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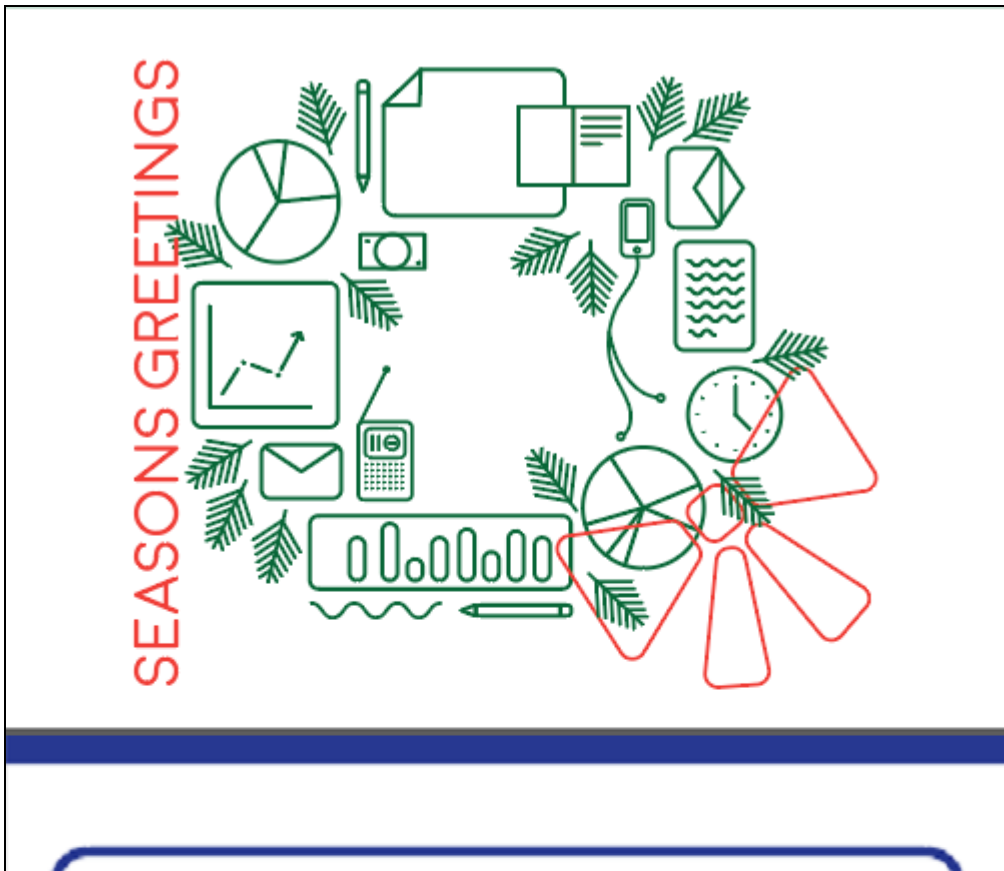


-Today's Blends-

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Opening Shot

Happy Holidays from the PRSS





To all of our station, producer and vendor friends, the PRSS wishes you a happy holiday season and a successful new year. We look forward to working with all of you in 2018!

ContentDepot Upgrade Adds Portal Sponsorships

ContentDepot received another upgrade on November 16, 2017, with a few changes that users may notice.

One visible change is that the PRSS has begun offering sponsorship rotations to vendors aligned with public radio. By now you may have noticed the ads appearing on the front page of ContentDepot. The program will continue to evolve, and as it does, we will rotate the ads in seven second increments. The ads also feature clickable URLs, which will take you out of ContentDepot and to the sponsor's preferred web destination.

ContentDepot's search function has also been improved. You will notice now that the total number of search results will appear at the top of the page. Also, pagination has been added to program search to improve navigation through the results you receive.

Producers will also notice some changes made to the user interface. Now, they can add labels and descriptions to links on program and episode pages. They can also add as many links as they'd like to help promote programs and episodes to stations.

The PRSS ContentDepot software team is now working to complete a drag-and-drop feature for episode segments, which will make it much easier to add programs to your schedule. Beta testing on this functionality continues, and if all goes well it should be made live for all users early next year. If you would be interested in participating in our user tests, please send an email to Megan Williams at mlwilliams@npr.org.

The News

PRSS Tech Survey Needs Your Attention

It has been almost a month since all station general managers and engineers received an email with a link to an online survey assessing the quality and status of their satellite equipment. As of now, we have only collected results from just over 100 stations, and it is very important that we receive responses from all stations.

The survey is part of the PRSS plan to upgrade station broadcast equipment and is designed to help us assess, at an individual station level and across the system as a whole, the state of the technology being used by stations. This is an effort that will involve presenting new receivers to stations and providing upgrades and assistance to stations whose satellite equipment may be deteriorating. The information you provide will inform our plans for a system refresh, and it will allow our engineers to determine which stations have more technical issues and/or needs than others.

The survey can be found online at: https://www.research.net/r/PRSS_Engineering2017

If it is easier for you and your staff, you can also follow this link to a PDF of the survey, which can be printed out: <http://prss.org/sites/prss/files/documents/news/PRSS%20Engineering%20Survey.pdf>

We prefer that stations use the online survey tool, but if it eases the process, we will accept submissions of the PDF. If you'd prefer to go with this option, send any submissions, questions or comments to Erich Shea at eshea@npr.org.

PRSS Reps to Host Free Metadata Webinar



PMBA Toolkit: MetaData – It's Not Just a Big Word; It's a Revenue Builder!

Join Joe Schifano and Megan Williams for an extension on the presentation at the 2017 PMBA Annual Conference in St. Louis!



Joe Schifano
Director of Business Development
NPR/PRSS



Megan Williams
Product Manager
NPR

This webinar is brought to you by PMBA.
Wednesday, December 13, 2017 3:00pm ET
Registration is free for PMBA members. **Limited time only, PMBA is offering this webinar free to non-members, a savings of \$50 per person.**

For those still contemplating whether metadata is a viable solution for their operation, two PRSS representatives who have been involved with MetaPub since the beginning are planning to hold a webinar on Wednesday, December 13, 2017, from 3:00 pm ET to 4:00 pm ET.

The goal of the webinar is to educate participants on the value of metadata, the existing station platforms where metadata can be used, and the uses of metadata to increase membership and revenue.

Hosts Joe Schifano and Megan Williams plan to break down the value of metadata into six areas:

- Listener experience enhancement
- Disaster information resource
- New member identification
- Fundraising tool
- Community involvement
- Underwriting opportunity

This is an event sponsored by the Public Media Business Association, and is free to anybody whether a PMBA member or not. You can register in advance for the webinar here:
<https://register.gotowebinar.com/register/734696255768205826>

Tips 'n' Tricks

List of Shows Using MetaPub Growing Consistently

It seems like every day a new program in ContentDepot is using the PRSS' MetaPub to enhance its content. As a reminder, there are a multitude of programs - live, file-based or live with subsequent file - that incorporate metadata. Below is a list all the shows that are a part of MetaPub.

1A

African American Sports Legends
African Music Series
All Things Considered
BBC World Service
Black History Matters
Bubba Knight's Story: Through the Eyes of a Pip
Café Jazz
Catch the Flo
Classical 24
Climate One
Cool Jazz Countdown
Day 6
EarthDate
Friends of the Blues
Hidden Brain
In a Mellow Tone
Innovation Hub
Interfaith Voices
Jazz in the New Millennium
KCRW's Left, Right and Center
Marketplace
Morning Edition
Music & the Spoken Word
My World of Music
New Inspiration for the Nation
NPR's Here & Now
NYPHIL Live at Hill Auditorium
On Story

Out in the Open
Performance Today
Planetary Radio
Podcast Playlist
q from the CBC
q: The Music
Reggae Roots and Culture
Return to the Source
Selected Shorts
Studio 360 with Kurt Anderson
Soul Deluxe
SymphonyCast
TED Radio Hour
Texas Jazz & Blues
The Big Listen
The Spin
The Splendid Table
The Steve Edwards Soul Show
The Tavis Smiley Show
The Wind Down with Will Downing
The Cut
The Dinner Party Download
The Groove
NewUrbanJazzLounge
The Roots of Smooth
The Soul of Jazz
Travel with Rick Steves
Weekend Edition

To learn more about MetaPub, visit: <http://prss.org/metapub>

What's New in the 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:

Joy to the World 2017 feat. Meredith Dean Augustin - A one-hour, one-time-only special from **West Virginia Public Broadcasting** that celebrates the holiday season with jazz arrangements of holiday favorites new and old.

Sexual Harassment: A Moment of Reckoning - A one-hour, one-time-only special from **NPR** looks at the significance of this moment and what it could do for the culture.

Innovation Hub - Buying the Holidays - A one-hour, one-time-only special from **PRI** that looks at the commercial and economic implications of the holiday season in America.

Capitol Steps: Politics Takes a Holiday New Year's Edition 2017 - A one-time-only special from **Capitol Steps Productions** that features the legendary comedy troupe riffing on today's holidays through comedy and song.

Remembering Jim Pepper - A one-time-only special from **Native Voice One** that features stories about and songs by Native saxophone great Jim Pepper.

Tribute to Dr. Joseph Medicine Crow - A one-time-only special from **Native Voice One** that honors Dr. Joseph Medicine Crow, whose role in the U.S. Army and dedication to Native American history earned him a Presidential Medal of Freedom.

Alaska Water Wards - A five-part, five minute series from **Native Voice One** that focuses on the proposed Pebble Mine near Alaska's Bristol Bay.

Witness: Black History Month - A one-hour, one-time-only special from **American Public Media** that brings together interviews looking at the African American experience.

Witness: Women's History Month - A one-hour, one-time-only special from **American Public Media** that tells stories of women's history, told by the women who were there.

A Beautiful World - A one-hour, one-time-only special from American Public Media that investigates three women who stood out as rebels of their time.

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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