



WQXR

wshu Public Radio

TRI-STATE COLLABORATIVE MEMBERSHIP STUDY

paragon

September 2025

BACKGROUND

Tri-State public radio music stations WBGO, WFUV, WQXR and WSHU commissioned an online research study among their members to better understand support for their planned collaborative efforts. This study took place between April 24th and June 9th, 2025 with a sample size of 300 members per station (1200 in the total sample).

HEADLINE

The collaboration has strong member support, with interest in collaborative initiatives that strengthen public radio's mission across the Tri-State area.

- 59% of members would be likely to provide a separate and additional donation to a collaborative effort between the four stations to serve the local music community.

COLLABORATIVE OPPORTUNITIES & ACTION ITEMS

MARKETING



The collaboration should determine the best name and logo to use and add it to each station's communications, website, primary newsletter, and social media sites in order to raise station awareness and ensure that the reasons for the collaboration and the benefits the collaboration will provide to members and the community are understood.

Two co-branded newsletters should be launched: one highlighting local artists and music events, and one geared to family events.

FUNDRAISING INITIATIVES

Messaging -

- Use key messaging in all fundraising efforts – “local,” “supporting public radio” and “supporting music”
- Educate station members on how the collaboration will work, what purpose it serves and how any funds raised will be divided and used
- Emphasize that a donation to the collaboration supports the mission of public radio and serves the station(s) with which members are loyal
- Act with urgency to launch joint fundraising efforts to seize on heightened awareness that public radio needs financial support

Member Preferences –

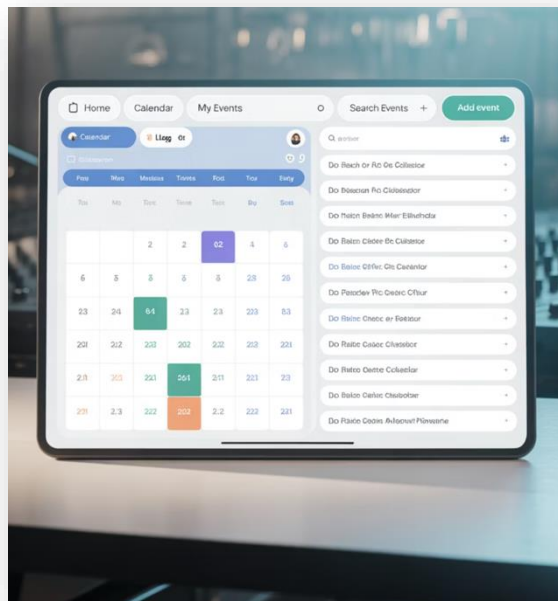
- Members prefer website donations over cash apps, crowdfunding or social media giving, but non-traditional giving options will widen awareness and donations over time
- Discounts at music venues, pre-sale tickets and exclusive events are more enticing incentives than member gifts

Joint Activities -

- Provide a donation option on renewals and new memberships that adds a fixed number or percentage to support the collaboration
- Plan a joint fund drive to raise awareness of the collaboration among each station's audience
- Activate events, including concerts, private member events, and food trucks, that raise funds while also increasing awareness about what the four stations are hoping to accomplish with the collaboration
- Use on-air appeals directly from hosts, businesses and local artists
- Offer different collaboration member levels as well as opportunities to support the collaboration at lower-priced events

SHARED APP

- Build and launch a collaborative local events app
- Brand as a market-wide local events app that is promoted by each station
- Each station's app should include a tab for the market wide local events app
- Local music events and concerts should be the central feature
- Include non-music cultural events curated by each station
- Designate the family-friendly events
- Station Integration:
 - Each station should curate and post their own station specific events calendar on their website for station events and all events of interest to that audience
 - The station-specific events calendars should link to the market-wide app on station websites, apps, socials, and newsletters (including the two new events newsletters)
 - Each station should air daily events calendars (live is best for daily changes) that points to their own app and website for their events calendar, while acknowledging that a market-wide events calendar is also available there



EVENT STRATEGY

- Co-host events to build awareness, raise funds, and build community
- Partner with existing events or create new events where children can be dropped off while the adults enjoy the music or event, as well as family-oriented events
- Heavily promote all events on air where most of your listeners listen
- Also promote on website, socials, and newsletters (including the two new events newsletters)
- Create or partner with live music events with multiple types of artists from the four stations
- Disperse events around different parts of the Tri-State area
- Create community building opportunities at events to interact with others in-person (that could extend to online communities using Facebook Groups, Discord, etc.)
- Target existing major events that would benefit from on-site station participation (live music, recorded music, booths) and promotion from all four stations

STRATEGIC PARTNERSHIP

- Consider partnerships that the collaboration could form with streaming services such as Spotify
- Consider partnerships and co-sponsorships (including events) with local and national charitable organizations that are supported by members

