



PUBLIC RADIO MUSIC MATTERS

Public radio is essential to music in America, centering on local and regional musicians, and connecting emerging artists to supportive audiences. Noncommercial stations celebrate music heritage and innovation—classical, jazz, blues, indie, folk, bluegrass, roots/Americana, alt-country, Celtic, Latin, urban alternative, zydeco, and other eclectic genres heard only on public radio—and boost local artists, local venues, and local music economies.

23.8 million listeners enjoy public radio music in the U.S. each week, on-air and online, including:

- 7.7 million Americans listen to classical music
- 6.8 million listen to AAA (Adult Album Alternative)
- 4.1 million Americans listen to jazz

Local noncommercial, not-for-profit public radio stations are an essential and indispensable force in sustaining music accessibility, supporting the performing arts, developing artists and audiences, and educating and enriching our communities. Serving as cultural hubs, these stations offer a place for listeners of diverse backgrounds and ages to unite for the shared joy of music, while bolstering local music economy.

Public radio preserves and bolsters beloved musical genres:

- Almost all (96%) of U.S. classical radio is public radio, reaching about 8 million weekly listeners.
- About 340 all-AAA or AAA mixed-format stations reach more than 6 million weekly listeners with alternative, folk, bluegrass, Americana, world music, and more.
- Jazz—a distinctively American music genre—thrives on public radio.
- Public radio brings a human approach to presenting music by relying on expert DJs, not algorithms, to curate content. Respected local DJs at public radio stations curate music that resonates with their listeners. They foster discovery of new and underappreciated musical artists and genres.

Federal support is essential for sustaining the public-private partnership that is the bedrock of the public media system. Federal funding for the Corporation for Public Broadcasting enables public radio music stations to raise additional financial support from the community they serve through local memberships and small business sponsorship—public radio stations raise on average \$8 for every \$1 they receive in federal funding. And that federal support enables public radio music stations to preserve a musical genre that is not commercially viable, and to tell the story of music as an art form through the country's history and culture.

In recent years, Members of Congress have commemorated public radio music stations with a bipartisan resolution that formally recognizes Public Radio Music Day.



Presenting music on multiple platforms, public radio reaches audiences where they are. From over-the-air broadcasts to online streaming, podcasts to live performances, public radio enables audiences to listen to a variety of music programming at the time, place, and device of their choice.

- **Broadcast Radio:** Public radio stations broadcast over the air about **4.7 million hours** of music per year, most of which is local programming. With HD digital radio, some stations “multicast” additional channels on a single frequency, offering more music options and genres for listeners to explore.
- **Podcasts:** Popular music podcasts like All Songs Considered, Tiny Desk Concerts, World Cafe Words and Music from WXPB, KEXP’s Sound & Vision, MPR’s New Classical Tracks, and multiple station variations of Song of the Day **receive tens of millions of streams and downloads** each year.
- **Internet Streaming:** Public radio entities stream **hundreds of unique channels** and millions of tuning hours per year, including broadcast simulcasts, archived programs, and unique digital music channels.
- **Performances:** Public radio music stations annually host **tens of thousands of live** studio and community performances, often partnering with local venues, orchestras and music groups, schools, and others, and amplifying the impact of featured musicians by broadcasting over-the-air and online audio and video.
- **Video:** Online video of intimate in-studio sessions, artist interviews, and concert performances enhance public radio audio programming so audiences can see and hear while they explore new musical talent and diverse genres.

Public radio enriches communities through its educational mission. Station engagement with music is derived from a nonprofit, noncommercial, public service mission.

- Public radio stations are independent, locally owned and controlled nonprofit organizations, committed to educational value and cultural significance, rather than profits and commercial popularity.
- Closely connected to their community, public radio music stations understand regional tastes and music heritage, and respond to local audiences and needs. Through insistence that music experiences are educational priorities, public radio brings the tools and practice of music to schools, hospitals, and other segments of America’s public square.
- By featuring homegrown, independent, emerging and eclectic artists, public radio fosters expansion of music creation, broadens access to music enjoyment, and increases opportunities for understanding local and regional music culture.

To learn more about public radio music, go to noncommusic.org.