



CLASSICAL MUSIC RISING

Update

PRPD Content Conference

Washington, DC – August 15, 2017

Managed by the Station Resource Group

Our broad goal for Classical Music Rising is a strategic vision for classical music radio anchored in public service, reaching more diverse audiences, and bridging the enduring strength of broadcast radio, the growing power of digital media, and the direct connections of in-person activities.

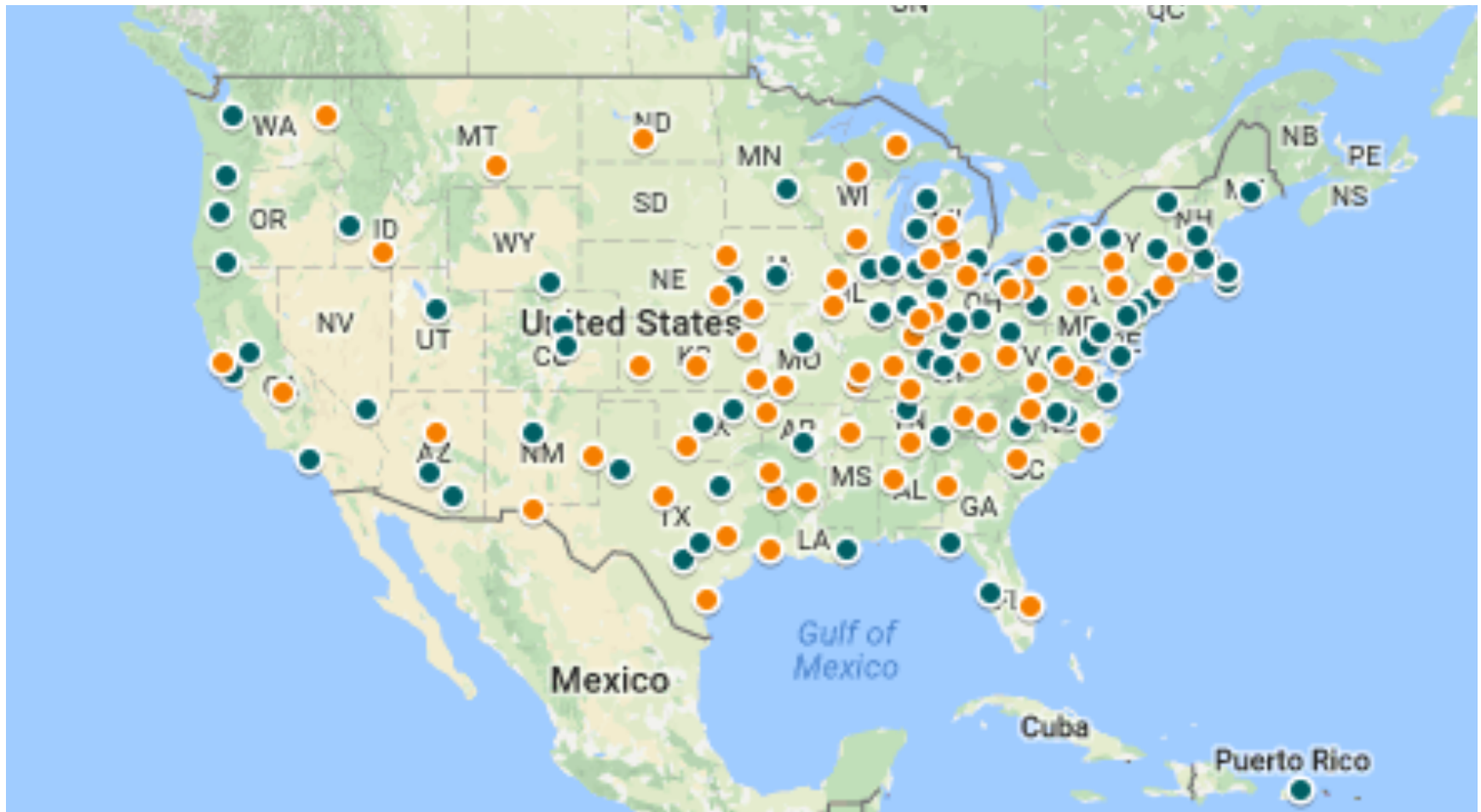
Project Questions

- Who are our 21st-century audiences?
- Where's the talent pipeline to host and run our stations?
- What's our place in the digital space?
- What are revenue opportunities and new business models?
- How can we increase awareness and engagement for our services?

27 Station Partners

- **WQXR – New York Public Radio**
- **KUSC - Los Angeles**
- WFMT – Chicago
- **KDFC – San Francisco**
- WETA – Washington
- WRTI – Philadelphia
- WCRB – Boston
- **KING – Seattle**
- KBAQ – Phoenix
- **Minnesota Public Radio**
- KOVD - Colorado Public Radio
- WDAV – Charlotte
- WQED – Pittsburgh
- Capital Public Radio, Sacramento
- WGUC – Cincinnati Public Radio
- WCLV – ideastream, Cleveland
- KMFA – Austin
- WOSU Classical 101 – Columbus
- WFCL – Nashville Public Radio
- WUOL – Louisville Public Media
- WXXI – Rochester
- KHPR – Hawaii Public Radio
- WDPR Discover Classical – Dayton
- KCME – Colorado Springs
- KBSU – Boise
- WOXR – Vermont Public Radio
- WILL – Illinois Public Media

Building Connection, Participation, and Awareness



www.ClassicalMusicRising.org

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Next Generation Strategies For Classical Music Radio

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Next Generation Strategies for
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Understanding Classical Music Radio's Audiences



Public Radio Classical Audience

January 2017

Making the Case

The Classical Station as Community Connector

“We share a strong sense that sustaining our mission and our organizations requires more than our broadcast service alone, and that there are opportunities for classical stations to be a force for good in our communities.”

Making the Case Working Group

- **Jennifer Ridewood**, Chair - KING, Seattle
- **George Preston** - KCME, Colorado Springs
- **Bill Lueth** - KDFC, San Francisco & KUSC, Los Angeles
- **Joe Barr & Paul Conley** - Capital Public Radio, Sacramento
- **Brian Newhouse** - Minnesota Public Radio
- **Anita Bugg & Nina Cardona** - WFCL, Nashville
- **Deborah Acklin** - WQED, Pittsburgh
- **Deborah Lein** - consultant

The Classical Station as Community Connector

Working Group Report

June 2017



The Big Themes: Our Best Bets

1. Music Education
2. Classical ecosystem leadership
3. Civic vitality and pride

Next steps led by Deborah Lein

Strengthen Classical Music Radio's Workforce

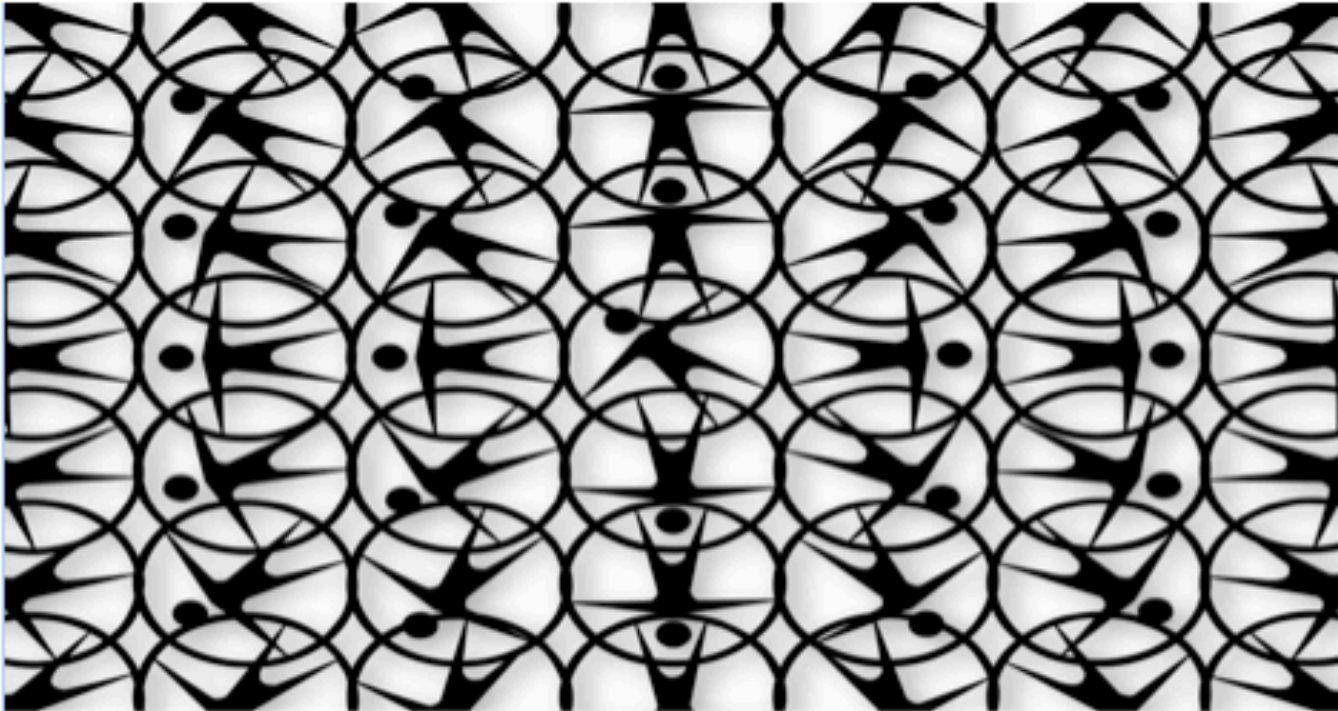
Working Group:

- **Judy McAlpine**, Lead
- **Frank Dominguez** – WDAV, Charlotte
- **José Fajardo** – Hawaii Public Radio
- **Daniel Gilliam** – Louisville Public Media
- **Ruth Phinney** – WXXI, Rochester
- **Maggie Stapleton** – KING FM, Seattle

Bring new voices, new perspectives, and a diverse new generation into our organizations

Workforce Working Group Report

February 2017



Working Group Recommendations

- **Training modules** for on-air presentation skills and digital skills for hosts and producers
- **A fellowship/internship program** to develop new talent at stations with a goal of increasing diversity and new ideas
- **A partnership with AIR Media** on a project designed to increase diversity and skills related to classical music content, particularly digital content

Branding, Promotion & Marketing

Classical Spark

A tune-in campaign to increase listening and listener support via focused station branding and promotion

Download materials on CMR website:

- [*Classical Spark Project Description*](#)
- [*Best Practices Guide to Effective On-Air Positioning & Promotion*](#)

Digital Next Steps

- **Music Rights**
- **Metrics and analytics** to better understand what our audiences want and how they are using our digital offerings
- **Digital strategies and opportunities**
Led by Judy McAlpine, McAlpine Creative Consulting

Visit the Resources section of www.ClassicalMusicRising.org



AUDIENCE

COMMUNITY

LINKS

MARKETING

MUSIC RIGHTS

NUTS 'N BOLTS

PRESENTATIONS

TALENT

Stay in touch!

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- *All Things Classical* newsletter sign up:
www.ClassicalMusicRising.org

CLASSICAL MUSIC RISING

Classical Music Rising is a project of the Station Resource Group, supported by participating stations and a grant from the Andrew W. Mellon Foundation. For more about the overall project visit www.ClassicalMusicRising.org