

Foreword

Sometimes research changes **what** we think. Other times it changes **how** we think.

AUDIENCE 98 will change **both**, but not right away, and not unless we recommit ourselves to the highest standards of public service.

As with AUDIENCE 88, we'll need five-to-10 years to realize its full impact and value. It takes time to incorporate new thinking into our daily decisions. And it takes time to see the results.

Today, AUDIENCE 98's findings may seem more conceptual than pragmatic. But so did "core," "fringe," "affinity" and "appeal" 10 years ago. Their utility will become obvious as we harness their power. If past is prologue, we'll internalize them so fully that they'll seem to have always existed. They'll feel so natural that we'll forget where we first read about:

- Public Service, Public Support
- The Value of Programming
- The Stairway to Given
- Personal Importance
- Reliance
- A Sense of Community
- A Community of Interests
- Underwriting Anxiety
- Pledge Drive Resentment
- The Strategy to Transcend

These ideas aren't new. AUDIENCE 98 has merely renamed old phenomena and relationships as it has clarified our thinking about them.

These ideas aren't old hat either. They explain the reactions caused by our actions. They show how we can become more effective at what we do.

Most important, these ideas focus our thinking on the public – and on the **public service mission** of public radio.

Our public service mission can be easily forgotten as we increase our reliance on public support. Getting more listeners is easy if that's **all** we want to do. Getting more money from listeners and underwriters is easy too – if we don't care what we're really selling.

If we forget our history of public service, we depreciate the value of what we now do. And if we ignore the ethics of public service, we undermine the foundation of what we **can** do.

Our core listeners believe that **public radio is the best radio**. So do I. That's the reason I accepted the challenge of AUDIENCE 98.

I count on you to do the same. And I look forward to working with you as together we advance our public service. No single study or person can fulfill public radio's immense promise alone.

David Giovannoni
February 29, 1999

Acknowledgments

Many people have worked on AUDIENCE 98. The combined vision and persistence of two, in particular, have made it work:

David Giovannoni, its chief architect and thinker, brought a quarter-century of leadership in audience research to the project.

Rick Madden, CPB's Vice President for Radio and the system's prime mover, brought a reluctant Giovannoni.

Major contributions also came from AUDIENCE 98's Core Team:

Leslie Peters approached the project as a personal, 18-month quest to advance the industry by fitting right-brain data to public radio's left lobe.

Jay Youngclaus assumed primary responsibility for AUDIENCE 98's statistical analyses and graphic presentations, and offered many ideas from the refreshing perspective of a public radio newcomer.

Industry professionals also helped. In a unique experiment, AUDIENCE 98 offered non-researchers the chance to set its agenda and present its results.

Dozens of programming and development professionals submitted nearly 100 proposals to its competitive Associates Program. Although 1998 was too short to pursue all of their ideas, the front line views of the following individuals kept the study focused on practical, actionable information:

Michael Arnold, Ellen Burch, Jay Clayton, Peter Dominowski, David Freedman, Kim Grehn, Jeff Hansen, Don Hein, Ingrid Lakey, Steve Martin, Carol Pierson, Israel Smith, Vicki Staudte, and Frank Tavares.

Thanks go to the AUDIENCE 98 Advisory Panel: **Tom Thomas** and **Terry Clifford** of the Station Resource Group; CPB Research Director **Janice Jones**; SoundPrint Media Center President **Moira Rankin**; and public station programmers **Arthur Cohen** of WETA and **Steve Martin** of WAMU.

The project has drawn from other deep wells of knowledge and experience. **George Bailey** and **John Sutton** have unselfishly offered constant streams of ideas. Their collaboration on the AUDIENCE 98 seminars, with the indefatigable **Barbara Appleby** and **Marcia Alvar**, proved that researchers, marketers, programmers and managers can work together to make public radio a stronger, smarter public service.

AUDIENCE 98 has also been assisted along the way by **Karen Akerson, Matthew Alshab, Steve Behrens, Anna Maria de Frietas, Deb Giovannoni, Carla Henry, Kent Kroeger, Chris Mandra, Chris Montgomery, Craig Oliver, Roberto Quiroga, John Riggan, Lisa Nackerud Ryan and Kay Tuttle.**