

# Leveraging "Grove" for Sponsorship

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# Current System Overview

## Core Publisher

- Built in Drupal in 2010; live since 2011
- Currently 176 stations are relying on CP for their publishing needs
  - Several stations host more than one site on CP
- Digital ad space available in CP:
  - 728x90 banner ad
  - 300x250 right rail ads
  - 320x50 mobile banner ads
- Drupal 7 is reaching its end of life
  - NPR recognizes the need to offer a new CMS that can:
    - Meet the growing digital needs of the Member Stations
    - Grow with the broader Public Media landscape



**Grove**

# What is Grove?

## Grove is the new unified content management system (CMS) for Public Media

- Built in partnership with our vendor, Perfect Sense, on a tested platform: Brightspot
  - Customized to meet the unique needs of a newsroom
- Key benefits include:
  - Collaborative **curation & publishing** of content
  - Unified platform **upgrades & feature improvements**
  - Best-in-class **audio** and **video** publishing tools
  - Streamlined **editorial workflows**
  - Custom-made **web template** for **engaging** public media users
  - Industry best practices for **scale** and **performance**
  - **Freeing of resources** for content, marketing, membership and other station imperatives

# Overview of Core Features

## Theme

- Articles + Embeds
- Author Pages
- Section / Category
- Home Page
- Static Pages
- Podcast Shows
- Radio Shows
- Franchises
- Site Search
- Tags
- Alert Bar
- Persistent Player (streams / on-demand)

## Content

- Audio (featured & in-line)
- Images & Galleries
- Videos & Playlists
- Header
- Footer
- Navigation Menus
- Community Calendar

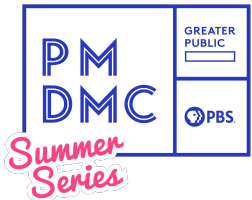
## Integrations

- Sponsorship (DFP)
- Commenting (Disqus)
- Story API Ingest
- Organization Service
- Analytics (Google Tag Manager)
- Schedules (Composer)
- Monitoring (Graylog, Zabbix)
- Single Sign-on and Role Management (NPR Studio)

## Syndication

- Cross-Organizational Collaboration
- Sharing via Story API
- RSS
- Google AMP

# Poll 1



Quick Start



Image



Podcast Epis...



Radio Episode



Story

Recent Activity

Show 20

Current Site (WFAE)

Story

Anyone

Status (Published)

S

Blog post with VuHaus asset created by Lester

Story · Mon, Jan 27 · 4:08 PM · schan

MH

Nobel Laureate Toni Morrison Dies At 88

Story · Fri, Jan 24 · 11:26 AM · Matti Henefeld

M

Test Sleep Apnea Article

Story · Mon, Jan 20 · 8:15 PM · maria.bishirjian

TT

SouthBound: Wrestling Announcer David Crockett On Life Around (And Sometimes In) The Ring

Story · Tue, Aug 06, 2019 · 3:43 PM · Tommy Tomlinson

E

'The Balance': Abdullah Ibrahim Is Deeply Rooted Yet Sounds Like No One Else

Story · 2:52 PM · editor

E

Canada's Safe 3rd Country Agreement With The U.S. Draws Criticism

Story · 2:52 PM · editor

Upload

Drag and drop or select files.

Resources

Brightspot Docs

Brightspot Videos





Story: Finding Home: Small Belmont Is Becoming A Big Draw

PUBLISH

MAINOVERRIDESLOCALIZATIONMIGRATIONSEOAUDIENCE RESTRICTIONNPR

Canonical URL

https://wfae.uat.npr.psdops.com/local-news/2019-02-18/finding-home-small-belmont-is-becoming-a-big-draw

Title

Finding Home: Small Belmont Is Becoming A Big Draw

Description

Throughout the course of WFAE's Finding Home series, we've spent a lot of time discussing gentrification and the people who are displaced from their homes and neighborhoods as a result of it. On this installment of the series, we head to a little city west of Charlotte known for its quintessential Americana downtown and Mayberry feel.

Keywords

+

Robots

See robots metatag documentation for more information.

Site Map

URLs

Sites

Story Copy

Story API

References

Revisions

Live

In Progress

New Revision

Past

Tue, Jan 28, 4:21 PM by Reporter

Story: Finding Home: Small Belmont Is Becoming A Big Draw

- MAIN
- OVERRIDES
- LOCALIZATION
- MIGRATION
- SEO
- AUDIENCE RESTRICTION
- NPR

Headline

Finding Home: Small Belmont Is Becoming A Big Draw

Sub Headline

B

I

U

0w 0c

Slug

Slug will be saved as: finding-home-small-belmont-is-becoming-a-big-draw

finding-home-small-belmont-is-becoming-a-big-draw

Author(s)

1 Sarah Delia

+

Lead

Gallery

Title

- SHARE
- Now
- Mobile - Port

WFAE 90.7

CHARLOTTE'S NPR NEWS SOURCE

Local News

# Finding Home: Small Belmont Is Becoming A Big Draw

By Sarah Delia,  
Arts & Crime Reporter

Published February 18, 2019 at 12:05 AM EST



1/3 — mainstreet\_belmont.jpg

(Sarah Delia / WFAE)

- URLs
- Sites
- Story Copy
- Story API
- References
- Revisions

Live

In Progress

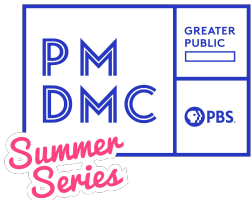
New Revision

Past

Tue, Jan 28, 4:21 PM by Reporter

finding\_home\_web.mp3

# Poll 2



# Who Is Currently Live?

**JPR** Jefferson Public Radio  
A member of Southern Oregon University

HOME | NEWS | LISTEN | PROGRAMS | EVENTS | SUPPORT JPR | CONNECT | ABOUT | WEATHER

**PSA Oregon Emergency COVID Orders Remain Valid For New Supreme Court Rules**  
Issued: April 15, 2020  
Read More

**California Loses Covid-19 Responder**  
Read More

**Respecting Southern Oregon Businesses Face Challenges**  
Read More

**Oregon Set To Begin Distribution Of Experimental COVID-19 Drug**  
Read More

**California Remaps Up COVID-19 Contain Traveling, But Volunteers Want To Help, Too**  
Read More

**JPR News | Featured**

**At Age 6, He And His Classmates Fled Mount St. Helens. 40 Years Later Reporter Recalls That Day**  
Read More

**Opening The Archives On 40 Years Of Science And Adventure On Mount St. Helens**  
Read More

**JPR Music**

**JPR Live Session: Steven David McKellar**  
Read More

**Jason Isbell On The Past Lives That Inspired His New Album, 'Turnovers'**  
Read More

**Upcoming JPR Live Sessions**

**Workshop Family Hour | Friday, May 22 | 10am**

**Class Circle | Friday, May 22 | 10am**

**Learn More | Friday, June 5 | 10am**

**KCUR 89.3** NPR in Kansas City

HOME | ALL THINGS CONSIDERED | NEWS | SPECIAL SERIES | ARTS & LIFE | SUPPORTERS | SIGN UP | NEXT UP: 10:00 PM Newsweek | All Shows

**Live Coverage: Coronavirus in the Kansas City Area**

**Temporarily Closed**  
Read More

**GIVE BLOOD**  
Read More

**Kansas Backs Lock More Restrictions, But The Pool Won't Be Open For Memorial Day**  
Read More

**Subscriber No. KCUR's Early Bird Newsletter**

**Live Coverage: Coronavirus in The Kansas City Area**  
Read More

**wfsu** WFSU News | Tallahassee | Panama City | Tallahassee

HOME | NEWS | NEWS PROGRAMS & PRESENTS | CLASSICAL PROGRAMS | SCHEDULES | LOCAL EVENTS | TELEVISION | WFSU PRESS | NEXT UP: 10:00 PM Newsweek | All Shows

**Latest Stories**

**To Avoid 'Major Crowds,' Miami Beaches, Restaurants To Remain Closed Until After Memorial Day**  
Read More

**DeSantis Sends Thanks To All Working To Fight COVID-19**  
Read More

**Florida Prison System Sees Following Information Request About The Coronavirus and Inmate**  
Read More

**Education**

**Coronavirus**

**WFSU News Delivered Straight To Your Inbox**

**Health & Science**

**WGSU** WGSU News | Panama City | Tallahassee

HOME | NEWS | NEWS TOPICS | SCHEDULES | PROGRAMS | NEXT UP: 10:00 PM Newsweek | All Shows

**Politics**

**Ethics Panel Rejects Cable Company's Bid To Use DeSantis In COVID-19 PSAs**  
Read More

**Democrats Push Health Care Changes Amid Coronavirus Pandemic**  
Read More

**National Union Leader Representing Teachers, Nurses Criticizes DeSantis' Coronavirus Response**  
Read More

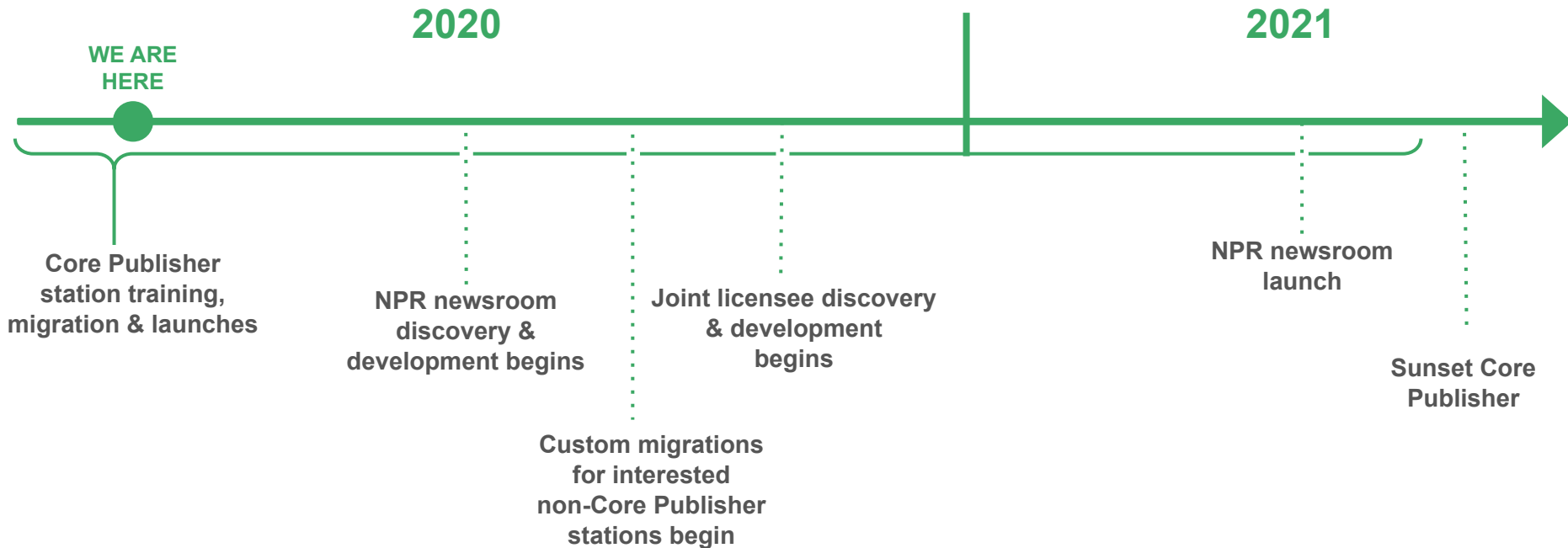
**State Lawmakers Call For Action In Response To Coronavirus**  
Read More

**Florida Backs Biden As Voters Contend With Coronavirus Fallout**  
Read More

**Florida Congressional Democrats Back Biden, Here's Why**  
Read More



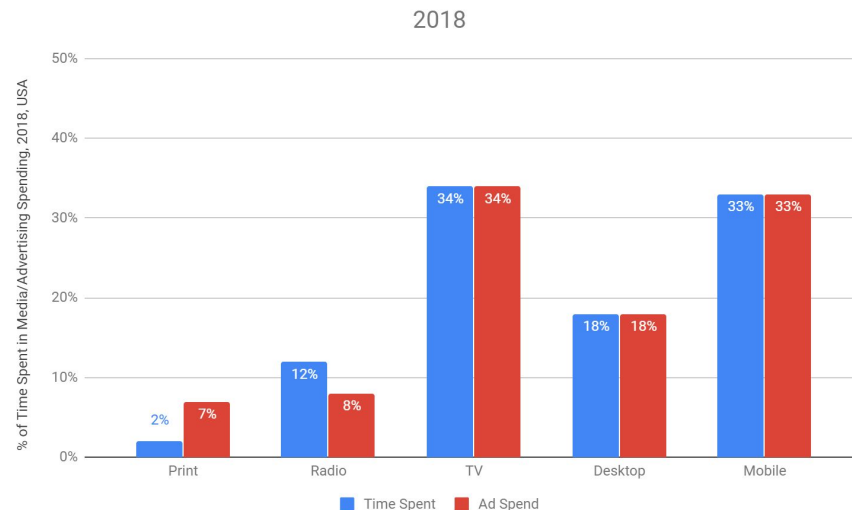
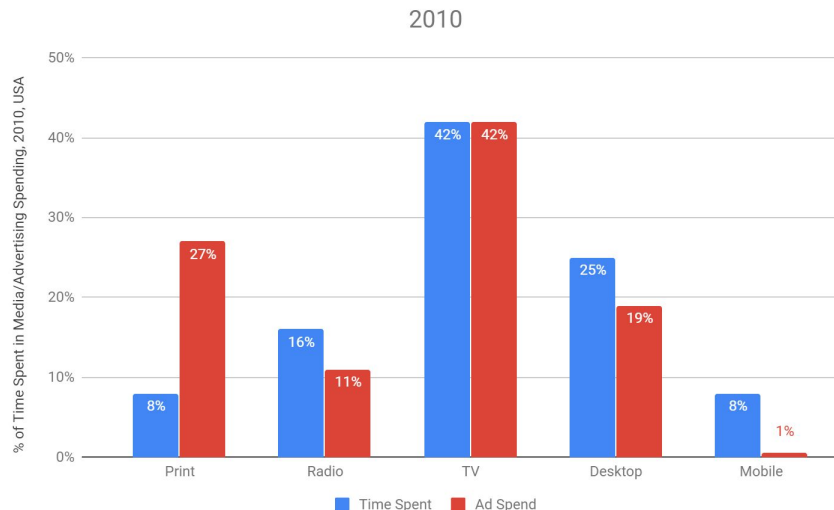
# Implementation Timeline



# Digital Underwriting

# Media Time vs Advertising Spending

## % Time Spent in Media vs. % Advertising Spending





# Above, Aside, Below

## Module Placement and Page Structure: Above, Aside, Below

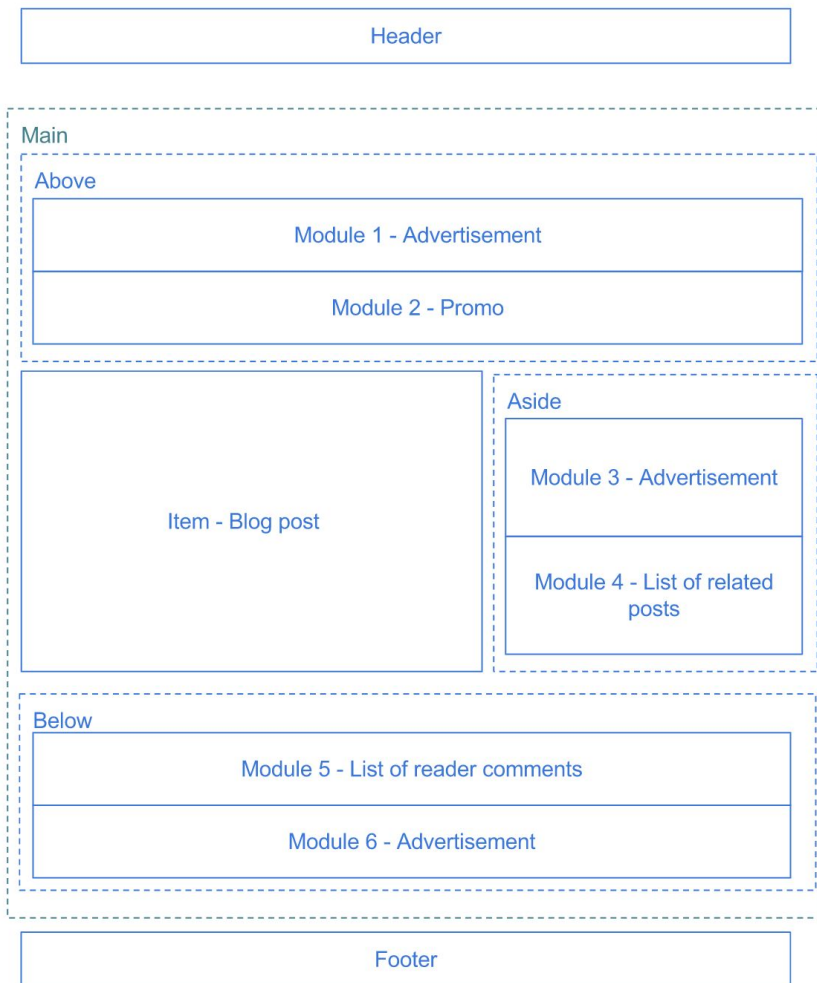
In Grove, there are 3 areas that make up the page structure.

**Above:** above the content area.


**Aside:** to the side of the content; generally referred to as the right rail.



**Below:** below the content area.




- Banner ads are placed in the “Above” area.
- Medium Rectangle Ads are included in the “Aside” area.



# Ad Units in Grove


**KCUR 89.3**NPR in Kansas City





KCUR**Weekend Edition Sunday**NEXT UP: 10:00 AM This American Life**All Streams**


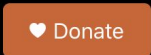
[SHOWS & PODCASTS](#) [NEWS](#) [SPECIAL SERIES](#) [ARTS & LIFE](#) [SUPPORTERS](#) [SIGN UP](#) [SHOP](#)

**728x90**

Carlos Moreno / KCUR

**300x250**



**Jefferson Public Radio**

**320x50**

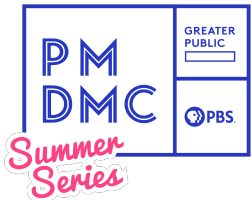
stateparks.oregon.gov

Environment

**Some Popular Oregon State Parks Will Not Open This Summer**

Rhythm & News**Weekend Edition**

# Poll 3



# Ad Targeting: Key-Value Pairs

## Key-Value Pairs

Ad targeting is implemented in Grove to align with established Key-Value pairs saved in Google Ad Manager.

Some adjustments in Google Ad Manager may need to be considered with the new content types available in Grove, such as Radio Episode, Podcast Episode, Podcast, and Radio Show.

Note: If a station has key-value targeting based on a **Series** (formerly topic in Core Publisher) please contact NPR Product.

**ID:** An ad can be sold to a specific piece of content based on the unique ID.

**Type:** Indicates the type of content. Example: News Story.

*New Grove values may need to be added to Google Ad Manager if a station is targeting ads based on type in Core Publisher.*

**Tag:** for content associated with tags. Example: coronavirus

**Category:** for content associated with the section (category).  
Example: WFAEats.

**Programs:** for content associated with a Radio Show, Podcast, Franchise, or the landing page for the program itself.

**Agg:** current value example in use: Homepage.

# Ad Targeting: Key-Value Pairs

## Key-Value Pair Example

Example of data available for ad targeting purposes  
on a news story page:

ID, type, tags, category (section)

```
data-targeting-data="{\"id\":\"00000171-ebbd-dc10-a3ff-  
effd5bfa0000\", \"type\":\"news-story\", \"tags\":  
[\"Coronavirus\", \"Kansas City Missouri (KCMO)\",  
\"Brookside\", \"Westport\", \"Digital Post\"],  
\"category\":\"Community\", \"programs\"
```

"Now that things are slowly starting to reopen, we want to move back in phases," Pyles said, "and not necessarily take for granted that this thing is still a threat."

Tags: Community, Coronavirus, Kansas City Missouri (KCMO), Brookside, Westport, Digital Post

f t in e

Ad Slots (3) Page Request

			AUDIT THIS PAGE	NEW	OPEN IN DELIVERY
✓	2 ms	Setting targeting attribute id with value 00000171-ebbd-dc10-a3ff-effd5bfa0000 for slot 5342821/KCUR_medium_1			
✓	2 ms	Setting targeting attribute type with value news-story for slot 5342821/KCUR_medium_1			
✓	2 ms	Setting targeting attribute tags with value Coronavirus,Kansas City Missouri (KCMO),Brookside,Westport,Digital Post for slot 5342821/KCUR_medium_1			
✓	2 ms	Setting targeting attribute category with value Community for slot 5342821/KCUR_medium_1			

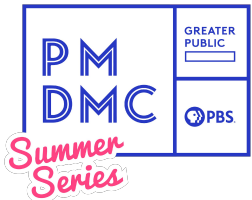
# What is Rich Media?

Rich media uses HTML5 innovations like video, audio, expansions, and pushdowns to incorporate complex media into ads.

# Benefits of Rich Media Creative

1. Earn a Premium
  - Publishers can charge a higher rate for rich media ads over standard display ads.
2. Can Include Video
  - Rich media video ads are a great way to incorporate video assets from sponsors and boost engagement.
3. Larger Space to Provide Visuals and Messaging.
  - Rich media ads that expand or have multiple frames provide more space for advertisements, or provide for a more complex experience.
4. Higher Interaction Rate:
  - Provide a more engaging user experience, which leads to a higher interaction rate
5. Better Performance
  - Increased conversions, click-throughs, and view rates
6. Additional Metrics
  - Provide aggregated metrics on user behavior, including number of expansions, multiple exits, video views, and completions, etc. Better metrics provide more insight into what consumers want

# Poll 4





# 728x90 Expanding Ad (Pushdown)

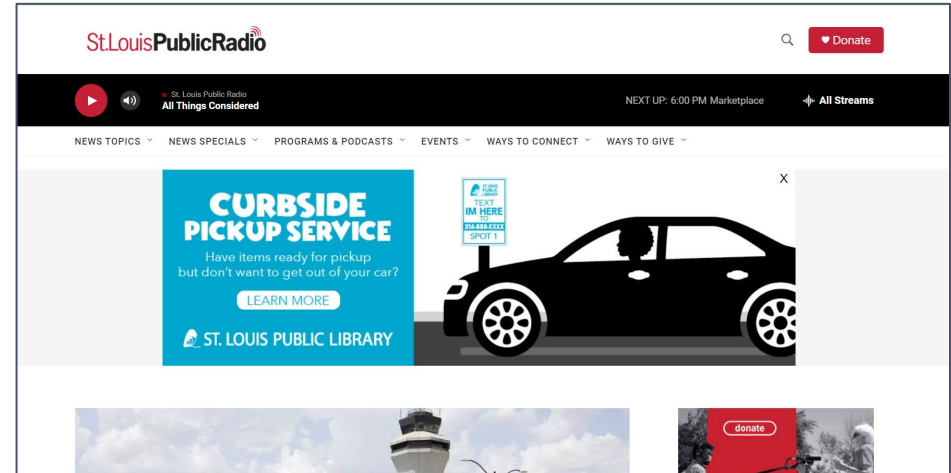
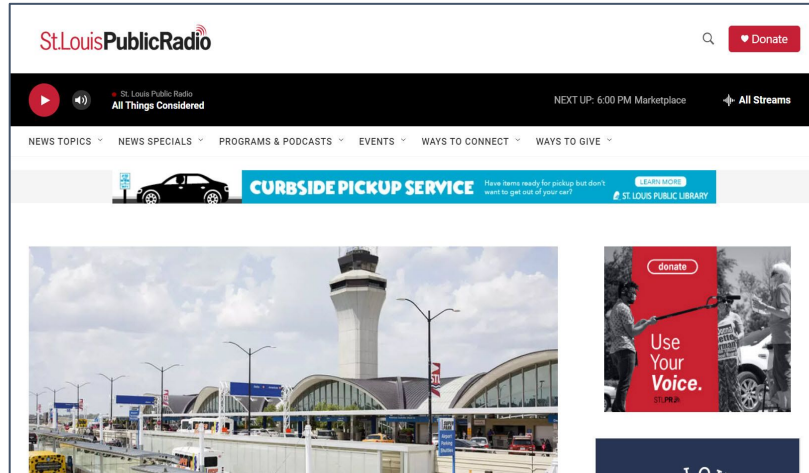
728x90

The screenshot shows the top of the KCUR 89.3 website. The header includes the station logo, name, and location (NPR in Kansas City), along with a search icon and a 'Donate' button. Below the header is a navigation bar with a play button icon, the text 'Here & Now', and a 'Next Up' section indicating '2:00 PM BBC Newshour'. A secondary navigation bar lists categories: SHOWS & PODCASTS, NEWS, SPECIAL SERIES, ARTS & LIFE, SUPPORTERS, SIGN UP, and SHOP. The main content area features a large video player on the left showing a man in a suit speaking. To the right of the video is a 728x90 expanding ad. The ad has a white background with a quote: "Anti-depressants & talk therapy helped, but Greenbrook TMS finally got me to full remission." attributed to —EMMA, 37. The ad includes a 'CLOSE' button and an 'EXPAND' icon. Below the video player, the text 'Kansas City, Missouri, Schools Superintendent Blasts Incentive Deal' is visible.

728x300

This screenshot shows the same KCUR 89.3 website but with a 728x300 ad. The ad is a 'SPONSOR MESSAGE' for Greenbrook TMS Therapy for Depression. It features a woman holding a child and a man in a plaid shirt. The text reads: 'Non-drug Non-invasive Proven effective Greenbrook TMS Therapy for Depression'. The ad includes a 'CLOSE' button and a '1:00' timer. Below the ad, the same video player and headline from the previous screenshot are visible.

# 970x50 Expanding Ad (Pushdown)



# 300x250 In-Banner Video



**KCUR 89.3**

NPR in Kansas City



♥ Donate



KCUR  
**All Things Considered**

NEXT UP: 6:30 PM Marketplace

🔊 **All Streams**

SHOWS & PODCASTS ▾

NEWS ▾

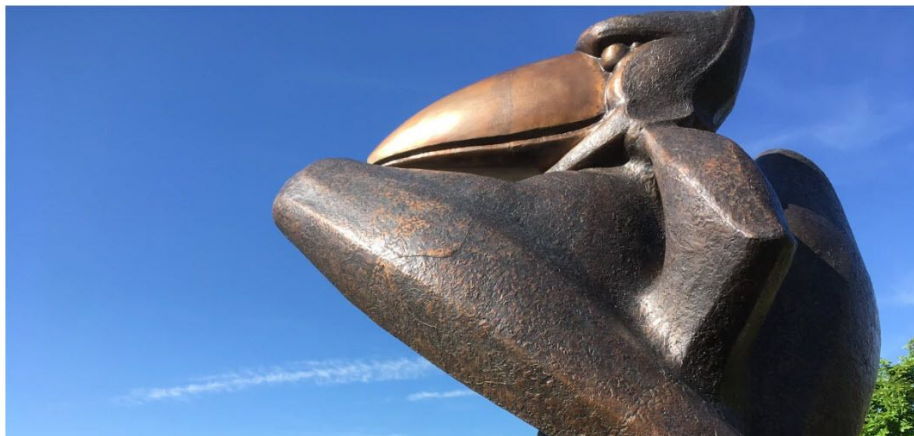
SPECIAL SERIES ▾

ARTS & LIFE ▾

SUPPORTERS ▾

SIGN UP ▾

SHOP



Video

Sponsor Message  
Click-through link



NATIONAL PUBLIC MEDIA

# 300x250 Sidekick

This screenshot shows the NPR website's 'Food & Drink' section. The top navigation bar includes the KCUR 89.3 logo, a search icon, and a 'Donate' button. Below the navigation bar, the 'Food & Drink' section is displayed. The first article is titled 'Kansas City Restaurants Struggle To Survive Under Coronavirus Restrictions' by Steve Krasko, dated June 10, 2020. It features a photo of a man speaking into a microphone and a red 'Open' button. The second article is titled 'Restaurants Struggle During Pandemic | Kansas City Architecture' by Steve Krasko, dated June 10, 2020. It features a photo of a street scene and a black 'UP TO DATE' graphic. A 300x250 ad space is highlighted with a red border on the right side of the page.

KCUR 89.3 NPR in Kansas City

Donate

KCUR Here & Now

NEXT UP: 2:00 PM BBC Newshour

Streams

SHOWS & PODCASTS NEWS SPECIAL SERIES ARTS & LIFE SUPPORTERS SIGN UP SHOP

## Food & Drink

Talk Show

### Kansas City Restaurants Struggle To Survive Under Coronavirus Restrictions

Steve Krasko, June 10, 2020

Kansas City restaurant are struggling to make ends meet under rules that reduce operating capacity, and with little government guidance.

LISTEN - 32:34

Talk Show

### Restaurants Struggle During Pandemic | Kansas City Architecture

Steve Krasko, June 10, 2020

Restaurants are struggling to stay afloat during the COVID-19 pandemic, and people are spending more time observing the architecture in their Kansas City neighborhoods.

LISTEN - 57:04

Health

This screenshot shows the NPR website's 'Food & Drink' section. The top navigation bar includes the KCUR 89.3 logo, a search icon, and a 'Donate' button. Below the navigation bar, the 'Food & Drink' section is displayed. The first article is titled 'Kansas City Restaurants Struggle To Survive Under Coronavirus Restrictions' by Steve Krasko, dated June 10, 2020. It features a photo of a man speaking into a microphone and a red 'Open' button. The second article is titled 'Restaurants Struggle During Pandemic | Kansas City Architecture' by Steve Krasko, dated June 10, 2020. It features a photo of a street scene and a black 'UP TO DATE' graphic. A 300x250 ad space is highlighted with a red border on the right side of the page.

Donate

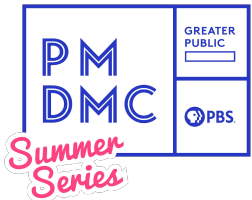
Streams

Open

Open

UP TO DATE

# Poll 5



# Speaker Information

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