Managing Content Across Multiple Media Platforms

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- WHY Manage Content Across Multiple Media Platforms?

- WHAT Content To Manage Across Multiple Media Platforms?

- HOW To Manage Content Across Multiple Media Platforms?
WHY Manage Content Across Multiple Media Platforms?

➢ For ideastream:
  To better serve our communities
WHY Manage Content Across Multiple Media Platforms?

MISSION

To strengthen our communities by providing distinctive, thought-provoking programs and services that enlighten, inspire, educate and entertain.
WHAT Content To Manage Across Multiple Media Platforms?

For ideastream:
What we learned by listening
WHAT Content To Manage Across Multiple Media Platforms?

The Listening Project

- Discussion about community, not “our programs and services”
- Identify most important assets
- Identify most important challenges
- Identify who strengthens assets and addresses challenges
- What could multiple media do to strengthen assets and address challenges
- Became framework for Community Advisory Board
WHAT Content To Manage Across Multiple Media Platforms?

Focused and Funded areas

- Arts and Culture
- Community - People/Issues/Assets and Challenges
- Education
- Health and Science
- State of Ohio
HOW To Manage Content Across Multiple Media Platforms?

For ideastream:

- Integrated teams
- Communication
- Leadership
- Shared goals
- Accountability
HOW To Manage Content Across Multiple Media Platforms?

Director Content

Platform 1 Manager (Radio)
- Programming/Promotion
- Traffic/Ops

Platform 2 Manager (TV)
- Programming/Promotion
- Traffic/Ops

Platform 3 Manager (Web/Mobile/Social Media)
- Development/maintenance of web/mobile/social media

Content Development and Production Manager
- Content focused Multiple Media teams
How To Manage Content Across Multiple Media Platforms?

**Big Footprint Lead**
- Coordinates shaping and framing with authority
- Leads planning with authority to convene
  - Ensures ongoing follow up

**Big Footprint Team**
- On assignment from all departments
- In depth multi platform production teams
  - Digital/Social Media
  - Community Engagement/Partnership
  - Impact Tracking/Marketing
  - Development/Sustainability/Fundraising

**Advance Planning**
Coordination with content and other staff
Choreographed scheduling on different platforms
Promote, PROMOTE, PROMOTE!
How To Manage Content Across Multiple Media Platforms?

- Clear detailed job descriptions and articulated roles/relationships

- Departmental/cross departmental and individual and shared measurable goals

- Clear measurement of goal attainment; open reporting of progress

- Departmental/cross departmental meetings with regular agendas focused on meeting community needs and established goals
What did we learn?

- It is VERY HARD
- Resistance from those who are focused on the platform
- Concern about who decides
- It is messy inviting the community into the conversation
- It can be confusing: Spare not on internal/external communication efforts

* In the end...IT IS WORTH IT *
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Resources Available on U:SA website:
- Community Impact Model for Public Media
- The Big Footprint Playbook

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