

Introduction to Public Media Infrastructure

April 29, 2026

A Public Media Company webinar

| www.publicmedia.co

Why This Really Matters

Public radio's tech stack is a mess — and it's at risk of holding the system back at a time when transformation is needed.

Little Uniformity in Infrastructure

There are few uniform tools and production platforms used across public radio stations; the most common is the NPR-provided CMS **Grove** — which most stations use but most also have issues with.

Decisions about key infrastructure have long been made by individual station personnel with little attention to creating scale across stations and vendors — a classic case of local optimization at the expense of the whole.

Sharing Stalls Out

As a result, **efforts to build shared services across multiple radio stations has been severely hampered** by a tech stack that isn't aligned.

'Go It Alone'

The lack of a coherent, shared technology strategy springs from a long-term "go it alone" approach. And **that's not just an IT problem** — it is a strategic and financial liability for every station in the network.

What Every GM Needs to Understand Going Forward

To lead effectively in this environment, station leaders must develop a clear-eyed understanding of the technology landscape, and the potential — and pitfalls — of the choices ahead.

Shared Roles & Services

Identify which roles and services are most likely to be shared by stations over time.

Engineering, traffic and fundraising are prime candidates — functions where consolidation can drive meaningful efficiency and consistency across the network.

Common Platforms

Understand which platforms are already in use across multiple stations. Tools like **Marketron** and **Wide Orbit** represent existing common ground — a foundation that can be built upon rather than replaced.

Learnings From TV

Take a lesson from public television: Over the last decade, TV stations have moved steadily toward common tech platforms — **master control** being the prime example. That makes a move to a shared or outsourced solution much simpler — and builds the trust to make that leap in other services.

True Cost of Change

Recognize the true cost of adopting a non-standard platform: A station then takes on the full burden of **recruiting and training talent, ensuring system upgrades, and technological leadership** required to ensure that a non-standard platform evolves with the times.

Too often, it doesn't add up.

Technology Decisions = Leadership Decisions

Station leaders who understand the tech stack will be better positioned to drive alignment, reduce redundancy, save money, and unlock the full potential of sharing services within their own stations, in collaboratives, and across the system.

Key Questions to Ask

What, exactly, is in my station's tech stack? Are we aligned internally?

Which of our current platforms are already shared with peer stations?

Where are we duplicating costs that could be consolidated?

Are our vendor relationships structured for scale or for a single station?

What would it actually cost — in people and time — to migrate away from a legacy system/tool to a system that is more common across public radio? How much savings/gain could that produce?



Public Media
Infrastructure

Introducing PMI

Public Media Company Presentation
April 29, 2026

Presenters



Bob Kempf

Interim Executive Director, Public
Media Infrastructure



Chad Lampe

Director, Public Media Partnerships, PRX

The Urgency & The Opportunity

The Critical Inflection Point

The decades-old distribution infrastructure is increasingly misaligned with listener habits.

Public Media Infrastructure is a collective response

An independent, nonprofit organization established by five leading station-centered organizations.

Designed to steward a unified, stable, scalable, and secure infrastructure for public media content distribution

A partnership funded by CPB



**AMERICAN PUBLIC
MEDIA GROUP™**

WHY PUBLIC MEDIA INFRASTRUCTURE?



Our Purpose

To strengthen the services that local public media organizations provide by modernizing the shared technology, distribution, and data analytics systems that power the U.S. public radio ecosystem.

Our Mission

To ensure public media organizations thrive during a period of radical change by providing efficient, innovative, and sustainable technological infrastructures for creating, distributing, analyzing, and monetizing content.

Guiding Principles: Station-Centric Focus



Station-Centric Governance:

Decisions are guided by input from licensees across the full range of public radio.

Equity and Inclusion:

Committed to equitable access to public media infrastructure.

Systems, policies, and training prioritize participation by small, rural, Tribal, and community licensees.

We serve...

Local Media Organizations

A collaboration to meet the moment:

TRANSFORM our distribution ecosystem for the multichannel, on-demand, digitally native audiences that represent our future.

PMI SERVICES are an investment in a shared future, funded by CPB

Every component is free to stations.

First Round of Services from PMI



1. Core Services, Provided by PRX (Currently Available)
 - a) PRX Exchange Audio Content Management System
 - b) Dovetail Podcast Content and Sponsorship Management Platform

1. Live Audio Streaming Subsidy

2. Comprehensive Analytics and Data Activation Platform

3. Live-Over-IP Audio Distribution Service

1. Improved Localized Internet Connectivity

#1 CORE SERVICES from PRX (and PMI)

a. PRX Exchange (Audio Content Management System)

Reliable, scalable distribution for broadcast — including enhanced file-based delivery, tools for sharing across regions and collaborations.

#1 PMI CORE SERVICES from PRX (and PMI)

b. Dovetail Podcast Content and Sponsorship Management Platform

A unified podcast sponsorship network coupled with a distribution platform designed to strengthen station revenue.

#2: DIGITAL AUDIO STREAMING SUBSIDIES

Potential to provide station with cost savings for digital audio streaming

- Currently in discussion with key service providers
- Potential station savings \$5k - \$20k/year
- Flexible integration with ad platforms
- Includes streaming analytics service
- Upgrade from IceCast to HLS protocol
- Engaging in station and system consultation

#3 DATA MANAGEMENT AND ANALYTICS SERVICES

Transparent, system-wide audience insights that reflect metrics across platforms — finally giving stations the ability to make more informed **actionable** strategic choices.

- Dashboards and analysis to inform stations' strategic and budgetary decisions
- Multiple data sources and models in a comprehensive data lake.
- Activation: Integration and inter-operability with marketing automation and CRM systems
- Platform will facilitate data management rights and protections in service of station strategies and priorities

#4 LIVE-OVER-IP

Reliable, scalable distribution for broadcast, for sharing across regions and collaborations, integration with content repositories.

- In discovery and design phase
- Engaging service providers
- Engaged in station and system consultation

#5 IMPROVED LOCALIZED INTERNET CONNECTIVITY

WE ARE SOLVING THE “LAST MILE” PROBLEM to ensure equity.

When satellite live audio distribution goes away in December 2027, reliable internet access is critical and may require custom solutions depending on the situation.

- Special fund available for stations with connectivity challenges
- Will support all digital delivery services regardless of provider
- Will include consultation and technical support services

PMI SERVICES are an investment in a shared future, funded by CPB



Every component is free to stations.

We estimate station's savings combined with revenue upside to be on average equivalent to the cost of 1 FTE per year for the five-year term of the CPB Grant:

- No live content delivery cost
- Digital Streaming Subsidies
- Station-focused Analytics and data to drive monetization and inform station program and product investments

First Up

Core Services
Provided by



Key Features

- Largest Open Marketplace for Public Media Broadcast Content.
- File Based Delivery
- Home to more than 4,500 series.
- Delivering more than 3-million files per year.

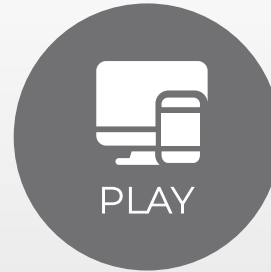
The screenshot displays the PRX website interface. At the top, there is a navigation bar with links for Home, Pieces, Series, Playlists, and My PRX. The main content area features a search result for 'Sup C?' with a featured piece titled 'Afropop Worldwide's Celebration of Women's History Month 2026'. This piece includes a promotional image with the text 'CELEBRATE Women's HISTORY MONTH MARCH 2026' and a descriptive paragraph. Below this, there are sections for 'Upcoming' (view all), 'Featured Pieces', and 'Playlists' (view all). The 'Featured Pieces' section includes a piece titled 'HERO' with a colorful graphic and a description about environmental movement. Another featured piece is 'How do we measure AI's disruption of the economy?' with a photo of a person on a boat. The 'Playlists' section lists 'Chad Lampe's Favorites' and a 'Create a new playlist' button. The 'Upcoming' section lists 'Spring 2026 Fundraising Specials' and a 'Create a new piece' button.

Exchange Benefits

- Free access to download “License Free” Content
- Free show hosting
- Free automated delivery options for show distribution
 - Incentivizes more regional/statewide program sharing
 - Annual savings:
 - \$100 per station per year for weekly shows
 - \$300 per station per year for daily shows
 - Streamlines the downloading and automation ingest process

Roadmap

- Front end refresh, simplified search
- Metadata support
- Realtime audio delivery POC

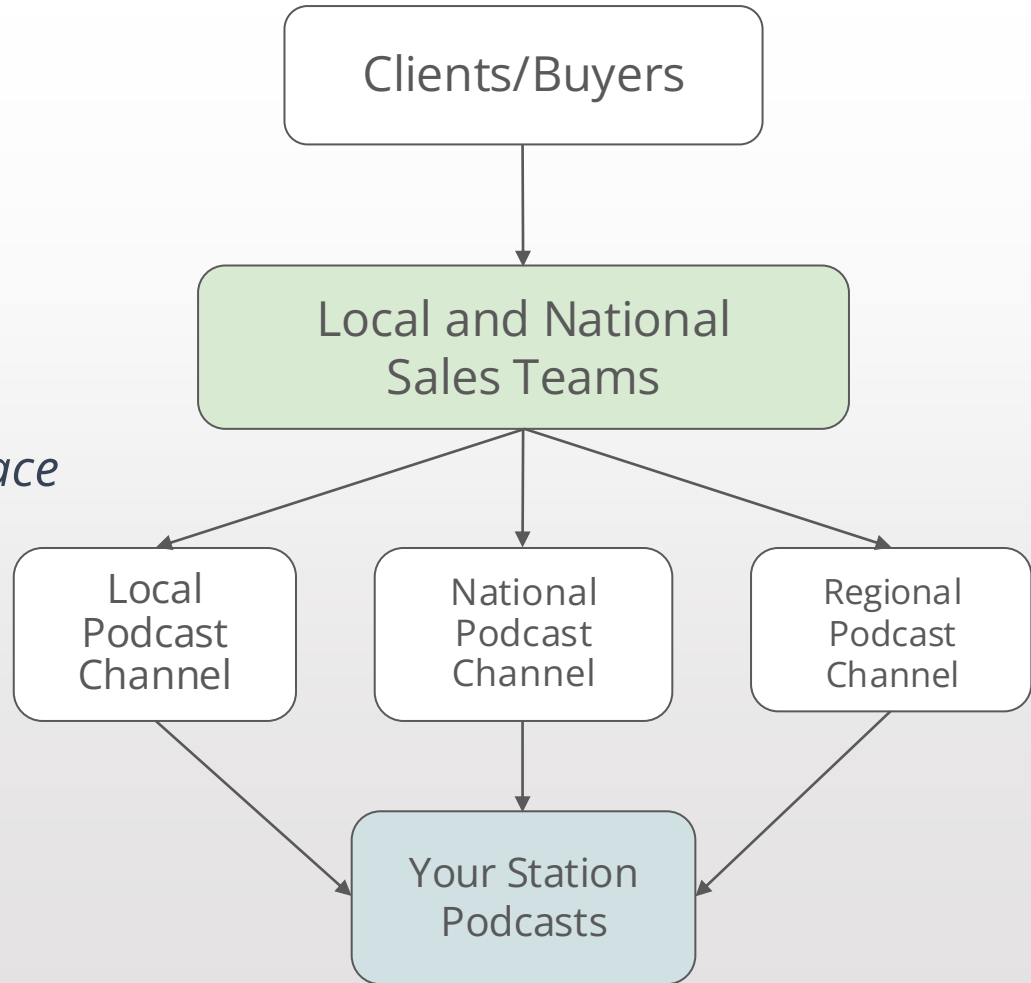


In Development

“Dovetail Spots”

Public Media Ad Marketplace

- Brand Safe
- Broad Flexibility



Beta Testing

Live Stream Recording

- Broadcast to Podcast
- Intuitive and Efficient

The screenshot displays the configuration interface for live stream recording. It is divided into several sections:

- Stream URL:** A text input field containing `https://stream.wbez.org/wbez-noads`.
- Time Zone:** A dropdown menu set to `Central Time (US & Canada)`.
- RECORDING SETTINGS:** A section with a blue header containing instructions: "Define which days and hours of the stream you want to create clips or episodes from."
 - Days of the Week:** A dropdown menu set to `Every Day`.
 - Hours of the Day:** A dropdown menu set to `8 selected`.
 - Recording Start Date:** A date input field set to `2026-01-26`.
 - Recording End Date:** An empty date input field.
- STREAM RECORDING STATUS:** A sidebar on the right with a blue header containing:
 - Recording State:** A dropdown menu set to `Recording`.
 - Create As:** A dropdown menu set to `Clips`.
 - Expire Clips After:** A dropdown menu.
 - Last Saved:** A text label indicating `40 minutes ago`.
 - Save:** A blue button.

Networks provides a simple and easy way to privately share audio, video, pictures and text

- Easily control who has access; stations and individuals
- Powerful search helps you to quickly find what you need
- Track the contributions and impact of network members

Questions?

For more PMI information:

info@publicmedia.tech

For more on PRX services:

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www.publicmedia.tech

Before we go...

Sign up for updates from PMI

Subscribe to our mailing list to receive updates about PMI and our work to provide services to public media:

Name

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Please fill out this field.

Title

Organization

I agree to be emailed

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