

# **2024** COMMUNITY NEEDS ASSESSMENT FINAL REPORT



**WPFW 89.3 FM**

WPFW Community LSB Meeting  
April 9, 2025  
6:30PM



# Assessment Goal & Objectives

## **ASSESSMENT GOAL**

**Gather input from WPFW listeners on station programming and other activities designed to serve the community**

### **\*ASSESSMENT OBJECTIVES: The Four 'Ws'**

**Who is listening?**

**What are they listening to and When?**

**Why are they listening?**

\*This presentation reflects the opinions of a pool of listeners that responded, not the full listenership. Therefore, it is non-representative. The information presented is intended to be used as a starting point or as baseline data for future listener surveys.

# Survey Details

Date Posted on WPFW Landing Page: Oct 20, 2024

Survey Close Date: Jan 1, 2025

No. of Survey Days: 73

Initial No. of Respondents: 106

No. of Respondents Opted Out at Question 1: 7

Final No. of Respondents: 99

No. of Survey Questions: 23

Average Time to Complete Survey: 23.39 min





# Summary of Key Findings 1

## Who is listening? | Listener Profile

- More than 53% are African American | 34% are Caucasian American
- 53% women | 36% men
- 67%: 55 yrs+ | 11%: 45-54 yrs
- 78%: BS, MS, Ph.D. or Professional Degree
- Of those that responded, 50% earn more than \$120,000 annually | 15% earn between \$60,000 - \$119,000
- Most frequently cited source of income was full-time employment with retirement income coming in second
- Most frequently cited device used to listen to WPFW was radio, with home audio system coming in second
- 79% listen live on FM radio | 17% livestream WPFW via Internet
- 42% have been listening 31+ yrs | 20% for 21 – 30yrs | 20% for 5 years or less
- Many WPFW donors live east of upper 16<sup>th</sup> Street, NW corridor and deeper into the eastern side of upper northwest in SE Washington and span the MD border with concentrations in Silver Spring, Takoma Park, Temple Hills and Clinton, MD



# Summary of Key Findings 2

## Why are respondents listening?

WPFW listeners place *high value* on:

- Community ownership of station
- Autonomous, non-commercial programming
- Unique variety of music blended with the progressive content

## What are respondents listening to most?

- ***Democracy Now*** most frequently mentioned program
- Excluding ***Democracy Now*** in No. 1 spot, the shows mentioned by respondents fall into diverse range of genre categories that define WPFW programming (In order of frequency mentioned):
  - (1) Jazz
  - (2) Soul
  - (3) Latin
  - (4) Social activism / justice
  - (5) Oldies
  - (6) Blues
  - (7) News & public affairs





# Summary of Key Findings

## 3

### What are the opportunities?

#### ✓ **Membership & Growth**

- *Find ways to meet all of our listeners where they are*
  - *Engage through multiple communications channels*
    - *Social Media; Newsletters*
  - *Encourage members to also champion the WPFW*
  - *Build opportunities for all demographics to engage and learn about the station's rich culture and history.*

#### ✓ **Fundraising**

- *Open to various types of gifting*
  - *Cash, Securities; Tangible Personal Property*
  - *Deferred Gifts: Annuities, Bequests.*
- *Teach the donors how to give.*

# What Listeners Would Like to See on WPFW's Website



## Other Comments

- ✓ Website needs no changes (6)
- ✓ Never uses the website (4)
- ✓ Sell more swag & 'merch' (3)
- ✓ Provide current monthly updates on relocation and quarterlies on finances & audits
- ✓ More educational programming
- ✓ More emphasis on soul music
- ✓ Increase involvement with younger generation
- ✓ Prioritize, tell listeners what's important
- ✓ Promote books
- ✓ Try something different, it never changes



# CAB Recommendations

## ✓ Website 'makeover'



### ✓ Website modernized as short-term solution responsive to listeners expressed concerns

- Consistent provision of donation acknowledgement and receipt
- Modification of descriptive content for consistent information on:
  - DJ Hosts
  - Programs

### ✓ Website modernized as medium-term, multi-pronged solution

- Provides another way for station to engage with listeners & members
- More likely to attract broader demographic
- Reporting capability to listeners, members and general public enhanced
- Fundraising capability enhanced
- Serves as social media hub & center of beefed-up media strategy
- Opportunities augmented for more Internet searchers to find WPFW
- Tracking of website visitors & their habits enhanced





## 9

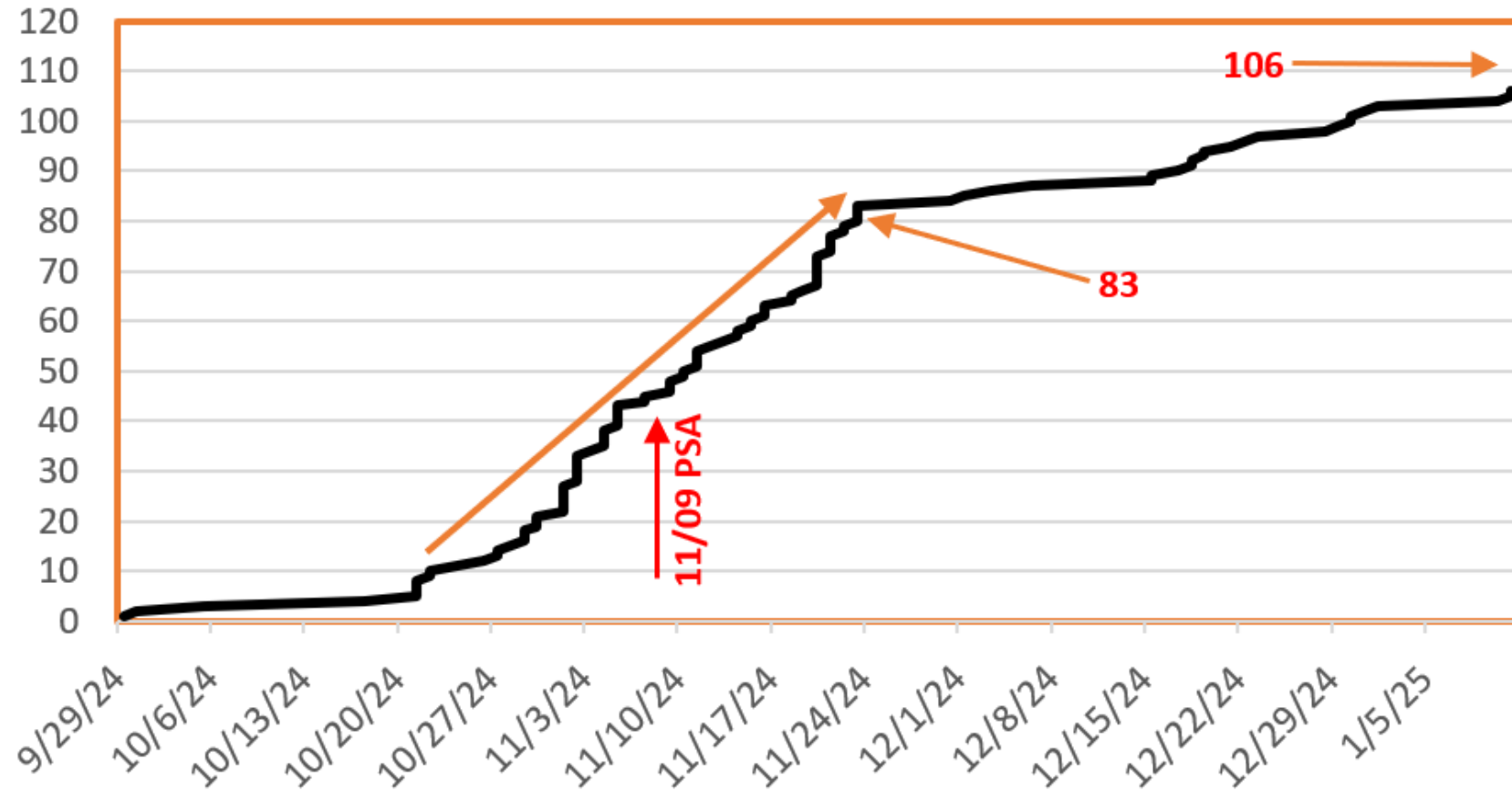
# APPENDIX





# Survey Results

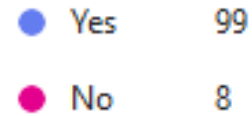
## Number of Questionnaire Hits (by Week)



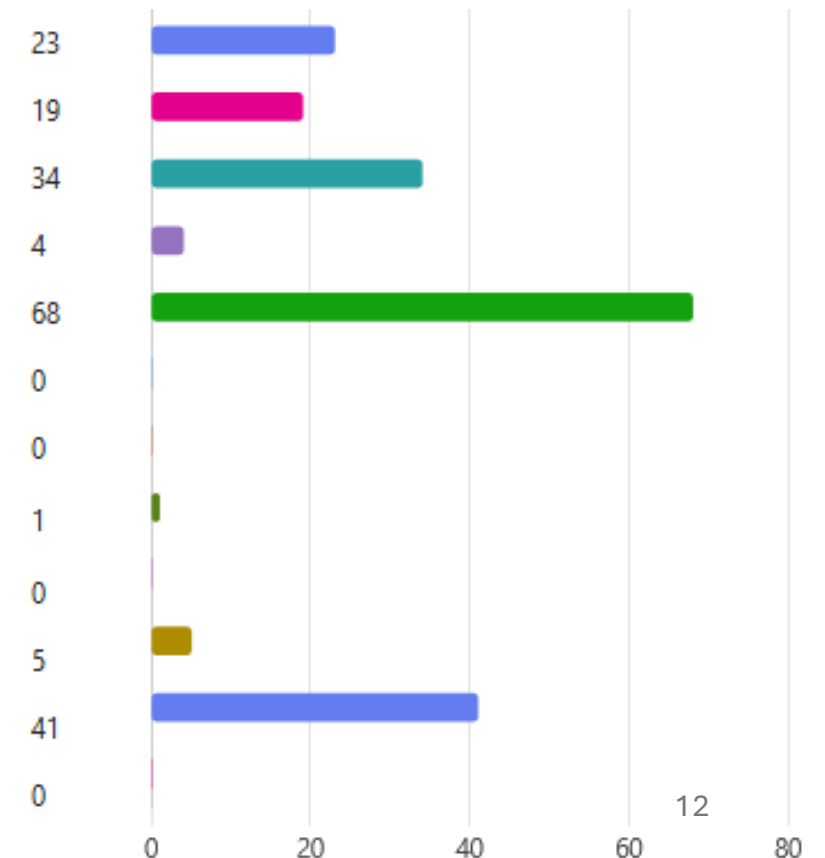
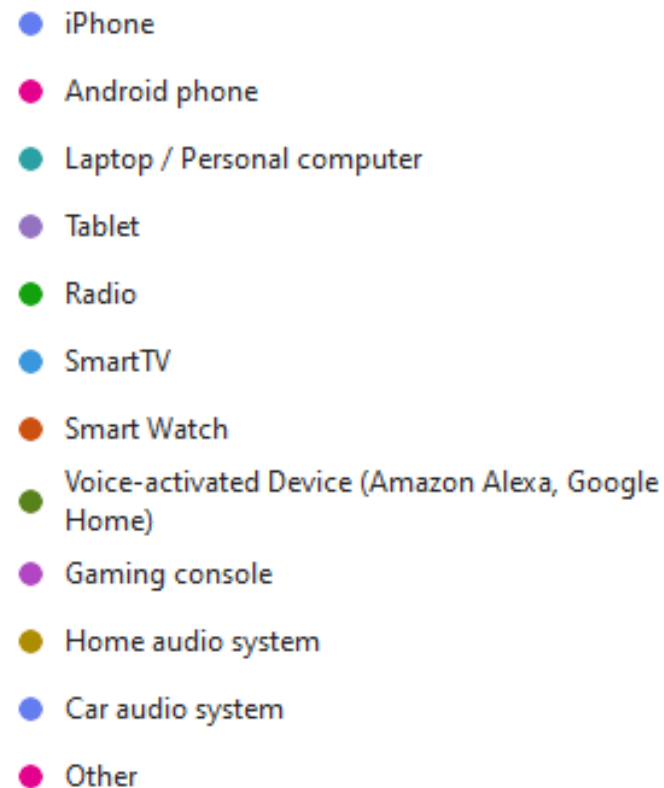


# Survey Results

## Do you listen to WPFW?



## Two devices used most for listening to WPFW

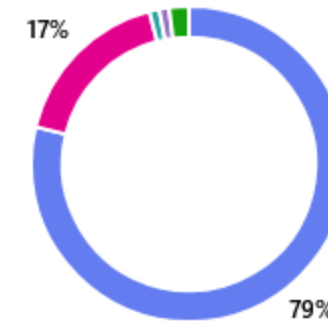




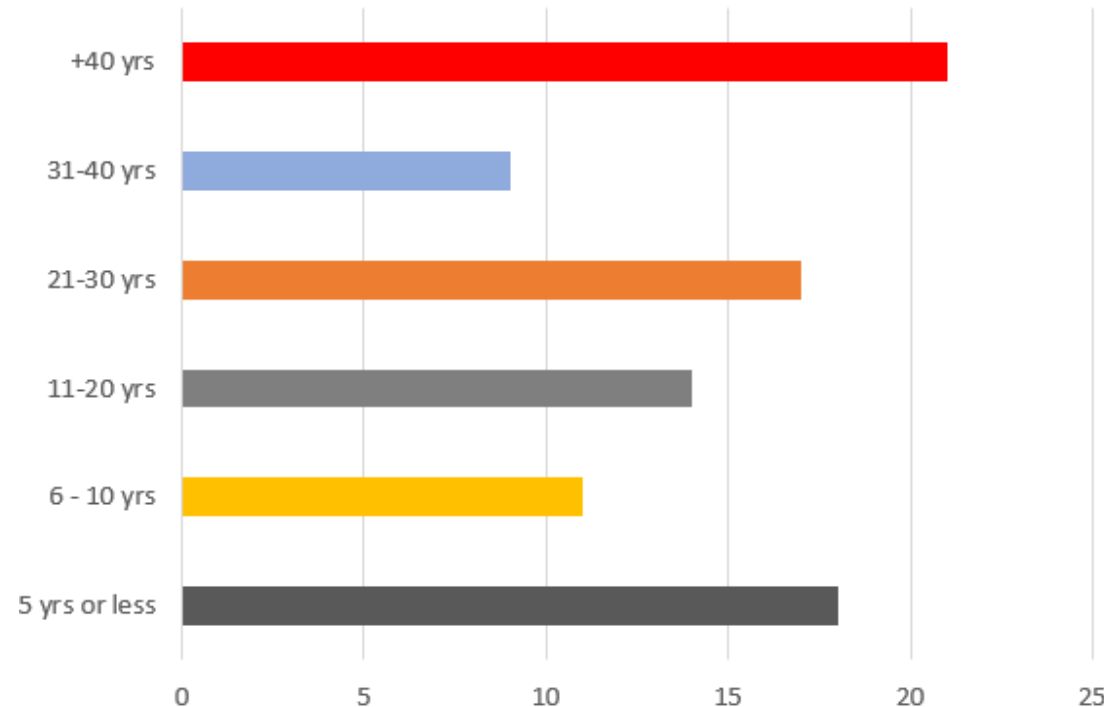
# Survey Results

## Ways of Listening to WPFW

|                      |    |
|----------------------|----|
| Live FM Radio        | 78 |
| Internet Live Stream | 17 |
| Podcast              | 1  |
| Media player         | 1  |
| Other                | 2  |



## Length of Time Listening to WPFW

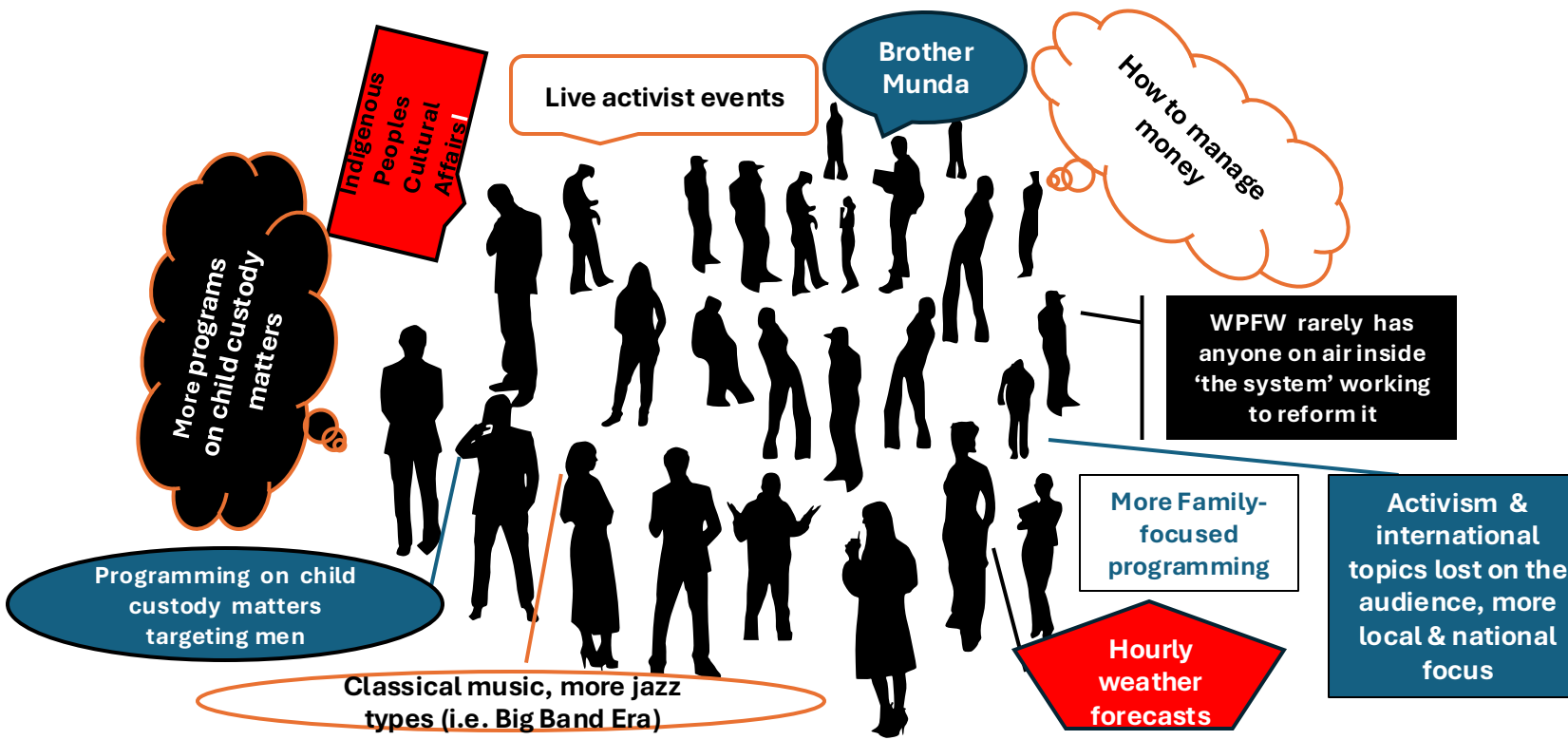




## Type of programming should WPFW have more of:

|       | Ranked 1st                  | Ranked 2nd                  |       |
|-------|-----------------------------|-----------------------------|-------|
| 55.1% | Music                       | Arts & culture              | 37.1% |
| 16.9% | Activism & social movements | Activism & social movements | 20.2% |
| 14.6% | News & public affairs       | News & public affairs       | 16.9% |
| 6.7%  | Health & wellness           | Music                       | 14.6% |
| 4.5%  | Arts & culture              | Health & wellness           | 6.7%  |
| 2.2%  | Other                       | Other                       | 4.5%  |

**If 'other,' was ranked 1st or 2nd, what other types of programs are recommended:**





# Survey Results

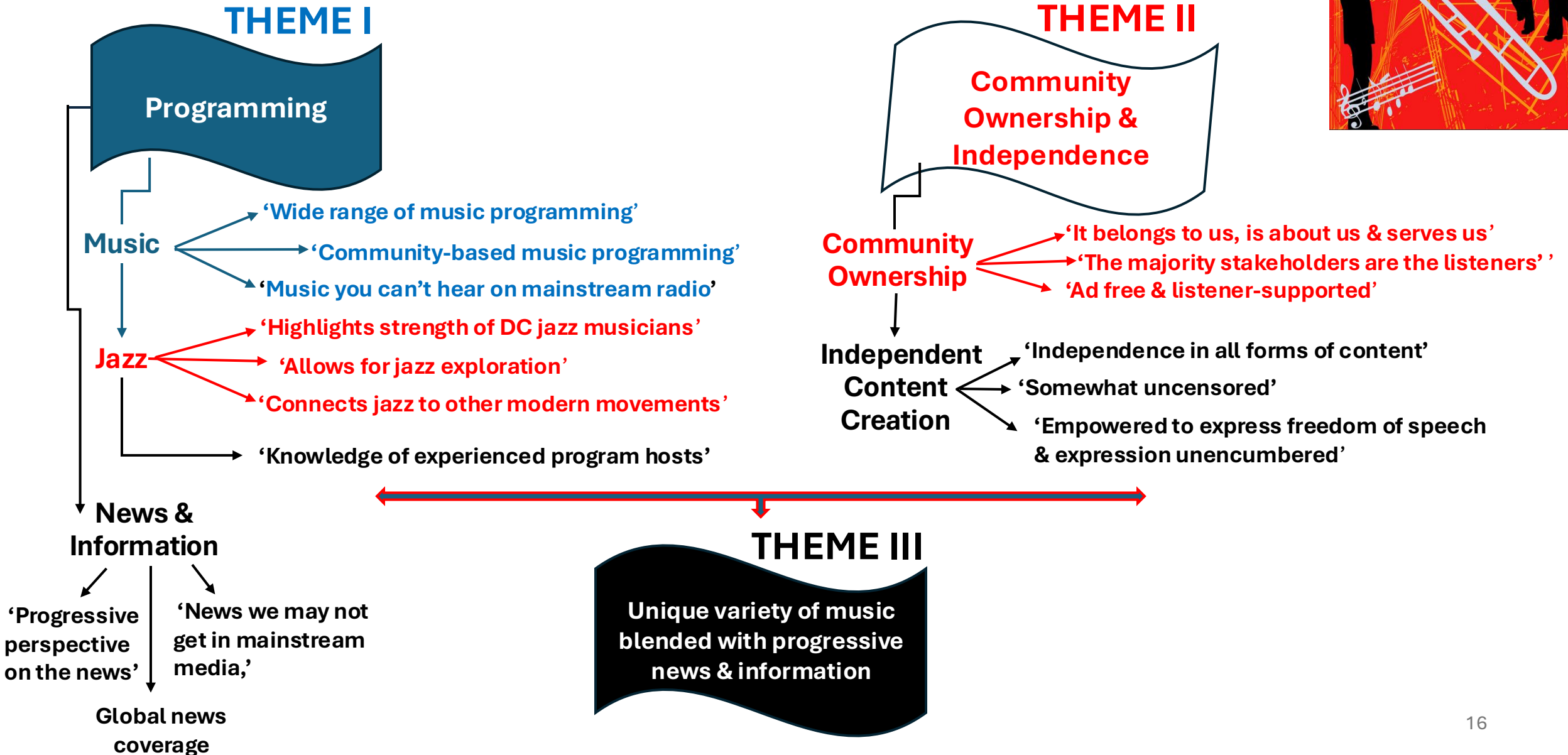
## WPFW Listeners Program Preferences

|                                       |    |                                   |   |
|---------------------------------------|----|-----------------------------------|---|
| Democracy Now                         | 17 | Brother Ah's Collectors           | 2 |
| Morning Brew                          | 14 | Community Watch & Comment         | 2 |
| - Yardbird Sweets                     | 6  | Crossroads                        | 2 |
| G Strings                             | 13 | Darker than Blue                  | 2 |
| House of Soul                         | 11 | Expansions                        | 2 |
| Sunday Kind of Love                   | 11 | Lovethology                       | 2 |
| Latin Flavor                          | 10 | Malveux                           | 2 |
| On the Ground                         | 9  | Miles Ahead                       | 2 |
| Oldies House Party                    | 8  | Late Night Jazz- Blues Edition    | 2 |
| Don't Forget the Blues                | 8  | Late Night Jazz- Rusty Hassan     | 2 |
| News Views                            | 7  | Soul Conversations                | 2 |
| Spirit of Jazz                        | 6  | Soulful House Sessions            | 2 |
| Voices with Vision                    | 6  | Africa Now                        | 1 |
| Jazz and Justice                      | 5  | African Rhythms & Extensions      | 1 |
| - African Deep Thought                | 3  | Back 2 Paradise                   | 1 |
| - Sophie's Parlor                     | 1  | Black Agenda                      | 1 |
| Open Sky                              | 5  | Climate Friday                    | 1 |
| Roots & Fruits                        | 5  | Code Pink Radio                   | 1 |
| Robyn's Place                         | 4  | Decipher                          | 1 |
| To Your Health                        | 4  | In the Mood                       | 1 |
| Jam Session                           | 1  | Inside the Collective             | 1 |
| - Jam Session - Charvis Campbell      | 2  | Kulcha Shak                       | 1 |
| - Jam Session - Beats, Bars & Hangers | 1  | Monday Morning QB                 | 1 |
| Black Star Radio                      | 3  | On the Margin                     | 1 |
| Caribbeana                            | 3  | Resistance Radio                  | 1 |
| Sojourner Truth                       | 3  | Southern Soul                     | 1 |
| Jazz Masters                          | 3  | The Collision - Sports & Politics | 1 |
| This is Reggae                        | 3  | To the East                       | 1 |
|                                       |    | What's at Stake                   | 1 |
|                                       |    | Inside Out Collective             | 1 |
|                                       |    | MusicRelief                       | 1 |



| No Mentions |      |   |
|-------------|------|---|
| Day         | Time | Program                                   |
| Mon         | 10am | To Heat DC                                |
|             | 1pm  | Equal Portions                            |
| Tues        | 1pm  | Taking Action                             |
|             | 2pm  | Capitalism, Race & Democracy              |
|             | 3pm  | Something to Say                          |
|             | 6pm  | Full Spectrum                             |
|             | 7pm  | Liberation on Our Minds                   |
| Wed         | 10am | Wake Up, Stay Woke                        |
|             | 11am | We the People                             |
|             | 2pm  | Shay Wah Nana                             |
|             | 5pm  | The Browder File                          |
|             | 7pm  | Konbit Lakay                              |
| Thurs       | 1pm  | The Labor Heritage Power Hour             |
|             | 2pm  | Smart Money: Dissecting Racial Capitalism |
|             | 5pm  | Unionism Drives Community                 |
|             | 6pm  | #UMustLearn                               |
| Fri         | 11am | LSB Show                                  |
|             | 1pm  | Latino Media Collective                   |
|             | 10pm | Meeting in the Ladies Room                |

# What Listeners Like Most About WPFW:



# What Listeners Liked Least About WPFW



## Theme I : PROGRAMMING

### GENERAL(7)

- ✓ Some inconsistency in program quality & scheduling
- ✓ Occasional dead-air minutes
- ✓ Some sketchy information on talk shows, not well fact-checked
- ✓ Skewed toward older demographic
- ✓ Commercials 'disguised' as PSAs

### TECHNICAL ISSUES (3)

### NEWS & INFORMATION (2)

- ✓ Excessive repeat broadcasts, information outdated

### SOCIAL JUSTICE & ACTIVISM (5)

- ✓ Can feel divisive
- ✓ Issues in other parts of world may not seem relevant to DC residents
- ✓ Programming no longer includes many on-air listener call-in opportunities 'Walk the Talk'

### MUSIC (15)

- ✓ Less talk shows, more music
- ✓ More music, more jazz
- ✓ Cancellation of selected programs

### HOSTS (6)

- ✓ Not properly trained on-air practice or equipment
- ✓ Excessive on-air chatter, not enough music
- ✓ Too much self promotion & promotion of programs unaffiliated w/ WPFW
- ✓ Lack of ethnic diversity of hosts

## GOVERNANCE & MANAGEMENT(8)

- ✓ BOD limited success in marketing, fiscal mgmt, growth
- ✓ Mgmt & leadership structures appear to be weakened
- ✓ Not fully aligned w/ Pacfica
- ✓ No evaluative systems & accountability policies
- ✓ Lack of success buying/building a station

## FUNDRAISING (11)

- ✓ Frequency & length of pledge drives
- ✓ No donation receipts provided, so no tax write-off
- ✓ Not easy for small donors to support station
- ✓ Lack of willingness to try new approaches

## COMMUNITY REPRESENTATION(3)

- ✓ Limited listener input on programming
- ✓ Members age, not representative of DC community

**SATISFIED w/  
WPFW's  
Programming &  
Activities (16)**



# Recommended Ways to Improve Listener Experience

## PROGRAMMING

### GENERAL

- ✓ Consider other types of content (i.e. comedy, family focus)
- ✓ Reduce the number of PSAs
- ✓ Make the programming grid searchable

### TECHNICAL

- ✓ Extend the listening area
- ✓ Develop an on-demand program selection app
- ✓ Provide flash drives to members of Pacifica archival content

### MUSIC

- ✓ More jazz programming & oldies
- ✓ Bring more local jazz musicians on air & enable to plug their shows
- ✓ Add more contemporary music to schedule to appeal to wider audience
- ✓ Give increased exposure to local & Indie musician

### HOSTS

- ✓ Train hosts on-air practice, interviewing & equipment
- ✓ Reduce hosts non-commercial commentaries & self-promotion unaffiliated w/ WPFW
- ✓ Find new hosts from broader variety of ethnic backgrounds and younger age cohorts

## GOVERNANCE & MANAGEMENT

- ✓ Purchase building
- ✓ Ensure there are sufficient funds for uninterrupted broadcasting & streaming
- ✓ Increase transparency into WPFW 'struggles'
- ✓ Decrease polarization
- ✓ Find ways to make internal conflict more productive conflict

### FUNDRAISING

- ✓ Get an endowment & increase sustaining members
- ✓ Monetize on-air time segments for members to be on-air
- ✓ Automatically provide receipts to donors for tax write-offs
- ✓ Accept CPB funding
- ✓ Be open to new ideas on funding

## COMMUNITY REPRESENTATION

- ✓ Design, implement & promote a comprehensive social media strategy that engages members
- ✓ Add more call-in opportunities for listeners



## SATISFIED w/ WPFW

No Recommendations to Improve (18)

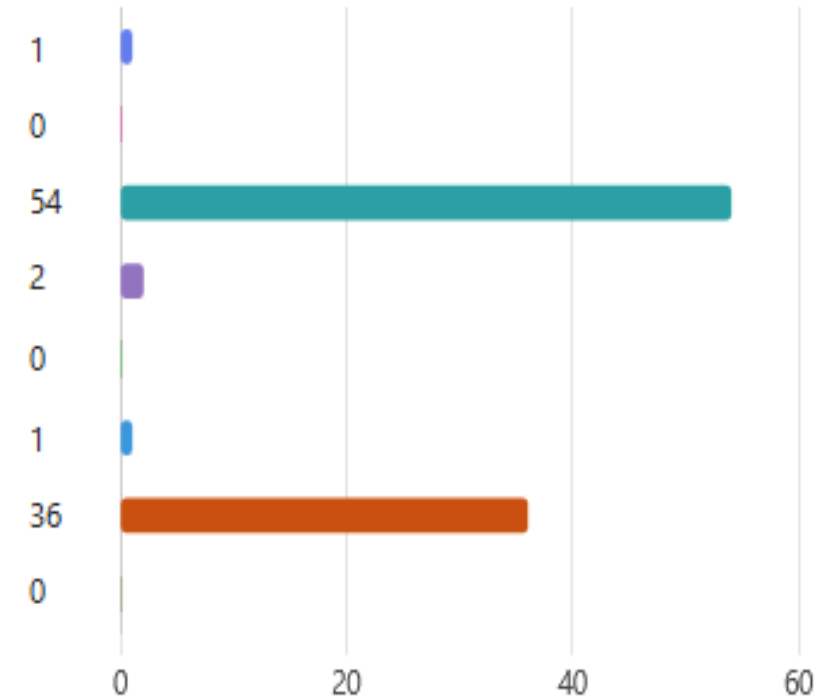




# Survey Results

## The First Way Listeners Hear About WPFW

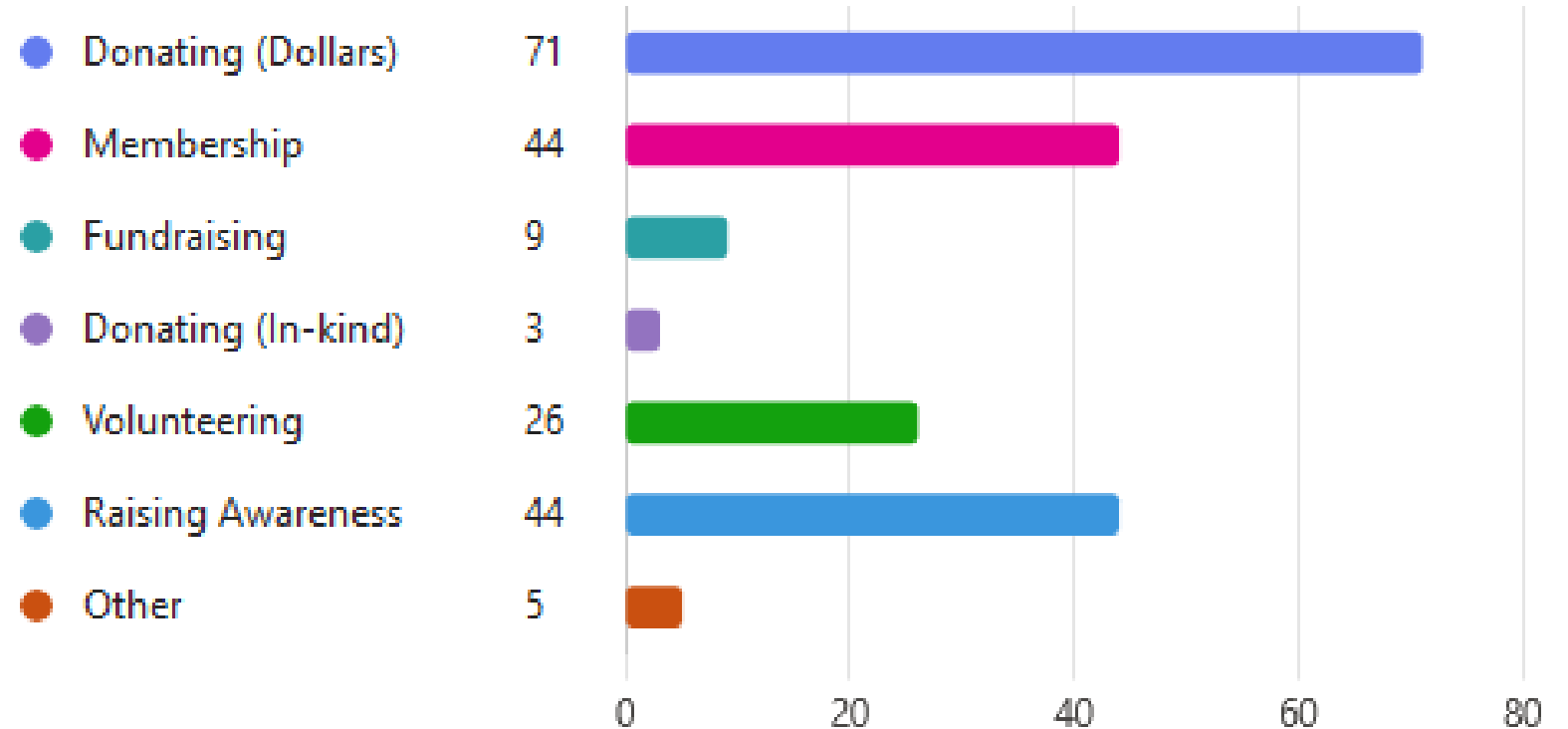
- Search Engine (Google, DuckDuckGo, Bing)
- TV
- Radio
- Billboard / Signage
- Social Media (Instagram, X (formerly Twitter), Facebook, TikTok)
- Magazine, magazine or other periodical
- Word of mouth / Referral
- Influencer / Brand Ambassador





# Survey Results

## Listeners Support WPFW by:



# WPFW Listener Zip Codes

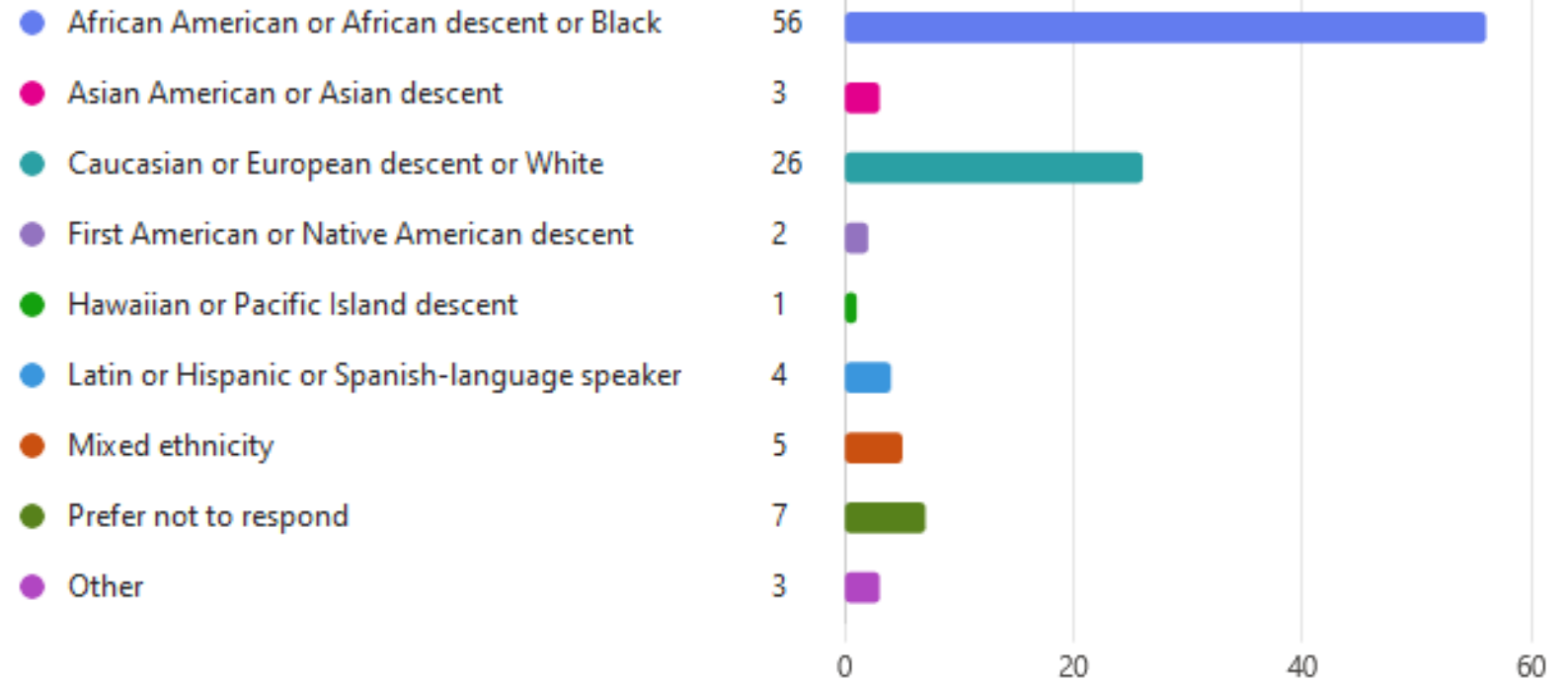
| Zipcodes | # of Mentions | Neighborhoods  | Socioeconomic / Demographic Statistics by Zipcode (Most Frequently Mentioned)                         | Zipcodes, continued | # of Mentions |
|----------|---------------|--|---|---------------------|---------------|
| 20012    | 5             | Colonial Village, Shepard Park, Takoma                             | <a href="https://www.unitedstateszipcodes.org/20012/">https://www.unitedstateszipcodes.org/20012/</a> | 20002               | 1             |
| 20001    | 4             | Mt. Vernon Square  | <a href="https://www.unitedstateszipcodes.org/20001/">https://www.unitedstateszipcodes.org/20001/</a> | 20005               | 1             |
| 20011    | 4             | Brightwood, Crestwood, Grant Circle, Hampshire Knolls, Manor Park  | <a href="https://www.unitedstateszipcodes.org/20011/">https://www.unitedstateszipcodes.org/20011/</a> | 20006               | 1             |
| 20009    | 3             | Adams Morgan, Columbia Heights, Lanier Heights                     | <a href="https://www.unitedstateszipcodes.org/20009/">https://www.unitedstateszipcodes.org/20009/</a> | 20015               | 1             |
| 20735    | 3             | Clinton, MD  | <a href="https://www.unitedstateszipcodes.org/20735/">https://www.unitedstateszipcodes.org/20735/</a> | 20016               | 1             |
| 20902    | 3             | Carroll Knolls, Glenmont, Kemp Mill, Wheaton, MD                   | <a href="https://www.unitedstateszipcodes.org/20902/">https://www.unitedstateszipcodes.org/20902/</a> | 20017               | 1             |
| 20910    | 3             | Forest Glen, Silver Spring, Takoma Park, MD                        | <a href="https://www.unitedstateszipcodes.org/20910/">https://www.unitedstateszipcodes.org/20910/</a> | 20018               | 1             |
| Overseas | 3             | -na-   | -na-  | 20019               | 1             |
| 20003    | 2             | Capitol Hill (SE), Lincoln Park                                    | <a href="https://www.unitedstateszipcodes.org/20003/">https://www.unitedstateszipcodes.org/20003/</a> | 20112               | 1             |
| 20008    | 2             | Cleveland Park, Kalorama, Woodley Park, Van Ness                   | <a href="https://www.unitedstateszipcodes.org/20008/">https://www.unitedstateszipcodes.org/20008/</a> | 20121               | 1             |
| 20020    | 2             | Anacostia, Berry Farms, Douglass, Hillcrest, Randle Heights, MD    | <a href="https://www.unitedstateszipcodes.org/20020/">https://www.unitedstateszipcodes.org/20020/</a> | 20152               | 1             |
| 20748    | 2             | Camp Springs, Hillcrest Heights, Marlowe Heights, Temple Hills, MD | <a href="https://www.unitedstateszipcodes.org/20748/">https://www.unitedstateszipcodes.org/20748/</a> | 20175               | 1             |
| 20770    | 2             | Greenbelt, Franklin Park, MD                                       | <a href="https://www.unitedstateszipcodes.org/20770/">https://www.unitedstateszipcodes.org/20770/</a> | 20194               | 1             |
| 20784    | 2             | New Carrollton, Landover, Landover Hills, MD                       | <a href="https://www.unitedstateszipcodes.org/20784/">https://www.unitedstateszipcodes.org/20784/</a> | 20603               | 1             |
| 20901    | 2             | Burnt Mills, Four Corners, White Oak, MD                           | <a href="https://www.unitedstateszipcodes.org/20901/">https://www.unitedstateszipcodes.org/20901/</a> | 20613               | 1             |
| 21203    | 2             | Downtown Baltimore, MD (PO Box)                                    | <a href="https://www.unitedstateszipcodes.org/">https://www.unitedstateszipcodes.org/</a>             | 20706               | 1             |
| 22407    | 2             | Fredericksburg, VA   | <a href="https://www.unitedstateszipcodes.org/22407/">https://www.unitedstateszipcodes.org/22407/</a> | 20708               | 1             |
| 33407    | 2             | West Palm Beach, FL  | <a href="https://www.unitedstateszipcodes.org/33407/">https://www.unitedstateszipcodes.org/33407/</a> | 20721               | 1             |





# Survey Results

## Listeners' Ethnic Background

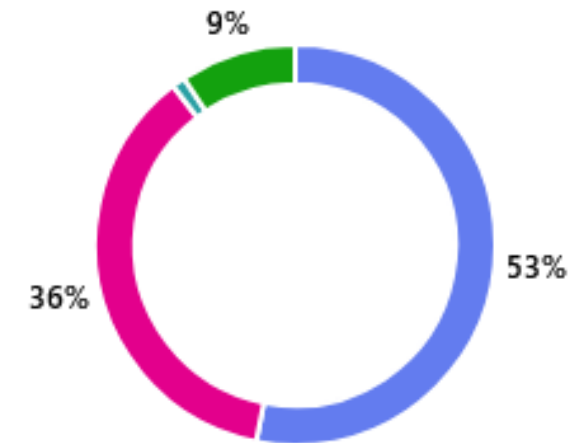




# Survey Results

## Listeners Gender Identity

|                         |    |
|-------------------------|----|
| ● Female                | 51 |
| ● Male                  | 35 |
| ● Non-binary            | 1  |
| ● Transgender           | 0  |
| ● Prefer not to respond | 9  |



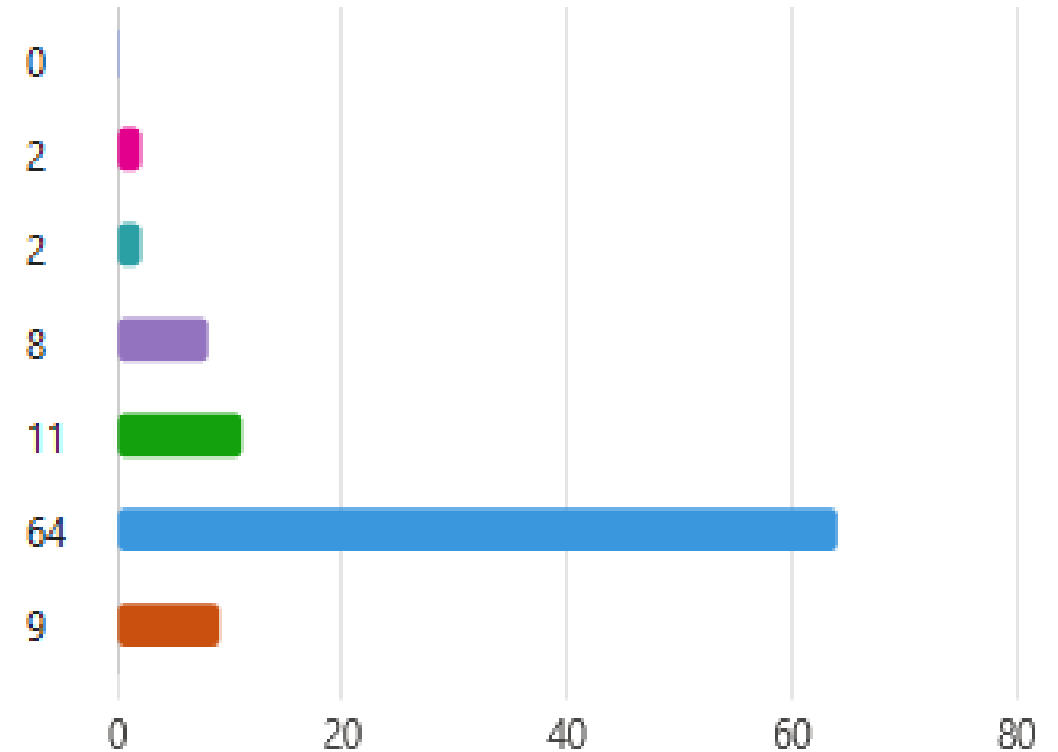




# Survey Results

## Listeners Age

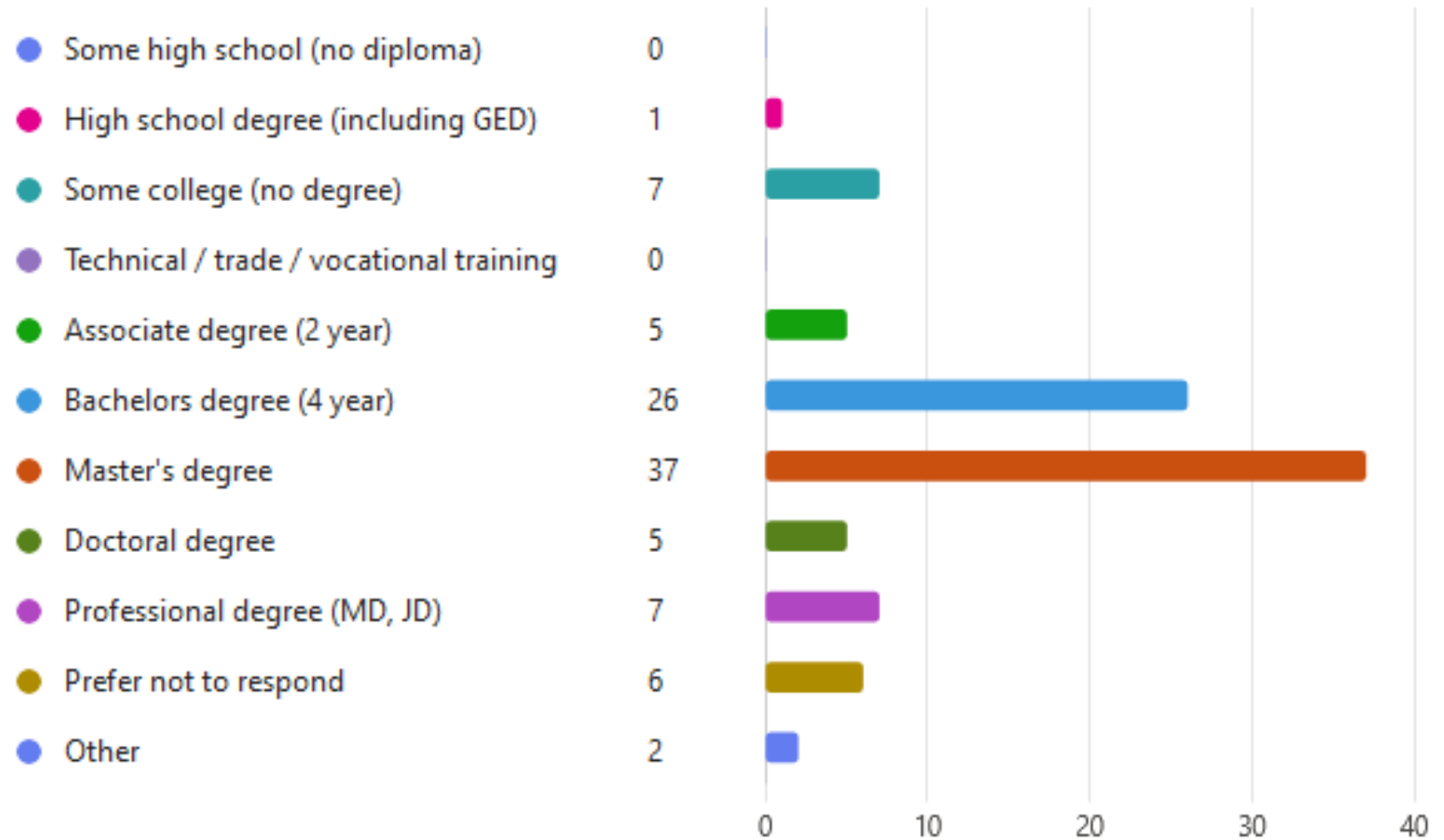
- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55+
- Prefer not to respond





# Survey Results

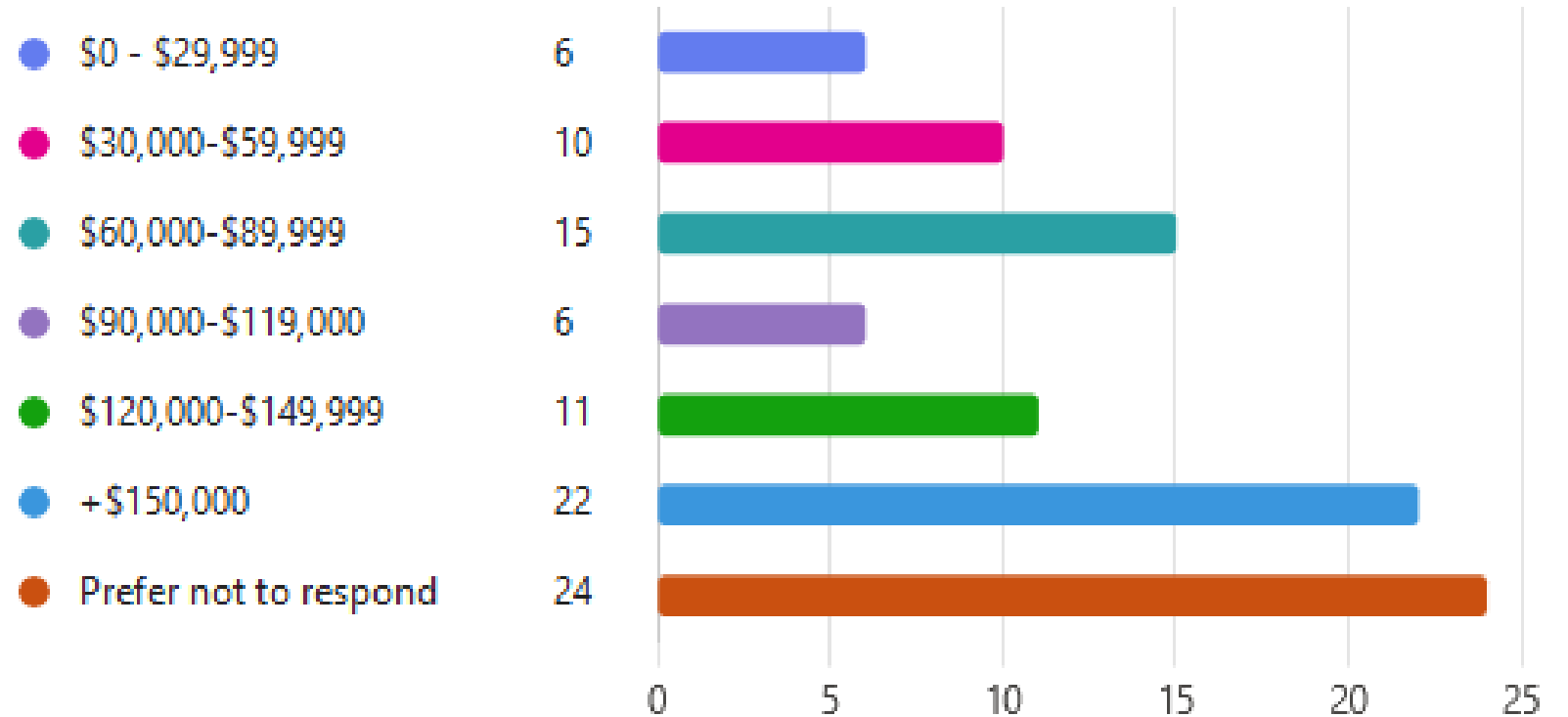
## Listeners Highest Level of Education





# Survey Results

## Listeners Annual Household Income





# Survey Results

## Listeners Source of Income

