NPR Network Initiative

Legend:
- Alaska
- Hawaii
- Guam
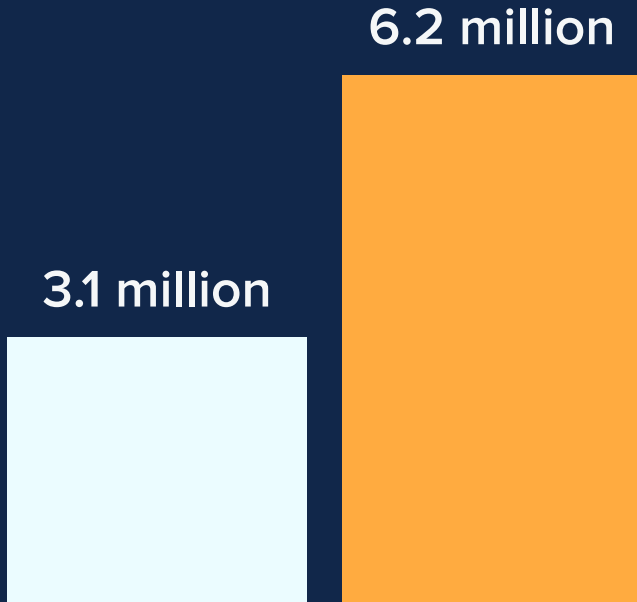- US Virgin Islands

What is it?

The **NPR Network Initiative** is how NPR and Member

stations will work together in new ways

to reach audiences that reflect our communities

and grow support for our shared mission.
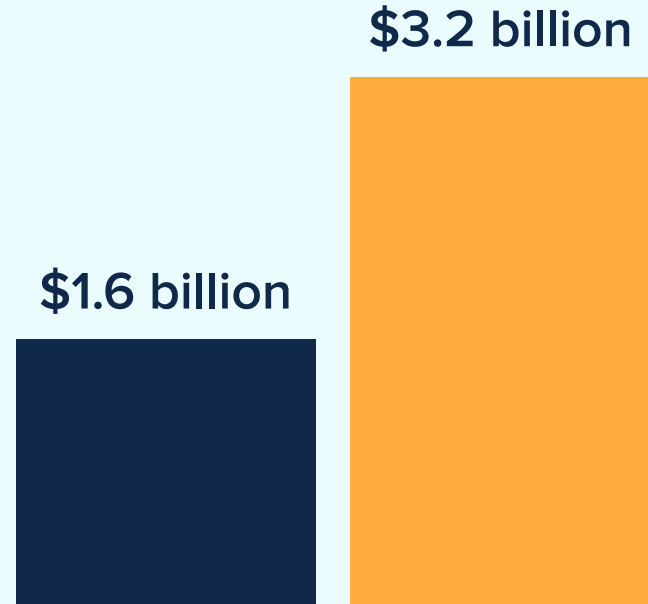
The Goal of the NPR Network is to, by 2030....

Double the number of people who are members of a local station

6.2 million

3.1 million

Double the total revenue in the public radio system

$3.2 billion

$1.6 billion

NPR Network Initiative Workstreams

		GP Webinar
Digital Audio Exchange	Turning unsold digital sponsorship inventory into revenue	May 24
NPR Network podcasts	Building audience for the network's 900+ podcasts through branding and cross-promotion	June 8
Growing audience support	Using NPR platforms and data-driven approaches to increase local station members and donor giving levels	June 14
NPR Network brand	Communicating our local-national mission to new audiences and donors	June 21
NPR+ podcast bundle	Driving station membership among NPR digital superfans	TODAY
NPR One reimagined	The best place to experience the local-national NPR Network and support its work	
Fee model review	An evaluation of funding for the service NPR provides to its Members, taking these new initiatives into account	

What is the NPR+ bundle?

- A collection of NPR shows with supporter benefits (sponsor-free, bonus content, etc.)

- Available <u>only</u> via a direct, recurring donation to a Member Station

- Targeting new digital listeners who may not know their local station or own a radio

- Dollars and donors go to stations in real-time

- New shows and new benefits added every year

A Requested Product

"Would like an option to subscribe to ad-free versions of all NPR podcasts rather than individually. It would be nice to just pay one fee for all the NPR podcasts, instead of just doing it a la carte. I would love to pay... maybe $150/pa? for a blanket subscription to all NPR podcasts."

"I'd love a 'package' functionality where I can bundle my support into one bill and maybe get a few more ad-free shows per dollar."

"love supporting my favorite podcasts. I would really like some sort of bundle feature."
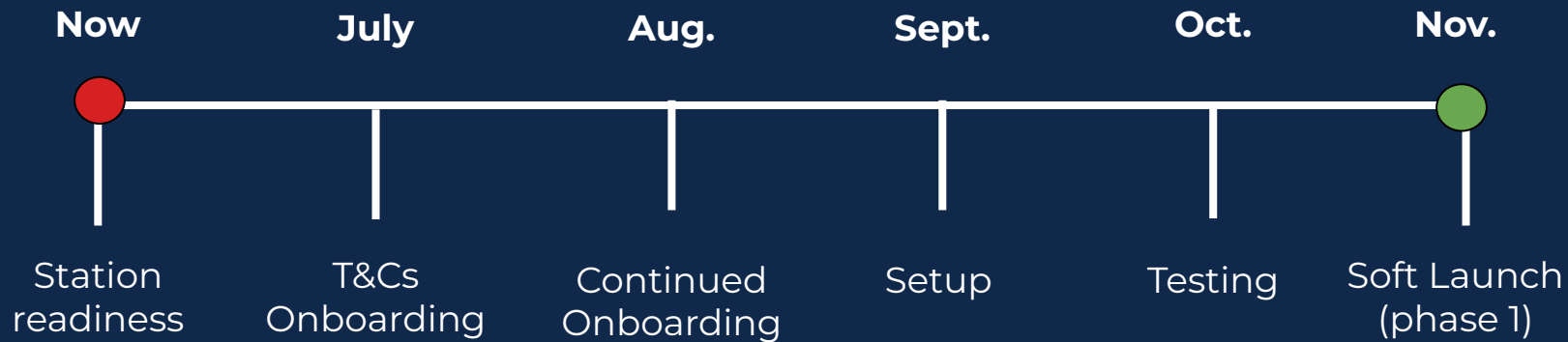
Program Overview

Program Content Highlights

Program Insights

- Overall modest growth

- Increasing number of supporters coming in through NPR.org

- Annual plan sign-ups churn at a much lower rate than monthly plans

- Direct newsletter appeals from specific podcasts are highly effective

- In-audio promotion critical for awareness

NPR+ Nuts and Bolts

Now	July	Aug.	Sept.	Oct.	Nov.
Station readiness	T&Cs Onboarding	Continued Onboarding	Setup	Testing	Soft Launch (phase 1)

NPR+ Nuts and Bolts

Our target audience is comfortable with this donation amount.

Stations guided the decision.

Our singles pricing ladders up intuitively.

It builds on learnings from Passport.

This gives us room to grow.

NPR+ Station Requirements and Next Steps

- Sign up for a free Stripe account

- Prepare for terms of service to go out with Core Fees note in early-mid July

- Discuss potential CRM integration or manual approach to data management

Coming Soon

- FAQs available on Studio

- Onboarding (soft launch stations to start)

- Customer support plan

- Marketing and promotional guidance

- Ability for any station who wants to participate to join (early '23)

What Won't Be There at Launch

- Station podcasts

- Integration with your existing membership program

Marketing: Planned Support for NPR+

Marketing Phase 1: Limited Number of Stations (Nov. 2022 to early 2023)

- National Campaign run by NPR marketing strictly geo-targeted where bundle is available

Marketing Phase 2: All (or most) stations offering NPR+ Bundle

- National Campaign run by NPR marketing NO LONGER GEO-TARGETED.

Marketing Support For Stations

- **The main marketing push for NPR+ bundles will be national and <u>handled by NPR marketing</u>**

- **Marketing will provide <u>suggested copy, assets, and strategy</u>** to all station marketing leads to help make promotion to your audience as easy as possible. We will also work to be a "bridge" between stations so we can all learn from each other's efforts.

- **NPR Marketing will host <u>"Plus Marketing 101"</u> webinars** closer to launch (likely August or September) to help station marketers (and anyone who wants to join) wrap their head around how this will be rolled out.