



**STATION COLLABORATION PROGRAM  
AND OTHER CSG POLICY CHANGES  
SUPER-REGIONAL MEETING, NOVEMBER 13, 2013**

**Greg Schnirring**  
**Vice President, Radio**  
**and**

**Deborah Carr**  
**Director, CSG Radio Administration**

# STRATEGIC RESTRUCTURING

## Sharing

- Content sharing
- Joint planning
- One-off co-productions

- Admin consolidation
- Joint programming

## Merging

- New entity formed
- Joint venture

Less Integration

Greater Integration

# STATION COLLABORATION PROGRAM

- Goal: To provide an incentive and support strategic alignment of the public radio system to achieve more effective and efficient scale, and maximize station resources and assets to significantly increase public service.

# STATION COLLABORATION PROGRAM

FY14	FY15	FY16	FY17	FY18
\$1,000,000	\$2,000,000	\$3,000,000	\$2,000,000	\$1,000,000
<b>TOTAL = \$9,000,000</b>				

Qualifying Stations receive \$150,000 base grant for up to 3 years

# STATION COLLABORATION PROGRAM

- Full operational consolidations
  - Under one executive management structure
  - Mergers/LMAs/Acquisitions

# STATION COLLABORATION PROGRAM

- Administrative collaborations under central management

- Combining at least two operational areas:

- HR
    - Financial
    - Engineering/IT

OR

- Development

# STATION COLLABORATION PROGRAM

## Multi-Station Consolidations

MINIMUM # OF RADIO CSG RECIPIENTS	MINIMUM COMBINED RADIO CSG RECIPIENT NFFS	MINIMUM INDIVIDUAL RADIO CSG RECIPIENT NFFS
2	\$6 million	All participating radio CSG recipients must have individual NFFS of no less than \$1.5 million.
3	\$3 million	All participating radio CSG recipients must have individual NFFS of no less than \$1 million.
4 or more	\$1 million	N/A

# STATION COLLABORATION PROGRAM

## Multi-Station Operational and/or Development Collaborations

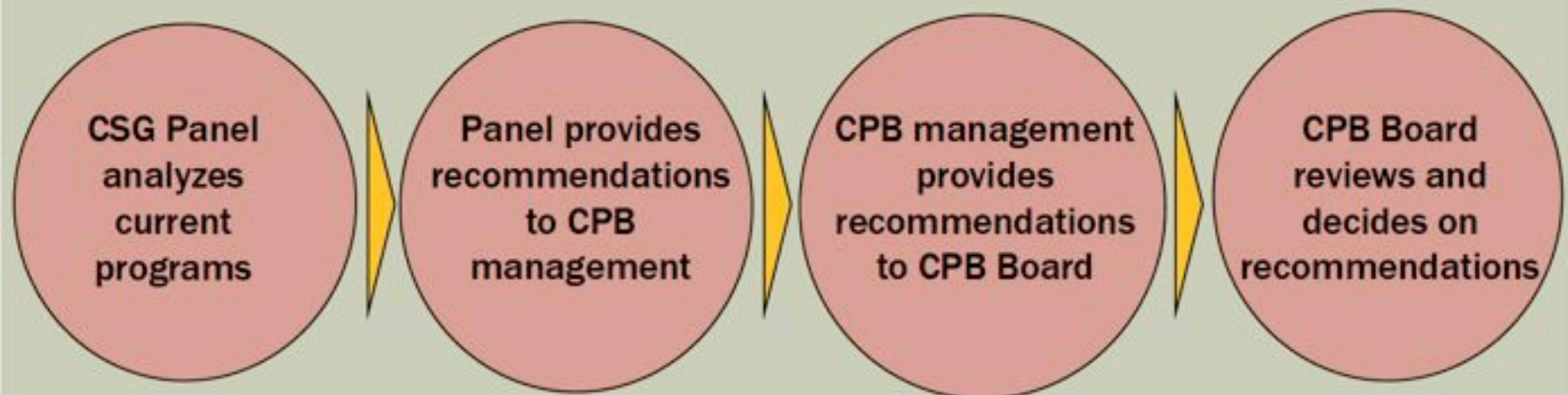
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3	\$3 million	All participating radio CSG recipients must have individual NFFS of no less than \$1.5 million.
4 or more	\$1.5 million	All participating radio CSG recipients must have individual NFFS of no less than \$300,000. Stations below \$300,000 may be included in the OC and DC, and their NFFS will be counted toward meeting the aggregate NFFS minimum.



# STATION COLLABORATION PROGRAM

- **Application deadline: December 5, 2013**
- **Ratified and Implemented Agreement:**
  - Executed by governing body of each CSG participant
  - No sooner than January 1, 2013
  - No later than December 5, 2013
  - Full implementation by September 30, 2014
- **Local Service Plan (“LSP”):** An agreed upon plan that lays out the goals, budgets, costs, benefits, organizational structure and clearly defined roles for key staff.
- **Annual Certification collaboration/consolidation still in effect.**

# PANEL REVIEW PROCESS



Changes begin to be implemented in  
FY 2014 (October 1, 2013)

# RADIO CSG REVIEW PANEL

- Steve Bass – OPB
- Craig Beeby – USA
- Don Boswell – WNED
- Candy Capel – WVAS
- Alfredo Cruz – KUVO
- Doug Eichten – DEI
- Jennifer Ferro – KCRW
- Flo Hernandez – LPRC
- Mary Grace Herrington – WOI
- Maxie Jackson – NFCB
- Kit Jensen – ideastream
- Sally Kane – KVNf
- Dave Kansas – APM/MPR
- Christina Kuzmych – KUWR
- Joyce MacDonald – NPR
- Tom Michael – KRTS
- Loris Taylor – NPM
- Tom Thomas – SRG
- Stewart Vanderwilt – KUT
- Jamie Waste – APBI

# THE PANEL REPRESENTS DIVERSITY OF STATIONS

RURAL	LATINO	AFRICAN AMERICAN	NATIVE AMERICAN
COMMUNITY	UNIVERSITY	STATE	URBAN
JAZZ	CLASSICAL	NEWS	AAA
NETWORKS	GEOGRAPHY	SMALL	JOINT

# MAJOR AREAS OF CHANGE

NEW STANDARDS	UPDATED CRITERIA	BUILDING LOCAL CAPACITY
Transparency	NFFS Minimum	Station Collaboration Program
Local Content and Services Reporting	Audience Service Criteria (ASC)	
Diversity Goals	Minority Station Eligibility Criteria	

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# TRANSPARENCY

- Critical financial, meeting, contact information
  - Management
  - Board of Directors
  - Open meetings info
  - Audited Financial Statements and IRS Form 990
- Posted on website
- Stations to be fully compliant by December 31, 2013
- Stations to certify they meet federal and state law on donor privacy and data security



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# LOCAL CONTENT AND SERVICES

- **Modified Stations Activity Survey (SAS) Questions**
  - Description of activities
  - Impact
  - Community feedback
  - Partnerships
- **Posted on website**
- **January/February 2014**

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# DIVERSITY ELIGIBILITY

- Establish formal goal of diversity
  - Workforce
  - Management
  - Boards, including CAB
- Activities designed to meet the goal
- Reviewed with station's board or licensee official
- Annual report posted on website
- September 30, 2014

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# NFFS MINIMUM

- NFFS required since beginning of CSG program
- First minimum 1975: \$75,000
  - Inflation adjustment would be \$315,000
- Current minimum \$100,000 about the same for more than a decade

## NFFS MINIMUM

Station Type	FY 2016	FY 2017	FY 2018
Level A - Sole Service	N/A	N/A	N/A
Rural/Minority (Level B or C)	\$100,000	\$100,000	\$100,000
Level B	\$175,000	\$225,000	\$300,000
Level C	\$250,000	\$275,000	\$300,000
Level D	\$300,000	\$400,000	\$500,000

## MINIMUM NFFS/STAFFING

	FY 2016	FY 2017	FY 2018
Cash NFFS	10%	25%	50%
Staffing (Level B)	1 Fulltime	1.5 Fulltime	2 Fulltime

# MINIMUM NFFS

NFFS Year	Action Taken
1	Year 1 - Notice to station about status
2	Year 2 - Notice to station about status
3	Year 3 - Station removed from the CSG program



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# AUDIENCE SERVICE CRITERIA

- CPB Board approved and system supported since mid-1990's
- Measure of public service
- Stations must meet 1 of 2 indices
  - Audience
  - Community raised revenue

FY 2014 Listening Index	OR	FY 2014 Community Financial Support Index
$\frac{\text{Average AQH} * 10000}{\text{Coverage Area Population (CAP)}}$		$\frac{\text{Community Financial Support} * 100}{\text{Coverage Area Population (CAP)}}$

# AUDIENCE SERVICE CRITERIA

- “News” station: 75% of programming M-F 6:00am – 7:00pm
- New Dual Goals set by peer performance

Coverage Area Population	Listening Index Goal (LI) News	Listening Index Goal (LI) Non-News	Community Financial Support Goal (CFSI) News	Community Financial Support Goal (CFSI) Non-News
> 5 million	13	7	50	14
1 - 5 million	17	10	56	27
500,000 – 1 m	21	13	57	42
< 500,000	10	10	89	108

Minority Audience Service Stations need only meet one half of the applicable index.

# AUDIENCE SERVICE CRITERIA

**If a station does not meet the Audience Service Criteria, it has several years to meet the minimum level prior to being disqualified from receiving a CSG**

ASC Year	Action Taken
Annual	Warning letter sent to station in danger of failing
1	Full CSG; 1st 25% Restriction
2	Full CSG; 2nd 25% Restriction
3	Station removed from the CSG program

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# MASS IMPLEMENTATION

- Phase-in increase over 5 years

<b>FY14</b>	<b>40% minority Cume</b>
<b>FY16</b>	<b>45% minority Cume</b>
<b>FY18</b>	<b>51% minority Cume</b>

- Cap 1.5 multiplier at \$5 million NFFS

# AREAS OF CHANGE SUMMARY

NEW STANDARDS	UPDATED CRITERIA	BUILDING LOCAL CAPACITY
<b>Transparency</b> By December 31, 2013	<b>NFFS Minimum</b> Phase-in begins FY14	<b>Station Collaboration Program</b> Now open
<b>Local Content and Services Reporting</b> 2013 SAS (February 2014)	<b>Audience Service Criteria (ASC)</b> Effective FY14	
<b>Diversity Goals</b> By September 30, 2014	<b>Minority Station Eligibility Criteria</b> Phase-in begins FY14	

## ADDITIONAL INFORMATION

- FY14 Radio CSG General Provisions – Now available at [www.CPB.org](http://www.CPB.org)
- Deborah Carr, Director, Radio CSG Administration
  - [carrd@cpb.prg](mailto:carrd@cpb.prg)
  - 202-879-9767



# COLLABORATIVE OPERATIONS AND SERVICES PROGRAM

Supports projects that use mergers, consolidations, functional integration, centralization or collaboration for:

- preservation of service by stations that deliver sole or unduplicated services to a specific audience or region;

AND/OR:

- Significant increases in station efficiency in functional and administrative areas (e.g. such as human resources, finance, development, engineering, program scheduling, traffic and content production), accompanied by increased performance levels and improved prospects for higher net revenues;

AND/OR:

- Significant improvements in station performance in local content creation and service delivery.

