

Public Radios' Music Video Platform Secures Panel at SXSW 2015

MTV for 2015: A New Music Video Channel by Public Radio

Boulder, CO [October 23, 2014] -- An historic partnership between leading public radio Music Discovery stations is launching at SXSW in March of 2015. The partnership code-named "Music X" until a brand name is announced, will be the focus of a [panel at SXSW](#) to unveil and discuss the new video streaming service.

Music X is a new consumer-facing music video channel that expands exposure of local, emerging and national acts. The new video streaming platform, led by founding stations KCRW/LA, WXPB/Philly, WFUV/NYC, KTBG/KC and KUTX/Austin along with other non-commercial music stations to be announced soon, will feature unique live performance videos shot at the stations and on location.

SXSW has announced a star-studded [Music X panel](#) including recording artist Michael Franti, artist manager Matt Pollack of Monotone Management, WFUV-FM New York program director Rita Houston, and Paragon CEO and Music X Senior Creative Director Mike Henry, who is moderating. The panelists will discuss what the next generation of networked video distribution means for the future of live performance music videos, to fans and the entire public radio system. The panel date and time will be released by SXSW.

"There is no better venue in the world to unveil a new highly curated music video platform than SXSW in our hometown," said Stewart Vanderwilt, director and general manager of KUTX 98.9 in Austin. "Music X will give us the platform to showcase handpicked local artists to a much larger audience at the national level."

"Music X will bring public radio music videos into the phones, tablets, computers, cars, TVs and living rooms of fans worldwide, and by extension will introduce public radio music stations to new listeners," said Henry.

About Music X:

Music X is a consortium of public media organizations from across the country that film local, emerging and established artists playing live sets of music in studio and on location. A large volume of high quality and diverse music video assets will be aggregated and curated into a compelling national service with a mobile app and website, and also locally customized on each participating station's web and mobile platforms. Music X will become a premiere digital destination for audiences seeking music discovery, further cementing the participating stations' brands as tastemakers and supporters of new and existing artists. www.themusicxproject.com

The founding stations are WFUV in New York City, KCRW in Los Angeles, WXPB in Philadelphia, KUTX in Austin, and KTBG along with co-owned KCPT-TV in Kansas City. The collective is open to any public music station through funding by the Corporation for Public Broadcasting. More stations will be announced soon.

About KCRW

Los Angeles-based public radio station KCRW is one of the most respected and progressive radio stations in the world, featuring an eclectic mix of music, news, talk and arts programming. With deejays that are counted among the industry's trendsetters and tastemakers, the station is an internationally-renowned source for breaking music and high-quality live band performances, all of which are available in the archives at www.KCRW.com.

About KTBG

Kansas City Public Television is a nonprofit, community-owned public media company that operates a television station (KCPT) and triple-A format radio station (KTBG The Bridge) for the greater Kansas City area. They provide programming, services and music – on air and off – that encourage curiosity and discovery and seek to serve the greater region to become a more engaged and informed community. For more information about KCPT's programs and services, please go to KCPT.org. For more information about KTBG The Bridge's programs and services, please go to www.bridge909.org.

About KUTX

Launched on Jan. 2, 2013, KUTX 98.9, The Austin Music Experience, is the non-commercial, member-supported music service of KUT Public Radio and The University of Texas at Austin. KUTX features fresh, cutting-edge music, alongside iconic songs and established artists who continue to inspire. Programming includes live, one-of-a-kind performances in Studio 1A; the Austin Music Minute, the KUTX Song of the Day, and the Austin Music Map featuring some of the unlikely places where music is being made in Austin. More at www.kutx.org, @KUTX on Twitter and Instagram, and on Flickr.

About WXPB

WXPB, the nationally-recognized leader in Triple A radio and the premier guide for discovering new and significant artists in rock, blues, roots and folk, is the noncommercial, member supported radio service of the University of Pennsylvania. www.xpb.org

About WFUV

New York's source for music discovery, WFUV is a noncommercial, member-supported public media service of Fordham University. A national leader in introducing new music, WFUV's wide-ranging, Triple- A programming includes the work of icons and emerging artists. Its archives of FUV Live performances and interviews, including audio and video, are available at www.wfuv.org.

About CPB

The [Corporation for Public Broadcasting](http://www.cpb.org) (CPB), a private, nonprofit corporation created by Congress in 1967, is the steward of the federal government's investment in public broadcasting. It helps support the operations of more than 1,400 locally-owned and -operated public television and radio stations nationwide, and is the largest single source of funding for research, technology, and program development for public radio, television and related online services.

About Public Media Company

[Public Media Company](#) is a national nonprofit that organizes strategic partnerships and delivers solutions that increase public media's impact in their communities. Over the past 12 years, Public Media Company has worked with more than 275 public media organizations in 46 states.

About Mike Henry and Paragon Media Strategies

Mike Henry is CEO of media consulting firm [Paragon](#) and a 2012 Peabody Award winner. Henry has over 30 years experience working in and for public radio stations. His public radio consulting has included the creation of the “NPR News” brand and most Indie Rock and Triple A stations, including WFUV/New York, WXPB/Philadelphia, KKXT/Dallas, KUTX/Austin, RadioMilwaukee and KCMP/Minneapolis. Paragon provides consulting and research to broadcast and digital media.

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