



≡ CLASSICAL MUSIC RISING

Strategies

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Classical Music Rising Strategic Focus

1. Understanding Classical Music Radio's 21st Century Audiences
 2. Awareness and Engagement
 3. Digital Strategies and Experimentation
 4. Talent Development
 5. Revenue and Business Models for the Next Generation of Service
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Understanding Classical Music Radio's 21st Century Audiences

- Audience behavior and expectations in flux across all age groups
- Broadcast audience as springboard and economic engine for success of all activities
- Long-term arc is digital
- What do we know and what do we need to know?



Awareness and Engagement

- Making the case for classical radio, engaging community and eliminating the 'death' category
- Evaluating efforts to date: what's working and what's missing?
- Defining the issue: brand image and/or awareness?
- Developing knowledge and tools for stations



Digital Strategies and Experimentation

- Define classical music services that are distinctive in the digital media space
- Conduct strategy analysis (SWOT) to understand competitive position of public media classical vs. other classical providers in digital space
- Benchmark
- Highlight sustainable models and approaches
- Try-its??



Talent Development

- Critical need for new voices, new perspectives, new generation to reach new and diverse audiences on air and in digital terrain
- Need to disrupt ourselves
- Collaborative approaches will provide new pathways



Revenue and Business Models for the Next Generation of Service

- All traditional sources of revenue (individual giving, sponsorships, tax-based support) in flux/disruption
- Identify and share opportunities for improvement in current model
- Benchmark
- Identify and experiment with new, innovative approaches