

# What's It All Mean? Sample Conclusions

## Radio Metrics Against Income and Direct Programming Expense

*This is an example of the kind of conclusions you can draw from the new ROI Tool. The sample program is WWWW's Talk of the Cubicle!*

### Overall:

- 29% of the station's weekly Cume listens to *Talk of the Cubicle*.
- 6% of all listening to the station is to *Talk of the Cubicle*.
- 6% of all listening by station Core listeners, those most likely to donate, is to the program.

### Money: The Topline

- 26% of the station's programming budget is spent on *Talk of the Cubicle*.  
10% of the station's revenue can be attributed to *Talk of the Cubicle*.
- In actual dollars, *Talk of the Cubicle* shows a \$3,600 net loss for the year.  
The program loses \$15.65 for every hour of the program that is produced.  
The program loses \$6.92 for every hour it is broadcast.  
The program's net revenue is improved by rebroadcasting original hours of the program. This reduces the cost per hour and creates additional listening and income.

### Listener-Sensitive Income (LSI)

Listener-Sensitive Income is money from membership and underwriting. It does not include grant money or major donor money. LSI is important to track because it is renewable as long as *Talk of the Cubicle* maintains or grows its audience. LSI helps show the financial self-sufficiency of a program.

- *Talk of the Cubicle's* net LSI is -\$3,600.  
82% of the program's Direct Expense budget is paid for with LSI.  
18% of the program's Direct Expense budget is subsidized by major donors and grants.
- *Talk of the Cubicle* loses 2.6 cents of LSI for every hour of listening it creates.  
The average net LSI per listener-hour for the station is 3.9 cents.  
*Talk of the Cubicle* is 167% less efficient than average at creating LSI for the station. Possible remedies are decreasing program expenses, improving the program's LSI, adding more broadcast hours, or some combination of the above.

## Key Audience Metrics

- *Talk of the Cubicle's* audience Loyalty is 7% below the station average.  
Core Loyalty to *Talk of the Cubicle* is 3% above average.  
In audience terms, the program is 7% less powerful at drawing listeners than the average program on the station.
- *Talk of the Cubicle's* market share (AQH) is 7% below the station average.  
The program's market share among College Grads is 29% above the station average.  
*Talk of the Cubicle* isn't reaching non-College Grads as well as the average programming on the station.
- 67% of all listening to local programs on the station are to *Talk of the Cubicle*. This does not include newscasts or features embedded in network programs.

## Digital Included: Total Impressions and Listening Against Income and Direct Programming Expense

- 8% of all impressions to the station are to *Talk of the Cubicle*. This includes radio and web listening and all page views on the web.
- 7% of all listening to the station is to *Talk of the Cubicle*. This includes radio and web listening.
- *Talk of the Cubicle's* Contribution to Station Web Usage
- 51% of all listening on the web is to *Talk of the Cubicle*.  
49% of all annual page views are to *Talk of the Cubicle*
- *Talk of the Cubicle* accounts for 23% of the station's Facebook Likes.  
*Talk of the Cubicle* accounts for 50% of the station's Twitter followers.
- *Talk of the Cubicle* makes a significant contribution to the station's web presence.

## EVERYTHING IN – Radio and Web

- *Talk of the Cubicle* loses 1.8 cents of LSI for every hour of listening it creates, whether that listening in on the radio or over on-line. That's -1.8 cents for every hour of listening.
- The average net LSI per listener-hour for the station is +3.7 cents.  
*Talk of the Cubicle* is 148% less efficient than average at creating LSI for the station.
- Adding *Talk of the Cubicle's* on-line listening to the ROI analysis does not significantly improve its ROI performance.