Mobile-izing for the 21st Century

Public Radio Super-Regional Meeting
September 27, 2017
Today’s Topic

MetaPub Project: Mobile-izing for the 21st Century

Moderator:
• Michael Beach, VP Distribution, NPR

Panelists:
• Paul Maassen, General Manager, WWNO, New Orleans
• LaFontaine Oliver, President, General Manager, WMFE, Orlando, Florida
• Jay Pearce, General Manager, WVIK, Rock Island, Illinois
• Nick Kereakos, SVP, Chief Technology Officer, American Public Media
• Kyle Wesloh, Director of Media Technology, American Public Media
TYPES OF META DATA

Program (Series)
- Title
- Producer
- Graphics: Logos/Images
- Description
- Links: URLs

Episode
- Title
- Description
- Logos/Images

Piece
- Title
- Artist/Reporter
- Timing
- Logos/Images
- Links

Proprietary & Confidential
Not to Be Copied or Disseminated
How IT WORKS

ContentDepot®
Enhanced Content = More Listening

Stations using metadata tallied more listening time than those providing just a station logo.

Minutes Listened Per Month

Source: NextRadio
SUCCESS TO DATE

20+ STATIONS

[Logos of various radio stations]

PROGRAMMING

34 Shows

2100 Programming Hours a Month
LOCAL IMPACT:
WHAT’S HAPPENING IN NEW ORLEANS

Paul Maassen
General Manager, WWNO
LOCAL IMPACT:
WHAT’S HAPPENING IN NEW ORLEANS

Public Radio Super-Regional Meeting    September 2017    St. Paul, MN
LOCAL IMPACT:

WHAT’S HAPPENING IN NEW ORLEANS

DISPLAY ON ANDROID PHONES

NEXT RADIO APP

Public Radio Super-Regional Meeting    September 2017    St. Paul, MN
LOCAL IMPACT:
WHAT’S HAPPENING IN ORLANDO

LaFontaine Oliver
President, General Manager, WFME
LOCAL IMPACT:

WHAT'S HAPPENING IN ORLANDO

90.7 WMFE
LOCAL IMPACT:
RAISING REVENUE

Fundraising
Sponsorships
**Local Impact:**
**E-Commerce Opportunities**

Listen *and* click to buy
Local Impact: Emergency Alerting

Local Text Alerts Synched with Over-the-Air Broadcast

The Great California ShakeOut Stations

Public Radio Super-Regional Meeting  September 2017  St. Paul, MN
LOCAL IMPACT:
WHAT’S HAPPENING IN THE QUAD CITIES

Jay Pearce
General Manager, WVIK
LOCAL IMPACT:

WHY BOTHER? THE BUSINESS CASE

- Attract, retain & assist listeners:
  Increase engagement with listeners across platforms
- Provide critical community service: Emergency alerting
- Integrates with emergency & business recovery plans
NATIONAL IMPACT:

WHAT’S HAPPENING AT AMERICAN PUBLIC MEDIA

Nick Kereakos
SVP, Chief Technology Officer

Kyle Wesloah
Director, Media Technology
Performance Today

Feinberg: Piano Sonata No. 1

Marc-Andre Hamelin, piano

American Public Media

01:25:24 to 01:31:43 (00:06:19)
KSJN

Feinberg
Classical/Other Music

Feinberg: Piano Sonata No. 1 by Marc-Andre Hamelin, piano

Title: Feinberg: Piano Sonata No. 1
Artist: Marc-Andre Hamelin, piano
Album: Performance Today

Tuesday, September 26, 2017 14:25:53
Samuil Feinberg
Sep 26, 2017
Samuil Feinberg was a Russian pianist and composer. He had a fine career as a pianist inside the USSR, but he was almost never allowed to leave the country… so Feinberg’s work isn’t as well known to the rest of the world. Pianist Marc-Andre Hamelin would like to change that. On Tuesday’s Performance Today, tune in to hear Hamelin play Samuil Feinberg’s Piano Sonata No. 1, from the Aspen Music Festival. 

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You are now listening to
Performance Today for September 26, 2017 (Hour 1)
0:09
<table>
<thead>
<tr>
<th>Timings</th>
<th>00:19:25 - 00:35:18 (00:15:53)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Piece Title</td>
<td>Debussy: String Quartet in G minor</td>
</tr>
<tr>
<td>Artist/Contributor</td>
<td>Grand Teton Music Festival</td>
</tr>
<tr>
<td>Segment</td>
<td>5 - Part 2</td>
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SymphonyCast
Wood: Fantasia on B...
BBC Symphony Orchestra
American Public Media
01:17:58 to 01:36:10
(00:18:12)

SymphonyCast
Arne: Rule, Britannia!
Nina Stemme, soprano
American Public Media
01:36:10 to 01:40:33
(00:04:23)

SymphonyCast
Elgar: Pomp and Circ...
BBC Symphony Orchestra
American Public Media
01:40:33 to 01:50:58
(00:10:25)

SymphonyCast
Parry: Jerusalem
BBC Symphony Orchestra
American Public Media
01:50:58 to 01:53:34
(00:02:36)
Elgar: Pomp and Circumstance
March No. 1 by BBC Symphony

Title: Elgar: Pomp and Circumstance March No. 1
Artist: BBC Symphony Orchestra
Album: Symphony Cast

Tuesday, September 26, 2017  14:24:18
Last Night of the BBC Proms
Sep 25, 2017

Pomp and Circumstance: We’re in London for the epic conclusion of this year’s 2017 BBC Proms.
SymphonyCast

Elgar:
Pomp And Circumstance
NATIONAL PROGRAMMING METADATA
THANK YOU