

What we have for WFYI:

- We would like to work on both projects
 - First the Eva doc project (we have a demo), then the website audit
 - We think we can do it because we are a group of 5 and if we put all our resources into both we can definitely get stuff done
 - But we want to do what you want us to do
 - Ask about their priority

Questions for WFYI:

- What do you want us to do
 - What do *you* think we should do
- Do you think that we could make substantial progress with both projects
- What would you like to see from the Eva map
 - Primary features
 - Expanded features
- What specific things are you thinking of looking at for the site audit
 - What specific things should we make sure to note while going through the site

1. **Discuss which of the 2 projects we want to focus on**
2. **Show demo of Eva project functionality and what we have done so far**
3. **Specifics of projects**
 - a. **Primary functionalities**
 - b. **Secondary importance**
 - c. **Timeline**
4. **Discussing future meetings and communications (future meeting?)**

Notes:

Eva project - priority

- **Pictures (past events), event descriptions**
- **Tracking number of people at screenings on website**
- **Privately managed/edited**
- **Adding private screenings**
- **Linking markers to table**
- **Color changing for past vs. future screenings**
- **Markers: Date, image, location – Venue name, time link to website/facebook page/their content/flyer, city/town state**
- **Type of event – Screening vs film festival vs. educational component**
- **Standardize a template**
- **Referencing Big Sonia template**
- **Event type – drop down menu?**
- **Form screening application could also include number of attendees**

- Past event – if they clicked the event, people could add their own photos and/or reviews/comments to the site
- Built and functional before the national screening (April 2nd)

Site Audit

- Getting rid of redundancies
- Form an outline
- “clunky” strange, or out of place items
- What things rise to the top for new viewers
- Focus on new viewership – fulfilling their needs
- Narrative experience on the website
- Opinions and experiences on the site
- Possible outline of new architecture
 - Combine or remove pages
- Questioning things on the website
 - “this isn’t something that we would be looking for here”
- What might be the most engaging and interesting to people
 - How can they cater towards us – PBS, WFYI, or NPR
- What is this intention of the website – gaining viewership
- Catering towards college students, millennials, younger people
- Relation to social media maybe
- Current website demographics – similar to tv and radio audience
 - Higher education, higher income, philanthropic, media
 - Want information about community, social justice
- Not “blue collar construction guys”
- 65% are above high school graduates
- Where most people are spending time on their site – “Schedule” and “Listen Now”
- Focus on more high traffic parts of the site
- Example: the promotion of smaller bands on the site “small studio”
- General *user experience*
 - Easier to find the content that they are looking for
- Narrow the kinds of content that people want to see
 - News content is the focus currently on the website
- Streamline searching process
 - Making things generally less confusing for viewers