



# VUHAUS GROUP

December 9, 2021

PUBLIC  
MEDIA  
CO.

npr music  
Live Sessions

# LOGISTICS



All attendees are muted by default



Please use the chat function for questions & comments



Please use chat or contact Kimberly Campbell for tech support:  
[kimberly@publicmedia.co](mailto:kimberly@publicmedia.co)

Located at the bottom of the screen



Click to open up chat box and ask questions or make comments

## TODAY'S SPEAKERS

- **Roger LaMay**, Board Chairperson of VuHaus Group and GM of WXPB-FM
- **Bill Johnson**, GM of WRTI-FM
- **Mike Henry**, Co-Founder of and Brand Manager of VuHaus Group
- **Chris Kirchner**, COO and Dir. of Sponsorship of VuHaus Group
- **Erin Moran**, CFO VuHaus Group/CEO of Co-Founder Public Media Co.

# VUHAUS GROUP IS PUBLIC MEDIA'S ONLY MUSIC NETWORK

VuHaus Group was created with a simple premise in mind:  
*If public radio music stations work more closely with one another,  
great things can happen.*

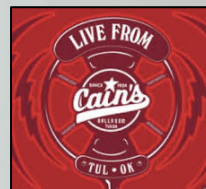
VuHaus Group launched in 2015 as a video platform supported by six stations and has grown to a twenty-station network, producing thousands of videos, hundreds of live streams, collaborated events, a national sales network, and the launch of [Slingshot](#) and [Live Sessions](#) on [NPRMusic.org](#).

VU HAUS GROUP

## CURRENT AFFILIATES



 **CPR  
Classical**



# **VUHAUS GROUP NETWORK FOCUS**

## **CONTENT DISTRIBUTION**

Highlight VuHaus Group member stations, their work, and the artists they support to a wider audience



## **REVENUE**

Provide sponsorship and grant revenue, as well as access to NPR Live Sessions ad inventory to your station

## **COLLABORATION AND STATION BRAND EXTENSION**

National editorial and video projects to further your missions of music discovery and artist support

## OUR MISSION

**VuHaus Group creates transformative partnerships to connect public media's music stations and shows with artists and audiences across the country.**

We are an **affiliate-based network** of public radio stations from across the country, deeply rooted in our local music communities.

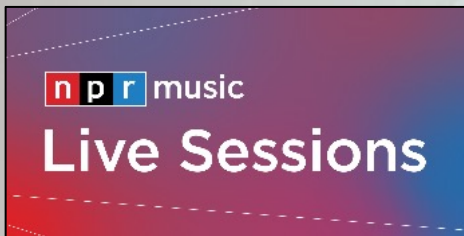
We share a common mission to support artists and be a source of **music discovery** for audiences around the world.

We connect **artists** to a supportive **community** of music lovers.

We are non-profit and non-commercial, and our aim is to be true partners to **artists and stations**.

We share best practices and support opportunities to **strengthen** our station network's capabilities.





Launched May 2015 as VuHaus.com.  
Re-launched in October 2019 as  
'NPR Music Live Sessions'

- 20+ public media orgs
- 10,000+ videos
- 3400+ artists
- 700+ live stream events
- Multiple collaborations with and without NPR

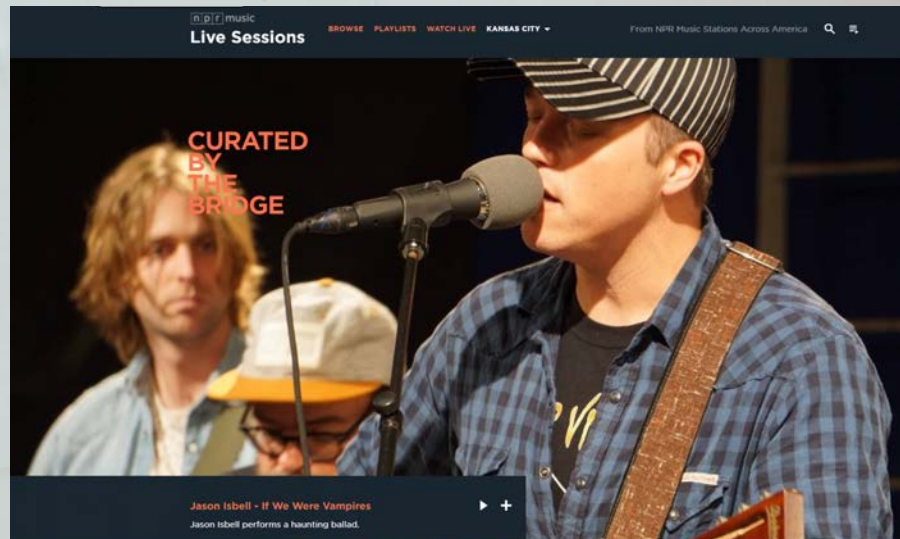
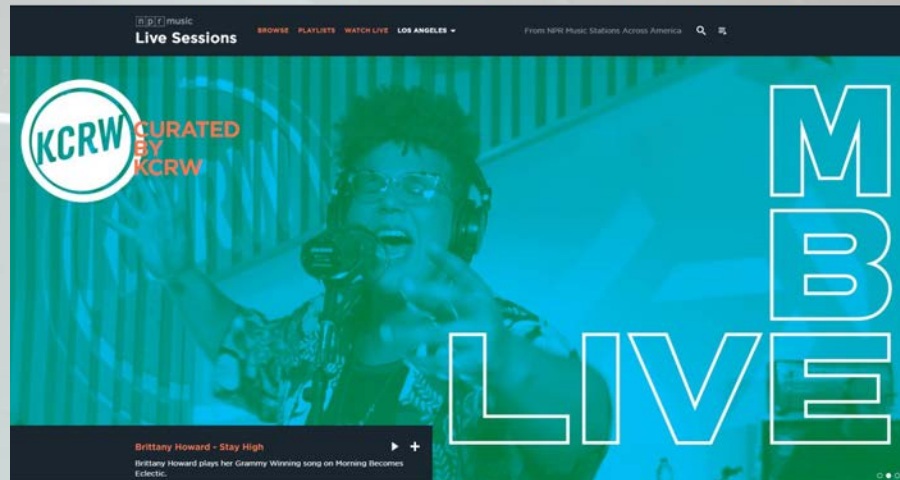




## CONTENT DISTRIBUTION: AFFILIATE STATION CITY PAGES

Each VuHaus Group affiliate station has their own “**City/Station**” tab on the NPR Live Sessions national site to highlight their most intriguing content and playlists.

Stations can curate their page, share their URL, and highlight video from hometown artists whether produced by the station or other stations in VuHaus Group.



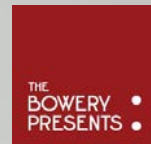
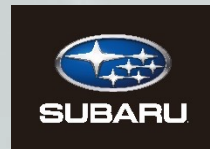
## REVENUE: NATIONAL SPONSORSHIP

- Together, the stations of VuHaus Group reach over 6 million each week
- Our connections with national brands and agencies can represent VuHaus Group stations for new revenue
- We bring revenue back to the stations through on-air and digital underwriting, plus sponsorship of your events and promotions
- Opportunities for your station's team to sell VuHaus Group sponsorship inventory & the station network with commission back to the station – nationally or in your market

west elm



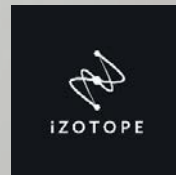
UNIVERSAL MUSIC GROUP



CONCORD

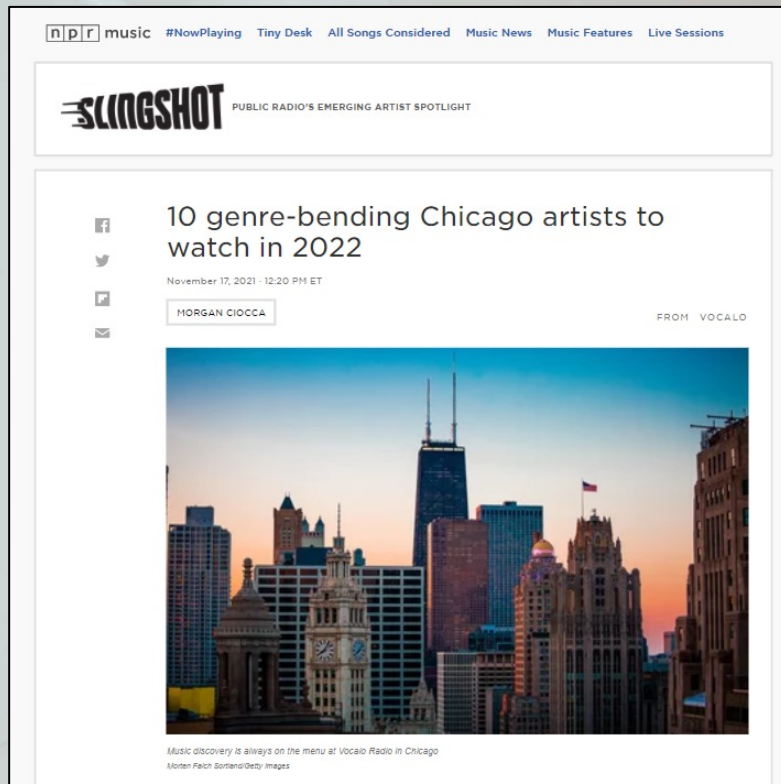


Inspired Brewing®



## STATION COLLABORATIONS

- In 2017, NPR Music and VuHaus' public radio network launched “**Slingshot**,” a collective editorial effort among taste-making music stations to elevate exceptional emerging artists.
- Slingshot 2022 launches in January with stations collaborating on “Artists To Watch 2022” list and continues with NPR editorial updates including “Slingshot Scenes,” “#NowPlaying” and “Station Breaks.”
- Other station collaborations include: SXSW stages, Public Radio Music Day, ‘Songs For Change’, The Black Church: This is Our Story, This is Our Song



## WHY NOT YOUTUBE?

Public Media music stations choose NPR Live Sessions as the lead for their video content strategy

- NPR Live Sessions is dedicated solely to public media stations' content
- Revenue opportunity back to your station
- Our own embeddable video player for your site; Live Streams, Playlists, Song-of-the-Day
- Public Media environment and presentation; No pop-ups, no mid-roll Live Sessions Queue keeps viewer in Live Sessions music setting
- Best opportunity in the system to grow a dominant home for your video assets to maximize engagement and your station's brand
- Easy and efficient home for collaboration between like-minded stations

# **VUHAUS GROUP HELPS LIFT STATIONS AND THE ARTISTS THEY BELIEVE IN TO A NATIONAL STAGE**

VuHaus Group is an 8-person management team who works for member stations on programming projects, video strategy, funding/sponsorship, and collaborations with other stations, NPR Music, PBS, and other distributors.

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Advisor, Board Member  
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Operations & Sponsorship  
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[VuHausGroup.org](http://VuHausGroup.org)







Live Sessions

[BROWSE](#)
[PLAYLISTS](#)
[WATCH LIVE](#)
[CITY/STATION ▾](#)

From NPR Music Stations Across America

[Austin](#) [KUTX](#)

[Boston](#) [GBH](#)

[Boulder/Denver](#) [The Colorado Sound](#)

[Charlotteville/Richmond](#) [WNRN](#)

[Live Stream](#) [Chicago](#) [Vocalo Radio](#)

[Dallas](#) [KXT](#) [streaming for WXPB's Free at Noon.](#)

[Denver](#) [Indie 102.3](#)

[Kansas City](#) [THE BRIDGE](#)

[Los Angeles](#) [KCRW](#)

[Milwaukee](#) [88Nine Radio Milwaukee](#)

[Nashville](#) [WMOT/World Cafe](#)

[Nashville](#) [WNPX](#)

[New York City](#) [WFUV](#)

[Philadelphia](#) [WXPB](#)

[Philly Jazz](#) [WRTI](#)

[Portland](#) [opbmusic](#)

[Raleigh-Durham](#) [WUNC Music](#)

[Seattle Classical](#) [KING FM](#)

[Tulsa](#) [Live from Cain's](#)

[West Virginia](#) [Mountain Stage](#)

Watch The Mountain Stage live streaming for WXPB's Free at Noon.

PHILADELPHIA, PA


FREE AT NOON CONCERT

FRIDAY 12/10 @ 12:00 ET

HOSTED BY wxpb

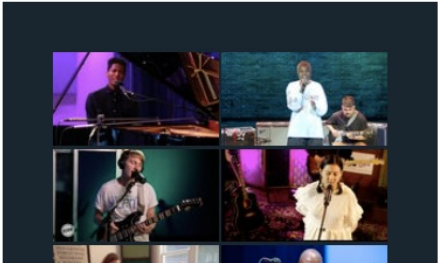
WHAT'S NEW

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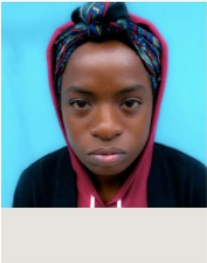

PLAYLISTS

[view all](#)



ARTISTS

[view all](#)

<https://livesessions.npr.org/#>



## CONTENT DISTRIBUTION: SONG OF THE DAY PLAYER

VuHaus Group's "Song of the Day" NPR Live Sessions player can be embedded anywhere on your site(s) for fresh music video content, updated 7-days per week.

In addition to your content being distributed through this player regularly, SOTD brings high quality music video to your site automatically.

The SOTD player is currently embedded on 35+ public media sites.

[Playlist](#)
[Schedule](#)
[Programs](#)
[Features](#)
[Events](#)
[kutx98.9](#)

[LAST: Everything I Had - Sun June](#)
[LISTEN](#)

[My KUTX](#)  
**My KUTX: Leti Garza**  
 Leti Garza's music is uniquely unclassifiable. The Austin singer blends bilingual lyrics with folk influences from around the world, and this week on My KUTX, Garza plays a mix of current influences, old favorites, and sounds from around Austin and the world as our guest DJ.  
[Learn More Here \[+\]](#)

**Hypotheticals**  
**LAKE STREET DIVE**  
[npr music](#)

[Discover more music at \[livesessions.npr.org\]\(#\)](#)  
**Video of the Day**

[KUTX at Home](#)  
**Genesis Owusu 3.10.21**  
 Laurie Gallardo chats with Ghanaian-Australian artist Genesis Owusu about his just released debut album, "Smiling With No Teeth."  
[Learn More Here \[+\]](#)

[KUTX at Home](#)  
**KUTX at Home: Robin Pecknold of Fleet Foxes 10.16.20**  
 Robin Pecknold and Jody Denberg talk about how Richard Swift, a near death experience, and Brian Wilson influenced Shore, the new album from Fleet Foxes.  
[Learn More Here \[+\]](#)

[KUTX at Home](#)  
**KUTX at Home: This Is The Kit 10.19.20**  
[Learn More Here \[+\]](#)