

Radio and the Public Interest

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Airwaves as Public Goods



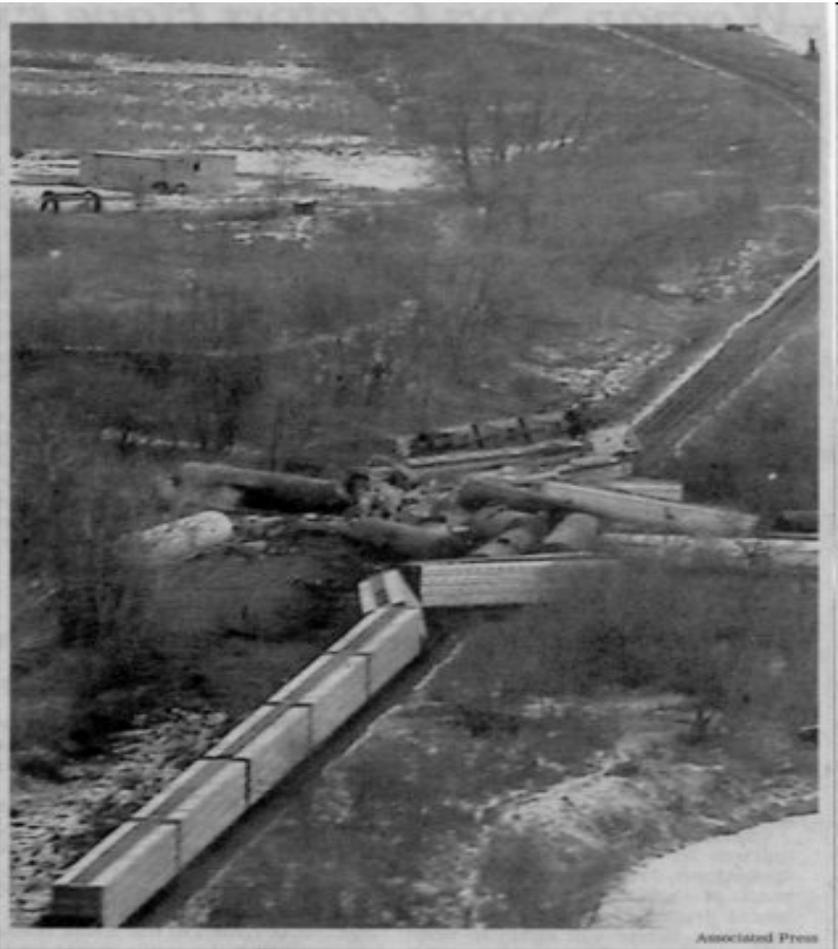
Radio Audience: Nielsen 2009

NEARLY 4 IN 5 AMERICANS LISTEN TO
RADIO DAILY. RADIO REMAINS THE
MOST POPULAR SOURCE FOR AUDIO
NEWS AND ENTERTAINMENT.

THE DIGITAL REVOLUTION HAS
HAPPENED.

RADIO HAS SURVIVED.

What is the Public Interest?



The Public Interest

Emergency Communications

Local news and information

Diversity

Emergency Broadcasting



Emergency Alert System + Empty Studios = High Hazard



Local News and Information

- The typical radio station broadcasts about 40 minutes of news content per day, or a little less than 2 minutes per hour.
- The average radio station employs about two people to produce news, and about 40 percent of them have other responsibilities.



Diversity



Free Press, *Off the Dial*

- Women, who comprise 51 percent of the U.S. population, own 6 percent of stations, and serve as CEO or president for just 5 percent of them.
- Racial or ethnic minorities account for 33 percent of the population, and own 8 percent of radio stations. They serve as CEO or president for 8 percent, too.
- In Chicago, African Americans and Latinos make up at least 63 percent of the urban population, but only 5 percent of all station owners