



Tune-In Alerts Draw Listeners In Drove

OPB's Objectives

- Make the news accessible on mobile.
- Bring people into the app to listen to key broadcasts.
- Get people involved in conversation via social media.

Oregon Public Broadcasting is a leading source of news and intelligent entertainment for residents of Oregon and Southwest Washington. As one of the top news providers in the region, the network broadcasts on radio and television, as well as offers an array of web-based content.

The OPB app builds on these channels, serving as an additional avenue for listeners to access news and content. The app uses push notifications for public service announcements and the latest local news, as well as alerting listeners to tune in to current radio broadcasts.

Currently, OPB's push notifications direct users to an existing story stream, which can take them to in-depth content or coverage as well as related information. "We want to provide news alerts on issues we think people are acutely interested in," said Paul Loofburrow, Marketing Director at OPB. "Our app serves our audience with a variety of content from news to intelligent entertainment. We're not singularly a breaking news app, but if there's a public service announcement, we want to share that."

With push notifications, OPB has successfully driven users to listen to specific broadcasts, such as a political debate hosted by the local civic organization, City Club.



OPB's app uses push notifications to encourage users to listen to live broadcasts. It also sends push notifications about public service announcements.

RESULTS

 **483%**

Increase in users listening to a specific radio broadcast after sending a push notification.

“There is an undeniable impact that push notifications have on drawing in an audience. When we see a spike in streaming listeners, it’s a clear indication that the push notifications went over well with our audience.”

***Paul Loofburrow,
Marketing Director, OPB***

“Within just a few moments of sending the push notification, we saw a major spike in streaming listeners,” Loofburrow said. Because of the push notification, the OPB app saw a 483 percent increase in live-streaming during the gubernatorial debate. Push notifications also played a role in increasing overall website traffic.

An additional goal of OPB’s app is to encourage conversation among its users, television viewers and radio listeners through social media.

OPB worked with Urban Airship’s digital strategists to formulate its mobile strategy. Together, the teams devised a future roadmap to incorporate capabilities such as in-

app messaging and using deep links to send app users to specific content. The OPB team also plans to incorporate a new content management role dedicated to supporting the OPB app.

“Our main objective is to make news more accessible through the app and ensure we only send relevant content to our users,” Loofburrow said. “We have to put ourselves in the audience’s mindset to be successful. Urban Airship has supported us throughout the process – from how to approach our mobile strategy to the ease of using the service. It’s been really great.”