



September 13, 2011

Dear Community Radio Family,

In the summer of 2011 NFCB introduced the idea of the “**5x5 Model**” – Customization + Cultivation = Greater Service – during the Community Radio Conference. Anticipation has grown and we’ve spent considerable time in consultation to ensure effectiveness.

As we enter the fall of 2011 the time has come for “the reveal” of the “5x5 Model – Beta Version”. The Beta Version is designed to encourage interactivity from you and your peers to further ensure we consider all variables relative usefulness, relevance, and functionality. We are certainly aware of the fiercely independent nature of community radio and deeply respect the reservations that appear when terms like “best practices” and “mainstream approaches” enter the conversation.

I guarantee you, this is NOT an attempt to convert community radio into public radio with respect to perception and practice – NFCB remains resolute in supporting the core values of **localism, diversity, and public service**. Instead, it is a deeply conscious attempt to develop sustainable and efficient community media organization amidst a climate of funding insecurity and a dramatically changed media landscape. Once we know which stage your station is at in each area, our intention is to provide you with support and resources to move to the next stage.

The “5x5 Model – Beta Version” is introduced at a time of significant change in NFCB station services. During the month of September 2011, NFCB is launching the “**NFCB Microsites**” designed to provide ease of navigation and more focused resources for the unique cohorts amongst our membership – **Rural, Native American, Latino, African American and Urban service stations**. Throughout the summer of 2011 we have deepened our work with NPR and the Media Democracy Coalition (MADCo) to maximize your representation on policy matters in Washington, DC. In addition, we’ve negotiated a new relationship with the Development Exchange, Inc. to better serve your needs in the vital areas of revenue generation and fundraising.

Special thanks to Ginny Z. Berson, VP and Director of Federation Services, the NFCB station services project managers and the Latino Public Radio Consortium for their assistance in developing the “5x5 Model – Beta Version” and “NFCB Microsites”. In advance, thanks to you for your patience, consideration, and forthcoming constructive comments, criticisms, and challenges.

Peace,

Maxie C Jackson III
President & CEO