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Opening Shot

ContentDepot Highlights MetaPub-Enabled Shows

The ContentDepot received another upgrade last month, with most of the changes occurring behind the scenes, though a few noticeable changes are present.

There is a new page that consolidates all MetaPub information, including API documentation. The old link still exists, but will just automatically redirect you to the new page. The new link is: <https://contentdepot.prss.org/api/>

Producers can now add additional programming notes to their episode page, and this information will appear in standardized rundowns.

In addition, the ContentDepot 'Browse' feature (not to be confused with 'Search') now allows you to check a box labelled "Metapub enabled" to filter those shows that feature metadata.

In fact, using this feature reveals that the following programs feature metadata, which can be used if your station has installed [the proper middleware software](#):

- 1A

- All Things Considered
- BBC World Service (in beta form)
- Classical 24
- EarthDate
- Innovation Hub
- Left, Right and Center
- Marketplace
- Morning Edition
- Performance Today
- Podcast Playlist
- Studio 360 with Kurt Anderson
- Q from the CBC
- SymphonyCast
- TED Radio Hour
- The Big Listen
- The Dinner Party Download
- The Splendid Table
- Weekend Edition
- Weekend All Things Considered

PRSS to Represent at NFCB & PRPD Shows



Two of public radio's most popular shows are approaching, and the PRSS will be in attendance at both of them.

First up is the National Federation of Community Broadcasters (NFCB) Community Media Conference. This conference, which provides sessions and services for all sizes of public radio stations, will take place July 17-19 in Denver.

The following month is Public Radio Program Directors Association's (PRPD)

Public Radio Content

Conference. This show is dedicated to public radio content and programming, and it will be held Aug. 14-17 in Washington D.C.



If you'd like to schedule a meeting with a PRSS representative, please send an email to PRSSBusiness@npr.org.



The News

Guidance on Vehicle Donation Funding Opportunities

As stations look for new ways to bolster their pledge drives and fundraising, vehicle donations have become a useful and lucrative way to attract financial support. The organization CARS (Charitable Adult Rides & Services) has created a service that essentially takes over and manages the process (for a fee). Below is a conversation with CARS CEO Howard Pearl on how vehicles donations could help stations and how to make use of this service.

Is the car donation market lucrative enough that more stations should be looking into this?



Absolutely! Some of our larger station partners generate well over \$1 million in annual revenue from the CARS program. Stations who actively promote their program see tremendous success, not only in driving revenue, but gaining new donors who can become sustaining members.

What kind of amounts are you seeing some stations bring in?

As I said, our larger station partners can generate well over \$1 million in revenue per year, just from vehicle donations. Smaller or mid-market stations and University stations can make well over \$100,000 in fundraising revenue annually. The CARS Marketing team supports these programs through strategy and content curation to ensure success.

What does a station need to know before getting into this practice?

One thing to know is that not all vehicle donation programs are created equal. CARS is the largest nonprofit provider and we go above and beyond in support of our partners. As a nonprofit ourselves, we understand the challenges and opportunities our partners face. As a result, our main focus is on taking care of the donor and expressing gratitude for their heartfelt donations. By representing the station and providing excellent service to the donor, they are more likely to spread the word of their support and become repeat givers. CARS has more than 200 Public Media partners and we have been processing vehicle donations for over 14 years.

Once they've decided to move forward, what is the process?

We handle all the processing and provide marketing support for the station, which can leverage their air time, utilize website placement and email marketing to drive awareness for the program. The process to become a CARS partner is quick and easy.

What are some of the pitfalls stations should try to avoid?

Be aware of who you are working with and how your donors are being treated. Ask for transparency in data and processing. The CARS philosophy is that if we have access to the data, so do you.

Is there the chance that a station trying this will suddenly have a dozen broken-down vehicles on their hands?

Nope! The station will typically never see the vehicle. CARS arranges for the pickup/towing of each vehicle, and sells vehicles at auction. We have the largest network of auto auctions in the nation and we handle the operations of vehicle processing from start to finish, and we return the funds to the station within 5 business days of receipt.

All vehicles are considered for donation, including boats, planes, RV's, snowmobiles, Zamboni Ice Machines etc. We accept all cars and have an additional review process for specialty vehicles.

Where do you fit into this process? What does your organization do?

CARS drives the station's vehicle donation program. We are a silent partner in most cases. For example, you can donate your car to KQED's vehicle donation program--by doing so, the donor will access a CARS-provided landing site through KQED's website and the donor will speak with a CARS customer service representative. We answer all calls on behalf of the partner and don't typically identify ourselves as CARS unless the donor asks. We arrange for the vehicle to be picked up and sold, and then we return about 80% on average back to our nonprofit partner. CARS is a nonprofit as well, so the 20% we retain is used for operations and then reinvested back into our community.

What kinds of stations are you looking to work with?

CARS works with all nonprofit stations: Public radio, Public Television, joint licensees, news and information, jazz, classical, AAA, and community.

For more information about CARS, please visit their website at <http://www.careasy.org>.

Tips 'n' Tricks

Advice on Evergreens and CD Communications

Here's some friendly advice for PRSS program producers from Anne Stanford, Operations Manager of the PRSS Network Operations Center (NOC):

We strongly recommend all producers have at the ready a back-up evergreen show - a pre-recorded program that isn't tied to any current event and can be aired whenever necessary. We've had customers who have gotten locked out of their network, lost their internet connection, experienced severe weather issues, had a security hack, you name it, we've seen it happen. If you have a back-up program, we can play it at any time you run into trouble. Remember: any audio is better than no audio at all.

Also, when sending out a communication via ContentDepot messaging, please be aware that designating your message as a Type 1 'ALERT: BREAKING NEWS' means it will be delivered to every registered ContentDepot user as a priority alert requiring immediate action. We want to avoid any messages being sent out with this designation that do not need to be distributed to the entire community, so please exercise great caution before labeling communications as a Type 1 message. Thank you!

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:

Innovation Hub - Looking for America - A one-hour, one-time-only special from **PRI** that considers the United States' nearly 250 years of history and investigates the American Experience.

The Dinner Party Download Presents "Look Up and Listen!" - A one-hour, one-time-only special from **American Public Media** that is designed to reacquaint the busy person with the wonders of nature.

Climate One - A new one-hour, weekly show from **Climate One Radio** about energy, economy and the environment, with candid discussions among climate scientists, policy makers, activists and concerned citizens.

Masters of Scale with Reid Hoffman - A one-hour, weekly show from **PRI** that explores theories about scale that are bold, new and sometimes contrarian.

Sips, Suds, & Smokes - A one-hour, weekly program from **One Tan Hand Productions** that provides targeted discussions on the finer things in life including wine, distilled spirits, tea, coffee, beer, and cigars.

EarthDate - A two-minute, weekly news brief from the **University of Texas at Austin** that presents earth sciences topics in a compelling two-minute story format.

The United States of Anxiety: Culture Wars - A one-hour, weekly show from **New York Public Radio** that introduces listeners to people who have been battling to shape America's political culture.

Embedded Radio Special - A one-hour, one-time-only show from **NPR** that showcases the podcast's in-depth reporting on videos of police encounters and how this kind of video has affected life in America.

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 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. As always, the PRSS Help Desk is also available 24/7 at 800.971.7677 or email PRSSHelp@npr.org.



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