# RUN University - May 28th, 2025

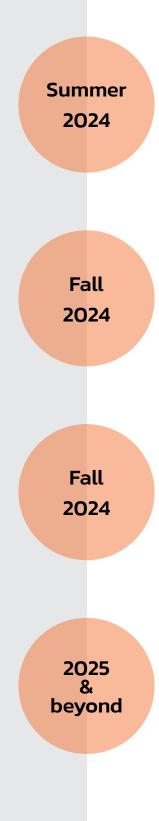




# **RUN 101**

Basics and How to Get the Most Out of the Interactive Dashboard

# RUN Basics: Timeline



## **National Survey**

In July of 2024, City Square Associates launched the online survey to a national sample of 10,002 respondents from the general population in the continental US age 18+.

## **Local Surveys**

Beginning in September of 2024 and through November of 2024, City Square Associates worked with participating stations to sample an additional 19 general population geographies along with 10 constituent samples as part of the Local Market Module.

### **Online Focus Groups**

In October of 2024, City Square Associates and VMHQ conducted online focus groups with general population and constituent samples to dig deeper on topline survey results.

### Socialization

Beginning in March of 2025 and continuing through the fall, City Square Associates shares access to the RUN 2024 National Dashboard, and presents at a series of conferences, webinars, and workshops hosted by SRG, PMCC, and Greater Public in order to widely share the findings from RUN 2024.

# **RUN Basics**: By the Numbers



**General population respondents** From the National Study

12,584

**General population respondents** From the Local Market Module

8,517

**Public radio listener respondents** From the Local Market Module

**Public radio listener respondents** Who participated in qualitative focus groups

45 General population respondents Who participated in qualitative focus groups

**Local public media organizations** Who participated in the Local Market Module

19

**Local markets oversampled** From geographies across the country



#### Remaining sessions in RUN University

Focused on Fundraising, Marketing, Music, and News

# The National Dashboard

The RUN 2024 National Dashboard is an interactive tool available to all SRG, PMCC, and Greater Public members. The dashboard contains all data collected in the national online survey, and users are able to investigate the data how they see fit by comparing relevant subgroups, including generational, geographic, psychographic, behavioral, and more.

# How can I use the dashboard to learn about my audience?

You can get the most out of the dashboard by asking questions relevant to specifc intitatives, potential content, or audience engagement opportunities that your station is thinking of launching. *These might include...* 

What formats do Gen Z'ers go to for their news?

What music genres are most popular with people in urban areas of the South East?

How do news preferences differ among high and low income respondents in my area?

If we made a podcast about local music, who would want to listen?

Which news topics is there the greatest need for among politically liberal women living in Texas?

Do Gen X'ers in my area want more interviews with local musicians?

Need dashboard access? Reach out to <u>rundashboard@citysquareassociates.com</u>

# **Coming up next at RUN University**

Over the course of June, City Square Associates will host four more webinars to discuss the findings from RUN 2024. Webinars are presentations followed by Q&A. No attendence cap.

## Fundraising Week

**Fundable Ideas and Funding Strategy** 

June 2nd

2:00pm ET – 3:00pm ET

#### **Marketing Week**

Telling our Story, Reach People Where They Are

June 9th

2:00pm ET - 3:00pm ET

### Music Week

**Using Music to Build Community and Uplift Audiences** 

June 16th

2:00pm ET - 3:00pm ET

#### News Week

**Content and Audience Development in the News Space** 

June 16th

2:00pm ET - 3:00pm ET