



2022 Annual Planning Retreat, Denver CO

The Halcyon Hotel at Cherry Creek | 245 Columbine Street | Denver, CO 80296

Sunday 31 July

2:00 – 4:00 PM

SRG Board Meeting

SRG Check-in

5:00 – 6:00 PM

Opening Reception

*Welcoming Remarks from Dave Kansas, SRG Board Chair,
Amanda Mountain, CEO, Rocky Mountain Public Media
Stewart Vanderwilt, CEO, Colorado Public Radio*

6:00 – 7:00 PM

Dinner

7:00 – 8:15 PM

Opening Thoughts and Themes

Bill Davis, SRG Principal, and Attendees

Monday 1 August

7:30 – 8:30 AM

Breakfast

8:30 – 9:45 AM

Governance Matters

Governance can be an advantage for public media when compared to commercial media and nonprofit start-ups. Leaders who have made the transition from the board room to the C Suite, and from the University's administration to the GM's office, will lead a conversation about how we can strengthen our governance—and, by consequence, our public service.

Moderator: Kevin Martin, Ideastream

Featuring: Herb Scannell, Southern California Public Radio; Jean Taylor, American Public Media; Matt Moog, Chicago Public Media; Cynthia King Vance, WNYC; Sarah Morris, KCUR

9:45 – 10:00 AM

Break

10:00 – 11:15 AM

SRG Amplifies—Organizational Culture & Change

Public media organizations are going through profound cultural changes as they seek to realize their public service missions more fully by extending their programming and services to communities that have heretofore been excluded, overlooked, and marginalized. Four Black women—two of whom are not CEOs

or GMs—will lead a discussion about how we can make our institutions more reflective of, and more responsive to, the communities we serve.

Moderator: Kyra McGrath

Featuring: Erika Pulley-Hayes, WAMU; Nikki Swarn, THE DROP; LaToya Linzey, Colorado Public Radio; Priska Neely, WBHM/Gulf States Newsroom

11:15 – 11:30 AM

Break

11:30 AM – 12:30 PM

The Engaged Newsroom

There's an old truism in American journalism: "News is what the editor sees on his or her way into the office in the morning." Four public media newsrooms—WBUR in Boston, WBEZ in Chicago, Minnesota Public Radio, and KPCC in Los Angeles—are engaged in an effort to overturn that adage, and to ensure that our coverage holds up a more accurate mirror to the communities we serve. Representatives of three of those four newsrooms will lead a discussion about how we can improve the quality of our journalism.

Moderator: Debbie Hiott

Featuring: Ashley Alvarado, Southern California Public Media; Duchesne Drew, Minnesota Public Radio; Victor Hernandez, WBUR

12:30 AM – 1:00 PM

Lunch

1:00 – 2:00 PM

The Map—AKA "Actionable Intelligence"

Public radio's response to America's crisis in local journalism is not well understood and often overlooked by many stakeholders, including our own major donors! SRG's partners, GBH and the Public Media Company, will share the latest information about our efforts to document and visualize how local public media organizations are growing their newsrooms, strengthening their local coverage, extending their coverage onto emerging digital platforms, and diversifying their audiences—all at a time when commercial newspapers and broadcasters are cutting back on their coverage, or going out of business altogether.

Moderator: Steve Bass

Featuring: Bob Kempf, GBH; Erin Moran and Steve Holmes, Public Media Company

2:00 – 2:15 PM

Break

2:15 – 3:15 PM

NPR Network Proposals

The NPR Network proposals have the potential to change the relationship between NPR and its member stations more profoundly than anything since the “Listener Hour Model” was adopted a quarter century ago. NPR COO, Will Lee, will lead a discussion of these proposals.

Moderator: Will Lee; Chief Operating Officer, National Public Radio

3:15 – 3:30 PM

Break

3:30 – 5:00 PM

NPR Networks Proposal Discussion

NPR Board Chair LaFontaine Oliver (WYPR) and NPR Board member Nico Leone (KERA) will lead a “station-only” discussion of these proposals.

5:00 – 6:00 PM

Drinks

6:00 - ?

Dinner On Your Own

Tuesday 2 August

7:30 – 9:30 AM

Breakfast Breakout Sessions

Music Stations: The ability of public radio’s music stations to improve the quality of civic and artistic life in their communities by serving as important cultural conveners has also been overlooked and underappreciated by many stakeholders, including ourselves. We will initiate the conversation on how SRG can help music-only and music-dominant stations work together to change this.

News Stations: The mid-term elections, the impact of overturning *Roe vs. Wade*, inflation at a 40-year high, local effects of the global climate crisis, the list goes on—how can we work together and learn from each other to ensure that our communities are informed and engaged?

Publication Stations: *Gothamist, Billy Penn, DCist, The Chicago Sun-Times, Denverite, Laist*—these are just some of the critically important, independently branded local news outlets that are published by public radio stations or joint licensees. Will this trend continue? And how can we work together to fulfill the promise of these publications?

8:30 – 9:30 AM

Breakfast Breakout Session

Stations with Collective Bargaining Units: As more and more public media organizations have collective bargaining units, how can we learn from each other to ensure positive relationships between management and those collective bargaining units?

9:30 – 9:45 AM

Break

- 9:45 – 10:45 AM **Public Media Futures**
Mark Fuerst, Feather Houstoun, and Caroline Ralstin Porter share their most recent research into how leading public media organizations have responded to the crisis in local journalism in communities across the country.
- Moderator: Bill Johnson*
- Featuring: Mark Fuerst and Carrie Porter, Public Media Futures; Feather Houstoun, Wyncote Foundation*
- 10:45 – 11:00 AM **Break**
- 11:00 AM – 12:00 PM **Major Giving, The Data**
Support from our current major donors—and the potential major philanthropists who are already in our donor databases and audiences—represents the most important source of capital to continue the transformation from stand-alone broadcast stations to multi-platform digital community institutions. Four station leaders will lead a conversation about how public media organizations can improve their mid-level and major giving efforts.
- Moderator: Margaret Hunt*
- Featuring: Erika Pulley-Hayes, WAMU; Kyra McGrath, WHYY; Stewart Vanderwilt, Colorado Public Radio; Rachel Hubbard, KOSU*
- 12:15 – 1:15 PM **Working Lunch—Major Giving Breakout Session**
We will share best practices from a range of stations, showing that a sustained, deliberate focus on major giving directly results in dramatically increased revenue. We hope that leaders will discover new ways to break through obstacles when they return home so they can reap similar successes.
- Moderators: Bill Davis & Margaret Hunt*
- 1:15 – 1:30 PM **Break**
- 1:30 – 3:00 PM **Wrap-Up Session**
- Moderator: Bill Davis*
- 3:00 PM **Adjourn**