



Convening Content
Conversations

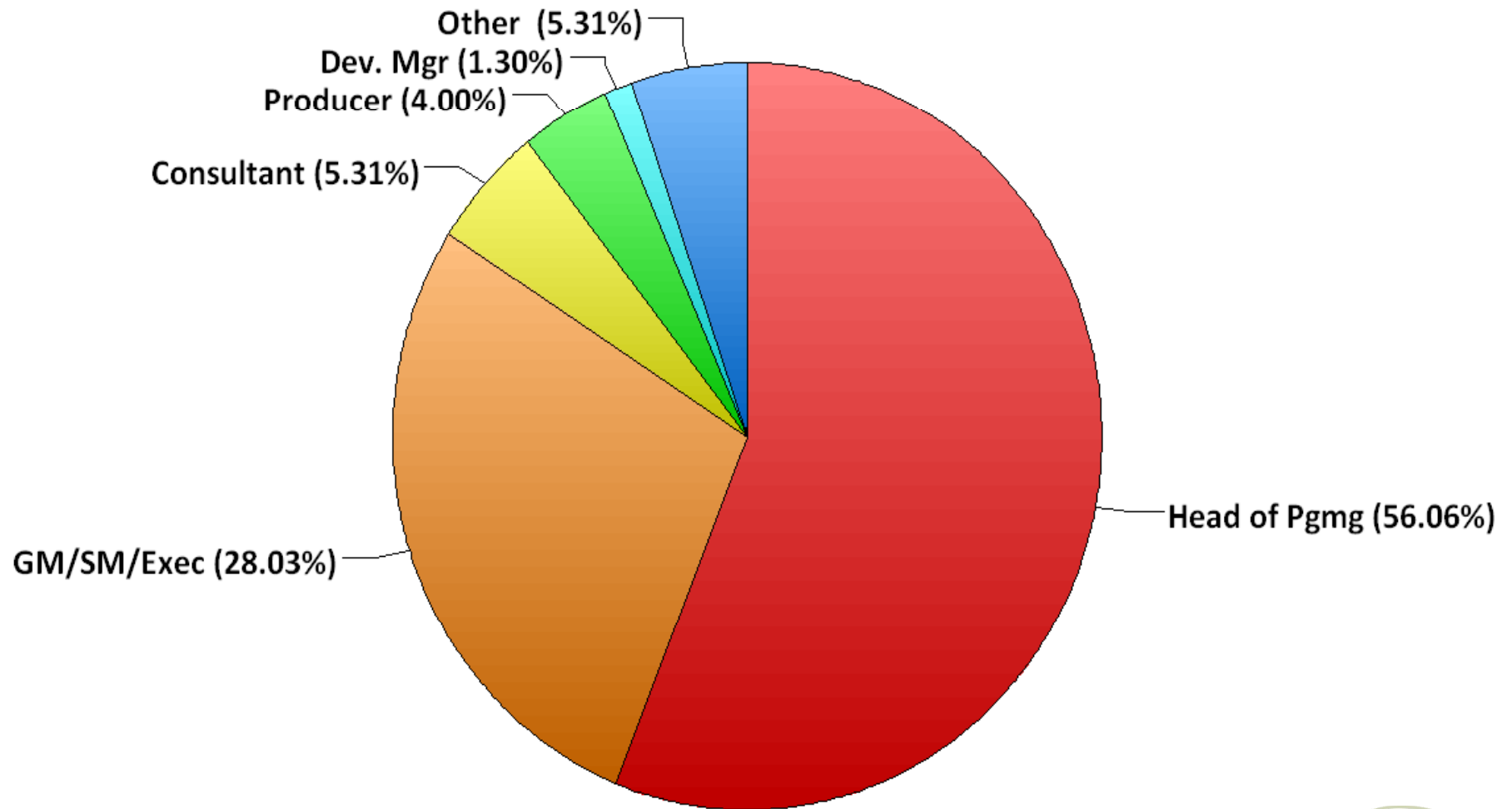
What is a Program Director?

Programmers

- Content Professionals
- Custodian of the connection between audience and content
 - Understand how the audience experiences content & “represent” them within station
 - Help shape content for maximum impact (use)
- Content In Context
 - Not *just* journalism, not *just* music - Curator
 - Relationship aspect - story telling
 - Delivery (managing talent)

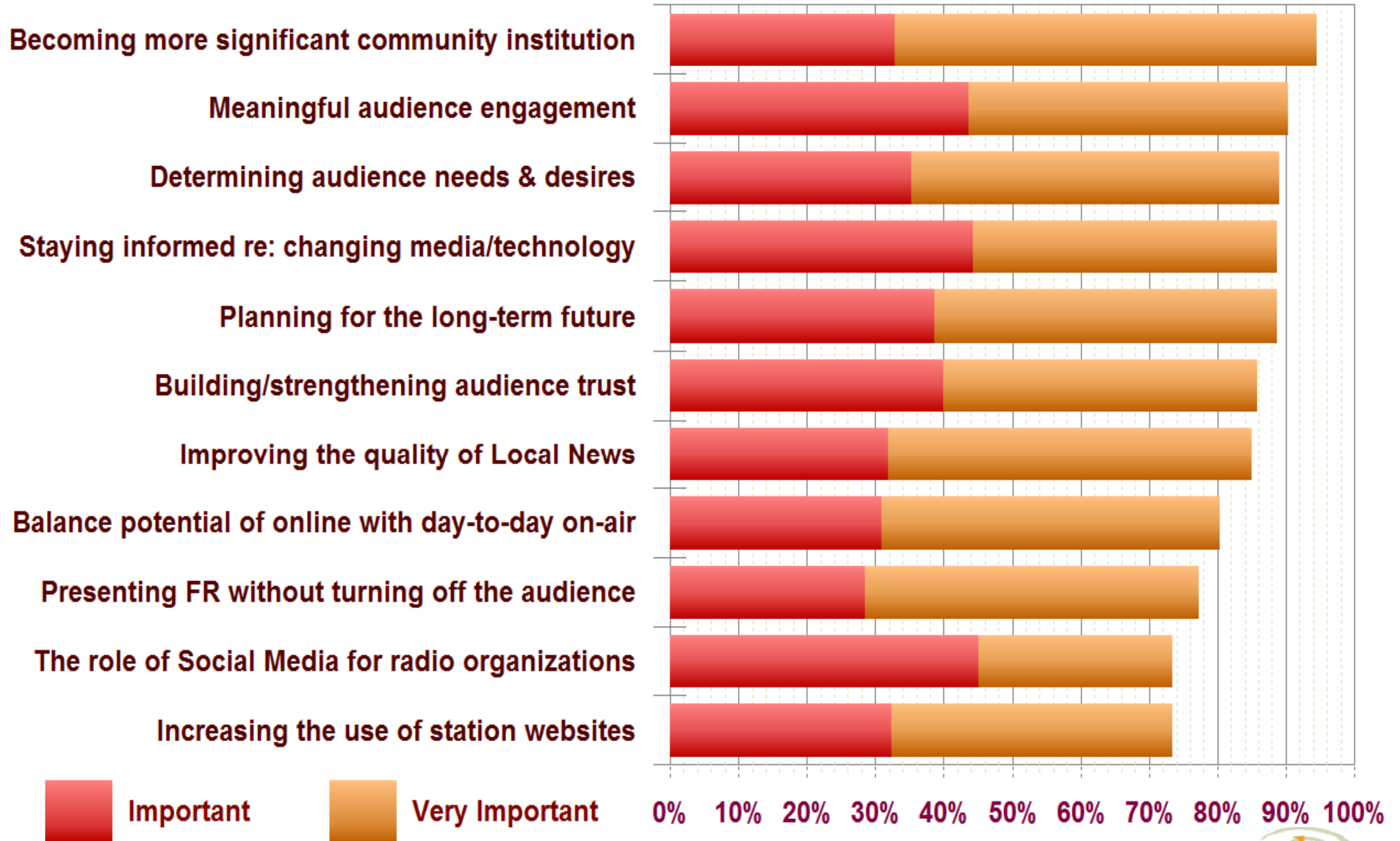
Position of Respondent

2010 Member Survey

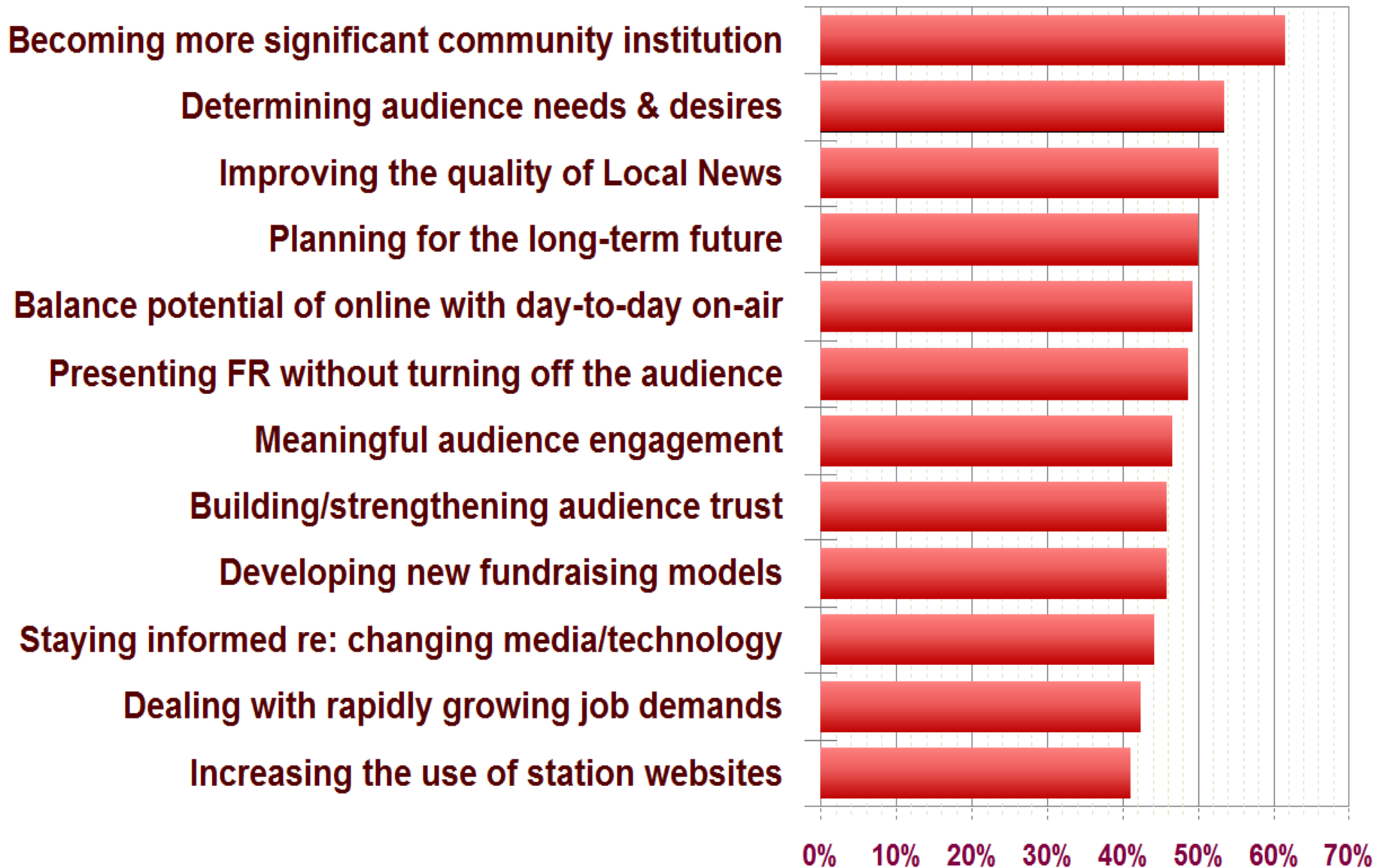


Issues Facing PRPD Members

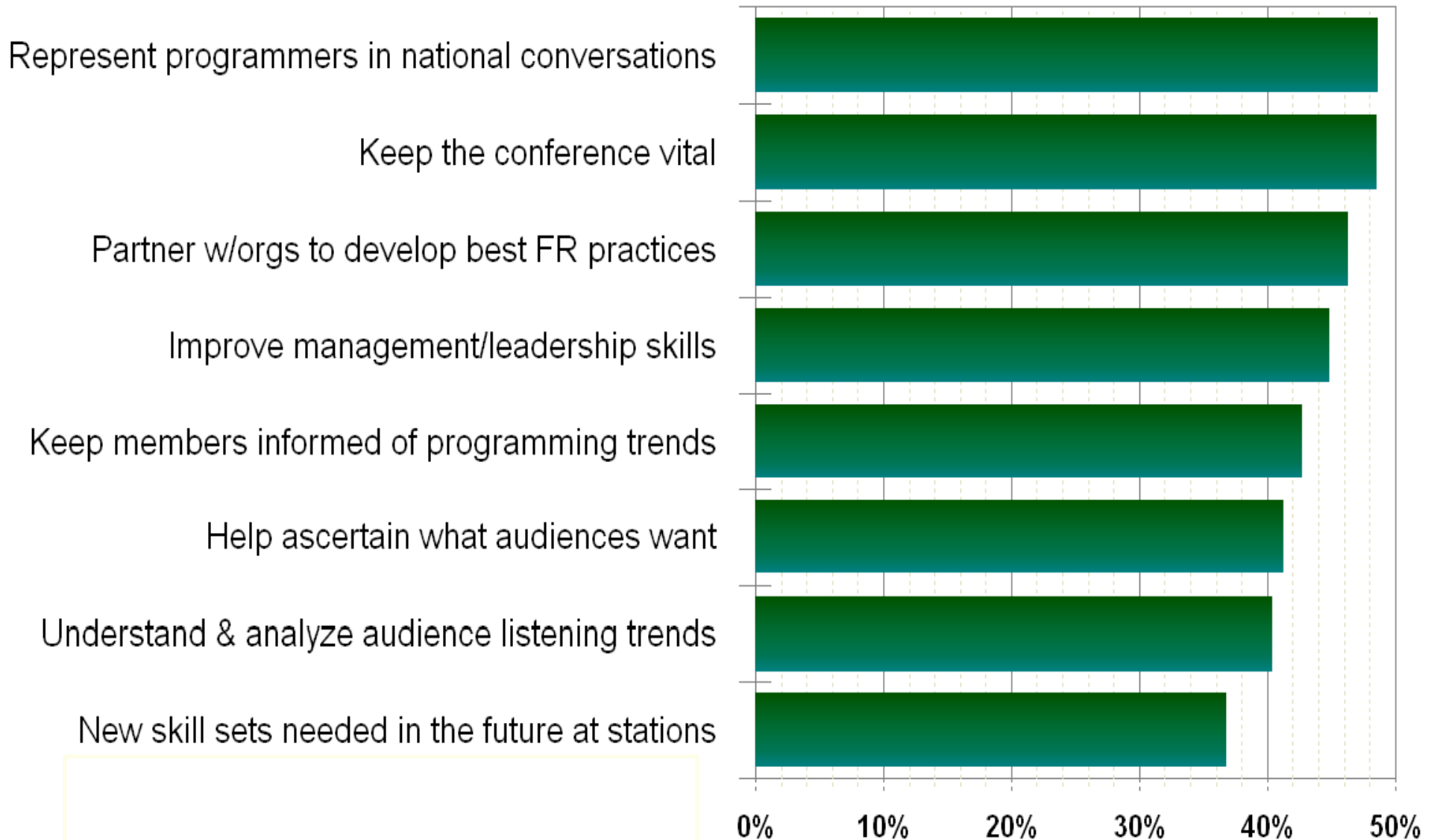
Top Important + Very Important



Issues Facing Members- VERY Important



PRPD Focus - VERY IMPORTANT



PRPD Services

VERY Important to 30% or more



PRPD in 2010

- More than *simply* a trade association for PD's
 - Expand the CONTENT CONVERSATION
- Convergence of online and on-air

2008 PRPD Strategic Plan:

“New Media” is no longer new. We must transition from a focus on the technology to a **focus on matching the content to the way people use each medium. To maintain our value proposition with audiences,** the job of the Program Director needs to extend to all content interactions.

PRPD in 2010

- More than *simply* a trade association for PD's
 - Expand the CONTENT CONVERSATION
- Convergence of online and on-air
 - Match the content to the way people use each medium.
 - Maintain our value proposition with audiences
- Content - the CENTER of community engagement
- Collaborative projects - opportunistic
 - including "mining" existing knowledge
 - Diminish duplicative efforts



Public Radio Programming Conference

Denver, September 23 - 26, 2010

JOIN THE CONTENT CONVERSATION