



Building an Audience-Centered Culture: Reflection Guide

“What does our community need from us right now, and how can we best provide it for them?”

The process of asking and answering that question is how we develop an audience. Continually repeating this process while embodying and rewarding the skills required to meet audience needs is how we build an audience-centered culture. Audience-centered culture thrives in a constant state of change.

The pandemic has taught us the first steps of how to do this, out of necessity. Take time with your team to recognize what steps in the last year have helped move your organization forward in an audience-centered way. The following questions¹ may help in your reflection.

- Did you try something you'd never done before?
 - Was there room to experiment, learn something and try again?
- Did you work with new people or new teams to get something done?
 - Did you gain an understanding of their goals and constraints, and recognize what stands in the way of your collaborating more often?
 - Did you collaborate in different ways that bridged the content/revenue firewall?
- Did you learn how to do something outside of your department or expertise?
 - Did decisions happen top-down, or was there new flexibility in your organization's hierarchy to allow for good information to travel in any direction?
- Did data or insight from your community drive some of your decisions?
 - Did you take direction from your community in a new way?
 - Did you truly collaborate with an external partner you knew could deliver expertise that your organization could not?

¹ Taken from "[How the Pandemic Prepared Public Media to Build an Audience-Centered Culture](#)"

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- Did you see more of your colleagues' full selves, with compassion — even admiration — for whatever complexities were present in their lives?
 - Did you learn from colleagues' lived experiences and did that affect how you approached something as a team?

- Did you learn something new about unearned privilege?
 - Did you notice biased thinking in yourself and attempt to question it?
 - Did you try speaking up for yourself or on behalf of someone else when something wasn't right?
 - Did you think of an audience segment in a way that conferred new value?

Once you've reflected on your audience-centered successes, consider how you might replicate, amplify, or operationalize these successes to support building an audience-centered culture at your organization.