

grow the **audience**
for public radio

**Listening by Black and Hispanic
College Graduates**

September 15, 2008

Station Resource Group
Walrus Research

Corporation for Public Broadcasting

INTRODUCTION: Use and Value for Changing Communities

At its initial meeting, the Audience Growth Task Force identified three imperatives that might guide a collective effort to increase the public's use of public radio and deepen the value we provide to listeners, communities, and the nation:

- America's demography is changing and we must refine our service for more use by and value to changing communities
- Electronic media are evolving and we must develop services that capture the opportunities of new platforms
- To compete for attention in an ever-more-crowded content marketplace, we must strengthen our competitiveness – the significance of our content and the effectiveness of our delivery – across all areas of operations.

Our hope is that these themes will play integrated, complementary roles in a comprehensive strategy for audience growth. But each has its distinct opportunities and challenges that must be explored thoroughly before we move to broad goals and a larger plan.

This report provides background for one potential imperative: fostering more use by and value to our changing communities, with specific attention to Black and Hispanic audiences. It extends the findings of our first project report, *Situation Analysis*, and builds on Task Force discussions. Arbitron does not control for listening by Asians and, regretfully, we are unable to draw from any database that gives us the audience and listening information that would allow for analysis of listening by Asian audiences similar to what we do in this report.

Before plunging into the new data, we want to review a few of our earlier findings and discuss a couple of our assumptions.

One powerful finding – consistent with many prior studies – was that higher education continues to be the strongest demographic predictor of listening to public radio. In fact, public radio stations lead the market rankings among listeners with college degrees in several major markets. An interesting corollary to our study is a report by Edison Media's Larry Rosin, *Has Radio Lost the College Grads?* There is a link to Rosin's report on the Resources page of the Grow the Audience web site. <http://www.srg.org/gta.html>

INTRODUCTION: Use and Value for Changing Communities

A second critical finding is that for all of public radio's appeal to educated listeners, fully half of America's college graduates do not listen to public radio in a typical week.

The Task Force reflected on these facts and saw both significant opportunity and a reason for focus. First, public radio's educational appeal is an appropriate continuing niche in the highly segmented radio marketplace. It is consistent with the missions of the universities that hold the majority of public radio licenses, the educational purposes for which the channels most stations use have been reserved by the FCC, and the impulse for lifelong learning that is at the heart of much of public radio's most successful content. Second, with so many educated listeners still outside the public radio audience it makes sense to center a growth strategy within the territory we know best, to find our next listeners among those who are like our current listeners, and to pursue them with programming that carries forward many of the values and qualities that have shaped our collective appeal.

A third finding in *Situation Analysis* was that Black and Hispanic listeners are less likely to be found in the public radio audience than Whites and Asians relative to the respective populations. The disparities are significant and persist despite a variety of national and local programming investments over the years aimed at serving Black and Hispanic listeners. The finding becomes more problematic in light of the speed with which the United States population is diversifying along racial and ethnic lines.

Task Force members urged an exploration of ways to address Black and Hispanic listening, but with an explicit connection to public radio's educational appeal. Task Force member Andrea Taylor said "Perhaps there is something around the concept of The People's University, linking notions of education and learning with a populist sense of inclusiveness and accessibility." This translated to a fairly specific question:

If higher education continues to be the hallmark of public radio users, how does public radio most effectively serve the full range of racial and ethnic diversity embodied by that demographic?

INTRODUCTION: Use and Value for Changing Communities

In pursuing this question we have applied several principles that are central to the Grow the Audience project.

- **Translate broad conceptual aspirations to an objective, measurable framework** through which to assess prior performance and set specific, actionable goals. This report adopts the framework of “college share,” defined as the percentage of all radio listening by college-educated listeners that goes to a particular station or group of stations. College share can be calculated for the overall college-educated audience or, as is done here, for college-educated listeners within different racial/ethnic groups. For example, a Black college share of 10% would mean that 10% of all the hours of radio listening by Black college graduates in a particular market were spent listening to a particular station.
- **Concentrate on the most significant opportunities** while remaining mindful of framing issues and potential strategies in the most inclusive way. This report focuses on nine large markets in which college-educated Black and Hispanic listeners are heavily concentrated. Within these markets we examine all of the CPB-supported stations – stations with very different formats and programming strategies, different levels of audience success, and different levels of resources they might invest.
- **Focus on the amount of listening more than the number of listeners.** This may strike some as counter-intuitive: isn’t the objective to reach more people? In the largest sense, yes. But by focusing on the amount of listening we aim ourselves toward reliable consistent service, greater value in the lives of listeners who tune in, and greater prospects for attracting their financial support. An increase in the number of listeners – the cumulative audience – will follow as a consequence of a successful listening strategy while the reverse is not necessarily the case. Accordingly, we emphasize the measures of average audience across stations’ schedules and share of overall radio listening.

By the conclusion of this report we are left with some difficult questions. Over the years many have thought – or hoped – that the lower levels of listening to public radio by Black and Hispanic listeners were principally a reflection of the educational appeal of the service and the lower levels of educational attainment among Black and Hispanic listeners. The reality is more complex.

INTRODUCTION: Use and Value for Changing Communities

Even among college-educated listeners we find significant differences among racial and ethnic groups in listening to public radio and to public radio's different formats.

Multiple factors are clearly at work. From research we and others have completed over the past twenty years, we believe those factors include overall format and content choices (large and small), values and sensibilities both explicitly and implicitly embedded in our programming, style and tone of presentation, the demographics of specific communities, CPB policies that define and shape the universe of stations that constitute "public radio," and the worldview of the organizations and individuals who create and disseminate our public radio content. All these factors together – the appeal of public radio's programming in the broadest sense – are what bring some listeners into our audience with great passion and just as surely turn others away. As this report makes clear, that appeal, both for public radio as a whole and for our principal formats, manifests itself in quite different ways across different racial and ethnic groups.

We can address some of the disparities we find in college shares of listening by pursuing other imperatives suggested by the Task Force. Building out services on new platforms will make it possible to enlarge our content repertoire with material that may resonate more deeply with Black and Hispanic listeners (and others not tracked in this report). Strengthening our competitiveness across all areas of operations should improve the use and value of those stations and formats that already have a demonstrable appeal in Black and Hispanic communities.

As we set goals for Black and Hispanic college shares, we must also consider and assess programming that moves outside our current appeal and away from at least some of the factors that shape that appeal. These choices come with serious risks and consequences: the significant costs of new programming, the challenge of recruiting new personnel and organizations to provide the service, and uncertain prospects for success set against a potential upside of transformative change in both the size and diversity of public radio's overall audience service.

In our examination of public radio formats we have also observed that different stations *within* the formats capture different shares of listening by Black, Hispanic, and Other college graduates. In this report, our emphasis is on patterns at the format level and opportunities within markets. Additional study, including multiple survey periods, is essential for actionable findings at the station level.

INTRODUCTION: Use and Value for Changing Communities

A final methodological note. We rely entirely on Arbitron data for racial and ethnic breakouts. Arbitron's categories are Black, Hispanic, and Other. "Other" includes Non-Hispanic White listeners, Asian listeners, Native American listeners, and additional groups that are sometimes tracked separately in racial and ethnic analyses. We also use Arbitron's terms throughout, acknowledging that in some communities the groups so identified would make a different self-identification.

We are indebted to Ben Robins, Research Manager, NPR Audience and Corporate Research, who processed Arbitron data to our specifications for this report.

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SECTION ONE: Listening by Black and Hispanic College Graduates

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- **NPR News Stations Earn Lower Shares Among Black And Hispanic College Grads**
- **Classical Music Stations Attract Listening Among College-Educated Hispanics**
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MARKET POPULATION: Composition Varies

Composition Of College Grads Varies Among Markets

In this report we concentrate on college graduates age 25 or older, because they represent the best potential audience for public radio. We focus on 9 very large markets – the same that we analyzed in our previous *Situation Analysis*, dropping Detroit which lacks Hispanic weighting.

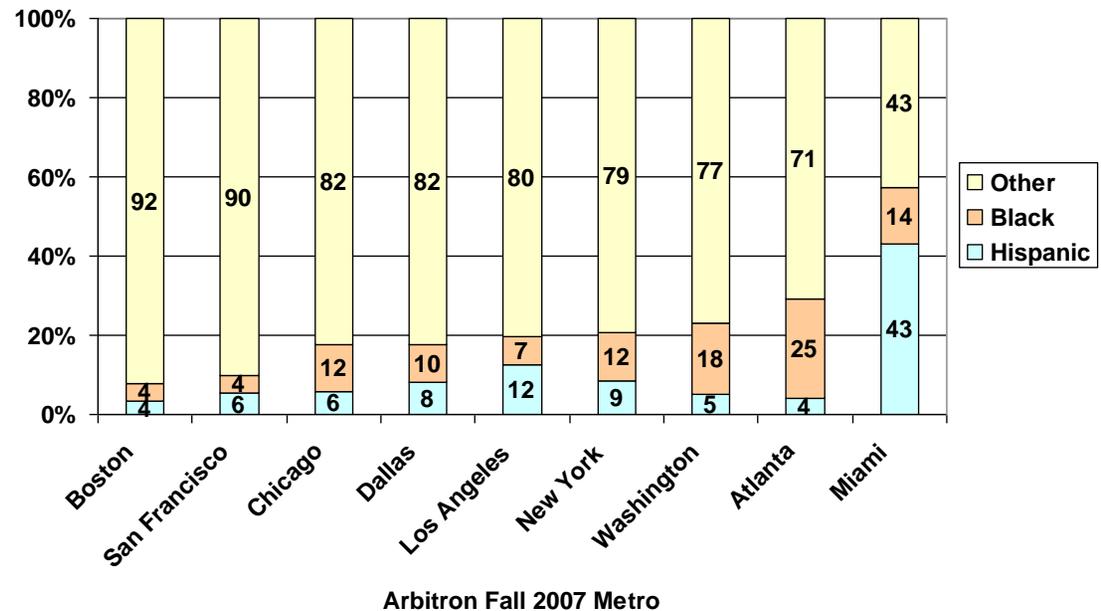
Our first finding is that among college graduates, the population in large radio markets can vary significantly on the dimension of race or ethnicity.

Boston and San Francisco have small percentages of Blacks and Hispanics in their college-educated population. 90-92 percent of their college graduates fall into Arbitron’s Other, which includes Asians as well as Non-Hispanic Whites.

In sharp contrast, 25 percent of Atlanta’s college grads are Black. 43 percent of Miami’s college grads are Hispanic.

In Chicago there are two Black college graduates for each Hispanic grad. In Los Angeles the ratio is reversed.

Composition of College Graduates 25+ Nine Large Markets



These are the largest markets in which listening estimates are controlled for both Black and Hispanic listening and based on diary reports rather than the new PPM system.

The original source for the data in this chart is Arbitron’s Maximi\$er diary database as processed by National Public Radio. The demos are 25+ College Graduates – Black, Hispanic and Other. Figures shown are percent of metro population as of Fall 2007.

Arbitron estimates and data are copyrighted by and proprietary to Arbitron, Inc.

STATION SHARES: NPR News Format

NPR News Stations Earn Lower Shares Among Black And Hispanic College Grads

The NPR news stations in this chart are arranged by their share of listening among 25+ college graduates categorized by Arbitron as Other in Fall 2007.

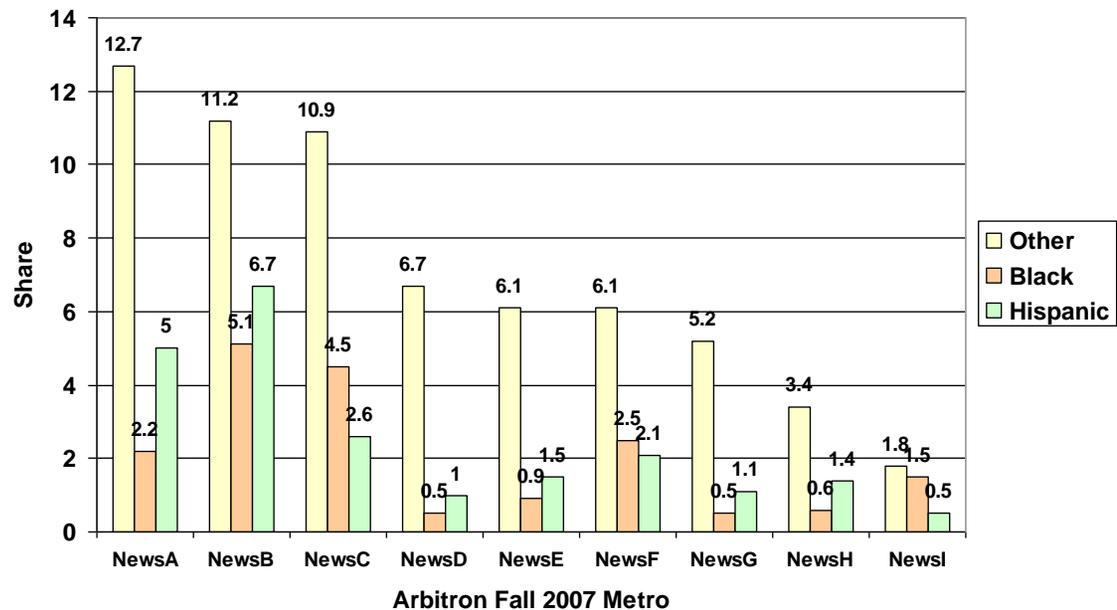
News A was the leader with 12.7 percent of listening by Other college grads in its market. But its share of listening was only 2.2 percent among Black college grads and 5 percent for Hispanic grads.

Conversely, News I generates nearly equal shares among Blacks (1.5) and Others (1.8), but with a small audience.

Across the chart, the pattern for this format is higher shares among Others and lower shares among both Blacks and Hispanics, even college graduates.

Arbitron does not weight its samples by education, so in a single survey these estimates can bounce. Focus on the pattern of listening across these NPR news stations, rather than the numbers for any particular station.

Share Of Radio Listening -- NPR News Stations
Black, Hispanic and Other College Grads



The stations (not in order) are KALW San Francisco, KERA Dallas, KPCC Los Angeles, KQED San Francisco, WAMU Washington, WBEZ Chicago, WLRN Miami, WNYC New York

The original source for the data in this chart is Arbitron's Maximi\$er diary database as processed by National Public Radio. The demos are 25+ College Graduates – Black, Hispanic and Other. Figures are AQH shares, Mon-Sun 6am-12m, as of Fall 2007.

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Boston with in-tab sample of only 69 Black and 50 Hispanic college grads 25+ is omitted.

STATION SHARES: Classical Format

Classical Music Stations Attract Listening Among College-Educated Hispanics

The classical music stations in this chart are arranged by their Fall 2007 share of listening among 25+ college graduates in Arbitron's Other category.

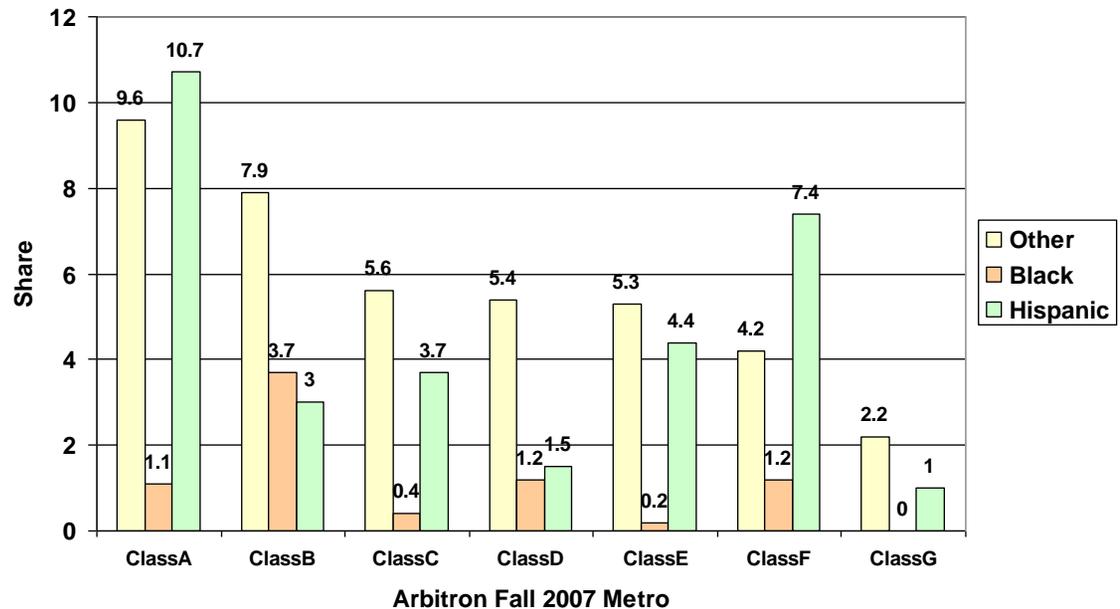
Public radio station Class A captured 9.6 percent of radio listening by college-educated Others in its market. Its share was a strong 10.7 among college-educated Hispanics.

Commercial station Class E earned 4.4 share points from Hispanic grads, which was close to its 5.3 share among college-educated Others.

Commercial Class F posted a 7.4 share among college-educated Hispanics, although its share among Black grads was only 1.2 percent.

The pattern is that the classical format, whether public or commercial, can attract Hispanics along with Others, but its appeal to Blacks is limited.

Share Of Radio Listening -- Classical Stations
Black, Hispanic and Other College Grads



The stations (not in order) are KDFC* San Francisco, KUSC Los Angeles, WETA Washington, WFMT* Chicago, WKCP Miami, WQXR* New York, WRR* Dallas

The original source for the data in this chart is Arbitron's Maximizer diary database as processed by National Public Radio. The demos are 25+ College Graduates – Black, Hispanic and Other. Figures are AQH shares, Mon-Sun 6am-12m, as of Fall 2007. Arbitron estimates and data are copyrighted by and proprietary to Arbitron, Inc.

Stations marked with an asterisk are commercial. We did not include Boston in this chart due to the low in-tab sample among college-educated Blacks and Hispanics.

STATION SHARES: Jazz Format

Jazz Stations Attract College-Educated Black Listeners

The jazz stations in this chart are arranged by their share of listening among 25+ college graduates in Arbitron's Other category.

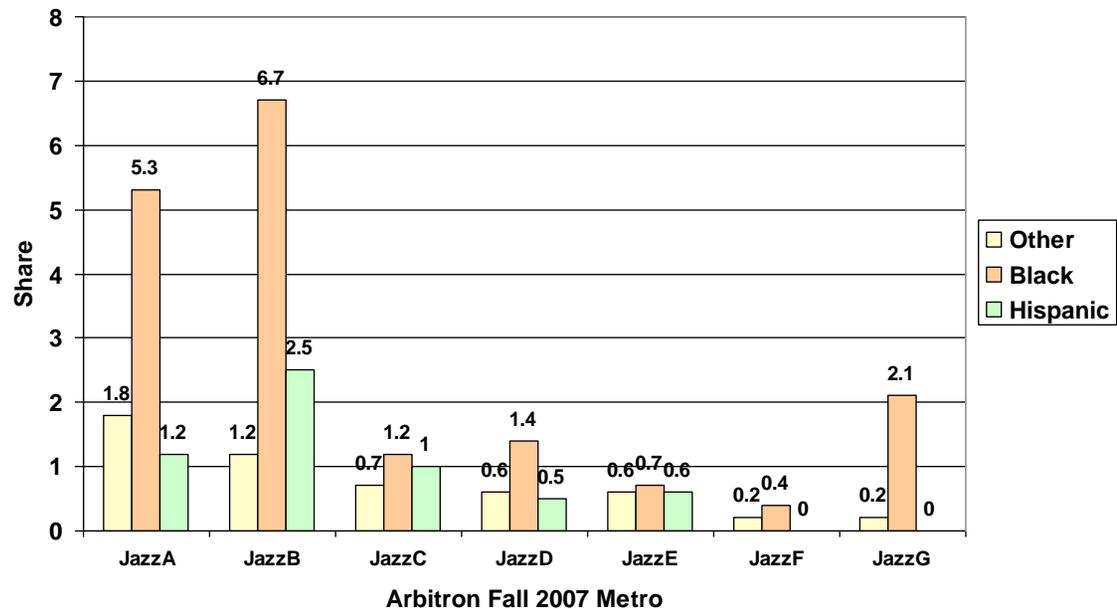
Jazz A earned a 1.8 share among college-educated Others but a much higher share of 5.3 among Black college graduates.

Jazz B shows a similar pattern – its 1.2 share among Other grads is far surpassed by its 6.7 percent of listening by Black college graduates.

Both Jazz A and Jazz B provide dramatic examples of the pattern seen for jazz stations – higher shares among Black graduates than for the Others and Hispanics.

A closer look reveals that a jazz station's Hispanic college share broadly tracks with its college share of Others. For example, Jazz D earned a 0.6 college share of Others and 0.5 college share among Hispanics. Jazz E was virtually the same.

Share Of Radio Listening -- Jazz Stations
Black, Hispanic and Other College Grads



The stations (not in order) are KCSM San Francisco, KKJZ Los Angeles, KNTU Dallas, WCLK Atlanta, WBGO New York, WDCB Chicago, WDNA Miami

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STATION SHARES: Varied Formats

Mixed Formats Produce Mixed Patterns With Black and Hispanic College Grads

In the large markets we analyzed for this study, there are stations that go beyond the three primary public radio formats.

Other A stands out with a 10.3 share among Other college grads. But its NPR/classical format earned 1.8 points among Blacks and 1.3 among Hispanics.

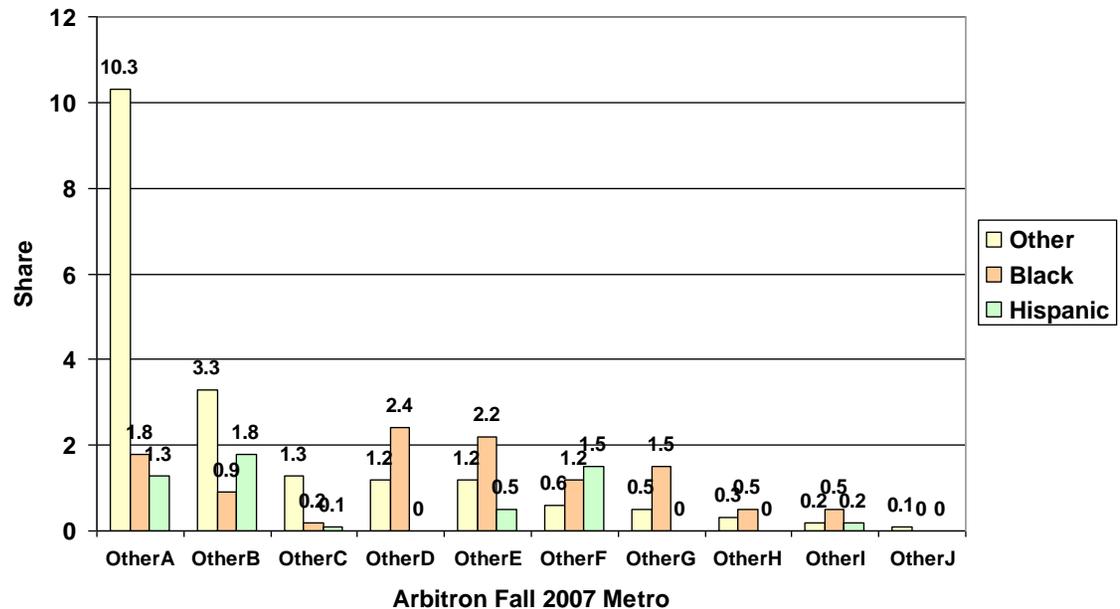
Other B's schedule mixes NPR news with contemporary music. It did a 3.3 share among Other college grads, but lower among Hispanics and Blacks.

The AAA music format on Other C produced close to zero shares among college-educated Blacks and Hispanics.

The good news about Other D, Other E, Other F, and Other G is that their Black shares are relatively higher than for Others. The bad news is the weak level of impact, only 1 or 2 share points.

Other H, Other I and Other J have college shares close to zero.

Share Of Radio Listening
Black, Hispanic and Other College Grads



The stations (not in order) are KCRW Los Angeles, KNON Dallas, KPFA San Francisco, KPFK Los Angeles, WABE Atlanta, WBAI New York, WFUV New York, WNYE New York, WPFW Washington, WRFG Atlanta

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COMPETING FORMATS: Black Listening

Urban Music Formats Dominate Listening By College-Educated Blacks

Aside from public radio and commercial classical stations reported above, what are the format preferences of college-educated Blacks? To answer that question we looked at the same 9 large markets as before. We recalculated the college shares of listening after excluding public radio and commercial classical from the mix.

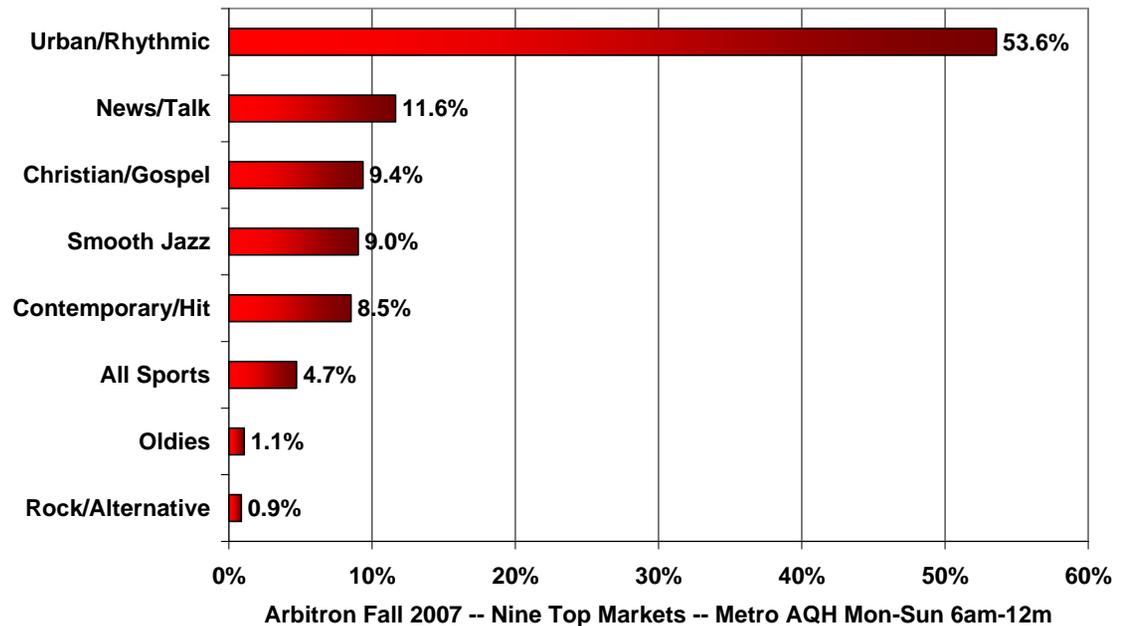
More than half of their recalculated, non-public radio listening goes to formats that Arbitron classifies as Urban or Rhythmic music:

- Rhythmic AC
- Rhythmic Contemporary Hit
- Rhythmic Oldies
- Urban Adult Contemporary
- Urban Contemporary

New/Talk accounts for over 10 percent, including talk stations aimed at Blacks such as WVON-AM in Chicago.

When Black grads are not listening to public radio or commercial classical, what are they listening to?

Format Share by 25+ College-Educated Blacks Excluding Public Radio and Commercial Classical



The original source for the data in this chart is Arbitron's Maximizer diary database as processed by National Public Radio. The recalculated share is based on Fall 2007 Monday-Sunday 6a-12m, Black 25+ College Grad Metro

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COMPETING FORMATS: Hispanic Listening

Spanish Language Formats Attract Listening Among College-Educated Hispanics

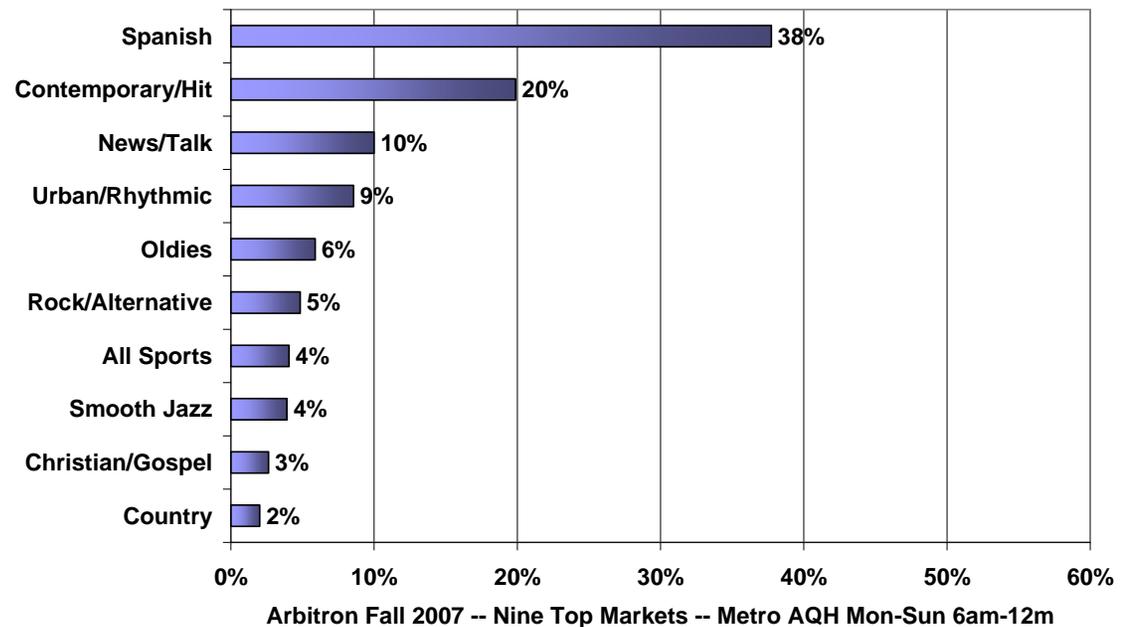
What are the other format preferences of college-educated Hispanics? We recalculated Hispanic college shares of listening after excluding public radio and commercial classical from the mix.

Arbitron tracks a range of Spanish language formats, including both music and talk. Many of these formats are available in only a few of the markets we examined and we have grouped them on this chart. Taken together, they account for 38% of non-public radio and non-classical listening by college-educated Hispanics. The grouped formats are Latino Urban, Mexican Regional, Spanish Adult Hits, Spanish Contemporary, Spanish News/Talk, Spanish Religious, Spanish Tropical, and Spanish Variety

The majority of listening by college-educated Hispanics goes to mainstream formats such as Contemporary/Hit at 20 percent and News/Talk at 10 percent.

When Hispanic grads are not listening to public radio or commercial classical, what are they listening to?

Format Share by 25+ College-Educated Hispanics Excluding Public Radio and Commercial Classical



The original source for the data in this chart is Arbitron's Maximi\$er diary database as processed by National Public Radio. The recalculated share is based on Fall 2007 Monday-Sunday 6a-12m, Hispanic 25+ College Grad Metro.

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FORMAT DISTRIBUTION: Varies With Population

Markets Vary In Distribution Of Formats On The Radio Dial

Thinking about Black and Hispanic audiences for public radio, we must keep in mind that their range of choices will vary dramatically from market to market. The array of formats in a market depends on its demographic and psychographic composition.

Thus we find more Urban stations in Atlanta than in San Francisco and more country and Christian stations in Dallas than in Boston. The table contrasts the radio dial in two large markets – Boston where college grads are 92 percent Other vs Atlanta where college grads are 25 percent Black. We see, for example:

* A single Urban/Rhythmic FM station in Boston vs 5 on FM in Atlanta

* A single Hispanic station on AM in Boston vs 3 on FM Atlanta.

* Two Christian/Gospel station on AM in Boston vs 3 on FM in Atlanta

Distribution Of Commercial Radio Formats In Two Large Markets

	Boston		Atlanta	
	FM	AM	FM	AM
Alternative/AAA	4		1	
Christian/Gospel		2	3	
Country	2		4	
Classical	1			
Urban/Rhythmic	1		5	
Tropical/Hispanic		1	3	

Boston was selected as an example of a market with a relatively low composition of Black and Hispanic college grads. In contrast, markets like Atlanta have higher composition.

The original source for the data in this chart is *Radio and Records* listing of commercial stations meeting Arbitron's Minimum Reporting Standards and formats for Fall 2007.

SECTION ONE: Listening by Black and Hispanic College Graduates

SECTION TWO: Setting A Goal

- **Setting An Audience Goal By Racial/Ethnic College Share**
- **Translating Black College Share To Average Listening**
- **Translating Hispanic College Share To Average Listening**

SECTION THREE: Context for a Strategy

APPENDIX: Station Directory

AUDIENCE GOAL: College Share

Setting An Audience Goal By Racial/Ethnic College Share

Audience goals are often first articulated in broad, aspirational terms such as “We want public radio to look like America.”

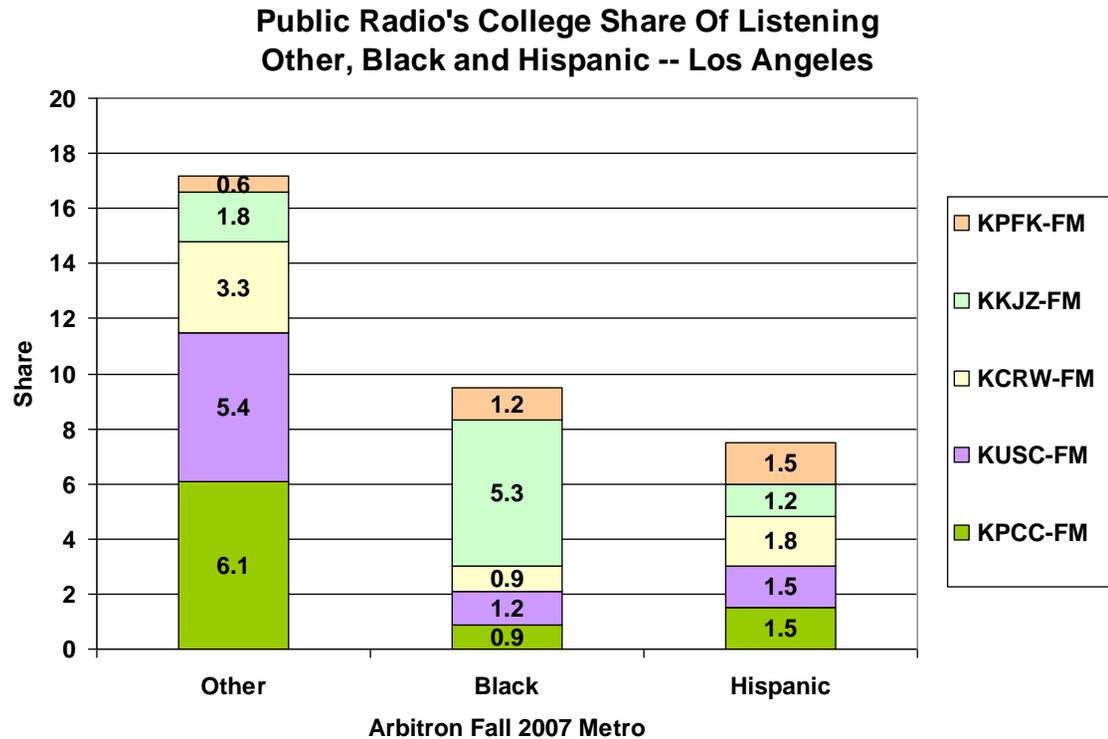
To create useful measurement of the current reality or track progress, however, aspirations must be translated to quantifiable, operational definitions.

The chart shows how we might use college share as the measurable goal. For this illustration we used Los Angeles.

Adding the audience across five CPB-supported stations we see that public radio captured about 17 percent of listening by Other college grads 25 plus.

In the Grow the Audience context, a goal might be to achieve a 20 college share across all three groups. For Others, the largest group numerically, this would be adding three share points.

Raising the Black share to 20 would require a doubling. A 20 share among Hispanics would require nearly a tripling.



The original source for the data in this chart is Arbitron’s Maximizer diary database as processed by National Public Radio. The demos are 25+ College Graduates – Black, Hispanic and Other. Figures are AQH shares, Mon-Sun 6am-12m, as of Fall 2007.

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AUDIENCE GOAL: Black Markets

Translating Black College Share To Average Listening

Meeting goals for audience growth will entail the concentration of national resources in markets where the upside potential is greatest.

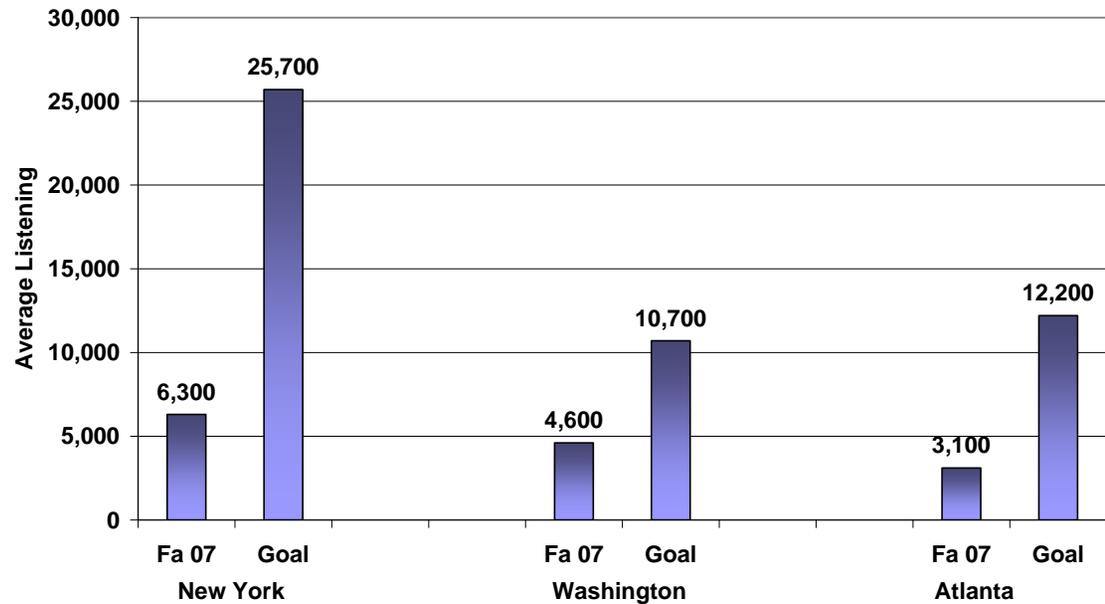
In our previous *Situation Analysis* we showed that the top three markets for college-educated Blacks are New York, Washington and Atlanta.

As of Fall 2007, the audience of 6 New York public radio stations plus WQXR amounted to 6,300 AQH persons listening among college-educated Blacks age 25 plus. That was a 4.9 share.

Suppose the goal was a 20 share. The AQH would rise to 25,700 Black grads.

The chart shows what would happen to the size of the average listening audience if a 20 share were achieved in New York, Washington and Atlanta among college-educated Blacks. To achieve such a goal we would have to attract additional listeners to public radio, as well as increasing the use by current listeners.

Achieving 20 Share Among College-Educated Blacks Three Largest Markets



The original source for the data in this chart is Arbitron's MaximiSer diary database as processed by National Public Radio. The demos are 25+ College Graduates – Black. Figures are AQH persons, Mon-Sun 6am-12m, as of Fall 2007. Arbitron estimates and data are copyrighted by and proprietary to Arbitron, Inc.

Stations included are WBAI, WBGO, WFUV, WNYCA, WNYCF, WNYE and WQXR in New York. WAMU, WPFW, WETA, WBJC in Washington. WCLK, WABE, WRFG, WJSP in Atlanta.

AUDIENCE GOAL: Hispanic Markets

Translating Hispanic College Share To Average Listening

Meeting goals for audience growth will entail the concentration of national resources in markets where the upside potential is greatest.

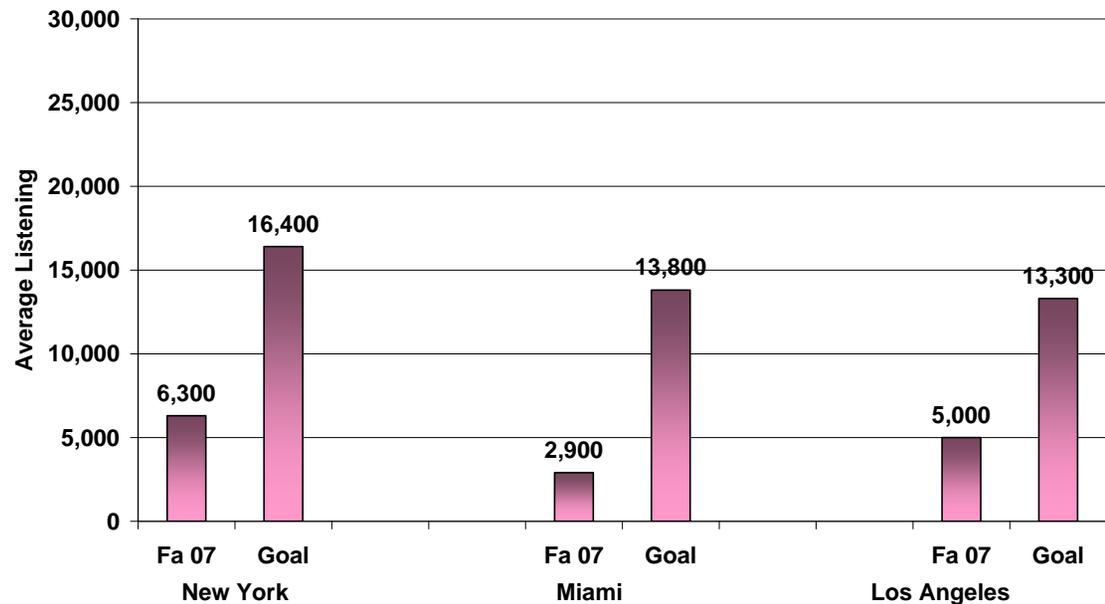
In our previous *Situation Analysis* we showed that the top three markets for college-educated Hispanics are New York, Miami and Los Angeles.

As of Fall 2007, the audience of 6 New York public radio stations plus WQXR amounted to 6,300 AQH persons listening among college-educated Hispanics age 25 plus. A 7.7 share.

Suppose the goal was a 20 share. The AQH in New York would rise to 16,400.

The chart shows what would happen to the size of the average listening audience if a 20 share were achieved in New York, Miami and Los Angeles, among college-educated Hispanics. To make the goal we would have to attract additional listeners to public radio, as well as increasing the use by current listeners

**Achieving 20 Share Among College-Educated Hispanics
Three Largest Markets**



The original source for the data in this chart is Arbitron’s MaximiSer diary database as processed by National Public Radio. The demos are 25+ College Graduates – Black. Figures are AQH persons, Mon-Sun 6am-12m, as of Fall 2007. Arbitron estimates and data are copyrighted by and proprietary to Arbitron, Inc.

Stations included are WBAI, WBGO, WFUV, WNYCA, WNYCF, WNYE and WQXR in New York. WLRN, WDNA, WKCP in Miami. KPCC, KUSC, KPFC, KKJZ, KCRW in Los Angeles.

SECTION ONE: Listening by Black and Hispanic College Graduates

SECTION TWO: Setting A Goal

SECTION THREE: Context for a Strategy

- **Black, Hispanic And Asian Grads More Prevalent In Younger Demographics**
- **Psychographic Appeal Reflects Distinct World View**
- **Programming Designed To Resonate With The Values Of Target Listeners**
- **Toward A Strategy For Wider Use**

APPENDIX: Station Directory

COLLEGE GRADUATES: Generational Cohorts

Black, Hispanic And Asian Grads More Prevalent In Younger Demographics

The audiences for NPR news, classical music and jazz are found in older demographics. Public radio appeals to Boomers who attended college when a smaller percentage of college graduates were Black and Hispanic.

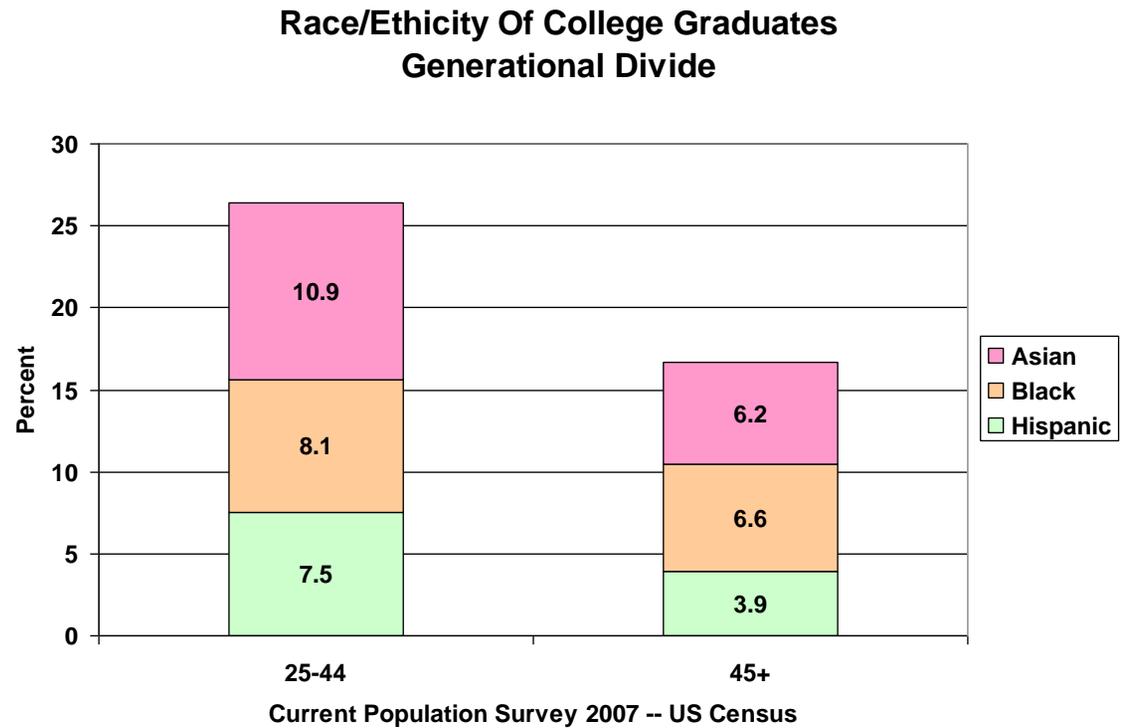
Today we find that Black, Hispanic and Asian college graduates are more prevalent among younger generations.

The chart shows the composition of today's college graduates in two broad demographic targets: 25-44 and 45 plus.

10.9 percent of today's 25-44 college graduates are Asian. 7.5 percent are Hispanic and 8.1 percent Black.

The racial and ethnic percentages are smaller in 45 plus, which is where we find most of the public radio audience.

Targeting younger college graduates is interconnected with targeting Asian, Black and Hispanic college graduates.



The original source for the data in this chart is the 2007 Current Population Survey as analyzed by the US Census.

Figures are percent composition of each demographic target.

DISTINCT WORLD VIEW: Psychographics of NPR Listeners

Psychographic Appeal Reflects Distinct World View

Based on demographics alone, the best predictor of public radio listening is an advanced degree, especially if that person went to college in the 60's and 70's along with the Boomer cohort.

Audience 88 and *Audience 98* introduced VALS, helping us to understand the psychographics of our listeners, shaped by their education and formative years.

NPR's Profile 2008 lists VALS items that most strongly differentiate NPR News listeners from the typical American:

NPR listeners index 165 on "I would like to spend a year or more in a foreign country" – consistent with their strong preference for world news. NPR attracts intellectuals who are interested in theory, cosmology, art, culture and history.

The force that attracts a listener to NPR (or repels other listeners) is not just age, race or ethnicity, or even level of education. It is a distinct and powerful world view – values projected by NPR.

Psychographics of NPR News Listeners Indexed to the US Population

Strong Agreement

165	I would like to spend a year or more in a foreign country.
142	I am often interested in theories.
134	I would like to understand more about how the universe works.
133	I consider myself an intellectual.
131	I like to learn about art, culture, and history.

The original source for the data in this chart is MRI Doublebase 2007 as processed by NPR Audience Insight and Research for Profile 2008. VALS is © SRI.

The figures are NPR News station cume composition indexed to the total US population.

BEYOND DEMOGRAPHICS: Values Research

Programming Designed To Resonate With The Values Of Target Listeners

Audience 98 found that public radio listeners, especially NPR News listeners, concentrated in two psychographic segments – Actualizers and Fulfilleds.

Ten years later those VALS segments have been renamed Innovators and Thinkers. Yet their world view is still highly differentiated from other college-educated adults such as those in another segment called Achievers.

While Thinkers are prevalent in the public radio audience, Achievers are much less likely to use public radio.

Read the brief descriptions to see how two psychographic segments live according to different worldviews.

Once listeners are segmented by their psychographics, we may observe their demographic characteristics. The segments will differ on variables like age, income, race/ethnicity and education, but the driver is their values.

Thinkers

Thinkers are motivated by ideals. They are mature, satisfied, comfortable, and reflective people who value order, knowledge, and responsibility. They tend to be well educated and actively seek out information in the decision-making process. They are well-informed about world and national events and are alert to opportunities to broaden their knowledge. Thinkers have a moderate respect for the status quo institutions of authority and social decorum, but are open to consider new ideas.

Achievers

Motivated by the desire for achievement, Achievers have goal-oriented lifestyles and a deep commitment to career and family. Their social lives reflect this focus and are structured around family, their place of worship, and work. Achievers live conventional lives, are politically conservative, and respect authority and the status quo. They value consensus, predictability, and stability over risk, intimacy, and self-discovery.

The VALS psychographic typology is a product of SRI Consulting Business Intelligence.

TOWARD A STRATEGY FOR WIDER USE

The Public Radio Audience Task Force is seeking a strategy for more listening to public radio by college-educated Black and Hispanic listeners with a continued focus on AQH as an indicator of value.

The findings in this report suggest multiple options for such a strategy. The options are not mutually exclusive but they lead in some very different directions. None of them are easy, but as we move down the list below we move into progressively new territory for public radio.

Do we obtain more listening through increased availability and success of the two formats that already tilt in the direction of Black and Hispanic listening – jazz and classical? This strategy would center on new stations, new online services, and significant improvement in the performance of existing stations, all with a close eye to those markets with significant numbers of college-educated Black and Hispanic listeners.

Do we obtain more listening by making public radio's most listened-to format, NPR News, more accessible to Black and Hispanic listeners? This strategy would center on across-the-board refinement of tone and sensibility by our national program producers and companion shifts in local programming by public radio stations in markets with significant numbers of college-educated Black and Hispanic listeners.

There are larger numbers of college-educated Blacks and Hispanics in a younger generational cohort than the 45+ age segment that dominates current public radio listening. A strategy centered on this factor would develop stations and programming that speak to younger listeners with an expectation that racial and ethnic diversity would follow.

Some stations outside public radio's principal formats generate shares of Black and/or Hispanic college-educated listening that exceed those of stations in the format-focused genres. But they often do so with generally lower levels of listening and the corollary of scarce resources. Are there ways to significantly strengthen these stations' overall programming and operations?

Do we develop a new approach to news and information programming that connects to the values and worldviews of college-educated Black and Hispanic listeners who do not listen to public radio? This strategy would turn upon programming materially different from current public radio fare –

TOWARD A STRATEGY FOR WIDER USE

less appealing to the current public radio core audience, including those Black and Hispanic listeners who value current news offerings, in a quest for a different kind of listener.

Whatever the direction or directions, we will benefit from keeping the listeners we seek to serve at the center of the exploration.

- New research into the values and psychographics among college-educated, young adult Black and Hispanic listeners should be a fundamental tool in shaping the programming, whether to sharpen current formats or create a new appeal.
- New research into the media preferences and use patterns of these listeners will be equally valuable in shaping an approach that is competitive in an evolving media marketplace..

STATION DIRECTORY: Markets and Formats

The table below lists the stations we analyzed for this report.

Formats were assigned only to stations that focus on NPR News, Classical or Jazz.

Market	Station	Format
New York	WNYC-FM	NPR News
	WNYC-AM	NPR News
	WQXR	Classical - Commercial
	WBGO	Jazz
	WBAI	
	WNYE	
	WFUV	
Los Angeles	KPCC	NPR News
	KUSC	Classical
	KKJZ	Jazz
	KCRW	
	KPFK	
Chicago	WBEZ	NPR News
	WFMT	Classical - Commercial
	WDCB	Jazz
San Francisco	KQED	NPR News
	KALW	NPR News
	KDFC	Classical - Commercial
	KCSM	Jazz

STATION DIRECTORY: Markets and Formats

Market	Station	Format
Atlanta	WABE	
	WCLK	Jazz
	WRFG	
	WJSP	
Dallas	KERA	NPR News
	WRR	Classical - Commercial
	KNTU	Jazz
Washington	WAMU	NPR News
	WETA	Classical
	WBJC	Classical
	WPFW	
Boston	WBUR	NPR News
	WCRB	Classical - Commercial
Miami	WLRN	NPR News
	WKCP	Classical
	WDNA	Jazz