

PM  
DMC  
2022

GREATER  
PUBLIC

PBS

**In working across departments,  
what silos can be difficult to manage?**

**Before we get started, share you station & your answer to this question in the chat.**

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# Building Sustainable Revenue for Corporate Support & Membership through Community Engagement



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## Building Sustainable Revenue for Corporate Support & Membership through Community Engagement

- Community Engagement is an Audience & Funding Opportunity
- How We Wove CE Journalism into Development & Brand
- The Bumpy Parts







Community engagement  
journalism gives public media  
news teams a great story to tell  
audiences & funders.



Massive  
Opportunity





# Public media is a solution.

Public, nonprofit journalism is purpose-built to address media's challenges.

## Community Engagement

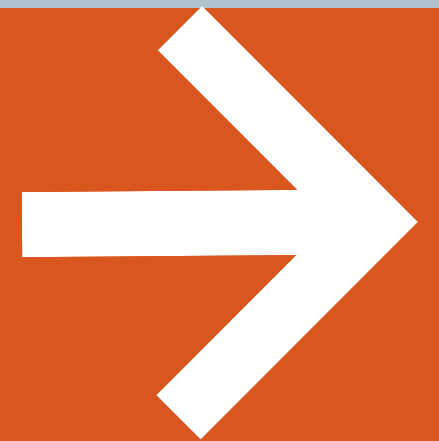
A powerful solution to increased mistrust in media & the proliferation of misinformation.

## Unfettered Access

In a market with paywalls, the free access provided by public media is unique.

## News Collaboration

As news deserts grow & digital disruption evolves, partnerships are essential.







Stand Up & Sit Down

Which of these  
**community  
engagement  
activities** does your  
station do?

POST YOUR ANSWER IN THE COMMENTS





# WFYT's Story

How we were able to:

- grow from three reporters to a collaboration 40+ reporters
- elevate & clarify our brand as a news outlet
- attract millions in financial support for our station

## News Vision & Implementation

Community engagement journalism  
Pilot the practice  
Scale it



## Brand Differentiation Builds New Audiences

Leverage marketing  
Explain the unique value of our content



## Making the Case with Funders

Use grants as planning opportunities  
Consider all funders  
Sponsor example





**Culture eats  
strategy for  
breakfast.**



**Nobody  
has enough  
time.**

# The Bumpy Parts

**Though we've had successes,  
they haven't all happened right  
away – or been without  
challenges.**

**These are some of the challenges  
that we've faced – or that we  
continue to face today.**

**Opportunities  
still on the  
table.**







Pair & Share

What parts of  
working across  
silos **most challenge**  
**your station's team?**

RECORD YOUR ANSWER & SHARE IN THE COMMENTS



# Silo-Busting Tools & Readiness Factors

## **Funding templates:**

- Program overviews & budgets
- News desk one-sheets

## **Audience-facing templates:**

- Easy-to-use Canva designs
- Brand guides

## **Impact updates:**

- Editors share updates
- Growth: impact tracker

## **Collaboration:**

- Grant stakeholder meetings
- Role clarity & social media tools

## **Internal Factors:**

- Supportive leaders with clear vision
- Intentional trust building

## **Local Funding Context:**

- Strong philanthropic community
- Highly engaged business community



# Biggest Take-Aways

**Trust is  
Essential**

**Have A Vision  
& Share It**

**Scaleable  
Solutions**

**What are your questions?**





## Table Discussion

Have you had  
similar successes or  
do you see similar  
opportunities  
at your stations?



RECORD YOUR IDEAS ON YOUR HANDOUT



A man with a beard and glasses is looking at a tablet. The background is a blurred office setting.

# Stay in touch!

## **WFYI Public Media**

[wfyi.org](http://wfyi.org)

[instagram.com/wfyi\\_indy](https://www.instagram.com/wfyi_indy)

[twitter.com/wfyi](https://twitter.com/wfyi) & [twitter.com/wfyinews](https://twitter.com/wfyinews)

[facebook.com/wfyi.indianapolis](https://facebook.com/wfyi.indianapolis)

[linkedin.com/company/wfyi](https://linkedin.com/company/wfyi)

## **America Amplified**

[americaamplified.org](http://americaamplified.org)

[instagram.com/americaamplified](https://www.instagram.com/americaamplified)

[twitter.com/americaamplified](https://twitter.com/americaamplified)

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