



STATION RESOURCE GROUP

Station Resource Group 2023 Activity Plan



Goals

- Strengthen local public media institutions
- Represent Members' interests
- Strengthen SRG as an organization
- Strengthen Members' major giving initiatives
- Convene a compelling planning retreat



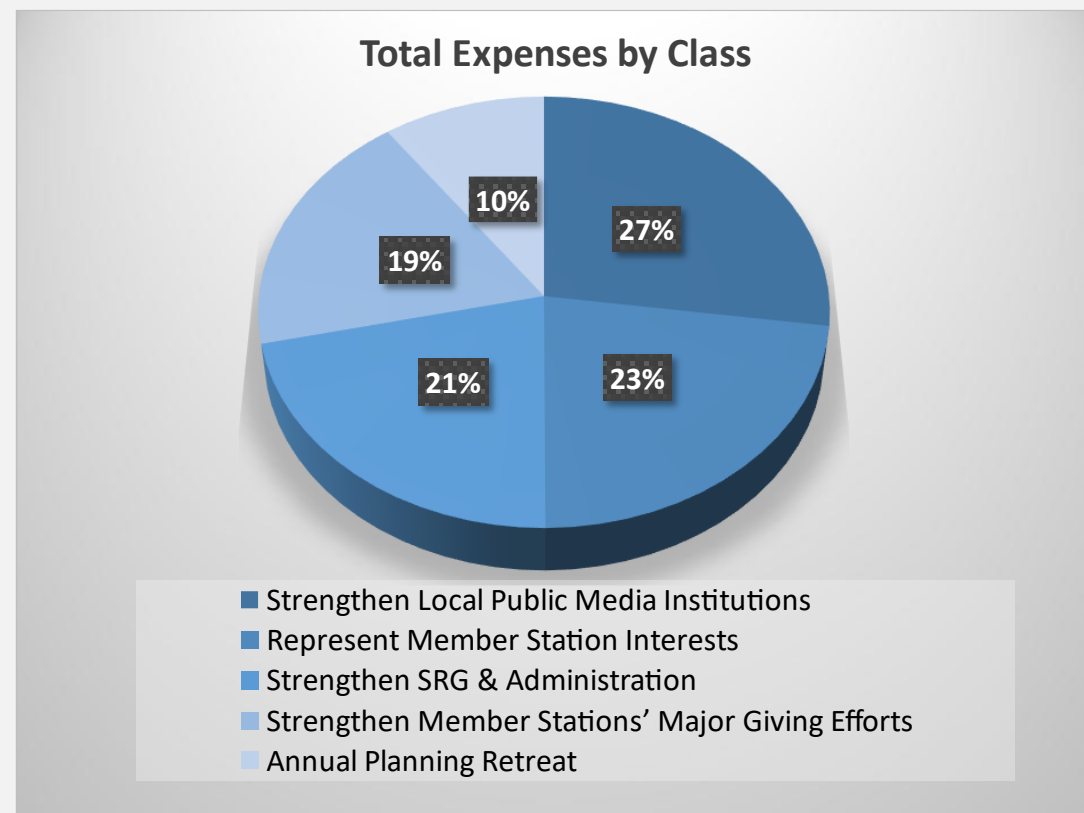
Objectives

- Increase knowledge sharing among SRG Members using office hours, newsletters, and videos
- Advocate Members' interests during the implementation of the NPR Networks proposals and NPR's program pricing review
- Advocate for CPB and philanthropic foundations to support Members' investments in local journalism, and for the equitable dispersion of increased CPB appropriations
- Support Members in strengthening their local public service journalism, particularly through investments in "actionable Intelligence" and digital benchmarking
- Support Members in strengthening their arts and cultural programming (i.e., music stations) by facilitating a compelling research agenda for music stations across genres
- Strengthen SRG by expanding its Membership and operating revenues by 10%



Budget

Activity	Budgeted Expense
Strengthen Local Public Media Institutions	\$310,962
Represent Member Organizations' Interests	\$259,841
Strengthen SRG & Administration	\$246,462
Strengthen Member Organizations Major Giving Initiatives	\$212,801
Convene a Compelling Planning Retreat	\$113,280





Goal 1: Strengthen Local Public Media Institutions

(27% of Budget)

- Envision local public media's future
- Support Members as they formulate strategies to realize this vision
- Support Members' in strengthening their local public service journalism and civic engagement
 - Invest in “actionable intelligence”
 - Maintain “co-parenting” partnership with Public Media Company and GBH
 - Pursue opportunities for digital benchmarking, if available
 - Assist Members in implementing changes based on that actionable intelligence
- Support Members' efforts to strengthen their arts and cultural programming and their cultural engagement
 - Create a public radio music station listserv
 - Focus on music stations' research agenda
 - Assist these Members in implementing changes based on the results of that research
- Strengthen all Members' ability to engage and convene audiences that are reflective of their communities



Goal 1: Strengthen Local Public Media Institutions

(27% of Budget)

- Increase knowledge sharing activities with SRG Members
 - Implement “Office Hours” Zoom meetings
 - Monthly for GMs/CEOs
 - Quarterly for Major Giving
 - Quarterly for DEI & organizational culture transformation
 - Promote sharing “Office Hours” video on srg.org with relevant managerial and operational staff at Member organizations when appropriate
 - Quarterly SRG Newsletters, distributed by listserv and published on srg.org
 - “Envisioning Public Media’s Digital Future”
 - Major Gifts
 - DEI
 - SRG retreat report
 - Encourage sharing SRG Newsletters on srg.org with relevant managerial and operational staff at Member organizations
 - Use SRG Newsletters as “thought leading” publications beyond srg.org



Goal 2: Represent Member Organization's Interests

(23% of Budget)

- Represent Members Interests with NPR
 - Ensure that implementation of NPR Network proposals is not extractive—i.e., that it does not result in a net flow of revenues and resources away from local communities to NPR
 - Advocate for transparent accounting and oversight of NPR Network revenues
 - Advocate for NPR Network revenues to support local public service journalism provided by member stations
 - Advocate for NPR Program pricing policies that are both equitable and enhance local stations' ability to strengthen local public service journalism
 - Advocate for music stations' interests where “NPR Music” initiatives are concerned
 - Pursue MAC opportunities, where appropriate



Goal 2: Represent Member Organization's Interests

(23% of Budget)

- Represent Members' Interests with CPB
 - Advocate for equitable distribution of increased federal appropriations
 - Strengthen local stations' ability to provide multi-platform public service journalism
 - Strengthen local music stations' ability to provide high quality artistic expression
 - Strengthen all stations' ability to engage and convene audiences that are reflective of their communities
 - Advocate for infrastructure investments that strengthen the ability of local stations to serve their communities on digital platforms
- Represent Member interests with the FCC and other regulatory agencies when and where appropriate



Goal 3: Strengthen SRG as an Organization

(21% of Budget)

- Increase Membership from 45 current organizations to 50
 - SRG's 45 member organizations operate some 150 radio stations and another 21 or so television stations.
- Increase Membership revenue by 10%
- Target net revenue at \$50,000
- Strengthen and Improve effectiveness of Board of Directors
- Re-launch srg.org site
- Maintain and diversify SRG's suppliers and vendors



Goal 4: Strengthen Member Organizations' Major Giving Initiatives

(19% of Budget)

- SRG/Greater Public/Veritus initiative
 - Provide support through relationship with Margaret Hunt
 - Provide available collateral to Member organizations that pursue relevant Greater Public loans
 - 20% of SRG Members participating
- Support other major giving, capital campaign, and planned giving efforts at relevant Member cohorts through SRG's partnership with Margaret Hunt and Greater Public



Goal 5: Convene a Compelling Planning Retreat

(10% of Budget)

- Envision public media's digital future
- Respond to America's local journalism crisis
- Set the research agenda for local music stations
- Engage and convene audiences that reflect service communities
- Strengthen major giving
- Represent Members' interests