

RUN University – June 23rd, 2025

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**PMCC**  
Public Media Content Collective

**GREATER  
PUBLIC**



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# News Week

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Content and Audience Development in  
the News Space

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# News Insights and Applications

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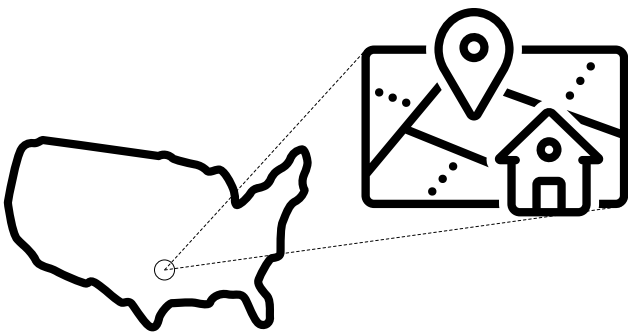
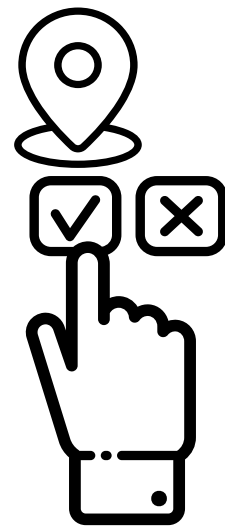
**What this is.** RUN [Researching Unmet Needs] has generated some valuable insights that can help news-focused local public media organizations build strategies for audience development. Four of these insights are expressed below, together with some possible practical applications for your local station. 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 23rd, 2025 webinar on News produced by Greater Public. Share this with your colleagues in marketing and development. Discuss these ideas with your on-air talent. Because these insights are based on research with members of the community at large – not just 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.

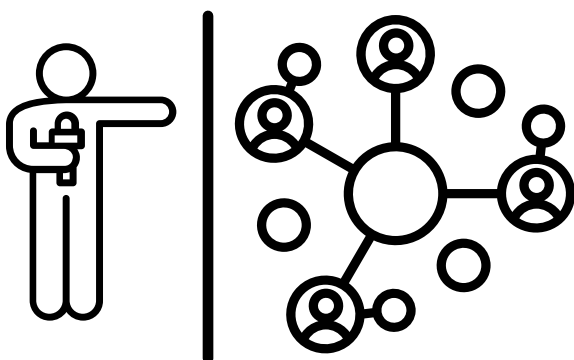
# News Insights and Applications

***Insight #1: No category of news and information is more broadly needed than stories about one's own city, town, or neighborhood.***

**Application:** Use knowledge of topical affinities to build audiences; identify opportunities to infuse local stories with highly sought after topics.



**Application:** Know your market's relative interests in local coverage versus regional coverage.

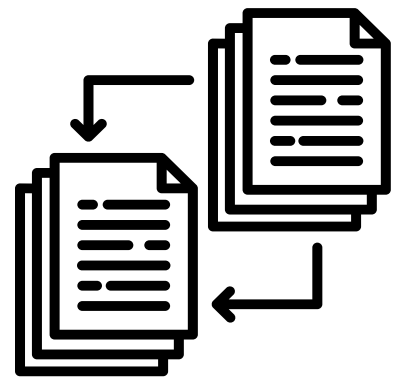


**Application:** Balance coverage that reports with content that connects and helps to build communities.

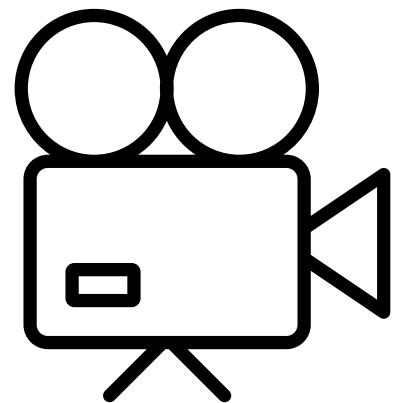
# News Insights and Applications

***Insight #2:*** No kind of storytelling is more broadly popular or needed than in-depth stories brought to life through investigative reporting.

**Application:** Elevate original stories; don't replicate coverage that others are already providing.



**Application:** Make full use of your audience's interest in long-form storytelling.



**Application:** Employ a broad definition of investigative reporting that leaves room for less resource-intensive stories.

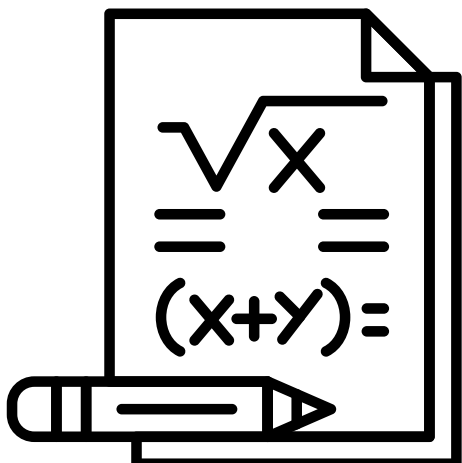
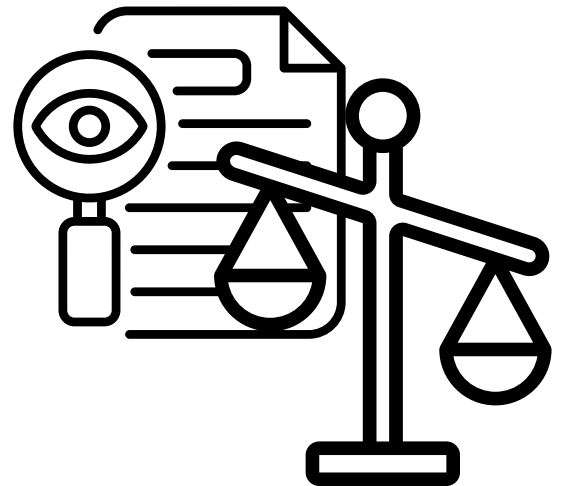
# News Insights and Applications

**Insight #3:** Local news sources generally and public media organizations specifically are strongly positioned to meet the news consumer's need for carefully researched storytelling worthy of their trust.



Application: Leverage your local brand equity to build trust.

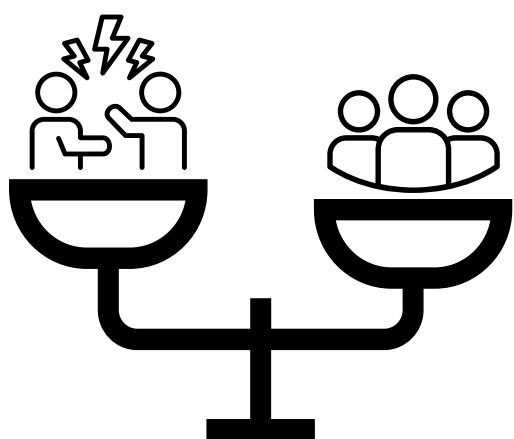
Application: Cultivate transparency and accountability in journalistic standards.



Application: Show your work; a well researched story is a trustworthy story.

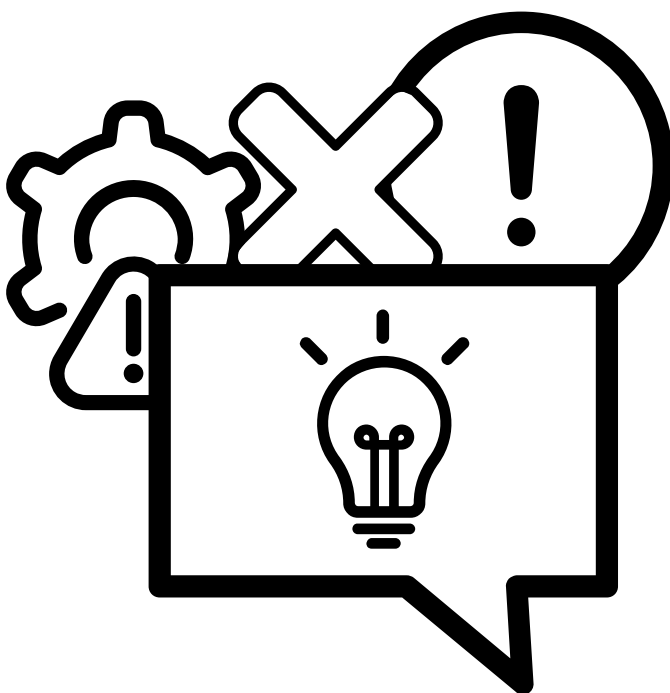
# News Insights and Applications

**Insight #4:** *Storytelling that focuses on not only the problems, but also on the solutions, stories about overcoming obstacles and achieving meaningful change, can help to reach the news averse.*



**Application:** Balance potentially polarizing stories with topics that connect people to each other and to their communities; use storytelling to uplift audiences.

**Application:** Prioritize reporting about responses to specific problems to build a reputation among your audience as solutions-oriented.



# 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](mailto:rundashboard@citysquareassociates.com)**

# Coming up next at RUN University

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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

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## ***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

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## ***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

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## ***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