

The logo features a stylized graphic of horizontal lines on the left, resembling a signal or sound waves, in blue. To its right, the word "TECHSURVEY" is written in a large, bold, blue sans-serif font. Below "TECHSURVEY", the year "2021" is written in the same blue font. To the right of "2021", the words "PUBLIC RADIO" and "JACOBS MEDIA" are stacked vertically in a smaller, orange sans-serif font.

TECHSURVEY 2021 PUBLIC RADIO JACOBS MEDIA

Jacobs Media is once again proud to partner with PRPD on Public Radio Techsurvey 2021 (PRTS 2021).

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. With significant progress made battling the pandemic, and a year removed from the racial and political/election strife of summer 2020, this year's study proves to be crucial in tracking how media habits, opinions, and behaviors may – or may not – be changing in response.

Why invest in PRTS 2021? The world is changing, thanks to our hyper-political environment and the disruption caused by COVID. Tracking your audience – where they are, what they're doing, and how they're listening – has never been more important.

Our new study 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.

Last year's, PRTS 2020 provided a valuable look into the impact of COVID on the medium, radio consumption, and people's lives.

PRTS 2021 goes into the field in late June/July, well-timed to capture the hopeful comeback of America (and the world), providing key data to help you and your station make smart, informed, strategic decisions.

PRTS 2021 will also take a deep dive into attitudes and appetites for news and information, six months into the Biden presidency. Previous studies have tracked the "Trump Bump." This year's national study of public radio listeners will help define the environment as the smoke clears.

This year's study will also focus on the efficacy of public radio's core values in 2021, as well as attitudes and opinions about how well stations have covered key issues impacting people's lives: social justice and race, the political environment, climate, and America's comeback.

For public radio stations that focus on music, PRTS 2021 will continue to provide direction into how radio is used by consumers, as well as music discovery and gadget/platform usage.

The study will also focus on membership – providing insights into how public radio listeners are willing to invest in their favorite stations moving forward.

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 2021 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.*

PRTS 2021 goes into the field starting on June 29th. 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. These studies work best when they represent the largest sample of public radio listeners, across geographies, formats, and demographic groups.

The Details:

PRTS 2021 will be fielded between June 29th and July 25th. 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.

Your participation in PRTS 2021 has never been more important. As our medium, our country, and our lives hit a new inflection point this year, 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, 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.

The fee structure remains unchanged this 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

PRTS 2021 is set to field beginning in late June and throughout 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 Elnora Lowe (elnora@jacobsmedia.com) to secure your participation or visit <https://jacobsmedia.com/register-prts-2021/> 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 Friday, June 18th**.

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