

To view this email as a web page, go [here](#).



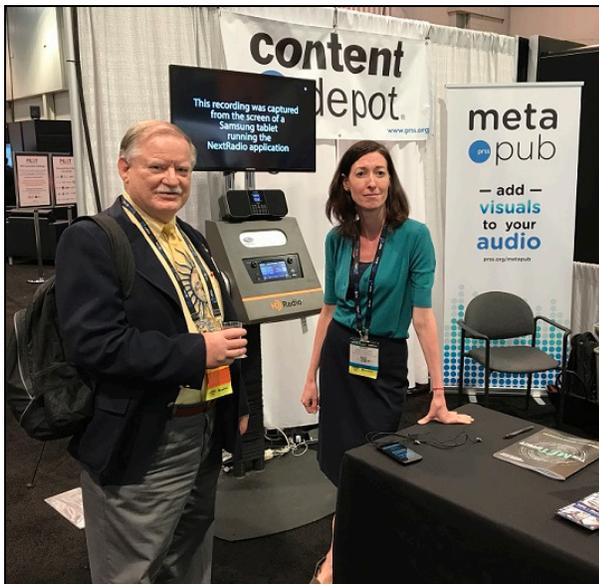
## -Today's Blends-

[Opening Shot](#) | [The News](#) | [Tips 'n' Tricks](#) | [Stay in Touch](#)

## Opening Shot

### NAB, PREC Prove to Be Successful Events for PRSS

The NAB Show and Public Radio Engineers Conference (PREC) were great events this year, and PRSS reps spent the week of the shows meeting with stations and producers to talk about MetaPub, the future radio distribution system, ContentDepot and numerous other topics.



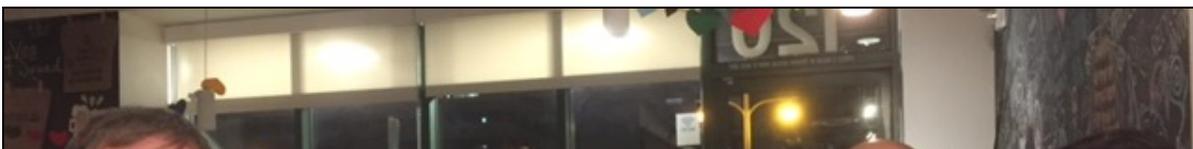
Here, PRSS Product Manager Megan Williams meets with KJZZ Head of Engineering Ralph Hogan at the PRSS booth in the Futures Park section of NAB.

The Futures Park set-up was a special section of the exhibit hall featuring companies and organizations displaying progressive and forward-looking technologies and systems.

For the PRSS, it was the perfect opportunity to provide demos of MetaPub and to meet with public radio producers, station reps, and vendors.

MetaPub and the future radio distribution system were subjects of presentations delivered by PRSS staff at NAB and PREC, so the Futures Park area complemented these special events well.

After a long day at the show, members of the PRSS team gathered at a vegan restaurant. Pictured from left to right are: Doug Bevington, Manager of Distribution Technologies; Joe Schifano, Director of Business & Fiscal Affairs; Matt Walther, Sr Manager of Distribution Operations; Alex Albadree, Sr Satellite Engineer; and Julio Cardiel, Director of Engineering and Operations.





While at the NAB show, Distribution VP Mike Beach and Joe Schifano discussed the potential of MetaPub. [You can hear the audio here.](#)

NAB was also an opportunity for NPR Distribution's network services division, [NPR Satellite Services](#), to talk about its latest offerings, including the Hub @ NPRSS, which provides networks with a full uplink and content-distribution capability. Below is Mike Kirk, Sr Satellite Engineer, talking with John Francioni, Chief Engineer of WUNC.



Next up is the PMBA conference (see [EsPRSSo Q&A with Mark Leonard](#), PMBA Chair and General Manager and CEO for NET Nebraska). Set to run from May 30, 2017, to June 2, 2017, in St. Louis, the conference will feature educational and networking opportunities for those involved in station management, finance, HR, community outreach, and other areas.

The PRSS will be at this show, hosting a table in the exhibition area. Joe Schifano will also be there making a presentation on MetaPub, and NPR Chief Operating Officer Loren Mayor will provide an address Friday morning entitled "More is More: Strategy, Partnership, and Innovation in Public Media."

To arrange a meeting with a PRSS rep at the PMBA show, please drop a line to [PRSSBusiness@npr.org](mailto:PRSSBusiness@npr.org).

---

## PRSS Chief Publishes Article on MetaPub

*CIO Review* magazine published a new article by NPR Distribution Vice President Michael Beach on the value of metadata and the reasoning behind the PRSS' development of MetaPub. You can read the article by [following this link](#).

## The News

### ContentDepot Upgraded for the Third Time This Year

The PRSS has performed another upgrade to the ContentDepot, the third one so far in 2017, and there are a slew of improvements to the user interface and security protocol.

The following are the changes that users may notice:

Date-stamp no longer populates auto-copy file episodes - This is intended to improve end-user displays on episode information pages.

Incues and outcues appear in standardized rundowns - If producers enter incues and outcues when they upload files, then that text will also appear in the standardized rundown document (per segment).

Episode metadata import - Producers may now copy metadata into new episodes from existing ones.

File uploads to "CD-Drive" folder - Producers may now upload files to this new folder, where piece and episode metadata will be sent.

Location information included on "new IP" security emails sent to users - Users will now receive additional location information (city, zipcode, etc) when they log into ContentDepot from a new IP address.

Changes to verbiage in "new IP" email - Stations will receive more specific details about why they are receiving the security messages.

Loudness report performance enhancements - Loudness report will generate noticeably faster and will feature far fewer crashes if generated for one month maximum.

Blue Banner - This can now be turned off, or modified, without disruption to the ContentDepot portal.

The following are changes coming later in the year:

Final version of MetaPub API, complete for middleware vendors

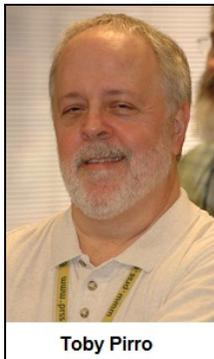
A list of all MetaPub-enhanced programs

Visual enhancements that will improve ContentDepot readability and usability.

If you have any questions or concerns, please contact the PRSS Help Desk at 800.971.7677 or [prsshel@npr.org](mailto:prsshel@npr.org).

---

## Longtime PRSS Employee Toby Pirro Retires



Toby Pirro

After 31 years of service at NPR, Senior Manager of Broadcast Operations Toby Pirro is retiring.

As the co-chief of the PRSS NOC, Toby (along with his colleague, NOC Manager Anne Stanford) helped run the tech operations of the PRSS, oversaw the PRSS Help Desk, and served as master of ceremonies for many ContentDepot deployments and BuNOC drills.

Toby's replacement will be Matt Walther, who has worked for NPR Distribution for several years. Matt will work with Anne to ensure technical operations in the NOC remain smooth and steady.

## Tips 'n' Tricks

### KGOU GM Shares Secrets of Spring Pledge Success

KGOU, located at the University of Oklahoma in Norman, just completed a historic spring fundraiser, raising more money than it ever has in previous pledge drives during this season. KGOU General Manager Dick Pryor spoke to EsPRSSo about the keys to his station's success.



KGOU GM Dick Pryor

#### How did your Spring 2017 fundraiser drive go? What were your results?

This was the highest-grossing Spring fundraiser in KGOU Radio history. We passed \$200,000, and saw a 32% increase in donations over Spring 2016. That means we earned \$52,000 more in 2017 than we did during the Spring 2016 drive. We finished about \$2,500 away from the all-time record for a KGOU fundraiser. We received donations from more than 1,400 individuals, including 354 new members.

#### How do you explain the increase in contributions and new members? Did you do something different this time?

KGOU is a highly regarded brand that reaches a diverse audience of more than one million people in Oklahoma. Brand loyalty gave us a head start and we freshened our fundraising approach by building on several successful strategies.

The current political climate led to heightened awareness of the importance of public media. We heavily emphasized trusted, fair, fact-based journalism that serves the public. This message was not specifically directed at any particular individuals or groups (i.e. political parties, elected officials, fake news, etc.), but we strongly implied that thoughtful, ethical, professional journalism is essential in allowing people to make informed decisions for their families and to be culturally literate regarding politics, policies and shared interests.

This was an easy message to deliver, since it is mission-driven and emphasizes the role our stations, and public service media, in general, play. We focused on higher ideals and values rather than individuals, and we stressed the need for meaningful discussion and effective problem-solving.

Our messaging was user/listener-centric. We emphasized that KGOU is listener supported and that private contributions are an increasingly larger and more important portion of our funding. We asked listeners to consider the value they receive from our programs on a daily basis and donate accordingly. We reminded listeners that the largest portion of our budget (37%) comes from private donations and membership.

We did dual-pitching as much as possible, depending on staff availability. We started this method in Fall of 2016. This allowed our on-air talent to have a conversation about our particular break message in an organic way that allowed us to adapt our message to the particular program and current events.

We did a pre-drive acquisition mailing. This helped raise awareness and jump-started the campaign.

As we have done previously, a major donor provided funding for matching donations, which proved very popular. This traditionally results in higher levels of giving as listeners choose to take maximum advantage of the match.

We used trade advertising in local publications, paid media advertising and a varied social media effort to promote the drive in advance, with social media especially emphasized during the drive.

On-air announcements of phone and online pledging split about 50/50. However, we are moving more toward online pledging through our website.

### How exactly did you carry out your Spring fundraiser?

Our effort was led by our development director, Jolly Brown, and membership director, Laura Knoll. Their experience and commitment showed, as the pledge drive operated seamlessly. They developed a well-structured plan in collaboration with program director Jim Johnson. Key elements of the plan were defined roles for staff members, flexible scheduling within programs, and naturally presented, but targeted, messaging based on programming. The fresh, conversational flow played off the listener's on-air experience and created a sense of energy and urgency.

With a variety of well-crafted scripts, on-air talent had a choice of messages to best mesh with each program. Scripts also reinforced key points such as phone numbers and website. With a staff of about fourteen, all members of the team participated. Duties included program production, acquisition of listener testimonials, handling donation paperwork and PCI compliance, writing original messaging and on-air announcing.



We use our multi-purpose performance studio to create the "pledge central" announcing and refreshment area. Our pledge staging area has five phone lines for staffing by volunteers and a sixth phone line used for a call-forwarding service for overflow and after-hours calls. Our online donations were directed to the University of Oklahoma Foundation for processing.

Also, our most successful morning pledge period used a theme we had developed just the day before as its "hook." On "Way Back Wednesday" we invited listeners who hadn't donated in a long time to give again. We recognized many of those listeners would likely be more interested in supporting their favorite programs (and the greater good) than becoming a "member," so we shifted our message more toward "contributing" and "donating" (drawing on the listener's own sense of public service).

We saw encouraging results after merely reminding people it was a good time to "step up" for trusted journalism. Our approach recognized that for many, including younger listeners, "citizenship" is a higher priority than "membership."



### Do you have any advice for GMs looking to bolster their pledge drives?

Sell the public media mission and the high value of your service to people, families and a civilized society. The more personal the appeal can be (including testimonials and personal stories), the better. Without abandoning successful methods, be willing to try new approaches, including moving away from transactional pledging and more aggressively emphasizing mission. Use the highly respected NPR brand as often as possible to drive messaging and connect NPR (and your own station) with the inspirational goal of enabling and providing public service and civil discourse.

I think we should not be bashful in promoting the "value" of our programs and service, especially with many people looking for a news brand they can trust. As a result, leading by example by adhering to the highest professional and ethical standards is a must. Trump "fatigue" will likely set in at some point, so I believe it is to our advantage to think ahead regarding our approach as the cultural environment and attitudes change. We must be consistent in providing fair, ethical and enlightening programming, but we must not be afraid to experiment, evaluate and adjust on the fly.



---

## What's New in ContentDepot?

There are several new programs (both recurring and one-time-only) appearing in the ContentDepot this month. Listed below are details on a sampling of new regularly occurring programs that your listeners may enjoy:

**Selected Shorts Spring Trio 2017 Coming and Going: Best American Short Stories** - A one-hour, one-time-only special from **PRI** that partners with the fiction anthology The Best American Short Stories and asks its editors to select works for performance.

**Selected Shorts Spring Trio 2017 Entering the Twilight Zone** - A one-hour, one-time-only special from **PRI** that presents a tribute to "The Twilight Zone" with performances of classic stories from the show.

**Selected Shorts Spring Trio 2017 Dogs & Cats** - A one-hour, one-time-only special from **PRI** that presents four performed works about these beloved domestic animals.

**Return to the Source - 2 Hour Version** - A two-hour, weekly show from the **African American Public Radio Consortium** that provides an extended offering of jazz music.

**Front Lines: A Selected Shorts Memorial Day Special** - A one-hour, one-time-only special from **PRI** that honors those who have given their lives in battle by presenting four works that look at war in different ways.

**From Casals to Camelot: Classical Music and John F. Kennedy** - A one-hour, one-time-only special from **American Public Media** that looks at the way in which classical music featured during JFK's presidency.

## Stay in Touch

### We Want to Hear From You!

EsPRSS-O welcomes and encourages your questions, comments, suggestions and ideas.

- Have you or your team developed a particularly unique and/or nifty technique in operating ContentDepot?
- Are you facing any new challenges and want to get the perspective of others who might be in a similar situation?
- Are you seeing any technology or business developments on the horizon that your pubradio colleagues ought to know about?
- Got a notion on your mind that you want to share with the PRSS?

If so, don't hesitate, write in today!

Send any and all correspondence to [PRSSCommunications@npr.org](mailto:PRSSCommunications@npr.org) along with info on the best way to get in touch with you.

**Stay in touch! Send your questions, comments and ideas to [PRSSCommunications@npr.org](mailto:PRSSCommunications@npr.org). As always, the PRSS Help Desk is also available 24/7 at 800.971.7677 or email [PRSSHelp@npr.org](mailto:PRSSHelp@npr.org).**



© 2017 NPR®, Inc. • Distribution Division  
1111 North Capitol Street, NE • Washington, DC 20002

---

[Manage Newsletters](#)   [Unsubscribe](#)