

The logo features a stylized blue graphic of horizontal lines of varying lengths, resembling a signal or sound waves, positioned to the left of the text.

TECHSURVEY

2020 PUBLIC RADIO

JACOBS MEDIA

Jacobs Media is once again proud to partner with PRPD on Public Radio Techsurvey 2020 (PRTS 2020).

In recent years, PRTS has been instrumental in identifying trends in technology and helping public radio stations understand both the landscape contour and how to maneuver through it. This year, will be even more important to track media habits, opinions, and behaviors in light of the events of this year, from the pandemic to racial tensions to the election. And those are just the things we *know* about right now.

Why invest in PRTS 2020? Just over three years ago, almost no one outside the bleeding edge adopter community and tech innovators was talking about smart speakers. Now, more than one in three Americans have access to one. That's a bold new doorway into peoples' lives. Podcasting is exploding. What's driving that rapid change and what does it mean for a public radio manager and their station?

But it is now the ability to track 2020 behavior and changing habits with the data we've been amassing for more than a dozen years that will make PRTS 2020 so valuable. How Covid-19 will alter the ways in which people will work remotely, change their driving habits, and rethink their lives has a direct impact on radio in general, and public radio specifically.

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 and your underwriters, a firm understanding of the platforms, media, and gadgets they use is essential. PRTS 2020 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.*

For the most part, public radio stations, specifically NPR News and Information stations, have experienced considerably higher ratings and, in some cases, record results during the Trump years. PRTS 2020 will drill down into the reasons for these increases, as well as explore how listeners feel moving forward in this brave new world.

PRTS 2020 goes into the field starting on June 23rd. We'd like to invite you to be a stakeholder in this research.

We are very much in this together. 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.

What's new for PRTS 2020?

In addition to all the trackable data that has been a part of every PRTS study, as well as exploring current events issues, we have important new questions planned for PRTS 2020.

Current events – This was shaping up to be an “interesting” year because of the election. But as events have unfolded in just the past three months, we have the unique ability to get a better sense of how media habits and opinions are changing. And because Jacobs Media has conducted two Covid-19 surveys among public radio listeners, we will be able to track that data from earlier in April and May with this new study.

Streaming usage – We know the pandemic has altered listening locations, particularly during the lockdown. During the last several years, we've seen how “regular radios” are disappearing from more and more homes. Now, we have the opportunity to measure streaming awareness and usage on myriad devices, including computers, mobile phones and tablets, smart speakers, and wireless speaker systems.

Podcasting – A vital topic for public radio, there will be an even deeper exploration into podcasting in this year's study, including how listeners learn about podcasts, and when and where they are listening to them.

PRTS 2020 will carry forward many key threads from past years:

The state of giving and support – How has the needle moved in the last year as unemployment has exploded, and the economy has officially entered a recession? It is this type of “currency” that can help stations throughout the system get a better fix on their situations today – and how they might fare down the road.

The “connected car” – We'll be looking at the in-car audience share of radio, satellite radio, apps, and other audio sources, as well as penetration of Apple CarPlay and Android Auto. We have seen indications that public transportation and services like Uber and Lyft will be negatively impacted by the pandemic, pushing consumers back to the relative safety of personal cars and trucks.

Public radio's enduring brand strength – We must keep our eye on the core business, so PRTS 2020 will continue to explore how the current administration and recent events have impacted listening and public radio interest.

Trump Bump/News Burnout? – We will also look at the effects of the 24/7 news cycle and if, or when, it leads listeners to engage more – or to tune out. What impact has Covid-19 had on how people feel about news and information?

Music stations – How are they faring amidst the onrush of current events. Our Covid-19 studies indicate greater interest in public radio stations that play music. It is essential to have solid participation from stations specializing (full or part-time) in Classical, Triple A, and Jazz.

The Details:

PRTS 2020 will be fielded between June 23rd and July 19th. As usual, stakeholder stations can choose to launch the survey any time during that period. 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.

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.

Additionally, we will 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, Pandora, 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.

There is no change in the fee structure since last year and we believe the PRTS studies remain one of the best deals in public radio.

- \$550 for PRPD members in markets 1-30
- \$450 for PRPD members in markets 31-75
- \$350 for PRPD members in markets 76+
- \$750 for non-PRPD members

If you had previously committed to participating in PRTS 2020 last month while registering and participating in our May Covid-19 survey, we have your details (and discount) on file. Because the survey will be fielded through mid-June to mid-July, stations whose fiscal year ends in June will have the option to either pay before or after the June 30th date.

ACT NOW: Contact Lisa Riker (lisariker@jacobsmedia.com) to secure your participation or visit jacobsmedia.com/register-for-public-radio-techsurvey-2020 to register your station

We will handle all survey development and hosting details, along with communication with local station marketing, programming, and/or web personnel. To participate, please **register no later than Monday, June 22nd**.

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