KPBS: Social Media Revealed

Video Transcript

The boost in web hits for KPBS was sparked by a rather unexpected event.

In October of 2007, San Diego was engulfed in flames and the community was looking for updated information for their safety and well being.

“It was really, really big and we had started posted news stories about it and we found our website was having trouble keeping up with the traffic because people were coming to us with much higher numbers than an average day and it essentially crippled the website,” Nathan Gibbs, KPBS Web Producer.

Through KPBS’ frequent updates to Facebook, Twitter, and Google Maps, people were able to get the latest information on the fires. And because of their quick rise, people were starting to take notice.

“So we have a significant number of more followers than any other media outlet,” Nathan Gibbs.

Since 2007, KPBS has been working hard to keep up with the shifting media trends. Including social media outlets.

“We got them and we update them and we try and stay updated with our newest content and we also try and interact with people as much as possible,” Wendy Fry, KPBS Web Producer.

KPBS has accounts with Facebook, Twitter, YouTube and the newly launched Google Buzz.

But what will be the new outlet for people to get their media updates?

“People moving towards getting their content on their mobile phones, on their smart phones, we are going to see more and more of that. And I think that is a relief to a lot of radio reporters because you wouldn’t expect somebody to sit on their computer and listen to a four or five minute radio feature at their desktop, but moving on their phone it’s a handheld device that moves with you, I think you can start to expect, to see a lot more radio consumption going on through the mobile devices,” Wendy Fry.

Over the years, KPBS has managed to accumulate over 50,000 members and even more viewers and listeners. How do they do this and what sets them apart from their other news competitors?

“I think KPBS’ mission is to be able to take a step back and report on the analysis and to be able to take a step back from the breaking news story and put it in the context of greater news events that are the history of San Diego, whereas at other news stations it’s the latest minute-to-minute broadcast, the last thing that happened is the only thing that gets reported,” Wendy Fry.
“KPBS is a nonprofit and we’re a member based organization. One thing they say is if you want the paper you have to pay for it and if you want to get KPBS, you don’t. We just put it out there, we just give it to you. And because you appreciate and value it, you are willing to contribute to it,” Nathan Gibbs.

With the location of KPBS being on SDSU’s campus, the majority of its audience should be students, right?

“I just feel like some of the programs could appeal more to the younger audience and I feel like some of them don’t,” Alex Rowell, 20, SDSU Student.

Some suggestions for drawing in younger viewers include...

“I definitely think they could make different shows to appeal to younger audiences. But I think its also bringing awareness because they do have really interesting shows, most people just don’t take the time to look into it,” Telia Ceravolo, 18, SDSU Student.

“Probably more advertising I would say. I know about it because my parents always watched it. But other than that, there isn’t a lot of info about it,” Erik Evins, 30, SDSU Student.

“I think definitely for the people who aren’t intentionally plugged in, posters and advertisements on campus that you can see while you’re walking through it, those help. Or big events if you host them here on campus,” Rachel Bielik, 19, SDSU Student.

KPBS does a great job of maintaining a variety of different news content and shows; however, with a few minor changes, their audience can grow even more.