

*Talk to Us . . .
We're All Ears!*



The Iowa Public Radio Listening Project





Dear Friends,

In late 2004, the Board of Regents created Iowa Public Radio, merging the university-licensed stations into one statewide organization. While the consolidation was mandated through a “top-down” decision, the shaping of Iowa Public Radio has been very much a “bottom-up” process involving listeners, members, civic leaders, the IPR Board and staff.

Over 2,000 Iowans participated in the Listening Project, providing their hopes, their fears and their best ideas about the future of this public radio enterprise. Those ideas were forefront in our minds as we developed the following mission statement for Iowa Public Radio:

Iowa Public Radio informs, enriches and engages Iowans through radio programming and other media. IPR enhances civic and cultural connections across the state, strengthening communities and reflecting Iowa’s sense of place.

Several themes came through loud and clear, many of which you’ll read about in this report. I’d like to highlight two that particularly resonated with me:

Public radio listeners appreciate what the stations have done in the past and have even higher expectations for Iowa Public Radio going forward.

Public radio already plays a role in strengthening Iowa communities by informing its listeners. Many of those listeners encourage Iowa Public Radio to explore ways of expanding its civic and cultural role beyond broadcasting.

Taken together, these two ideas frame a worthy vision of the future for Iowa and its public radio network. We attempted to capture what we heard in the following vision statement for Iowa Public Radio:

Iowa Public Radio will be valued as an essential and trusted media partner playing a significant role in the civic and cultural lives of Iowa communities.

Many, many thanks to all who made the Listening Project a great success by filling out surveys, sharing your thoughts online or attending the conversation sessions that took place across the state. Your participation has ensured that Iowa Public Radio gets it right from the very start. We’ll be back in 2008 with the Listening Project II to ensure that the conversation continues.

*Cindy Browne
Executive Director, Iowa Public Radio*



IPR: Iowa's Public Radio Future

“There’s a relationship between providing information and ...improving things. My understanding of public radio’s role, historically in Iowa, was that it should help improve the farmer’s crops, help the farmer’s wife have a sanitary home, read books that people can’t check out at their libraries, play music they’d never heard before. So there was a definite mission to improve culture and society. Isn’t that still relevant?”

Radio is a personal broadcast medium that reaches people in their homes, their workplaces, and their cars. Listeners choose radio stations on the basis of content, and broadcast content differs widely, depending on its source and purpose. The content of public radio reflects its dual mission of listener and civic growth, and that’s why a great many people choose to listen to it.

The consolidation of Iowa public radio stations brought together talent and resources able to provide a service of increased public and personal value to Iowans. Before it set progress goals, IPR decided to update its understanding of the Iowa public and re-examine its perceptions about Iowa communities.

What are the pressing concerns of 21st Century Iowans? What are their hopes and expectations? What do they want and need from public radio? What services and content can increase IPR’s value to Iowa communities and residents?

The better IPR understands Iowans’ perceptions, expectations and opinions, the better it can serve them, and IPR decided that the best way to understand Iowans was by talking with them.

So, IPR took a deep breath, swallowed twice, and ventured out into the communities of Iowa to ask the questions it needed answered.

We asked Iowans to talk to us through an ambitious endeavor called *The Iowa Listening Project*. What we heard will help shape our future strategies, content and outreach services.

Iowa Public Radio contracted with TRAC Media Services, a national public broadcasting research firm, to design and implement the listening research activities.



Thank you, Principal, for your support of this IPR initiative to serve our fellow Iowans.

Principal Financial Group
Foundation, Inc.





Let's Hear from You!

The Iowa Listening Project

IPR wanted to reach a broad spectrum of people across the state ... young people, old people ... farmers, teachers, lawyers, laborers, and business owners. We talked with people who listened to IPR stations and people who did not.

Iowa Public Radio Listening Project Respondents by Percents*

Demographic: Age	Telephone Survey	Member Survey	Internet Survey
Under 34	10%	3%	11%
35-49	25%	15%	28%
50-64	31%	41%	42%
65+	35%	41%	19%
Demographic: Gender			
Male	38%	44%	54%
Female	62%	56%	47%
Demographic: Education			
High School	38%	3%	1%
Vocational/Technical	7%	2%	2%
Some College	24%	10%	8%
College Graduate	18%	34%	32%
Post Graduate Degree	13%	51%	57%
Demographic: Ethnicity			
Non-Hispanic White	96%	99%	95%
Hispanic	1%		
Black	1%		1%
Asian	1%		1%
Other	2%		3%

* Columns may add to more than 100% because of rounding

Let's Hear about Iowans

The Process

In the summer of 2006, selected community leaders in Ames, Cedar Falls, Des Moines and Iowa City were invited to meetings to discuss local issues and to share their perceptions about Iowa Public Radio service. These conversations helped IPR design the public research.

To provide all Iowans with opportunity to participate, different vehicles were used to reach different populations.

Telephone Survey of the Iowa Public: A telephone survey was conducted in the state; 600 randomly selected respondents in IPR service areas completed interviews.

Mail Survey to Iowa Public Radio Members: Mail surveys were sent to randomly selected members of IPR stations; 966 members returned surveys.

Online Survey for IPR Listeners: An Internet survey gathered input from the public. It was promoted at the Iowa State Fair and through announcements on IPR stations; 526 respondents completed the survey and were included in the database.

Listener Discussion Groups: Meetings with IPR listeners were held in Ames, Cedar Falls, Des Moines and Iowa City to gather information that extended and explained survey findings. Participants were recruited through on-air announcements; 76 listeners volunteered.*

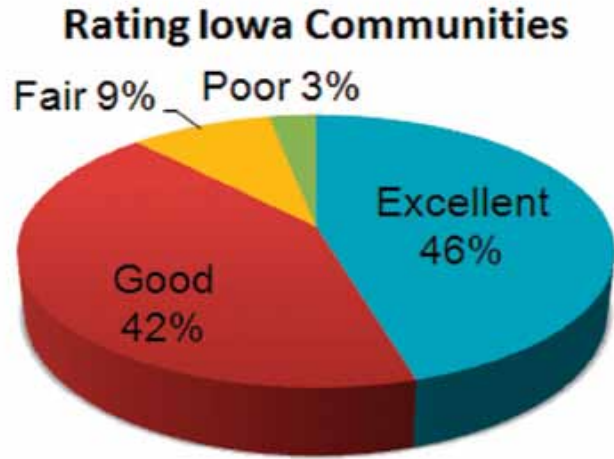
*Quotes used in this report are from *The Iowa Listening Project* Listener Discussion Groups.

“I was impressed when I saw your booth at the State Fair. You said you wanted to talk to us, to the public, to find out what we think about and what we want from our communities and from you.”

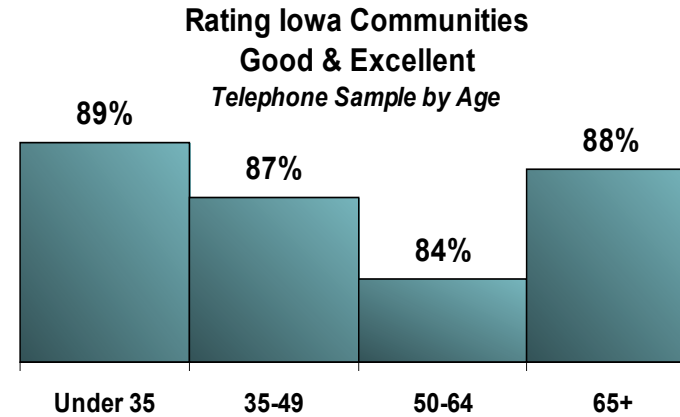


Tell Us about Iowa

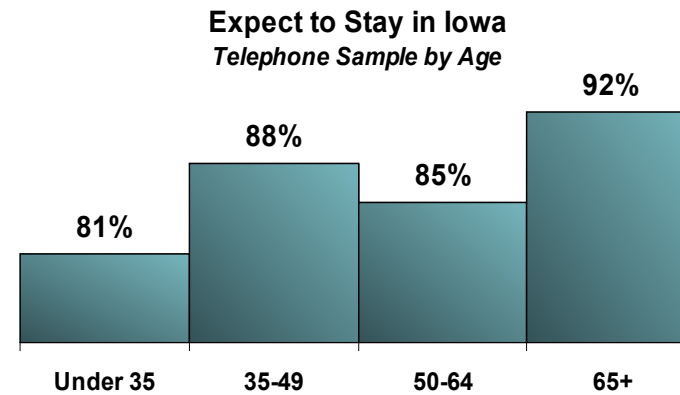
Iowans love Iowa! In our telephone survey of the Iowa public, eighty-seven percent of the respondents said their communities were “Excellent” or “Good” places to live—a much higher percentage than in most other parts of the country.



“I really love Iowa. So many things make it a great place to live. I’d hate to have to leave.”



Men and women, people in different communities, and young and older people said life in Iowa was great. What’s more, they want to stay here. When all Listening Project respondents were asked if they hoped to be here in five years, 88% of them said “Yes.”



Why Do You Like It Here?

“It’s just a good place. A good place to live, a good place to bring up children. The towns, the countryside, the churches, the culture. Everything. A really good place.”

“The people here are just plain nice people. They’ll help you out. They’ll do the right thing. They want their friends and neighbors to be happy and well taken care of.”



Iowans told us they had many reasons to like Iowa, and “my community” and “good people” topped the list.

84% of the respondents in all samples said that one of the best things about Iowa was *Communities/Place*. Their neighborhoods are quiet, safe, have an unhurried pace and are not congested. They are “good places for people of all ages.”

52% of all respondents liked Iowa’s *Amenities/Ambience*. Iowa communities have things that people like—recreation and leisure activities, shopping, sports, restaurants, churches, universities, diversity.

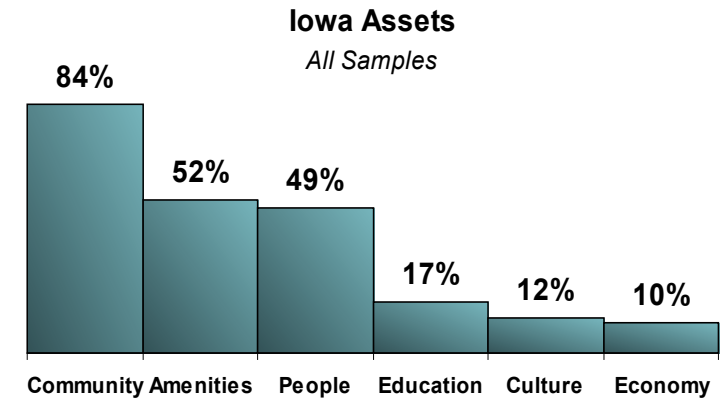
49% named *People*. Respondents frequently commented about how much Iowans liked and appreciated each other.

17% of the respondents said *Education* was a primary asset. The availability of college and universities and the quality of primary/secondary education are important to Iowans.

12% said that *Culture* is a state asset. The variety and availability of culture was most appreciated in Iowa’s university towns.

10% of all respondents named *Economy/Jobs*. Low cost of living and available jobs are important assets to a number of Iowans.

“Education is important to Iowans, and the quality of our local schools reflects that.”





“People in Iowa don’t like change for change’s sake. But we realize that the world is changing, and if we don’t change with it, we’ll wake up some fine day and discover that we’ve lost our good quality of life ...”

Everybody’s Got Problems

Iowa respondents felt “better off” than people in other parts of the country. But many said they needed to stay vigilant so that issues didn’t suddenly overwhelm them. What issues need monitoring?

“My small community is disintegrating; I have to drive 25 miles to a grocery store.”

“Environmental issues are a big concern to me—how to control mega-farms’ abuse of land and resources and how to keep them from driving out local farmers.”

Unlike other parts of the country, issues like crime, congestion and inadequate education resources lack the intensity to place them high on the list of community liabilities. Instead, the challenges Iowa respondents describe are broader social and civic issues.

40% named *Infrastructure* issues: Problems in growth management, health care delivery and dealing with poverty.

40% identified *Urban/Rural* issues: Concerns about land management, use of resources and how urban/rural issues and populations interact.

36% identified *Facility/Service* issues: People are worried that some Iowans don’t have nearby pharmacies, hospitals or grocery stores. They are concerned because local clinics have closed.

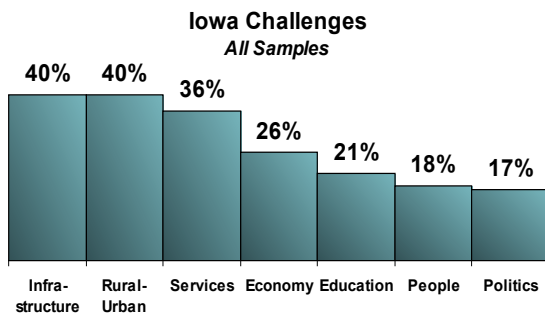
26% named *Economy*: There are worries about economic stagnation in small rural communities, lack of local job creation, job outsourcing and retaining young, educated workers in a shrinking job market.

21% said *Education* is a problem: Adequate funding of schools and national “interference” concern Iowans. However, there were very few complaints about the quality of local education.

18% named *People* as a problem: Stressful interpersonal relationships, racism, family relations, immigration, xenophobia, getting people engaged with their communities, too few volunteers frustrate some Iowans.

17% named *Politics*: Are politicians responsive to their constituencies and to “local” needs? “Questionable ethics” in recent state/local decisions was a key concern.

Respondents articulately shared their thoughts about Iowa communities’ assets and problems. This information provides a framework for IPR as it contemplates future programs, outreach services and community partnerships congruent with listeners’ expectations and needs.



Fixing the Problems and Enjoying the Assets

Getting Information

Where do Iowans get information about their communities' assets and challenges? Respondents were offered five media choices: Newspapers, Commercial TV News, Commercial Radio, Public TV and Public Radio. They were allowed to choose more than one as a primary source.

Newspapers, with 51% of all telephone survey respondents, 67% of the IPR listeners in the telephone sample and 84% and 75% of the member and Internet samples, was the top choice.

Public Radio had high scores among people who used it: 23% of the listeners in the telephone sample, 67% of the members and 71% of the Internet sample chose it as a primary information source. Among these respondents, Commercial TV and Radio and Public TV trailed Public Radio by substantial margins. IPR's efforts to enlighten the public about Iowa community assets and issues apparently haven't fallen on deaf ears.

IPR Asset and Challenge Content

When we asked respondents to specify kinds of future IPR programs that would have most benefit for Iowa communities, they endorsed genres that would help Iowans understand and deal with local issues, and they endorsed others that recognized and celebrated Iowa's assets and resources.

Nearly 70% of all respondents said more "news content about local government, education and business" had value. Almost 60% said "news about community events" and "nature and recreation news" had high potential community benefit. "Music" and "cultural programming" were highly endorsed, especially by IPR members and Internet respondents.

Primary Source for Local Asset and Challenge Information by Sample

	Listeners Telephone Sample	Member Sample	Internet Sample
Newspaper	67%	84%	75%
Commercial TV	21%	33%	26%
Public TV	21%	35%	29%
Public Radio	23%	67%	71%
Commercial Radio	15%	14%	9%





Who'll Fix Things?

When asked how much impact “people like me have to make my community a better place to live,” Iowans offered a resounding show of confidence. Among telephone survey respondents:

- 36% said they had “Large Impact”
- 37% said they had “Moderate Impact”
- 25% said “Some Impact”
- Almost no one said “No Impact”

Most Iowa residents believe they have the ability to shape their communities. There were, however, some interesting differences among them: Education, age, and public radio usage were defining variables.

47% of the telephone survey respondents with college degrees compared to only 23% of those with high school diplomas said they had “Large” potential impact to improve their communities.

49% of the telephone survey respondents under the age of 50 said they had “Large Impact” compared to 23% of those over 65.

81% of the “Often” IPR listeners in the telephone survey reported “Large” or “Moderate Impact” to improve their communities compared to only 69% of those who “Never” or “Seldom” listened.

People who listened to IPR frequently— young and old, members or not—were much more likely to believe they had power to impact communities than non- or infrequent listeners.

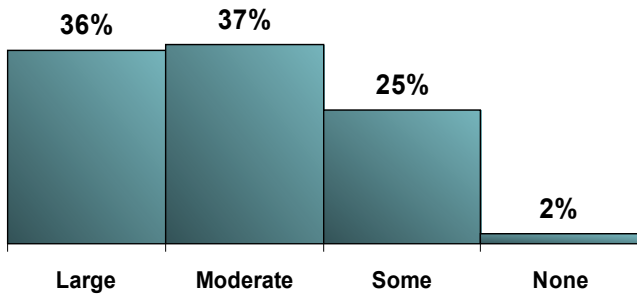
“I think part of Iowa Public Radio’s strength is that it has confident listeners. I see confidence here in this room ...I sense we might be thinking more about things going on around us than people who don’t listen, so we can have more impact.”

IPR listeners don’t underestimate their ability to address community issues and challenges.

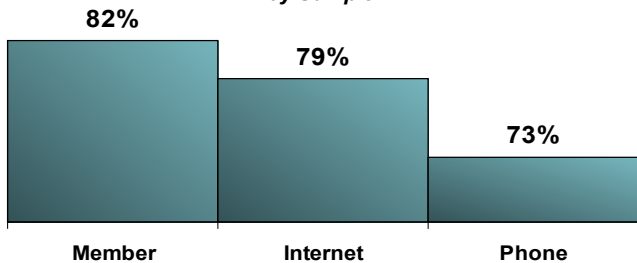
In its listening public, IPR has confident, willing allies as it sets goals for public engagement and community enhancement agendas. IPR’s plan to engage and partner with the public appears both realistic and pragmatic, given the self-assurance of its listening base.

Iowans not only believe they have potential impact; they participate in activities that use this impact to benefit their communities.

Personal Impact Perceptions
Telephone Sample



Large/Moderate Personal Impact
by Sample



Do Iowans Use Their Power?

“In a small town, you can’t sit on your laurels and wait for things to happen, because they won’t. There’s got to be a group to get out there and make it happen!”

When we asked respondents whether they had joined neighborhood improvement projects with others in the past year, 47% of the respondents in the telephone survey said they had. In other parts of the country, one-third is more typical.

Who participated? Once more, education, age and public radio usage were important variables.

66% of the college graduates in the telephone survey reported working in neighborhood fix-up activities compared to 35% of the high-school-or-less respondents

55% of the under-50 respondents participated, 45% of the 50-64 year olds, and 37% of those over 65.

51% of the “Often” listeners in the telephone survey reported neighborhood improvement activities compared to 45% of the infrequent or non-listeners.

Public radio usage was again a dominant variable: 56% of the members were active in fix-up activities as were 65% of the Internet sample—a group with many youthful, college-educated, frequent IPR listeners.

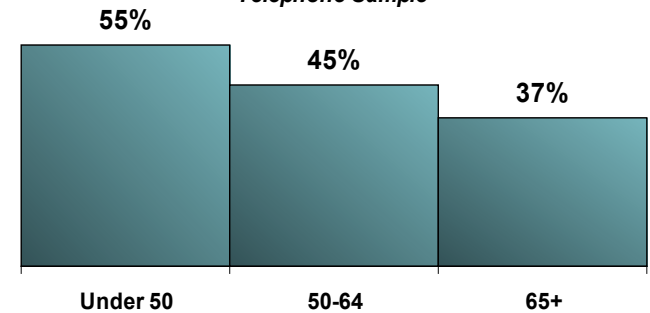
“In towns like where I live, the people that listen to public radio stations usually are the community activists.”

“I think people who listen to public radio are more community active, politically active, and more engaged in the life of their communities than other people. What gets talked about on public radio is more likely to have an effect on the community. . . .”

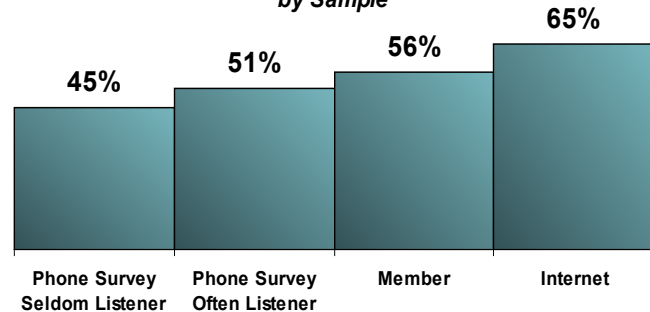
There are many civically-conscious Iowans who join community-benefiting activities. Many of these people are in IPR’s listening constituency. IPR’s challenge is to find ways to assist these willing individuals in their efforts.

“We’ve talked today about things I hadn’t thought much about. I’m getting a better idea about things we can do to help the station impact our communities and things IPR can do to help us do that.”

Neighborhood Fix-Up by Age
Telephone Sample



Neighborhood Fix-Up by Sample





Impact of IPR Stations

Iowans believe they have power to affect their communities, they act in ways to benefit them and they consider IPR a dynamic social force for community change. As usage of IPR stations increased among the respondents, so did perceptions of IPR's social impact:

84% of the members and 83% of the Internet responders said IPR had potentially “Large” or “Moderate Impact” to improve Iowa communities.

86% of the “Often” listeners in the telephone sample said IPR had “Large” or “Moderate Impact” compared to 77% of the “Occasional” listeners.

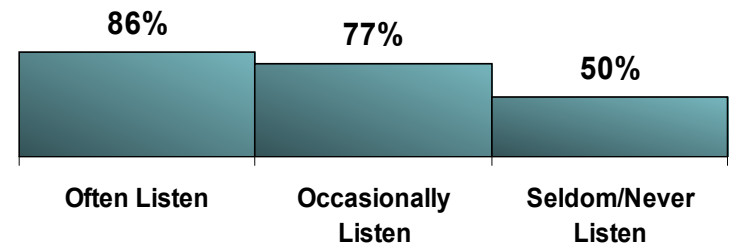
But even non-listeners believe Iowa Public Radio stations have potential to make their communities better places in which to live.

50% of the respondents in the telephone sample that “Never” or “Seldom” listened to IPR said the stations had a “Large” or “Moderate Impact” to improve communities.

IPR appears to have a great measure of social capital with the Iowa public, making it an attractive partner for fellow institutions and community organizations. According to the public, IPR is a potentially strong ally ... a credible candidate to help facilitate community and state enhancing activities.



IPR Has Large/Moderate Impact by Listening Frequency
Telephone Sample



IPR Listeners

“IPR listeners are people who like to think. They like to learn more about the world. They’re curious about other people, events, things and places.”

With many choices and much media competition, people don’t listen to radio stations unless they satisfy or meet their needs and preferences. We asked respondents an open-ended question about why they listened to IPR.

They listen because IPR provides:

- * “quality” programming and high content standards
- * in-depth information rather than “sound bites”
- * objective content rather than “one-sided/biased” commentary
- * calm discourse rather than “verbal food fights and screaming hosts”
- * non-commercialism rather than advertiser-driven content
- * unique entertainment not found elsewhere
- * intellectual stimulation, “makes-you-think” content
- * music and culture opportunities
- * good news as well as bad news
- * role models for community and personal improvement

Respondents said they liked IPR because it is “an institution engaged in bettering people’s lives and communities, not just a broadcast service.”

“People want to live in communities they feel good about. They want to feel connected to other people, and they want to be helpful to one another as they move through their lives. Public radio can facilitate that in a unique way. It comes into your home. It’s an intimate experience. It is a power that can be harnessed for the community.”

IPR has greatest potential impact on the people who use its services. Research indicates that a lot of Iowans currently do so.

“I hold public radio to a higher standard. I listen because I expect thoughtful, intelligent interaction, and I’m looking to IPR for this.”

“Stay out in the community so people can interact with you. Those community outreach activities gain a lot of exposure not only for the radio station but for your purpose and mission.”



Who Listens and How Much?

Fifty-eight percent of the respondents in the telephone sample said they listened to IPR stations this year:

- 21% said they listened “Often”
- 23% said they listened “Occasionally”
- 14% said they “Seldom” listened
- 42% said they “Never” listened”*

*There were respondents in the sample who could not receive an IPR station in their homes

The members and Internet responders are heavy listeners to IPR stations: 93% of both samples listened “Often.”



Age and Education Affect Usage

“It’s not just old folks who listen ...I have a 24-year-old son who loves to race snowmobiles, and he listens to public radio all the time. So, you might be surprised at the range of people who are out there.”

However, as age increases from under-50 to 50-64 and 65+, “Often Listens” to IPR also rises (from 13% to 19% to 31% in the telephone sample). So age plays a role in listening frequency .

While people from all education levels use public radio, college graduates of any age are more inclined to listen “Often” to IPR than their contemporaries without a degree.

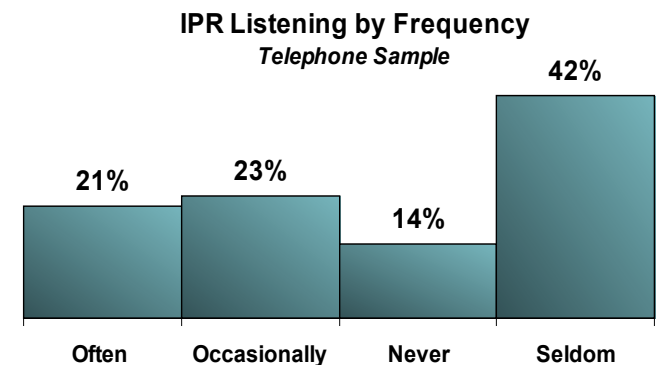
17% of college graduates in the telephone sample under the age of 50 “Listen Often” compared to 10% of the high school graduates.

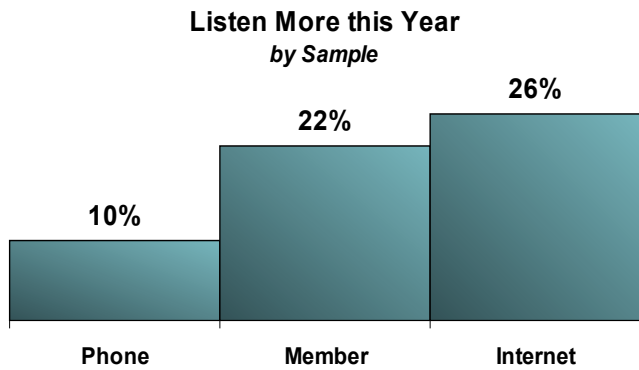
32% of the college graduates between the ages of 50 and 64 “Listen Often” compared to 11% of the high school graduates.

41% of the college graduates over the age of 65 “Listen Often” compared to 29% of the 65+ high school graduates.

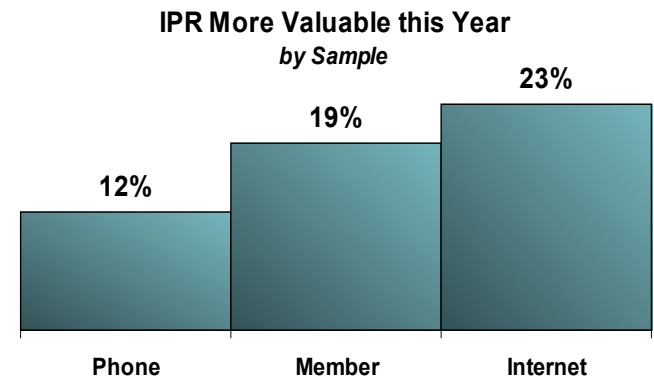


“I don’t know how many times I’ve been listening to IPR and heard comments from a truck driver who had pulled over on the highway so he could call the station. IPR has a broad range of listeners.”





“I have my public radio station on all day. Sometimes I go to sleep listening and wake up to it.”



IPR’s Place in Listeners’ Lives

How Much Listening?

Is the role of IPR changing for its listeners? Has IPR more or fewer opportunities to reach its public? Are listeners using IPR stations as much as they have in the past?

While the majority of respondents said their listening habits haven’t changed significantly, 10% of the telephone sample, 22% of the member sample and 26% of the Internet sample said they are listening “More” this year than last—a positive sign of an increased role in IPR listeners’ lives.

Value of Listening Experiences

Listeners were also asked about their IPR listening experiences’ value this year compared to last.

While the majority of listeners chose “Just as Valuable,” 12% of the telephone sample felt this year’s listening experiences were “More Valuable” as did 19% of the members and 23% of the Internet responders—suggesting IPR’s increasing value with its constituency.





The Importance of “Being Local”

“Local is important. It’s what defines the stations. National is important because it gives us perspective, locally. A balance between them helps listeners put their lives, communities and actions in perspective.”

Listener Discussion Group participants like public radio’s national content, but they said a primary value of IPR is its “local character.” Many respondents felt IPR has more potential impact on Iowans because it is able to address local issues and to reinforce “the good things” in Iowans’ lives. Participants in the discussion groups identified IPR as “the most local” radio station available.



“There is no replacement for that local sound. I keep thinking of this piece when the governor was being interviewed as he was walking across Iowa. You could hear the crunch of the Iowa gravel under his feet, the cars driving by.... I can’t tell you how impressed I was with the station in their commitment to being there, and bringing me there.”

But What Is Local?

What constitutes local service for a statewide network? Respondents had a local view that encompassed more than the highways and byways of their own individual communities.

“Let’s define local. ‘Local’ in Iowa shouldn’t mean narrowly focused. Iowans have lots of things in common ... local is the state! There are many things that unite and interest us all.”

“I remember there was a little old toll bridge that went over into Missouri that I used to wonder about.... When they built a new bridge, IPR did a story, and it was great to hear about it.... I’m sure there are things like that all over Iowa, and when you talk about local as all-Iowa, those things will interest people whether they’re in Ames or Iowa City.”

Participants encouraged IPR to develop local content with broadcast values equal to what they hear from national sources. They want IPR to engage its community outside the walls of its broadcast studios. They feel that IPR’s future in a crowded media world will be more secure if it provides content and services with local sounds, local color and local relevance.

IPR's Community Agenda

What Is IPR's Local Role? How Can IPR Increase Its Impact?

“I think that the personal impact on people in the community is linked to the impact of public radio on the community. For me, the two are part of the same equation. IPR should impact people, but the goal of impacting people is to improve the community and the state.”

Discussion group participants said that if IPR wants to increase its public value, it must impact people and communities. IPR can only achieve that impact by persistently ascertaining Iowans' needs and seeing that the needs are met ...by defining its role in Iowa communities and filling it.

“This is pretty simplistic, but in order to increase or enhance IPR's value to Iowa you have to determine what the needs are. After you identify the needs, then you can begin to create the value proposition that will ultimately make a difference in Iowa. Understanding needs, meeting needs or seeing that the needs are met—that's what makes community institutions valuable, and that's what will make Iowa Public Radio more valuable.”

“Be confident in yourself and say, ‘We are a guiding institution.’ Know who you are, fill that role, and IPR will increase its value.”

IPR, as it strives to “fill that role,” knows that the Iowa public is its greatest asset.





The Future

For over 80 years, public radio has offered listening choices to Iowans. The recent consolidation of Iowa public radio stations into Iowa Public Radio has brought new challenges and new opportunities, including an expanded community engagement agenda and a new resolve that IPR service will be guided by the hopes and expectations of the people of Iowa. This concept resonated with many *Iowa Listening Project* respondents.

“I was really impressed to be called personally after I volunteered. It proved to me you cared that I came and shared my views ...that when IPR said you were ‘going to the people of Iowa to see what they thought,’ you were really doing what you said!”

A strengthened connection with the Iowa public can elevate IPR into an expanded role in Iowa communities, encouraging fellow institutions to regard IPR as a natural partner ... a convenor and facilitator for discussions, activities and agendas that affect the well-being of Iowans.

“IPR is more than a bunch of radio stations. It’s got more in common with libraries and museums ...and philanthropic organizations that work for Iowa’s communities.”

“We all need to get together to make Iowa better. Together, we’re all stronger and more effective.”

Public connectedness is IPR’s new mantra, and it will help IPR design programs and services that enhance Iowans’ satisfaction with their lives and improve their comfort in Iowa’s communities.

“Tying public radio to the health of Iowa communities is a good idea. I think the mission of public radio, now and in the future, should be to improve the quality of life in Iowa. The quality of life is what keeps people here. . . .”

IPR will measure the effectiveness of its future service not only in terms of the number of listeners it reaches, but in terms of the extent to which the lives of those listeners are changed for the better.

From our conversations with the Iowa public, we at Iowa Public Radio realize that Iowans have very high hopes for us and equally high expectations. Iowans trust themselves and they trust us. Some of Iowa’s most confident and dedicated community advocates are people who use IPR stations a lot. We are their natural partners in efforts to make Iowa a better place in which to learn, to work and to live.



We've Heard You! We Want to Help . . .

*To Our Friends: Our Listeners and Our Public:**

Now, we've got lots to do to meet your expectations. But we feel more confident, having talked with you. We intend to keep listening, because your voices beckon us to the future.

Iowa Public radio has said to its listeners, to Iowa institutions and to Iowa communities, "We're all ears." The message "We're listening" is a powerful one, and with it comes responsibility. IPR pledges to do its part to keep the public talking and the community listening and responding. And we know that Iowans are ready to help us.

"I'm glad Iowa Public Radio values our thoughts and opinions. We can help you do good things if you want our help. We don't want to do your job, but we certainly can help. We are people who are used to rolling up our sleeves."

Thanks for your offers of assistance. We've only just begun. . . .



**The Iowa Public Radio Listening Project II will launch in 2008. We're again counting on our public's assistance as we endeavor to increase IPR's value to Iowa residents and communities.*

“Public radio’s business is about engaging and connecting people. It’s eclectic. It’s for everybody, and it connects us together through ideas and example.”

“We are a community of listeners ...you won’t find a lot of people getting together to talk about most radio stations and what they can do for communities like we’re talking about Iowa Public Radio here today.”

“Public radio doesn’t owe anything to anyone except to its audience.”

“IPR programs engage my brain. They get me thinking. They never underestimate my knowledge and my need to know.”

“For thinking, concerned people in the world and country, there seem to be shrinking opportunities to have a place to relate, to have conversations, interactions, and get information that will enhance our lives. For me, that’s public radio.”

“It’s more than just a radio station for me. Much more. It’s a reflection of my life and who I am.”

“The station is a dear companion ...someone to let into my home or car. It is a trusted and cherished friend.”

“Iowa Public Radio programs are your conversation with me; the music is the tie that bonds but never binds, and the talk is welcome repartee between old friends.”

Comments from Iowa Listening Project Discussion Group participants