

# Wyoming Public Radio into Media Embracing the Power and Potential of Digital Media

{ Research and Audio Stories  
by Anna Rader



# Purpose

- ⌘ Examine Wyoming Public Media's new approach to digital media
- ⌘ Evidence:
  - ⌘ NPR and WPM websites, experience working at WPM, interviews with WPM staff, and journal articles
- ⌘ Research done by digital storytelling: [WPM Audio Story](#)
  - ⌘ Created two 26 minute audio stories

# Becoming a Part of WPM

- ⌘ COJO Department in Summer 2011
- ⌘ My advisor, Grady Kirkpatrick
- ⌘ Certain things were off or needed improvements
- ⌘ Changes were beginning to happen and it all started with the name changing from Radio – Media.
- ⌘ In the process, I grew with these changes as an intern

# Research

- ⌘ Radio has undergone changes in new media and digital technology.
- ⌘ National Public Radio has extended their focus to build a in-depth service on NPR.org
- ⌘ Digital platforms offer more ways to listen
- ⌘ Positive and negative challenges
- ⌘ Radio is a strong foundation upon which to build

# New Changes in Reporting

- ⌘ NPR listenership has nearly doubled since 1999
- ⌘ Twenty- six million listeners tune in to NPR each week
- ⌘ Despite the advances in technology NPR, continues to be relevant to any generation
- ⌘ The NPR Web site offers a variety of new media features
- ⌘ Today, a radio journalist often is required to carry a digital camera and video camera, as well as a recorder and a notepad:
  - ⌘ [www.npr.org](http://www.npr.org)

# The Problem and Starting to Change

- ⌘ The challenge: what will come next in new media
- ⌘ Wyoming Public Media has to be ready for these challenges
- ⌘ The opportunity to connect the listeners to stories
- ⌘ Sticking to the normalcy of radio is not an option.
- ⌘ Fortunately, WPM is taking steps to achieve goals of better online presence and digital creativity.

# Wyoming Public Radio's Embrace for New Media

- ⌘ Wyoming Public Radio became Wyoming Public Media
- ⌘ WPM has always had numerous media platforms
  - ⌘ Jazz Wyoming, Classical Wyoming and Wyoming Public Radio
- ⌘ Online needed to be highlighted, “radio” condoned a sense of conventionalism
- ⌘ Think of your product differently: [Christina](#)
- ⌘ Listeners and supporters now externally can see the change into the digital future, without ever knowing the internal changes

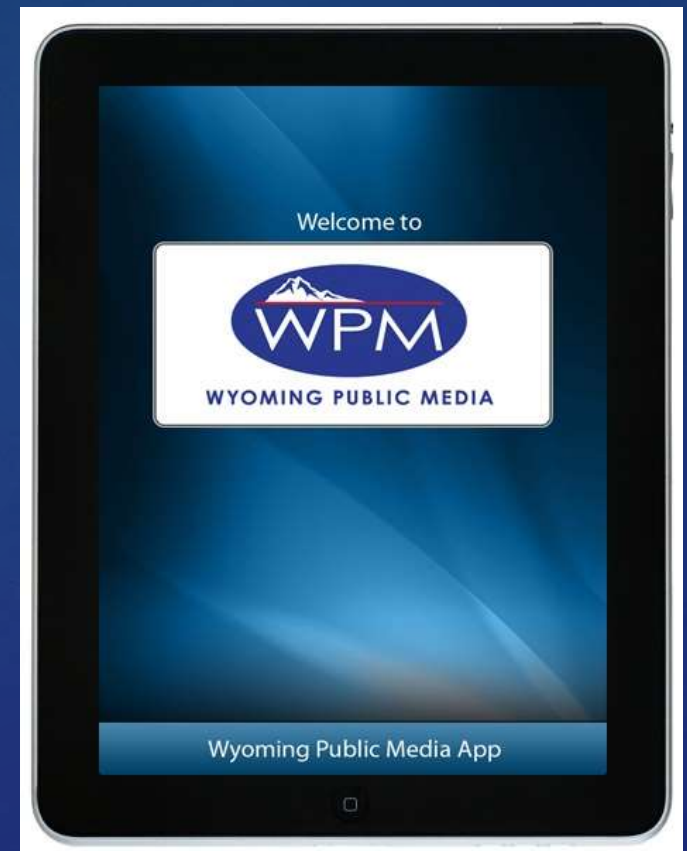
# Website Design

- ⌘ NPR Digital , online content, and problems
  - ⌘ Membership Manager [Shaun](#) Wilhelm
  - ⌘ <http://demo.digitalservices.npr.org/overview2.html>
- ⌘ Comparison of the member station website with NPR
  - ⌘ <http://wyomingpublicmedia.org/>
  - ⌘ <http://www.npr.org/>



# Interviews with WPM Staff

- ⌘ There are many new media and digital technologies that WPM are starting to use or create ([Easy](#))
- ⌘ Membership Manager, Shaun Wilhelm:
  - ⌘ Smartphone/iPad WPM App
- ⌘ Engineers Reid and Shane:
  - ⌘ Axia Digital Broadcast Console.
  - ⌘ The engineers are exploring new tactics in broadcasting.



# Conclusion

- ⌘ WPM in new media has grown in a matter of one year
- ⌘ Branding WPM , “Radio can be when, where and how you want.”
- ⌘ More and more listeners are accessing WPM services through means other than radio.
- ⌘ Local Content: Open Spaces, Wyoming Musician Profiles
- ⌘ WPM is investing in new technologies and taking challenges

# Limitations

- ⌘ People often ask: What does a cut in federal funding mean to Wyoming Public media?
- ⌘ They currently receive a yearly \$280,000 grant from the Corporation for Public Broadcasting
- ⌘ This comprises approximately 12% of their operating budget and provides funding for programming and services to the community as mandated by their license (WPM.org, 2012).

# Limitations

- ⌘ In comparison to NPR.org, “most people who visit NPR.org tend to be younger than those who tune in over the airwaves, although the site is beginning to appeal to an older demographic,” (Johnson, 2011).
- ⌘ Need to replace towers = major donors
  - ⌘ This cost is 25 million for two towers
- ⌘ General Manager Christina Kuzmych:

# How You Can Help

- ⌘ Please donate any amount of money to WPM
- ⌘ Become a member
- ⌘ Download the WPM App
- ⌘ Talk to your Senators, Enzi and Barasso
- ⌘ Increase sharing of WPM stories on Facebook/Twitter

# Sources

- ⌘ Dorroh, J. (2008). The transformation of NPR: Long defined by its radio programming, National Public Radio is reinventing itself as a multiplatform force. *American Journalism Review* 5(30), 24-31.
- ⌘ Farhi, P. (2009, March 24). Consider this: NPR achieves record ratings. *The Washington Post*, p. C1.
- ⌘ Kamenetz, A. (2009, April). Finely tuned. *Fast Company*, (134), 66-71.
- ⌘ Interviews with Christina Kuzmych, Grady Kirkpatrick, Shaun Wilhelm, Tara Orr, and Shane Toven.