

Atlanta
Public Radio
Initiative

Status Report

**Online Survey
Participant Comments**

Prepared for October 28, 2003
AETC Board Meeting

About Atlanta Public Radio Initiative

The Atlanta Public Radio Initiative (APRI) is an organization of Atlanta area residents who are strong supporters of public radio but believe the programming schedule of WABE suffers from a lack of shows devoted to intelligent dialogue about national and international issues.

APRI is not urging WABE to eliminate its music programming and switch to an all-news/discussion format. However, we do believe the station would achieve a better programming balance if it were to add more NPR shows which feature informed discussion of matters such as education, the economy, the environment, technology, taxes, terrorism, and foreign policy. WABE's membership dues to NPR already pay for these programs, and our aim is to enrich Atlanta's airwaves by working with WABE to add them to the station's programming schedule.

APRI currently has approximately 500 members who have signed a petition agreeing with our goals.

Status Report for October 2003

The following pages consist of two documents: The first is the content and all responses to an online survey posted on our website (atlantapublicradio.com). The survey has been online since just 10/8/03, and has attracted 195 participants.

The second document is a compilation of all the comments survey participants added after taking the survey.

We will continue providing updates on the survey in the coming months.

Results of APRI Online Survey

As of 10/27/03

<u>Question</u>	<u>Response Percent</u>	<u>Response Total</u>
1. What is your e-mail address?	N/A	159
2. Have you given to WABE in the previous 2 years?		
	yes 51%	80
	no 49%	77
	Total Respondents	157
3. Are you reasonable satisfied with the program offerings on WABE?		
	yes 23.6%	37
	no 77.7%	122
	Total Respondents	157
4. If "no," how dissatisfied are you with the current WABE program offerings?		
	Somewhat Satisfied 29.6%	37
	Very Dissatisfied 40%	50
	Extremely Dissatisfied 30.4%	38
	Total Respondents	125
5. Are you new to Atlanta in the past few years and accustomed to another NPR radio lineup?		
	yes 54.8%	86
	no 45.2%	71
	Total Respondents	157
6. If "yes," please tell us which city:	Total Respondents	91

(A wide variety of market sizes and locations were given.)

7. Many NPR programs are available that can't be heard in Atlanta. Please check the programs you would like to hear offered on WABE.

Talk of the Nation	69.4%	111
Diane Rehm Show	35.6%	57
BBC News	68.8%	110
The World	35.6%	57
To The Point	23.1%	37
WorldView	31.2%	50
Lehrer News Hour	31.2%	50
Here & Now	20.6%	33
Odyssey	18.1%	29
Eight Forty Eight	12.5%	20
Day to Day w/Alex Chadwick	30%	48
Topical Currents	22.5%	36
The Connection	26.9%	43
Other (please specify)	42.5%	68
Total Respondents		160

8. Tell us any other ideas or opinions you have on public radio in Atlanta. Comments? Suggestions?

Total Respondents 115

(See next document for all responses.)

9. So you want to get more involved? To find out more and sign up for updates, goings on, and more discussion, please enter your email below. (Your privacy is important to us; we will not sell, share, or spam you.)

Total Respondents 84

