

Convening Content Conversations

# What is a Program Director?



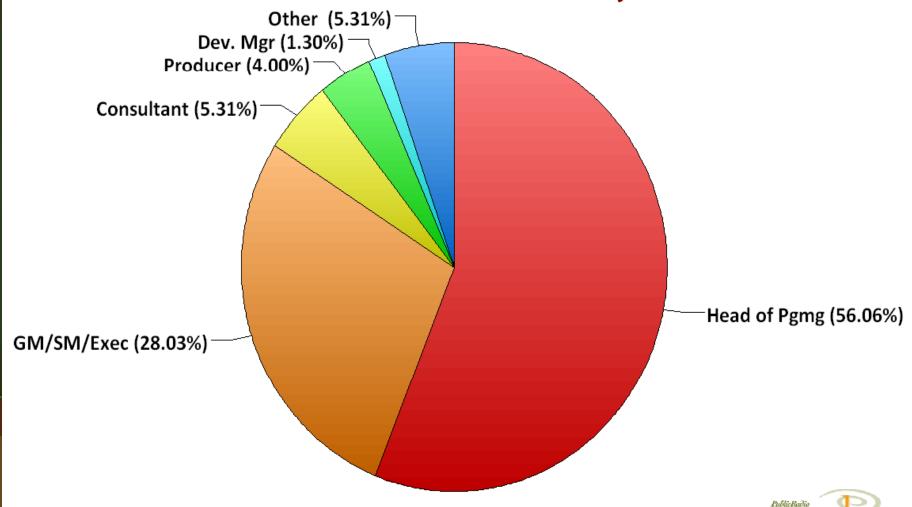
# Programmers

- 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)



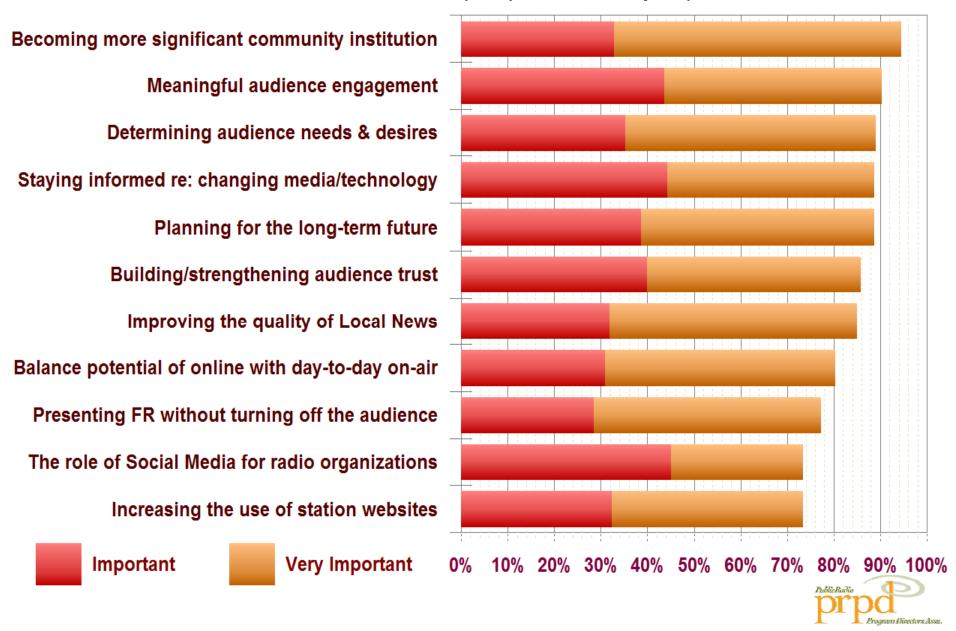
#### Position of Respondent

2010 Member Survey



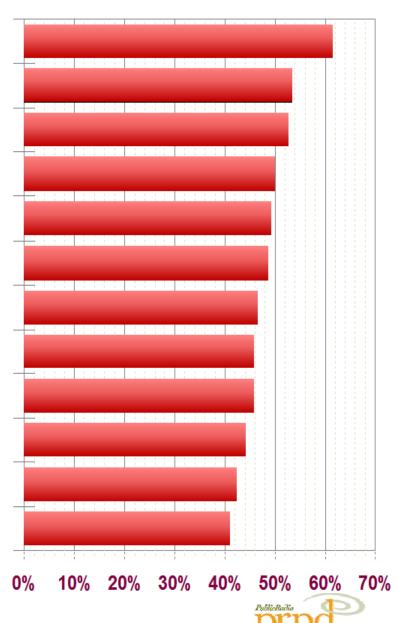
### **Issues Facing PRPD Members**

Top Important + Very Important



## **Issues Facing Members- VERY Important**

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

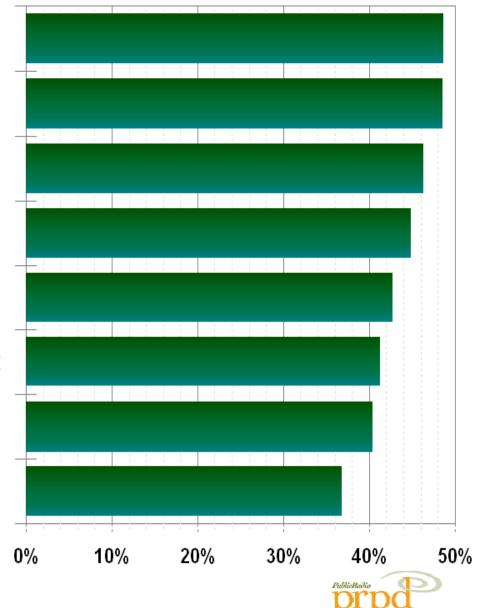
Improve management/leadership skills

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



## 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