Audience Development Project Structure

AUDIENCE DEVELOPMENT PURPOSE

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

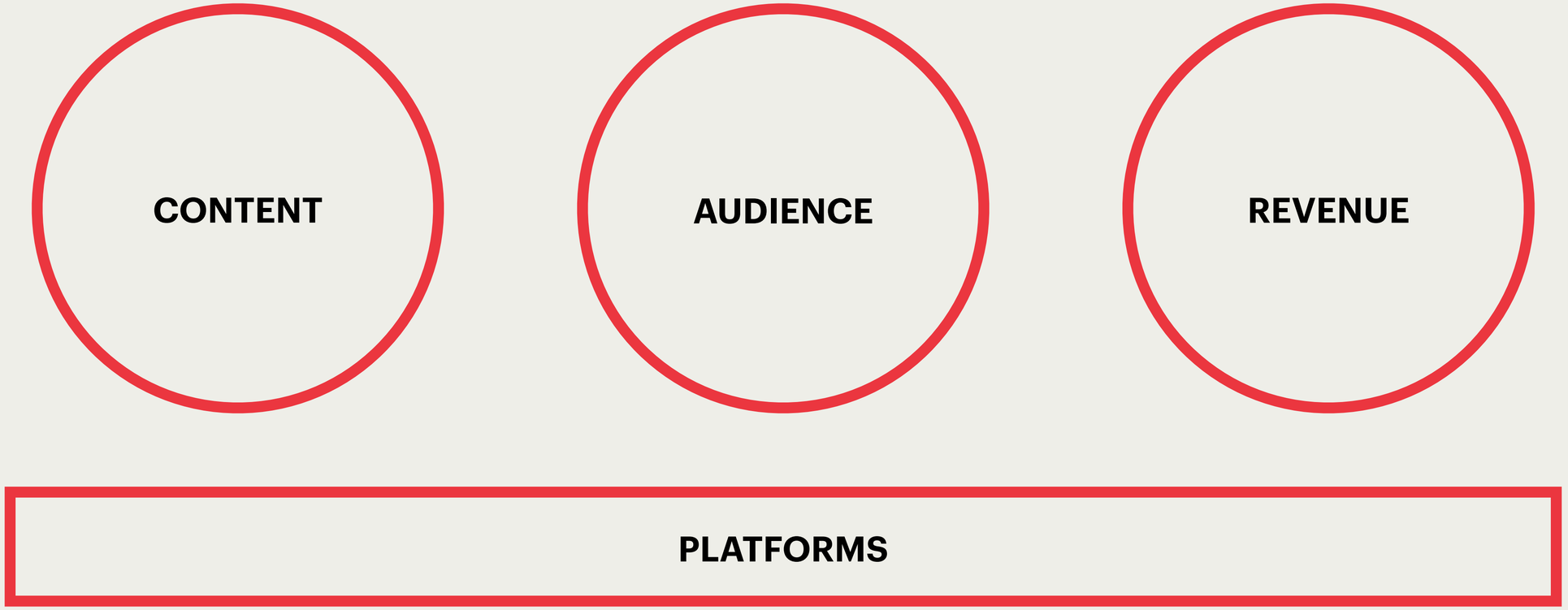
Build a culture of innovation

AUDIENCE DEVELOPMENT VISION

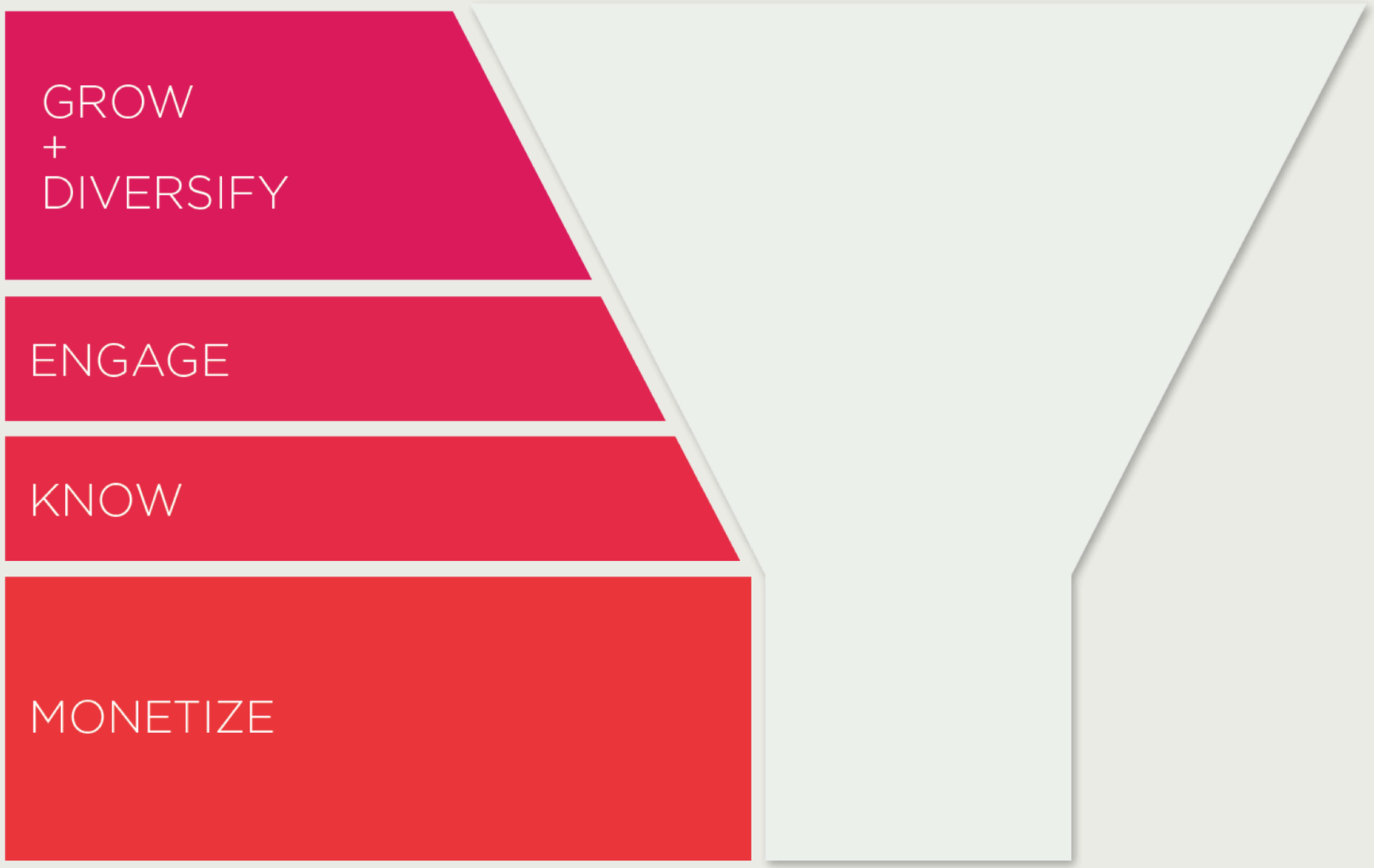
We need to evolve to an external facing organization

FROM	TO
Limited capacity	Empower staff
Structured around silos	Data-driven view of audience
Outdated and slow processes	In-the-moment content
Risk-averse	Diversified audience & revenue

AUDIENCE ORGANIZATIONAL STRUCTURE

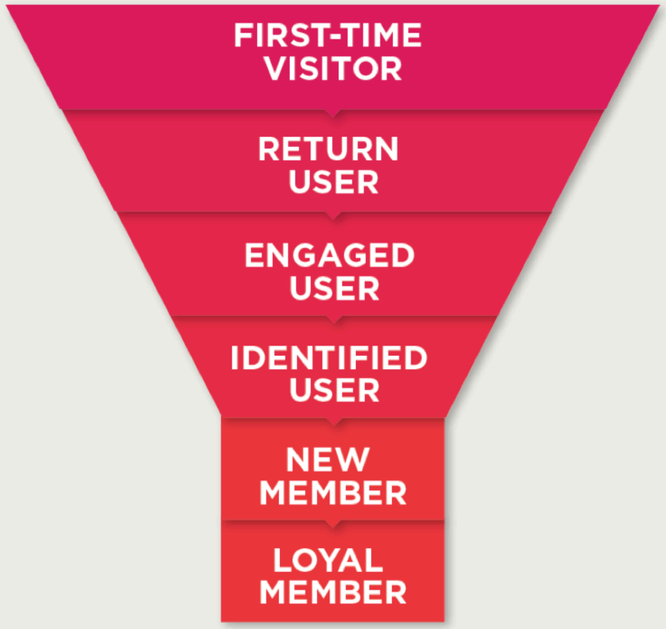


FRAMEWORK



AUDIENCE JOURNEY

BROADCAST	DIGITAL	IN-PERSON



MAJOR GIFTS	MEMBERSHIP	UNDERWRITING

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

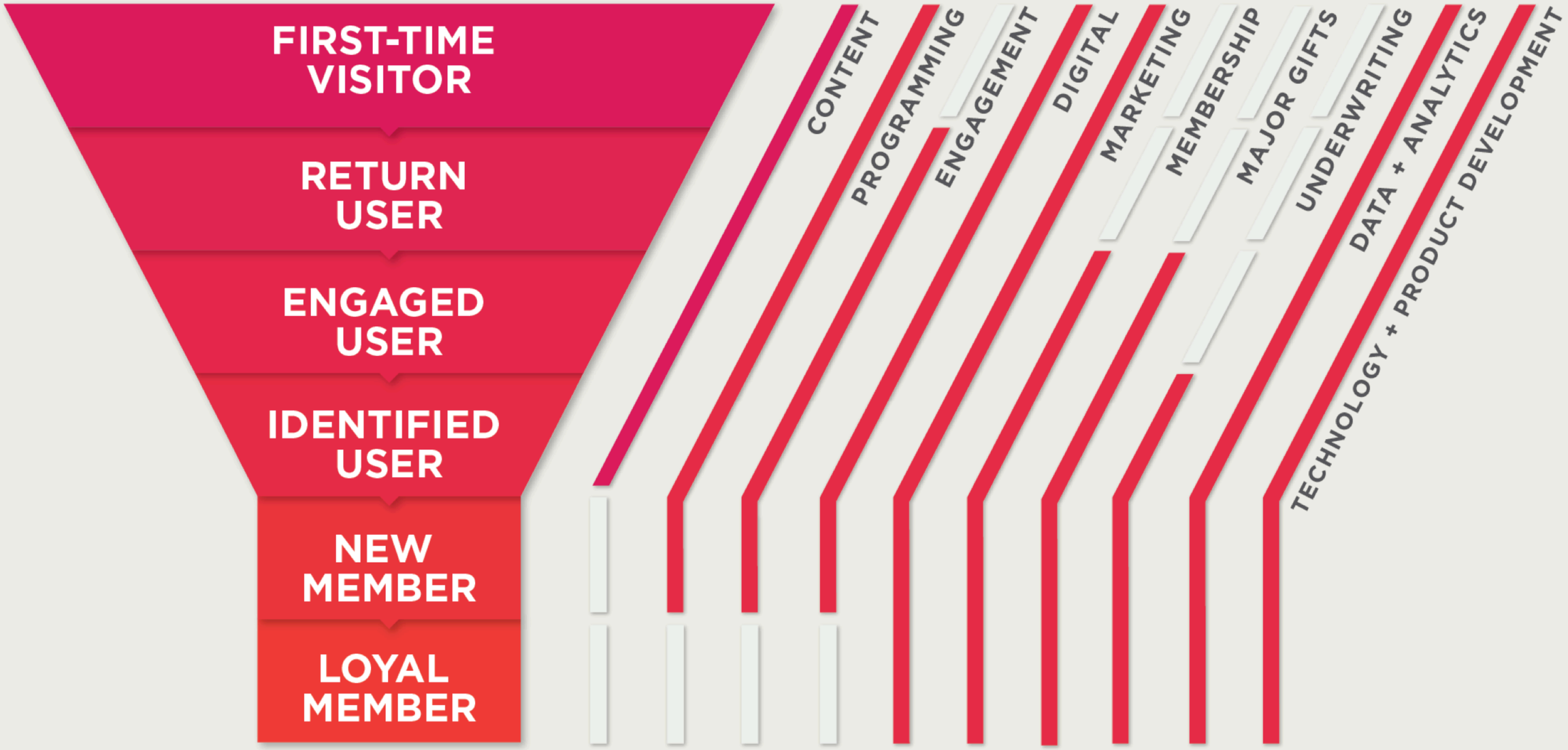
REGULAR VIEWER

BECAME A MEMBER FOR PLEDGE TICKETS

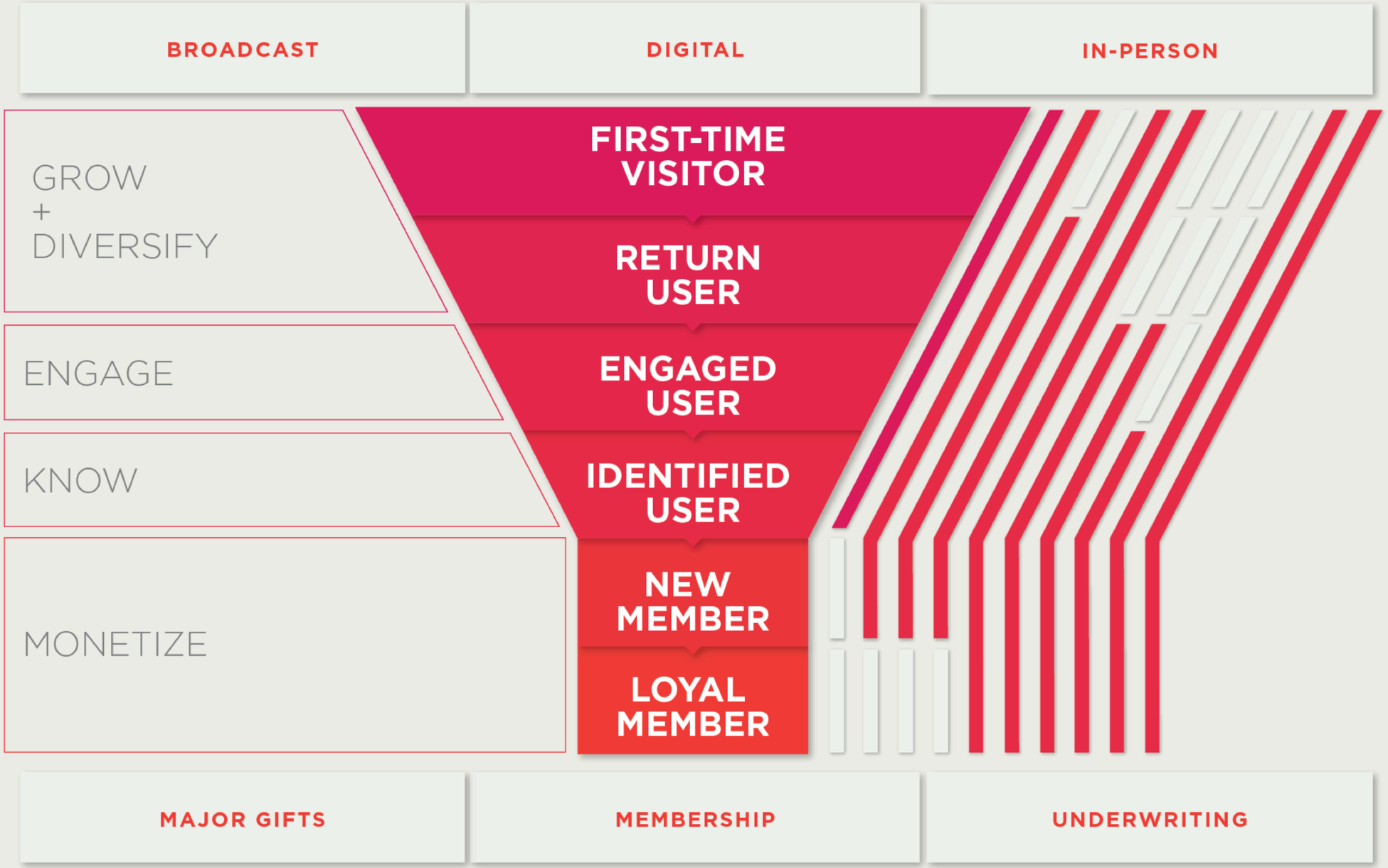
RENEWAL

BECAME SUSTAINER

DEPARTMENTS



INTEGRATED VIEW



VALUE/EFFORT MATRIX

AUDIENCE REACH AND ENGAGEMENT

JOURNALISTIC, EDUCATIONAL AND ARTS/CULTURE MISSION FULFILLMENT

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

QUESTIONS?