

CHAPTER 2: Market Demographics

KBOO’s market is broadly defined within the organization’s Program Charter, which states: “KBOO shall be a model of programming, filling needs that other media do not, providing programming to diverse communities and unserved or underserved groups.” KBOO accomplishes this objective within its primary market, which is the Portland Metro Area and includes the City of Vancouver, WA. KBOO also transmits via a translator to Corvallis and in the Columbia Gorge to the Hood River area. These secondary markets represent a very small portion of KBOO’s market share.

KBOO encourages programming for and by the specific segments of the population as stated herein. However, the potential listenership is not limited to any particular group within the service areas. Further, the potential for significant increases in listenership and membership within all of these markets is strong.

The following chart shows the breakdown of population figures by race from within KBOO’s primary market area from the 2010 Census. It is important to note that Census respondents elect whether or not to declare their race, which means that these numbers are approximate. Also, some respondents may check multiple boxes. This skews the population figures slightly.

Most importantly, this discrepancy is important for KBOO as it moves to implement the strategies for organizational sustainability that are outlined in this plan. It is vital to KBOO’s marketing efforts and community outreach to understand that many new or returning listeners and members identify as multi-ethnic and therefore must be approached with this understanding so as not to offend, misunderstand or wrongly identify potential stakeholders.

Market Demographics: Portland Metro Area

The Portland Metro Area includes both the City of Portland and the City of Vancouver, WA. According to the Population Research Center at Portland State University, the 2010 Census reveals that the total population of the City of Portland is 583,776 people and the population of Vancouver is 161,791, which means that the total population of the Metro Area is 745,567. Based on the figures below, the total numbers of independent responses to the Census request for ethnicity is 638,616 responses for Portland. For Vancouver the number is 178,547.

City	White	Black or African American	American Indian or Alaska Native	Asian	Native Hawaiian or Pacific Islander	Some Other Race	2 or More Races	Hispanic Latino of Any Race	Total Responses	Total City Population
Portland	444,216	36,695	5,991	41,692	3,109	24,793	27,280	54,840	638,616	583,776
<i>% of Total</i>	<i>70%</i>	<i>6%</i>	<i>>1%</i>	<i>7%</i>	<i>>1%</i>	<i>4%</i>	<i>4%</i>	<i>9%</i>	<i>109%</i>	
Vancouver	130,960	4,763	1,629	8,146	1,589	6,944	7,760	16,756	178,547	161,791
<i>% of Total</i>	<i>73%</i>	<i>3%</i>	<i>>1%</i>	<i>5%</i>	<i>9%</i>	<i>4%</i>	<i>4%</i>	<i>9%</i>	<i>108%</i>	

Market Demographics: Online and Apps

KBOO Website

KBOO's web presence is active and generates an important amount of traffic. From March 28, 2010 to March 28, 2011, the most current data available shows that www.kboo.fm received 748,411 unique page views, which is a 2.08% increase from the same dates one year earlier. This is a moderate gain; however it does indicate an increasing use of the organization's website.

The average visitor to the website spends approximately two minutes on each page, compared to 1 minute 45 seconds during the same time period one year earlier. This indicates that the content is retaining visitors, which is positive for KBOO.

The majority of visitors emanate from either Oregon or Washington. From Oregon, visitors from 292 cities sent 194,136 visits, which is up 10.93% percent from one year earlier. Significant to note is that from Portland alone, the number of hits increased 761.9 % percent during this one-year period. From Washington, 24,488 people visited from 332 cities, which is significant growth of 34.85% since one year earlier. Seattle, Washington's biggest city, saw a 943.4% increase in web traffic during this one-year period.

Facebook Demographics

In this modern era of social networking, the use of Facebook can be a valuable source for determining community or global interest in KBOO. However, this information does not provide a clear sense of membership numbers and financial contributions that are made to support the station. Further, this data does not indicate whether or not the persons who "like" KBOO on Facebook are regular listeners. However, this data is included herein because it gives an indication of a range of people who are aware of KBOO.

According to Facebook demographics, 49% of those who are fans of KBOO on Facebook are female and 46% are male. The largest number of fans is from the United States, with Canada, United Kingdom and Mexico in subsequent positions. Countries in Europe, Asia, South America, as well as New Zealand, Puerto Rico are all represented among KBOO fans on Facebook. Also, of those fans in the United States, the majorities are from regional cities. The greatest numbers are from Portland, followed by Beaverton, Warren, Seattle and Troutdale. Also, all major American cities are represented among the fan base.

CHAPTER 3: Existing Organizational Structure

As a 501 (c) (3) tax-exempt organization under federal law, KBOO operates as a public benefit corporation. The corporation has members, which includes persons from the general public who have paid annual membership dues; volunteers who have contributed not less than 24 hours of service to KBOO within the last twelve months; and any paid staff members of the corporation.

KBOO is currently developing a collective management structure that will influence the connections between staff, volunteers, board members and paid members within the legal parameters under which KBOO operates as well as the reasonable needs of the organization. For purposes of this Plan, the staffs that comprise this group are referred to as the “collective management body.”

Board of Directors

Per the station’s Bylaws, KBOO is a 501 (c) (3) not-for-profit corporation that is managed by a Board of Directors comprised of twelve members. Board members are not compensated for their service and serve three-year terms, with the option to unlimited reelections. Further, a person cannot serve as a board member and a paid staff person concurrently. Board member terms are staggered and the composition of the board represents the diversity of the community that KBOO serves.

Committees

The Board of Directors includes committees that are comprised of at least two or more Directors. Standing committees include: Executive Committee; Nominating Committee; and Other Committees, which include Program Committee; Finance Committee; Personnel Committee; and the Development Committee.

Program Charter

The KBOO Program Charter is a driving force within the organization, which the organizational structure of KBOO is guided by the overarching commitment to the Program Charter, which reads:

“KBOO shall be a model of programming, filling needs that other media do not, providing programming to diverse communities and unserved or underserved groups. KBOO shall provide access and training to those communities.

KBOO's news and public affairs programming shall place an emphasis on providing a forum for unpopular, controversial, or neglected perspectives on important local, national, and international issues, reflecting KBOO's values of peace, justice, democracy, human rights, multiculturalism, environmentalism, freedom of expression, and social change.

KBOO's arts, cultural, and music programming shall cover a wide spectrum of expression from traditional to experimental, and reflect the diverse cultures KBOO serves.

KBOO shall strive for spontaneity and programming excellence, both in content and technique.”

The Program Charter forms the core of KBOO’s organizational philosophy and emerged as a principal point of reference for discussions about how to move KBOO forward while still maintaining the values and principles that have shaped the organization in its nearly fifty year existence.

Paid Staff Members

The organization employs fourteen people and operates as a collective management body, which is responsible for the day-to-day operations of the organization. These positions serve as liaisons between the Board of Directors and the staff. Staff positions include:

- Program Director
- Morning News & Public Affairs Director
- Evening News & Public Affairs Director
- Membership Director
- Development Director & Promotions Coordinator/Ticket Giveaways
- Studio Engineering Director
- IT Engineering Director
- Volunteer Coordinator
- Finance Coordinator
- Web Coordinator
- Youth Advocate/Operations Manager
- Administrative Assistant
- Facilities Manager
- Finance Assistant
- Program Guide Editor – (Independent contractor)

Volunteer Positions

- Rock Music Director
- Urban Music Director

KBOO Organizational Chart

