What’s with the title?

(Like you couldn't guess...)
What we’ll cover

1. Why this matters
2. How to take advantage
3. Resources to execute
4. Successful strategy
But really... why should I care?
Traditional experience is disappearing
Demographics x preferences are changing (fast)
Technology is changing everything
Disintermediation
(uh, what?)
K got it... and so?
Look around

- Check out outlets of similar size
- Now review bigger media outlets
- Take a gander at social media
- Instead of saying, “I wish we could do that,” think about what you could do
think small

Keep it simple.
Time for Treefort 2019!

Radio Boise prides itself on the variety of music that we bring to the airwaves every single day – embodying the journey of discovery.

Starting Wednesday, March 20, 2019, we’ve invited bands from around the world playing at Treefort Music Festival to perform live on the air – broadcast direct to listeners.

You’re invited to come to the station and listen to live in-studios as well as check us out at Radioland, our performance area, on 11th & Grove St.
THE CHIRP BLOG

Entries categorized as “CHIRP Factory Sessions” 16 results

CHIRP RADIO WRITES

CHIRP FACTORY SESSION: HABIBI
MUSIC HEALS

BEYOND CANCER
Be nimble

- What content could have the most impact?
- Is it content tied to breaking news and trends?
- Is it content on a popular topic or a subject that has wide impact?
Time to start counting

90 apps to optimize your station
JUST KIDDING

(Let's set the stage first)
Platform apps

- Facebook Pages Manager
- Instagram
- YouTube
- Twitter
- Medium
- Spotify
- Soundcloud
- Tumblr
- Reddit
- Snapchat
- TikTok
- Vero
Office

- Google Docs/Drive
- Airtable
- LibreOffice
- OpenOffice
- Dropbox
- pCloud
- Crashpad
- Slack
- Ludwig
- Grammarly
- Boomerang
Organization

- Trello
- Asana
- Any.do
- Calendly
- WhenIsGood
- Google Keep
- Workflow
- Evernote
- Todoist
- Wunderlist
- MomentumDash
Metrics

- Google Analytics
- Mention
- CrowdTangle
- Google Trends
- Nuzzel
- Newsle
- Sources
- Svven
- Hunter
- ChangeDetection
Scheduling

- Buffer
- Hootsuite
- Tweetdeck
- Later
- Sprout Social
- CoSchedule
- Feedly
- IFTTT
- Instapaper
- Post Planner
- Scoop.it
Visuals

- Pexels
- Unsplash
- Nappy
- YouTube Audio Library
- Adobe Spark
- Pixelmator
- Ripl
- Unfold
- Relive
- Halide
- Google Camera
- Google Photo Scan
Design

- Waterlogue
- Colourise
- Piakzo
- Canva
- Infogr.am
- Spark Post
- EasyLly
- Pablo
- Klex.io
- Snapseed
- Venngage
Audio

- Audio/Field Recorder
- Wavve
- Otter
- Temi
- Spexxt
- Anchor.fm
- Tryca.st
- Zencastr
- Amper
Data

- AutoDraw
- TwoTone
- StoryMap
- Pixelmap
- Dotspotting
- Charted
- Listify
- Databin
- LocalFocus
- Google News Scraper
Successful strategy

Let's start with the first set of slides
Cornerstones

- Planning, thinking, being flexible
- Use of feedback and analytics
- A strong social media strategy
- Thoughtful off-platform publishing
But how?

- Start brainstorming (remember, think small)
- Visualize who you want to reach and how
- Recruit internal/external help
- Start working, keep communicating
- Make no assumptions on what works
Our process is easy

Resources
Who can you rely on, who are you reaching

Execution
How do we make great ideas a reality

Feedback
What do analytics and people say

Evaluate
What worked, what didn’t and why
On resources

- Who's engaging with you, and how?
- What do these people look like?
- What do the people we want look like?
- Where are they at now, and how can we get there?
- What inspires or motivates them to comment, share and click?
On execution

- What’s the idea?
- What/who do you need to make it happen?
- What are the challenges?
- What would success look like?
Get feedback

- How engaged were you while watching?
- Did you comment? When and why?
- Anything missing that you wanted to know?
- How can I do better next time?
Evaluating it

- Have clear objectives
- Focus on improved outcomes
- Have a clear plan for the results
- Document the process
- Champion successes
Sky’s the limit

We are trusted, strong and going nowhere. It’s about showing everyone we run things!
Arigato!

Any questions?

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This presentation at bit.ly/90909019