

Addendum D : Station sample [excerpted from Craig Oliver's "Content Analysis" report, 9/24/04]

To properly capture the contribution of independents to public radio programming, we established a representative sample of 21 public radio stations.

The stations included in the sample were chosen so that a variety of market sizes and station format types were represented. The following criteria were used:

- 287 Arbitron Metro Survey Areas divided by 21 stations yields an interval of every 14 markets (source: Arbitron Market Survey Schedule and Population Rankings, Spring 03)
- CPB qualified station (Source: Arbitron Nationwide CPB line-up, Spring 03)
- Station must be home to the market (Source CPB and Arbitron)
- If not home to the market, then nearest CPB Qualified signal and best coverage area (Source: MIT Radio Locator database)
- If more than one station, then alternate between first alpha-call letters/last alpha-call letters.

These criteria yielded the following station sample list, which yields desirable geographical variety as well as variety of station format-types, including network-affiliated public radio, community licensees, minority consortia, and Pacifica members stations.

MSA Market	Station	Format*
1 New York NY	WBAI	News/Talk
15 Phoenix AZ	KJZZ	News/Talk
29 Kansas City MO-KS	KCUR	News/Talk
43 Greensboro-Winston Salem-Highpoint NC	WSNC	Jazz
57 Birmingham AL	WBHM	News/Classical
71 Albuquerque NM	KUNM	Eclectic
85 Little Rock AR	KUAR	News/Talk
99 Melbourne-Titusville-Cocoa FL	WFIT	News/Jazz
113 Morristown NJ	WNYC-FM (New York)	NewsTalk
127 Fayetteville NC	WFSS	News/Jazz
141 Quad Cities (Davenport-Rock Island- Moline) IA/IL	WVIK	News/Classical
155 Killeen-Temple TX	KNCT	Variety Music
169 Hagerstown-Chambersburg-Waynesboro MD/PA	WETH (WETA, Washington DC)	News/Classical
183 Cape Cod MA	WBUR-AM (West Yarmouth/Boston)	News/Talk
197 Danbury CT	WSHU (Fairfield CT)	News/Classical
211 Tri Cities (Richland-Knnewick-Pasco) WA	KFAE	News/Classical
225 Muskegon MI	WBLV	Classical
239 Wheeling WV	WVNP (West Virginia Public Radio)	News/Classical
253 Columbia MO	KBIA	News/Classical
267 Decatur IL	WUIS (Springfield IL)	News/Classical
281 Cheyenne WY	KUNC (Greeley CO)	News/Classical

* Source: NPR

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