

Quiddities – A Creative Web Solutions Agency
http://quiddities.com
contact: Amie Forest
831.466.0110

KUSP – Central Coast Public Radio
302 8th Ave Santa Cruz, CA
contact: Virginia Wright
831 476-2800
www.kusp.org

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PRESS RELEASE

Knight Foundation awards \$327,000.00 grant to Quiddities to develop open source website and content management tool for KUSP as a model for public radio stations nationwide.

Santa Cruz, CA--Quiddities and KUSP Public Radio announce a grant award from the John S. and James L. Knight Foundation for *RadioEngage*, a software application using Drupal which is an open source social publishing platform. Out of over 3,000 applications received, 64 projects made it to the final review and 17 projects were chosen as winners. The winners were announced on May 14, 2008, at the Editor & Publisher Interactive Media Conference in Las Vegas. Margaret Rosas, Quiddities CEO, accepted the award.

RadioEngage will provide a comprehensive public radio station website and content management tools. This software will facilitate the creation, management and output of all public radio station's web content. The tool will be developed by engineers at Quiddities for KUSP. Once the software is created, it will be shared with other public radio stations. The software will be developed with input from a community of KUSP staff, volunteers and advisors from the wider public radio community.

There is a major transformation in the way people use media. Traditional media are struggling with this change, but public radio seems to be weathering the storm. While newspaper readership and commercial radio listening has been in decline, the audiences for public radio are stable, and in some areas growing.

The reason, many believe, is based on a couple of general principles: public radio is a trusted source of news and information, and radio is a natural ally to online communications. Many public radio stations, including KUSP, already have an organizing principle similar to online communities. At these stations, community volunteers create content and the station distributes it. People trust public radio more than commercial news sources. Listeners are accustomed to turning to public radio web sites to learn more about stories they've heard. When Quiddities recognized the need to improve local online news and information, they turned to KUSP.

It is the shared purpose of Quiddities and KUSP that these new web tools promote local discourse, expand participation in the arts, and increase civic participation in local and regional communities.

The software will allow for deeper community participation and engagement by allowing more communication between the contributors, producers and listeners of news, information and music. As an open source platform, it will allow future development to be created collectively by public radio stations nationwide.

This partnership will contribute to the growing collaborative spirit of public radio technology development and will help these stations serve the public with local, independent news, information and culture.

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