

College Radio Operational Survey
Conducted January 2010 • Vanderbilt Student Communications, Inc.

College radio station advisers surveyed = 80

1. Does your radio station deliver content via:

13.3% A terrestrial signal (either AM or FM)
75.9% Both a terrestrial signal and one or more online streams
10.8% Online only

2. Does your radio station operate under a license granted by the FCC?

81.9% Yes
18.1% No

3. If your station is FCC licensed, the licensee is:

89.7% The college/university board of trustees
4.4% An independent student media corporation
5.9% Other

- High School (x2)
- State Board of Education

4. If your station is FCC licensed, is it:

95.6% A non-commercial station
4.4% A commercial station

5. Our station is licensed by the FCC to broadcast at what effective radiated power?

18.8% Low power (100 watts or less)
27.5% 101-1,000 watts
30.4% 1,001-5,000 watts
8.7% 5,001-10,000 watts
14.5% 10,001-50,000 watts
0 50,001 watts or higher

6. Our station operates within a structure that reports to:

46.3% An academic school or department
42.7% Student Affairs/Dean of Students
6.1% An independent student media corporation
4.9% Other

- Administrative unit
- Student Government
- General Mgr. to Board
- Student newspaper mgmt.

7. The ranking General Manager/Station Manager for our radio station is:

52.3% A student
21.4% A faculty member
25% A professional staff member
1.3% Other

- both b & c

8. Approximately how many undergraduate students participate with your radio station (DJs or other staff members) during a typical semester:

22.6%	1-25
36.0%	26-50
15.5%	51-75
10.7%	76-100
14.3%	101 or more

9. Does your radio station allow individuals with no affiliation to your school (not student, not alumni, not faculty/staff) serve as DJs?

47%	Yes
53%	No

10. If your station allows non-school affiliated DJs, does it set a limit on the number who may participate? Please indicate either "Yes" and the numerical limit or "No" in the box below:

24 stations No limit

19 stations Yes, with limitations

- 2 currently
- Must be with student
- Partner with student/faculty/staff
- Weekends and academic breaks
- 15, some share shifts
- 5 maximum
- Criteria applied
- Student priority
- 1, grandfathered in
- Depends on programming needs
- 5, no limit during school breaks
- 12 maximum
- Based on available openings
- Based on openings and show genre
- Sunday only
- Only during summer & breaks
- 4 maximum, student priority for shows
- Student priority for shows
- 25 maximum

11. Our radio station Web site is developed and/or maintained by:

66%	Students
24.5%	Professional staff
5.3%	Contracted service
4.2%	Other
	• Program Director
	• Volunteers
	• Volunteers & students
	• Non-student volunteer

12. If your station offers an online stream, who maintains it:

27%	Students
23.6%	College/University IT department
20%	Station professional staff
24.7%	Contracted service
4.7%	Other
	• Volunteers
	• Volunteers
	• Non-student volunteer
	• Alumnus

13. If your station maintains an online stream, which platform(s) do you utilize (check all that apply):

- 21.5% Real
- 22.4% WMA
- 22.4% Shoutcast
- 8.8% Icecast
- 4.7% Ogg
- 9.8% Flash
- 5.8% Live 365
- 4.6% Other
 - Spacial Audio
 - xmms, itunes, winamp
 - Winamp
 - mp3 stream
 - Winamp

14. The enrollment at our college/university is:

- 14.3% 2,500 or fewer
- 26.2% 2,501 to 7,500
- 22.6% 7,501 to 15,000
- 19% 15,001 to 25,000
- 17.9% 25,001 or more

15. Please provide the name of your college or university:

Baker University	North Carolina A&T State University	The University of Texas at Dallas
Bethany College	North Carolina State University	Tulane University
Brandeis University	Northern Kentucky University	University of Alabama
Brenau University	Ohio Northern University	University of California
Bryant University	Ohio University	University of Connecticut
California State University, Stanislaus	Oklahoma State University	University of Illinois
Carnegie Mellon University	Oregon State University	University of Kentucky
Case Western Reserve University	Otterbein College	University of Laverne
Central Wyoming College	Parkland College	University of Minnesota
Clemson University	Pepperdine University	University of Mississippi
Columbia College Chicago	Rhodes College	University of Nevada, Reno
Doane College	Rice University	University of Pittsburgh
Fulton Montgomery Community College	Rochester Institute of Technology	University of Rochester
Guilford College	Roger Williams University	University of South Carolina
Humboldt State University	Rowan University	University of South Dakota
Illinois State University	Saddleback College	University of Southern Indiana
Indiana University of Pennsylvania	San Antonio College	University of Texas at Austin
Ithaca College	Santa Clara University	University of the Incarnate Word
Kennesaw State University	Seton Hall University	University of Vermont
La Salle University	Snow College	University of Wisconsin-Madison
Linfield College	Southeast Missouri State University	University of Wisconsin-Oshkosh
Loyola University Maryland	SUNY Brockport	Vanderbilt University
Marshall University	SUNY Oneonta	Virginia Tech University
Messiah College	SUNY Oswego	Wayne State College
Metropolitan State College of Denver	SUNY Stony Brook	West Liberty University
Mt. Union College	Susquehanna University	Western Washington University
New Mexico State University	Texas State University – San Marcos	