

Addendum A : Research Questions

We convened *Mapping Public Radio's Independent Landscape's* research partners, advisors and investors over the course of several months beginning in September 2003 to develop a set of research questions that would be used to develop the surveys and focus the goals of the project. Following is a distilled list of the questions, grouped according to the findings outlined in this report.

Profile:

- What other things are independents doing to supplement their income (i.e.: teaching)?
- Do independents who are involved in station partnerships fare better than those who seek to go it alone?
- Get at a breakout of how much of the Independent pool are veterans. Ask the question “how long have you been producing content for US public radio?” to get at a break-out of old-timers vs. mid-career vs. newcomers.
- Where do producers live and work?
- How many minorities are there in the Independent Producer community?

Acquirers and Producers converge, diverge

- How many Independent Producers have journalism training? Do acquirers favor those with a journalism background?
- Where do producers and acquirers' definition of “public service” converge or diverge?
- How to best assess what their respective perceptions are of the relationship between radio programming and the listener... the relative importance of it, what their methodology is for assessing it, how often they assess it, etc
- Do public radio stations and network gatekeepers and independent producers have the same or differing programming values? How do the various constituencies “rate” their values relative to other groups...more important, less important, equally as important?
- What perceived relative value do public radio gatekeepers have for independent producers? Likewise, what perceived relative value do independents have for public radio gatekeepers?

Opportunity and demand

- What kind of appetite do stations have for long-form work?
- Are opportunities for independents in public radio are growing? Shrinking? Staying the same?
- What is the preferred format for producers?
- Who are the acquirers and what are the pools of money?
- What format do they actually produce the most of?
- What are buyers looking for in terms of content, length, format?
- Is NPR the big controlling entity that everyone imagines it is?
- Of the 40+ hours of NPR News programming each week how much is comprised of Independent work?
- What contributions do independents make to the system in terms of hours of content, program length that independents prefer or gravitate towards?

Economy

- Which sector is making the biggest investment in the independent economy?
- Are independent producers adequately compensated for their work? How are they valued as measured by the economics of the system-at-large?
- Do independents who are involved in station partnerships fare better than those who seek to go it alone?
- What is the norm in terms of payment? What is the range? What are the differentiating factors?
- Do you do your radio work @ a deficit? What is the gain?
- How are Independent producers paid compared to station based producers?

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