

# SRG Public Radio Profile

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## The Public Radio Format Study Listening Patterns

*A Six-Year Analysis of Performance  
and Change By Station Format*

By Thomas J. Thomas  
and Theresa R. Clifford

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# *The Public Radio Format Study: Listening Patterns*

Each week the 393 public radio organizations supported by the Corporation for Public Broadcasting reach some 27 million listeners. Most analyses of public radio listening examine the performance of individual stations within this large mix, the contributions of specific national programs, or aggregate numbers for the system as a whole.

This report takes a different approach. Through an extensive, multi-year study of 228 stations that generate about 80% of public radio's audience, we review patterns of listening to groups of stations categorized by the formats that they present. We find that stations that pursue different format strategies – news, classical, jazz, AAA, and the principal combinations of these – have experienced significantly different patterns of audience growth in recent years and important differences in key audience behaviors such as loyalty and time spent listening. This quantitative study complements qualitative research that the Station Resource Group, in partnership with Public Radio Program Directors, and others have pursued on the values and benefits listeners perceive in different formats and format combinations.

Key findings of The Public Radio Format Study include:

- In a time of relentless news cycles and a near abandonment of news by many commercial stations, public radio's news and information stations have seen a 55% increase in their average audience from Spring 1999 to Fall 2004.
- In an era when many have questioned the survival of the classical format, public radio's classical stations have generated a steady performance for six years in a row – and some of the highest audience loyalty numbers in the field.
- AAA stations, though very limited in number, have seen significant growth in their audiences, with listening up by nearly a third over the past six years.
- Jazz stations have been attracting listeners who clearly spend a good deal of time with other stations; they have the lowest average loyalty and lowest average time spent listening to their stations of public radio's primary formats. Even so, jazz stations currently reach an average audience that is up 6% from six years ago.

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## About The Study

**Creating the Format Groups.** We identified four primary “single format” strategies for public radio – news, classical, jazz, and AAA – and three “mixed-format” combinations – news/classical, news/jazz, and news/AAA.

We were able to assign 228 public radio stations, which collectively account for about 80% of all listening to public radio, to one of these seven format strategies. The assignment was based on patterns of listener response to programming: which program elements elicited the greatest amount of audience as measured by total hours of listening.

Those stations that generated at least 75% of their listening from, respectively, news, classical, jazz, or AAA were assigned to groups with others that did the same. Those stations that generated at least 25% of their listening from news and at least 25% from one of the three primary music formats were assigned to the appropriate mixed-format groups.

A listing of the stations in each format group is at the end of the report. The groups shook out as follows:

<i>Format</i>	<i>Stations</i>
News	62
Classical	40
Jazz	22
AAA	4
News/Classical	81
News/Jazz	12
News/AAA	7

**Constant Set of Stations.** Each format group is made up of the same stations for the duration of the period studied. The changes we report here are “same store sales” – changes in listening to the same stations over time. At the same time, many stations made changes in how their programming was presented. For example, a classical music station may have changed the balance of local and nationally produced classical music programming. Or a news/classical station may have slightly changed the hours per day of news programming relative to the amount of music programming. This study looks at the result of the overall service by format, not the source or performance of specific components used to assemble the service.

**Where Is My Station?** Not all public radio stations were assigned to a format group for this study. Some lacked sufficient audience data to make the initial format assignment or to track their performance across the period of the study. Others shape their program service from a more eclectic mix of formats. Some stations present unique formats (e.g., folk, gospel) relative to all other public radio stations. Some made a major format change during the period of the study.

Along with a list of the stations in each format at the end of the report, we have listed all CPB-supported stations that were not assigned to a format group.

**How We Calculated the Measures.** Our key indicator of audience size is Average Quarter Hour Audience (AQH). For each format group we added the full week AQH audience across all the stations within the group. The first edition of this report included Cumulative Audience (cume), but because our database for the study includes some geographic overlap in listening areas among

stations within format groups, adding their respective cume figures overstates overall listening. We therefore dropped this measure and believe tracking AQH alone provides a suitable indicator of changes in audience size.

Loyalty measures what percentage of total radio listening time a station’s cumulative audience spends with that station. For this study we report average loyalty across the stations within each format group. The average is weighted with respect to the amount of listening. That is, changes in loyalty at stations with a lot of listening count for more than changes in loyalty at stations with less listening in reporting the performance for each group. Using weighted averages, also a change from the first edition of the report, better aligns the loyalty measures with the aggregate data for audience size.

Time Spent Listening (TSL) measures the amount of time an average listener spends with a particular station during a week. We report this figure as an average across the stations within each format group. As with loyalty, we use a weighted average with respect to the amount of listening to the station.

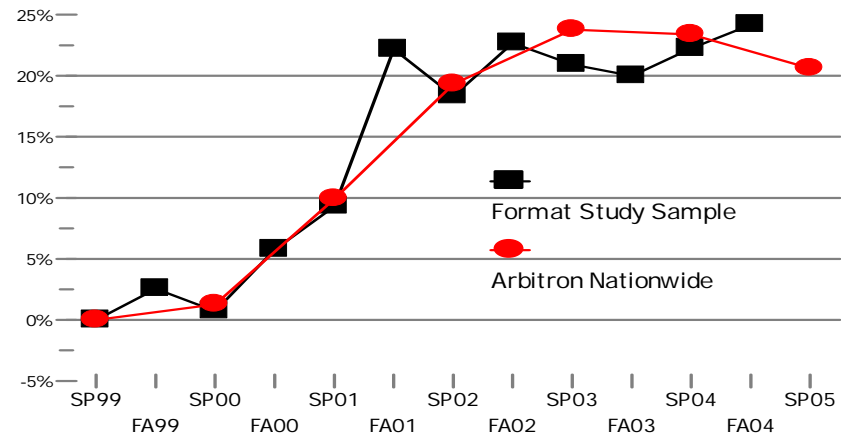
**Recent Loss in the National Audience?** As this study is published, many are concerned about recent reports that the overall audience for public radio had declined – modestly – for two years in a row. The most recent Arbitron Nationwide estimates for public radio that have evoked concern are based on a different set of stations – all CPB-supported stations versus the 228 stations analyzed in this study; different reporting methodology – all listening reported to a station by a listener in any market versus market-specific estimates; and a different time-frame – listening over the past year as of Spring 2005 versus the six-year timeframe of this study ending Fall 2004. The current concern regarding overall

audience will receive a closer analysis by SRG and other audience researchers. This study does not address this issue.

The chart below shows the similarities and differences in AQH changes between the stations in this study and all CPB-supported stations.

**AQH Change: Sample v. All Stations**

Percent Change From Spring 1999  
Data Copyright Arbitron. Source ARA/AudiGraphics, RRC/Nationwide



**Acknowledgements.** The framework and analysis of this report were made possible by the generous cooperation of Audience Research Analysis, which created a massive database with the listener hours, by format, for over 465 public stations, and shared “top line” listening data for each of the stations over a six-year period. Arthur Cohen, of Whole Station Solutions, compiled the data for each group and prepared multi-year trend analyses of key listening metrics. We subsequently refined the analysis, extended the data, and prepared the final report.

– Thomas J. Thomas and Theresa R. Clifford

## The Public Radio Format Study Snapshot of Listening Patterns

### All News

Stations	62	Change from SP 99 to FA 04
Performance in FA 04		
AQH	572,600	+54.8%
Avg. TSL	6:49	+2.2%
Avg. Loyalty	35.7%	+12.7%

### News/Classical

Stations	81	Change from SP 99 to FA 04
Performance in FA 04		
AQH	356,300	+9.1%
Avg. TSL	6:46	-5.1%
Avg. Loyalty	36.4%	+2.8%

### All Classical

Stations	40	Change from SP 99 to FA 04
Performance in FA 04		
AQH	209,000	-1.5%
Avg. TSL	6:58	-1.1%
Avg. Loyalty	33.8%	+5.7%

### News/Jazz

Stations	12	Change from SP 99 to FA 04
Performance in FA 04		
AQH	41,200	+17.0%
Avg. TSL	6:26	+2.3%
Avg. Loyalty	32.4%	+8.8%

### All Jazz

Stations	22	Change from SP 99 to FA 04
Performance in FA 04		
AQH	86,600	+5.6%
Avg. TSL	6:09	-6.5%
Avg. Loyalty	25.6%	+0.1%

### News/AAA

Stations	7	Change from SP 99 to FA 04
Performance in FA 04		
AQH	25,100	+68.5%
Avg. TSL	6:40	+4.4%
Avg. Loyalty	38.2%	+18.9%

### All AAA

Stations	4	Change from SP 99 to FA 04
Performance in FA 04		
AQH	42,600	+28.7%
Avg. TSL	6:45	-4.2%
Avg. Loyalty	30.4%	+6.1%

### NOTES:

The number of stations in each format includes only those that met the criteria for inclusion in this study – audience data available from Spring 99 through Fall 04, minimum levels of listening to the specified formats, and no major format changes during this period. AQH figures are the total for stations in each group. TSL and Loyalty are weighted averages (by amount of listening) of stations in each group.

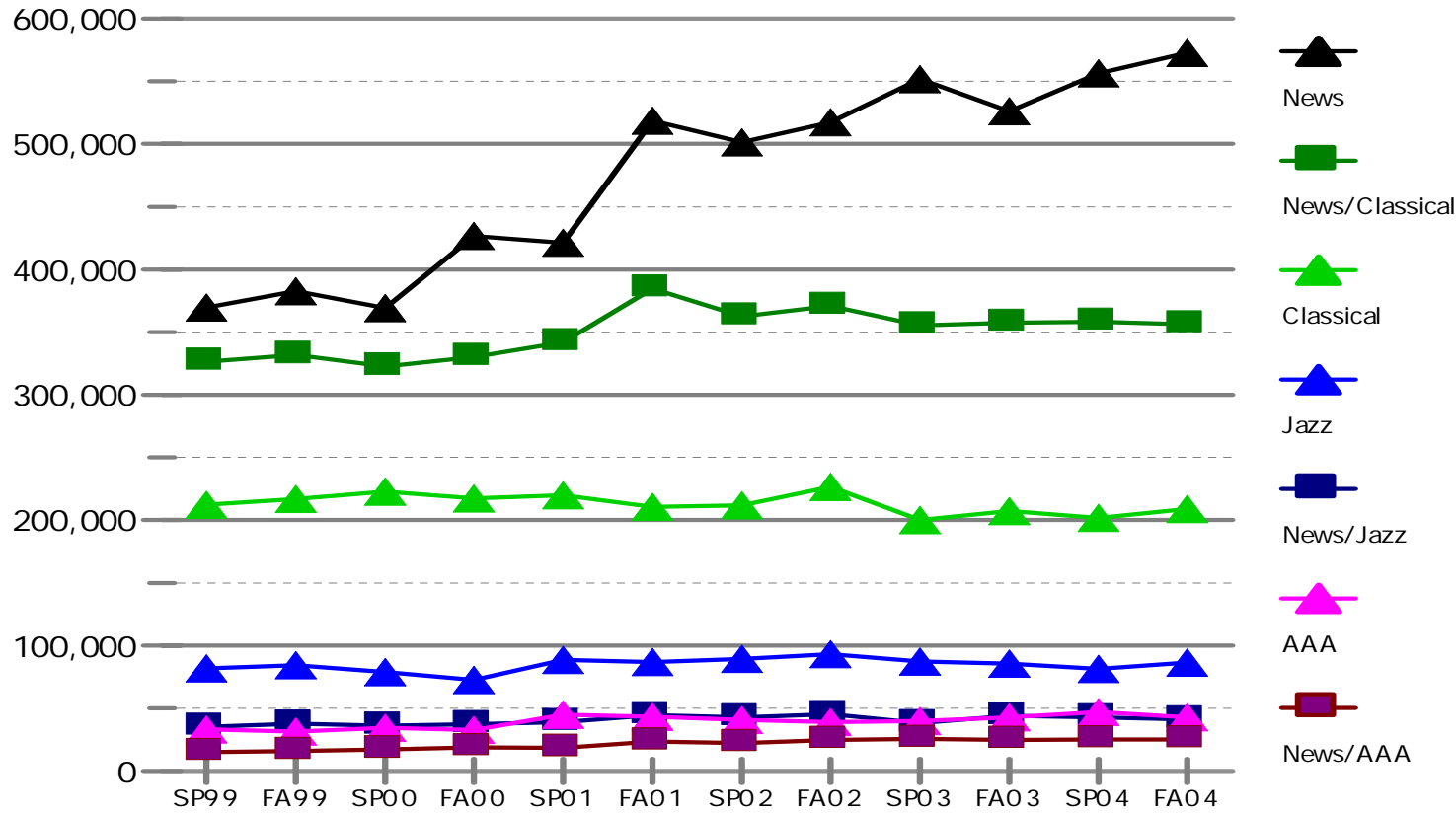
<span style="display: inline-block; width: 15px; height: 15px; background-color: #90EE90; border: 1px solid black;"></span>	Strong performance (>6%)
<span style="display: inline-block; width: 15px; height: 15px; background-color: #FFFF00; border: 1px solid black;"></span>	Holding even (6% to -2%)
<span style="display: inline-block; width: 15px; height: 15px; background-color: #FF6347; border: 1px solid black;"></span>	Losing ground (< -2%)

# *The Public Radio Format Study: Listening Patterns*

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# Average Quarter Hour Audience

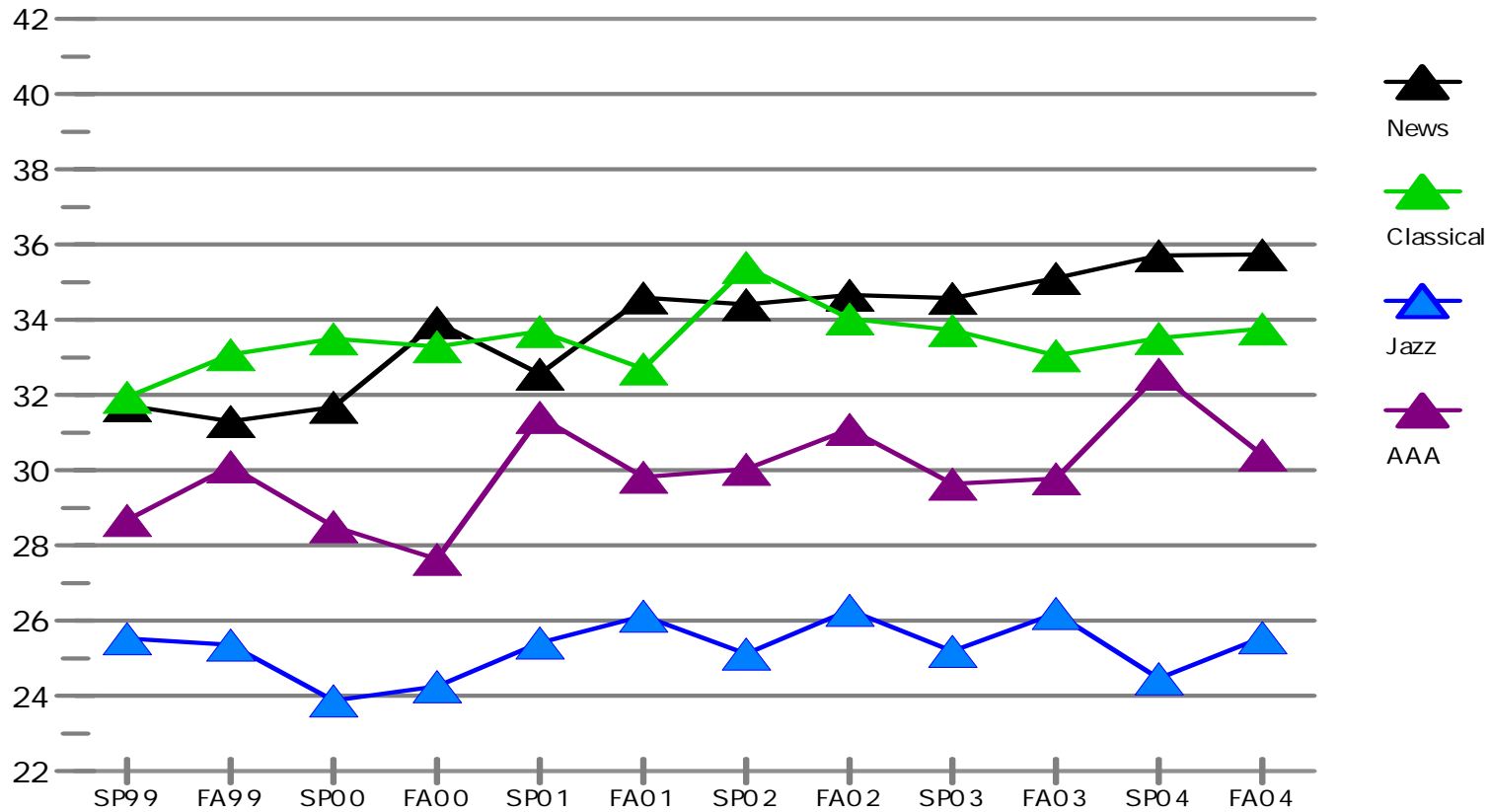


Data copyright 2004, Arbitron, Inc. Source: Audience Research Analysis, Audigraphics.

AQH Persons tracks the average audience across the measured broadcast week – Monday through Sunday, 6am to midnight – summed for all the stations in each format group. AQH is the best indicator of the amount of listening to a format. AQH can be added across stations and across the groups, and the total here accounts for about 80% of all listening to public radio.

*The most dramatic change across the six years of this study is the significant increase in listening to public radio's 62 all-news-and-information stations. Already accounting for the most listening at the beginning of the study, these stations now reach an average of some 575,000 people at any quarter hour throughout each broadcast day.*

# Average Loyalty: Focused Format



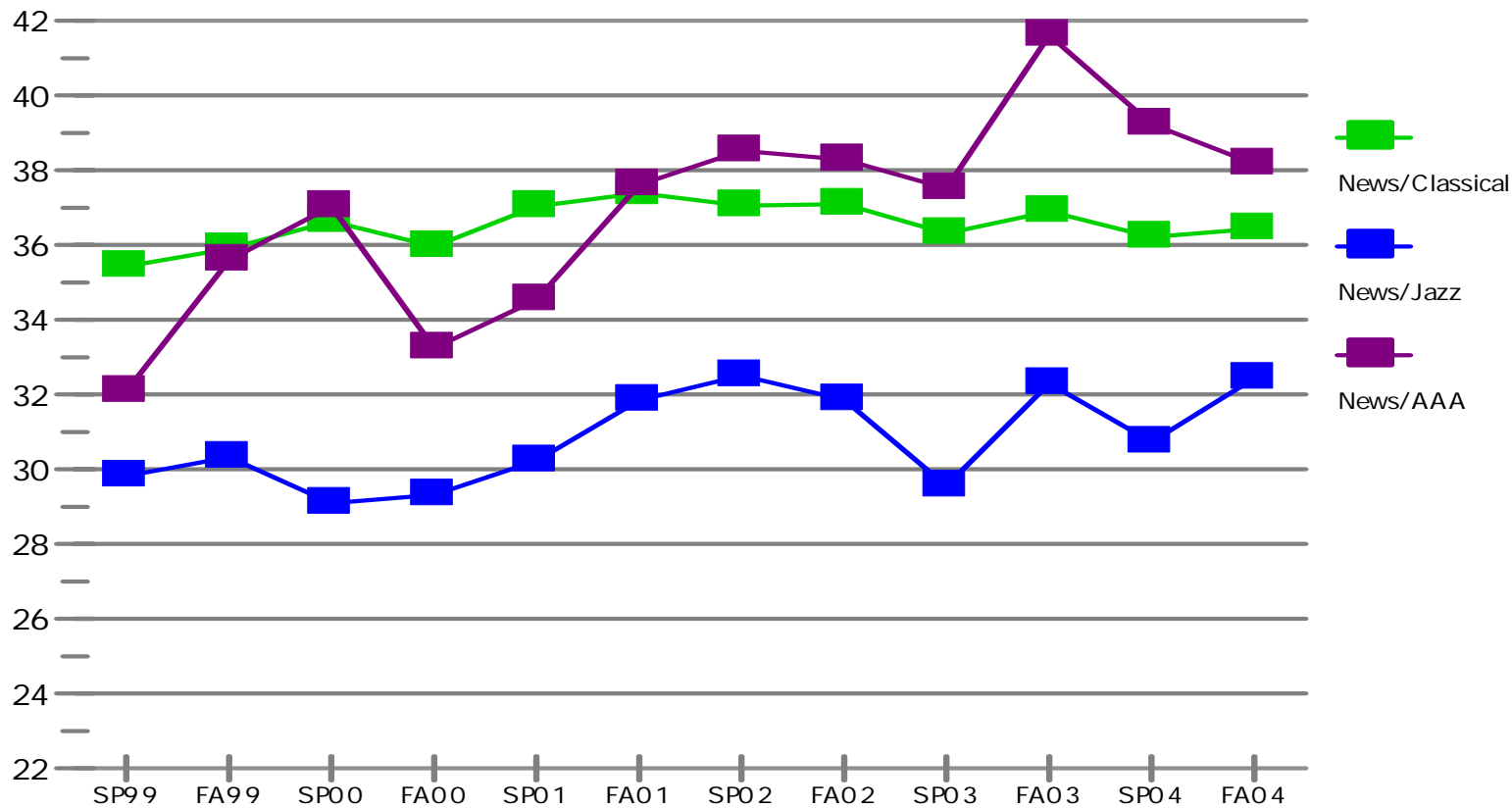
Data copyright 2004, Arbitron, Inc. Source: Audience Research Analysis, Audigraphics.

Loyalty measures the ability of a station to serve its own audience. Loyalty reports listening to the station as a percent of all radio listening by its weekly audience. This chart displays the average loyalty for the stations in each format group. The average has been weighted by the amount of listening to the various stations in each group.

In Fall 04, the average loyalty among public radio all-news stations was almost 36% of all radio listening by the listeners in its weekly audience. In contrast, the average among all-jazz public station was about 26% of the listening from those in its weekly audience. *Stations in all formats increased their average loyalty at least a little over the period of this study.*



# Average Loyalty: Mixed Format



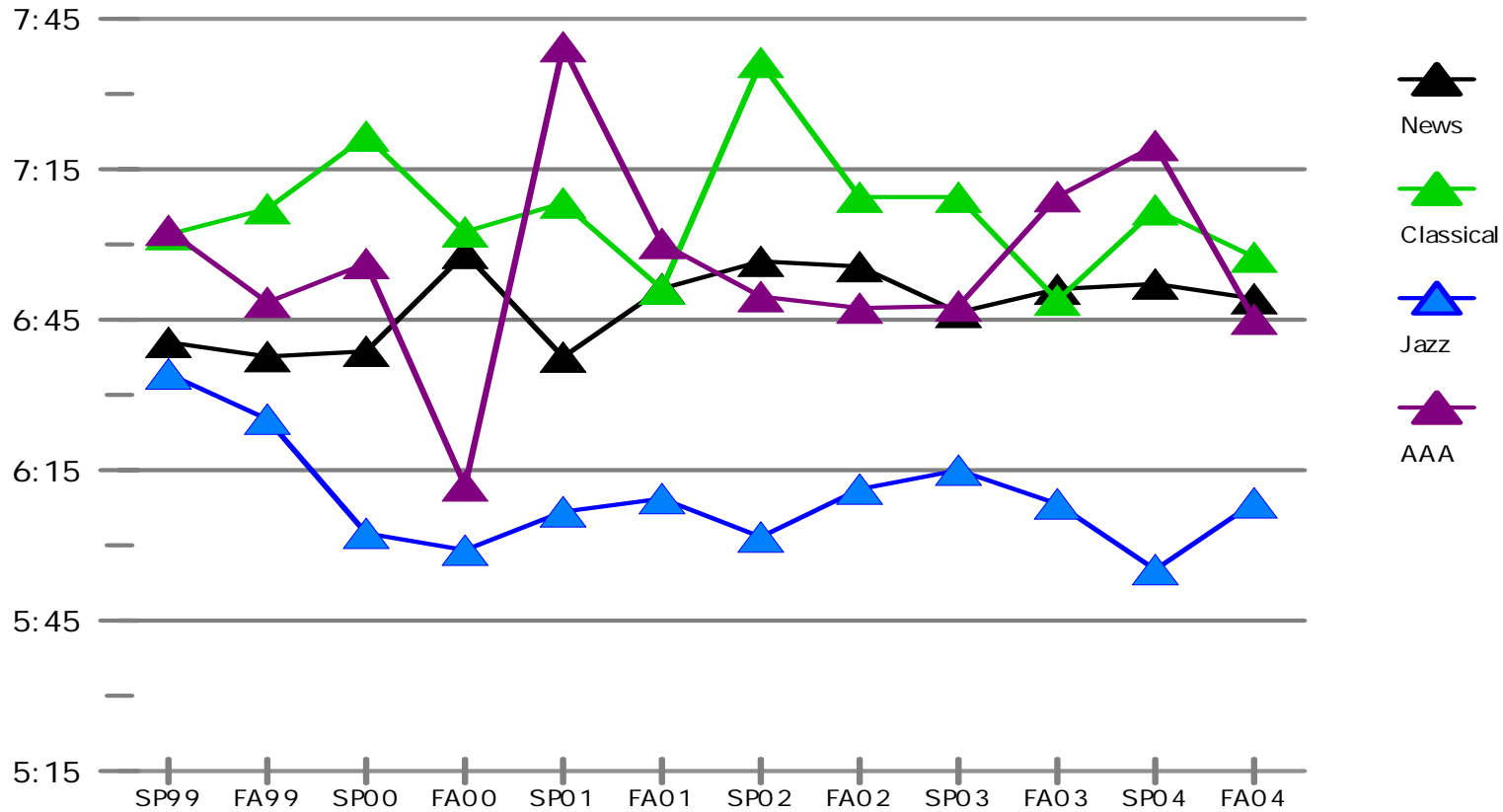
Data copyright 2004, Arbitron, Inc. Source: Audience Research Analysis, Audigraphics.

Public radio stations with mixed news-and-music formats – news/classical, news/jazz, and news/AAA – enjoy higher loyalty than public radio stations with focused formats. This is due in part to the different markets in which the stations are found. Mixed-format stations are more likely to be found in smaller and mid-sized markets, are often the only public station in the community, and have fewer commercial competitors. Focused-format

stations are more concentrated in larger markets, have larger audiences, on average, than mixed-format stations, often work alongside other public radio stations, and face more competition on the radio dial.

Among mixed-format stations, the pattern for the news/AAA stations is especially impressive.

# Average TSL: Focused Format



Data copyright 2004, Arbitron, Inc. Source: Audience Research Analysis, Audigraphics.

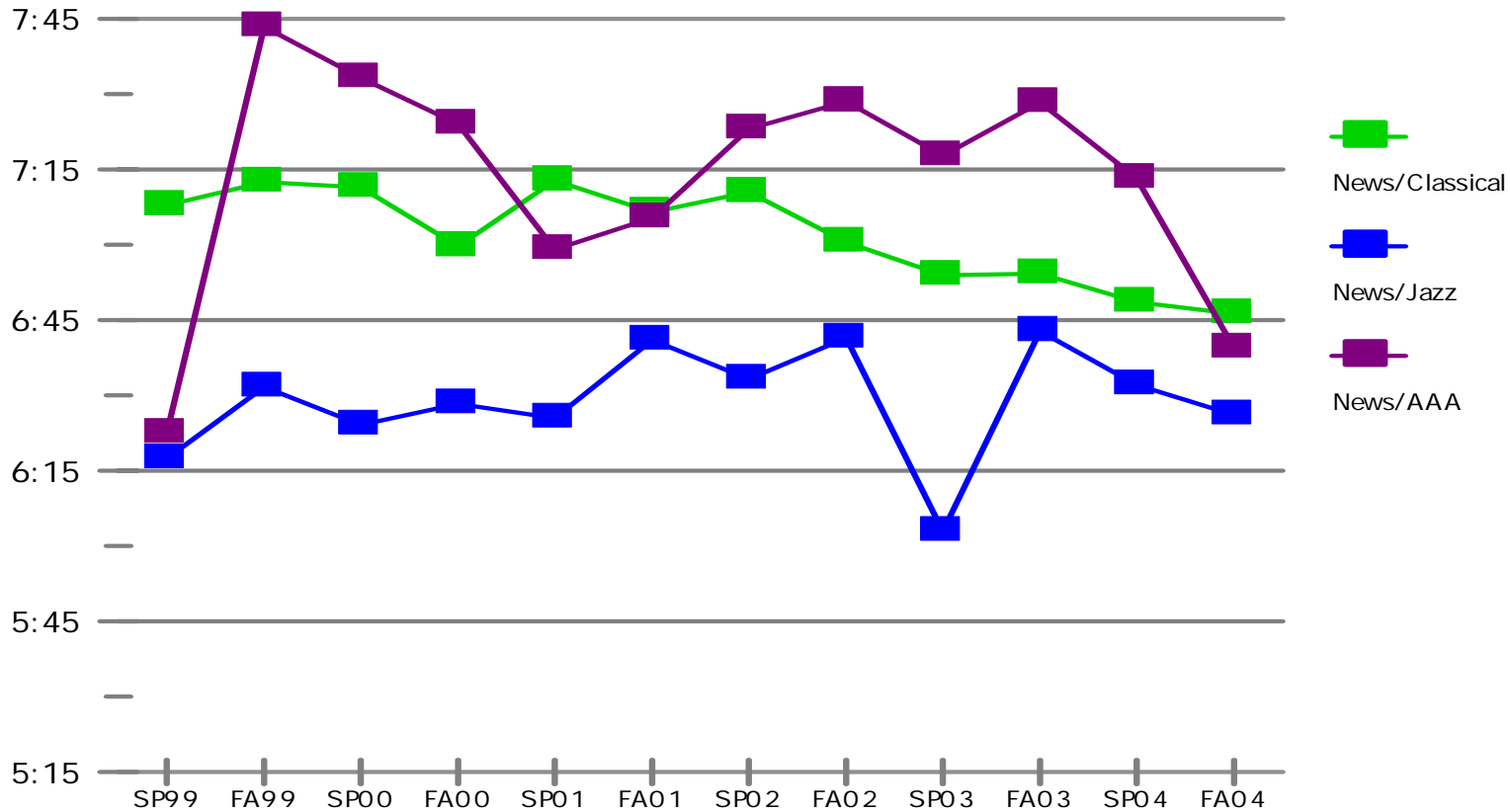
Time spent listening (TSL) is the average amount of time listeners spend with a station each week. This chart shows the average of this measure for all the stations in each format group, weighted by the total amount of listening to stations in the respective groups.

*During the six years covered by this study the time spent listening to radio overall – all stations on the broadcast*

*dial – declined by about 1½ hours per listener per week. In contrast, most of public radio’s focused format stations essentially held their ground. News stations actually gained about a few minutes of listening per week from the average listener.*

Jazz stations, on the other hand, saw a 6.5% decline in TSL – about a half hour per week of listening.

# Average TSL: Mixed Format

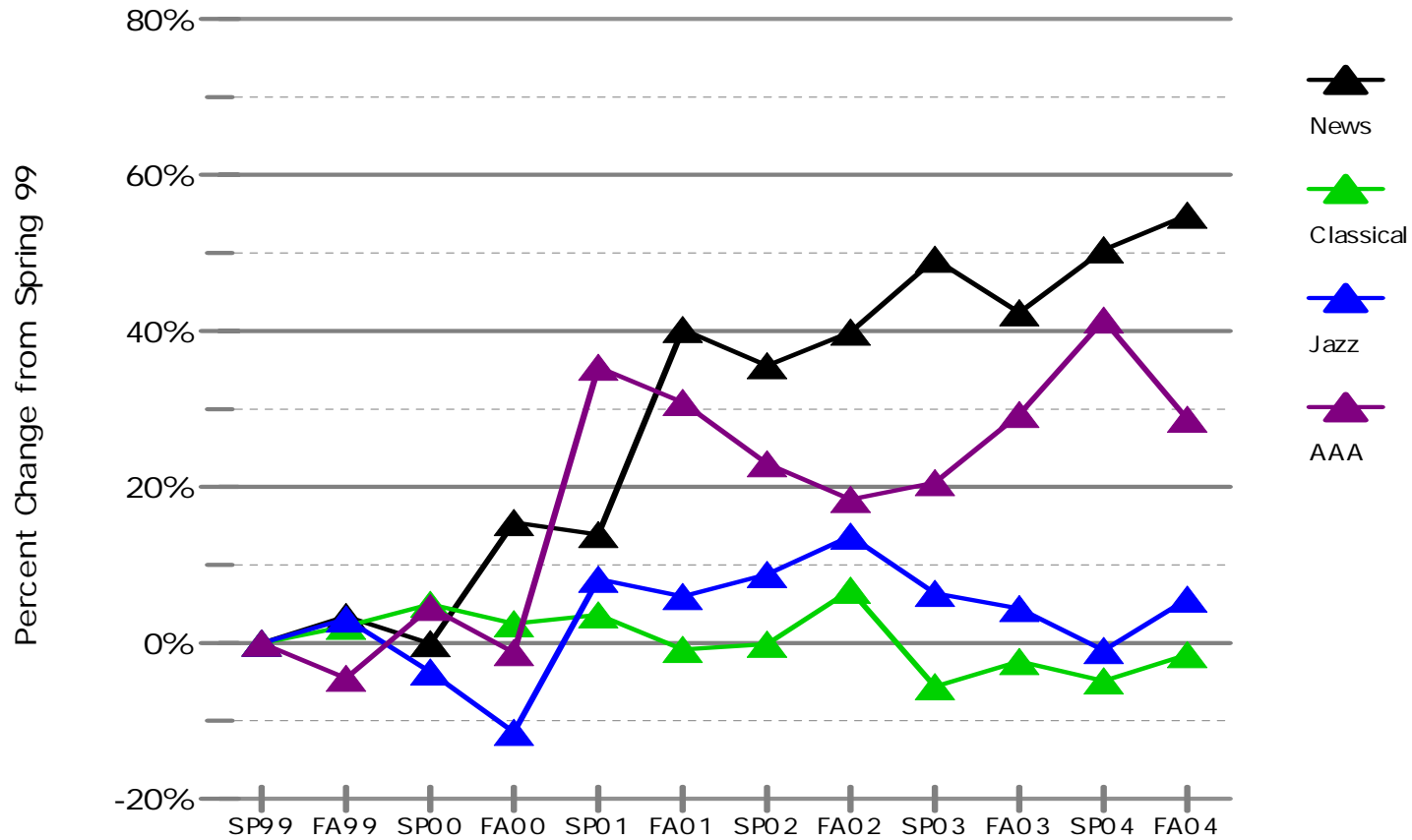


Data copyright 2004, Arbitron, Inc. Source: Audience Research Analysis, Audigraphics.

Average time spent listening to the various mixed formats converged somewhat from 1999 to 2004, with the news/classical stations losing ground from their peak in the Spring 2001 survey and the news/jazz and news/AAA stations ending a little better off than where they started. Unlike loyalty, where we saw significant differences

between the focused format stations and their news/music analogs (e.g., classical v. news/classical), the amount of time spent listening to these format pairs is relatively similar. All-classical is currently public radio's best performer on TSL (6:58) and all-jazz is the weakest (6:09). Mixed format stations array similarly,

# AQH Change: Focused Format

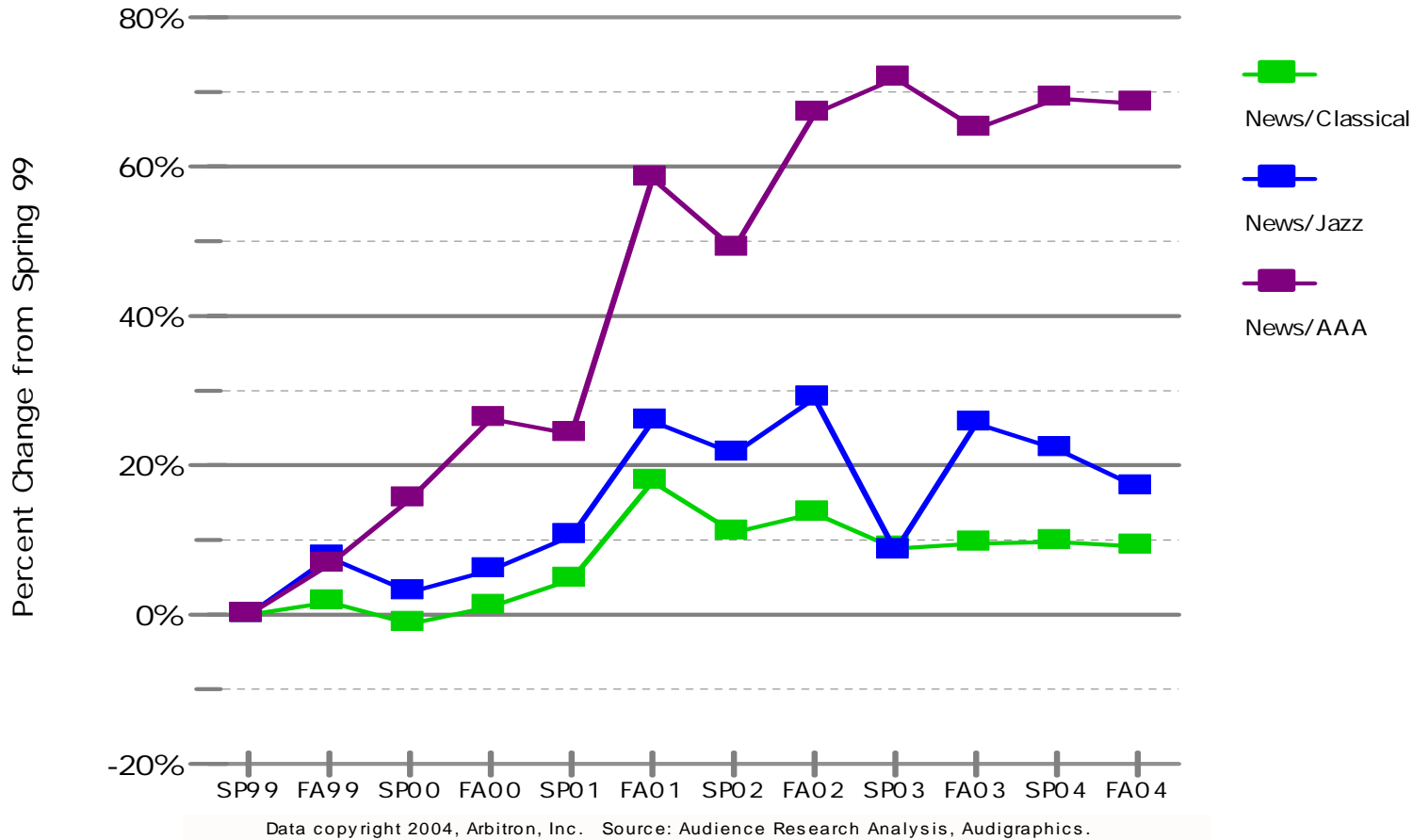


Data copyright 2004, Arbitron, Inc. Source: Audience Research Analysis, Audigraphics.

In this next sequence of charts we index the performance of each group of stations in terms of its position at the start of the period under study. It is the same data presented in a different framework.

The growth in the average audience – the best indicator of the overall amount of listening – for all-news stations is dramatic: 55% over six years.

# AQH Change: Mixed Format



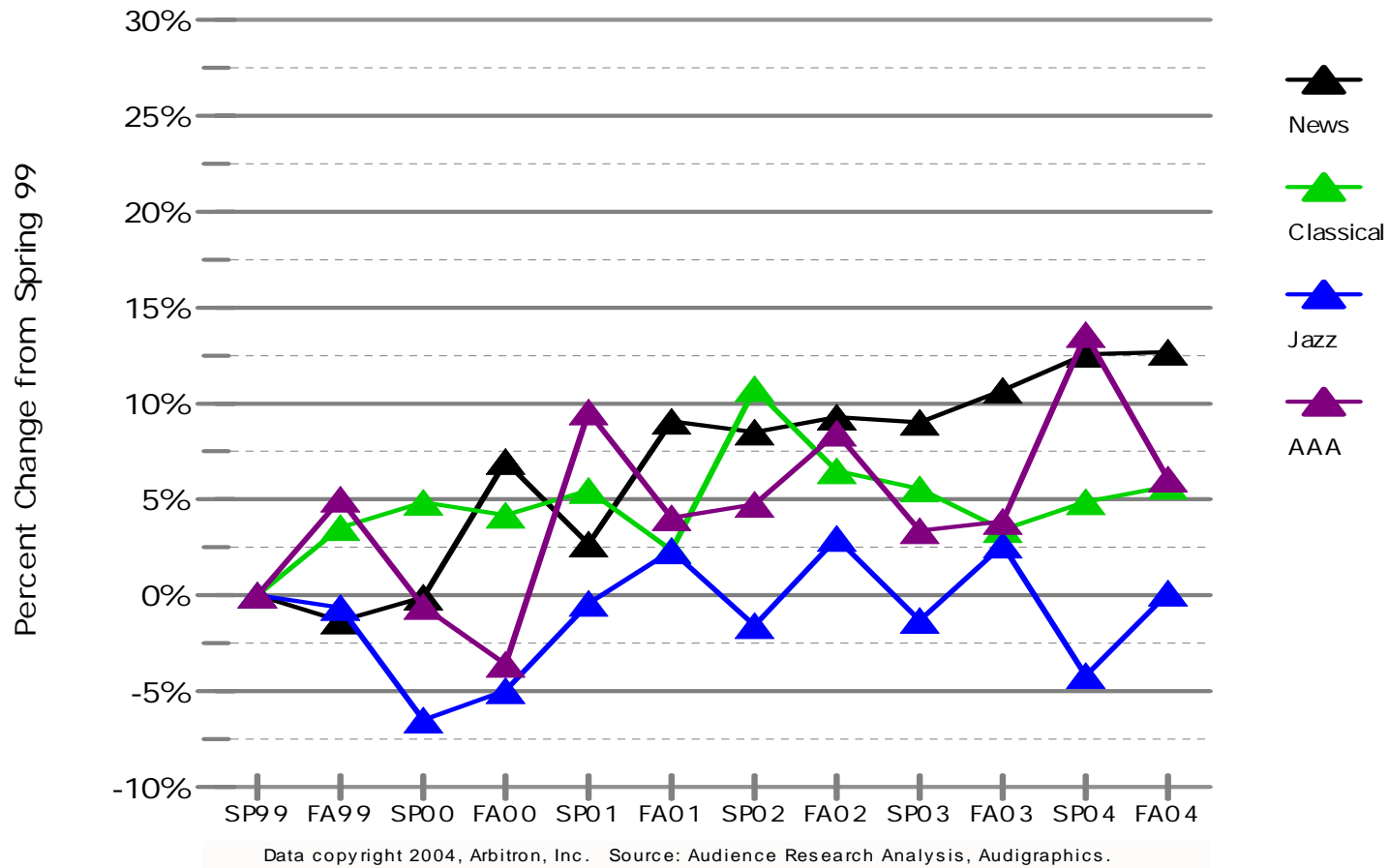
*All three of the mixed format groups experienced growth in the amount of listening over the past six years.*

The News/Jazz group increased their average audience by 17%, 11 percentage points ahead of the all-jazz group. Similarly, the News/Classical group increased their average audience by 9%, about 11 percentage points ahead of the all-classical group. The News/AAA

stations performed exceptionally well in building listening during this period, making a significant leap in 2001-2002 and then holding that position.

The dramatic growth seen in the audience for all-news stations is clearly echoed in the lift for news/music stations, which performed better in building audience than their all-music counterparts during this period.

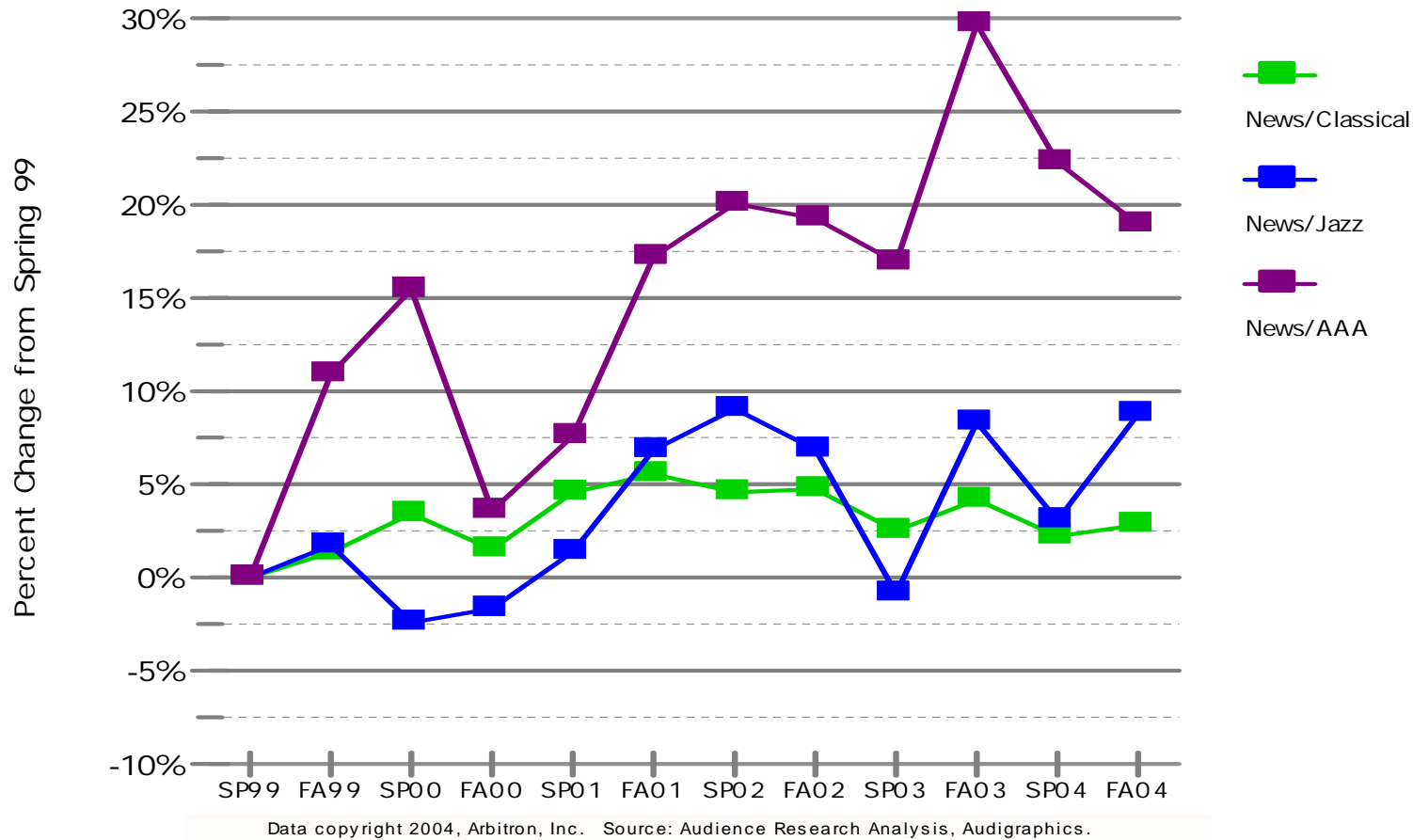
# Loyalty Change: Focused Format



The pattern of loyalty change for public radio's focused format stations is a little jumbled. The classical stations were the most stable and the news stations showed the steadiest growth. In fact, there appears to be a bit of an inverse relationship between the two.

The AAA stations, a very small group in this study, show considerable fluctuation with an upward trend. The jazz stations exhibit considerable bounce over this period, but wind up essentially where they started.

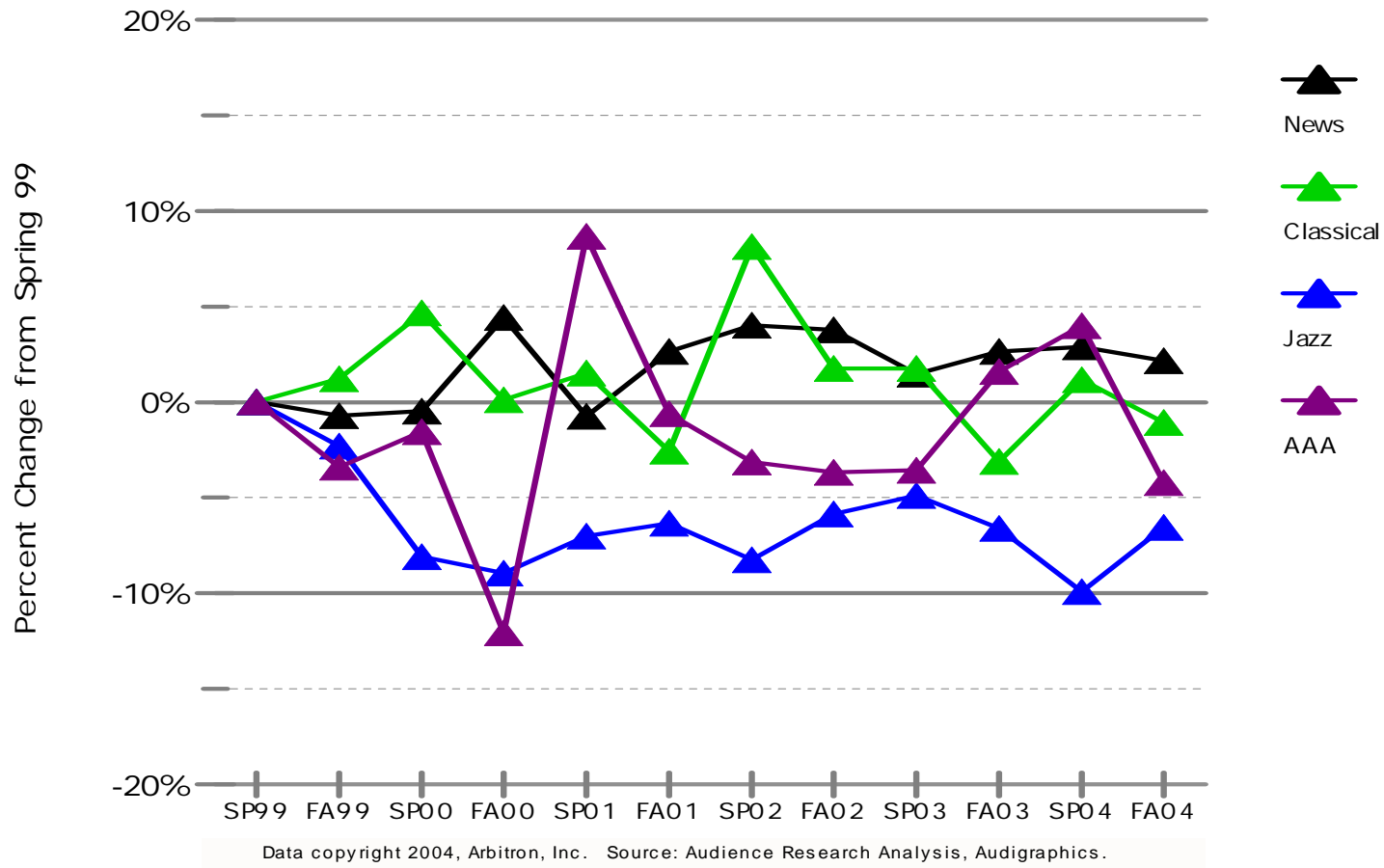
# Loyalty Change: Mixed Format



Public radio's mixed format stations generally strengthened the loyalty of their listeners over the past several years, meaning they were claiming increasing shares of their listeners' radio listening time. They turned in a slightly better performance in this regard than the

focused-format stations. As noted earlier, this is partly a reflection of the fact that, in general, these stations are in somewhat smaller and less competitive markets than the focused-format stations.

# TSL Change: Focused Format



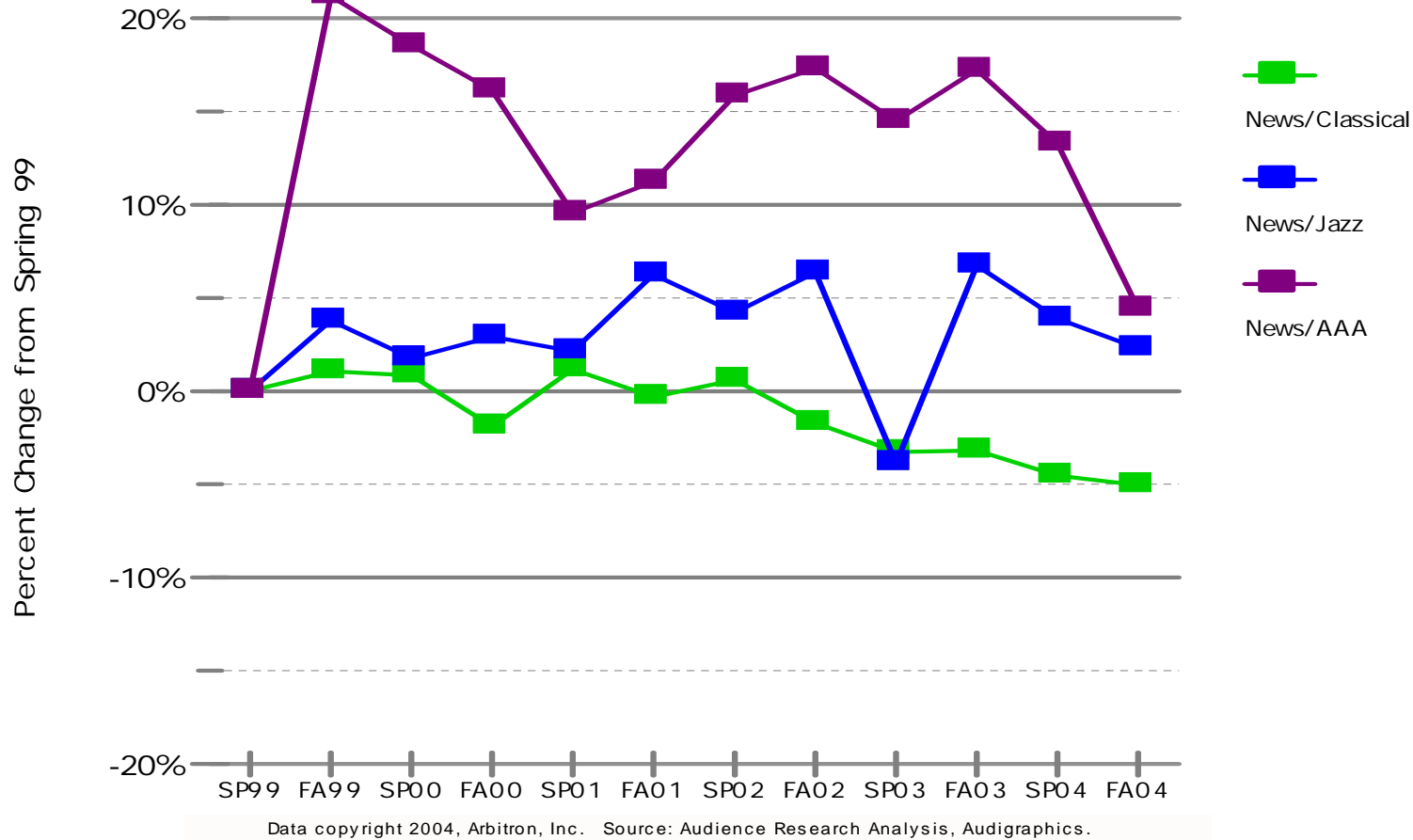
Time spent listening to public radio's focused-format stations remained remarkably consistent across the six years of this study. Except for the jazz stations, changes were almost entirely within a +5%/-5% range of where they started.

All-news and all-classical stations ended essentially where they began. All-AAA stations lost some ground by Fall 04 compared to Spring 99.

All-jazz stations took a TSL tumble in Spring 2000, but then held essentially steady since then.



# TSL Change: Mixed Format



There is a different story when we look at time spent listening for public radio’s mixed format stations.

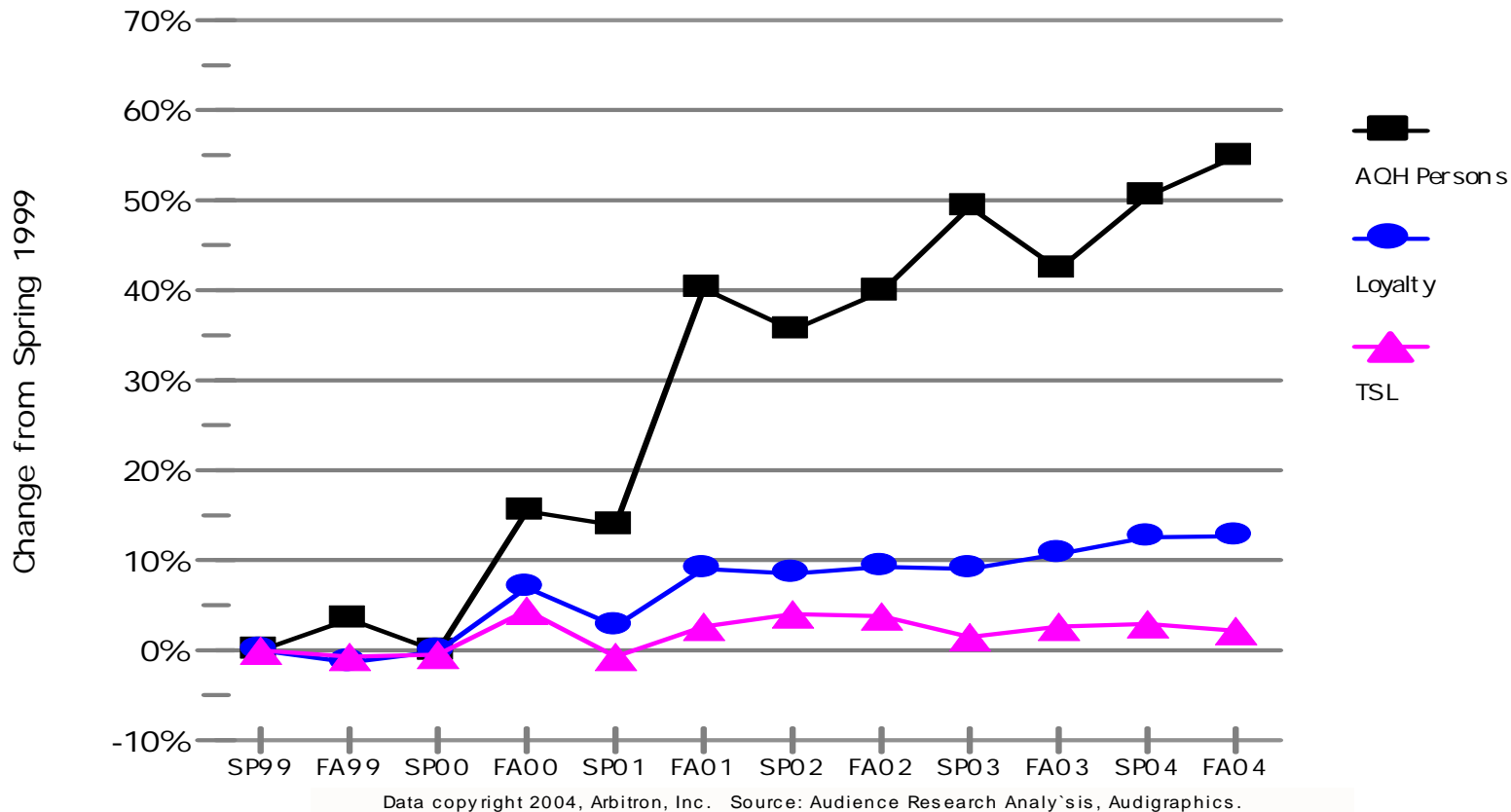
The news/AAA stations have been on a roller coaster ride that, at least in part, reflects the small sample in this group.

The news/jazz group, despite some bumps in the road, modestly strengthened the amount of listening they are claiming from their average listener.

The news/classical stations are lagging here, especially in the last couple of years.

# News Stations

## Change in All Measures

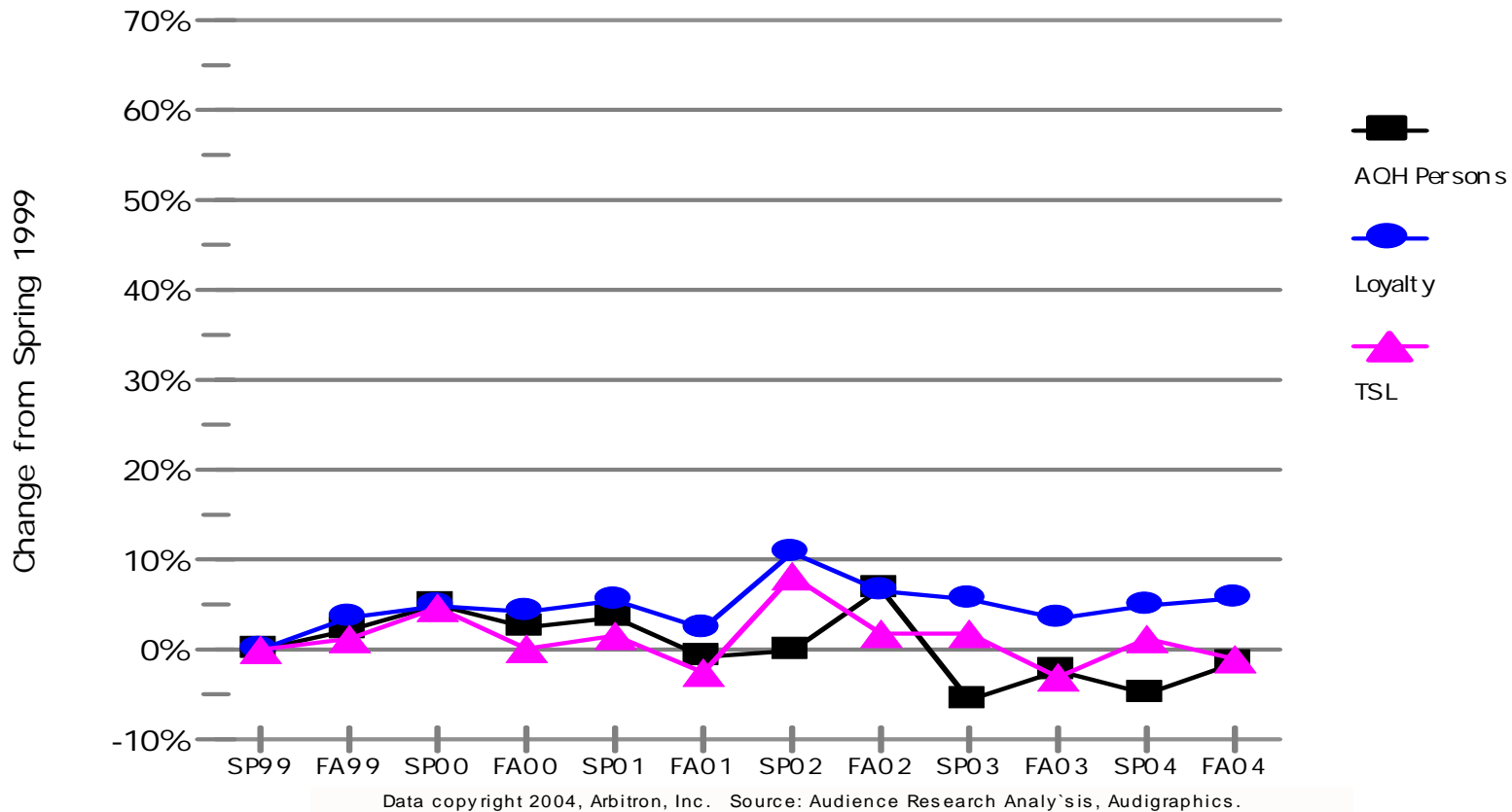


Our final set of charts brings together the three metrics of the study for each of the format groups in turn. This chart highlights some very important information. It starkly documents that public radio's news stations dramatically increased their listening at the time of the 9/11 events – *and kept that audience in the period that followed*. The contrast with the much lower rate of growth in loyalty and TSL is also important. The success of the news stations

clearly rests on more people coming to the service, following patterns of use not all that different than those of the earlier listeners. *But It also means that these listeners are doing more listening to radio overall* – it's the only way the average audience can increase this much without a corresponding increase in loyalty. This is a dramatic counter-trend to general radio listening patterns during this period.

# Classical Stations

## Change in All Measures



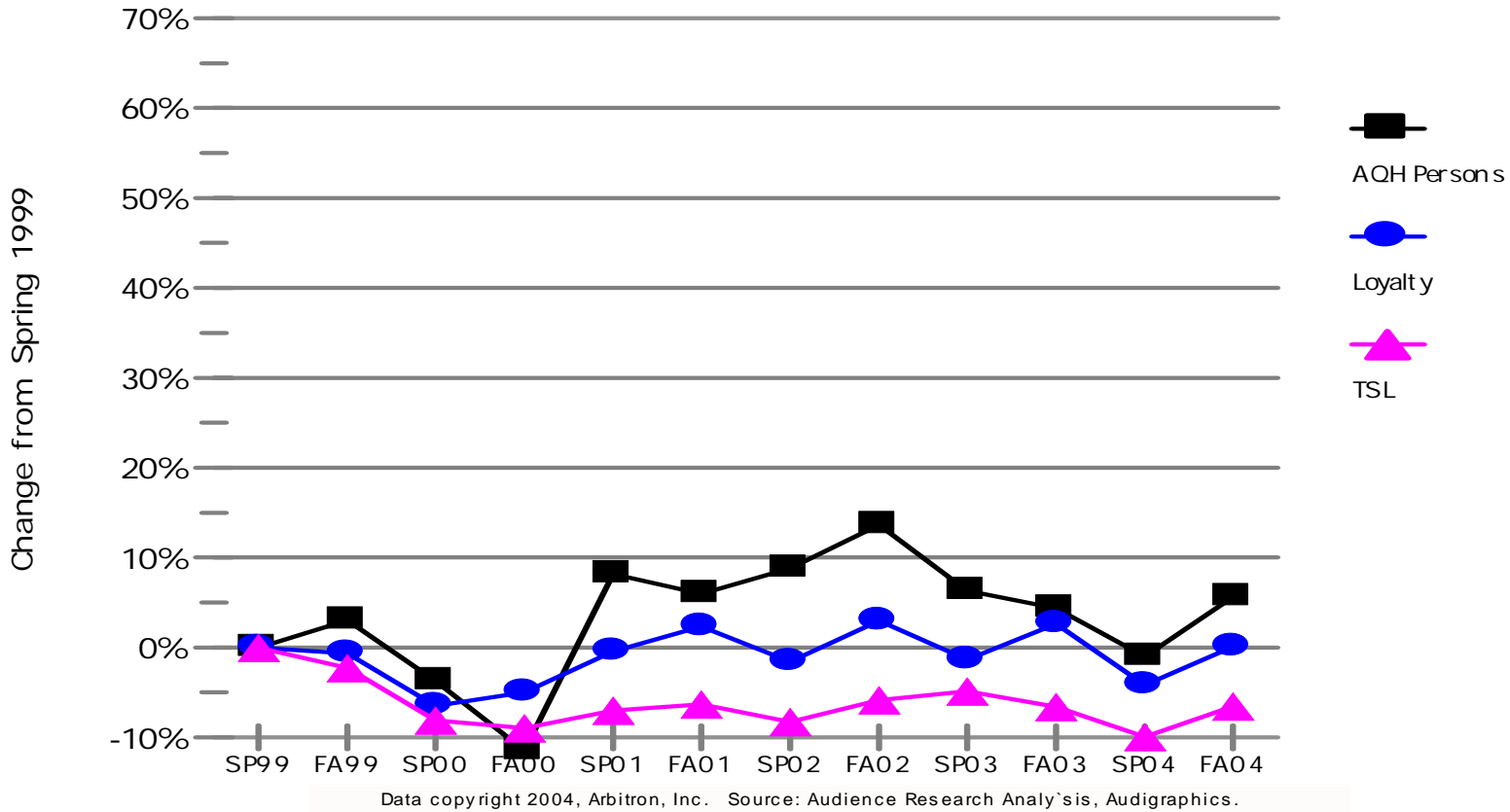
For all the “doom and gloom” about classical music on public radio, this chart shows the steady continuing performance of public radio’s all-classical stations.

A number of mixed format stations have dropped some or all of their classical music programming. This has led to decreased listening to classical music overall. But

those public stations that are fully committed to classical music are reaching virtually the same number of listeners as they were six years ago. Their listeners are listening just a little less – down about 1% – but this simply reflects some reduction in the amount of their listening to radio overall. The portion of their listening that they give to the classical station has grown – up by 6%.

# Jazz Stations

## Change in All Measures

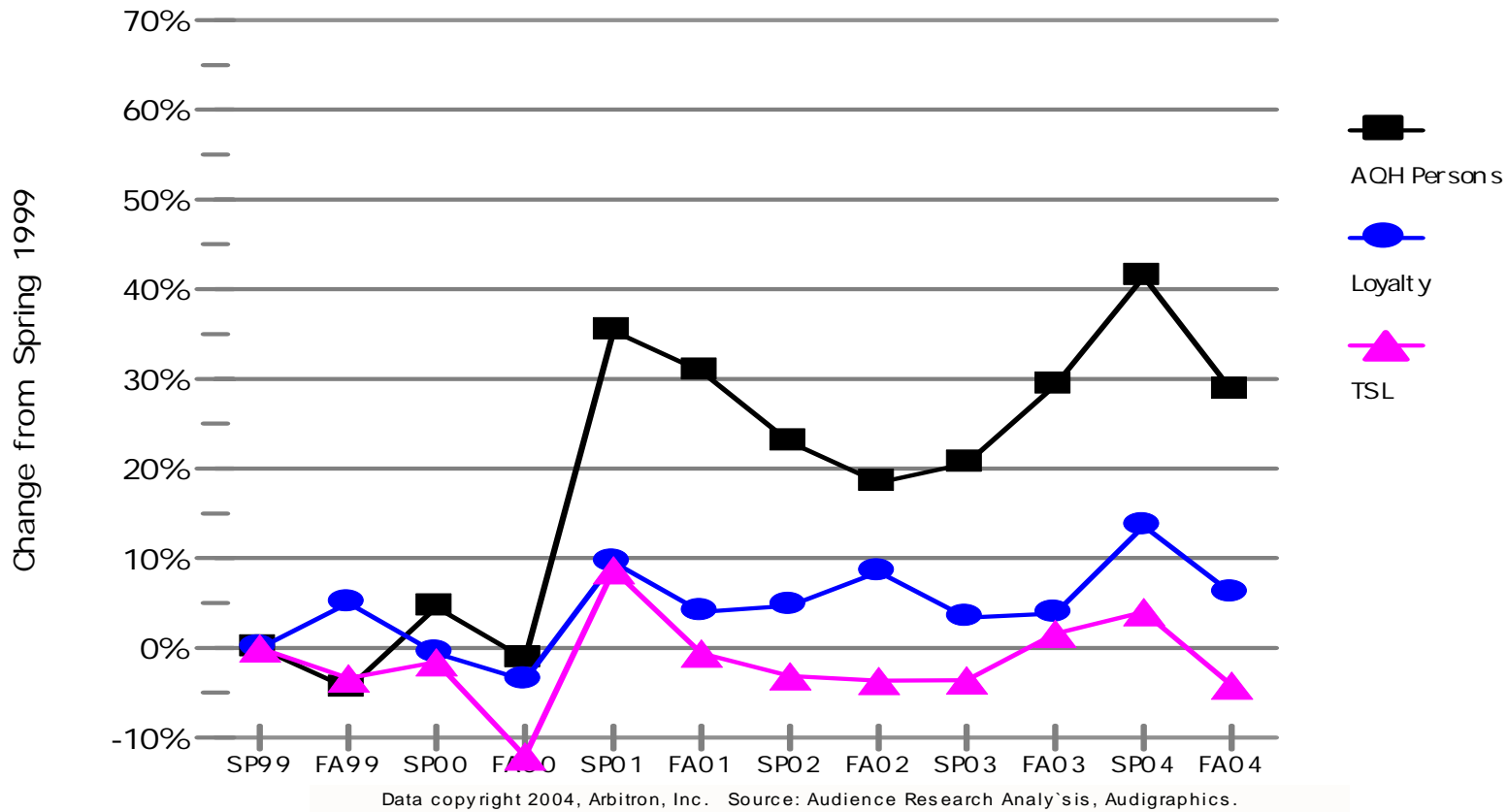


Public radio's jazz stations strengthened their audience service over the past six year, bringing more listeners to the format – AQH is up by 6% – and holding dead even with average listener's loyalty. Although TSL wound up

down by some 7%, the loss was incurred several years ago and the stations have been holding TSL steady since then.

# AAA Stations

## Change in All Measures

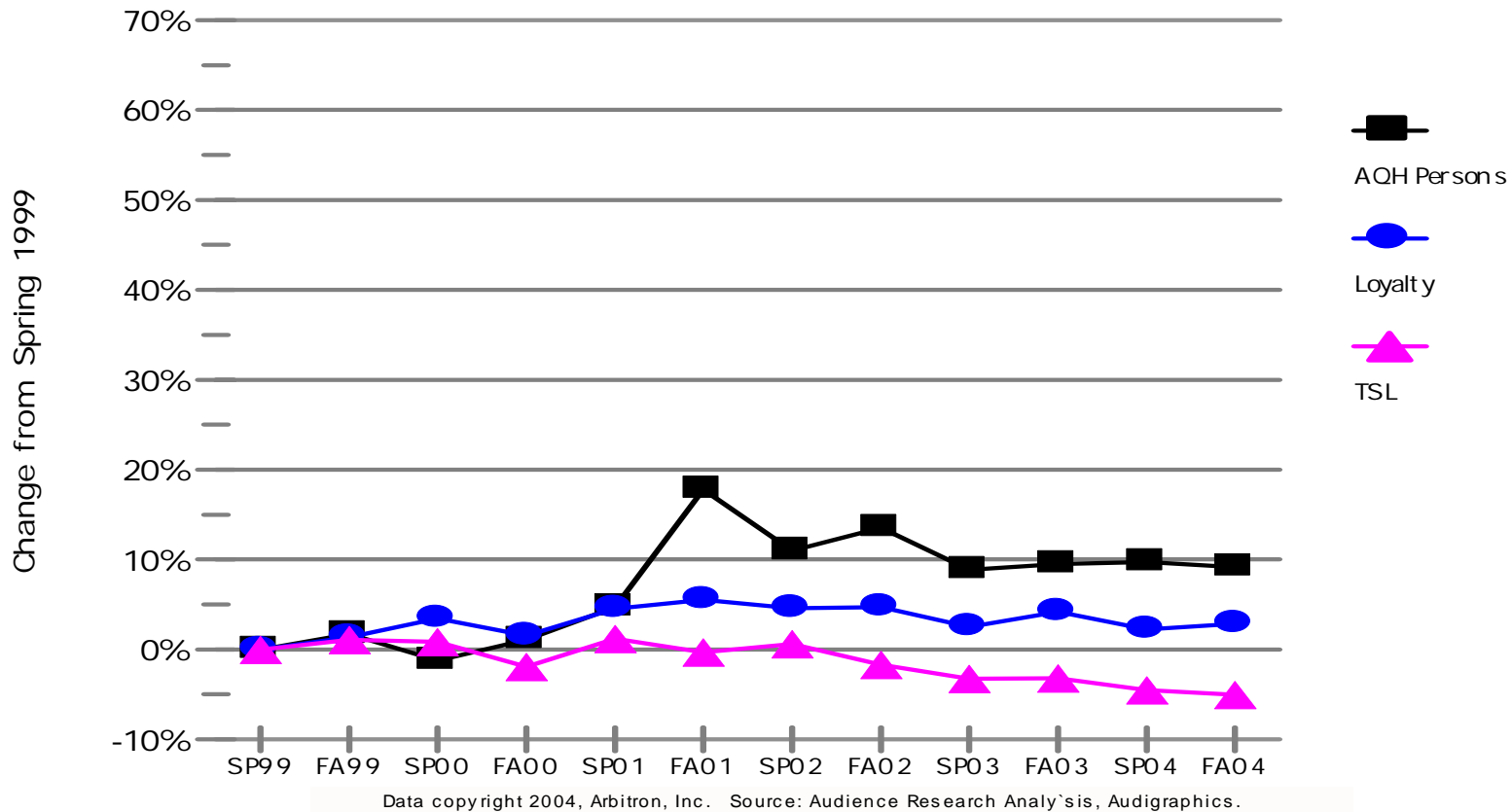


The handful of AAA stations that we tracked for this study saw a pattern of growth not unlike the news stations: significant (though not quite as dramatic) growth in the

average audience, bringing in listeners who followed patterns of use, in terms of loyalty and TSL, similar to the earlier audience.

# News/Classical Stations

## Change in All Measures



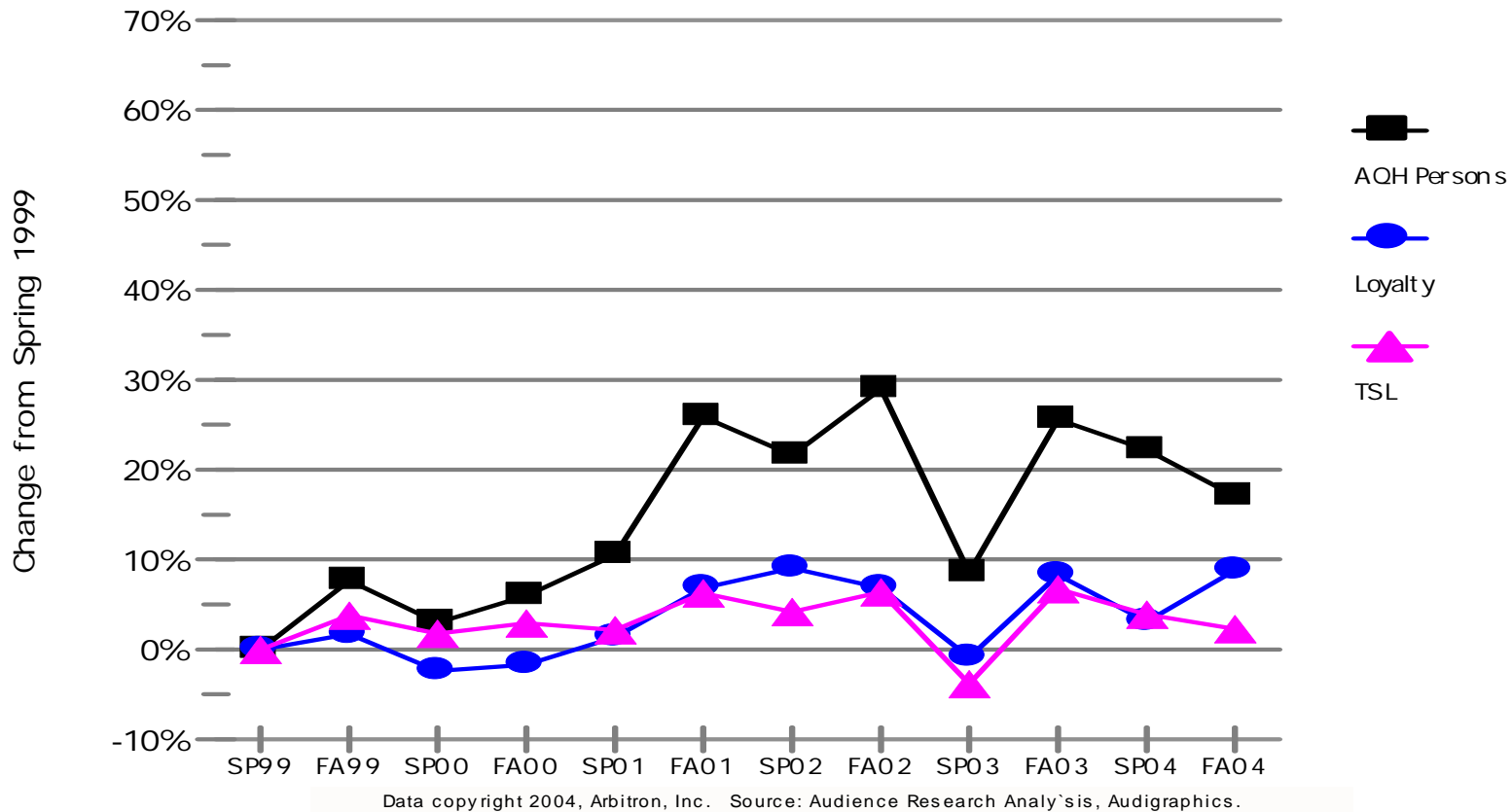
The news/classical stations saw a number of additional listeners showing up in their average audience, with a major jump in 9/11 Fall of 2001. They subsequently lost some of that bump and then have remained essentially flat.

Loyalty remained nearly unchanged and time spent listening dropped by about 5%.

Overall, this group's performance looks more like the all-classical stations than the all-news crew.

# News/Jazz Stations

## Change in All Measures

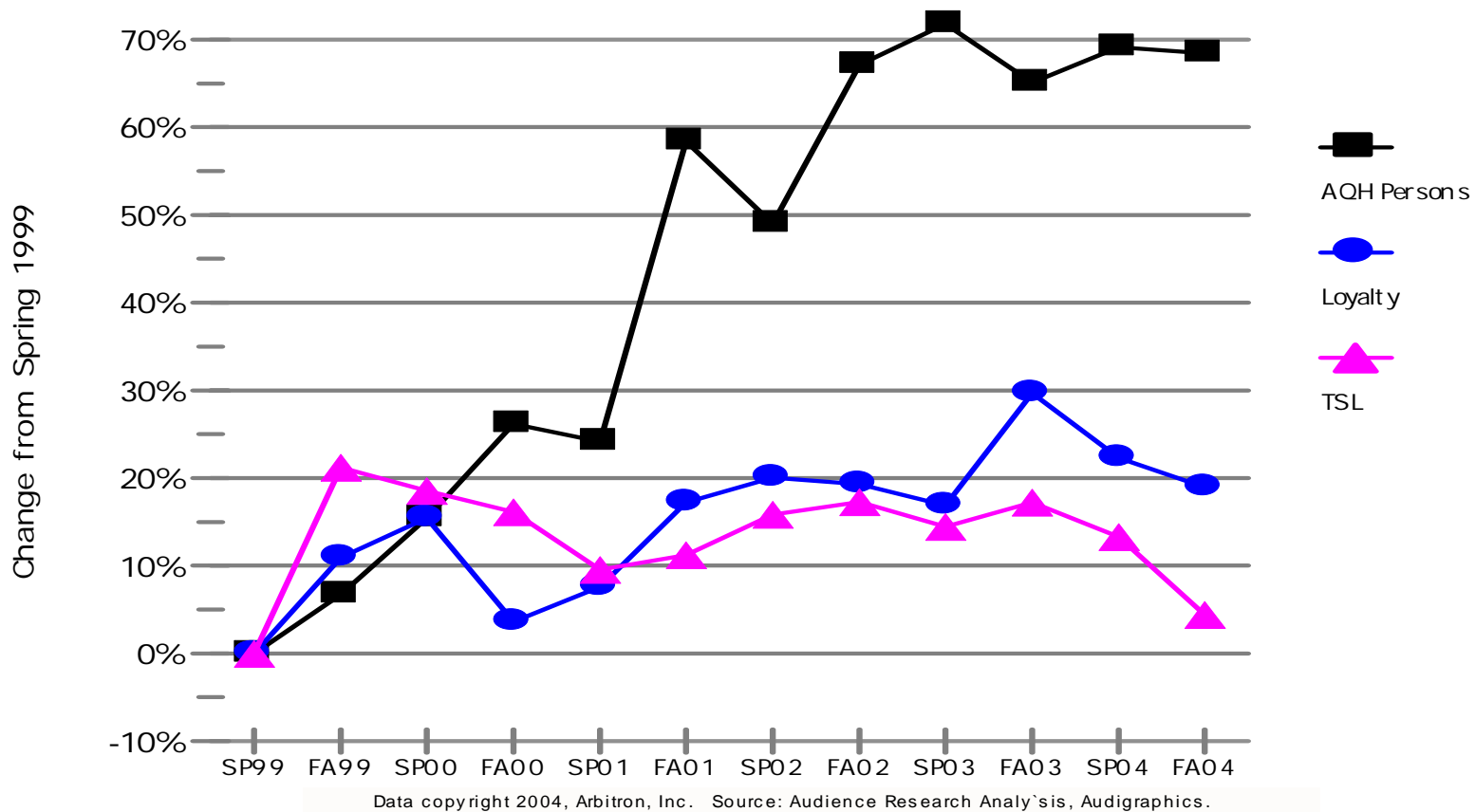


Public radio's news/jazz stations strengthened their audience performance on all counts. The average audience increased by 17% over six years, though current numbers are down a bit from a peak in Fall 02.

Loyalty and time spent listening are also up – loyalty by a strong 10% and TSL by 2%.

# News/AAA Stations

## Change in All Measures



Public radio's news/AAA stations have enjoyed an enormous run-up of their audience over the past six years as many of them worked to refine this still relatively new public radio format.

The AQH numbers tracked above add the performance of each station in the group. This is a small group –

seven stations – and about half the growth in listening (AQH) is attributable to a single, large, highly successful station, KUT in Austin.

Loyalty also showed strong growth, up by 20%. Time spent listening flagged recently after enjoying significant gains for much of the stuffy.



## STATIONS BY FORMAT

### News

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KALW-FM	San Francisco, CA
KAZU-FM	Pacific Grove, CA
KCFR-AM	Denver, CO
KCPW-FM	Salt Lake City, UT
KCUR-FM	Kansas City, MO
KERA-FM	Dallas, TX
KJZZ-FM	Phoenix, AZ
KKTO-FM	Sacramento, CA
KNOW-FM	Saint Paul, MN
KOAC-AM	Portland, OR
KPBS-FM	San Diego, CA
KPCC-FM	Pasadena, CA
KQED-FM	San Francisco, CA
KROU-FM	Norman, OK
KSKA-FM	Anchorage, AK
KSTX-FM	San Antonio, TX
KUAR-FM	Little Rock, AR
KUAZ-FM	Tucson, AZ
KUER-FM	Salt Lake City, UT
KUOW-FM	Seattle, WA
KWGS-FM	Tulsa, OK
KWMU-FM	St Louis, MO
KWSU-AM	Pullman, WA
KXJZ-FM	Sacramento, CA
WAMC-FM	Albany, NY
WAMU-FM	Washington, DC
WBAA-AM	West Lafayette, IN
WBAI-FM	New York, NY
WBEZ-FM	Chicago, IL
WBUR-FM	Boston, MA
WCPN-FM	Cleveland, OH
WEVO-FM	Concord, NH
WFAE-FM	Charlotte, NC
WFPL-FM	Louisville, KY
WFSU-FM	Tallahassee, FL
WFYI-FM	Indianapolis, IN
WGVU-AM	Grand Rapids, MI
WGVU-FM	Allendale, MI
WHA -AM	Madison, WI
WHAD-FM	Milwaukee, WI
WHRV-FM	Norfolk, VA
WHYY-FM	Philadelphia, PA
WICA-FM	Traverse City, MI
WILL-AM	Urbana, IL

WJCT-FM	Jacksonville, FL
WKAR-AM	East Lansing, MI
WLRN-FM	Miami, FL
WNED-AM	Buffalo, NY
WNJN-FM	Atlantic City, NJ
WNYC-AM	New York, NY
WOI -AM	Ames, IA
WOSU-AM	Columbus, OH
WRJA-FM	Columbia, SC
WRNI-AM	Providence, RI
WRVO-FM	Oswego, NY
WSUF-FM	Greenport, NY
WSUI-AM	Iowa City, IA
WUOM-FM	Ann Arbor, MI
WUWM-FM	Milwaukee, WI
WVPE-FM	Elkhart, IN
WXXI-AM	Rochester, NY
WYPR-FM	Baltimore, MD

### Classical

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KBAQ-FM	Phoenix, AZ
KBPS-FM	Portland, OR
KBSU-FM	Boise, ID
KBYU-FM	Provo, UT
KCSC-FM	Edmond, OK
KLRE-FM	Little Rock, AR
KPAC-FM	San Antonio, TX
KSJN-FM	Saint Paul, MN
KSOR-FM	Ashland, OR
KSUI-FM	Iowa City, IA
KTPB-FM	Kilgore, TX
KUAT-FM	Tucson, AZ
KUSC-FM	Los Angeles, CA
KVNO-FM	Omaha, NE
KVOD-FM	Denver, CO
KXPR-FM	Sacramento, CA
WBAA-FM	West Lafayette, IN
WBJC-FM	Baltimore, MD
WCAL-FM	Northfield, MN
WCNY-FM	Syracuse, NY
WDAV-FM	Davidson, NC
WDPR-FM	Dayton, OH
WFSQ-FM	Tallahassee, FL
WGUC-FM	Cincinnati, OH
WHRO-FM	Norfolk, VA

WIAA-FM	Interlochen, MI
WILL-FM	Urbana, IL
WIPR-FM	Hato Rey, PR
WKAR-FM	East Lansing, MI
WMHT-FM	Schenectady, NY
WMNR-FM	Monroe, CT
WNED-FM	Buffalo, NY
WNIU-FM	De Kalb, IL
WOI -FM	Ames, IA
WOSU-FM	Columbus, OH
WQED-FM	Pittsburgh, PA
WRTI-FM	Philadelphia, PA
WUOL-FM	Louisville, KY
WWFM-FM	Trenton, NJ
WXXI-FM	Rochester, NY

### Jazz

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KBEM-FM	Minneapolis, MN
KBSU-AM	Boise, ID
KCCK-FM	Cedar Rapids, IA
KCSM-FM	San Mateo, CA
KKJZ-FM	Long Beach, CA
KMHD-FM	Gresham, OR
KUNV-FM	Las Vegas, NV
KUVO-FM	Denver, CO
WBGO-FM	Newark, NJ
WBRH-FM	Baton Rouge, LA
WDNA-FM	Miami, FL
WICN-FM	Worcester, MA
WJAB-FM	Huntsville, AL
WMOT-FM	Murfreesboro, TN
WNSC-FM	Rock Hill, SC
WPFW-FM	Washington, DC
WSHA-FM	Raleigh, NC
WSIE-FM	Edwardsville, IL
WUCF-FM	Orlando, FL
WVAS-FM	Montgomery, AL
WWOZ-FM	New Orleans, LA
WYMS-FM	Milwaukee, WI
<b>“Triple A”</b>	

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KIWR-FM	Council Bluffs, IA
WFUV-FM	New York, NY
WXPN-FM	Philadelphia, PA

WYEP-FM Pittsburgh, PA

**News and Classical**

KAMU-FM College Station, TX  
KANU-FM Lawrence, KS  
KANZ-FM Garden City, KS  
KASU-FM Jonesboro, AR  
KBIA-FM Columbia, MO  
KCCU-FM Lawton, OK  
KCHO-FM Chico, CA  
KCND-FM Bismarck, ND  
KEDT-FM Corpus Christi, TX  
KEMC-FM Billings, MT  
KFAE-FM Tri-Cities, WA  
KHCC-FM Hutchinson, KS  
KHNE-FM Hastings, NE  
KHPR-FM Honolulu, HI  
KNAU-FM Flagstaff, AZ  
KOHM-FM Lubbock, TX  
KOSU-FM Stillwater, OK  
KRCB-FM Santa Rosa, CA  
KRPS-FM Pittsburg, KS  
KRWG-FM Las Cruces, NM  
KSMU-FM Springfield, MO  
KUCV-FM Lincoln, NE  
KUHF-FM Houston, TX  
KVLU-FM Beaumont, TX  
KVPR-FM Fresno, CA  
KXCV-FM Maryville, MO  
WABE-FM Atlanta, GA  
WBHM-FM Birmingham, AL  
WBNI-FM Fort Wayne, IN  
WCBU-FM Peoria, IL  
WCMU-FM Mount Pleasant, MI  
WCQS-FM Asheville, NC  
WCVE-FM Richmond, VA  
WEKU-FM Richmond, KY  
WEPR-FM Greenville, SC  
WERN-FM Madison, WI  
WETA-FM Washington, DC  
WETS-FM Johnson City, TN  
WFCR-FM Amherst, MA  
WFDD-FM Winston Salem, NC  
WFIU-FM Bloomington, IN  
WGBH-FM Boston, MA  
WGPU-FM Ft Myers, FL  
WGTE-FM Toledo, OH

WHQR-FM Wilmington, NC  
WITF-FM Harrisburg, PA  
WJSP-FM Warm Springs, GA  
WKNO-FM Memphis, TN  
WKSU-FM Kent, OH  
WKYU-FM Bowling Green, KY  
WLRH-FM Huntsville, AL  
WMFE-FM Orlando, FL  
WMPN-FM Jackson, MS  
WMRA-FM Harrisonburg, VA  
WMUK-FM Kalamazoo, MI  
WPKT-FM Hartford, CT  
WPLN-FM Nashville, TN  
WPSU-FM University Park, PA  
WQCS-FM Fort Pierce, FL  
WQLN-FM Erie, PA  
WRKF-FM Baton Rouge, LA  
WSCL-FM Salisbury, MD  
WSHU-FM Fairfield, CT  
WSIU-FM Carbondale, IL  
WSKG-FM Binghamton, NY  
WSVH-FM Savannah, GA  
WTEB-FM New Bern, NC  
WUAL-FM Tuscaloosa, AL  
WUFT-FM Gainesville, FL  
WUGA-FM Athens, GA  
WUIS-FM Springfield, IL  
WUOT-FM Knoxville, TN  
WUSF-FM Tampa, FL  
WVIA-FM Scranton, PA  
WVIK-FM Rock Island, IL  
WVPR-FM Colchester, VT  
WVTF-FM Roanoke, VA  
WVWV-FM Charleston, WV  
WWNO-FM New Orleans, LA  
WXEL-FM West Palm Beach, FL  
WYSU-FM Youngstown, OH

**News and Jazz**

KPLU-FM Tacoma, WA  
KSMF-FM Ashland, OR  
WAER-FM Syracuse, NY  
WBFO-FM Buffalo, NY  
WDUQ-FM Pittsburgh, PA  
WEMU-FM Ypsilanti, MI  
WESM-FM Princess Anne, MD  
WFIT-FM Melbourne, FL

WGLT-FM Normal, IL  
WJSU-FM Jackson, MS  
WLIU-FM Southampton, NY  
WUCX-FM Bay City, MI

**News and "Triple A"**

KLCC-FM Eugene, OR  
KRCC-FM Colorado Springs, CO  
KTBG-FM Warrensburg, MO  
KUT -FM Austin, TX  
WBJB-FM Lincroft, NJ  
WNKU-FM Highland Heights, KY  
WUKY-FM Lexington, KY

## CPB-Supported Stations Not In Study

Not all public radio stations were assigned to one of the study's format groups.

Some stations had more eclectic program schedules or generated most of their listening from other kinds of programming.

Other stations are not included because sufficient audience statistics were not available for the period under study.

Some made a major format change during the period of the study.

KABF-FM	Little Rock, AR
KABR-AM	Magdalena, NM
KABU-FM	St. Michaels, ND
KACU-FM	Abilene, TX
KAJX-FM	Aspen, CO
KANW-FM	Albuquerque, NM
KAOS-FM	Olympia, WA
KAWC-AM	Yuma, AZ
KAXE-FM	Grand Rapids, MN
KBBF-FM	Santa Rosa, CA
KBBG-FM	Waterloo, IA
KBBI-AM	Homer, AK
KBCS-FM	Bellevue, WA
KBOO-FM	Portland, OR
KBPR-FM	Brainerd, MN
KBRW-AM	Barrow, AK
KBSW-FM	Boise, ID
KBUT-FM	Crested Butte, CO
KCAW-FM	Sitka, AK
KCBX-FM	San Luis Obispo, CA
KCCM-FM	Moorhead, MN
KCEP-FM	Las Vegas, NV
KCHU-AM	Valdez, AK
KCIE-FM	Dulce, NM
KCRW-FM	Santa Monica, CA
KCSN-FM	Northridge, CA
KCUK-FM	Chevak, AK
KDAQ-FM	Shreveport, LA
KDHX-FM	St. Louis, MO
KDLG-AM	Dillingham, AK
KDNA-FM	Granger, WA
KDNK-FM	Carbondale, CO
KEDM-FM	Monroe, LA

KENW-FM	Portales, NM
KETR-FM	Commerce, TX
KEYA-FM	Belcourt, ND
KFAI-FM	Minneapolis, MN
KFSK-FM	Petersburg, AK
KGHR-FM	Tuba City, AZ
KGLP-FM	Gallup, NM
KGNU-FM	Boulder, CO
KGOU-FM	Norman, OK
KGPR-FM	Great Falls, MT
KGVA-FM	Harlem, MT
KHNS-FM	Haines, AK
KHSU-FM	Arcata, CA
KIAL-AM	Unalaska, AK
KIDE-FM	Hoopla, CA
KIOS-FM	Omaha, NE
KIYU-AM	Galena, AK
KJLU-FM	Jefferson City, MO
KKCR-FM	Hanalei, HI
KKFI-FM	Kansas City, MO
KLND-FM	McLaughlin, SD
KLSE-FM	Rochester, MN
KMBH-FM	Harlingen, TX
KMUD-FM	Redway, CA
KMUN-FM	Astoria, OR
KMUW-FM	Wichita, KS
KMXT-FM	Kodiak, AK
KNBA-FM	Anchorage, AK
KNCT-FM	Killeen, TX
KNNB-FM	Whiteriver, AZ
KNON-FM	Dallas, TX
KNPR-FM	Las Vegas, NV
KNSA-AM	Unalakleet, AK
KOCV-FM	Odessa, TX
KOPB-FM	Portland, OR
KOPN-FM	Columbia, MO
KOTO-FM	Telluride, CO
KOTZ-AM	Kotzebue, AK
KPBX-FM	Spokane, WA
KPCW-FM	Park City, UT
KPFA-FM	Berkeley, CA
KPFK-FM	North Hollywood, CA
KPFT-FM	Houston, TX
KPRG-FM	Mangilao, GU
KPVU-FM	Prairie View, TX
KRBD-FM	Ketchikan, AK
KRCL-FM	Salt Lake City, UT
KRCU-FM	Cape Girardeau, MO
KRVM-FM	Eugene, OR

KRVS-FM	Lafayette, LA
KRZA-FM	Alamosa, CO
KSDP-AM	Sand Point, AK
KSDS-FM	San Diego, CA
KSER-FM	Lynwood, WA
KSHI-FM	Zuni, NM
KSJD-FM	Ignacio, CO
KSJR-FM	Collegeville, MN
KSJV-FM	Fresno, CA
KSKO-AM	Mcgrath, AK
KSLU-FM	Hammond, LA
KSTK-FM	Wrangell, AK
KSUT-FM	Ignacio, CO
KTDB-FM	Pine hill, NM
KTEP-FM	El Paso, TX
KTNA-FM	Talkeetna, AK
KTOO-FM	Juneau, AK
KTSU-FM	Houston, TX
KTXK-FM	Texarkana, TX
KUAC-FM	Fairbanks, AK
KUAF-FM	Fayetteville, AR
KUFM-FM	Missoula, MT
KUFW-FM	Keene, CA
KUHB-FM	St. Paul island, AK
KUMD-FM	Duluth, MN
KUMR-FM	Rolla, MO
KUNC-FM	Greeley, CO
KUNI-FM	Cedar Falls, IA
KUNM-FM	Albuquerque, NM
KUNR-FM	Reno, NV
KUOM-AM	Minneapolis, MN
KUSD-FM	Vermillion, SD
KUSP-FM	Santa Cruz, CA
KUSU-FM	Logan, UT
KUWR-FM	Laramie, WY
KUYI-FM	Keams Canyon, AZ
KVCR-FM	San Bernardino, CA
KVMR-FM	Nevada City, CA
KVNF-FM	Paonia, CO
KWBU-FM	Waco, TX
KWIT-FM	Sioux City, IA
KWSO-FM	Warm Springs, OR
KXCI-FM	Tucson, AZ
KYUK-AM	Anchorage, AK
KZMU-FM	Moab, UT
KZPA-AM	Ft. Yukon, AK
KZUM-FM	Lincoln, NE
KZYX-FM	Philo, CA
WAPS-FM	Akron, OH

WBLV-FM	Twin Lake, MI	WQUB-FM	Quincy, IL
WBST-FM	Muncie, IN	WRFG-FM	Atlanta, GA
WCBE-FM	Columbus, OH	WRTE-FM	Chicago, IL
WCLK-FM	Atlanta, GA	WRTU-FM	San Juan, PR
WCSU-FM	Wilberforce, OH	WRVS-FM	Elizabeth City, NC
WDCB-FM	Glen Ellyn, IL	WSCD-FM	Duluth, MN
WDET-FM	Detroit, MI	WSLU-FM	Canton, NY
WDIY-FM	Bethlehem, PA	WSNC-FM	Winston-Salem, NC
WEAA-FM	Baltimore, MD	WSSB-FM	Orangeburg, SC
WEFT-FM	Champaign, IL	WTJU-FM	Charlottesville, VA
WEOS-FM	Geneva, NY	WTSU-FM	Troy, AL
WERU-FM	East Orland, ME	WUMB-FM	Boston, MA
WFPK-FM	Louisville, KY	WUNC-FM	Chapel Hill, NC
WFSS-FM	Fayetteville, NC	WURC-FM	Holly Springs, MS
WFWM-FM	Frostburg, MD	WUSM-FM	Hattiesburg, MS
WHA-AM	Madison, WI	WUTC-FM	Chattanooga, TN
WHIL-FM	Mobile, AL	WUWF-FM	Pensacola, FL
WHUS-FM	Storrs, CT	WVLS-FM	Dunmore, WV
WIUM-FM	Macomb, IL	WVMR-AM	Dunmore, WV
WJFF-FM	Jeffersonville, NY	WVPN-FM	Charleston, WV
WKGC-FM	Panama City, FL	WVPS-FM	Colchester, VT
WKMS-FM	Murray, KY	WVUB-FM	Vincennes, IN
WLCH-FM	Lancaster, PA	WXPR-FM	Rhineland, WI
WLJS-FM	Jacksonville, AL	WYSO-FM	Yellow Springs, OH
WLSU-FM	La Crosse, WI	WZRU-FM	Roanoke Rapids, NC
WLTR-FM	Columbia, SC		
WMEA-FM	Lewiston, ME		
WMEH-FM	Lewiston, ME		
WMKY-FM	Morehead, KY		
WMMT-FM	Whitesburg, KY		
WMNF-FM	Tampa, FL		
WMPG-FM	Portland, ME		
WMUB-FM	Oxford, OH		
WNCU-FM	Durham, NC		
WNCW-FM	Spindale, NC		
WNIJ-FM	Dekalb, IL		
WNIN-FM	Evansville, IN		
WNJT-FM	Trenton, NJ		
WNMU-FM	Marquette, MI		
WNSB-FM	Norfolk, VA		
WNTI-FM	Hackettstown, NJ		
WNYC-FM	New York, NY		
WNYE-FM	Brooklyn, NY		
WOI-FM	Ames, IA		
WOJB-FM	Hayward, WI		
WOMR-FM	Provincetown, MA		
WORT-FM	Madison, WI		
WOUB-FM	Athens, OH		
WPRL-FM	Lorman, MS		