

## Break Out Meeting Notes From Flipcharts

### NPR's Role

#### Identification of desirable public service outcomes for NPR activity

1. Representation/marketing at national level because of brand and size of scope (at Congress, at CPB, with PTFP, etc.)
2. Work with regulators (FCC, etc.)
3. Funders (in concert with development division)
4. Work to articulate big picture vision – “marketing the concept”
5. Convener of others (as needed to achieve expansion progress)
6. Be a catalyst for local action
  - Provide information: such as opportunities in top 100 markets
  - Create tools to assist station action
7. High level contacts cultivation
8. Identify and share “poster” children and case studies
9. Ascertain potential for growth
10. Develop web materials for system use

### Questions

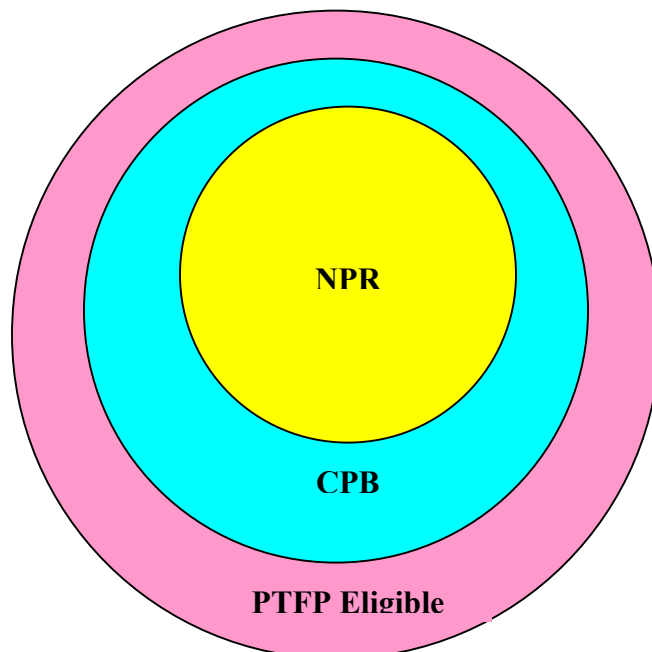
1. Should high level participation be broader than NPR to be politically expedient and achieve greater measures of signal and system growth?
2. Is NPR one key player in a larger alliance?

### Parking Lot Issues

1. Analysis of underperformance of some existing stations
2. Surrogates – (LMA's, etc.)

### Program Formats & Nexus to Who is Served Issue

1. Frame this in terms of audience served
2. Audiences served will suggest different business models



## Suggestions for the “To Do” List

- 1) Figure out which stations are “in” (raising of hands of licensees interested in pursuing expansion opportunities)
  - a) Policy aspects – can we define appropriate and inappropriate expansion advocacy?
  - b) Pragmatic aspect – despite laudable overarching objectives most stations will act out of their own self-interest – how do our policies and action plans account for this reality?
- 2) Assumption
  - a) That no opportunity should go unanswered
- 3) Quantify our system expansion goals
- 4) State public service goal in audience terms

## Readiness Issues and Activities

Assumption: that a variety of activities may have to occur simultaneously versus in sequence

= Make an inventory of station readiness at national level...

## Readiness Issues for Purchase Activities

- 1) Board readiness
  - a) Licensee readiness
  - b) Financial status and reporting – e.g., books conducive to support issuance of bonds?
  - c) Understanding the process for all necessary stakeholders at local stations
  - d) Management commitment – is it strong and widely held?
- 2) Special Note: Transfers/conversions even more complicated
  - a) Must cultivate the other institutions involved, i.e., school boards
  - b) East Coast : will be about acquisition of commercial or schools stations not new apps
  - c) If serving minority audiences is a goal, we need to get the right people to the table

**We Need  
To Be  
Speedy**

## Other Institutional/Organizational Roles

- 1) What is the proper role for CPB ?
- 2) USA: work with them re: “save” and possibly “convert” strategies
- 3) Regionals: get more “out of touch” managers connected with national system.  
Advocate/provide leadership for readiness
  - a) Handbook of basics
  - b) Conduct Workshops
  - c) Get examples of when station partnerships have worked and not worked, and understand/communicate what made them successful or not

## Frame public service goal

- 1) State big picture/mission
- 2) Quantify audience targets (existing and new)
- 3) Establish timetable
- 4) Ascertain potential

## Technical Breakout: List of Possible Action Items

- 1) Are our translators now at max powers? Can we build and provide a web page “max power” calculator?
- 2) 2<sup>nd</sup> adjacent translators – are they a threat or an opportunity? Since most listeners do not complain, and the FCC is now failing to respond to complaints we forward, how do we quantify the interference consequences that are occurring where these are dropped in?
- 3) Do we need a coordinated legal defense fund to file against interferers?
- 4) Modifications to flagging service RFP, issue and analyze responses. Is it at a level NPR can contract for on behalf of system from existing resources?
- 5) Coverage study – should it be conducted as a proprietary study if no agency or angel emerges to fund it?
- 6) Should NPR consider initiating prioritized rulemaking petitions for reserving commercial frequencies where needed to expand service?
- 7) There needs to be a quick development of criteria for establishing possibilities for new frequencies.
- 8) Possibilities + value of maximizing existing facilities (do we know how many stations are running less than maximum authorized facilities?).

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