicated they did not support the struggle.

There were requests for a financial accounting of the Foundation from 15 people. Six people requested that Pacifica not take funding from the Corporation for Public Broadcasting (CPB).

## **Political Activism**

There were 106 respondents who wished that KPFA would provide them with resources for meeting other activists and organizing information including:

1. Requests for on-air activist/organizing information - 74
2. Requests for local activist and organizing information from people living in the following communities: Monterey, Petaluma, San Jose, Santa Cruz, South Bay and Vacaville.
3. Requests for community meetings sponsored by KPFA - 20
4. Requests for community events to organize listeners - 13

There was a request that telephone numbers and other contact information given on air be repeated, and there was also a request for KPFA to host school events.

- One respondent stated: “*KPFA has been more important to me than seven years of a university education.*”

## **Local Advisory Board (LAB)**

Fourteen people requested on-air coverage of meetings, while others requested distribution of LAB minutes by email, and holding LAB meetings in other locales, specifically Sonoma County. A request was also made for better cooperation between the LAB and KPFA staff.

## **Using Technology**

Seven people made requests for national programs on the web, and five people made requests for improvement of live streaming capacities. There were also five people who wanted KPFA discussion groups online. There were requests that the KPFA program grid be posted on the KPFA website, and that there be links posted to websites for specific shows. Nine hundred and forty four respondents to this questionnaire included email addresses with their replies. This is over 51% of the total of 1,845 people who submitted names and addresses to the LAB in response to this mailing.

- One respondent stated: “*Lots of people don’t have email, especially disenfranchised groups – if the main info source is email...you exclude people and don’t do a good job with organizing or diversity.*”

## **KPFA Reception Problems**

Reports of reception problems in the Santa Cruz area and suggestions of the need for a repeater transmitter came from 18 people.

- One respondent stated: *“I parked my car in a strange neighborhood just to hear Anita Hill dramatized. I’ll go back next Sunday evening to listen to the second half. KPFA and Pacifica (as it is meant to be) have been like life to me. I need you.”*
- *A repeater was also suggested for Monterey. Reception problems were noted in Castro Valley, Mendocino County, Napa, Pacifica, and the Sacramento area, San Francisco, San Luis Obispo County, Sonoma County and Wilseyville.*

## NEWS AND PUBLIC AFFAIRS PROGRAMMING

The greatest number of survey responses concern news and public affairs. This support is exemplified by the following quote from a respondent:

- From Santa Cruz: *“I would go to jail for independent KPFA”.*

Of greatest concern to listeners was support for uncensored, non-mainstream news and public affairs (PA). Many respondents identified this issue as “the real truth”. Out of a total number of 1,130 survey responses, thirty-four percent (380 people) expressed support for this. The general consensus was that Pacifica/KPFA news should reflect an alternative to the mainstream networks’ point of view. As an example, one listener suggested that when a story is covered on the news the commentator should first present the commercial media’s point of view and then say “and now the Pacifica story, this is what’s really happening...”. The objective would be to make the expression “and now the Pacifica Story” a trademark of our alternative news presentations.

In the same vein, 55 respondents supported independent news analysis. Sixty-eight people liked and supported investigative reporting. Proportionately, the number of people expressing interest and support of news and public affairs issues and programming was higher than responses in any other category of KPFA programming.

Among the issues respondents would like news programmers to address include: the provision of more facts and the citing of source information when reporting news stories, less editorializing of news and the institution of training for news staff.

In general 53 of the respondents mentioned that they like the **KPFA News**. However 83 people indicated they like **Free Speech Radio News**. Thirty-five people indicated would like to see **Pacifica Network News (PNN)** eliminated.

Some people (28) criticized the coverage of Palestine and Israel. Some who were pro Palestine and others pro Israel but the largest number of respondents want more balanced programming (18 people).

Many respondents indicated preferences for specific issues they would like to hear addressed on the news including: environment, labor and peace and social justice issues. The largest number of requests (33) was for discussions of fighting globalization.

Some respondents also indicated a preference for news focusing on specific ethnic populations including African American, Asian American, and Latin American.

Fifty-eight of the respondents would like to hear local news coverage on KPFA. Local is defined as news specific to a particular community and/or city. Several listeners volunteered to be local news conduits for KPFA. Several requests were also made for statewide news as well as requests for news covering parts of the signal area including Sacramento, the Central Valley and Santa Cruz. Another large request is for international and national news.

Seventy-two people indicated they like and support Public Affairs (PA) programming in general as well as indicating support for more programming on the evenings and weekends. Twenty percent (229 people) of the 1,130 respondents expressed the greatest support for **Democracy Now! (DN!)**. Ninety-five of the respondents would like to hear **DN!** broadcast more frequently during evenings, early mornings and on the weekends.

**Flashpoints** received the second highest number of positive replies from 215 of the respondents. Twenty-three people would like to hear it broadcast at other times. However several people indicated they would like it to be less strident. **Sunday Salon** and **Living Room** also received positive responses, 90 and 69 respectively, and also some requests to be played at other times. Some people indicated support for **Sunday Salon** to go national and some respondents also indicated they would like the programming to be less angry.

- One respondent asked: *“Do Dennis Bernstein and Larry Bensky ever get goofy?”* (From San Francisco)

**The Morning Show** was the next highest-ranked PA program. Fifty-nine people like this show although several would like to hear **The Morning Show** provide more progressive and more political programming.

**Hard Knock Radio** received support from 46 people. Several indicated they would like to hear it at times other than a commuter hour, replaced during commute time with other types of PA programming. Many people also expressed support for **Counterspin**.

Other Public Affairs shows mentioned included **Africa Today, Elemental Roots, La Onda Bajita, Making Contact, Our Americas** and **What's the Verdict**.

## **DRAMA & LITERATURE, ENVIRONMENTAL, HEALTH, SPIRITUALITY AND SCIENCE PROGRAMMING**

This section covers all of the programming on KPFA not identified in the news, public affairs or music categories. It includes crossover programs such as **Seven Generations**, **Terra Verde**, and **The Visionary Activist Show**. A summary of the respondents' replies is broken down by the categories reflected in the above title. The most popular of these types of programs is **The Visionary Activist Show** that received support from 48 people. The below breakdown includes a ranking of responses received in each programming category:

### **Drama & Literature**

Thirty-one people like drama and literature programming and 14 people would like to hear more of it. Twenty-two people specifically indicated support for Jennifer Stone and 4 for Susan Stone. Other types of programming supported include:

1. Reviews/interviews: Eleven people want book reviews; 14 want more book reviews and 8 would like more interviews
2. Readings: Ten people like poetry readings, 14 want more readings, and 6 want readings in the morning.
3. Drama: Nine people like radio drama; 4 like the spoken word, 11 like storytelling and 6 like author readings.
4. Art: Seven people like independent art programs and 6 like visual art.

There were also requests for **Fruit Punch**, a program no longer on the air.

### **Environmental**

Forty-four people like environmental programming and 25 want more environmental programs. Specific requests included:

1. Support for specific programs included 12 that like **Terra Verde** and 11 who like **Seven Generations**.
2. Energy crisis programming - 8
3. Bioneers Program - 5
4. Ecological gardening - 3

### **Health**

Thirty-two people expressed support for health programming. Other health programming requests included:

1. **Herbal Highway** (34), **Your Own Health and Fitness** (29) and **About Health** (9). Nine people would also like to hear more of the Herbal Highway Program.  
Alternative health programming - 13
2. Mental health programming - 5
3. National health programming - 3
4. Medical science programming - 3
5. Pharmaceutical programming - 3

### **Spirituality**

1. **The Visionary Activist Show** (48), **New Dimension** (19).
2. Ten people want to hear interviews by spiritual teachers.
3. Four people like spirituality programming and 3 would like more. Three would like less of this programming.

### **Science**

1. Twenty-two people like **Explorations** and 3 would like to hear it in the evenings.
2. Five people like science programming.

## **REQUESTED PROGRAMMING**

This category includes requests for other than music programming. Overall, what respondents requested was a continuation of the current type of programming, only more so. There was, however, a considerable demand for more programming by and for under-represented groups. There were also many requests for more "upbeat" stories such as reports on progressive victories. There were requests for specific well-known personalities, and a desire to hear them more regularly, not just during marathons.

The largest number of requests (101) was for more programming by and for communities of color. Specific requests included: Multiethnic (15), Latino/Latina (10) and African American Programming (8). Included in this total are those requesting more representation by people of color, both as hosts and as subjects of programs. One respondent requested:

- *"...more women and men of color running the station who stress a radical progressive view of what Pacifica is".*

The second most frequently requested programming type concerned programming by and for teens and young children. A total of 43 people requested programming by and for teens and young people and 12 people requested children's programming. Following this were requests for international programming (42), such as reports on the progress of the anti-globalization movement, and cultural programming from developing countries. The next largest number of requests (34) was for more women's programming, including the restoration of a Women's Department at KPFA. There was a strong demand for other topics including labor, education (and educational programs), LGBT (lesbian, gay, bisexual, transgender), disability, and third-party politics.

The following comment from a respondent reflects a desire to expand the current offerings in order to be more inclusive and to hear new voices.

- *"We need more rotation of hosts and time slots to increase diversity in order to preserve the precious resource of KPFA (Pacifica)."*

Respondents requesting specific persons as hosts or guests, not currently on the air at KPFA, focused mainly on well-known political commentators. Those receiving more than 10 requests were Bill Mandel (16), David Barsamian (15), Noam Chomsky (15) and Michael Parenti (12). Many listeners wanted to hear Chomsky and Parenti at times other than the marathon fund drive, even if they were recorded rather than live broadcasts. It is notable that all of the most requested persons are white and male.

Overall, respondents supported KPFA's progressive programming and personalities, but wanted wider representation, more positive reporting, and increased air time for hosts and types of programming that they feel are not given sufficient attention.\*

*\* See also specific program sections for requests and comments about on-air hosts.*

## **MUSIC PROGRAMMING**

### **General Comments**

Many respondents expressed support for the varied types of music that KPFA plays on the air. They also requested many types of music not currently heard on KPFA. There were expressions of support for many current musical programs and hosts as well as requests for musical programs and hosts no longer on KPFA. The genres most frequently mentioned were World and Classical with Jazz coming in third.

Fifty-one people said they liked the current music programming and 14 people would like to hear more of it. This equates roughly with the number of respondents who said they supported the talk programming (72) referenced in the Public Affairs section of his report. Six people would like to hear more knowledgeable hosts. There were also requests for more creative and diversified programming, and for live music. People also indicated support for political and socially conscious music programming.

### **Specific Types of Music Mentioned**

Music, like other creative expression, tends to break out of the boundaries scholars try to set for it, so that traditional categories have become largely arbitrary, and there is a tremendous amount of overlap. In the CNAC survey, the styles or genres listed in the attached raw data are those the respondents mentioned. The categories that the CNAC Committee chose were largely drawn from the website of Alliance Entertainment Company (that replaced the former Schwann Catalogue)\*. They include: Blues, Classical, Funk (including Hip Hop and Rap), Jazz, Rock and Roll, Roots and Other.

*[Please note that, in the write-up below, there is no numerical relationship between the total of those who said they liked a particular genre such as Classical music and the individual totals for the specific sub categories of that genre such as Modern, Opera or Bach. Some respondents expressed support for a general type of music and for more than one sub category of music while others did not.]*

### **Music Categories**

Respondents to this survey mentioned forty-three musical categories. Types of music varied from the well known, such as Classical and Jazz, to a lesser-known type in the U.S. such as Experimental music.

### **Blues**

Sixteen people like Blues music and 5 would like to hear more of it.

### **Classical**

Forty-six of the respondents said they like Classical music while 24 would like to hear more of it. The greatest number indicated a preference for modern cotemporary music (8) while Opera ran a close second (5). Other types of Classical music mentioned included Early Music, Bach, Baroque, Chamber and Western Classical.

### **Funk, Hip Hop and Rap**

Six people expressed support for Funk and 8 for Hip Hop. Rap was also mentioned although a few would like to hear less of it and one would like it to be more political.

### **Jazz**

Twenty-five respondents like Jazz and 9 want to hear more of it. Specific jazz categories mentioned include New Orleans and Latin Jazz.

### **Rock and Roll**

Categories of Rock and Roll include: Country, Folk, Rhythm and Blues (R & B), Soul and Rock. Of these categories the most support (23) was expressed for Folk Music. Sixties folk was specifically mentioned by a few people and 16 people like The Grateful Dead. Country music ran a distant second (6). Also mentioned were R & B, Rock (including Classic and Punk) and Soul.

## Roots

Roots music includes World Music\*, which is defined as music from specific geographic regions or ethnic cultures; Gospel; Bluegrass; New Age and Roots itself. Of these sub-categories World Music received the most support. Nine people want to hear more of it, 7 requested real (authentic) World Music and 5 wanted less Acoustic Music. Thirty-eight people expressed a preference for specific types of World Music including African, Asian, East Indian, Hawaiian, Jewish/Yiddish and Latin. The genre that received the most support is Latin Music (10). Specific types mentioned were: Afro Cuban, Latin Jazz and Salsa.

The second highest Roots category that received support was Bluegrass (22), and a distant third requested Gospel (7). Other types requested included New Age and Roots itself.

## Other

Finally, there were some people who said they like particular types of music but their preferences were not specific enough to categorize. These include Choral, 20's and 30's Music, Experimental, Free Form and Local Music. Four people also expressed support for Women's Music.

## Music Programs and Hosts

Only three current programs were mentioned by name — **Earthsongs, First Light and Musical Colors**. Of the 27 program hosts, present and prior, who were mentioned by name, those in the weekend slots received the most mention. Twenty-four people liked **The Johnny Otis Show**. In addition, the only time periods respondents mentioned were weekend afternoons and evenings: Saturday afternoon (6) and evening (6), and Sunday afternoon (19) and evening (13).

Twenty-two current music hosts were mentioned including: Robbie Osman (24), Mary Berg (22), Mary Tilson (18) and Utah Phillips\*\*\* (17) and Bonnie Simmons (13). Four of these hosts are heard on Sundays and three of them are heard on Sunday afternoon, which may explain the higher figure for that time slot. At the time of the survey, there were two Sunday evening programmers who had been on the air for a number of years and played Avant-Garde and New Music (Classical).

Other hosts who received support were: Art Sato, Carl Stone, Chris Strachwitz, David McBirney, Davey D, Derk Richardson, Gregg Mc Vicar, Jim Bennett, Larry Kelp, Luis Medina, Polyvinyl Chloride, Ray Edlund, Stephen Kent, Tom Diamont and Tom Mazzolini.

Only 2 late-night (after midnight) programmers were mentioned: Polyvinyl Chloride and Beedle-Um-Bum Larry. The latter's program has not been on the air since August 1995. Also gone since 1995 but still mentioned were Phil Elwood (traditional Blues and Jazz) and Opal Nations (**Doo-Wop Delights**). David Mayer (World Music) was also mentioned. He has not been on the air for about 10 years. The other prior programmer mentioned was Sarah Cahill (Classical and Avant-Garde). She hosted the Friday **Music of the World** segment until last summer.

\* To reference the Alliance Entertainment Company's website go to: [www.allmusic.com](http://www.allmusic.com) and visit the category titled "styles".

\*\* There were 76 people who expressed support for World Music and **Music of the World** simultaneously. At the time of this survey The **Music of the World** Program played Classical music on one of its daily weekday segments. Since the CNAC Committee cannot be sure if these respondents were referring to the genre, World Music, or the program, **Music of the World**, this number is not included in the above analysis.

\*\*\* Utah Phillips has chosen to discontinue his regular program on KPFA but will make occasional guest host appearances on Robbie Osman's Show.

[Note: **Hard Knock Radio**, a multi-format program, is discussed in the Public Affairs Section, page 7.]

**APPENDIX I**

**REPORT FROM**

**THE PEOPLE LIVING WITH DISABILITIES**

**COMMUNITY NEEDS ASSESSMENT COMMITTEE MEETING**

## **PEOPLE LIVING WITH DISABILITIES\* CNAC MEETING REPORT**

In August 2001, following two months of outreach by a small committee of women active in both KPFA and the disability community, a 60-person, disability focused, Community Needs Assessment meeting, was held. In 1999, during the KPFA lockout, a different group of disability rights activists organized but disbanded when progress was too difficult. Members of that group and their work formed a basis for the current effort. Many disability organizations were represented and many long-time activists as well as several KPFA programmers with disabilities attended this cross-disability meeting. The meeting organizers presented a brief history of disability issues at KPFA, a seven page annotated list of local disability resources for KPFA staff, and a six-point plan for improvements at KPFA related to disability issues.

The largest number of comments from meeting attendees related to criticism of KPFA's lack of coverage of disability-related news and issues concerning the disability community. Participants also encouraged the station to begin a regular disability program and to explore more disability topics as segments on current programs.

- One person spoke of a desire to discuss on air the "*...senseless crimes against disabled people*".

A significant number of comments concerned specific disability issues. An example was one woman's concern about forced psychiatric treatment and medication that is, in part, driven by drug company budgets and often administered without informed consent. She asserted that this is part of an effort to get rid of the homeless. She spoke of the need for accessible outpatient services on a voluntary basis.

### **Disability Rights and Diversity Programming**

Disability cuts across class, race and gender lines. It affects a large segment of the population including friends and family members of the disabled. Participants described the diversity within the disability community that includes people of color, youth, people living in rural areas and in other countries. People also spoke of issues the disability community shares with other under-represented groups such as poor people and the elderly.

Below are some of the comments made by the meeting attendees:

- "*The disabled community is no different than any other community. . .*"
- "*We don't want special treatment, only the honest integration of our issues, stories, and vision into our radio station.*"
- "*... Disability is a factor internationally--in such things as Cambodian and Afghan land mines, in undocumented workers with job injuries and 14% of Palestinians with physical disabilities . . . There is strength in expressing the diversity of the disability community and it can be an example for all on how to work together.*"

### **Disability as a Progressive Issue**

Some spoke of frustration with this issue being tokenized by progressives (Including KPFA). Others talked about the progressive stance of the disability movement. For example, one member stated:

- "*We must strive, in all of our statements, not just for disability programming but for disability RIGHTS programming, bearing in mind that disability issues are politically neutral; there's nothing inherently radical about presenting them. It's OUR DISABILITY". "RIGHTS/DISABILITY PRIDE LENS on the issues that we're seeking. We are, after all, not just disabled, but disabled progressives. Some of us are proud to call ourselves disabled radicals."*

### **Non-programming Issues**

Non-Programming Issues included improvement of physical access, requests for a liaison person within the station, a willingness to seek advice and problem-solve, and more outreach specifically to the disability rights community. A related comment made by a meeting attendee:

- *"KPFA needs to insist that all events, including tickets to events given out by the station, identify the venue as wheelchair accessible OR NOT."*

Technological Solutions suggested for some access problems included: voice filtering, to make it easier to understand those with vocal limitations; conference calling, to include people in meetings and decisions and e-mail "calls" included in call in shows. One person wanted video versions of Democracy Now! (DN!) and other programs made accessible to the deaf community by American Sign Language (ASL) interpretation or closed captioning.

**The following is a tally of some of the suggestions made by meeting attendees:**

1. Wants Disability Program and/or had ideas for a program- 43
2. Suggests disability segments on current programs -15
3. Discussed specific disability issues - 41
4. Paid Station staff should improve disability coverage & access- 11
5. Offered technological solution for access problem - 11
6. Issues of disability and diversity - 9
7. I support the station but am angry - 3
8. Better access information in announcements - 4
9. Non-disabled persons supporting the disabled - 6
10. Wants meeting follow-up group & ongoing monitoring of KPFA re disability - 12
11. Computer use by those attending - 30 use computers, 30 do not

Following this community needs assessment meeting a group of disability rights activists formed a KPFA Listener Group. This group has been working on some of the problems identified in this report. Since August 2001 the group has been focusing on physical access to Pacifica Foundation and KPFA-related meetings, access to KPFA, networking with other listener groups and developing suggestions for KPFA programmers concerning disability rights coverage. Currently the group is developing a proposal for a monthly disability rights program to be aired on KPFA.

*For more information about this KPFA Listener Group please contact Adrienne Lauby at 707-795-2890, or [adrienne@monitor.net](mailto:adrienne@monitor.net).*

*\* See also references to disability programming in the survey results on pages 28 & 31.*

**APPENDIX II**

**ALL CNAC SURVEY DATA RESPONSES**

<b>GENERAL PROGRAMMING</b>		
Wants political debates/alternative viewpoints (on-air)	28	6
Wants some upbeat/positive news and PA programming	25	3
KPFA should provide regular reports to the listeners	12	5
Wants more diversity in programming	8	4
Wants progressive political success stories	10	1
Wants improved disability coverage and access		11
No strip programming ( <i>see Introduction Section, page 5, for definition</i> )		10
Relieve long term programmers/insert fresh voices	1	5
Wants listener input in programming		5
Wants prior to "pre-'95 purge" programming	4	
Wants programming with humor	4	1
Wants rebroadcast of archival tapes	3	1
Wants better coordination with KFCF programming	1	2
Wants multilingual programming	2	

<b>WE WANT OUR FOLIO BACK!</b>		
Wants the Folio	16	4
Wants Folio available by mail - with member expiration date on the front	1	1
Wants Folio to be listener-funded	1	
Wants Folio to be available to prisoners	1	

<b>OUTREACH AND PROMOTIONAL IDEAS FOR KPFA</b>		
Advertise in union/other newsletters		
Advertise at fairs, church bazaars, demonstrations/other events		
Announce on-air who will be on other programs		
Announce what other stations broadcast PA programs & when		
Collaborate with sister stations		
Create speakers bureau		
Prepare flyers or cards to hand out to new listeners to KPFA		
KPFA posters on buses, etc to advertise news/PA/general programs		
Prepare promos during evening programs to advertise daytime Public Affairs shows		
Syndication of KPFA/Pacifica programming		

<b>FUNDRAISING IDEAS FOR KPFA</b>		
Sponsor picnics		2
Organize music festivals	1	1
Create a coop of community resources	1	
Create a credit union type org with shareholders	1	
Establish a credit-union type org w/ shareholders	1	
Raffle meals with talk show hosts	1	

<b>KPFA STATION ISSUES</b>			
Loves KPFA		336	19
Wants/supports local control of KPFA		26	1
Community control of KPFA/Support for KPFA		12	1
Be responsive to the community			2
Purchase a mobile unit for KPFA			2
Apprenticeship Program	More		2
	No	1	
Buy KPFA		1	1
Better cooperation between staff and LAB		1	
Program Council	Have meetings in the evening	1	1
	Have open meetings		1

<b>KPFA STAFF ISSUES</b>			
<b>Sensitivity Training</b>			
Want sensitivity training for staff on ethnic, gender and immigrant issues		12	
Be sensitive to ethnic language terminology		2	
Do not use phrase "illegal aliens"		2	
<b>People to People Skills</b>			
Discourteous to guests/callers		12	3
Less anger on the air		6	1
Respect callers			5
Don't cut off listeners			3
Institute staff mediation and conflict resolution			3
No cursing on the air		1	1
<b>Other Training Issues</b>			
Institute Interview training		7	
Institute staff evaluations		5	
Institute staff training		3	3
Institute training on word pronunciation			1

<b>PACIFICA FOUNDATION ISSUES</b>			
<b>Pacifica Struggle</b>	Supports	242	20
	Against	2	
	Less coverage	8	
	No Corporation for Public Broadcasting (CPB) funding	5	1
	Wants staff to support struggle	1	1
<b>Pacifica Mission</b>	Supports	67	4
<b>Pacifica National Board</b>	Wants coverage	17	4
<b>Pacifica Updates</b>	Wants regular updates	10	7
	Financial accounting	10	5

<b>POLITICAL ACTIVISM</b>			
Provide on-air activist information		35	11
Live coverage of major events	Wants live coverage	19	2
	Wants more		6
Community meetings sponsored by KPFA		12	8
Provide on-air organizing information		11	9
Host community events to organize listeners		4	8
Listener call-in shows		5	7
Create social activist programming carts		3	
Host school events		1	
Letter writing campaign similar to Amnesty International			1
Repeat telephone numbers & other contact info on the air		1	

<b>REQUESTS FOR ACTIVIST AND ORGANIZING INFORMATION</b>	
Announce info on listener group meetings/contacts on the air	
Want contacts in San Jose	
Want contacts in Santa Cruz	
Want contacts in South Bay	
Want contacts in Monterey	
Want contacts in Petaluma	
Want contacts in Vacaville	

<b>LOCAL ADVISORY BOARD (LAB)</b>			
Wants coverage		10	4
Wants minutes Emailed		1	1
Wants a meeting in Sonoma		1	

<b>USING TECHNOLOGY</b>			
Wants national programs on the web		6	1
Wants improvement of live streaming & sound quality		3	2
Wants KPFA discussion groups on the web		2	3
Wants news bulletins Emailed		1	2
Wants a computer program		2	
Wants KPFA program grid posted on the KPFA web site		1	
Wants websites posted for Public Affairs shows on KPFA web		1	1

RECEPTION PROBLEMS		
Aptos		1
Arroyo Grande	1	
Carmichael	1	
Castro Valley	1	
Kelseyville	1	
Loomis	1	
Monterey		2
	Want a repeater transmitter	2
Napa	2	
Pacifica	1	
Sacramento	2	5
San Francisco		1
Santa Cruz	3	14
	Wants a repeater transmitter	17
Santa Rosa	3	
Sebastopol	1	
Sonoma County	1	
Wilseyville	1	

<b>NEWS AND PUBLIC AFFAIRS (PA) GENERAL *</b>			
Supports uncensored/non-mainstream– “the real truth”		347**	33***
Supports Independent news analysis		54	1
Investigative reporting	Likes	62	6
	More	30	2
	Analytical discussion	20	
	Animal	3	

<b>NEWS CRITIQUE</b>			
When covering a story describe how the story has/has not been covered in commercial media. Follow this with a hallmark phrase “ <i>now the Pacifica story, what’s really happening. Here to help us understand is (insert name and interviewee qualifications).</i> ” The objective would be to make “ <i>now the Pacifica story...</i> ” a network trademark.			
News staff training		6	1
More factual news		6	
More radical			5
Multilingual news		4	
News diversity		2	2
Less political information		3	
Cite source information		3	
Less editorializing		1	2
Better news editing		1	
Expand news department		1	
Institute youth news apprentice program		1	
Less classist		1	

<b>NEWS - GENERAL</b>			
Likes		51	2
Likes evening		28	2
More/other times		19	4
News on weekends		8	2
Don’t like Mark Miracle/Wendell Harper			1

<b>OTHER NEWS PROGRAMS</b>			
Free Speech Radio News	Likes	79	4
	Wants more	4	
	Go national	1	
Doesn’t want to hear Pacifica Network News		28	7
Poor News Network	Likes	4	2
Live Wire Independent Radio News	Wants	1	1

\* *Some categories of data included in this report are listed in priority response order, within each category, such as News and Public Affairs. Others, such as Music, are listed in alphabetical order.*

\*\* *This column reflects completed questionnaires sent by mail*

\*\*\* *This column reflects completed questionnaires received at the meetings*

**NEWS continued**

**PALESTINE - ISRAEL COVERAGE**

Wants balanced reporting	15	3
Wants/likes pro Palestine reporting	6	
Wants/likes Pro Israel reporting	3	1
Wants to a hear Israeli Women for Peace	1	

**IRELAND COVERAGE**

Wants balanced reporting	1	
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**NEWS COVERAGE REQUESTS - BY TYPE**

Fighting globalization	33	
Labor	19	3
Environmental	16	
Peace/ social justice	14	2
Health	6	
Women's	4	
Educational news coverage	3	
Court decisions publicized	2	
People of color	1	1
Progressive voting information	1	
Weather report	AM	1
	PM	1
Youth	1	

**NEWS COVERAGE REQUESTS - BY ETHNICITY**

Latin American	3	
African-American	2	
Asian American	2	
Central American	1	
Native American	1	

**NEWS COVERAGE REQUESTS - BY GEOGRAPHIC AREA**

Local (coverage of individual communities)	45	13
International	19	5
National	14	2
Community	1	5
California	14	5
Central Valley	5	3
San Francisco	2	6
Sacramento	5	2
Santa Cruz	2	2
South Bay	1	3
North Bay	1	
Palo Alto	1	
Contra Costa/besides Richmond	1	
San Joaquin County	1	
Fresno	1	

**PUBLIC AFFAIRS**

<b>General Comments</b>		
Likes/supports	67	5
Wants to hear less music/more talk	55	9
More	19	7
Evening	11	4
Weekends	8	
Dislikes music breaks	4	
More variety	3	
Cite source info	3	
Less editorializing	1	

<b>Democracy Now! (DN!) /Amy Goodman</b>		
Likes	212	17
PM	38	6
More	30	9
Early AM	4	3
Weekends	4	2
Repeat <b>DN!</b> News Headlines		2

<b>Flashpoints/Dennis Bernstein</b>		
Likes	108	7
More	11	5
Less strident	9	1
PM	3	5
AM		1
Wants programs archived	1	
Needs more resources	1	
Dislikes Noelle Hanrahan	1	

<b>Living Room/Kris Welch</b>		
Likes	66	3
More	5	1
PM	3	1
Stop interrupting guests	3	
Doesn't like Kris Welch	2	
AM	1	
Host needs better interview training	1	

<b>Sunday Salon/Larry Bensky</b>		
Likes	86	4
Supports the host	12	
Wants program to go national	10	2
More	4	2
Less anger	4	
No rudeness to callers	1	

**PUBLIC AFFAIRS continued**

<b>Morning Show/Andrea Lewis and Philip Maldari</b>			
Likes		57	2
Likes Claire Cummings/Food and Farming		18	2
Likes David Bacon/Labor		11	2
Hosts need interview training		6	
Dislikes program		5	
Andrea Lewis	Likes	8	
	Dislikes	13	
	Makes mistakes	6	1
Philip Maldari	Likes	10	
	Dislikes	2	
Wants to hear more politics		5	
Wants to hear progressive information		4	
Wants to hear less music		1	

<b>Other Public Affairs Shows</b>			
<b>Hard Knock Radio/Weyland Southon and Davey D</b>	Likes	43	3
	Non commute time	10	1
	Doesn't like	7	
	More	4	1
	Program is anti white	4	
	Hosts need better training	1	
	7/26/01 program- sexist/violent	1	
<b>Counterspin/Steven Rendell &amp; Jenine Jackson</b>	Likes	20	3
	Wants more	9	1
	Wants evening	3	1
<b>Africa Today/Walter Turner</b>	Likes	9	2
	More	2	1
<b>La Onda Bajita/Miguel Molina</b>	Likes	6	
<b>Making Contact/David Barsamian</b>	Likes	4	1
	AM	1	
	PM		1
<b>Elemental Roots/J-9 &amp; KeeLa Soul</b>	Likes	3	1
<b>What's the Verdict/Wendell Harper &amp; Amanda Elliot</b>	Dislikes	3	
	Program needs more focus	3	
	Likes	2	
<b>Our Americas/Mario Murrillo</b>	Likes	1	

<b>DRAMA AND LITERATURE</b>				
<b>General</b>	Likes		27	4
	Jennifer Stone	Likes	19	3
		Dislikes	1	
	Wants more		12	2
	Independent art		6	1
	Visual art		4	2
	Likes Susan Stone		4	
	Local art		2	
<b>Drama</b>	Storytelling		11	
	Radio drama		7	2
	Author interviews		6	
	Joe Frank	Likes	9	
		Dislikes	2	
	Spoken word		1	3
<b>Trial and Tribulation/Susan Stone</b>		3		
<b>Interviews</b>	Wants more		8	
<b>Poetry readings</b>	Likes		6	4
<b>Readings/other</b>	Wants more		13	1
	Wants readings in the morning		6	
<b>Reviews</b>	Book	More	13	
		Book	11	
	Jack Foley (Poetry)		1	
	Movie/theatre		1	
	Progressive		1	

<b>ENVIRONMENTAL</b>				
<b>General</b>	Likes		37	7
	More		20	5
	Bioneers		4	1
	Ecological gardening		2	1
	Organic food		2	
<b>Energy</b>	Alternative		2	
	Crisis program		8	
<b>Seven Generations/Weyland Southon</b>			11	
<b>Terra Verde/Pratap Chatterjee</b>			12	

<b>HEALTH</b>				
<b>General</b>	Likes		30	2
	More			1
	Less		1	
	Alternate		13	
	National		2	1
	Mental		5	
	Nutrition		2	
	Medical science		3	
	Pharmaceutical			3
<b>About Health/ Dr. Michael Lenoir</b>	Likes		9	
	Dislikes		1	
<b>Your Own Health/Layna Berman</b>			29	
<b>Herbal Highway/ Karen Sanders</b>	Likes		34	
	More		9	

<b>SPIRITUALITY</b>			
<b>General</b>	Likes	3	1
	More	2	1
	Less	3	
	Spiritual teacher interviews	9	1
<b>New Dimensions/Michael and Justine</b>	Toms	19	
<b>Visionary Activist/Caroline Casey</b>	Likes	46	2
	More		2
	Dislikes	1	

<b>SCIENCE</b>			
<b>General</b>	Likes	5	
	More	2	
<b>Explorations/Michio Kaku</b>	Likes	21	1
	PM	3	

<b>REQUESTED PROGRAM - NOT ON AIR</b>			
<b>Fruit Punch</b>		3	2

<b>MUSIC PROGRAMMING - GENERAL COMMENTS</b>		
Less talk/ more music	19	
Likes	51	
More	14	
Knowledgeable hosts	6	
Live music	3	
More creative/diversified	3	
Balance contemporary vs. classical	1	
Less commentary about music	1	
Political	1	
Socially conscious	1	

<b>MUSIC PROGRAMS - LIKES/SUPPORTS</b>		
<b>Earthsongs</b> /Gregg McVicar	4	
<b>First Light</b> /Varied hosts	10	1
<b>Hard Knock</b> (see Public Affairs Section page 22)		
<b>Musical Colors</b> /Raquel Aguirre	3	

<b>MUSIC HOSTS (CURRENT) -GENERAL COMMENTS</b>		
Art Sato	3	
Bonnie Simmons	13	
Carl Stone	4	
Chris Strachwitz		5
	No	1
David Gans	1	
David McBurney	1	
Davey D	4	
Derk Richardson	3	
Gregg McVicar	1	
Jim Bennett	3	
Johnny Otis		23
	Is sexist	2
Larry Kelp	5	
Luis Medina		3
	Want alternate hosts	1
Mary Berg	22	
Mary Tilson	17	1
Polyvinyl Chloride	1	1
Ray Edlund	4	
Robbie Osman	22	2
Stephen Kent	3	
Tom Diamant	6	
Tom Mazzolini	7	
Utah Phillips	16	1

<b>REQUESTS FOR PRIOR MUSIC HOSTS</b>		
Beedle-Um-Bum Larry	1	
David Mayer	2	
Opal Nations	1	
Phil Elwood	6	
Sarah Cahill	5	

REQUESTS FOR MUSIC PROGRAMS - BY TYPE OF MUSIC				
Blues	Likes		15	1
	More		4	1
Classical	Likes		45	1
	More		23	1
	Less			1
	Bach/more		3	
	Baroque		2	
	Chamber		2	
	Contemporary		6	
	Early		2	
	Modern/Contemporary		8	
	Opera		5	
	Western		1	
Funk, Hip Hop and Rap	Funk	Likes	6	
	Hip Hop	Likes	8	
		More	3	
		No/less	4	
	Rap	Likes	1	
		No	3	
Political		1		
Jazz	Likes		24	3
	More		6	3
	Latin		1	
	New Orleans			1
Latin	Likes		10	
	Less		1	
	Salsa		2	
Other	20's & 30's		1	
	Choral		1	
	Experimental		2	
	Free Form			1
	Local		2	1
	Women's		4	
Rock and Roll	Afro Pop		1	
	Classic		1	
	Country	Likes	6	
		More	1	
		No	1	
	Folk	Likes	21	2
		More	3	1
		60's Folk	2	1
	Grateful Dead	Likes	16	
		Less	2	
	Punk		1	
	Rhythm & Blues (R & B)	Likes	4	
		More	1	
	Rock & Roll	Likes	2	2
Soul		2		
Roots	Bluegrass	Likes	20	
		More	2	
	Gospel	Likes	7	
	New Age	Likes	5	
	Roots	Likes	3	
		More	1	
No		1		

**REQUESTS FOR MUSIC PROGRAMS - BY TYPE OF MUSIC continued**

Roots/World Music	African		2		
	Afro Cuban		2		
		More		2	
	Asian			1	
	Celtic		3		
	Chinese		1		
	East Indian		4		
	French		1		
	Hawaiian		2		
	Indian		1		
	Indigenous Peoples		1		
	Jewish/Yiddish		3		
	Latin	Likes		10	
		Less		1	
		Salsa		2	
Reggae		6			

World Music/Music of the World	Likes		71	5	
	More		9		
	Less			1	
	More variety		3		
	Wants real		7		
	Acoustic	Likes		1	
		Less		6	

Saturday Music/likes	Afternoon		6	
	Evening		6	
Sunday Music/likes	Afternoon		19	
	Evening		13	

<b>REQUESTS FOR NON-MUSIC PROGRAMS - BY TYPE</b>			
AIDS		2	
Animal rights		5	1
Bicycle		1	
Child care/ child care workers		1	
Children's		11	1
Disability (also see Disability Meeting Report Appendix #I)	Wants	7	45
	Wants segments on other programs		15
Economics/progressive		1	
Educational	Wants	7	
	Teach broadcast	2	
	High school teachers	3	
	Host school events	1	
Farming	Wants		
	Farm workers	3	1
	Factory farming alternatives		2
Financial	Wants	2	
	Social conscious investing	1	
Gay, lesbian, bisexual and transgender (GLBT)		16	5
Harm reduction movement			1
Horoscopes		1	
Human rights		4	
History & Philosophy		3	
Indian tribes of world		2	
Labor	Wants	15	5
	More	1	3
Local (coverage of individual communities)	Wants	2	6
	More		1
	Communities		1
	Fresno		3
Language	Cultural revitalization		1
	Multilingual	2	
National			1
Parenting		4	
People of color		16	5
Progressive	Legal		1
	Religion	1	
	History	1	
Rave scene			1
Relationships/call-in show		1	
	Atheism	1	
	Islam	1	
Self help		1	
Seniors		5	1
Sex education		1	
Social transformation		1	
UFO's		6	
University of the air		1	
Varied		1	
Vegetarian-friendly		1	
White people		1	
White women		1	
Women's/women's dept		26	7
Young people	Students		1
	Teen	12	1
	Youth	24	5

REQUESTS FOR POLITICAL PROGRAMMING		
Anti globalization	13	1
Anti death penalty		1
Anti racism		1
Campaign finance reform		1
Civil rights	1	1
Great thinkers & recorded talks	18	4
International/globalization	21	7
Theory/world politics		4
Third party politics	8	1
Prison	Wants	2
	Mumia Abu Jamal commentary	2
	Mumia & Leonard Peltier updates	2

REQUESTS FOR ETHNIC PROGRAMMING		
African	3	
African American	7	1
Asian		2
Asian American	4	4
Cuban	2	
Hawaiian	1	
Immigrant	2	
International indigenous		1
Latino/a	13	1
Middle East	4	
Multiethnic	10	5
Native American	4	4
Pacific Islander		2
Third world	8	2

REQUESTS FOR SPECIFIC PROGRAMS		
<b>Behind the News</b>		1
<b>Freedom is a Constant Struggle</b>	1	
<b>Gavel to Gavel</b>	3	
<b>Left business Observer</b>	3	1
<b>We the People /Jerry Brown</b>	1	

<b>REQUESTS FOR SPECIFIC HOSTS - NOT ON AIR</b>		
Other than marathon times	13	9
Bill Mandel	15	1
Bill Sokol	3	
Bob Fass	1	
David Barsamian/Alternative Radio	5	10
Howard Zinn	3	1
Jim Hightower	3	1
Kevin Danaher	1	
Medea Benjamin	1	1
Michael Parenti	10	2
Molly Ivins	1	
Noam Chomsky	11	4
Norman Solomon	2	1
Rick Strassman		1
Ralph Nader		1

<b>REQUESTS FOR SPECIFIC HOSTS - NOT ON AIR/DECEASED</b>		
Alan Watts	2	1
Ed Markman		4
Mama O'Shea	4	

**APPENDIX III**

**GREAT QUOTES**

## GREAT QUOTES

1. *“Do Dennis Bernstein and Larry Bensky ever relax and get goofy?”* (San Francisco)
2. *“KPFA has been more important to me than 7 years of a university education”.* (Fresno)
3. *“I would go to jail for independent KPFA”.* (Santa Cruz)
4. *“I don’t like or agree with all that’s on KPFA but it’s vitally critical that you stay alive and well.”* (Loomis)
5. *“I parked my car in a strange neighborhood just to hear Anita Hill dramatized. I’ll go back next Sunday evening to listen to the second half. KPFA and Pacifica (as it is meant to be) have been like life to me. I need you.”*  
(Santa Cruz)
6. *“KPFA presents a fine diversity of programs. I would listen to many more of them were it not necessary to go shopping and take care of all the necessities of day to day living. The main reason I support KPFA is that, painful as it often is, I want to know what goes on in the REAL WORLD. I’m aware that the mainstream media often ignores or distorts important news about what goes on in the world.”* (San Rafael)
7. *“Community based, community led, community initiated public radio”.* (Mill Valley)
8. *“I’m so grateful that the issues raised on KPFA are even available. Go to many places in this country and there are no voices except corporate pabulum. We are very fortunate...thanks!* (Occidental)
9. *“Less Dennis Bernstein whining about the Palestinians. Think East Timor, Dennis, think Sierra Leone and Algeria and Myanmar. Get a hold of yourself, man! You’re giving Jewish guilt a bad name.”*
10. *“The focus on ‘Israel equals bad’ is hard to take. Trashing Israel is not the solution. I do not support the occupation.”*
11. *“Less goofy music”.*
12. *“We need more rotation of hosts and time slots to increase diversity in order to preserve the precious resource of KPFA (Pacifica).”*
13. *“More women and men of color running the station who stress a radical progressive view of what Pacifica is.”*
14. *“Lots of people don’t have email, especially disenfranchised groups – if the main info source is email...you exclude people and don’t do a good job with organizing and diversity.”*
15. *“I want to hear the other side of issues more”.*

**APPENDIX IV**

**BREAKDOWN OF MAILED RESPONSES**  
**BY CALIFORNIA CITY OF ORIGIN**

**CITY BREAKDOWN** (ranked in numerical order)

San Francisco	253
Oakland	201
Berkeley	198
Sebastopol	56
Palo Alto	54
Santa Rosa	49
San Jose	47
Fresno	41
San Rafael	37
Mill Valley	27
Petaluma	23
Sacramento	22
Sonoma	22
Walnut Creek	21
Fairfax	19
San Anselmo	19
Davis	18
Mountainview	18
Redwood City	18
El Cerrito	17
Menlo Park	16
Richmond	16
Santa Cruz	16
Albany	15
Napa	15
Novato	15
Sausalito	13
Pleasant Hill	10
Pt. Reyes	10
San Carlos	10
Concord	9
Larkspur	9
Los Altos	9
Pacifica	9
San Leandro	9
Alameda	8
Castro Valley	8
El Sobrante	8
Los Gatos	8
Occidental	8
Orinda	8
San Mateo	8
Santa Clara	8
Benicia	7
Cupertino	7
Fremont	7
Healdsburg	7
Kensington	7
Lafayette	7
Martinez	7
San Pablo	7
Sunnyvale	7
Vacaville	7
Vallejo	7
Boulder Creek	6
Burlingame	6

Cotati	6
Emeryville	6
Stockton	6
Corte Madera	5
Daly City	5
Half Moon Bay	5
Hayward	5
Inverness	5
Monterey	5
Moraga	5
Rohnert Park	5
Saratoga	5
Woodside	5
Calistoga	4
Forest Knolls	4
Forrestville	4
Kentfield	4
Kenwood	4
Piedmont	4
Pleasanton	4
Woodacre	4
Belmont	3
Bolinas	3
Canyon	3
Carmichael	3
Cazadero	3
Fairfield	3
Glen Ellen	3
Grass Valley	3
Guerneville	3
La Honda	3
Los Altos Hills	3
Moss Beach	3
Pacific Grove	3
Pinole	3
Sanger	3
St. Helena	3
Stanford	3
Suisun City	3
Union City	3
Aptos	2
Boyes Hot Springs	2
Brisbane	2
Brookdale	2
Chico	2
Cloverdale	2
Clovis	2
Dixon	2
Dublin	2
Felton	2
Foster City	2
Lagunitas	2
Lakeport	2
Little River	2
Livermore	2
Los Angeles	2

Madera	2
Mariposa	2
Merced	2
Millbrae	2
Milpitas	2
Monte Rio	2
Nevada City	2
Penngrove	2
Placerville	2
Point Richmond	2
Porterville	2
San Bruno	2
San Geronimo	2
San Ramon	2
Springville	2
Tracy	2
Visalia	2
Windsor	2
American Canyon	1
Antioch	1
Arroyo Grande	1
Atherton	1
Atwater	1
Auberry	1
Awahnee	1
Bayside	1
Ben Lomond	1
Big Sur	1
Bodega Bay	1
Boonville	1
Brooks	1
Camp Meeker	1
Campbell	1
Citrus Heights	1
Clarksburg	1
Clayton	1
Clearlake	1
Clyde	1
Coarsegold	1
Cool	1
Davenport	1
Duncan Mills	1
El Dorado	1
El Granada	1
Elk Grove	1
Eureka	1
Fiddletown	1
Fort Bragg	1
Freedom	1
Gasquet	1
Georgetown	1
Geyserville	1
Graton	1
Gualala	1
Hercules	1
Hillsborough	1
Hollister	1

Isla Vista	1
Jenner	1
Kingsburg	1
Knights Landing	1
Loomis	1
Manteca	1
Marina	1
Marshall	1
Meadow Vista	1
Middletown	1
Miwuk	1
Monte Sereno	1
Morgan Hill	1
Mount Shasta	1
Mt. Herman	1
Newark	1
North Fork	1
Paso Robles	1
Penn Valley	1
Philo	1
Pittsburg	1
Pope Valley	1
Port Hueneme	1
Portola Valley	1
Prather	1
Quincy	1
Reedley	1
Rio Nido	1
Rough & Ready	1
Royal Oaks	1
Salinas	1
Shingle Springs	1
Squaw Valley	1
Stinson Beach	1
Sutter Creek	1
Tahoe City	1
Tiberon	1
Tomales	1
Villa Grande	1
Volcano	1
Willetts	1
Wilseyville	1
Winters	1
Witter Springs	1
Woodland	1

<b>Subtotal</b>	<b>1,819*</b>
No City Listed	16
Other States	24
Other Countries	2
<b>TOTAL</b>	<b>1,845</b>

*\* This number represents the total number of responses received by the LAB with reported addresses and/or California cities of origin.*

**APPENDIX V**

**BREAKDOWN OF**  
**MAILED IN RESPONSES**

**BY**

**CALIFORNIA COUNTY OF ORIGIN,**

**OTHER STATES**

**AND**

**OTHER COUNTRIES**

**BREAKDOWN OF MAILED RESPONSES BY CALIFORNIA COUNTY OF  
ORIGIN, OTHER STATES AND OTHER COUNTRIES**

**COUNTY    # OF RESPONSES**

*(Ranked in numerical order)*

Alameda	476
San Francisco	253
Sonoma	212
Marin	182
Santa Clara	174
Contra Costa	134
San Mateo	103
Fresno	48
Solano	47
Santa Cruz	31
Sacramento	30
Napa	23
Monterey	11
San Joaquin	9
Nevada	7
Tulare	7
El Dorado	6
Mendocino	6
Madera	5
Lake	4
Yolo	4
Amador	3
Merced	3
Placer	3
Butte	2
Los Angeles	2
Mariposa	2
San Luis Obispo	2
Del Norte	1
Humboldt	1
Plumas	1
San Benito	1
Santa Barbara	1
Shasta	1
Tuolumne	1
Ventura	1
<b>SUBTOTAL</b>	<b>1,797</b>
No City Listed	16
County Unknown	6
Other States	24
Other Countries	2
<b>TOTAL</b>	<b>1,845</b>

**APPENDIX VI**

**CNAC REPORT SUMMARY DATA**

**FOR**

**MAILED RESPONSES**

**CNAC REPORT SUMMARY DATA FOR MAILED RESPONSES**

<b>Total # questionnaires mailed to KPFA subscribers &amp; volunteers</b>	<b>29,000</b>
<b>Total # responses received with address information enclosed</b>	<b>1,845</b>
<b>Total # of anonymous responses received</b>	<b><u>16</u></b>
<b>Total # of responses received</b>	<b>1,861</b>
<b>Total # responses received with survey data enclosed</b>	<b>1,130</b>
<b>Total # responses received with email addresses enclosed</b>	<b>941</b>
<b>Total amount of money donated to the lawsuits against the Pacifica Foundation as a result of this mailing</b>	<b>\$79,028.84</b>

**APPENDIX VII**

**LIST OF**

**COMMUNITY NEEDS ASSESSMENT COMMITTEE MEETINGS**

## COMMUNITY NEEDS ASSESSMENT COMMITTEE MEETINGS

Following are the meeting dates, locations, # of attendees and # of survey responses completed by those who attended the CNAC meetings:

Meeting Date	Location	# Of Attendees	# Of Responses
June 12, 2001	Santa Cruz	29	20
June 12, 2001	West Oakland	20	NDA *
June 15, 2001	Palo Alto	No data	NDA *
June 16, 2001	Fresno	13	7
June 17, 2001	Sacramento	40	6
June 26, 2001	San Jose	16	6
June 27, 2001	San Francisco	56	19
July 15, 2001	Santa Rosa	39	7
July 17, 2001	San Rafael	47	8
August 18, 2001	Disability Mtg.	60	43
August 25, 2001	Richmond	29	NDA *
October 17, 2001	Benicia	22	4
<b>TOTAL</b>	<b>12 meetings</b>	<b>371</b>	<b>120</b>

\* No Data Available