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

- Head of Pgmg (56.06%)
- GM/SM/Exec (28.03%)
- Consultant (5.31%)
- Dev. Mgr (1.30%)
- Producer (4.00%)
- Other (5.31%)
Issues Facing PRPD Members

Top Important + Very Important

- Becoming more significant community institution
- Meaningful audience engagement
- Determining audience needs & desires
- Staying informed re: changing media/technology
- Planning for the long-term future
- Building/strengthening audience trust
- Improving the quality of Local News
- Balance potential of online with day-to-day on-air
- Presenting FR without turning off the audience
- The role of Social Media for radio organizations
- Increasing the use of station websites

[Bar chart showing importance levels]
Issues Facing Members - VERY Important

Becoming more significant community institution
Determining audience needs & desires
Improving the quality of Local News
Planning for the long-term future
Balance potential of online with day-to-day on-air
Presenting FR without turning off the audience
Meaningful audience engagement
Building/strengthening audience trust
Developing new fundraising models
Staying informed re: changing media/technology
Dealing with rapidly growing job demands
Increasing the use of station websites
PRPD Focus - VERY IMPORTANT

- Represent programmers in national conversations
- Keep the conference vital
- Partner w/ orgs to develop best FR practices
- Improve management/leadership skills
- Keep members informed of programming trends
- Help ascertain what audiences want
- Understand & analyze audience listening trends
- New skill sets needed in the future at stations
PRPD Services

VERY Important to 30% or more

- Annual conference
- Webinars for Members
- Represent programming on national level
- Advocacy for stations w/national producers
- Convening stations around common issues
- Online PD Handbook
- Webinar Recordings Online
- Knowledge Base
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