

# 2017 Public Radio Super-Regional Meeting



# Stop It!

*How ending old projects can lead to new opportunities*

LaFontaine Oliver, WMFE

Michael Arnold, Wisconsin Public Radio

Maureen McMurray, New Hampshire Public Radio



# Today's agenda

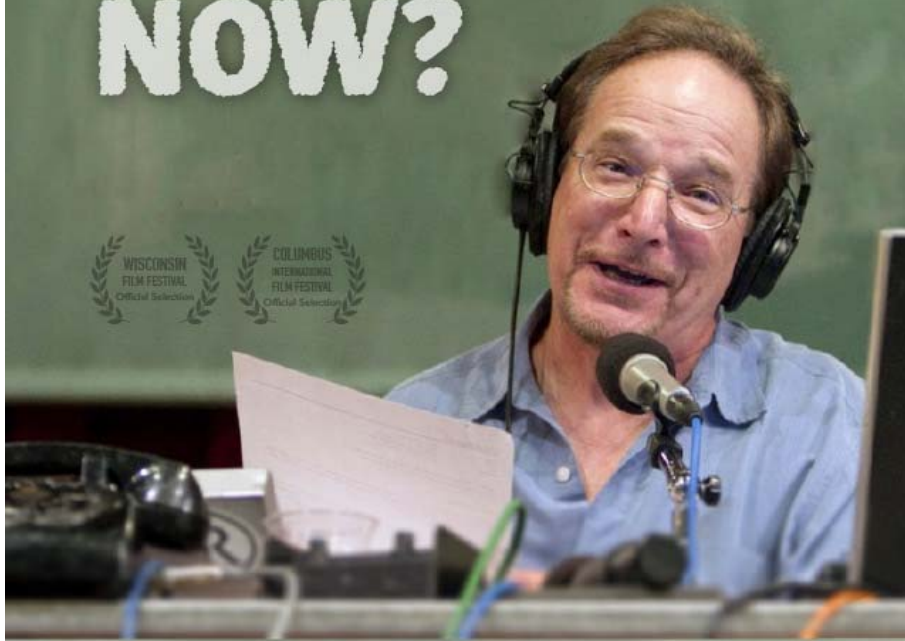
- Two case studies from Wisconsin Public Radio and New Hampshire Public Radio.
- Discussion about the examples.
- Time for your questions.



**WISCONSIN**  
**PUBLIC RADIO**

After three decades the show is closing. And he's not ready.

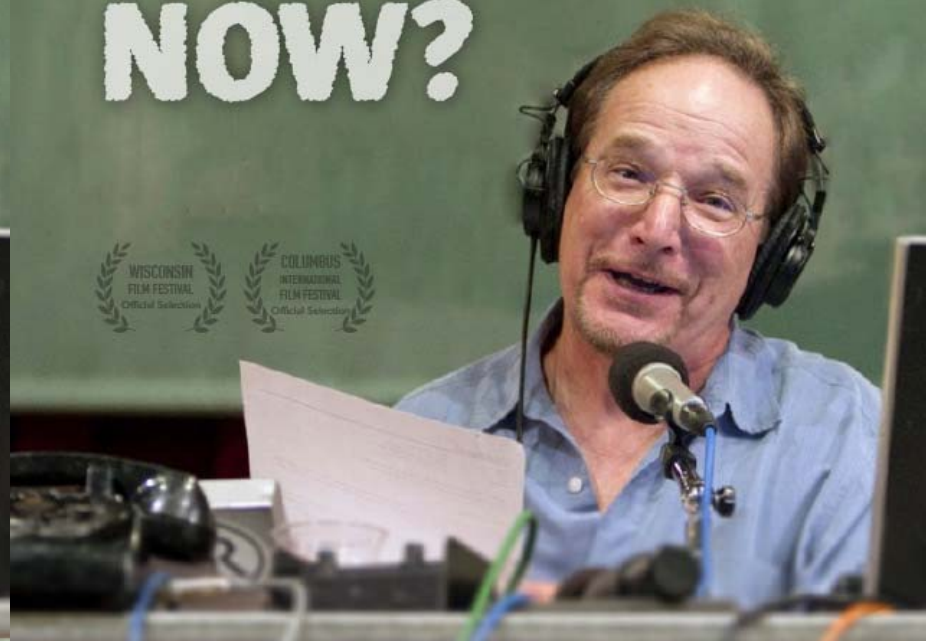
# WHAD'YA DO NOW?



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](http://WWW.REFUGEFILMS.NET)

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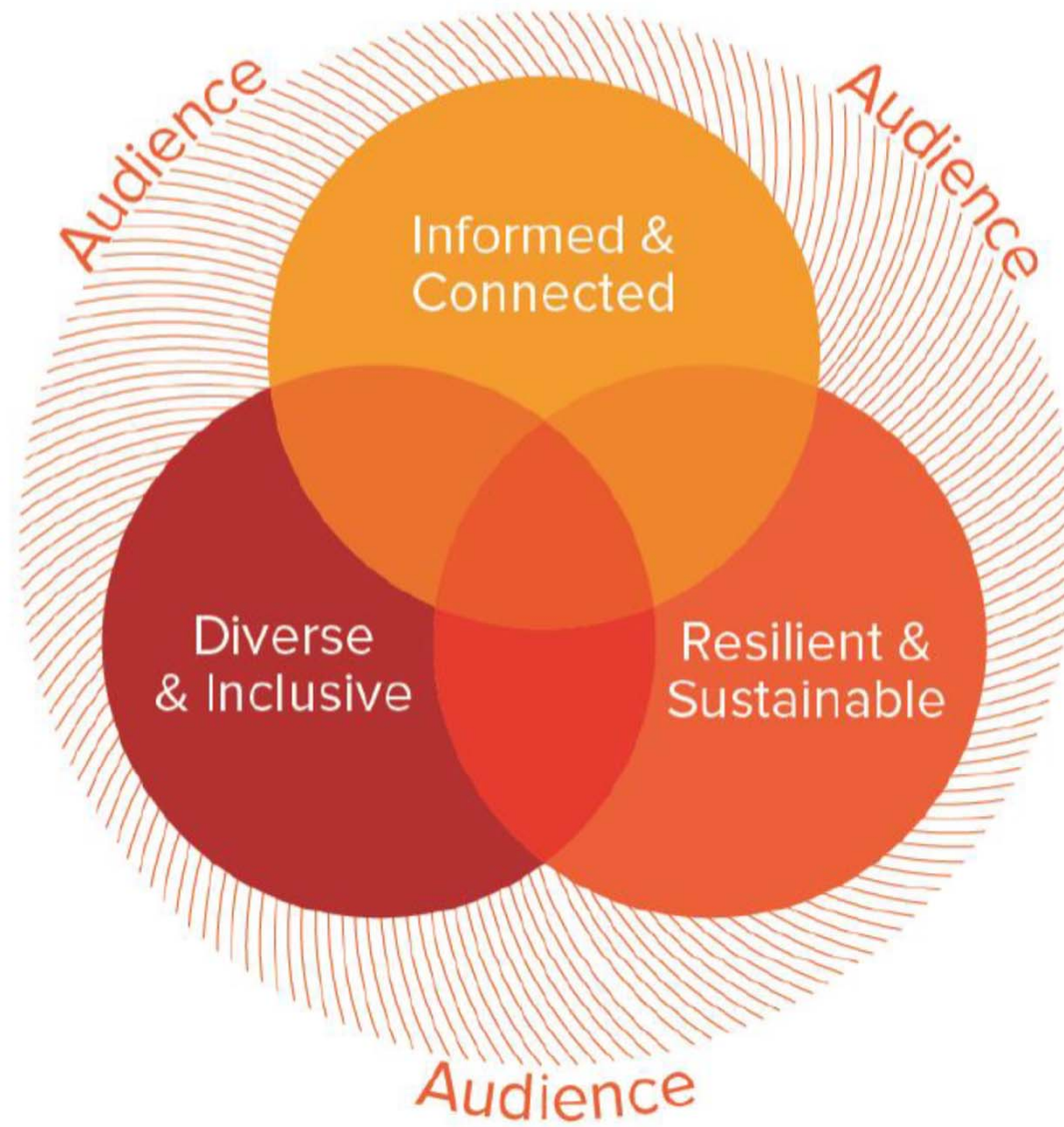
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## The story behind ending *Whad'ya Know*

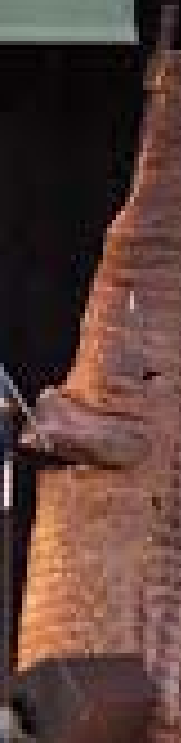
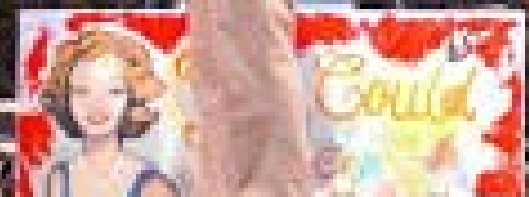
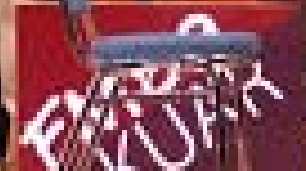
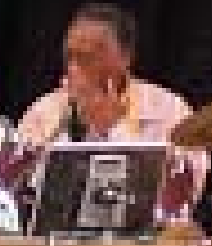
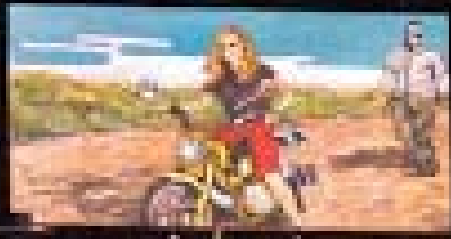
- The show could have continued, despite decline as a national program.
- It was a success for Wisconsin Public Radio from an audience perspective.
- Many saw the program as being “distinctly Wisconsin.”



A R

Michael Feldman's

# What'Ya Know?





# Opportunity Cost



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Pre	CS	Direct Out ? Buss O
R 1	1	
R 2	2	
R 3	3	
R 4	4	
R 5	5	
R 6	6	
R 7	7	
R 8	8	
R 9	9	
R 10	10	
L 1	11	
L 2	12	
A 1	25	
A 2	26	

# WPRR NEXT





MAJESTIC

TO THE BEST  
OF OUR KNOWLEDGE  
LOVE & EVOLUTION

MAJESTIC  
FEBRUARY SHOWS  
HORSES vs. BLACK TIGER  
CANDICE vs. WILLIAM SHANE  
LIES vs. GUY  
EVOLUTION vs. LEX  
BEN LYNCH vs. SAMMY ADAMS  
VS. DOG vs. JOHNNY CASH  
IN THE AIR vs. STRIPPER  
HORRORS vs. CARNIVAL

And we survived....

nhpr



FROM NEW HAMPSHIRE PUBLIC RADIO

**WORD**

**OF MOUTH**

# 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?**

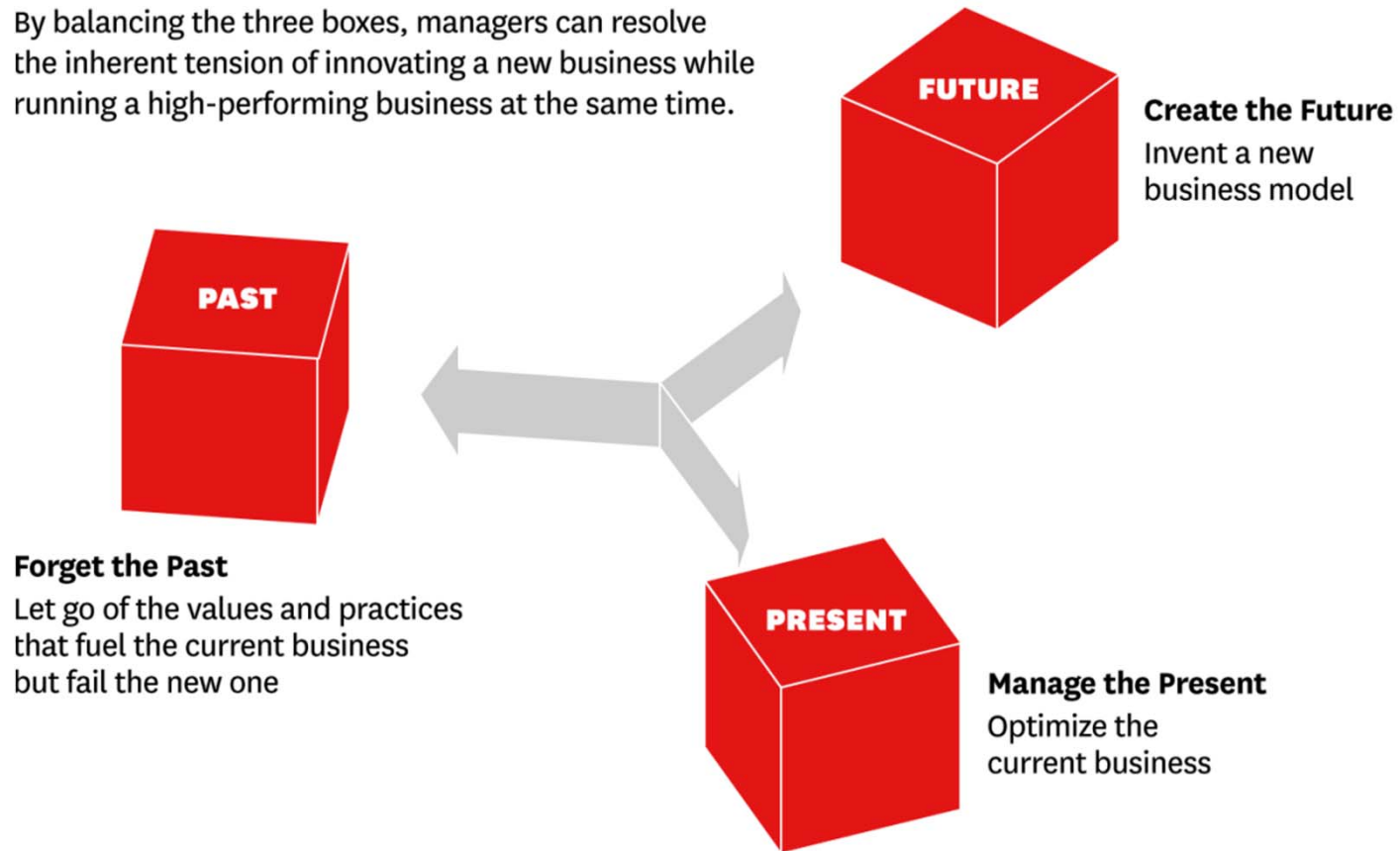


1/27/2017

**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.



## **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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**BOX 1: Currently, what things (production models/content) support NHPR's strategic goals? What should we keep?**

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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