

This is the 7th annual glance at the economy's impact on stations. USA surveys from 2008 through 2013 gave the public radio system looks at the potential economic effects on their operations. **For the 2nd year the 2014 survey questions focused on collaborations and compares the feedback to the 2013 responses.** The broad survey responses are available at www.us-alliance.org. This was sent to multiple listservs and all licensee types.

2014 SURVEY RESPONSES – 161

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.

2014%	2013%
75.9	79.4 Not considering a change.
10.7	5.4 Radio-Radio
6.9	4.1 Purchase of Station.
4.4	5.4 Radio-TV.
1.8	2.7 Sale of Station.
6.9	6.1 Are considering other options or 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.

2014%	2013%
70.4	75.5 No operational consolidation is being considered.
14.7	15.1 Development for membership and underwriting, including Contact/Customer Management System, databases, underwriting rate cards, traffic, etc. under central management.
8.0	3.5 Financial services & systems (including budgeting, accounting and system, payroll and financial reporting).
7.3	6.4 Engineering and IT services.
5.3	2.8 Human resources (including recruitment, & benefits admin).
7.3	7.1 Other (master control, marketing, IT & engineering)

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.

2014%	2013%	
64.8	70.5	No content collaborative is being considered.
11.7	11.7	Consolidated newsrooms – Stations combine news operations under a single news executive (e.g. SVP/VP, News, or Managing Editor).
10.3		Consolidate/Cooperate with a local newspaper newsroom.
6.8	2.9	Consolidated music or other programming – Will create a minimum of 20 original weekly hours of broadcast material.
15.1	16.9	Other (with TV, Cooperative Content Production, with Journalism School, Local Journalism Center Public Radio & TV)

Complete 2014 survey information is available at:

www.us-alliance.org

This survey will be repeated again in 2015. 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.

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