

Conducting Focus Groups to Alter the Radio Station KZOZ 93.3

A Senior Project

Presented to

The Agricultural Education and Communication Department

California Polytechnic State University, San Luis Obispo

In Partial Fulfillment

Of the Requirements for the Degree

Bachelor of Science

By

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June 2011

Abstract

KZOZ is a rock radio station located in San Luis Obispo, California and provides music and entertainment to the entire San Luis Obispo County. The ratings for KZOZ are high. However, the number of paid advertising on KZOZ is lower than desired. KZOZ is also looking to increase the listener base, specifically women listeners.

The purpose of this project was to conduct focus groups to find ways to change the radio station. After conducting several focus groups, made up of up to six people, the results demonstrate that the listeners enjoy the level of crudeness, such as sexual themes, on the station. However, the advertisers do not. Results also show that the station should add less popular songs, from the core artists played, to their music catalogue. The focus group participants want to win prizes such as concert tickets. Results show that people desire the KZOZ website to feature an improved concert calendar that is more frequently updated and highlights concerts across California.

After analyzing the results and considering the researchers recommendations the radio station can make alterations to the station. The radio station could gain additional listeners and can sell their listener profile as potential customers to advertisers. Additionally, based on the recommendations of this study KZOZ could potentially gain more advertisers.

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Chapter One

The Introduction

San Luis Obispo County offers a large array of music for the population to listen to when desired. From stations playing country music to stations playing heavy metal, the diverse selection gives people an opportunity to select their favorite type of music, even more, people can select their favorite radio station. KZOZ 93.3 is a radio station that plays rock music and is a popular favorite for listeners in the San Luis Obispo area. The slogan for the station is “everything that rocks!” This implies that KZOZ gives the listener a wide range of rock music to hear. The station is owned by American General Media, which also owns three other radio stations including 98.1 KJUG, 92.5 The Krush, and 104.5 The Q. All four of these stations play a different genre of music and provide music across San Luis Obispo County. The county is widely diverse in age and gender making it widely varied in taste of music.

San Luis Obispo County is located in Central California along the California coastline. The county is positioned halfway between San Francisco and Los Angeles. This beautiful area is made up of 48.7 percent female and 51.3 percent male. The county is 72.6 percent White-not of Hispanic decent, with the second largest ethnic group being 19.6 percent Hispanic (San Luis Obispo County QuickFacts from the US Census Bureau, 2010). The median family household income in the city of San Luis Obispo is \$57,628 and the median family household income in the county is \$42,526 (City of San Luis Obispo – Demographics, 2010). This county, making up the listening area for KZOZ, makes up a group of dedicated and loyal radio listeners. KZOZ is rated one of the county’s favorite radio stations, however, the success of a radio station is not based solely on ratings.

Statement of the Problem

KZOZ provides its listeners with a variety of entertainment. The morning show with Jeff and Jeremy and the KZOZ Rock Girl, selected every month, are ranked highly by the listeners. However, from these two popular items comes a level of crudeness. Often the station might be a slight bit vulgar for people. The station also uses foul language and can demean the KZOZ Rock Girl. The KZOZ Rock Girl is a young woman who is selected once a month to represent the station. The station gives the Rock Girl air time and a photo shoot, however at times some of the involvement with the Rock Girl can be crude. This kind of behavior rates very well with the listeners. Though, there is a problem, advertisers do not want to be associated with a radio station that sometimes is considered offensive. The number of women listeners is low as well, proving that there is a need to make changes to KZOZ.

Importance of the Project

Making changes to the radio station KZOZ is crucial to the success of the station. The station generates revenue by selling air time to advertisers. If KZOZ is unable to steadily sell to a high number of advertisers the station's revenue will be affected. KZOZ will be able to bring in more money through solving the need to gain additional advertisers. Also, by gaining more women listeners the station will expand their listener profile, and in turn be able to sell their listeners as potential customers to advertisers.

Purpose of the Project

The purpose of the project is to find ways for KZOZ to alter the radio station to make the station friendlier to women listeners and to advertisers.

Objectives of the Project

- Formulate questions to pose during the focus groups

- Develop a panel of people to conduct the focus groups
- Invite people to participate in the focus groups
- Conduct at least 2 focus groups with women making up the majority of the participants.
- Conduct additional focus groups made up of both men and women
- Formulate ways to change the radio station from analyzing the results of the focus group

Definition of Important Terms

- Focus Group: a small group of people whose response to something (ie: a new product or a politician's image) is studied to determine the response that can be expected from a larger population
- Advertise: to announce publicly especially by a printed notice or a broadcast
- Demographic: relating to the dynamic balance of a population especially with regard to density and capacity for expansion or decline
- Air Time: the time or any part thereof that a radio or television station is on the air
- Analysis: an examination of a complex, its elements, and their relations
- Research: to search or investigate exhaustively
- Audience: a group of listeners or spectators
- Listener: One who pays attention to sound

Stating a Hypothesis

After conducting focus groups the expectation for KZOZ is to increase sales to advertisers, to gain more women listeners, and to expand the listener profile of the station as a whole.

Summary

KZOZ is a rock radio station located in San Luis Obispo, California and provides music and entertainment to the entire San Luis Obispo County. The ratings for KZOZ are high, however the number of advertisers advertising on KZOZ is lower than desired. By conducting focus groups the radio station hopes to gain information, analyze the results, and alter the station. After making changes to the station, the expected outcome is an increase in advertiser and the number of listeners in total, specifically women listeners.

Chapter Two

Review of Literature

The radio station KZOZ, serving San Luis Obispo county, has a need to gain additional listeners and sell more air time to advertisers to generate additional revenue. In order to evaluate what changes must be made to the station, focus groups will be conducted. Stemming from the research gained from the focus groups modifications will be made to the station. In this chapter the reader will find information about KZOZ, competitive radio stations, San Luis Obispo County demographics, and KZOZ listener demographics. This chapter also contains information detailing what a focus group is, instructions to conduct a focus group, and how to analyze focus group results. Lastly, the chapter will specify the connection and significance between radio and advertising.

About KZOZ

The radio station KZOZ 93.3 FM is located in San Luis Obispo, California's. The slogan for the station is, "everything that rocks!" KZOZ is owned by American General Media, which also owns four other radio stations that serve San Luis Obispo county including 93.3 KZOZ, 98.1 KJUG, 92.5 The Krush, and 104.5 The Q. KZOZ was started around 1975 and was known as "KZOZ Stereo 93." Today the station plays classic rock dating back to the 1960's up to today's current top songs. Popular shows include Jeff and Jeremy in the morning and the Lunchtime Rewind, playing music from a different year everyday. KZOZ recently allows for streaming of the radio online. (wikipedia)

Rock Radio Stations in California

KZOZ competes with many rock radio stations throughout California. Following is a list of rock radio stations in California.

KBOX · KCBX · KGDP-FM · KHFR · KIDI · KIQO · KJDJ · KKAL · KKJG · KLFF · KLFF-FM · KLWG · KLVH · KPAT · KRAZ · KRQK · KRQZ · KRTO · KSBQ · KSLY-FM · KSMA · KSMY · KSMX · KSNI-FM · KSTT · KSYV · KTAP · KUHL · KURQ · KVYB · KXFM · KXTK · KXTZ · **KZOZ** (wikipedia)

Radio Stations in the San Luis Obispo, CA Market

KZOZ competes with all the radio stations in the San Luis Obispo, California market.

Following is a list of radio stations in the San Luis Obispo market.

KCBX · KCPR · KESC · KGDP · KIQO · KJDJ · KKAL · KKJG · KKJL · KLFF · KLFF-FM · KLMM · KLUN · KLVH · KPYG · KRQZ · KSLY-FM · KSNI-FM · KSTT-FM · KTEA · KUHL · KURQ · KVEC · KVYB · KWWV · KXDZ · KXTK · KXTZ · KYNS · **KZOZ**
(wikipedia)

San Luis Obispo County Demographics

San Luis Obispo is located in Central California, halfway between San Francisco and Los Angeles. San Luis Obispo's elevation is 315 feet and spans 10.5 square miles in area. The population of the city is 44,750 while the population of the county is 270,420 according to the 2009 census. The main highway is U.S. Route 101 traveling North and South. Even more, Highway 1 runs through San Luis Obispo and follows the California coastline. There is one airport in the city. The tax rates in the area (in the year 2008-2009) are as follows: city sales and use tax: 8.75%, property tax rate: 1.1%, corporate income tax: 8.84%, personal income tax: 9.3%. The median family household income in San Luis Obispo is \$57,628 and the median family household income in the county is \$42,526. There are 20,300 total residential units in the city and the median single family home selling price is \$472,500. To rent an average two-

bedroom apartment in San Luis Obispo it would cost \$1,473. (City of San Luis Obispo – Demographics, 2010)

The racial breakdown in San Luis Obispo County, from the 2009 census, is 90.7% White, 2.1% Black, 1.1% American Indian and Alaska Native, 3.3% Asian, 0.1% Hawaiian and other Pacific Islander, 2.6% of people reporting two or more races, 19.6% of Hispanic or Latino origin, and 72.6% white-not of Hispanic decent. Even more, the county is 48.7% female and 51.3% male. (San Luis Obispo County QuickFacts from the US Census Bureau, 2010)

San Luis Obispo's public schools include five elementary schools, one middle school, and one high school. The San Luis Coastal District Public School student enrollment is 4,712 students. There a couple of two-year colleges in the central coast area. Allan Hancock College has 12,000 students enrolled and in fall 2008 Cuesta Community College had 13,100 students enrolled in courses. California Polytechnic State University is a four year state college located in San Luis Obispo and in fall 2008 there were 19,471 students enrolled ("City of San Luis Obispo – Demographics," 2010). In the year 2000 it was estimated that 85.6% of people in the county were high school graduates and 26.7% of people in the county had a bachelor's degree. (San Luis Obispo County QuickFacts from the US Census Bureau, 2010)

KZOZ Listener Demographics

San Luis Obispo Demographics can be narrowed down even further to KZOZ listener demographics. The 93.3 FM audiences consist of 63% male and 37% female listeners. 12% of which have some high school education or less, 17% have completed high school, 50% have taken some college coursework, and 22% of the listeners have completed college or more. The age range in the audiences are 27% 18-24 years of age, 16% 25-34 years of age, 24% 35-44 years of age, 18% 45-54 years of age, 7% 55-64 years of age, and 1% age 65 and above. The

marital status distribution of the listeners is 57% married, 29% never married, 13% divorced/separated, and 1% widowed. Continuing, the KZOZ listener's occupations consists of 34% professional/managerial work, 25% sales and office work, 19% are service workers, 2% are farm workers, 10% are construction workers, and an additional 10% are production/transport workers. The income of the listeners are broken down by yearly salary, showing that 12% of the listeners earn \$15,000 or under, 15% earn \$20,000-\$40,000, 19% earn \$35,000-\$49,000, 13% earn \$75,000-\$99,000, and 21% of the listeners earn over \$100,000. Even more, 63% of the KZOZ audience owns their own home (Classic Rock Listener Profile). Understanding the listeners is essential to operating a successful radio station and selling air time for advertisements.

What is a Focus Group?

A focus group is a broadly used research tool that was originally called a focused interview. The first focus group ever conducted was in 1941 in the Office of Radio Research at Columbia University (Stewart & Shamdasani, 1990). Even more, a focus group is said to be a “structured group setting used to obtain detailed information on a particular topic. Focus groups are often a preferred method of research for capturing attitudes and feelings and creating awareness of issues that may be unknown to the researcher” (Hartsook, 2009). A focus group typically entails about eight to twelve people. There is no specific time when a focus group has to be done. There are diverse amounts of reasons why focus groups are used including a launch of a new product, researching a market for a product, correcting a past product, and/or whenever there is a need to study the ideas and attitudes related to a product.

How to Conduct a Focus Group

One of the first steps to conducting a focus group is to recruit participants. When the time comes to select participants the researcher should consider what group of people would be interested and/or can relate to the issues. However, having some variety is essential for allowing different opinions. Characteristics that are commonly considered when selecting participants are gender, age, income, dependents, and education. Typically an invitation in the form of a letter is sent out to the desired contributors. The invitation should detail the purpose for the focus group, the date and time, who is conducting and sponsoring the discussion, and the incentive or compensation specifics. Also, it is vital to state in the letter that all information discussed in the focus group will be kept confidential (Hartsook, 2009).

It is important to carefully consider when the time comes to select the amount of participants. The numbers suggested are eight to twelve people. This range is preferred because in smaller groups two or three people might dictate the discussion and a larger group runs the possibility of being harder to manage. In each focus group there is a moderator that will ask the questions and keep the discussion on focus. The moderator must continually be attentive of the participants and be certain not to lead the questions. A focus group is most productive when it lasts from around one and a half hours to two and a half hours. Facilities specific for focus groups are commonly used to conduct a session. The design of the room often has one-way mirrors connecting to an observing room where people viewing the session can watch the progress. The room should feel comfortable and relaxed. The participants should all be seated in a position so that they can look at each other. They also must feel that they are in a non threatening environment so that they feel free to offer complete and true opinions.

Even more, it is important to let the conversation flow naturally as long as the talk is on the subject matter. All members should be encouraged to participate. “Questions should be open-ended, simple, unbiased, and focused on the specific issue. The purpose of the questions is to stimulate discussion. The questions are merely a guide for the discussion” (Hartsook, 2009). The questions asked can range from very specific questions to broad questions concerning the topic. However, it is suggested that the questions should initially start broad and then be narrowed down. Organized questions are also key. The best structure for the questions is determined by the type of information wanted by the researcher. When specific information is needed it is important to stay on track and get to the prepared questions versus letting the discussion participants rule the direction of the questions. However, when the moderator strictly leads the group the information obtained is that which the researcher finds important not necessarily what the participants consider important (Stewart & Shamdasani, 1990).

How to Analyze Focus Group Results

Largely all of the information collected from focus groups is qualitative data that. However, this makes it harder for the researched to come to conclusions. To allow the examiner to best use the results from the focus group it is imperative to audio or video record each session. After the focus group the recordings then should be transcribed to have permanent written record. There may be a note taker during the focus group as well however, do not count on note taking alone because doing so can lead to missed notes. Also, to ensure the results collect from the focus group are complete multiple sessions should be conducted. No one focus group is alike, though similarities will be found (Hartsook, 2009).

When analyzing the results the researcher should look for common answers and frequently used key words. Key words and phrases should then be coded for central themes and

general sentiment (positive, negative, neutral, suggestion) (Hartsook, 2009). By grouping the results essential issues and topics will appear. Another strategy is for the researcher to look for cause and effect cases to understand why something was said. Computers can also be programmed to follow data making rules (Stewart & Shamdasani, 1990). For example, a computer can sort through the results and find the commonly used words and then quickly identify their location. When analyzing the results the researcher must find the common themes and then mark what is and is not relevant. The researcher must also decide if additional information is necessary from the next focus group yet to be preformed. By following an approach that is consistent with the purpose for conducting the focus group sound conclusions can be made from analyzing the results.

Radio and Advertising

There is a substantial amount of time and money dedicated to media advertising. This is because the media is very influential to the public. The media can alter attitudes, behaviors, and sometimes values among a large variety of regions. Any form of media is in the marketplace to provide content. For example content can be entertainment, news, entertainment news, music, or sports. The media provides content, and the media gains an audience that is interested in the content that is offered. The media can then market and sell their audience to advertisers. Simply, the media is, “selling the people that watch the programs” (Napoli, 2003). For broadcasters their main income is based on selling their audience market to advertisers. To generate revenue broadcasters must then be competitive in their market by gaining a large and loyal audience. It is key for media to always keep their audience in mind. They might consider use niche marketing to satisfy the audience. “Niche marketing may be broadly described as the process of finding goods and services which absolutely delight specifically defined customers in markets that are

increasingly fragmented” (W. & Herweg, 1997). When selling an intangible product, such as an audience, it’s essential to keep the audience pleased.

Advertisers often target certain demographics to sell their products to. Thus, it is imperative to satisfy the advertisers request by providing the audience’s demographics. Also, the media must always be changeable in order to gain the desired audiences demanded by the advertisers. The trend for advertisers is to target their product towards teenagers and young adults because they have proven to have the most spending power. It is important for the media to interact with potential advertisers in order to understand their desired audience and, in turn, sell their audience market.

Chapter Three

Methods and Materials

The KZOZ website membership list was analyzed, in an effort to contact willing participants to take part in KZOZ's focus groups. Due to the desire to talk to a majority of female listeners, to see how they would like to see the station changed, a high number of female names were selected. Then the chosen individuals were sent an email (Appendix A). The email invited them to a "Monthly Music Meeting." The e-mail explained the agenda for the meeting and also explained that dinner from Mandarin Gourmet, a Chinese restaurant located in San Luis Obispo, California, would be provided to the participants. This was used as a means to encourage people to partake in the music study.

Population

In order to make changes to the radio station, KZOZ 93.3, focus groups were conducted to evaluate what should and should not be changed about the station. The ability to find an unbiased sample of willing participants for the focus group is nearly impossible. For the focus groups, the researcher desired about six participants for each session. Participants were selected due to their membership to the stations website www.kzoz.com. This population was selected because they were easy and uncomplicated targets to access. Even more, the members of the website are the stations most sustaining fans. The station's strong listeners are those who are members of the KZOZ website, fans of the KZOZ facebook page, and listen to KZOZ daily. It is important to capture their thoughts and ideas because they know the most about the station and have ideas on how to make it better. The station's strong listeners, were also selected because if they do not like something with the station, then it should guarantee that the rest of the listeners agree. These listeners are also the most familiar with the lineup of shows and current advertisements, allowing them to give well informed answers. The researcher is able analyze the

participant's answers in a certain manner, knowing that they are strong listeners.

Due to certain issues, such as the level of crudeness on the station, KZOZ preferred that the first focus groups be conducted with the majority of the participants being female. This would help the station understand the female mind. The researcher was able to see what the current women listeners enjoy about the station and what they would like to change about the station. Again, these current listeners are currently well informed about the station, allowing them to provide well informed information and suggestions. From the participant's ideas, the station would be able to redirect their programming and gain additional female listeners and advertisers at the same time.

Instrumentation

In an effort to collect meaningful information from the participants in the focus group (also referred to as the Monthly Music Meeting) various methods of instrumentation were used. Initially, the individuals were asked to answer a twenty question survey (Appendix B). Questions for the survey were centered primarily on the amount of time spent listening to the station, the level of vulgarity on the station, and prizes that the listeners would like to win. Then the participants listened to two disks of music and were asked to rate the songs on a rating sheet, based on a number scale, on how much they liked the songs. The first disk had twenty-seven songs on it and disk two had twenty-nine songs compiled on it. The songs were not played in their entirety. Only an average of twenty second clips of the chorus of each song were played. The songs chosen to be played were based on their popularity, amount of airtime, and crudeness. From the most popular rock songs, to songs that get little airtime at all on the station, all were included to see how the listener would respond. Also, a discussion was held. The discussion was informal and was between the researcher and all of the participants. The discussion consisted of

topics such as feeling uncomfortable when listening to KZOZ, what prizes are most desired, and what's missing from the KZOZ music library. The discussion also included answers written on the surveys. This was possible because the surveys were analyzed while the participants rated the audio clips. The discussion, stemming from the survey results, was recorded to later be analyzed. The items that were discussed were the main issues that KZOZ was trying to analyze. Specific questions such as, "Do you listen to the KZOZ when children are in the car?" were elaborated upon.

Data Collection

Data was collected by using all the instrumentation stated previously in the instrumentation portion. The focus groups were conducted on Thursday evenings at 6:00 p.m. The four different focus groups were spaced about three weeks apart, allowing the researcher to gather and analyze information between each focus group. All of the participants of the focus group were asked to meet in the conference room at the America General Media studio in San Luis Obispo, California. Each focus group contained six individuals who participated. Keeping the numbers low encouraged everyone to contribute and share their opinions honestly. Data was collected by surveys, music rating sheets, and audio clips from the discussions. Thus, some of the data were hard facts such as ratings on a number scale, or simple yes or no answers. The other data that was collected was broad and portions were tape recorded. After the data was collected the forms and audio clips were all compiled and brought back to the office where they were then scrutinized in a matter of days. At the close of the focus group all of the contributors were given a tour of the studio where they were able to meet Jeff and Jeremy, the morning show DJs from Jeff and Jeremy in the morning on KZOZ. Then, as a thank you, the participants were given free CDs.

Data Analysis

All of the results were separated by music rating sheets, surveys, and audio clips. The survey results were analyzed by comparing all the different answers, noting the most common answer, the least common answer, and the surprising or helpful answers. Helpful answers would include ways to gain additional female listeners and advertisers and/or ways to change the station. The music rating sheets were done by adding up the ratings and highlighting which songs scored the highest and which songs scored the lowest. The songs that scored extremely low were then looked at to see if they should be removed from the station programming. The programming was further examined to ascertain that the songs that scored unanimously highly were being played often enough. The audio from the discussion was analyzed by researchers noting key themes or ideas from the dialogue. Thus, these themes were examined by the researchers allowing necessary changes to be made. The hypothesis that KZOZ will gain additional listeners and advertisers from adjusting the stations content, will be able to further be evaluated as changes are slowly made to the station and a sufficient amount of time has passed. Thus, allowing the station to reevaluate their listener and advertising profiles.

Summary

Current listeners were invited, via email, to attend the KZOZ Monthly Music Meeting. At these meetings (or focus groups) the researcher involved participants by having them complete a survey, rate a selection of music, and participate in a discussion. From these various activities, the researcher was able to collect vital information about how to alter KZOZ to gain addition listeners and advertisers.

Chapter Four

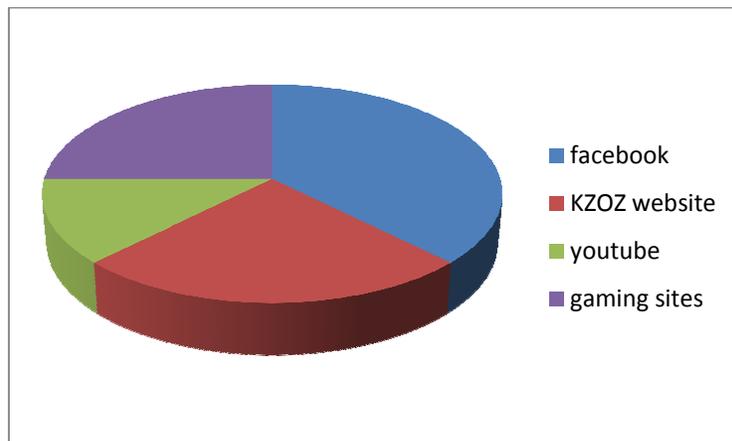
Results

Focus groups were formed to develop ways to transform the radio station KZOZ 93.3, located in San Luis Obispo, California, in an effort to gain additional advertisers and female listeners. The researcher gathered information from the focus groups through various forms of instrumentation. The participants contributed in the focus groups by taking a survey, participating in a discussion, and rating songs in the KZOZ music catalog. Thus, a summary of the results from the focus groups can be broken down into three distinct sections. The sections are: survey results, music rating results, and discussion results.

Survey Results

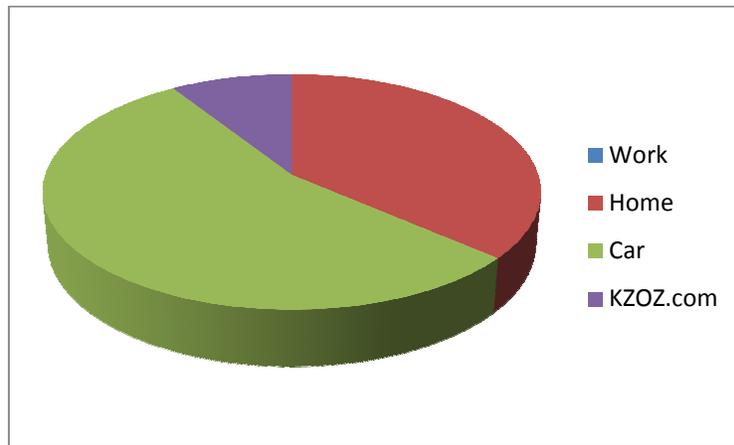
The researcher found that facebook.com was the most frequented website of participants. This was not surprising. The answer of gaming websites was most surprising. Figure one details the most common answers stated as the participants most visited website. The ranking of websites goes as follows: the most common answer was www.facebook.com, second was the KZOZ website, third was gaming sites, and lastly was www.youtube.com

Figure One. Most Visited Websites



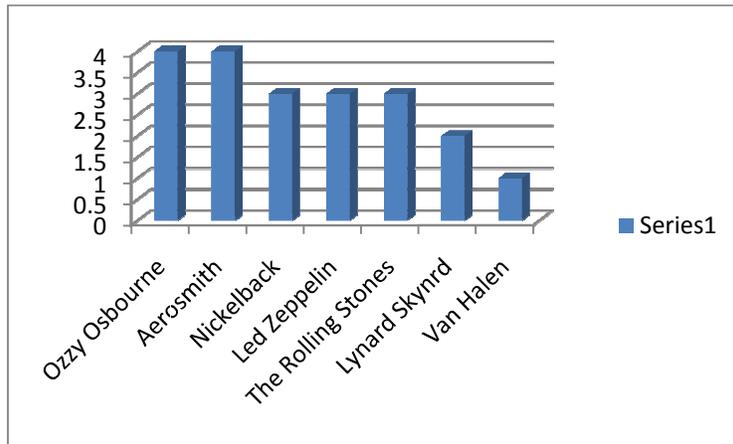
Results show that the overwhelming majority of participants listen to KZOZ in their car. Figure two highlights the most common places where people listen to 93.3 KZOZ. The second most common place where people listen to the station is at home, and lastly is at home. None of the participants stated on their survey that they listened to KZOZ at work.

Figure Two. Where do people listen to KZOZ?



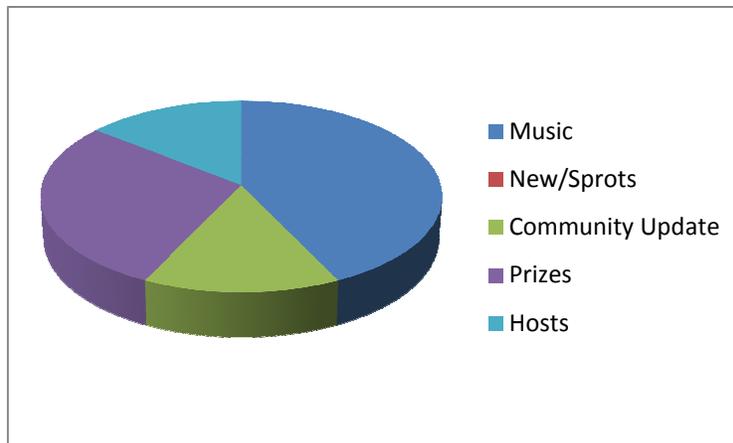
The listener's opinions of the top artists that define the music that is played on KZOZ include Ozzy Osbourne and Aerosmith. These two artists are widely popular to rock music fans. Nickleback, Led Zeppelin, and The Rolling Stones were listed as the next top artists that define the music that the station plays. Lynard Skynard and Van Halen were both noted as key artists that define KZOZ music. However, they were less common than the other top artists previously listed.

Figure Three. Artists That Define KZOZ Music



The main reason that focus group participants listen to the morning show, starring Jeff and Jeremy, is for the music. Secondly people are looking to win prizes. Participants also shared that they listened to the morning show because they enjoy listening to the hosts/disk jockeys and because they want to hear updates and news about what is going on in the San Luis Obispo community.

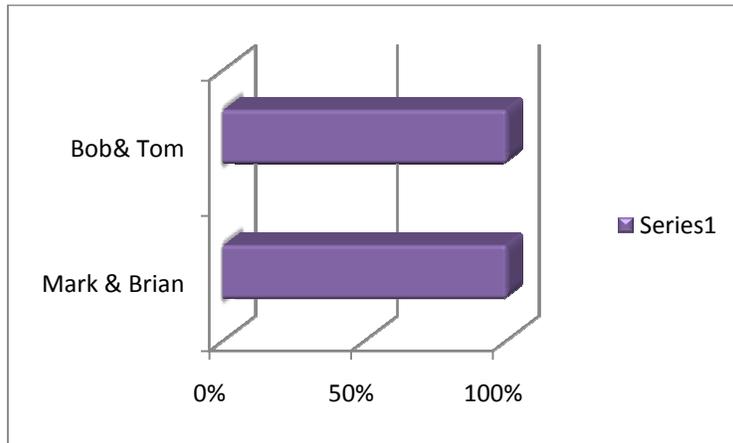
Figure Four. Reasons People Listen to the Morning Show



The KZOZ morning show's top two competitors are Bob and Tom and Mark and Brian. The Bob and Tom show is a morning show that is a nationally syndicated radio program. Mark and Brian are morning show hosts that are based out of Los Angeles, California on KLOS FM.

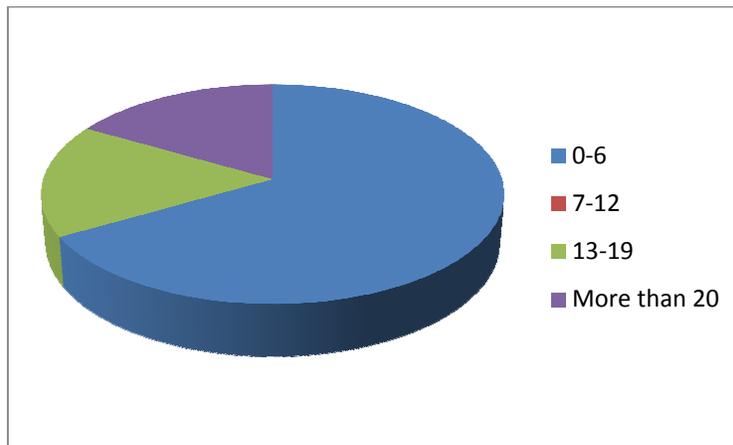
The two competitors tied as the morning show that participants listen to most often, besides KZOZ's Jeff and Jeremy.

Figure Five. Other Morning Shows Participants Listened To



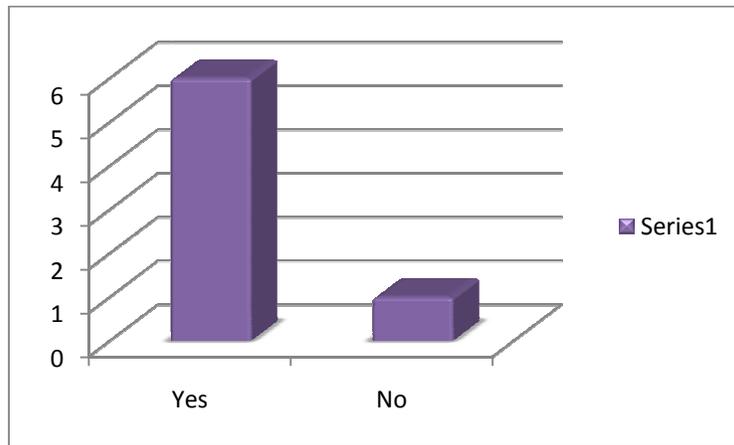
The predominant result for how often the contributors have taken the KZOZ poll question on www.KZOZ.com over the past year was 0-6. This is an extremely low amount. The KZOZ poll question is a random question that is changed everyday. Listeners are encouraged to visit the website and vote on the poll question. Figure six displays how often participants have taken the KZOZ poll question over the past year.

Figure Six. How Often People Take the Poll Question



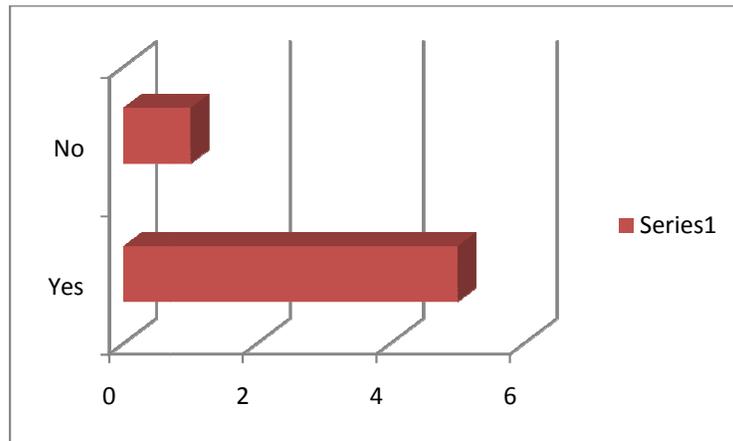
The majority of listeners stated on their surveys that they would feel comfortable listening to KZOZ with a child traveling in the car. This question was asked in an effort to alter that radio station KZOZ to be friendlier to women with children. Below, figure seven, shows that one out of seven people would feel uncomfortable listening to KZOZ with a child in the car.

Figure Seven. Would You Listen to KZOZ with a child in the car?



Most all the participants marked on their surveys that they would encourage a friend to advertise on KZOZ, www.KZOZ.com, and/or www.jeffandjeremy.com. This shows that the majority of participants are not bothered enough by the current level of vulgarity on the station to stop them from advertising with KZOZ. Figure eight displays the majority of people willing to advertise with KZOZ.

Figure Eight. Would You Advertise on KZOZ?



The KZOZ Rock Girl rated fairly high, it scored an average rating of 5.7 out of a possible seven, being the highest. The KZOZ Rock Girl is awarded to a female listener every month. The Rock Girl is invited to join Jeff and Jeremy on the morning show and is awarded a free photo shoot. The Rock Girl is also highlighted in the KZOZ yearly calendar, representing the month she won. The high ratings show that the participants enjoy the Rock Girl.

Music Rating Results

From analyzing the results of the music clips, which the participants rated on a number scale, the researcher was able to find results showing which songs the listeners enjoyed and which they did not. The researched found that the main songs that KZOZ plays from their music catalogue may be overplayed. Popular songs such as “Don’t Stop Believin’” by Journey, “Jump” by Van Halen, “Caravan” by Rush, and “Born Free” by Kid Rock were all songs that scored extremely low. These songs are played regularly on the station. Songs that are hardly ever played by the station, such as Aerosmith’s “What it Takes,” scored well. Other top scoring songs include “Rock n Roll” by Led Zeppelin, “Crazy Bitch” by Buckcherry, “Scream” by Ozzy Osbourne, and “Dream On” by Aerosmith.

Discussion Results

The majority of the focus group participants were said that they were very satisfied with the current programming. One point that a member of the focus group made was that he preferred to hear “Rock Blocks,” long blocks of music with long blocks of commercials. The participants suggested a large segment of music be played, for example a 40 minute nonstop section of music. A unanimous conclusion from the participants was the lack of “deeper cuts” in the KZOZ music catalog. The listeners are seeking a wide variety of hit songs as well as the more uncommon music. Dealing with the issue of sexual themes, it appears to bother the listener much less than it does the advertiser. The participants said that they enjoy the KZOZ Rock Girl, however they do not like when she is objectified. They also suggested that there be a Rock Guy of The Month or a Rock Band of The Month as well. The participants agreed that an area where KZOZ lacks is a concentration on live music. Not live music recordings on the air, but a focus on concerts that are coming to the area. People want to be informed better about concerts coming to the area by a concert calendar on www.KZOZ.com. Continuing, the listeners said that they enjoy the talk from the disk jockeys. However, the participants suggested that the talk not be repetitive. Overall, the discussion was useful to look further into the survey results and better understand the participant’s ideas.

Chapter Five

Conclusions and Recommendations

The purpose of this project was to collect and analyze information after conducting focus groups. The information would then be used to develop ideas for the radio station KZOZ 93.3 to change their radio station to gain additional listeners, specifically women listeners. From the alterations made the station would be able to sell their listener profile as potential customers to advertisers. Thus, KZOZ would also gain further advertisers.

Conclusions

After analyzing the results from the focus group, previously described in chapter four, the conclusions of this project were:

1. Most listeners would like to hear “deeper cuts” or a larger selection of music from the main artists played on the station such as Ozzy Osbourne, Aerosmith, Nickleback, Led Zeppelin, and The Rolling Stones.
2. Sexual themes do not bother the listeners, they bother the advertisers. The listeners enjoy hearing music with sexual themes, however they do not like when women are objectified by the disk jockeys.
3. The listeners want to be better informed about concerts and local live music. They will travel as far as Bakersfield to Los Angeles.
4. All the listeners either enjoyed or were nonchalant about the “KZOZ Rock Girl of The Month.” Some people felt it was a bit juvenile and would be more accepted if there was also a Rock Guy of The Month or a Rock Band of The Month.

5. The best prizes to win are concert tickets. Winning tickets allows for people to travel a further distance to attend the performance. People are also interested in hotel stays and wine tasting trips.

Recommendations

After conducting focus groups, analyzing the results, and based on the information researched in chapter two the recommendations for this project were:

1. The station should expand their music library and include a larger selection of music from the main artists played on the station, such as Ozzy Osbourne, Aerosmith, Nickleback, Led Zeppelin, and The Rolling Stones.
2. Sexual themes should be limited but not entirely removed from the radio and website. Do not completely eliminate this content because listeners enjoy hearing it. The station should closely monitor songs with sexual themes. However, more importantly, the disk jockeys should limit their talk and material about sexual themes so that it is appropriate and does not objectify any group of people. By restricting the content the advertisers will less likely feel threatened by crudeness.
3. Create a well updated and maintained concert calendar on the KZOZ website that informs the interested parties about largely famous musicians as well as local bands performing in near and surrounding areas. This will encourage people to visit the website. Also, the disk jockeys should talk about the concert calendar on air and drive traffic to the website.
4. Instead of entirely removing the Rock Girl of The Month the station should switch to highlighting a local rock band and refer to it as the “KZOZ Rock Band of The Month.” This would help advertisers feel more comfortable advertising with KZOZ. Also, live

morning show interviews with local artist can aid in gaining additional listeners, facebook traffic, and drive people to visit www.kzoz.com.

5. Prizes should mainly consist of concert tickets. Concerts can be located outside of the San Luis Obispo, California area. Also, the station should give away local hotel getaways and wine tasting trips. These are unique and desired prizes.
6. Additional focus groups should be performed to analyze and better understand the desires of the listeners. Specifically, a focus group should be performed consisting entirely of non-KZOO listeners. This will help to conclude what people who are not avid listeners want to hear on the station, thus additional changes can be made.

Summary

The purpose of this project was to conduct focus groups to formulate ways to change the radio station KZOO. After conducting several focus groups, the results demonstrate that the listeners enjoy the level of crudeness on the station even though advertisers do not. Results show that KZOO should add more songs from the core artists played to their music catalogue. Concert tickets are the main prizes that participants wanted to win. Also, people want the KZOO website to feature an improved concert calendar that is updated more often and highlights concerts across California.

The researcher's recommendations include adding more music to their music library, updating their concert calendar, and highlighting a rock band of the month. The radio station could gain additional listeners and then could sell their listener profile as potential customers to advertisers by making changes to the station. Moreover, based on the recommendations of this study KZOO could potentially gain more advertisers.

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Appendix



KZOZ Monthly Music Meeting

Want to tell your favorite station 93.3 KZOZ how to do radio YOUR WAY?

You can give your input at KZOZ's Monthly Music Meeting...yes, it's new and improved!

Have your say in the music you want to hear on 93.3 KZOZ...

Have your say in the types of contests and games we play...

And, if you missed your chance to flaunt your supreme power and astonishing taste in music and radio last time...get in on KZOZ MMM NOW!!!

WE REALLY DO LISTEN AND THIS IS YOUR CHANCE TO TELL US WHAT YOU THINK

This meeting is taking place next Thursday, May 26th, at 6pm in the KZOZ studios where we'll go over some of your favorite music selections and get your input on the type of radio programming we put on the air.

If this is something that you would be interested in let us know.

Please e-mail our music department and let us know who you are and that you can make it at:

kzozmonthlymusicmeeting@gmail.com

"If the above address does not work in your automated email, copy the link to your web-based email to reply"

This meeting will again be catered by Mandarin Gourmet of SLO

**Mandarin
Gourmet**



Appendix B. Focus Group Survey

1) Please write down the four websites you visit the Most.

2) Please write down the names of the three TV Channels you watch the most (Names not Numbers please)

3) Please circle the answer that best describes how many hours a week you listen to KZOZ?

- a) 0-5
- b) 6-10
- c) 11-15
- d) More than 20

4) Where do you listen to KZOZ? (circle all that apply)

- a) At Work
- b) At Home
- c) In the Car
- d) Online at KZOZ.COM
- e) Other

5) Would you download an Application that would allow you to access kzoz.com more easily on your Smartphone/ iPhone?

6) If you had a friend who owned a business, would you encourage them to advertise on KZOZ or KZOZ.com or Jeffandjeremy.com?

7) In your opinion name the top five artists that define the music that is played on KZOZ

8) What is the main reason that you listen to the Morning Show? (please circle one)

- a) Music
- b) News/ Sports
- c) Find out what's going on in my community
- d) To win prizes
- e) To hear Jeff and Jeremy Talk
- f) I listen to another morning show

9) Besides Jeff and Jeremy can you name two other Morning Shows on other radio stations?

10) If you had to pinpoint one thing that Jeff and Jeremy talk about too much what would it be?

11) What is your favorite weekend show? (Please circle just one)

- a) Flashback with Bill St. James
- b) Off the Record with Uncle Joe Benson
- c) The Friday Night Floyd Fix with Joe Alvino
- d) House of Hair with Dee Snyder
- e) I don't listen to any of them.

12) How many times a week do you visit KZOZ.COM (circle the one that best applies)

- a) 0-5
- b) 6-11
- c) 12-17
- d) 17-22
- e) More than 22

13) Circle the number that best describes your feelings on the “KZOZ Rock Girl” and how she is featured on the station (1 = you don’t like it at all. 7 = you think she’s great.)

1 2 3 4 5 6 7

14) In the past year how many times have you answered the poll question at KZOZ.COM? (circle one)

- a) 0-6
- b) 7-12
- c) 13-19
- d) More than 20

15) Which group of the following artists best describes the music you like to listen to? (circle one)

- a) The Rolling Stones, The Who, Jimi Hendrix, The Doors
- b) Van Halen, Aerosmith, AC/DC, Led Zeppelin
- c) Guns-N-Roses, Journey, Def Leppard, Bon Jovi
- d) Nirvana, Pearl Jam, Smashing Pumpkins, Sublime
- e) Nickelback, Godsmack, Saving Able, Shinedown

16) Circle the answer that best describes your feelings on the local music scene.

- a) I Love it! I Try to go to as many shows as possible
- b) It’s good. I see a show from a local artist every once in a while

- c) It's okay. There is a handful of bands worth paying money to see
 - d) It's got its place... But not on the radio.
 - e) What music scene
- 17) If you have kids in the car would you feel comfortable listening to KZOZ while they are traveling with you? If not why?
- 18) Circle the answer that best describes what you do when you hear songs with overt sexual themes on the radio.
- a) Turn it up, that's what I love about Rock and Roll
 - b) Leave it on the station but turn it down till it's over
 - c) Nothing
 - d) See what's on another channel
- 19) Have there been contests on other radio stations that you have tried to win in the past year? If so do you remember what the prize was?
- 20) What are some prizes that you would like to win on KZOZ?