Audience Development
Project Structure
Create a sustainable future by aligning the company around audience
AUDIENCE DEVELOPMENT GOALS

- Develop an integrated, data-driven approach to audience across all platforms
- Update digital strategy and infrastructure plans
- Develop an audience-focused content strategy
- Rethink approach to marketing and engagement
- Connect fundraising more tightly to content and marketing
- Build a culture of innovation
We need to evolve to an external facing organization

FROM
Limited capacity
Structured around silos
Outdated and slow processes
Risk-averse

TO
Empower staff
Data-driven view of audience
In-the-moment content
Diversified audience & revenue
AUDIENCE ORGANIZATIONAL STRUCTURE

CONTENT

AUDIENCE

REVENUE

PLATFORMS
FRAMEWORK

GROW + DIVERSIFY

ENGAGE

KNOW

MONETIZE
AUDIENCE JOURNEY

NPR News Station
- BACKSEAT LISTENER
- EMAIL NEWSLETTER SUBSCRIBER
  - BECAME SUSTAINER

AAA Music Station
- BILLBOARD LISTENER
- ATTENDED STATION SPONSORED CONCERT
  - MET STREET TEAM
  - BECAME MEMBER

PBS Station
- FLIPPING CHANNELS
- KEN BURNS COUNTRY MUSIC
  - REGULAR VIEWER
  - BECAME A MEMBER FOR PLEDGE TICKETS
    - RENEWAL
  - BECAME SUSTAINER
VALUE/EFFORT MATRIX

MAKE EASIER
REDUCE THE EFFORT WHILE MAINTAINING THE VALUE

DO MORE
FIND MORE

STOP DOING

INCREASE VALUE
ADD VALUE WITH SOME ADDED EFFORT

AUDIENCE REACH AND ENGAGEMENT

JOURNALISTIC, EDUCATIONAL AND ARTS/CULTURE MISSION FULFILLMENT

PRODUCTION PERSON-HOURS, MANAGEMENT ATTENTION, COORDINATION COMPLICATIONS, ETC.