

BURN: An Energy Journal

Final Report

Submitted to:
SoundVision Productions

Submitted by:
Rockman et al
Independent · Insightful · Informative

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BURN: An Energy Journal—Final Report

BURN: An Energy Journal is a radio series produced by SoundVision Productions® and funded by the National Science Foundation. The first season consisted of a series of four one-hour programs aired on 330 public radio stations nationwide, and has been carried in all of the top 20—and 27 of the top 30—major markets, which was more than three times the average carriage for a new radio series. Stories from the series have been featured on American Public Media’s Marketplace program, and the hour-long specials, Marketplace features and audio and energy-related news content are available on the BURN website.

Each of BURN’s one-hour radio specials, hosted by Alex Chadwick, focuses on a specific topic. The programs are highly produced and consist of multiple segments that take a balanced approach to reporting on the topic. By talking with everyday people and experts who have firsthand experience with the topic, BURN seeks to use a personal lens to examine the big energy issues that impact our society.

The four one-hour specials focused on the following topics as they are described on the program website (www.burnanenergyjournal.com):

Particles: Nuclear Power After Fukushima:

A one-year anniversary special examining the future of nuclear power after the disaster at the Fukushima Daiichi plant in Japan. Some scientists believe the accident was a significant setback for nuclear power in the U.S. But climate concerns are a factor — 70% of carbon-free energy comes from nuclear power, with more than 60 nuclear reactors under construction worldwide.

The Hunt for Oil: Risks and Rewards:

On the second anniversary of the Deepwater Horizon spill, BURN examined America’s oil industry.

This hour-long special began on the coast of the Gulf of Mexico where hundreds of offshore rigs cut into the ocean’s bottom in an unabated effort to satisfy the country’s petroleum needs. But as drilling continues, so does debate over the impact of Deepwater Horizon.

Further north, in Utah, sits the Covenant Oil Field – one of the biggest petroleum finds in the US in thirty years. Host Alex Chadwick spoke with Covenant’s owner about the uncertain business of oil exploration.

The program also looked at the tens of thousands of miles of oil pipeline crisscrossing the US. It’s a vital and cost-effective way to move fuel. But old

pipes leak, polluting soil and water. And: the cost of a gallon of gas. Fuel prices are about much more than supply and demand.

The Power of One: Energy and the 2012 Election and America's Energy Future (a two-hour program broadcast in full or as two separate one-hour parts):

The 2012 election was about power — the power to shape the nation's domestic and foreign priorities; the power to lead, to legislate, to govern. Energy policy, defining how we use energy to power our economy and our lives, was among the most pressing issues in the election.

Releasing each special in conjunction with a noteworthy event—the anniversary of the Fukushima disaster, the anniversary of the Deepwater Horizon oil spill, and the US Presidential election—helped SoundVision secure unusually high carriage among public radio stations nationwide and ensure the likelihood that programs would be broadcast in conjunction with the event rather than when stations were in need of filler content.

Rockman et al (REA), an independent research and evaluation firm based in San Francisco was hired by SoundVision Productions to provide evaluation for *BURN: An Energy Journal*

General findings:

Listeners had overwhelmingly favorable responses to the program; 81% percent reported that listening to the program had changed their attitudes or behaviors. Changes included being more aware of their personal energy consumption and increased knowledge and interest regarding controversial energy issues like nuclear power and fracking. Being a special broadcast, rather than a regularly scheduled program made it harder for BURN to stay on listeners' radar, unlike a daily or weekly event. However, one in five listeners we talked with in focus groups sought out the BURN website or programs more than two weeks after listening to their assigned one hour of programming. The long-term impact of the programming on listeners is a strong indicator of the program's ability to engage listeners and the accessibility of its content for a diverse audience.

Formative Evaluation:

Prior to the release of the first BURN radio special, REA provided formative evaluation to help guide program development and inform the producers and website developers about the current knowledge about energy and expectations of the target audience.

Focus Groups

As part of the formative evaluation, REA facilitated a series of focus groups in Philadelphia, PA and Phoenix, AZ during the fourth quarter of 2011.

Target Participants

In addition to the standard public radio audience, SoundVision has a commitment to reaching a broader audience including ethnic, minority and lower-income audiences, and those between the ages of 20 and 35 years of age. In an effort to hear from participants who were representative of the program's target audience and who better represented a cross-section of the United States, it was determined that the initial focus groups should be held outside the politically liberal and environmentally-conscious San Francisco area, and in urban communities with significant minority populations.

Goal of Focus Groups

The focus groups were designed for two specific purposes. The first goal was to gather feedback from participants on current show themes and existing content, including web materials, video, newscasts, and a Marketplace piece, and the second goal was to gain an understanding of participants' interests and understanding about energy and information, including where they go to seek out information and whether there were specific websites or news sources they trust.

Rationale for selection of locales

It was determined that the population of the San Francisco Bay Area, where SoundVision Productions and Rockman et al are located, was not representative of *BURN's* target audience throughout the United States because Bay Area residents are, on average, more liberal and environmentally conscious than the country as a whole. Therefore focus groups held in the Bay Area would not provide an accurate perspective on Americans' thoughts and attitudes towards energy and sustainability.

To survey potential listeners from a more demographically typical area that included the younger, urban and minority audiences *BURN* wants to reach, REA felt it would be useful to run a focus group in a large East Coast urban city, and decided to run focus groups in Philadelphia, Pennsylvania. Our second location was Phoenix and was selected for its proximity to Los Angeles in the hopes that some of SoundVision's *BURN: An Energy Journal* staff would be able to attend. In addition to its proximity to Los Angeles, Phoenix was selected for its urban setting, diverse population, and conservative reputation

Energy and sustainability associations

In an effort to inform production and ground programming with issues important to listeners, focus group participants were asked to discuss what energy and sustainability meant to them. For example, when the option of paying more for “green” options such as wind power was discussed, they asked how that would be achieved since there is not a separate electrical grid delivering electricity sourced from wind power. The other sustainable option for home energy use that came up was solar. Participants were interested in solar, but spoke of the upfront costs of installing a system. Other topics of interest included the lack of alternative energy choices, transportation options and costs, and the impact of personal choices on the environment.

Focus group participants listened to initial program clips and discussed their responses to them. Feedback indicated they wanted to hear from both scientists/experts and “regular” people who have lived through or experienced the stories being covered, and they liked the fact that BURN allowed them to do that. There was a general skepticism towards both industry and government with the attitude that industry is most interested in profits and politicians will say what is necessary to get elected.

Focus group participants expressed interest in the proposed show themes, and added that they’d also like to learn about the following topics:

- Rising sea levels
- Carbon footprints and how relevant they are
- Why do all the new sustainable technologies have to cost so much?
- DIY. What kind of affordable and DIY approaches can you take around the home to harness wind, utilize solar, and save energy?
- How does our energy use break down? i.e. How much energy does it take to run your washing machine? How much energy does it take to run the refrigerator?
- Energy required to transport food.
- What are the consequences of energy over-consumption? What does 2050 look like if we use less energy going forward? What does it look like if we continue at our current rates?
- If we ran out of oil tomorrow, what would that look like?
- Climate change/global warming (how energy affects our environment and weather)
- The pros and cons (or feasibility) of different energy sources
- Tidal energy / wind power
- Bio-engineering (producing energy from plants)

Program themes and approach

As part of the formative evaluation, focus group participants were asked to review proposed topics and themes for the program. As expected, different topics appealed to different participants, and some topics were more uniformly popular than others, but participants agreed on several qualities they wanted in a program. They said:

- Programs need a hook.
- People want to know what's in it for them, why they should listen to a particular program.
- Participants wanted BURN to describe ways the common person can get involved or make a difference.
- Low-income people seemed to feel they had little power to affect government or industry or make a difference, which made them less hopeful about taking action and less inclined to try. Participants felt it was important to look for ways to bring low-income people into the story, showing ways they can save money, make a contribution, get involved.

Website

Focus group participants reported they have specific websites they habitually use to get information and changing these habits can prove to be a challenge. However, based on positive feedback in usability studies, if *BURN: An Energy Journal* can continue to successfully address the navigation and layout issues and present a well designed and professional looking website, one hurdle can be addressed. The next challenge is ensuring that relevant content is easily accessible on the site and that the content is refreshed on a daily or weekly basis. Focus group participants indicated that if content on any site were static they would not be likely to return to the site.

Differences between Philadelphia and Phoenix

Participants in Philadelphia tended to be more engaged with energy-related issues. They were slightly older and better employed. As a result, they felt less disenfranchised than those in Phoenix who expressed the attitude that if there was not a direct benefit to them then they were unlikely to take action.

While both groups were highly skeptical of their ability to make an impact on the energy environment, the participants in Philadelphia were more interested in knowing what was going on in the world around them. While they did express a great deal of frustration with the current social and economic system, they were not as angry as those in Phoenix who seemed to be struggling to get by day-to-day.

In both focus locations we recruited participants who were more urban, lower income and less likely to have a college degree than the typical public radio audience, although we did make an effort to screen for participants who were interested in science, energy, and lectures. They expressed a lot of frustration when it came to their ability to do anything about the energy crisis our nation, and our world, currently face.

Formative conclusions

Responses from participants in both focus groups indicated that the issue of energy and sustainability is an important one for all Americans, however it is one that is highly political. Given this political sensitivity, SoundVision's challenge is to engage listeners without alienating them.

The people with whom we spoke expressed frustration because they don't feel they have the money, or influence to make a difference in their energy futures in this economy and economic environment. They are doing everything they can to just get by. SoundVision's challenge is to find ways to engage the American public around this issue, showing them that it is important to learn more about what is going on around us and do what we can to make things better.

BURN web usability testing

In January 2012, as SoundVision was beginning to design the BURN website, they requested that REA conduct a usability study on the site. REA performed four one-hour usability tests on February 2, 2012 in the Rockman et al (REA) offices in San Francisco, California. The tests were recorded using ScreenFlow and were viewed as they were happening by SoundVision staff. Some of the participants' feedback was incorporated immediately, providing subsequent usability study participants with a more refined website; other suggestions were incorporated later.

Participants were recruited using the following criteria:

- How frequently the potential participant listened to public radio programming
- Membership or prior membership with public radio stations
- Familiarity and use of social media tools
- Interest in news and current events
- Interest in energy and environmental issues
- Age
- Gender

An online screener was developed and was disseminated using business and personal contacts, social media (including Facebook), and Craigslist. Respondents were narrowed down and those who met the study criteria received a follow up phone call to determine eligibility and ensure they were appropriate candidates for the study.

Those selected included two women in their late twenties who were very technologically savvy; both had their own blogs and used multiple social media tools on a regular basis. The other two subjects were men in their early thirties; one had his own blog, but both men were slightly less media savvy than their female counterparts. The men were more typical of public radio listeners, though they definitely fell at the younger end of the age spectrum. One of the participants reported that he was a member of multiple public and community radio stations.

Web feedback

Initial feedback on the website was that it was fairly clear and clean. Participants responded well to the banner and navigation bar. One subject said he felt the site looked unprofessional—like something anyone could do, but the others responded well to the look and feel. By the end, even the most critical participant was providing positive feedback on the site.

While not all respondents responded well to every image in the banner, all participants liked that the banner included changing images. In fact, multiple subjects suggested that increasing the amount of animation (which SoundVision did) would make the site more dynamic.

Participants reported that the site looked and felt a lot like they would expect a website associated with public radio to look and noted that it seemed to be a hybrid of a designed site and a blog. This hybrid model did not seem to be a problem for any of the participants.

All participants responded well to the website's association with public radio. All felt the connection lent the site a great deal of credibility.

Participants responded favorably to the existing web content and expressed an interest in the option of interacting with others. One participant suggested adding a chat feature where people could chat with others on the site—not just post comments after an article or blog post.

In order to encourage them to return to the site, participants reported that they would like to see BURN blogs updated on a weekly basis and would expect to see responses to comments more frequently than that. One participant also

suggested a regular Twitter feed from Alex Chadwick (multiple times a week to multiple times a day) would add a dynamic feature to the site.

Because getting people to post is always a challenge, it was suggested that BURN use prompts such as:

- What do you think?
- What would you do?
- What are you doing?

Other suggestions for engaging website visitors included emphasizing the comments of others, surveys, and challenges.

The BURN team responded to the feedback and adapted the site, when feasible, resulting in a cleaner and more user friendly website.

Summative Evaluation

Focus groups and focus group screening

Between January and May of 2013 Rockman et al held six focus groups in three states to gather feedback on programming from *BURN: An Energy Journal*. Two focus groups were held in Houston, Texas; two were held in North Carolina (Wilmington and Cullowhee); and two were held in Wisconsin (Madison and Richland Center).

Each focus group had between seven and nine participants who, with the exception of Richland Center, were recruited via Craigslist. In Richland Center, a rural area, Craigslist responses were not sufficient so community members and organizations (including radio stations and members of the school district) were contacted to distribute links to the focus group screener.

Focus group locations were selected to represent both rural (Culowhee and Richland Center) and urban areas (Houston, Madison, Raleigh/Durham).

Respondents to the online survey were screened for a variety of factors including the following:

- Age
- Gender
- Education level
- Occupation
- Interest in science, energy, and radio

- How recently they attended an art museum, science museum, or lecture
- Whether they listened to radio or public radio, watched public television, or were currently or had ever been members of a public radio station

Whether respondents listened to public radio was the most important factor because the goal of the summative evaluation is to solicit feedback from people who might actually listen to the program.

Respondents who fit the criteria of potential listeners were further screened by phone to ensure that they were actually public radio listeners and were able to articulately answer questions about interests and activities.

Those selected to participate were sent a link to approximately an hour of programming from *BURN: An Energy Journal* and were required to listen to it prior to attending the focus group. In order to ensure that all participants had listened to the programming, they were asked to answer a brief online questionnaire before being told the location of the focus group. Responses were not assessed¹, but were reviewed to make sure that participants had listened to the clips.

Learning, comprehension, and reactions to BURN programming immediately after listening to one hour of programming

Those recruited to participate in the focus groups were required to listen to one hour of programming and answer a brief online questionnaire prior to being confirmed in a group. While the questionnaire was designed to ensure that all participants had listened to the assigned content, it also served as a measure of content retention, understanding, and reactions to BURN segments.

Everyone who participated in the focus group completed the online questionnaire and all were able to provide coherent feedback regarding the content. Almost all indicated they learned something new and interesting as a result of listening and some responded to the clips on an emotional level.

When asked to summarize fracking in fewer than three sentences, many acknowledged the complexity of the issue, an indication that BURN has been successful in producing engaging stories that provide perspectives from multiple sides of the issue.

¹ While responses were not assessed for purposes of inclusion in the focus groups, responses were an indication of immediate learning and comprehension and were assessed later as part of the project's summative evaluation.

One respondent explained the story by writing:

Unusual drilling methods and the amount of trucking involved provide a splendid amount of local employment. Proponents and those opposed are forced to admit that their demand for energy is at least partially to blame for the mining operation. Harangued by the loss of peace and quiet, displacement and fear of natural resource losses, the overwhelmed opposition continues to believe they can make changes.

While another wrote:

It highlights the current fracking activity by gas companies in the farmlands of Pennsylvania near the Susquehanna River. The segment describes how the intense fracking activity has affected the residents positively with jobs and economic growth but negatively with noise and environmental pollution.

Even Houston, Texas residents, many of whom depend on the oil industry for their livelihoods, learned something about oil drilling.

One participant described the process as follows:

According to the segment, a majority of the oil produced in the continental US is produced by small companies like Wolverine rather than the majors. A large amount of money and time is spent to make an educated guess about where to drill. Most drilling attempts are not successful but when oil is discovered it can be a huge find like the 100 million barrels that Wolverine found.

Summative focus group findings:

Results indicated that listeners were highly engaged with the programming and content including the following:

- While participants reported different levels of interest and knowledge about energy and energy issues, all expressed a high level of engagement with one or more of the stories.
- The content presented in the stories provided significant fodder for discussion during the focus group. All participants reported that they learned something new.

- Approximately 50% of urban listeners and 20% in rural areas (an average of 25% of all participants) reported that the programs motivated them to seek out additional information about a topic presented—predominately by searching for information online. (The rural number may be lower because these listeners have less internet access.)²
- Approximately 15% of participants discussed the content with another person—again, with a higher percentage of urban listeners doing so.³
- The majority of participants reported that they would be interested in hearing similar programming.
- Participants reported that the best way for them to learn about programming would be via Facebook or email updates with links to program downloads.

Interest, knowledge, and engagement

While different focus group participants identified with different stories, they all took note of the personal lens BURN brought to its stories and appreciated the opportunity to hear different perspectives on the issues. One said, “It may have been more environmentally slanted, but I can tell they are trying to put both sides out there.”

Many listeners made personal connections to the stories. A young woman with breast cancer said:

My favorite story was fracking. I have a friend who works at DOT in Wisconsin. The mineral for fracking is present in Wisconsin so fracking is going on here and my friend thinks of it as job security. Fracking affects citizens in Wisconsin but we don't hear about it. They're mining sand in Wisconsin for fracking in North Dakota. And sand gets into your lungs. It makes me think of Erin Brocovich. I have breast cancer at 31 years old. Is it genetic? Is it environmental?

² Participants from rural areas were less likely to seek out additional information than their urban counterparts. This may be attributed to reduced internet access in rural communities.

³ Participants from rural areas were less likely to discuss content with others than their urban counterparts. While it is not clear why this is the case, it raises the issue that outreach to rural communities may need to be addressed differently than urban and suburban communities.

Wanting something more

Whether they were cynical about energy issues or interested in knowing what they could do to create a more sustainable future, an issue that came up repeatedly was the desire for information about how they could make a difference as individuals.

They didn't do a good job describing what's necessary to protect ground water and should have provided more information on that.

While the program was not about groundwater, this comment highlighted the listeners' desire for ways they can make a difference. Without the tools to make a difference, many participants said they would be frustrated and more likely tune out.

Discussion of issues with others

While some participants indicated that they talked about the issues with family or friends, most indicated that it was a somewhat controversial and therefore taboo subject. A woman in Houston reported that she was concerned the topic would be a difficult one to discuss with her boyfriend who worked in the oil industry, but was pleasantly surprised that they ended up having an interesting conversation about it.

One participant spoke of her reluctance to post about the stories on Facebook:

I was thinking about sharing it on Facebook. But with all energy concerns – you're either on one side or the other politically. Talking about the future of energy can stir people up, so I didn't share because I didn't want to start a debate. I would share it one-on-one.

Overall, the Wisconsin groups reported they were less inclined to talk to others or follow up on the topics than those in other communities. This may have been in part due to regional differences and the fact that Richland Center is a rural community where people are less likely to have Internet access.

Longer term outcomes

REA followed up with summative focus group participants in October and November of 2013 to learn more about their experience listening to the BURN clips. Of 52 total participants, 31 (a relatively high number for this kind of survey) responded to the online survey.

As a result of listening to an hour of BURN segments, 81% said BURN had changed their energy-related attitudes or behavior. The greatest long-term impact reported was reported by 14 of 31 (45%) respondents who felt they had

the ability contribute in a meaningful way to discussions about energy after listening to BURN. In addition, 10 of 31 respondents (32%) reported that they wanted to know more about energy issues, 8 (26%) said they talk to family, friends, or others about energy issues, and 7 (23%) reported that they had sought out the BURN website or other BURN programming. Six of the 31 (19%) respondents reported that they have continued to seek out news and information about energy issues. In follow up interviews, respondents cited lack of free time as the reason for limited follow up. And nearly all follow up that did take place happened using the Internet or public media sources.

We need to acknowledge that, while the focus group participants were recruited to reflect a public radio audience, participation in the focus group might suggest an additional treatment and follow up data may not be representative of the average listener. Those in the focus group had a 90 minute facilitated discussion about energy that the average listener would not experience. While it would have been ideal to survey listeners who had not attended focus groups, the difficulty in identifying listeners who were not “superfans” (i.e. those engaged with the website, Twitter feed, or Facebook page) made focus group participants the best audience to survey regarding longer-term outcomes.

It should be noted that engagement with the web and social media activity is an indication of the program’s accessibility and should not be discounted when considering *potential* impacts on typical audiences.

To gather richer information, ten of the survey respondents were contacted by phone and asked to participate in a brief follow up interview. The interviews were unstructured and focused on areas where the respondent had indicated a change in interest, knowledge, or behavior.

Energy issues that interested the respondents most fell into three categories: impacts on humans, animals, and the environment; sustainability; and ways to conserve energy.

In follow up interviews, respondents indicated that listening to the BURN clips resulted in their feeling better informed and therefore more confident when it came to discussing energy issues with others. Listeners reported that immediately after listening to BURN they had more conversations about energy than months later, but they still continue to discuss these issues—and join in conversations—as a result of their increased knowledge and understanding. When discussing energy, respondents tended to focus on their own personal consumption such as gasoline and electricity. Other issues that they were interested in included fracking and the use of natural resources.

Crediting BURN for his ability to take part in conversations, one interviewee explained:

It's the simple fact—when a person has a better knowledge base you are more able to talk about it. After listening the news shows I was more informed and was better able to have conversations and be more effective in my conversations about those issues. I'm more able to speak to those topics now.

A 63-year-old woman reported that as a result of listening to BURN she brought the energy discussion to her workplace:

We talk about it a lot more at work now. We carpool or wear a sweater when it's cold instead of turning up the heat. Because we've talked about how the stuff coming out of the ground is not always going to be there. There's not an unlimited supply of it.

Months after hearing the clips, 25 of the 31 respondents (81%) were able to recall specific information from BURN. The stories about fracking and the Fukushima disaster were the topics that stuck with listeners most. When asked what she remembered from the clips, one respondent reported:

I liked hearing firsthand accounts of how environmental issues impact real lives. The story of the tsunami in Japan was very moving. I liked hearing about the fracking debate in Pennsylvania and hearing locals talk about how they are effected for better and worse. Pretty much the same for the story about oil lines in Alaska. I think I mostly liked how much the program appeals to the human perspective.

Another wrote:

[I remember] the various dilemmas around shale oil extraction — farmers selling the oil rights to their land because they need the money, but all the consequent problems that creates: increased truck traffic, air and water pollution, pitting neighbors against neighbors, the quick influx of strangers into a rural community to fill the jobs and the stress that puts on the local community. The Fukushima power plant meltdown — at the time I listened to the tapes I felt that we have no idea of the ramifications down the road of nuclear fallout — and just in the last week that has been a big part of the news.

When asked, “Did listening to the Energy audio clips change your attitudes or behaviors in any way?” 25 of the 31 respondents answered yes. Many reported that they were much more conscious of their energy usage, while others were impressed by the fact that there are multiple sides to every story. To illustrate this, one respondent wrote:

Well, I can't give you specifics as to the clips (bad memory), but I do remember...thinking, it's okay to slow down and not rush into an anti-energy stance because I may hate the pollution, damage to natural resources, exploitation of people but I still want to put gas in my car and plug my computer in. That's an energy issue to explore! We need to face what we want and the "not in my backyard" philosophy doesn't really attend to this.

Another woman, when interviewed said:

I'm not out protesting or anything but I'm more aware. I didn't know what was involved with pulling the natural gas out of the earth: the possibility of explosions, or contamination of well water or even oceans... Because of the way our economy is, farmers think they can lease their land...I think many of them may have found a way to get out of the debt by leasing the land. I can relate to both sides. I want to make sure our land is left and our environment is clean. Is there a way we can extract fuel without damaging it? It's interesting to hear both sides of the debate.

In a follow up interview, one 25-year-old man reported that after listening to the BURN clips he was not “allowed to be as ignorant anymore. I can't pretend those issues don't exist.”

Respondents indicated they wanted information about what they could do to contribute to a more sustainable energy future. In an interview, one woman said:

The information I have on my own about energy and conservation is so limited. I want to make a difference and I need to know if the little dumb things I do make a difference. Are there larger things a person can do? I'm in the first stages—getting knowledge. I'm educating myself.

Recommendations

Continue to use a personal lens to explore energy issues. Listeners respond to the personal lens because it humanizes issues that sometimes seem too big to grasp. Including personal perspectives in stories makes them more relatable.

Provide listeners with information about what they can do to improve our energy future. While people know our energy future is in jeopardy, feeling hopeless about their options can result in having them tune out of the discussion. By suggesting actions they can take, BURN can 1) keep them engaged with the issues by empowering them and 2) have the potential to improve the future of energy and sustainability. While listeners are looking for direction, even encouraging them to take part in the larger conversation may contribute to a higher level of long-term engagement.

Actively engage social media as an outreach tool. Given that BURN is a special and not a regularly scheduled program, keeping listeners engaged and keeping the program at the forefront of their minds is key. To that end, BURN is well-advised to consider a more aggressive approach to social media as they have been doing. Inviting listeners to subscribe to a BURN newsletter or to follow the program on Facebook or Twitter, as they have done, can provide direct access to the program's followers. Tweeting, and posting to Facebook on a daily basis can ensure that listeners do not forget about the program or the issues it represents. Many of these suggestions have already been implemented.

Identify ways to incorporate listener feedback. Rather than engaging in a one-sided conversation, BURN should provide opportunities for listeners to contribute. Having a call in line where listeners can leave feedback about a program or an issue and then using some of that content online or in future programming is one option for giving listeners a voice. Encouraging them to post to Facebook or Twitter while using hashtags can also help bring them into the conversation.

Continue to employ balanced reporting. Repeatedly, listeners noted that BURN stories provided them with multiple perspectives on energy issues. Because the topic of energy can be polarizing, ensuring that the audience does not feel the program is political makes it more accessible for all and has the potential to engage those who might otherwise write off this type of programming as propaganda of the liberal media.

Conclusions

Listeners had overwhelmingly favorable responses to the program.

Questionnaires completed immediately after listening indicated a high level of information retention and, in focus groups, participants responded positively to BURN's style and story topics.

Months after listening to BURN clips, 81% percent of those interviewed reported that listening to the program had changed their attitudes or behaviors. More than two weeks after listening to their assigned one hour of programming, all those

surveyed remembered material from the show and one in five focus group participants still sought out BURN content. Being a special, rather than a regularly scheduled program makes it difficult to stay on listeners' radar. However the long-term impact of the programming on listeners is a strong indicator of the program's ability to engage listeners and the accessibility of its content for a diverse audience.

The program's impact on listeners, from providing them with new knowledge and information to helping them consider energy issues from multiple perspectives, is a testament to its success.

As SoundVision continues to produce BURN content with additional funding from other sources, there is potential to further activate listeners. Continuing the partnership with Marketplace while developing a new partnership with National Geographic will expand opportunities to reach larger audiences.

As a special, the program has garnered positive feedback from both listeners and the radio community and has managed to achieve carriage on a great number of public radio stations nationwide.