PRSS: Innovation Through Collaboration

Public Radio Super-Regional Meeting
October 27, 2016
PRSS: INNOVATION THROUGH COLLABORATION

MODERATOR:

MARTY GARRISON
VP NPR, TECHNOLOGY OPERATIONS, DISTRIBUTION & BROADCAST ENGINEERING

PANELISTS:

MICHAEL BEACH
VP, DISTRIBUTION, NPR

MICHAEL RIKSEN
VP, POLICY & REPRESENTATION, NPR

JOANNE WALLACE
VP & GENERAL MANAGER, RADIO; VP, TV & RADIO PROGRAMMING, KQED

FRANK LANZONE
PRESIDENT & GENERAL MANAGER, KCBX

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**Future Systems Considered**

**Two Potential Systems were evaluated**

<table>
<thead>
<tr>
<th>Technology</th>
<th>Terrestrial Network + Satellite / Internet Delivery System</th>
<th>Major Upgrade of Current Satellite / Internet Delivery System</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technology</td>
<td>Private Terrestrial network for some stations and Satellite / Internet for other stations</td>
<td>Major upgrade of Satellite &amp; Internet network for all stations</td>
</tr>
<tr>
<td>Cost</td>
<td>$116 Million to $150 Million</td>
<td>$53.5 Million</td>
</tr>
</tbody>
</table>
FUTURE SYSTEM

COSTS LESS: REDUCTION IN BANDWIDTH – FEWER TRANSPONDERS

• Changed business model
• Improved technology
• Better efficiency with improved data compression
• Approved by CPB & its outside consultant

WHAT IT MEANS FOR YOUR STATION

• New software and new satellite receivers
• Antennae replacement, as needed
• Improvements at the NOC and BuNOC
• Satellite lease and insurance
FEDERAL FUNDING

FY04 – FY07
$119 MILLION: PUBTV NEXT-GENERATION INTERCONNECTION SYSTEM

FY08 – FY10
$78 MILLION: PRSS
FEDERAL FUNDING

FY17 – FY20
$195 MILLION: PUBTV V6 INTERCONNECTION SYSTEM

FY18 – FY27
$53.5 MILLION: PUBLIC RADIO INTERCONNECTION UPGRADE
WHAT IS METADATA?

DESCRIPTIVE INFO ABOUT PROGRAMS & CONTENT

STATION ID
STATION LOGO
PROGRAM NAME
HOST / REPORTER
AIR DATE
TOPIC

CAN INCLUDE: TEXT, IMAGES AND LINKS

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HOW METADATA WORKS

RICH DYNAMIC METADATABASES

PUBLIC RADIO STATION

NEXT RADIO

WEB STREAMING

CONNECTED CAR

HD

RDS

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WHY USE IS METADATA?

VISUAL APPEAL = MEANS MORE LISTENING

MINUTES LISTENED PER MONTH
AUGUST 2015 – AUGUST 2016

ENHANCED CONTENT: DESCRIPTIVE INFO, ALBUM ART, INTERACTIONS

LOGO-ONLY DISPLAY

SOURCE: nextradio

Analysis of 12.3 million + listening hours, August 2015 – August 2016
The Great California ShakeOut

The Great California ShakeOut Stations

Statewide effort
Six Public Radio Stations supported by CPB

- Text alerts simultaneous with over-the-air broadcast
- Viewable on
  - Car radios (HD, RDS),
  - Station web site,
  - Mobile phones (Android / NextRadio app)
THE GREAT CALIFORNIA SHAKEOUT

KQED San Francisco
www.kqed.org

PLATFORM TESTED: RDS

Jo Anne Wallace,
VP & General Manager, Radio;
VP, TV and Radio Programming

• Dual licensee (Radio/TV)
• Staff engineers

KQED Middleware

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THE GREAT CALIFORNIA SHAKEOUT

STATION VIEW

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THE GREAT CALIFORNIA SHAKEOUT

KCBX, SAN LUIS OBISPO, CA
FRANK LANZONE, GENERAL MANAGER
WWW.KCBX.ORG

- Revenues: $1.85 million
- 8 Employees
- 1 Contract Engineer

PLATFORMS TESTED:
1. RDS
2. HD
3. NextRadio/tagstation

KCBX
Middleware

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THE GREAT CALIFORNIA SHAKEOUT

KCBX fm
Central Coast Public Radio

DESKTOP RADIO – WITH SCROLL AT BOTTOM

DESKTOP RADIO

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THE GREAT CALIFORNIA SHAKEOUT

KCBX ALERT MESSAGE ON MOBILE PHONE WITH TAGSTATION - NEXT RADIO APP

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NEW STATION-FEE STRUCTURE

BASED ON STATION TSR \((\text{not including major capital projects})\)
RATE SET ANNUALLY BY D/I COMMITTEE,
CHOOSING A PERCENTAGE OF TSR

FOR FY 2017: NO STATION PAYS MORE THAN $10,500

Actual Cost per Station = $43,523
Average Station Payment = $8,259

<table>
<thead>
<tr>
<th>Description</th>
<th>Value (USD)</th>
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<tbody>
<tr>
<td>Total</td>
<td>$43,523</td>
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<tr>
<td>Value of Federal Funding</td>
<td>$(17,912)</td>
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<tr>
<td>Satellite Capacity Sales</td>
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<td>Investments</td>
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<td>Trust Reimbursement</td>
<td>$(983)</td>
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<tr>
<td>Producer Fees</td>
<td>$(7,576)</td>
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<tr>
<td>Station Fees</td>
<td>$8,259</td>
</tr>
<tr>
<td>Total</td>
<td>$8,259</td>
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