



Serving Music Audiences through Station Partnerships

Speakers: Rich McLaughlin
& Eileen Delahunty
Moderator: Mike Henry



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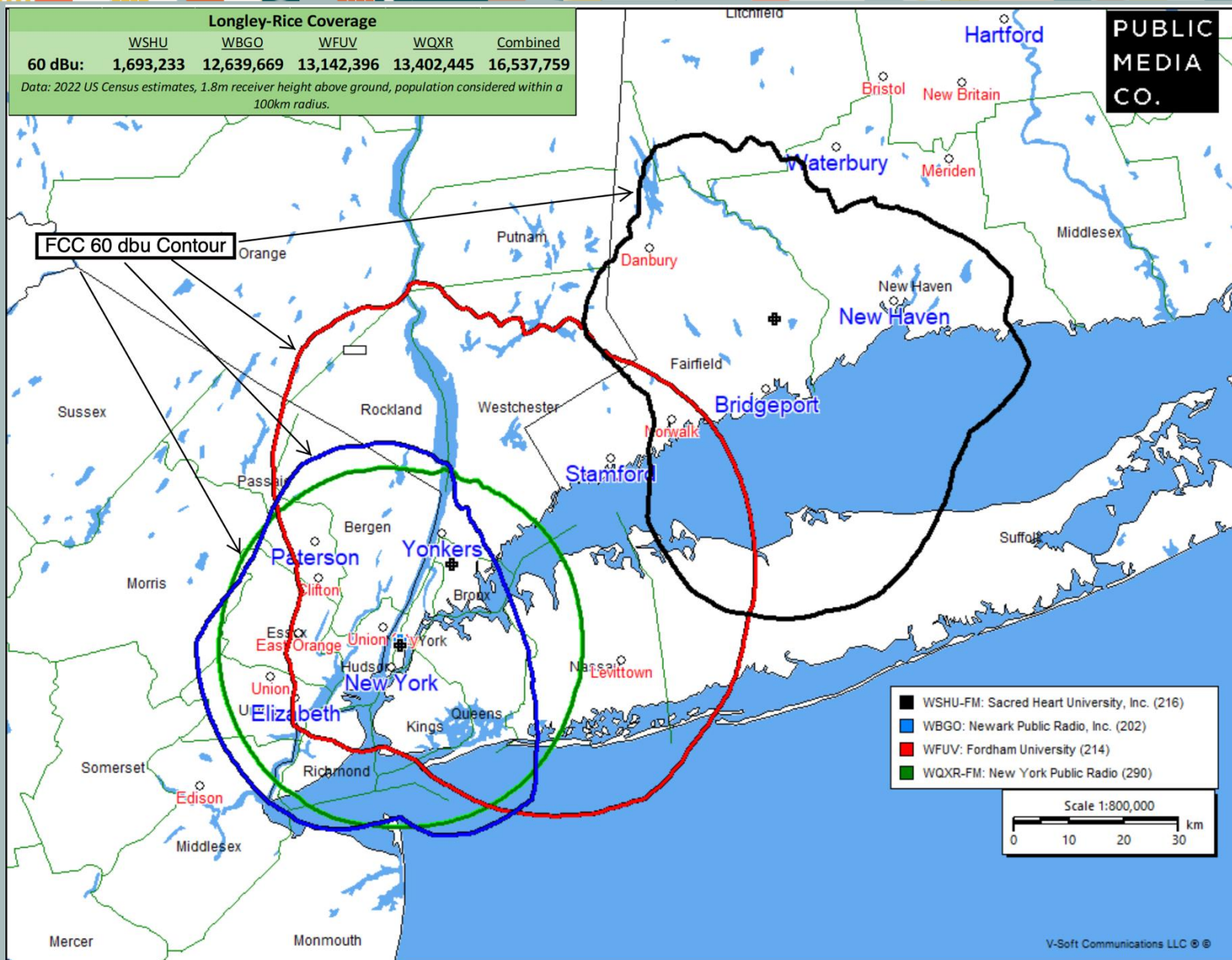




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TRI-STATE MUSIC COLLABORATIVE COVERAGE

- Collectively stations reach 16 million across the region
- NYC listeners enjoy all three public radio music genres – Triple A, Jazz, Classical





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Public Radio Music Stations WBGO, WQXR, WFUV and WHSU Launch Historic Tri-State Music Collaborative



"This project is an unique opportunity to leverage our geographical proximity and exceptional influence we share as four of America's most influential broadcasters. We'll work together to develop initiatives that will benefit public radio listeners in the nation's largest media market and the public media system as a whole, and at the same time we'll build a foundation for similar collaborations between stations in other cities."

-WBGO President and CEO Steven A. Williams

"WQXR is proud to unite with our fellow music format public radio stations in the tri-state region to find new, inventive ways to collaboratively serve our audiences"

-LaFontaine E. Oliver, President and CEO, New York Public Radio.



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Strategic Planning and Audience Development Research

Public Media Company is developing our collaborative's strategic focus, and Paragon is conducting comprehensive digital audits and membership data analysis for each station. These audits will:

- Analyze each station's digital marketing presence
- Provide industry-specific data-driven improvement suggestions
- Identify target areas to enhance content distribution
- Develop customized digital strategies specific to each station's unique goals

Membership Cultivation

Research is being conducted to understand the dynamics of membership for a public media music station, including:

- Donor preferences for ongoing vs. one-time donations
- Traditional vs. non-traditional donation methods
- Most effective appeals and incentives
- Development of updated fundraising guidance to attract new donors
- Creating a sustainable financial model for all participating stations



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VISION

Working together, the four NY public media music organizations can do more to increase audience and revenue and create replicable models for public media organizations in other markets.





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STRATEGIC EVOLUTION

Final goals: **Grow Audience through Collaborative Events** and **Grow Sustainability**.

Initial Four Goals

- Grow Audience
- Grow Membership
- Grow Revenue
- Grow Sustainability

Strategically Focused Goal

We refined our approach to focus exclusively on **Audience Growth through Collaborative Events**

Post-Defunding Adaptation

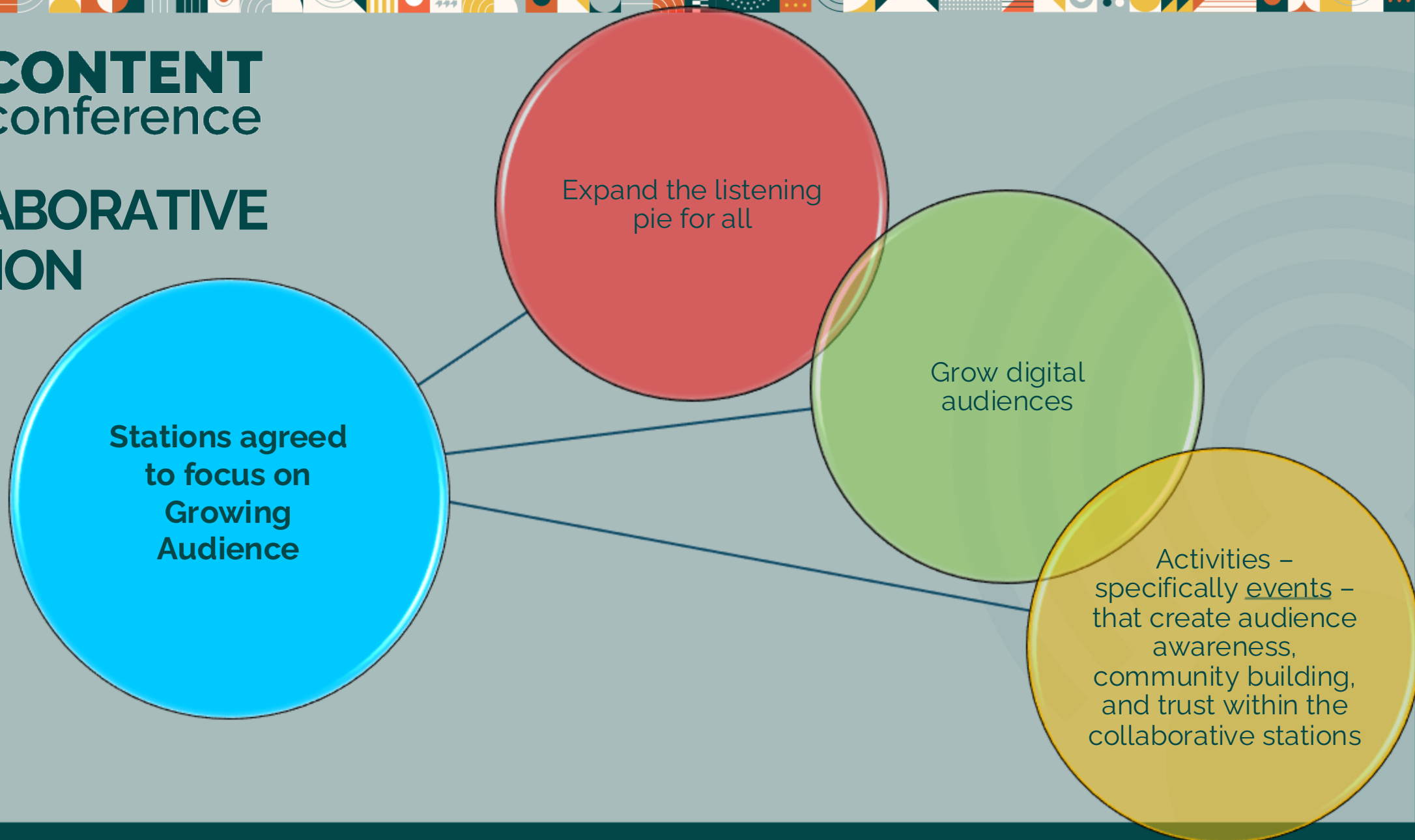
In response to funding changes, we've added back a critical second priority: **Grow Sustainability**



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COLLABORATIVE DECISION



LEARNED LESSONS

- Earning trust
- Shared vision
- Hit singles not home runs
- **Events are the common bond**





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Photo credit: Itzel Alejandra

BENEFITS OF JOINT EVENTS

- **Build Funnel:** Collect the for stations to follow up with new contacts and track success
- **Build Awareness:** Communicate why the stations are staging the event together and the importance of collaboration under the public media tent
- **Enhance Community Building:** Create avenues to share experiences with others
- **Create Additional Future Revenue Streams:** Sell joint sponsorships
- **Build Scale:** Cross-promotion, interviews, editorial, data collection is shared

TINY DESK CONCERT ON THE ROAD – JULY 17

Photo credit: Itzel Alejandra

Co-promotion of the event – stations' broadcast, website, socials, email newsletters

On Stage Announcements

Station presence at the event



JOINT EVENTS – “THE BIG TENT”





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SHARED SERVICES

- **Content**

- WBGO picked up "New Standards with Paul Cavalcante" from WNYC. Cavalcante also hosts "Cavalcade" on WFUV and weekends on WQXR.
- WFUV host of "The Whole Wide World," Delphine Blue, now has a show on WBGO, "Delphine's Delights."

- **Data**

- Shared audience, digital, and member analytics

- **Digital**

- Coordinating digital activities



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CROSS-MEMBERSHIP ANALYSIS



More for your mission.

CDP was engaged to conduct an analysis of the collective membership of the four stations

- **Goals:** Identify opportunities for enhanced fundraising performance and subgroups (i.e. members who support multiple stations) to target with different messaging and support coordinated new member initiatives
- **Outcomes:**
 - Analyzed 75,000 members across the four organizations
 - Identified overlapping members
 - Differences in giving habits between the different subgroups
 - Membership giving comparisons



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ALL DONORS – OVERLAP ACROSS ORGANIZATIONS

ACTIVE(12M) DONORS	WNYC	WFUV	WSHU	WBGO
NYPR	100.0%	18.6%	0.4%	20.6%
WFUV	1.7%	100.0%	0.1%	3.9%
WSHU	0.0%	0.1%	100.0%	0.0%
WBGO	1.5%	3.0%	0.0%	100.0%



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MAJOR DONORS

- Dual major donors = overlap donors giving \$1000+ to both orgs

Major Donors Across Stations	NYPR	WFUV	WSHU	WBGO
Major Donor % of File	2.6%	3.4%	3.1%	2.7%
Dual Major Donor %	1.3%	5.1%	0.5%	10.3%





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REVENUE INSIGHTS

- WBGO has the highest percentage of revenue coming from overlap donors

22.8%
WBGO

14.8%
WFUV

3.7%
NYPR

0.6%
WSHU

All Donors:

WSHU: \$273

WFUV: \$267

NYPR: \$247

WBGO: \$191

Average Gift Comparison

Overlap Donors:

WSHU: \$374

NYPR: \$300

WFUV: \$199

WBGO: \$193



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DIGITAL AUDITS

Paragon conducted Digital Audits for each station to analyze their digital content and marketing efforts through the lens of collaboration

Platform Analysis

Deep dive into websites, newsletters, apps, and social channels: Instagram, Facebook, X, Bluesky, Threads, YouTube, TikTok and LinkedIn

Specific Recommendations

Platform-specific research and suggestions to improve content distribution, expand digital reach, and identify strategic growth opportunities

Cross-Station Insights

Connected findings across all four stations to highlight shared opportunities and potential collaboration areas

While conducted independently, the audits ultimately connect the findings across all four stations to highlight shared opportunities and potential for collaboration



DIGITAL AUDITS RESULTS

All four stations share active, loyal audiences on social media and strong newsletter lists

Common challenges emerged:

1. Lack of short-form video content
2. Limited visibility of host personalities

Both gaps represent missed opportunities to showcase the unique voice of each station and strengthen audience connection





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DIGITAL COLLABORATIONS



Cross-Promotion of Content

- Share music, cultural, and news content across stations' platforms
- Highlight local culture with weekly collaborative posts (example: "*What's happening in the Tri-State this weekend?*") linking back to a shared content hub
- Leverage newsletters by including personalized event recommendations sourced from this hub



Shared Video Strategy

- Co-produce short-form, "edutainment" explainer series designed for Instagram Reels, YouTube Shorts and TikTok
- Use hosts as the face of this content to humanize the stations and build loyalty
- Cross-share live performance archives on YouTube and Instagram to maximize visibility



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DIGITAL COLLABORATIONS



Host-Led Engagement

- Develop a recurring “3 Must-See Events” series, turned into Instagram Reels and/or YouTube Shorts and shared across all four stations digital platforms
- Develop a regional “Meet the Hosts” series or cross-host Instagram collaborations to spotlight personalities



Community & UGC Activation

- Encourage listeners to participate with a shared hashtag (example: #TriStateRadioEvents)
- Re-share user-generated content across station platforms to create a feedback loop and sense of community



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MEMBERSHIP STUDIES

We surveyed members from all four stations (WBGO, WFUV, WQXR and WSHU) to understand their interest in supporting collaborative efforts between the stations.

Methodology

Comprehensive survey of 1,200 adults aged 18+

Focus Areas

Interest in collaboration, motivations for supporting joint initiatives, preferred donation methods, and desired collaborative offerings

Key Metric

59% of Members would be Very Likely or Somewhat Likely to provide a separate and additional donation to a collaborative effort between the four stations

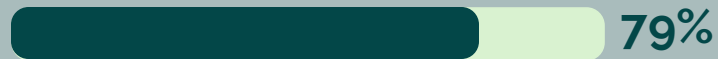




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MEMBERSHIP STUDIES RESULTS

Motivations:



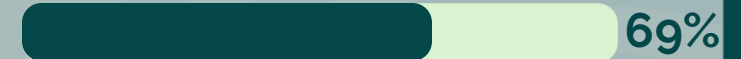
Community Support

Providing general support for public radio in my community



Transparency

Knowing how the funds would be used



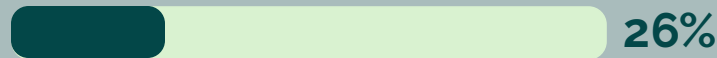
Music Variety

Supporting local stations that provide a variety of music types



Exclusive Events

Attending exclusive local events that the stations will host as a group



Incentives

Receiving a gift or incentive for my contribution

Preferred Additional Donation Methods:

- To yearly renewal or current monthly donation (**58%**)
- Joint fund drive on all four stations (**47%**)
- Purchasing tickets to a local event co-sponsored by the stations (**45%**)

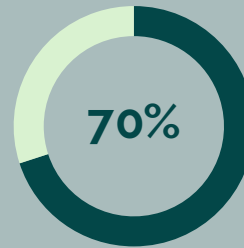


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Interest in Collaborative Initiatives

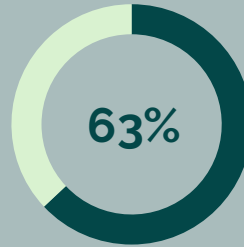


MEMBERSHIP STUDIES RESULTS



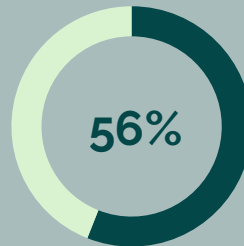
New email newsletter that highlights local artists and music events

- A new email newsletter that highlights kids and family music events and ways that you and your kids can participate (28% among the total sample and 67% among those with children in their household)

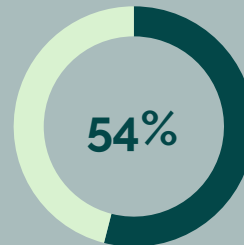


Music festival with a variety of live music artists including jazz, classical and progressive alternative rock

- A kids and family music festival with live music and family-friendly activities (25% among the total sample and 66% among those with children in their household)



Digital calendar of live music events and music activities in your local area



Collaborative music events app



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FUTURE COLLABORATIONS





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POTENTIAL FUTURE SHARED SERVICES

Staffing

- Production and broadcast operations including board operators
- Traffic
- Finance
- Promotion resources

Shared event sponsorships

- Leveraging group dynamics



Photo credit: Itzel Alejandra



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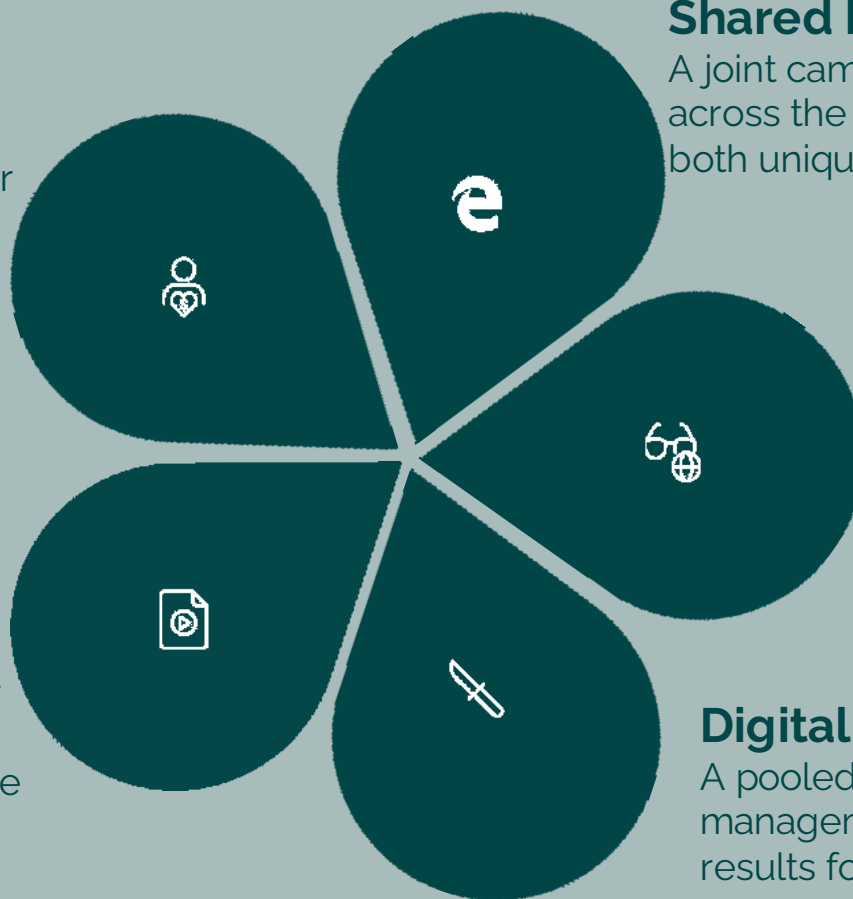
MEMBER GROWTH OPPORTUNITIES

Major Donors

CDP could overlay the files for major donor capacity and propensity...to target overlap donors and with a shared approach to individuals for transformational gifts.

Video Testimonials & Engagement Campaigns

Stations can create and distribute very personal messaging based on donor testimonials mixed with local talent...the goals being prospect generation and improved retention.



Shared Planned Giving

A joint campaign to preserve music across the region that is amplified to both unique and shared audiences.

Virtual Events

Produce and share events with a goal to generate prospects for further development.

Digital Ad Campaigns

A pooled campaign would decrease management costs with boosting results for the region.



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UNINTENDED BENEFITS

Open Knowledge Sharing

The four stations opened their playbooks for all stations to learn from

Strategic Support During Crisis

Opportunity to share internal and fundraising strategies while de-funding occurred after the grant was underway

Programming Cross-Pollination

An unexpected program sharing agreement was also formed outside the collaborative between WBGO and Long Island's WLIW. After Labor Day, WLIW's evening music show, "Urban Jazz Experience," will debut on WBGO, and WBGO's "Singer's Unlimited" will air on WLIW.

Event Production Transparency

Generous with information sharing about events: partnerships, costs, planning for staff, etc.

Cooperation

Cultivated a "cooperation over competition" mindset



- A uniquely branded and highly curated Events app populated and promoted by all stations
- Each station can air their own events and promote the app for full listings
- Each station website can list their own events and promote the app for full listings



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