

Digital Transformation Program

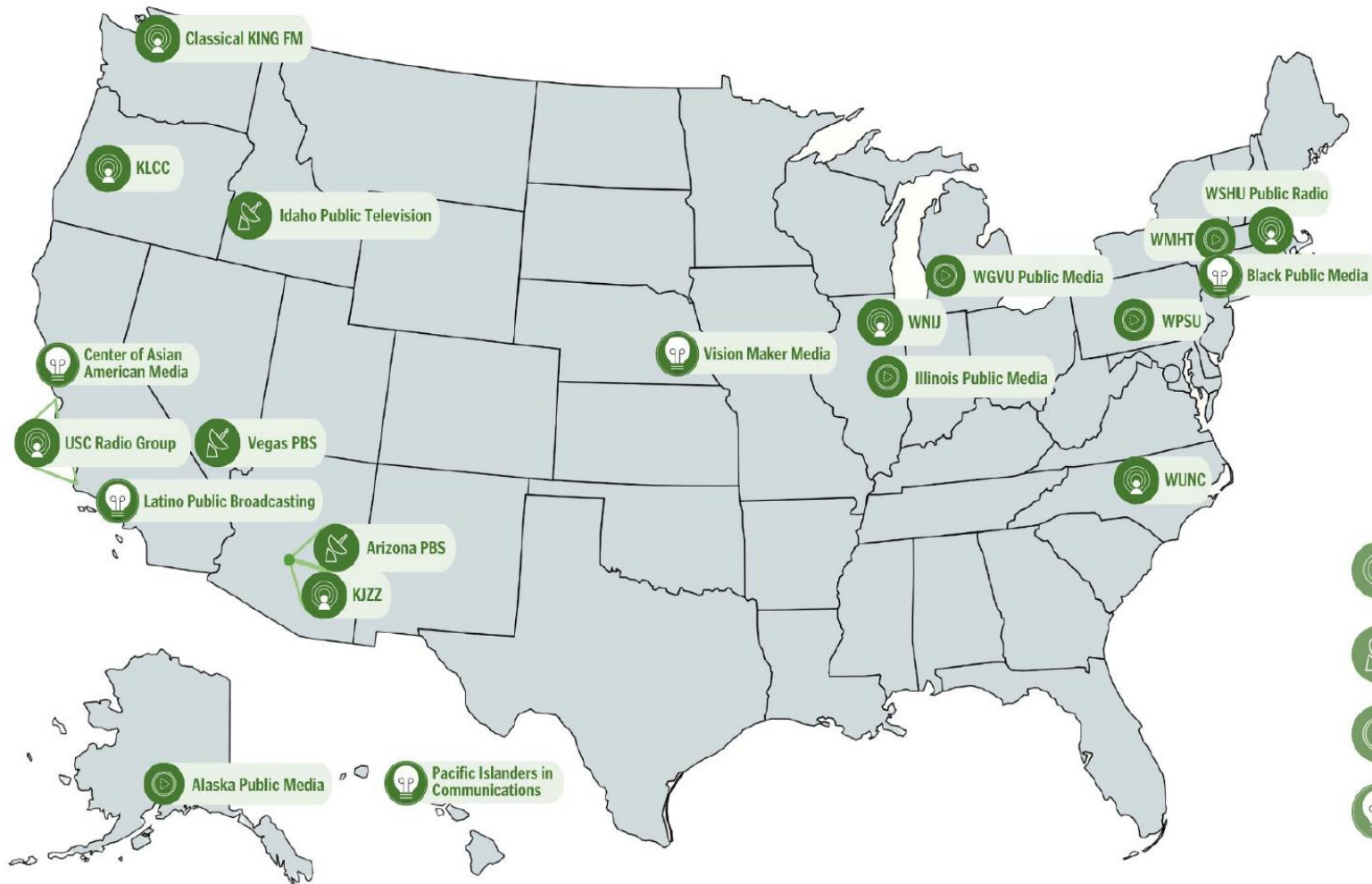


WPSU Board Presentation



Poynter.





Our cohort represents...

15 states, from Hawaii to Connecticut

6 time zones

A mix of organizations:

- 5 joint licensees
- 5 NMCA's
- 7 radio stations
- 3 television stations



Radio



TV



Both



NMCA

The program run of show and making the most of it

• Immersion Phase (3 months)

- **Selecting, scoping and getting started on your performance challenge**
- ▶ Full cohort sessions on the process and tools for developing your performance challenge
- ▶ 1:1 team coaching sessions
- ▶ First peer groups session to share challenges and initial progress
- CEO/GM Leadership track workshop, coaching and peer group sessions

Challenge Phase (6 months)

Achieving your performance challenge

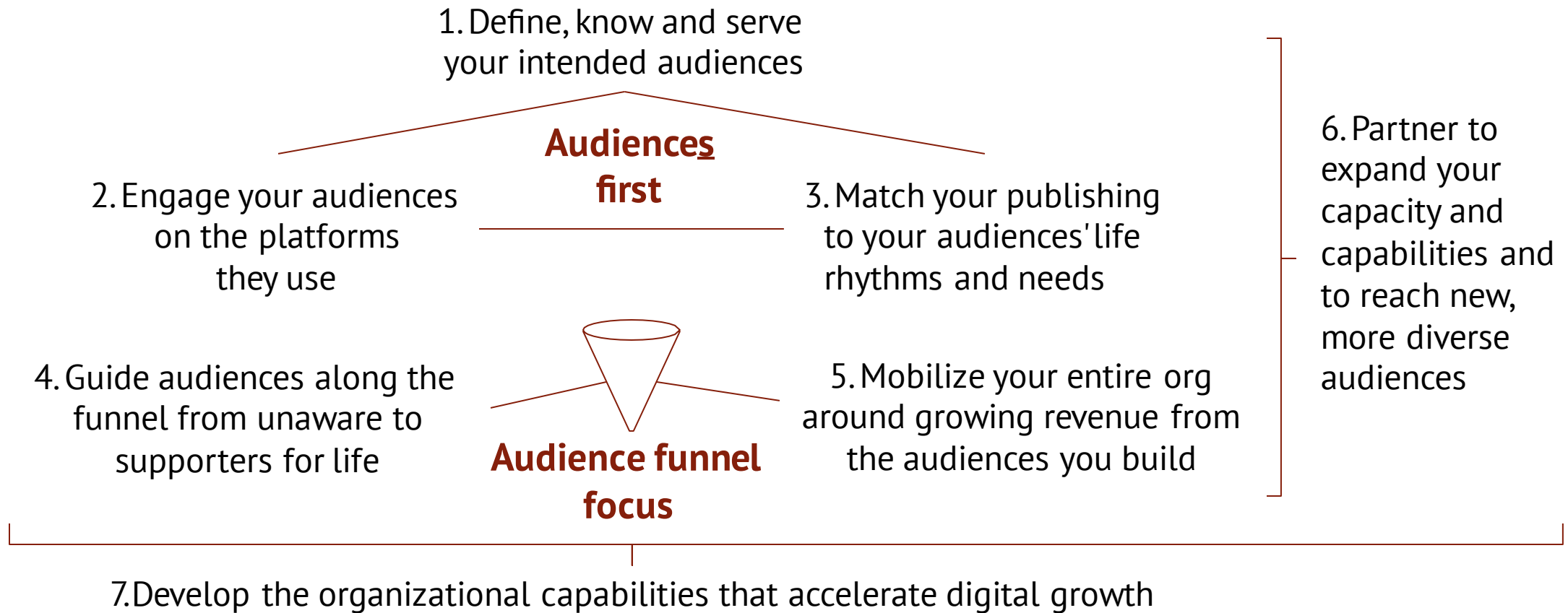
- ▶ Design/Do loops and sprints to achieve challenge
- ▶ Topic-specific sessions with subject matter experts
- ▶ 1:1 team coaching sessions
- ▶ Peer groups sessions with coach to share progress and learnings
- ▶ Monthly tracking of metrics and wins

CEO/GM Leadership track sessions, coaching and peer groups sessions



The What: **7 Fundamentals**

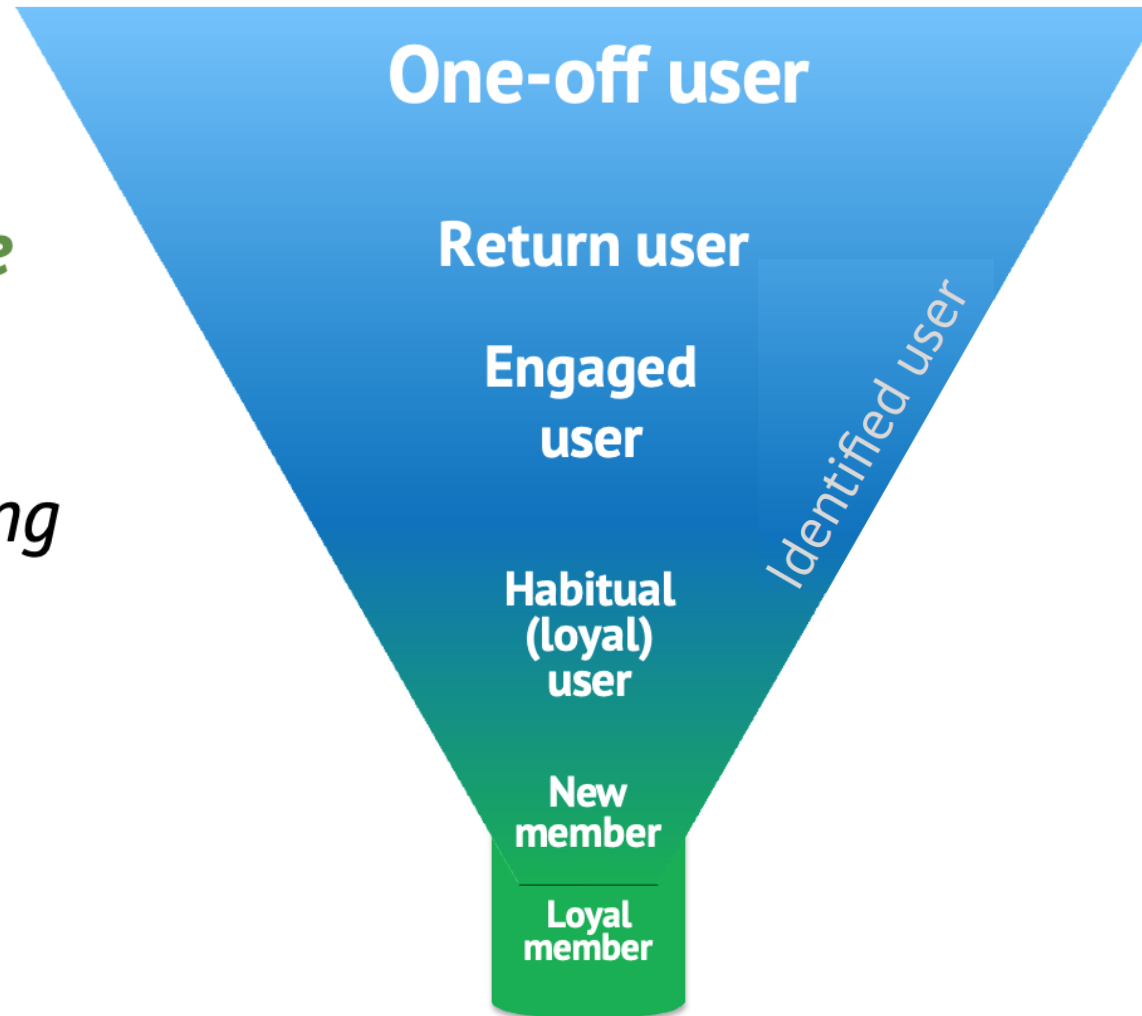
digital strategic framework for public media



Fundamental #4

Guide audiences along the funnel from unaware to supporters for life

*The **Audience Funnel** for bringing an audience along*



- ▶ Shared understanding of the funnel concept and the audience journey
- ▶ Audience development actions organized and prioritized around the funnel
- ▶ Metrics for each funnel stage
- ▶ Org-wide involvement in “working the funnel”

Challenge statement

What will be done (NorthStar):

We will be the essential digital connector for community-curious and motivated younger adults (age 25-44) in central Pennsylvania by providing valued information on local issues, connecting people with shared interests, and entertaining them with the best of local flavor (music, food, arts, and culture). We will help them find community and discover what makes our region a worthwhile place to live, play and stay.

How we will know success (outcome goals):

- Our goal by April 30 is to increase our newsletter subscribers – across all editions – by 20%, rising from 7,587 to 9,104.
- We plan to grow these signups by first expanding our Facebook reach and engagement with the age group by 30% by April 30 (expand monthly reach from avg. 96,412 to 125,336)
- We plan to increase WPSU.org's avg. monthly users in that PA-based audience (age 25-44) by 100% from avg. 986 to 1,972 by April 30.

Challenge statement (cont'd)

How we will do it (strategies):

- Show our potential audience that WPSU is a go-to source for entertaining and informative digital content and information on happenings across the region.
- Learn from our audience directly and use data to ensure our content is available in the places that match their life rhythms and interests.
- Convince the audience that WPSU is worth their financial support by ensuring they know the value of membership and how to contribute seamlessly.
- Build a station that thinks innovatively about digital content, is trained to adapt to a changing digital world, and considers how best to reach our target audience at every step of brainstorming, production and promotion.

Progress so far



Membership survey



Halloween 'funnel' exercise



News Roundup

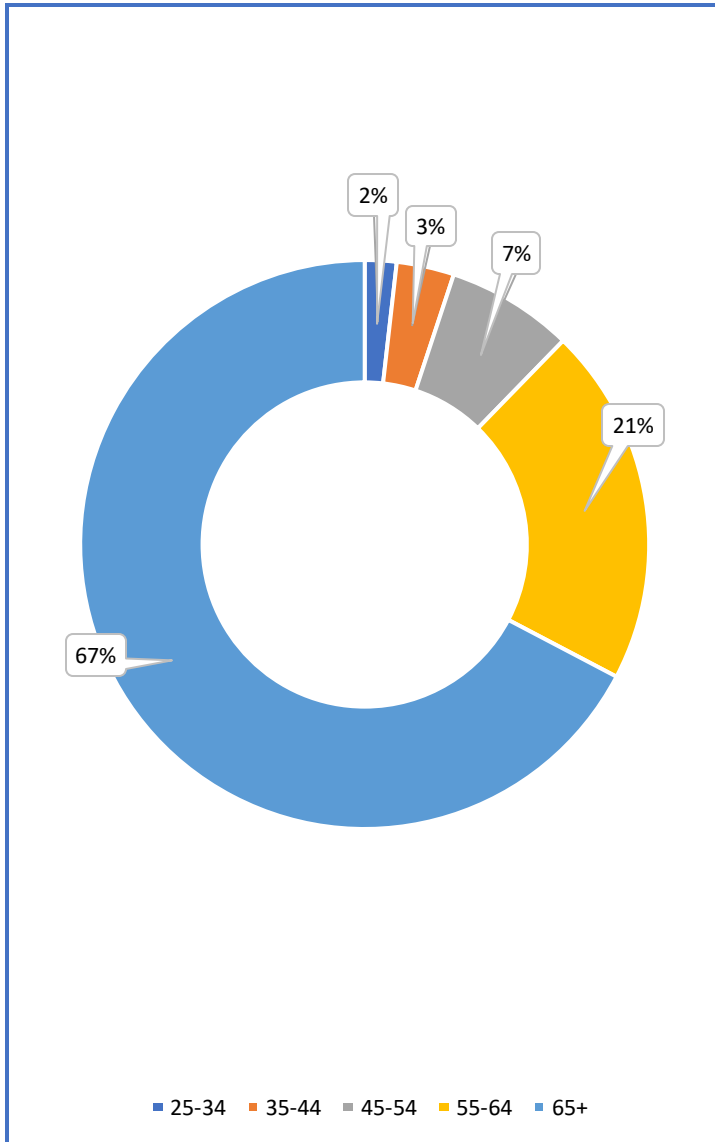


Digital Initiative promotion

Membership survey

Key takeaways

- Sent to 7,530 emails
- Received 887 responses
- Valuable (though expected) age data
 - 5% in our target demographic
 - 7% age 45-54
 - 21% age 55-64
 - 67% age 65+
- Evaluating and responding to results
- Ongoing for new members to gauge progress



Halloween funnel experiment

What worked

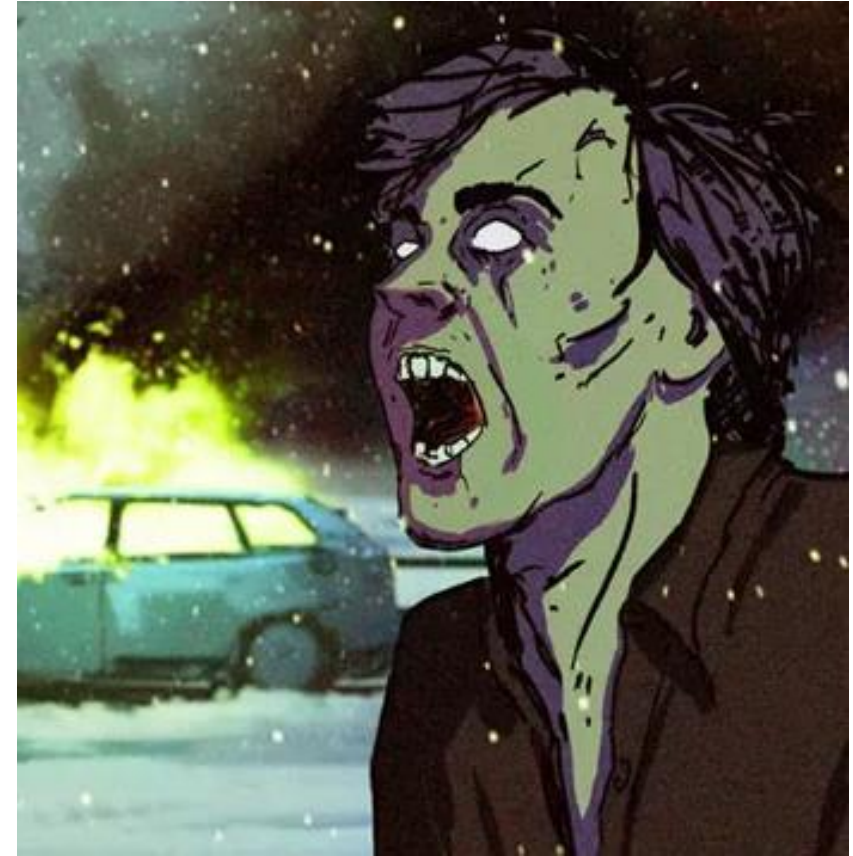
- Targeting led to nice social engagement
- Strong traffic to wpsu.org, including new visitors
- Among top “local” pages for October
- Saw a ripple effect in linked content
 - WPSU Documentaries saw clear increase from October 2021, and earlier this year
 - Uptick in Keystone Stories and Our Town



Halloween funnel experiment cont'd.

What we learned

- Next step is getting new visitors interested in newsletter signups and membership
- Social media is effective driver – next step will be refining engagement and targeting
- 'Funnel' setup is effective – next challenge is determining where best to direct audience



Happening now...

WPSU News Roundup

- Responding to common survey response
 - more news, delivered digitally
- News stories often drive site engagement, exceeding other content
- Show WPSU's local news value
- Leverage existing NPR and PBS assets
 - build brand connection
- First edition emailed out on Friday
- Sign up here: wpsu.org/maillinglist/



Happening now...

Digital Initiative 'funnel' focus

- Drive traffic to updated wpsu.org/digital
- Emphasize membership/newsletters
- Variety for return traffic
- Pair online releases with availability on broadcast TV

Featured



Wonders of the Night Sky [Telescopes for Beginners](#)

Penn State Professor of Astronomy Chris Palma explains the different types (and costs) of telescopes and what you can do to improve your stargazing.

11/10/22 | 3m 22s



I'm Your Neighbor [Claire Lorts: From Biology to Artisan Jewelry](#)

Claire Lorts decided to leave her job managing a plant biology lab at Penn State — a job she loved — to pursue her other passion: art.

9/16/22 | 5m 11s



Science-U [Science-U at Home Special](#)

In this special, campers, mentors and instructors at the Penn State Science-U summer science camp show off the ways parents and caregivers can bring the wonder of science home to kids.

12/26/21 | 25m 46s



METRONOME [Raven and the Wren "All for Nothing"](#)

Raven and the Wren perform "All for Nothing" from their album, *Friend of Failure*.

11/3/16 | 5m 47s



Feedback and discussion

Questions from interview:

- How would you describe your media consumption (including news, entertainment, social media)? What websites do you frequent? What are you looking for when you go online?
- What are you and your peers in the 25-44 age group looking for most from local media? Is there anything missing in terms of content or how it's available?
- Do you watch, read or listen to local public media? If yes, how do you consume it (for example: via social media, tv, radio, website)? If no, what would make it more accessible or relevant to you?
- What motivates you to support local organizations financially?
- Is there anything public media should do differently to reach a younger local audience?