

What can we do to meet the challenges of our times and lead public media into a thriving future?

Raise Funds Collaboratively	Grow & diversify Leadership	Strengthen public service journalism (locally & nationally)	Be brilliant on the Basics	Agree on & execute a strategic vision	Just do it!	Collaborate for efficiency & effectiveness	Embrace new technologies
<ul style="list-style-type: none"> • Joint approach for major, major gifts to fund hubs • Rethink development • Win-win local/national fund raising 	<ul style="list-style-type: none"> • Management training • Develop leadership • Address diversity in workforce & programming & audience 	<ul style="list-style-type: none"> • Enhance our core journalism • Expand localism (news) • 10 hubs, 50 reporters • Local/regional news/centers (rediscover & redefine localism) • Hubs new 501c3s distance news & funding from licensees 	<ul style="list-style-type: none"> • Best practices – just do it • Back to basics on-air (i.e. OES) • Cross platform attention to craft/ values • Wiser analysis, faster decision cycle • Focus on marketing • Become community facing organizations 	<ul style="list-style-type: none"> • Be ruthlessly strategic • ROI – know what it is. Be ruthless • Reallocate & aggregate resources • Re-allocate staff resources • Be tough minded about what works • The Bus: Get the right people on/ or get on the right bus • Integrated approach: \$\$, Web, Mkt • Frame the change • Develop strategies for loss of institutional support • Agree on vision • Strengthen independence 	<ul style="list-style-type: none"> • Take more risks • One big hairy idea at a time • Create bold idea with NPR • Live in the future • Obstacles: don't stare. . . Solve 	<ul style="list-style-type: none"> • Aggregate, integrate • Share best practices • Build strategic relationships • Turn competitors into partners • Collaborate with other stations i.e. efficiencies, etc. 	<ul style="list-style-type: none"> • More young staff • Plan & launch digital network • Occupy “new” “emerging” public media space • Add staff to provide digital services