

## Our Voice, Our Vision – JOY 94.9 Strategic Planning Survey results

This report presents the results of the JOY Strategic Planning Survey 2013. The survey received 253 responses, including:

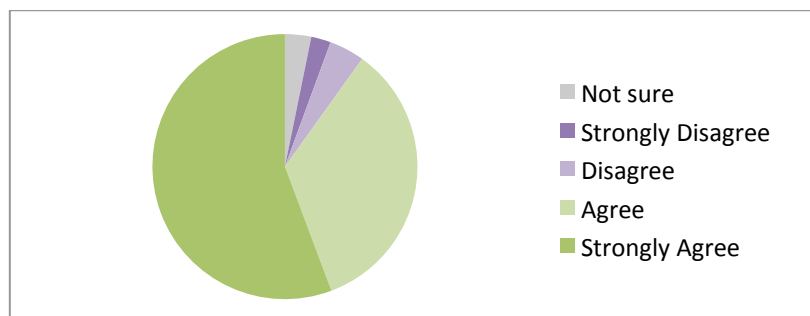
- 33 from volunteers
- 30 from governance and operations
- 173 from members
- 14 from listeners (via the website URL promoted on air)
- 3 from community stakeholders.<sup>1</sup>

### Purpose

Nine in 10 people (90%) agreed JOY’s Mission Statement continues to be what JOY should aim to do.

**JOY 94.9 is a gay and lesbian volunteer-based community radio station committed to providing a voice for the diverse lesbian and gay communities, enabling freedom of expression, the breaking down of isolation and the celebration of our culture, achievements and pride.**

Figure 1: How much do you agree JOY’s Mission Statement (above) is what JOY should aim to do?



Of the 146 people who explained their answer, most described how the station lives up to its Mission Statement, noting JOY as ‘inclusive’, providing a ‘voice’ and positively celebrating the community. Some also noted the continuing need for the station, and JOY’s role in bringing the community together. Some noted how well the Mission Statement resonated with them. Some also noted the personal effect of JOY’s Mission Statement on their life.

*‘Because JOY broke MY isolation from the community.’*

The other key theme was that 26 people (18%) thought that the Mission Statement should have a broader scope than ‘gay and lesbian’ such as to include the full GLBTIQ community (gay, lesbian, bisexual, transgender, intersex and queer).<sup>2</sup>

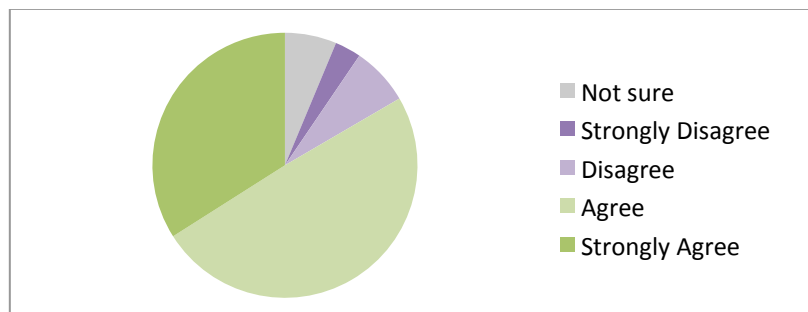
<sup>1</sup> 97% of respondents were members of JOY. Given that JOY has approximately 3000 members and the recent audience statistics indicate that JOY has approximately 329,000 listeners every month, the results of this survey should be interpreted as being reflective of members, rather than listeners more generally.

<sup>2</sup> JOY’s current community radio broadcasting licence refers to ‘gay and lesbian’.

## Meeting purpose

Four-fifths (83%) felt that JOY was meeting its Mission Statement.

Figure 2: How much do you agree JOY is meeting its Mission Statement?



People were asked to consider JOY’s Mission Statement and what JOY could do better. The largest response was about having broader on-air representation and content; having more diversity and inclusiveness, such as embracing the full GLBTIQ community, including female on-air representation; having more diverse music; and actively including culturally and linguistically diverse people as well as youth and those questioning their sexuality.

*‘More affirmative action. [There is] lots of awesome male content, but where are the lesbian, trans\*, bisexual and intersex voices?’*

Other suggestions were to increase professionalism, to fundraise more, to provide more ‘talk-back’, to increase signal transmission,<sup>3</sup> to sound ‘less commercial’, and to cater better for specific audience groups, such as older listeners.

Many others did not comment, or indicated they could not think of how JOY could improve.

*‘Keep on keeping on.’*

People were also asked about what JOY should be aiming to do better in five years time. The key theme was to increase reach and transmission range, and obtain a digital broadcasting licence.

*‘Push for a metropolitan airwaves licence to reach all of Melbourne & digital radio to reach the rest.’*

The other key theme was similar to what people said should be improved now: to improve diversity and inclusiveness and better target audiences in need. A minor theme was more training and continuous improvement.

<sup>3</sup> Note: Signal transmission limits are imposed by JOY’s current radio broadcasting licence as a ‘sub-metro’ station.

## Strengths

Of the 228 people who wrote what they loved about JOY, nearly half (48%) talked about JOY making the GLBTIQ (gay, lesbian, bisexual, transgender, intersex and queer) community inclusive and accessible. This included the emotion of feeling connected to community via a positive, entertaining, educational and empowering voice. Some noted it provides a voice for those who often do not have a voice, and that it creates a positive effect both within and beyond the community.

*'I love the sense of community and family that it extends... it has helped me feel like I belong.'*

This accessibility also included the discussion of issues facing both the local and global GLBTIQ community and that JOY keeps people informed of community events and opportunities. Some noted the specific relevance of the topics discussed to their life, and others noted the blend of light-heartedness with in-depth coverage of serious issues. Many specifically noted the value of having a local community-based radio station.

*'Having a gay radio station in our home city of Melbourne that keeps us informed on gay/community issues as well as has a diverse program line-up and very good music and presenters.'*

Sixty-five people (29%) wrote that they loved the upbeat music during the weekdays and 54 people (24%) mentioned they loved the presenters, noting that they were professional, entertaining, informative and passionate.

*'It has interesting commentary from warm, authentic presenters.'*

Sixty-five people (29%) wrote that they loved the diversity of the station. People noted that they liked the variety of programming, including during both weekdays and weekends, the diversity of presenters, and the variety of topics discussed. Fifty people (22%) also mentioned the quality of the programming and content, including speciality programming as well as news and current affairs.

*'... the variety in programming is good, not focussing on any one genre speaks to a wider more diverse group. There is something there for everyone.'*

## Challenges

People were asked what they needed JOY to do more of. People responded saying they needed JOY to engage more with the community, including engagement at events, through regular communications, partnerships with stakeholders, and extending its reach and engagement beyond the current broadcast area.

Another key need was improving diversity, including more diverse content, music and presenters. Some also noted the need to improve the quality of presenters, improve the depth of content (such as news and current affairs) and provide more training opportunities. Another need mentioned was becoming a stronger voice for the community through doing more advocacy.

## Risks

People were asked about the biggest risk facing JOY as an open-text box, and 185 people responded, with 65 (35%) noting funding as being the biggest risk, including retaining sufficient income, members and sponsors to ensure the sustainability of the station.

*'Finances - not having the \$\$ to continue to do what it does.'*

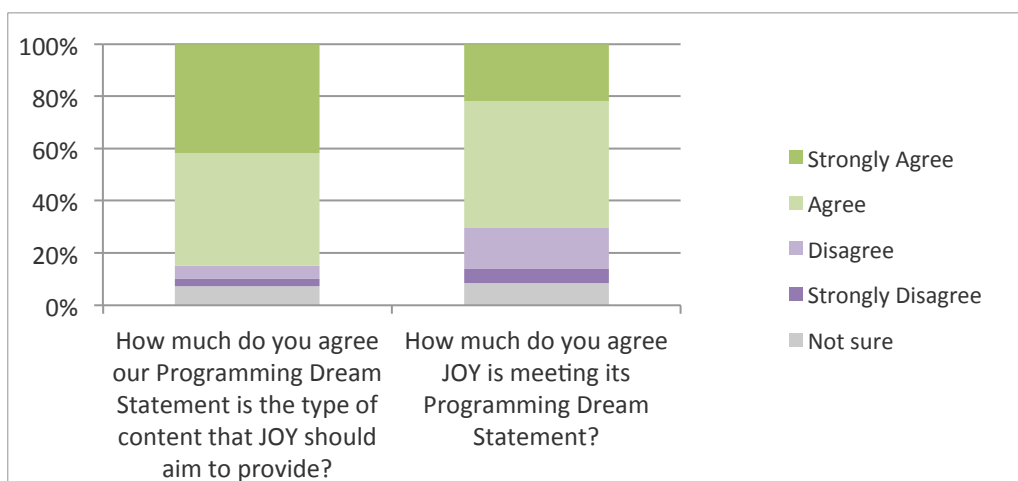
The next-biggest risk was becoming irrelevant, or complacency in maximising opportunities. Some linked this with the GLBTIQ community becoming more accepted and equal, and others mentioned the migration to online media content. Some mentioned the risk of reinforcing stereotypes rather than reducing them, and needing to focus on improving diversity.

Others noted that key risks were attracting and retaining sufficient volunteers, the migration to digital radio, and the risk of poor management or strategy decisions being made.

## Radio and other media

**JOY's Programming Dream Statement is to connect, represent and celebrate our diverse community through programming that uplifts, informs and empowers.** Of the respondents, 85% said that the Programming Dream Statement reflects the type of content that JOY should aim to provide, and 70% said that JOY is meeting its Programming Dream Statement.

Figure 3: JOY's Programming Dream Statement



## More of

Respondents were asked what they wanted to hear *more* of on JOY. The strongest response was 27 people wanting more documentaries and stories of the community. A further 24 wanted more talk and discussion, and 14 people wanted more news, particularly with a GLBTIQ focus.

Regarding music, 25 people wanted more diverse music, 9 wanted older music, 15 wanted more music similar to JOY's current daytime playlist (i.e. upbeat, uplifting, dance/pop music), and 17 wanted more music in general.



Eight people wanted more diverse voices, particularly women.

Eighteen people noted JOY is great now, or currently has the right balance.

### Less of

Respondents were asked what they wanted to hear *less* of on JOY. The strongest response was 51 people wanting less of JOY’s current daytime playlist music.

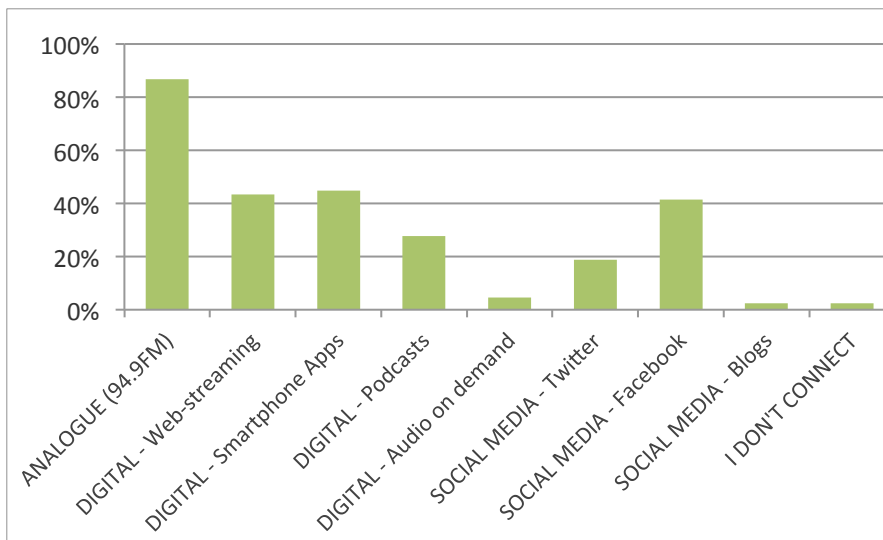
Twenty-one people wanted less talk and discussion; 19 wanted fewer presenters who sound unprofessional, or who reinforce gay male stereotypes; and 12 wanted fewer one-sided opinions represented.

Fifteen people specifically noted they had no suggestions or that JOY is currently doing a good job.

### Access

When they connected with JOY, 87% of respondents did so through analogue radio (94.9 FM), 43% used web-streaming and 45% used a smartphone app. Podcasts were used by 28% of people. On social media, 42% of people connected through Facebook and 19% through Twitter.

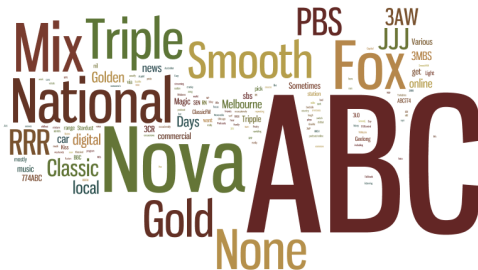
Figure 4: How do you connect with JOY?





When asked what other radio stations people listen to, the strongest responses were ABC 774 (31), Nova (30), Triple J (25), Fox (21), ABC Radio National (21), Mix (19), Smooth (17), Gold (14), PBS (12), RRR (12), 3AW (7) and ABC Classic (7).

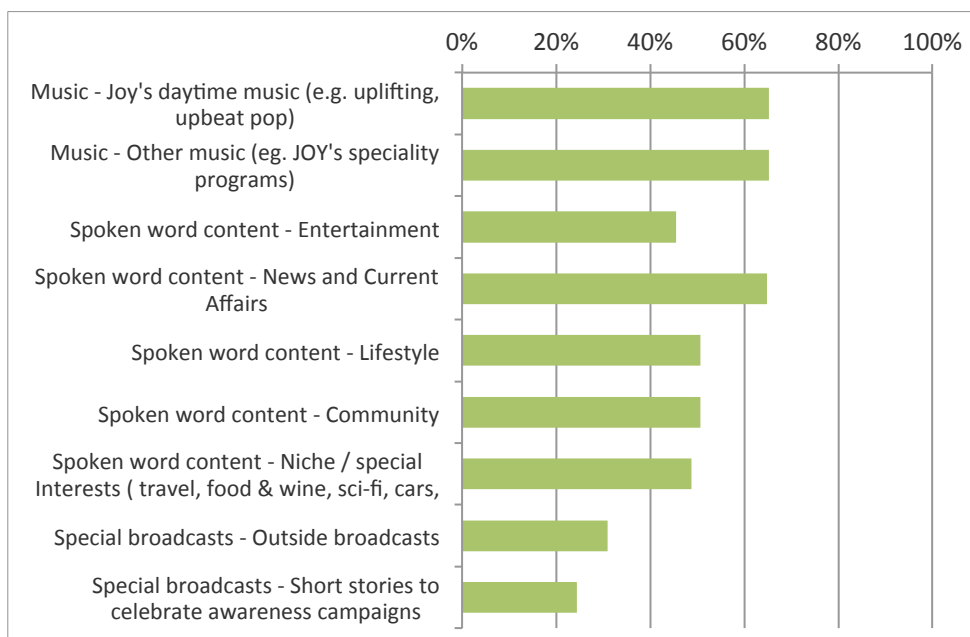
Figure 5: What other radio stations do you listen to?



Generally, around two-thirds of people indicated they regularly consume the following media types:

- music similar to JOY’s daytime music
- other music
- spoken-word content – news and current affairs.

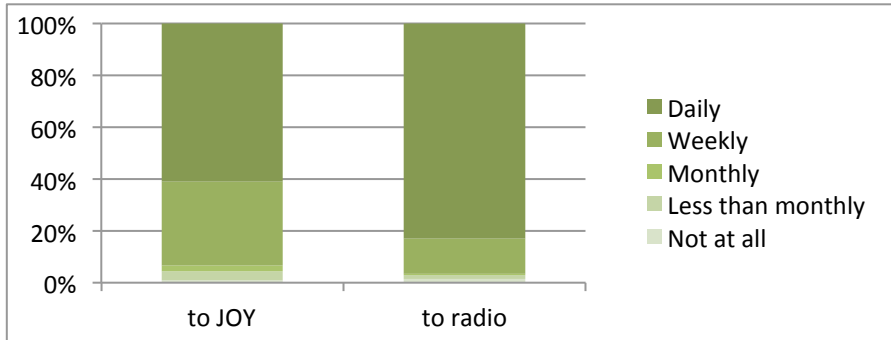
Figure 6: What kinds of media do you regularly consume?



**Listening patterns**

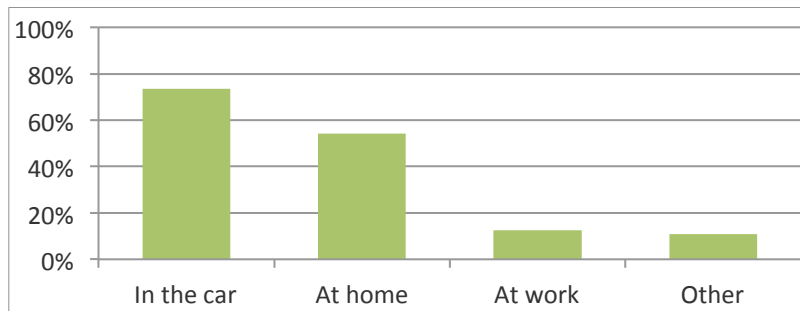
With regard to listening patterns, 83% of respondents listen to radio daily, and cumulatively 97% listen to radio at least weekly; and 61% of respondents listen to JOY daily, and cumulatively 93% listen to JOY at least weekly.

**Figure 7: How often do you listen to...**



People listen to JOY in the car (74% of respondents), at home (54%) and at work (13%). Most 'other' responses were people in transit, either on public transport or walking.

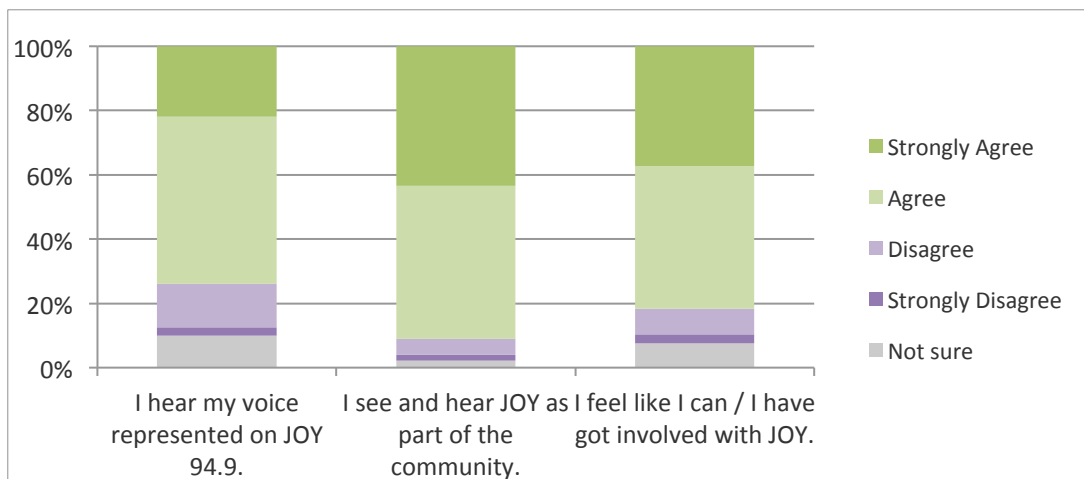
**Figure 8: Where do you most listen to JOY?**



## Community

In regard to representation and involvement, 74% of respondents indicated that they hear their voice represented on JOY; 91% said they see and hear JOY as part of the community; and 82% said they feel like they can get involved, or that they have got involved, with JOY.

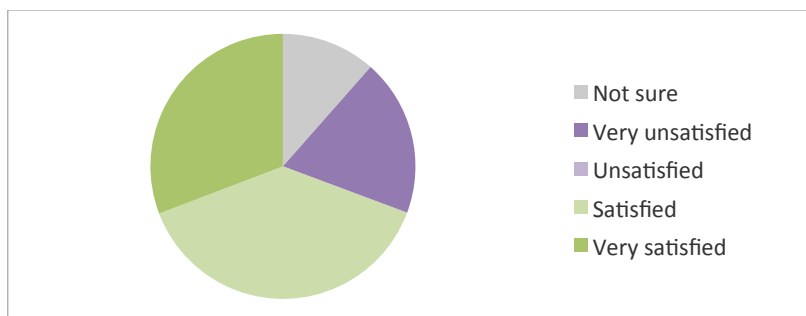
Figure 9: JOY’s community voice, presence and engagement



## Stakeholders

Twelve per cent of respondents indicated they work for an organisation that is a stakeholder of JOY (such as a community partner, a sponsor, or an organisation that works with JOY). These 26 people were asked how satisfied they were with JOY’s relationship with their organisation: 8 people were very satisfied, 10 satisfied, 5 very unsatisfied and 3 not sure.

Figure 10: How satisfied are you with JOY’s relationship with your organisation? (JOY stakeholders only)



When asked how JOY could have a stronger relationship with their organisation, some people who were positive about the relationship noted there could be more opportunities for engagement (e.g. events, opportunities for interviews, etc.). Of the people who were unsatisfied, 3 did not explain their response, 1 suggested lowering sponsorship rates, and 1 said to be more diverse and inclusive.



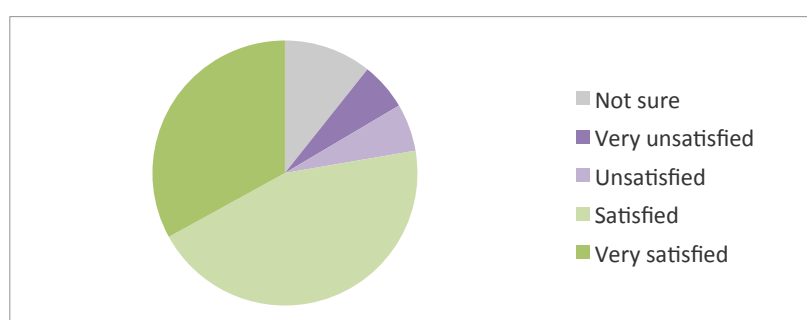
## Other volunteering

All respondents were also asked whether they volunteered for another organisation. Of the 119 people who responded, 25 said they did (21%). Three people named other community radio stations. Others listed GLBTIQ-focused community organisations, other service-provision organisations, health-focused organisations, and arts-focused organisations.

## Our people and governance

Some 47% of respondents had volunteered or worked at JOY. These 103 people were asked how satisfied they were, and 78% of people indicated they were satisfied or very satisfied.

**Figure 11: How satisfied are you volunteering/working at JOY? (JOY volunteers/workers only)**



Fifty-two people explained their response. The strongest response was that the culture is inclusive ‘like a community’ (12 people), they can see their contribution making a difference (10), there are great people (8), it’s fun (8) and there is good management (3). Conversely, those who were unsatisfied explained it related to JOY’s culture (4), management (3) or induction (3).

The 103 people who had volunteered or worked at JOY were also asked how well JOY does in a number of areas. The strongest positive responses related to:

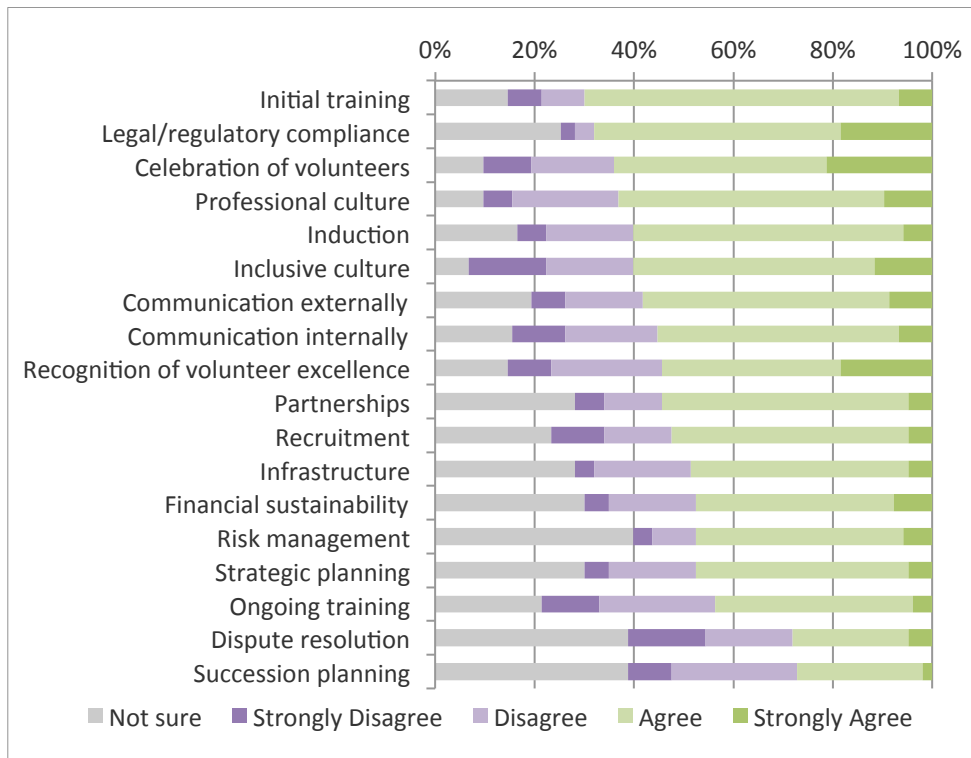
- initial training (70% of people agreeing or strongly agreeing)
- legal/regulatory compliance (68%)
- celebration of volunteers (64%)
- professional culture (63%)
- induction (60%).

The areas where people most strongly disagreed (as opposed to being ‘not sure’) related to:

- ongoing training (35% of people disagreeing or strongly disagreeing)
- succession planning (34%)
- dispute resolution (33%)
- inclusive culture (33%)
- recognition of volunteer excellence (31%).

The following figure orders the areas by the percentage of people who provided a positive response.

**Figure 12: JOY’s internal strengths and challenges (JOY volunteers/workers only)**

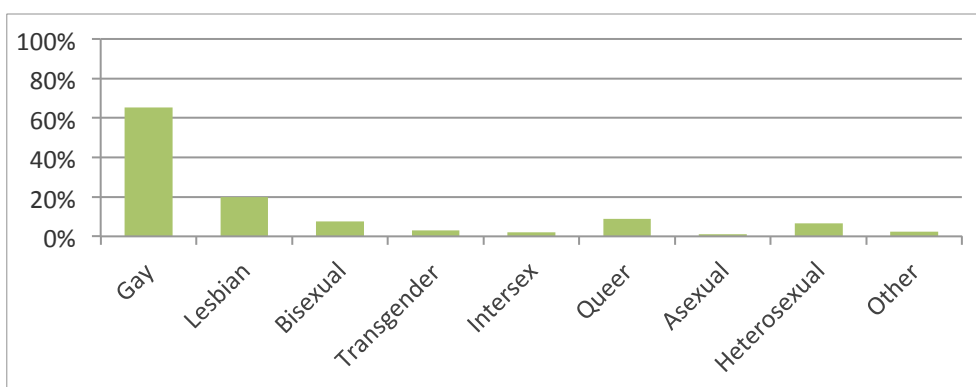


Of those who had volunteered/worked at JOY, 70% said they expected to be doing so in a year’s time, 16% were not sure and 14% said they would not. When people explained their response, it generally reflected the reasons why were they were satisfied or not satisfied. An additional factor was that people were considering their workloads both at JOY and externally.

### Demographics

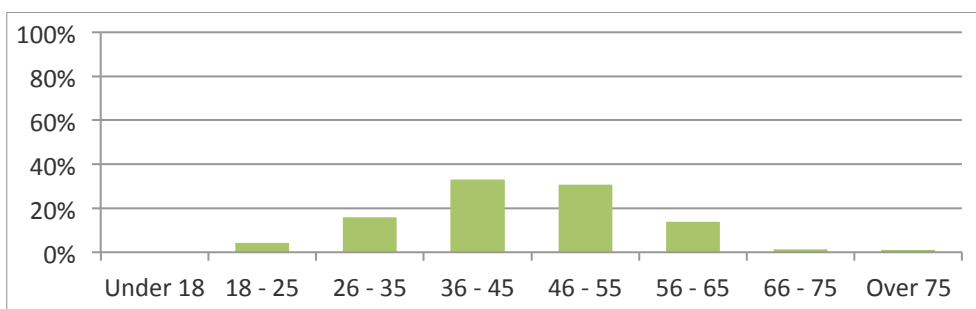
In answer to how they identified, 65% of respondents identified as gay, 20% as lesbian, 8% as bisexual, 3% as transgender, 2% as intersex, 9% as queer, 1% as asexual and 7% as heterosexual. Note that respondents were able to select more than one response.

Figure 13: How do you identify your sexuality?



Most respondents were between 36 and 55 years old.

Figure 14: What age bracket do you fit into?



Regarding membership of JOY, 97% of respondents were JOY members, 2% were lapsed members and 1% had never been a member.

Some 95% were from Melbourne, 6 were from regional Victoria and 4 were from other Australian states. By postcode, the most common suburbs were all inner city: Melbourne city, South Yarra, Balaclava, St Kilda, Prahran, Clifton Hill and Footscray.