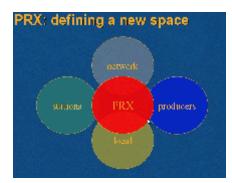# Creating a New Business Model:
the Public Radio Exchange

by
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E ven though they are non-profit organizations, public radio stations engage in the same functions of commercial business, including planning, production, marketing, and distribution. The **Public Radio Exchange (PRX)**, will enable creative producers to survive, and even prosper, in today's financially challenging world of public radio production.

Its creators describe the PRX is "an Internet-based tool for peer review, acquisition brokering, and digital distribution of audio content." Through a web portal, programmers can audition and select high-quality, peer-reviewed content. More than simply a preview service, the Public Radio Exchange enables producers to upload, store, search, audition, rate, review, and download audio pieces, as well as manage and monitor transactions, rights, usage statistics, and payments through individual and group accounts.

Typically, public radio station staff do not have the time and resources necessary to search out stimulating content beyond national feeds or create timely programming targeted to local interests. The PRX has the potential to diversify and expand the range of content available to stations and their listeners, and to provide an expansive new free market for independent radio producers.

The PRX is a medium whereby public radio programming can easily be expanded to include specialized content. The project also has implications for related broadcasting markets, including commercial radio, Internet-radio, XM broadcasting, and local cable-TV channels. The TOP project targets 635 public and community radio stations that operate 1,069 broadcast stations nationwide, along with hundreds of independent producers The PRX is a collaboration of the Station Resource Group, a consortium of leading public radio stations based in Maryland; and Atlantic Public Media, a multi-media group developing creative approaches to program production, training, and distribution.