

Are the Core Values Still Relevant?



Play



Mikel Elcessor
Fred Jacobs
Sal LoCurto

Qualities of the Mind

Love of lifelong learning • Substance • Curiosity
Credibility • Accuracy • Honesty
Respect for the listener • Purpose

Qualities of the Heart and Spirit

Idealism - we believe in our power to help find solutions
Humor • Inspired about public life and culture
Civility - belief in civil discourse • Generosity

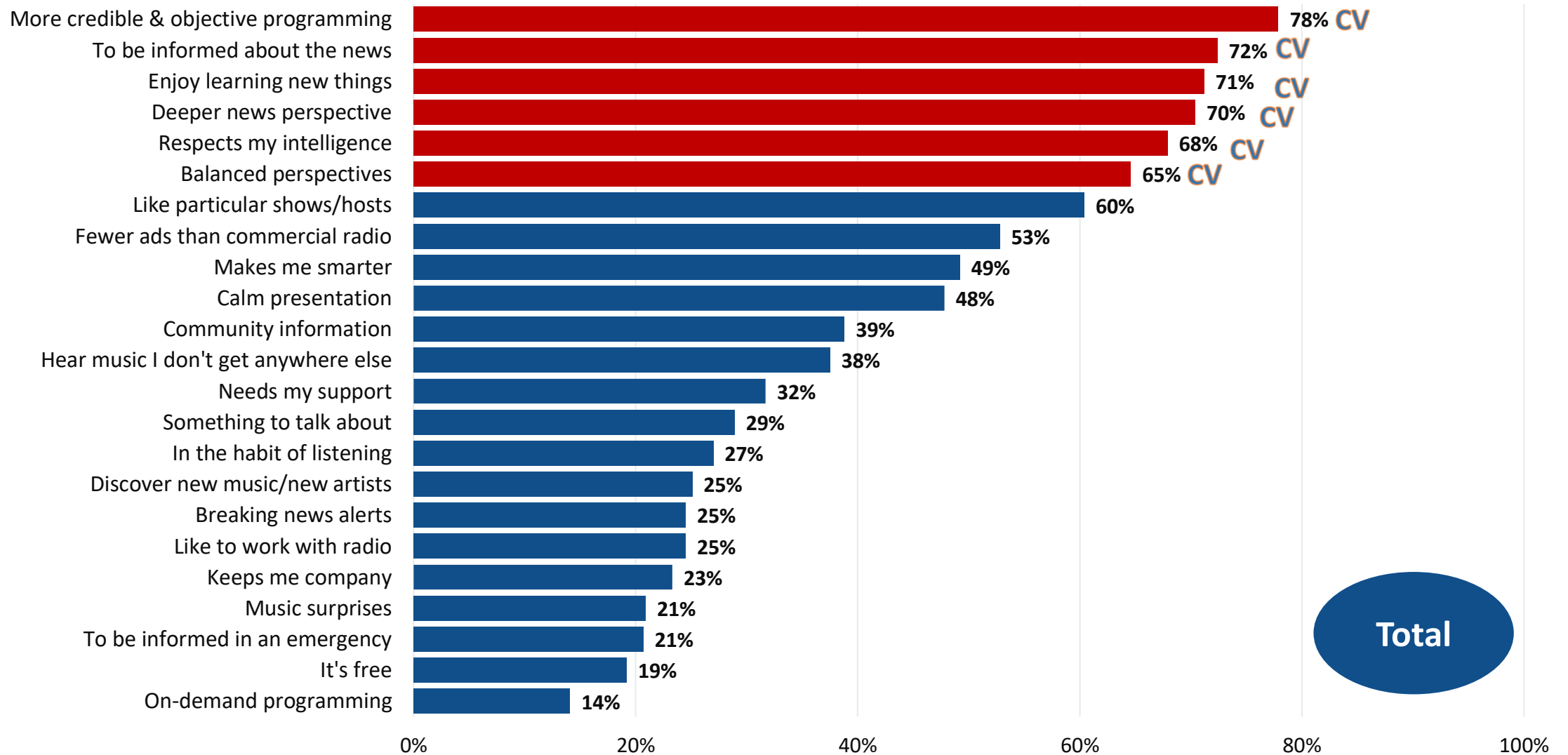
Qualities of Craft

Excellence in our use of the radio medium
A uniquely human voice - conversational, authentic, intimate
Attention to detail- music, sound elements, language
Pacing

Methodology

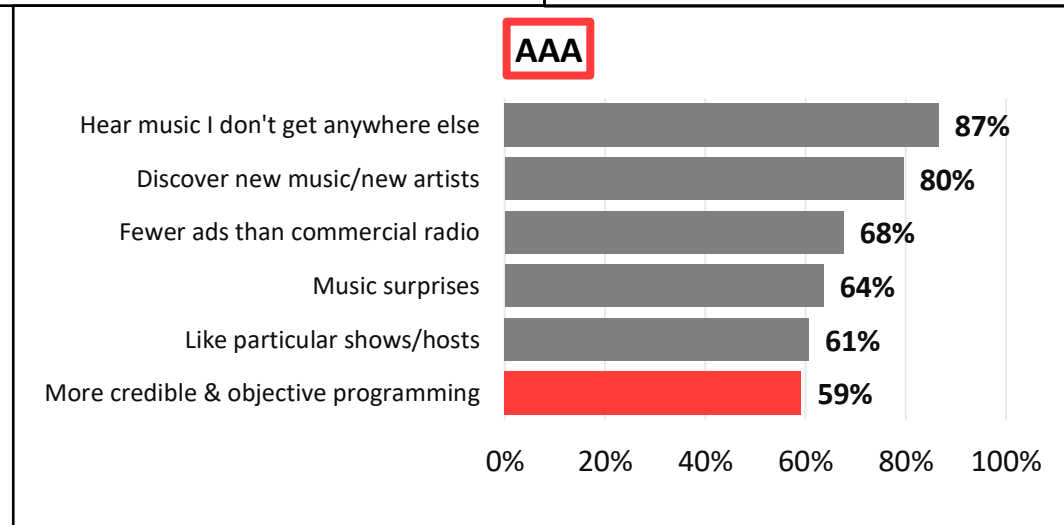
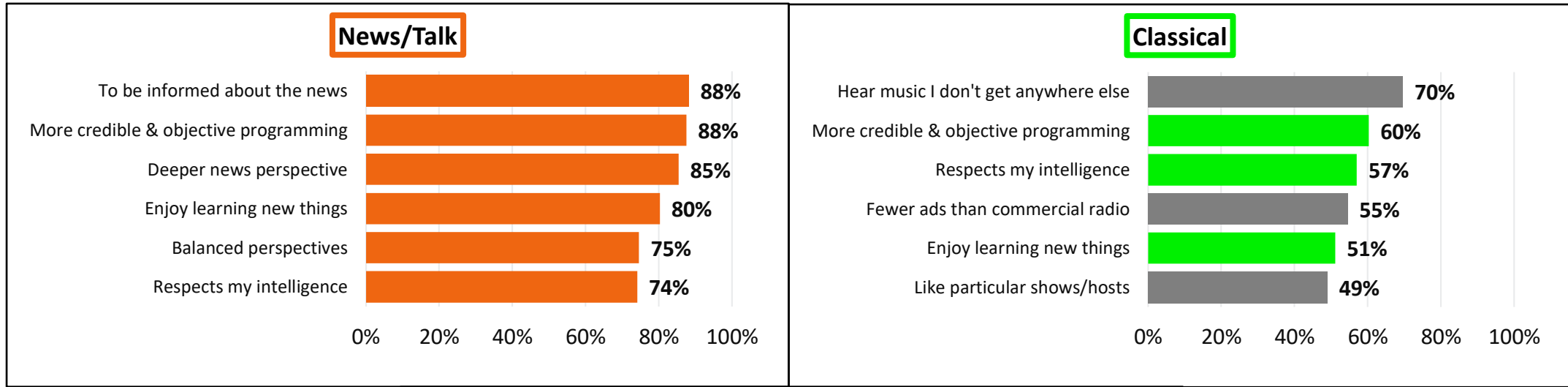
- 53 U.S. public radio stations
- N = 22,552
- Interview dates: May 7 – May 29, 2018
- Most respondents are members of station databases. Some responses were gathered via station websites and/or social networking pages.
- All responses were collected online and weighted using Nielsen 2017 market population data.
- This is a web survey and does not represent all public radio listeners or each station's audience.

Main Reasons For Listening to Public Radio



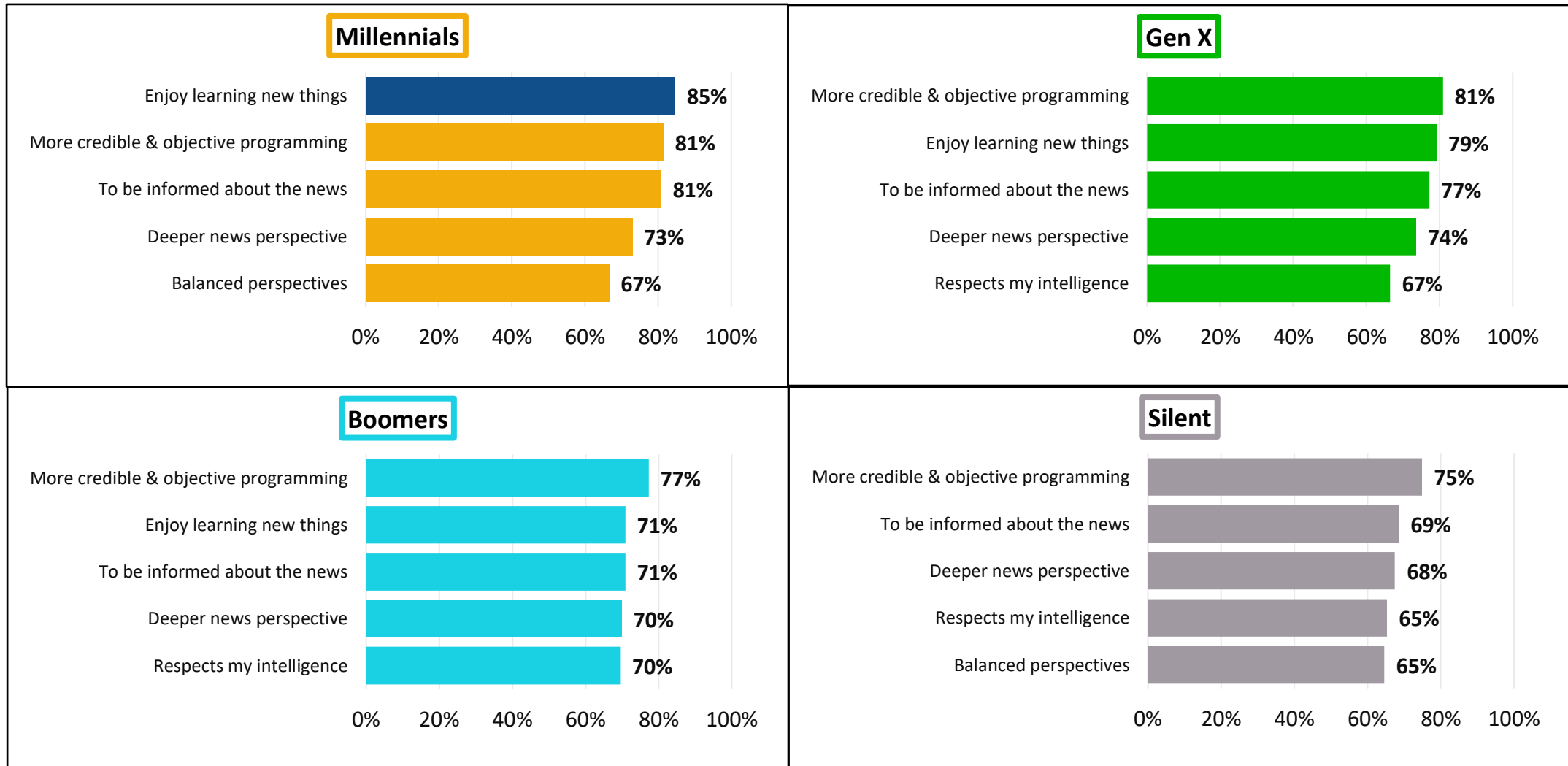
Among those who listen to AM/FM radio,
% who say this is a main reason they listen to public radio

Main Reasons For Listening to Public Radio



Among those who listen to AM/FM radio, % who say this is a main reason they listen to public radio (Top 6 Reasons)

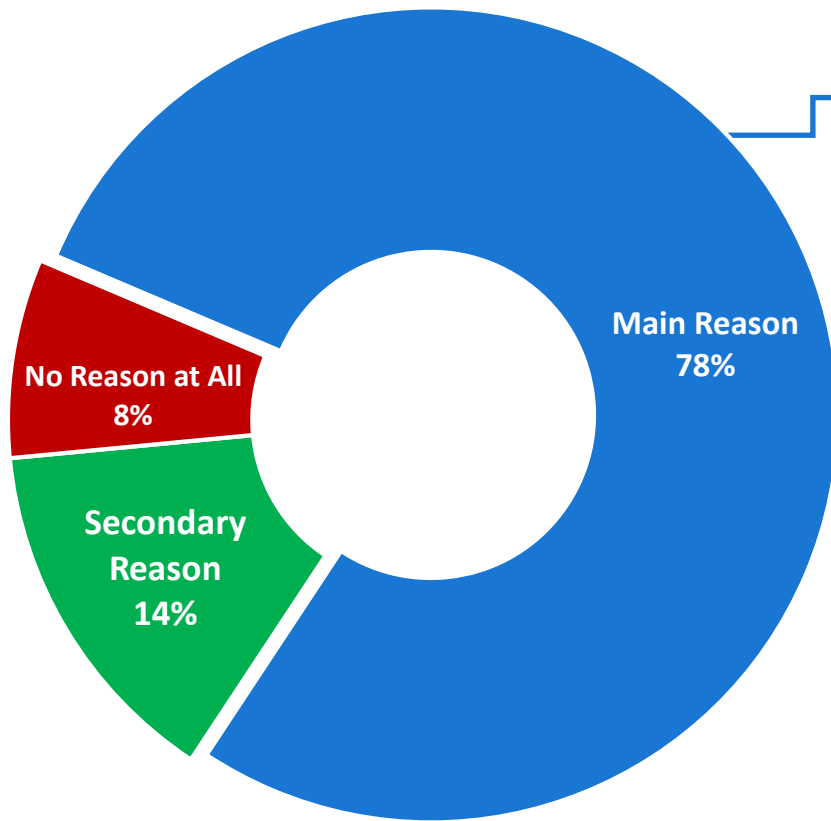
Main Reasons For Listening to Public Radio



Among those who listen to AM/FM radio, % who say this is a main reason they listen to public radio (Top 5 Reasons)

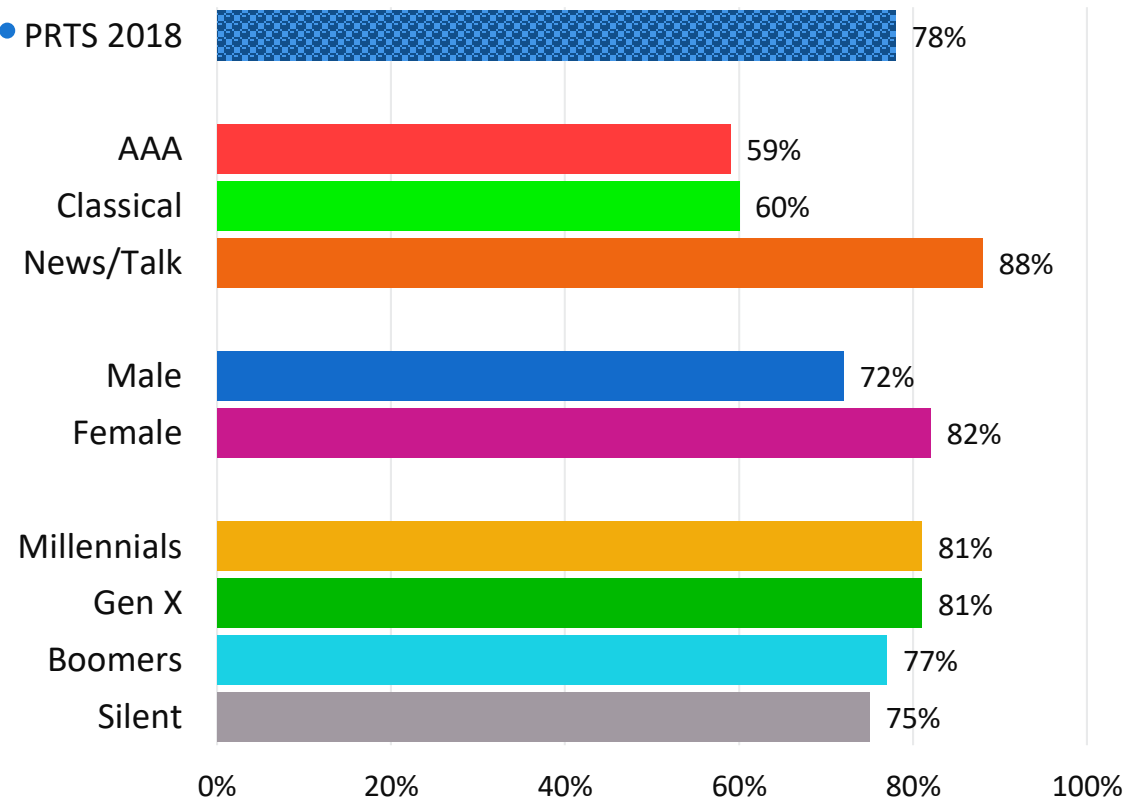
A Main Reason For Listening to Public Radio

“The Programming Is More Credible and Objective”



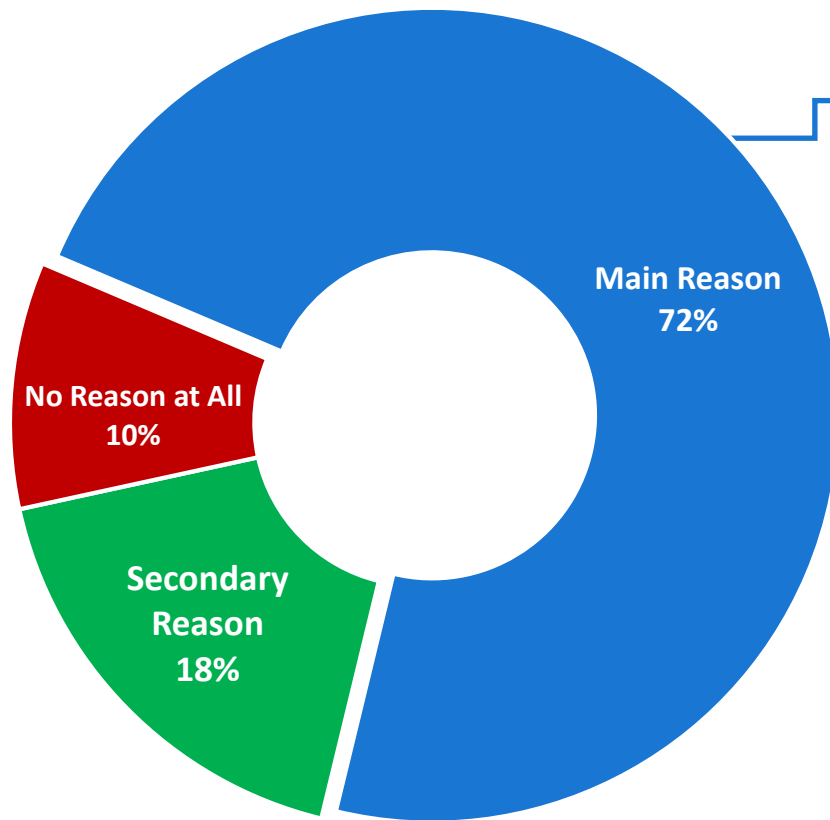
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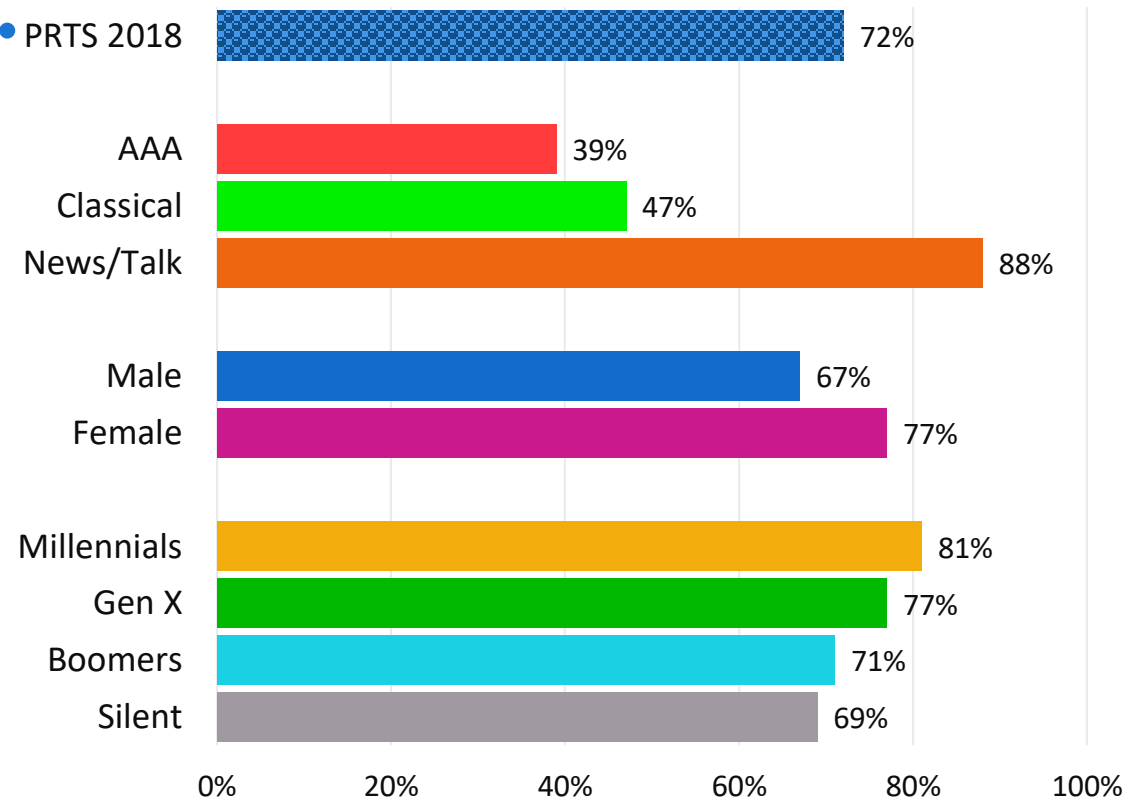
A Main Reason For Listening to Public Radio

“I Want to Be Informed About What’s Going on in the News”



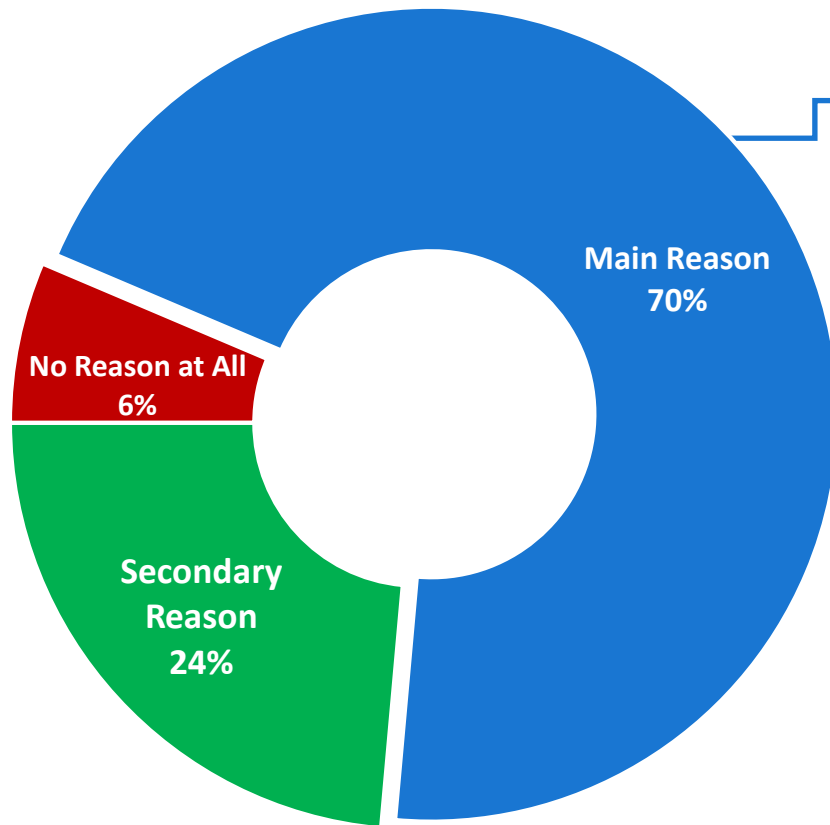
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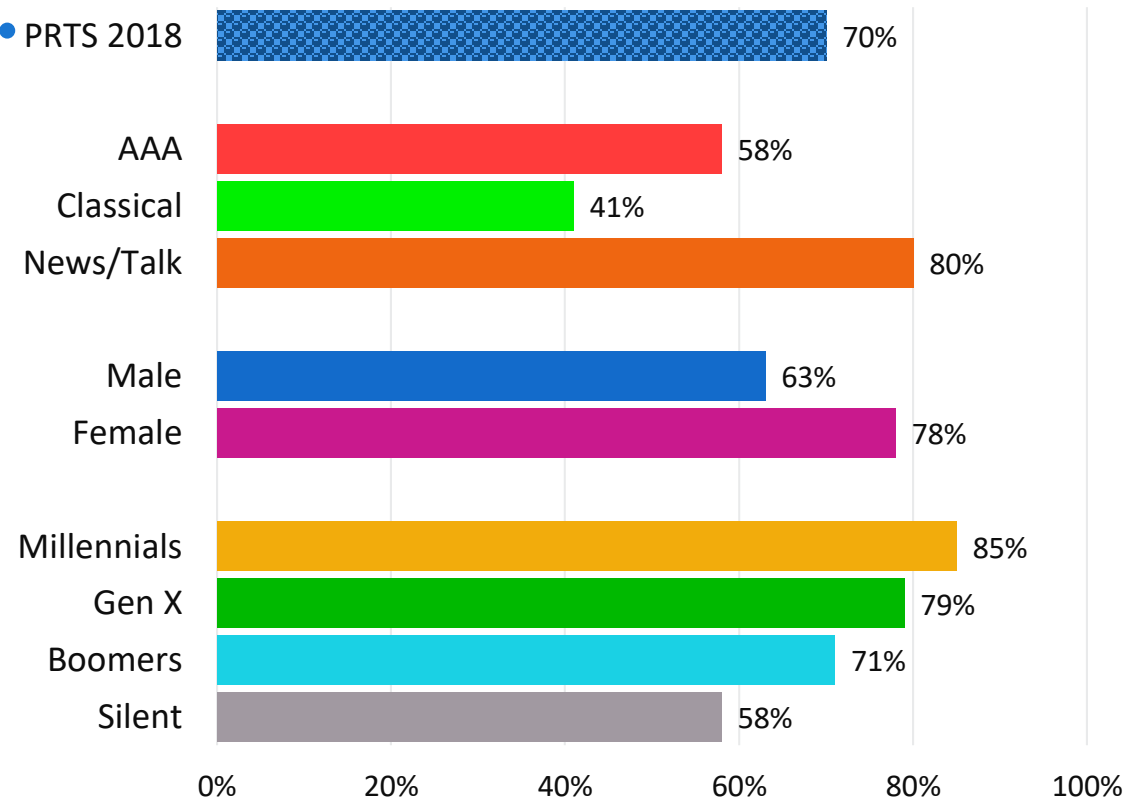
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"I Enjoy Learning About New Things"



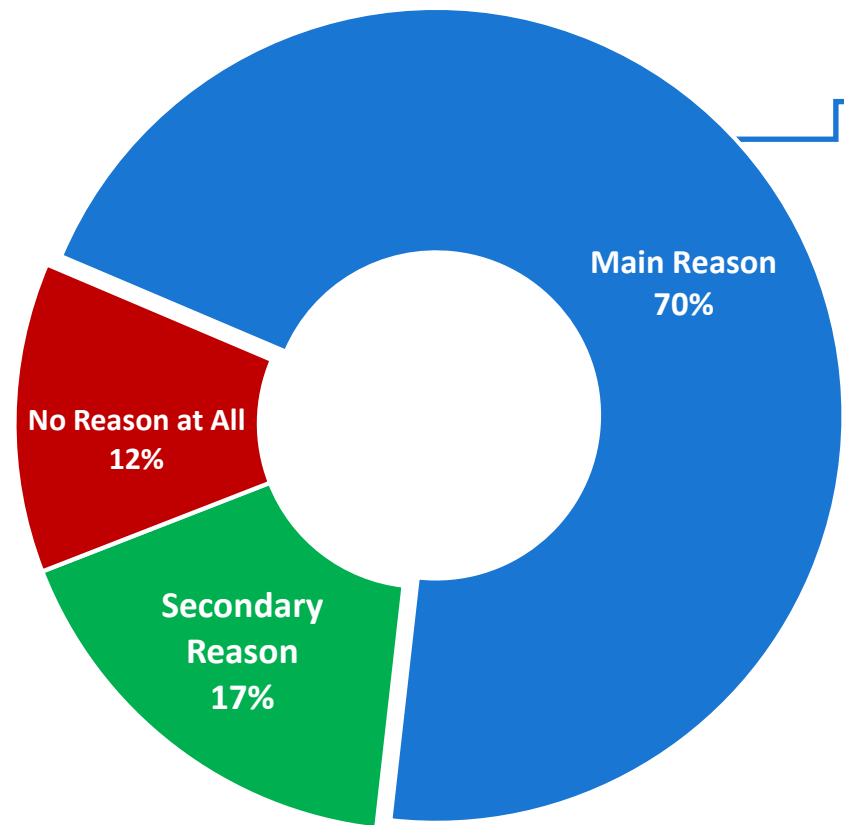
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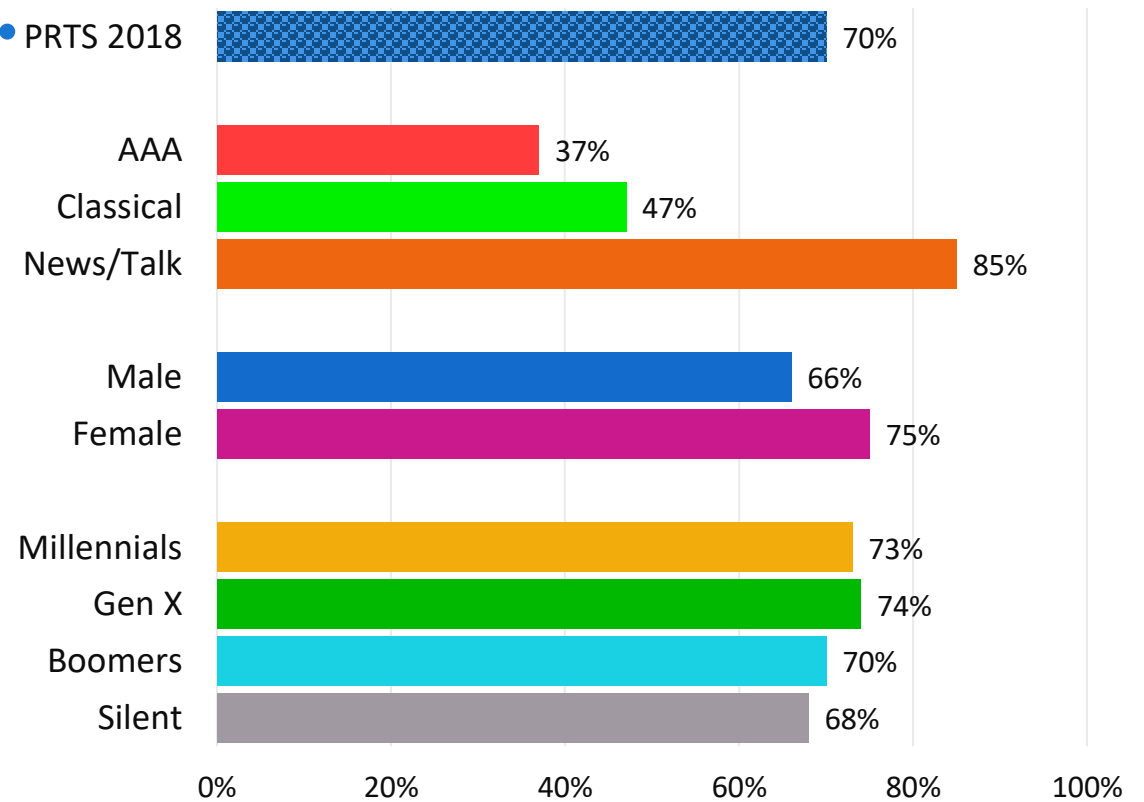
A Main Reason For Listening to Public Radio

“I Want a Deeper Perspective Into the News”



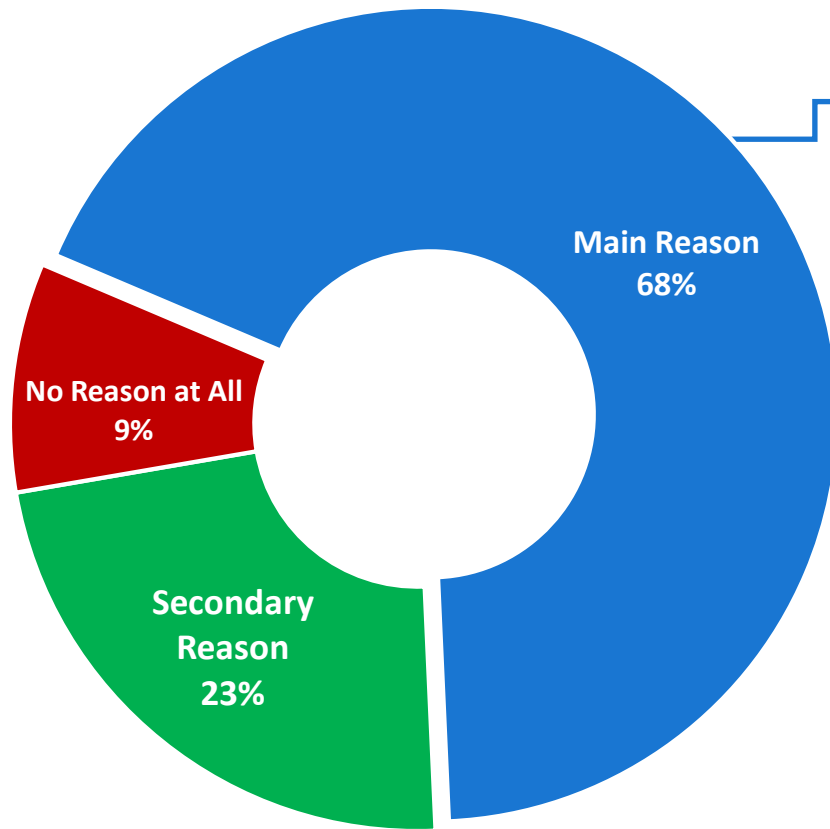
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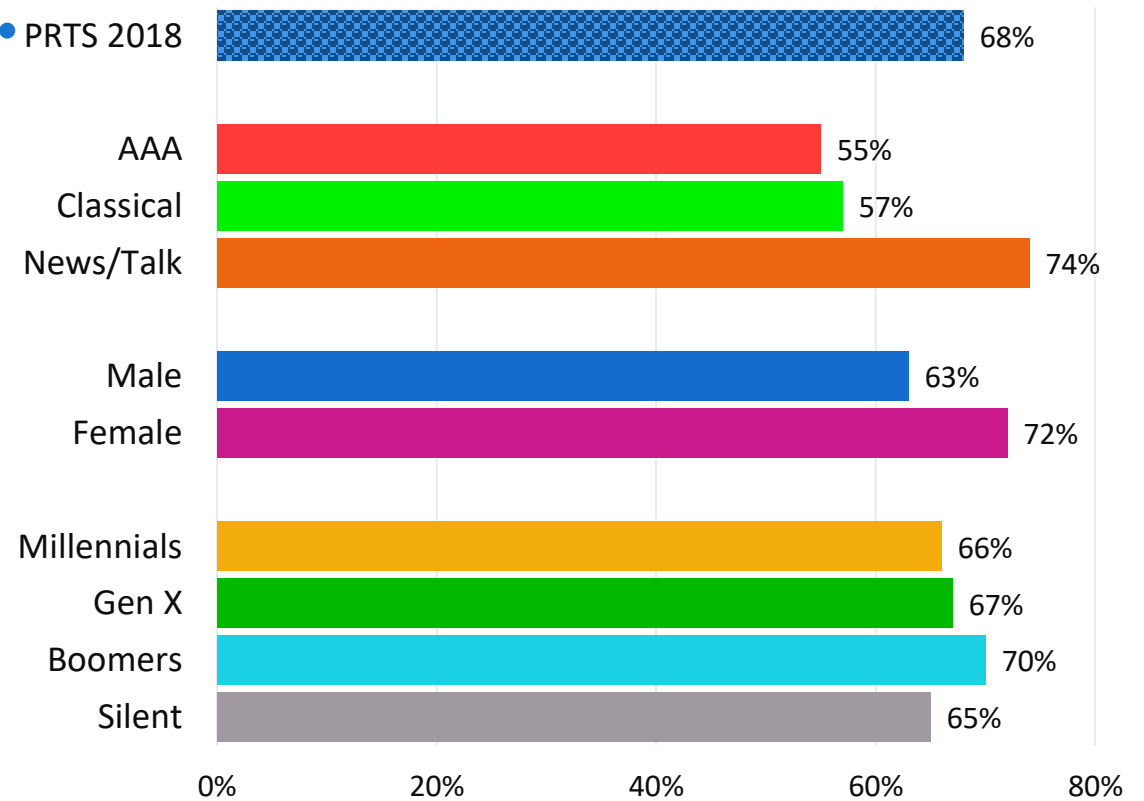
A Main Reason For Listening to Public Radio

“Public Radio Respects My Intelligence”



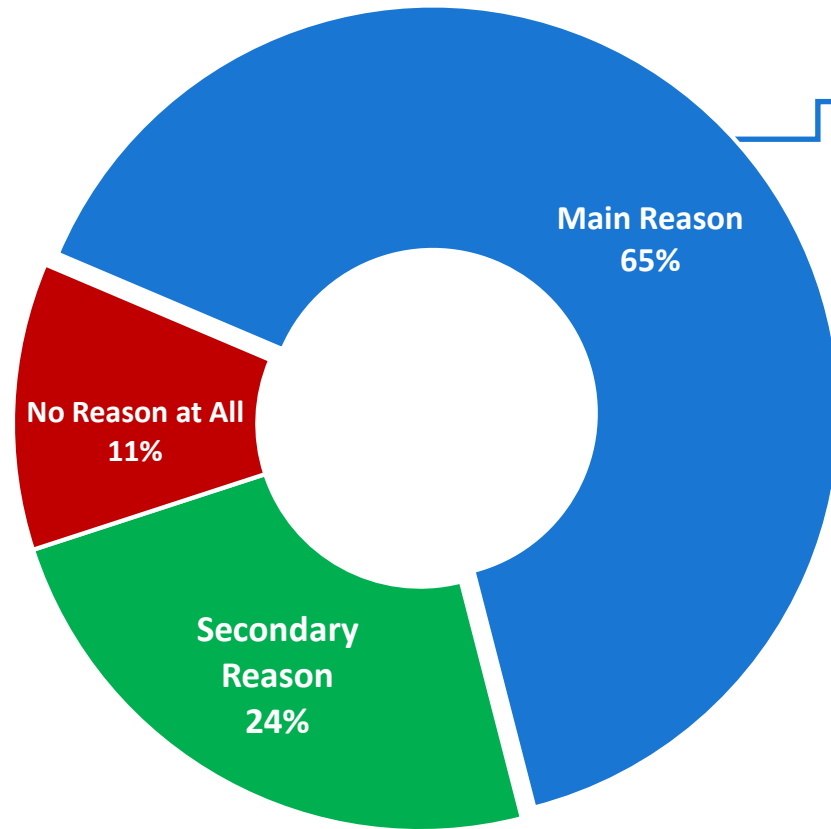
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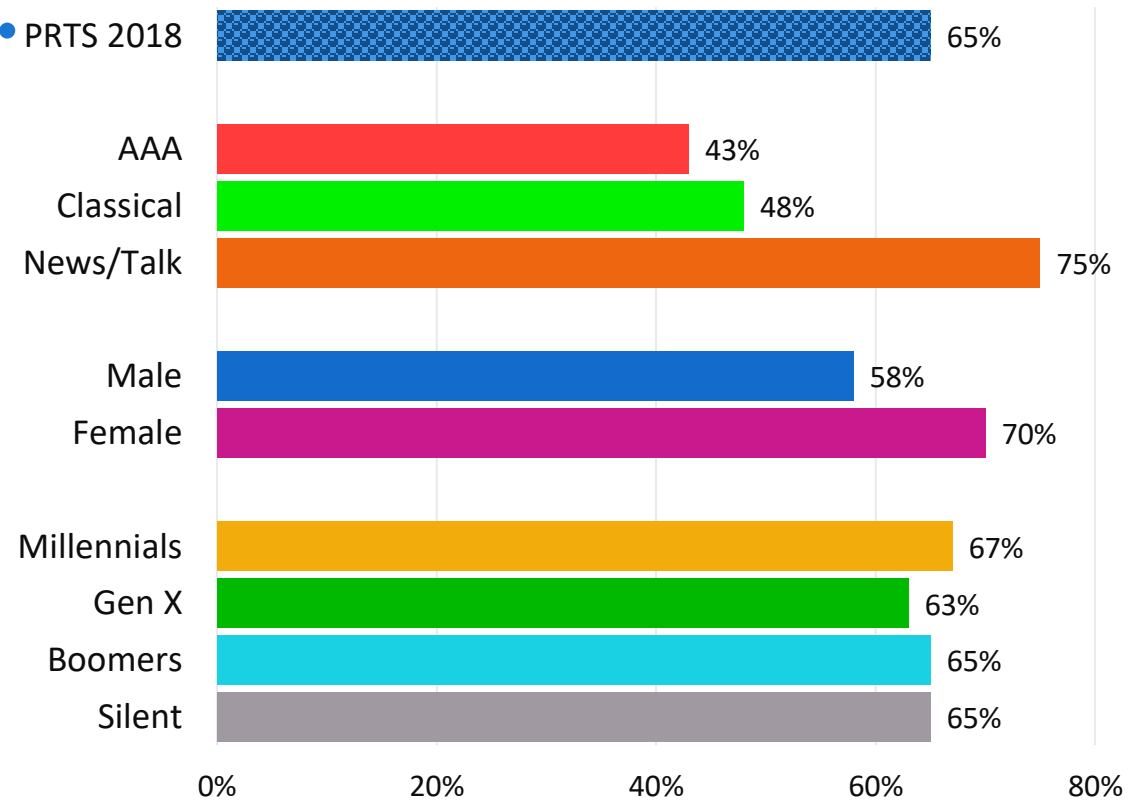
A Main Reason For Listening to Public Radio

“Public Radio Presents a Balance of Perspectives”

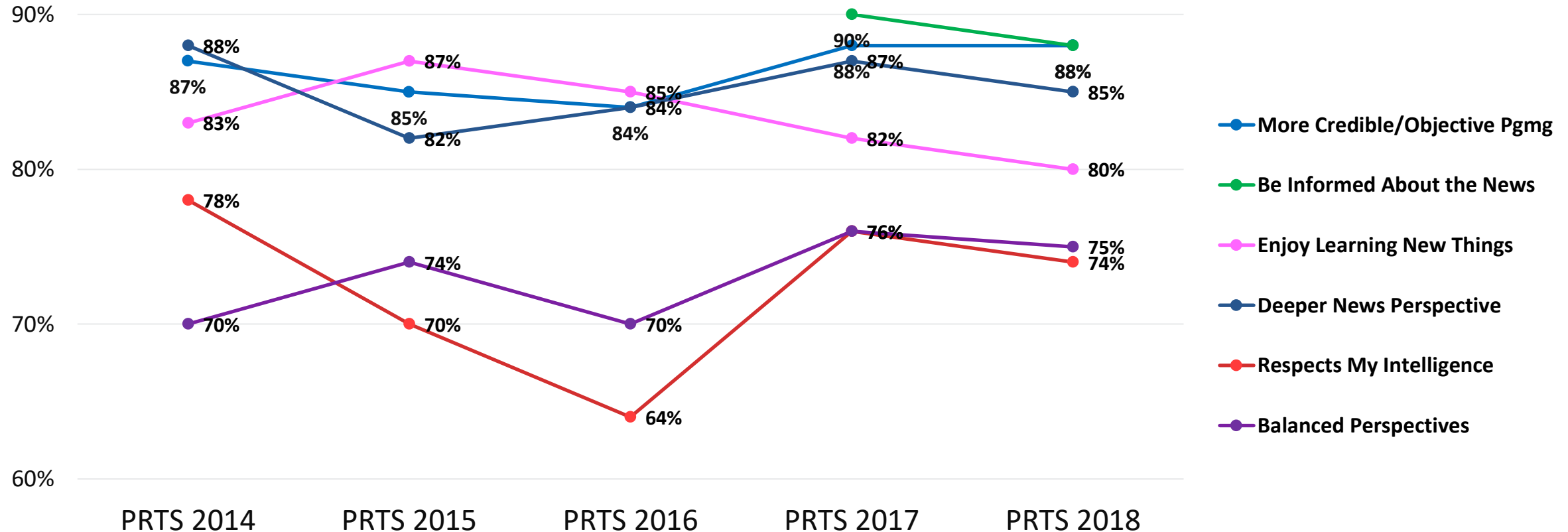


“Public radio presents a balance of perspectives”

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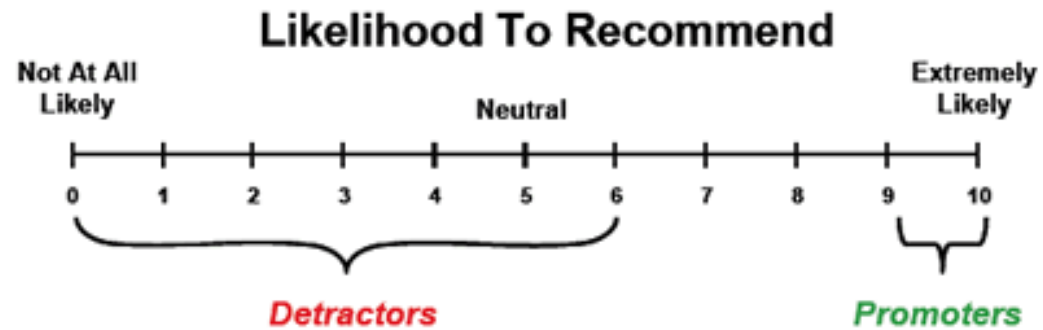


Core Values: Main Reasons for Listening to Public Radio



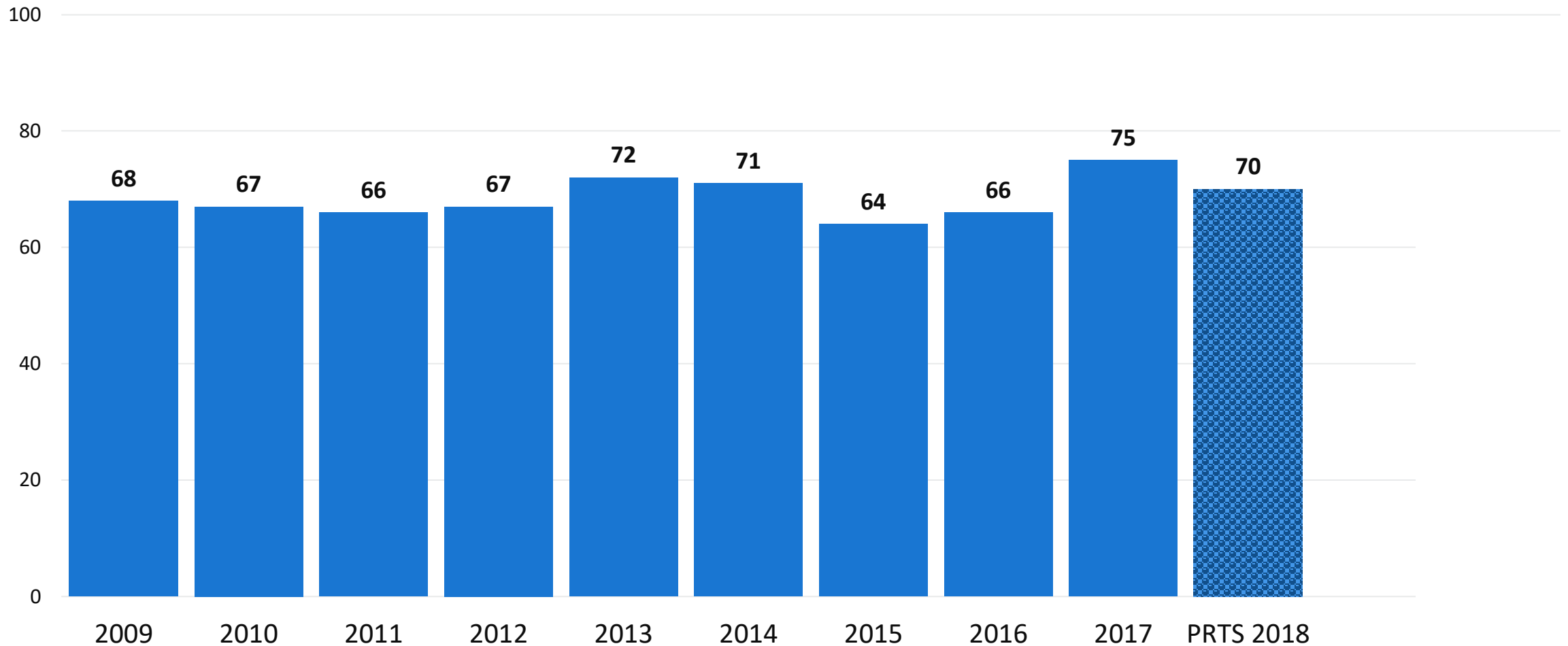
Among News/Talk fans who listen to AM/FM radio,
% who say this is a main reason they listen to public radio

NET PROMOTER

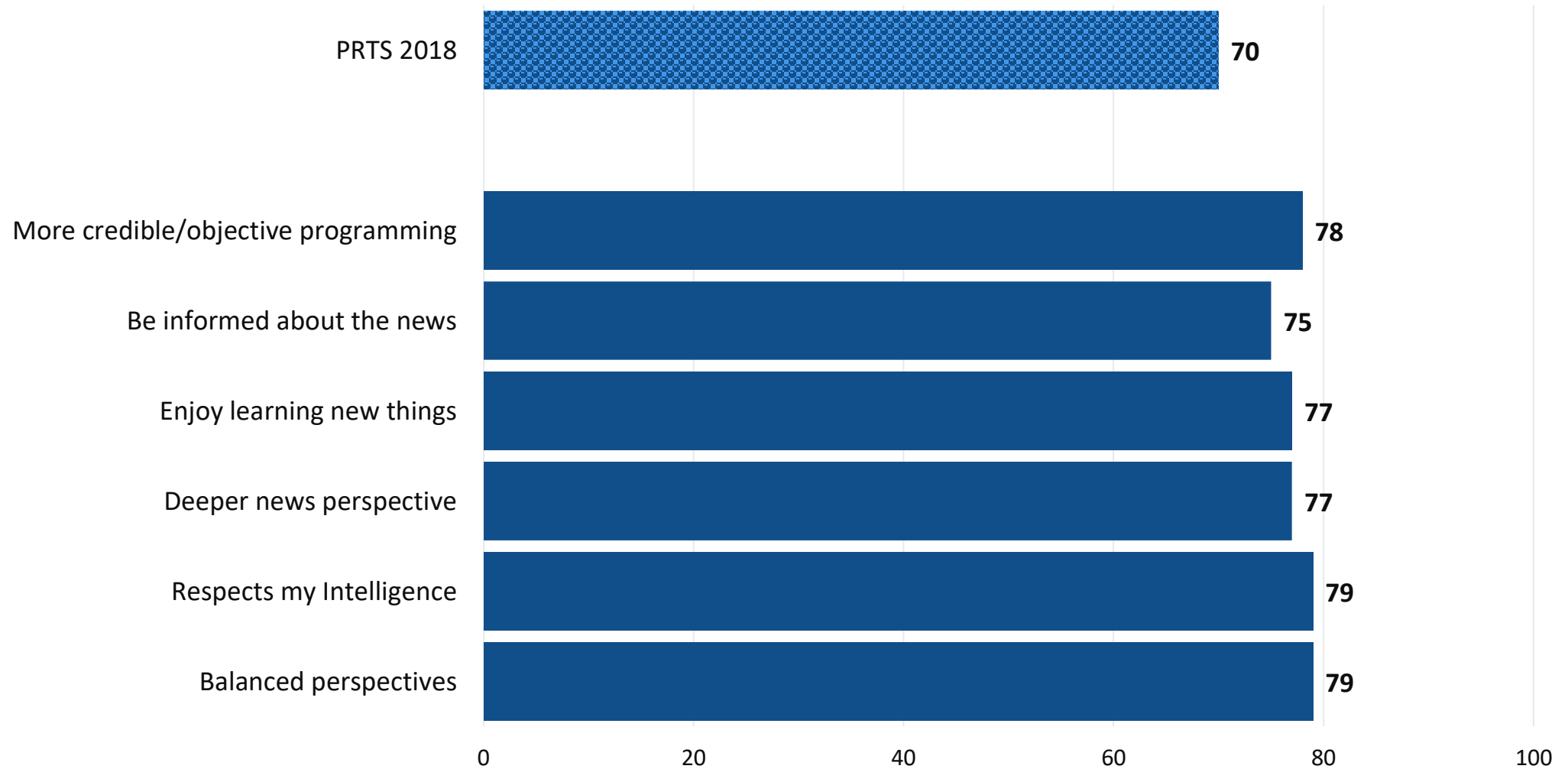


$$\% \text{ Promoters} - \% \text{ Detractors} = \text{Net Promoter Score}$$

Net Promoter Trend



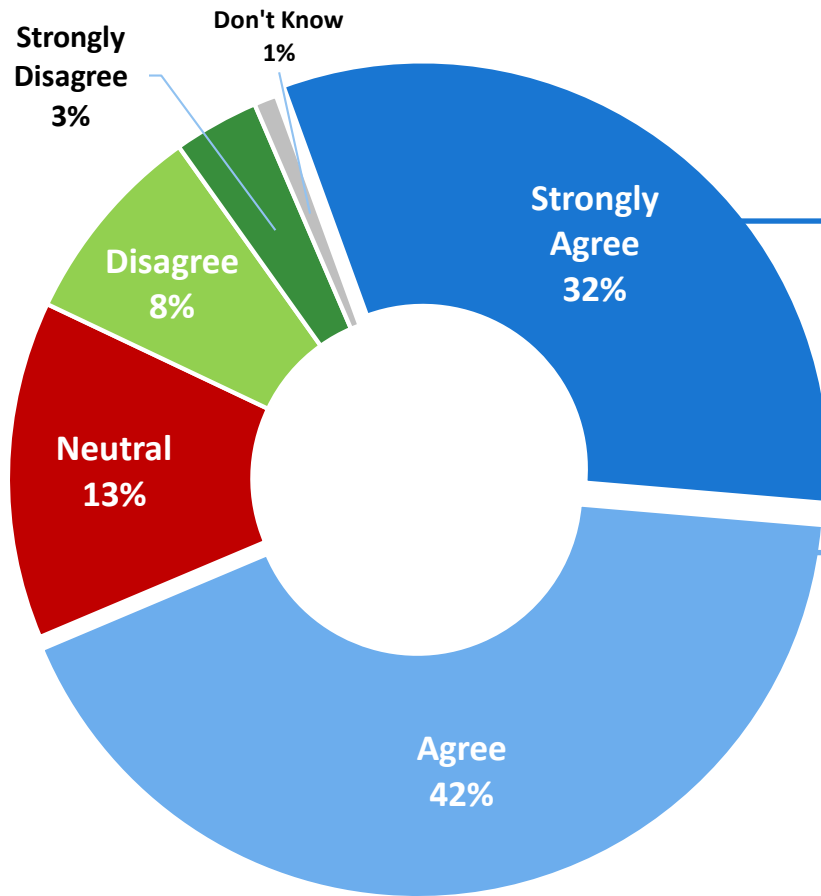
Core Values & Net Promoter Scores





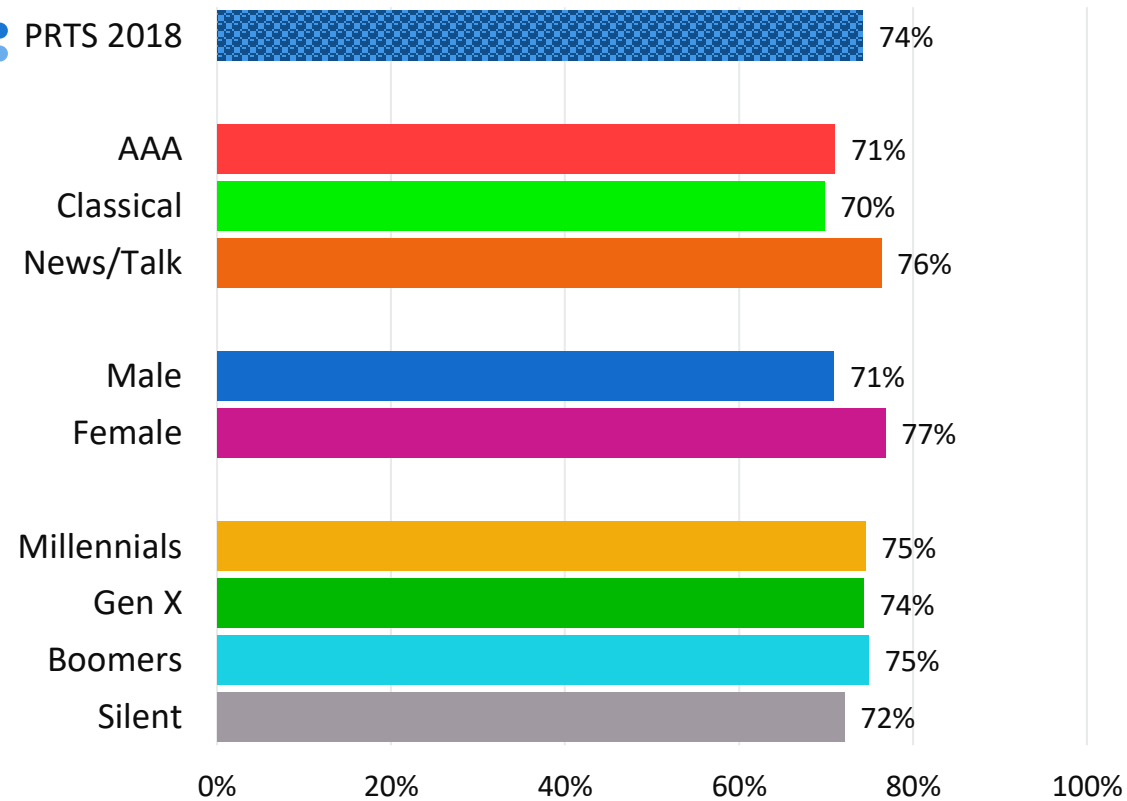
The Trump Effect

Three in Four Are Looking More Closely at News Sources Due to “Fake News”



“I find myself looking more closely at the source of news articles recently due to the proliferation of so-called ‘fake news’”

% Agreement (Strongly Agree + Agree)





Sarah | 32 | Detroit

“We seem to think opinions and facts are of equal value or equal weight when really they’re not.”





Rayna | 25 | Charlotte

“NPR, you should have called them out on their BS – or I wish they hit a little harder...I would make public radio try to be more uncomfortable because you would be getting truer answers.”





Jay | 31 | Detroit

“(Public radio) reporters should have challenged a Trump supporter or surrogate...You expect them to call out a person on a mistruth or a lie.”





Gary | 27 | Charlotte

“In the election, they interviewed Alt Right people and their off-the-wall things. I just feel they weren’t challenging them more...If you’re going to give a platform to controversial viewpoints, you have a duty to thoroughly vet them on air and allow people to see the shortcomings. I don’t want them in any way to push a narrative or short-circuit the facts. But people lie and I think it’s a journalistic duty to call them out.”



Public Radio News/Talk Core Values

New audiences/ times have changed, what do the highlighted words mean today?

Qualities of the Mind/Intellect

- **Love of lifelong learning:** A desire to learn something new every day
- **Substance:** Expand understanding of and connection with the world
- **Curiosity:** The need to dig deeper, to ask why, not just what
 - **Credibility**
 - **Accuracy**
 - **Honesty:** Listeners trust that we are non-manipulative, non-sensational
- **Respect for the intelligence of the listener**
- **Purpose:** A clear understanding of why we do what we do

Public Radio News/Talk Core Values

Qualities of the Heart and Spirit

- **Humor:** Always has a purpose and is never mean-spirited
- **Idealism:** We believe in our power to find solutions
- **Inspired about public life and culture**
- **Civility** – Belief in Civil discourse
- **Generosity:** Content has center stage and the guest is the star

Public Radio News/Talk Core Values

Qualities of Craft/Excellence in our use of the Medium

- **Uniquely human voice:** conversational, authentic, intimate
- **Pacing:** deliberate, thoughtful, appropriate to the substance of the content
- **Attention to detail:** music, sound elements, language



“The card has never left my wallet. I still believe the values represent the best explanation of why public radio content is valuable to a listener.”

- Jay Kernis

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