

Mobile First

NEW MEDIA

WEMU 89.1

Jazz. News. Blues. **npr**



On Demand

Radio isn't going away. It's going everywhere.

WEMU89.1
Jazz. News. Blues. n p r

Weekend Rewind

Weekly specialty programs archived for on-demand listening. ~1000 listens per week.

- ☐ Soundcloud HTML5 (shared with partners)
- ☐ iTunes Podcasts (and other pod catchers)
- ☐ EMU Sports Replays (Soundcloud, EagleSports.com)
- ☐ Forthcoming feature to be available in-app 2015





Sunday Best ...



Sunday Best with Nik Thompson



Roots Music Project with Jeremy Baldwin



From Memphis to Motown with Wendy Wright



The In Crowd with Jessica Webster



Cuban Fantasy with Marc Taras



Groove Yard with Chrysta Cherrie



Global Village with Chris Heim



New Jazz Archive with Jeff Haas



Mountain Stage



TED Radio Hour



Wait Wait Don't Tell Me



Big City Blues Cruise with Joe Tiboni



89.1 WEMU

WEMU's Weekend Rewind: 01-10-2015 and 01-11-2015

Cookie policy



Celebrating 50 Years of Public Radio

Listen Live

DONATE NOW

Site Menu

Weekend Rewind

Listen to your favorite weekend programs whenever and wherever you'd like.

Subscribe through iTunes.

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Follow on Stitcher.

Get the RSS feed.


WAYS TO CONNECT

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iTunes Radio

Smartphone apps

Podcasts > Music > 89.1 WEMU



Jazz. News. Blues. npr

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LINKS

Website

Report a Concern

89.1 WEMU: Weekend Rewind

89.1 WEMU >

Details

Ratings and Reviews

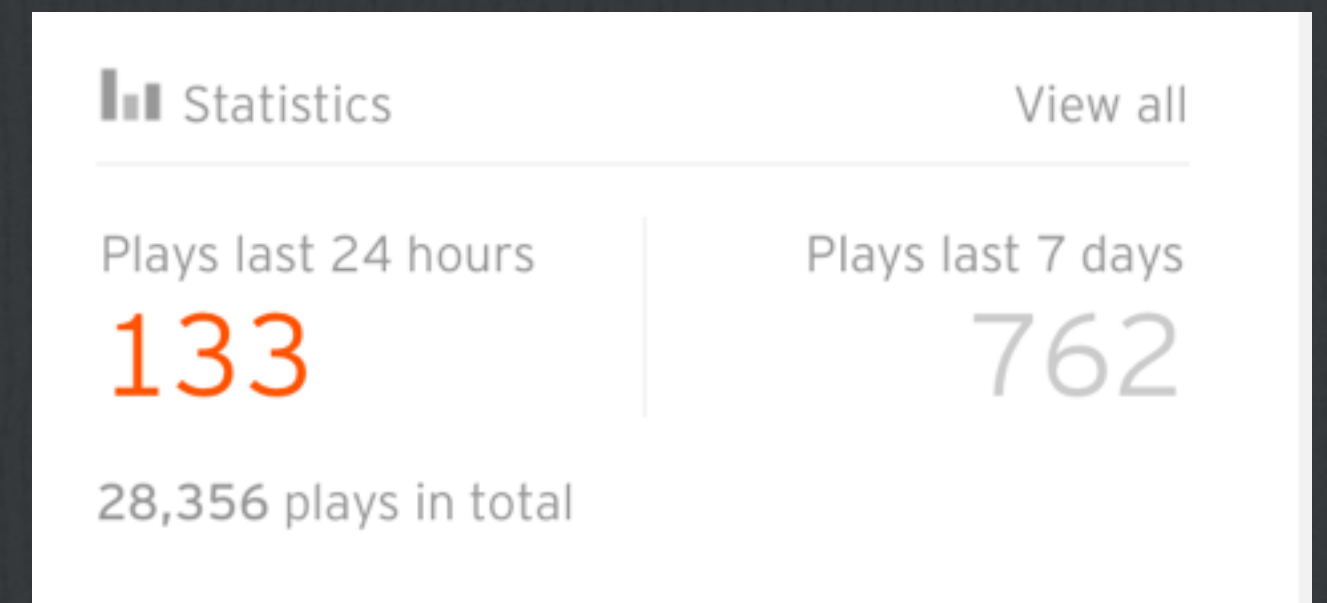
Related

Description

Get the latest from your favorite WEMU programs here on the Weekend Rewind: - The Roots Music Project W/ Jeremy Bal The Groove Yard w/ Chrysta Cherrie - The Sunday Best w/ Nik Thompson - Cuban Fantasy w/ Marc Taras - From Memphis Village - The Big City Blues Cruise w/ Joe Tiboni - New Jazz Archive w/ Jeff Haas

▲	NAME	TIME	RELEASED	DESCRIPTION
1	Roots Music Project with Jeremy Baldwin	2 hr 54 min	Jan 12, 2015	Roots Music Project with
2	Sunday Best with Nik Thompson	2 hr 54 min	Jan 12, 2015	Sunday Best with Nik Tho
3	From Memphis to Motown with Wendy Wright	2 hr 54 min	Jan 12, 2015	From Memphis to Motown
4	The In Crowd with Jessica Webster	1 hr 54 min	Jan 12, 2015	The In Crowd with Jessica
5	Cuban Fantasy with Marc Taras	1 hr 53 min	Jan 12, 2015	Cuban Fantasy with Marc
6	Groove Yard with Chrysta Cherrie	1 hr 54 min	Jan 12, 2015	Groove Yard with Chrysta
7	Global Village with Chris Heim	1 hr	Jan 12, 2015	Global Village with Chris
8	New Jazz Archive with Jeff Haas	1 hr	Jan 12, 2015	New Jazz Archive with Je
9	Big City Blues Cruise with Joe Tiboni	1 hr 53 min	Jan 12, 2015	Big City Blues Cruise with
10	The In Crowd with Jessica Webster	1 hr 54 min	Jan 5, 2015	The In Crowd with Jessica
11	Cuban Fantasy with Marc Taras	1 hr 53 min	Jan 5, 2015	Cuban Fantasy with Marc
12	Big City Blues Cruise with Joe Tiboni	1 hr 53 min	Jan 5, 2015	Big City Blues Cruise with
13	Sunday Best with Nik Thompson	2 hr 54 min	Jan 5, 2015	Sunday Best with Nik Tho
14	From Memphis To Motown with Wendy Wright (f...	2 hr 53 min	Jan 5, 2015	From Memphis To Motow
15	Roots Music Project with Jeremy Baldwin (full t...	2 hr 55 min	Jan 5, 2015	Roots Music Project with

- ❑ **9 locally hosted music programs archived weekly for on demand listening**
- ❑ **Thousands of listens per month over all platforms**
- ❑ **4 regular news segments featured on partner sites with SoundCloud = increased listening**
 - ❑ **Cinema Chat - Michigan Theater**
 - ❑ **Issues of the Environment- Washtenaw County**
 - ❑ **The Green Room - Washtenaw County**
 - ❑ **First Friday Focus On Environment - Washtenaw**



Digital Community Partnership

WEMU community partners increased online listening in regular segments through their own web properties





PLAYLISTS

Now Playing

What's playing right now?

SEE THE PLAYLISTS

ON DEMAND



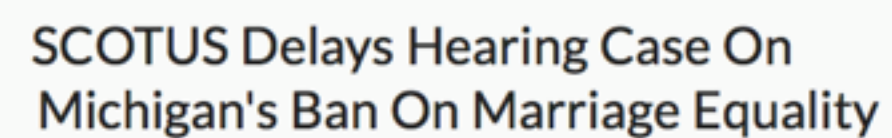
Responsive Redesign

One WEMU on all screens.

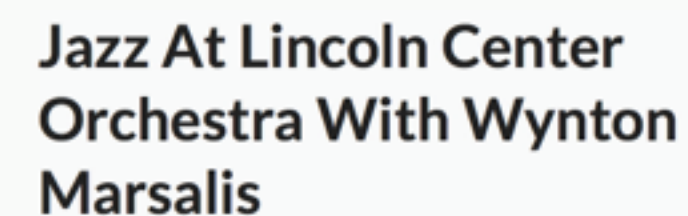
▶ **Listen Live**



Join WEMU Music Director, Linda Yohn, for a very special evening with the Lincoln Center Jazz Orchestra with Wynton Marsalis on Sunday, February 15th 4 p-m, at Hill Auditorium. For a gift of \$250 to WEMU, you and your guest will enjoy the concert with Linda and other WEMU donors plus a post-concert dinner reception at the Campus Inn.

[READ MORE](#)

18 HOURS AGO 🔊



Join WEMU Music Director, Linda Yohn, for a very special evening with the Lincoln Center Jazz Orchestra with Wynton Marsalis on Sunday, February 15th 4 p.m. at Hill Auditorium. For a gift

[Home](#)

People

Programs

News & Events

On Demand

Support

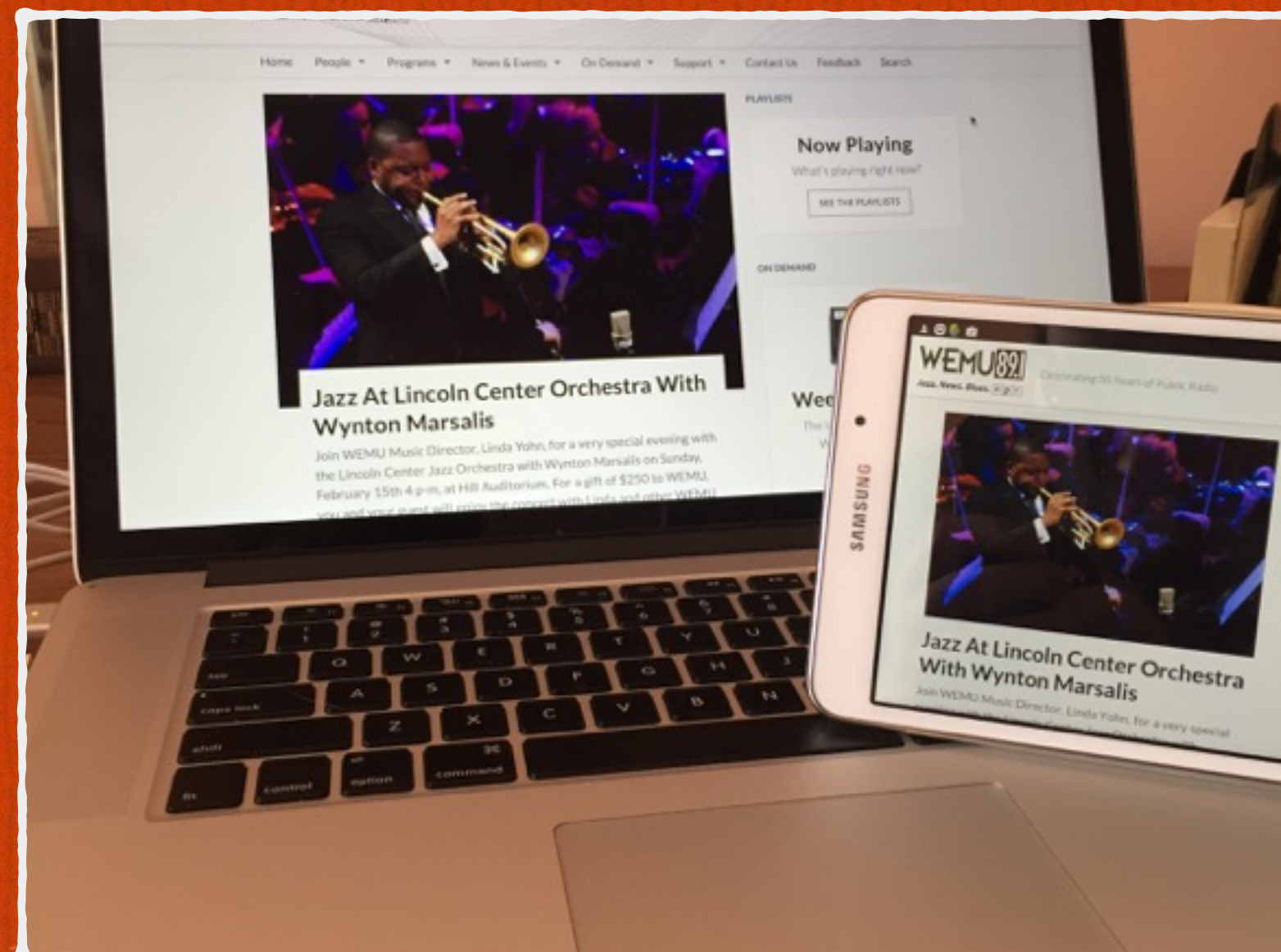
[Contact Us](#)

Feedback

Search

Weekend Rewind

The latest from your favorite WEMU



- ☐ **Increased traffic on mobile to nearly 30% of all traffic since responsive redesign in October**
- ☐ **Increased accessibility for all listeners no matter their computer or device**
- ☐ **More digital underwriting and sponsorship opportunities**
- ☐ **New ad placements and design have resulted in exponential increases in impressions and click-throughs for WEMU underwriters**

Expansion of Digital



- ☐ Increased newsletter subscription by 4x in 2014
- ☐ Responsive newsletters for Mobile First strategy
- ☐ New Digital Sponsorship Opportunities
- ☐ Online only contests promoted on-air & social networks

Newsletter: WEMU's E-Update



- ☐ Responsive designed weekly email sent to thousands of listener subscribers per month
- ☐ Increased online donations and vehicle donations
- ☐ Increased Underwriting/ Sponsorship opportunities within newsletters
- ☐ [Click here for example](#)

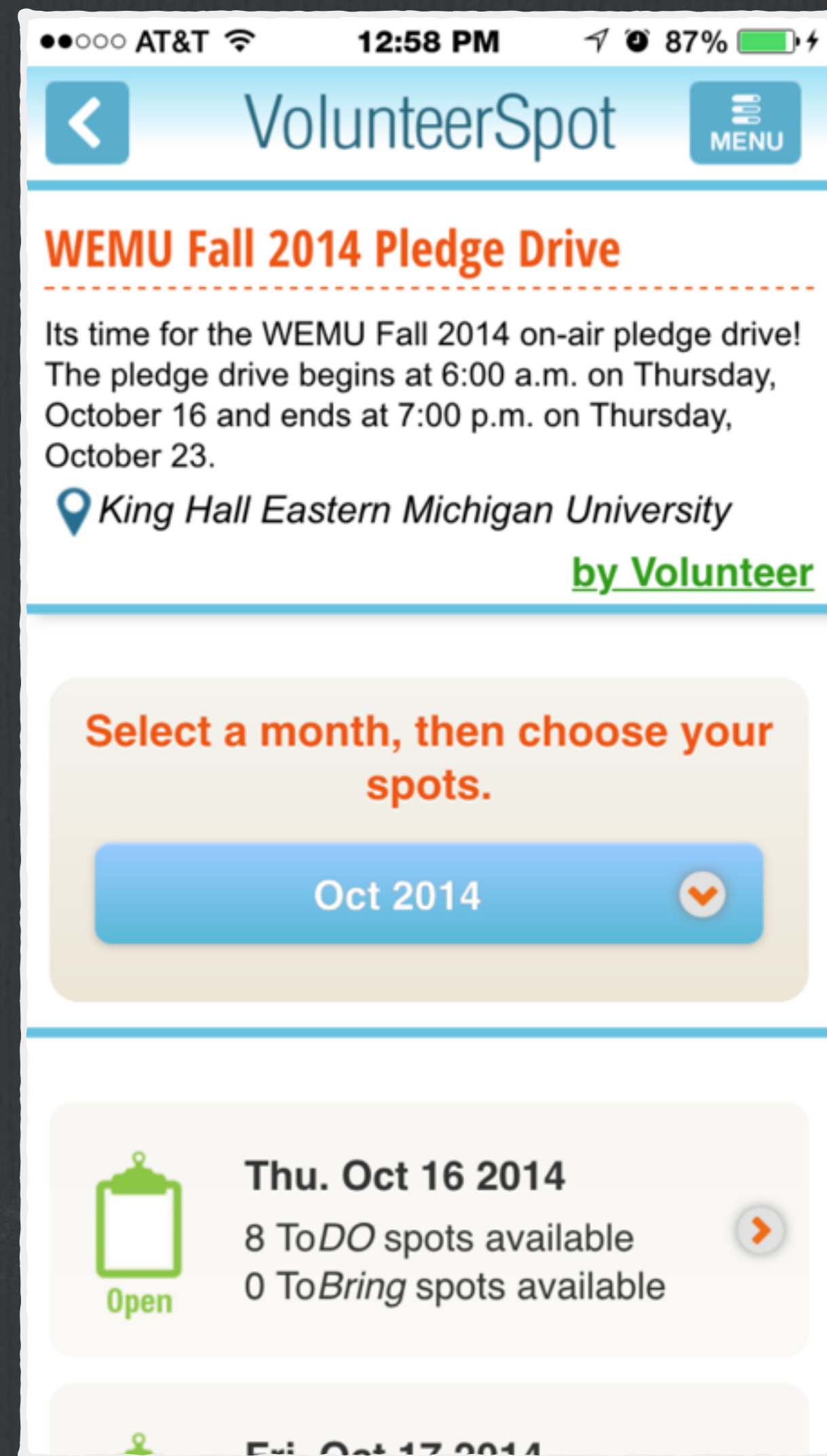
☐ **Expansion of online streaming options**

- ☐ **89.1 WEMU app (Android and iOS) ~2000 downloads in 2014**
- ☐ **TuneIn ~7,700 followers**
- ☐ ***NEW* iTunes Radio (HLS stream)**
- ☐ **NPR One (local and national content)**

Community Engagement: Using Digital

Contests

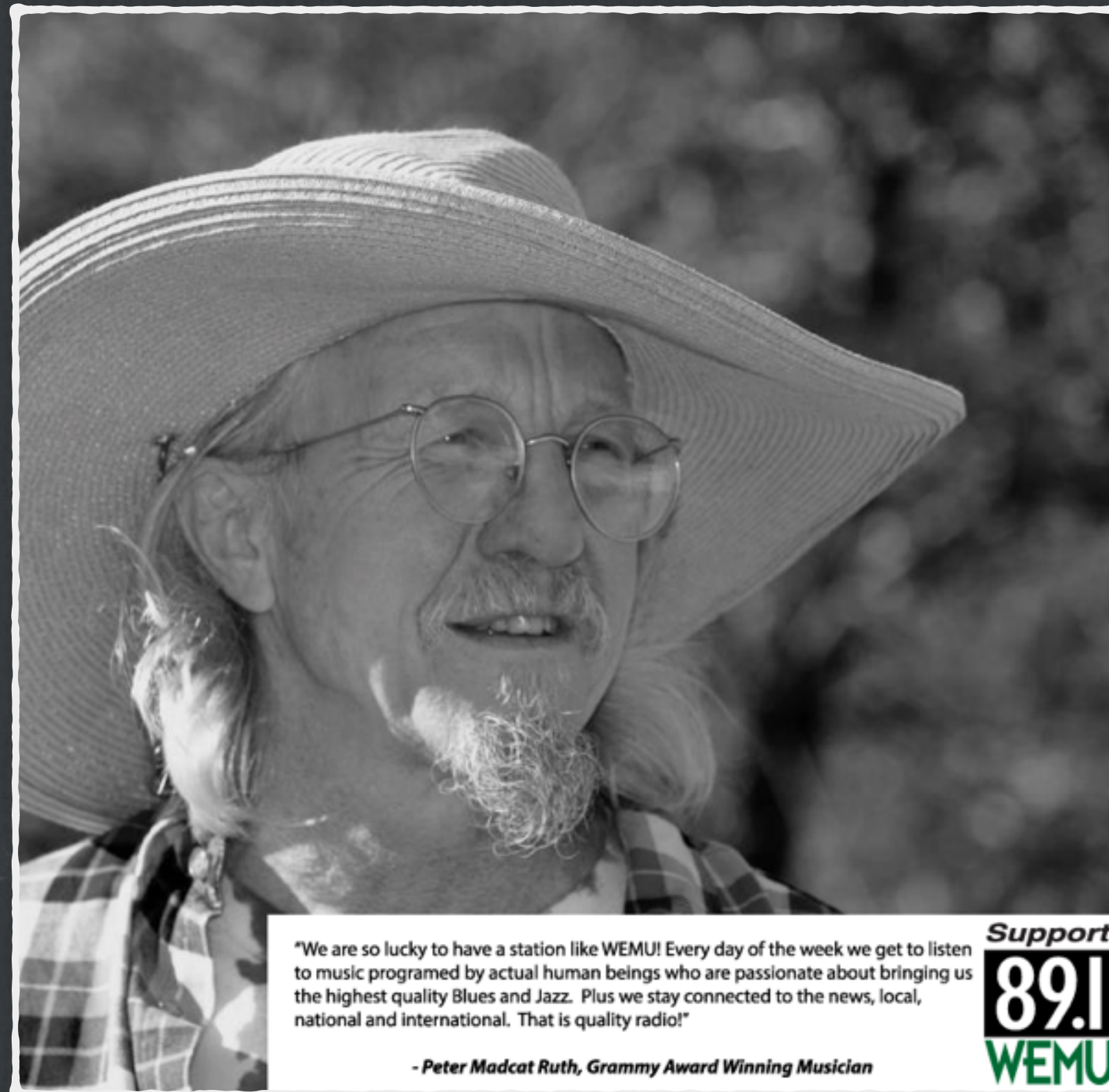
- ☐ Our online contests are promoted on-air, social networks, and the WEMU newsletter
- ☐ Typically draw dozens of entries, totaling over 1,500 local listener entries for 2014, separate from call-in
- ☐ WEMU uses form entries to build up e-mail database and mail campaigns, helping use increase our reach



- ☐ New online volunteer management system increased number of volunteers allowing critical members of the WEMU committee to commit at convenient times with occasional reminders (VolunteerSpot)

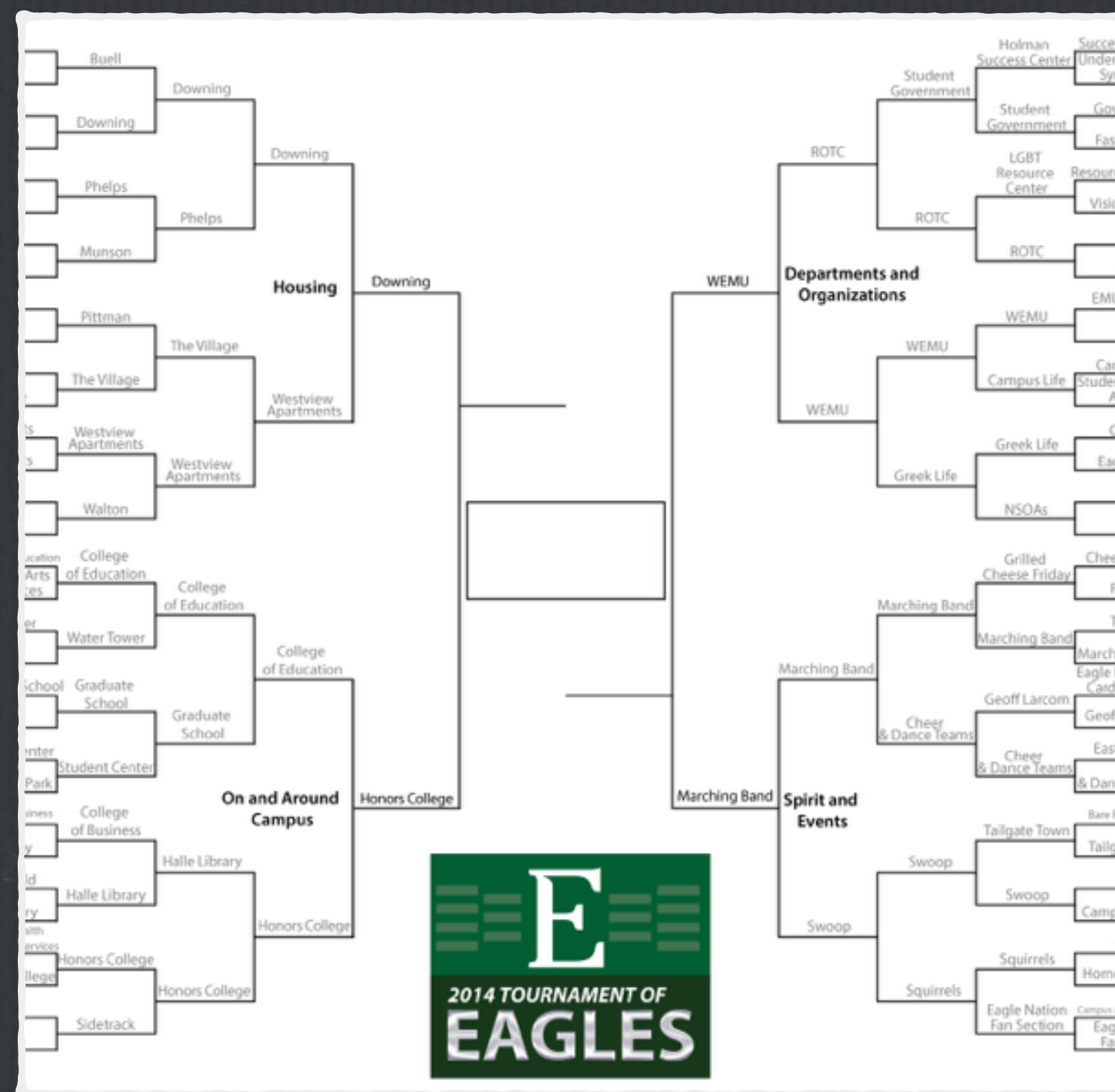
Social Media Campaigns

Local Testimonials of Support



- ☐ Digital campaign included several prominent local musicians, politicians, authors, and other tastemakers as to why they personally support public radio at Eastern Michigan University
- ☐ Used website, email, and social networking to increase reach of WEMU fundraising efforts

Tournament of Eagles



- Participated in (and won) University wide school spirit competition on social media leveraging our supportive audience members to vote for WEMU throughout several rounds.

Tournament of Eagles



WEMU

E



Campus Life

2014 TOURNAMENT OF **EAGLES**



WEMU

E



Greek Life

2014 TOURNAMENT OF **EAGLES**



ROTC

E



WEMU

2014 TOURNAMENT OF **EAGLES**



Marching Band

E



WEMU

2014 TOURNAMENT OF **EAGLES**

WEMU 89.1
Jazz. News. Blues. R&B.


DONATE NOW

Listen Live

CHAMPIONSHIP: Cast Your Vote for WEMU in the Tournament of Eagles

By PATRIK HOLUBIK • APR 7, 2014

TwitterFacebookGoogle+Email


Downing

E


WEMU

2014 TOURNAMENT OF EAGLES

Vote for WEMU in the championship round of the Tournament of Eagles [by commenting on this link!](#)

The Tournament of Eagles Championship match-up! WEMU vs. Downing Hall! Vote by commenting on Facebook!

CONGRATULATIONS
TO OUR
2014 CHAMPION



WEMU

2014 TOURNAMENT OF EAGLES

- ☐ **Facebook: 3,690 fans**
- ☐ **Twitter: 2,700 followers**
- ☐ **e-mail: 5,200 weekly subscribers**
- ☐ **WEMU.org: 30-50,000 monthly visitors**

Using Digital: Realtime Feedback

Listener Survey



- ☐ 234 respondents (all online) pushed to our web site by on-air announcements, social media posts and web posts
- ☐ Five questions indicating level of preference or agreement with various aspects of the stations and services
- ☐ One opportunity to provide direct feedback (167 responses)
- ☐ Results compiled using SurveyMonkey

More Responsive: Feedback Form

Feedback

89.1 WEMU Feedback

* Required

Name *

email *

phone

Comments *

- ☐ Listener feedback button on homepage links to form
- ☐ Management responds to each inquiry or concern as they are submitted

Studio Feedback

- ☐ **New for 2014, (studio@wemu.org) for request/tips to studio with realtime traffic/news tips for entire air-staff**
- ☐ **hundreds of responses per month from listeners to our hosts**
- ☐ **In-studio weather dashboard for latest temps in surrounding communities for hosts' reference on air**

Pledge Drive Live-Blogs



click to play

- ☐ Increased opportunities to become involved in the conversation and notified of special premiums
- ☐ Live updates online and on-air during elections and pledge drives increased listener engagement and donations
- ☐ Pledge Drive live-blog brought us new and returning donors back (after several years)



Multimedia Content

New features

WEMU89.1
Jazz. News. Blues. **npr**

Multimedia Integration

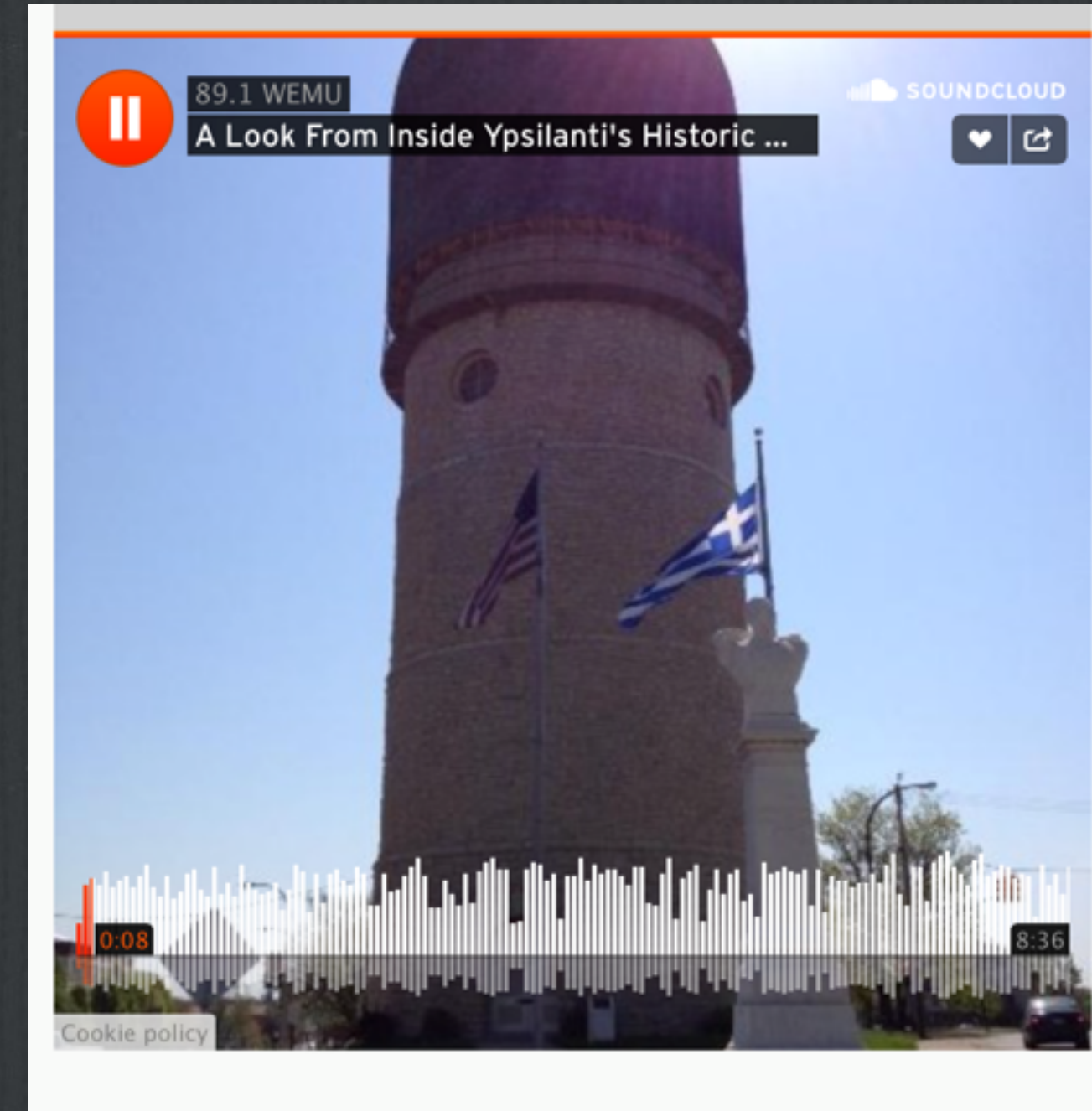
The View From Inside Ypsilanti's Historic Water Tower

- Featured slideshow, audio presentation and video to describe an iconic local structure with no public access. <http://wemu.org/post/view-inside-ypsilantis-historic-water-tower>

The View From Inside Ypsilanti's Historic Water Tower



[Click to play](#)



[Click to listen on web](#)

Election Coverage

- ☐ Realtime updates online as results were tabulated
- ☐ Encouraged listeners to submit questions by email and social media for Debbie Dingell interview
- ☐ Posted to social media as results became available
 - ☐ See all the digital coverage: <http://wemu.org/term/election-2014>

Realtime Digital Election Coverage

Listen: Congresswoman Elect Debbie Dingell Answers Listener Questions

By PATRICK CAMPION • NOV 5, 2014

Twitter

Facebook

Google+

Email



Newly elected Representative for the 12th District, Debbie Dingell, took some time this morning to answer questions submitted by WEMU listeners.

Listen in as she talks about what challenges she'll face as a freshman member of Congress, gives her thoughts on global warming and gun control and shares just how big John



Mobile users, [click here to see full chart.](#)

Michigan Marriage Equality Live Blog

Live Blog: Arguments to Convince 6th Circuit Appeals Court to lift the stay on same-sex marriages in Michigan

Follow Michigan Public Radio Network's Rick Pluta Twitter feed (@rickpluta) for summary of the arguments filed today by attorneys trying to convince the US 6th Circuit Court of Appeals to lift the stay on same-sex marriages in Michigan.



Rick Pluta
@rickpluta



@crowguy Now be sure to listen on the radio :)

3:49 PM - 25 Mar 2014

- ☐ Provided real time updates on WEMU.org live-blog from MPRN reporter, Rick Pluta as the trial was in session.
- ☐ Continually followed up with local WEMU news reports online and on-air throughout the hearings
- ☐ See more: <http://wemu.org/term/michigan-marriage-equality>

Leveraging National and Local Content: NPR One



- ☐ Participated in network NPR One rollout
- ☐ Automating local WEMU hourly newscasts and inserting local news stories between network stories with API
- ☐ NPR's effort to become the "Pandora for news"

Realtime Now Playing

- ❑ New to WEMU in 2014, current song information available on website and app



Now Playing & Playlist

View

Edit



If Walls Could Talk
Little Milton

89.1 Jazz with Linda Yohn 9:00 AM–12:30 PM

Up Next: 89.1 Jazz with Michael Jewett

Find by program: