

Public Media Objectives

Here is a list of many of the objectives that public radio and television stations collectively and individually intend to put into action:

- Transcend the identity as a broadcast service to become a significant public service with a dual focus on audience and community
- Increase local relevance of program content and service
- Expand levels of inclusiveness and diversity within stations and the audience
- Engage the community beyond the broadcast signal and beyond the brick and mortar of the station, thereby extending the impact of programs, services, and partnerships
- Advance fundraising strategies through major giving and philanthropy to round out a comprehensive development strategy that is not dependent on membership fund-drives
- Develop partnerships within the media industry to increase efficiency, productivity, communication, and impact
- Invest in Public Media Journalism at the national and local levels
- Capture the audience market for public radio's strongest music franchises – classical, AAA and jazz
- Increase and diversify program formats
- Increase and diversify markets and audiences
- Integrate new technologies and media platforms including online and networked environments
- Invest in training, resources and support to further develop core competencies necessary for public media sustainability
- Implement new measurement and assessment systems
- Maintain current market share, retain current listeners and members
- Grow the market share, audience, and membership
- Utilize marketing strategies to assist with these objectives and to increase awareness of service to the community, access to programming, to reach new markets, and to establish public radio's brand in the crowded media landscape

Sources:

Barbara Cochran/The Aspen Institute, [Rethinking Public Media: More Local, More Inclusive, More Interactive](#), December 2010,

Corporation for Public Broadcasting, [Public Radio in the New Network Age: Wider Use, Deeper Value, Compelling Change, 2010](#). A report and recommendations of the Public Radio Audience Growth Task Force.