



STATION RESOURCE GROUP

2017 Annual Planning Retreat

Point Lookout Resort Northport, ME August 7 – 9

Agenda

Casual dress throughout. All sessions at “The Summit.” Monday dinner, Tuesday breakfast and lunch, and Wednesday breakfast are group events. Tuesday dinner is on your own.

Monday, August 7

4:00 **Welcome**

Public media’s digital infrastructure

Achieving our public service goals in a digital environment requires a fresh look at our systems, tools, and priorities for shared investments and structures. CPB is leading an assessment of our digital infrastructure and recommendations for collective action are coming soon.

The audience opportunities before us

Envisioning wider use, deeper value, and relevance to expanding circles in our communities. Where do we aim, how do we get there, and how large are our expectations?

6:00 **Break**

6:30 **Reception and dinner**

Evening events are in the same building as the meeting sessions.
Guests who are accompanying you to Point Lookout are invited to join.

Tuesday, August 8

8:00 **Breakfast**

9:00 **Digital aspirations . . . and challenges**

Our digital aspirations and the strategies to achieve them are ever-evolving works-in-progress. We will open a morning devoted to digital topics with some reflections on how stations are defining where they want to go and the obstacles to getting there.

Audience Intelligence and metrics that matter

Two station-based initiatives are underway to better understand our digital audiences. The Audience Intelligence project is exploring advanced analytics that follow individual behavior. An ad hoc metrics group that grew out of our Opportunities in Journalism meeting is sorting through the avalanche of reported measures to identify the performance indicators most critical to our success. Both efforts touch on the balance between centralized work and distributed capacity.

Building a digital network

NPR has [ambitious plans](#) for developing a digital network with its member stations. Along the way there are some tough spots to work through – localization of NPR One and npr.org, capturing individual giving on shared digital platforms and products, opportunities for local sponsorship messages on NPR One, to name a few. This discussion will review recent work and look to how NPR and its members can make progress on the issues.

12:00 **Lunch**

1:00 **Advancing public media journalism’s “neural network”**

Laura Walker popularized the phrase, CPB has funded two dozen multi-station collaborations, and Mike Oreskes will soon announce the first “hub” in a plan “to tie local stations to each other and to NPR in a new way.” At last year’s retreat we asked what we should do next to take full advantage of our increased reporting and production capacity and what is our shared sense of direction about the architecture of public media journalism? We’ll return to those key questions, informed by the past year of remarkable growth for our national and local news.

A significant voice in our community

As we continue to build our newsrooms, a growing number of public radio stations are stepping into what NPR’s Mike Oreskes calls the “second newspaper” role, or what the Wyncote Foundation’s David Haas calls “the ability to impact the civic agenda.” How are we talking about these roles inside our stations and with others? Are there cautions along with the opportunities? What comes next?

Music rights

More stations, across all our formats, are doing – or want to do – more things that require clearing music rights not covered under the blanket agreements negotiated and paid for by CPB. Meanwhile, the rights holders – composers, publishers, labels, artists – are more and more aggressive in asserting their interests and opportunities to monetize

their work. SRG has worked throughout the past year on music rights for Triple-A stations and will soon expand that effort to classical.

Reflections at the end of the day

5:00 **Adjourn**

Dinner is on your own this evening.

Wednesday, August 9

8:00 **Breakfast**

9:00 **The news magazine conversation with NPR**

NPR is opening a new programming conversation, starting with “fly-in” meetings with a mix of CEOs and content leaders from about 30 stations that play a significant role in NPR’s national audience. The topics range from clocks to promotion to local/national balance to style.

The public service vision

Push out the horizon of change; assert the core of our services; articulate principles to guide the work ahead.

Priorities, commitments, and schedules

SRG’s work, moving forward.

Closing comments

11:30 **Adjourn**