

Project: The Future of NPR

Client: WFIU Radio

Term: Spring 2012

Faculty Mentor: Professor James Perry

Summary:

Due to changes in funding structures that public radio organizations relied upon, the SPEA Capstone group was tasked with examining issues faced by National Public Radio (NPR) and affiliate organizations. The team determined the most-pressing issues, including the possible loss of federal funding, challenges and opportunities presented by website presence, the need for cost-control fund raising methods and defining WFIU and Indiana University's relationship. Final analysis found that organizations have difficulty gathering and utilizing data, struggle to serve the needs of outside stakeholders while remaining loyal to the mission and must remain flexible and innovative during funding and technological changes in a time of rapidly changing public media domain.