SUSTAINABILITY & INNOVATION IN PUBLIC RADIO

2019 WBUR BIZLAB SUMMIT

#BizLabSummit

Joan DiMicco

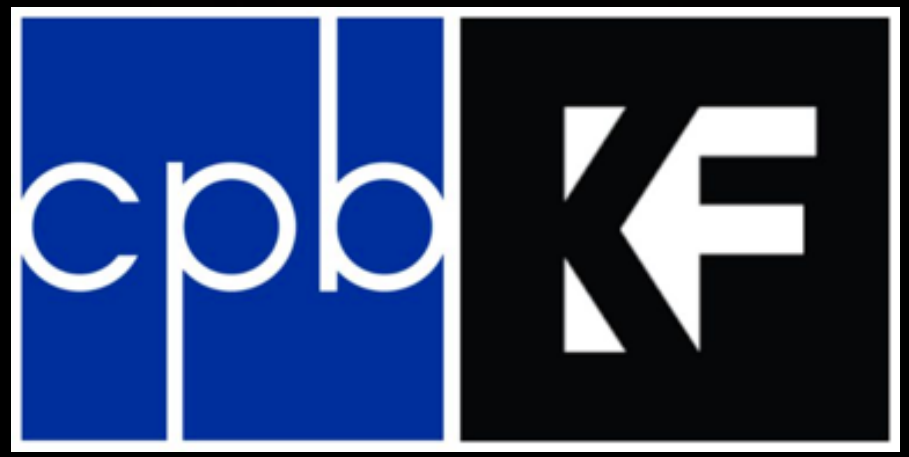
Executive Director, BizLab

#BizLabSummit

wbur BizLab

THANK YOU

FOR YOUR SUPPORT



#BizLabSummit

wbur BizLab

#BizLabSummit

wbur BizLab

#BizLabSummit

wbur BizLab

INNOVATION PROCESS

Idea

Revenue

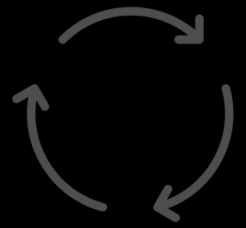
#BizLabSummit

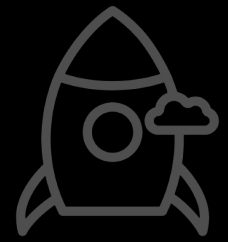
INNOVATION PROCESS

Idea Audience Test Product Launch Revenue

#BizLabSummit

INNOVATION PROCESS

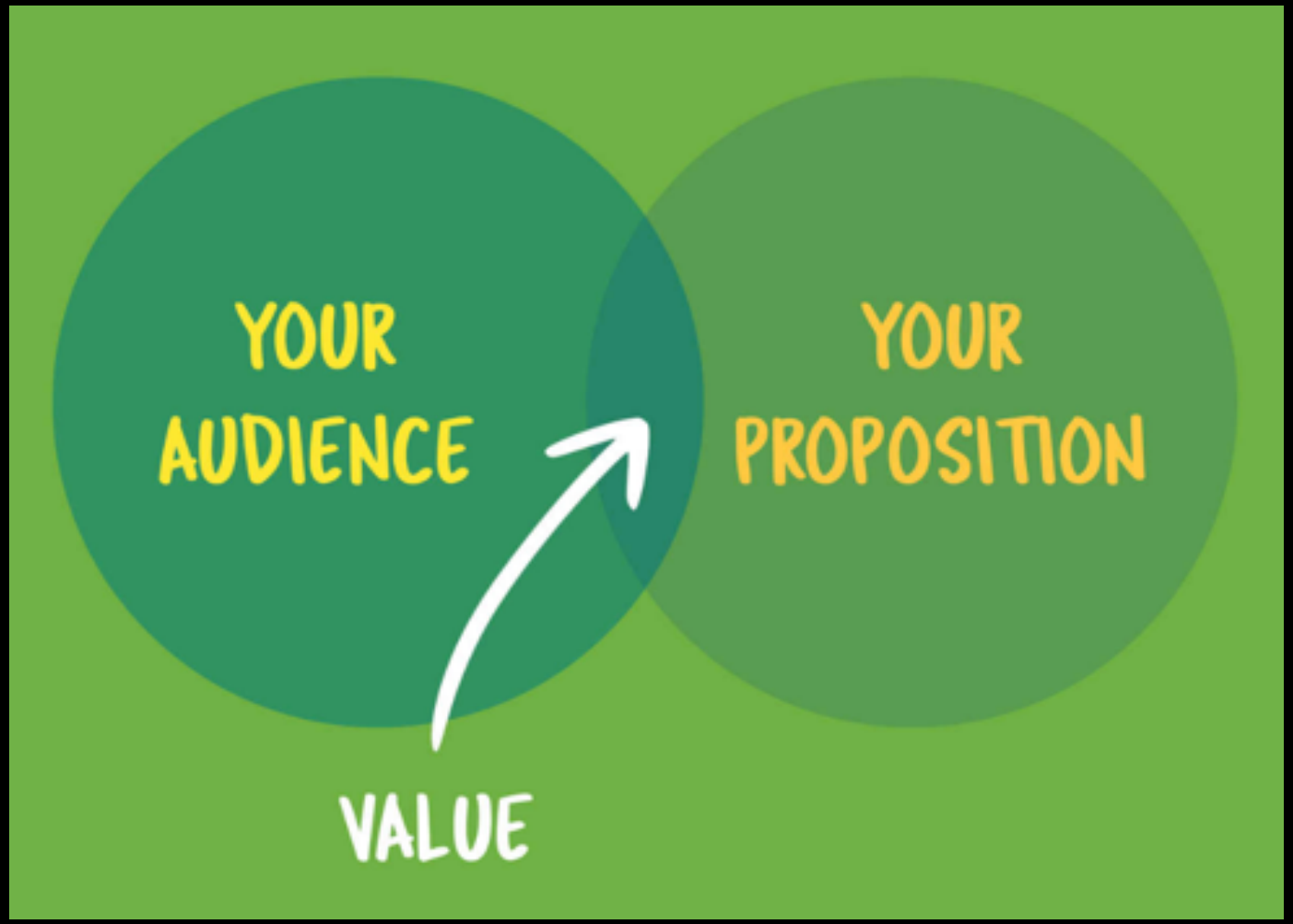




Idea Audience Test Product Launch Revenue

#BizLabSummit

wbur BizLab



"The Value Mix: Create Meaningful Products and Services for Your Audience"
by Guerric de Ternay

#BizLabSummit

wbur BizLab

#BizLabSummit

wbur BizLab

AUDIENCE NEEDS & WANTS

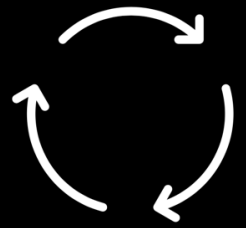
FROM BIZLAB INTERVIEWS, SURVEYS, FOCUS GROUPS

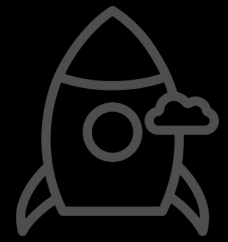
“I need my news delivered when and how I consume it.”
“I want to be up to date on what is going on near me.“
“I want the latest news on the topic I am passionate about.”
“I like to go to exclusive events.” “I want to be ‘in the know.’”

“I want to connect with people who care about my type of business.”
“I need a simple way of creating ads that work.”
“I need a one-stop-shop for buying ads.”

wbur BizLab

INNOVATION PROCESS





Idea Audience Test Product Launch Revenue

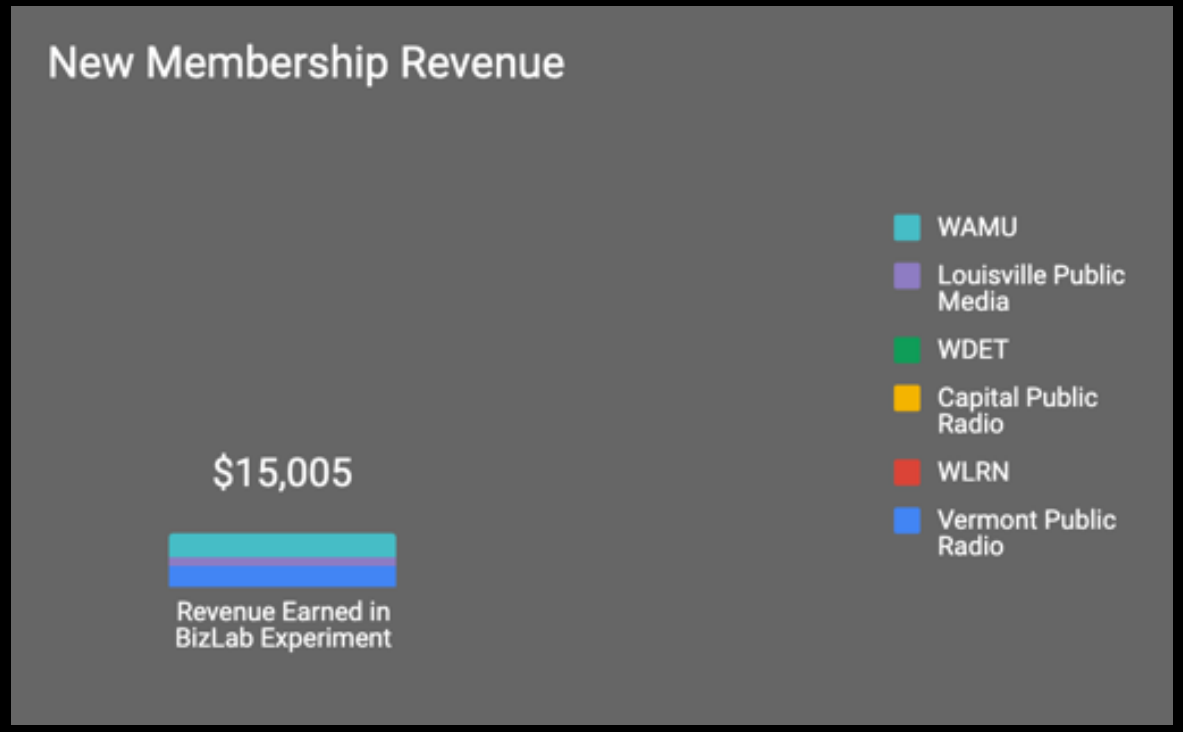
#BizLabSummit

wbur BizLab

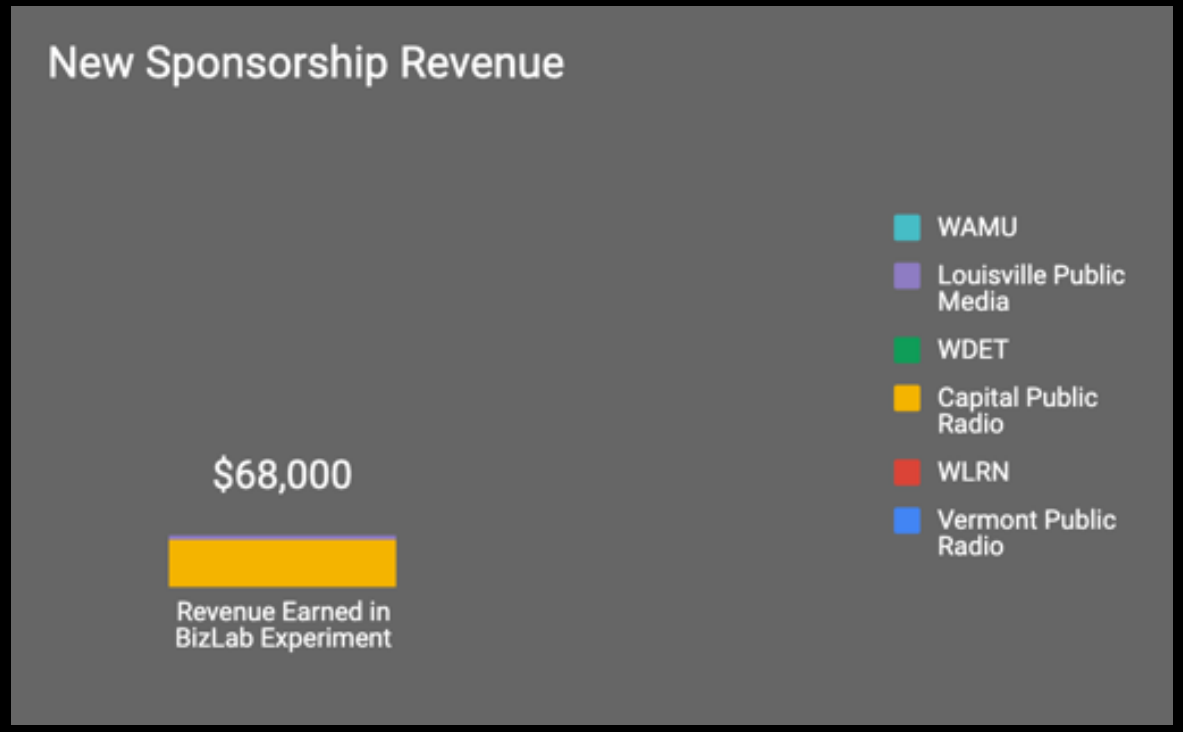
Station Ideas Put to the Test

WAMU - DCist	A monthly membership program for WAMU's digital news product, DCist.
Louisville Public Media	A distinct membership program and exclusive event series for do502, LPM's newly acquired event listing platform.
WDET	Promoting small, local businesses to WDET's audience through paid social media.
Capital Public Radio	A cross-network underwriting sales strategy, covering the state of California
WLRN	A new membership donation channel, via an email-based environmental newsletter.
Vermont Public Radio	Engaging Southern Vermont residents with localized and targeted news, to increase donations.

Membership Revenue



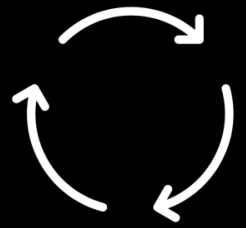
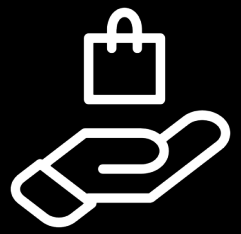
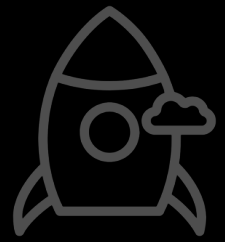
Sponsorship Revenue



#BizLabSummit

wbur BizLab

INNOVATION PROCESS

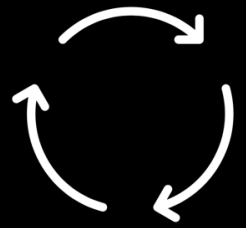
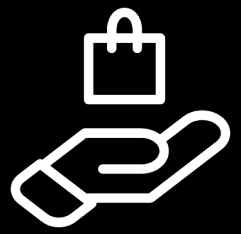
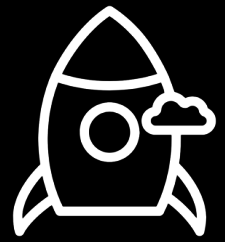




Idea Audience Test Product Launch Revenue

#BizLabSummit

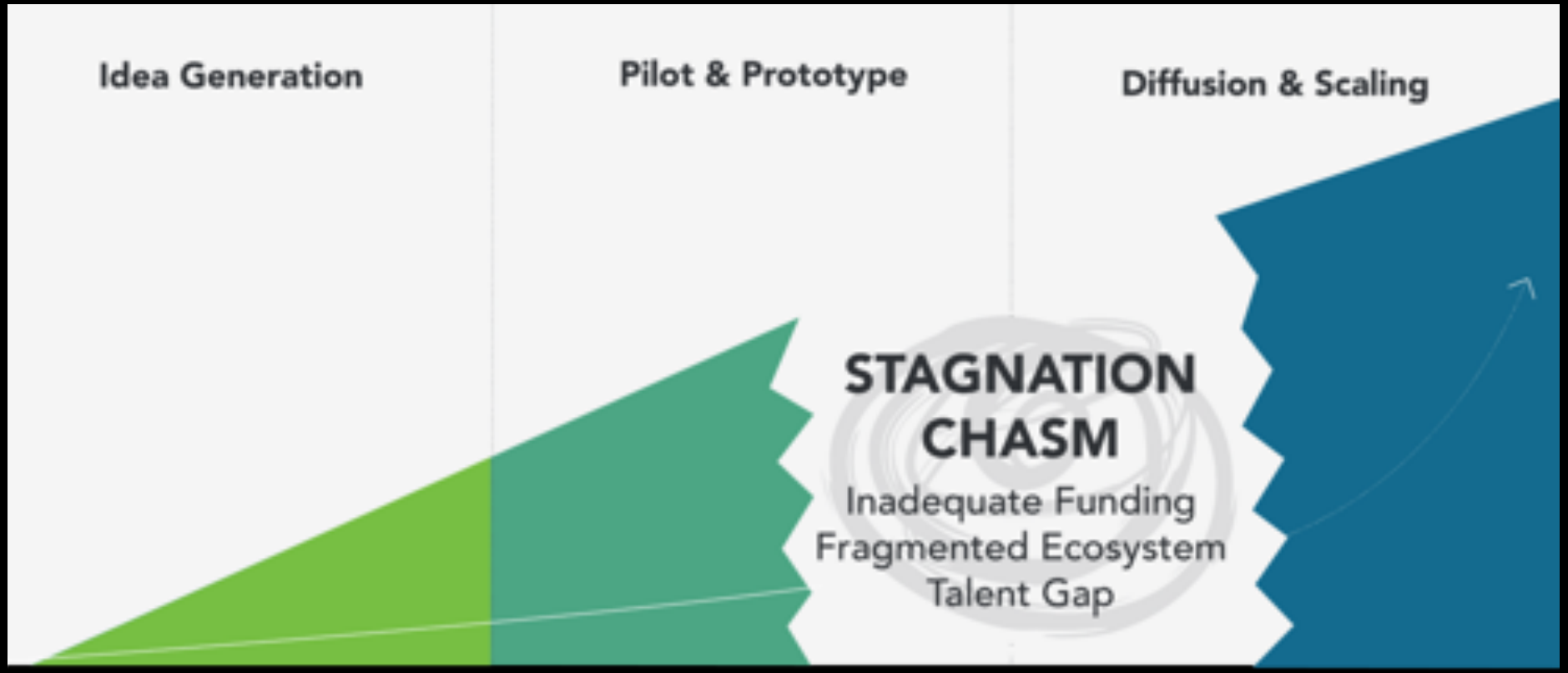
wbur BizLab

INNOVATION PROCESS

Idea Audience Test Product Launch Revenue

wbur BizLab



"Why Proven Solutions Struggle to Scale Up"
by Tides Foundation

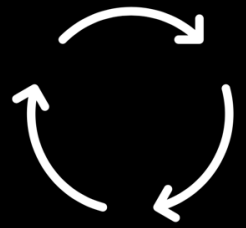
#BizLabSummit

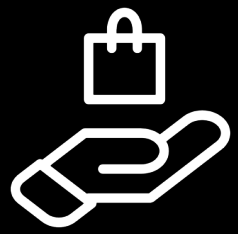
wbur BizLab

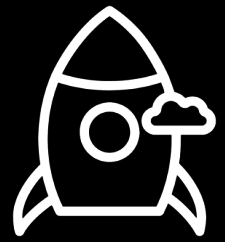
INNOVATION PROCESS

Idea

Audience


Test


Product


Launch

Revenue

#BizLabSummit

wbur BizLab

INNOVATION PROCESS

Idea Audience Test Product Launch Revenue

#BizLabSummit

#BizLabSummit