



The Perfect Storm

Public Radio Managers Guide to
(Possible/Probable) Subsidy Loss



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Change is Coming!

1. Understand your station's financials.
2. Reduce your University allocation as much as possible.
3. Monetize and communicate your value to the University.
4. Identify possible partners/collaborators.
5. Form or strengthen your Friends [501(c)3] Group.



Change is Coming!

6. Communicate regularly with your administrators!
7. Increase sources of revenue, including non-traditional sources (CARS, Major Giving).
8. Invest in planned giving.
9. Don't take on additional unnecessary expenses or projects with no ROI.



Change is Coming!

10. Get in front of the situation; frame the issue; lead the dance.
11. Get rid of university barriers.
12. Use system resources for pest practices.
13. Think out of the box.
14. Create a positive image for the station with your administrators.