

This is the 5th annual glance at the economy's impact on stations. USA surveys from 2008 through 2011 gave the public radio system looks at the potential economic effects on their operations. **Stability seems to be the continuing theme and fewer stations are anticipating licensee cash support reductions.**

Rather than examine the broad survey responses, this review will focus on the governance/ownership question since this is an area the CPB CSG Review Panel is studying as one of many "collaborative" considerations.

JUNE 2012

Here are the results of the USA Local Economic Impact Survey with 138 stations responding. Like the first 4 surveys, this was sent to multiple listservs and all licensee types. The responses from 2008 – 2011 are included for comparisons.

Purple = 2012 Green = 2011 Black = 2010
**** Blue = 2009 *Red = 2008**

2012 SURVEY RESPONSES – 138 (141, 147, **164, *160)

This is the 3rd year we asked this question: ***The station and/or licensee are considering a new governance/ownership structure including: (check all that are being considered)***

Stations could respond with more than one answer. Therefore, some of the responses reflect multiple considerations by individual stations.

86% (88% 82%) of the stations are **not** considering a new governance/ownership structure.

5% (4% 7%) are considering consolidating with another public media entity.

5% (5% 4%) are considering the sale of the station.

4% (4% 7%) are considering a license management agreement (LMA).

6% (5% 7%) are considering other options

The 9 stations (6%) that are considering other options include: a possible governance change, options for cooperation, developing partnerships, self-sufficiency, un-consolidating, exploring a relationship with a university, spinning off from current licensee, changing reporting structure within licensee structure.

Other comments: "The top administrator is changing, but board is not, so any oversight change/merger is not on the table while the new guy gets acclimated."..."A state consortium of public broadcasters is discussing collaboration/consolidation options. The station responding is not presently participating except as an observer."..."Various

station operations activities are being considered for partnership development with other public stations. For example, the station has a strong engineering staff and they could trade engineering services for billing and programming services from another station.”...”We may be entering into LMA agreements with two or more FM stations licensed to colleges as a way to expand our news network.”

Licensee Cash Support Reductions

It would appear there are significantly less anticipated reduction notifications this year as compared to previous years.

27% (38%, 46%, **46%, *42%) of station managers anticipate and/or already have received notification of cash support reductions from their university, college, school system, or state licensees.

54% (62%, 54% , **54%, *58%) of the stations said they have not received notification or this question was not applicable to their licensees.

Complete 2012 Survey information is available at:

www.us-alliance.org/2012Economy.pdf

Or

www.us-alliance.org

This survey will be repeated again in 2013. Thanks to all participating stations.

The *University Station Alliance (USA) is a grassroots organization founded in 2001 to assist university-licensed stations with the challenges and opportunities associated with their licensees. University-licensed stations make-up 63-percent of the public radio system. *University is a generic title that includes colleges, school systems, and state agencies. More information about the USA can be found at www.us-alliance.org.

Craig Beeby
USA Executive Director
craig.usa@att.net