

**NATIONAL PUBLIC RADIO  
CULTURAL PROGRAMMING & PROGRAM SERVICES DIVISION  
AUDIENCE SERVICES & PROGRAM EVALUATION FILES**

National Public Broadcasting Archives  
University of Maryland Libraries

Processed by: Linda J. Kerecman  
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6.0 lin. ft.

## **ADMINISTRATIVE HISTORY**

National Public Radio's Cultural Programming and Program Services Division, Audience Research and Program Evaluation unit obtains, evaluates and interprets data concerning NPR's audience, then uses these data for various purposes including predicting audience response to programming and promotions, initiating underwriting, guiding promotional campaigns and influencing producer's programming decisions. Key figures connected with the Audience Research and Program Evaluation unit include David Giovanonni, a research analyst who was significantly involved in the development of the Public Radio Audience Profile Project, and Effie Metropolous, who coordinated much of the audience data and served as an NPR contact for the Radio Research Consortium. Other notable correspondents include Tom Church, a member of the Radio Research Consortium and employee of the Corporation for Public Broadcasting, Communication Research Division.

## **SCOPE AND CONTENT**

The Archives of the National Public Radio Cultural Programming and Program Services Division, Audience Research and Program Evaluation Files covers the years 1971 to 1990, with the bulk of the materials dating from 1978 to 1985. The papers include correspondence, graphic materials, reports, surveys and testimonies. The collection documents issues of interest to the Audience Research and Program Evaluation unit employees as they collected data and generated/received reports meant to suggest methods for increasing National Public Radio's audience and upgrading its programming.

This collection is divided into 8 series:

- Series 1: Audience - General
- Series 2: Budget
- Series 3: Member Stations
- Series 4: Programming
- Series 5: Ratings
- Series 6: Reports
- Series 7: Surveys
- Series 8: Testimonies

## **PROVENANCE**

These boxes were transferred from National Public Radio to the University of Maryland Libraries in August of 1991 as part of a larger accession of 255 boxes.

## **SERIES DESCRIPTIONS**

### Series 1: Audience - General, 1973-1989 (2.5 lin. ft.)

This series contains data related to audience research , specific programs (i.e. "All Things Considered") and several individual stations. Additionally, this series features graphics and records related to the Public Radio Audience Profile (PRAP), including the history and background of the PRAP project. The materials are arranged alphabetically.

### Series 2: Budget, 1980-1984 (0.1 lin. ft.)

This series contains records specifically dealing with the Audience Research and Program Evaluation unit's accounting (FY 1983), National Public Radio's budget (FY 1980; FY 1984), and underwriting. The materials are arranged alphabetically.

### Series 3: Member Stations, 1979-1987 (0.25 lin. ft.)

This series features information related to National Public Radio's member stations, including audience listening patterns, individual station reports and records indicating the number of NPR member stations found in ADI (Areas of Dominant Influence) markets. The materials are arranged alphabetically.

### Series 4: Programming, 1974-1985 (1.0 lin. ft.)

This series contains records for various programming topics including classical music programming, program evaluation, program audience data, and Samuel C.O. Holt's report "Islands in the Stream: Some Thoughts on Public Radio Programming". The materials are arranged alphabetically.

### Series 5: Ratings, 1982-1988 (0.5 lin. ft.)

This series features various ratings records, including reports on radio listening by African American and Hispanic audiences. The materials are arranged alphabetically.

### Series 6: Reports, 1973-1990 (2.5 lin. ft.)

This series contains a variety of reports related to audience research, public radio, cable and audience demographics. It also features Roper Reports for the years 1977 to 1990. The materials are arranged alphabetically.

Series 7: Surveys, 1971-1987 (1.5 lin. ft.)

The surveys included within this series cover topics ranging from the African American radio audience to cable and programming. The materials are arranged alphabetically.

Series 8: Testimonies, 1978 (1.5 lin. ft.)

This series features two separate testimony records, that of Frank Lloyd to the Subcommittee on Communications House Interstate and Foreign Commerce Committee on the Public Broadcasting Financing Act of 1978, and Frank Mankiewicz's testimony before the same committee. The materials are arranged alphabetically.

**BOX INVENTORY**

**SERIES 1: AUDIENCE - GENERAL**

Box	Folder	
1	1	"All Things Considered," 1979 to 1983
	2	A Brief Examination of Station Usage and Patterns, 1985
	3	Radio Use and ATC Compared, 1977; 1979; 1980
		Arbitron Data Information -
	4	Areas of Dominant Influence with Greatest Increase or Decrease in Cume Persons, Spring 1985
	5	Audience Estimates for CPB Qualifying Stations 1978
	6	Comparison of Program Evaluation Sample with Systemwide, System Audience and U.S. Population Characteristics, 1984
	7	Contract Agreements, 1980 to 1985
	8	CPB Station Audience Estimates, April to May 1979, 1980
	9	CPB Station Rankings, Spring 1985
	10	Final Data File, Spring 1982
	11	Listing with Market Rank Totals, 1984
	12	Market Comparisons, 1988
	13	Market Detail Summary by Market Ranking, 1984 to 1987
	14	Markets Listing, Spring 1985
	15	National Audience Estimates for Selected CPB Qualified Stations, Summer 1987
	16	NPR Cume Persons by Area of Dominant Influence, Spring 1985
	17	NPR Share Tends Ranked by ADI Market Size, 1985 to 1988
	18	Pamphlets, 1986 to 1988
	19	Station Composite, 1984
	20	Audience Research Report, July 1980

## SERIES 1: AUDIENCE - GENERAL

Box	Folder
	Average/Cume Listening Estimates
1	21 KAXE-FM, April 1978 to May 1978
	22 WGTD-FM, April 1979 to May 1979
	23 KBIA-FM, April 1979 to May 1979
	24 KWSU, April 1979 to May 1979
	25 WTSU-FM, April 1979 to May 1979
	26 KESD-FM, April 1979 to May 1979
	27 KEYA-FM, April 1979 to May 1979
	28 KOSU-FM, April 1979 to May 1979
	29 WEMU-FM, April 1979 to May 1979
	30 WGTD-FM, April 1979 to May 1979
	31 KUMR-FM, April 1979 to May 1979
	32 WMEH-FM, April 1979 to May 1979
	33 KCSU-FM, KUNC-FM, April 1979 to May 1979
	34 Burns Media review, vol. 3, issue 2, 1985
	35 Classical News Sharing, Estimates
	36 Comparison of NPR Average Qtr. Hr. Person and Cume by ADI , Spring 1984 to Spring 1985
	37 Cume Audience by Market Size/Type, April 1979
	38 Flow and Competitive Crossover, Spring 1984
	39 Geo-demographic and Lifestyle Project, August 1986 to 1988
	Graphics
	40 "All Things Considered"/ NPR News Audience
	41 Audience Research Analysis Output
	42 CPB Station Audience Data, 1979
	43 Graphs, Format Changes
	44 Miscellaneous Graphs Used in Reports
	45 Miscellaneous Overheads, 1973 to 1980
	46 NPR Audience (General)
	47 NPR Listeners, 1979; 1981
	48 Overhead Slides
	49 Radio Audience (General)
	50 Radio Listening, 1982
	51 Radio Listening, Miscellaneous H.P. Graphs
	52 Hispanic Listening to Public Radio, 1981 to 1983
	53 Intro to the State of Public Radio's Audience, by David Giovanonni, November 1984
	54 Listening Estimates, CPB Qualified Stations, 1973 to 1979
	55 Listening Estimates, September 1984
	56 Loss Effects Model

## SERIES 1: AUDIENCE - GENERAL

Box	Folder	
1	57	Mystery Theater Audience Analyses, 1979
	58	National Audience Data, 1977 to 1984
	59	National Audience NPR Member Stations, 1977 to 1983
	60	National NPR Audience Comparison, 1980 to 1981
	61	Normative Standards Pilot Study, 1979
	62	NPR AQH Audience by Daypart, 1977 to 1982
	63	NPR Audience, 1984
	64	NPR Average Quarter-hour Persons by Area of Dominant Influence, Spring 1985
	65	NPR Listeners in Washington, D.C., 1979
	66	NPR Listing, Spring 1983
	67	NPR Listing, Spring 1984
	68	NPR Saturday Listening, 1978
	69	NPR Total Weekly Cume Audiences 1974-1981, with Projections through 1985
	70	Outline for Examining Public Radio Audience Stall, Director's Mtg., October 1984
	71	Peak Radio Listening Hours, 1982; 1984; 1985
	72	Percent Format/Program Audiences represented by Core and Non-core Listeners
	73	Prairie Home Companion, January 1981
	74	Public Radio Audience in Milwaukee (Racine), Fall 1983 Public Radio Audience Profile
	75	Agreements/Expenditures, 1980
	76	"All Things Considered," 1980; 1987 to 1989
	77	Budget, 1979 to 1983
	78	Comparison of National Cume and Average Quarter-Hour Estimates, August 1984
	79	Core and Non-core Audience, 1980 to 1984
	80	Correspondence, 1980-1983
	81	Enfoque Nacional, November 1982
	82	Format Seams and Average Quarter-Hour Persons for PRAP Participants, Spring 1980 to Spring 1984
	83	"Morning Edition"/"All Things Considered," PRAP Participants, 1984
	84	Miscellaneous, 1981; 1986 to 1987
	85	PRAP Project (History and Background)
	86	PRAP Project FY 1982
	87	PRAP Project Status Report, FY 1981; FY 1982
	88-90	Programming Information, 1980 to 1981 (3f)
	91	Proposal, January 1982
	92-94	Unpublished PRAP Tables, Spring 1982 to Spring 1984 (3f)

## **SERIES 1: AUDIENCE - GENERAL**

Box	Folder	
2	1	Radio Listening, 1974; 1975; 1980 to 1981; 1987
	2	Radio Listening, 1982 to 1983; 1985

## **SERIES 2: BUDGET**

3	Radio Listening by the NPR System Audience, Hourly Estimates, Spring 1984 to Spring 1985
4	Radio Listening, Monday through Sunday, 1982
5	Rates of National Audience Growth, 1973 to 1984
6	Station Formats and Format Audience, 1976 to 1982
7	System Audience Estimator, February 1985
8	Audience Research & Program Evaluation, Financial Accounting, FY 1983
9	Calculating Values of Interest to Underwriters; Radio Market Cost per Thousands, 1985
10	Cost of Federal Budget Items, 1984
11	CPB Expenditures 1982; 1983; 1985
12	National Public Radio, FY 1980
13	Quantifiable Results of NPR FY 1984 Budget Planning Meeting, October 1982

## **SERIES 3: NPR MEMBER STATIONS**

14	Audience, 1985
15	Audience Listing, Spring 1983
16	Individual Station Reports, 1980
17	Listening to NPR Stations/Radio by NPR Listeners, Spring 1985
18	Master List First Year, MSA Rank, etc. February 1985
19	NPR Members found in ADI Markets, 1979 to 1987
20	NPR Stations by ADI Markets
21	Number of Diaries by ADI, Spring 1983
22	Potential Revenue from Spot Sales, Market by Market
23	Program Evaluation History, Spring 1979
24	Programming Statistics, 1980 to 1984
25	Shares/Revenue
26	Share of Radio Listening to Unlisted Radio Stations, Spring 1983
27	Stated Importance of Formats 1979 to 1984
28	Survey of NPR Member Stations on Audience and Formats in FY 1980
29	Time Zone Lists (with 1984 ADI and 1979 to 1984 TSA AQH)

## SERIES 4: PROGRAMMING

Box	Folder	
2	30	The Big Picture: memo re: 1982 Program Planning Meeting
	31	Carriage, Evaluation and Format, 1980
	32	Classical Music
	33	Community Problems & Concerns to be Addressed by KUAT-TV: A Workbook, April 1980
	34	Comparison of Program Eval. Sample with Systemwide, System Audience and U.S. Population Characteristics
	35	Cume Audience for Program Types, Spring 1980
	36	Early Morning Programming
	37	Format Duplication Analysis, Chicago Metro, 1978
	38	FY 1984 Program Planning Report
	39	"Islands in the Stream: Some Thoughts on Public Radio Programming" by Samuel C.O. Holt
	40	News Service Options
	41	News Workshop Materials, 1980 to 1985
	42	NPR Playhouse Audience Analysis, Spring 1981
	43-48	Program Formats for NPR Member Stations, 1980 to 1984 (6f)
2A	1	Most Important Program Formats for NPR Member Stations, 1980 to 1983
	2	Program Planning Mtg., Fall 1982
	3-4	Program Usage Reports, 1980-1981 (2f)
	5	Public Radio Programming Content; A Sampling, Data Collection and Analysis Plan, September 1985
	6	Quality and Balance of NPS, July 1983
	7	Radio Drama, 1987
	8	Research and Evaluation, January 1986
	9	Results of Program Planning Meeting Matrix, October 1982
	10	"Star Wars" Audience Data, 1981-1982
	11	"The State of Public Radio Programming in FY 1984," Background
3	1	"The State of Public Radio Programming in FY 1984," December 1983
	2	Station Program Evaluation History, Spring 1979 to Spring 1983
	3	Station Program Evaluation, FY 1984
	4	Structure/Content of News Format Programming, August 1979
	5	Summary of Audience Patterns of Commercial Radio Stations and Networks Using Different Program Approaches
	6	Sunday Show, 1982; 1983; 1985
	7	System Evaluation & Usage of NPS Performance Programming, June 29, 1983
	8	Underwriting

## SERIES 5: RATINGS

Box	Folder	
3	9	Average Quarter-Hour Ratings, 1982
	10	Market Survey Area Guide, Fall 1985 to Summer 1986
	11	NPR System Rating Ranking by ADI
	12	Radio Ethnic Composition Reports, Summer 1985 to Winter 1988
	13	Radio and Television City Book, 1985 to 1986
	14	Radio Today: The Black Listener, 1984
	15	Radio Today: The Hispanic Listener, 1985
	16	Radio U.S.A., Winter 1987 to Summer 1987
	17	Radio U.S.A., Fall 1987 to Summer 1988
	18	Radio Year-Round: The Medium for All-Seasons
	19	Television City Book, 1984 to 1985
	20	"Appeal and Public Radio's Music," by D. Giovanonni & G. Bailey, 1988
	21	The Audience to CBC English-Language Radio, March 1970
	22	Audience Research and Program Evaluation's Goals and Objectives, 1983
	23	Audience Research Reports, 1980 to 1981
	24	Audience Sharing re: News and Classical Formats, December 1978
	25	Availability and Accessibility: A Brief Examination of Their Importance to Public Radio's National Audience Growth, 1973 to 1974
	26	Building the Public Radio Audience: A Study of the Media Habits of Franklin County, Ohio Residents, 1975
	27	The Broadcast Audience of An Urban University, February to March 1975
	28	Cable: Attitudes Toward Cable Audio in the Public Radio System, January 1983
	29	Cable: Histogram of Cable Disposition Score Total Responses Pre-Test
	30	Cable: Subscriber Report, 1982
	31	The Classical Radio Music Audience: A Collection of Basic Research, July 1980
	32	CPB Audience Research Project, WILL-AM-FM, Urbana, IL 1975
	33	Eastern Public Radio Membership Mtg., January 1990 (Arbitron Radio FasTraq Presentation)
	34	Florida's Public Radio Audience: Some Preliminary Appraisals by Dr. J. Leroy & Dr. C.E. Wotring, July 1973
	35	General Demographics of NPR Audience, June 1982
	36	Key Audience Information for Use in Development, April 29, 1983
	37	"The Listening of Public Radio" 1971
	38	"Miami Program Study," 1975
	39	"Perception of the Most Important Needs of Tucson, Arizona," by E.B. Eiselein, February 1977
	40	"Position Statement to NPR on the Issues Underlying the Service Marking of the Word Utiligraphics"

## SERIES 5: RATINGS

Box	Folder	
3	41	"Public Radio Diversity: The Listener's Choice" by Thomas Warnock, 1978
	42	"Public Radio in Orlando: A Feasibility Study," March 1975
	43	"Public Radio & Its Subscribers in the Washington, D.C. Area," by Dr. J. Lyle, November 1972
	44	Reactions of Listeners to Public Radio with Special Emphasis on "All Things Considered," 1971
	45	Report to Joe Gwathmey for Congressional Testimony, March 2, 1984
	46	Reports, Memos on NPR Audience, 1985
	47	Research Package for Public Radio Conference, April 1986
	48-50	Roper Reports, 1977 to 1979 (3f)
4	1-14	Roper Reports, 1985 to 1989 (14f)

## SERIES 6: REPORTS

5	1-9	Roper Reports, 1989 to 1990 (9f)
	10	Selected Excerpts from Leisure Activities of the Adult Audience for Public Television
	11	"A Study of the Potential Listening Audience of the University of Michigan Broadcasting Service Radio Stations," by Gerald Cole, February 1972
	12	"The Syracuse FM Study," By Dr. Lawrence Myers, Jr., September 1965
	13	Trend Tables and Highlight Analysis of the Arbitron National Radio and NPR System Audience Estimates, 1977 to 1982
	14	"Tucsonans and the Media," by Dr. E.B. Eiselein, Ph.D.
	15	Understanding the Public Radio Audience, May 1983
	16	Various Programming Options
	17	"What Influences the Levels of Total Public Radio Listening in a Market," November 1989
	18	"Why Radio?" by Samuel C.O. Holt
	19	"WKAR Audience Study: Findings and Discussion," by Dr. Thomas Baldwin, December 1970
20	"WMKY Morehead State University Audience Research," 1972-1973	

**\*NOTE:** See Box 7 (Oversized Roper Reports)

## SERIES 7: SURVEYS

21	Adult Audience for Public Television: Selected Excerpts, 1975
22	"All Things Considered": Washington, D.C. Listeners, 1970 to 1972
23	Black American Audience, Washington, D.C. October to December, 1971

## SERIES 7: SURVEYS

Box	Folder		
5	24	Cable Audio Survey Results (Pre-Test), September 1982	
	25	Fairbanks Radio Listenership Survey, conducted by D.L. Geesin, 1973	
	26	Friends of KUAT: Public Radio Survey, by E.B. Eiselein & T. Miceli, August 1978	
	27	Measurements of the KUOP Listening Audience, April 1972	
	28	Measurements of the KWAX & KLCC Listening Audience, April 1972	
	29	Measurements of the WDET Listening Audience, 1972	
	30	Measurements of the WOSU Listening Audience, April 1972	
	31	"Morning Edition" Performance Survey, November to December, 1983	
	32	Priorities Survey, 1984	
	33	Programming Evaluations, Fall 1978	
	34	Programming Evaluations, Spring 1979	
	6	1-11	Programming Evaluations, Fall 1979 to FY 1984 (11f)
		12	"Public Radio and Public Affairs Programming in Tucson: An Audience Survey," by E.B. Eiselein, December 1974
		13-14	Public Radio/Television Survey, January to February 1978; January 1979 (2f)
6A	1-2	Public Television, February 1976, February 1977 (2f)	
	3	Radio Station Area Total Audience Estimates, Washington, D.C., October to December, 1971	
	4	Simmons Market Research Bureau, 1982 to 1983, Test, Appendix	
	5-10	Survey of Public Awareness, 1977 to 1982 (6f)	
	11	"Survey of Radio Audience for Station WBAA: Listening Habits & Program Preferences," by J.O. Derry, 1972	
	12	Survey of WABE Options Subscribers, May 1975	
	13	"Takin' Care of Business," Audience Study of the Black-Oriented Radio Program, May 1971	
	14	WBFO Listener Survey, January 1974	
	15	WCMU-FM Audience Study, 1973	
	16	WCMU-FM Listener Survey, 1976	
	17	WDET-FM Audience Survey, prepared by C. Hobbs, 1972	
	18	WETA-FM Listener Survey, 1978	
	19	Winter 1987 Survey	
	20	WKAR: A Survey of the Audiences, 1970	
21	WKAR: A Survey of the Audiences, 1975		
22	WXXI-FM (New York) Survey, 1977		

**SERIES 8: TESTIMONIES**

Box	Folder	
6A	23	Statement of Frank Lloyd, Consultant, Office. of Telecommunications Policy before Subcommittee. on Communications House Interstate and Foreign Commerce Comm. on Pub. Broadcasting Financing Act of 1978
	24	Testimony of Frank Mankiewicz, NPR Pres., before the Communications Subcommittee. of the House Comm. on Interstate and Foreign Commerce, April 1978

**SERIES 6: REPORTS (cont'd)**

7	1-3	Roper Report, 1978-1980 [oversized] (3f)
	4-6	Roper Report, 1982 [oversized] (3f)