

WKAR



Rebuilding Our Digital Landscape

Jordan Nightingale, Director of Digital Engagement

What is Public Media?

“Public television has a responsibility to reveal how we are different and what we have in common. To celebrate our diversity and our cooperation. It must continue to try to clarify the world. Not only by showing us what is but also by creating a context for understanding. The dream of public television is to pursue to ideal of excellence, and to enlist the power of technology to help us to speak to each other. Learn from what we say and hear.”

- Fred Rogers



My Vision

- Audience first content unique for each platform feeding into a global promotional strategy
- Accessible interfaces: Web, app & content
- Presence that is representative of the communities we serve
 - Partner with community & philanthropic influences
 - Student reporters & social ambassadors program
 - Reels, shorts & surveys
 - Balancing local, PBS & NPR promotions
- Monetization: Fundraising, underwriter opportunity & YouTube

Promotional



The Mid



Delivery

wkar.org

video.wkar.org

Roku & Hulu



Current Digital Audiences

Social:

Age: 25 – 65+

Location: Greater Lansing

YouTube:

Age: 18 – 44

Location: Greater Lansing,
Southeast Asia, TX, and AL

The Mid:

Age: 65+

Location: Greater Lansing

Website:

Age: 18 – 65+

Location: Ashburn, VA; Lansing
and Easting Lansing



From Sesame Street to Mid-Michigan

Lewis Bernstein said...

1. What are the needs? Can we meet those needs and be a solution?
2. Can we be where the need is?
3. What is the content that will engage, inform, and inspire?
4. How do we pay for it? Is it scalable? Is it sustainable?

I want to know...

1. How do I make WKAR accessible and relevant to local youth? How do I empower engagement and philanthropy?
2. What are your needs? How can WKAR be the solution?
3. What does service look like for you? What does that look like beyond your generation?
4. How do I create digital tools, content, and space that serves everyone?



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