

# Strong Boards

## Briefing Book and Reference Guide

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*We have assembled some especially good and thought-provoking books, articles, and sources of general information about public broadcasting and nonprofit stewardship for public radio board members.*

### Governance & Stewardship

*Governance as Leadership: Reframing the Work of Nonprofit Boards*, by Richard P. Chait, William P. Ryan, and Barbara E. Taylor.

The book redefines nonprofit governance and provides a powerful framework for a new covenant between trustees and executives: more *macrogovernance* in exchange for less *micromanagement*.

<http://www.amazon.com/Governance-Leadership-Reframing-Nonprofit-Boards/dp/0471684201>

<http://www.boardsource.org/Bookstore.asp?Item=161&gclid=CN3ir7Ku344CFSj0lgodrV0UOA>

*The Source: Twelve Principles of Governance That Power Exceptional Boards.*

Exceptional boards add significant value to their organizations, making discernible differences in their advance on mission. This book defines as a creative and collaborative process that supports chief executives, engages board members, and furthers the causes they all serve.

<http://www.boardsource.org/Bookstore.asp?Type=bestsellers&Item=171>

*The Stages of Giving*, by Kenneth N. Dayton

"Stages of Giving" tells the story of a lifetime of giving in the words of the late Ken Dayton. He and his wife, Judy, started out in 1945 giving \$1,250 - their gifts eventually totaled more than \$100 million. In this publication, Dayton shared his nine-stage giving process to help others learn how to move from what he called a minimal response to a creative and thoughtful maximum giving strategy. To view a summary of Dayton's 9 stages of giving or order this book, go to:

<http://www.minnesotagiving.org/howmuch.htm#Individual>

*BoardSource*, formerly the National Center for Nonprofit Boards, has the most concise, clear and comprehensive web site on non-profit governance. Although there is some push to buy their materials and become a member, the web site provides detailed information (under Board Info) on the role and responsibilities of board members and their organizations.

<http://www.boardsource.org/>

*Public Radio 2010: Challenge and Opportunity in a Time of Radical Change,*  
Tom Thomas & Theresa Clifford

<http://www.srg.org/chart/05-07%20Public%20Radio%202010.pdf>

## Public Broadcasting Organizations & Industry Sources

*Current Newspaper* keeps its readers up on the most recent developments in the field. Current also has the best and most easily accessed general public broadcasting documents site, *Current Public Broadcasting PolicyBase Service*.

<http://www.current.org/>

<http://www.current.org/pbpb/>

The Corporation for Broadcasting, an Overview

<http://www.cpb.org/aboutcpb/>

Public Broadcasting Act of 1967 (as amended) and President Johnson's Remarks on Creation of the Public Broadcasting Act

<http://www.cpb.org/aboutpb/>

### Programming and Distribution Networks

American Public Media (APM)

<http://americanpublicmedia.publicradio.org/>

National Public Radio (NPR)

<http://www.npr.org/>

Public Radio Exchange (PRX)

<http://www.prx.org/>

Public Radio International (PRI)

<http://www.pri.org/>

### Membership and Support Organizations

The Development Exchange (DEI)

<http://www.deiworksite.org/>

Integrated Media Association (IMA)

<http://www.integratedmedia.org/home.cfm>

National Federation of Community Broadcasters (NFCB)

<http://www.nfcb.org/index.jsp>

Public Radio Capitol (PRC)  
<http://www.pubcap.org/>

Public Radio Program Directors Association (PRPD)  
<http://www.prpd.org/>

Station Resource Group (SRG)  
<http://www.srg.org/>

University:Station Alliance (U:SA)  
<http://www.us-alliance.org/>

*Audience, Programming, and Fundraising Research Companies and Organizations*

Arbitron  
<http://www.arbitron.com>

Audience Research Analysis (ARA)  
<http://www.ARAnet.com>

Edison Media Research  
<http://www.edisonresearch.com>

Jacobs Media  
[pauljacobs@jacobsmedia.com](mailto:pauljacobs@jacobsmedia.com)

John Sutton & Associates  
<http://www.radiosutton.com/>

Lewis Kennedy Associates  
<http://www.lewiskennedy.com/>

Market Trends Research  
<http://www.MarketTrendsResearch.com/pubradio>

Paragon Research  
<http://www.paragonmediastrategies.com/theblog/>

Radio Research Consortium (RRC)  
<http://www.rrconline.org/>

Walrus Research  
<http://www.walrusresearch.com/>

## Additional Reading

### Programming & Audience

*PRPD Core Values Project*, Public Radio Program Directors (requires member log-in)

<http://www.prpd.org/members/pubs/seccorevaluesprojrpt.htm>

AUDIENCE 98: Public Service, Public Support, *David Giovannoni, Leslie Peters, and Jay Youngclaus; with Michael Arnold, Ellen Burch, Jay Clayton, Peter Dominowski, David Freedman, Kim Grehn, Jeff Hansen, Don Hein, Ingrid Lakey, Steve Martin, Carol Pierson, Israel Smith, Vicki Staudte, Frank Tavares. Washington, DC: Corporation for Public Broadcasting, 1999.*

<http://www.aranet.com/>

Ethics in Journalism

<http://spj.org/ethicscode.asp>

Code of Ethics

<http://www.prndi.org/join/ethics.php>

### Financial Support & Fundraising

SRG Public Radio Profile: Listener Support, Underwriting and Grants: Revenue, Costs, and Net Return to Operations for Public Radio, Station Resource Group

<http://www.srg.org/funding/04RevenueUpdate.pdf>

Individual Giving to Public Radio Stations, Station Resource Group

<http://www.srg.org/fundrais.html>

2006 Top Performance in Membership, Development Exchange

[http://deimembers.nonprofitoffice.com/index.asp?Type=B\\_LIST&SEC={3AB6A3E2-E5D7-4EFC-A111-E89231137647}](http://deimembers.nonprofitoffice.com/index.asp?Type=B_LIST&SEC={3AB6A3E2-E5D7-4EFC-A111-E89231137647}) (requires member log-in)