





# History of PRPD

- Started in 1986, incorporated in 1987 as part of RRC as a trade association
- Annual content conference
- Brilliant At The Basics/PD Workshop
- Core Values study
- Advocacy with national networks
- Morning Edition Grad School
- Millennial Research Project
- We survived the pandemic. NOW WHAT?





**S. Sutton & Associates Inc.**  
Consultants in Philanthropic Management



**S. SUTTON & ASSOCIATES INC.**

Partnership with Public Radio Program  
Directors Association (PRPD)

**Presented by Susan Sutton and Randy Gorod**

March 29, 2023

# S. SUTTON & ASSOCIATES INC.

- Consultants in Philanthropic Management
- [Founder, Susan Sutton](#), seasoned C-Suite nonprofit executive with 30+ years' experience
- Global network of over 100 [Associates](#) providing customized [Innovation Teams](#)
- Serve nonprofit organizations and philanthropists
- Sectors: Arts & Culture, Community Based Membership & Advocacy, Healthcare, Education, International Development
- Offer international best practices and experience through [16 service offerings](#)
- Provide strategic roadmap unique to each Client

- **Proprietary Innovation Team Model** – S. Sutton & Associates Inc. differentiates itself from other consulting firms through customized Innovation Teams of highly skilled technical experts assembled to meet the client’s unique needs. This highly flexible proprietary model allows us to apply the time and talent of the technical experts assembled to each specific area of need for only as much time as required.
  
- **Service Offerings**
  - Advancement Services
  - Alumni Relations and Giving
  - Board Training, Management and Governance
  - Corporate Social Responsibility
  - Counsel and Support for Philanthropists
  - Data Analytics
  - Development Program Review and Expansion Strategies
  - Direct Marketing and Annual Giving
  - Donor and Constituent Engagement
  - Fundraising Campaigns and Strategic Planning
  - Interim Program Management
  - International Fundraising
  - Major and Principal Gifts
  - Planned and Legacy Gifts
  - Project Management
  - Risk Management and Fundraising Governance

# APPROACH AND METHODOLOGY FOR STRATEGIC VISIONING AND COMPREHENSIVE PLANNING PROCESS FOR PRPD

## Innovation Team

Lauren Bergquist, Randy Gorod, Katherine Scott

### Phase I

May 2022

Initial Meetings and Process Overview

### Phase II

June 2022

Evaluation and Strategic Review of Operations

### Phase III

July-August 2022

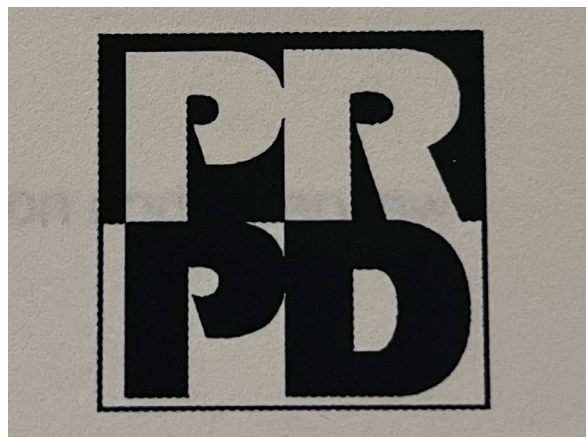
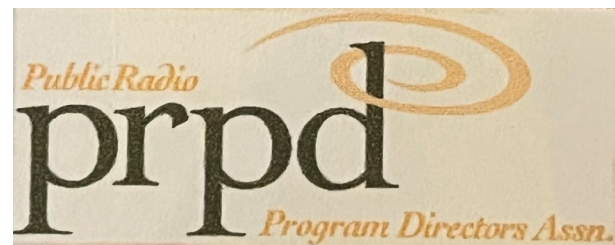
Development of Strategic Plan and Operations Plan

### Phase IV

August 2022

Presentation of Final Report

# What is PRPD?







# What we do

- Provide hands-on training to help programming and content teams do their very best to serve audiences.
- Create opportunities for programmers and content professionals to collaborate and share skills and intelligence.
- Establish a clearinghouse for information about the changing public media landscape.
- Advocate for the needs and interests of public media content and programming decision makers.



# 2022 Strategic Plan

- Strategy 1: Be the Premier Association Serving Nonprofit Public Media Programmers and Content Creators so They Can Successfully Serve Their Audiences
- Strategy 2: Develop Timely and High Value Programming for Members
- Strategy 3: Act as a Collective Voice on Issues of National Importance Affecting the Public Media Industry
- Strategy 4: Foster Financial and Organizational Sustainability

# Strategy 1

Be the Premier Association Serving Nonprofit Public Media Programmers and Content Creators so They Can Successfully Serve Their Audiences

- Review and revise PRPD's mission statement to ensure it reflects the audience it aims to serve, its purpose, goals, and aspirations
- Determine if PRPD needs to change its name to better reflect its revised mission and the audience it serves
- Retain existing members
- Engage new potential members

# Strategy 2

## Develop Timely and High Value Programming for Members

- Identify a signature initiative and/or theme that will drive programming development for the next two to three years
- Align conference content, delivery and timing with PRPD's signature initiative
- Create cohorts that members can opt-in to join to further enhance their membership experience
- Enhance and expand communication with and for members

## Strategy 3


### Act as a Collective Voice on Issues of National Importance Affecting the Public Media Industry

- Monitor issues and proactively provide resources to members so they can effectively advocate
- Utilize cohorts to identify and surface issues of importance affecting the membership and public media industry so PRPD can provide leadership in organizing a response

# Strategy 4

## Foster Financial and Organizational Sustainability

- Explore a long-term partnership or collaboration with another organization that serves public media professionals to expand programming reach and impact, as well as staff bandwidth
- Develop and implement new membership dues structure
- Leverage PRPD's signature initiative to create programming and funding opportunities that attract year-round grants and sponsorship
- Create a succession plan for volunteer leadership
- Provide leadership opportunities for members across PRPD
- Engage outside consultant expertise to achieve strategic goals, as needed



In the last six months....

- Board adopted the plan on September 19, 2022
- Strategic Planning committee formed
  - Jenell Walton – Vice President of Content, Cincinnati Public Radio - Chair
  - Tamberly Ferguson – Director of Digital and Strategy, WDAV
  - Jordan Lee – Content and Media Consultant, Paragon Media Strategies
  - Ernesto Aguilar – Director of Radio Programming, KQED
  - Ben Adler – Program Director, CapRadio - volunteer
  - Linda Wei – Chief Content Officer, Alaska Public Media – volunteer
  - Ed Yim – Chief Content Officer, WQXR – volunteer
- New membership model rolling out
- Organizational identity work about to get underway
- New programming
- New mission statement

# Mission

PRPD is the collective voice for content leaders, managers, and creators in public media. We empower our members to understand, grow and serve audiences.



# On deck for 2023



Roll out of new dues



Member benefit  
enhancements



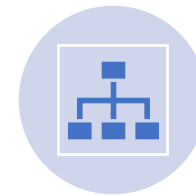
Knowledge Network



Conference in  
Philadelphia –  
September 18-21



Joint research with  
SRG, Greater Public



New logo, new name