

Digital Transition Advisory Committee (DTAC) Communication and Education Plan

I. Introduction

Public radio has now begun the process of converting to digital audio broadcasting, which is expected to transform the radio industry and allow it to compete on equal footing with other digitized media. NPR and Member stations have taken a leadership role in the Digital Transition field, and we need to work together and with our system colleagues to inform and educate all stations and stakeholders on the issues, costs, and timelines.

This draft plan has been informed by the members of the Communication and Education Subcommittee of the DTAC group, whose role is to work with us to both educate and inform stations and stakeholders on all facets of digital transition and to provide them tools so they can, in turn, communicate and educate their stakeholders.

We plan to execute a communication and education plan in two phases. The first is crafted to raise the level of general knowledge among staff at stations and among other NPR stakeholders. The second phase is to provide the tools and materials for stations to communicate to their respective stakeholders.

II. Audiences

For Phase I, the target audience is the entire station management team: GMs, Engineers, Program Directors, and Development/Marketing Directors.

For Phase II, the target audiences are the station's listeners, members, major donors or large contributors, licensees, and other key station stakeholders.

III. Strategy: Creating the Message.

The strategy for creating the educational and promotional messages about digital radio will break down by the two audience targets:

Phase I - From NPR to Stations: Messaging will focus on:

- What is truly exciting about digital radio (digital radio is not about just audio quality, cost-effectiveness, or speed...it is about slicing and dicing content or manipulating content – the exciting thing is the possibilities this creates for listeners)
- Develop good case statements for what the digital transition can do for radio
- Distinguish radio's digital transition from the DTV conversion
- Clarify regulatory or legislative questions, issues, etc.

Phase II - From Stations to Their Stakeholders: Messaging will focus on:

- What is truly exciting about digital radio (digital radio is not about technical quality, nor cost-effectiveness, nor speed...it is about slicing and dicing content or manipulating content – the exciting thing is the possibilities this creates for listeners)
- Develop good case statements for what the digital transition can do for radio
- What does this mean? Specific action messages for each stakeholder group.

IV. Tactics.

We will turn the strategies into the tangible through a series of tactics to educate stations and tactics for stations to, in turn, educate their stakeholders.

Getting the word out during Phase I

We recommend both informal and formal communications between NPR and stations to encourage understanding of system issues and foster knowledge. This includes discussions at regional meetings, conferences, through DTAC, one-on-one discussions, and trade press, such as *RadioWorld* and *Current*. We will also establish a central repository of credible information at nprstations.org to ensure all NPR members have access. The repository would house reference information such as FCC filings, media clips, A-Reps messages, etc. We would share this with NFCB.

Getting the word out during Phase II

At the national level, NPR will conduct media outreach to mainstream press. NPR.org will also post a digital radio section online to ensure all public radio listeners have access to the latest information about digital radio and the role public radio is playing. The key piece for getting the word out during Phase II is to provide stations with promotions/communications tools. NPR will create a toolkit for stations to use when educating their local stakeholders. Materials will be useful in a range of situations and markets and will be customizable/co-brandable at the local level. We will utilize existing communications tools, i.e., *Scoop*, *Snapshot*, nprstations.org, conferences, station visits, etc., to get the word out and provide these tools. This system also ensures that information is available to all staff levels at stations.

The toolkit will include:

Tier 1: These items would be targeted for first draft completion in mid-February. Feedback and suggestions from the 2/10 DTAC meeting will be incorporated.

- “What is Digital Radio” one-sheet/fact sheet.
- Feature article (updated template article).
- Talking points.
- Frequently Asked Questions (FAQ).
- Glossary of terms and acronyms.
- Graphics resources.
- Transition calendar.
- Resources/Points of contact listing.

Tier 2: These items will be created after Tier 1 items are approved. The proposed delivery date for the first draft of Tier 2 items is end of February-early March.

- PowerPoint presentation.
- General Manager letter.
- Opinion editorial.
- Audio clips.
- On-air promos.