Stop It!

How ending old projects can lead to new opportunities

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Today’s agenda

• Two case studies from Wisconsin Public Radio and New Hampshire Public Radio.
• Discussion about the examples.
• Time for your questions.
After three decades the show is closing. And he's not ready.

Whad’Ya Do Now?

Refuge Films presents Whad'Ya Do Now?
Written and directed by Marc Kornblatt
Original music by John Thulin
Featuring Michael Feldman
With Stephanie Lee and Jeff Hamann

www.refugefilms.net
The story behind ending *Whad’ya Know*

- The show could have continued, despite decline as a national program.
- It was a success for Wisconsin Public Radio from an audience perspective.
- Many saw the program as being “distinctly Wisconsin.”
Informed & Connected
Diverse & Inclusive
Resilient & Sustainable
Opportunity Cost
MAJESTIC

TO THE BEST
OF OUR KNOWLEDGE
LOVE & EVOLUTION
And we survived....
Production Timeline

2007: Word of Mouth conceived
2008: Word of Mouth launch
2013: Shift to an entirely pre-taped format
       Push for national distribution (PRPD)
2013: Outside/In proposed
2014: Word of Mouth abandons national distribution
2015: NHPR’s Creative Production Unit established
       First Outside/In podcast episode published
2016: Outside/In named best new podcast of the year by Outside
       Magazine and top 5 for Runner’s World
2017 (Jan): Civics 101 launches with a bang
           (Feb): Word of Mouth off-site retreat
           (July): Civics 101 & Outside/In move to Panoply
           (Sept): Word of Mouth moves to weekly format
4/20/2016

Stop it. Maybe?
1/27/2017

Stop it. Probably?
The Three-Box Solution

By balancing the three boxes, managers can resolve the inherent tension of innovating a new business while running a high-performing business at the same time.

**Create the Future**
Invent a new business model

**PAST**

**Forget the Past**
Let go of the values and practices that fuel the current business but fail the new one

**PRESENT**

**Manage the Present**
Optimize the current business
Strategic Goals

1. Create Excellent Content About and For New Hampshire
2. Expand, Engage, and Diversify Audiences
3. Grow revenue opportunities
4. Build an organizational culture of creativity and innovation
BOX 1: The Present: Manage the core business as peak profitability
TRANSLATION

BOX 1: Currently, what things (production models/content) support NHPR’s strategic goals? What should we keep?
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Diversity of guests and topics
Segments highlighting local people and projects
Featuring guests who don’t have radio experience
Sound production
Reported pieces
Civics 101
Outside/In
Events: Writers on a New England Stage
Staff is empowered to bring their ideas to fruition
Ability to take risks; to try new things
Segments that reveal the personalities of Virginia and the production staff
Playfulness, humor
Digital design sensibility
Social media presence
BOX 3: The Future: through experimentation, convert breakthrough ideas into new products and business models

Translation: what do we WANT to be/do?

Be a podcast incubator
Allow space for experimentation and risk
Be deliberate in our work and coverage
Grow our broadcast and on-demand audience
Diversify our broadcast and on-demand audience
Create meaningful engagement on-air, on-line, and in-person
Produce meaningful/distinct content
Offer the highest-quality local coverage
Produce more field pieces
Create podcasts with strong digital assets & promotion
Break down silos, foster cross-departmental collaboration
Collaborate with other stations and local media outlets
Leverage the work we do – tailor it to multiple platforms
Grow new revenue streams
BOX 2: The Past: Identifying and abandoning practices, ideas and attitudes that have lost relevance in a changed environment.  
Translation: what do we let go of?

Content that doesn’t super-serve NH
Traditional ISDN 2-ways
Press release booking (NPR book tour stuff)
PRX curates
Daily production:
- Daily booking
- Daily script writing
- Daily editorial meetings for interviews
- Daily in-studio tapings
- Daily show tracking
- Daily promos and billboards
- Daily show edits and mixing
- Posting daily show to web without buildouts
9/2/2017

We stopped it
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2017 Public Radio

Super-Regional Meeting