

## **What's Your Financial Game Plan?**

By now, you've read or heard the news that Obama's deficit commissioners advise ending all CPB, PTFP support by 2015. What was your immediate reaction? Fear? Anger? Disgust? Elation?

<http://currentpublicmedia.blogspot.com/2010/11/presidents-commission-advises-ending.html>

Perhaps the better question is how would this catastrophic circumstance impact your public service? Furthermore, what will you do to ensure the financial impact doesn't render your station unsustainable? Some things are certain ... FEAR is not an option, ANGER has little value, and DISGUST is not a solution. This dire forecast requires immediate strategic, rigorous and impacting action.

During the past year NFCB has filed comments in support of CPB and PTFP funding and I've served on Public Radio's Station Advocacy Advisory Group. NPR coordinates the work of this volunteer group of 20 station and system leaders that come together each month to brainstorm over ways to enhance station and community engagement through advocacy initiatives. I've invited representatives from NPR's Policy & Representation team to join me in a webinar/conference call on December 8th to not only explore the details of the very serious threats to CPB and PTFP funding, but to suggest strategic advocacy actions that stations can undertake right now to engage your local community and congressional representation.

Leading up to the NFCB Annual Conference in June 2011, NFCB will be focusing our station service work on our "5 Pillars" of public service media – Development, Community Engagement, Programming, Governance and Compliance. Though we see each "pillar" as significant in the evolution of optimal public service media - the Obama commissioners' advice and other concerning policy developments push "development" to the top. The fundamental question you must ask your organization is "what's our case for non-governmental support"? Be it from membership, underwriting, major donor gifts, grants or foundation support, those of you who heavily rely on CPB funding must have a solution whether the sky is falling or not.

Have you created a strategic plan to maximize earned revenues? Have you positioned your organization as a local institution worthy of preservation and transformational funding? What I do know is that most NFCB member stations who accept CPB funding depend very heavily on it to support basic operations. Termination of CPB and PTFP funding will be felt most amongst our stations serving rural communities and communities of color (African American, Native and Latino). It is why NFCB's work with these stations is vital now more than ever.

Be on the lookout for the upcoming NFCB/NPR webinar scheduled for December 8<sup>th</sup> ... until then, start working on your financial sustainability plan ASAP.

Peace,

Maxie C Jackson III  
NFCB President and Chief Executive Officer