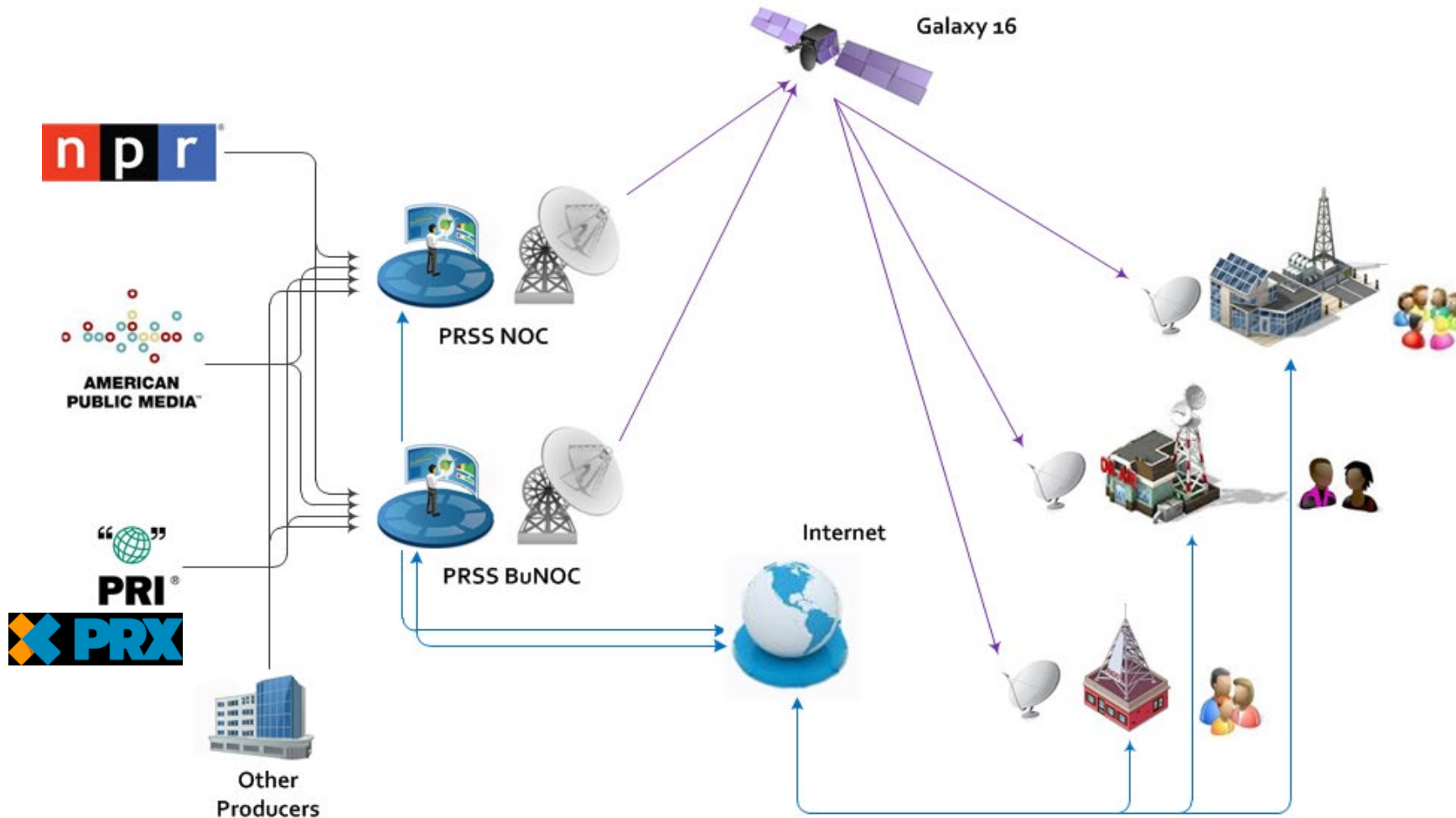


METAPUB: VISUAL SPONSORSHIP AND PROMOTION SOFTWARE

NEW OPPORTUNITIES FOR MARKETING & DEVELOPMENT

Michael Beach, VP
NPR Distribution
August 25, 2020

PUBLIC RADIO DISTRIBUTION



RADIO INTERCONNECTION SYSTEM PRSS®

**CONNECTS MORE THAN 1,200
PUBLIC RADIO STATIONS
NPR MEMBERS AND
NON-NPR STATIONS**

**DISTRIBUTES CONTENT FROM
NPR AND 100 OTHER
PRODUCERS**

**98.5 % OF THE U.S. POPULATION
- 50 STATES, D.C., PUERTO RICO,
U.S. VIRGIN ISLANDS, AND GUAM**

METAPUB

TEXT AND VISUALS

SYNCHED WITH
BROADCAST

CAR DASHBOARDS,
STATION APPS,
TABLETS,
LAPTOPS,
SMART SPEAKERS,
MOBILE PHONES



Credit: Lizzie Chen, NPR

PMDMC- August 2020



NATIONAL-LOCAL COLLABORATION

1. PILOT + INITIAL PROJECTS: ALERTS
2. NATIONAL PROGRAMMING
3. LOCAL PROGRAMMING

NEXT: MARKETING, REVENUE GENERATION

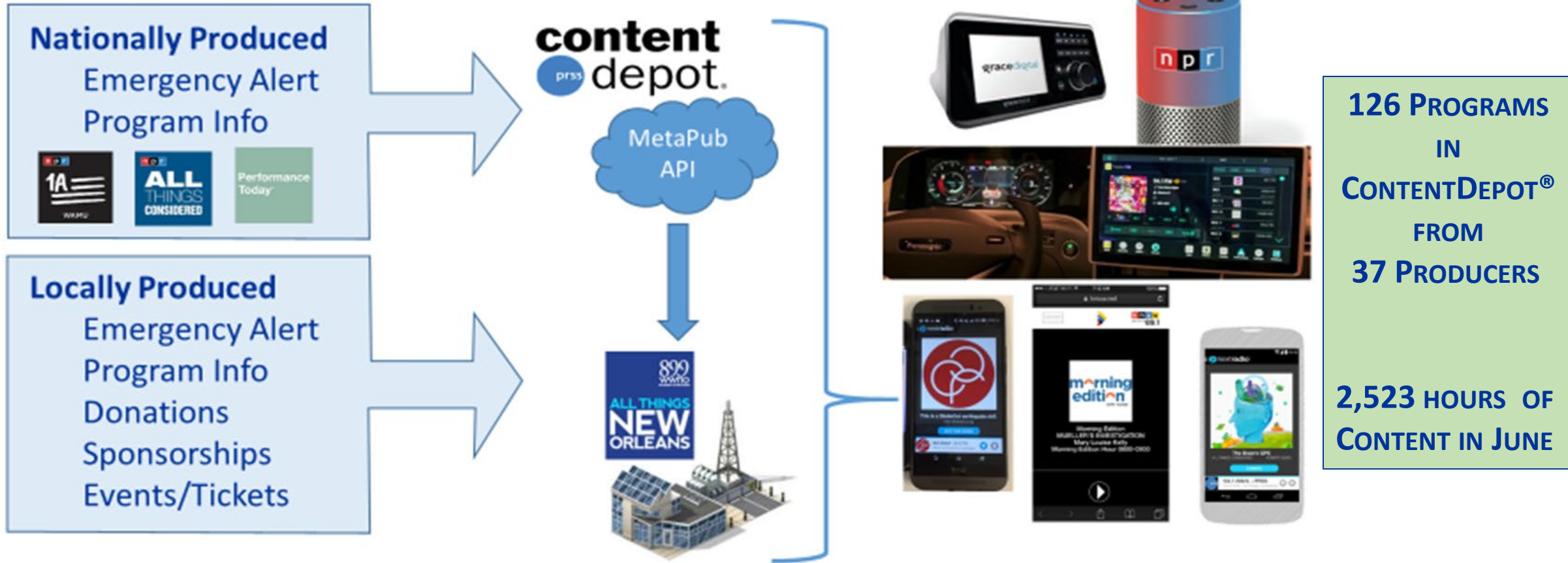


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content
prss depot®

HOW METAPUB WORKS



LOCAL IMPACT:

METAPUB EQUIPMENT AT STATIONS



MIDDLEWARE



RDS ENCODER



TEXT MONITOR

THE GREAT CALIFORNIA SHAKEOUT

The Great California ShakeOut Stations



Statewide effort, Annually in October

PILOT WITH SIX CALIFORNIA PUBLIC RADIO STATIONS

TEXT ALERTS SYNCHED WITH AUDIO BROADCAST

VIEWABLE ON:

CAR RADIOS

MOBILE PHONES

TABLETS

STATION WEB SITES

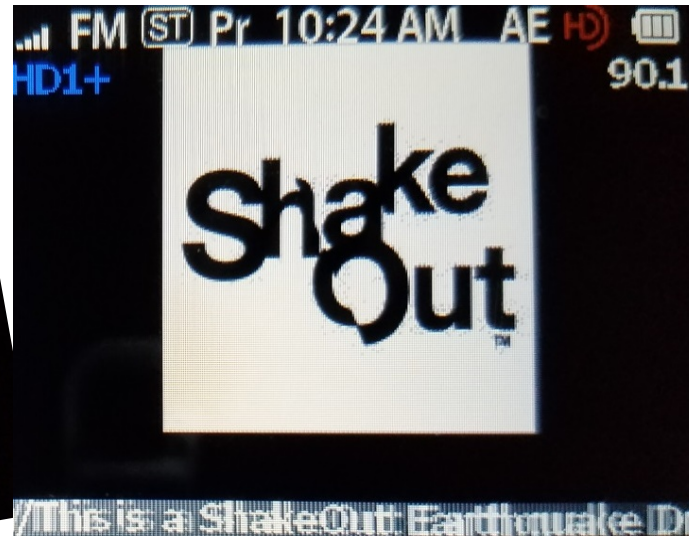
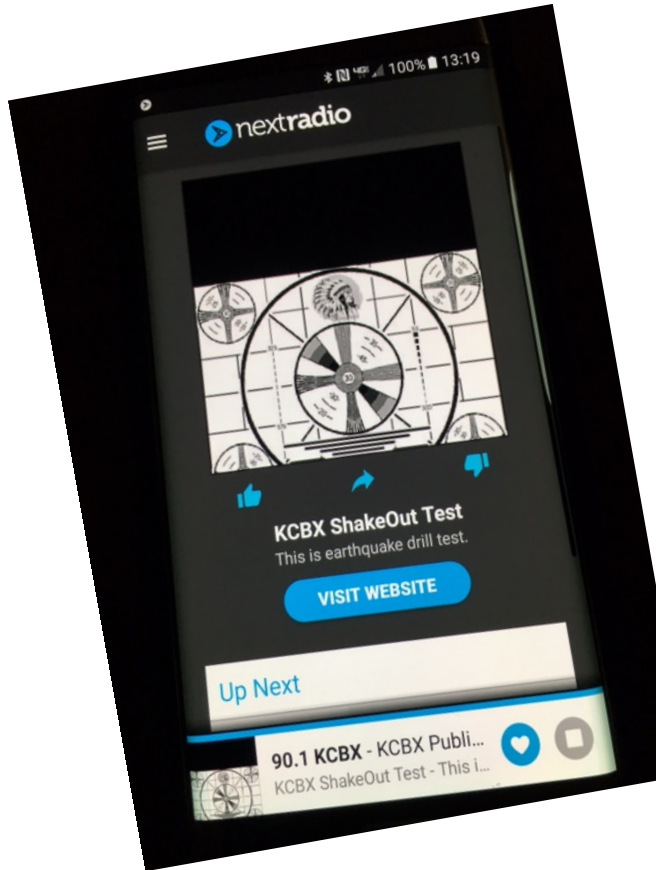
DESKTOP RADIOS

FUNDED BY THE CORPORATION FOR PUBLIC BROADCASTING

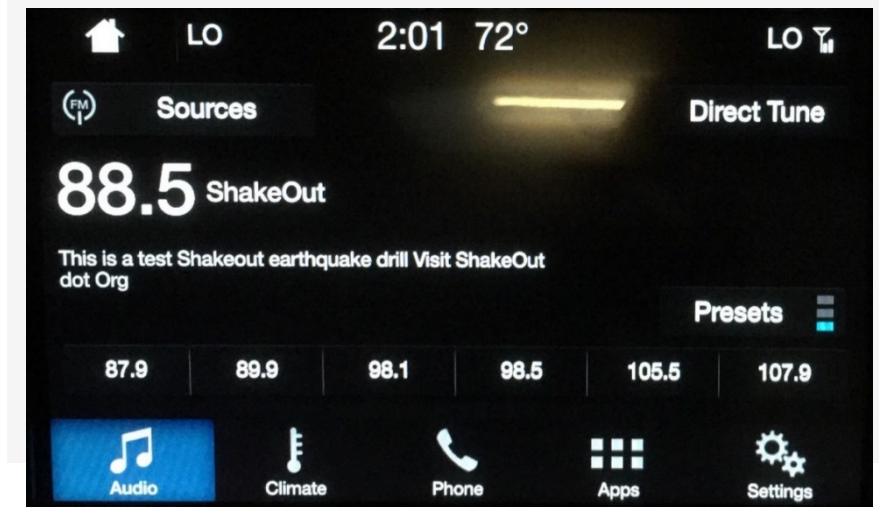
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THE GREAT CALIFORNIA SHAKEOUT



CAR RADIO DISPLAY

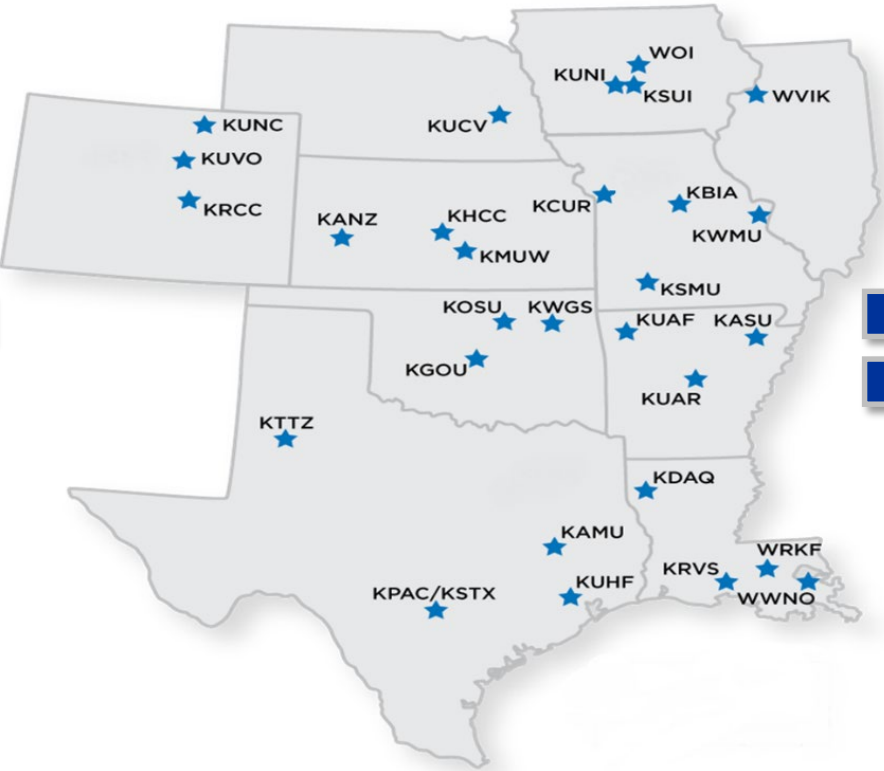


INITIAL EMERGENCY ALERTING

The Great California ShakeOut Stations



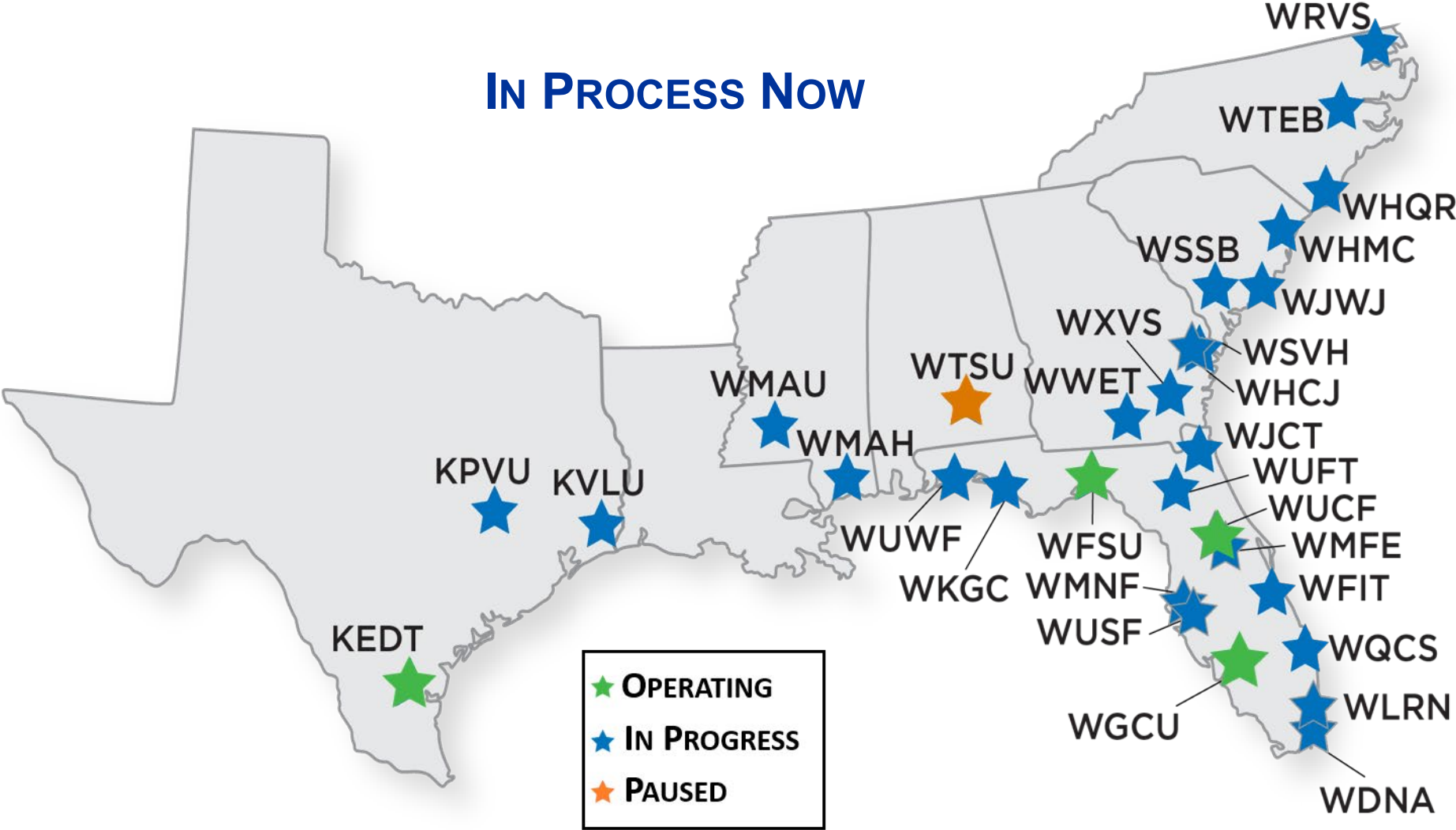
“Tornado Alley” Stations



10% OF PUBLIC
RADIO STATIONS
EQUIPPED AND
OPERATIONAL FOR
TEXT ALERTS

CURRENT PROJECT: HURRICANE STATES (GULF & SOUTHEAST US)
CPB-FUNDING FOR 30 MORE STATIONS

HURRICANE STATES PROJECT



CASE STUDY:

KGOU

Broadcast and ... :

- KGOU, KROU, KWOU, KOUA, KQOU
- Digital streaming on www.kgou.org
- KGOU on NPR One
- Two Facebook pages
- Twitter account
- Instagram account
- KGOU content through NPR One
- 5 other apps
- Podcasts



DICK PRYOR,
GENERAL MANAGER

Programming:

News / Talk on weekdays

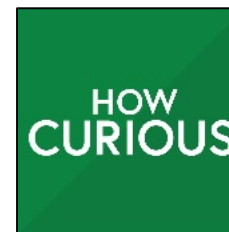
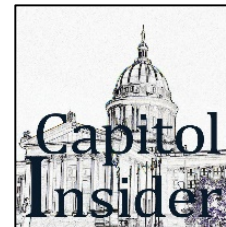
Jazz / Blues / World Music on weekends

Staff:

11 full-time, four part-time employees.

Three reporters for StateImpact Oklahoma

Licensee: University of Oklahoma



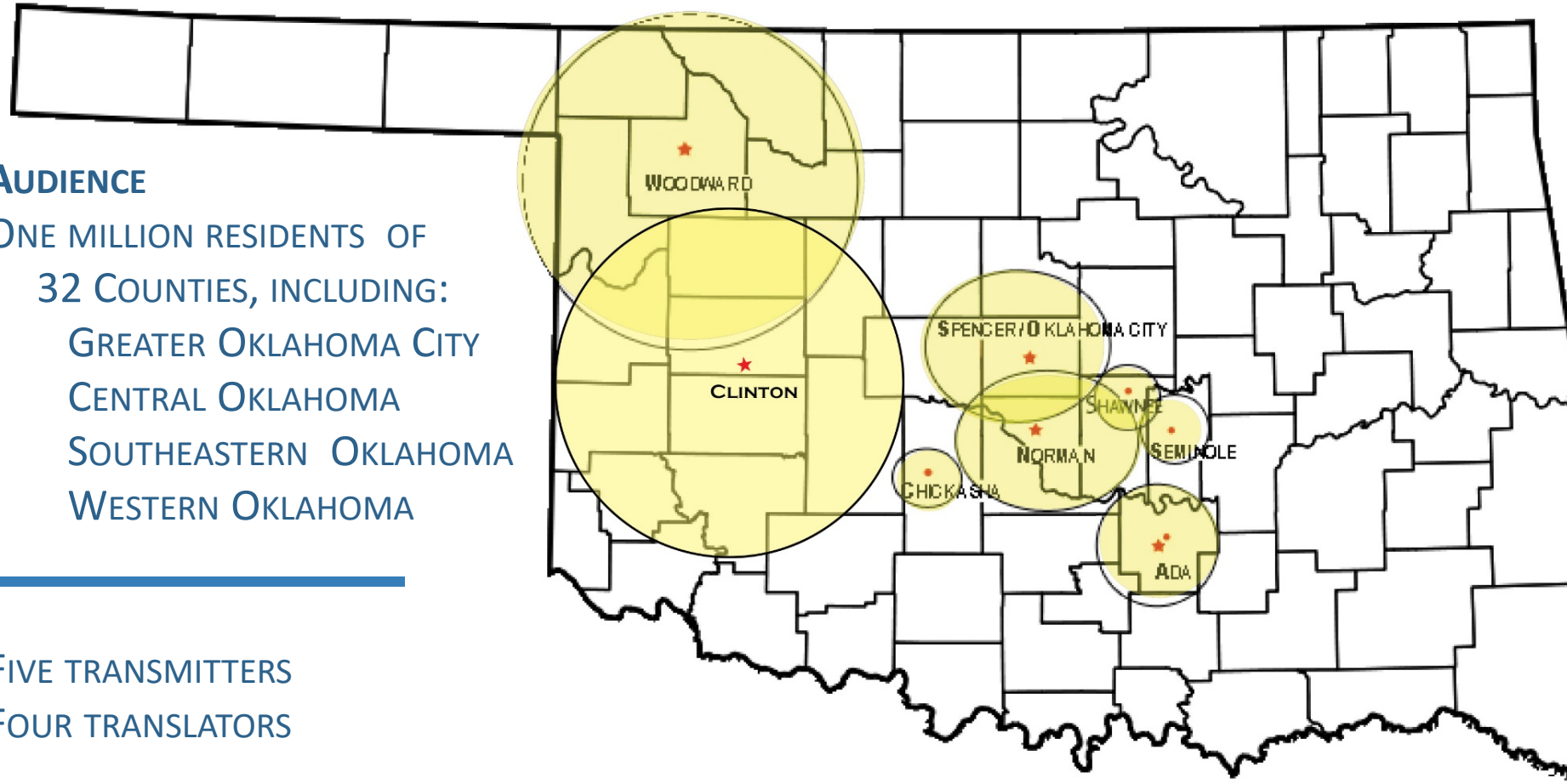
LOCAL IMPACT:

WHAT'S HAPPENING AT KGOU

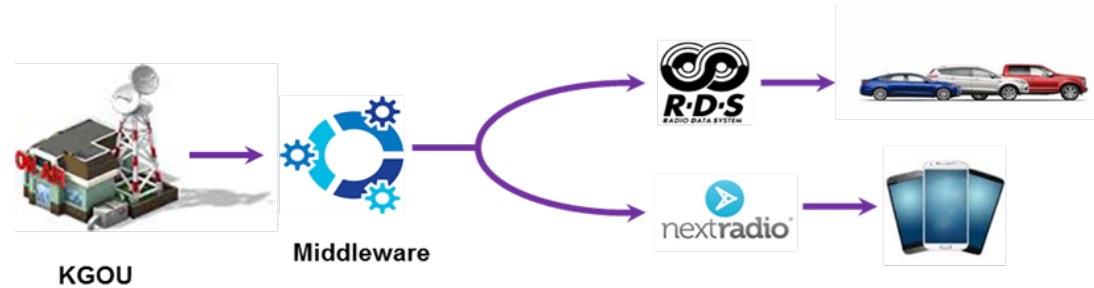
AUDIENCE

ONE MILLION RESIDENTS OF
32 COUNTIES, INCLUDING:
GREATER OKLAHOMA CITY
CENTRAL OKLAHOMA
SOUTHEASTERN OKLAHOMA
WESTERN OKLAHOMA

FIVE TRANSMITTERS
FOUR TRANSLATORS



LOCAL IMPACT: WHAT'S HAPPENING IN OKLAHOMA



KGOU

NORMAN, OK



**ACTUAL LIVE
ALERT**

LOCAL IMPACT: PROGRAM METADATA



KGOU

**NATIONAL-LEVEL METADATA
AUTOMATICALLY APPEARS**



KGOU PROMOTION



10:11am · 3 May 2018 · TweetDeck

VIEW TWEET ACTIVITY

KGOU PROMOTION

Manager's Minute



Reports to the listening public about station operations from KGOU General Manager Dick Pryor.

Dick recently discussed the future of public media. [Read or watch the interview here.](#)

[Read this article](#) to understand tropospheric ducting, temperature inversion -- and why the KGOU signal can seem fuzzy every now and then.

On Air and Online Promotions

Tornado Alley Project Improves Emergency Service

By DICK PRYOR • SEP 2, 2018



This is the Manager's Minute.

Late summer/early fall is Oklahoma's secondary severe storm season, when violent weather can occur, as it does in the spring. This year, we have a new way to notify our listeners in the event of severe weather.

KGOU is one of 27 public radio stations nationwide selected for an NPR initiative, funded by the Corporation for Public Broadcasting, to help keep our listeners safe.

KGOU Introduces New Weather Alert Service

By DICK PRYOR • MAY 10, 2018



PATRICK ROBERTS

This is the Manager's Minute.

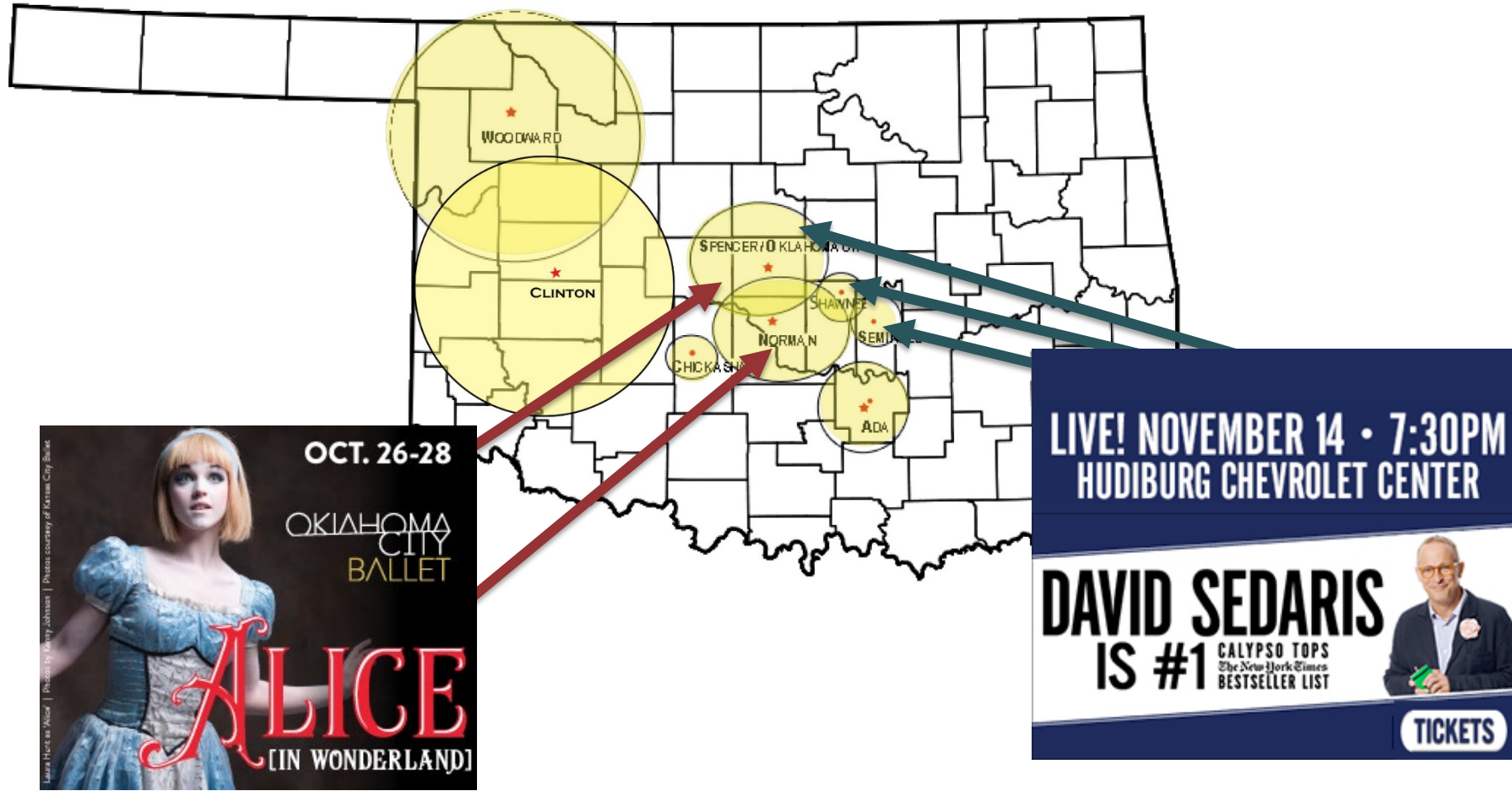
KGOU is one of 27 public radio stations nationwide selected for an NPR initiative, funded by the Corporation for Public Broadcasting, to help keep our listeners safe during severe weather.

As a member of the Tornado Alley Project, KGOU is now capable of delivering severe storm and emergency alerts through mobile phones, HD radio, online applications and other devices, in addition to our broadcast alerts.

LOCAL IMPACT:

“SPLIT THE SIGNAL” FOR PROMOTIONS & EVENTS

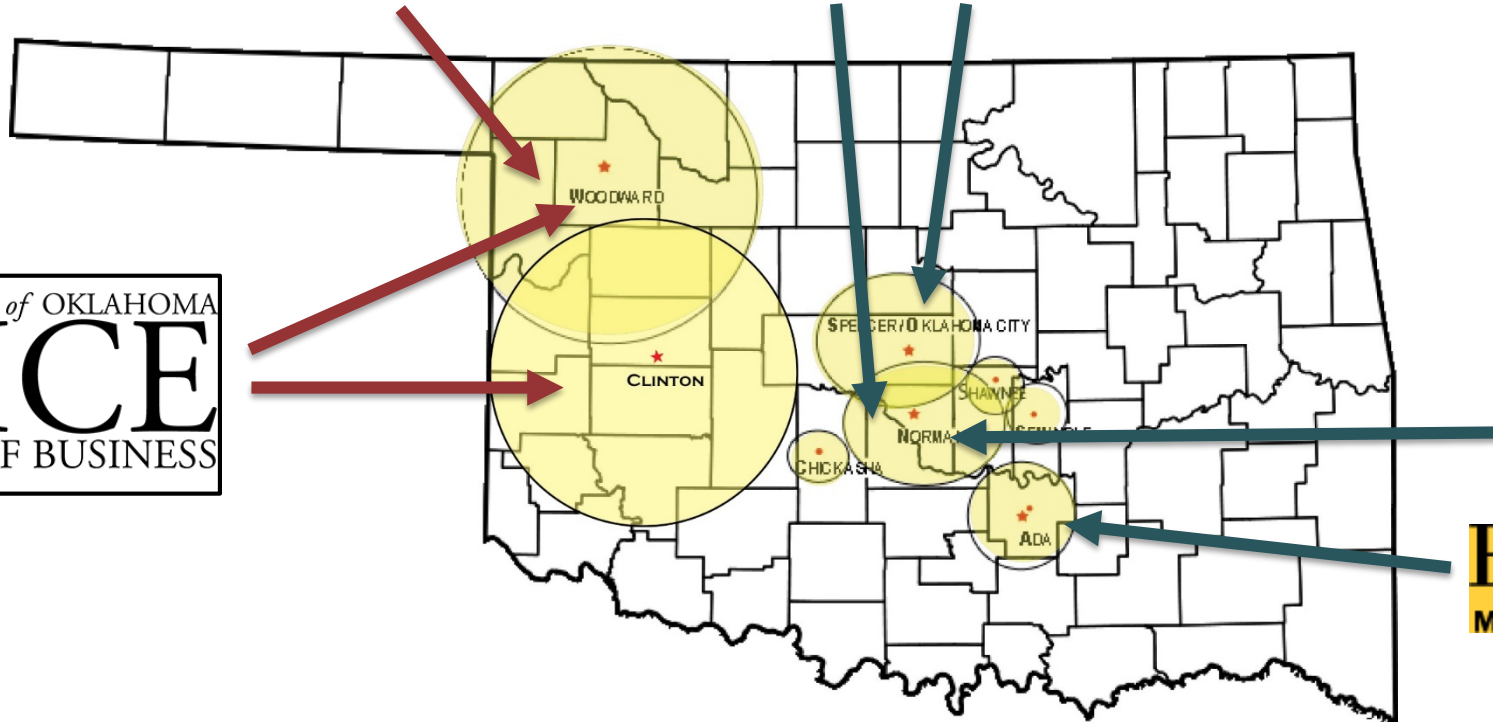
KGOU



LOCAL IMPACT:

“SPLIT THE SIGNAL” FOR SPONSORSHIPS

KGOU



LOCAL IMPACT:

FUNDRAISING IN NORMAN, OK

KGOU



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METAPUB AT WWNO

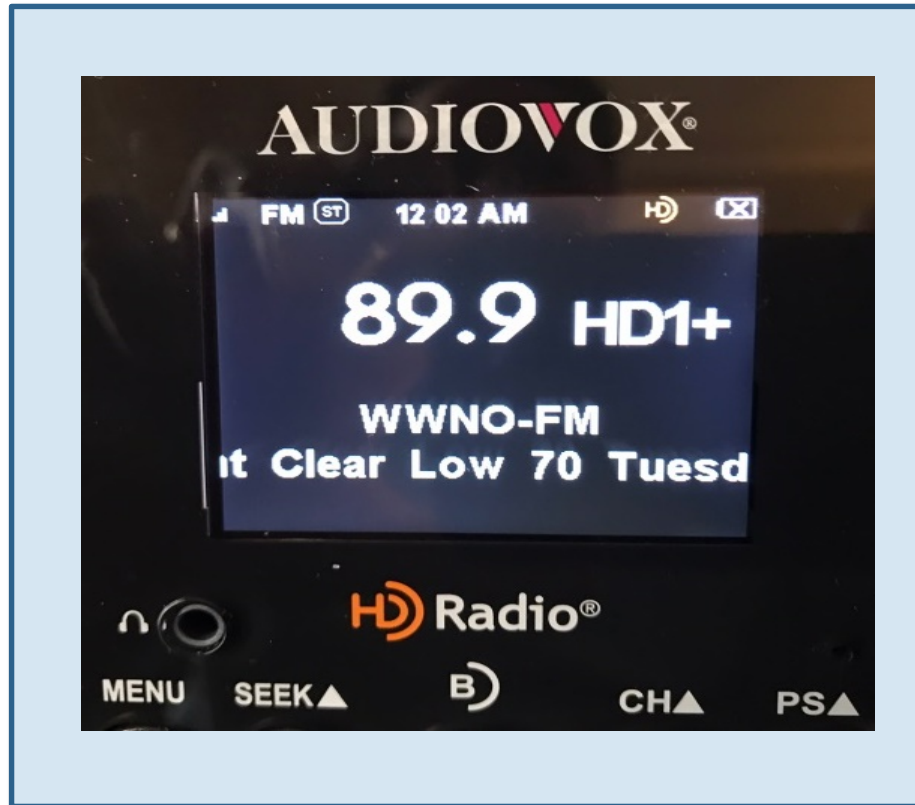
PROGRAM LOGO, HOST & STORY-LEVEL INFO



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LOCAL IMPACT:

NEW IDEAS IN NEW ORLEANS



SCROLLING WEATHER FORECAST



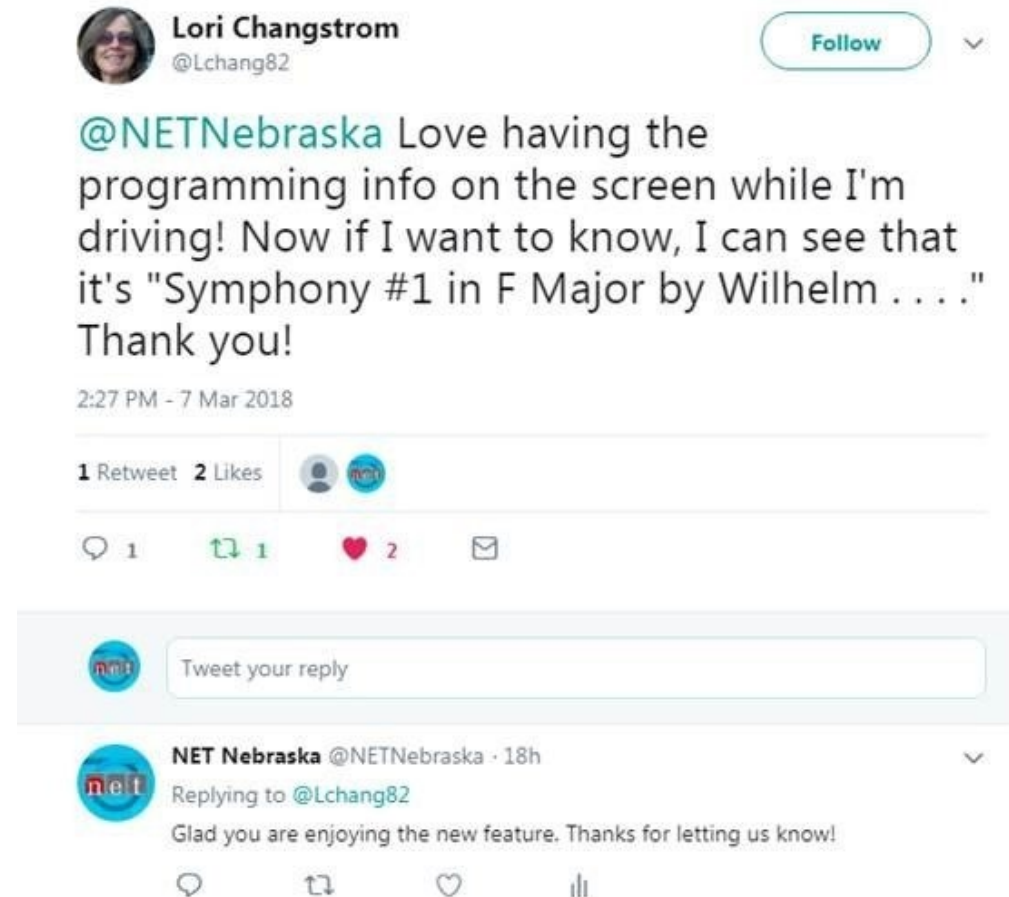
STATION BRANDING +
SCROLLING FORECAST

LOCAL IMPACT: LISTENERS / VIEWERS HELP MARKETING



Promotion
by Loyal
Listeners

KUCV
Tweet



LOCAL IMPACT:

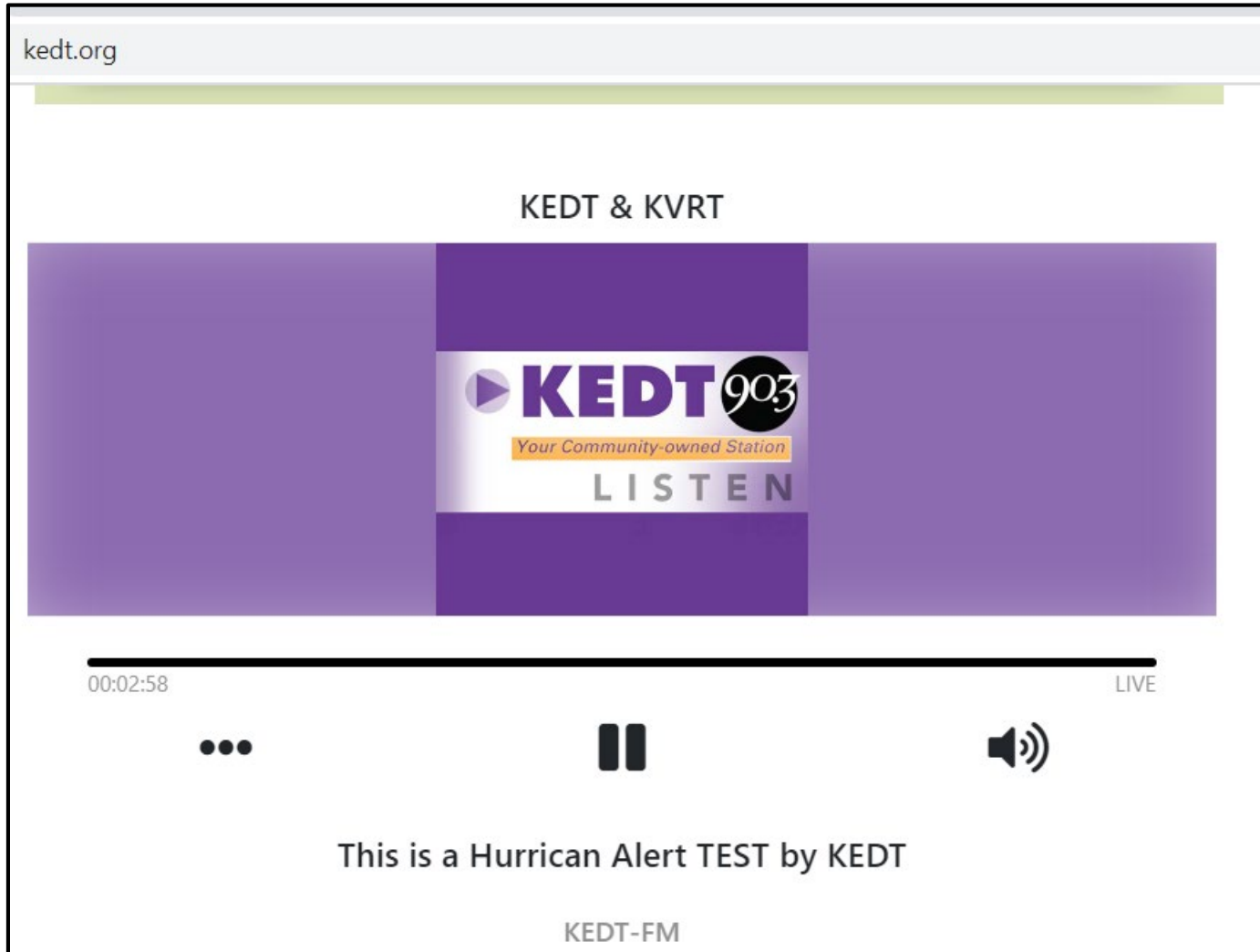
AUTOMATION IN NEBRASKA



LIVE ALERT ON
TWITTER



WEB SITE: SYNCHED WITH STREAM



Corpus Christi, TX
& Victoria, TX

**Test Alert
Streamed on
KEDT + KVRT
web site**

POSSIBLE OPPORTUNITIES



VPR - VERMONT PBS 2020 POLLS



New platform for sponsors for programming
 New sponsors for emergency alerting
 New sponsors for public health information
 Another platform to reach donors during fundraising
 Promote online or virtual events
 Travel club promotion
 Vehicle donation promotion
 Promote regular or special programming

CORONAVIRUS
 COVERAGE
 SPONSORS



FUNDRAISING



Vehicle Donation



Leadership Society



Travel Club



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LOCAL IMPACT:

SMART SPEAKERS IN WICHITA, KS



HYBRID RADIO

Broadcast Radio



Internet



Image credit: Stephen Voss, NPR

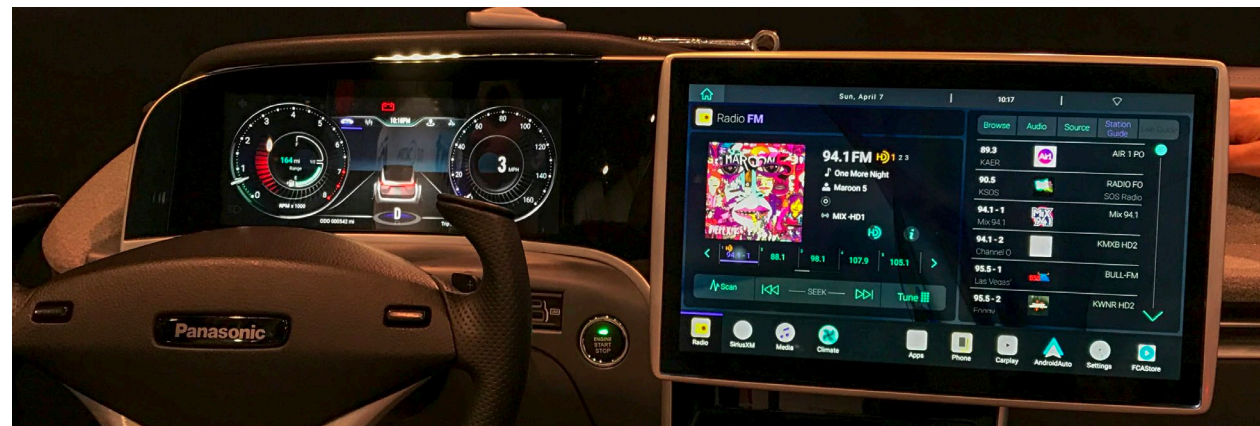


Image credit: Xperi

PMDMC- 2020

NEXT STEPS

YOUR STATION HAS METAPUB

CHOOSE A PILOT PROJECT:

- SELECT A LOCAL SHOW
- WORK WITH A SPONSOR
- TARGET FUNDRAISING WEEK

YOUR STATION DOESN'T HAVE METAPUB:

- CONSIDER IMPLEMENTING
- CONTACT US:
800.971.7677 or
PRSShelp@npr.org