

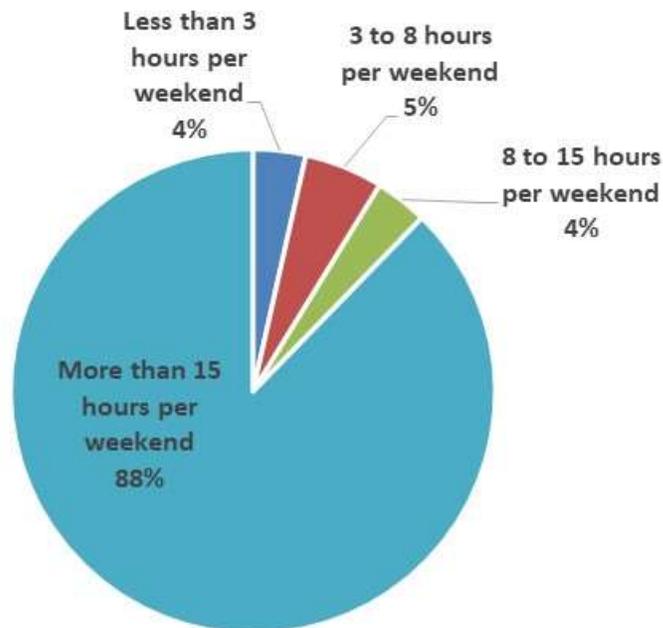


Weekend Project Station Input Survey Executive Summary of Responses April 3, 2019

A survey of the participants in the PRPD/WAMU “Weekend Project” was conducted March 7 – 29, 2019 in conjunction with stations adding their name to a petition-style list in support of a more consistent news presence on weekends. The project is positioned as a national collaboration between stations and national producers designed to raise the profile, and amplify the news value, of public radio weekend programming. The goal of the project and survey is to gauge interest in a dialogue between stations and national producers about weekend programming. The [project announcement and list of participating stations](#) can be found on PRPD’s website. A total of 177 stations added their name to the list in support of this goal, and 58 individuals participated in the survey.

The feedback consensus indicates that there is a high level of interest in and potential for stations to use additional time to positively impact their local branding and news presence in their communities.

1. How many weekend hours do you automate?



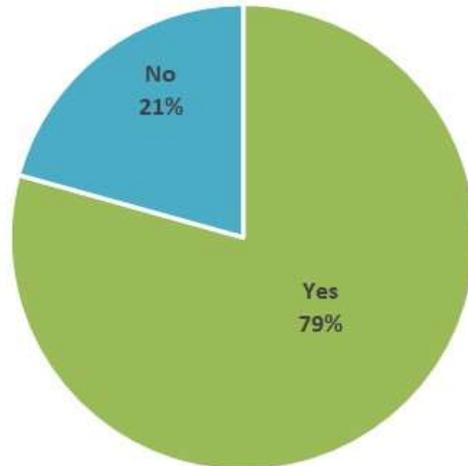
Summary of comments:

Respondents nearly unanimously indicated full automation or full automation with a few live-hosted hours on the weekends. Many respondents referenced budget cuts and small staff leading to cutbacks in live hosting. Some live hosting occurs during drive time, around Weekend Edition, and exceptions to full automation are on-air fund drives, severe weather, or other special coverage.

2. What hours do you live host every weekend?

19 out of 58 respondents (33%) indicated zero live hosted hours on the weekend. Of those that have live hosted hours, some only live host morning hours, some only live host chunks of afternoon or evening hours, and 15% have a live host all day (circa 8 am to 6 pm).

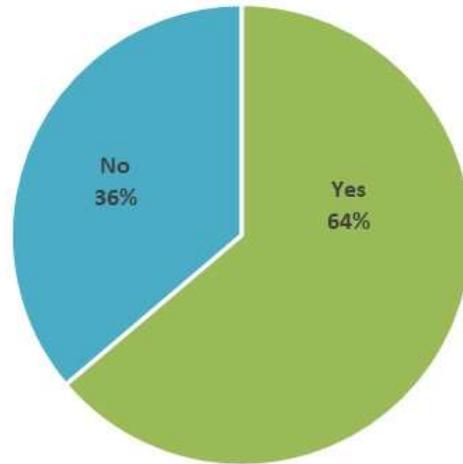
3. Do you have enough local airtime to accomplish your branding, membership, audience maintenance and promotional goals?



Any comments?

Although a majority of responses to the yes/no question indicated they have “enough time” to accomplish their goals on the weekends, **97% provided details that they are in fact looking to expand their live-air presence on the weekends.** More time for local and national news on the weekends, “cutaways long enough for local features,” and more promotional time are desirable, as there is a high level of competition for time, especially between sales and development needs. **There is a strong sense that “more is better” and that stations are always looking for space to do more.**

4. Do you feel that you have the capacity to make use of more local time if it was available?



The majority of respondents feel they currently have the capacity to make use of the additional time. Stations are highly aware that changing the clocks might require redirecting of current resources or possibly adding more staff. Although they might not have specific plans at this time because they haven't had to think about it, **there is a strong view that "if it was available we would use it."**

5. How would you use this time (i.e. what kind of messages do you want to get on the air more?) <defining more as, conceptually 1-2 minutes/ hour>

Ideas for use are heavily local- and station-centric, and include everything from branding, underwriting, fundraising messaging and general promotional time to local news coverage and "ah-ha reasons for listening" to live sports coverage, weather and local community information. Many respondents noted that they "don't have specific plans" because it hasn't been an option for consideration up to this point.