Survey Overview- Station Interaction with Licensee's J-School or Communications Department

University Station Alliance

Eighty-four stations responded to a September, 2010 station-to-school interaction survey. This survey was distributed to over 200 university, college, school district, and state agency licensees of public radio stations.

Station – School/Department Involvement

51.1% responded that their stations are involved with their licensees' communications schools/departments. **38%** said their stations work with the licensees' journalism schools/departments. **36.9%** responded their stations are associated other academic schools/departments ranging from media arts to theater. **21.4%** indicated their stations are not involved with any schools or departments.

51.8% responded that their stations are involved with schools/departments in informal/ad hoc projects. **45.7%** are associated with schools/departments in collaborative formalized projects. **21.6%** of the involvement with schools/departments ranged from student workers and internships to courses taught by stations' staff members. **18%** responded that there were no projects that link with schools/departments.

Student Involvement at Stations

83.1% of stations responding offer unpaid student internships. **67.4%** offer paid student work study. **54.2%** provide practicums for credit. **32.5%** have paid student internships. **14.4 %** offer "other" options for students, including volunteering, hired employment, and paid part-time positions. **3.6%** of stations have no student involvement.

Regarding working on the air and/or with station websites, **91.5%** state that students are supervised by station professional staff and **12.0%** by school faculty. **4.8%** responded "other". Comments included, "Since the student station began operation, we have not had any student interest," and "They may be a student, we don't care. They must be qualified and professional." **No stations allow unsupervised students to work on the website and/or on the air.**

Station Staff Teaching

As to station staff involvement in teaching courses, **59.0%** said staff do not teach classes, **21.6%** responded that staff teach on-site, and **16.8%** indicated that staff teach off-site. **9.6%** offered comments like "…supplement faculty instruction," "Not a formal program at the station, but we do have relationships," to "occasionally courses are taught and station staff are paid for it."

Joint Fundraising Activities

85.5% (71 stations) are not involved with joint fundraising activities with licensees' schools/departments. **8.4%** have common fundraising activities for capital needs, and **6.0%** have cooperative fundraising activities for programming needs. **3.6%** responded "other" which included comments like "joint grant proposal," to "There are two separate University Foundation accounts: one for the Department of Radio-TV and one for the public radio station. Never the twain shall meet."

6.0% (five stations) have had fundraising activity goals of $50,001 to $250,000. **4.8%** (four stations) have fundraising activity goals of $1,000 to $50,000. Three stations **(1.2%)** had goals of $250,001 - $500,000, $500,001 - $1 million, and $1 million plus.

Joint Fundraising Appeal

To the question of **"How appealing is a joint fundraising effort involving the station and the journalism/communications school/department?" 65.5%** said a joint fundraising effort has no effect to strongly detracts from donor appeal. **33.2%** said a joint effort moderately to strongly enhances the donor appeal. **1%** (one station) had no response.

Sharing Space

65.4% said they do not share space and **29.7%** share space with a school/department.

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