KRCU, WKMS, WSIU Research Project Report

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MC301: Media Analytics

Dec. 6, 2022

Executive Summary

The point of this project was to see how KRCU-FM stood against two of its competitors: WKMS-FM and WSIU-FM. To do this, an analysis of their schedule, how they used their airtime, and their reach was conducted quantitatively while a qualitative analysis was being conducted at the same time of the quality of the stations and the stations programs by taking a sampling from each. A quick discovery was the amount of music, classical music in particular, KRCU-FM played compared to both WSIU-FM and WKMS-FM, bringing up the question on what they should do about this glaring difference.

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Research Background

Dan Woods, general manager of KRCU-FM, asked for an analysis of their station compared to WKMS-FM and WSIU-FM.

To begin, the websites for each station all feel like a news site, but they are still different from one another. To start, KRCU-FM's website is very bold with lots of red all over the page, WSIU-FM is more laid back with red taking on an accent and being dominated by black and white, and WKMS-FM is the most relaxed of the three as it uses white, navy, and a little yellow.

When searching the websites, it was easier to find certain things on different ones. An example is how it was the easiest to find KRCU-FM's schedule, and WKMS-FM's schedule was the hardest to find. But in contrast, WKMS-FM's coverage map was easier to find than KRCU-FM's and WSIU-FM's.

Upon a comparison of the coverage maps, WKMS-FM's lacked legibility as they used counties and made it difficult to see state lines as their map is very zoomed in. KRCU-FM and WSIU's map was average in legibility terms and WSIU's range was easily the widest, while KRCU-FM and WKMS-FM were about the same. Or that's what it seemed. Turns out, it was for their TV station, not their radio station, and therefore there was no radio coverage map able to be found. But as they could be found on the other two stations, it's known that WKMS-FM spans somewhere between quarter and half of Kentucky while tipping into Illinois and Tennessee a little while KRCU-FM blankets roughly a quarter of Missouri and reaches into Illinois and Kentucky a little.

The three stations have different mission and vision statements, though KRCU-FM and WKMS-FM are somewhat similar as are WKMS-FM and WSIU-FM. Both KRCU-FM and WKMS-FM recognize they have a diverse audience and work to have a varied program schedule

to appeal to them, while WKMS-FM and WSIU-FM focus on the universities they are attached to. All want to inform and improve the community they reside in through their programming.

Each station needs support in order to get their programs, and all use memberships, donations, and underwriters in order to do this. Each station also has a decent sized staff team. WKMS- FM has the biggest team with 16 full timers, 4 students, and 12 volunteers while WSIU-FM and KRCU-FM are similar with 28 and 25 respectively.

Research Questions

Now this wouldn't be a research report without some questions to answer, and that's what this section is for. This research was collected to better understand the three stations in their similarities and differences so Dan Woods, the client, could have a better idea of where his station may be able to improve.

The first question asked of the research is: "Which station is airing the greatest number of different programs Monday through Sunday? How does this compare to the other to the other two stations?" To clarify this question, the different programs were decided based on when the schedule broke them up. For example, KRCU-FM had a program that began at 11pm and ran until 5am. Instead of breaking it into two separate programs, it was counted as one. Another example is on WKMS-FM with *The Jive House*. They play this station twice back-to-back and it is counted as different programs because there is a distinctive line separating the two and it is two different "episodes" of the program upon further investigation.

The second question is: "Which station is airing the greatest total number of programs Monday through Friday (weekdays)? How does this compare to the other two stations?"

The last question for comparison amongst all stations is: "Which station is airing the greatest total number of programs Saturday through Sunday (weekends)? How does this compare to the other two stations?"

Then there are questions asked directly of the data for each station. For each station's data, the questions are: "What is the total number of minutes being allocated to each type of news program?", "What is the total number of minutes being allocated to each type of music program?", and "What is the total number of minutes being allocated to each type of variety program?", "What is the total number of minutes being allocated to the entire News category?", "What is the total number of minutes being allocated to the entire Music category?", and "What is the total number of minutes being allocated to the entire Variety category?" These questions are more quantitative, more black and white and based on numbers.

But not everything should be black and white, so there is quantitative data from listening to the programs to look at as well and questions created to ask this data. Those questions asked of each station are: "What station underwriters were mentioned during the programs?", "What were the three programs sampled about from a content perspective?", "What made the three programs sampled distinctive from a content perspective?", "How much of each program was listened to in terms of a percent?" Now there was some extra data collected beyond the three base programs needed, which will be discussed more later in how the research was collected and in the findings.

Research Method

This section will explain how the data was collected. To begin, it was known we wanted both a look at the quantitative and qualitative side of all three stations, meaning the methods had

to be set up in way to allow this to happen. Starting with the quantitative side, coding sheets were used. Each sheet had a spot for the sheet number (so it could be referenced back to easily,) a place to mark which station the program came from, whether it was a weekday or weekend program, the specific day it aired on, which timeslot it was in, the length of the program in minutes, its title, and finally which type of program it fell into.

The sheets were printed, along with a schedule for each station and established tables of what type each program fell into. It was established that there are three main types on each station, with those being News, Music, and Variety. But not all news, music, and variety programs are very similar, so type categories where they would be grouped better were created as well. It was decided there needed to be four subcategories to each of the three main categories, with each subcategory being: "News Overview," "News In-depth Topics," "News Interviews," "News Other," "Music Classical," "Music Jazz/Blues," "Music Bluegrass/Folk," Music Other," "Variety Travel/Food," "Variety History," "Variety Special Topics," and "Variety Other."`

After that, timeslots were established and split into four different possibilities, which were: Overnight (midnight until 4:59am,) Morning (5am until 12:59pm,) Afternoon (1pm until 5:59pm,) and Evenings (6pm until 11:59pm) and a program's timeslot was decided based on when it began airing. With all the details laid out and agreed upon, each unique program was given a number and color coded based on the days of the week to help eliminate errors due to any potential overlaps in writing and to help keep the days straight from the schedules to the sheets. The numbers matched from the schedule to the coding sheets and onto the Excel spreadsheet so if any mistakes occurred it would be easier to trace.

With all the quantitative data recorded, it was time to move onto the qualitative data. This type of data in this situation required listening to the programs and deciding which to listen to,

each of which needed to be listened to for 30 minutes minimum. Three programs, one from each of the three main categories, needed to be chosen for each station. With a look over the document listing what type each program fell into, a description of each individual program, and the schedules all in one place, they were chosen based on the time of day they aired, if they could pique interest in the listener, and if they met the requirements of being from each type. There were many potential programs that met each of these, minus when they aired, and had to be eliminated due to it, such as *Planet Money and How I Built This* on KRCU-FM, *Planetary Radio* on WSIU-FM, and *Alien Lanes* on WKMS-FM. Despite those hurdles, as hinted at in the Research Questions section of the report, more programs were chosen and listened to due to time allowance. This led to 5 programs from WKMS-FM, 4 from WSIU-FM, and 3 from KRCU-FM being sampled, 5 of which were News, 4 were Music, and 3 were Variety.

The programs were listened to mostly in the mornings on various days during the week of Monday, the 27th until Sunday, the 4th and were based mostly on listener's availability to listen. To better show what she listened to, when, and where, refer to the table below, which is in the order she listened to the programs.

Program Title and Type	When it was Listened to	Where it was Listened to
Hearts of Space Music Other	Monday Morning from 12:05am-12:50am (45 min)	WKMS-FM
A Way with Words Variety Special Topics	Monday Morning from 11:00am-12:00pm (60 min)	WKMS-FM
1A News In-depth Topics	Wednesday Morning from 9:15am-10:05am (50 min)	WKMS-FM

Caffe Concerto Music Classical	Thursday Morning from 11:30am-12:45pm (75 min)	KRCU-FM
Here and Now News In-depth Topics	Friday Morning from 12:30pm-1pm (30 min)	WSIU-FM
Science Friday News Other	Friday Afternoon from 1:00pm-2:15pm (75 min)	WKMS-FM
All Things Considered News Overview	Friday Afternoon from 4:10pm-4:55pm (45 min)	KRCU-FM
Mountain Stage Music Bluegrass/Folk	Sunday Morning from 10:05am-11:00am (55 min)	WSIU-FM
On the Media News Other	Sunday Morning from 11:00am-11:40am (40 min)	WKMS-FM
Milk Street Radio Variety Travel/Food	Sunday Afternoon from 2:00pm-2:30pm (30 min)	KRCU-FM
TED Radio Hour Variety Special Topics	Sunday Afternoon from 3:00pm-4:00pm (60 min)	WSIU-FM
Dream Farm Radio Music Jazz/Blues	Sunday Evening from 11:00pm-11:50pm (50 min)	WSIU-FM

As the listener worked a morning desk job, she was able to listen more in the morning while doing her paperwork. If it was something she thought could be interesting or knew she needed, as was the case with 1A, she tried to listen if time and life allowed it.

Data Analysis and Results

Now that how the data was collected has been explained, it is time to bring our questions back in and lay them out next to the data analysis and results, starting with the questions relating to qualitative analysis as they should be the freshest on the mind.

Working from most recently mentioned in the report to latest, the first question will be, "How much of each program was listened to in terms of a percent?" Refer to the following table, color coded so red cell means a KRCU-FM program, blue means a WSIU-FM program, and yellow means a WKMS-FM program:

Program Title and Where it was Heard	Program Length in Minutes	Minutes of Program Listened to	Percent of Program Listened to
Hearts of Space	60	45	75%
A Way with Words	60	60	100%
1A	120	50	42%
Caffe Concerto	120	75	63%
Here and Now	120	30	25%
Science Friday	120	75	63%
All Things Considered	120	45	38%
Mountain Stage	120	55	46%
On the Media	60	40	67%
Milk Street Radio	60	30	50%
TED Radio Hour	60	60	100%
Dream Farm Radio	60	50	83%

This data gives mostly insight of the listener, but if the listener is the target audience or if there is more data like this from more listeners then it can give an idea of how engaging the programs really are. The first insight that can be gleaned is how engaging the program is based on how long she listened, along with finding an average for each main category. Only two programs, *TED Radio Hour* and *A Way with Words*, achieved 100% listen through, and two others, *Hearts of Space* and *Dream Farm Radio*, were over 75%. The News category had an average of 47%, Music category had an average of 67%, and the Variety category had an average of 83%.

The next qualitative research question is, "What station underwriters were mentioned during the programs?" When underwriters are mentioned, they do talk fast and they can be hard to catch and/or spell. Also, if the listener tuned in a little late, they could have missed them as it seemed most, if not all of them were at the beginning or near the top of the hour. Here's a table detailing the data collected.

Program Title	Underwriters Mentioned	Station
Hearts of Space	None	WKMS-FM
A Way with Words	None	WKMS-FM
1A	Progressive, Walton Family Foundation, Annie E. Casey Foundation, DuckDuckGo, Little Passports	WKMS-FM
Caffe Concerto	Charles Schwab	KRCU-FM

Here and Now	WBUR Boston, ROAD Scholar, Endless Thread	WSIU-FM
Science Friday	DuckDuckGo, School of Murray Engineering Program, Horizon Media Signs, George Gund Foundation	WKMS-FM
All Things Considered	None	KRCU-FM
Mountain Stage	None	WSIU-FM
On the Media	Tahel(Spelling Incorrect?) Orchestra	WKMS-FM
Milk Street Radio	None	KRCU-FM
TED Radio Hour	Carla Itskovich, Athena Heath, Charles Stewart Mott	WSIU-FM
Dream Farm Radio	None	WSIU-FM

This was a difficult part as there were most likely more underwriters than those listed here, but they aired before the listener started listening or an error was made and they could have been missed in a moment of zoning out. Either way, it can be seen that it is difficult to actually catch the underwriters being mentioned, especially catching them correctly.

The third qualitative question asked of each station is: "What were the three programs sampled about from a content perspective?" Here's the data for KRCU-FM's sampled programs:

Program Title	Content Description

Caffe Concerto	It's a classical music program with break-ins about news, weather, what's playing next, and info of other, later programs. They do incorporate the use of songs as a meal course as well when talking about what is next.
All Things Considered	An overview news show talking about all different kinds of topics for a short while. They had talked about the Elon Musk and Twitter situation, how "Carol of the Bells" came to be such a big song, falling gas prices, how Atari's Pong was created and more about the people who made it as it was Pong's 50th anniversary, a Tamale festival, and an original cast recording of a Stephen Sondheim production being found so many years later on someone's shelf. They throw in snippets of interviews and different noises or talk related to the topic.
Milk Street Radio	The first part of the show had a water advocate on there talking about the differences in water, how water gets its flavor, and how to do a water tasting. This was followed by a section giving recipe ideas to people who called in with problems or question. The last part listened to was the beginning of an

Program Title	Content Description
	interview with a food politician about food programs, healthy food, and more, bouncing from one to the next very quickly.

As can be seen in the table, there's not a lot to say about the music program in terms of only content compared to the news and variety. Here's the data for WKMS-FM:

Program Title	Content Description
Hearts of Space	Instrumental music with a vibration undertone. It brings up memories of what the listener's mother would play while giving tarot readings or reiki healings. There were no breaks to the music and some of them did sound sad.
A Way with Words	Talk show about literature and words, specifically their origin and original meeting. They use call-ins for content as the people ask about a word and describe how they had used it. For example, a caller called in asking about "schnickelfritz" because she was called that by members in her family and wanted to know what it meant and maybe why they called her that.

1A	They discussed a case with indigenous people and how social workers handle their children as there is a difference between their treatment and the treatment of children of other races. They also discussed how Congress struggles with dealing with them as a sovereign community.
Science Friday	They discussed the issue of the Hawaii volcano waking up and erupting and how it is the largest volcano on Earth. Then they discussed the Yellowstone volcano/magma measurement as it was double what we originally thought but that's not necessarily a bad thing or something to worry about. They followed that with a discussion about parasites found in cats and how they affect wolves for the better, Bioorthogonal chemistry and its place in medicine, trying to describe the Jazz "Swing" feel, and lastly a bit about ocean sea creatures.
On the Media	Focused on anti-semitism in the media, specifically what Ye has been saying on podcasts and tweeting, and what can or needs

	to be done about it. There was also mention about the Malaysian Airline flight that was shot out of the sky over Ukraine. They then began discussing with a Russian journalist working to expose Putin and the corrupt government about what they had learned so far.

Out of these programs, it felt like *Science Friday* had the most useful content that could be written about and learned from. *On the Media* had very relevant information, *1A* had the most important information, and *A Way with Words* had a decent amount of information about the specific topic. *Hearts of Space* was nice and would be good for studying, but there wasn't a lot of content to write or comment about. Here's the data for WSIU-FM:

Program Title	Content Description
Here and Now	They were interviewing someone about book recommendations when the sample listening began, particularly books that would be good gift ideas. Then they moved on to talk about the minter's strike a little, then to movies. One of the most prestigious movie lists that only comes out once every 10 years was released, so they discussed the results of it. Lastly, they discussed streaming services,

	where they were at, and best practices in using them, such as only being subscribed for like a month when a show you like comes out.
Mountain Stage	This was a program the listener had on in the background while doing other things. As was the type it fell into, it was mostly bluegrass/folk music. They did have some talk break in, and they did introduce the artists and song playing next.
TED Radio Hour	The entire episode was centered around the ocean, but it was different aspects or subtopics in the ocean. They started by talking about whales and how whale hunting hurt the ocean, not just the whale populations, as they decomposing whale body would have been removed and food taken away from other fish. Then they discussed how they helped ocean life by figuring out a way to limit fishing in fishing villages at certain times of the year. Lastly, they had Sylvia Earle, who had explored much of the ocean answer more general questions about it and her experience.

Dream Farm Radio	There's not much content to discuss with this program. It was mainly a little talk with some musicians and jazzy/blues music.

Yet again, we see the trend of the music programs not having content that is easy to discuss, yet useful in its own way as they can be easily listened to while working on something else. The news and variety both had interesting and a lot of content to discuss and write and learn about.

There's one more question relating to the qualitative listening that needs data assigned to it for each station, which is: "What made the three programs sampled distinctive from a content perspective?" Here's the data collected for KRCU-FM's sampled programs:

Program Title	How was the Program Distinctive?
Caffe Concerto	Didn't feel super distinctive. It's mainly instrumental, classical music and not much else to it, besides the how they would mention the song and what "course" it was. It would be a good program for homework or office work.
All Things Considered	This was distinctive as how they portrayed the topics and the topics they portrayed were interesting. Didn't know the history behind Carol of the Bells until this, along with how

	Steve Jobs worked for Atari and the makers of Pong at one point.
Milk Street Radio	It was distinctive in the way it felt something was learned, as people aren't crazy when water tastes different and in how they tried to help call-ins with recipes. The last part with the food politician was kind of eh as it seemed like it'd been heard before and wasn't really anything new.

Some programs are obviously going to be seen as distinctive while others aren't. Music programs are harder to make distinctive, but with the others, as long as the information is good and interesting, it is already much more distinctive to the ears of someone who wants to learn.

Here's the data about distinctive programs in WKMS-FM's sampled listening:

Program Title	How was the Program Distinctive?
Hearts of Space	There were some fuzzy, staticy bits though the listener was streaming online. It was a very relaxing program though, something that could probably be played when trying to go to sleep.
A Way with Words	The use of call-ins was nice as it made it feel more personal, a small little glimpse into the lives of all these people. They also brought a

	word from a Jane Austen book, *Pride and Prejudice*, to talk about. This seems like a good way to try and connect with more people.
1A	There's someone that seems to be an expert in the topic they are discussing being interviewed to learn more about said topic. This one certainly depends on the topic and who is being interviewed as to who distinctive it could be. This particular installment was okay, though at the 10 o'clock break-in, the speaker did stumble on his words a little.
Science Friday	This one was an intriguing show, especially when they were discussing the volcanoes and the wolves and different ocean sea creatures, though that bit was short for the listener as she had to tune out. The bioorthagonal chemistry seemed interesting, but it seemed very surface level, which in the short time span it had it needed to be. The Jazz "Swing" feeling portion was lack luster to the listener who doesn't listen to Jazz.

Program Title	How was the Program Distinctive?
On the Media	Listener expected something more fun and upbeat, maybe something more along the lines of some celebrity drama or social media tips. Instead, this program was more serious. Not a bad thing, and it was still interesting, especially the part when they spoke to the Russian journalist about insider knowledge of Russia's politics.

For the most part, these program were pretty distinctive, but it was more parts of them than the entire program. Finally, here's the data about WSIU-FM and how distinctive or not their programs were:

Program Title	How was the Program Distinctive?
Here and Now	It was an interesting news program as they gave some useful day to day advice with streaming platforms and they also gave fun information, like about Pong's anniversary.
Mountain Stage	This was not very distinctive to the listener, but in the program's defense, she doesn't listen to Folk and Bluegrass.
TED Radio Hour	This was distinctive to the listener as there was a central theme with more specific topics inside it that related but were still different.

	The topic of oceans was also interesting to the listener.
Dream Farm Radio	Not very distinctive to the listener, but in the program's defense, she doesn't listen to this kind of music. It was a little disappointing though as she had looked up the description and was expecting more about how the musicians came to be, more experiences to inspire and learn from, and didn't feel it delivered on that.

Overall, the news and variety seemed distinctive to the listener, but both of the music programs were lackluster and not distinctive.

Now that we have the data analysis and results of all questions relating to the intensive listening and qualitative data, it's time for the quantitative data gained from the schedules and coding sheets. The first question chosen was: "Which station is airing the greatest number of different programs Monday through Sunday?" So to answer this, here's a table that list how many programs each station has Monday through Sunday, with red being KRCU-FM, yellow for WKMS-FM, and blue for WSIU FM:

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
13	12	13	13	13	13	15	92
18	16	16	17	15	13	16	111
11	10	12	10	10	19	18	90

From this data, it's clear that WKMS-FM has the most programs, which leads us to our next question for this data: "How does this compare to the other two stations?" And really, it doesn't compare as it doesn't have the most by just a few programs. It has the lead by 19 of them. The other two stations are close to each other, with KRCU-FM just ahead of WSIU-FM.

Now it's time to get a little more specific with this data and look at the question, "Which station is airing the greatest number of different programs Monday through Friday?" The data to answer this question can be found in the table below.

Monday	Tuesday	Wednesday	Thursday	Friday	Total
13	12	13	13	13	64
18	16	16	17	15	82
11	10	12	10	10	53

With this question and narrowing down the data to just Monday through Friday, WKMS-FM still has the most programs by a lot. But the gap between second, KRCU-FM, and third, WSIU-FM is much greater than it was before. Now let's look at the last question that uses this kind of data: "Which station is airing the greatest number of different programs Saturday through Sunday?" This data to answer this question can be found in the table below.

Saturday	Sunday	Total
13	15	28
13	16	29
19	18	37

This data looks much different than the previous two tables' data. WSIU-FM has the most Saturday and Sunday programs, while KRCU-FM has the least, though it is only one less than WKMS-FM. But WSIU-FM isn't ahead of WKMS-FM by a couple of programs, but rather by 8 different ones. Not as big as the other gaps between WKMS-FM and the other two, but still considerable.

Now it's time to dive into more numbers, more specifics, with answering these three questions for once for each station: "What is the total number of minutes being allocated to the entire News category?", "What is the total number of minutes being allocated to the entire Music category?", and "What is the total number of minutes being allocated to the entire Variety category?", starting with the data for KRCU-FM in the following table:

News	Music	Variety
3,960 minutes	5,400 minutes	720 minutes

This alone shows that KRCU-FM gives a majority of its time to the Music category, which can be seen in this pie chart:
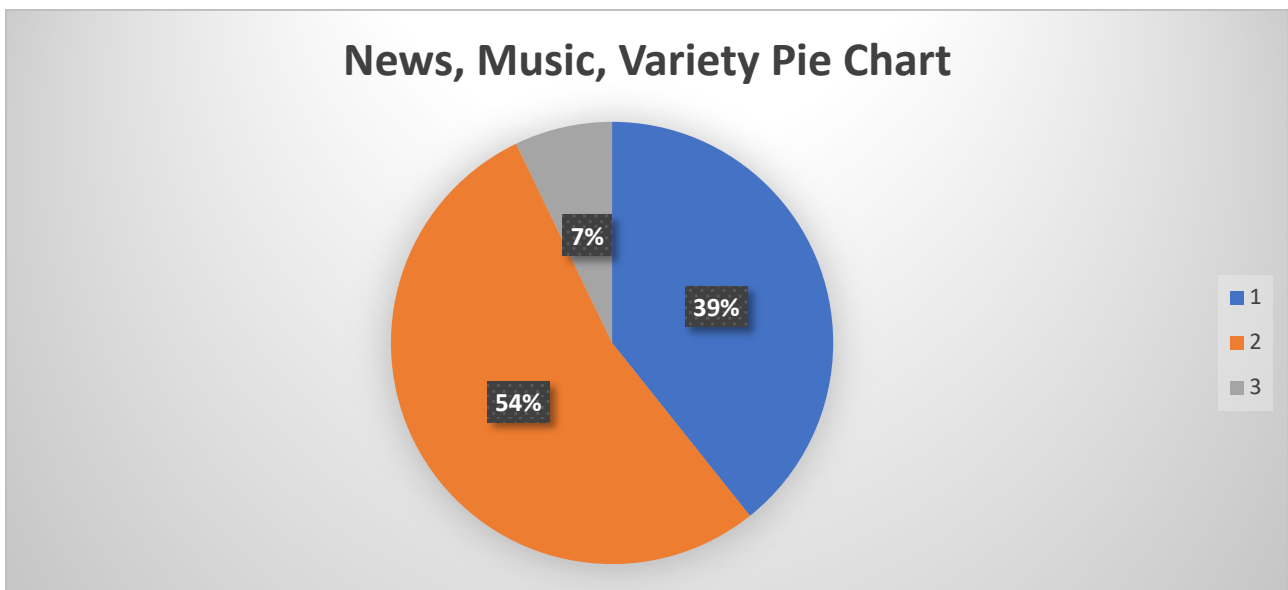
The blue represents the percentage that is News, the orange represents the percentage of Music, and the gray represents the percentage that is Variety. Again, clearly a majority of KRCU-FM's time is allotted to airing music. This is good information to have, but it doesn't mean as much on its own as it would compared to the other two stations, starting with WKMS-FM next in the following table:

News	Music	Variety
5,760 minutes	3,600 minutes	720 minutes

This shows that WKMS-FM allots most of its time to News programs. Another of looking at it can be seen in the following pie chart, where blue represents News, orange represents Music, and gray is for Variety:
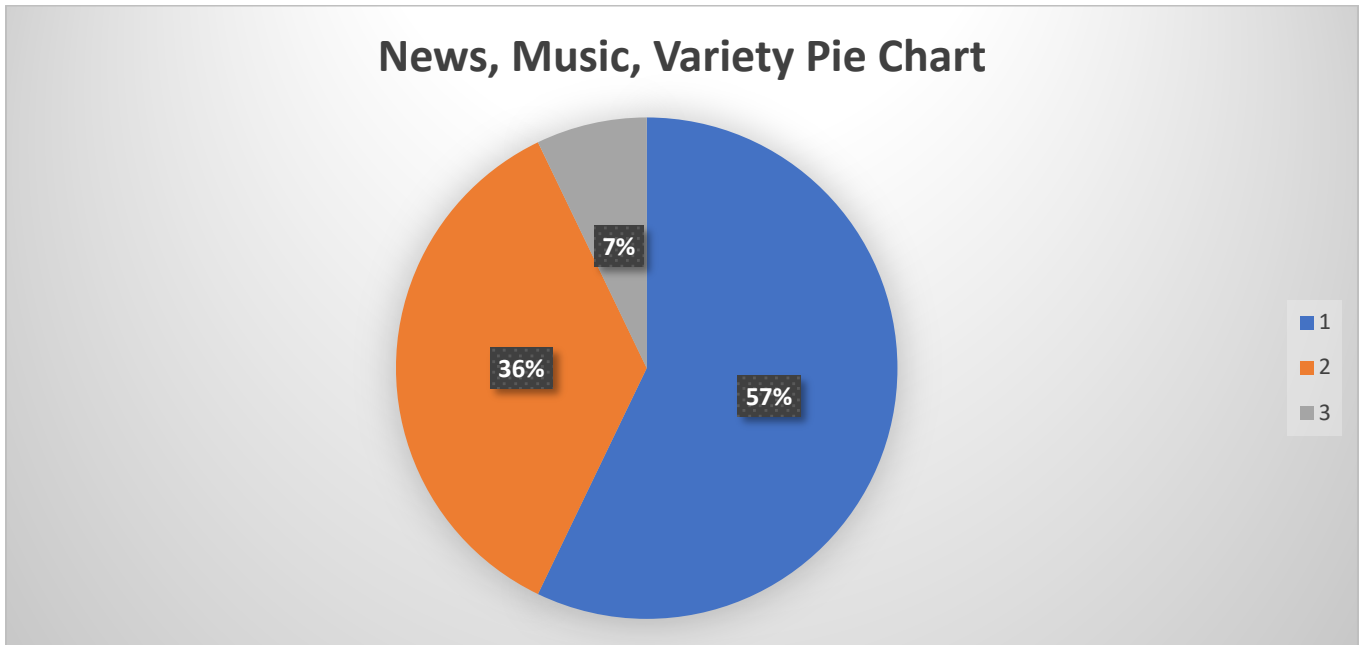
Most of the pie goes to News programs as shown in the numbers alone. But now it can be seen just how much more it is. There is still one more station to cover, so here is WSIU-FM's minute table:

News	Music	Variety
5,700 minutes	4,020 minutes	360 minutes

With this data, we can see that the most minutes goes to WSIU-FM's News programs and Music doesn't seem to far behind with Variety barely being anything up against the other two categories. Here's the pie chart to better see how much of the total time for the week is dedicated to each category:
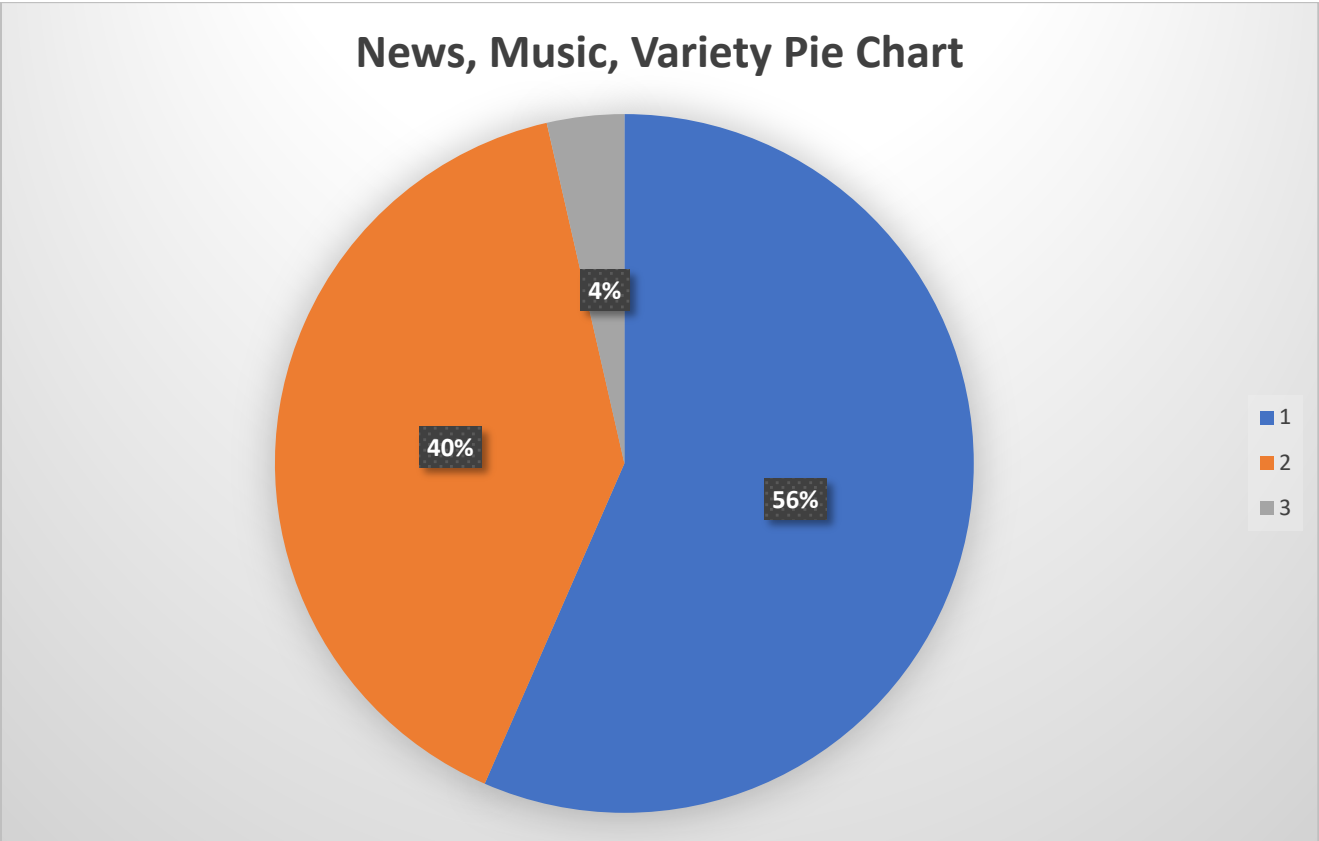

Here we can clearly see how WSIU-FM allocates most of its time to News, but also a lot to Music and barely any to Variety programs.

This data can be broken down smaller and more specific by looking at the data to answer these three questions for each station: "What is the total number of minutes being allocated to

each type of news program?", "What is the total number of minutes being allocated to each type of music program?", and "What is the total number of minutes being allocated to each type of variety program?" Starting with news type programs and KRCU-FM, we have the following table:

Overview News	In-depth News	Interview News	Other News
2,760 minutes	1,860 minutes	660 minutes	420 minutes

It can be seen that KRCU-FM has the most Overview News of the four types by a wide margin. Another way to look at the differences in time allotment can be seen in the following pie chart, with blue being for Overview News, Orange for In-Depth News, gray for Interview News, and yellow for Other News:
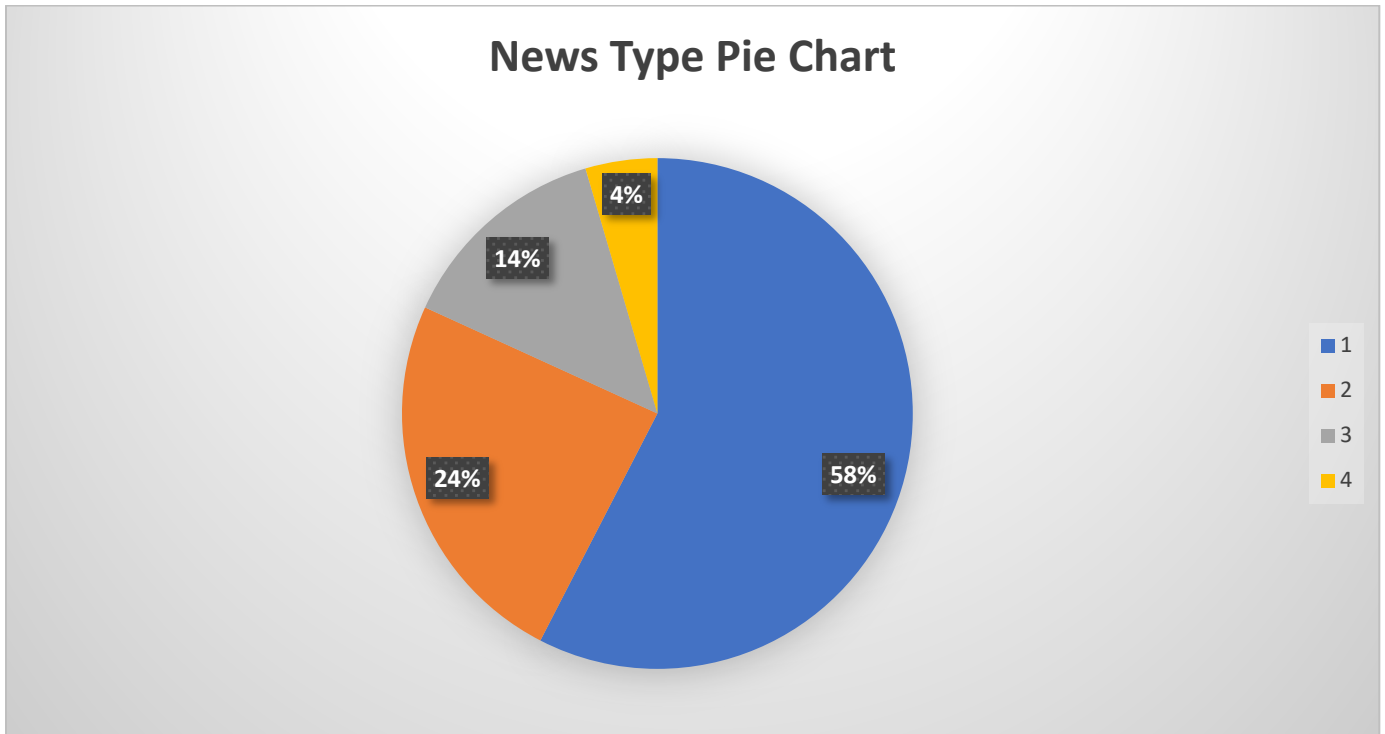
Most of the time is News Overview programs with a wide gap between it and In-Depth News. Interview News had a small slice, while Other News barely had anything compared to the other three.

The next question was about the time allotted to each type of music for KRCU-FM, and the data can be found in the following table:

Classical Music	Jazz/Blues Music	Folk/Bluegrass Music	Other Music
3,300 minutes	1,080 minutes	300 minutes	720 minutes

KRCU-FM plays much more Classical Music than any other type, double that of Jazz/Blues Music which is right behind it. Another way to look at this data can be seen in the following pie chart with blue being for Classical Music, orange for Jazz/Blues Music, gray for Folk/Bluegrass Music, and yellow for other music:
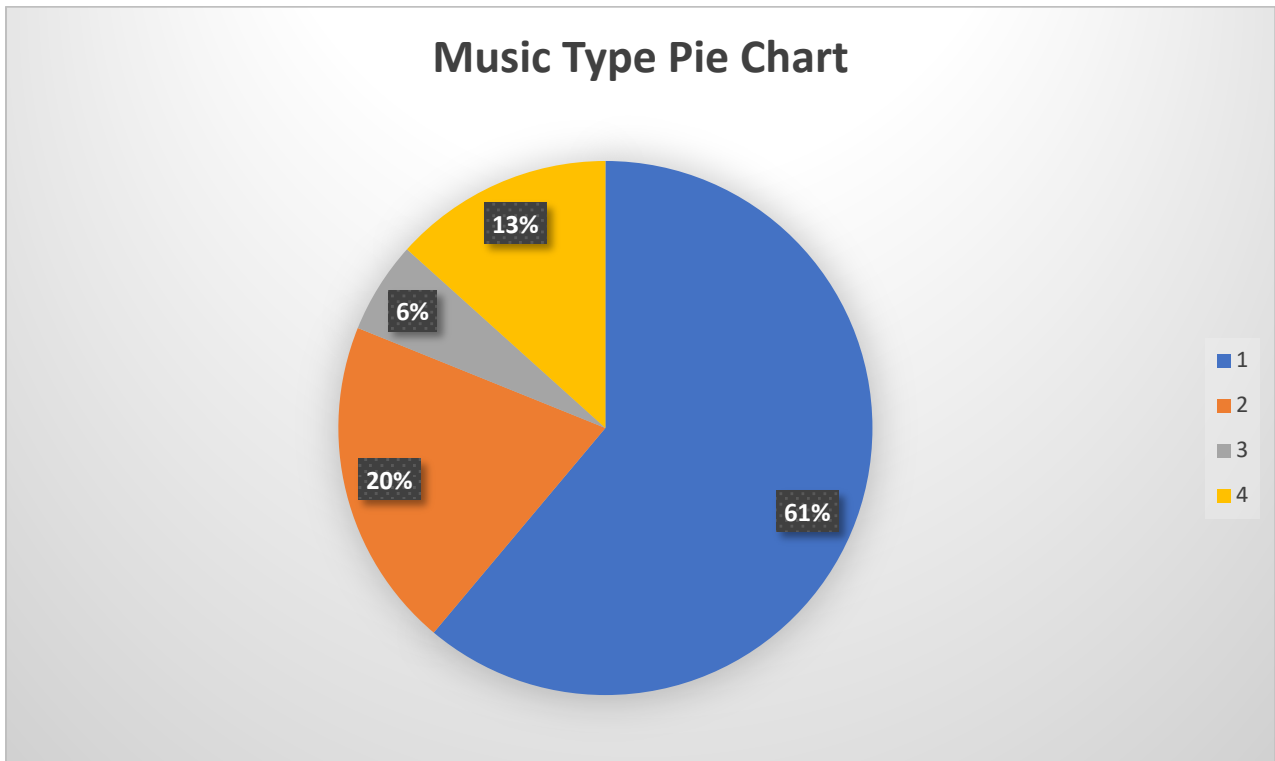
Just over a third of the pie goes to the other three programs, meaning almost two-thirds of the music played by KRCU-FM is Classical Music.

The last category with data for KRCU-FM is Variety, and the allotment of minutes to each of the four types can be seen in the table below:

Travel/Food Variety	History Variety	Special Topics Variety	Other Variety
180 minutes	60 minutes	360 minutes	120 minutes

These numbers are closer together than what has been typically seen, with the most time being allocated to Special Topics Variety. Here's the pie chart for another way to picture the data with blue being for Food/Travel Variety, orange being for History Variety, gray for Special Topics Variety, and yellow for Other Variety:
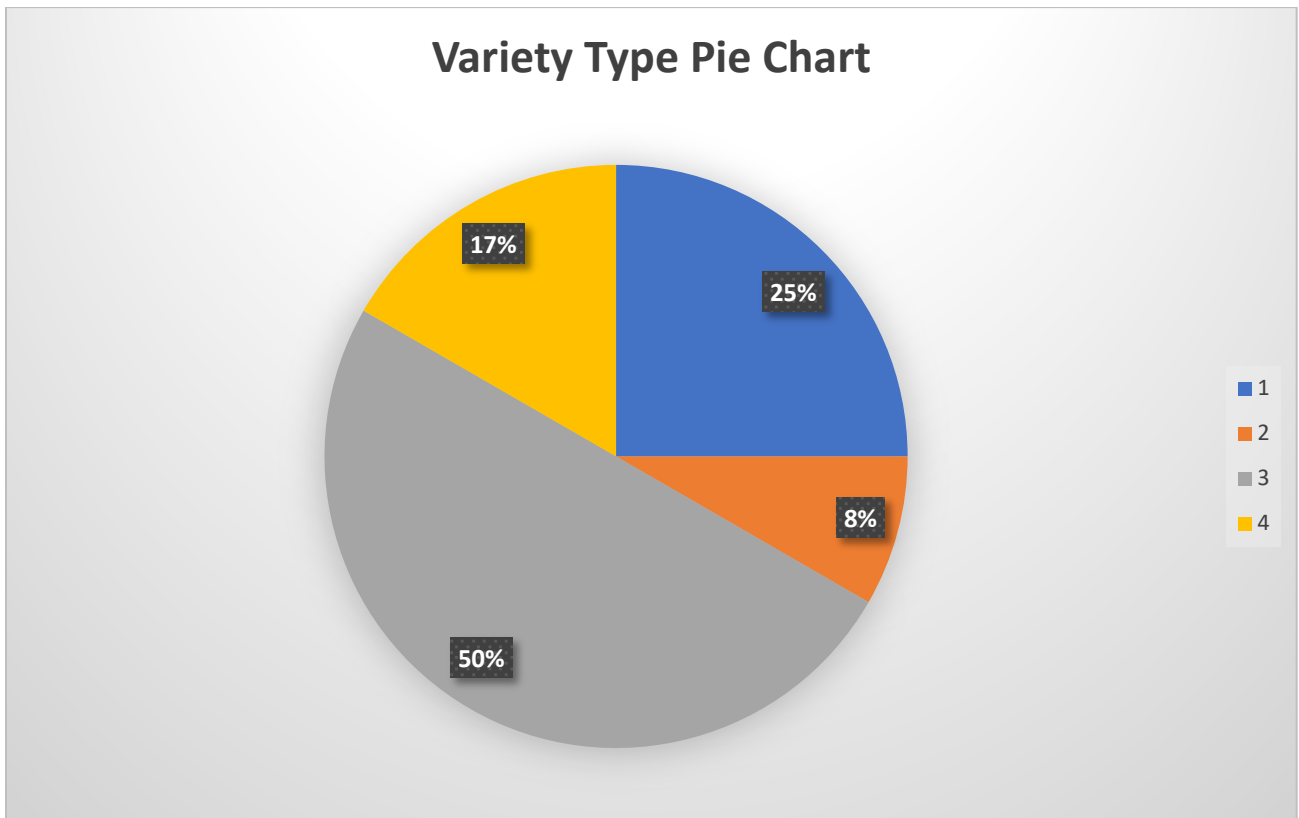
This shows that of all the time KRCU-FM allocates to Variety programs, half of it goes to Special Topics Variety programs.

Now that the data for KRCU-FM has been presented and analyzed, it is time to move onto WKMS-FM's data regarding the types of programs in each category, starting with News which can be seen in the table below:

Overview News	In-depth News	Interview News	Other News
3,930 minutes	1,290 minutes	300 minutes	240 minutes

Overview News has the vast majority, being nearly double what In-Depth News has. Another way to look at this data can be seen in the chart below with blue being for Overview News, Orange for In-Depth News, gray for Interview News, and yellow for Other News:
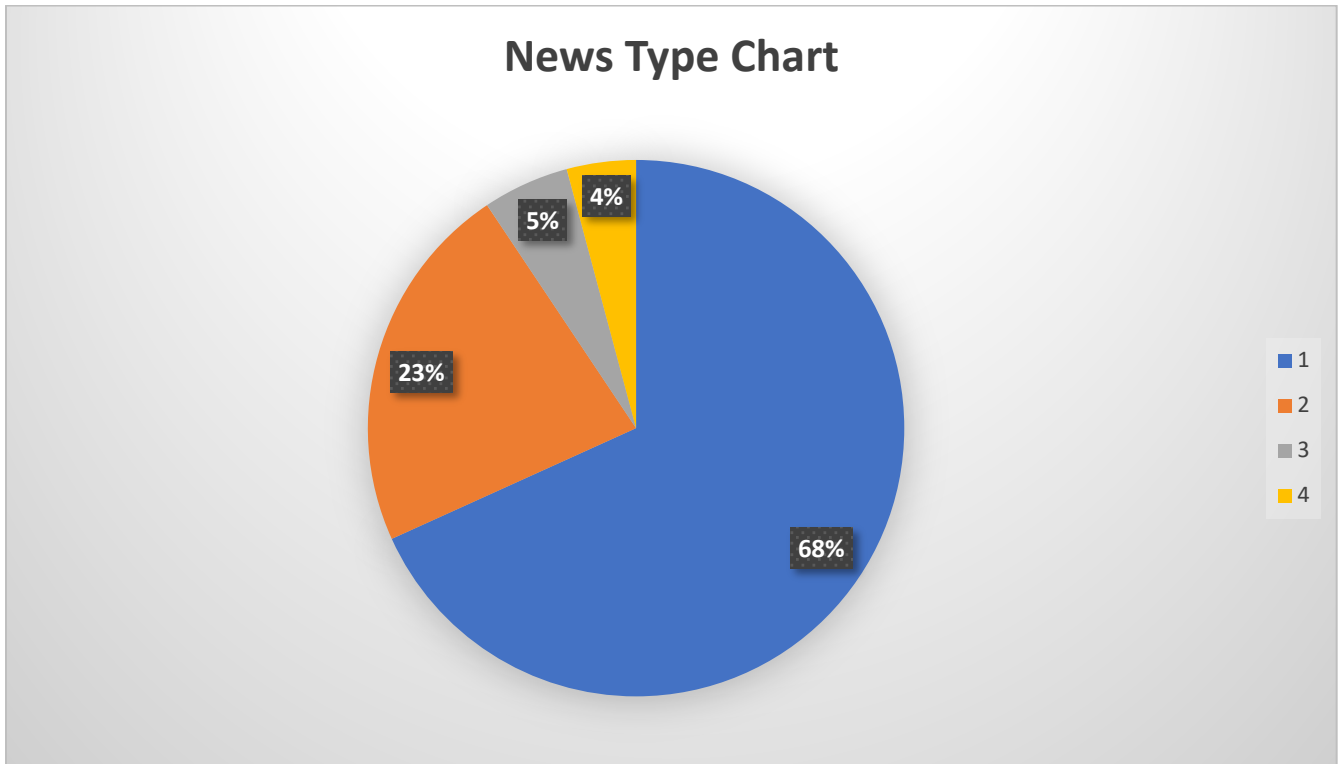
Overview News takes up two-thirds of the pie chart, leaving small slices to be split among the other three programs.

The next category for WKMS-FM is Music where the four types are represented in the following table:

Classical Music	Jazz/Blues Music	Folk/Bluegrass Music	Other Music
120 minutes	960 minutes	420 minutes	2100 minutes

WKMS-FM allocated a surprising amount of time Other Music, which can be seen again in this pie chart where blue stands for Classical Music, orange for Jazz/Blues Music, gray for Folk/Bluegrass Music, and yellow for other music:
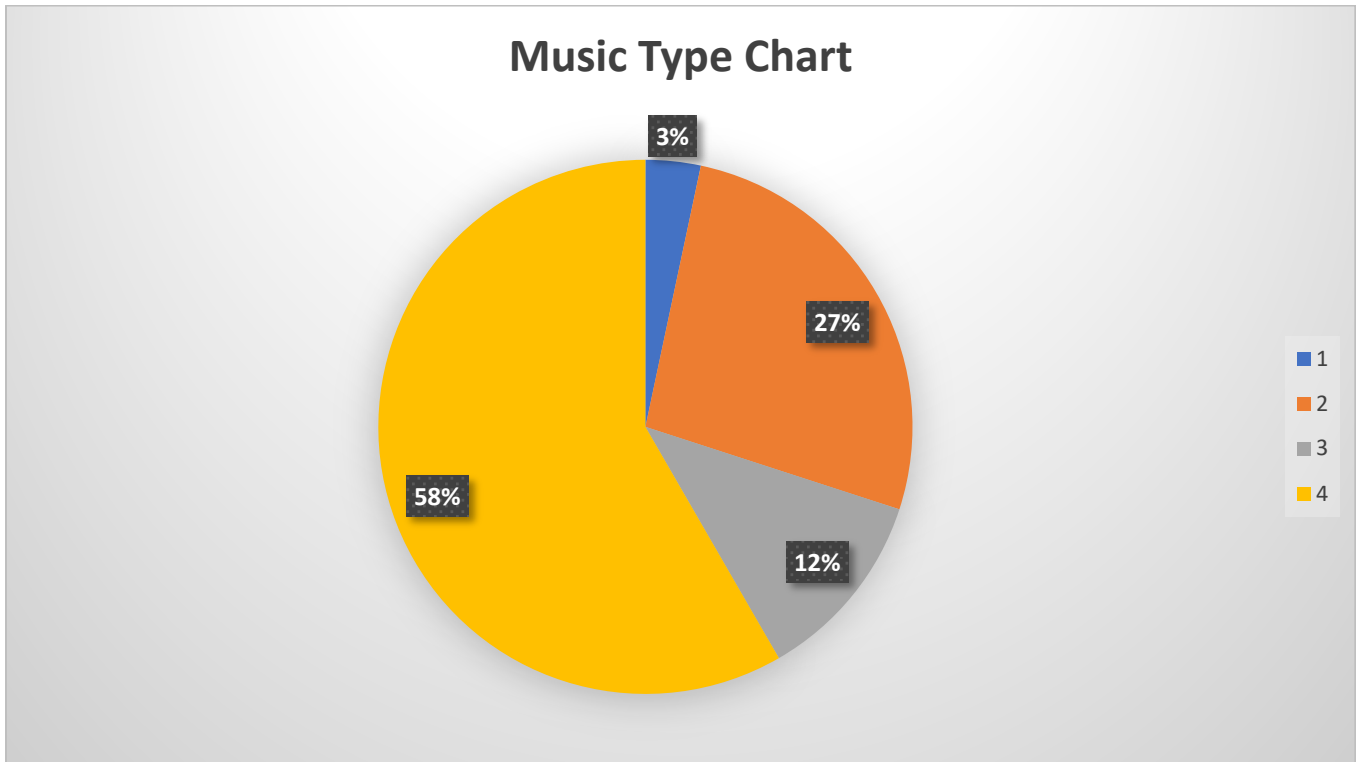
Over half of the pie is for other types of music, which is a wide variety. But the slice allocated to Classical music is surprisingly small for reasons that will be discussed in the Findings and Conclusions section of this report.

The last category to cover for WKMS-FM is Variety, where how many minutes went to each type can be seen in the table below:

Travel/Food Variety	History Variety	Special Topics Variety	Other Variety
120 minutes	60 minutes	420 minutes	120 minutes

Special Topics Variety take up the majority of WKMS-FM's Variety programming time, which can be better represented in the pie chart below with blue being for Food/Travel Variety, orange being for History Variety, gray for Special Topics Variety, and yellow for Other Variety:
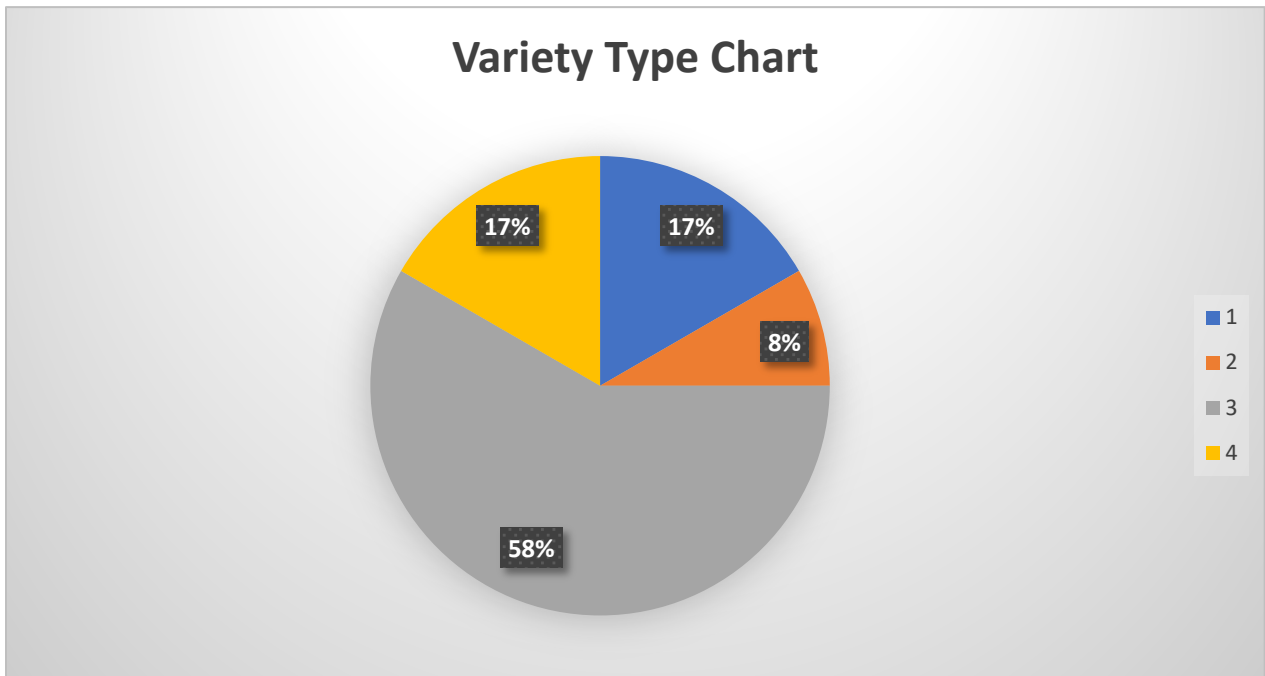

Over half the pie chart is dedicated to Special Variety Topics, as assumed when looking at the table for the number of minutes.

Lastly, these same questions need to be asked of WSIU-FM, starting with News which is represented in the table below:

Overview News	In-depth News	Interview News	Other News
2,760 minutes	1,860 minutes	660 minutes	420 minutes

A good amount of WSIU-FM's News programming is allocated to Overview News, with In-Depth News being second. Another way to visualize this data can be seen in the following pie chart with blue being for Overview News, Orange for In-Depth News, gray for Interview News, and yellow for Other News:

News Type Chart
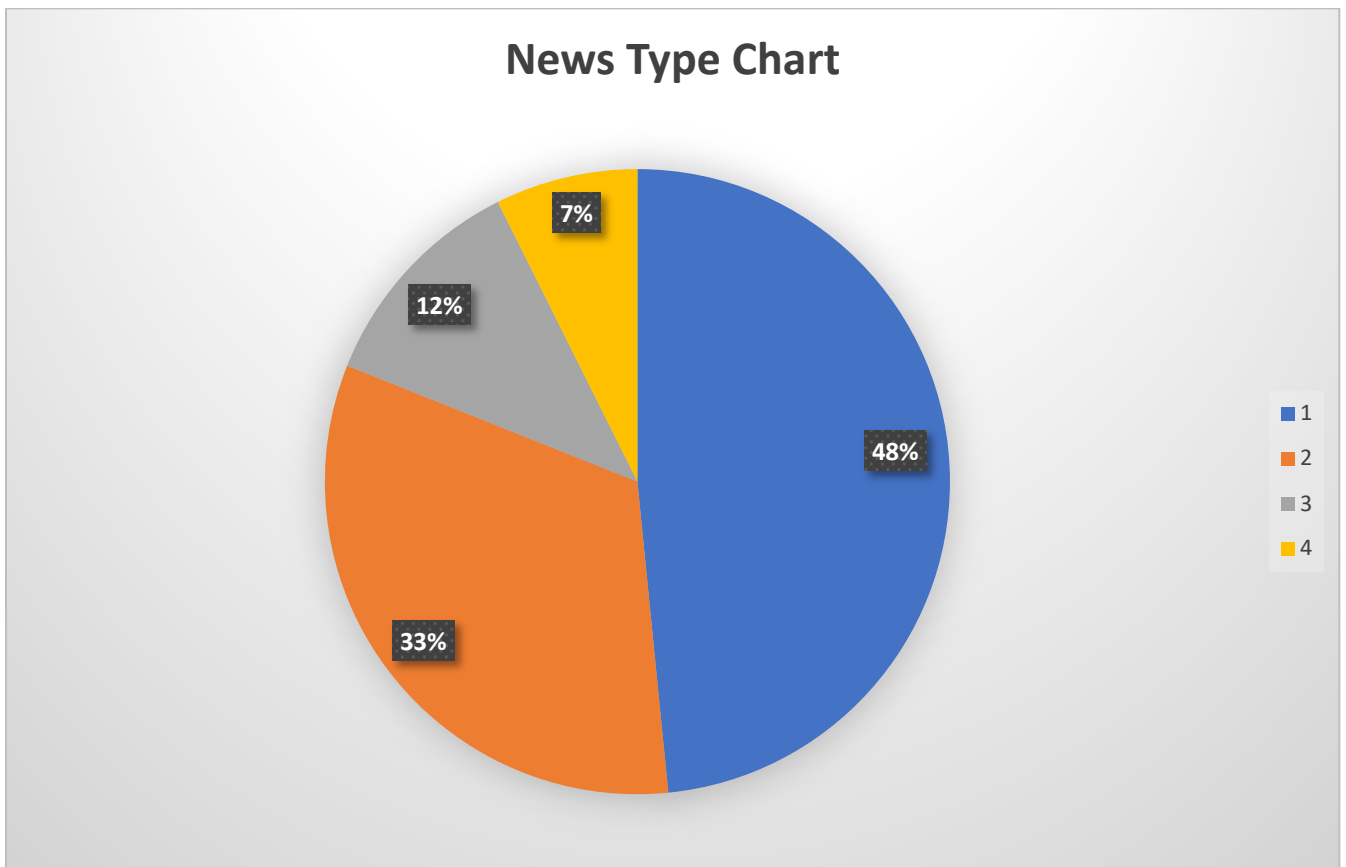
While Overview News has the most in terms of minutes, it does not take the majority of the News category. In-Depth News actually takes up a third of the chart.

The next category to focus on is Music for WKMS-FM and the minutes allocated to each type are displayed in the table below:

Classical Music	Jazz/Blues Music	Folk/Bluegrass Music	Other Music
2,400 minutes	900 minutes	360 minutes	360 minutes

WSIU-FM allocated most of its music time to Classical Music, followed by Jazz/Blues Music. But Classical Music would take up a majority of the music time, as shown in the pie chart below where blue stands for Classical Music, orange for Jazz/Blues Music, gray for Folk/Bluegrass Music, and yellow for other music:
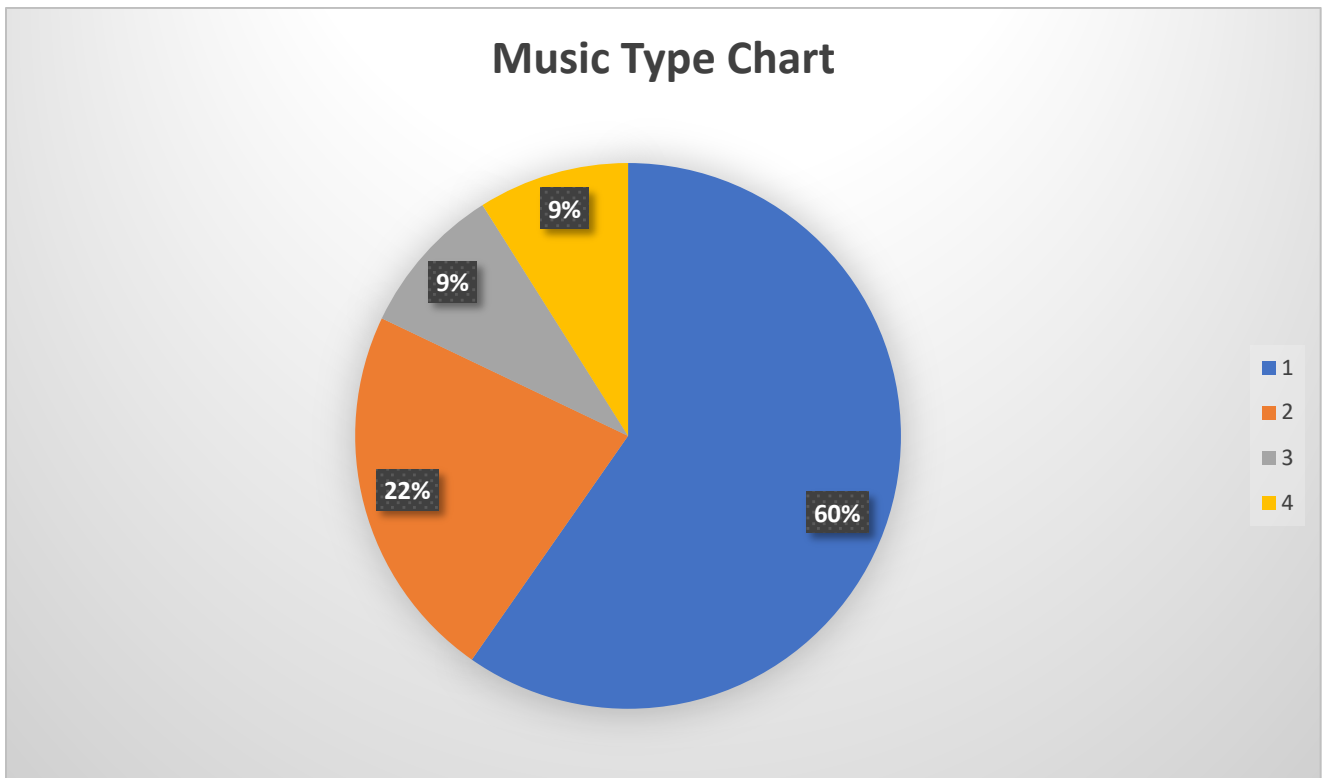
As shown in this chart, only 9% is allocated to both Folk/Bluegrass and Other Music, while 60% is Classical.

The last category for WSIU-FM is Variety, and the minutes allocated to each type can be seen in the table below:

Travel/Food Variety	History Variety	Special Topics Variety	Other Variety
120 minutes	0 minutes	120 minutes	120 minutes

WSIU-FM does not allocate much time to Variety programming, but the time it does allocate is split evenly amongst three of the categories, with nothing for History Variety. Here's another visualization of this data with blue being for Food/Travel Variety, orange being for History Variety, gray for Special Topics Variety, and yellow for Other Variety:
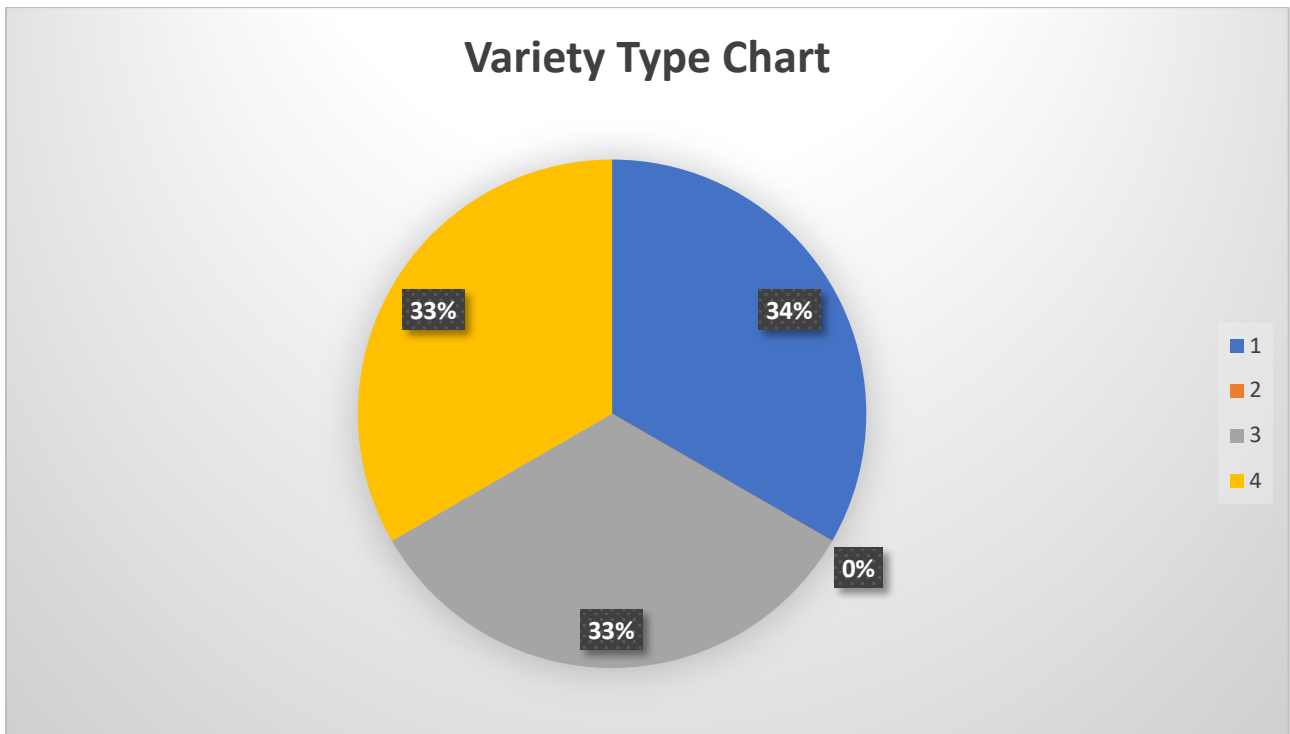
There was no need to make Food/Travel Variety higher than the others as they are actually equal, but the pie need to add up to 100, so it does make a little sense. It is surprising that there was nothing for an entire type category here.

This wraps up the Data Analysis and Results section of this report. The information will be discussed further in Findings and Conclusions.

Findings and Conclusions

There's a story to be made of the data as numbers can actually paint a picture on more than just a computer, so it's time to create our Findings and Conclusions and discover the story the data is trying to tell.

WKMS-FM and WSIU-FM's main category graphs look similar in their makeup, being mostly News, followed by Music, and giving a little sliver to Variety. KRCU-FM completely veers off from the normal the other two stations created. KRCU-FM allocates more than half of its time to Music, making News second. It does follow the others in giving a little sliver of time to Variety programs, but that's about all it shares with the other two stations in this area.

Diving deeper into those numbers though shows that KRCU plays much more Classical Music than WKMS-FM and WSIU-FM combined. This leads to the belief that they simply play too much Classical Music and not enough of a variety of programs. But after looking at the data, the same could be said of WKMS-FM and their use of Other Music. Their use of it is nearly double that of KRCU-FM and WSIU-FM combined.

If KRCU-FM wants to set itself apart from the other two by way of Classical Music, then they surely got it. But if they want to improve, they should cut down on how much Classical Music they play and maybe try to diversify out into more interesting News or Variety Programs.

It's not to say they should become News heavy, because just from this data, that wouldn't be the answer. The best course of action would be to add more News and try to even out Music and News, but also add more Variety. Variety programs got the most engagement and interest judging from the qualitative data gathered for this report. So expanding the more fun Variety programs and evening out Music and News would be the best course of action for KRCU-FM.

Appendix: References Cited

"KRCU - Homepage." *KRCU Public Radio*, https://www.krcu.org/.

"WKMS, Murray State's NPR Station." *WKMS*, https://www.wkms.org/.

"WSIU Public Broadcasting." *WSIU*, https://www.wsiu.org/.