

This is the 6<sup>th</sup> annual glance at the economy's impact on stations. USA surveys from 2008 through 2012 gave the public radio system looks at the potential economic effects on their operations. ***This year the survey questions focused on collaborations.*** The broad survey responses are available at [www.us-alliance.org](http://www.us-alliance.org)  
This was sent to multiple listservs and all licensee types.

### 2013 SURVEY RESPONSES – 151

#### ***The station and/or licensee is considering a multi-station merger:***

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

%

**79.4 Not** considering a change.

**5.4** Radio-Radio.

**5.4** Radio-TV.

**4.1** Purchase of Station.

**2.7** Sale of Station.

**6.1** are considering other options or already have collaborations in place.

#### ***The station and/or licensee is considering an operational consolidation:***

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

%

**75.5 No** operational consolidation is being considered.

**15.1** Development for membership and underwriting, including Contact/Customer Management System, databases, underwriting rate cards, traffic, etc. under central management.

**6.4** Engineering and IT services.

**3.5** Financial services and systems (including budgeting, accounting function and system, payroll and financial reporting).

**2.8** Human resources (including recruitment, and benefits administration).

**7.1** Other (master control, marketing, consolidating IT & engineering services)

***The station and/or licensee is considering a content collaborative partnership:***

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

**%**

**70.5%** **No** content collaborative is being considered.

**11.7%** Consolidated newsrooms – Stations combine news operations under a single news executive (e.g. SVP/VP, News, or Managing Editor).

**2.9%** Consolidated music or other programming – Will create a minimum of 20 original weekly hours of broadcast material.

**16.9%** Other (with TV & Newspaper, Cooperative Content Production, With Journalism School, Local Journalism Center Public Radio & TV)

**Complete 2013 survey information is available at:**

[www.us-alliance.org](http://www.us-alliance.org)

This survey will be repeated again in 2014. 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](http://www.us-alliance.org).

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