

More Than Music: **Building Content for Radio**

KJHK-FM 90.7
University of Kansas
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What We'll Cover



This Presentation:

- Introduction to KJHK
- Our content challenges and strategies
- Content areas
- Content metrics
- What we've learned
- Tips to get started

Some Background



About KJHK:

- Student-run radio, University of Kansas
- On the air since Oct. 1975
- License held by KU
- Station administered by the KU Unions
- No academic affiliation

Some Background

KJHK 90.7 FM RELATIONAL DIAGRAM



KJHK's Structure:

- Meet the KJHK Nautilus
- Content, Programming, Communications
- Planetary core structure
- FM and Online breakdown

Some Background

The Challenge:

- Maintain listenership in the age of streaming music and infinite choice
- Grow station awareness on campus
- Stay visible on campus and in the community
- Provide an outlet for students to learn and practice skills

Some Background

The Strategy:

- Make content to make FM better
- Take on new projects over time
- Create, promote, evaluate
- Analyze, repeat

Some Background



Where we've been very lucky:

- Space
- Equipment
- Staffing
- Campus partnerships
- Community partnerships

Some Background

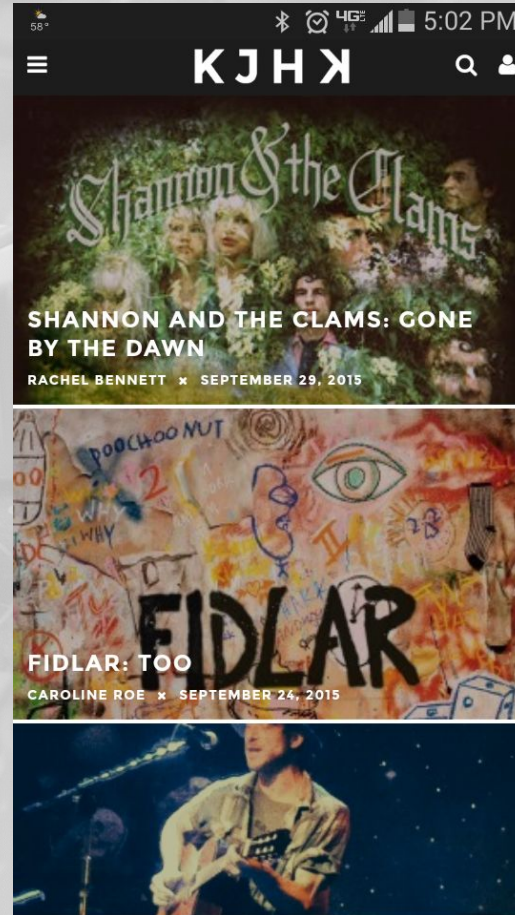
Where we've been challenged:

- Training
 - Materials, routines, scheduling
- Volunteer staff
 - Recruitment, retention, motivation
- Campus partnerships
 - Building
 - Maintaining
 - Making them equitable

Follow Along

Examples of KJHK's content available at:

- www.KJHK.org/web/CBI
- See samples of our content and metrics
- That page will stay up through October
- Mobile-friendly
- Check it out now!
- (It's OK to take out your phone.)



The KJHK Content Bubble

Arts & Culture

- Revamped version of our news program
- Event coverage
 - Campus
 - Community
- Cool partnerships:
 - Sunflower Reading Series
 - Free State Story Slam
- Other things we've done:
 - Sketch comedy on FM
 - Attempted: Fictional web series

KJHK MUSIC CULTURE SPORTS IN-STUDIOS EVENTS

Sunflower Reading Series - 9/7/15

This week we center all of our segments around *Beechers*, the nationally acclaimed literary journal run by the KU Graduate Department of English, with readings and talks by recent contributors.

[Full Episode](#)

KJHK Sunflower Reading Series Episode 09-07-15 SOUNDCLOUD [Share](#)

Intro SOUNDCLOUD [Share](#)

Nathan Lowe SOUNDCLOUD [Share](#)

Essayist Nathan Lowe reads and discusses his essay *Archipelago*, which was featured in *Beechers* volume 5.

The KJHK Content Bubble

Sports - FM

- Live broadcasts of home KU football, WBB, MBB
- Two weekly FM shows
- Coverage of pressers, media days, other opportunities
- Partnership with KU Athletics:
 - Home and away game coverage of volleyball, soccer, softball and baseball
 - Unique access to coaches and players
 - Games streaming online
 - Weekly interviews with KU coaches



The KJHK Content Bubble

The screenshot shows the KJHK 90.7FM website interface. At the top left is the station logo with the tagline "THE SOUND ALTERNATIVE". To the right are buttons for "LO-FI STREAM" and "HI-FI STREAM". Below the navigation bar are categories: MUSIC, CULTURE, SPORTS, IN-STUDIOS, EVENTS, and a "TRENDING" link. The main heading is "SPORTS PODCASTS". A grid of six podcast thumbnails is displayed, each with a title, date, and author.

Podcast Title	Date	Author
AROUND THE BAGS: POSTSEASON PREVIEW	OCTOBER 8, 2015	KJHK SPORTS ONLINE
THE MONDAY RAMBLE: OCTOBER 5TH	OCTOBER 5, 2015	KJHK SPORTS ONLINE
KANSAS VOLLEYBALL! WEEK FIVE RECAP	OCTOBER 2, 2015	DEREK JOHNSON
THE WEEKEND ZONE: OCTOBER 2ND	OCTOBER 2, 2015	KJHK SPORTS ONLINE
EPL FROM LFK: SEPTEMBER 30	SEPTEMBER 30, 2015	GRIFFIN HUGHES
THE MONDAY RAMBLE: SEPTEMBER 28TH	SEPTEMBER 28, 2015	KJHK SPORTS ONLINE

Sports - Online

- Podcasts
- Vodcasts
- Online articles
- Beat writers for KU sports
- Training opportunities for photo, audio and video production

The KJHK Content Bubble

Multimedia

- Live in-studio performances by local and national acts
- Coverage of campus and community events for the KU Unions
- Promotional video and photo work for partner organizations
- Video and photos to go with sports, arts, music and other areas of the station
- Lab assistant model for training



The KJHK Content Bubble



Online Content

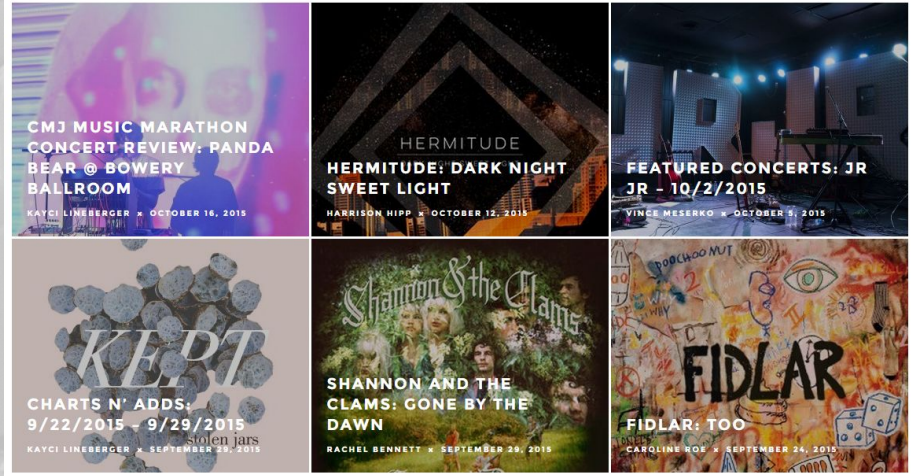
- Volunteer staff for creating written, video and photo content for KJHK.org
- New series:
 - “Would You Rather,”
 - “On The Beach”
- Local restaurant reviews
- Additional written, photo coverage of events and local happenings

The KJHK Content Bubble

Music

- New album reviews
- Charts and adds
- Artist interviews (local and touring)
- Concert reviews (local and touring)
- Event coverage
- All things we'd been doing for FM, now packaged for online and social

MUSIC



The KJHK Content Bubble



Inside KJHK

- DJ profiles - “Off the Mic”
- Somewhat absurdist videos - “Full House” recruitment video
- “Inside KJHK” mini-documentary series
- Contributor pages as staff portfolios

Metrics

What we measure:

- Staff participation
- How people get to the site
- What people look at on the site
- What people engage with/share from the site
- On the leadership level, we also keep track of learning outcomes

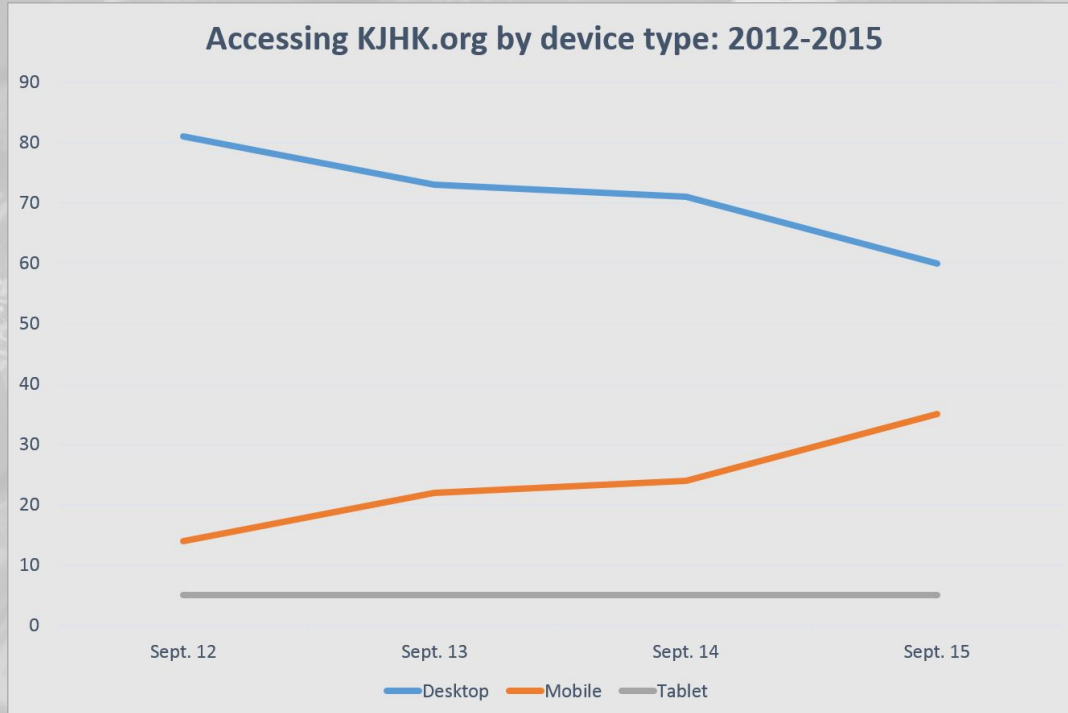
Why we measure:

- Tracking staff participation and leader learning lets us know if the station's content is providing students with needed opportunities and training
- Tracking how people consume and share content helps us make decisions about where to focus time and staff

Metrics

Tracking how people get to the site

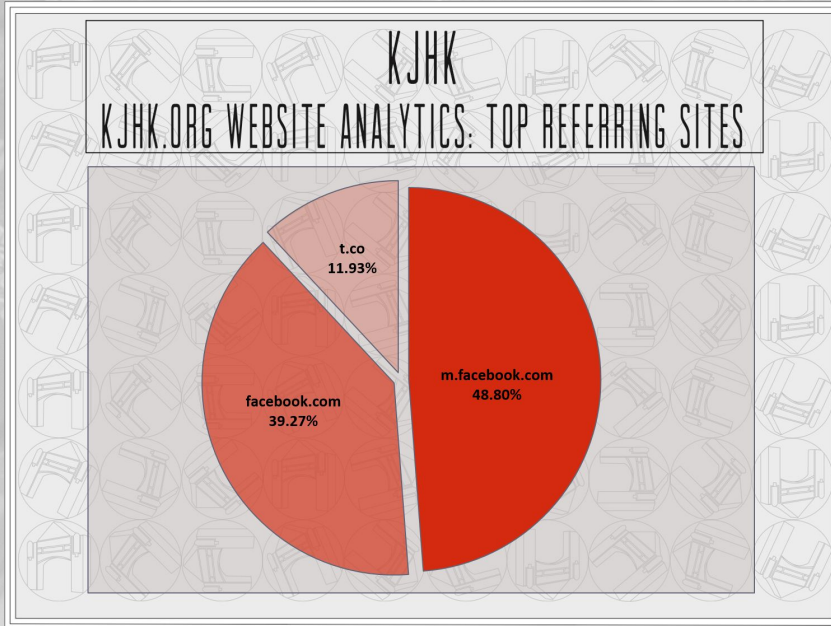
- Mobile access is increasing, desktop is decreasing



Metrics

Tracking how people get to the site

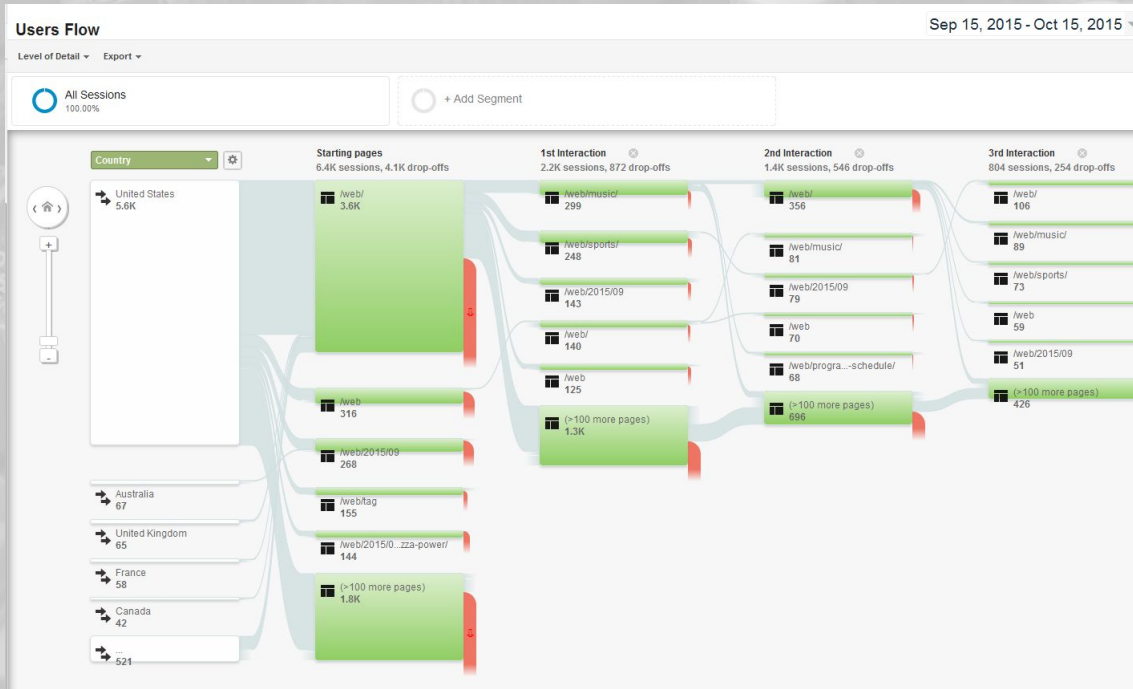
- We can see that in the top three referrers to KJHK.org - all are social sites, and a huge chunk is a mobile platform



Metrics

Tracking what people look at on the site

- User flow through Google Analytics
- Most viewed: home page, now playing, music reviews, sports













Metrics

Tracking what people share/engage with from the site

- We post web content and native content to Facebook, Twitter, Instagram, and Snapchat
- Original content for social does best

All Posts Published
July 19, 2015 to October 16, 2015

Reach: Organic / Paid Post Clicks Likes, Comments & Shares

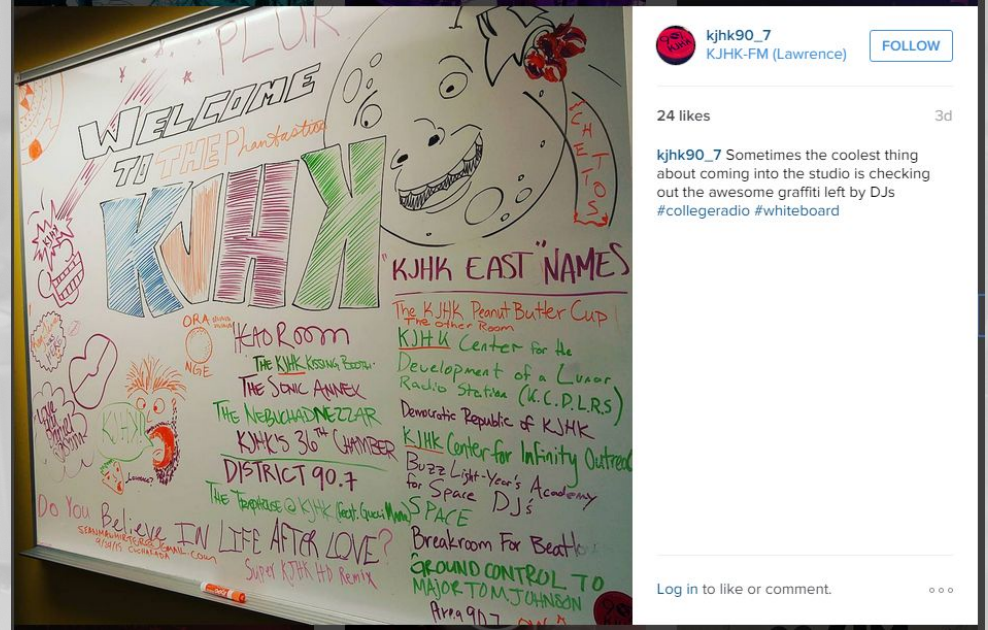
Published	Post	Type	Targeting	Reach	Engagement	Promote
10/16/2015 9:21 am	 Free Birthday show 8pm at the Bottleneck. Arc Fla sh, Psychic Heat, Real Adults and Toughies. Come	🗨️	🌐	50	0 2	Boost Post
10/15/2015 6:41 pm	 The Live @ KJHK crew decided to celebrate KJHK's 40th Birthday. Enjoy!	📺	🌐	1.4K	88 20	Boost Post
10/15/2015 3:07 pm	 Celebrating 40 years at today's Tea @ Three with S tudent Union Activities! Grab a piece of cake from 3	📺	🌐	1.2K	15 55	Boost Post
10/15/2015 1:09 pm	 We've got some tickets for all our fans of darker mu sic! #like our page and #share if for a chance to sc	🗨️	🌐	63	0 0	Boost Post
10/15/2015 12:46 pm	 RT & Follow for chance to win 2 tickets to see Wax ahatchee at. @JackpotMusic this Sunday (10/18)!	🗨️	🌐	59	0 0	Boost Post
10/15/2015 10:47 am	 Today is the day: KJHK is 40! Still on the Hill, not o ver it, we would like to thank all our listeners, Lawre	📺	🌐	4.4K	182 301	Boosted
10/14/2015 3:39 pm	 Music Directors Kayci and Harrison are in NY takin g away a lot of great knowledge from the Music Dir	📺	🌐	661	44 22	Boost Post
10/12/2015 5:33 pm	 Want two tickets to see Toro y Moi at The Granada Theater this Sunday? #like our page and #share thi	🗨️	🌐	457	11 55	Boost Post
10/12/2015 4:46 pm	 KJHK's cover photo	📺	🌐	156	25 23	Boost Post
10/12/2015 4:45 pm	 We're so excited to kick off our 40th year on the air with a whole weekend of shows in downtown Lawre	📺	🌐	5.4K	157 165	Boosted



Metrics

And one of the most important things to evaluate:

- Ask staff members what kinds of stories they would want to hear and read. Ask on a regular basis.
- We do this in interviews, in weekly meetings, in pitch meetings - good ideas are out there all the time.
- Listen to your staff and your listeners!



kjhk90_7
KJHK-FM (Lawrence)

FOLLOW

24 likes

3d

kjhk90_7 Sometimes the coolest thing about coming into the studio is checking out the awesome graffiti left by DJs #collegeradio #whiteboard

Log in to like or comment.

...

What We've Learned

It's a marathon, not a sprint.

- KJHK has been building its multimedia content, equipment stock, recruitment power and training library for five years.

Evaluate frequently.

- Take the time each semester to look at everything you do, and talk about what is worth continuing.

Content creation takes time.

- KJHK produces a lot of content that doesn't make it to FM, and puts a lot of hours into what does make it to the airwaves.

Tools to Get Started

Creating content doesn't have to mean building a multimedia studio. Some tools and tips to get started:

- A content calendar
- A website that you can add and edit content yourself
- DSLR camera
- Multimedia editing software
- A basic microphone package (based on content you want to make), and potentially a mixer or audio interface for recording
- Training materials and resources for your equipment
- Social media accounts/ways to aggregate your content
- Connections with content creators on your campus
- Ideas!

Questions?

KJHK-FM 90.7

University of Kansas

www.KJHK.org

facebook.com/KJHK907 | [@kjhk](https://twitter.com/kjhk) | instagram.com/kjhk90_7

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