



“public broadcasting needs to move quickly toward a broader vision of public service media, one that is more local, more inclusive, and more interactive.”

– The Knight Commission

October 2, 2009

**moving quickly toward
a broader vision**

PRIMA

New Orleans | February 2010



Mission-driven

INDIVIDUAL

A more satisfying,
thoughtful, and useful life

COMMUNITY

Know, serve, and care for
the health and culture of
communities

DEMOCRACY

The free flow of ideas,
accountability, citizenship

Strong strategic position

TRUST Trusted content of quality and depth

LOCAL Close connections to communities

NETWORK Leverage and scale of multiple networks

A larger success

USE

Half again as many people
in the average audience

REACH

Double the number of
people who use public
radio each week

DIVERSITY

Triple the listening by
people of color

Toward a new network age

- **Commit to diversity**
- **Most-trusted, most-used journalism**
- **A music service for the 21st century**
- **“The network” as platform for service**
- **Strengthen core competencies**
- **Market-by-market strategies**
- **Follow-up and accountability**

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Journalism

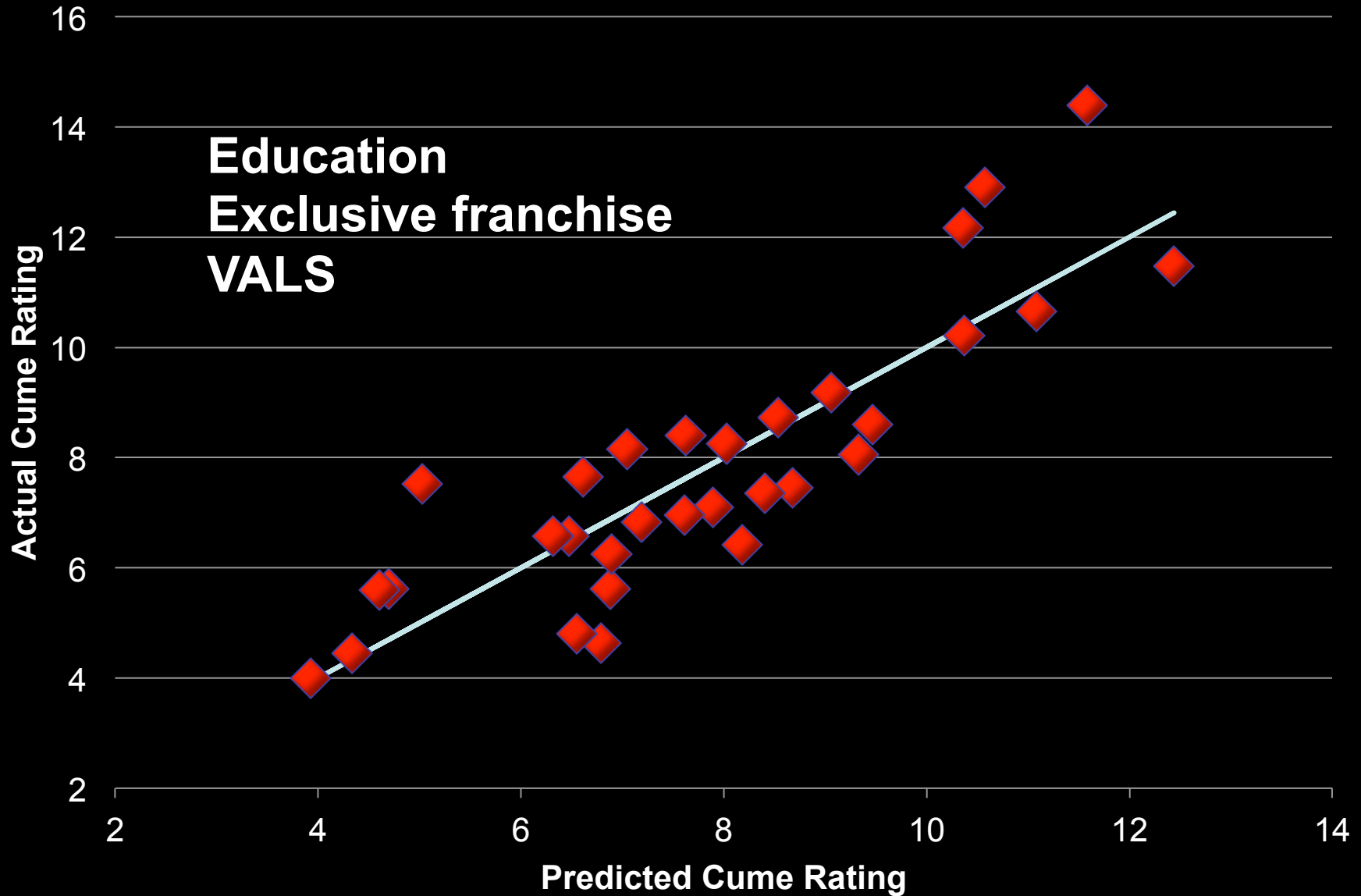
Make public
radio
America's
most trusted
and most
widely-used
source of news
and
information.

Local journalism

Create greater scale and capacity in local and regional reporting so we can realize the impact and significance to which we aspire

Predicted v. Actual – News Stations

Sp/FA 06 Sp/Fa07



Local journalism

- **More reporters – “feet on the street”**
- **Stronger production and editing on-air and online**
- **Reporting and content management skills for the networked space**
- **Collaborative reporting**
- **Community connection / engagement**
- **Integrated online presentation**