

RUN University – June 16th, 2025



PMCC
Public Media Content Collective

**GREATER
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Music Week

Using Music to Build Community and
Uplift Audiences

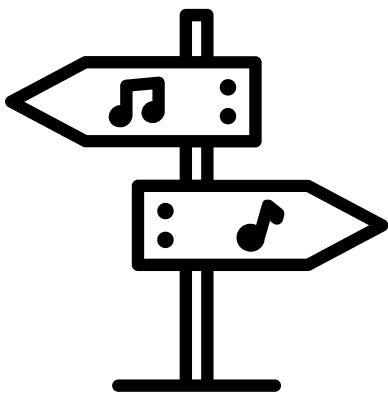
Music Insights and Applications

What this is. *RUN[Researching Unmet Needs] has generated some valuable insights that can help music-focused local public media organizations build strategies for audience development. Five of these insights are expressed here, together with some possible practical applications for your local station. While not all the practical ideas will apply equally everywhere, all the insights are valid nationally and can help to anchor productive conversations about the path forward.*

How to use it. *Distribute this as a pre-read before your next planning meeting – maybe together with the slide deck from the June 16, 2025 webinar on Music produced by Greater Public. Share this with your colleagues in marketing and development. Discuss the ideas with your on-air talent. Because these insights are based on research with members of the community at large – and not exclusively with the current members and listeners of public radio – they can help you and your team think about how to reach the members of your community that you're not yet reaching, which is the key to audience development and community impact.*

Music Insights and Applications

Insight #1: Music serves as an important refuge, especially at a time of news-induced stress.



Application: Intentionally program to the public need in your market. (e.g. mood-setting)

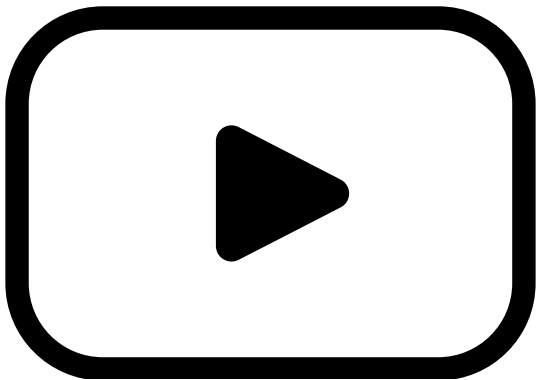
Application: Position yourself in your market as a place to be uplifted and soothed; offer a soundtrack to people's lives.



Application: Calibrate fundraising messages to match your music audience's awareness of and engagement with political news.

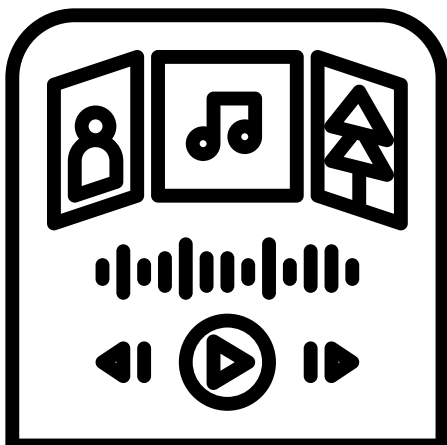
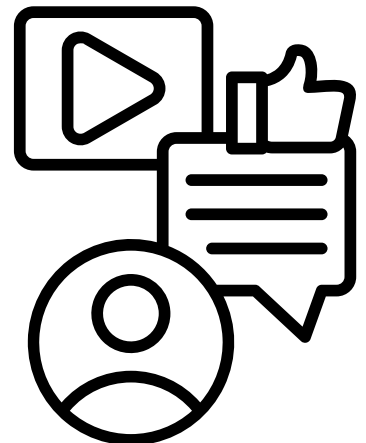
Music Insights and Applications

Insight #2: *Music streaming platforms will account for an increasingly large share of music listening as persons under the age of 40 prefer self-service and algorithmic discovery.*



Application: Clean up your YouTube presence.

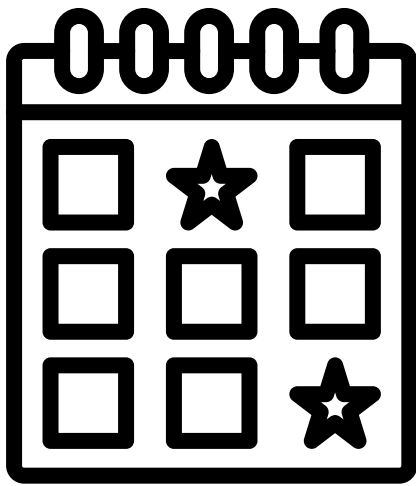
Application: Be readily findable on all non-owned platforms, and create content that is native to those platforms.



Application: Don't expect to be able to move audiences away from their preferred platforms to your air.

Music Insights and Applications

Insight #3: Especially in a post-pandemic era and a time of polarization, public radio is well-positioned to meet the need for uplifting, live, local entertainment.



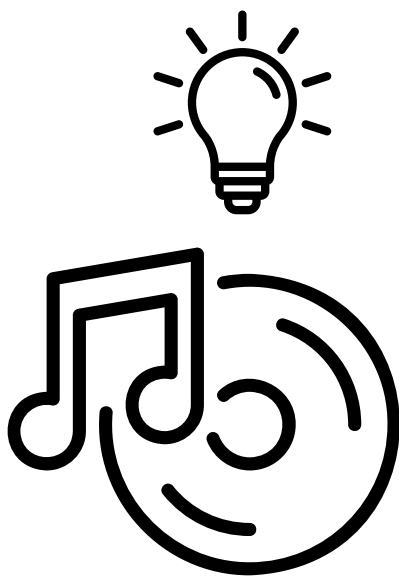
Application: Build and promote a well-curated, easy-to-use, and easy-to-find events calendar

Application: Partner with local vendors and businesses to build intimate, accessible, low-cost, and family-friendly events.



Music Insights and Applications

Insight #4: *There is also an opening to own the local music scene by promoting local artists and telling their stories.*



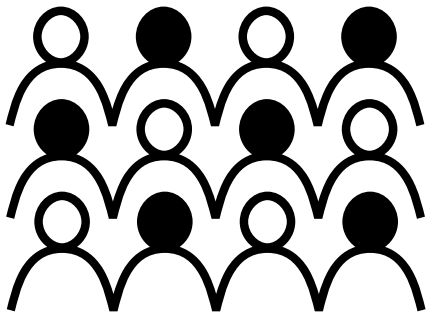
Application: Be a point of discovery in a way that the big platforms can't be.

Application: Use host time wisely on-air to be storytellers of local people and local histories.



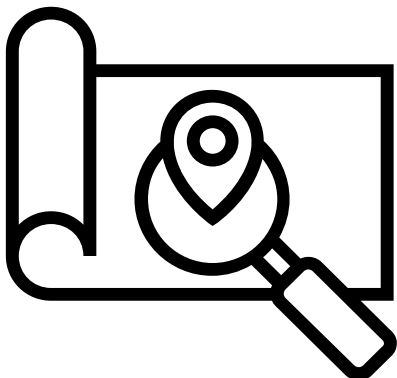
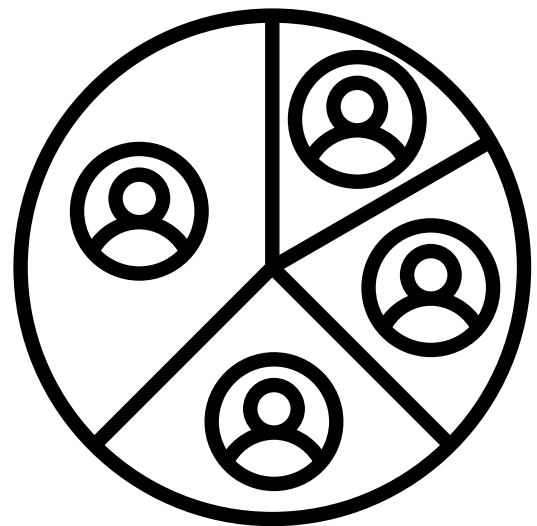
Music Insights and Applications

Insight #5: People's genre interests are less siloed and more varied than typically assumed; there is ample room for redefining and genre-blending.



Application: Leverage natural genre affinity to diversify your sound and your audience.

Application: Don't assume that obvious demographic characteristics predict interest, or lack thereof, in what you offer.



Application: Lean into the unique tastes and interests of your local market.

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

Webinars are presentations followed by Q&A. No attendance cap.

Workshops are highly interactive sessions with breakout groups designed to foster the exchange of ideas. Attendance capped at 50.

Fundraising Week

Fundable Ideas and Funding Strategy

June 2nd

2:00pm ET - 3:00pm ET

Webinar Version

June 4th

2:00pm ET - 3:30pm ET

Workshop Version

Marketing Week

Telling our Story, Reach People Where They Are

June 9th

2:00pm ET - 3:00pm ET

Webinar Version

June 11th

2:00pm ET - 3:30pm ET

Workshop Version

Music Week

Using Music to Build Community and Uplift Audiences

June 16th

2:00pm ET - 3:00pm ET

Webinar Version

June 18th

2:00pm ET - 3:30pm ET

Workshop Version

News Week

Content and Audience Development in the News Space

June 23rd

2:00pm ET - 3:00pm ET

Webinar Version

June 25th

2:00pm ET - 3:30pm ET

Workshop Version