

Public Service Vision

Public Media in a Changing America

August 2017



STATION RESOURCE GROUP

SRG's Mission

. . . that America's strongest public radio stations better serve the public and thrive during a period of radical change



About that radical change

- Vast social shifts
 - Demography | Economy | Culture | Education
 - Globalization | Urbanization | Politics
- Disruption of public institutions
- Digital ubiquity



We change, too

- Steadily increasing “feet on the street”
 - 5 anchor stations with 60+ journalists
 - 24 collaborative journalism centers
- Champions for local music, arts, and culture
- Conveners of community conversations
 - In-person | On-line
- Go-to source in times of crisis



And we grow

- 42 million listeners to public radio each week
- 30 million listeners to NPR programming
- 11 million listeners to classical music
- 10%+ of listening in 7 of top 50 markets
- 25 million streaming sessions per month
- 15 of the top 20 podcasts



This is us

- A cohort of high performing public media organizations
- Creating new dynamics with audiences
Multi-channel | On-demand | In-person
- Shaping a new frame of mission and service



Shared mission
Better lives

- More thoughtful, joyful, and useful
- More fulfilled in the pursuit of understanding, challenge, and personal growth
- Connect the dots in a complex world
- Beauty, refuge, inspiration . . . and laughter



Shared mission

Healthy communities

- Understand, serve, and care for the many dimensions of public life
- Encourage appreciation, participation, and support of music, art, and culture
- Nurture the sense of connection to others across barriers that often divide us



Shared mission

A vital democracy

- Free flow of ideas and debate
- Accountability for those who govern
- Information that helps people make good decisions
- Motivation for civic action



Strategic position

- Trusted content
 - Quality, depth, and authenticity
 - Integrity and fairness across all we do
- Local organizations
 - Connections, responsiveness and accountability
- Networks and collaborations
 - Power, leverage, and efficiency
- Trusted relationships with users



Service imperative

Essential journalism and dialogue

- Be the most-trusted, most-used daily journalism in America
- Address large and important issues
- Work in partnerships within and across communities
- Employ innovative and compelling approaches to gather and present information



Service imperative

Music celebration and discovery

- Curate and present music that draws from the best of earlier generations and current work
- Satisfy and inspire current music audiences and engage with an ever wider circle
- Support those who create the work we present and strengthen the music and arts ecology of our communities and the nation



Service imperative

Inclusion and diversity

Connect with a larger audience of active, curious users, reflecting a diverse and changing America – multiple generations, growing communities of color, important distinctions of geography, and diverse political and cultural views



Portfolio of channels

- Multiple channels for more service and greater diversity
- Multi-platform relationships to meet audience expectations and lifestyles
- Curated and on-demand experiences across our content
- Universal free access to core services



Sustainability and growth

Financially robust enterprises, independent of undue influence, and sufficiently resourced to pursue an ambitious agenda

- Primary support from individual gifts
- Continuing federal and state support
- Continuing sponsorship from businesses and nonprofit organizations
- Alignment public media entities for scale and efficiency



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