



90 Phones

90 Tools

90 Minutes

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

1

**But really...
why should I care?**



**Traditional
experience
is disappearing**



**Demographics x
preferences are
changing (fast)**



**Technology is
changing
everything**



Disintermediation (uh, what?)

2

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.



ktru setlists

Suzie Sheldon

PLAY

462 SONGS



- ♪ Catherine Elizabeth
The Ladybug Transistor · Argyle Heir 2:54
- ♪ Sex Ghost
Turing Machine · What Is The Meaning Of What 2:01
- ♪ Kudzu Creep
The Woggles · The Zontar Sessions 3:27
- ♪ ...You
DJ Food · Kaleidoscope 2:46
- ♪ How to Be a Werewolf (Xander Harris Remix)
Mogwai · A Wrenched Virile Lore 6:52
- ♪ Sleepy Head
Waxwings · Low To The Ground 3:00
- ♪ Methamphetamine Blues
Mark Lanegan · Bubblegum 3:16
- ♪ Folia [part 6]
Andy Moor & Yannis Kyriakides · Folia 7:21
- ♪ Dead On You 3:10

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.



IN-STUDIO SCHEDULE



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S	M	T	W	T	F	S
25	26	27	28	29	30	31
1	2	3	4	5	6	7

KRBX 89.9 / 92.5

History of Bone Rock

8:00 PM

FACEBOOK

KRBX, Radio Boise - ...

9,379 likes

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107.1 FM

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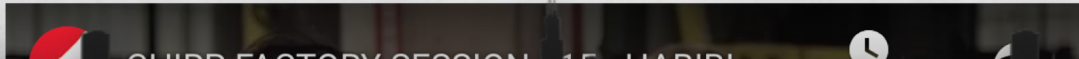
[Login or Create an account](#)

THE CHIRP BLOG

Entries categorized as **“CHIRP Factory Sessions”** 16 results

CHIRP RADIO WRITES

CHIRP FACTORY SESSION: HABIBI



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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?

3

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
- SIVEN
- 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
- Easel.ly
- 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

4

Successful strategy

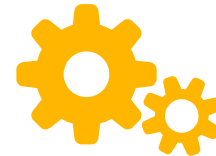
Let's start with the first set of slides

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



first

Resources

Who can you rely on,
who are you reaching



second

Execution

How do we make
great ideas a reality



third

Feedback

What do analytics
and people say



last

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?

You can find me at @eaXLR & ernesto@nfcfb.org

This presentation at bit.ly/90909019