Update

PRPD Content Conference
Washington, DC – August 15, 2017
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

PRPD - Classical Music Rising 2017
Building Connection, Participation, and Awareness
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*
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
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](http://www.ClassicalMusicRising.org)