

# Digital Transformation Program Application Questions

*Do not submit this form via email.*

Please apply online here: <https://poy.nu/DTPapplication>

**Please tell us** (all questions are required):

1. Station name
2. Station location (city and state)
3. Primary website
4. Station type (☐ TV, ☐ Radio, ☐ Joint)
5. Licensee type (☐ Community, ☐ Local, ☐ State, ☐ University, ☐ Other)
6. Memberships (☐ PBS, ☐ NPR, ☐ Non-Member)
7. Total full-time staff
8. How many staff (full-time equivalent) work in digital roles? ☐ Less Than 1, ☐ 1-2 People, ☐ 3-5 People, ☐ 5-10 People, ☐ More Than 10
9. What other, if any, CPB sponsored programs has your organization participated in or is participating in at this time? (☐ Regional Journalism/Newsroom Collaboration, ☐ American Graduate, ☐ America Amplified, ☐ PBS Digital Studios Regional Digital Hub/Centers of Innovation, ☐ PBS Digital Immersion Program, ☐ Digital Culture Accelerator, ☐ None, ☐ Other)
10. You'll also need to provide a list of your station's proposed team members (name & title) for this program, in addition to yourself (four to six people total)

**Open-ended questions** (150 words or less)

11. What has proven to be the greatest barrier in developing your digital audience and/or digitally-based revenue to date?
12. What digital objective(s) do you aim to achieve by participating in this program?
13. Why is the timing right for your organization to participate in this program?
14. As the leader of your organization, what do you want to gain personally from your direct involvement in the program?
15. Is there anything else we should know about your organization or yourself to help in the selection process?

**Other Closed-Ended Questions**

16. Digital Audience: Select the answer that best describes your station's approach (multiple choice, please choose one):
  - ☐ Our digital audience is small and fleeting; we only periodically look at our audience traffic and have yet to develop concrete plans to grow it.
  - ☐ We give regular attention to our digital audience numbers (e.g., monthly) and take sporadic actions to grow it.
  - ☐ We've gotten serious about growing our digital audience and have started working on the fundamentals of audience development; we seem to be making some progress though our numbers are still up and down month-to-month.

- ☐ We've made good progress on digital fundamentals and built a "decent" digital audience but need to move to the next level of digital practices to build a "significant" digital audience.
- ☐ Our digital audience reach and loyalty rivals that of our broadcast audience and we are looking to break new ground in further developing our digital audiences and become a digital leader in our market.

17. Digital Revenue: Select the answer that best describes your station's approach:

- ☐ Use of digital to generate revenue is limited to the "pledge now" button, posts promoting on-air drives and/or some display advertising.
- ☐ We gear up use of digital platforms (e.g., website, social, email) during on-air membership campaigns to reinforce and amplify messaging; local digital advertising or sponsorship is sometimes offered as an "add on" incentive for broadcast underwriting sales.
- ☐ We're starting to think about how to track revenue connected to digital, have tried some targeted digital membership "asks" apart from on-air drive periods and are beginning to think about digital-only underwriting (sponsorship) opportunities and inventories.
- ☐ We've begun tracking revenue attributable to digital (even if imperfectly), are trying more dynamic "calls to action" on multiple digital platforms and are seeing some success in selling digital only sponsorships.
- ☐ We closely track membership revenue attributable to a variety of digital "asks", give the same attention to digital as broadcast in developing membership and are equally effective in selling digital sponsorship as broadcast underwriting.

18. Digital Change Readiness & Agility: select the answer that best describes your station's approach:

- ☐ We stay focused on what works and is familiar and stay largely fixed in our ways; while we can respond quickly and effectively to a crisis, it's hard to stay focused on changes that take planning and time to achieve; the need to "be more digital" is only vaguely felt and distantly urgent.
- ☐ Developing digital audiences and revenue is recognized as strategically important (e.g., it's in our strategic plan) but concrete operational steps to do so have not been developed; our primary focus and day-to-day attention remains mainly on broadcast content, operations and audiences.
- ☐ There's a willingness and readiness among at least some staff to develop our digital capabilities; some actions are planned and taken but such efforts are sporadic and scattered; the pathway is not clear and efforts are not focused, consistent or persistent.
- ☐ Our organization is now taking digital audience and revenue growth seriously; we are actively working at changing mindsets, building needed skills, developing new leadership and organizing and working differently across the organization to do so.
- ☐ We're becoming an organization that thinks "audience first" and effectively reaches and engages audiences across selected platforms, digital and broadcast; testing and learning, cross-functional teaming and organizational flexibility have become our operating norms in order to continue building new audiences in new ways.

19. Lastly, you'll be asked to choose when you would like to begin the program, if accepted -- what cohort you would like to be in -- as your first choice: ☐ January 2022, ☐ April 2022, ☐ July 2022, ☐ October 2022

**Thank you. If you have any questions, contact Ryan Jenot, Poynter's project manager for this program, at [rjenot@poynter.org](mailto:rjenot@poynter.org).**