



Creating an Online Presence for your Community Radio Project



Vanessa Maria Graber
Prometheus Radio Project
and
Amanda Shauger
KXCI FM



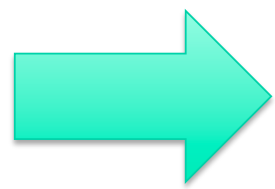
Agenda

- Introductions & Agenda Overview
- Community radio to community media
- Websites
- Internet streaming/Podcasting
- Social Media (FB, twitter, soundcloud, audioboo)
- Video (Youtube and Ustream)
- Newsletters, Emails, and databases
- Mobile apps
- KXCI

Community Radio to Community Media



Move from radio to multi-media



Increase your Visibility



- People know who you are
- Recruitment
- Fundraising
- Content Sharing
- News/Updates
- Promotions/Contests
- Events
- Logistical Information
- Spread Awareness
- Creation of an online community



Build a Website



- Buy a domain name
- Can use free sites like Wordpress and Tumblr which are blog like sites
- Get a logo and stick to a theme
- Need server space to post media



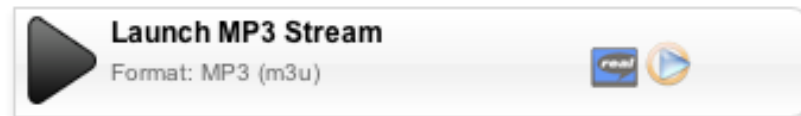
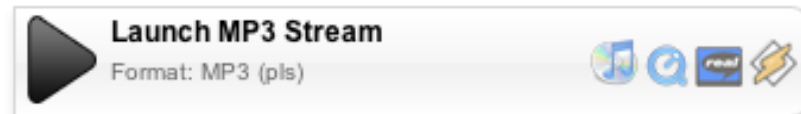
Internet Streaming and Podcasting



- Podcast – audio file uploaded online with RSS feed



- Internet stream - computer with access to the internet, streaming software, hosting services, and content licensing fees

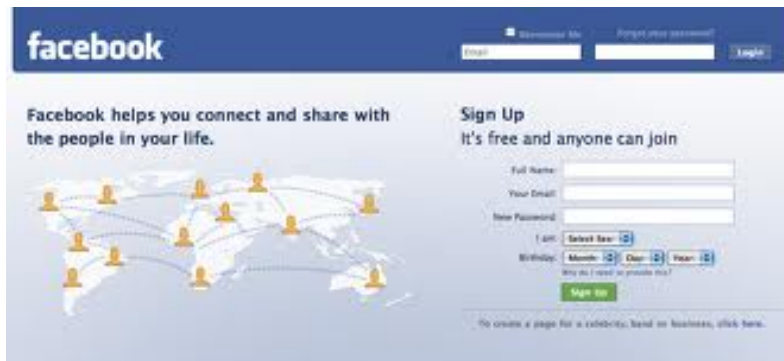


Social Media



Facebook

- Create a fan page for organizations and radio stations.
- Friends can "like" page
- You can "like" friends pages
- Post status updates to wall and create events
- People can share content, post links, pics, and video
- You can "tag" people in pictures and posts



Social Media

follow us on
twitter

- Send messages in 140 characters or less
- Follow others and be followed
- Use #hashtags for trending and linking to others
- develop a @handle that makes sense
- Interact with tweeters in real time
- Retweet other tweets
- Search popular hashtags
- Find others at the same event



Most Commonly Used Social Networks



YouTube

- Can upload videos
- Create a channel where you centralize videos
- Link videos to FB, twitter, and the web
- Embed videos in web pages



Most Commonly Used Social Networks



Livestream or Ustream

- Can use site to air live programming
- Chat with viewers
- Can air b-roll or playlist of videos
- Thousands can watch at any one time
- Can embed in website



Databases, Emails, and Newsletters



- Stored member information for Direct communication
- News/Updates via a newsletter
- Fundraising – appeals/kickstarter
- Promotions/Contests
- Events
- New media
- Direct traffic to website and social media



Media Giants and KYRS

Did you miss the On-Air Fund Drive this week?
Good news! We are continuing the fund drive "off-air" for the next 4 days!

KYRS is proud to accept support from these organizations:

[Community Building Foundation](#)

Mobile Apps



Get your internet stream on a mobile app:





Q & A



Questions?