

AudiGraphics

**The Big Show
Fall 2001**

Consultation Guide

Audience Research Analysis

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Audience estimates are approximations subject to the statistical variance associated with all surveys based on samples. They are also subject to the limitations inherent in Arbitron's methodology as described in Arbitron's "Description of Methodology" or in any Local Market Report. These audience estimates are derived by Audience Research Analysis based on Arbitron's copyrighted and proprietary audience data. They employ Arbitron's weighting and are directly comparable to its estimates. They are not Arbitron's estimates.

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This Consultation Guide offers an AudiGraphics analysis of The Big Show's carriage and audience in Spring 2002.

It is designed to guide the program to the right stations at the right times at the right price, and thereby provide the greatest service to the producer, the station, and the public.

It focuses the program's marketing on stations that make a significant difference to the American public.

It informs the conversation with stations regarding their most effective use of The Big Show.

Above all, it strengthens the alliance between the producer/distributor and stations. It illuminates the audience each serves. It encourages all entities to work together to optimize their collective service to the American public.

This audience estimates in this Consultation Guide are based on respondent level data. They do not replace national audience estimates that incorporate additional sources of data.

This Consultation Guide incorporates databases compiled, purchased, and/or owned by The Arbitron Company, the Radio Research Consortium, National Public Radio, and Audience Research Analysis. Cooperation makes this analysis possible.

Users of this analysis are bound by the contractual stipulations that convey with the data upon which it is based.

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CARRIAGE OF THE BIG SHOW

Programming information is known for 523 stations and 324 exact repeaters (847 stations total).

In a typical week the program is carried by 47 stations and 36 exact repeaters (83 total) an average of 5:07 apiece.

The average listener can hear the program 4:42 each week.

LISTENING TO THE BIG SHOW

More than 562,600 persons listen to the program an average of 1 hour and 20 minutes each week.

More than 158,800 persons hear any given quarter-hour of the program as broadcast.

These audience estimates are based on 1,151 Arbitron radio listening diaries for 44 stations.

This Consultation Guide is based in part on Arbitron data. Not all public radio stations subscribe to Arbitron, and many that do do not purchase access to the data upon which this analysis is based. Release of data to non-subscribing stations is strictly prohibited by public radio's contract with The Arbitron Company. Non-subscribing stations are marked with asterisks throughout.

National Audience and Carriage Summary for The Big Show Spring 2002

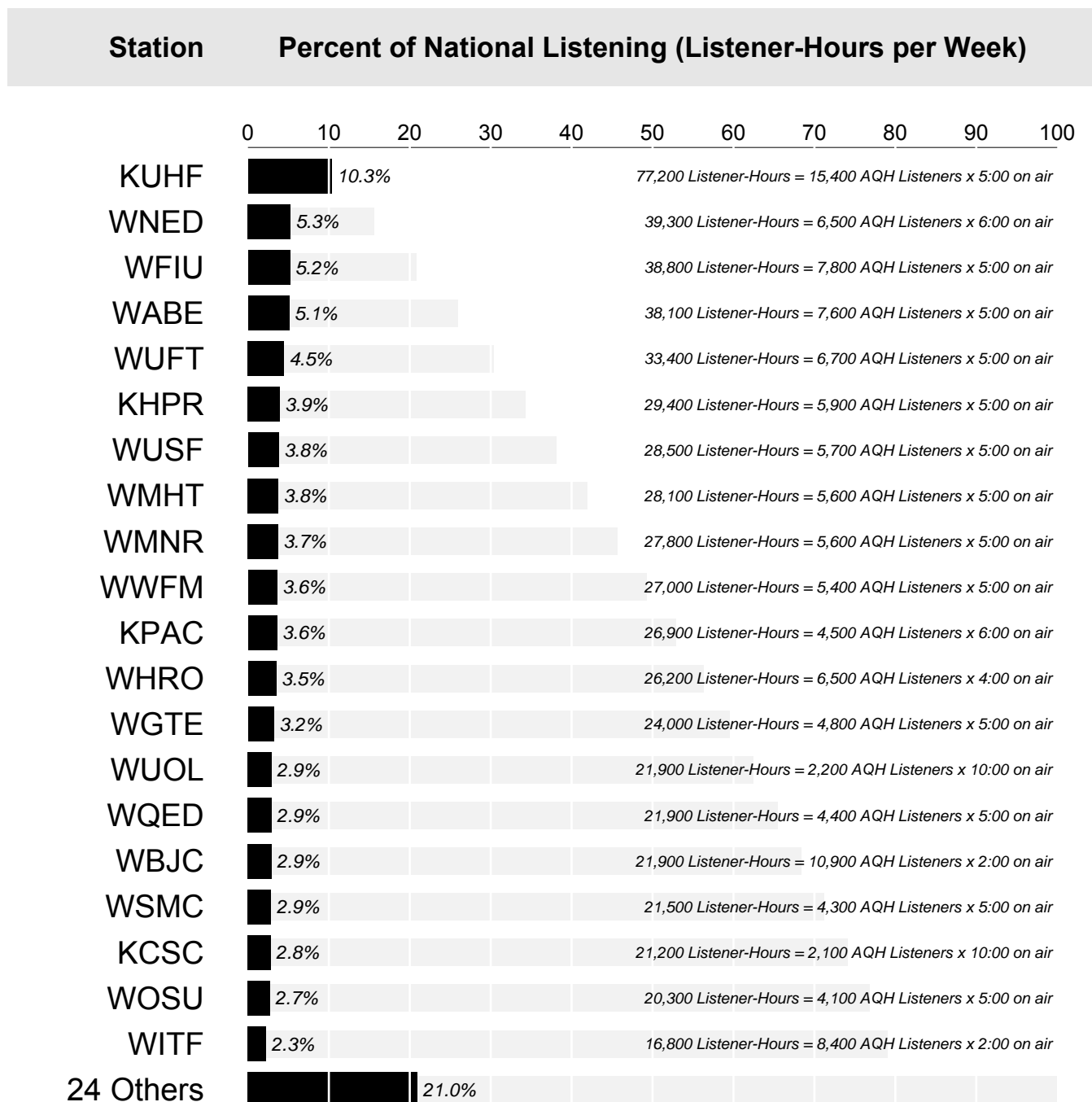
562,600	Weekly Listeners (Cume)
158,800	Average Listening (AQH)
34	Loyalty
-5	Power
1:20	Time Spent Listening
1,151	Number of Diaries
746,800	Listener-Hours per week
2,987,000	Gross Impressions per week
4:42	Hours Available to the Average Listener
5:07	Hours Broadcast on the Average Station

National audience estimates are based on 44 stations for which Arbitron diaries are available. They do not include information from other sources and may diverge significantly from published estimates.

In Spring 2002, 47 stations (and 36 repeaters) carried The Big Show out of the 523 stations (and 324 repeaters) for which programming data are available. Of these, 44 have some audience data ⁽¹⁾, 43 have a measurable audience when The Big Show is broadcast ⁽²⁾, and 35 meet the National AudiGraphics minimum of 12 or more diaries mentioning the program ⁽³⁾. All 47 stations are listed below. The number of exact repeaters is shown where appropriate. Asterisks mark stations that do not subscribe to Arbitron.

³ KACU-FM	³ KCSC-FM	³ WABE-FM	³ WGTE-FM(+2)	³ WNED-FM(+1)	³ WUFT-FM(+1)
³ KAMU-FM*	³ KHPR-FM(+2)	³ WBJC-FM	³ WHRO-FM	WNMU-FM*	³ WUOL-FM
³ KBIA-FM	² KLRE-FM	³ WBLV-FM(+1)*	³ WICR-FM	¹ WOSB-FM	³ WUSF-FM
² KBPS-FM	³ KPAC-FM	³ WBNI-FM	³ WITF-FM	³ WOSU-FM(+3)	³ WVVV-FM(+8)*
² KBSU-FM(+1)	³ KSUI-FM	² WCAL-FM(+1)	WKGC-AM*	³ WQCS-FM	³ WWFM-FM(+2)
² KBSW-FM	² KTXI-FM	³ WFIU-FM	³ WKGC-FM	³ WQED-FM(+1)	³ WWNO-FM(+1)
KBYI-FM*	³ KUHF-FM	² WFSQ-FM	³ WMHT-FM(+1)	³ WSMC-FM	³ WXXI-FM
³ KCND-FM(+6)	³ KWAX-FM*	² WGCS-FM*	³ WMNR-FM(+3)	³ WTSU-FM(+2)	

The Stations that Deliver the Most Listening to The Big Show Spring 2002



The listener-hours statistic reports the amount of The Big Show "consumed" by listeners each week, and as such provides an excellent indicator of national impact. Each station's contribution to The Big Show's national listener-hour total is the product of the program's average (AQH) audience and the number of hours it is broadcast by the station. For instance, KUHF airs The Big Show 5:00 hours per week, during which it serves an average audience of 15,400 listeners. These 77,200 weekly listener-hours comprise 10.3% of The Big Show's national total of 746,800 listener-hours.

Audience Estimates for Stations Carrying The Big Show Spring 2002

	Hours on Air	Weekly Listeners	Average Listening	Loyalty (%)	TSL (hr:mn)	Diaries
KACU	168:00	12,600	700	43	6:48	54
Program	5:00	3,600	700	52	1:02	16
KAMU*	168:00	16,100	1,000	40	7:50	53
Program	5:00	4,000	1,300	38	1:36	13
KBIA	168:00	48,100	3,100	40	8:10	129
Program	5:00	7,200	1,000	24	0:42	17
KCND	168:00	18,300	700	25	4:31	106
Program	5:00	3,000	800	21	1:22	18
KCSC	168:00	52,900	2,100	28	5:02	127
Program	10:00	19,700	2,100	29	1:04	44
KHPR	168:00	88,000	5,100	40	7:21	213
Program	5:00	22,700	5,900	32	1:18	56
KPAC	168:00	61,500	3,000	32	6:07	117
Program	6:00	20,200	4,500	31	1:20	38
KSUI	168:00	24,700	900	22	4:46	78
Program	5:00	7,700	1,800	30	1:10	27
KUHF	168:00	239,500	13,400	38	7:03	257
Program	5:00	40,600	15,400	31	1:54	47
KWAX*	168:00	30,100	1,900	41	8:03	83
Program	5:00	5,500	2,700	43	2:29	19
WABE	168:00	338,000	19,700	39	7:20	347
Program	5:00	42,400	7,600	34	0:54	43
WBJC	168:00	181,900	9,700	32	6:43	284
Program	2:00	24,900	10,900	31	0:53	39

Of the 47 stations that carry The Big Show, 35 meet the minimum of 12 or more diaries mentioning the program. The audience estimates above are shown only when stations satisfy this minimum.

Audience Estimates for Stations Carrying The Big Show Spring 2002

	Hours on Air	Weekly Listeners	Average Listening	Loyalty (%)	TSL (hr:mn)	Diaries
WBLV*	168:00	39,300	1,700	25	5:35	103
Program	5:00	8,700	3,000	26	1:45	23
WBNI	168:00	47,400	2,700	44	7:17	107
Program	5:00	10,400	2,300	29	1:08	22
WFIU	168:00	74,000	6,700	56	11:20	112
Program	5:00	22,500	7,800	53	1:43	33
WGTE	168:00	80,700	3,400	30	5:17	241
Program	5:00	17,800	4,800	31	1:21	49
WHRO	168:00	65,500	3,900	38	7:31	148
Program	4:00	16,100	6,500	44	1:38	35
WICR	168:00	36,900	1,000	18	3:24	86
Program	5:00	6,200	1,900	20	1:32	15
WITF	168:00	181,800	9,900	34	6:52	482
Program	2:00	18,300	8,400	38	0:55	46
WKGC	168:00	14,500	600	25	5:36	55
Program	6:00	3,900	900	21	1:24	16
WMHT	168:00	78,700	4,100	30	6:34	180
Program	5:00	22,700	5,600	33	1:14	56
WMNR	168:00	68,000	3,400	24	6:13	185
Program	5:00	18,500	5,600	31	1:30	44
WNED	168:00	77,600	3,900	29	6:22	181
Program	6:00	23,300	6,500	35	1:41	53
WOSU	168:00	129,000	7,600	34	7:27	223
Program	5:00	15,800	4,100	35	1:17	29

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Audience Estimates for Stations Carrying The Big Show Spring 2002

	Hours on Air	Weekly Listeners	Average Listening	Loyalty (%)	TSL (hr:mn)	Diaries
WQCS	168:00	80,000	6,000	44	9:26	160
Program	5:00	6,900	1,600	30	1:08	16
WQED	168:00	124,300	6,700	33	6:46	231
Program	5:00	15,800	4,400	43	1:23	29
WSMC	168:00	33,500	2,000	37	7:35	99
Program	5:00	10,400	4,300	53	2:04	32
WTSU	168:00	30,600	1,300	34	5:14	102
Program	5:00	5,000	1,300	23	1:16	19
WUFT	168:00	73,600	4,100	39	6:59	169
Program	5:00	18,300	6,700	41	1:50	42
WUOL	168:00	42,300	1,800	30	5:18	73
Program	10:00	16,700	2,200	30	1:19	28
WUSF	168:00	233,700	16,200	44	8:43	341
Program	5:00	24,500	5,700	49	1:10	34
WVVV*	168:00	37,800	2,000	32	6:37	99
Program	5:00	7,800	1,800	25	1:08	21
WWFM	168:00	98,500	6,400	34	8:14	166
Program	5:00	26,500	5,400	49	1:01	35
WWNO	168:00	111,400	7,600	42	8:36	292
Program	4:00	10,700	3,300	37	1:14	28
WXXI	168:00	77,800	4,200	37	6:46	206
Program	1:00	4,600	3,400	57	0:45	12

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The Value of The Big Show

How well does The Big Show perform? This section uses three measures – loyalty, power, and impact – to assess the Program's performance relative to other programming on the stations that carry it.

LOYALTY reports the ability of The Big Show to serve the listeners to the stations that carry it.

Loyalty is 34 percent when The Big Show is on the air; that is, 34 percent of the radio listening done by carrying stations' audiences during the program's broadcast is to the program; the other 66 percent is to other radio stations.

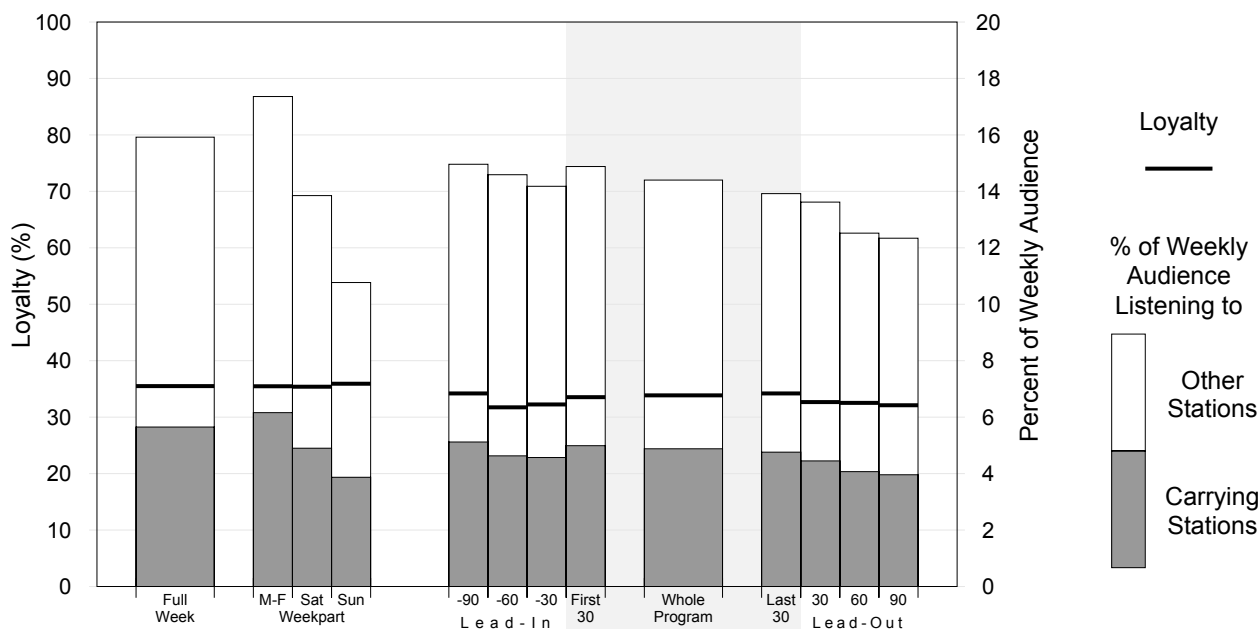
POWER is the ratio of loyalty during The Big Show to loyalty across the entire schedule. Like loyalty, power expresses a program's relative ability to serve a station's weekly audience; it has the advantage of controlling for individual station loyalty variances.

The Big Show's power is negative 4.8; that is, its loyalty of 33.9 is 4.8 percent below the full week loyalty of 35.6 across all carrying stations.

IMPACT answers the question, "What is the impact of The Big Show on the station's service to its listeners?" It reports the degree to which listening to the station might change if the program were taken off the air.

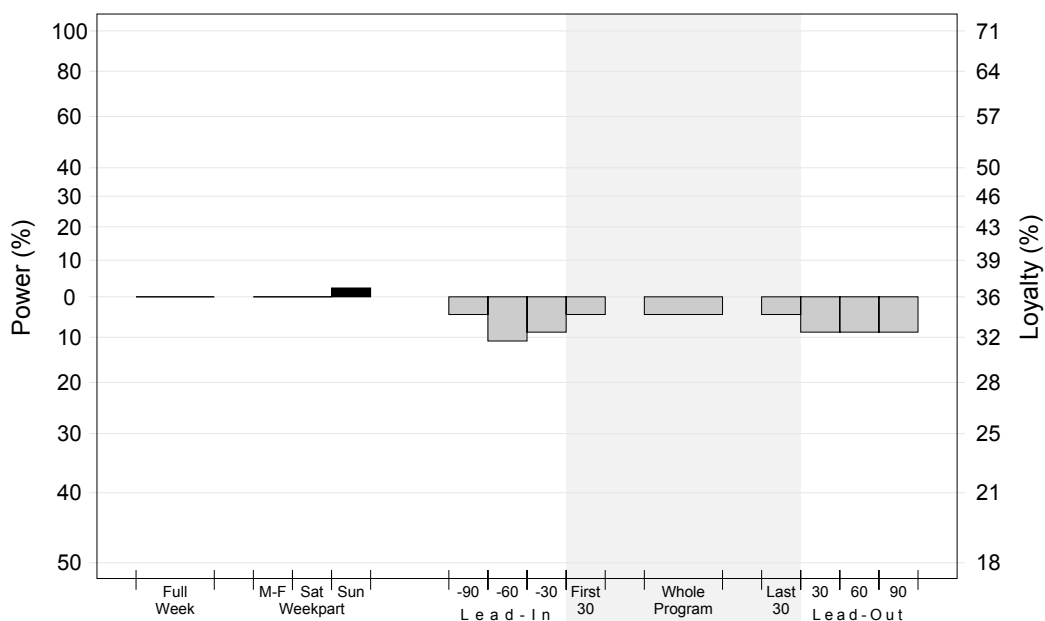
The Big Show accounts for 3.1 percent of all listening to the stations that carry it. If stations replaced it, listening might drop as much as 3.1 percent or increase as much as 1.0 percent among the stations' existing cume.

The Loyalty and Listening To The Big Show Spring 2022



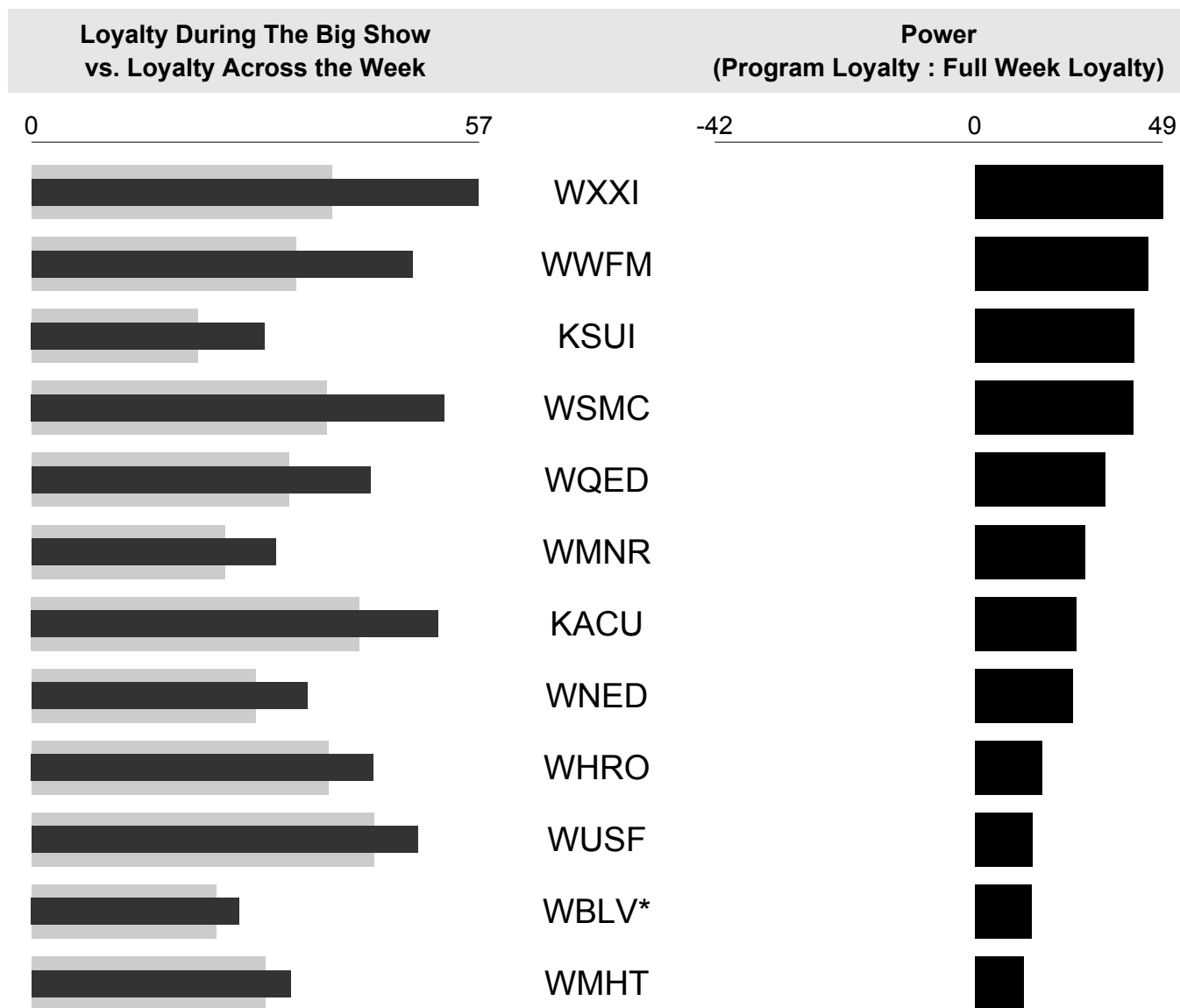
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The Power of The Big Show To Serve Stations' Audiences Spring 2022



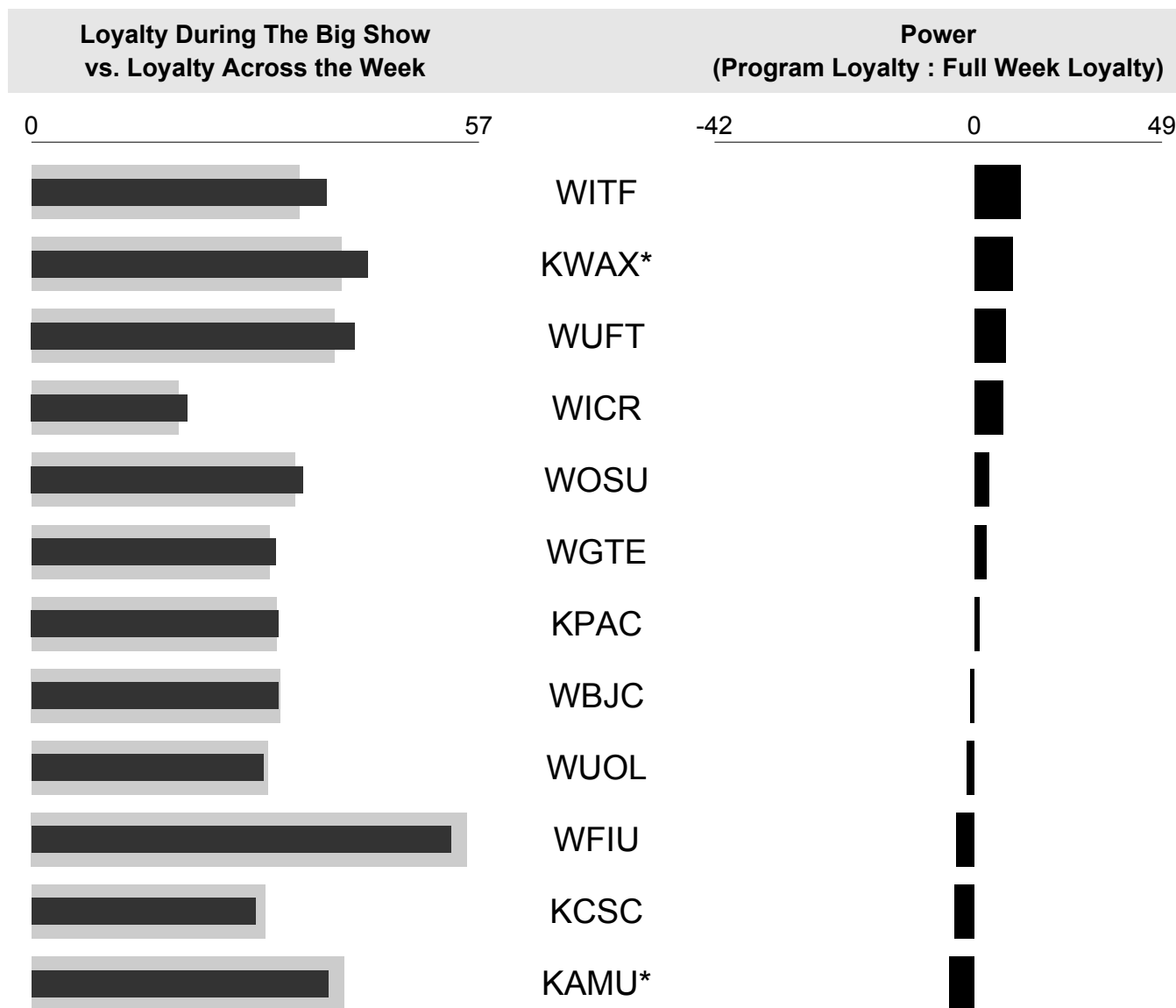
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The Performance of The Big Show On the Stations that Carry It Spring 2002



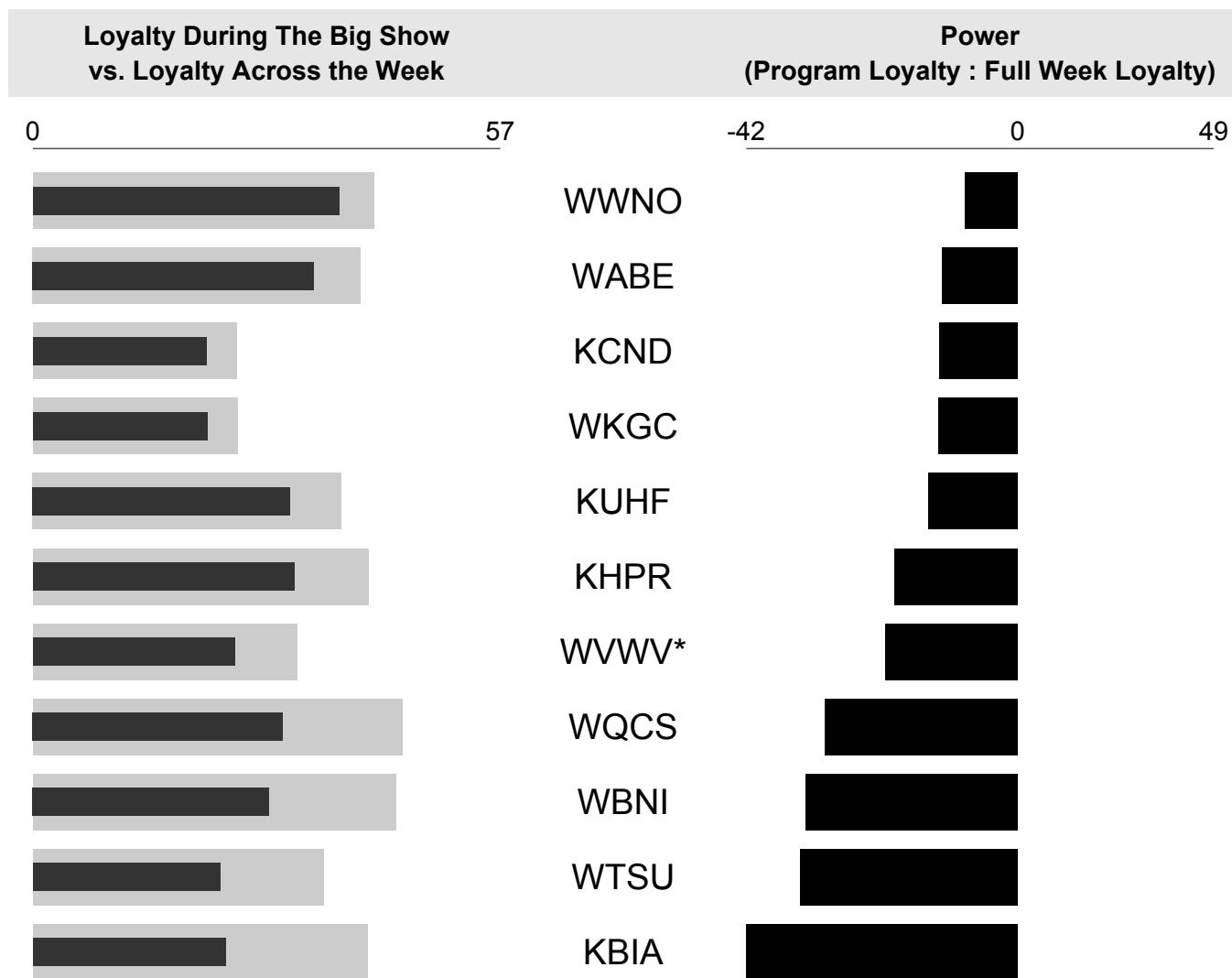
How does The Big Show perform relative to other programming on stations that carry it? The left column compares the loyalty of listeners during the program (narrow bar) with their loyalty to the station overall (wide bar). When loyalty to the program is higher than the loyalty to a station overall, the program has the power to serve the station's listeners (shown in the right column). Conversely, the program may lack the power to serve a station's listeners when loyalty to it is lower than to the station overall.

The Performance of The Big Show On the Stations that Carry It Spring 2002



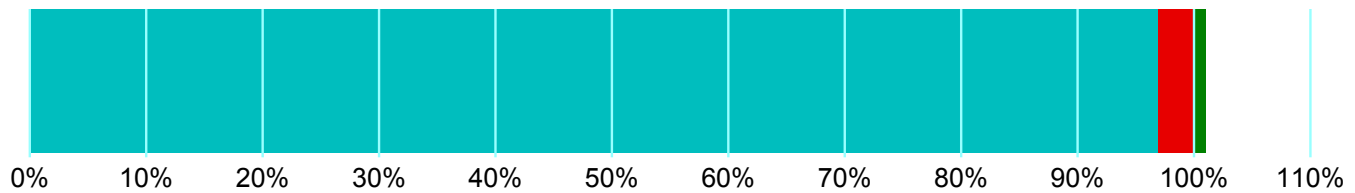
How does The Big Show perform relative to other programming on stations that carry it? The left column compares the loyalty of listeners during the program (narrow bar) with their loyalty to the station overall (wide bar). When loyalty to the program is higher than the loyalty to a station overall, the program has the power to serve the station's listeners (shown in the right column). Conversely, the program may lack the power to serve a station's listeners when loyalty to it is lower than to the station overall.

The Performance of The Big Show On the Stations that Carry It Spring 2002



How does The Big Show perform relative to other programming on stations that carry it? The left column compares the loyalty of listeners during the program (narrow bar) with their loyalty to the station overall (wide bar). When loyalty to the program is higher than the loyalty to a station overall, the program has the power to serve the station's listeners (shown in the right column). Conversely, the program may lack the power to serve a station's listeners when loyalty to it is lower than to the station overall.

The Big Show's Impact On Carrying Stations' Audience Spring 2002



What is the impact of The Big Show? How much does the program contribute to the public service on the 47 stations that carry it? And were all of these stations to replace The Big Show with other programming, how much listening would they put at risk or hope to gain?

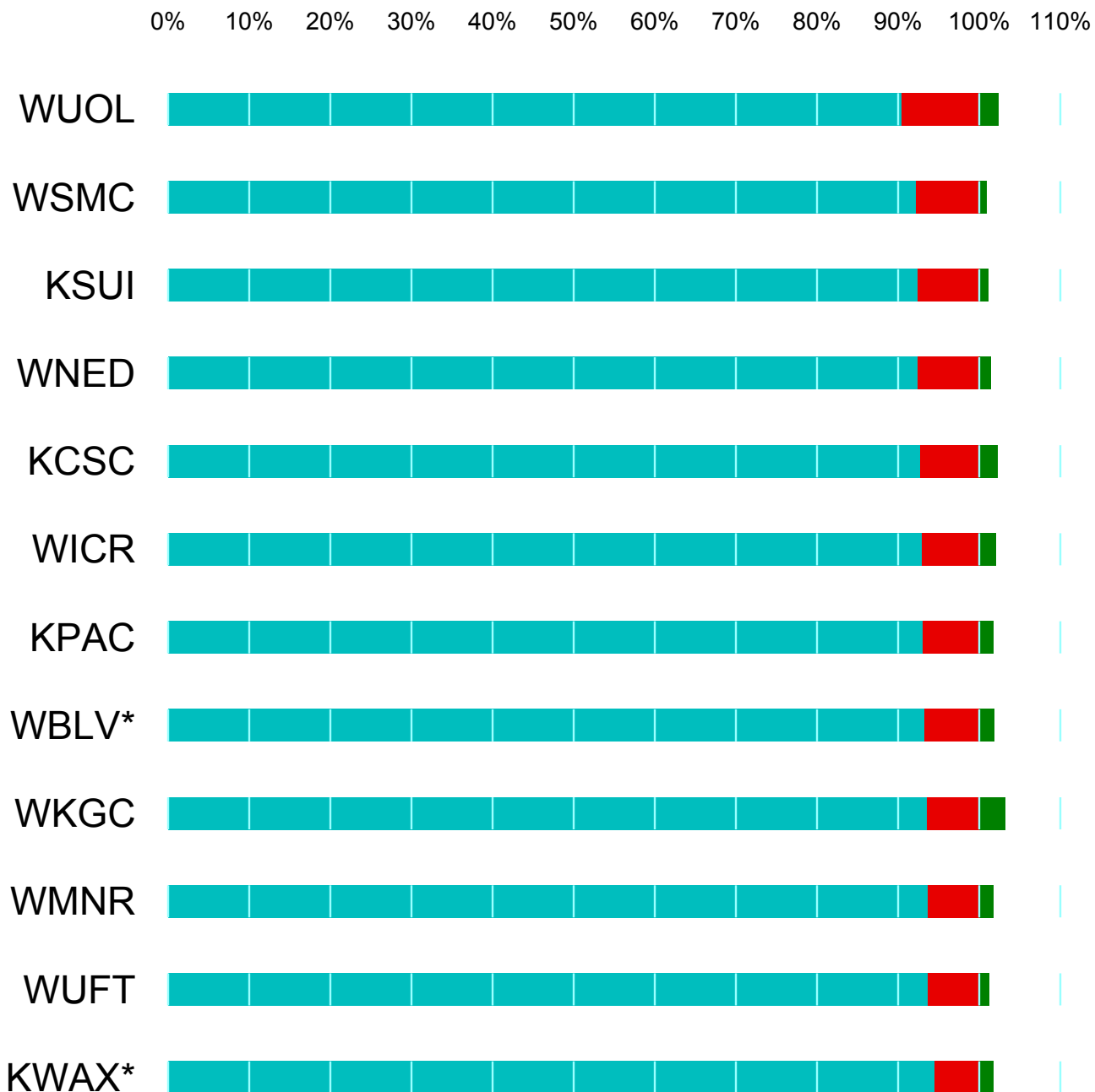
The red bar shows that The Big Show generates 3.1% of all listening (teal bar) to the stations that carry it. Long red bars indicate that stations rely heavily on the program, its impact on their public service is great, and the risk to replace it is high. Remove The Big Show from these stations, assume the new programming generates no listening, and you establish the worst case as shown by the red bar.

The green bar shows that in the best case, these stations stand to increase listening 1.0% among their current cumes. This optimistic scenario asserts that some listeners (Loyalists) will listen the same and others (Disloyalists) will listen more to the new programming than they now listen to The Big Show.

This Impact analysis parallels in concept and presentation the more highly detailed Strategic AudiGraphics Impact analysis used by stations. Strategic Impact informs programming change with nine separate risk models. The most pessimistic (red) and optimistic (green) models bracket the range of The Big Show's impact.

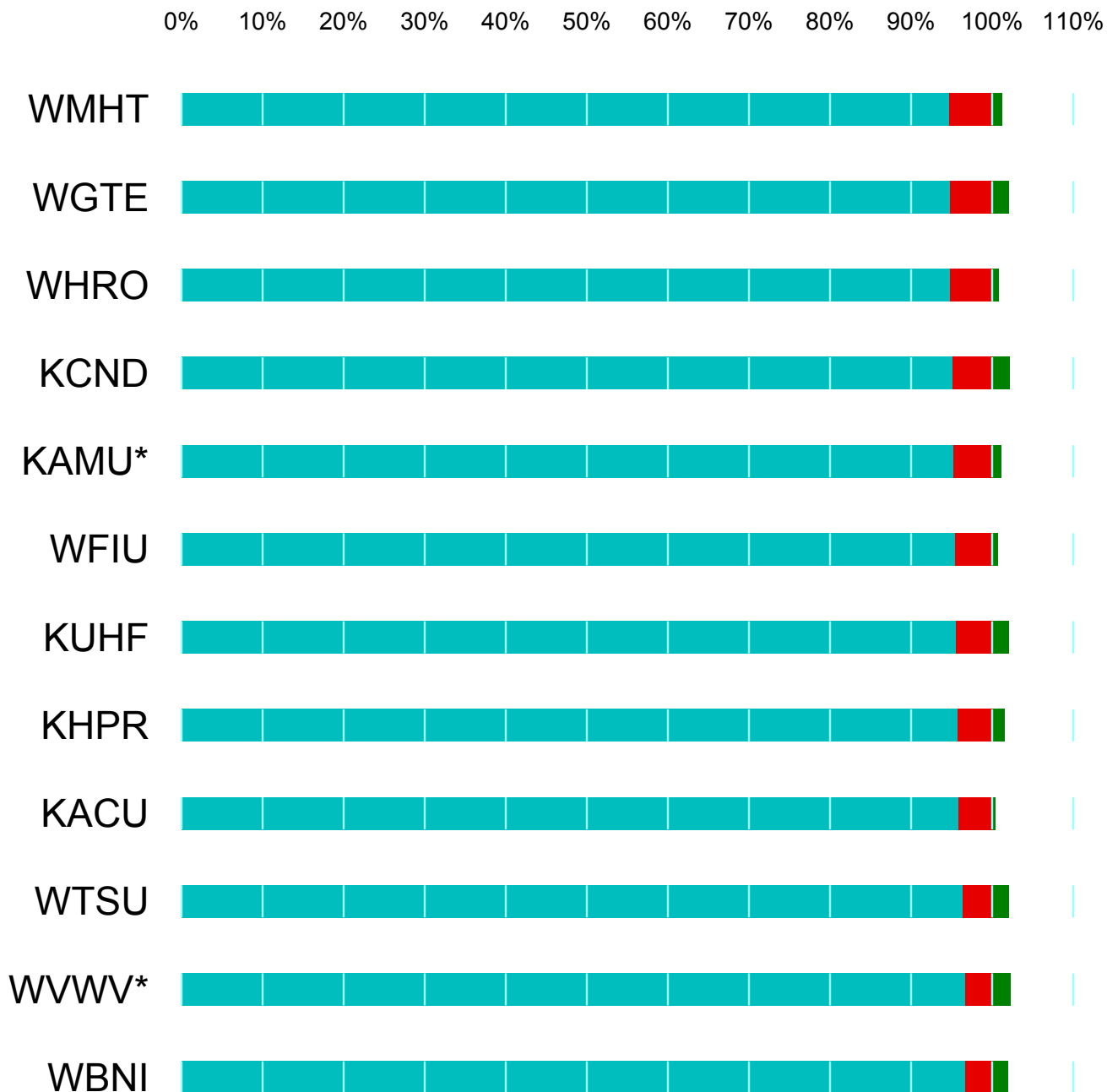
Neither of these models assumes the influx of new listeners into the weekly cume as a result of programming change. If the new programming is sufficiently powerful, the cume will grow; if it is not as powerful as The Big Show, the cume will shrink. The extent and speed of either change is not modeled here.

The Big Show's Impact On the Stations that Carry It Spring 2002



What is the impact of The Big Show? How much does the program contribute to the public service on stations that carry it? The red bar shows the listening generated by The Big Show as a percent of all listening to the station (teal bar); it also indicates the audience the station stands to lose by replacing the program. The green bar shows the listening the station stands to gain among its current come under the best of cases. (See page 12 for an explanation of each estimate.)

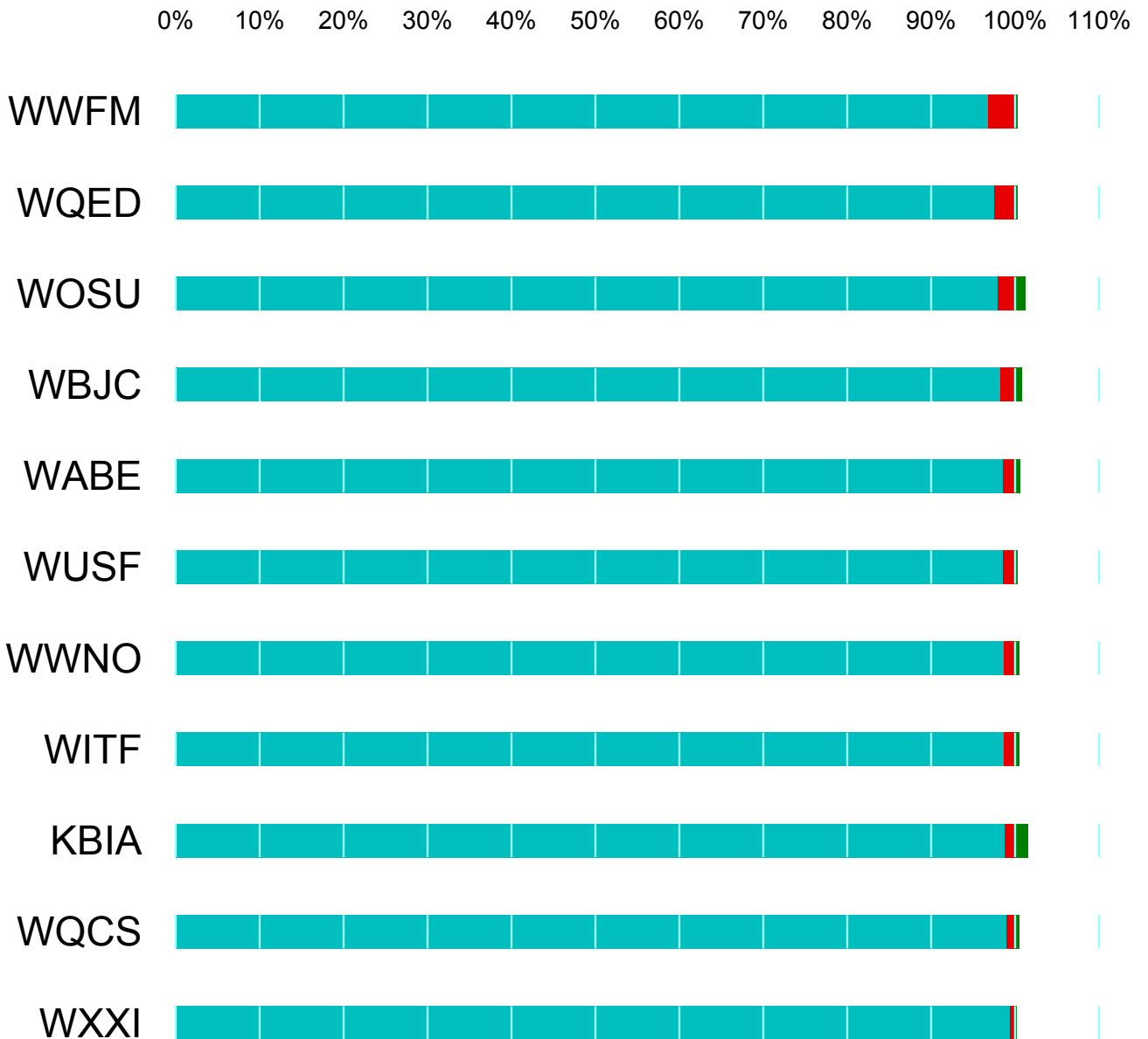
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The Big Show's Impact On the Stations that Carry It Spring 2002



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WHO LISTENS TO THE BIG SHOW displays demographic information about the audiences to the stations and the program. The table shows each segment's contribution to all The Big Show listening (AQH and share) and listeners (cume), and its loyalty and time spent listening (TSL) to The Big Show. Also shown is the percent of the program heard by the average segment member. (This percentage is of all broadcast hours, not of all original or feed hours.)

Note that Program Listener Loyalty is among THE BIG SHOW listeners only. This differs from the standard AudiGraphics loyalty, which is based on the full-week cume of the stations carrying the programming.

In geographies where Arbitron specifically tracks listening by Blacks and/or Hispanics, listening by non-Blacks and/or non-Hispanics is reported as "Not Black or Hispanic". Where Hispanic or Black controls are not used, listening is reported as "Ethnicity Not Ascertained".

Employed Men and Employed Women are defined as persons who work 35 hours or more per week. Retired Persons are those over 60 years of age who are not employed. Other Persons (12-59) are who remain.

Following this table, a series of four THE BIG SHOW APPEAL graphs show listening to the stations that carry the program. The bars on the left show the audience characteristics for the station across the full week (Monday-Sunday), Weekday, Saturday, and Sunday weekparts. They place The Big Show's audience in perspective by indicating the audience brought to the program by the stations.

The graphs track audience traits during the three half-hours preceding and following the program. When the program is 30 minutes long the first and last half-hours of the program equal the Whole Program bar.

AGE. The black box marks the median age of The Big Show's audience. Half of the audience is within the age range bracketed by the shaded bar.

RACE. The line, scaled to the left axis, shows the percent of the audience for which race is ascertained that is Black and Hispanic. The shaded bars, read on the right axis, indicate listening by each group. Black, Hispanic, and Other bars are stacked above. Bars representing listening by persons for whom race is not ascertained travel down.

SEX. The line, scaled to the left axis, shows the percent of the audience that is male. The shaded bars, read on the right axis, indicate listening by each sex: male bars travel up from the zero point, female bars travel down.

CORE/FRINGE. Dark bars show listening by The Big Show's core audience; light bars show its fringe. Scaled to the right axis, these bars sum to total use of the station. The line, scaled on the left, shows the percent of this audience in the core.

Who Listens to The Big Show

The Characteristics of Listeners and Listening

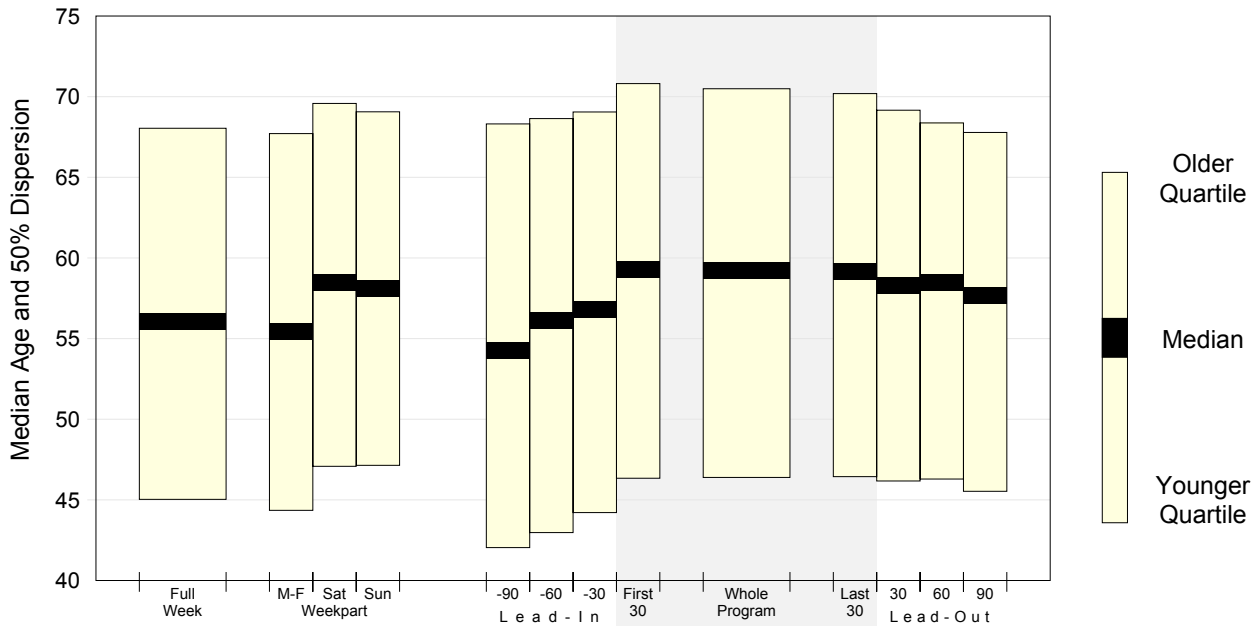
Spring 2002

Audience Segment	Percent of Program's Total Listeners Total Listening	Percent of Listeners Listening	Program Listener Loyalty	TSL (hr:mn)	Percent of Program Heard	
	0 _____ 100					
Total Audience		100	100	71	1:20	28
Core		64	75	84	1:32	33
Fringe		36	25	48	0:57	20
Program Exclusives		3	2	47	0:52	18
Program Non-Exclusives		97	98	71	1:20	28
Men		48	49	68	1:22	29
Women		52	51	74	1:17	27
Black		3	3	67	1:12	26
Hispanic		2	2	59	1:28	31
Not Black or Hispanic		57	59	75	1:22	29
Ethnicity Not Ascertained		38	36	66	1:16	27
Employed Men		31	33	67	1:24	30
Employed Women		25	23	71	1:12	26
Retired Persons (60+)		33	36	74	1:25	30
Other Persons (12-59)		11	9	73	1:06	23
	0 _____ 25					
Persons 12-24		5	3	56	0:54	19
Persons 25-34		8	8	73	1:24	30
Persons 35-44		11	10	63	1:09	24
Persons 45-54		17	18	72	1:24	30
Persons 55-64		20	20	69	1:17	27
Persons 65-74		25	25	69	1:19	28
Persons 75+		14	16	84	1:35	34
Men 12-24		3	2	58	0:55	19
Men 25-34		5	5	72	1:29	32
Men 35-44		5	5	60	1:18	28
Men 45-54		7	9	69	1:37	34
Men 55-64		10	10	66	1:18	28
Men 65-74		12	12	67	1:21	29
Men 75+		6	6	82	1:27	31
Women 12-24		2	1	53	0:52	18
Women 25-34		3	3	75	1:17	27
Women 35-44		6	5	66	1:01	22
Women 45-54		10	9	75	1:13	26
Women 55-64		10	10	71	1:16	27
Women 65-74		13	12	72	1:18	28
Women 75+		8	10	85	1:40	35

HOW TO READ The horizontal bars show the amount of listening done to the program by each audience segment. The vertical marks show the concentration of listeners in each segment. These percentages are also displayed as numbers. Note that Program Listener Loyalty is among The Big Show listeners only. This differs from the standard AudiGraphics loyalty, which is based on the full-week cume of the stations carrying The Big Show. The average time spent listening is expressed both in hours and minutes as well as the percent of the time the program is available each week.

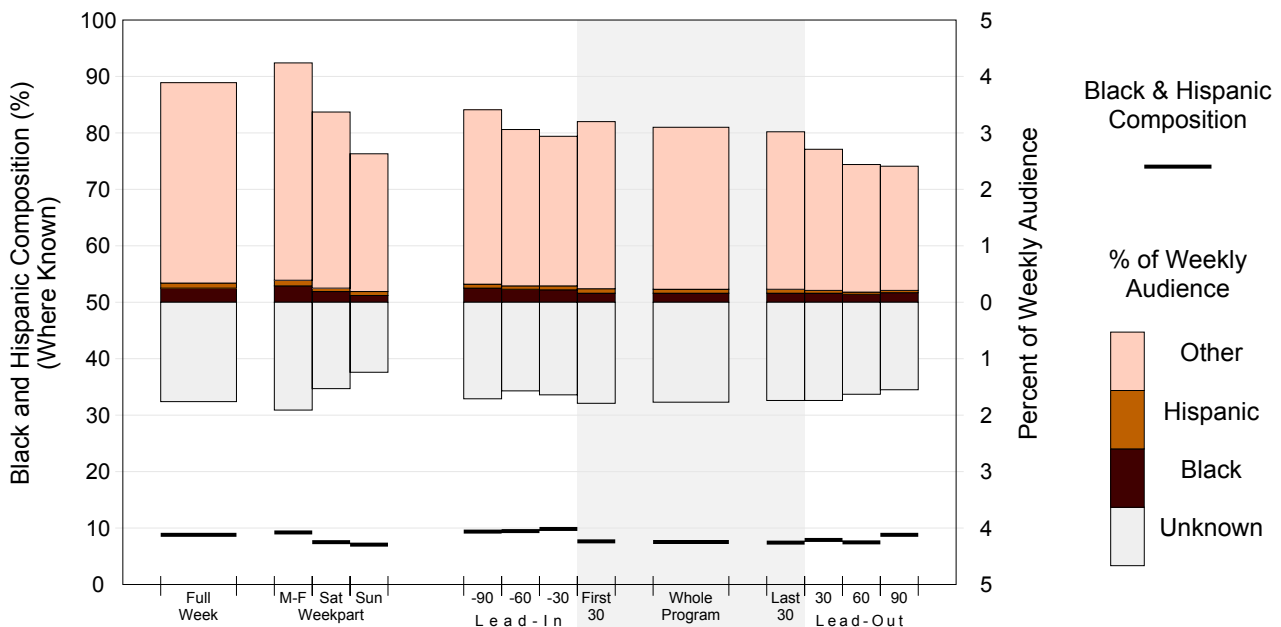
FOR INSTANCE Men account for 48% of the program's 562,600 weekly (cume) listeners and do 49% of the listening. They listen an average of 1:22 to the program each week. This is 68% of their radio use during its broadcast, and 29% of the 4:42 the program is available to the average listener each week.

Age Appeal Of The Big Show Spring 2022



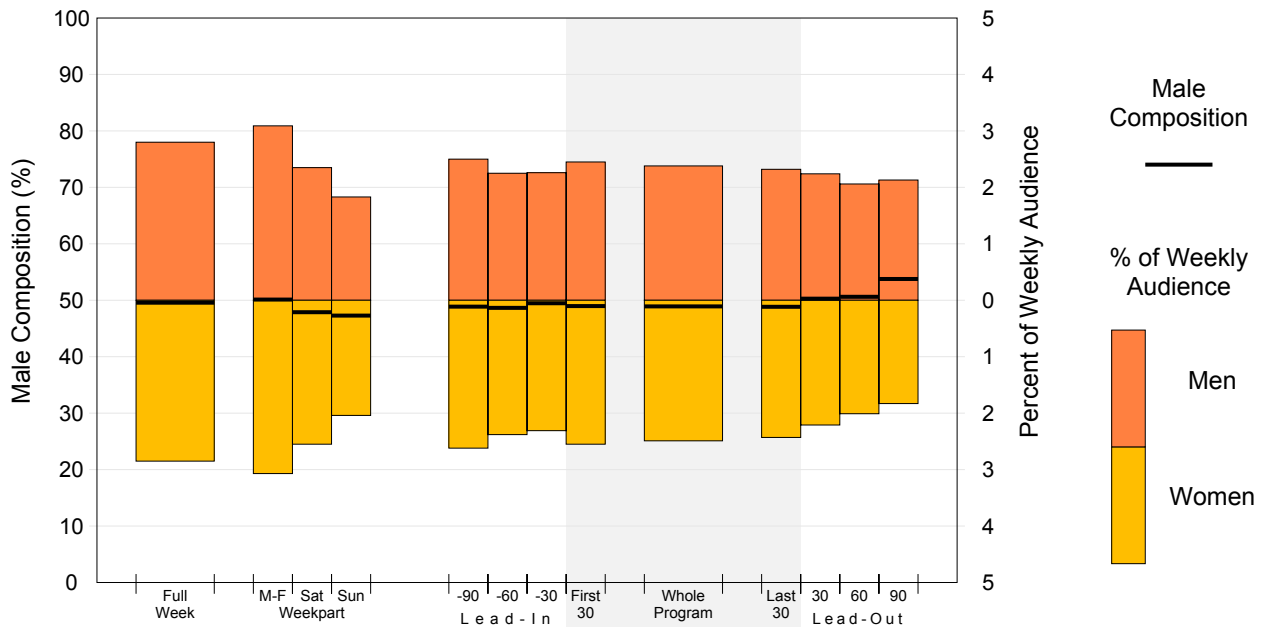
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The Big Show's Appeal To Blacks and Hispanics Spring 2022



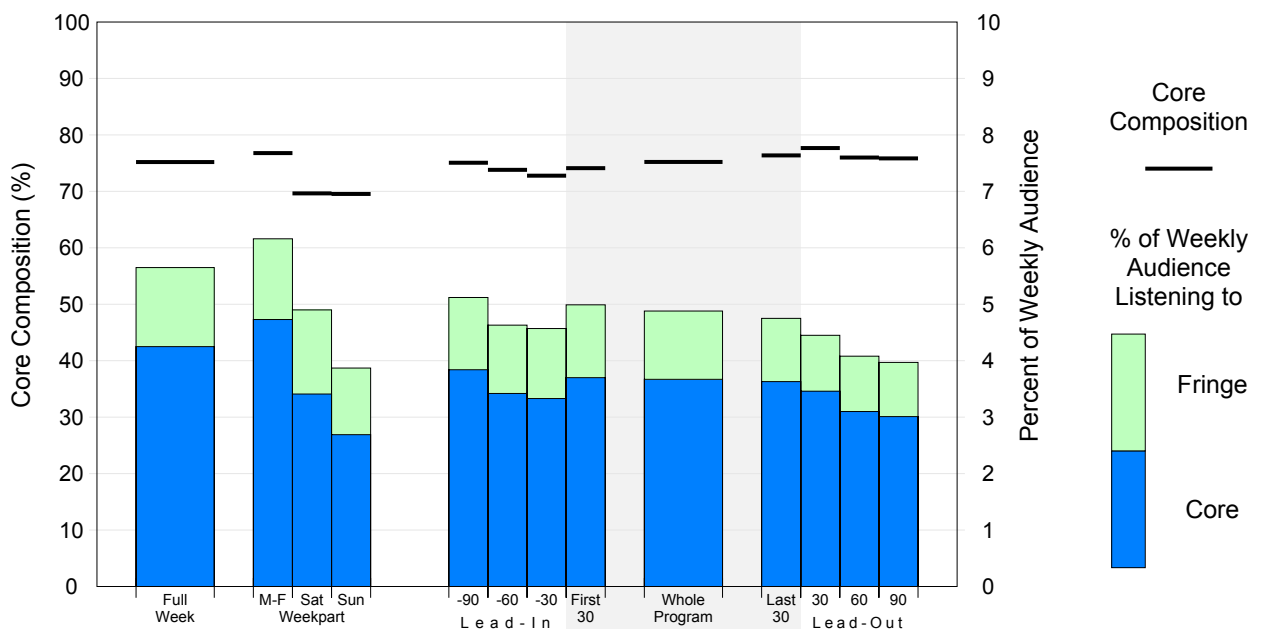
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The Big Show's Appeal To Men & Women Spring 2022



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The Big Show's Appeal to Stations' Core and Fringe Audiences Spring 2022



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The Value of The Big Show

Every program has an inherent APPEAL. Appeal is the quality of the program that attracts certain types of listeners and repels others. Indeed, appeal is best described by the types of people attracted to a program. For instance, the previous section showed the mixture of men, women, young, old, blacks, hispanics, and others who listen to The Big Show. That mixture reflects and describes its appeal.

Every station possesses an appeal as well. A station's appeal is the result of its entire schedule. It is described by the types of people who listen to the station across the week.

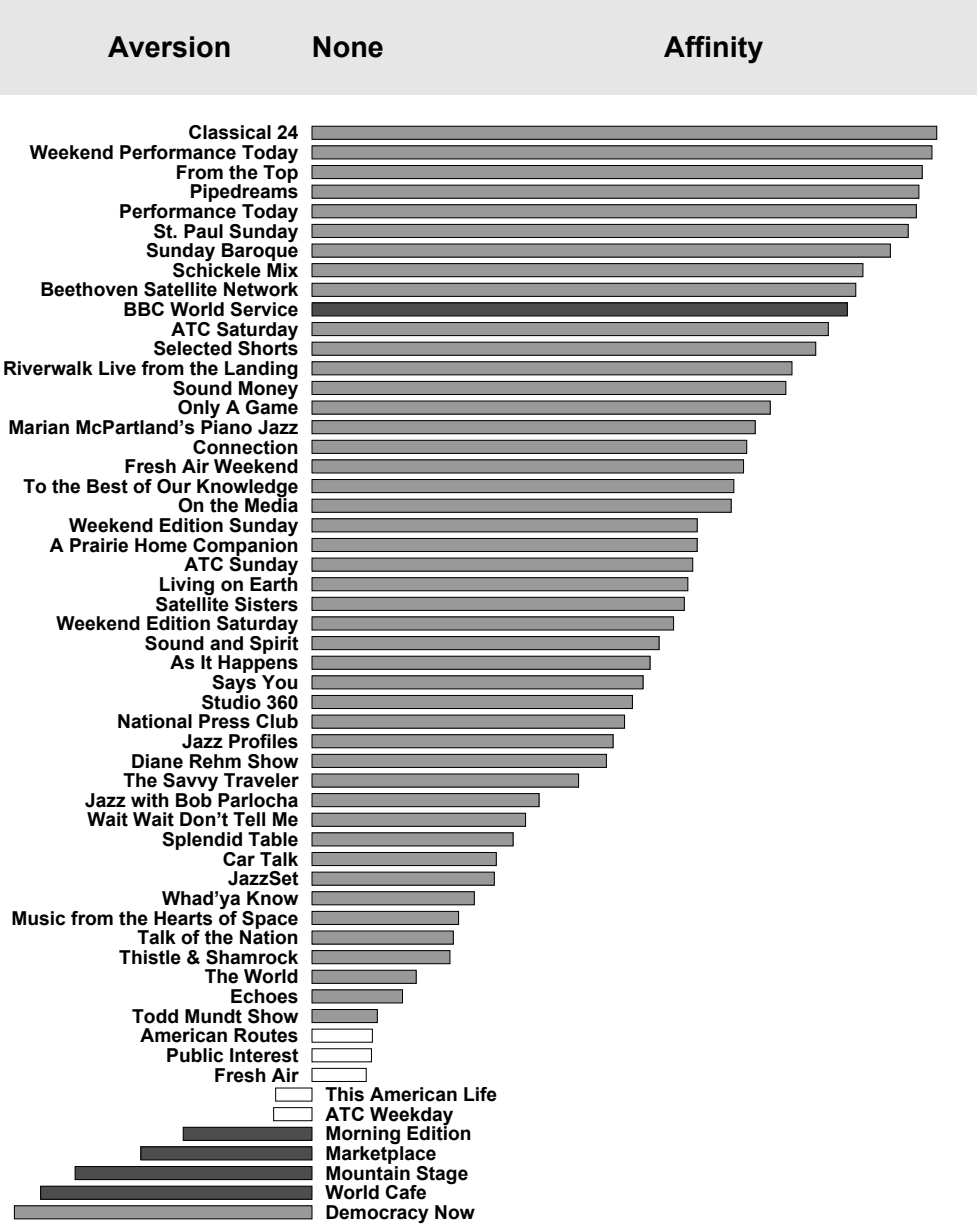
Ideally each program in a station's schedule would work with all others to provide a reliable service to a particular type of listener. A program is "right" for a station when its inherent appeal matches the appeal of the station overall.

A program has an AFFINITY with the station when the people who are naturally attracted to it are of the same type as those already listening to the station. Affinity suggests a program is likely to work well in the station's schedule. But when a program serves a different type of listener it is unlikely to work well for the station. It and the other programming on the station exhibit AVERSION.

Although AVERSION strongly indicates that The Big Show is unlikely to serve a station's audience, AFFINITY does not guarantee that The Big Show will work well for a station; it simply indicates the audiences are demographically similar. A program's quality, power, and appropriateness to a station's format are just as important.

The Big Show's appeal can also be compared against the appeals of other nationally-available programs. When The Big Show has a high affinity with a program, the two may work well together in a station's schedule. But when they exhibit aversion, they serve different types of listeners and are unlikely to work well together.

The Big Show's Affinity With Other Programming Options Spring 2002



Statistical Certainty

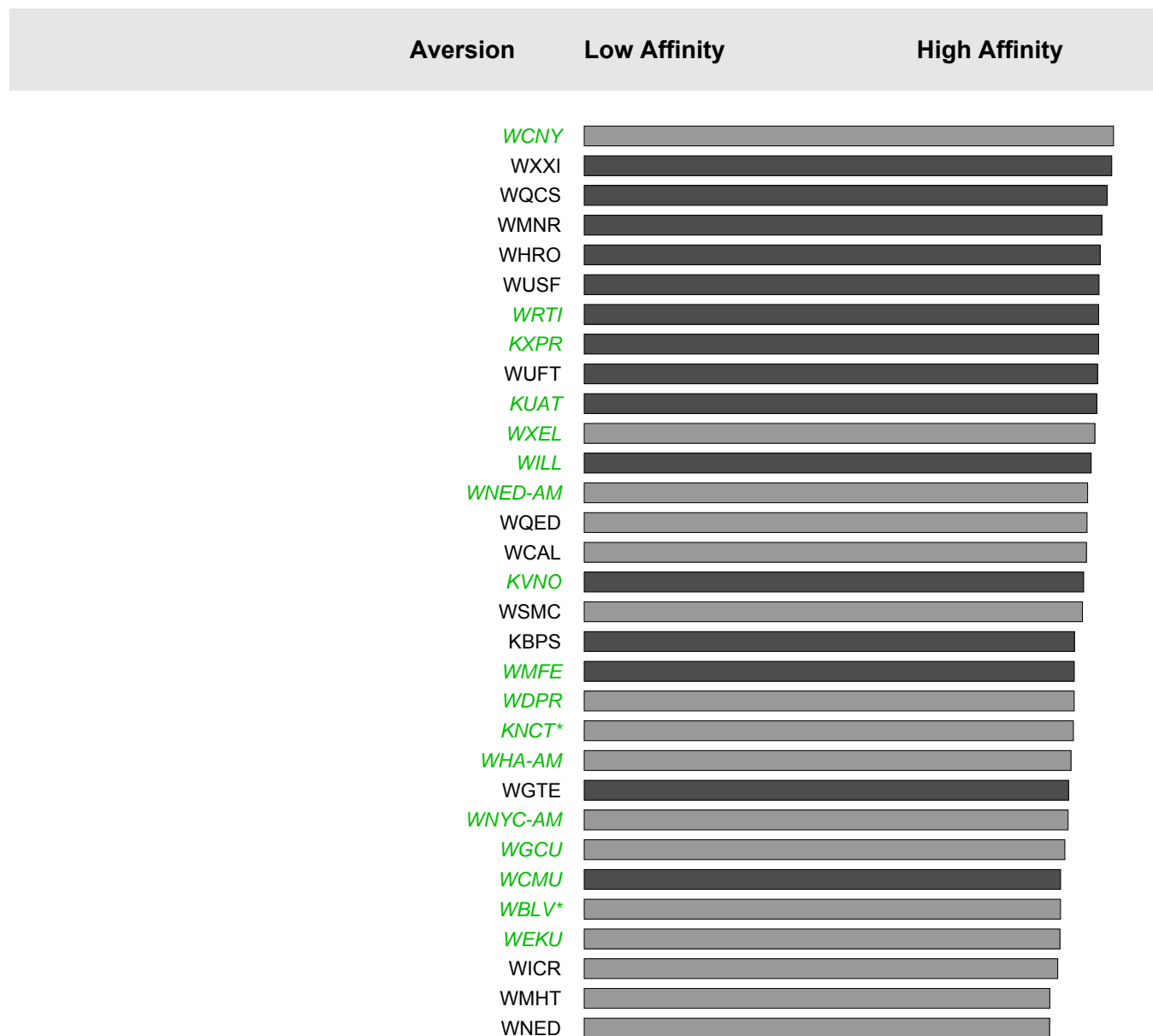
The affinity/aversion statistic is influenced by many factors. This analysis statistically controls for these factors and suggests how much faith can be put in each estimate.

- Affinity or aversion is significant in a formal statistical sense.
- Appears to be significant, but some factors obscure certainty.
- The level of affinity or aversion is too small to be significant.

What programs have audiences similar to The Big Show's? AFFINITY indicates the degree to which other programming options appeal to the type of people who listen to The Big Show. AVERSION indicates the degree to which the audiences differ. Only programs heard by significant numbers of listeners are shown.




People who listen to The Big Show are unlikely to be well-served by programming that attracts different types of listeners; stations would do well to avoid combinations with AVERSION. However, AFFINITY does not guarantee that two programs will work well together; it simply indicates that their audiences are demographically similar. A program's quality, power, and appropriateness to a station's format are just as important.

The Big Show's Affinity With Station Audiences Spring 2002



Statistical Certainty

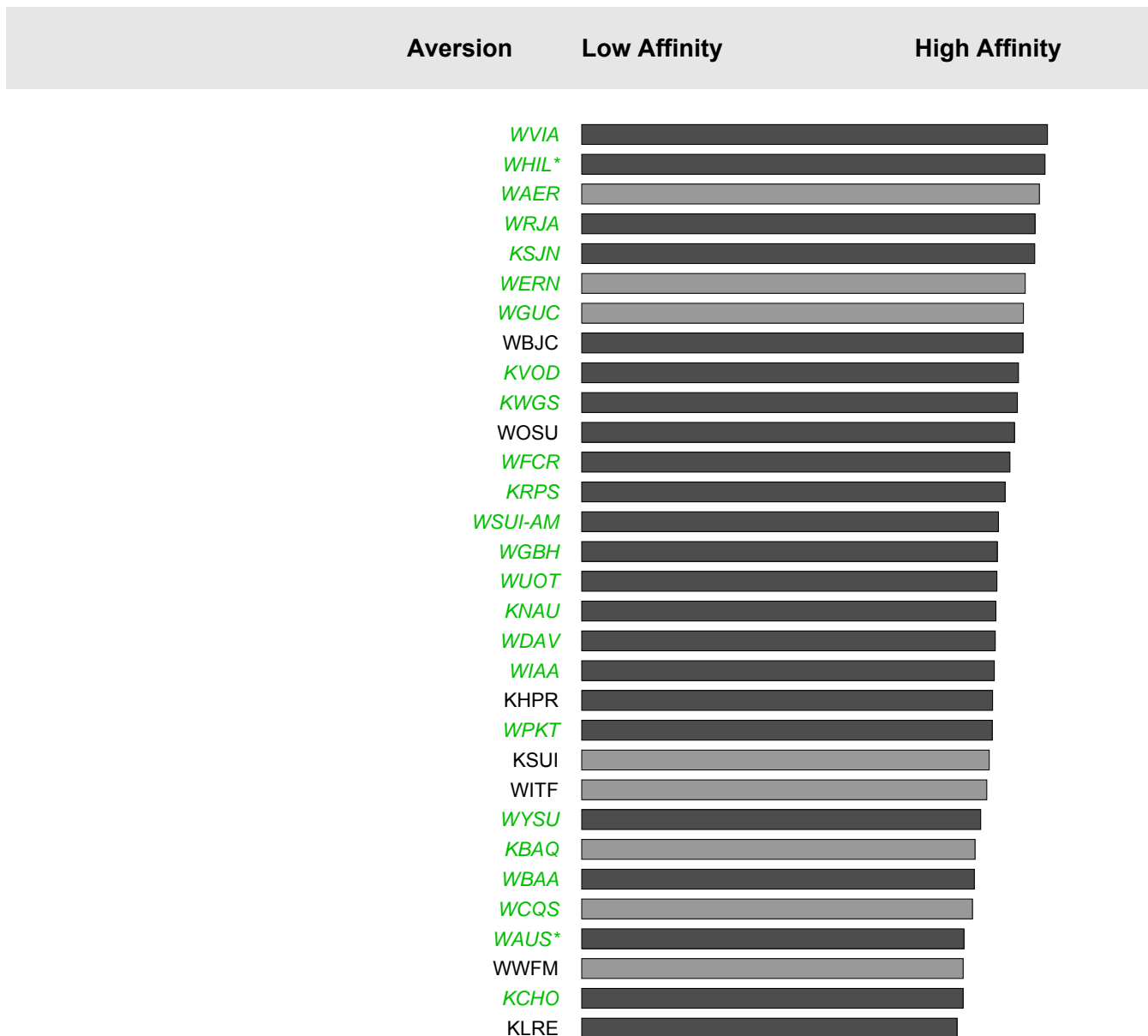
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AVERSION indicates the degree to which the audiences differ, and as such it is a strong indicator that The Big Show is unlikely to serve a station's listeners. Only stations heard by significant numbers of listeners are shown. Call letters in green italics indicate the station does not carry The Big Show.

The Big Show's Affinity With Station Audiences Spring 2002



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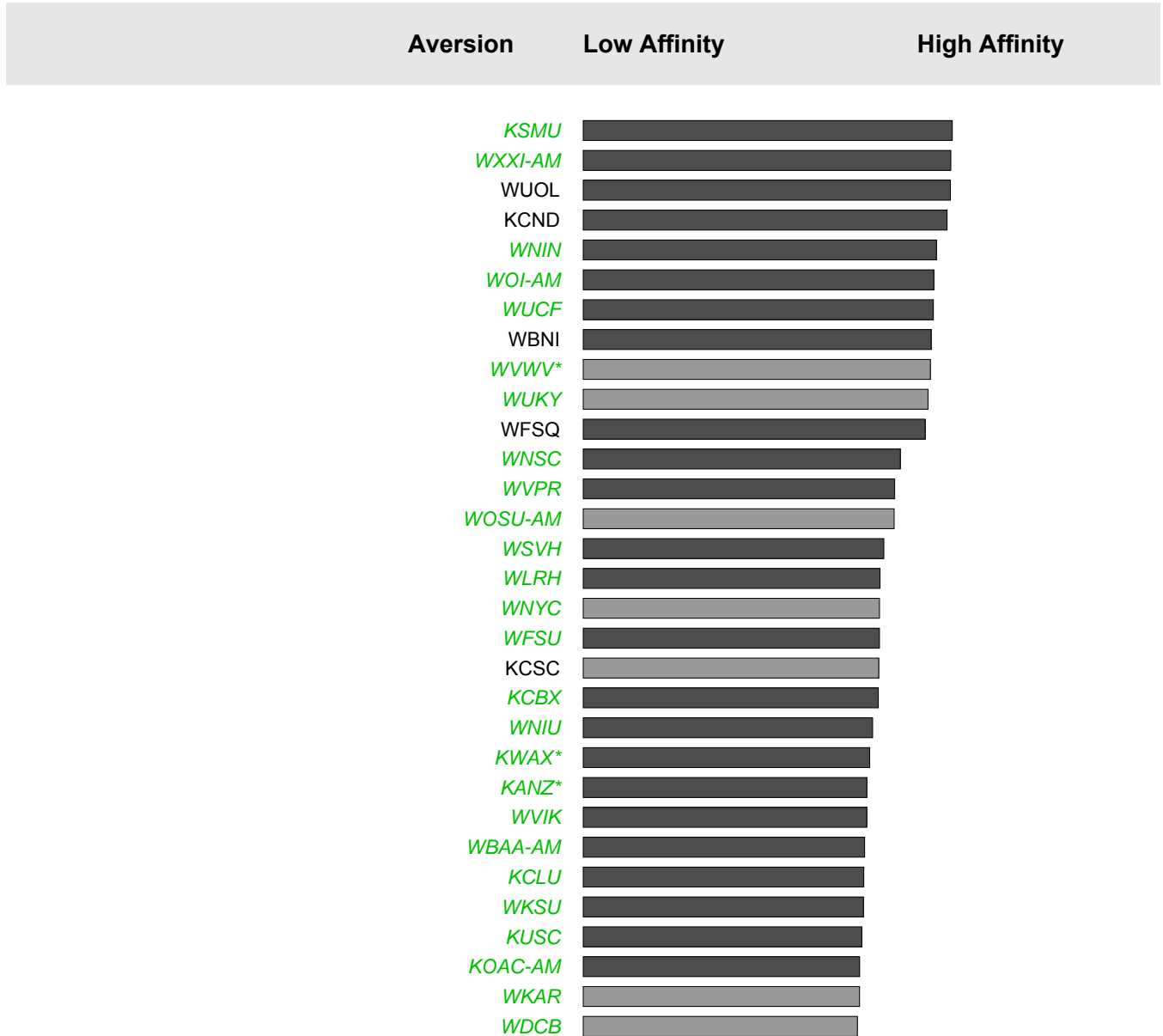
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
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The Big Show's Affinity With Station Audiences Spring 2002



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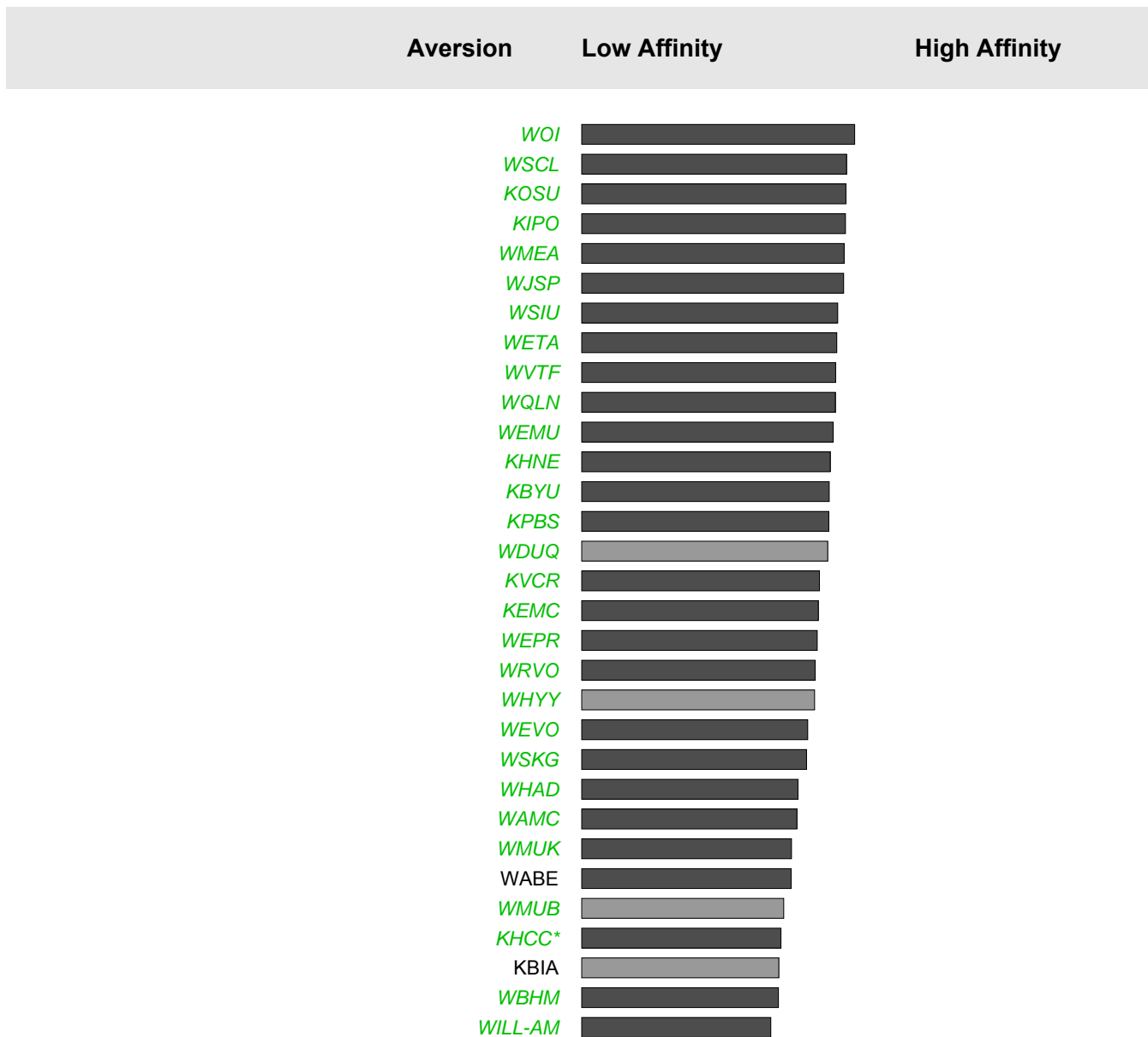
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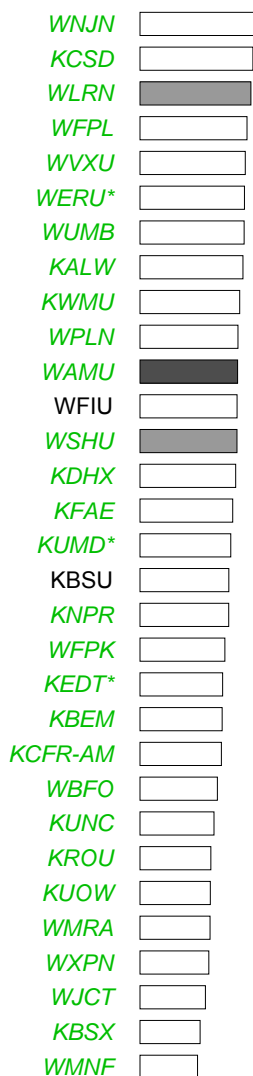
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The Big Show's Affinity With Station Audiences Spring 2002

Aversion	Low Affinity	High Affinity
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The Big Show's Affinity With Station Audiences Spring 2002

Aversion	Low Affinity	High Affinity
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<i>WRNI-AM</i>	<input type="checkbox"/>
<i>KLCC</i>	<input type="checkbox"/>
<i>KJZZ</i>	<input type="checkbox"/>
<i>WICN</i>	<input type="checkbox"/>
<i>KIOS*</i>	<input type="checkbox"/>
WWNO	<input type="checkbox"/>
<i>WUTC</i>	<input type="checkbox"/>
<i>WRKF</i>	<input type="checkbox"/>
<i>KPCC</i>	<input type="checkbox"/>
WTSU	<input type="checkbox"/>
<i>WYSO</i>	<input type="checkbox"/>
<i>WNCW</i>	<input type="checkbox"/>
<i>KPFA</i>	<input type="checkbox"/>
<i>WCBU</i>	<input type="checkbox"/>
<i>WHQR</i>	<input type="checkbox"/>
<input type="checkbox"/>	<i>KANU</i>
<input type="checkbox"/>	<i>WKYU*</i>
<input type="checkbox"/>	<i>KSOR</i>
<input type="checkbox"/>	<i>WFAE</i>
<input type="checkbox"/>	<i>KXCI</i>
<input type="checkbox"/>	<i>KMHD</i>
<input type="checkbox"/>	<i>KUVO</i>
<input type="checkbox"/>	<i>WYEP</i>
<input type="checkbox"/>	<i>WBGO</i>
<input type="checkbox"/>	<i>KUER</i>
<input type="checkbox"/>	<i>KNOW</i>
<input type="checkbox"/>	<i>KQED</i>
<input type="checkbox"/>	<i>WNSB*</i>
<input type="checkbox"/>	<i>WUCX</i>
<input type="checkbox"/>	<i>WGVU</i>
<input type="checkbox"/>	<i>KCEP</i>

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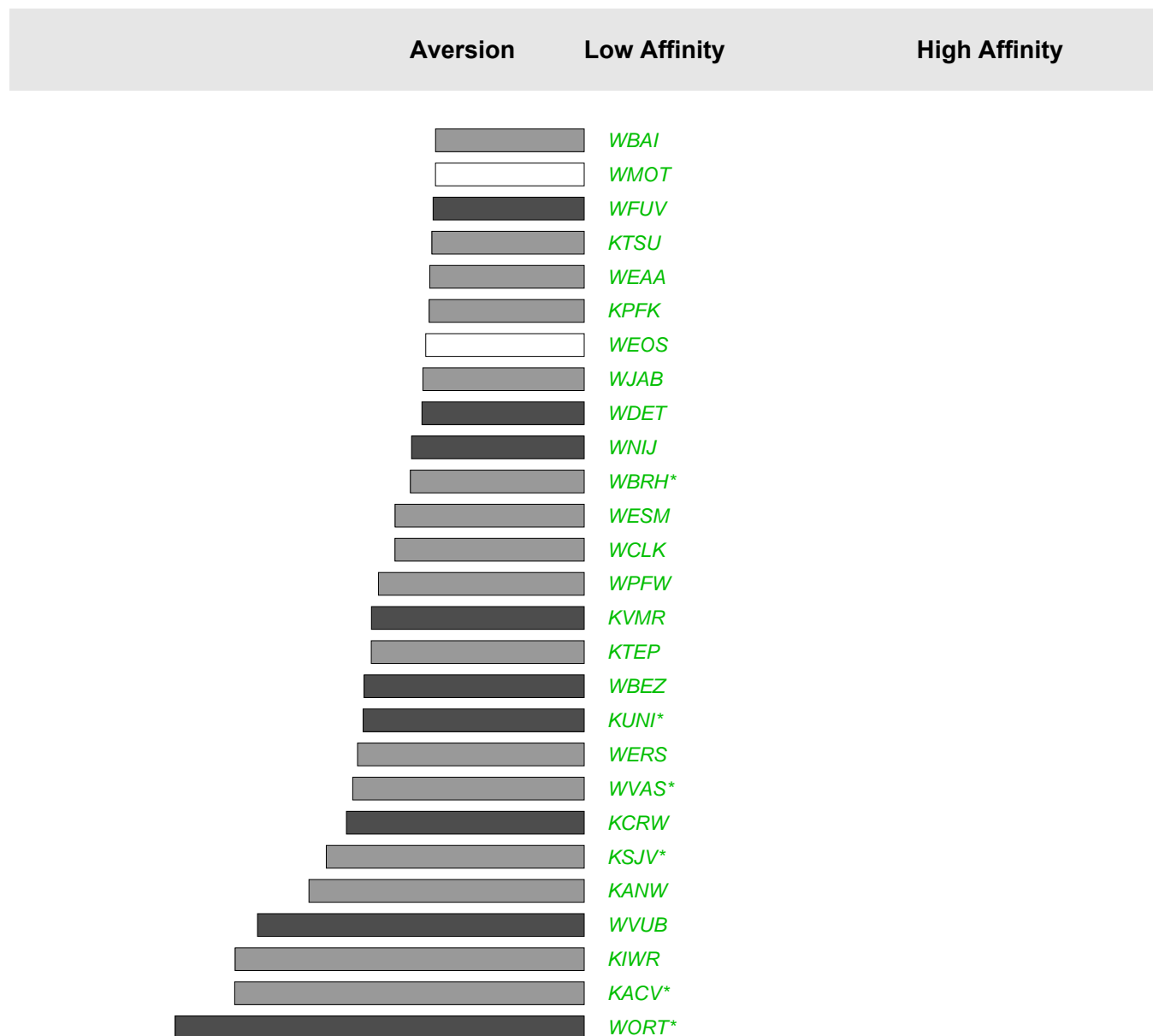
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The Value of The Big Show

A program's public service is best reflected by the size and satisfaction of its national audience. As public radio's economy becomes even more listener-sensitive, a program's level of public service will increasingly reflect its viability. Clearance is a fading measure of success; the days of counting "warm transmitters" are numbered.

Of course stations must carry a program before it can be heard. This section informs the dialogue with stations that currently carry The Big Show, as well as the stations that might carry it.

The Big Show can maximize its service to the American public only when carried on the right stations at the right time(s). Indeed, the program will be of greatest value to stations only when it delivers its optimum audience potential. Like any program, The Big Show will not perform well on every station; nor may it perform well at any time of day, or adjacent to any program or format.

AFFINITY and POWER work together to identify problems, successes, and opportunities among stations currently carrying The Big Show. Stations are well served when the program has a high affinity with their audiences and it performs well for them. Stations and listeners are not well served when the program has a low affinity with their audiences and it does not perform well.

Many factors determine the "right" stations for The Big Show. POTENTIAL and AFFINITY work together to suggest an appropriate and effective network of stations for the program.

The Big Show's POWER and a station's POTENTIAL suggest where attention should be paid to under-performance. Perhaps inappropriate scheduling is hampering the program's performance on stations that can add significantly to its national audience. Or perhaps different stations should be enticed to carry the program.

The Power-Affinity Matrix

Informing the Dialogue with Stations That Carry The Big Show

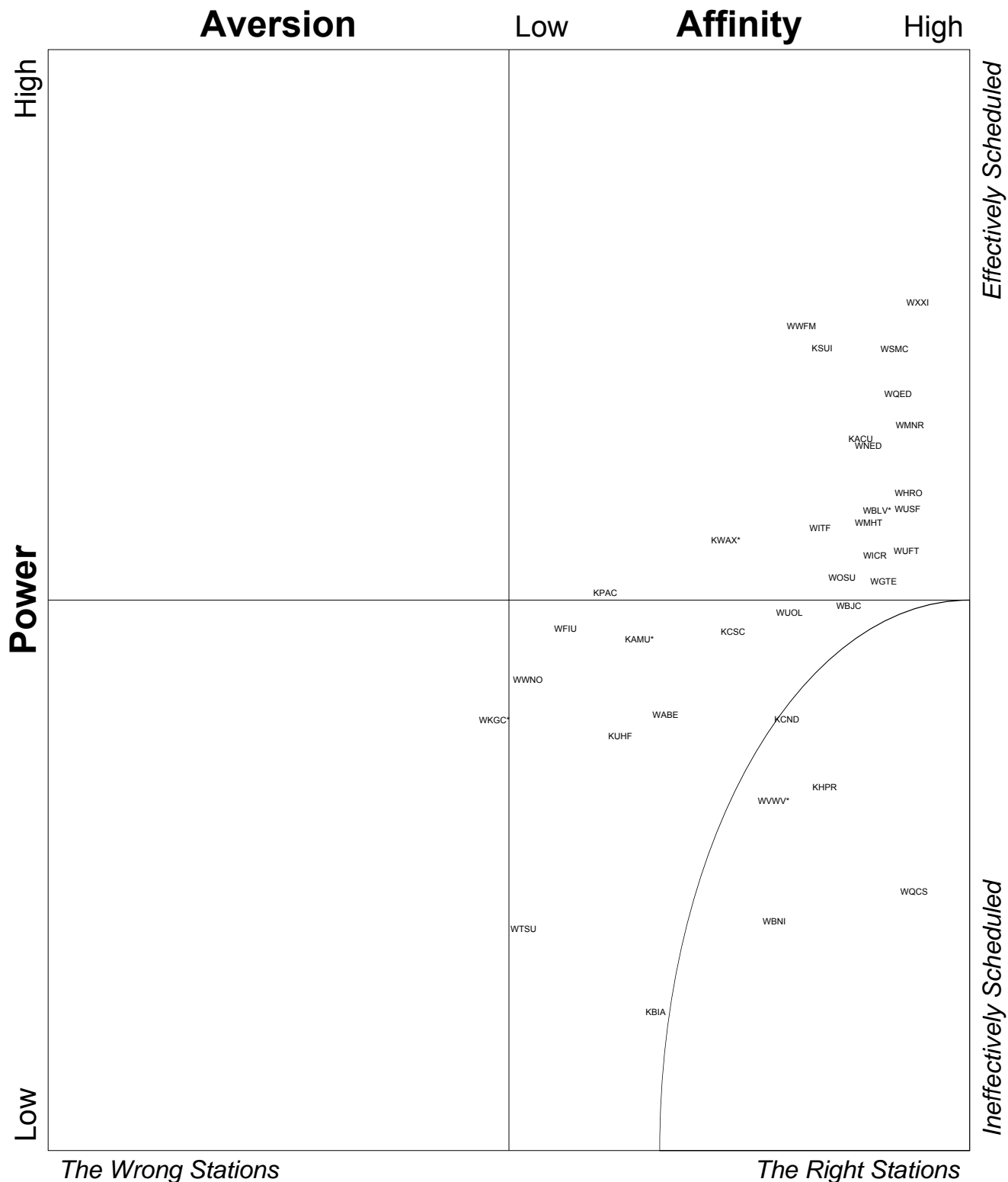
How well does The Big Show perform for stations? It is on the right stations at the right times?

The Power-Affinity matrix to the right answers these questions and suggests specific customer support strategies (detailed below) for the stations that carry the program. The matrix also identifies stations at which The Big Show is doing well and stations at which it should be doing better.

Stations are printed in red when their aversion with the program is statistically significant.

		Aversion	Low	Affinity	High		
Power	High	HIGH POWER – AVERSION <i>The Big Show is on the wrong station but is doing well.</i> This is a tricky situation, as the station sees The Big Show performing well in comparison to other programming. Perhaps the other programming is severely underperforming; perhaps The Big Show is the only thing the station has going for it. Either way, The Big Show is almost certainly not serving its maximum potential audience. If The Big Show is being kept off of a more appropriate station due to exclusivity arrangements, the program's supplier should actively seek to relocate it.			HIGH POWER – AFFINITY <i>The Big Show is doing well on the right station.</i> This is the ideal situation. These stations are delivering the appropriate audience to The Big Show and the program is performing well. These stations are the most critical to The Big Show's national audience service. These are the stations upon which the supplier of The Big Show should lavish the most attention and positive reinforcement.	<i>Effectively Scheduled</i>	
	Low	LOW POWER – AVERSION <i>The Big Show is on the wrong station and is not doing well.</i> This is the worst situation. Although the station adds to The Big Show's clearance, the program is repelling listeners. It is doing the station no good. The station would be well advised to replace the program with one that will better serve its listeners. If The Big Show's suppliers can offer the station such a program they should do so. If The Big Show is being kept off of a more appropriate station due to exclusivity arrangements, the program's supplier should actively seek to relocate it.			LOW POWER – AFFINITY <i>The Big Show is on the right station but is not doing well.</i> Here are the opportunities that offer the greatest potential. The station serves the type of person The Big Show naturally attracts. However, the program is not performing well. Perhaps The Big Show is scheduled at the wrong time. Maybe it suffers from an inappropriate lead-in. The supplier should work with the station to identify the cause of under-performance. The program should be rescheduled to better serve the station's listeners.	<i>Ineffectively Scheduled</i>	
		<i>The Wrong Stations</i>			<i>The Right Stations</i>		

The Power-Affinity Matrix For The Big Show Spring 2002



The Potential-Affinity Matrix

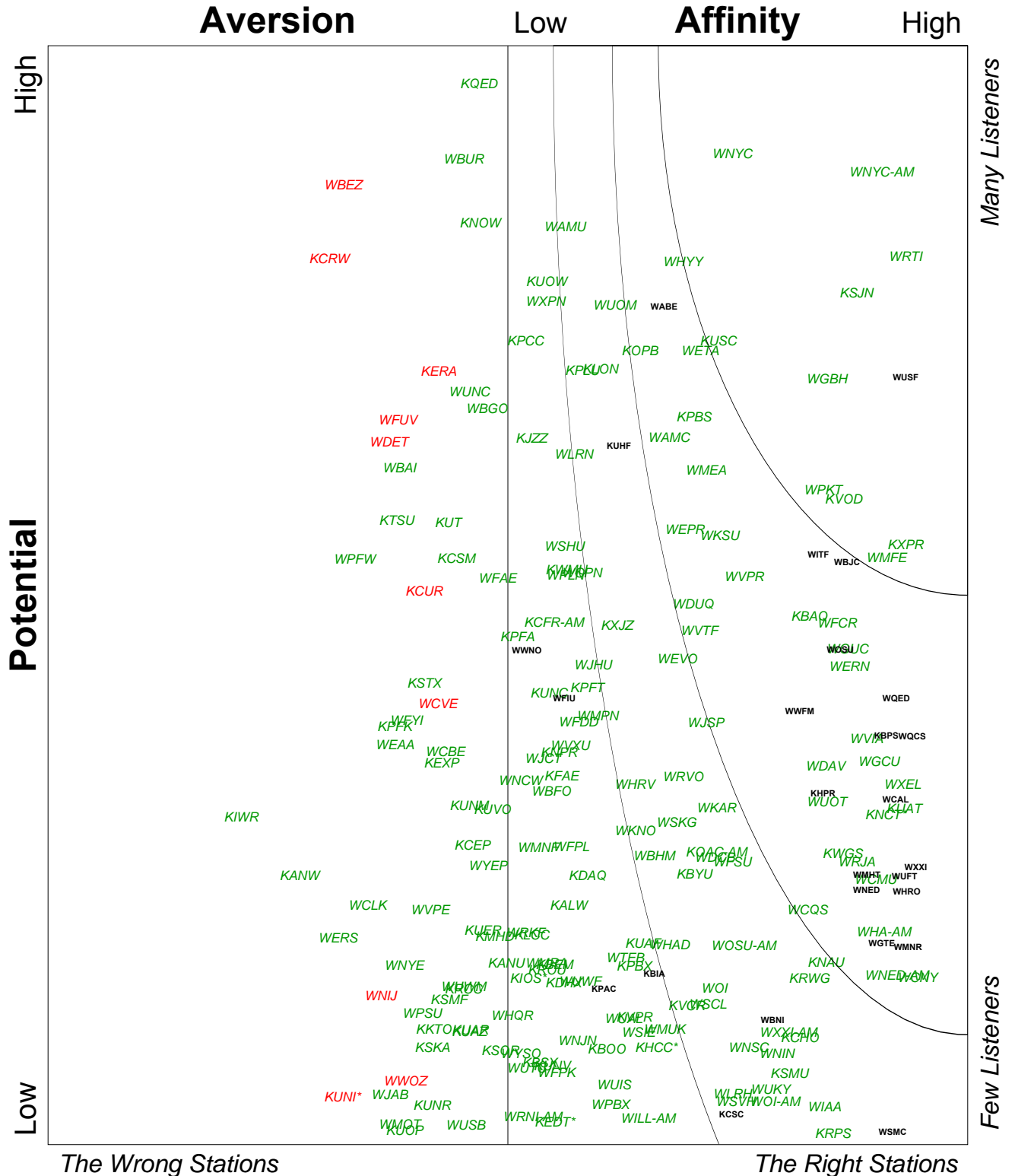
Informing the Dialogue with Stations That Might Carry The Big Show

What stations offer the largest potential audience to The Big Show? How well might the program perform on these stations? The Potential-Affinity matrix answers these questions and offers specific message points (detailed below) for customers that might carry the program. Indeed, the matrix suggests an appropriate and effective network of stations for The Big Show. Program suppliers typically look to major markets for clearance; but well-performing stations with high affinity in smaller markets can offer larger audiences.

Stations that do not carry the program are italicized and in larger type than those that do carry it (shown in smaller, normal type). They are printed in red when their aversion with the program is statistically significant. Those serving fewer than 2,000 AQH persons are not printed.

		Aversion	Low	Affinity	High		
Potential	High	HIGH POTENTIAL – AVERSION	HIGH POTENTIAL – AFFINITY				<i>Many Listeners</i>
	<p><i>The station offers a significant audience to The Big Show. However, the program's prospects of serving these listeners is small.</i></p> <p>These are the stations of last resort.</p> <p>These major market stations or well-performing medium market stations seem to offer many listeners. But they are not the kind of people who listen to the program.</p> <p>The Big Show is unlikely to do well on these stations. The stations will do more for the program than the program will do for them.</p> <p>The Big Show's supplier should seek out other stations in the market with higher affinity.</p>	<p><i>The station offers a significant audience to The Big Show. The program has a good chance of serving these listeners well.</i></p> <p>This is the ideal situation for listeners, the station, and The Big Show.</p> <p>These stations serve large audiences of the sort that listen to The Big Show. If their formats are consistent with The Big Show's, they are prime candidates for its clearance.</p> <p>The supplier of The Big Show should offer these stations the most encouragement and the greatest incentives.</p>					
Low	<p style="text-align: center;">LOW POTENTIAL – AVERSION</p> <p><i>The station offers a small audience to The Big Show. The program's prospects of serving these listeners is small.</i></p> <p style="text-align: center;">Why bother.</p>	<p style="text-align: center;">LOW POTENTIAL – AFFINITY</p> <p><i>The Big Show has a good chance of serving these listeners well. However, the station offers a relatively small audience in return.</i></p> <p style="text-align: center;">These are stations that can build The Big Show's clearance count.</p> <p>The Big Show appears to be an appropriate program for these stations because it serves the type of people who now listen to them. High affinity between a program's audience and a station's audience is always ideal.</p> <p>However, the program will do more for the station than the station will do for it. The station's audience is too small to contribute much to The Big Show's national audience.</p>				<i>Few Listeners</i>	
		<i>The Wrong Stations</i>			<i>The Right Stations</i>		

The Potential-Affinity Matrix For The Big Show Spring 2002



The Potential-Power Matrix

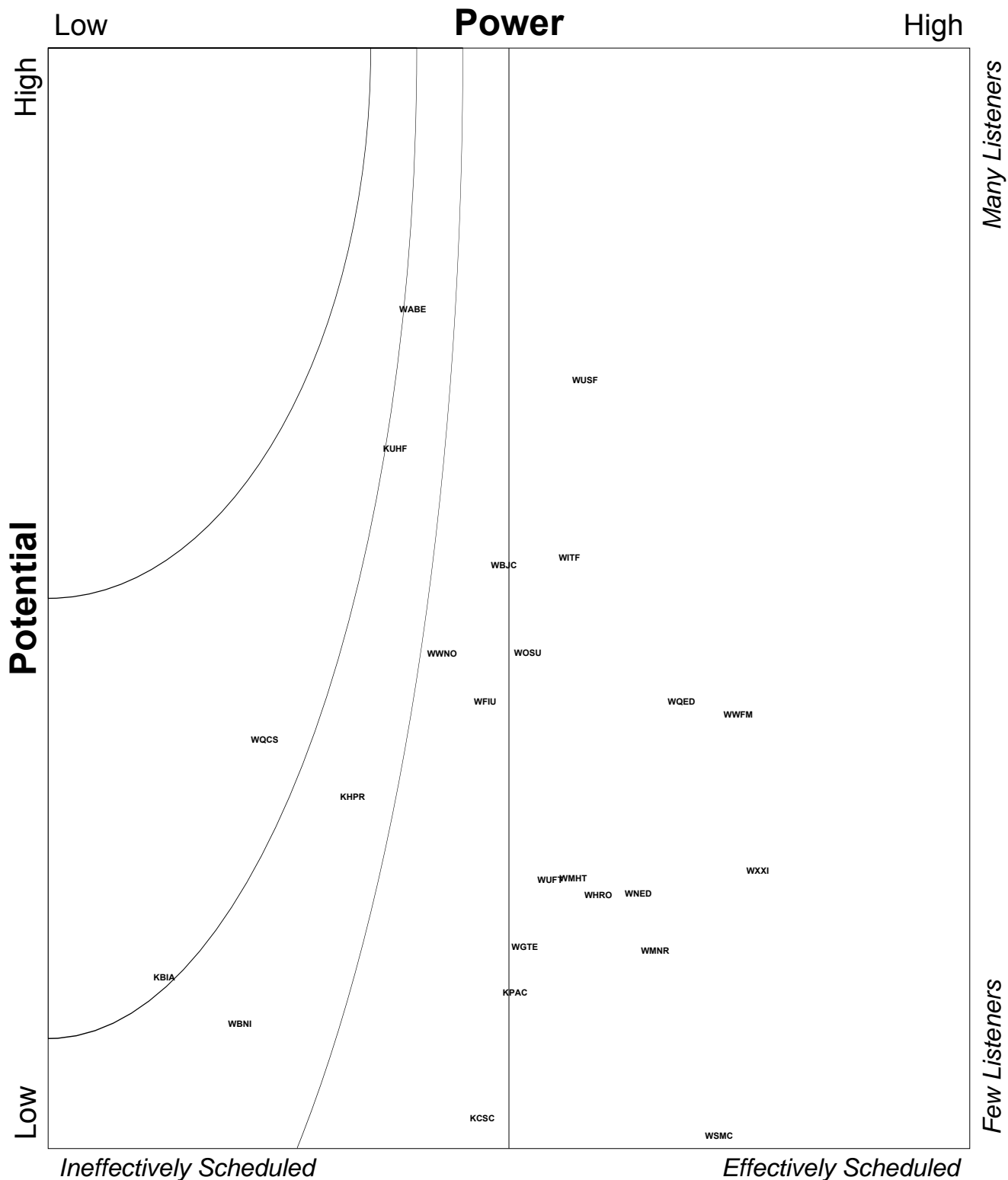
Identifying Opportunities Among Stations That Carry The Big Show

How well is The Big Show performing on stations that can add significantly to its national audience?

The Potential-Power matrix answers this question and offers specific message points (detailed below) for customers that carry the program. Stations printed in black in the upper-left quadrant offer the best opportunity to increase The Big Show's national service; these under-performing stations simply offer the greatest potential audience. Stations printed in red bring significantly different audiences to the program; it is far easier to improve its performance on stations with which it has high affinity.

		Low	Power	High		
Potential	High	<p>HIGH POTENTIAL – LOW POWER</p> <p><i>The station offers a significant audience to The Big Show. However, the program is currently underperforming in its time slot.</i></p> <p>These stations can significantly increase The Big Show's audience.</p> <p>These major market stations or well-performing medium market stations serve many listeners. But The Big Show is not serving their listeners as well as other programming.</p> <p>The Big Show's supplier should offer the stations with high affinity the most encouragement -- and the greatest incentives -- to better the performance of the program.</p>	<p>HIGH POTENTIAL – HIGH POWER</p> <p><i>The station offers a significant audience to The Big Show, and the program is living up to its potential.</i></p> <p>This is the ideal situation for the station and for The Big Show.</p> <p>These stations are critical to the program's national audience service. The supplier of The Big Show should lavish the most attention and positive reinforcement on them.</p> <p>Stations with low affinity are almost certainly not delivering the full audience potential of the program in their markets. Imagine the audience that might be served on another station in the market with higher affinity.</p>	Many Listeners		
	Low	<p>LOW POTENTIAL – LOW POWER</p> <p><i>The station offers a small audience to The Big Show. The program is currently underperforming in its time slot.</i></p> <p>These stations can do better, but the pay-off to The Big Show is minimal.</p> <p>The Big Show does not serve these listeners as well as other programming on the stations. Low affinity may contribute to the problem (stations in red). But even if the program were performing well, these stations do not offer many listeners to The Big Show.</p>	<p>LOW POTENTIAL – HIGH POWER</p> <p><i>The Big Show is living up to its potential on stations that do not substantially contribute to the program's national audience.</i></p> <p>These stations should be pleased with the performance of The Big Show.</p> <p>The program is doing more for these stations than the stations are doing for the program. Their audiences are too small to contribute much to The Big Show's national audience.</p>	Few Listeners		
		<i>Ineffectively Scheduled</i>		<i>Effectively Scheduled</i>		

The Potential-Power Matrix For The Big Show Spring 2002



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The Value of The Big Show

The program generates the following listener-sensitive revenues for stations given the returns (in cents) per listener-hour.

If annual carriage fees (in cents per listener-hour) were based on the audience served, the program would generate the following revenues from stations.

\$97,100 at $\frac{1}{4}$ cent per listener-hour
\$194,200 at $\frac{1}{2}$ cent per listener-hour
\$291,200 at $\frac{3}{4}$ cent per listener-hour
\$388,300 at 1 cent per listener-hour

\$485,400 at $1\frac{1}{4}$ cents per listener-hour
\$582,500 at $1\frac{1}{2}$ cents per listener-hour
\$679,600 at $1\frac{3}{4}$ cents per listener-hour
\$776,600 at 2 cents per listener-hour

\$873,700 at $2\frac{1}{4}$ cents per listener-hour
\$970,800 at $2\frac{1}{2}$ cents per listener-hour
\$1,067,900 at $2\frac{3}{4}$ cents per listener-hour
\$1,164,900 at 3 cents per listener-hour

\$1,262,000 at $3\frac{1}{4}$ cents per listener-hour
\$1,359,100 at $3\frac{1}{2}$ cents per listener-hour
\$1,456,200 at $3\frac{3}{4}$ cents per listener-hour
\$1,553,300 at 4 cents per listener-hour

\$1,650,300 at $4\frac{1}{4}$ cents per listener-hour
\$1,747,400 at $4\frac{1}{2}$ cents per listener-hour
\$1,844,500 at $4\frac{3}{4}$ cents per listener-hour
\$1,941,600 at 5 cents per listener-hour

The Value of The Big Show To Stations Carrying the Program Spring 2002

Annual Value of the Program at the Following Rates per Listener-Hour

	1 ¢	2 ¢	3 ¢	4 ¢	5 ¢	6 ¢
KACU	\$1,900	\$3,900	\$5,800	\$7,800	\$9,700	\$11,600
KAMU*	\$3,400	\$6,700	\$10,100	\$13,500	\$16,800	\$20,200
KBIA	\$2,600	\$5,300	\$7,900	\$10,500	\$13,200	\$15,800
KCND	\$2,100	\$4,300	\$6,400	\$8,600	\$10,700	\$12,800
KCSC	\$11,000	\$22,000	\$33,100	\$44,100	\$55,100	\$66,100
KHPR	\$15,300	\$30,600	\$45,900	\$61,200	\$76,500	\$91,800
KPAC	\$14,000	\$28,000	\$42,000	\$56,000	\$70,000	\$84,000
KSUI	\$4,700	\$9,400	\$14,100	\$18,800	\$23,500	\$28,200
KUHF	\$40,200	\$80,300	\$120,500	\$160,600	\$200,800	\$240,900
KWAX*	\$7,100	\$14,100	\$21,200	\$28,300	\$35,300	\$42,400
WABE	\$19,800	\$39,700	\$59,500	\$79,300	\$99,200	\$119,000
WBJC	\$11,400	\$22,700	\$34,100	\$45,400	\$56,800	\$68,200
WBLV*	\$7,900	\$15,800	\$23,700	\$31,600	\$39,500	\$47,400
WBNI	\$6,100	\$12,200	\$18,300	\$24,400	\$30,500	\$36,600
WFIU	\$20,200	\$40,400	\$60,600	\$80,800	\$101,000	\$121,200
WGTE	\$12,500	\$24,900	\$37,400	\$49,800	\$62,300	\$74,800
WHRO	\$13,600	\$27,200	\$40,800	\$54,400	\$68,100	\$81,700
WICR	\$5,000	\$10,000	\$14,900	\$19,900	\$24,900	\$29,900
WITF	\$8,800	\$17,500	\$26,300	\$35,000	\$43,800	\$52,500
WKGC	\$2,800	\$5,700	\$8,500	\$11,300	\$14,200	\$17,000
WMHT	\$14,600	\$29,300	\$43,900	\$58,500	\$73,200	\$87,800
WMNR	\$14,500	\$29,000	\$43,400	\$57,900	\$72,400	\$86,900
WNEB	\$20,400	\$40,800	\$61,300	\$81,700	\$102,100	\$122,500
WOSU	\$10,600	\$21,100	\$31,700	\$42,300	\$52,900	\$63,400
WQCS	\$4,100	\$8,100	\$12,200	\$16,200	\$20,300	\$24,300
WQED	\$11,400	\$22,700	\$34,100	\$45,500	\$56,900	\$68,200
WSMC	\$11,200	\$22,300	\$33,500	\$44,700	\$55,800	\$67,000
WTSU	\$3,300	\$6,500	\$9,800	\$13,000	\$16,300	\$19,600
WUFT	\$17,300	\$34,700	\$52,000	\$69,400	\$86,700	\$104,100
WUOL	\$11,400	\$22,800	\$34,200	\$45,600	\$57,000	\$68,400
WUSF	\$14,800	\$29,700	\$44,500	\$59,400	\$74,200	\$89,000
WVWV*	\$4,600	\$9,200	\$13,800	\$18,500	\$23,100	\$27,700
WWFM	\$14,000	\$28,100	\$42,100	\$56,100	\$70,100	\$84,200
WWNO	\$6,800	\$13,600	\$20,500	\$27,300	\$34,100	\$40,900
WXXI	\$1,800	\$3,500	\$5,300	\$7,100	\$8,800	\$10,600

Use the 1¢ column to quickly estimate the annual value at a different rate. For instance, the value of The Big Show to KACU at 1.5¢ per listener-hour is \$1,900 times 1.5, or \$2,900.