

# Media Public

A public intranet for public media

# Background

In 2015, Melody Kramer took a three-month sabbatical from her day job and went to Harvard, where she researched [different ways](#) that public media stations could be strengthened by working more closely with other stations and the public.

As part of her research, she interviewed dozens of people from inside of public media. They said things like:

"I want to share what I learn with other stations and the public but **I don't have a good place to do that.**"

"I would totally share stories from other stations, but **I can't find the best of what public media publishes** on a daily basis and **I don't have time to go to every other station website.**"

"We'd love to have the public help us build or code tools, but **we can't organize that through email.** It would be overwhelming."

People wanted to share information, tools, and stories with each other and the public — but didn't have the tools to collaborate and communicate with each other or the public. We're building a collaborative platform to make that collaborative vision happen. It's a “public intranet for public media” that we call Media Public.

# A communal place

Media Public will be a place where public media organizations can:

- Easily find who is working in public media

- Collaborate and share with each other and the public

- Easily showcase stories that transcend geographic borders

- Ask the public and other stations for help in specific, guided ways.

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Media Public will be a place where the public can:

- Help public media stations or shows with specific tasks

- Listen to stories that they might have not found otherwise

- Find out storytelling and engagement techniques from stations around the country

- Easily find out who is working in public media and how to contact them.

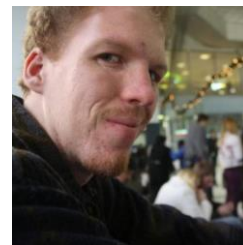
# The Team



Melody Kramer  
Product, Content



Gabe Isman  
Developer



Ryan Brown  
Developer



Nikki Lee  
Product Designer



Tim Duffy  
Developer



Isaac Moldofsky  
Developer

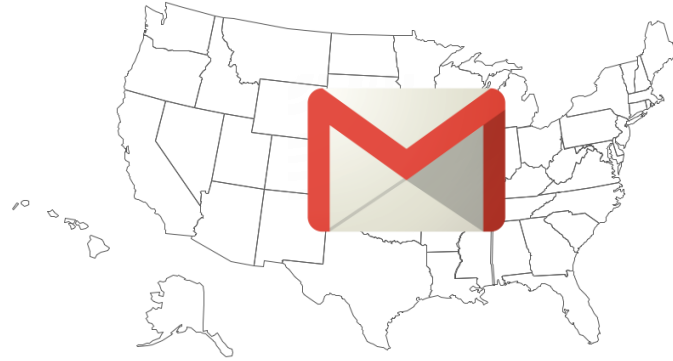
What's unique about our process

**OPEN SOURCE**



# What's unique about our process

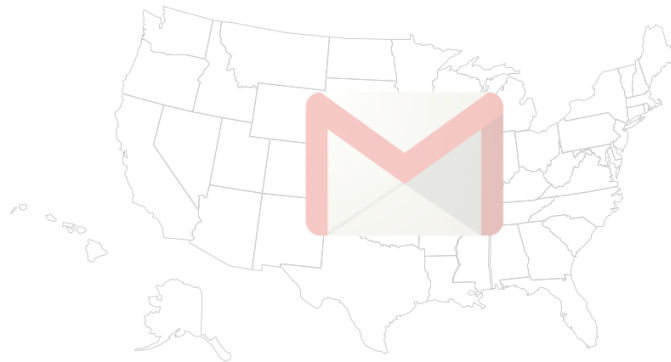
## OPEN SOURCE





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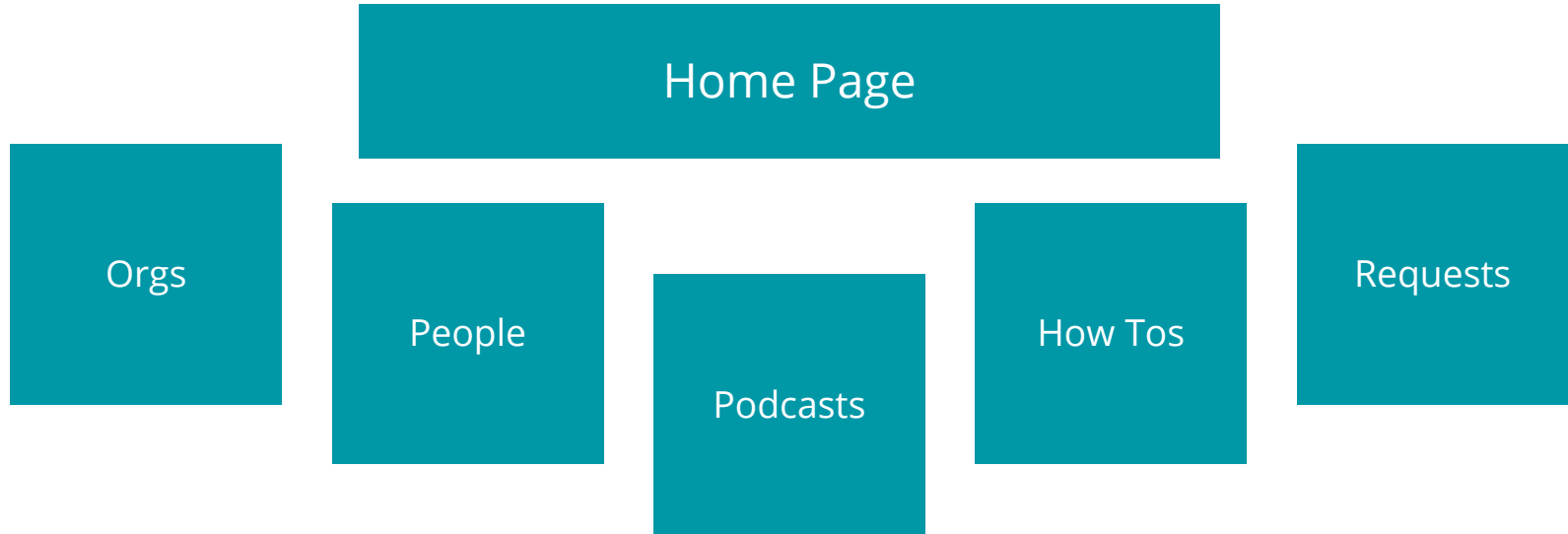
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# What we've been working on

1. A functional website!
2. Communication with stations and the public
3. [A newsletter](#) to keep people up to date
4. Hooks to bring the public in - and keep them intrigued

# Parts of the site



# Organizations Page



Breathe in your fears. Face them. To conquer fear, you must become fear. You must bask in the fear of other men. And men fear most what they cannot see. You have to become a terrible thought. A wrath. You have to become an idea! Feel terror cloud your senses. Feel its power to distort. To control. And know that this power can be yours. Embrace your worst fear. Become one with the darkness.

When a forest grows too wild, a purging fire is inevitable and natural. Tomorrow the world will watch in horror as its greatest city destroys itself. The movement back to harmony will be unstoppable this time.

123 Fake St.  
San Francisco, CA  
94110

<http://www.kqed.org>  
(415) 559-0108

## Get Involved

We really  
need help  
doing this  
one thing

No, seriously,  
please help  
us

## Learn

We wrote an  
article about  
something  
useful

Learn how to  
do something  
cool

## People



## Recordings

Learn how to  
do something  
cool

A really baller  
podcast

## Help Requests

A way for stations to ask for  
volunteers and support.

## How Tos

A way for stations to share  
knowledge.

## People

All the people at the station and  
what they do.

## Recordings

Podcasts and other media that  
the station produces.

More than 15 public media stations have expressed interest in using the platform once it goes live. We've also talked to government agencies who are interested in adapting the platform for sharing information about their products with the public. We see the platform as useful for anyone working in the public sector - but started with the use case that we know best.

Thank you!

# Appendix



# Stretch goals ( that we didn't hit )

## 1. Bookmarklet

Lets any user quickly share new content from a station back to the MediaPublic website

## 2. Pulling in all Podcast recordings

Would be great if we could pull in all recordings to the site

## 3. Playlists

Have users be able to make playlists of those recordings, and then share them

## 4. Blog

We actually did hit this goal, but we're doing it with TinyLetter

## 5. More people!

The best part about Public Media is the people! We'd like to continue to reach out, and bring more people from inside and outside of Public Media into the fold.