

The Classical Station as Community Connector

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CLASSICAL MUSIC RISING

*Next generation strategies for classical music
public radio*

www.ClassicalMusicRising.org

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STATION RESOURCE GROUP

Classical Music Rising Station Partners

Boise State Public Radio, Idaho (KBSU)

Capital Public Radio, Sacramento

Cincinnati Public Radio (WGUC)

Colorado Public Radio

Hawaii Public Radio

Illinois Public Media (WILL)

KDFC, San Francisco

KING, Seattle

KBAQ, Phoenix

KCME, Colorado Springs

KMFA, Austin

KUSC, Los Angeles

Louisville Public Media (WUOL)

Minnesota Public Radio

Nashville Public Radio (WFCL)

New York Public Radio (WQXR)

Vermont Public Radio

WCLV, Cleveland (ideastream)

WCRB, Boston

WDAV, Charlotte

Discover Classical, Dayton (WDPR)

WETA, Washington, DC

WFMT, Chicago

WOSU Classical 101, Columbus

WQED, Pittsburgh

WRTI, Philadelphia

WXXI, Rochester

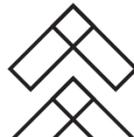
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Classical Music Public Radio Audience

- Nearly 11 million Americans listen to classical music public radio each week
- 6.3 million to “all classical” stations
- 4.2 million to classical on mixed format stations
- Around the clock, over 200,000 listeners are tuned to an “all classical” station

Source: National Audigraphics, Nielsen Audio

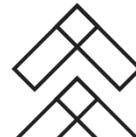


Classical Music Public Radio Universe

- 70 public media organizations offer an “all classical” broadcast service – operating over 150 stations and 75+ Internet streams
- 65 organizations offer a news and classical mix – operating 155 stations
- **Classical music stations in PPM markets have seen significant growth in listening since 2012**
- Double digit % growth in cume & AQH since Spring 2012 for PPM market stations across each major daypart

Sources: National Audigraphics, Nielsen Audio; NPR Audience Insights

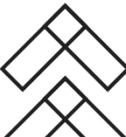
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The Classical Station as Community Connector

We share a strong sense that sustaining our mission and our organizations requires more than our broadcast service alone, and that there are opportunities for classical stations to be a force for good in our communities.

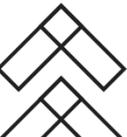
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Connecting with our communities... Let's talk!

- What we set out to do
- Why it's important for our stations
- What we learned
- The roadblocks and hurdles
- Next steps
- Q & A

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Community stakeholders

- Board & station staff
- Music community
- Music educators & school administrators
- Other arts & cultural organization leaders
- Philanthropic community
- Non-arts municipal groups & nonprofits
- Business community
- City, county, state & regional elected officials



Listening sessions

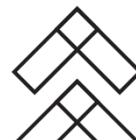
“What are your needs and how might our station be of service to you?”

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What we learned: The big themes

- Classical ecosystem leadership
- Civic vitality and pride
- Music education



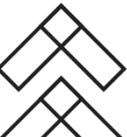
Roadblocks and hurdles

- Aren't we supposed to be broadcasters?
- Is this work really part of our mission?
- Who has the time and the staff to do this?
- Etc. Etc. Etc.



Benefits

The classical station is perceived as an essential service: as a voice for the arts and a significant contributor to the community's quality of life and well being



Next steps

- Focus our vision language to effectively communicate the classical station's place in the community
- Do more meetings. More listening. Involve more stations.
- Pool station knowledge in the activity areas to provide guides/templates for community connector work



Q & A

Let's talk!

“The rewards of authentic community listening are real: we received insights and ideas from our interviews that help illuminate potential solutions.”

–Classical Music Rising Working Group

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Download the report

The Classical Station as Community Connector

Classical Music Rising Working Group Report - June 2017

www.ClassicalMusicRising/Resources/Community

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Stay in touch!

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