

**Ellen Goodman FCC Response
October 2010**

Weekly Number of Program Hours by Program Source

Program Source	Weekly Hours
American Public Media	9,722
Independent distribution	10,943
LOCAL	68,522
NPR	41,634
Other Source	397
PACIFICA	836
PBS	97
PRI	33,914
WCLV	80
WFMT	9,267
<i>Total</i>	<i>175,410</i>

Local Program Formats

Local programming (of 15 minutes in length or more) is distributed across the following format types. News programming runs the gamut from public affairs, talk, local focus news magazines.

Local Format	Pct of Weekly Hours
Classical	25%
Eclectic Music	10%
Entertainment	1%
Folk Music	7%
Jazz	20%
News & Information	8%
Popular Music (AAA)	20%
Targeted Population Programming	5%
World Music	4%

Format Changes Over Time

Looking at the same 505 public radio stations in 2001 and in 2010, we see several overall program format shifts. During this time, we saw decreases in classical music (down 20%), jazz music (down 15%), and world music (down 30%) and increases in eclectic music programming (up 54%), popular music (19%) and news programming (up 27%)

Taking a shorter view, over the past five years looking at all stations in 2006 (968) and in 2010 (1057), the story is similar but less dramatic. The amount of classical music on public radio as a percentage of total weekly hours of programming has declined with smaller increases in eclectic and popular music and news & information.

All Format	Pct of Weekly Hours 2006	Pct of Weekly Hours 2010
Classical	27%	24%
Eclectic Music	3%	5%
Entertainment	5%	5%
Folk Music	3%	3%
Jazz	13%	11%
News & Information	36%	38%
Popular Music (AAA)	8%	9%
Targeted Population Programming	2%	2%
World Music	3%	2%

Meaning of Public Radio in People's Lives

Each month NPR conducts program resonance tracking studies among listeners to each of the NPR-produced programs. One question asks individuals to indicate the top 3 reasons they listen to the program. Specifically among listeners to Morning Edition, we hear that people turn to the program in order to find explanation and analysis of the news, to hear about topics that are not heard elsewhere, to hear different perspectives or sides of issues.

For those people listening more, we ask why. Responses for the last month included: increased commute, intentionally made it part of morning routine, just learned of NPR six months ago.

Top of mind words to describe Morning Edition: Interesting, Informative, News, Balanced, Variety, Entertaining, Comprehensive, In-Depth, Stories, Objective

Explanations of Morning Edition by new listeners:

- “I would tell them that they could get "real" news with the inclusion of background and important details that make the stories come alive. There is also usually a fair view of the story from all sides of an issue. I would also tell them that they will hear stories on subjects that they have never even heard of before so that they can expand their limited world view and become a more complete person.”
- “Morning Edition is news the way news should be--serious, thoughtful, and informative, and not obsessed with trivia or vacuous celebrities. You actually learn something.”

- “It broadens your knowledge of the world. It mixes the human side of a story with the factual, informational side. I usually laugh at least once every morning listening to it (very important)”
- “The show blends today's news with issue that WILL affect our collective future in a very open and balanced way.”

Listeners respond to questions about Morning Edition:

Strongly Disagree
 Somewhat Disagree
 Somewhat Agree
 Strongly Agree

