

# Audience R&D and CCI

---

# ■ Why Do Audience Research?

- Evaluate what we do
- Understand who our audience is
- Strengthen our knowledge
- Get closer to our fans

# ■ What Might We Want to Learn?

- Demographics
- Media habits
- Their consumption needs
- What's relevant to them

# ■ Traditional Audience Research

- Surveys – email, social media, etc.
- Market research calls
- Mailings
- Focus groups
- Interviews

# ■ Edison Research Findings

- 92 percent listen over the air
- Largest segment of audience (27 percent) consume music
- Radio listening increased during COVID-19
- 56 percent of Gen-Z reached by radio
  - However they listen 50 percent less to radio than all 13+

# ■ NPR Audience Research Findings

- 80 percent find content personally important
- 82 percent take action in response to content
- 70 percent prefer to do business with underwriters
- 57 percent like new tech
- Vast majority are more likely to listen via an iPhone
- About 87 percent are white

# PAUSE

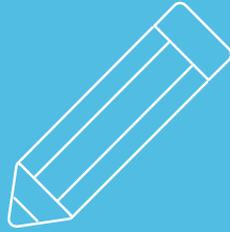
---

Let's rethink  
audience R&D

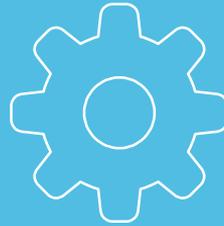
# How **Should** We Look at This?



Human  
centered



Structured,  
creative process



Prototype  
driven



Flaring/  
focusing



# ■ Market v. Needs

## Market research

Improve what you have

Objective analysis

Focus on target groups

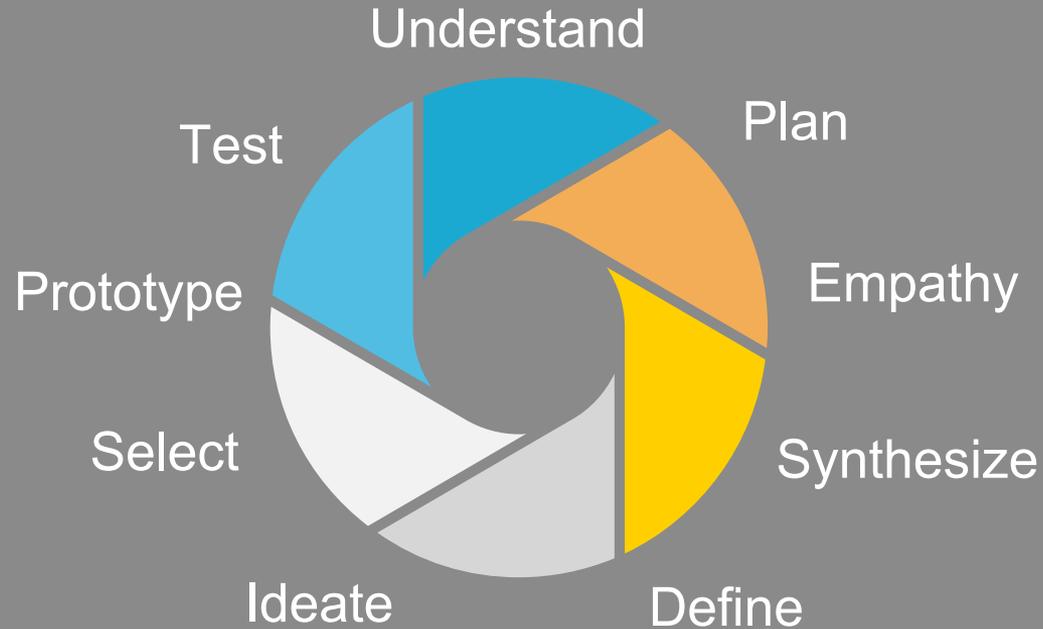
## Needs research

Inspire new ideas

Employs storytelling for insights

Focus on behaviors

# Audience R&D: Needs Research



# ■ Understand

Start with an idea of what you want. It does not have to be perfect. In fact, it's better that it isn't, because it will change – talking to people will challenge your assumptions.

Find data and trends to help you decide where to focus

Become an instant expert

# Plan

**When it comes to your audience, you need to know what makes them tick. What influences them? What are their dislikes? Create a list of the information you need.**

**Who are the type of people you want to talk to and why?**

**Brainstorm locations and contexts to find them.**

# ■ Empathy

**Now, talk to your subjects.  
Look for feelings, stories and  
beliefs. You want to create  
content people will use,  
because it meets them where  
they are.**

Interview at least four people

Write top quotes on Post-Its

# ■ Synthesize

**Now, take all those Post-Its and cluster themes you see. What story emerges? Ask yourself “how might we” address what you see?**

**Be prepared to be surprised, and be open to being wrong**

# ■ Define

**It's time to define an actionable problem statement for your audience. Who is the person, their context, their need, and your insight?**

Don't be all things to all people

Focus on the problem, tell the story of how you help

# ■ Ideate

**Understand your audience a little more? Start writing down ideas to solve their problem. Write them down as a team.**

No judgment – every idea counts

Encourage wild ideas

Go for quantity

## ■ Select

In this segment, you'll zero in on the ideas the team finds ! = most exciting, <3 = most meaningful to the audience, or \$ = biggest opportunity for your station.

Put all the ideas on a board and mark your choices with Post-Its

You do not have to defend your decision

# ■ Prototype

**Go crazy. How does your community radio station have a solution for the top ideas you've selected?**

It's okay for it to be crappy. You're inspiring ideas, getting feedback from your team and deciding a direction.

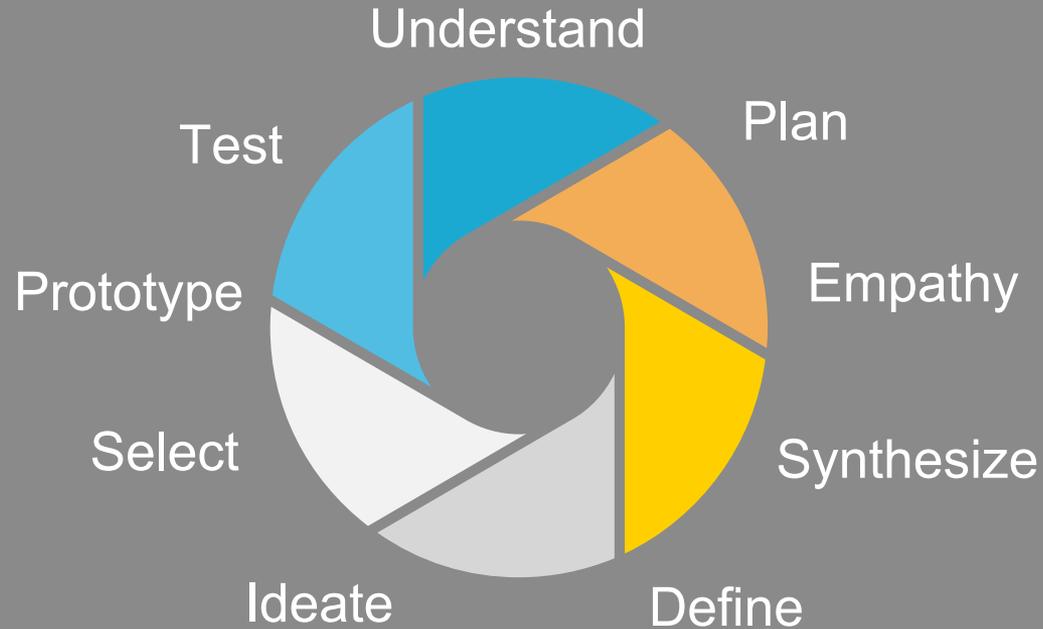
# ■ Test

**Feedback is a gift, not a demand. See how your prototypes are received.**

Capture feedback – I like / I wish / How to / What if

Talk as little as possible – do not explain

# Audience R&D: Needs Research



# THANKS!

---

Any questions?

I'm at [ernestomedia@gmail.com](mailto:ernestomedia@gmail.com).