

PUBLIC RADIO PROGRAM DIRECTORS ASSOCIATION

STRATEGIC PLANNING

The Public Radio Program Directors Association (PRPD) is a vital membership organization that advocates for high-quality programming and provides resources for public media program directors, content managers, public media staff, and independent producers. Members representing over 800 public media outlets, including national networks, local stations, and independent producers, are emboldened through connection with other media makers and the shared knowledge of industry trends and current practices to provide outstanding content to their listeners.



Goal

PRPD seeks to be a leader in the industry, serving as a beacon for best practices and guidance to station leaders, providing the best possible service to their local audiences. Given the changes in the listening platforms and historical revenue model for the industry at large, PRPD saw an opportunity to look inward and determine their role in the public media landscape and how it can best position itself for mission service. The PRPD staff and volunteer leadership recognized that to remain relevant and financially sustainable, PRPD needed to examine every aspect of its mission and operations and identify who they seek to serve and how best to do so. At the crux of this goal is growing and diversifying the association's funding streams and improving program services for the target audience.

Scope of Work: Strategic Planning

The four-month strategic planning project was designed to provide an internal and external review by the Innovation Team members of S. Sutton & Associates Inc. to gain deep understanding of the issues of greatest concern to PRPD, successes and challenges, vision for the future role in the public media landscape, previous strategic plan, and funding model, all against the legacy mission statement. This inquiry informed questions explored through an extensive stakeholder analysis and consultation, an environmental scan of member organizations and a SWOT Analysis, with the goal to grow and diversify the organization's funding streams, improve program services for the target audience(s), and set ambitious but achievable goals and objectives.

The strategic planning project was designed to draw conclusions whether PRPD's current mission statement, infrastructure, funding/fundraising models, and offerings met the new goals and objectives, and revise accordingly, to achieve the objectives of the new strategic plan, and corresponding operations plan.



Principles of equity, diversity, access, inclusion, and anti-racism guided the entire project in its design and facilitation.

"This was a top-notch project from beginning to end. Completing the work in short timeframe was so helpful to our small organization and every benchmark was met along the way. Having consultants from outside of our industry gave us a fresh external perspective on our work, which helped us answer some of the big questions we wrestle with. Plus, the team was thoughtful and very responsive. I've been involved in other strategic planning initiatives as both an ED and a board member and S. Sutton & Associates Inc. delivered more value in a fraction of the time and for less cost than anything I've worked on before."

We're thrilled with how this process unfolded and the plan that it yielded. We can't thank you and the team enough for all your excellent work. More to come!!

Abby Goldstein
President & Executive Director
PRPD
www.prpd.org

