

THE AUDIENCE-SENSITIVE ECONOMICS OF PROGRAMMING ON WARA-FM SPRING 2002

	Listener-Hours Per Week	Listener-Hours Per Year	Annual Value at 1¢/LH	Annual Value at 6¢/LH
Total Schedule	3,863,500	200,901,800	\$2,009,000	\$12,054,100
<i>Morning Edition</i>	959,500	49,891,500	\$498,900	\$2,993,500
<i>ATC Weekday</i>	632,000	32,863,800	\$328,600	\$1,971,800
<i>Connection</i>	463,100	24,081,100	\$240,800	\$1,444,900
<i>BBC World Service</i>	347,000	18,042,000	\$180,400	\$1,082,500
<i>Talk of the Nation</i>	312,300	16,241,300	\$162,400	\$974,500
<i>The Big Show</i>	177,600	9,233,300	\$92,300	\$554,000
<i>The World</i>	163,500	8,502,900	\$85,000	\$510,200
<i>Fresh Air</i>	151,100	7,857,900	\$78,600	\$471,500
<i>Weekend Edition Saturday</i>	124,600	6,479,800	\$64,800	\$388,800
<i>Car Talk</i>	92,100	4,788,900	\$47,900	\$287,300
<i>Weekend Edition Sunday</i>	72,800	3,785,600	\$37,900	\$227,100
<i>Wait Wait Don't Tell Me</i>	63,400	3,297,300	\$33,000	\$197,800
<i>Only A Game</i>	48,000	2,494,400	\$24,900	\$149,700
<i>This American Life</i>	41,800	2,172,700	\$21,700	\$130,400
<i>Whad'ya Know</i>	27,100	1,408,600	\$14,100	\$84,500
<i>ATC Saturday</i>	26,600	1,381,300	\$13,800	\$82,900
<i>Fresh Air Weekend</i>	23,800	1,239,000	\$12,400	\$74,300
<i>SoundPrint</i>	23,100	1,201,700	\$12,000	\$72,100
<i>ATC Sunday</i>	21,100	1,097,400	\$11,000	\$65,800
All Other Local Formats (3)	27,800	1,448,200	\$14,500	\$86,900
All Other Acquired Programs (10)	65,300	3,393,200	\$33,900	\$203,600

Listener support and underwriting are AUDIENCE-SENSITIVE revenues; they depend on the number of listeners and the degree to which they're served. For instance, the more listeners depend on WARA, the more willing they are to support it financially. Similarly, fees for underwriting spots incorporate the number of listeners hearing the credits; the more listeners, the higher the rates.

How much does WARA earn by serving one listener for one hour? This is the income side of the financial equation. As public radio moves from a subsidized economy to one reliant on audience-sensitive sources of income, the expense side of the financial equation becomes even more important. How much does WARA spend to serve one listener for one hour – not simply in network dues and program fees, but in production costs and overhead for local programming as well?

This table shows the listener-hours generated by local and acquired programming offered by WARA. These can be added across programs. For instance, summing the listener-hours generated by all NPR or PRI programs can assess the relative importance of each network's programming to WARA. Dividing the expense of each network by the listener-hours it generates shows the relative efficiency of each. These costs per listener-hour can be compared to local programming efforts as well.

WARA's overall efficiency can be gauged by applying the station's annual budget to the annual listener-hours generated by its Total Schedule (top line on the table). Fully-costed, the average public station spends about six cents to serve one listener for one hour. If WARA's annual budget is less than \$12,054,100 it is operating more efficiently than the average public radio station.