

RUN University – May 28th, 2025

RUN²⁰²⁴

RESEARCHING UNMET NEEDS



PMCC
Public Media Content Collective

**GREATER
PUBLIC**



CITY SQUARE
ASSOCIATES

A background image of a professional microphone on a stand, slightly out of focus.

RUN 101

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

RUN Basics: Timeline

**Summer
2024**

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+.

**Fall
2024**

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.

**Fall
2024**

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.

**2025
&
beyond**

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

10,002

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

47

Public radio listener respondents

Who participated in qualitative focus groups

45

General population respondents

Who participated in qualitative focus groups

21

Local public media organizations

Who participated in the Local Market Module

19

Local markets oversampled

From geographies across the country

8

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 specific initiatives, 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
rundashboard@citysquareassociates.com

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 attendance 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 23rd

2:00pm ET - 3:00pm ET