

public radio techsurvey 2024



Jacobs Media is once again proud to partner with PMCC on Public Radio Techsurvey 2024 (PRTS 2024). We are also pleased to have National Federation of Community Broadcasters (NFCB) co-sponsoring for the first time.

With its history of identifying and tracking trends in technology and gaining greater perspective on public radio's core values across generations, PRTS has helped public radio stations better understand the landscape contour and how to maneuver through it.

Why invest in PRTS 2024? Tracking your audience – where they are, what they're doing, and how they're listening – has never been more important in our new media environment.

PRTS 2024 will provide fresh data on alternative ways consumers are using your station – smart speakers, mobile apps, the connected car, podcasting – all sectors that hold the key to radio's future.

This year's study will also freshly delve into public radio shows and personalities to gain a sense of their relevance and popularity. In addition, we'll explore how public radio's news image and reputation, along with its levels of trust and transparency, are holding up post-pandemic. There will also again be a focus on "local," and the importance listeners place on public radio's role in providing local news and community information.

PRTS 2024 will again dig into public radio's fundraising efforts and what can be done to make fund drives more "listenable."

We will continue to dive into, and track last year's data on, Artificial Intelligence (AI) – ChatGPT, deepfakes, etc. – and how public radio listeners perceive its personal and societal impact.

As always, PRTS 2024 will continue to explore the efficacy of public radio's core values in 2024, as well as attitudes and opinions about a wide range of key issues impacting listeners' lives: the political environment, the economy, and diversity and culture, among others.

For public radio stations that focus on music, PRTS 2024 will continue to provide direction into how radio is used by consumers, as well as music discovery and digital device/platform usage.

The goal of these PRTS studies is to help public radio stations better understand the impact change has on their operations and help them strategically navigate the digital waters in order to maximize effectiveness, build strategies, communicate to staffs, and set priorities.

To better serve your audience, your underwriters, and your sponsors, a firm understanding of the key platforms, media, and gadgets they use is essential. PRTS 2024 will help provide insight into content creation, messaging, as well as your budgeting process, and *it's the most comprehensive, trackable survey available to all public radio stations in the U.S.*

We'd like to invite you to be a stakeholder in this research. In order to produce a highly actionable, informed piece of research, we need the unified cooperation of many public radio stations across the country, representing the various formats, regions and diversity that make our system so unique. These studies work best when they represent the largest sample of public radio listeners, across geographies, formats, and demographic groups.

If you've never participated, this is a great moment to get involved. If you took last year off, you don't want to miss this opportunity to re-engage. And if you were a stakeholder last year, tracking is of paramount importance, especially given the way the world of media is evolving.

The Details:

PRTS 2024 is set to field beginning in mid-June and through mid-July. As usual, stakeholder stations can choose the specific June launch date that best suits your station schedule. As we have done in the past, we at Jacobs Media will work closely with your web/database person(s) to ensure this is a simple, turn-key procedure for you and your audience. We will handle all survey development and hosting details, along with communication with local station marketing, programming, and/or web personnel.

As a stakeholder station, you will receive an array of information to help guide your understanding and decision-making: complete totals for the survey, your format, and your local audience, along with key demographic breakouts.

Your participation in PRTS 2024 has never been more important. As our medium, our country, and our lives hit a new inflection point the last few years, your entire staff can benefit from a clearer understanding of the environment, how it is changing, and the actionable steps you can take to put your station in a position where it can not only survive – but thrive.

The deliverables include two usage Pyramids for your audience, with a Media Pyramid focused on major activities (radio listening, streaming, podcasting), and a Brand Pyramid showing usage of specific brands like Netflix, SiriusXM, YouTube, and Spotify. Each Pyramid shows you the hierarchy for your local audience, allowing you to compare it to the national totals. The

inclusion of generational profiles also helps you better understand how different audience segments are using media platforms and brands, and specifically, your content.

An executive summary will be presented via webinar upon analysis of the data. It will be open to stakeholder stations and their entire staffs only.

Again, the key to the **success of this project depends on the inclusion of a wide range of stakeholder stations**. We strongly encourage your station's participation. Please also share this information with your colleagues.

We are continuing to hold the fee structure unchanged from prior years, and we believe the PRTS studies remain one of the best deals in public radio.

- \$550 for PMCC members in markets 1-30
- \$450 for PMCC members in markets 31-75
- \$350 for PMCC members in markets 76+
- \$750 for non-PMCC members
- \$100 for NFCB Members (national data only – no local data)
- \$200 for NFCB Members (national data AND local data, if have met the minimum 75 survey sample size requirement)

Stations whose fiscal year ends in June will have the option to either pay before or after the June 30th date.

ACT NOW: Contact Elnora Lowe (elnora@jacobsmedia.com) to secure your participation or visit <https://jacobsmedia.com/register-prts2024/> to register your station.

To participate, please **register no later than Thursday, June 6th.**

If you have any questions, please call us at 248-353-9030.