

Walrus Research

Core Values of Classical Music

Dual Format Stations

Abridged Report

Focus Groups
Summer 2004

Core Values Dual Formats

“It lowers my blood pressure. My work is pretty stressful, and when it gets really stressful I just turn to classical. It calms me down. It soothes the savage beast.”

-- WITF Listener

“The music allows me to think through things and it doesn’t blare at me. It’s soothing.”

-- WABE Listener

“I really like the classical music, I just find it very calming. It let’s you think better. Listening to it I think it’s beautiful music and it tends to make one more reflective. Soothing and relaxation.”

-- WERN Listener

Core Values Dual Formats

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Core Values Dual Formats

Introduction

This is the fourth report from our continuing research into the Core Values of public radio programming.

Our first report was the Core Values of Local Information Programs, based on focus groups with NPR news listeners in four markets. For our second report on the Core Values of Classical Music, we conducted focus groups with classical music listeners in six markets. For our third report on the Core Values of Jazz Formats, we conducted focus groups with jazz listeners in four markets.

Unified formats like all NPR news, all classical or all jazz have become the norm in large markets that support more than one public radio station. Yet the dual format of NPR news and classical music persists in a few large markets like Tampa, Houston and Atlanta, and the dual format is still common in medium and small markets.

After our Classical Core Values research, the natural question that arose was whether our findings would also apply to the classical music heard on dual format stations. That is, on dual format stations do classical listeners use the music in the same way as listeners who use an all classical format? When they listen to classical music on a dual format station, do they receive the same gratifications? Are the Core Values of classical music the same?

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Credits

This research is the result of a convergence of priorities between the Station Resource Group and the Public Radio Program Directors. SRG and PRPD articulated three goals with reference to Dual Format Core Values:

- To explore how public radio's classical service can strengthen its value to and connection with listeners
- To increase our understanding of the values and qualities current classical programming brings to those who like it best
- To explore the similarities and differences among listeners who listen to classical music on classical-only stations and those who listen on classical-news dual format stations.

This interpretive report includes verbatims that we collected from listeners who use classical music on dual format stations. Public Radio Program Directors president Marcia Alvar has produced a video of those respondents speaking in their own words. PRPD is a national association that provides programming leadership on behalf of its 200 stations, networks and producers.

The Station Resource Group is an organization of public radio's leading broadcasters. Tom Thomas supported this study as part of SRG's planning initiative, Charting the Territory. SRG and its members develop strategy and analysis to sharpen their operations and shape their service vision.

The participating dual format stations were WITF in Harrisburg, WABE in Atlanta and WERN in Madison.

The Corporation for Public Broadcasting provided funding for this research through SRG's Charting the Territory project. Additional support was provided by the members of SRG and PRPD, and by the participating stations.

The president of Walrus Research is George Bailey. You may download electronic copies of this and other national research studies for public radio by going to www.WalrusResearch.com.

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Summary Findings

We conducted focus groups with public radio listeners who listen to classical music on dual format stations. We recruited respondents from two audience segments—classical listeners who use the NPR news magazines and classical listeners who do not use the NPR news magazines.

- We found that the Core Values of classical music are universal. The benefits are the same, whether listeners hear classical music on a dual format station or on an all classical format.
- On a dual format station, some classical listeners use the NPR news magazines while others avoid the NPR news magazines. Yet we found no difference in how those two types of listeners use and benefit from the classical music.
- We found that the primary benefit provided by classical music is stress relief. In twelve focus groups across three markets, respondents told us that they value the classical music primarily because “it is soothing.”
- The secondary benefit provided by classical music is mental focus or clarity of mind. With a clear mind classical listeners can concentrate on a task and do better work.
- Classical music also provides listeners with an alternative to decadent contemporary culture. It is a refuge that preserves the beauty and majesty of a better time.
- Classical listeners want to hear basic information about each piece of music. They appreciate a tidbit of historical context from the announcer, but not much more than a tidbit.

We are confident of these findings because the response was remarkably consistent across all groups in our factorial design—men and women, NPR fans and NPR avoiders, in three different markets. In addition, the response was completely consistent with our previous study of the all classical format.

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Research Design

We began by setting criteria for the dual format stations that would participate in our study. Tom Thomas built a spreadsheet based on Arbitron data and the NPR Programming Carriage Report. The spreadsheet identified all dual format public radio stations as defined by these criteria:

Classical music accounted for 25-75 percent of listener hours

News programming accounted for 25-75 percent of listener hours

The next step was to eliminate dual format stations that compete with a full-time classical station in the same market. That disqualified stations like WETA in Washington (WGMS) and WGBH in Boston (WCRB).

Ranking the dual format stations by average listening audience, we found that the majority generate an AQH of less than 5000 persons, especially the dual format stations in medium or small markets.

We decided to work with dual format stations that serve relatively large audiences. One is located in a large market; the other two are located in medium sized markets:

| | |
|------|------------|
| WABE | Atlanta |
| WITF | Harrisburg |
| WERN | Madison |

Thus, our selection of the participating stations was the result of a systematic, rigorous process—grounded in formatics and audience data.

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Three Different Markets

Atlanta, Harrisburg and Madison are markets that differ not only in size but also in the demographics of their population. The table below shows US Census data from the 2003 American Community Survey for metro areas.

| | Atlanta | Harrisburg | Madison |
|------------------|----------------|-------------------|----------------|
| MSA Population | 4,400,000 | 614,000 | 434,000 |
| Median Age | 33.5 | 39.1 | 35 |
| Age 65+ | 7 % | 14 % | 9 % |
| BA Degree 25+ | 35 % | 25 % | 45 % |
| Adv Degree 25+ | 12 % | 9 % | 16 % |
| Black | 29 % | 8 % | 4 % |
| White | 63 % | 88 % | 91 % |
| Median HH Income | \$51,654 | \$47,614 | \$51,021 |

Atlanta is the youngest market with median age 33.5 years and only 7 percent of the population age 65 or older. Harrisburg has the oldest population. 14 percent are 65 or older.

Madison has the highest level of education. 45 percent of persons age 25 or older have a college degree. 16 percent have earned an advanced or professional degree. Harrisburg has the lowest level of education, only 25 percent college graduates.

Atlanta is by far the largest market in our study. It also has the largest Black composition at 29 percent. Madison is the most White at 91 percent.

Interpretation

Public radio usually does well in state capitals but Harrisburg is a very different place than Madison. The level of education in Madison is much higher.

There is a great potential for public radio in Atlanta. Its very large population is relatively young, well educated and affluent.

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Three Similar Formats

Although they serve very different markets, WABE, WITF and WERN broadcast dual formats that are quite similar.

Morning Edition airs until 9am on WABE and WITF but is truncated at 8am on WERN. All three play classical music during the day until 3pm. At that time all three stations present Fresh Air.

All Things Considered starts at 4pm and runs until 6:30 on WABE, 6pm on WITF and 6pm on WERN. WABE and WITF carry Marketplace. WERN switches back to classical music at 6pm.

All three carry Weekend Edition, the Met Opera and Prairie Home Companion. Special music shows like jazz, folk and Echoes are scheduled on the weekend in the evening.

With similar formats, it is not surprising that their audience composition is similar. All three stations appeal to listeners in their 50s, although the median age rises during classical music dayparts and drops during news dayparts.

All three stations experience the famous “tentpoles” for NPR news magazines.

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Respondents

We asked each participating station for a list of current and lapsed contributors, but we recruited no more than 50 percent of respondents from that sampling frame. The field service in each market had to recruit at least 50 percent of respondents from its own database.

Respondents were qualified and recruited by a telephone screener. The critical questions were:

When you listen to radio at home, at work or in the car, which radio station do you listen to most often for music?

Which radio station would be your second preference for music?

To qualify, respondents had to name the target station on an unaided basis.

Respondents were never informed as to the participating local station or the national sponsors of this research.

Factorial Design

Listeners to dual format stations may be segmented by their use of the NPR news magazines and classical music dayparts.

One segment tunes in for the NPR news magazines but does not listen to the classical music. They were not recruited for this study.

Another segment tunes in for the classical music but generally avoids the NPR news magazines.

A third segment listens to both the NPR news magazines and the classical music on the dual format station.

We recruited groups of respondents from the second and third segment.

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In each market we did four groups, two of women and two of men, for a total of twelve groups across three markets.

Segmentation

In the original version of our screener we attempted to separate the two segments of dual format listeners by asking potential respondents about their pattern of listening:

WABE 90.1 FM broadcasts a format of both classical music and news programs. Please think about your listening to just the classical music on WABE 90.1 FM. Would you say that you listen to the classical music almost every day, several days a week, about one day a week, rarely or never?

Now please think about the news programs on WABE 90.1 FM, especially the morning news program, Morning Edition, and the afternoon news program, All Things Considered. Would you say that you listen to Morning Edition and All Things Considered almost every day, several days a week, about one day a week, rarely or never?

The field services in Atlanta and Madison had difficulty finding classical exclusive listeners by that method. It was easier to find listeners who used both the NPR news magazines and the classical music.

One reason was that we had specified an age range of 25-64. Classical exclusive listeners tend to be older. Another reason was the relative size of our defined segments. Across the country, the audience for NPR news has continued to grow while classical listening has been stagnant.

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During the recruitment period we revised the screener to segment listeners on the basis of personal importance rather than patterns of listening:

WABE broadcasts a dual format of both NPR news and classical music programming. In drive time you can hear network news programs from National Public Radio like “Morning Edition” and “All Things Considered.” In other hours you can hear classical music. If you had to decide, which programming would you consider to be more valuable or personally important to you – the NPR news or the classical music?

We were able to complete recruitment of the classical groups by including respondents who said that the classical music was more important or valuable than the NPR news magazines.

In the last section of this report we provide a copy of the revised telephone screener for Atlanta.

Interpretation

The factorial design of our recruitment ensured that we heard from both segments of classical music listeners—those who avoid the NPR news magazines as well as those who value the news magazines.

By that design we were able to confirm an important finding: There is no substantial difference between those two segments of listeners as to why they enjoy classical music or the benefits they receive from classical listening.

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Agenda

The agenda for discussion began with general impressions of stations in the market and moved towards critique of specific program examples. All of the Core Values focus groups have followed a similar agenda, most recently the jazz groups earlier this year.

I. Introduction

First we explained that respondents were selected on the basis of their radio listening. They all listen to similar stations.

The moderator was doing a series of focus groups across the country.

II. Perceptions

A-Station Identity FLASH CARDS

The moderator displayed flash cards with selected stations. We asked respondents to identify each station and describe its format in their own terms.

B-Image WRITE DOWN ON PAPER

The moderator pointed to one station at a time and asked respondents to write down their impressions—any images or associations that came to mind.

III. Reasons for Listening

A-Benefits of Format

The moderator asked respondents to think about the benefits of listening. What personal needs are satisfied by the station?

B-Importance of Programming SCALED RESPONSE FORM

5-point scale of importance, programs including ME, ATC, midday classical, evening classical, opera, Car Talk

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C-Missing the Format

The moderator read a “press release” saying that the station was dropping classical music and going all news. What would be their reaction?

IV. Aircheck Examples

A-Written Verbatims

Respondents listened to airchecks of local and distant stations, writing down their evaluations of music and stopsets.

B-Discussion

Respondents explained their written verbatims in open discussion.

V. Cultural Institutions

As a final exercise, the moderator asked respondents to think about the cultural institutions in town.

What are the cultural institutions? What are their characteristics?

Can a radio station be a cultural institution?

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Image – Dual Format Stations

Early in the discussion we asked respondents for their top of mind impressions of stations in the market. Below are their written impressions of the dual format public radio station.

The groups identified as “classical” consisted of classical listeners who generally do not use the NPR news magazines. The groups identified as “news” consisted of classical listeners who use both formats.

Harrisburg WITF

Tuesday Classical Women

Weird news and music shows, interesting but strange, news complete, classical music, contributions

Car Talk, soft music, fund raising

Classy, educational, soothing, worldly, non-profit

Classical, ballet, some news

Classical, relaxing, calming, television channel

Classical, soft, calming music

Relaxing while driving

Relaxing music and voices, interesting (Fresh Air), Echos

Classical, news, public radio, Sesame Street/Mr Rogers, All Things Considered

NPR, \$ drive, news, classical music, All Things Considered, Car Talk, “What Do You Know?”

Classical, nonprofit, different

Tuesday Classical Men

News, relaxation, my father

Classical music, car guys, click and clack, Prairie Home Companion, Lake

Wobegon, high brow

NPR, classic music, new modern “music,” music not on other stations,

expanded news (in depth), concerts

Great news, unbiased, peaceful and tranquil music, violins, underground

happenings in area

Great news coverage in morning, long songs classical, puts you in or helps you keep a mellow mood

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Easy listening, peaceful, New Age, news, interest topics
No commercials, classical, mellow listening, NPR news, long songs, soothing
Classical music, calming, NPR news, Hershey
Classical, news, Celtic, Car Talk, Morning Edition, ATC, Echoes

Wednesday News Women

Great news, soft music, music with no lyrics, good interviews, indepth
interviews, music to relax by, ability to get on Internet
Interviews, news, classical, at home, in car, peaceful, introspective, mood
music, no words
NPR, interviews, local news, classical air, violins, Vivaldi, national news, pump
me up classical music, wake up clock radio
Grandchildren, easy listener, Dad relaxing after work in recliner, very soothing
Classical music, jazz, talk forums, soothing music, nothing loud
Travel, car, relaxing, relative (listen with), soothing music
Interviews, monotone, local, classical music, news
Play during journal writing, great for concentration, composition, soothing,
great news, in depth
Classical air, easy listening, Irish program, news
In depth news, interviews, soothing, relaxing
My station, always set to it from time I get up till I get to car to work, on my
way home from work and in evening if in car, quote many conversations news

Interpretation

The classical music on WITF was described as soothing, relaxing and calming.

One respondent wrote that the music “puts you in or helps you keep a mellow mood.” Another described the music as “peaceful and tranquil.”

We did not collect written impressions from the fourth group in Harrisburg.

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Atlanta WABE

Tuesday Classical Women

My station, music, Car Talk, Wait Wait Don't Tell Me, Terry Gross, variety, class act

Soothing, beautiful music, classy announcers, not enough power

Classical music, Lois Reitzes, Jonathan Lemly, Morning Edition, Carl Haas

Stress reliever, calming, comforting, too much chamber music

All Things, not sound bits, letters from home, make you laugh, right note, young people

Opera, Met and Chicago Symphony, classical music, My Word, Brit show, Garrison Kellior, All Things Cons, Morn Edition

Station of choice, home and car, wonderful music, sound news reports, Car Talk, good interviews

Opera, fundraising, only classical, Morning Edition, All Things Considered

Classical, intelligent, biased news reporting liberal NPR, Dr Carl Haas, My Word association game evening Sat, can't appreciate it in the car, road noise,

2nd cup, Fiona Richey, Thistle and Shamrock, international flavor

Favorite, Karl Haas, Fresh Air, classical—not enough of it, on all my radios

Tuesday Classical Men

Sophisticated station

News, classical, humor, intelligent

Classical music, great commentary, incitfull views, in depth reporting

Relaxing, no shouting, classical music feast, NPR news, All Things Considered, art interviews

Good classical music most of the time, far too much NPR, which causes me to change stations immediately, Riverwalk program Sat evening is very good

Dixieland jazz, Car Talk is entertaining car-maintenance show

Classical, good evening jazz, good advertising response, no commercials

Classical music, news galore, great listening to wide variety, All Things Considered, Car Talk

Classical music, news analysis, riveting stories, as opposed to blips, breath of fresh air, books, international, relaxation, hope

Great classical, opera, stimulating, variety, jazz, liberal news, NPR takeover

Public broadcasting, classical music, unobtrusive, good jazz Sat night, Celtic music sun noon

Only classical station left, Lefty talk, 9-3 then click, whatta shame

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Wednesday News Women

Good listening, calming, excellent driver talk, classical music enjoyable, excellent learning talk shows, dinner talk, medical issues on Infinite Mind, researchers, donations, we give, cultural events, news, Fresh Air Terry Gross, Garrison Keeler

Variety, consideration for the general public, life, balance for the artist, musician, readers, writers, politicians, historians, homemakers, poets, etc
Classical music, intelligent talk shows, interesting discussions, relaxing, uplifting, news that's more than just news, is also analyzed, behind the scenes news, good educational news (The Infinite Mind), funny but worthwhile shows (Car Talk)

News, 2nd cup, Click and Clack, Hearts of Space, Sat, Steven, laughing
Donation, Prairie Home Companion, Classical yay, informative, PBS not many commercials, too many pledge drives, relaxing, more news than just America, Best in city!

Balanced reporting, smart, intellectual, Minnesota Sun Morning Bill MacLaughlin, Marketplace, From the Top, Fresh Air, interesting, dynamic, good musical bridges, good thoughtful reporting, subjects international and national, great coverage, alive news!

News, world news, focused, fair, Garrison Keillor, NPR, jazz on weekend, Morning Edition, Weekend Edition, views and reviews that don't make you feel stupid, opera, My Word! Show fun, Wait Wait show hilarious
Good info, sometimes too much Washington politics, usually good music, I'm not too keen on the clattery stuff tho, Garrison Keillor hurray! Needs listener support, Terry Gross usually interesting, I could live without some of the musician interviews

Fresh Air, Terry Gross, excellent programming, books, Infinite Mind, All Things Considered, Morning Edition, Prairie Home Companion
NPR, Lois Reitzes, classical music, beautiful sounds, Garrison Keillor, opera, on line auction, interesting features, good news programming, John Lemley, Morning Edition, All Things Considered, wonderful voices, Fresh Aire, informative, variety, educational, valuable, though provoking, calming, cultural Information, interesting, classical music, Car Talk, love it, All Things Considered interviews, world news

ATC, Bob Edwards, intelligence, fairness, the whole story, all sides, not owned by corporate America, unbiased, fascinating, informative, no commercials, interesting, news, interviews, Car Talk, who's line is it, Michael Feldman, good morning, Wait Wait Don't Tell

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Wednesday News Men

News, balanced commentary, dispassionate, verbal, understated, thoughtful, great music, Writer's Almanac, outstanding personalities, Lemley, Reitzes, et al, Prairie Home Companion, Terri Gross, Word for the Wise, classical music presented in its contexts

Morning news, classical, in depth information, alternative music, Thistle Shamrock, not opinionated, humor

The source, why is it struggling financially, doesn't everyone listen, reliable classical music, familiar but developed

My favorite, All Things Considered, fair balanced reporting, great classical music programming

Classic, intelligent, liberal, though provoking

Classical, quality, logic, comfort, educational

Car Talk, Garison Kieler, Terry Gross, Robert Segal, fun programs, informative, favorite station, relaxing music, Thistle and Shamrock

In depth stories, international perspective, beg-a-thon, commercial free, classics, music

My main source of news, All Things Considered, great interviews on Terry Gross, balanced, better researched news programs, Prairie Home Companion, current controversy: less or more classical music?

News, informative articles, politics, world events

Interpretation

As a dual format station in a very large market, WABE is faced with a serious controversy: "less or more classical music?" Some respondents complained about "far too much NPR" and "NPR takeover," meaning that the station used to carry more classical music.

In Atlanta, there were several references to liberal bias. One classical listener who avoids the NPR news magazines wrote: "Only classical station left, Lefty talk, 9-3 then click, whatta shame."

Yet several other WABE respondents valued the network programs like Fresh Air, All Things Considered and Prairie Home Companion. They perceived the station as "my main source of news" and "intelligent talk shows."

The typical references to WABE's classical music were "soothing" and "relaxing." One respondent's first impression of WABE was "stress reliever."

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Madison WERN

Tuesday News Women

Classical music, All Things Considered, Morning Edition, soothing, familiar, trustworthy

#1, The Connection, intelligent, smart, national programs

Classical, balanced news, NPR, Sun AM interviews, off-beat, music segues to next story, background info

Straus, my mom, feeding Isabel, La Traviata

PDQ Bach, Pipe Dreams, organ music, opera, Morning Edition, All Things Considered, good sound

Classical music, listening at work, relaxing, high-brow, good news at start of the hour, early am and driving home, more in depth exploration of topics

Violins, calming, old world, centering

To the Best of our Knowledge, love Jim Flemings voice, Ira Glass, This Am Life, I'm with friends, Scott Simon weekends

Wake up, a good start to the day, driving home, unwinding, too much classical (just a little), great diversity, better world coverage, balanced, great jazz

Jazz, news, favorite, familiar, constant, reliable, puzzle on Sunday, soothing music

Waking up w Bob Edwards for 25 years, intelligent, the truth, news you can't get elsewhere, all radios in house and car tuned to that station

Good music, news in the am, All Things Considered, to the Best of our Knowledge

Tuesday News Men

Intelligent, treats their listeners with respect, they don't give opinions, give you the facts, lets you form your own opinions, classical music is great

Honest, real, true, awareness of the world

Classical music, stress release, funny

Good, interesting, classical music, Morning Edition

Good drive time, Morning Edition, Fresh Air, All Things Considered, not much of a classical listener, so that's when I scan for other stations

Intelligent, fine music, variety, great national news and talk interviews, clever, first choice

Informative, music variety, relaxing

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Soothing classical music, news

News, ATC, interesting morning news

Music, classical, quiet

1st source of national/international news, window on the world, classical music, often on as background music while I work (out of a home office)

News, soothing, work

Wednesday Classical Women

Classical, soothing, mother in car twins, office, calm, easy to listen to, Garrison Keillor, sat nights, relaxing, All Things Considered, interviews

Repeat programs, classical music, good voice, old time radio, 24 hr program

BBC, Norm Gilland, public radio, always needing money, fund raising, no sports

Madison, always interesting, good listening music/talk, local/national interest, driving station, Lake W Garrison K

Getting ready in the mornings w/ my 2 small children, catching the news en route in the car, relaxing in the evening after the kids are in bed, reading a good book on the couch, enjoying a symphony concert, takes me back to great childhood memories, also Sat nights w/ Jim Cullum's jazz from the Riverwalk, I use to watch my Dad play there occasionally as a kid, good stuff!

Soothing, kickback time, work, argue with the news so indepth, in bad mood relaxes me and turns me around, sitting by the lake drinking wine and watching ducks

Relaxing, informational, even, names artist after each song, concerto, local, in depth news, no commercials, public involvement, educational, Whad A Know show sats, my cats station, very diverse, Sunday mornings

Classical music, life histories put you there, great news, human interest, Garrison Keillor, simple life

Classical, opera, jazz, hot tub bath

Graduation music, Garrison, classical, volunteer, diversity, learning, violinist, lives of artists, CDs, giving, Christmas, Easter, info, news

Variety, news, tune in and out, talk shows, loose, relaxed

Classical, Europe, Vienna, New Year Day, Prague, concerts, walking

Not many commercials, interesting talk shows, soothing classical music, different kinds of music

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Wednesday Classical Men

Violins, Morton HS

Classical, Vicki Nunn, This American Life, David Sedaris, Lori Skelton, pledge drive, music source, ATC, Morn E

Classical music, Simply Folk, Thistle and Shamrock, All Things Considered, Morning Edition, jazz, quiz show

News summary, talk and audience call-in, relaxing music, local WI news, interesting

Classical, NPR News

Classical music, my wife, Simply Folk

Candlelight and wine, mellow voices, non network news, civil war

Interpretation

In Madison, as in Harrisburg and Atlanta, the word “soothing” popped up several times. Respondents were referring not only to WERN’s classical music but also the “mellow voices” of its announcers.

One respondent summed up WERN as “Violins, calming, old world, centering.” Another Madison respondent imagined “sitting by the lake drinking wine and watching ducks.”

All of the images are warm, positive and relaxing.

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Personal Importance

Audience 98 introduced the concept of personal importance. Listeners support public radio when they use programming that is important in their lives. In our dual format focus groups we asked respondents to consider the relative importance of various news and music programs.

We distributed a scaled response form with this heading:

Programming That Is Important In Your Life

Here is a list of programs that you might hear on WITF radio. For each program listed, consider this statement: “This programming is personally important to me. If it went away, I would miss it.”

In each market we listed 10 programs. The response scale ranged from 5 “very important” to 1 “not important.” The tables below show mean scores for programs rated by respondents in the classical groups vs. the news groups.

Harrisburg

| WITF | Classical | | News |
|-------------------|-----------|-------------------|------|
| Midday Classical | 4.1 | Morning Edition | 4.4 |
| Evening Classical | 3.9 | ATC | 4.3 |
| Morning Edition | 3.6 | Prairie Home | 3.7 |
| ATC | 3.5 | Fresh Air | 3.4 |
| Adventures Music | 3.4 | Car Talk | 3.4 |
| Fresh Air | 3.3 | Midday Classical | 3.4 |
| Car Talk | 3.1 | Adventures Music | 3.0 |
| Prairie Home | 2.8 | Evening Classical | 2.8 |
| Marketplace | 2.6 | Marketplace | 2.6 |
| Met Opera | 2.2 | Met Opera | 2.2 |

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Interpretation

In Harrisburg, the personal importance exercise confirmed what was expected based on our factorial design. Respondents in the classical groups gave the highest importance scores to midday and evening classical music, while respondents in the news groups rated Morning Edition, ATC, Prairie Home, Fresh Air and Car Talk higher than classical music.

Both groups assigned the lowest importance to opera.

Atlanta

| WABE | Classical | | News |
|-------------------|-----------|-------------------|------|
| Midday Classical | 4.5 | ATC | 4.9 |
| Adventures Music | 4.1 | Morning Edition | 4.9 |
| Car Talk | 4.1 | Fresh Air | 4.6 |
| Evening Classical | 4.0 | Marketplace | 4.3 |
| Prairie Home | 3.8 | Midday Classical | 4.0 |
| Fresh Air | 3.7 | Adventures Music | 3.9 |
| ATC | 3.6 | Prairie Home | 3.8 |
| Morning Edition | 3.6 | Evening Classical | 3.8 |
| Met Opera | 3.6 | Car Talk | 3.3 |
| Marketplace | 3.2 | Met Opera | 2.2 |

Interpretation

In Atlanta, as would be expected, the classical respondents rated midday classical and Karl Haas as most important. The dual format listeners rated ATC, Morning Edition, Fresh Air and Marketplace above classical music.

The opera scored last among news respondents but classical respondents rated Morning Edition and ATC as low as opera.

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Madison

| WERN | Classical | | News |
|-------------------|-----------|-------------------|------|
| Best Knowledge | 4.5 | ATC | 4.8 |
| Prairie Home | 4.4 | Morning Edition | 4.6 |
| ATC | 4.0 | Fresh Air | 4.6 |
| Morning Edition | 4.0 | Best Knowledge | 4.5 |
| Weekend Edition | 4.0 | Weekend Edition | 4.4 |
| Evening Classical | 3.8 | Prairie Home | 4.3 |
| Classical Request | 3.8 | Midday Classical | 3.5 |
| Midday Classical | 3.8 | Evening Classical | 3.3 |
| Met Opera | 3.7 | Classical Request | 3.0 |
| Fresh Air | 3.3 | Met Opera | 2.3 |

Interpretation

In Madison, the news respondents rated ATC, Morning Edition, Fresh Air, Best of Our Knowledge, Weekend Edition and Prairie Home above classical music. For that audience segment, WERN's classical scored just above the midpoint of the five-point scale.

Opera had the worst score.

Interpretation of the scores for classical respondents must be limited because in Madison we completed only the 6pm group of women. The 8pm group of men was shut down by a tornado. Yet the women rated information programs a bit higher than WERN's classical music.

Core Values Dual Formats

Benefits of Listening

In our earlier Core Values focus groups, listeners told us that they use the classical station primarily for stress relief. The one verbatim that we heard over and over again, across six markets, for both commercial and noncommercial classical music stations, was “soothing.”

Keep in mind that respondents were not using that term to describe a musicological category.

Instead they were explaining the therapeutic effect of classical music on their mind and body.

In this study of dual format stations, we asked respondents to think about the benefits they receive from classical music. The following verbatims are representative of how respondents explained the benefits in their own words.

We organized the verbatims under four benefits:

- Stress relief
- Clarity of mind
- Preservation of culture
- Learning the music

Core Values Dual Formats

Stress Relief

Harrisburg Classical Women

“If I’ve been rushing around doing a lot and I just want to sit and relax, I want something calming. I like that in the car too, so that when I’m driving and there’s a lot of idiots out on the road, it helps to keep me calm.”

Harrisburg Classical Men

“I listen to it during the day like usually between 12 and 2:30. It’s just music, sometimes they cut into the news, but usually it’s just classical music. It very soothing. And with everything that’s going on in the world, you need that, a little bit of piece of mind.”

“It lowers my blood pressure. My work is pretty stressful, and when it gets really stressful I just turn to classical. It calms me down. It soothes the savage beast.”

Harrisburg News Women

“In the car with my son when we’re traveling and it just kind of gets him calmed down, quiet, relaxed, and when he was younger and he needed a nap, we did that. It’s good for the brain. Very soothing. It’s just relaxing.”

Atlanta Classical Women

“Stress reliever. If I’m in traffic, heavy traffic, and you’re just about to go postal because that idiot in front of you won’t move, the classical music just – take a deep breath, calm down, I’m gonna live through this.”

Atlanta News Men

“Brings down my blood pressure. Just like the jazz station it’s easy listening, but for some reason when I’m listening to the classical station it’s just a whole other feeling I don’t get from anything else. I find myself listening, paying more attention to the music itself, rather than coming in one ear and going out the other.”

Core Values Dual Formats

Madison News Women

“It smooths the day out. Even when things are frantic, it’s back here—you are hearing it, and it is a soothing mechanism that wouldn’t be there otherwise.”

Madison News Men

“I spend a lot of time in the car and one of the things about classical music is just people don’t drive as well as they used to. It relaxes me, takes away some of that aggression. People doing stupid things on the road, it will be okay.”

“There are times during the day when you’ve had enough of the bad news, and you just want to be mellow. It’s called classic for a reason. There’s an intellectual component to classical music. Rock and roll music is emotional and physical. Classical music can also be very physical, it gets you going, but it’s got the intellectual component to it.”

Madison Music Women

“It’s calming the classical, I typically don’t listen to a lot of that, but when I’ve had a bad day and I want to just . . . then I’ll listen to it.”

“I’m always in a hustle every day and Sunday I treat myself to calm down and relax with this station.”

Core Values Dual Formats

Clarity of Mind

Harrisburg News Women

“I’m a teacher. I play it at school for journal writing. It’s great for concentration. It gets them settled, it’s very soothing.”

“I listen to the classical music at work, because there’s so many chaotic things going on. It just makes me sane. I need that to keep my sanity.”

Harrisburg News Men

“You can have something in the background, it’s quiet and relaxing. You can think about what you want to and you can phase in and phase out. The music’s there and you are enjoying it, it’s peaceful and you just zone out.”

“It’s the fact that I can turn that on during the day. I’m in an office, sitting, trying to concentrate on things all day long, and I can have that on in the background.”

Atlanta Classical Women

“I put soothing. Beautiful music, classy announcers but not enough power. The music allows me to think through things and it doesn’t blare at me. It’s soothing.”

Atlanta Classical Men

“It’s stimulating to me to the extent that it just helps me in analytical thought, the music both relaxes and its more stimulating. It has been proven that the classical music relaxes the brain and allows you to think better.”

Madison News Men

“I really like the classical music, I just find it very calming. It let’s you think better. Listening to it I think it’s beautiful music and it tends to make one more reflective. Soothing and relaxation.”

Core Values Dual Formats

Preservation of Culture

Harrisburg Classical Men

“I think it puts life into perspective. If I’m aggravated because of a business situation that I’m involved with, I turn it on and it will calm me down. I’m thinking not just about the genius of the music but the fact that it was written a couple hundred years ago. That these issues that are in front of me right now are really kind of small. A hundred years from now, nobody’s going to care that my kid did what he did last night. Okay, relax, deal with it and life will go on.”

Atlanta Classical Men

“I think it would be a tragedy to our culture. We have got to have diversity. Classical music has a tremendous history to it, and it has qualities to it, they’ve been identified. Whether it’s relaxation, contemplation, appreciation of art forms—other than what’s happening right now and it’s hip and making a buck. That is destroying our culture.”

Madison News Women

“It’s the only place in the world that people listen to classical music anymore. I went to a concert a few months ago and everybody there had gray hair except for me. My generation and younger is completely ignorant about classical music, but if they stumble onto that radio program and listen to a little classical music, their brains might grow a little bit. It’s my only hope. And I think it’s just atrocious that music programs are cut out of school and if classical music were cut out of the only source for public classical music that we have any more, then it’s just one more symbol that our culture as we’ve know it for 1000’s of years is dying and just becoming commercial and popular.”

Core Values Dual Formats

Learning the Music

Harrisburg Classical Men

“One thing it’s done for me, because I’ve always had an interest in classical music, such a wide spectrum of different composers and artists, that for me it’s introduced me to a lot of composers past and present, and their music, their symphonies. Most people grew up with rock and roll or country or R&B, however at the same time you always want to know who did this piece. Was it Bach? Was it Strauss? So that part of it is a learning process as much as an enjoyment to listen.”

Harrisburg News Women

“I wouldn’t know what to play. I’m not educated in classical music, I’m like really stupid about it, but this is one way that I educate myself, in my own stumbling, bumbling musical way.”

Atlanta News Women

“There’s way more selections than I can personally own. You can’t get that anywhere else. It’s the only station. What they tell you about the music, and I am always learning something new, even if I’ve heard this piece already twenty times. Just the comments they make about the composer or the time period in which it was played or the situation in which it debuted. It’s a cultural thing. I used to work, now I’m home with my children, and I’m always looking for ways to keep my brain challenged.”

“Plus when they give you the history of the music it helps you understand it. I took years of music history, and still they tell you things and I think, I didn’t know that.”

Atlanta News Men

“The fact that they introduce the piece and tell you what orchestra’s playing that piece on that recording, I find that very educational. I like classical music but I don’t feel I’m very educated about it. It’s very helpful to learn about what you’re listening to.”

Core Values Dual Formats

Madison News Women

“The more you know about something the more you can appreciate it. The era that the piece of music was composed in and the authors that might have been writing, you can make all kinds of connections.”

Interpretation

Our respondents had no problem articulating the benefits they receive from listening to classical music.

There was no difference in the benefits received by classical listeners who either avoided or enjoyed the NPR news magazines.

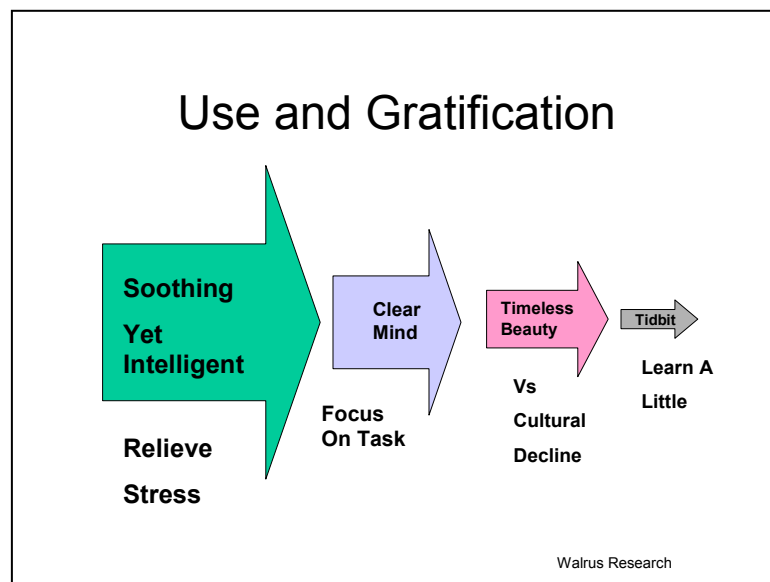
The verbatims we collected in this study of dual format stations perfectly matched what we heard in our earlier study of full time classical stations.

Core Values Dual Formats

Use and Gratification

Listeners use a given format because it delivers gratification of their needs. In our original study of Classical Core Values we interviewed listeners who have access to a full time classical station. In this study we interviewed listeners who have limited access to classical music radio—only in certain dayparts on a dual format station.

We found that their needs are the same. They tune to classical music on the radio for the same reasons. The gratifications they receive are the same. Here is the diagram that sums up the use and gratification of classical music:



Stress relief is the first and largest benefit. Yet target listeners need intelligent, mentally stimulating classical music to deliver the soothing effect.

Intelligent, soothing music helps to clear the mind. With a clear mind, classical listeners can focus on a task.

Classical listeners feel that classical music preserves timeless beauty, in contrast to decadent contemporary culture.

It can be interesting to learn a few tidbits about the music. But we found a minimal tolerance for talk that quickly becomes “too much information.”

Core Values Dual Formats

Telephone Screener – Atlanta

0) Indicate the sampling frame for this respondent:

/___/ Client List [QUOTA 30]
/___/ Database [QUOTA 30]

1) Hello, I'm _____ calling from _____. This is a legitimate market research study. We are not trying to sell you anything, and we are not asking for money. We are interested in your evaluation of radio programming, including the news, information and music programming on radio. We have a brief survey that will take only a few minutes.

2) For this study we need to talk to an adult in this household. I'm going to start with some age categories. Please tell me which category matches your age:

[READ]

24 years or younger /___/ [ASK FOR ADULT 25-69]
25 to **69** years old /___/ [CONTINUE]
70 years or older /___/ [ASK FOR ADULT 25-69]

3) By chance does anyone in your household or in your family work in the radio business? How about in television or newspapers or advertising?

/___/ Yes [DISQUALIFY – THANK YOU AND TERMINATE]
/___/ No [CONTINUE]

4) When you listen to radio at home, at work or in the car, which radio station to you listen to most often for music?

[DO NOT READ – UNAIDED RESPONSE]

WABE 90.1 FM /___/ [CONTINUE]
Any Other Station /___/ [CONTINUE]

Core Values Dual Formats

5) Which radio station would be your second preference for music?

[DO NOT READ – UNAIDED RESPONSE]

WABE 90.1 FM /__/
Any Other Station /__/

[IF “WABE 90.1 FM” IN EITHER Q4 OR Q5, CONTINUE]
[OTHERWISE, THANK YOU AND TERMINATE]

6) WABE 90.1 FM broadcasts a format of both classical music and news programs. Please think about your listening to just the classical music on WABE 90.1 FM. Would you say that you listen to the classical music . . .

Almost every day /__/ [CONTINUE]
Several days a week /__/ [CONTINUE]

About one day a week /__/ [THANK YOU AND TERMINATE]
Rarely or never /__/ [THANK YOU AND TERMINATE]

7) WABE broadcasts a dual format of both NPR news and classical music programming. In drive time you can hear network news programs from National Public Radio like “Morning Edition” and “All Things Considered.” In other hours you can hear classical music. If you had to decide, which programming would you consider to be more valuable or personally important to you – the NPR news or the classical music?

NPR news /__/ [WEDNESDAY]
Classical music /__/ [TUESDAY]

Core Values Dual Formats

8) Research companies like ours may invite consumers to participate in a focus group discussion for market research purposes. In the last 12 months, have you participated in a focus group conducted by any market research company?

/___/ Yes [DISQUALIFY – THANK YOU AND TERMINATE]
 /___/ No [RECRUIT]

9) DO NOT ASK: RECORD SEX

/___/ Woman [QUOTA 30]
 /___/ Man [QUOTA 30]

10) RECRUITING POINTS:

- We value your opinion about radio programming.
- We would like you to participate in a focus group discussion.
- You will be in a group with people who share your interests.
- This is legitimate market research. No one will try to sell you anything.
- We will pay you \$100 for your participation.
- The discussion will last 90 minutes.
- The location is _____

| | Tuesday | Wednesday |
|-----------|---------------------|--------------------|
| 6pm Women | Q7 Classical | Q7 NPR News |
| 8pm Men | Q7 Classical | Q7 NPR News |

QUOTAS:

| | | |
|--------|----------------|--------------|
| Sex | 30 Women | 30 Men |
| Sample | 30 Client List | 30 Database |
| Q7 | 30 Tuesday | 30 Wednesday |