

Website  
Redesign

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# WABE.ORG Relaunch

1. **WABE.ORG** Background

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2. **Research** & Audience

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3. **The** Plan

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4. **The** Product

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**WABE.ORG** Background



# Background: Radio and Television Shared Online Presence

## Atlanta Public Broadcasting

1997

WABE  
FM 90.1

Schedule ●

Highlights ●

Programs ●

Profile ●

WPBA

Schedule ●

Highlights ●

Programs ●

Profile ●

The Arts in Atlanta

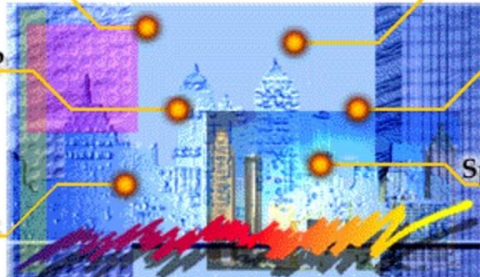
Membership

Underwriting

TV30 Fun Facts

Human Resources

Special Projects



## Pros

- Provided information about products outside traditional advertising
- Provided online Programming schedule

## Cons

- No audio online
- No underwriting opportunities on website

# Background: Brand Separation and Content Evolution

The screenshot shows the WABE website homepage with a blue header containing navigation links like 'Listen Live', 'Morning Edition', 'WABE Schedule', 'WABE Mobile', and 'DONATE NOW'. The main header features the '90.1 WABE' logo and 'Atlanta's NPR Station' text, along with a 'visit PBA 30 Atlanta's PBS Station' link. A secondary navigation bar includes 'Home', 'News', 'Radio', 'TV', 'Education', 'Community', 'Support', 'About', and 'Contact Us'. Below the navigation are three featured boxes: 'Download the WABE Mobile App', 'Atlanta's Air Quality Index and What It Means', and '2014 Georgia Races, Politics and Elections'. A 'Quick Links' section follows with items like 'Weather', 'Traffic', and 'AtlantaPlanIt.com'. The main content area is divided into several sections: 'Lead Stories' with a featured article 'Former APS Chief Will Not Stand Trial in August', 'Connect with Us' with social media icons for Facebook and Twitter, 'Radio' and 'Television' sections with a 'Listen Live' button and stream information, 'Local' news items including 'CDC: Anthrax Probe Reveals Another Lab Safety Lapse' and 'King Center Celebrates 50th Anniversary of Civil Rights Act', 'Latest from WABE' with an article 'Fulton County Heads for Possible Legal Showdown with State over Tax Hike', 'Open Letter Regarding WRAS', 'City Café Headlines', and 'Giving In Someone Else's Name: National Gay Blood Drive'.

# 2014

## Pros

- Developed clear news focus
- Enabled digital content consumption
- Audio available online

## Cons

- Reliance sub-optimal NPR Platform
- No homepage audio experience
- No underwriting opportunities on website
- Text heavy with no UX
- No emphasis on visual quality

# Background: Enhanced Content and Visual Experience

2015

The screenshot shows the WABE 90.1 website homepage. At the top left is the logo "WABE 90.1 Where ATL meets NPR". To the right are buttons for "Listen Live" and "Donate", and a "Subscribe to our newsletter" link with social media icons for Facebook, Twitter, and Tumblr. A navigation menu includes "Home", "News", "Radio", "TV", "Podcasts", "Support", "About", "Contact Us", and "Search". Below the navigation are two featured banners: "Race for Atlanta Mayor" (Thursday, October 12 · 8pm) and "LOUDERMILK YOUNG DEBATE SERIES". The main content area features a large image of a MARTA train with the headline "Ex-MARTA Executive Pleads Guilty In False Invoice Scheme". Below this is a "Latest Stories" section with three articles: "New Album Looks At Another Side Of Atlanta Singer Eliot Bronson", "Spelman Fine Art Museum Opens Beverly Buchanan Retrospective", and "Closer Look: Spelman To Accept Students Who Self-Identify As Women; And More". To the right of the main content are three promotional boxes: "Shop at AmazonSmile and Amazon will make a donation to: WABE 90.1", "2017 FALL LEADERSHIP & STRATEGY COURSES" with a "Download our course calendar" button, and "atlantaplanit" with the slogan "Find it. Plan it. Do it." and an iTunes logo. At the bottom right is an "Ask Atlanta" section with a search input field and a "140 characters left" indicator.

## Pros

- Created homepage UW opportunities
- Increased visual emphasis
- Word Press overlay
- Became Award-winning site

## Cons

- Still dependent on NPR's Platform
- No control of article pages

## Opportunities

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- ✓ Updated Technology
- ✓ User-Friendly Design
- ✓ Personalized User Experience
- ✓ Extraordinary Digital Content
- ✓ Efficient workflows
- ✓ NPR Digital is in flux

**Research** & Audience





# Research & Audience: Understanding the Digital Landscape

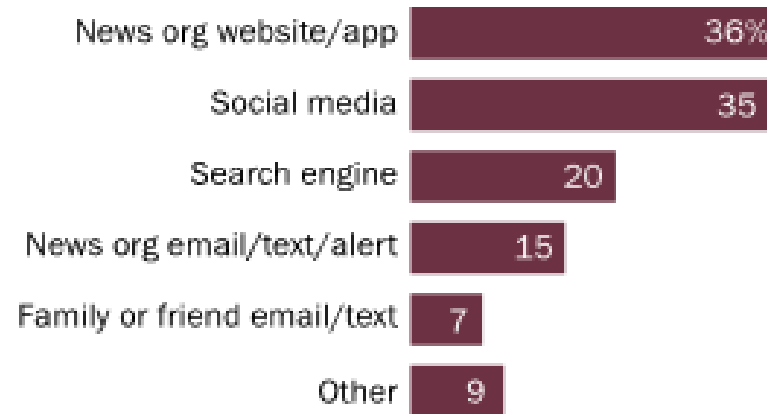
## Our Research

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- ✓ **Industry Trends**
- ✓ Target Audience
- ✓ Consumer Insights

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News websites and social media are the most common pathways to online news



PEW RESEARCH CENTER

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# Research & Audience: WABE.ORG Audience Profile

## Our Research

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- ✓ Industry Trends
- ✓ **Target Audience**
- ✓ Consumer Insights

## OUR AUDIENCE

Wants, Needs & Desires

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### DEMOGRAPHIC

Highly educated men and women 25-34 living in metro Atlanta making \$60K-\$100K or more in annual income.

### PSYCHOGRAPHIC

- Tech/digital savvy, in general, not just true for millennials – and especially considering the education and economic elements of our target audience
- Enjoy being in the know and feeling connected to the world around them
- Enjoy hearing/seeing various viewpoints
- They filter the information they receive according to how relevant it is to them.
- Value global knowledge, education and creativity
- Leaders/Influencers – they're the organizers and explainers, the spokesperson in a group

#### How they like to receive information:

- Constant connection
- Multichannel and tech savvy
- Online, especially for local information
- Listen to audio

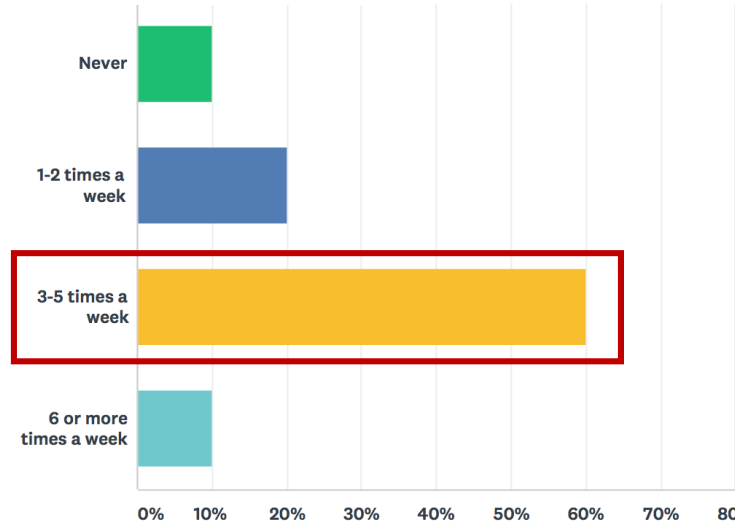
# Research & Audience: WABE.ORG Audience Insights

## Our Research

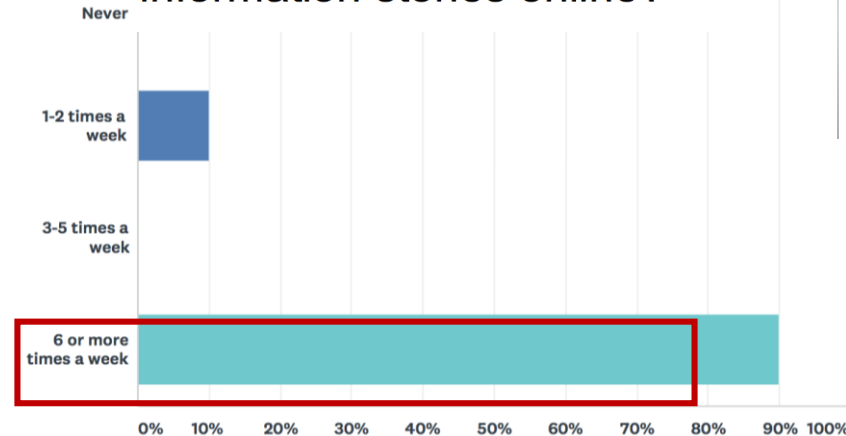
- ✓ Industry Trends
- ✓ Target Audience
- ✓ **Consumer Insights**

**GOAL:** Increase frequency audience seeks information on WABE.ORG to align with competition

Q3 How often do you read stories on WABE.org?



Q2 How often do you read news information stories online?



What are the top 3 news and information sites that you use most often?

1	NPR facebook feed
2	CNN
3	Ny times
4	Npr
5	NYTimes - daily updates
6	Associated Press
7	npr
8	AJC. com
9	WABE
10	Washington Post

# Research & Audience: WABE.ORG Focus Group Results

## Our Research

- ✓ Industry Trends
- ✓ Target Audience
- ✓ **Consumer Insights**

The screenshot displays the WABE.ORG website interface. At the top, there is a live broadcast player for "Closer Look with Rose Scott" which is currently paused. The player includes a search icon and a "DONATE" button. Below the player, the main content area features the heading "About Public Broadcasting Atlanta" followed by a paragraph: "Great cities are known by their museums, theaters, symphonies and parks. But the greatest impact on a city's cultural life radiates invisibly through the air." A second paragraph follows: "For Atlanta, that cultural force is Public Broadcasting Atlanta (PBA). WABE 90.1 FM and PBA 30, brings NPR News, music, the arts and PBS programming to hundreds of thousands of listeners and viewers each year. Today, people turn to public broadcasting for their news, music, arts and entertainment. Yet, few people realize that public broadcasting began as "educational television" — strictly a learning resource. As a broadcast service of Atlanta Public Schools in partnership with the Atlanta Educational Telecommunications Collaborative (AETC), PBA has never lost sight of its original mission. Education remains at the core of our operation at every level, from preschoolers to our elders." Below this is a "VISION STATEMENT" section starting with "We believe that communication is the foundation of civilization. It is the path by which knowledge, understanding, discourse and values are achieved, nurtured and". On the left side, a navigation menu is visible with categories: NEWS, SHOWS, SUPPORT, ABOUT (highlighted), ABOUT PBA/WABE 90.1FM, SENIOR MANAGEMENT, BOARD OF DIRECTORS, HOSTS & STAFF, PUBLIC MEETINGS, and COMMITTEE MEETINGS. A "QUEUE" button is located in the bottom right corner of the page.

Recording from WABE.ORG focus group

# The Plan



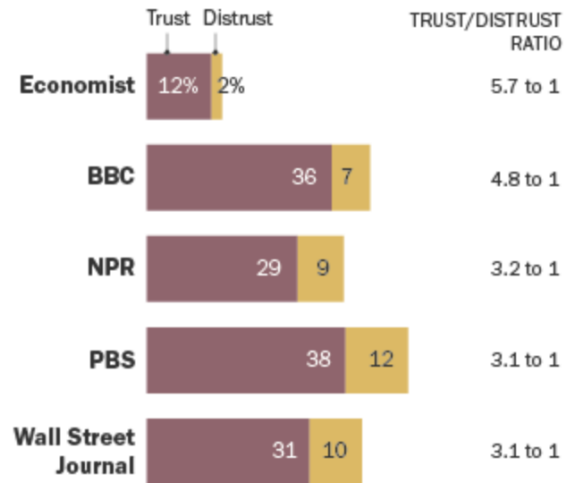
# The Plan: The Most Trusted News and Information Source in ATL

## BUSINESS STRATEGY

Create a digital destination that elevates user experience by investing in 2 key areas

### News Sources With Greatest Ratio of Trust to Distrust

Percent of total respondents who trust and distrust the sources



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### Editorial

- ✓ Tell local stories
- ✓ Build community
- ✓ Be a resource
- ✓ Digital 1<sup>st</sup> content
- ✓ Invite community to share with us

### Technology

- ✓ 1-click away from audio
- ✓ Easier to share
- ✓ Easier to find content
- ✓ Ability to save content
- ✓ More Underwriting opportunities







**The** Product



# The Product

## WABE.ORG REDESIGN

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-  1-click away audio
-  Makes sharing easier
-  Allows content to be saved
-  Revenue opportunity
-  User generated content
-  User education



# The Product

## WABE.ORG REDESIGN

- 1-click away audio
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User generated content

Social media

Weather

Native ads

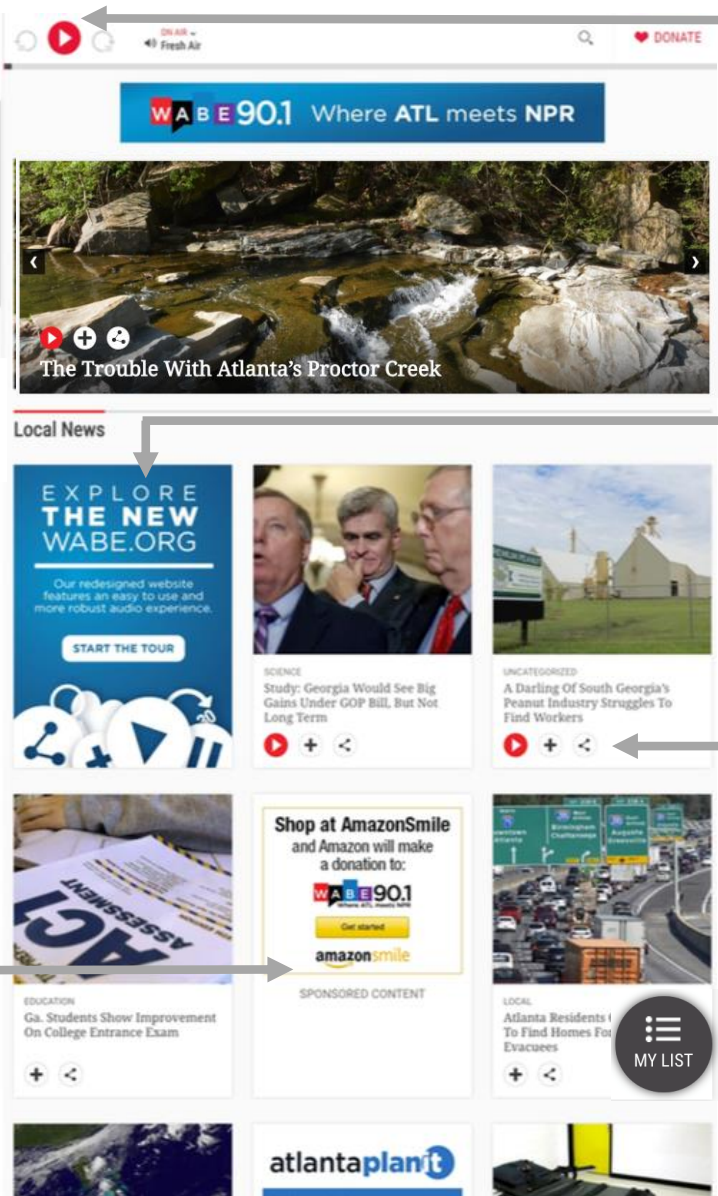


Where ATL meets NPR

- NEWS
- SHOWS
- SUPPORT
- ABOUT
- CONTACT US
- DAILY SCHEDULE
- WEEKLY SCHEDULE
- SEARCH
- SHARE WITH US



FRIDAY 73 F°



Live audio stream

User education

Listen to audio

Share stories from homepage

Pre-roll on audio

Save audio & stories for later

# Timeline

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**NOW LIVE:** WABE.org Redesign