2016 Survey

Survey conducted 3/16/16 – 4/1/16

Compiled by Diona Phoenix, WFUV
42 Respondents
(42% Response Rate)

83% ERPM Members
17% Non-Members

Total Station Revenue

Licensee Type

University 54%
Community 40%
Joint Licensee 31%
Radio Only 69%
State 6%
## Survey Respondents

### ERPM MEMBER

<table>
<thead>
<tr>
<th>University</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>KUHF (University of Houston)</td>
<td>WKNO (Tennessee)</td>
</tr>
<tr>
<td>NCPR (North Country Public Radio)</td>
<td>WKPS (Penn State University)</td>
</tr>
<tr>
<td>NEPR (New England Public Radio)</td>
<td>WMFE (Public Radio for Central Florida)</td>
</tr>
<tr>
<td>NHPR (New Hampshire Public Radio)</td>
<td>WMHT (Schenectady)</td>
</tr>
<tr>
<td>TPR (Texas Public Radio)</td>
<td>WMNR (Jacksonville)</td>
</tr>
<tr>
<td>VPR (Vermont Public Radio)</td>
<td>WRTI (Temple University)</td>
</tr>
<tr>
<td>WBGO (Newark Public Radio)</td>
<td>WSHU (Sacred Heart University)</td>
</tr>
<tr>
<td>WBHM (University of Alabama at Birmingham)</td>
<td>WUKY (University of Kentucky)</td>
</tr>
<tr>
<td>WBJC (Baltimore County Community College)</td>
<td>WUNC (North Carolina Public Radio)</td>
</tr>
<tr>
<td>WERW (Syracuse University)</td>
<td>WUSF (University of South Florida)</td>
</tr>
<tr>
<td>WESM (University of Maryland Eastern Shore)</td>
<td>WVAS (Alabama State University)</td>
</tr>
<tr>
<td>WFAE (Charlotte)</td>
<td>WVPB (West Virginia Public Radio)</td>
</tr>
<tr>
<td>WFUV (Fordham University)</td>
<td>WVTF (Virginia Tech)</td>
</tr>
<tr>
<td>WJCT (Jacksonville)</td>
<td>WXPN (University of Pennsylvania)</td>
</tr>
</tbody>
</table>

### NON MEMBER

<table>
<thead>
<tr>
<th>University</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>TPR (Texas Public Radio)</td>
<td>WCVE (Richmond VA)</td>
</tr>
<tr>
<td>WUSF (University of South Florida)</td>
<td>WWFM (Mercer County Community College)</td>
</tr>
</tbody>
</table>
Issues of Concern

1. How to remain relevant to current and future audiences
2. Long term sustainability of my organization
3. Competitive forces
4. Changes in technology
5. Radio industry disruption
6. NPR-station relationship
7. Ability to serve the needs of your local community
8. Ongoing NPR innovation and its impact on my station
9. Staff skills
10. Future of federal funding
11. Retaining talent
12. Regulatory issues
13. Staff size
14. Local market outlook
15. Board governance
16. Station-licensee relationship (university stations)
17. Future of state funding
18. Concern about possible sale of the station

Scores:
- How to remain relevant to current and future audiences: 4.5
- Long term sustainability of my organization: 4.5
- Competitive forces: 4.2
- Changes in technology: 4.2
- Radio industry disruption: 4.1
- NPR-station relationship: 4.0
- Ability to serve the needs of your local community: 3.9
- Ongoing NPR innovation and its impact on my station: 3.8
- Staff skills: 3.8
- Future of federal funding: 3.6
- Retaining talent: 3.4
- Regulatory issues: 3.3
- Staff size: 3.3
- Local market outlook: 3.2
- Board governance: 3.0
- Station-licensee relationship (university stations): 2.4
- Future of state funding: 2.2
- Concern about possible sale of the station: 1.9
Concern about the future

- Long term sustainability of my organization: 4.5
- Competitive forces: 4.2
- NPR-station relationship: 4.0
- Future of federal funding: 3.6
- Regulatory issues: 3.3
- Future of state funding: 2.2
Disruption

- How to remain relevant to current and future audiences: 4.5
- Changes in technology: 4.2
- Radio industry disruption: 4.1
- Ongoing NPR innovation and its impact on my station: 3.8
Local Issues

- Ability to serve the needs of your local... 4.0
- Staff skills 3.8
- Retaining talent 3.4
- Staff size 3.3
- Local market outlook 3.2
- Board governance 2.9
- Station-licensee relationship (university...) 2.4
- Concern about possible sale of the station 1.9
From your point of view, how important is participation in a regional industry organization?

Rating Average: 3.68
How might ERPM serve you better?

- Sharing best practices among our members: 4.4
- ERPM’s role in convening and connecting stations: 4.1
- NPR board meeting recap: 3.6
- Development tip of the month: 3.3
- Management articles: 3.3
- Industry news: 3.2
- Legislative updates: 3.1